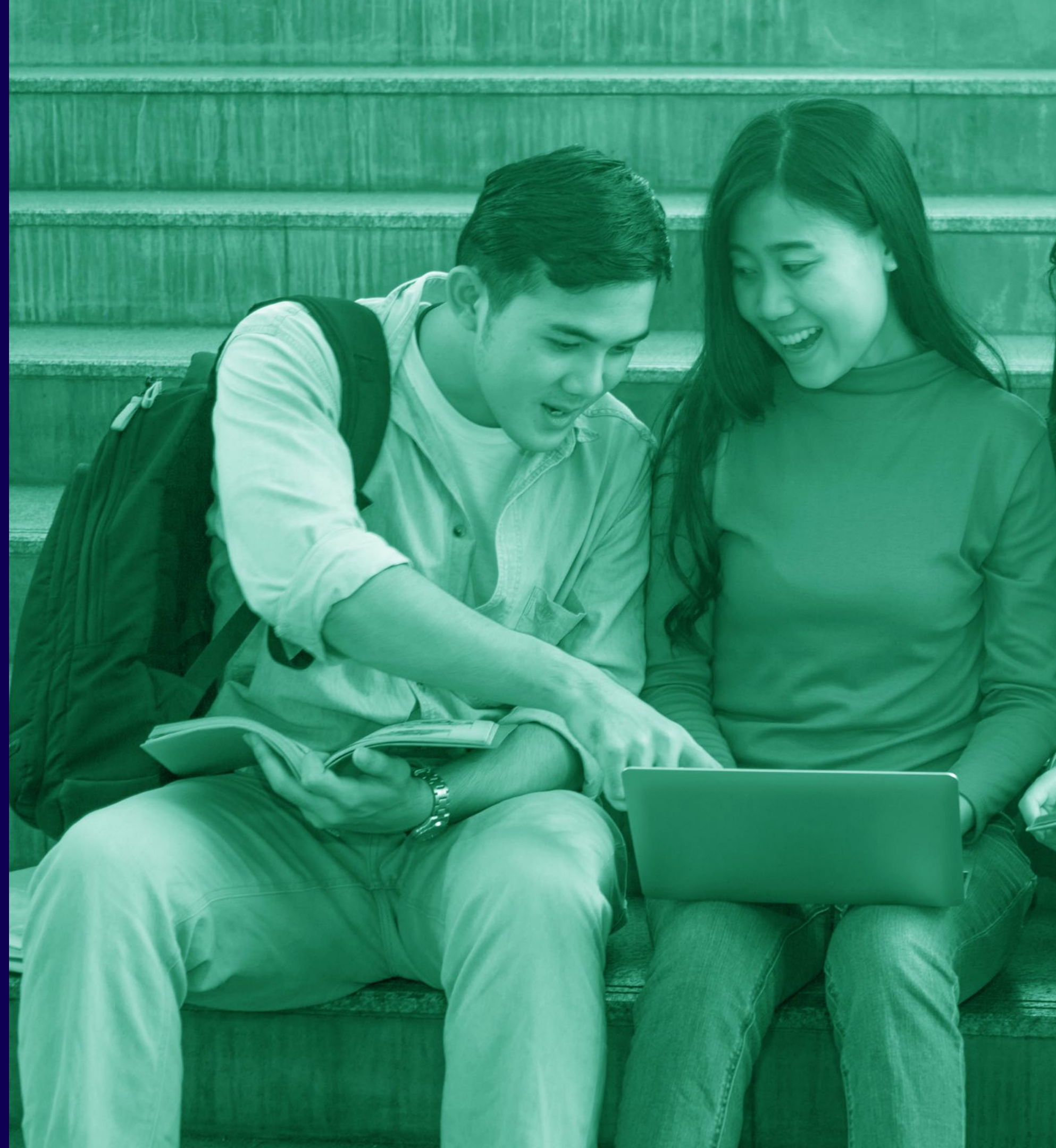


# aecc insights

Student insights  
November 2022



[aeccglobal.com](https://aeccglobal.com)



We are the gateway  
to a better future, for  
international students  
across the globe.

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**decc** Study  
abroad  
consultants

# Student insights November 2022

Welcome to this release of our AECC Student Insights data, November 2022.

The survey data referred to in this report was gathered during October and November 2022 from prospective international students that have engaged with AECC.

We are proud share with you insights in this report with data from 14,168 prospective international students respondents from 147 countries around the world (please note this survey was not widely distributed in China).

We hope the insights shared in this report can help you and your university/ institution to better navigate the months and years ahead.



14,168

Prospective international student survey respondents



Prospective international students from

147

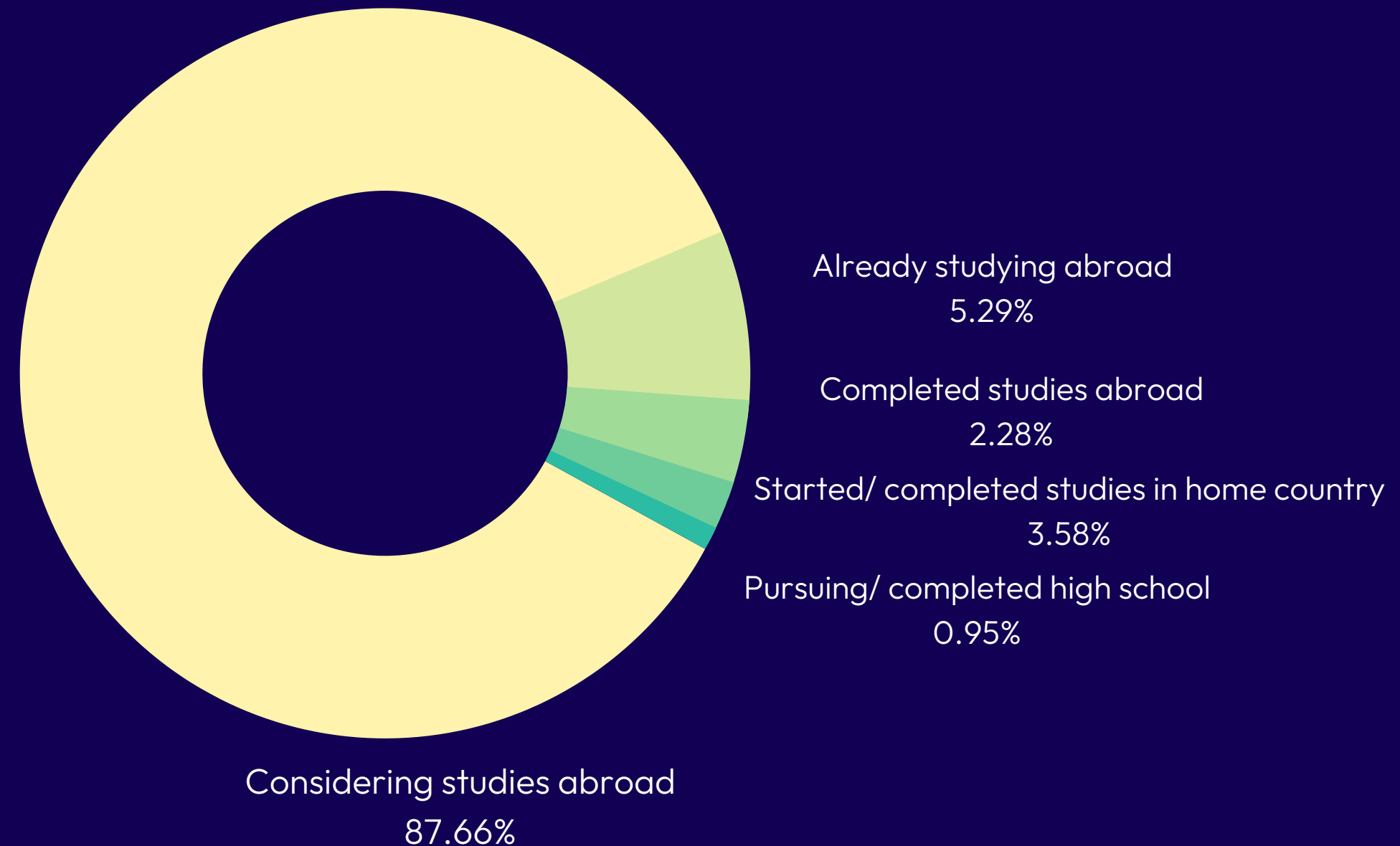
Countries

# Top 10 survey respondent countries

1. India
2. Philippines
3. Nepal
4. Sri Lanka
5. Nigeria
6. Indonesia
7. Pakistan
8. Bangladesh
9. Malaysia
10. Singapore

