



# EMERGING FUTURES II



# INTERNATIONAL STUDENT PERCEPTIONS, CHOICES AND MOTIVATIONS

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IDP Connect's latest Emerging Futures research is this year's second instalment of the biannual international research. The research examines the attitudes and intentions of over 11,000 prospective and current international students from over 90 countries, between 25 July - 25 August 2022.

The research equips the global higher education sector, institutions and policy makers with the data and insight needed to drive positive student-first policies. It aims to understand attitudes to immigration policy, affordability, new and emerging study modes and delivery methods as well as the growing importance of various aspects of student support. For the first time, the research also surveys large numbers of current students to understand whether student expectations are being met.



15 minute online survey



Administered in English and Chinese

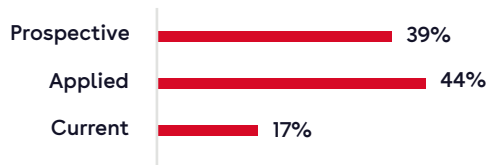


Conducted between 25 July and 25 August 2022

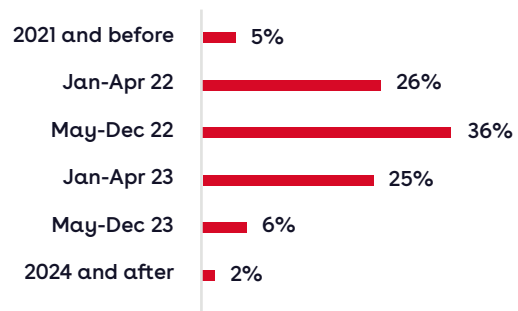
# RESPONDENT PROFILE

Students from all over the world have participated in the survey; there were 11,271 respondents from 94 countries.

