



EMERGING FUTURES



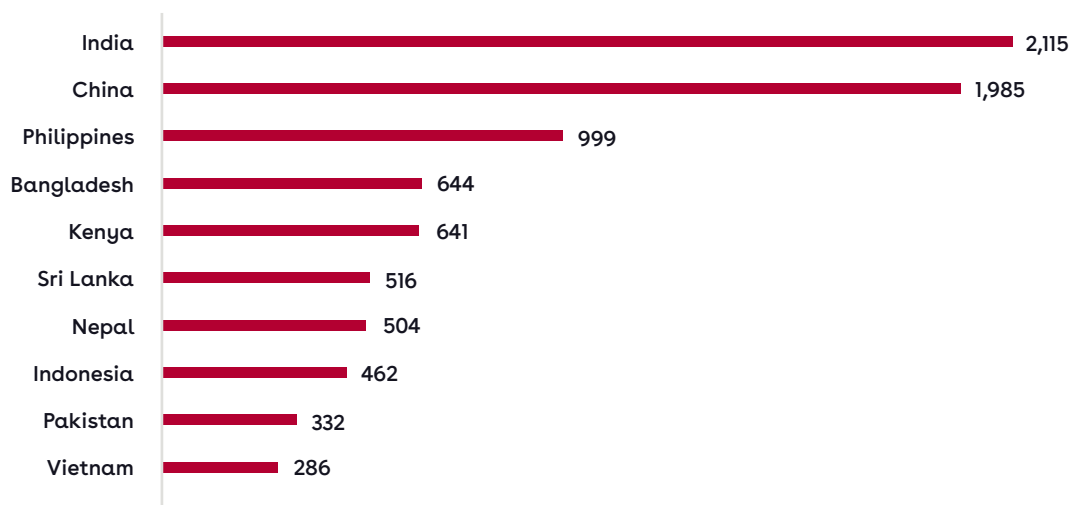
EMERGING FUTURES

IDP's 'Emerging Futures' research on the perceptions of prospective international students builds on the findings of the Crossroads and New Horizons research series and aims to equip the international education sector, institutions and policy makers with informed insights to offer exceptional global education experiences aligned to student priorities.

SURVEY REACH

A total of 10,149 respondents from 93 countries.

