

INTO »



INTO Global Education Agent Survey Report
April 2023

Summary Findings

- Most education agents expect higher student volumes in 2023, with the UK, USA, and Australia all well placed for growth in student numbers
- South Asia was the key driver for growth, along with the Middle East & Africa, and China for the UK
- Economic climate and employment options were the most consistent barriers to students enrolling on degree courses abroad, although the pattern of barriers varied by sending country and region
- Around two-thirds of agents expect to send more students to university preparation courses, again, agents in the Middle East & Africa and South Asia were most optimistic about significant growth
- Rankings, programme cost, and entry requirements were the key pieces of information for education agents when advising students on their study choices
- Rankings were seen as most important for agents in China, for agents in the Middle East & Africa, it was programme cost, scholarships were seen as comparatively more important for agents in Latin America

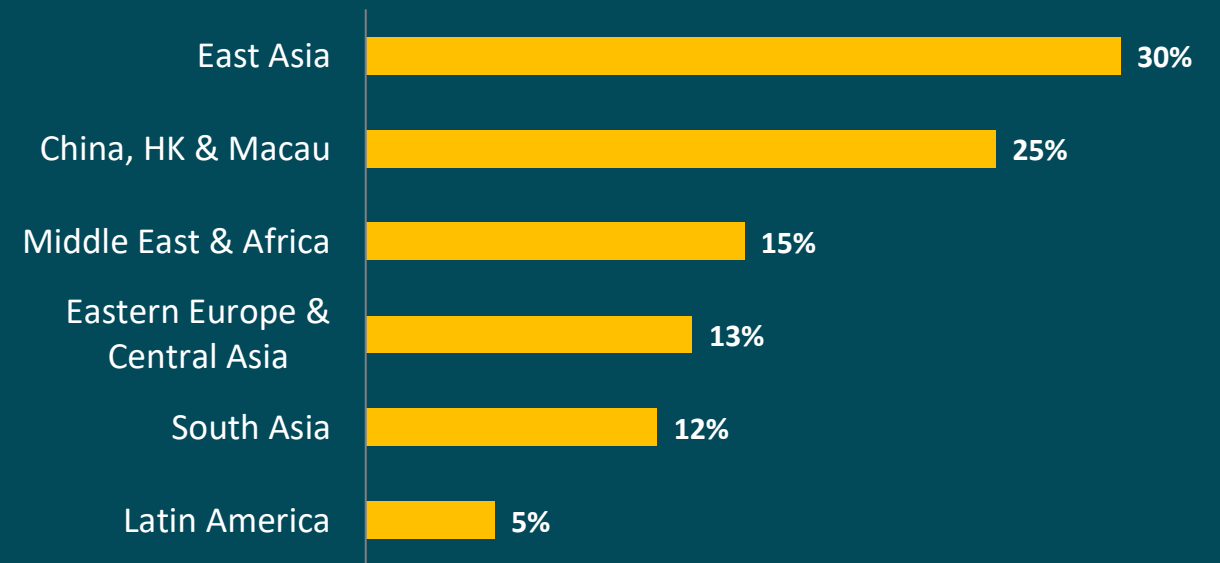
1,068 global education agents completed our survey

The INTO Global Education Agent Survey was distributed in November 2022 and received more than a 1000 responses, from over 70 countries globally

China was the top responding country with 234 responses, followed by Indonesia (120), India (75), UK (50) and Vietnam (44)

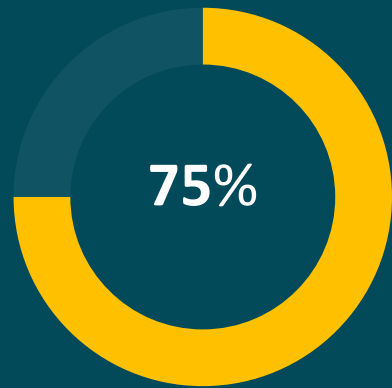
The survey had 18 questions and an average completion time of around 20 minutes

Regional Response Breakdown

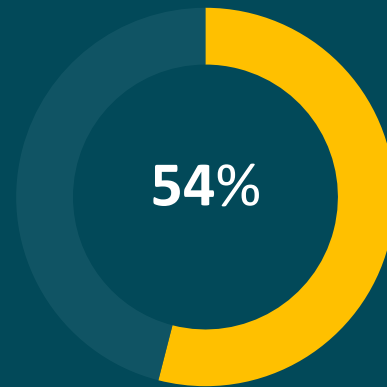


Which countries can expect more students in the coming year?

