

China:

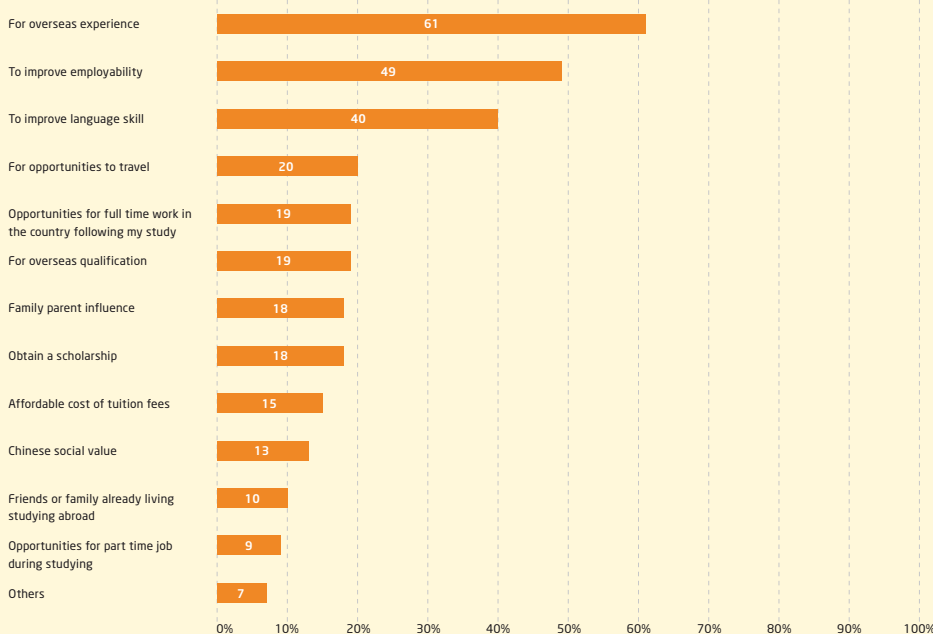
student expectations

INTO Knowledge researches issues that will affect the future of higher education world-wide. This information is extracted from our China: student expectations survey, to be published in June 2009.

CHINESE STUDENTS BELIEVE THAT PROSPECTIVE EMPLOYERS VALUE OVERSEAS EXPERIENCE MORE HIGHLY THAN THE QUALIFICATION GAINED

The unprecedented economic growth experienced by China in the past decade has driven up demand for domestic and international educational opportunities. Gaining overseas experience is the key motivation for study abroad.

FIGURE 1 CHINESE STUDENT EXPECTATIONS



Demand is driven by experience and skill-related factors. Obtaining an overseas qualification is no longer the prime consideration for Chinese students.

61%

of respondents said that their motivation to study abroad was to gain experience overseas, whilst only 19% of them aimed for overseas qualifications.

THE INFORMATION ON THIS FLYER IS DRAWN FROM A SURVEY CONDUCTED ONLINE IN PARTNERSHIP WITH CEAIE (CHINA EDUCATION ASSOCIATION FOR INTERNATIONAL EXCHANGE) AND BONOFFER.COM IN MARCH 2009, DRAWN FROM A SAMPLE OF 1,317 RESPONDENTS FROM ALL REGIONS IN CHINA.



Anglophone countries are at the top of the Chinese students' list

The finding of this study showed that the demand for study abroad in China focuses on English-speaking countries. **44.8%** of them said they would go to the US, **34.5%** to the UK, **29.1%** to Australia, and **22.1%** to Canada.

Influencing factors

The analysis identified that **personal safety**, perceived **quality of overseas education** and **cost** were the most influencing factors in the decisions made by Chinese students.

FIGURE 3 ANGLOPHONE COUNTRIES ARE ON THE TOP OF THEIR LIST

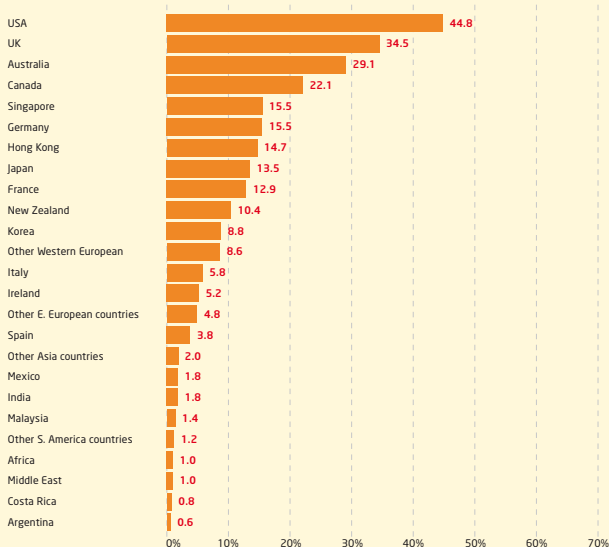


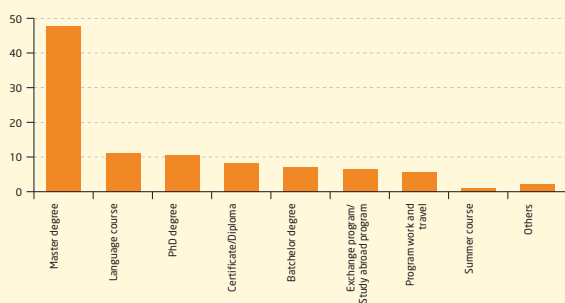
FIGURE 4 INFLUENCING FACTORS



Chinese students are aiming to achieve a master's degree

The survey reveals that **47.8%** of them elected to study at master's level, **11.2%** to study on language courses and **10.4%** planned to study for a doctorate.

FIGURE 3 THEY ARE AIMING TO ACHIEVE A MASTER'S DEGREE



To succeed in the Chinese market institutions must put more emphasis on high quality of teaching and research as well as to create and deliver the best student experience for Chinese students.

For the full report of the China: student expectations survey, please email subscription@into-knowledge.com