## Current study status?

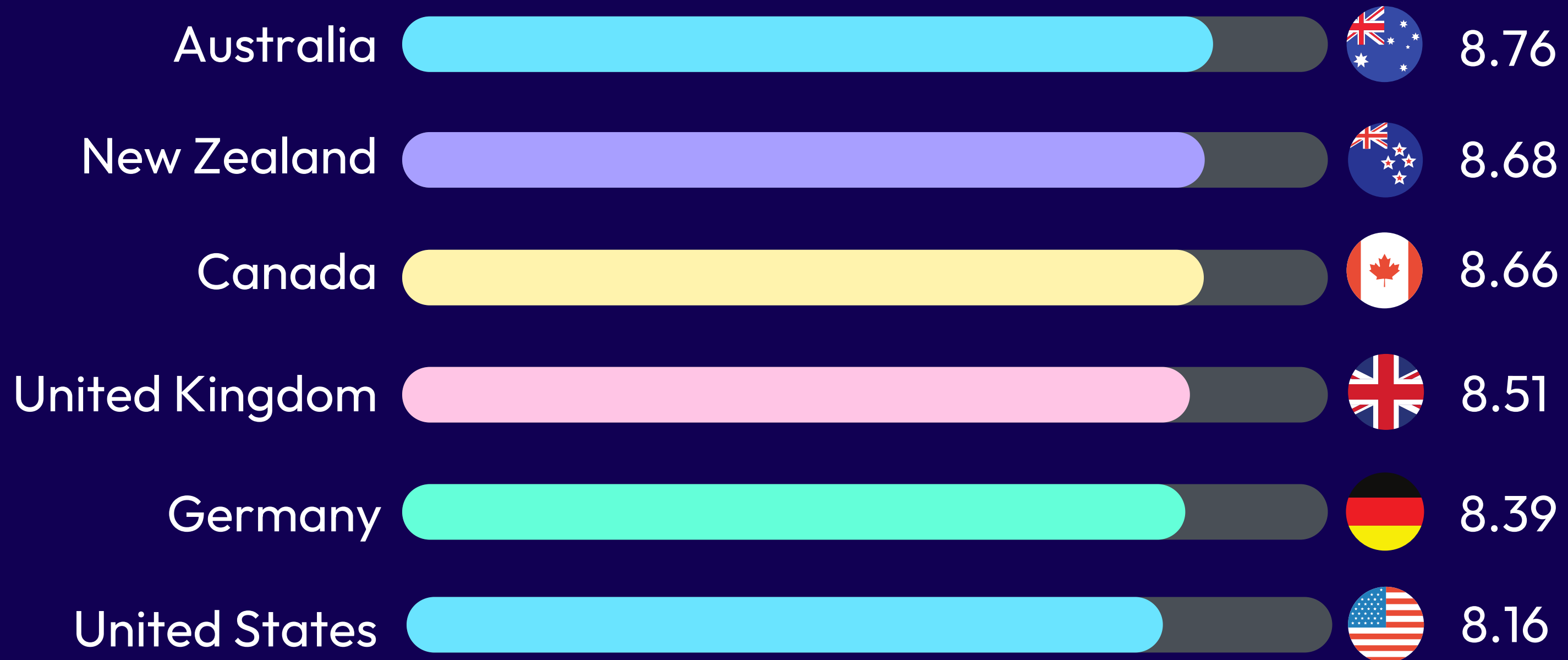
The vast majority of prospective international student survey respondents are currently considering studies abroad with a proportion of students already studying abroad.



The majority of survey respondents are considering studies abroad - 87.66%

# Student safety perception

How safe do you believe your preferred study destination is for international students?



Responses a scale of 1 to 10 - 1 Very Unsafe - 10 Very Safe

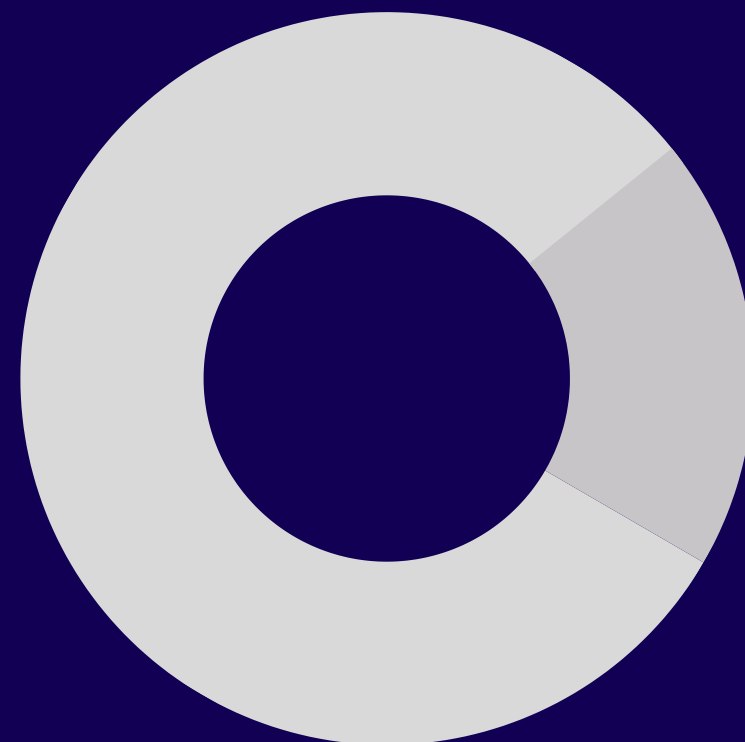
# Changing study destination preferences

## Changing preferences

Over 3,169 prospective international student respondents changed their mind about their preferred study destinations in the last 12 months representing 22.36% of those surveyed.

### October 2021

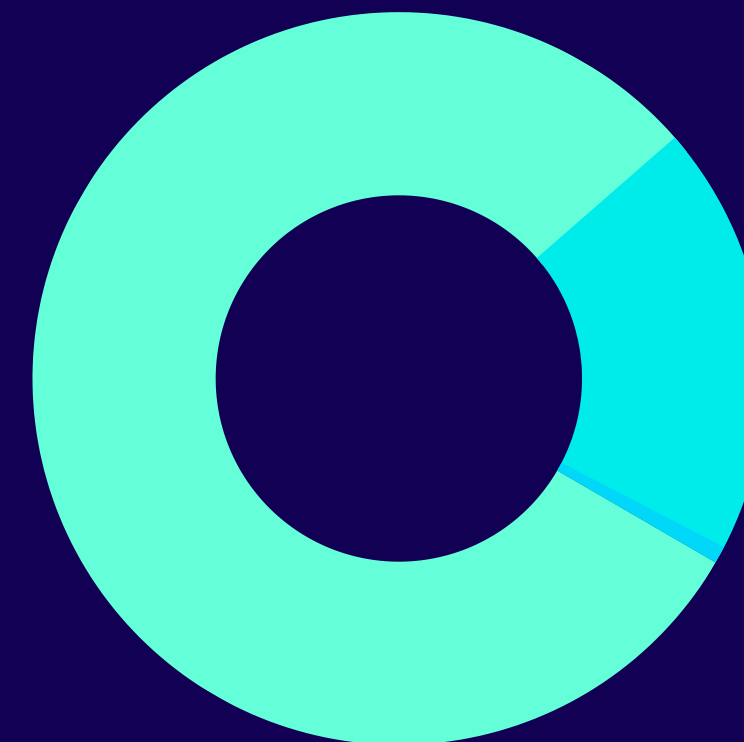
COVID affected destination changes



21.1% Destination preference change

No preference change  
78.9%

### November 2022



22.4% Study destination preference change

No preference change  
76.8%

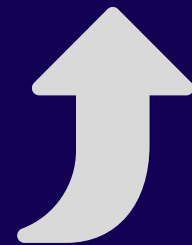
# Changing study destination preferences

Of the 22.4% or 3,169 prospective international students who changed their intended study destination in the past 12 months many did so in favour of Australia, the United Kingdom and New Zealand at the expense of Canada and the United States.

## PREVIOUS October 2021

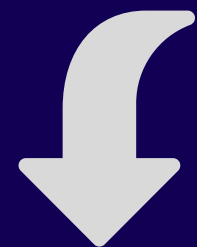
### Increases

Canada	36% More intention
United Kingdom	21% More intention
New Zealand	2% More intention



### Decreases

United States	27% Less intention
Australia	15% Less intention



COVID Effect

## CURRENT November 2022

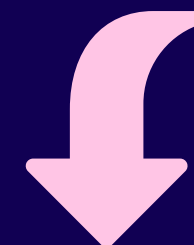
### Increases

Australia	30.8% More intention
United Kingdom	11.3% More intention
New Zealand	7.6% More intention



