

International Student Buyer Behaviour Research 2018

KEY FINDINGS

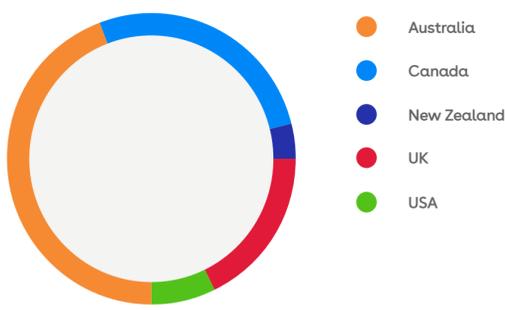
Who responded?

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

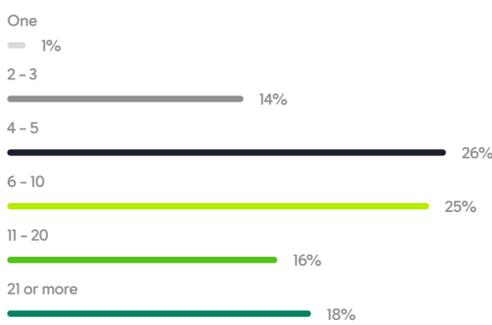


Usage of peer-to-peer reviews

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

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



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