IDP Education International Student **Buyer Behaviour** Research 2014



Key Findings - Student Expectations

Who responded?



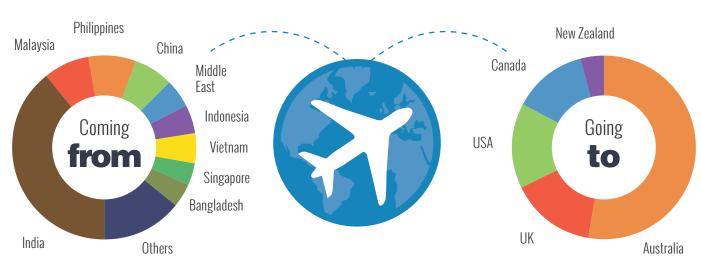
1.000+ students



Who used **IDP** services



Surveyed online in August 2014





Prospective & current students



Majority are postgraduates







Have parental support to fund their education

Experience vs expectations

Change in gap since 2013

















- Post-study work opportunities
- Able to work part-time
- Affordability
- Post-study work opportunities
- Visa processes

Able to work part-time

- - Able to work part-time

Career expectations









40% Know exactly

Have some

idea

Don't know yet



Just under half of students...

...said that it would not be easy to find work in the chosen career field.



Competition in study country



Lack of sufficient work experieince



Competition at home



Difficult to get a work visa in study country

Pathway

Pathway programs and courses help prepare for university (e.g. Foundation Year, English-language course or a Diploma).





Are doing a

pathway at home

But, most did, or

are doing, overseas

Attitudes to International Education



Think employers at home are more likely

to value international degrees 33%



59%

Agree that the Quality of HE institutions at home improving



Of the surveyed students said their

friends would prefer to study overseas



67%

Considered studying at an HE institution at home