



aecc insights

Student insights  
April 2024



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**1,100+** Global Workforce



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**770,000+** Social Media Reach



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We are a bridge to a brighter  
tomorrow for aspiring international  
students all over the world.

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**decc** Study  
abroad  
consultants

# Student insights April 2024

Welcome to the April 2024 release of aecc Insights.

This report is based on survey data collected in March 2024 from prospective international students who have recently engaged with aecc.

In a landscape where student decision-making is increasingly influenced by public policy changes, economic and environmental factors, we are pleased to share insights from 8,312 respondents hailing from 124 countries around the world.

It's important to note that this survey was not widely distributed in China.

We trust that the insights presented in this report will assist you and your university or institution in navigating the challenges and opportunities in the times ahead.



8,312

Prospective international student survey respondents



Prospective international students from

124

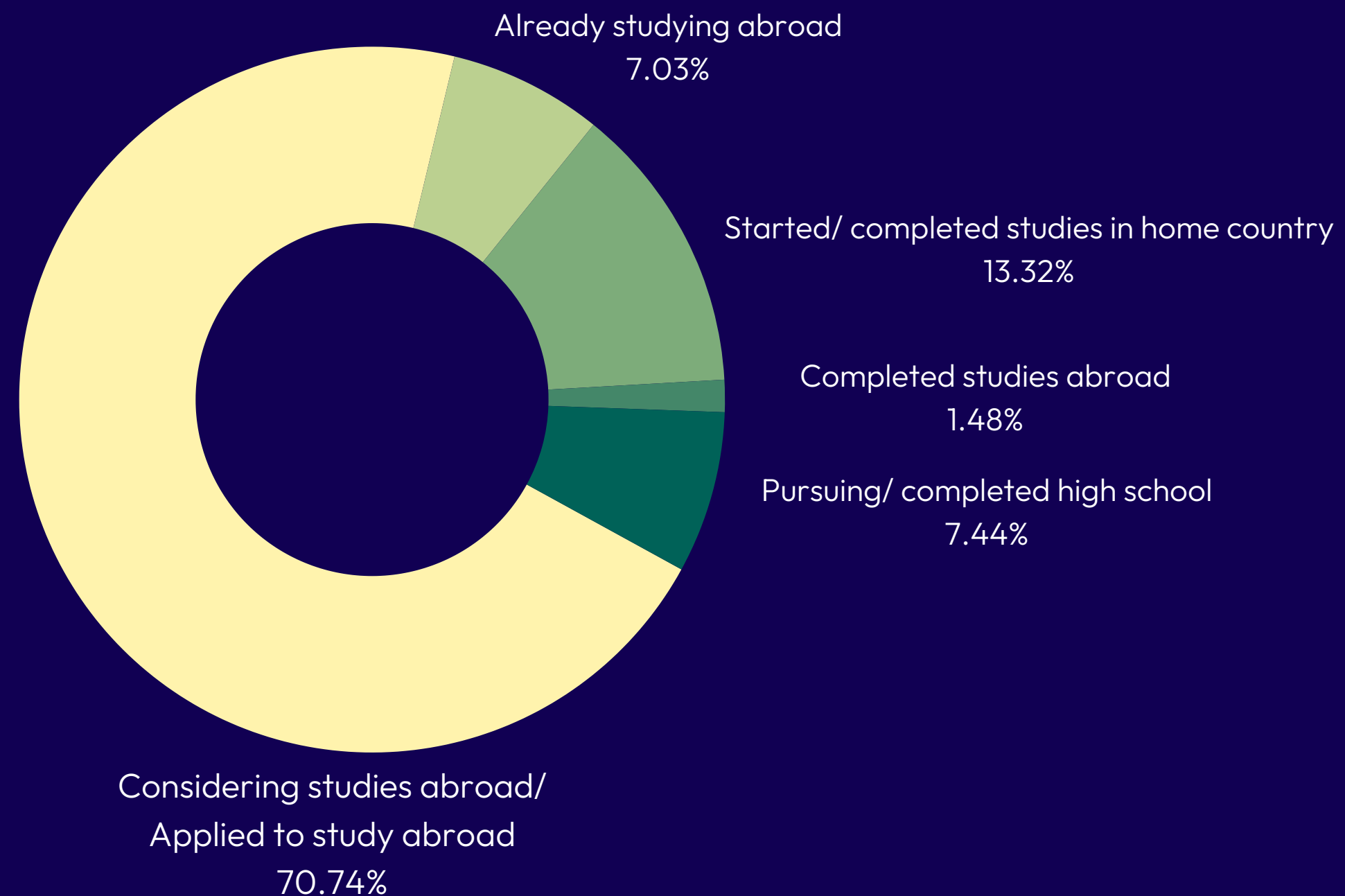
Countries

# Top 10 survey respondent countries

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

## Current study status?

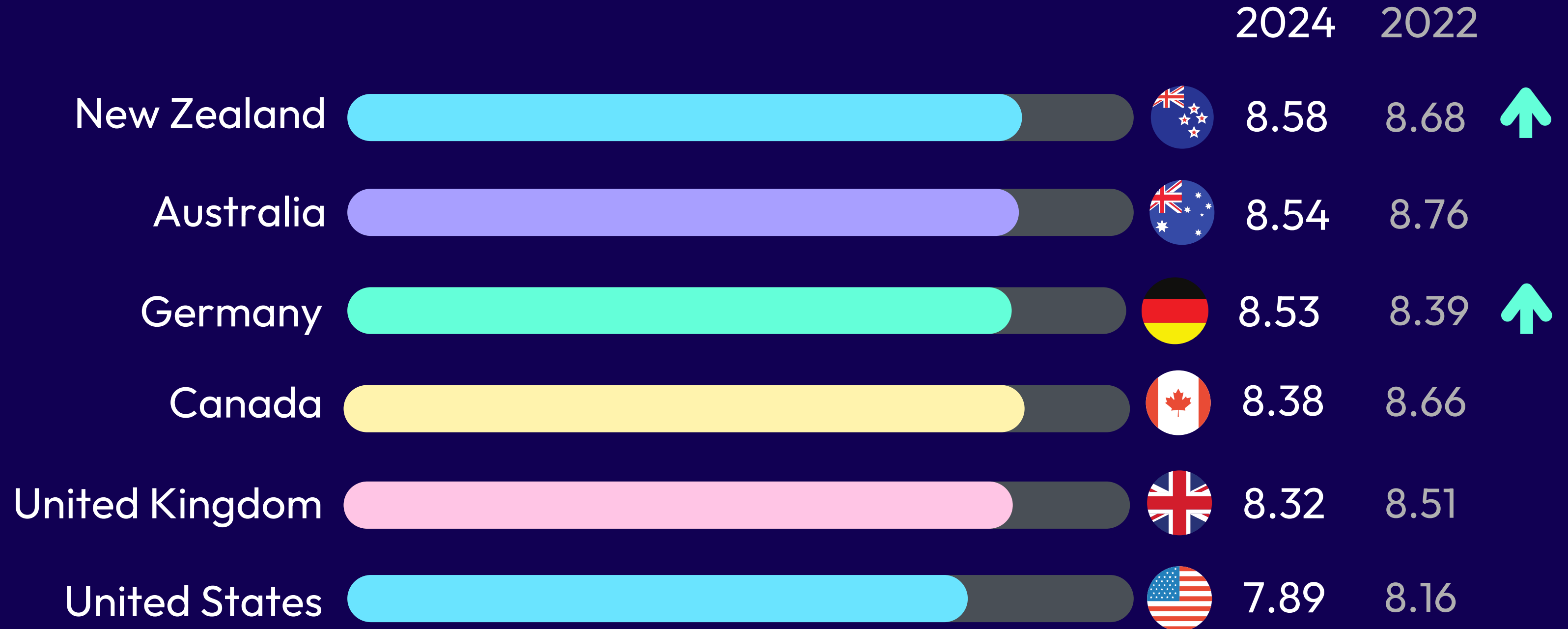
The vast majority of prospective international student survey respondents are currently considering studies abroad with a proportion of students already studying abroad.



The majority of survey respondents are considering studies abroad - 70.74%

# Student safety perception

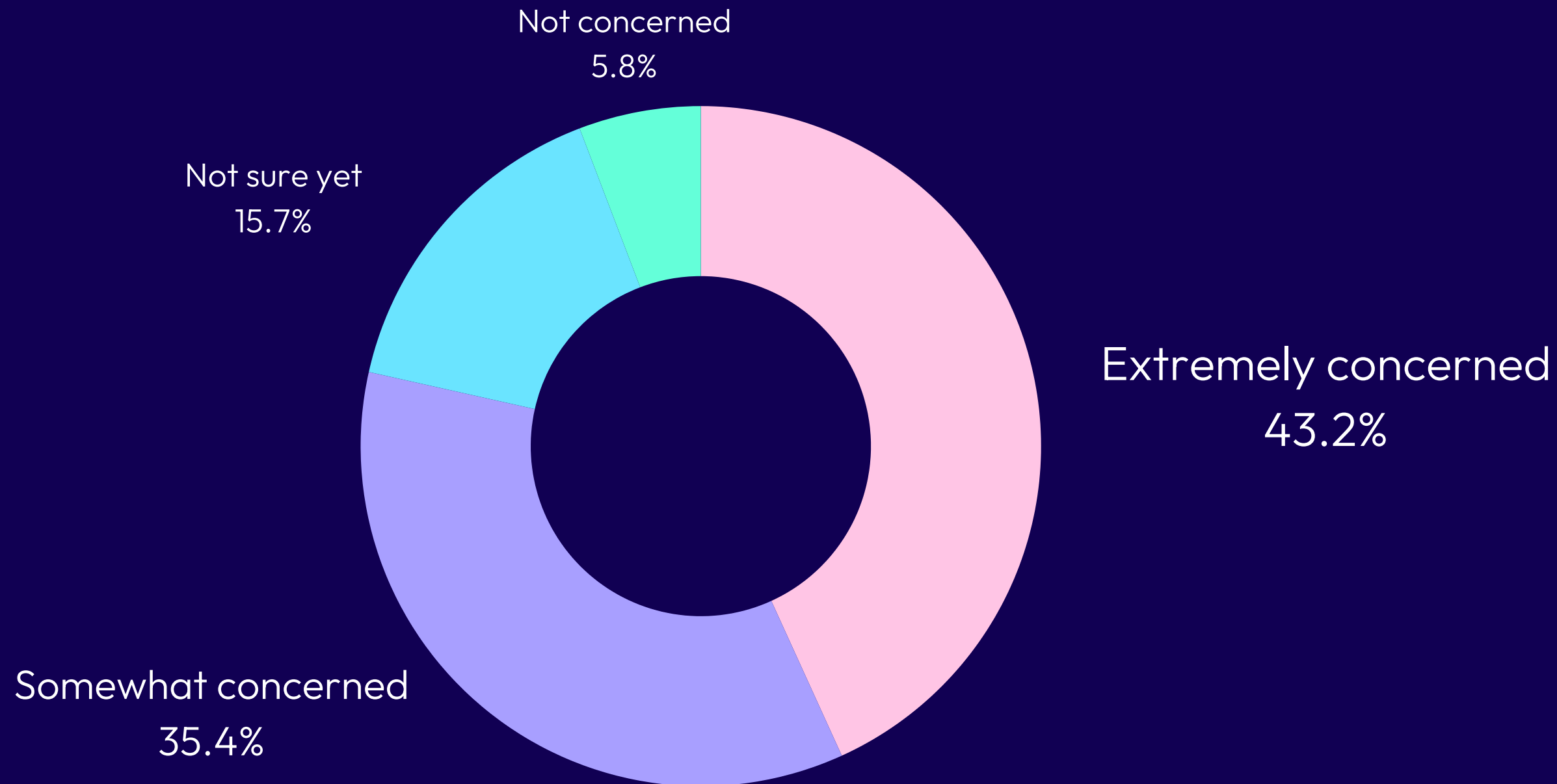
How safe do you believe your preferred study destination is for international students?



