



EMERGING FUTURES 4

A survey of prospective, applied, current and completed students

INTERNATIONAL STUDENT PERCEPTIONS, CHOICES AND MOTIVATIONS

IDP's Emerging Futures research on the perceptions of prospective, current, and completed 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.

EF4 examines the attitudes and intentions of more than 10,000 prospective, applied, current, and completed international students from 98 different countries, surveyed between July 19 - August 21, 2023.

15 minute
survey



Administered
in English
and Chinese



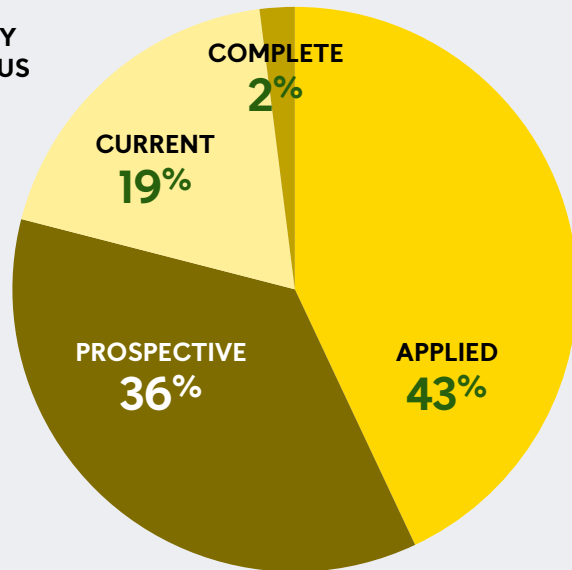
Conducted
between July 19
- August 21, 2023