### Decreases

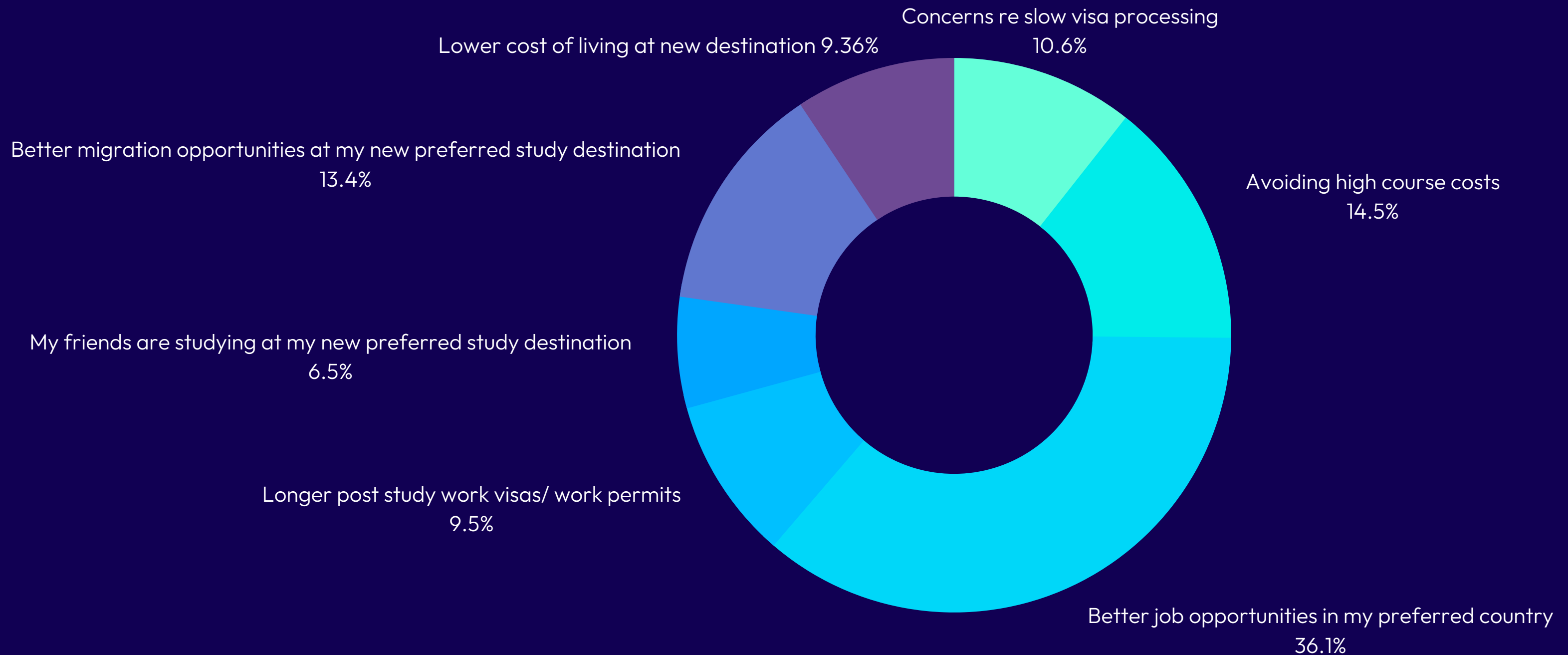
Canada	15.5% Less intention
United States	2.6% Less intention



Post COVID

# Reasons for changing study destination preferences

22.4% of respondents changed their mind about their preferred study destination in the last 12 months.





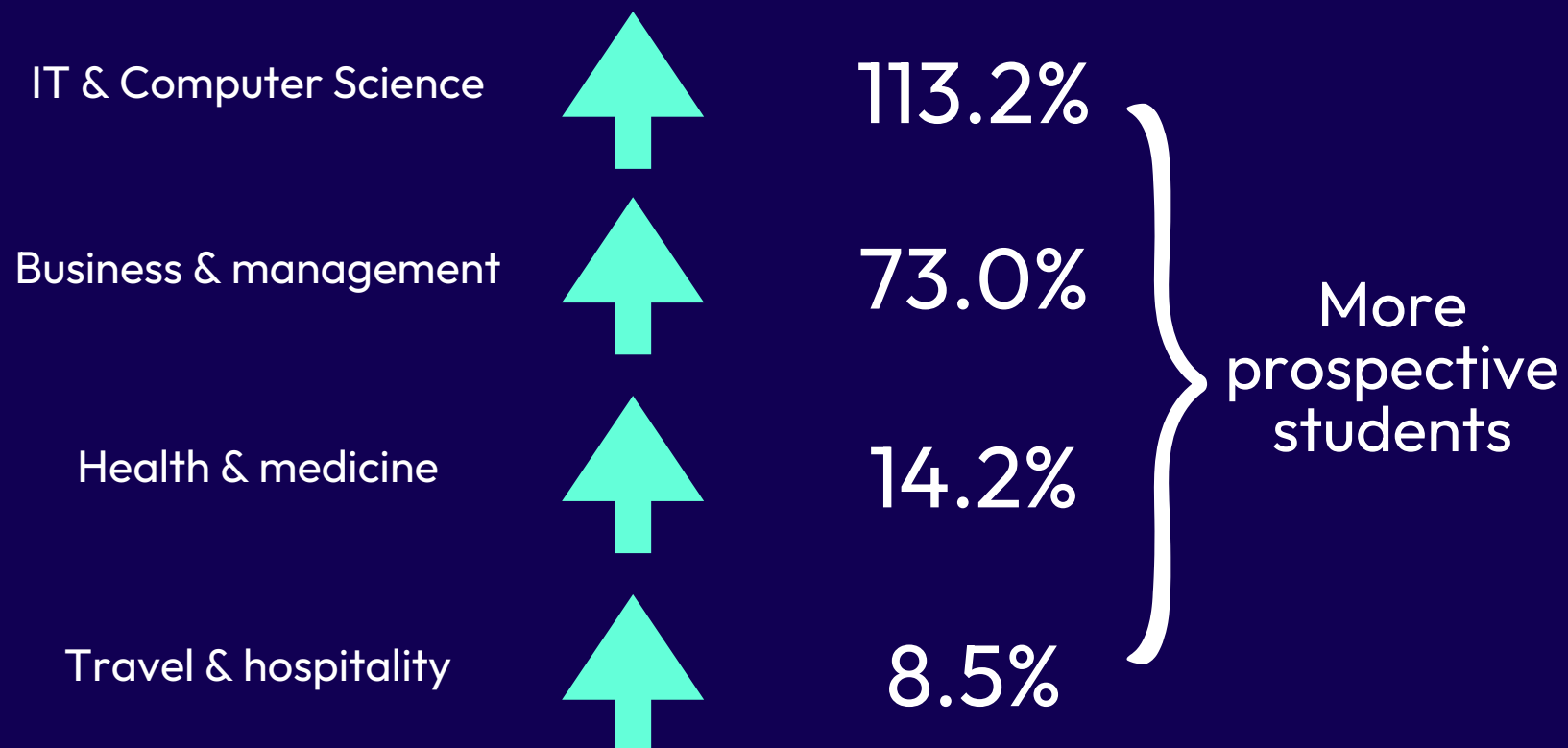
# Global study category preferences

3,284 prospective students or 20.90% of prospective student respondents noted they had changed their preferred study category in the last 12 months.

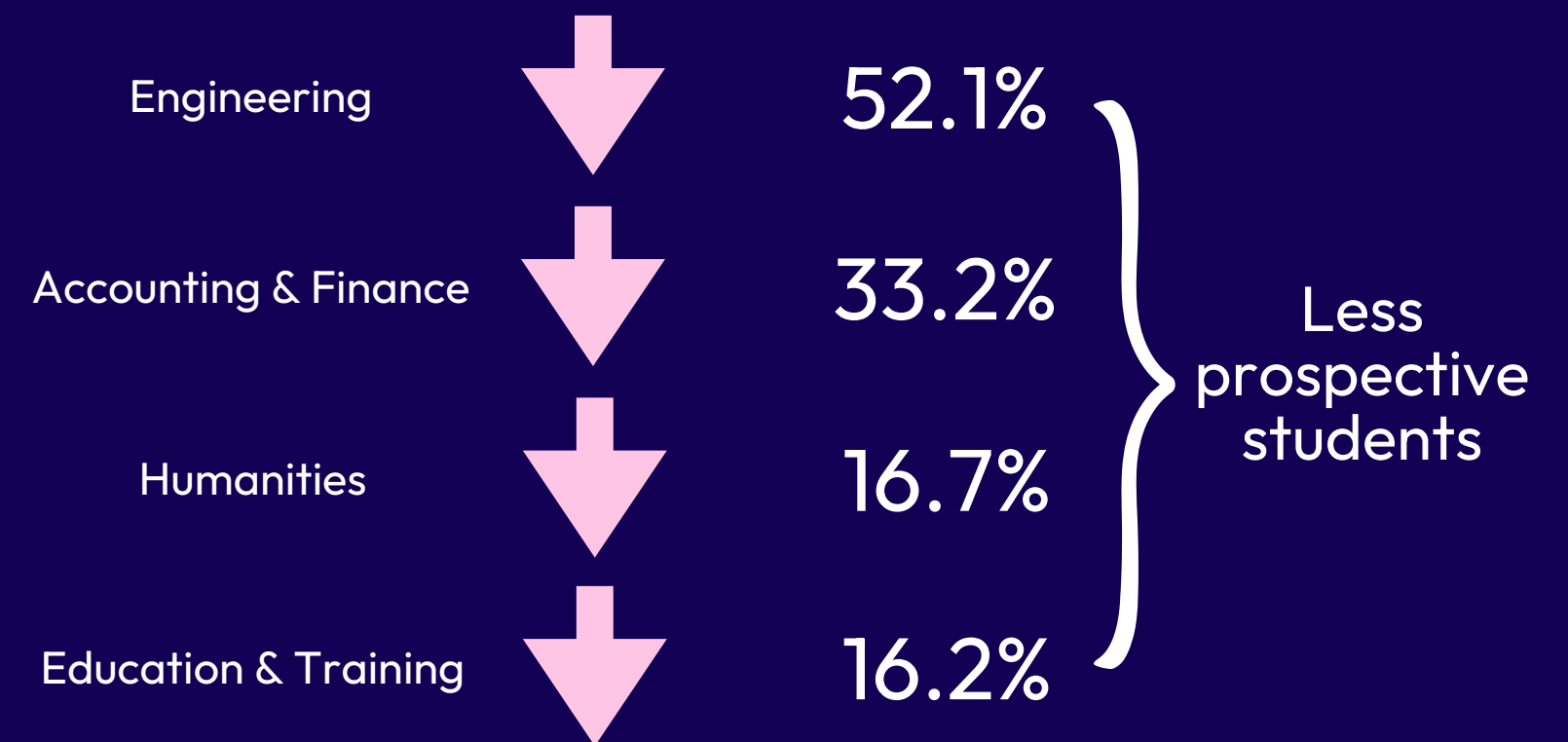
Students changed their preferred study category in favour of