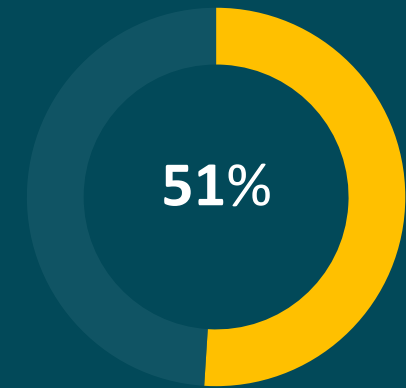
Expect to send more students to the UK



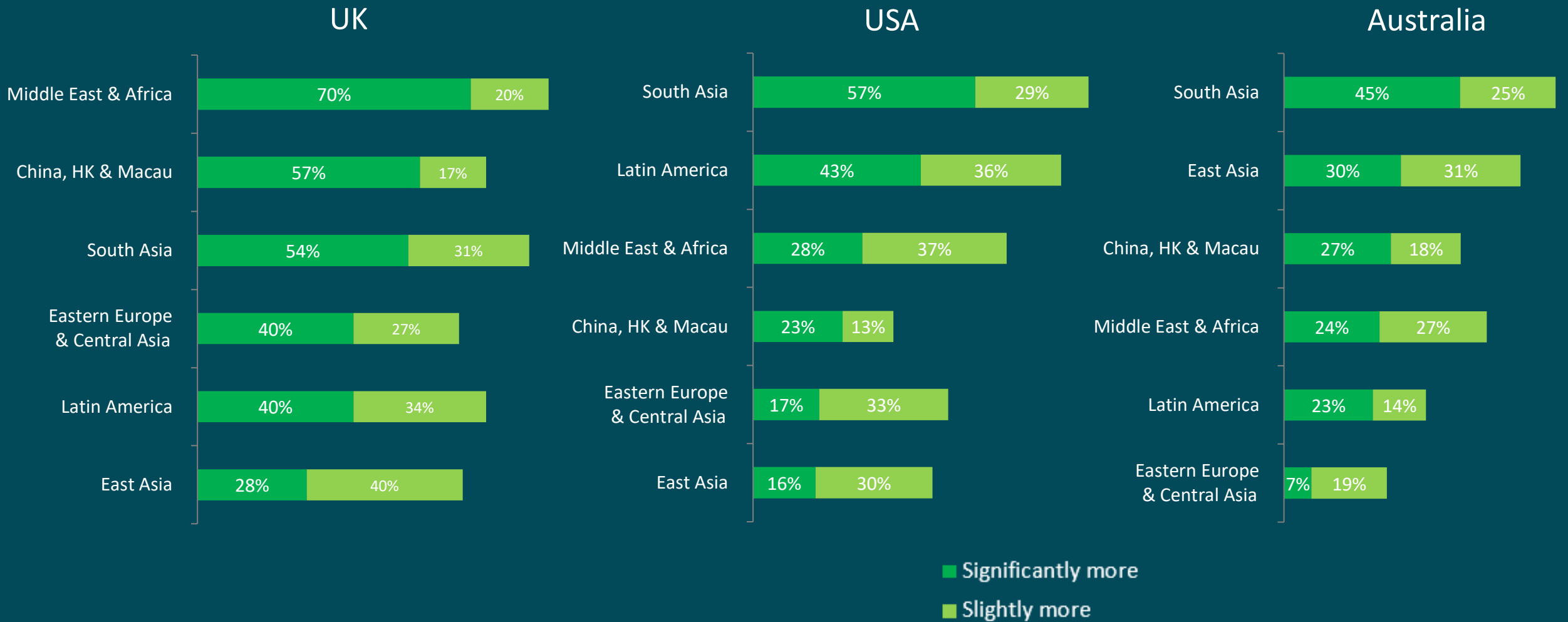
Expect to send more students to the USA



