

International Student and Parent Buyer Behaviour Research 2019

KEY FINDINGS

Profile of IDP students

Similar profile to previous years, noting a skew towards IDP Indian students

Coming From



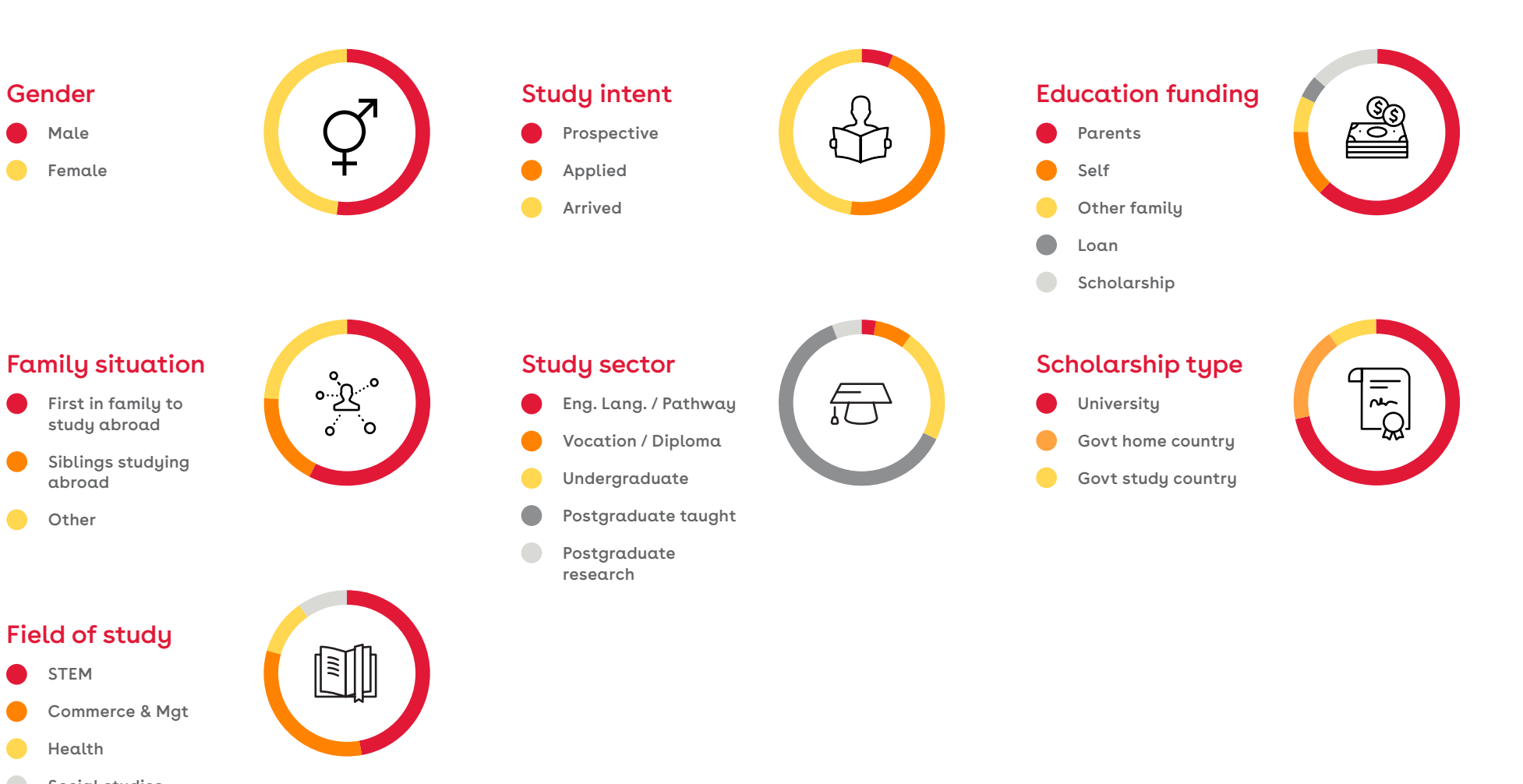
- India
- China
- Vietnam
- Malaysia
- Indonesia
- Singapore
- Middle East
- Philippines
- Hong Kong
- Taiwan
- Bangladesh
- Thailand
- Other

Going To



- Australia
- Canada
- United Kingdom
- United States of America
- New Zealand
- Other

Most students have either arrived in the last 6 months or have applied to study abroad