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

# Canada Policy Responses – Student concerns

For prospective international student respondents who selected Canada as their preferred study destination, we asked “How do you feel about recently announced Canadian government policy changes with regards to international students?”

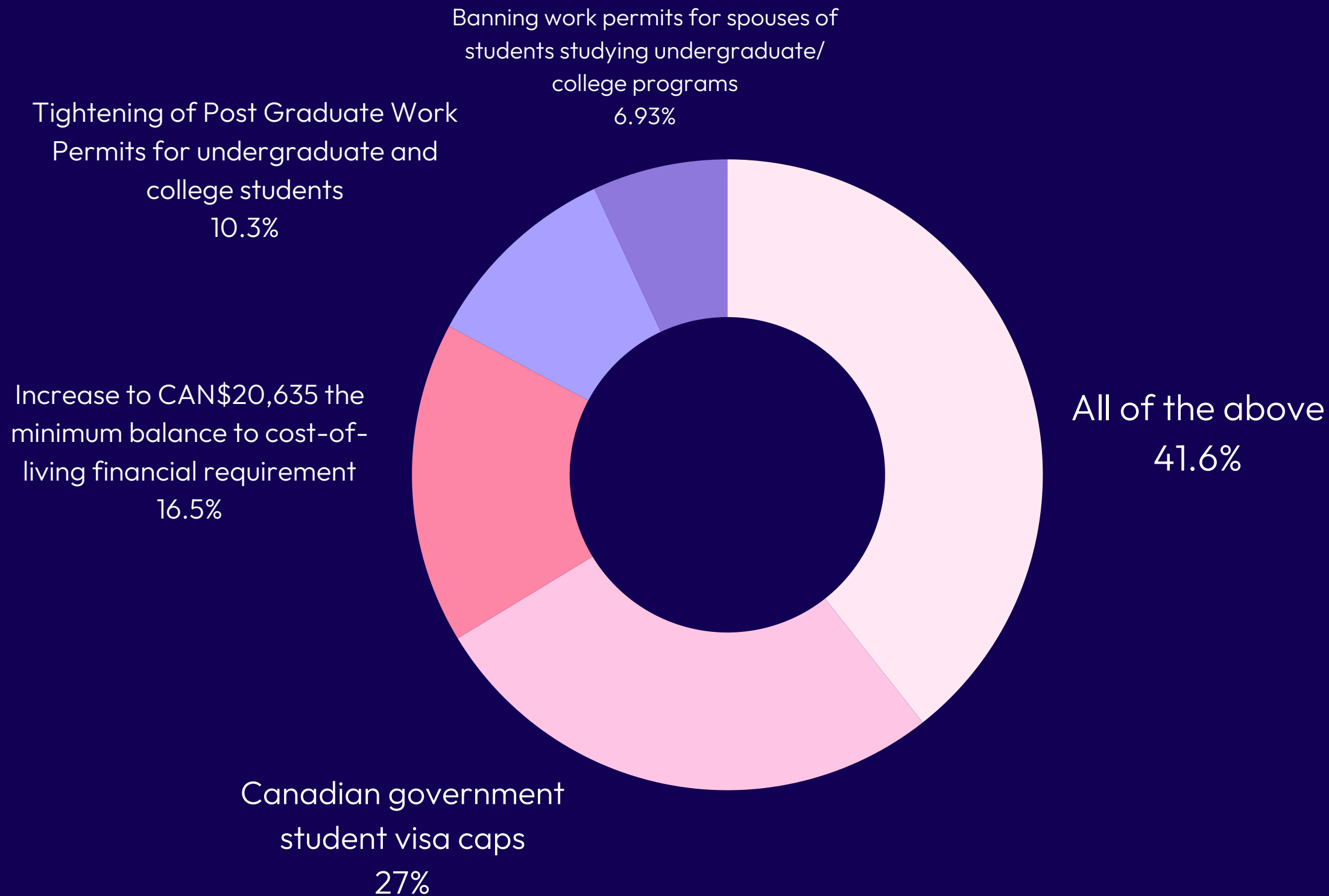


Over 78% of prospective international students are extremely or somewhat concerned about recently policy changes in Canada.

These are specifically prospective international student respondents who noted Canada was their preferred study destination.

# Canada Policy Responses – Key concerns

For prospective international student respondents who selected Canada as their preferred study destination, we asked “What are your key concerns with regards to changes in Canadian student/ migration policy?”



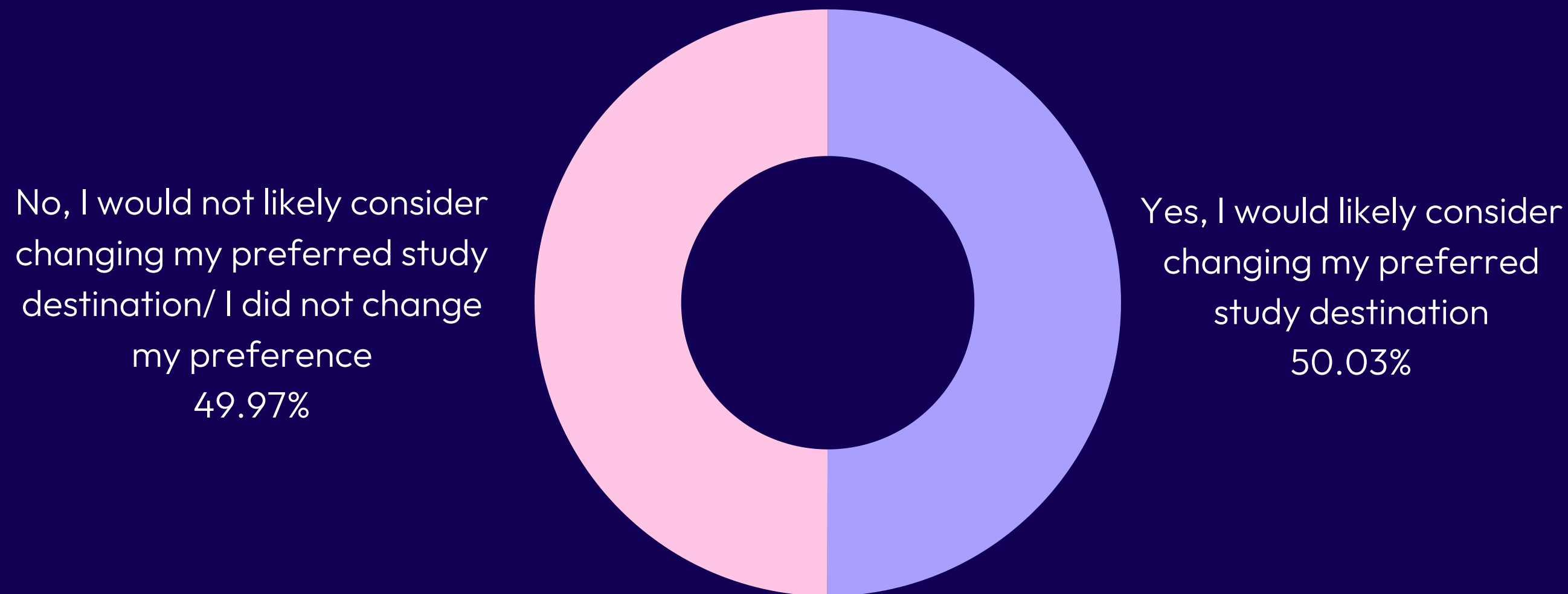
## Top concern:

68% - Prospective international students respondents are most concerned about the Canadian federal government capping student visa grants



# Canada Policy Responses – Post Graduate Graduate Work Permits

For prospective international student respondents who selected Canada as their preferred study destination, we asked “If the Post Graduate Work Permit duration was reduced in your preferred study destination, would you be likely to change your choice of preferred study destination?”

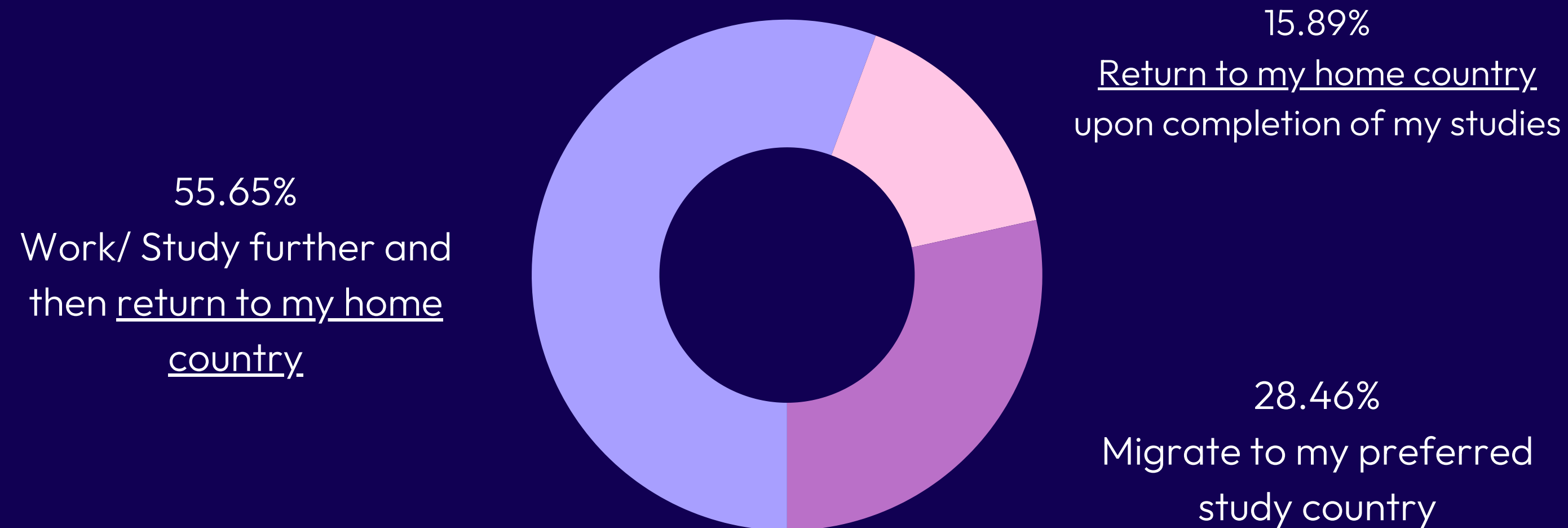


Changes to Canadian Post Graduate Work Permits reducing work rights in the country could see 50% of prospective International students who currently prefer the Canada instead choose a different study destination entirely.

# Post study intentions

## Intention for life after studies

Over 70% of prospective international student respondents shared their intentions to return to their home countries following studies and post graduate work experiences in their preferred study destinations.