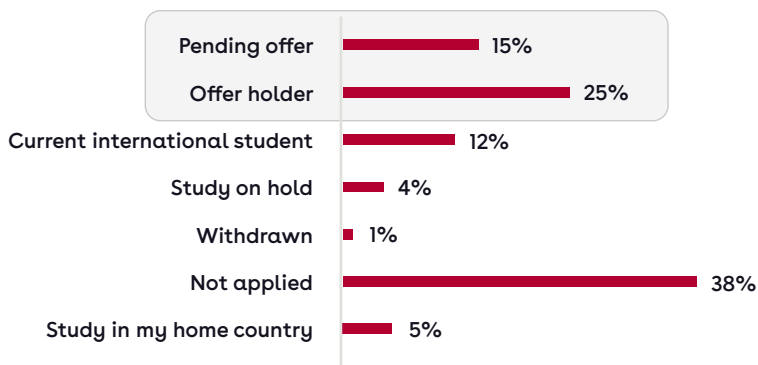
Top 10 origin countries

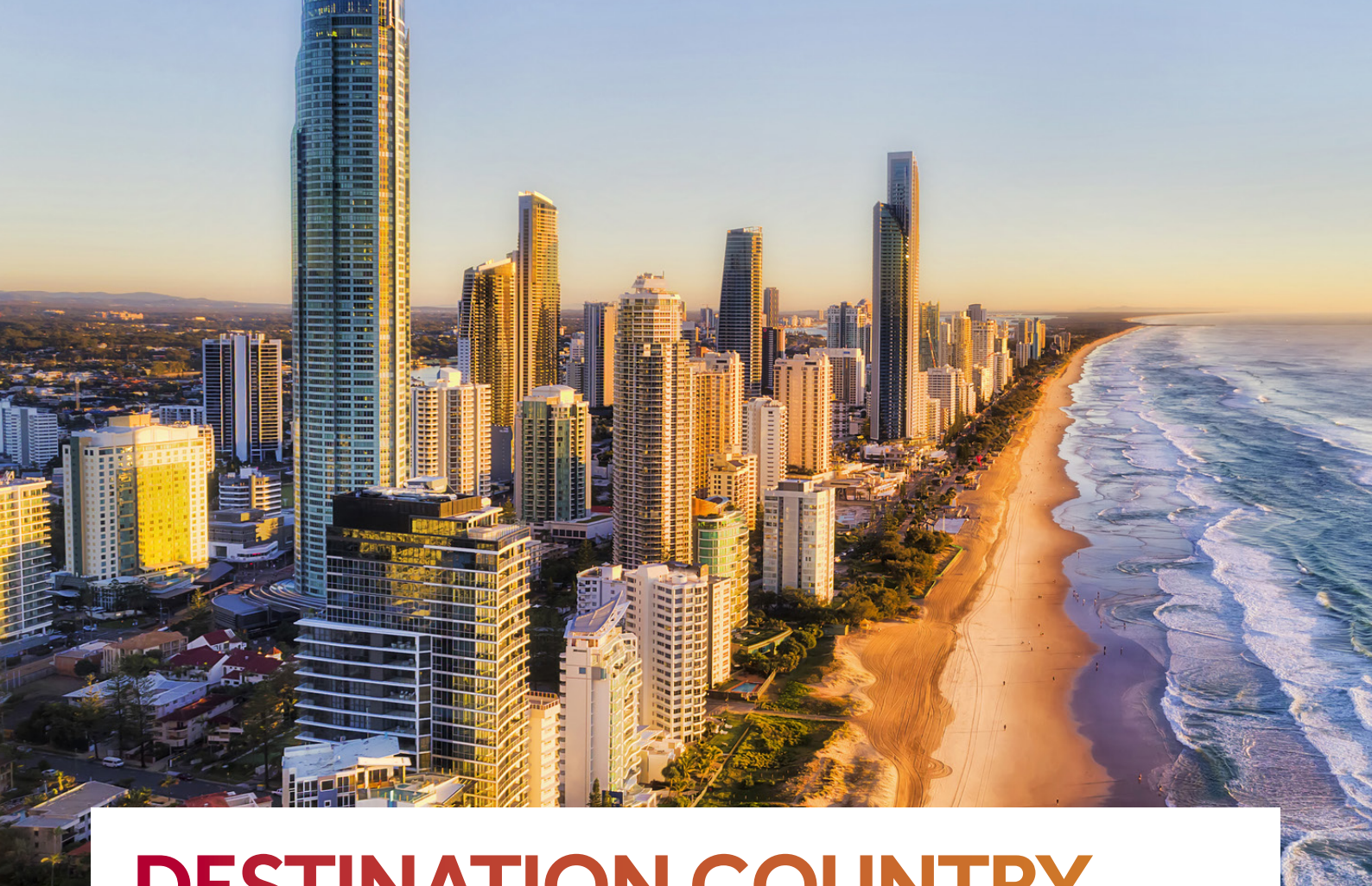


Respondent profile

Four out of ten respondents (40%) have applied to study in 2022/2023 (holding offer or pending offer). 81% of respondents have either commenced or intend to commence their studies in the next 12 months.