Students changed their preferred study category at the expense of

## Increases

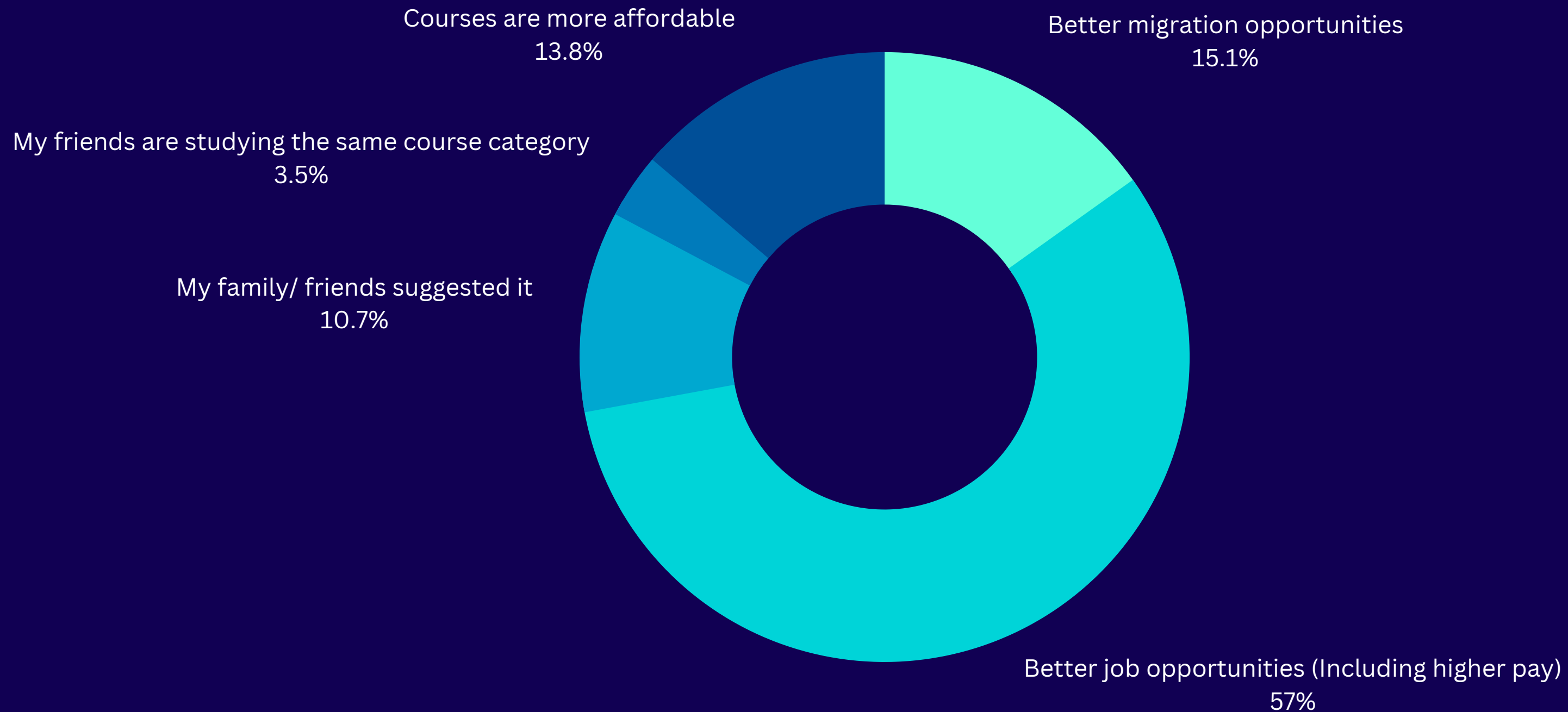


## Decreases



# Global study category preferences

Reasons prospective international students changed their preferred study category preference in the last 12 months.

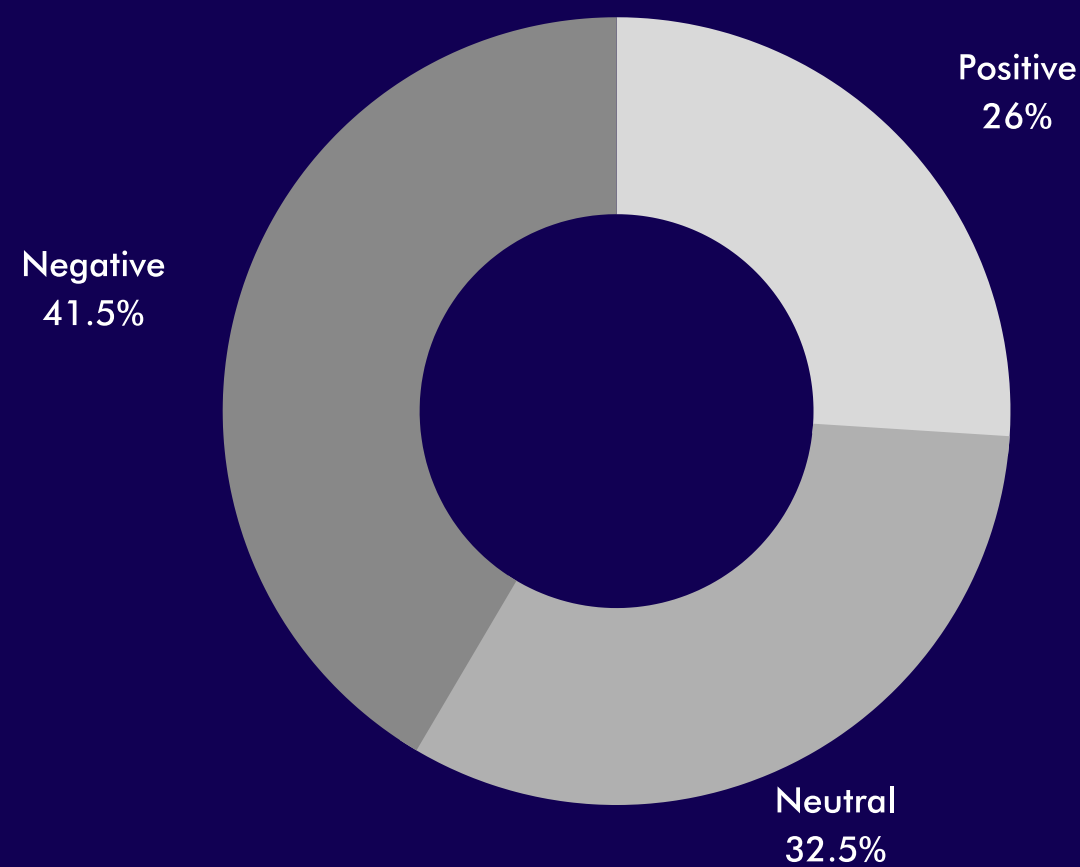


# Attitudes toward online studies

Prospective international students were asked "How do you feel about studying online without travelling overseas."

