

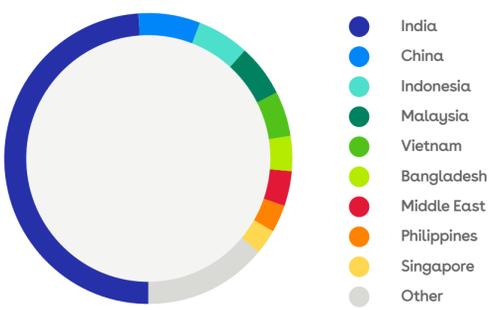
International Student Buyer Behaviour Research 2018

KEY FINDINGS

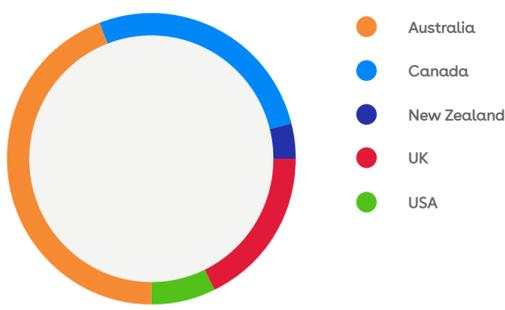
Who responded?

From 18 July to 8 August 2018, we surveyed online 2,977 students who used IDP's services

Coming From



Going To



Students
6% Prospective
45% Applied
49% Current students



3/4
Have parental support to fund education



6/10
Are postgraduates



44% STEM
29% Business
12% Health
11% Social studies



Home city size
52% Large city
33% Medium city
16% Small town / rural



6/10
Are first in their family to study abroad

IDP student perceptions 2018: Overall

IDP student perceptions of each destination on the following attributes

Leader



Use of online forums and reviews by international students



Usage of peer-to-peer reviews

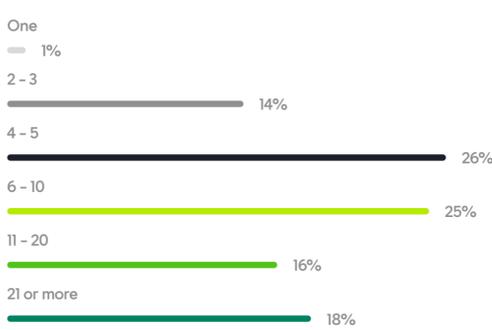


1/5 used online forums or reviews when making their final decision to which institutions to apply



10% said online forums or reviews were one of the most useful channels when making this decision

Number of online reviews / forum posts read before trusting the information about the institutions



IDP student attitudes to online communications

Two clusters were identified with distinct differences in attitudes to online communications

Cautious Clickers

- Engage with **less sources of information** in both searching and communicating
- Prefer to deal with a **single point of contact** when trying to resolve online queries
- Do not associate online communication with **personal** conversation
- Place **lesser value** on online sources when **deciding** at which institution to study

Carefree Chatters

- More **comfortable in browsing and accessing** multiple sources to gather information
- Physical and online means of communication are **interchangeable**
- Will utilise **all available channels** depending on their choice
- Place **greater value** on online sources when **deciding** at which institution to study

Key take away

Despite the magnitude of information available online, students still seek advice from a trusted source when making life changing decisions such as studying overseas