Expect to send more students to Australia

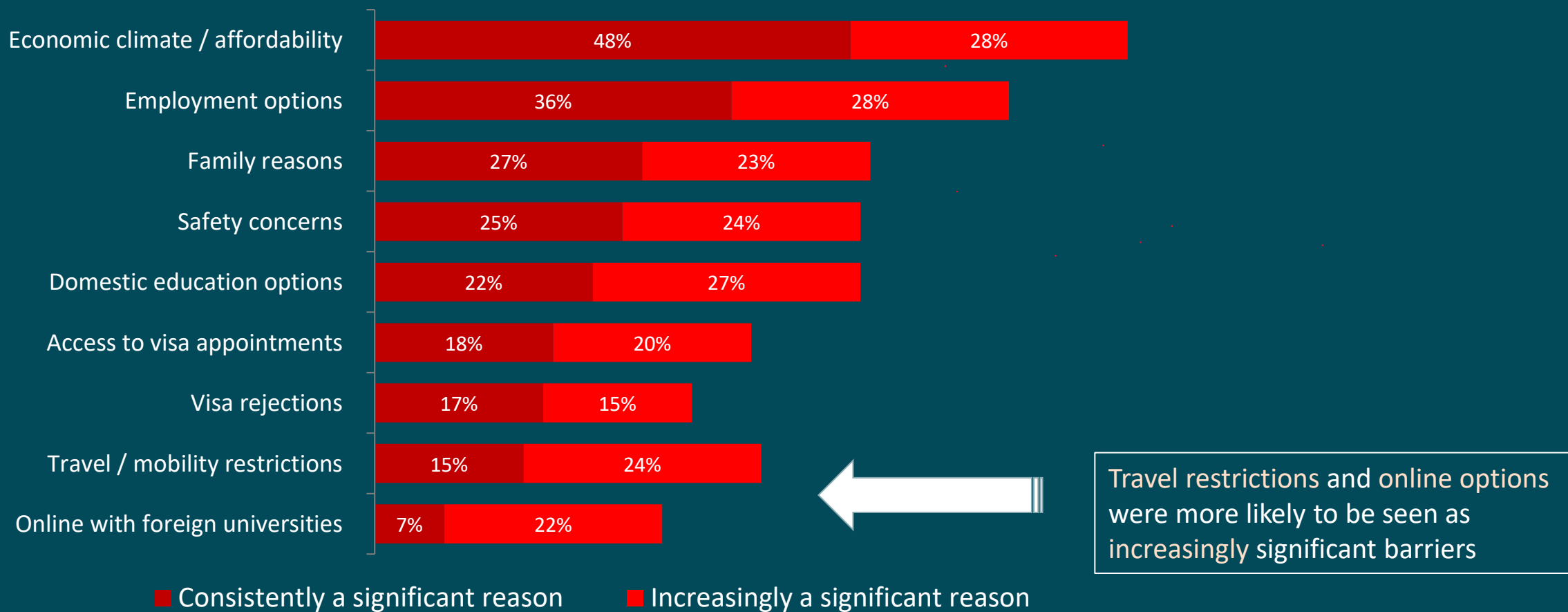


Where is the growth in student numbers likely to come from in 2023?