Study status

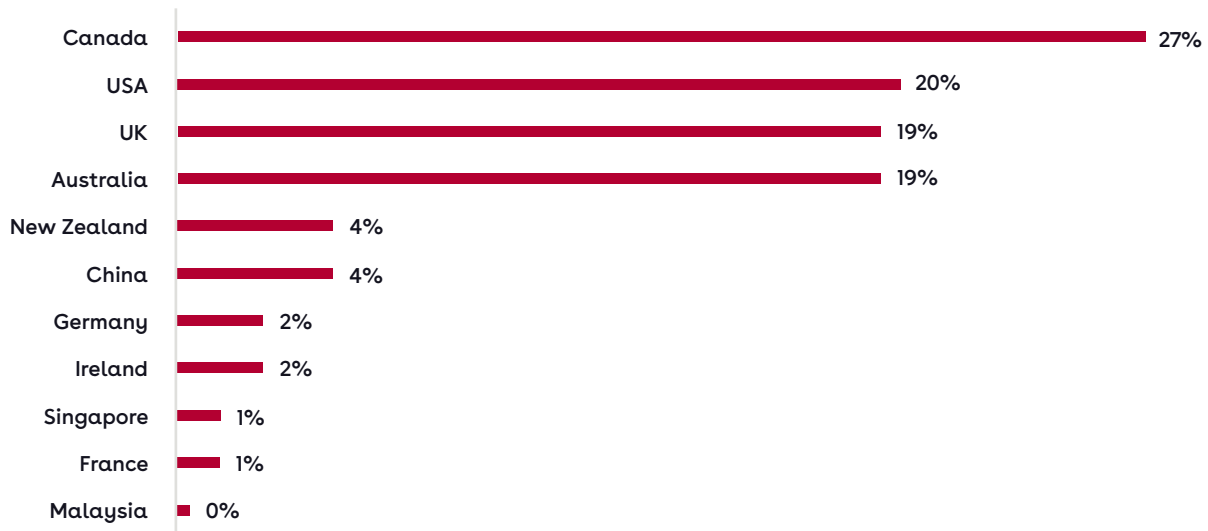




DESTINATION COUNTRY PREFERENCES

Canada leads other markets as the destination of choice for 27% of respondents.

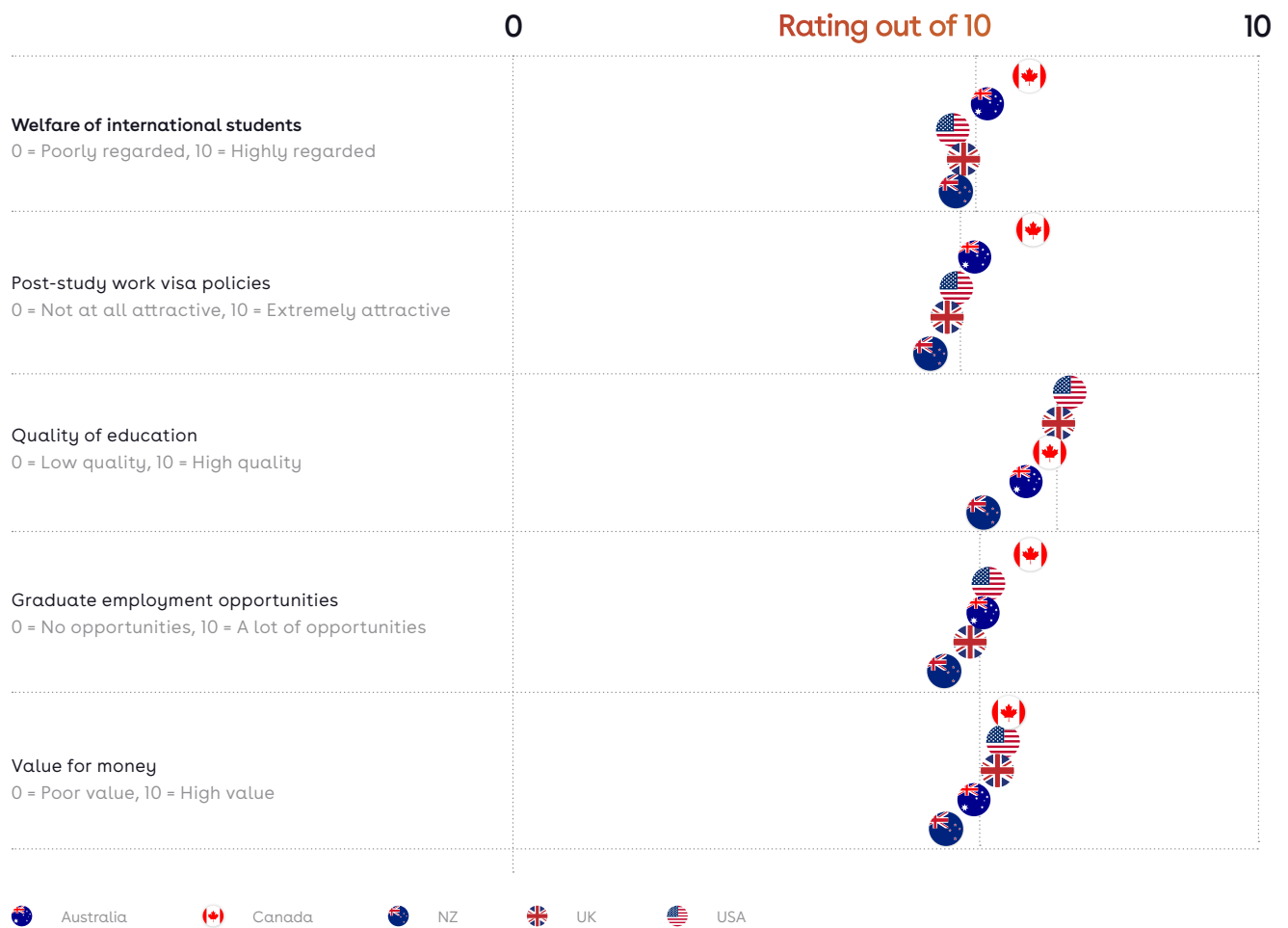
What is/was your first-choice destination?