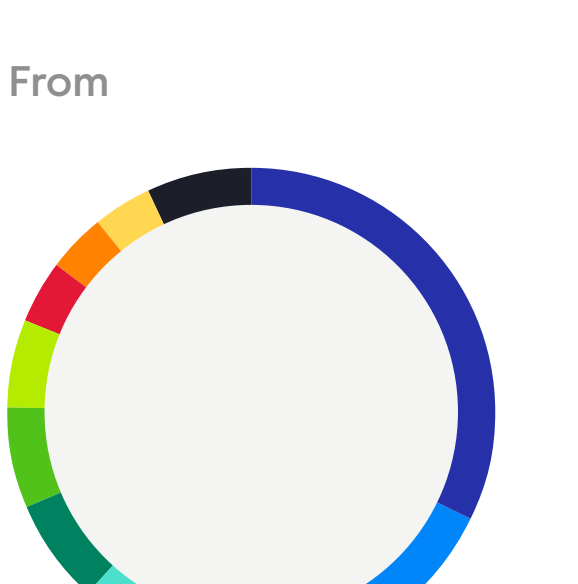


Profile of parents

There is a skew towards Indian parents of international students

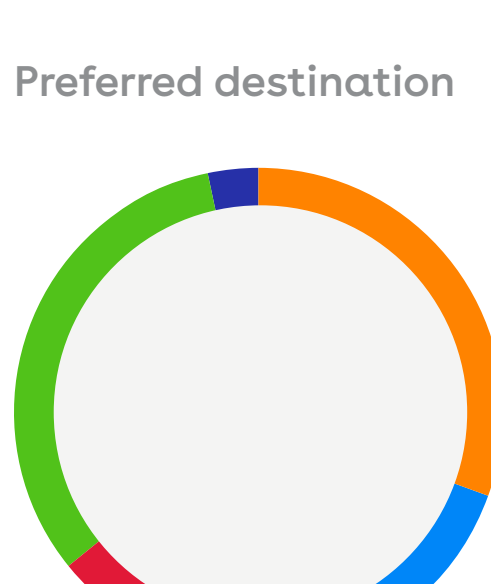
The parents of international students study was conducted in partnership with the Australian trade and Investment Commission.

From



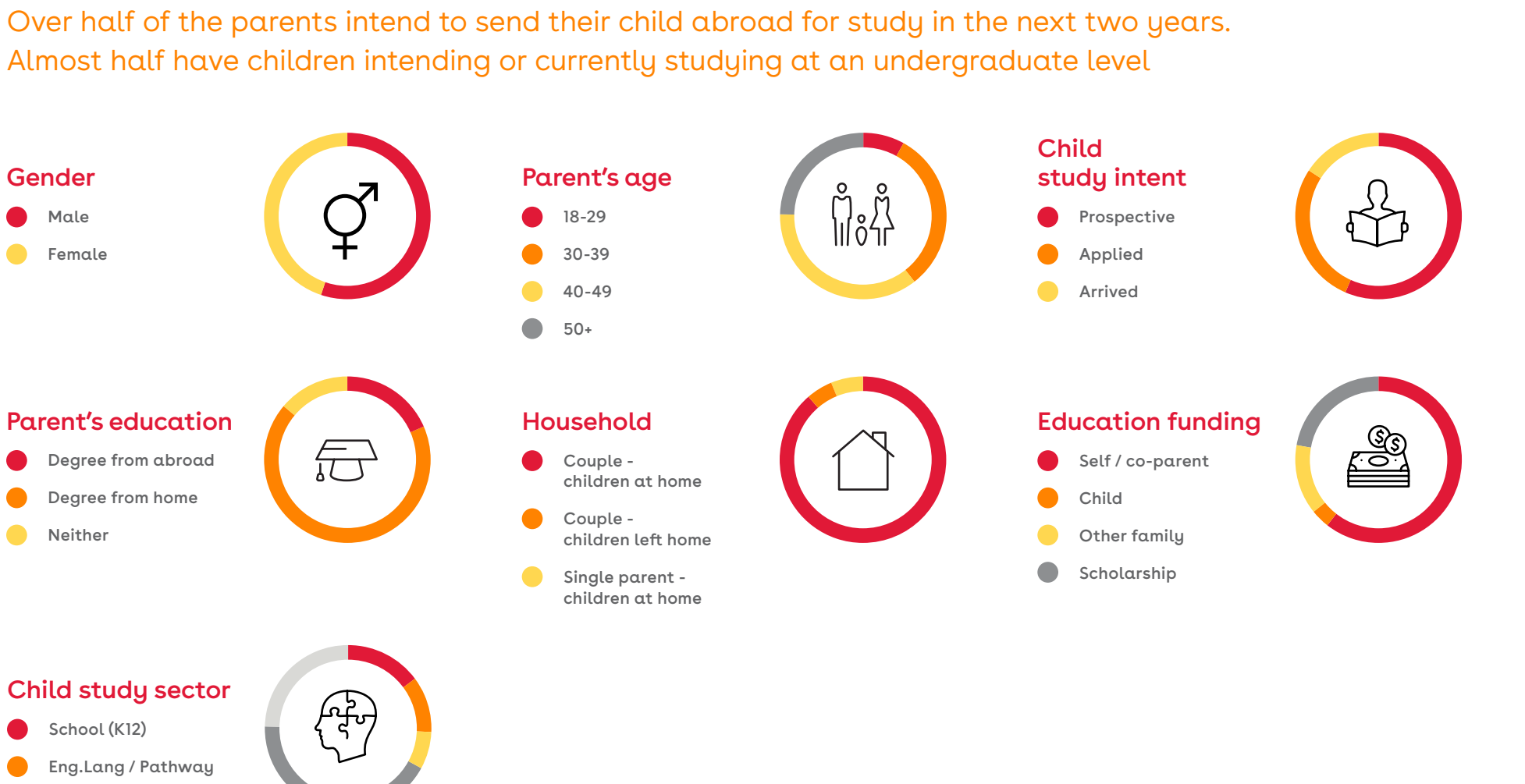
- India
- Indonesia
- China
- Mexico
- Brazil
- Vietnam
- Nepal
- Colombia
- UAE
- Others