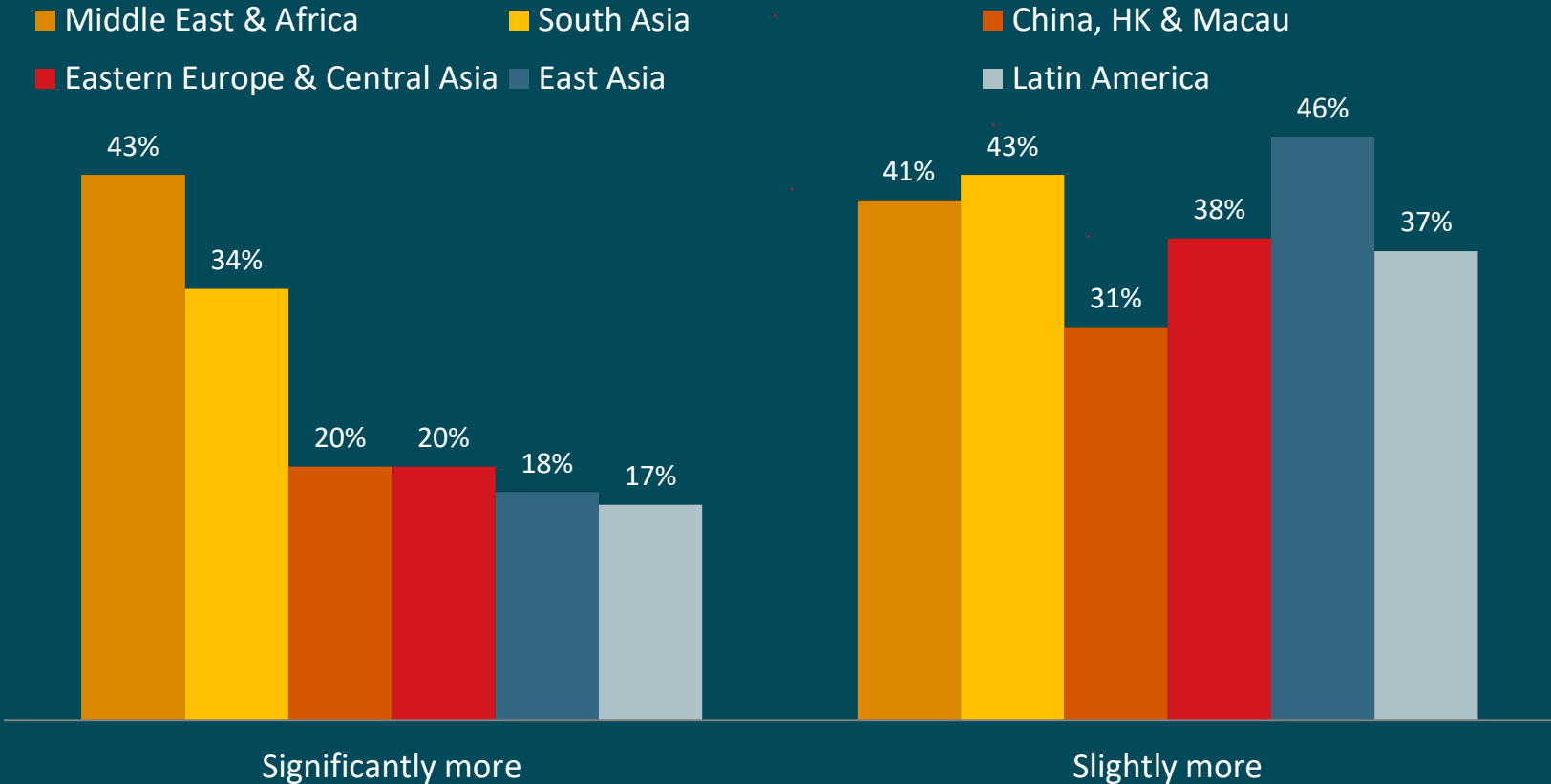
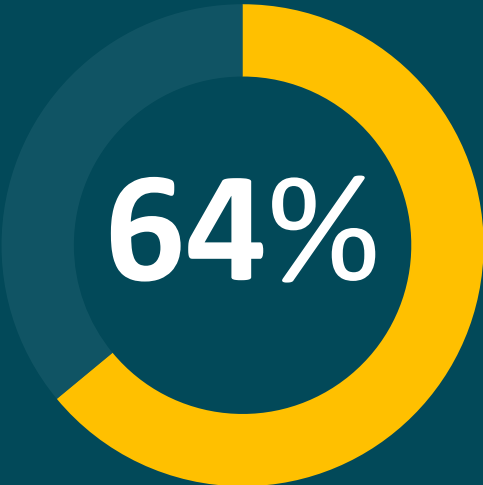
Source: INTO Global Education Agent Survey
 Base: Agent Responses (N=1021-966)

Economic climate and employment options were cited as the most consistent barriers to students enrolling on degree courses abroad



