



Destination: Australia and New Zealand

Discover the preferences and motivations of students looking to study at universities in Australia and New Zealand

37,488 interested in Australia
11,906 interested in New Zealand

A report on the QS International Student Survey 2024





Executive summary

What students say about Australia and Aotearoa New Zealand

Australia is one of the world's most popular destinations for international students – particularly those from the Asia Pacific region. It offers a prestigious English language learning experience, with high-quality teaching. With six universities in the top 50 of the QS World University Rankings 2025, Australia continues to be a research powerhouse, with a strong reputation among employers and academics.

New Zealand offers a different value proposition for international students. With only one university in the QS World University Ranking 2025 top 100 and a lower cost of living, but still offering teaching in English and a great student experience, New Zealand remains a compelling alternative to other destination markets like the US, Canada, the UK and its neighbour.

As the global competition for recruiting international students intensifies, it's a critical moment for universities across Australia and New Zealand. The domestic student marketplace continues to shrink and more universities from across the globe are competing to attract international students.

The findings from the QS International Student Survey 2024 indicate that those looking to study in Australia or New Zealand (ANZ) are looking for high-quality teaching, a welcoming environment, and an affordable cost of living.

Economic concerns continue to drive international student decision-making – ANZ universities must continue to reassure students that an ANZ education results in a strong ROI from their investment. Particularly in light of the Australian government increasing student visa fees. A recent QS poll found that 70% of respondents perceive the new fee as more or much more expensive, and 80% said it had slightly, moderately, or significantly affected their decision to study in Australia.

A degree from a high-ranked, reputable university that delivers courses in English remains a gold standard when students pursue international career opportunities. While this can be said for other big destination markets, ANZ's universities also offer an education closer to home for many international students, alongside an attractive lifestyle opportunity. Leveraging this messaging should enable universities in ANZ to differentiate themselves from universities in other markets.

Key findings

Over half of students are using Generative AI technologies

64% of students looking to study in Australia and New Zealand have used or interacted with Generative AI technologies. ChatGPT is the most used platform, with 49% of prospective students using it.

Action matters most when it comes to environmental sustainability

Over 70% of students looking to study in ANZ said on-campus initiatives were important when judging whether a university is sustainable. Over 60% said environmental sustainability is very or extremely important to them.

A welcoming environment is the number one draw for students interested in studying in ANZ

When choosing a country, town, or city a welcoming environment is the most important thing to students.

YouTube is the top social platform for finding a university

56% of those interested in Australia (54% in New Zealand) use YouTube to research universities. The second largest is Instagram (49% Australia, 44% New Zealand).

Independent recognition is vital in assessing a university's teaching quality

For those looking to study in ANZ, recognition via a nationwide scheme or independent ratings indicate high-quality teaching.

Half of all respondents attended a student recruitment event

Fairs and events remain a key influencer in the decision-making process with 66% saying they'd attended an in-person student recruitment fair. 62% said they attended a fair organised by an education agency.

Recommendations

Universities should be transparent about how they use AI technology and how students will engage with it on their course. With increasing focus on the environmental and social impact of Generative AI, universities should consider this when promoting Generative AI usage.

Continue to use video as part of your student recruitment strategy. **YouTube and Instagram are the most used platforms – be present on these platforms** and deliver the messages students want to hear – about high-quality teaching and a welcoming environment – using engaging visual content.

Universities should ensure that sustainability features as a key part of student recruitment marketing activity, taking care to detail the specific strategies, on-campus initiatives, research and support for students. Where environmental and social sustainability is embedded within the curriculum, this information should be made clear and emphasise the skills and benefits of what will be learned.

Continue to consider university fairs as a way of meeting new students, and converting existing prospects. Over 75% of students interested in studying in ANZ said speaking to universities directly has a fair or a lot of influence on decision-making – utilise this opportunity.

Use ranking and ratings to show that your teaching is high-quality, and deliver this key message prominently across marketing channels. ANZ universities should also look for opportunities to evidence a welcoming environment, whether on-campus or nationally.

Make smart choices, with real student insights

The QS International Student Survey is the largest global survey of its kind and has been guiding recruitment strategies for over a decade.

146,619

prospective student responses

196

countries and territories

37,488

interested in Australia*

11,906

interested in New Zealand*

*Respondents may be double counted if they indicate interest in Australia and New Zealand

Use QS International Student Survey data and insights to:

- Understand and fulfil evolving student priorities in the areas that matter most to them, like employability and sustainability.
- Identify growth opportunities.
- Refine brand positioning, adapt strategies, and showcase your difference.

Would you like help from QS experts? We will work with you to apply our insights and recommendations into your marketing and recruitment plans.

Contact us today and we will be happy to guide you towards recruitment excellence.



Coming soon to Australia and New Zealand institutions



Contents

What 43,138 students interesting in Australia & New Zealand say about

- 10 The nations as study destinations
- 14 Applying to university
- 26 Teaching and learning
- 36 Sustainability
- 40 Generative AI
- 45 Appendix

What do prospective students want and expect from
universities in Australia and New Zealand?