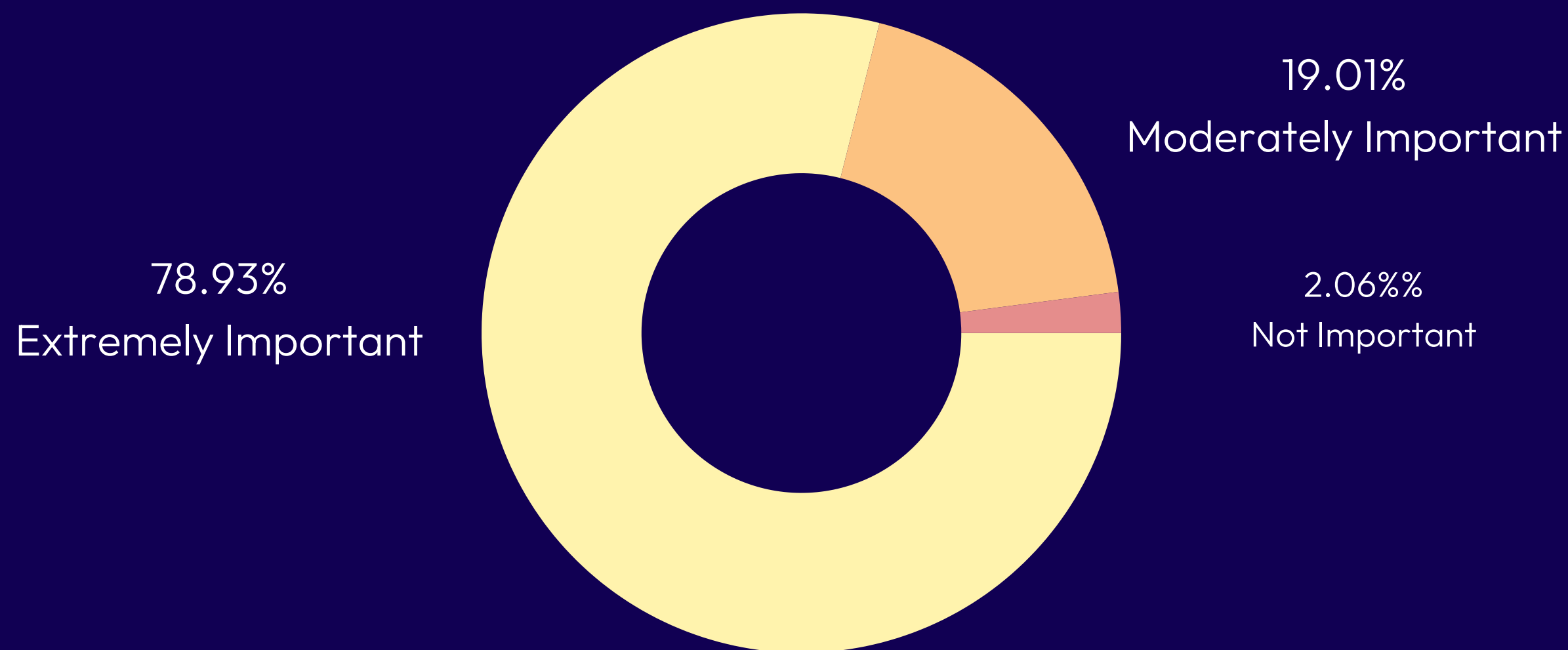


# Importance of graduate visa work rights

## Extremely important to prospective international students

Post study/ graduate work rights are extremely important to prospective international students, with 78.93% of prospective student respondents noting post study/ post graduate work rights are extremely important to them.

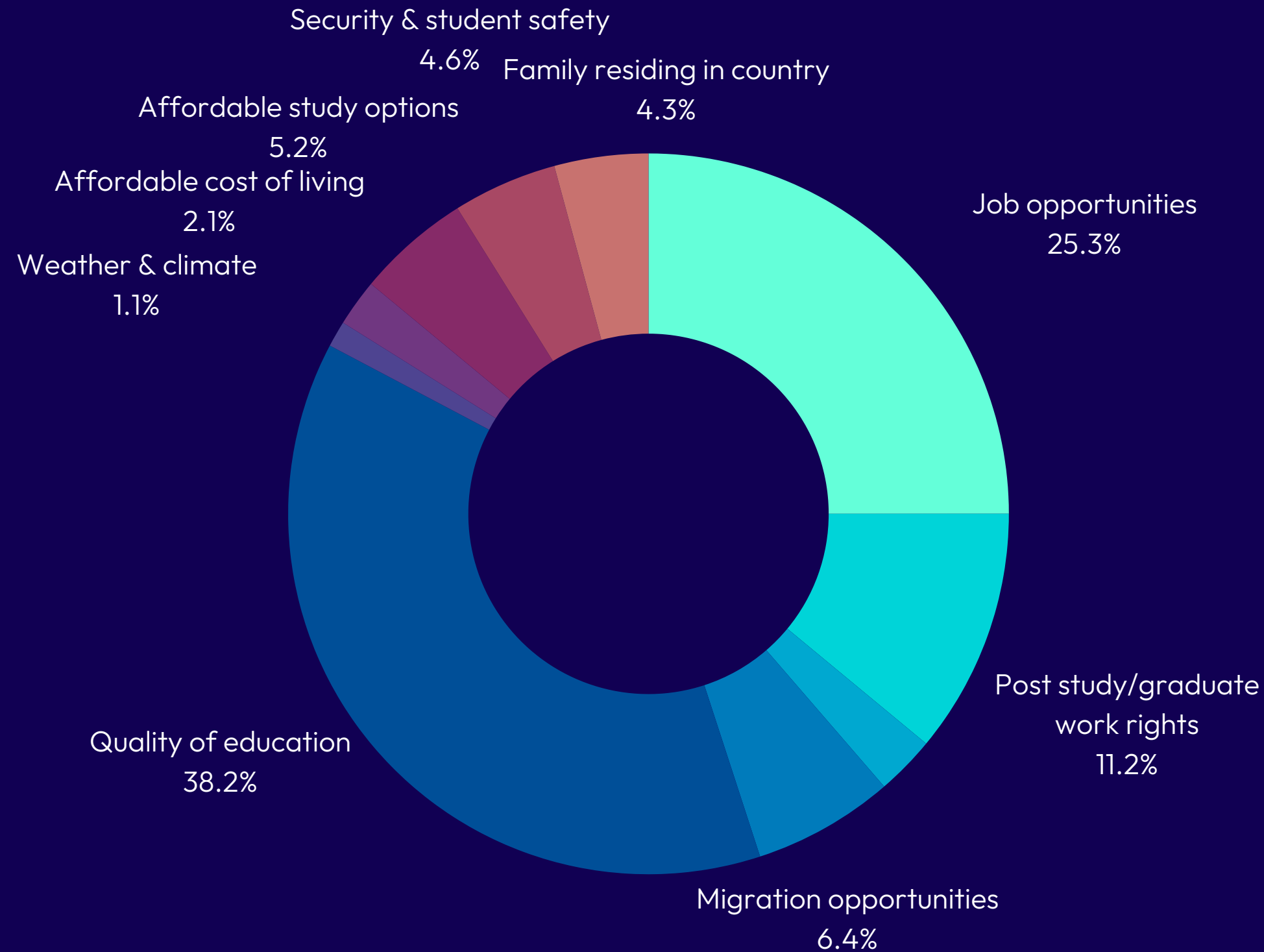
Prospective student respondents were asked “How important are Post Study Work Rights/ Visas when you are considering/ considered studies abroad?”



97.94% of prospective international students consider post graduate work rights to be extremely or moderately important to them.

# Key motivators for study preferred destination

Quality of education and job opportunities are key motivators for prospective international students when choosing their preferred study destination.

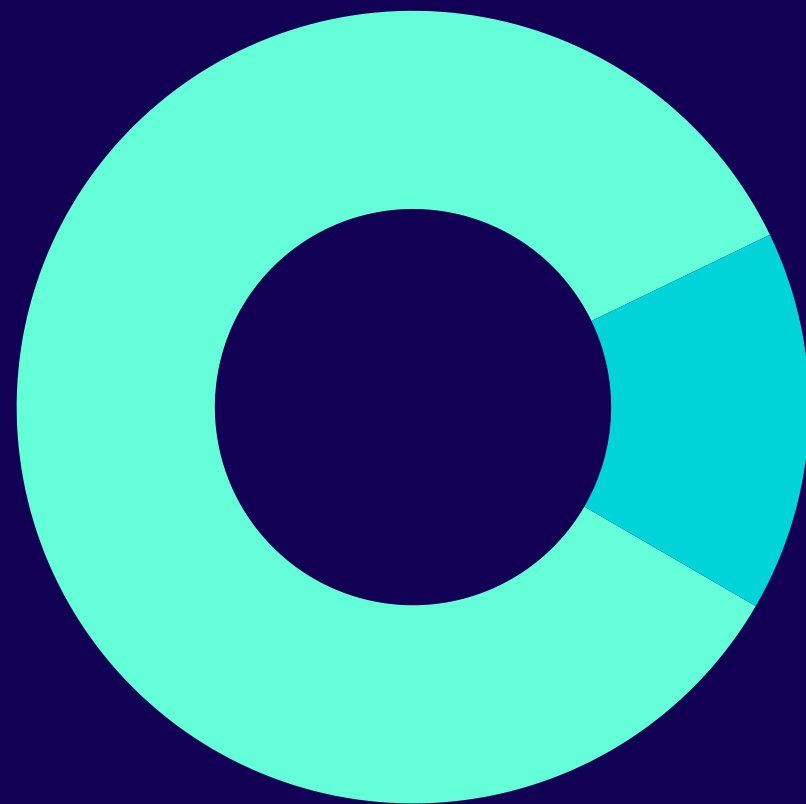


# Changing study destination preferences

## Changing preferences

A total of 1,280 prospective international student respondents changed their mind about their preferred study destinations in the last 12 months representing 15.5% of those surveyed.

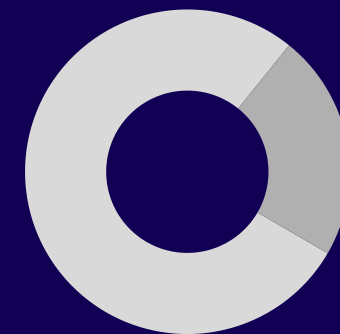
### March 2024



15.53% Study destination preference change

No preference change  
84.47%

### November 2022

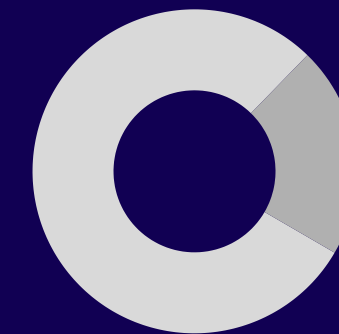


22.4% Study destination preference change

No preference change  
76.8%

### October 2021

COVID affected destination changes



21.1% Destination preference change

No preference change  
78.9%

# Change of destination preference

Of the 15.53% or 1,280 prospective international students who noted their intended study destination preference had changed in the past 12 months, many did so in favour of the New Zealand, Germany and the United States at the expense of Canada, United Kingdom and Australia.