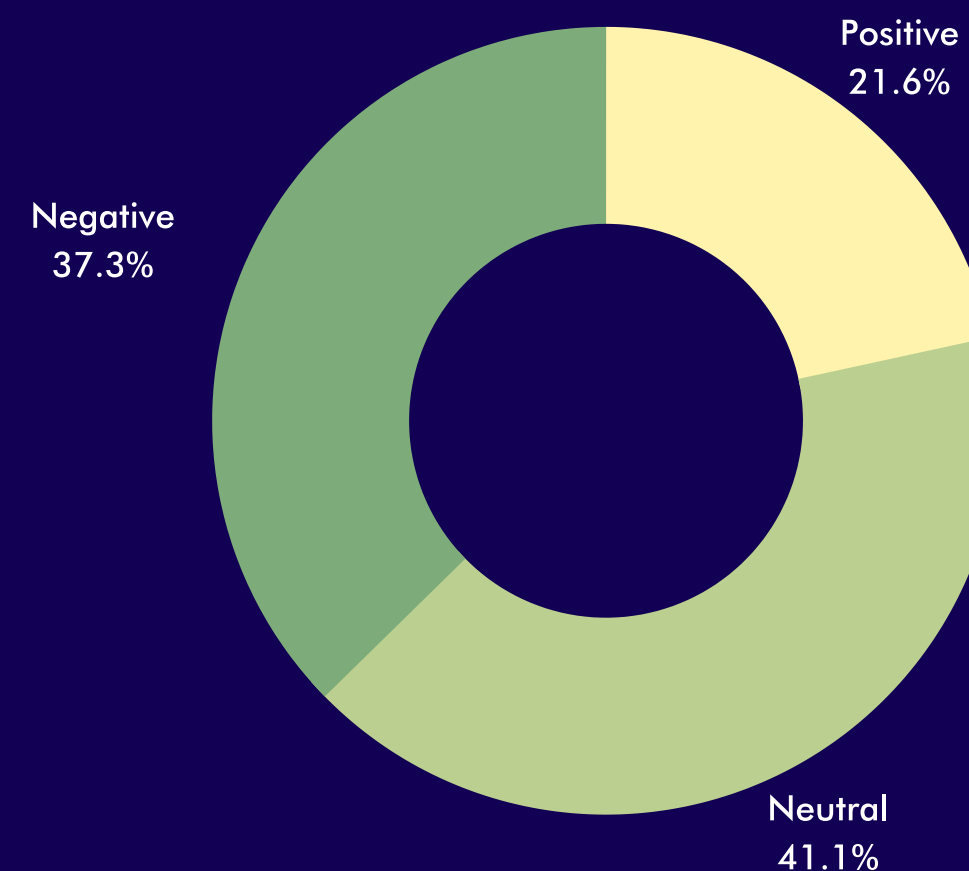
Less than 22% of students felt positive about online study without travelling abroad while almost double the number of students (37%) felt negative when responding to the same question.

PREVIOUS  
October 2021



2021 - 77.4 % of prospective international students surveyed do not view online study positively.

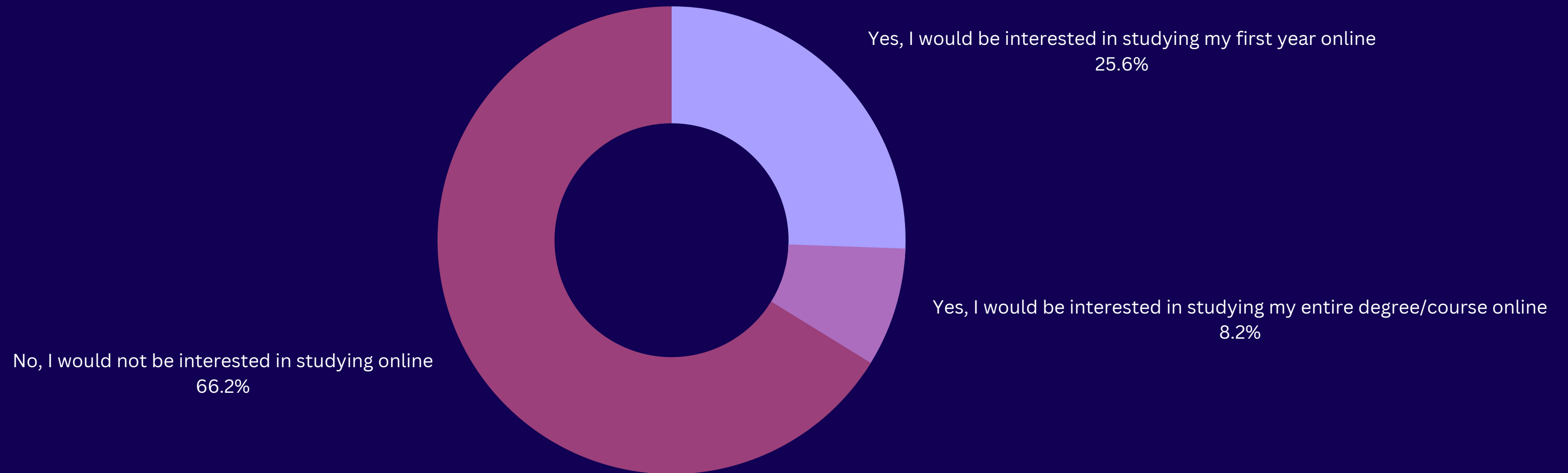
CURRENT  
November 2022



2022 - 78.4 % of prospective international students surveyed do not view online study positively.

# Online study preferences

14,168 prospective international students were asked "If you studied a course, would you be interested in completing one or more years of your course online while remaining in your home country?"

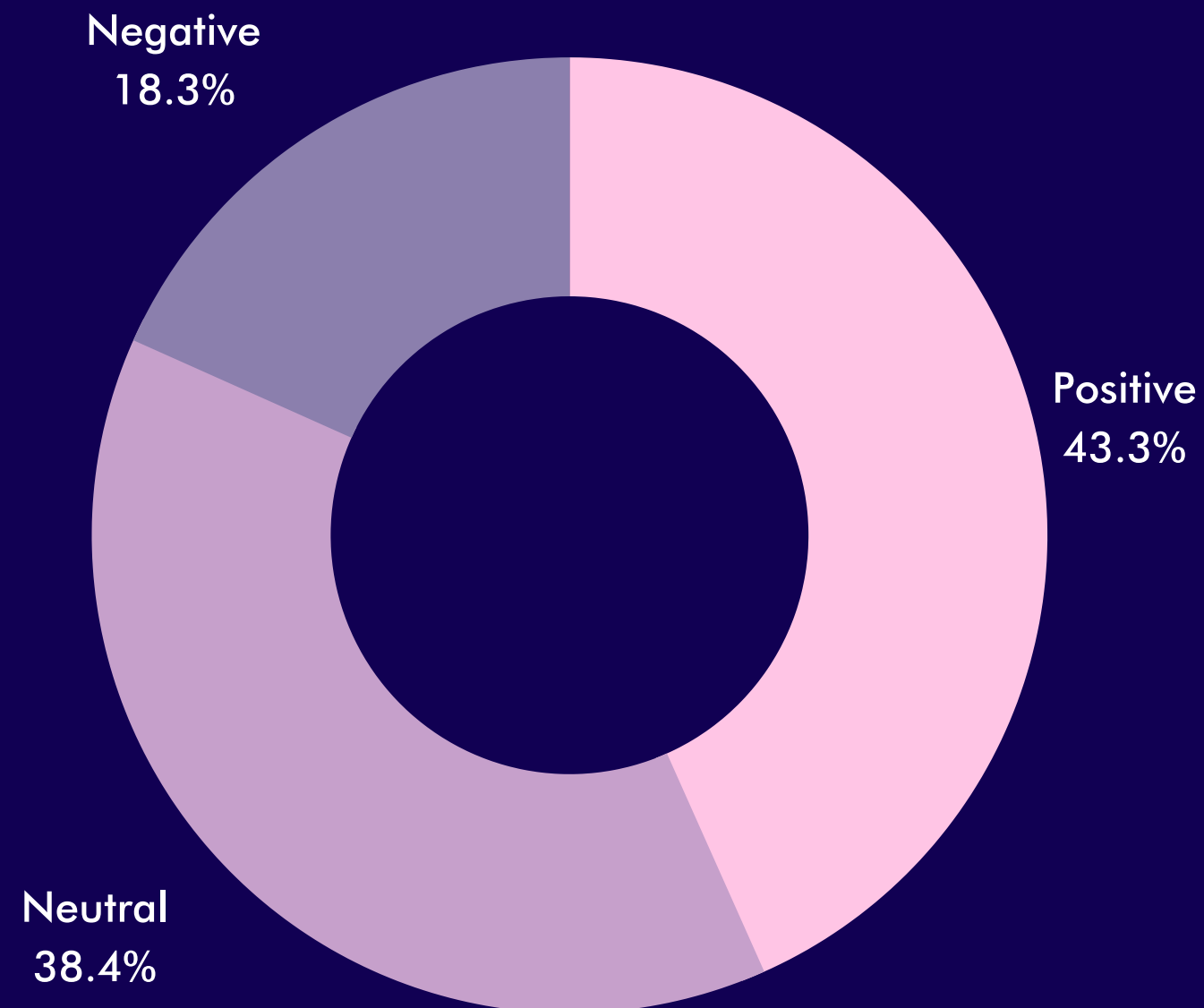


The majority of prospective international students surveyed do not prefer online study.

Only 8.2% of prospective international students would be interested in studying entirely online.

# Transnational education preferences

Prospective international students were asked "How do you feel studying an international course for 1 year in your own country on campus (at a lower cost) and 2 years studying abroad on campus?"