Receive a bespoke report for your institution

when you partner with us for the QS International Student Survey.

It's free to participate - we just ask that you invite your prospective students to complete the survey.

Register your interest in partnering with us for the QS International Student Survey 2025 today.





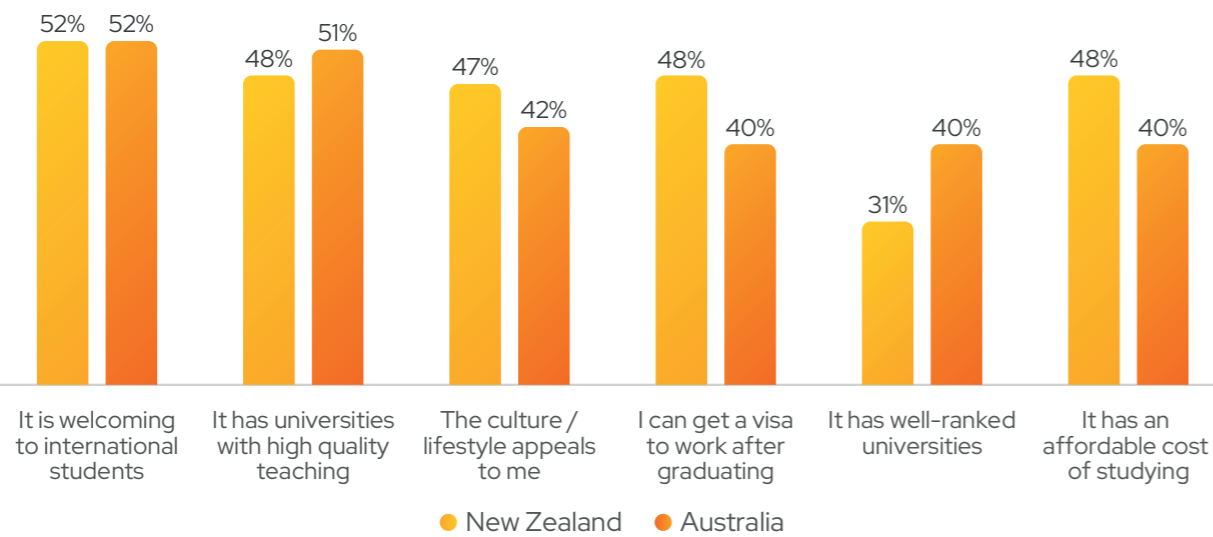
Australia and New Zealand as study destinations

Perceptions of Australia and New Zealand

A welcoming environment for international students is the top priority for students looking to study in both destinations. High-quality teaching and well-ranked institutions are more important for those looking to study in Australia however, with affordable study cost being more important to those looking to study in New Zealand.

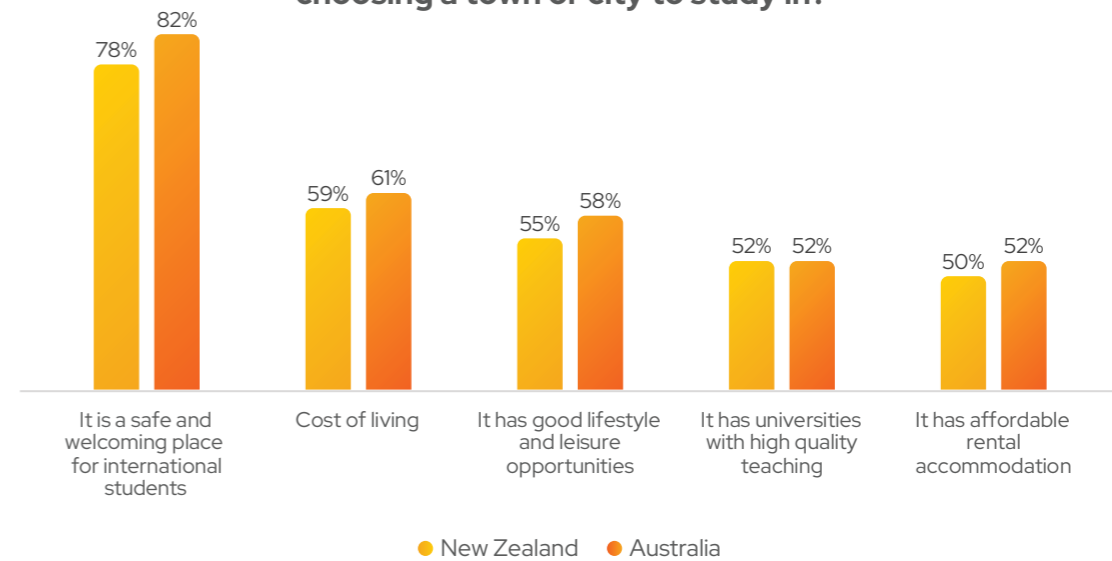
These differences almost entirely disappear when considering a town or city to study in. The order of the top five most important things is identical whether they're looking to study in Australia or New Zealand.