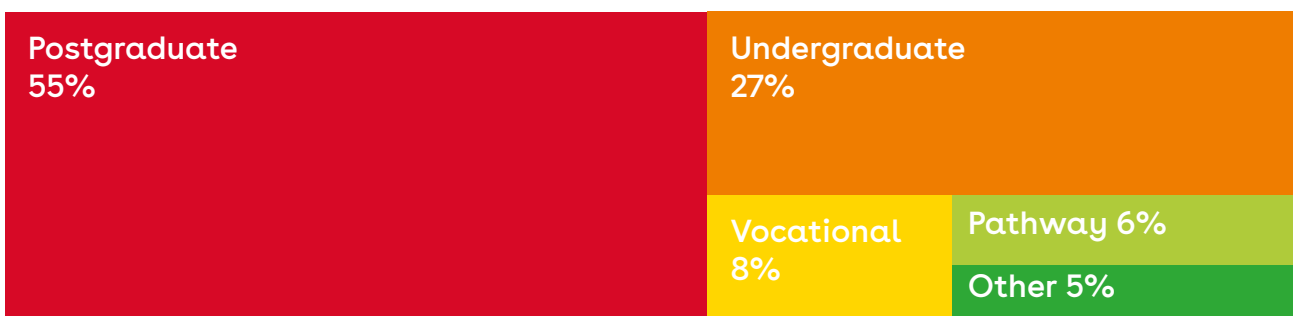
## Study status



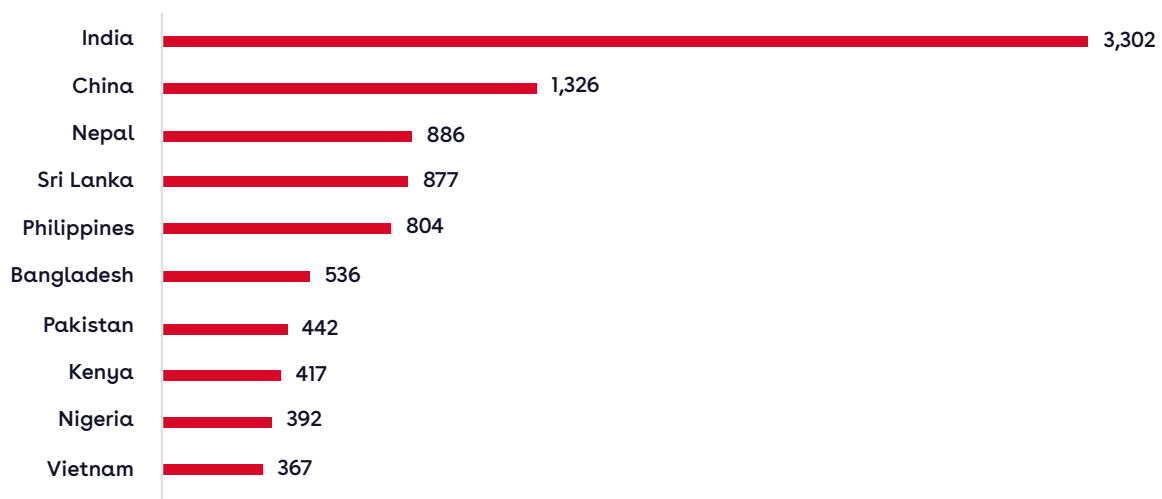
## Intended start date



## Course level

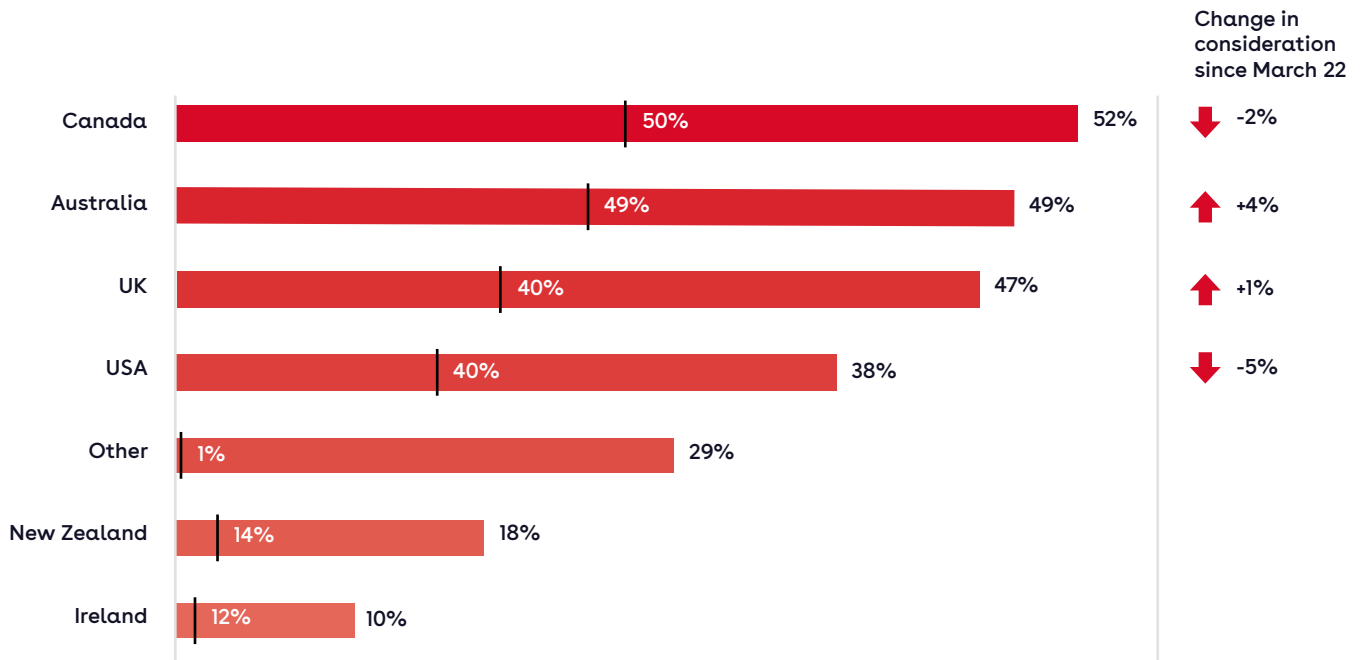


## Top 10 source markets



# GLOBAL DEMAND

The bars show the proportion of respondents who considered the destination; the black lines show the proportion of these respondents who said it was their first choice.



# DESTINATION PREFERENCE

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## #1

Canada remains #1 destination of choice



## +5%

5% more respondents stated Australia was their number 1 choice of destination than the last survey, whilst those considering Australia increased by 4%



## 30%

30% of respondents said they were **only** considering Australia



# WHY?

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There are many factors impacting student choice, our latest findings reveal some of the strongest drivers influencing perceptions and decision making.



- **High quality of education & good employment outcomes** are the primary drivers in choice



- Key indicators of high quality of education are **graduate employment rates** and **rankings of institutions**



- Key indicators of good employment outcomes are **academic reputation** of institutions and **post study work policies**



- Increased interest in Australia also being driven by perceptions of being a **safe, supportive** and **welcoming destination**

# CURRENT STUDENTS GIVE LOW RATINGS TO FINANCIAL & NON-ACADEMIC SUPPORT

Although the results are fairly positive, lack of awareness and access to financial support and non-academic support from current students has resulted in low rankings.

## Ease of obtaining student visa



## Non-academic support from your institution



## Amount of hours international students are allowed to work



## Academic support from your institution



## Quality of on-campus teaching



## Lifestyle in destination country



## Balance of time split between studying on-campus and online



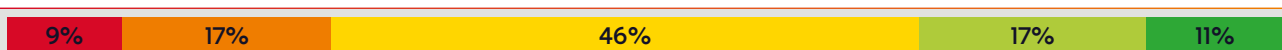
## Quality of online teaching



## Mental health support provided



## Financial support provided



## Has their experience met their expectations?

- Greatly exceeded expectations
- Exceeded expectations
- Met expectations
- Less than expected
- Much less than expected

# KEY TAKEAWAYS

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## Australia on the rise

Australia's popularity as a first-choice study destination has climbed **5 percentage points** since March 2022 and now stands at 25%.

Canada remains the top destination, with 27% of respondents selecting this as their first choice.

## Onshore worries

The data paints a positive picture for the future of Australia's international education industry.

However, it also highlights the challenges students face around **feeling isolated** and **financial pressures** when they arrive on shore.

## Key concerns

For students who have not yet commenced their studies, their greatest concerns included balancing **part-time work and study**, **not having enough money** and **adapting to a new culture and way of learning**.

## Competitive market

With open borders and attractive post-study work policies, destinations are going head-to-head to attract international students.

However, at the same time, many countries are facing **socioeconomic instability**, and **students are navigating new emerging challenges**.





# GET IN TOUCH

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