## Preferred study destination preference changes - Students who changes their preference last 12 months

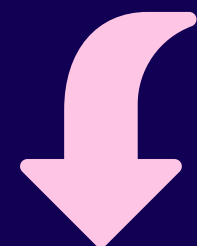
### CURRENT 2024

#### Increases

New Zealand	86.36% More intention*
Germany	36.23% More intention*
United States	13.39% More intention



#### Decreases

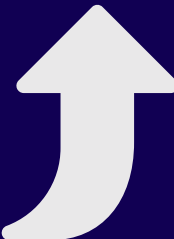


Canada	32.05% Less intention
United Kingdom	15.89% Less intention
Australia	9.44% Less intention

### PREVIOUS SURVEY 2022

#### Increases

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



#### Decreases



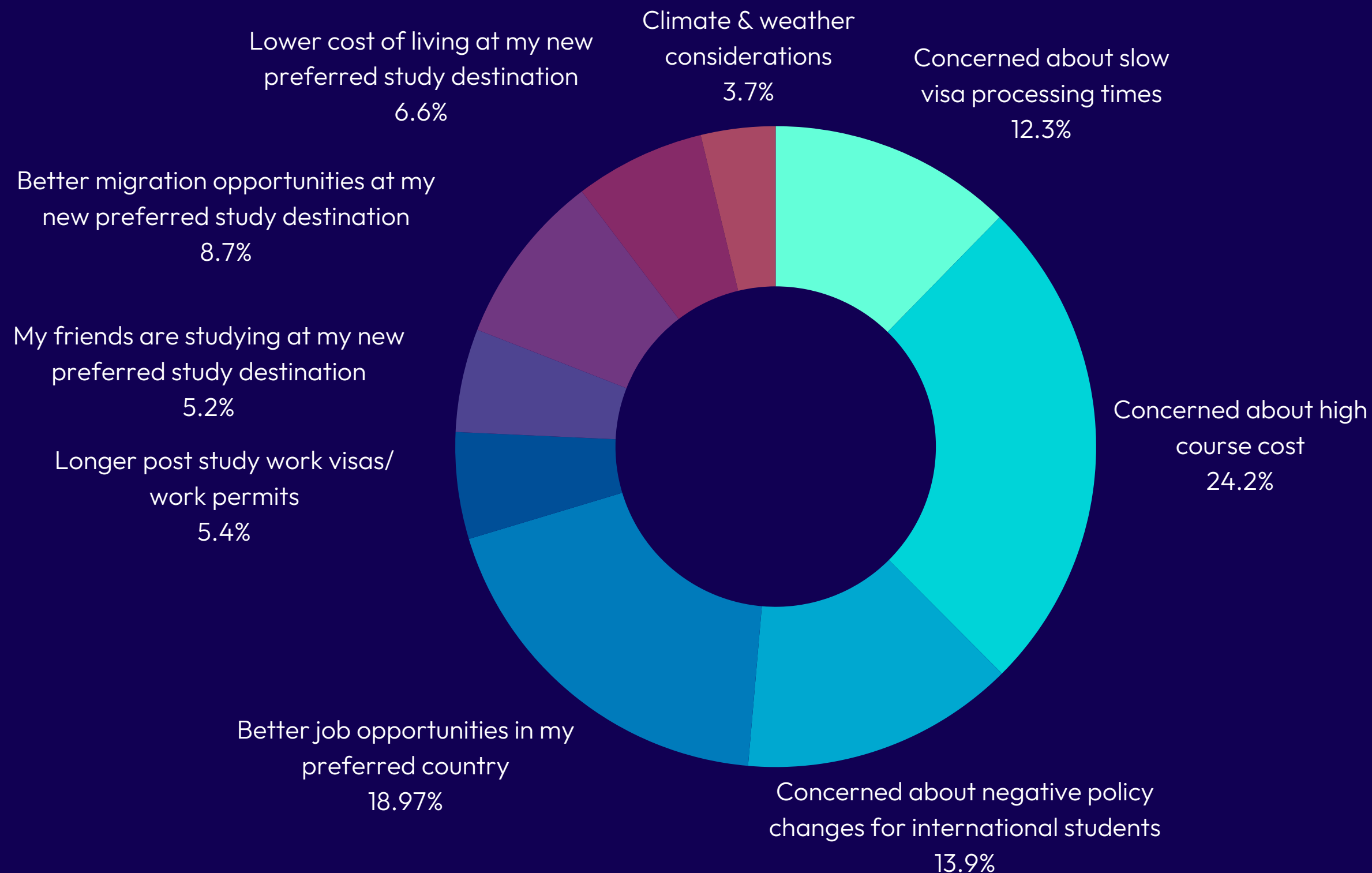
Canada	15.5% Less intention
United States	2.6% Less intention

Post COVID

\*Note lower overall volumes for these markets, so increases based on prospective international student preference changes will be proportionately lower

# Reasons for changing study destination preferences

22.4% of respondents changed their mind about their preferred study destination in the last 12 months. See the below key determining factors that saw prospective international students change their preferred study destination.

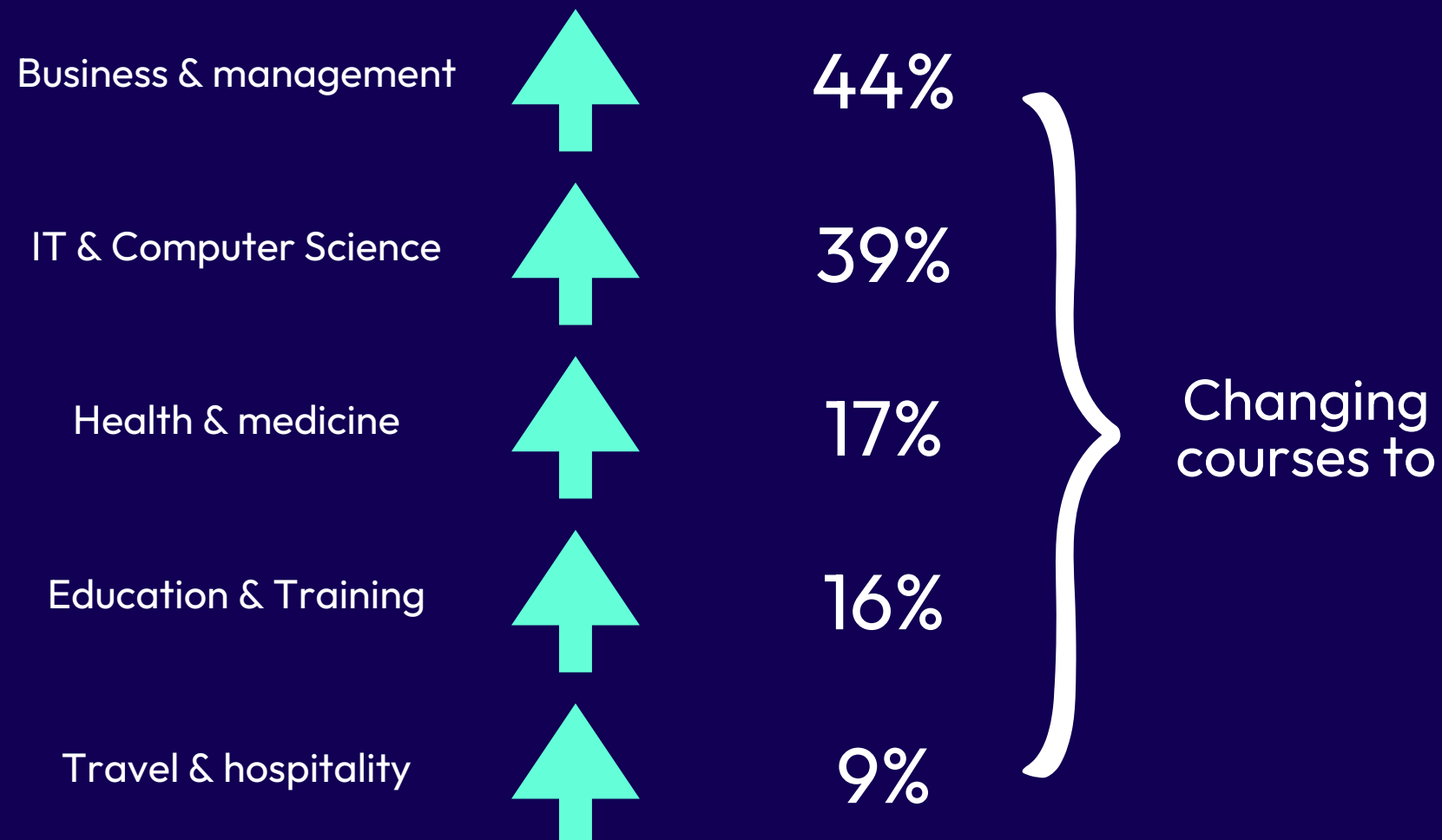


# Changing study area/ course preferences

1,659 prospective students or 19.94% of prospective international student respondents noted they had changed their preferred study area/ course in the last 12 months. The proportion of students changing their study area/course preference is in line with previous aecc Insights surveys.

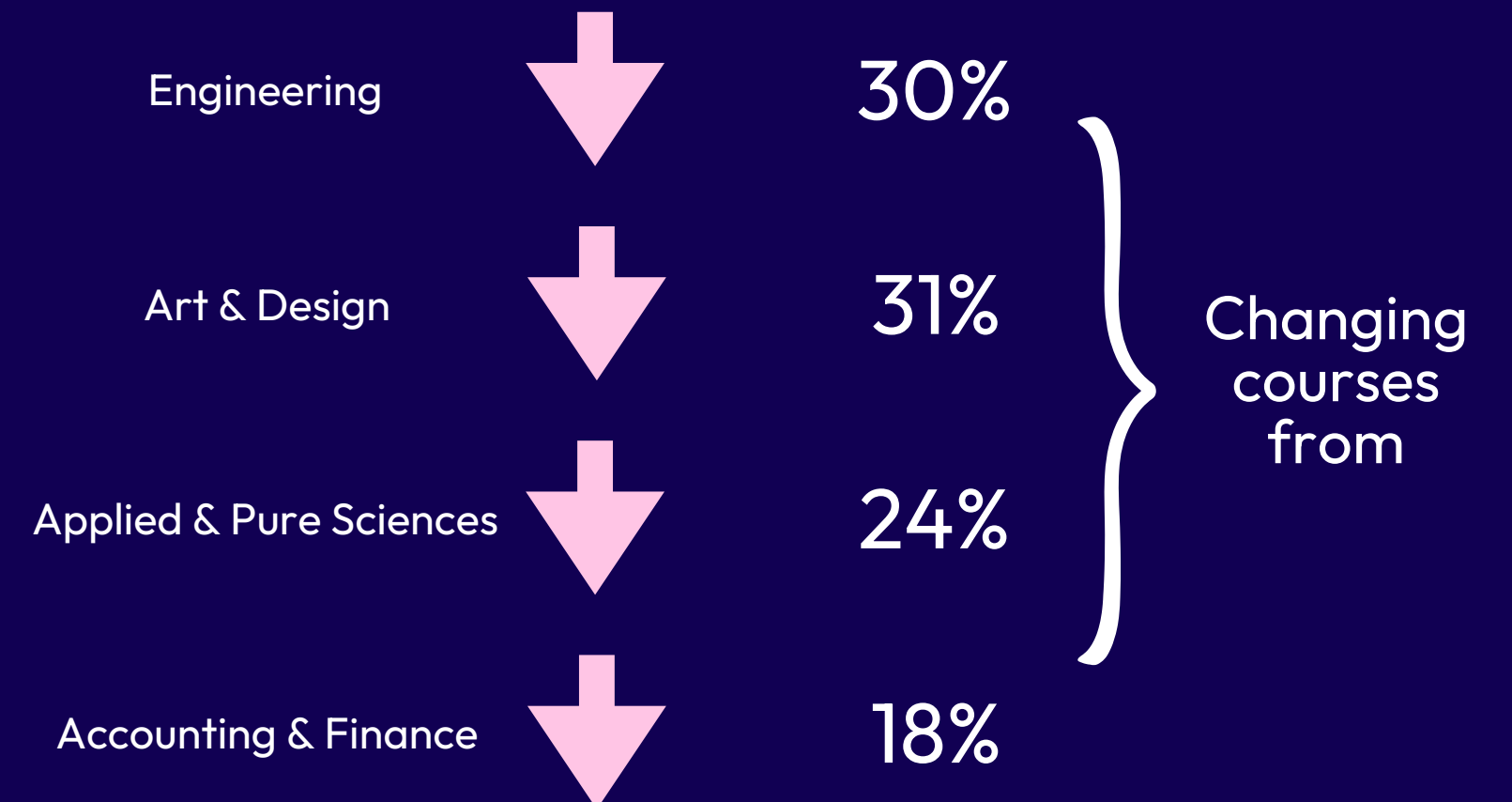
Students changed their preferred study category in favour of