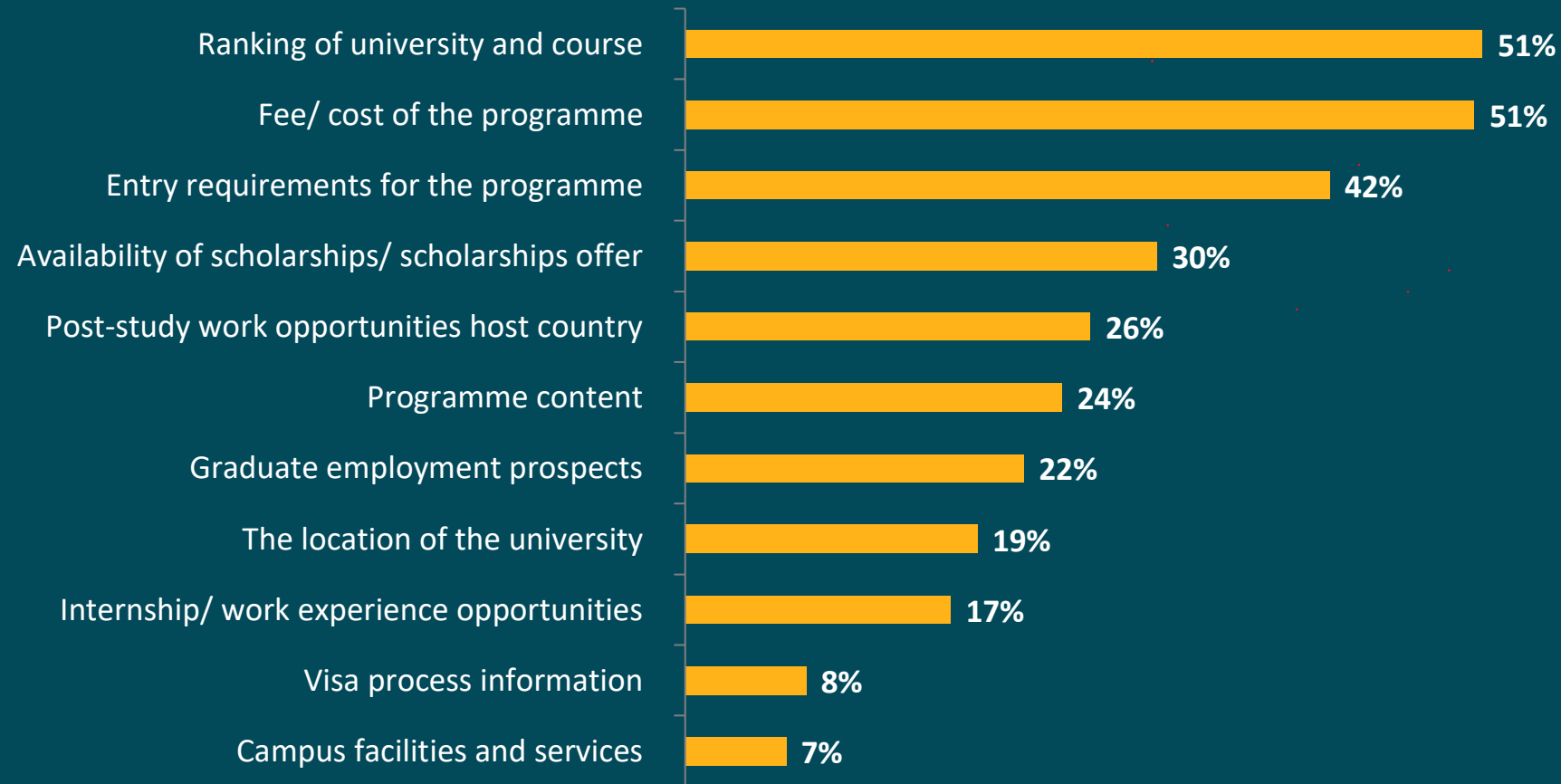
Around two-thirds of agents expect to send more students to university preparation courses in the coming year

64% expect to send significantly or slightly more students to university pathway courses