A substantial proportion of prospective international student respondents (43.3%), are positive about completing their first year in their own country on campus before studying overseas

# Countries Of Survey Respondents

Prospective international students respondents from 147 Countries\*

- Abu Dhabi
- Afghanistan
- Albania
- Algeria
- American Samoa
- Angola
- Armenia
- Australia
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Belarus
- Belgium
- Benin
- Bhutan
- Bolivia
- Botswana
- Brazil
- Brunei
- Bulgaria
- Burundi
- Cambodia
- Cameroon
- Canada
- Chad
- China
- Costa Rica
- Cuba
- Cyprus
- Denmark
- Dominican Republic
- Dubai
- Egypt
- Estonia
- Eswatini
- Ethiopia
- Fiji
- Finland
- France
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Guyana
- Haiti
- Hong Kong
- Hungary
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Italy
- Ivory coast
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kosovo
- Kurdistan Region of Iraq
- Kuwait
- Lebanon
- Lesotho
- Liberia
- Libya
- Lithuania
- Madagascar
- Malawi
- Malaysia
- Maldives
- Malta
- Manila
- Mexico
- Mizoram
- Mongolia
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru
- Nepal
- Netherlands
- New Zealand
- Nigeria
- North Cyprus
- North Macedonia
- Norway
- Oman
- Oman Muscat
- Pakistan
- Pakistani
- Palestine
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Republic of the Congo
- Romania
- Russia
- Rwanda
- Saudi Arabia
- Saudia Arabia
- Senegal
- Seychelles
- Sierra Leone
- Singapore
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka
- St Lucia
- Sudan
- Swaziland
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor Leste
- Togo
- Trinidad and Tobago
- Tunisia
- Turkey
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam
- Yemen
- Zambia
- Zimbabwe

\*Please note, the survey was distributed to prospective students in countries outside of China, as such there is only a small sample size of Chinese students respondents.



International student recruitment firm AECC is a provider of independent and certified student counselling services and university application support to tens of thousands of students around the world each year.

AECC is also strongly focused on improving access to key student markets for universities and institutions around the globe through continued innovation and a dedication to creating brilliant student experiences.

[aeccglobal.com](https://aeccglobal.com)





**800+** Global Workforce



**42** Offices Globally



**750+** Institutions Represented



**2008** Company Founded



**748,000+** Reach on Facebook



**50,000+** Global Enrolments





# Digital innovation hub

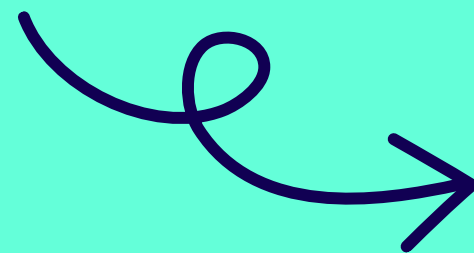
## Redefining technology in international education

Our Digital Innovation Hub (DIH) was established in 2019 as the digital marketing and technology development hub of AECC.

The DIH works towards enhancing our global student marketing and recruitment network, by merging data, creativity and technology, to create brilliant customer experiences for international students and educational institutions.

Our developers, content writers, search engine marketing specialists, graphic designers and campaign managers are delivering world class technology and higher education marketing solutions for our students and university partners.

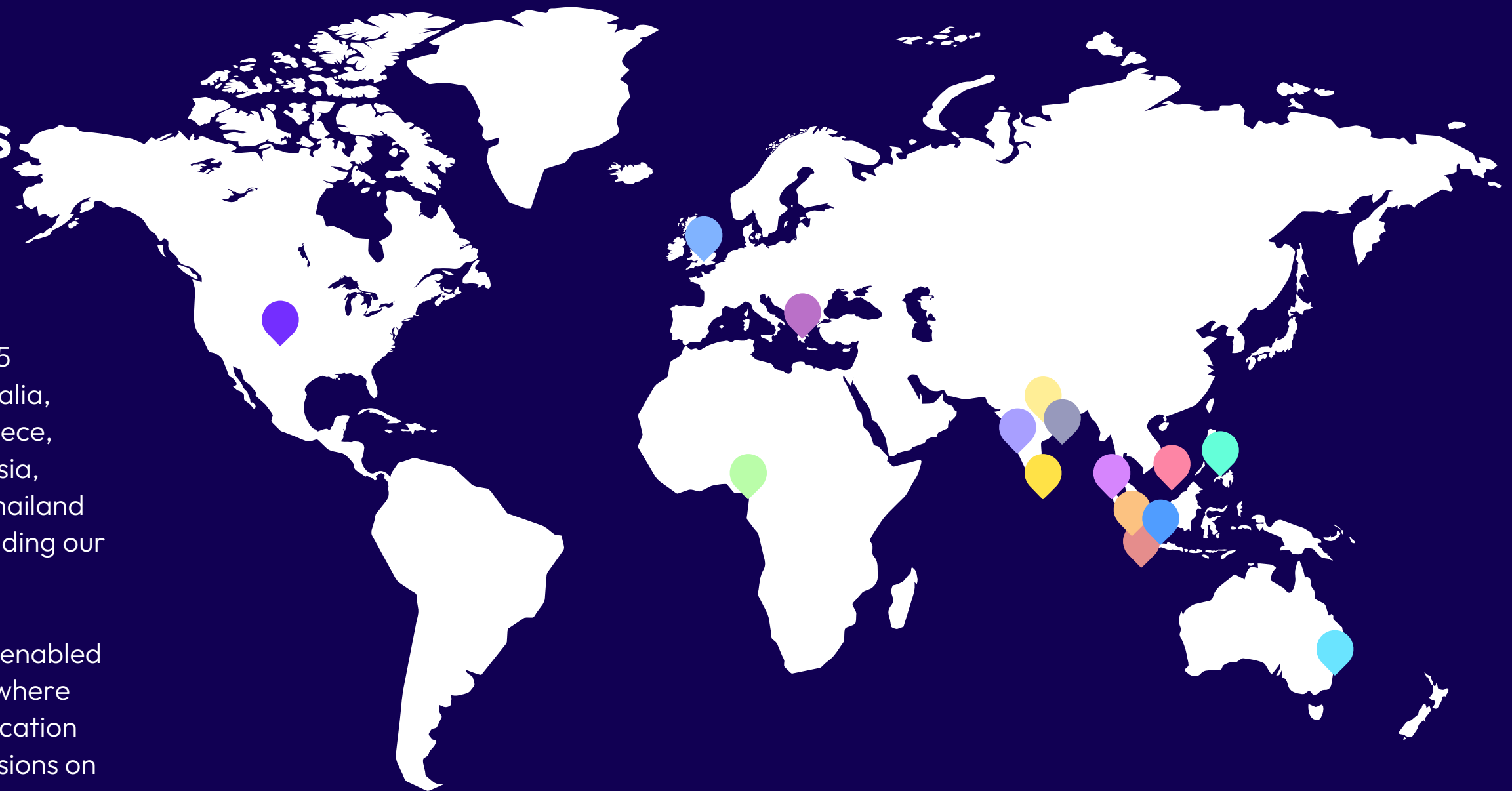
We opened our Digital Innovation Hub in 2020



# The expanse of our global network plays a huge role in our success.

Today, we have extended our presence across 5 continents and 15 countries, such as India, Australia, United Kingdom, United States of America, Greece, Philippines, Nepal, Malaysia, Singapore, Indonesia, Vietnam, Bangladesh, Sri Lanka, Nigeria and Thailand and we are consistently working towards expanding our footprint across the globe.

In addition to our physical offices, we have also enabled Virtual Offices to reach students in those cities where we are not physically present to ensure diversification of students to Universities and to guide our decisions on opening future physical offices.



India	Philippines	Australia	Nepal	Thailand	Indonesia	Malaysia	Singapore	Sri Lanka	Vietnam	Bangladesh	Nigeria	Greece	UK	USA
Ahmedabad	Bacolod	Melbourne	Kathmandu	Bangkok	Bali	Kuala Lumpur	Singapore	Colombo	Hanoi	Dhaka	Abuja	Athens		
Anand	Baguio	Sydney	Pokahara		Jakarta	Petaling Jaya			Ho Chi Minh		Lagos	Thessaloniki		
Bangalore	Cebu	Brisbane	Chitwan		Surabaya	Sunway								
Chandigarh	Davao													
Chennai	General Santos													
Coimbatore	Iloilo													
Gandhinagar	Makati													
Gurgaon	Quezon City													
Hyderabad	Vizag													