## Increases



Students changed their preferred study category at the expense of

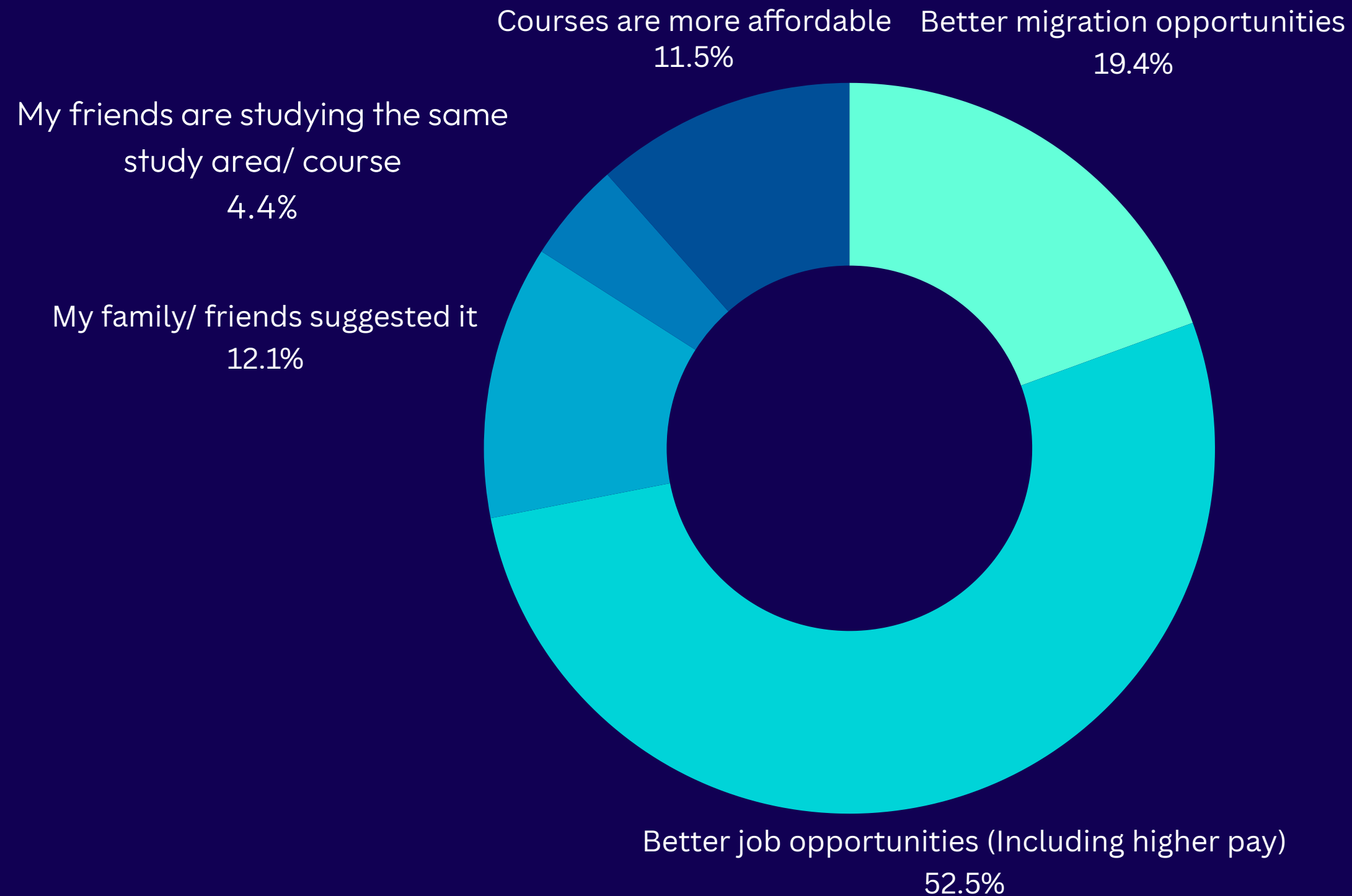
## Decreases





# Global study category preferences

Reasons prospective international students changed their preferred study area/ course preference in the last 12 months.

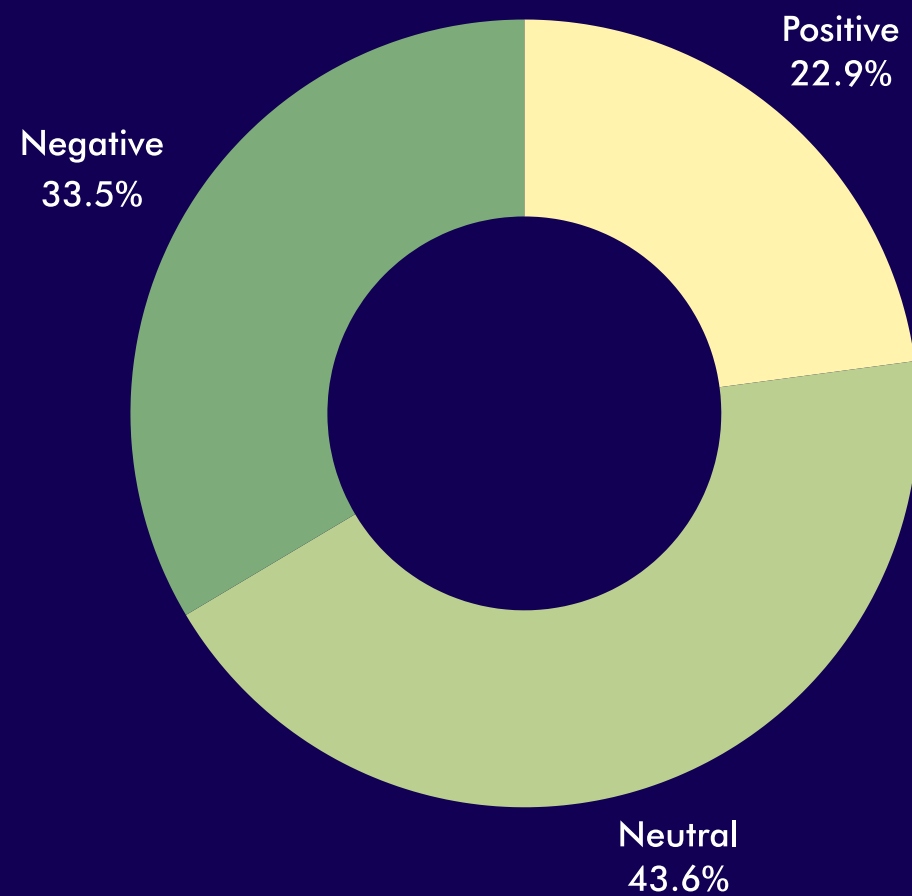


# Attitudes toward online studies

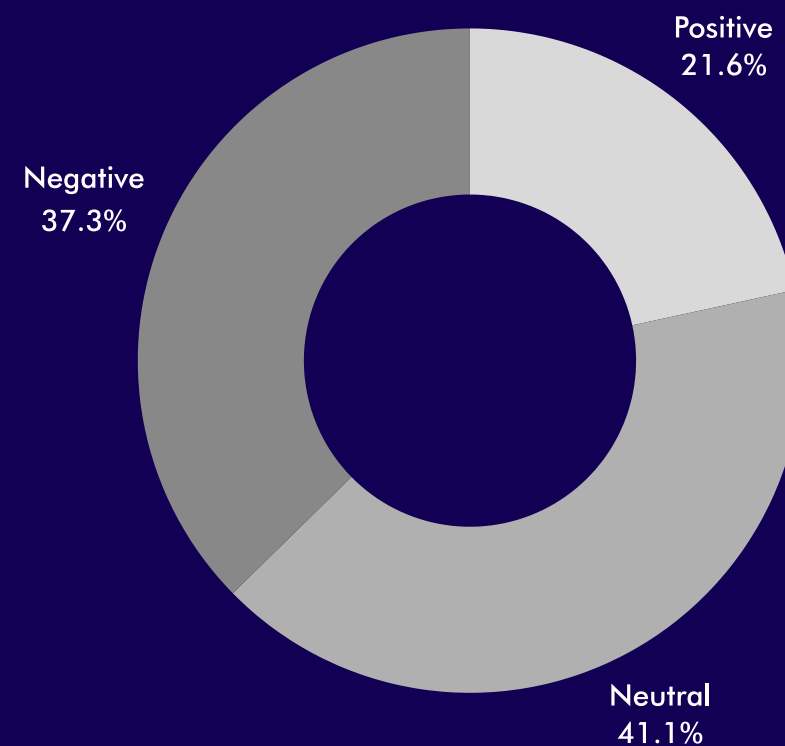
Prospective international students were asked "How do you feel about studying online without travelling overseas."

Less than 23% of students felt positive about online study without travelling abroad, while almost double the number of students (33.5%) felt negative when responding to the same question.

