



# IDP STUDENT INSIGHTS

19.12.22

# POST-STUDY WORK RIGHTS

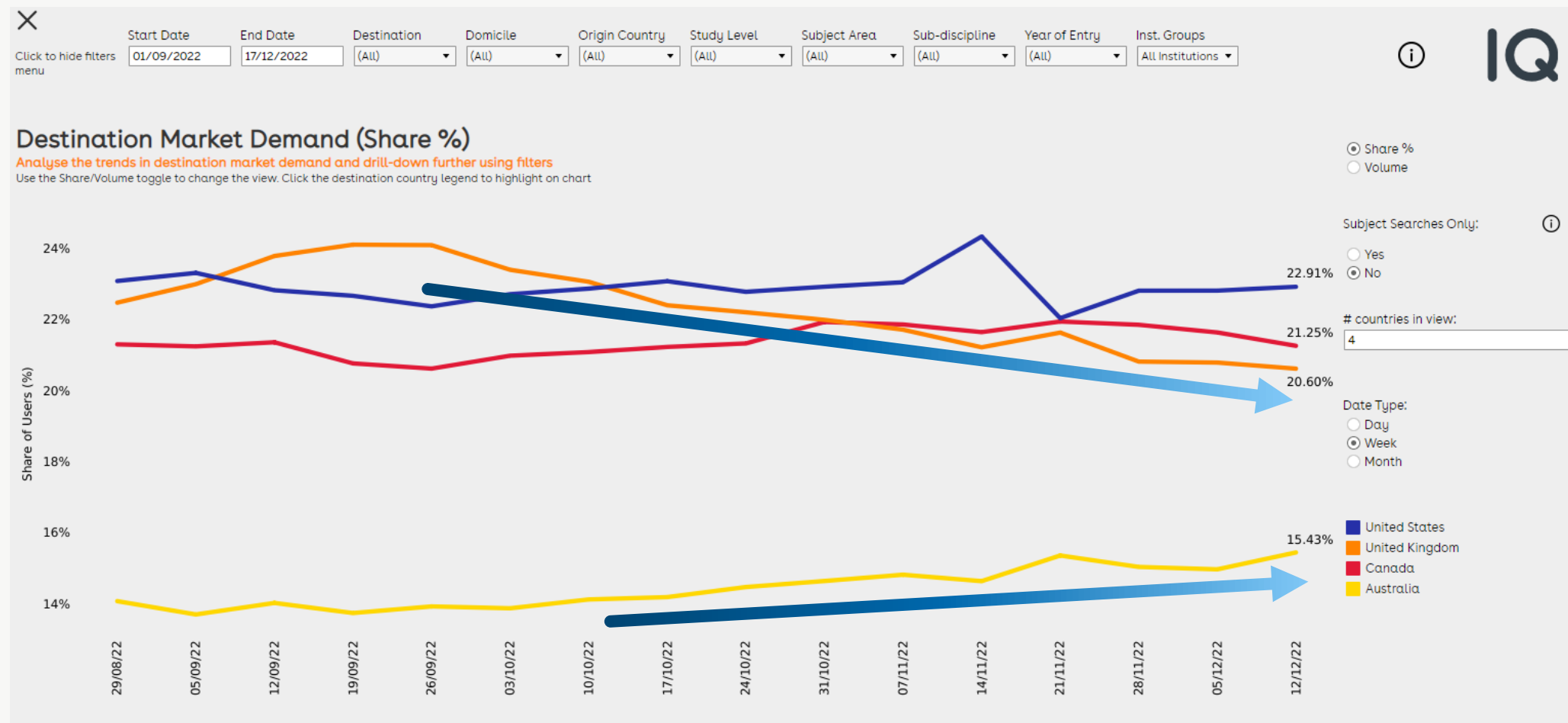
Latest policy changes demonstrate the competition for international students.  
Focus on rebuilding international student numbers and supporting labour market gaps (short and medium term)



COUNTRY	POST-STUDY WORK	MIN. STUDY YEARS
AUSTRALIA	4 years eligibility for Bachelor degree graduates, up from 2 years. 5 years for Master degree graduates, up from 3 years 6 years for PhD graduates, up from 4 years.	
UNITED STATES	1 year	1 year

# FUTURE GLOBAL DEMAND

The latest real-time student searches indicate a more competitive global market. Australia is regaining share, UK is losing share.



Source: Hotcourses International websites, prospective student searches by top 4 destinations

# DESTINATIONS CONSIDERED

UK now the 3<sup>rd</sup> most considered destination, behind Australia.  
Australia and Canada more likely to the 1<sup>st</sup> choice.