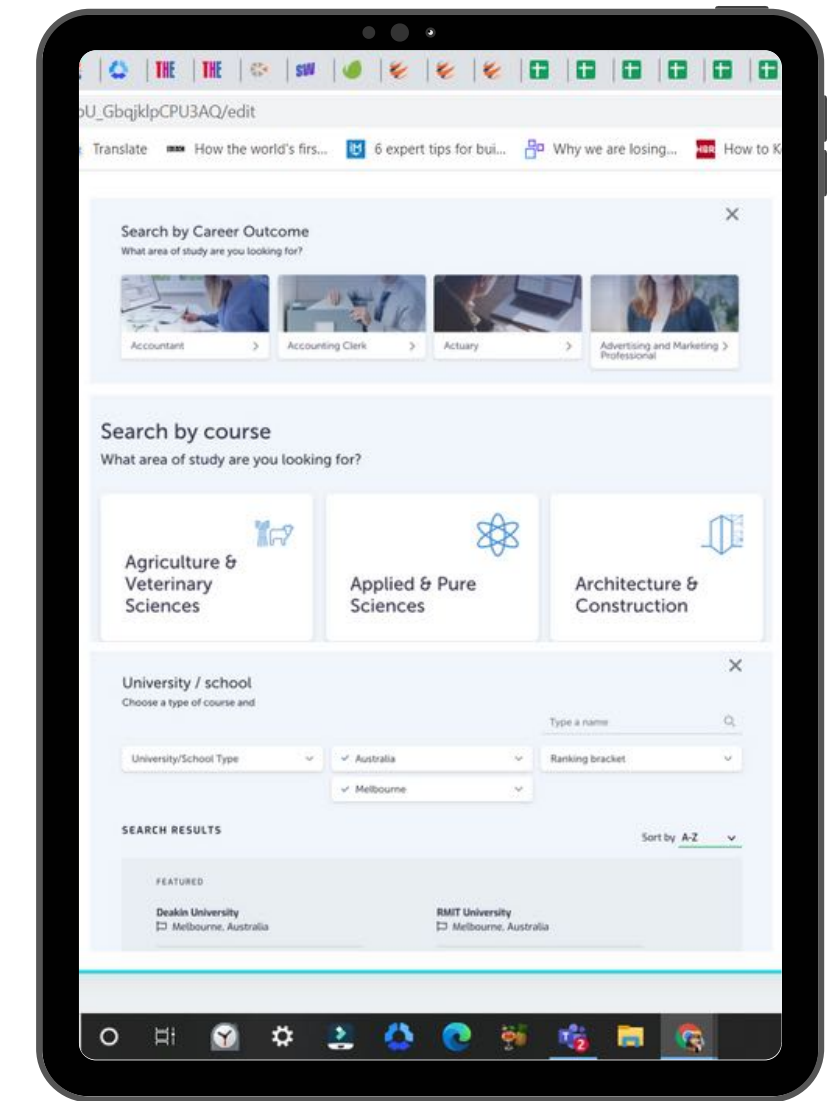
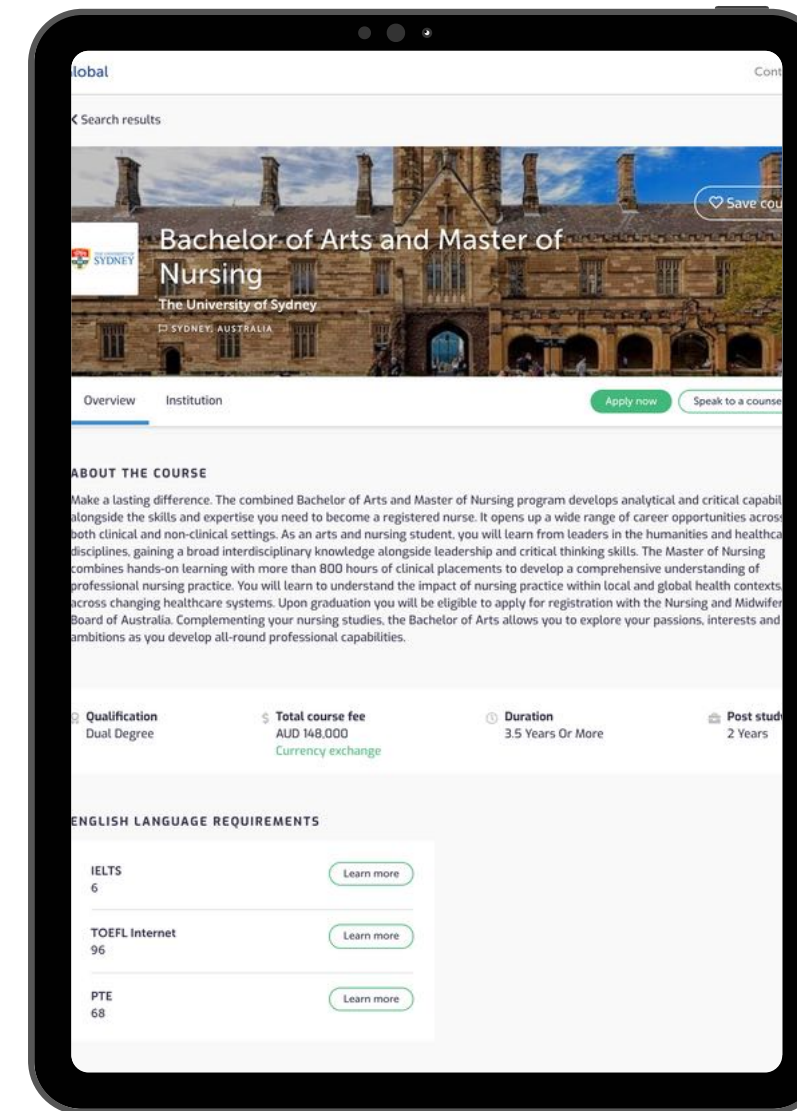
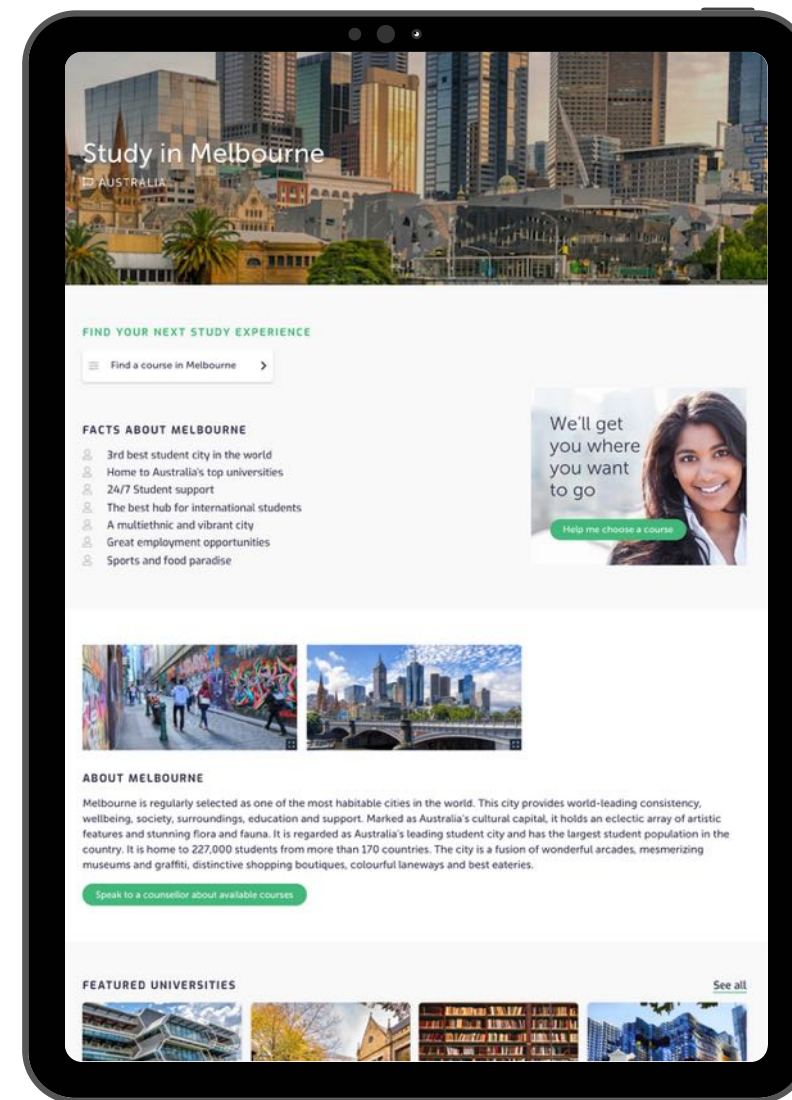
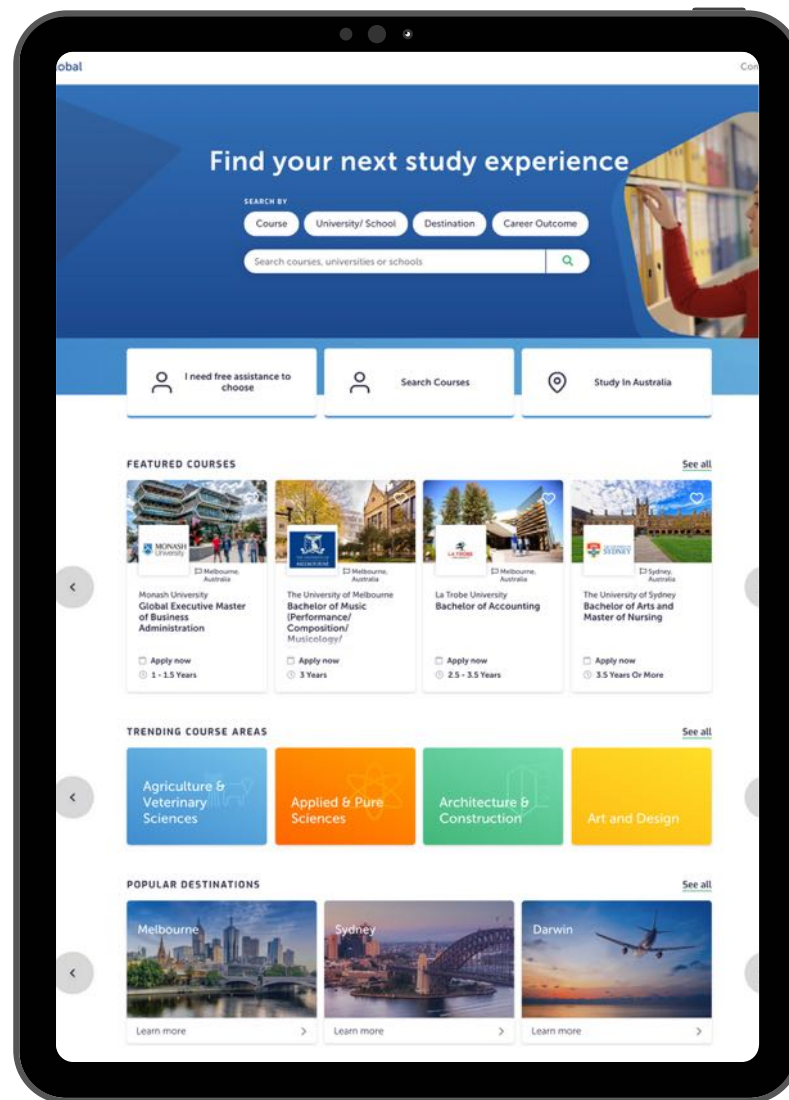
# Industry partnerships

We are proud to be recognised in this evolving industry and to work with some of the leading associations and organisations transforming international education including AIRC, IEAA, ICEF, Times Higher Education and other respected and trusted group.