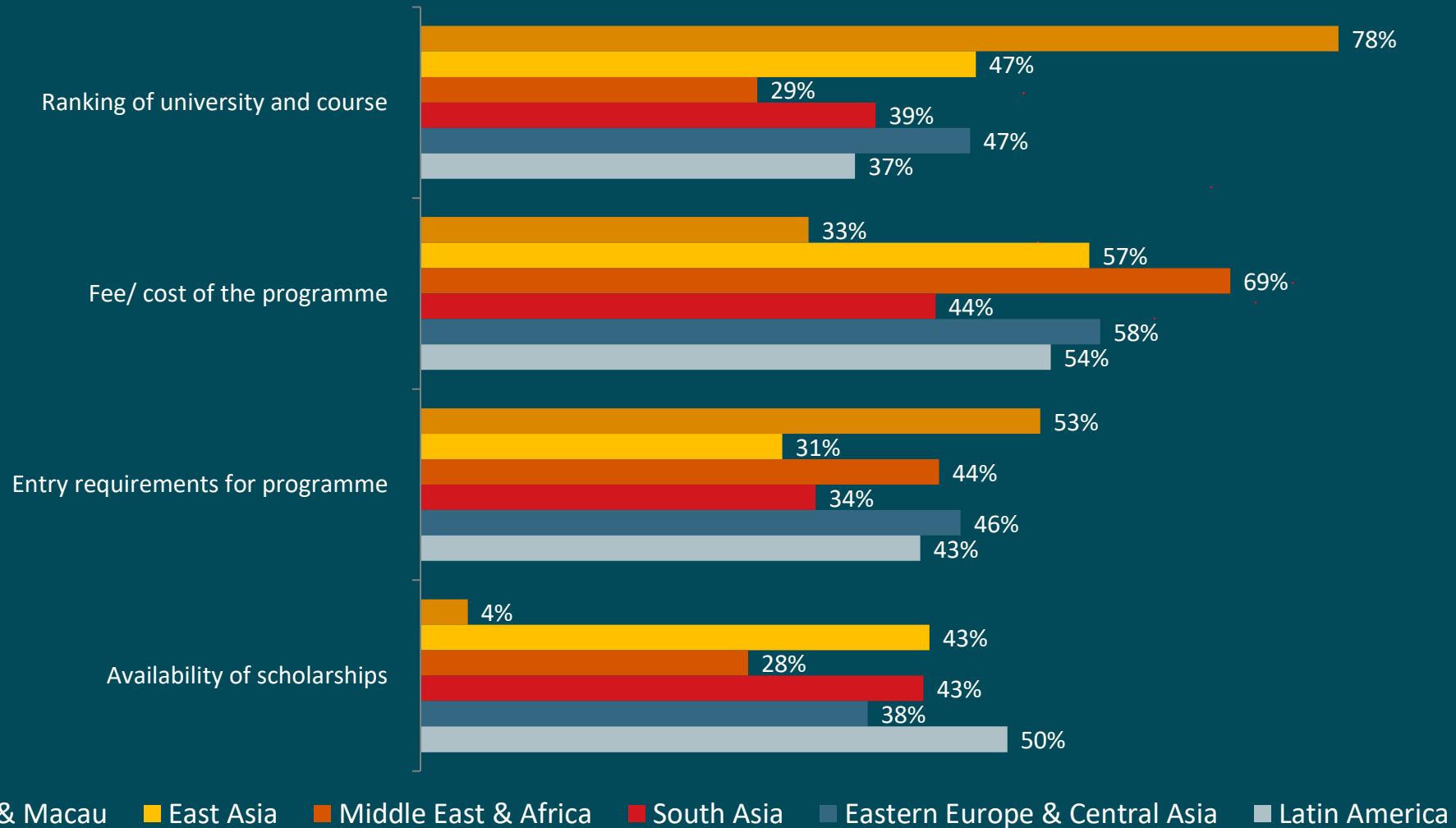


Source: INTO Global Education Agent Survey
Base: Agent Responses (N=948)

Ranking, programme cost and entry requirements were seen as the most important information when advising students on their study choices



Rankings were seen as key for agents in China, for agents in the Middle East & Africa, programme cost was most important



Source: INTO Global Education Agent Survey
 Base: Agent Responses (N=934)

What are the 3 most important pieces of information to you when advising students on their study choices?
 (select up to three)

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