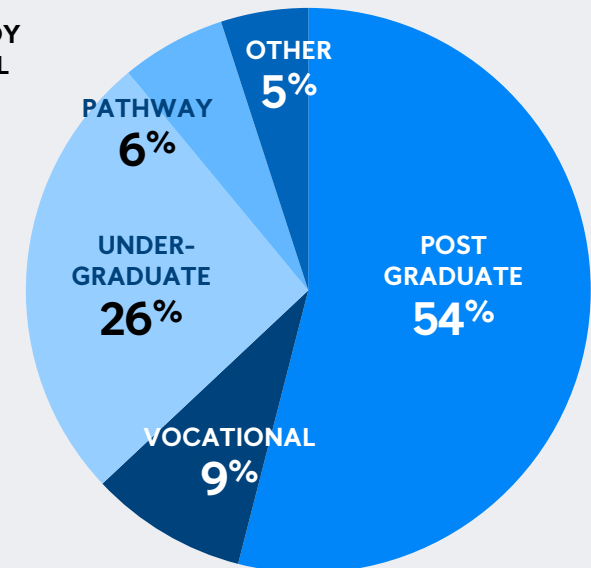
STUDENT RESPONDENT PROFILE

10k+ student respondents from across the globe

STUDY
STATUS

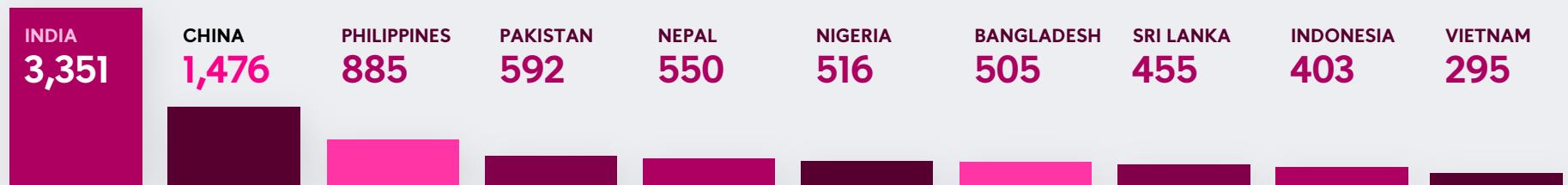


STUDY
LEVEL



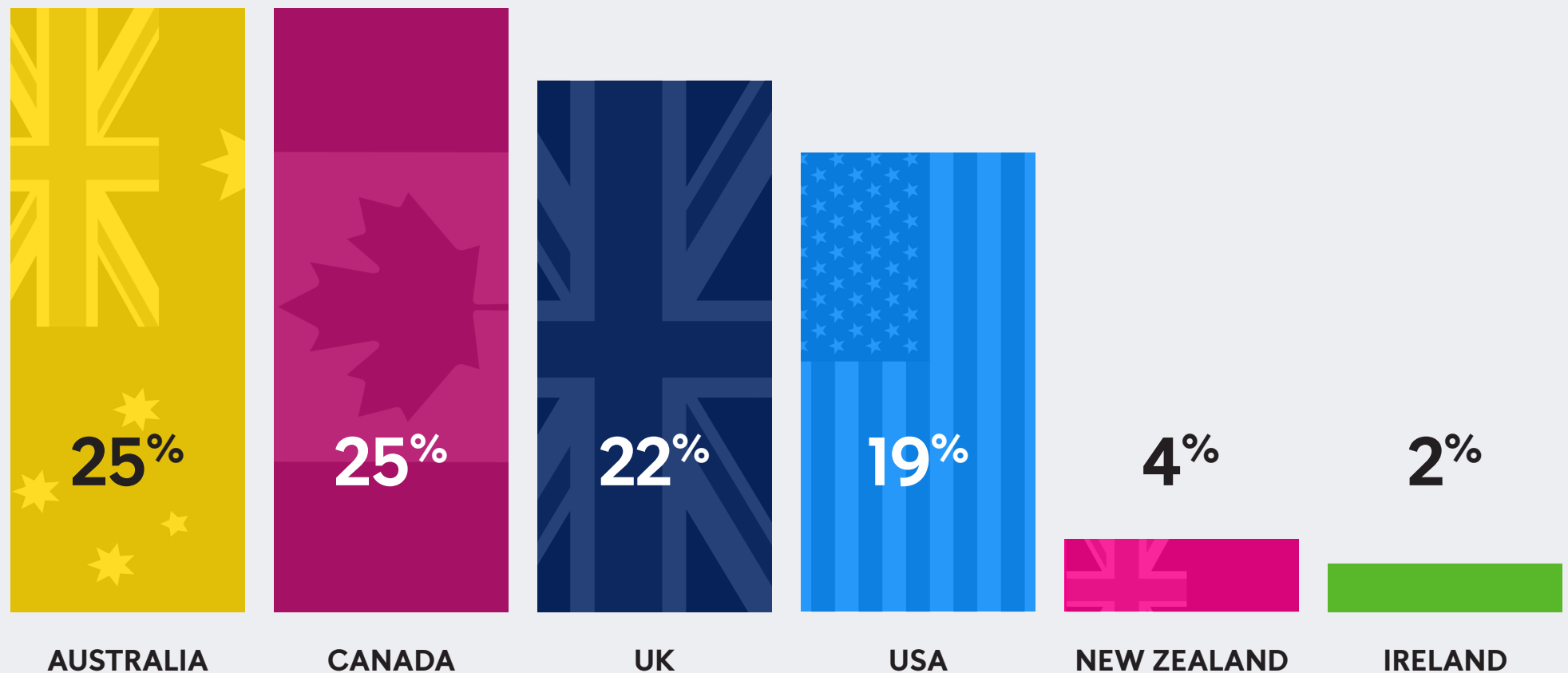
Respondents
from 98
different
countries

TOP 10
SOURCE
MARKETS



WHICH DESTINATIONS ARE FIRST CHOICE?

Australia joins Canada to become joint first-choice study destination



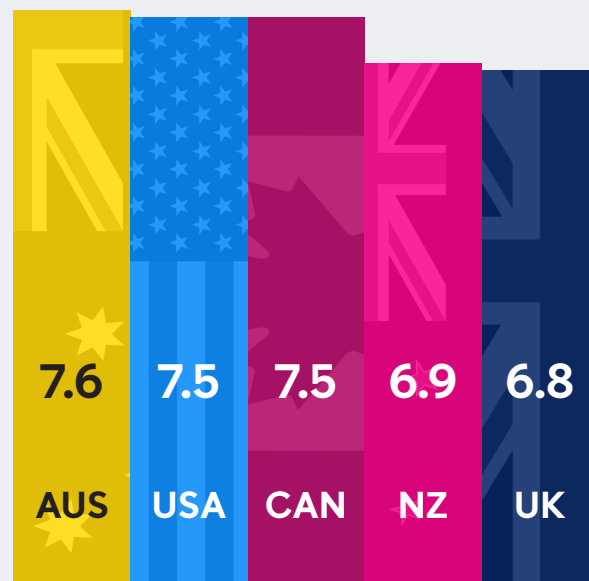
Single choice question: "What is/was your first choice destination?"