**CURRENT**  
**March 2024**

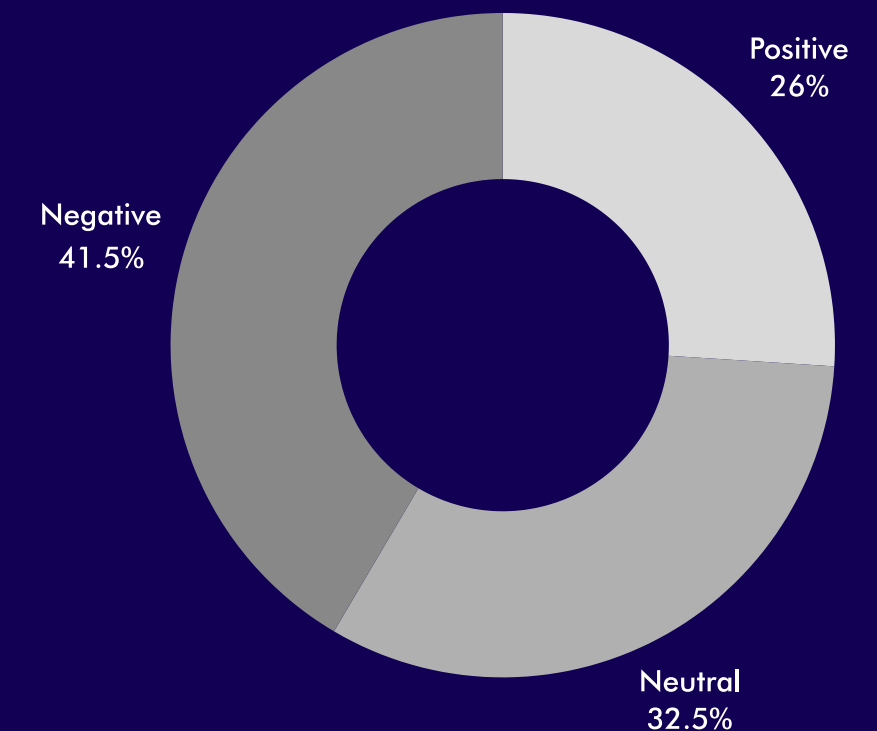


**PREVIOUS**  
**November 2022**



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

**PREVIOUS**  
**October 2021**



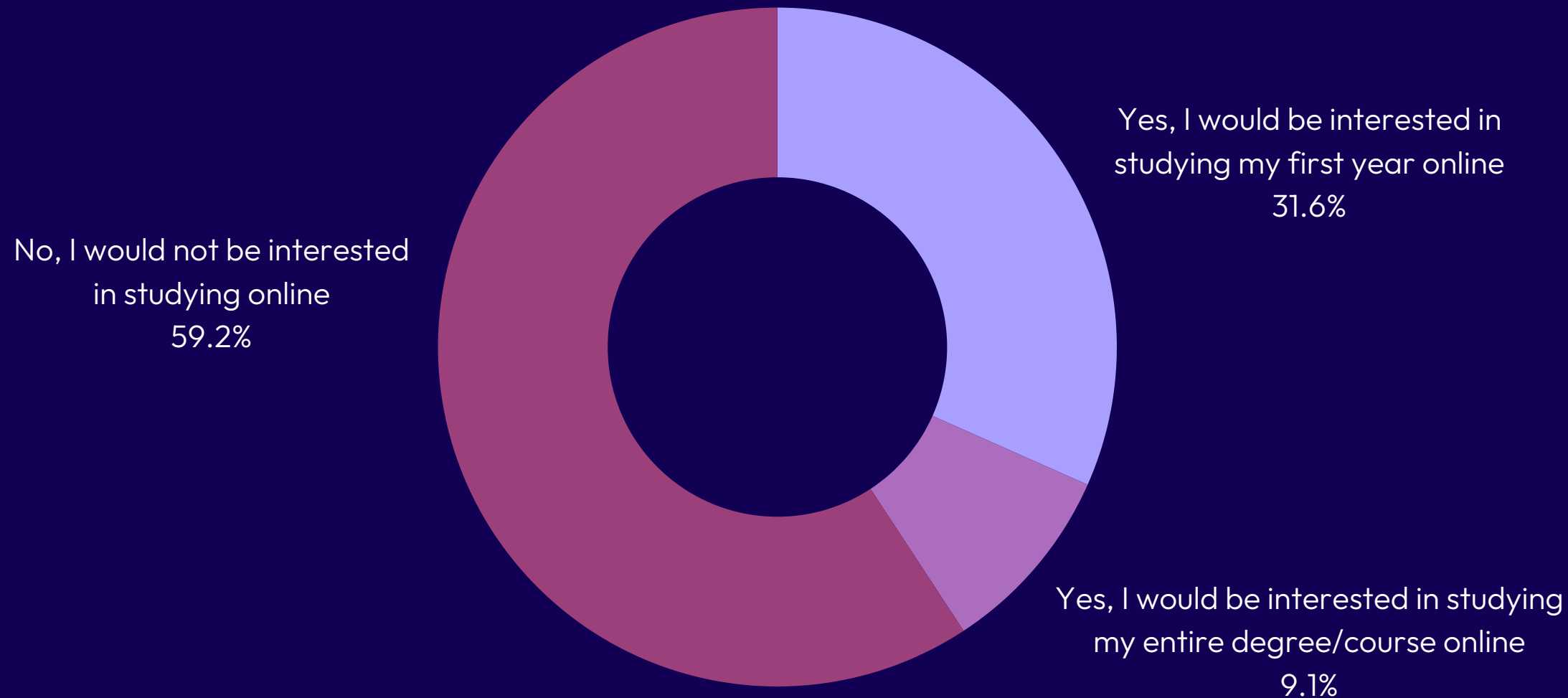
2021 - 77.4 % of prospective international students surveyed do not view full course online study positively.

2024 - 77.1 % of prospective international students surveyed do not view full online study positively.

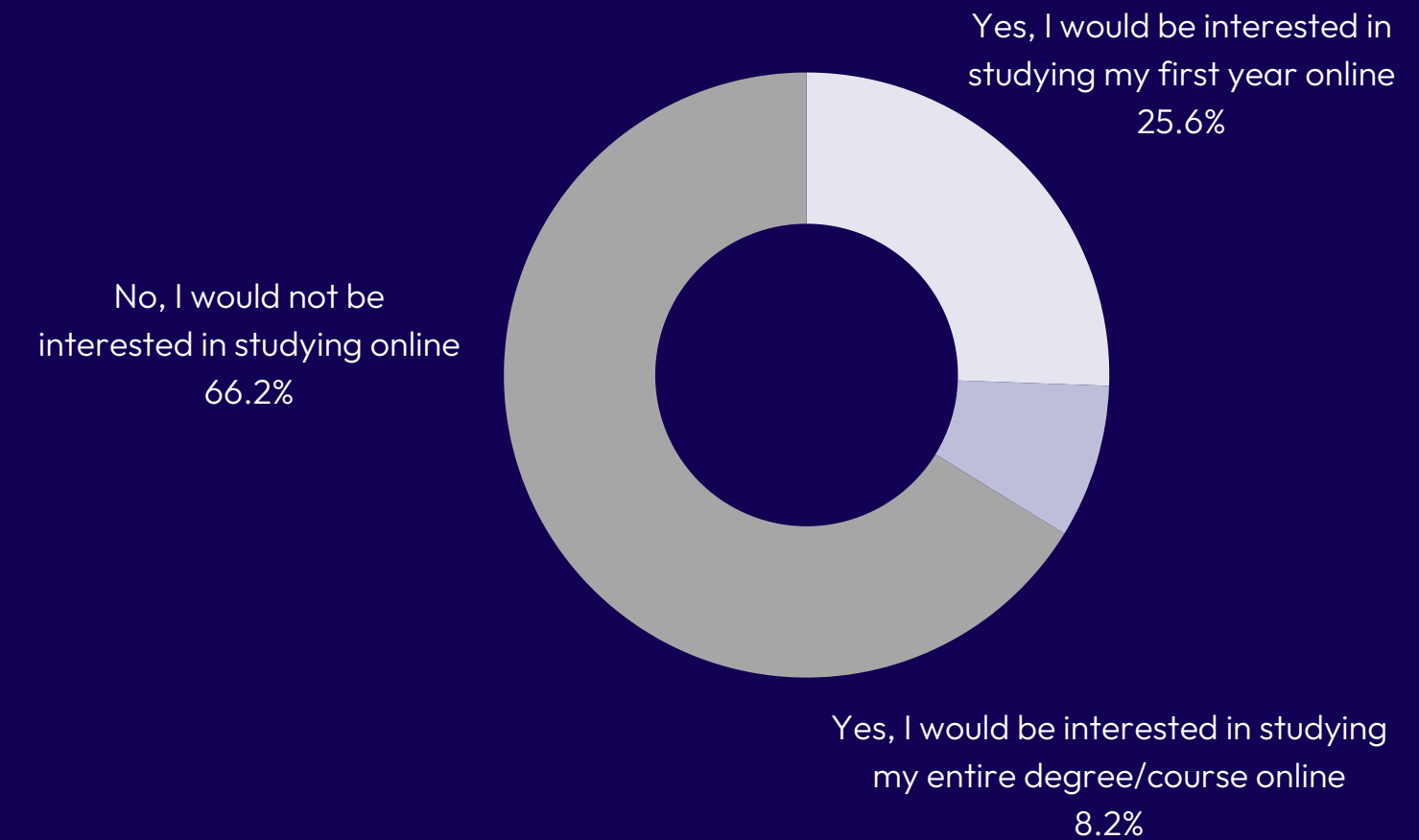
# Online study preferences

7,413 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?"

March 2024



November 2022



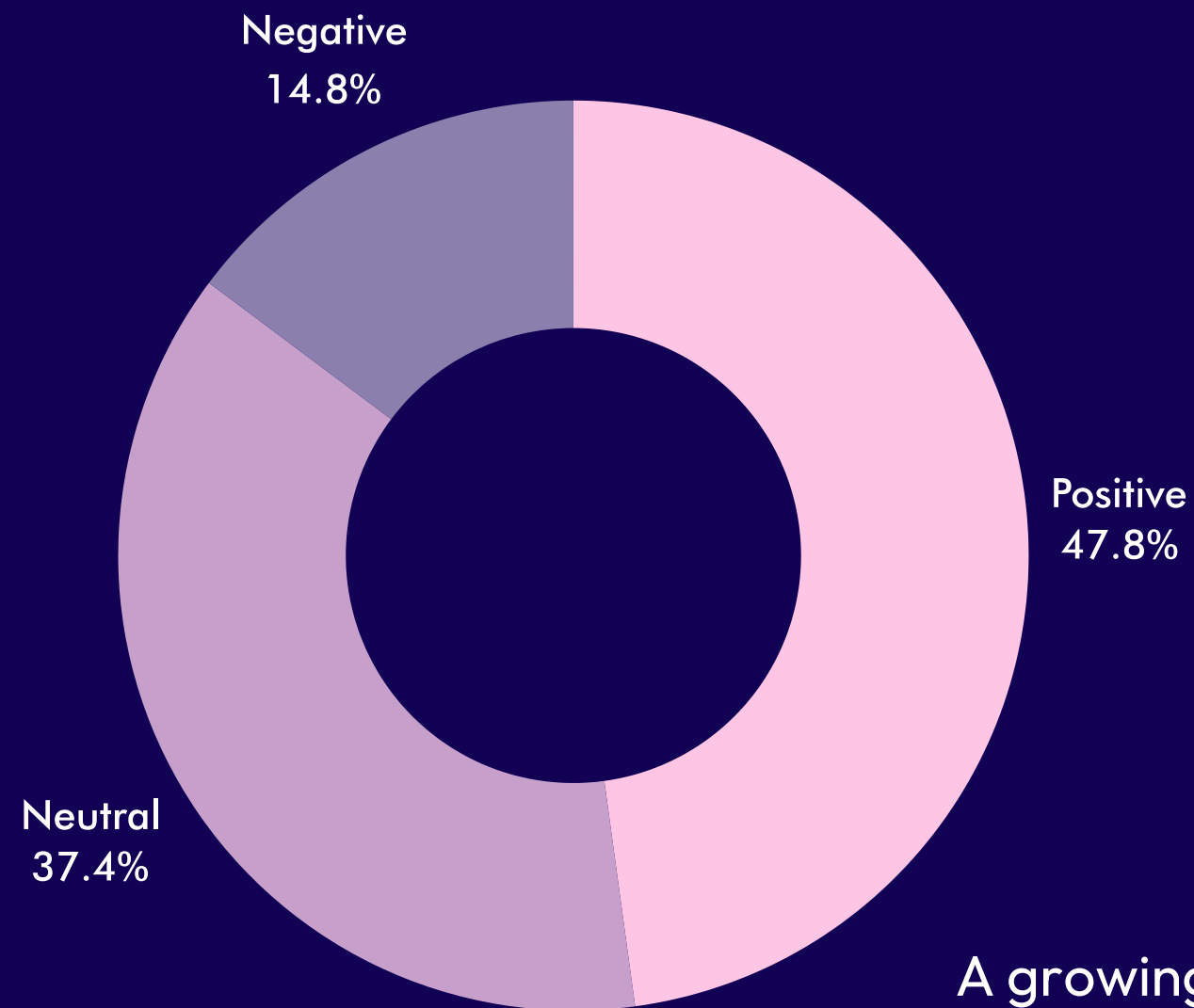
The majority of prospective international students surveyed do not prefer entirely online study.

Only 9.1% of prospective international students would be interested in studying entirely online, a slight increase on results recorded in 2022. There are a growing proportion of students interested in studying their first year online.