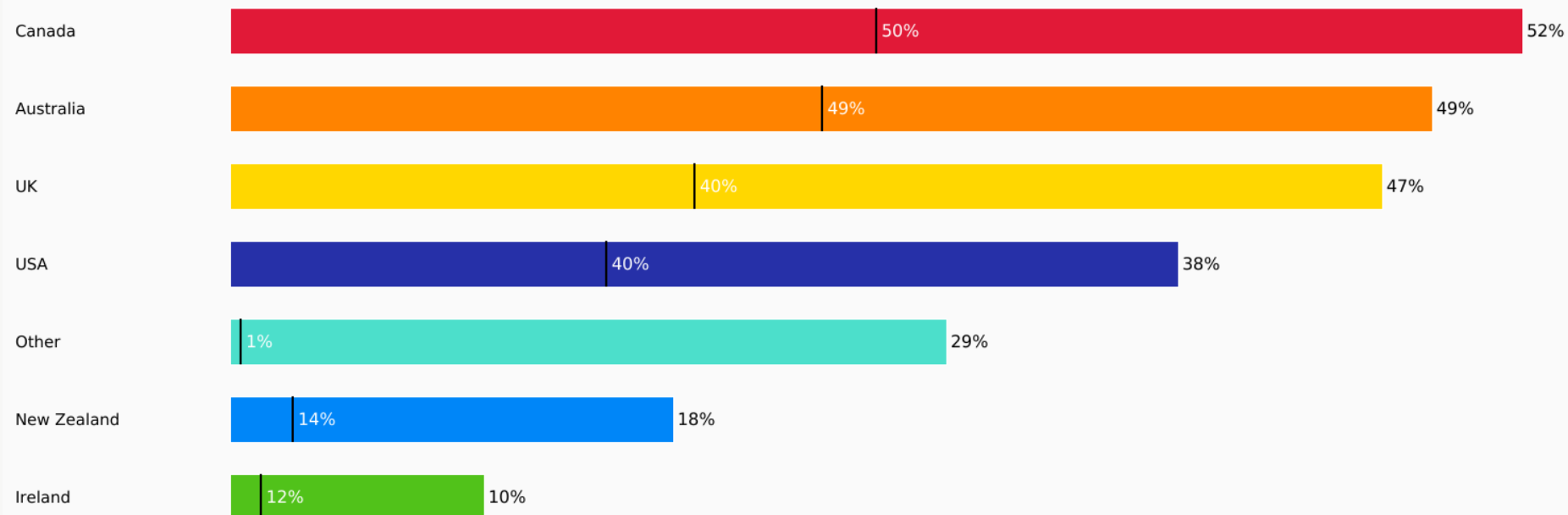
Which country did you consider/are you considering?



IQ

Source Market (All) First Choice Destination (All) Destination Market (All) Study Status (All) Study Level (All) Cohort (All)

Bars show what proportion of respondents said they considered each destination, the black bar shows you what proportion of these respondents said it was their first choice



Source: IDP Emerging Futures II, September 2022. Survey of prospective students, applicants, offer holders



# DESTINATIONS PERCEPTIONS

UK well relatively regarded for 'Quality of Education', along with the USA.

For the other factors Canada and now Australia are more highly regarded, including PSW policies.

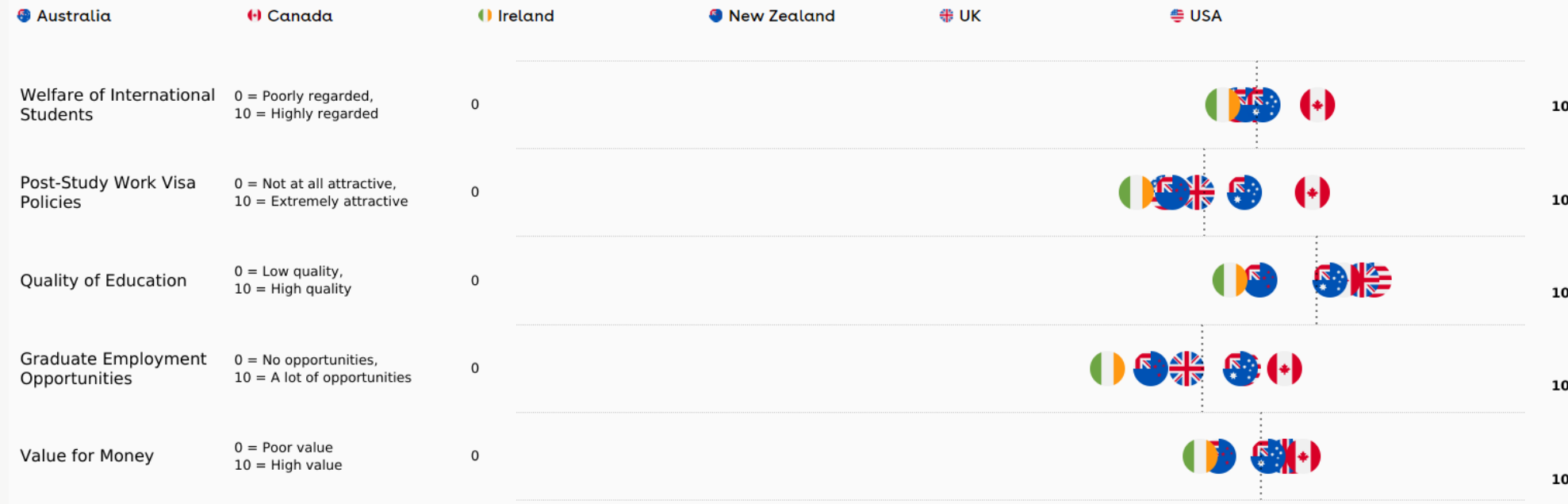
What are your perceptions of these destinations?