# aecC Search

We are proud to have developed a world class course search platform with over 180,000 courses from 750+ universities and colleges.



search.aecglobal.com

Our AECC Student platform and mobile app are allowing our students to apply for courses, upload documents, search for accommodation and purchase insurance directly from their smart phones.

Students can easily access and track their application status online



Welcome, Jake

My Applications My Insurance My Saved Courses

### Apply to win a \$10,000 USD scholarship to study abroad

Apply now

I need to

- Search course →
- Apply for a course →
- Get health insurance →
- Find accomodation →

### My Applications

All Applications Pending Active Confirmed Closed Start new application

ID 296423 Pending

Bachelor of Applied Movement Sciences/Master of Physiotherapy

The University of Sydney Sydney, Australia

8/12 Documents Application due 23 Sep 21

Requirements Payments Messages Course details

### Documents checklist

Total documents required 20

Last time saved | 12:30 pm today

1 Reviewing 15 Submitted 1 Rejected

Passport Document ID evidence. Passport scan MMU\_App\_NEI\_1.pdf

Applicant Declaration Pending Review

Certificate for 3-Year Undergraduate Advanced Diploma from Esmod International Fashion Institutes and Universities Group Document rejected

Document rejected 09/09/20

### My Insurance

Allianz Policy type 590 - Student Guardian Visa Start Date 2020-10-12 End Date 2020-10-12 Policy Cover Type Single Policy Cost \$145.00 Download policy

medibank Policy type 590 - Student Guardian Visa Start Date 2020-10-12 End Date 2020-10-12 Policy Cover Type Single Policy Cost \$145.00

Do you need other insurance?

- Health Insurance →
- Car Insurance →
- Home & Contents Insurance →

### Passport document upload

Please upload a clear photocopy of your passport (photo and signature page)

Upload document

Make sure: Your passport is valid 6 months

Photo, passport number, date of birth, expiration, etc need to be legible in the scan

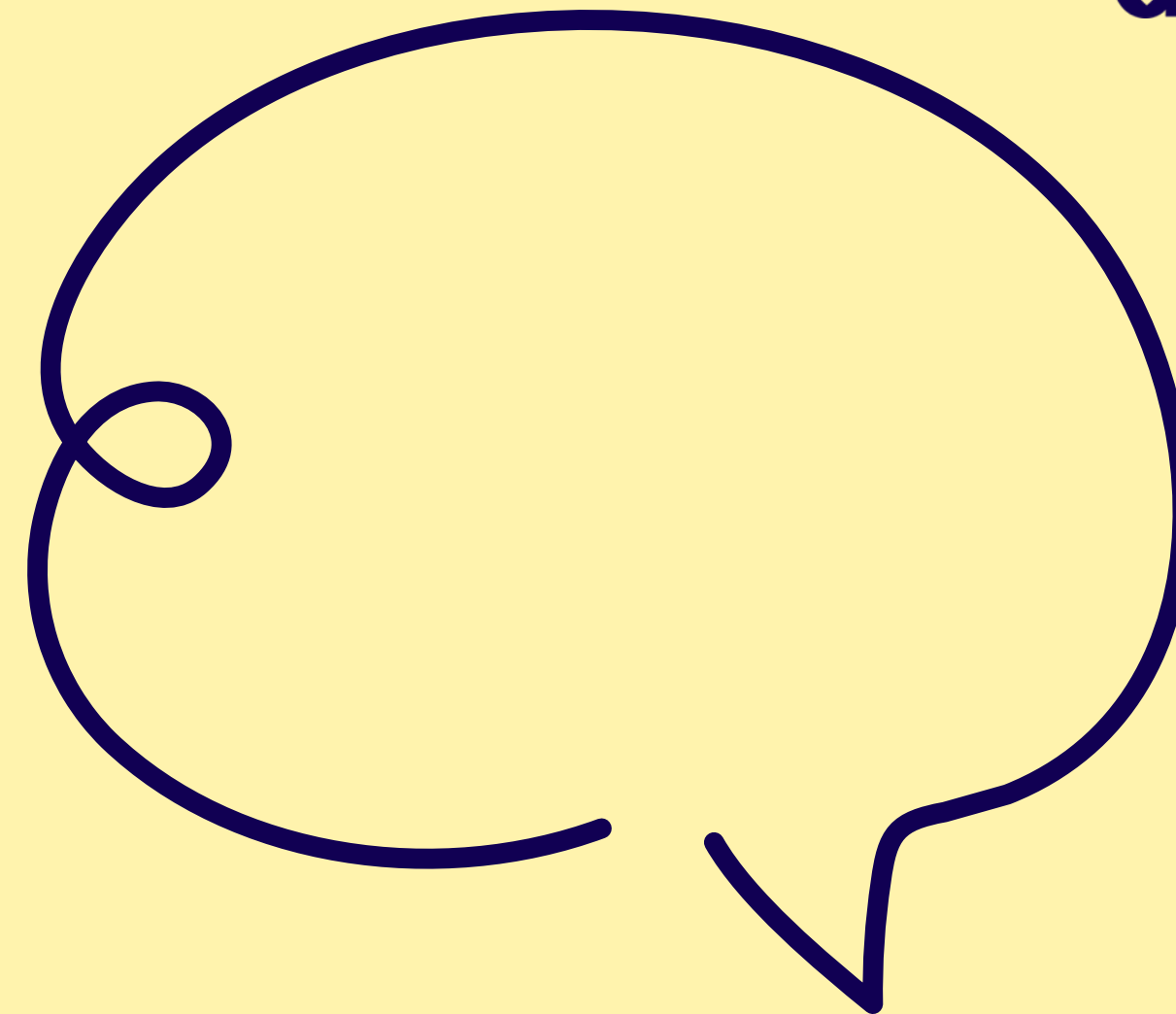
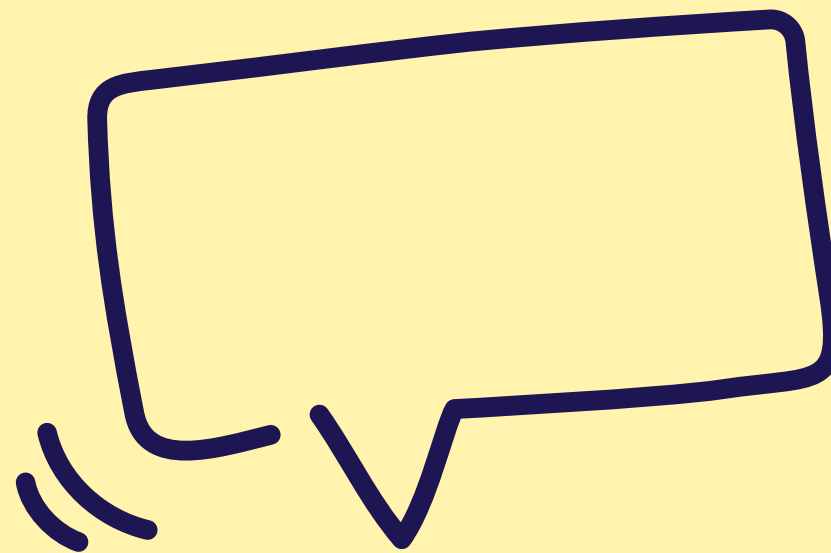
Correct scan copy

Image should not be blurry or too small or black and white

# From our partners

"AECC Global has been one of the strategic partners across Southeast Asia for University of Windsor. As a top-ranking public comprehensive university in Canada, we highly appreciate AECC team's professionalism and in-depth knowledge about the market while representing University of Windsor, which reflects our shared motto and objectives and translates into such well-rounded support to the students."

**Trà My (Jessica) Phạm**  
Regional Representative  
Southeast Asia University of Windsor, Ontario



Our partnership with AECC is valuable to us. We appreciate their efforts to promote our programs and their excellent communication skills."

**Linda Kim**  
Manager, International Communications & Operations  
University of California, Irvine

**Connect  
with us  
today.**

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