FIRST-CHOICE DESTINATION PERCEPTIONS

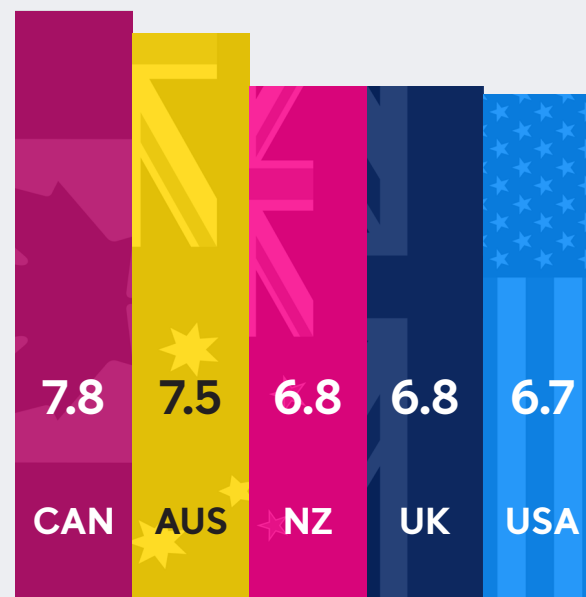


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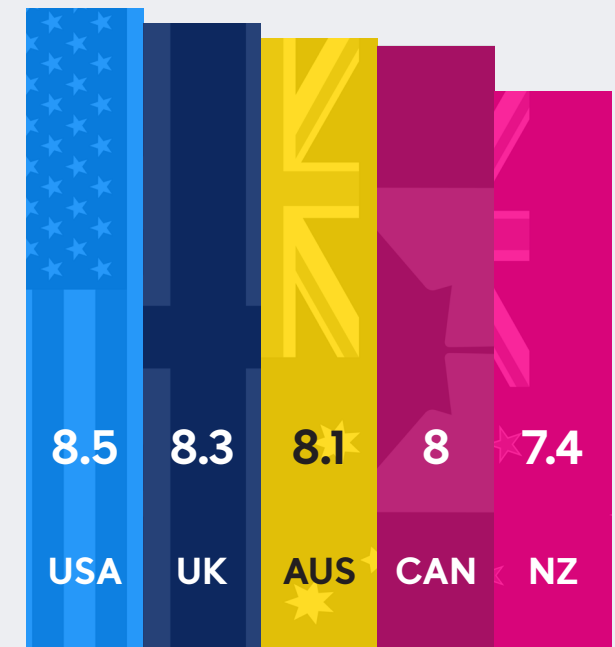
Student perceptions of key factors are shifting, playing a key role in student choice



GRADUATE EMPLOYMENT
OPPORTUNITIES



POST-STUDY WORK
VISA POLICIES



QUALITY OF EDUCATION

Ratings on a scale of 1-10, 10 being the best and 1 being the worst

PRIMARY FACTORS IN FIRST CHOICE

Globally, 'high quality education' and 'employment opportunities' are top considerations