IQ

Source Market: (All) | First Choice Destination: (All) | Destination Market: (All) | Study Status: (All) | Study Level: (All) | Cohort: (All) | Perception Country: (All)

Respondents scored destination countries on the below areas, the flags show where the average destination country score is. Click on a country flag to highlight.



Source: IDP Emerging Futures II, September 2022. Survey of prospective students, applicants, offer holders

# DRIVERS FOR DESTINATION CHOICE

The UK is chosen due to the perception of high quality education and attractive institutions.  
Other destinations have a much broader appeal

Why did you choose your first choice destination?



IQ



Source Market: (All) | First Choice Destination: (Multiple values) | Destination Market: (All) | Study Status: (All) | Study Level: (All) | Cohort: (All)

## Reasons to study in your first choice by First Choice Destination

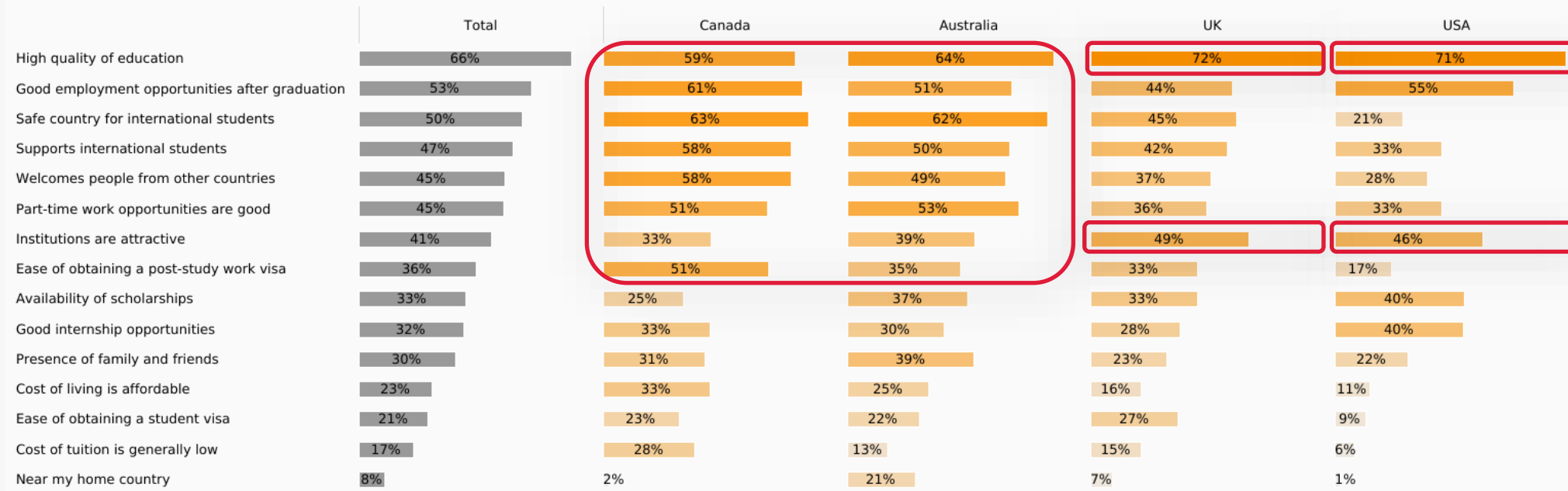
Sorted by highest number of respondents first

Show view by

- First Choice Destination
- Source Market
- Level

Select # in view

10



# SUMMARY



Global competition has intensified after unusual market conditions.  
IDP Student insights indicate a focus on three areas to enable sustainable growth.

## Delivery

The UK needs to deliver high quality of education.

To consider data, insights and content to demonstrate positive experience and outcomes.

## Policy

The UK is less competitive than 2/3 years ago.

To consider enhancements for priority segments.

## Promotion

The UK is perceived less favourably than other leading destinations for key factors.

To consider enhanced promotion to address key concerns and motivations.