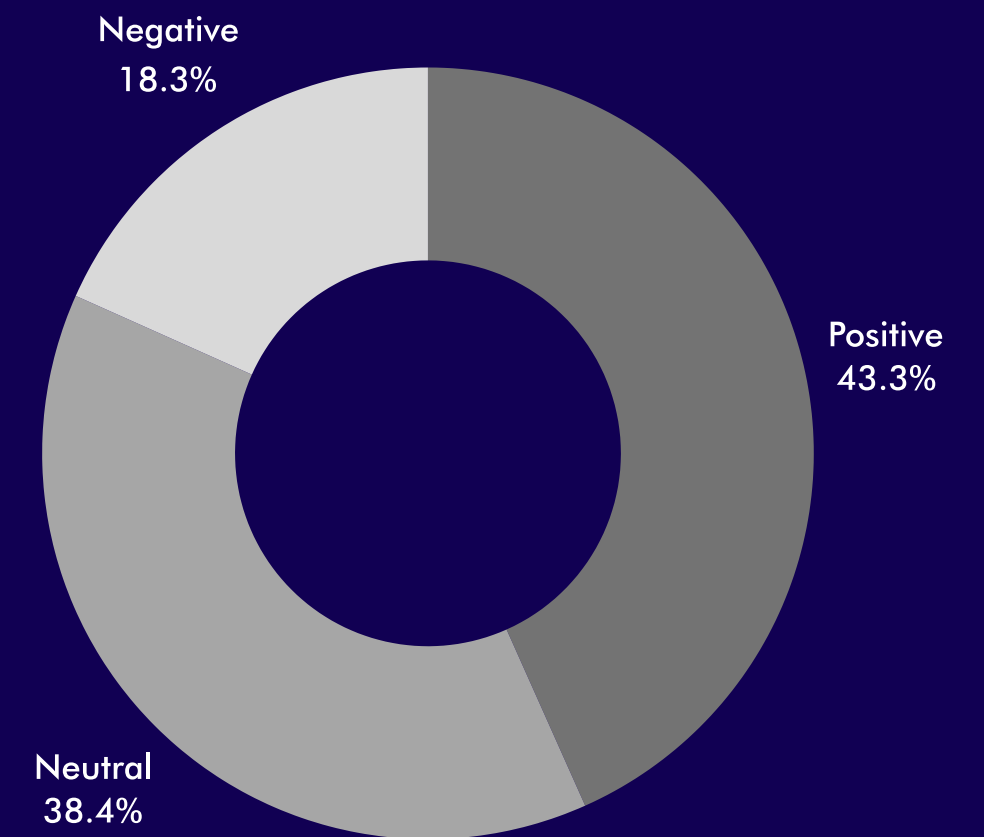
# Attitudes improving towards transnational education (TNE)

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?"

March 2024



November 2022



A growing and substantial proportion of prospective international student respondents (47.8%), 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 124 Countries\*

- Afghanistan
- Albania
- Algeria
- Angola
- Argentina
- Australia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Belgium
- Benin
- Bhutan
- Bolivia
- Botswana
- Brazil
- Burundi
- Cambodia
- Cameroon
- Canada
- Chad
- Chile
- China
- Colombia
- Congo
- Croatia
- Cuba
- Cyprus
- Democratic Republic of Congo
- Dubai
- Egypt
- Eswatini
- Ethiopia
- Fiji
- Finland
- France
- Gambia
- Germany
- Ghana
- Greece
- Guinea
- Haiti
- Hong Kong
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kyrgyzstan
- Lebanon
- Lesotho
- Liberia
- Libya
- London
- Malawi
- Malaysia
- Maldives
- Mali
- Mauritania
- Mauritius
- Mexico
- Mongolia
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nepal
- Netherlands
- Netherlands Antilles
- New Zealand
- Nigeria
- Pakistan
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Qatar
- Russia
- Rwanda
- Samoa
- Saudi Arabia
- Seychelles
- Sierra Leone
- Singapore
- Solomon Islands
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka
- Sudan
- Suriname
- Swaziland
- Sweden
- Syria
- Tajikistan
- Tanzania
- Thailand
- Timor Leste
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uzbekistan
- Vanuatu
- 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.

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



# Digital innovation hub

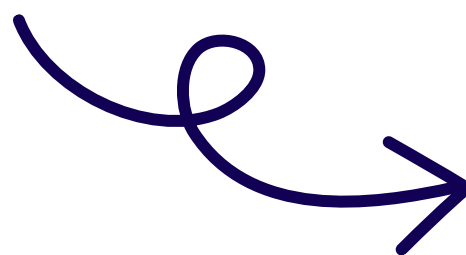
## Redefining technology in international education

With a focus on revolutionising international student recruitment, AECC's Digital Innovation Hub (DIH) was founded in 2019 in Chennai, India, and currently serves as the centre of our digital marketing and technology development initiatives.

The DIH is dedicated to elevating our global student marketing and recruitment network through seamless integration of data, creativity, and technology. This approach aims to craft exceptional customer experiences for both international students and educational institutions.

Our team of skilled developers, content writers, search engine marketing specialists, graphic designers, and campaign managers collaboratively deliver cutting-edge technology and marketing solutions for the benefit of 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, AECC has extended our presence across 5 continents and 15 countries, and we're consistently working towards expanding our footprint around the globe.

We've also enabled Virtual Offices to reach students in those cities where we're not physically present. This ensures diversification of students to universities, and informs our decisions on future physical offices.



India	Philippines	Australia	Nepal	Thailand	Indonesia	Malaysia	Singapore	Sri Lanka	Vietnam	Bangladesh	Nigeria	UK	USA	Canada
Ahmedabad Anand Bangalore Chandigarh Chennai Coimbatore Delhi Gandhinagar Gurugram Hyderabad Jalandhar Kochi	Ludhiana Mohali Mumbai Pune Surat Thrissur Vadodara Vijayawada Visakhapatnam	Bacolod Baguio Cebu Davao General Santos Iloilo Makati Quezon City	Brisbane Melbourne Parramatta Sydney Chitwan Kathmandu Pokahara	Bangkok	Bali Jakarta Surabaya	Kuala Lumpur Petaling Jaya Sunway	Singapore	Colombo Kandy	Hanoi Saigon	Dhaka	Abuja Lagos			



# Industry partnerships

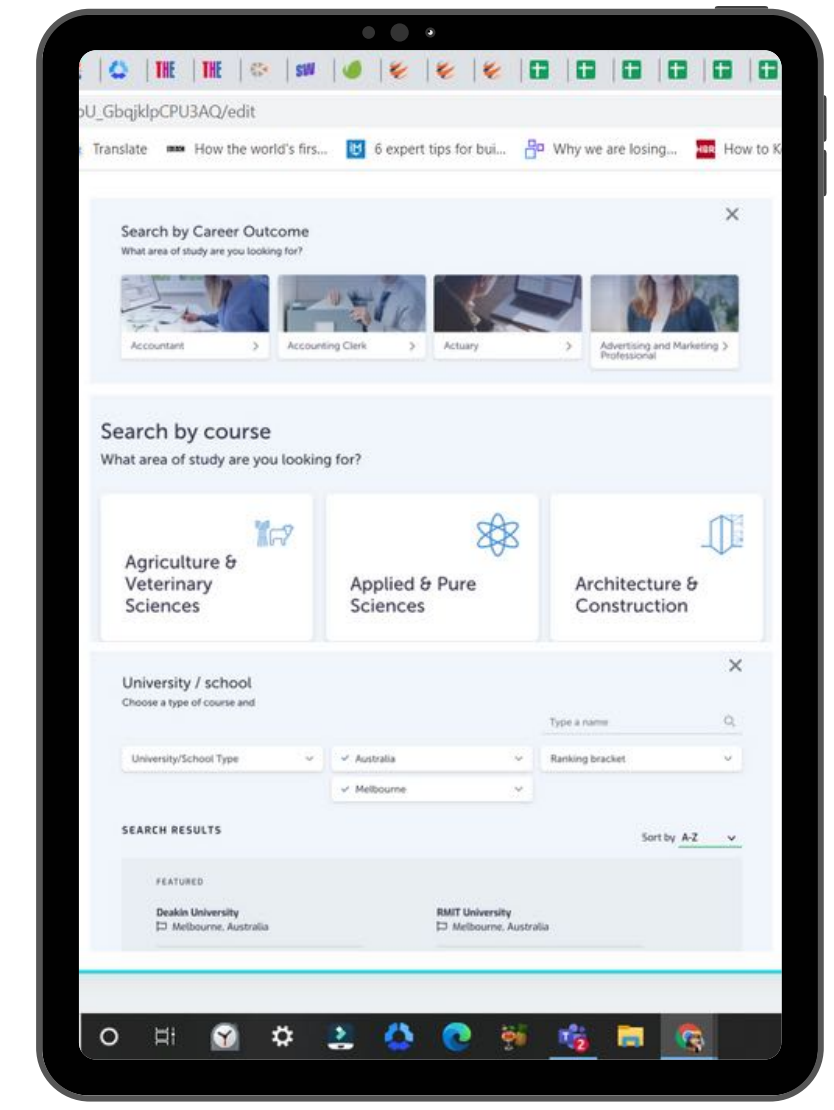
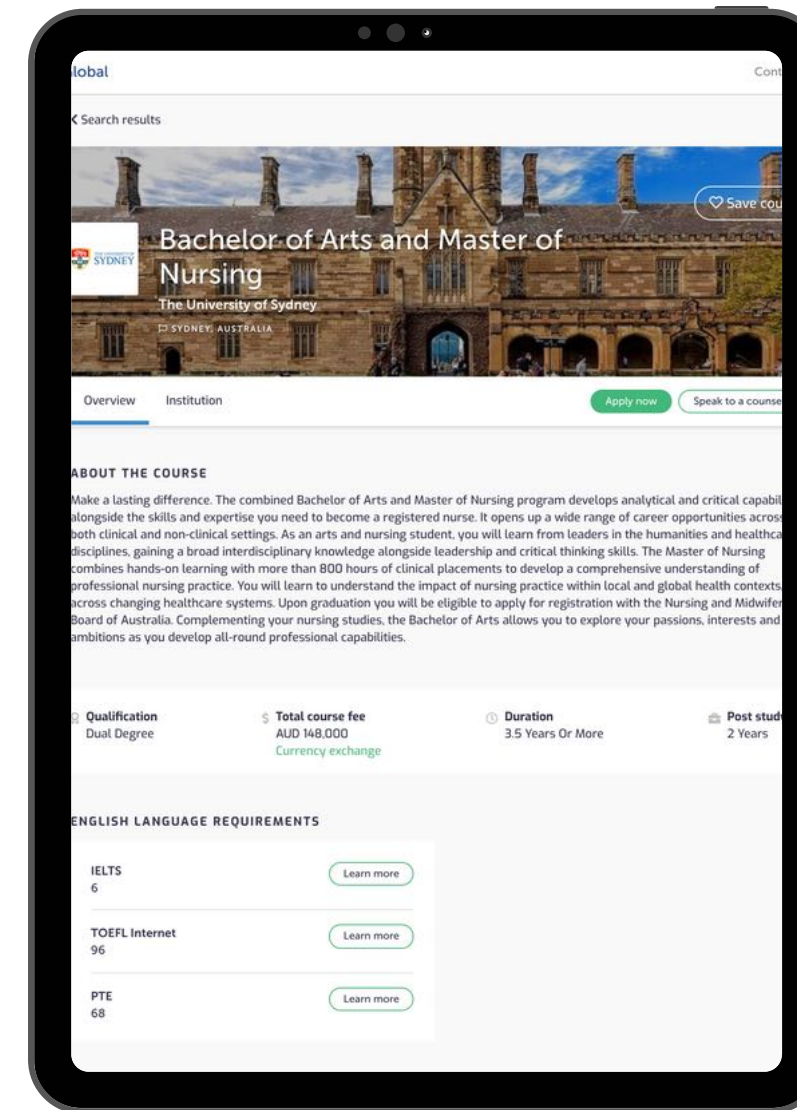
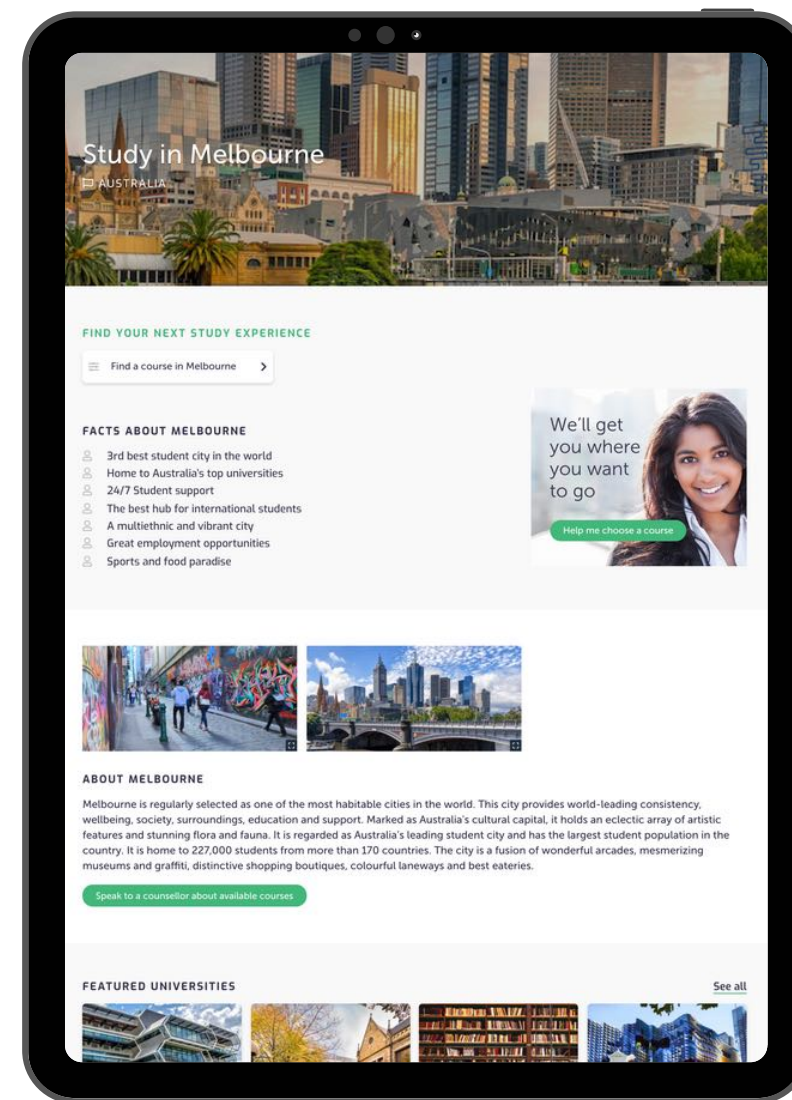
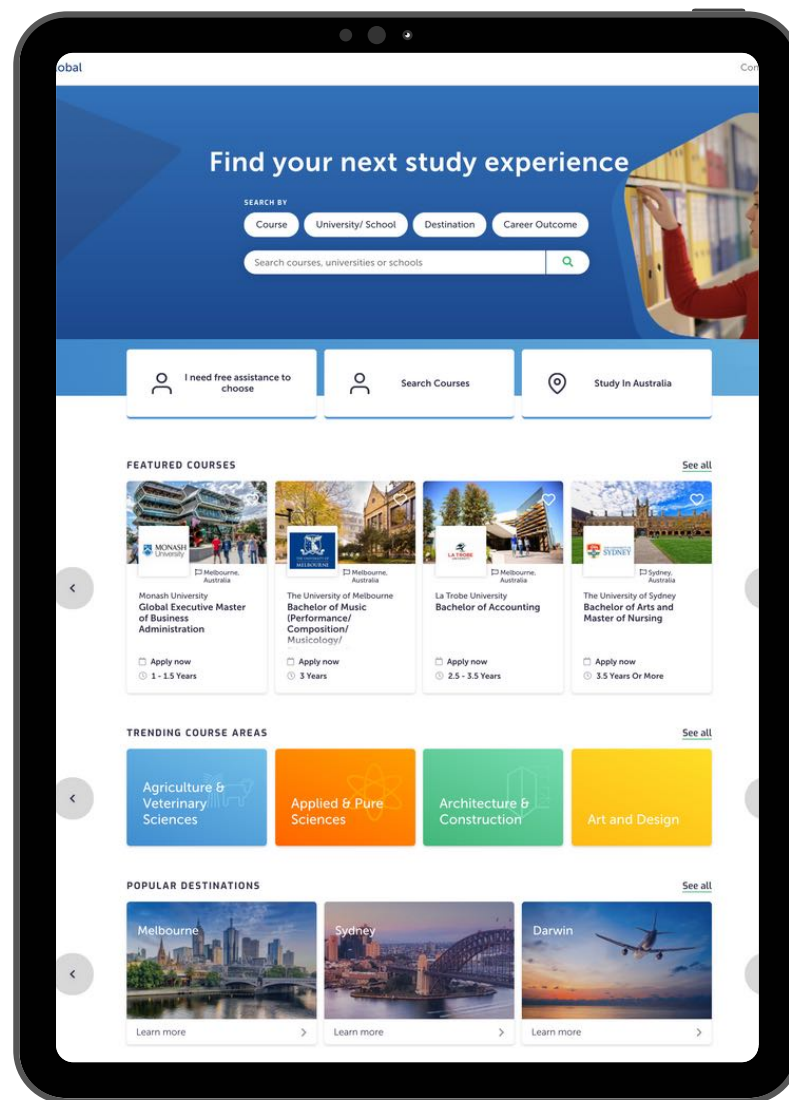
Our affiliations reflect the high standards we maintain and the recognition we've earned in a competitive business landscape. AECC is proud to partner with well-known industry leaders such as Times Higher Education, PIE, AIRC, ICEF, and other reputable associations.