62%

High quality of
education



47%

Good employment
opportunities after
graduation



45%

Safe country for
international
students



43%

Supports
international
students



40%

Institutions are
attractive

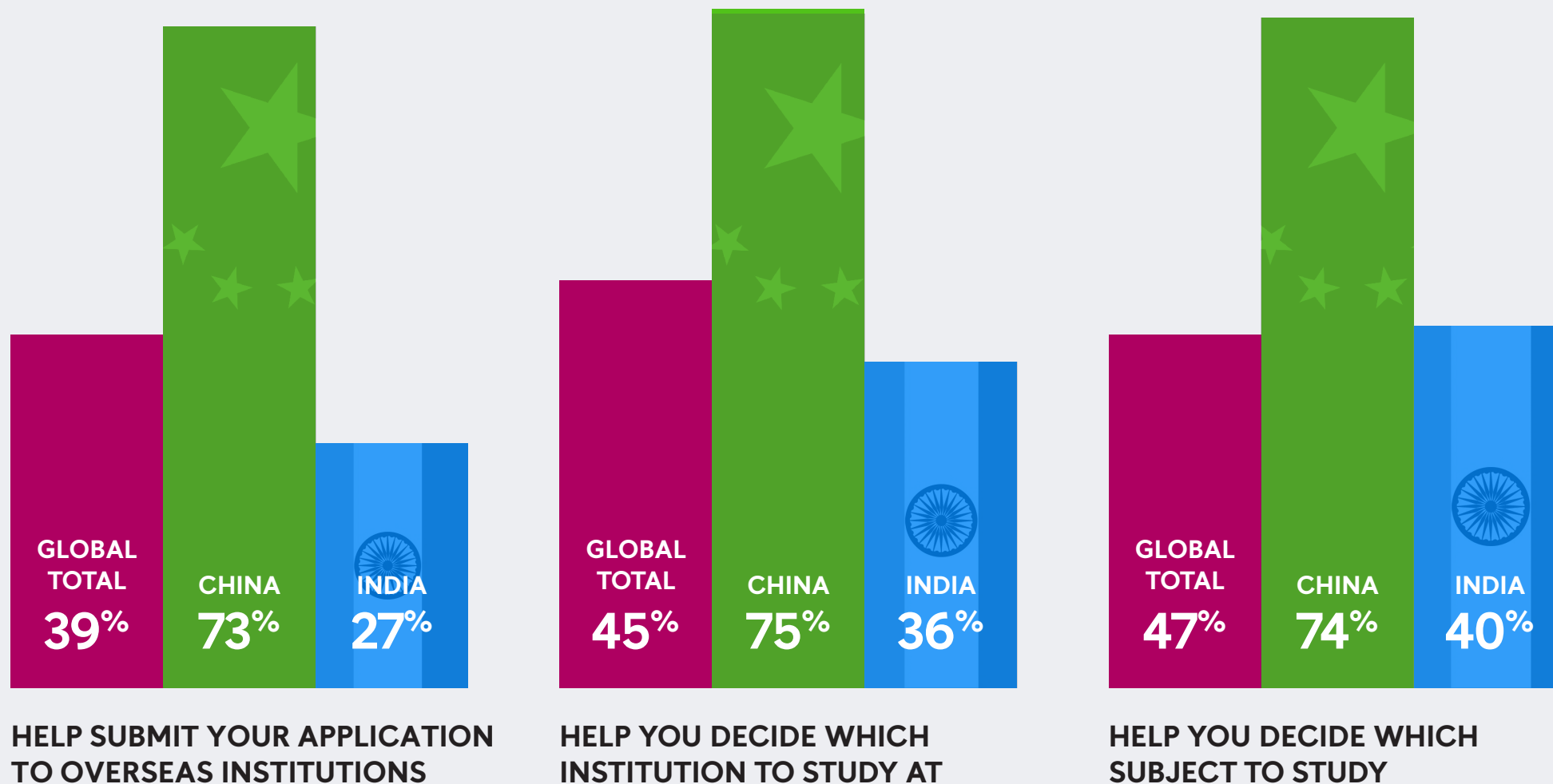


40%

Welcomes people
from other countries

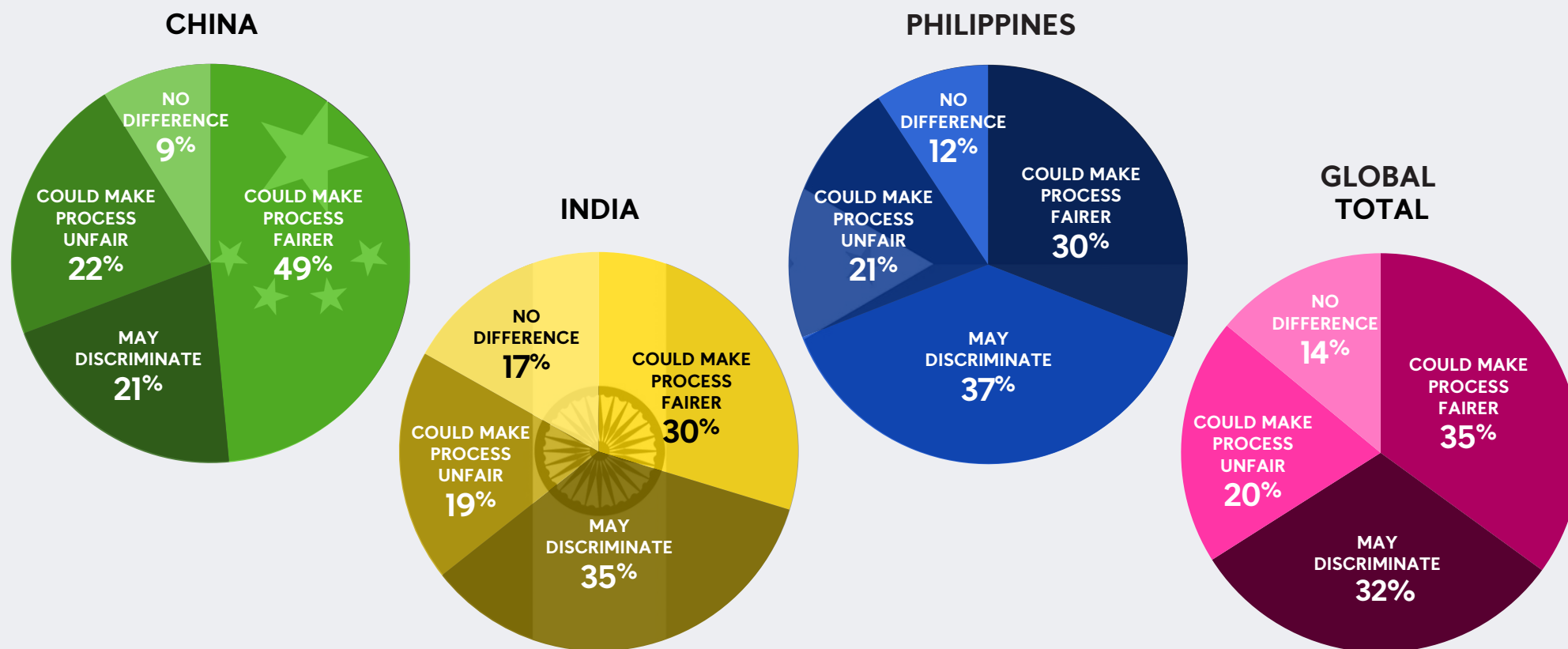
Multiple choice question: "Why did you choose your first-choice destination?"

Students from China are more likely to use or intend to use ChatGPT or any other AI to:



Multiple choice survey question - Those who answered 'Yes' to "Do you intend to use or have used ChatGPT or any other form of AI?"

Views of using AI in application processing varies by source country



Single choice survey question to prospective students only - "The use of AI in determining an applicant's suitability for a course..."

KEY TAKEAWAYS

CHANGING STUDENT PERCEPTIONS

Factors such as 'post-study work rights', 'welfare of international students', and 'graduate employment opportunities' still have the power to affect student choice.

Institutions, governments, and policy makers from the top four study destinations cannot rely on previous positive sentiment and high rankings.



PRIMARY FACTORS IN FIRST CHOICE

'High quality of education' remains the number one factor when deciding on a first-choice destination.

Perceptions of this factor have declined for UK, USA, and Canada since Emerging Futures 3 in March 2023.

Australia is the only top-four destination to see an increase (possibly a reason why it has moved up as a first-choice preference).



AI

New for EF4, IDP asked students about their thoughts on AI. The results show students are using AI to help them decide where and what to study more than to submit applications.

Students from China are notably more likely than the global average to use ChatGPT or similar technology in their research or applying phase.

The survey also reveals mixed views from students about how AI is used by institutions for processing applications.





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