Preferred destination



- Australia
- Canada
- United Kingdom
- United States of America
- New Zealand

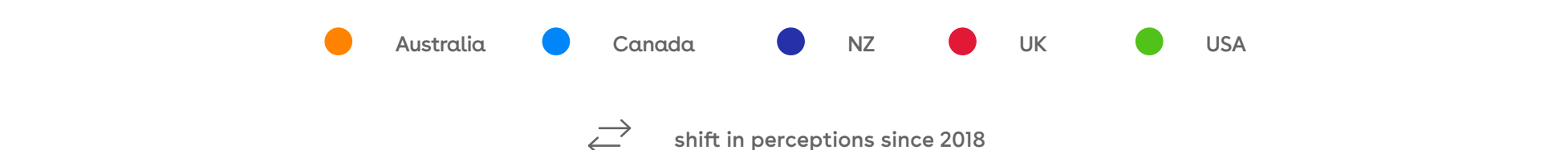
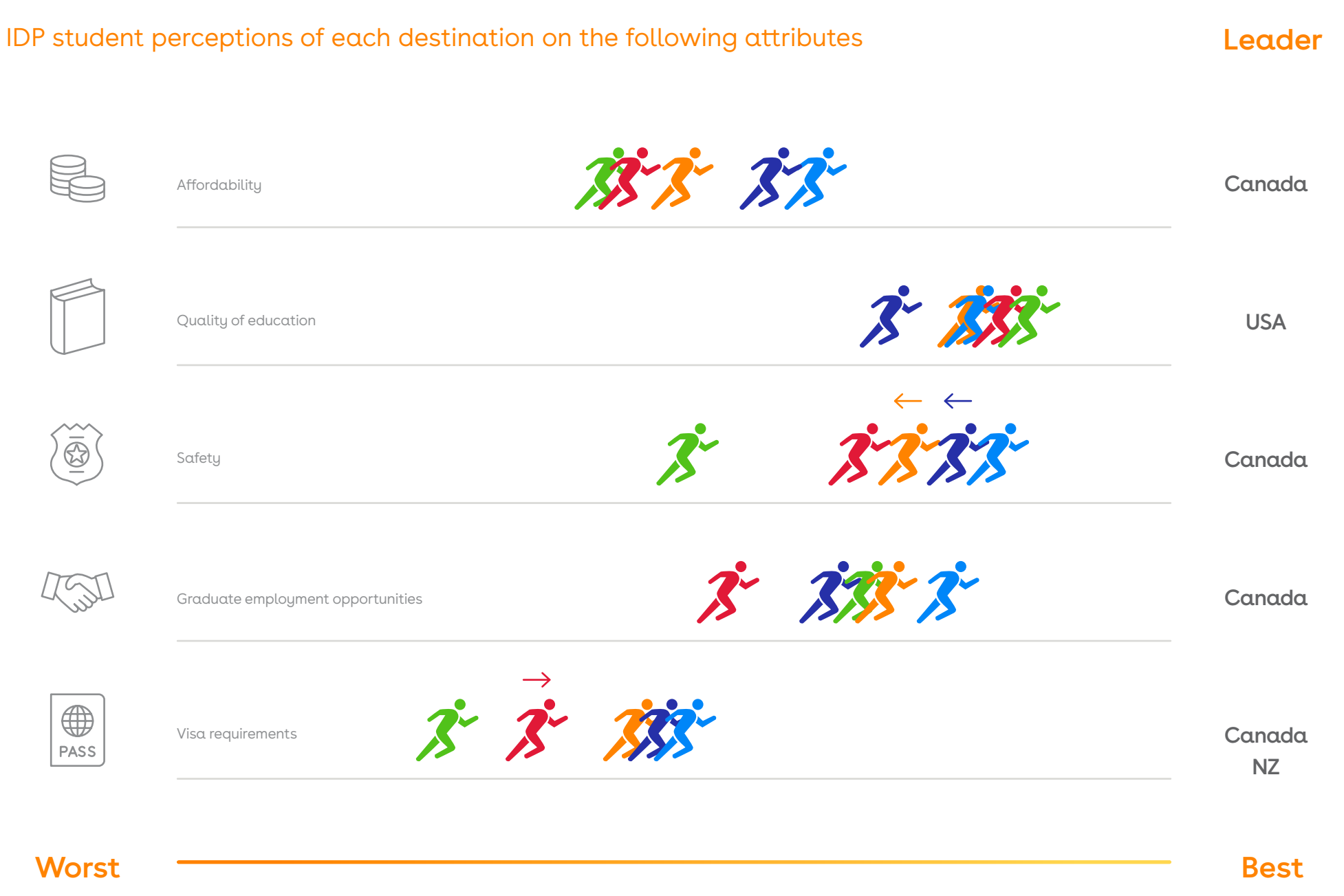
Over half of the parents intend to send their child abroad for study in the next two years. Almost half have children intending or currently studying at an undergraduate level