Our consistent performance has been acknowledged by various universities, solidifying our position as a preferred and valued partner in their academic initiatives.



# aecC Search

We are proud to have developed a world class course search platform with over 180,000 courses from 950+ universities and colleges.



search.aecglobal.com

# aecc Student

The AECC Student Portal platform empowers students to submit course applications, upload essential documents, explore accommodation options, and procure insurance seamlessly through their mobile devices.

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 scann 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 It was not approved because this documents in not applicable for the student. MMU\_App\_NEW\_195K8I

### My Insurance

Allianz medibank

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

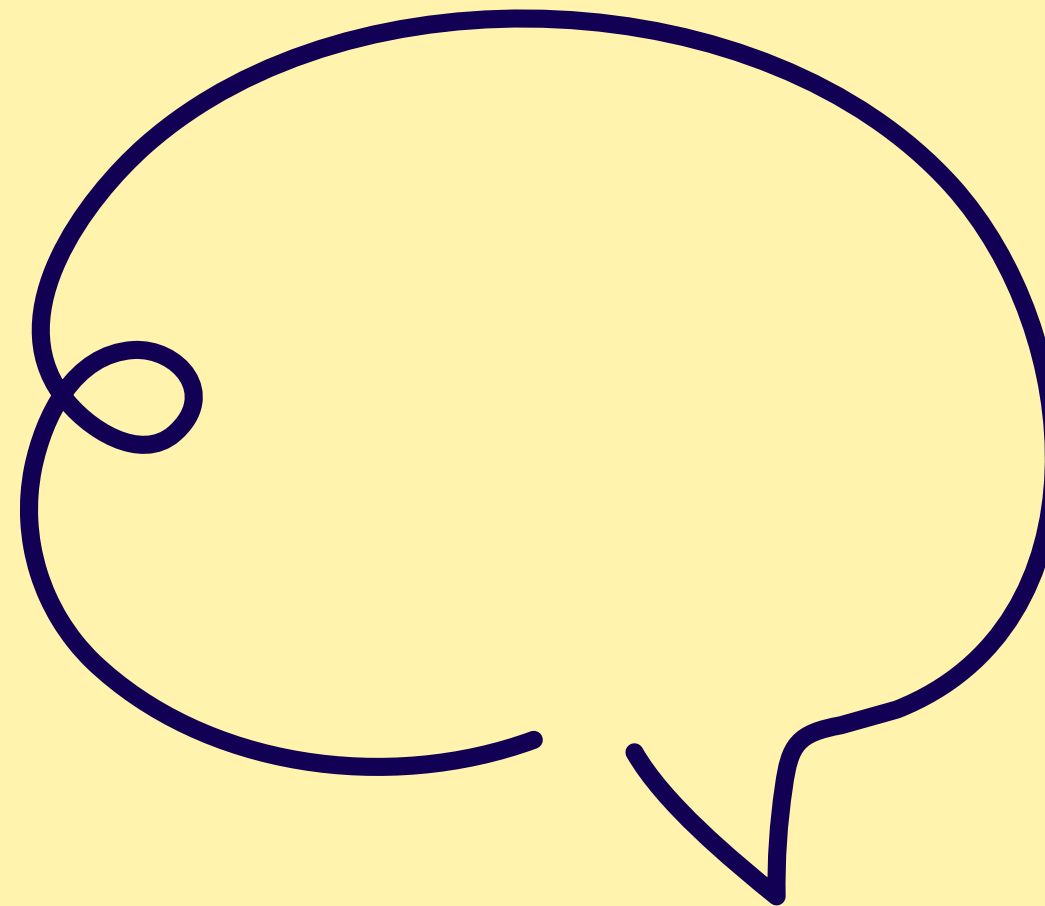
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# From our partners

AECC's experts not only impress with their depth of knowledge, but also display a genuine passion for staying abreast of higher education trends. Their innovative approach to student recruitment reflects a commendable commitment to matching the dynamic demands of an evolving job market.

**Brent Seton**

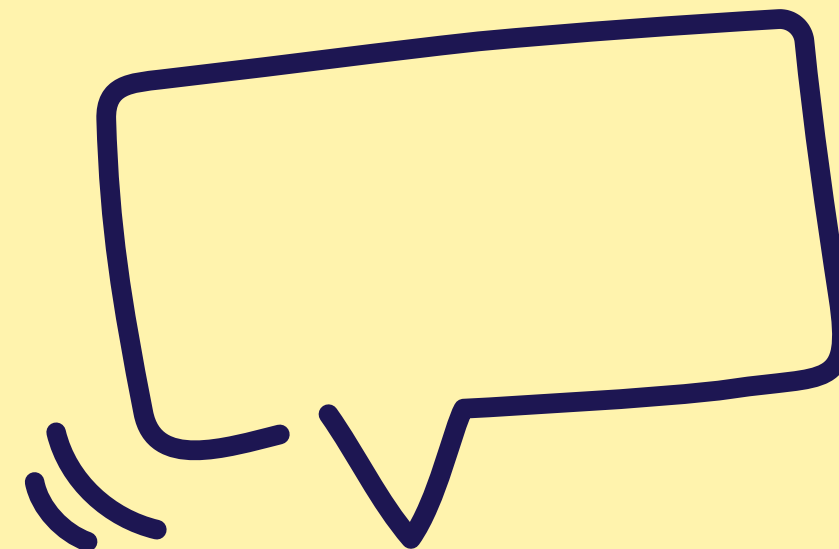
Regional Market Development Manager, SEA & South Asia  
Ontario Tech University



With a solid foundation, refreshed brand image, talented staff, ambitious expansion plans, and 'can-do' leadership, AECC is on my watchlist of RAPID RISERS in the post-COVID international recruitment landscape. UNT is delighted with our partnership with AECC.

**Pieter Vermeulen**

Director of International Recruitment  
University of North Texas



**Connect  
with us  
today.**

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

