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
The INTO Global Education Agent Survey was distributed in November 2022 and received more than 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

- **East Asia**: 30%
- **China, HK & Macau**: 25%
- **Middle East & Africa**: 15%
- **Eastern Europe & Central Asia**: 13%
- **South Asia**: 12%
- **Latin America**: 5%

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=1068)
Which countries can expect more students in the coming year?

- Expect to send more students to the UK: 75%
- Expect to send more students to the USA: 54%
- Expect to send more students to Australia: 51%

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=1021-856)
Where is the growth in student numbers likely to come from in 2023?

**UK**
- Middle East & Africa: 70% (Significantly more), 20% (Slightly more)
- China, HK & Macau: 57% (Significantly more), 17% (Slightly more)
- South Asia: 54% (Significantly more), 31% (Slightly more)
- Eastern Europe & Central Asia: 40% (Slightly more), 27% (Significantly more)
- Latin America: 40% (Significantly more), 34% (Slightly more)
- East Asia: 28% (Slightly more), 40% (Significantly more)

**USA**
- Middle East & Africa: 28% (Slightly more), 37% (Significantly more)
- South Asia: 57% (Significantly more), 29% (Slightly more)
- Latin America: 43% (Slightly more), 36% (Significantly more)
- China, HK & Macau: 23% (Slightly more), 13% (Significantly more)
- Eastern Europe & Central Asia: 17% (Slightly more), 33% (Significantly more)
- East Asia: 16% (Slightly more), 30% (Significantly more)

**Australia**
- Middle East & Africa: 27% (Slightly more), 24% (Significantly more)
- South Asia: 45% (Significantly more), 25% (Slightly more)
- East Asia: 30% (Slightly more), 31% (Significantly more)
- China, HK & Macau: 27% (Slightly more), 18% (Significantly more)
- Eastern Europe & Central Asia: 23% (Slightly more), 14% (Significantly more)
- Latin America: 23% (Slightly more), 14% (Significantly more)
- East Asia: 7% (Significantly more), 19% (Slightly more)

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=1021-966)
What are the most significant reasons preventing students from enrolling on degree courses abroad?

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

- Economic climate / affordability: 48% consistently, 28% increasingly
- Employment options: 36% consistently, 28% increasingly
- Family reasons: 27% consistently, 23% increasingly
- Safety concerns: 25% consistently, 24% increasingly
- Domestic education options: 22% consistently, 27% increasingly
- Access to visa appointments: 18% consistently, 20% increasingly
- Visa rejections: 17% consistently, 15% increasingly
- Travel / mobility restrictions: 15% consistently, 24% increasingly
- Online with foreign universities: 7% consistently, 22% increasingly

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=948-865)
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.

- Ranking of university and course: 51%
- Fee/cost of the programme: 51%
- Entry requirements for the programme: 42%
- Availability of scholarships/scholarships offer: 30%
- Post-study work opportunities host country: 26%
- Programme content: 24%
- Graduate employment prospects: 22%
- The location of the university: 19%
- Internship/work experience opportunities: 17%
- Visa process information: 8%
- Campus facilities and services: 7%

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=934)
Rankings were seen as key for agents in China, for agents in the Middle East & Africa, programme cost was most important

What are the 3 most important pieces of information to you when advising students on their study choices?

- Rankings of university and course
- Fee/cost of the programme
- Entry requirements for programme

Source: INTO Global Education Agent Survey
Base: Agent Responses (N=934)
INTO University Partnerships
One Gloucester Place
Brighton, East Sussex
BN1 4AA
T: +1 541 974 2304

@INTOglobal
www.linkedin.com/company/into-university-partnerships

intoglobal.com