IDP student perceptions 2019: Overall

IDP student perceptions of each destination on the following attributes

Leader



Worst

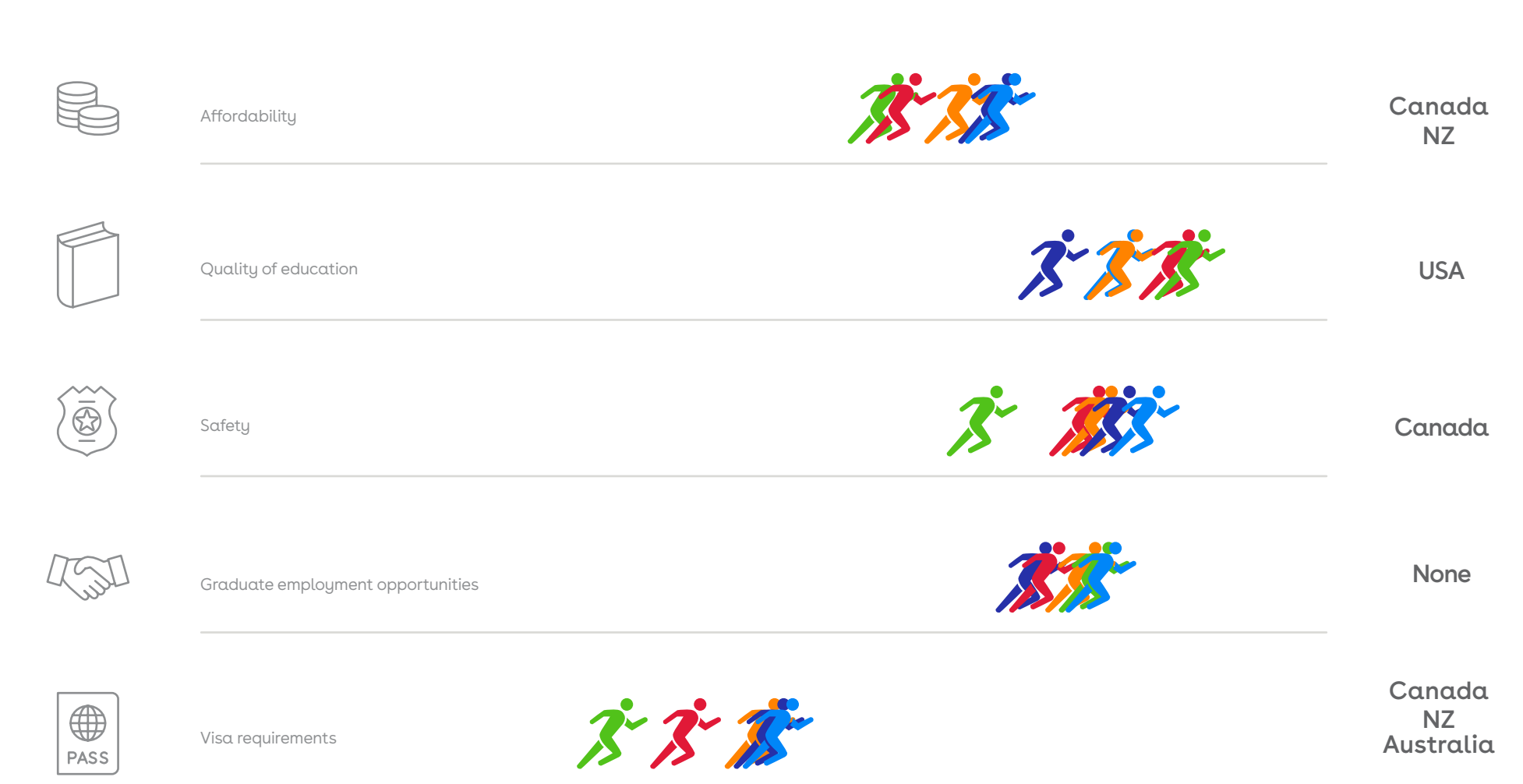
Best

shift in perceptions since 2018

IDP parent perceptions 2019: Overall

Parents (of international students) perceptions of each destination on the following attributes