PERCEPTION OF DESTINATIONS

Canada ranked the highest with respondents in the perception of destinations within all areas except 'quality of education'.

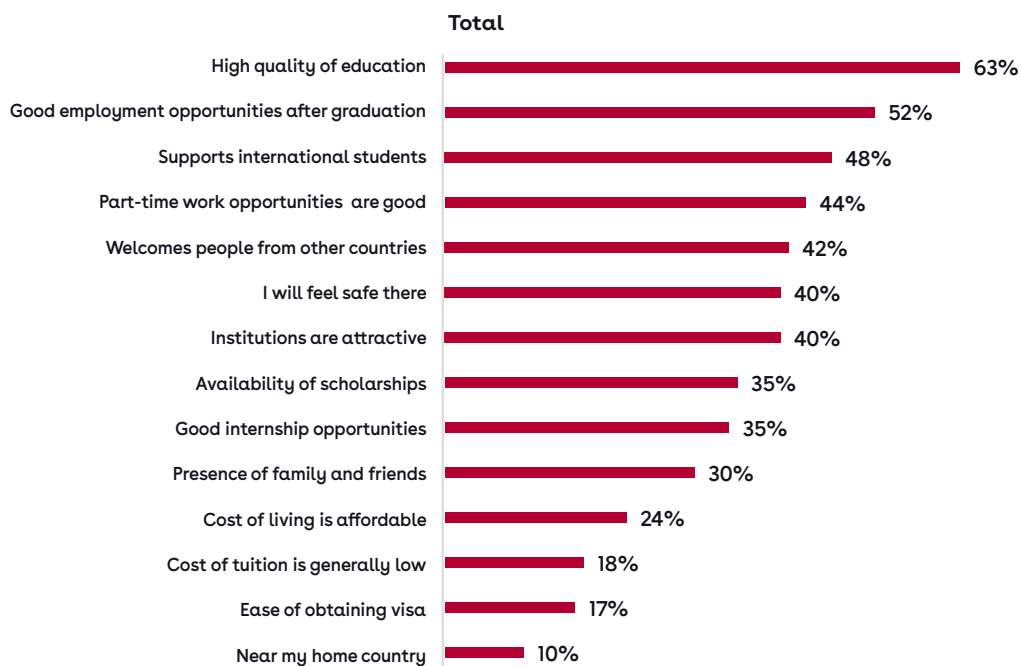
What are your perceptions of these destinations?



FIRST-CHOICE DESTINATION PREFERENCES

The vast majority of respondents rank high-quality education first, as to why they chose first-choice destinations.

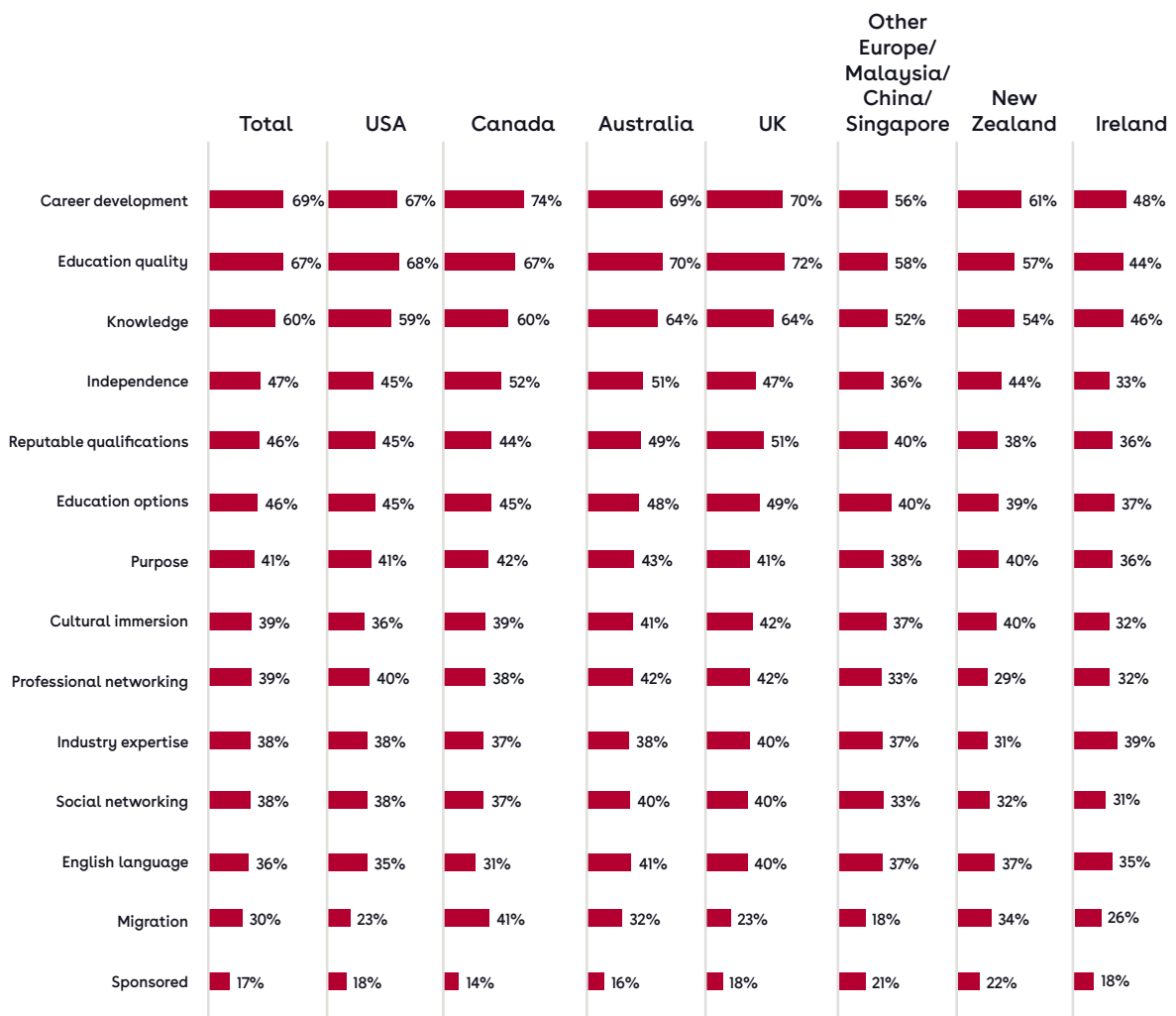
Why did you choose your first choice destination?