Leader

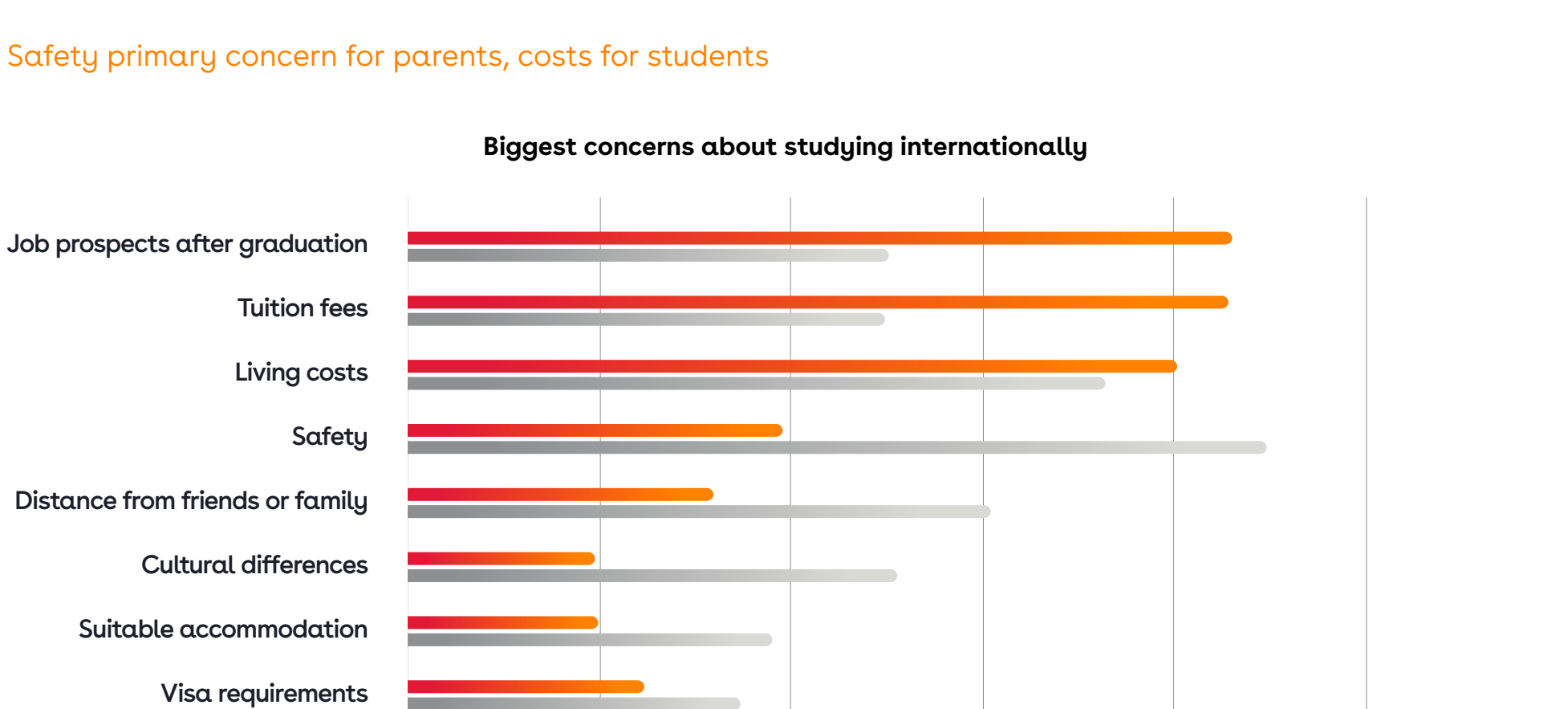


Worst

Best

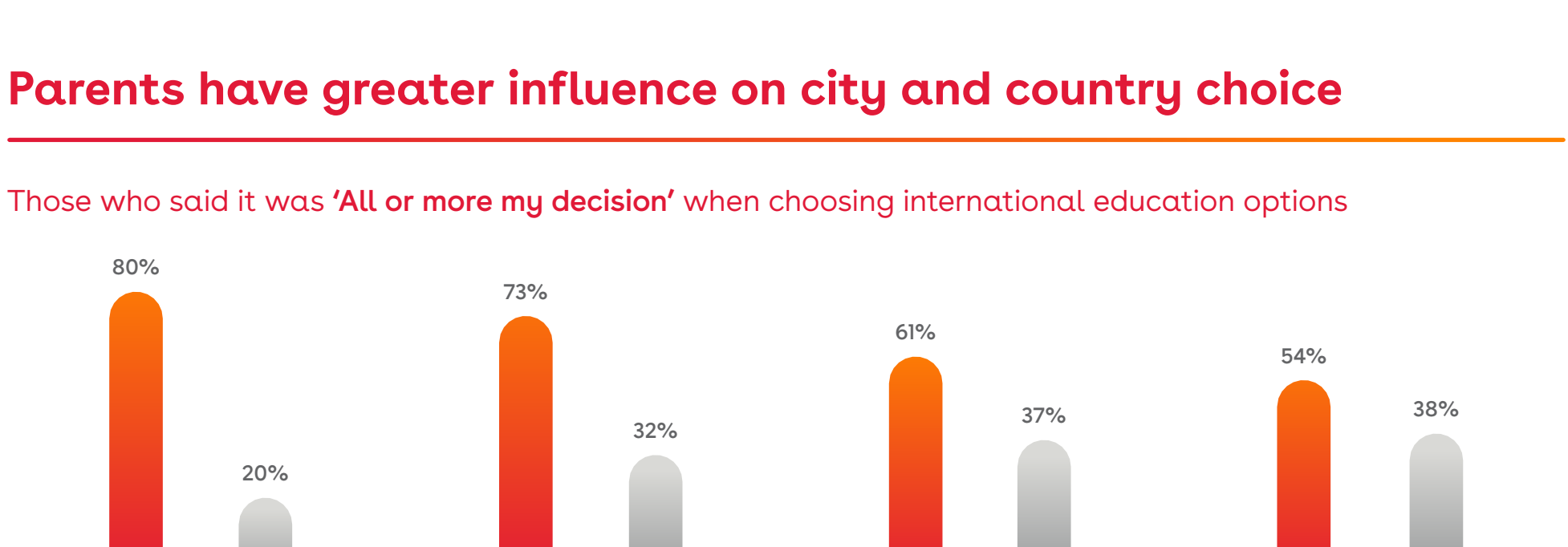
Students and parents both concerned about living costs during study

Safety primary concern for parents, costs for students



Parents have greater influence on city and country choice

Those who said it was 'All or more my decision' when choosing international education options



Key take away

Studying overseas is a family affair. Parents play an influential role on where their child studies, while students decide on their course and institution