MOTIVATIONS FOR INTERNATIONAL STUDY

Career development was a key motivating factor for three out of four respondents (74%) who prefer to study in Canada.

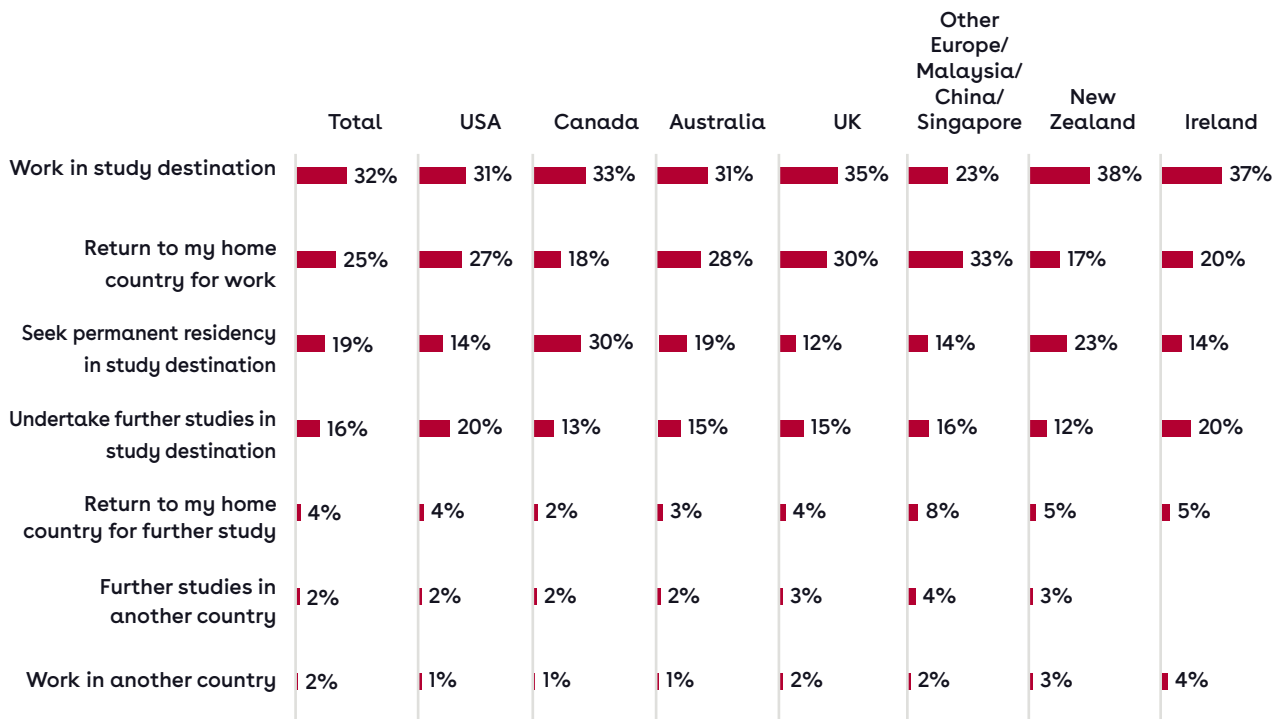
What motivates you to study internationally?



POST-STUDY PREFERENCES

Nearly half (48%) of respondents would like to either work or undertake further studies in their study destination upon graduation, while others indicated they will return to their home country to work.

What will you do after your studies?





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