What five things are most important to you when choosing a country to study in?



Source: QS International Student Survey 2024

What five things are most important to you when choosing a town or city to study in?



Source: QS International Student Survey 2024

Students clearly perceive ANZ towns and cities to be welcoming, as the majority of students aren't worried about feeling welcomed. Only **32% of students interested in studying in Australia** said that being made to feel welcome is a worry when thinking about studying abroad – **31% of those interested in New Zealand** said the same.

Cost of living the largest concern for students – by a significant margin

Whether students are looking to study in Australia or New Zealand, the cost of living is the most common worry when thinking about studying abroad. Over 70% said the cost of living was a worry, with the next concerns only being identified by around 50% of respondents.

What worries you most about studying in a different country?

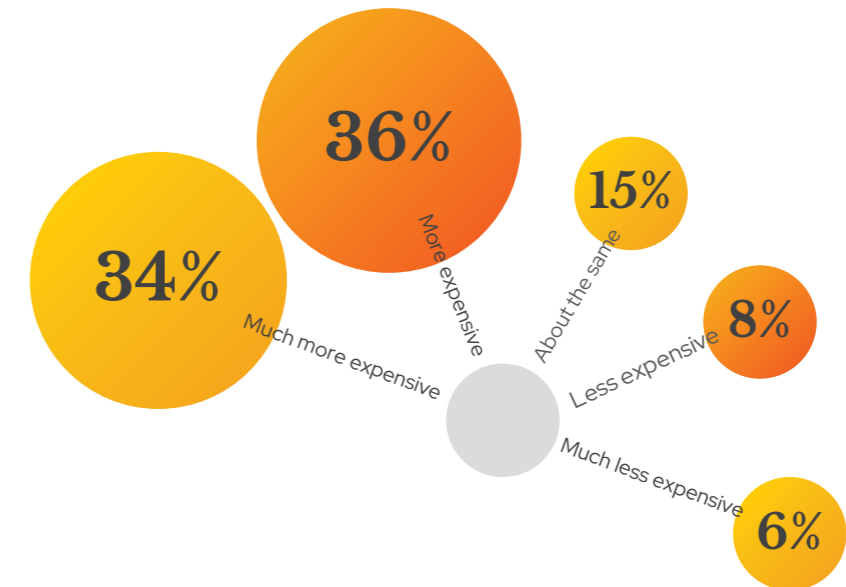


Source: QS International Student Survey 2024

Again, the top five worries are the same regardless of most preferred country. Their order does differ however.

In 2024, Australia has a new challenge – the increased student visa fee. According to the recently conducted QS Country Perceptions Survey 2024, 49% of respondents were aware of the increase. 70% of students perceive the new fee as more expensive. A minority consider it to be less expensive, reinforcing that students aren't always fully aware of visa costs and policy changes.

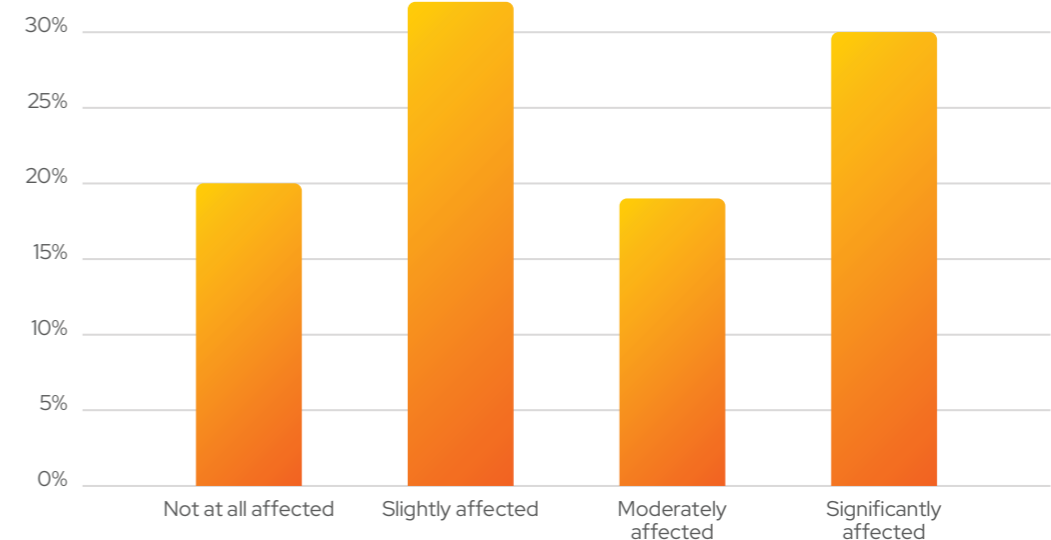
Compared to other countries, how do you perceive the new Australian student visa fee?



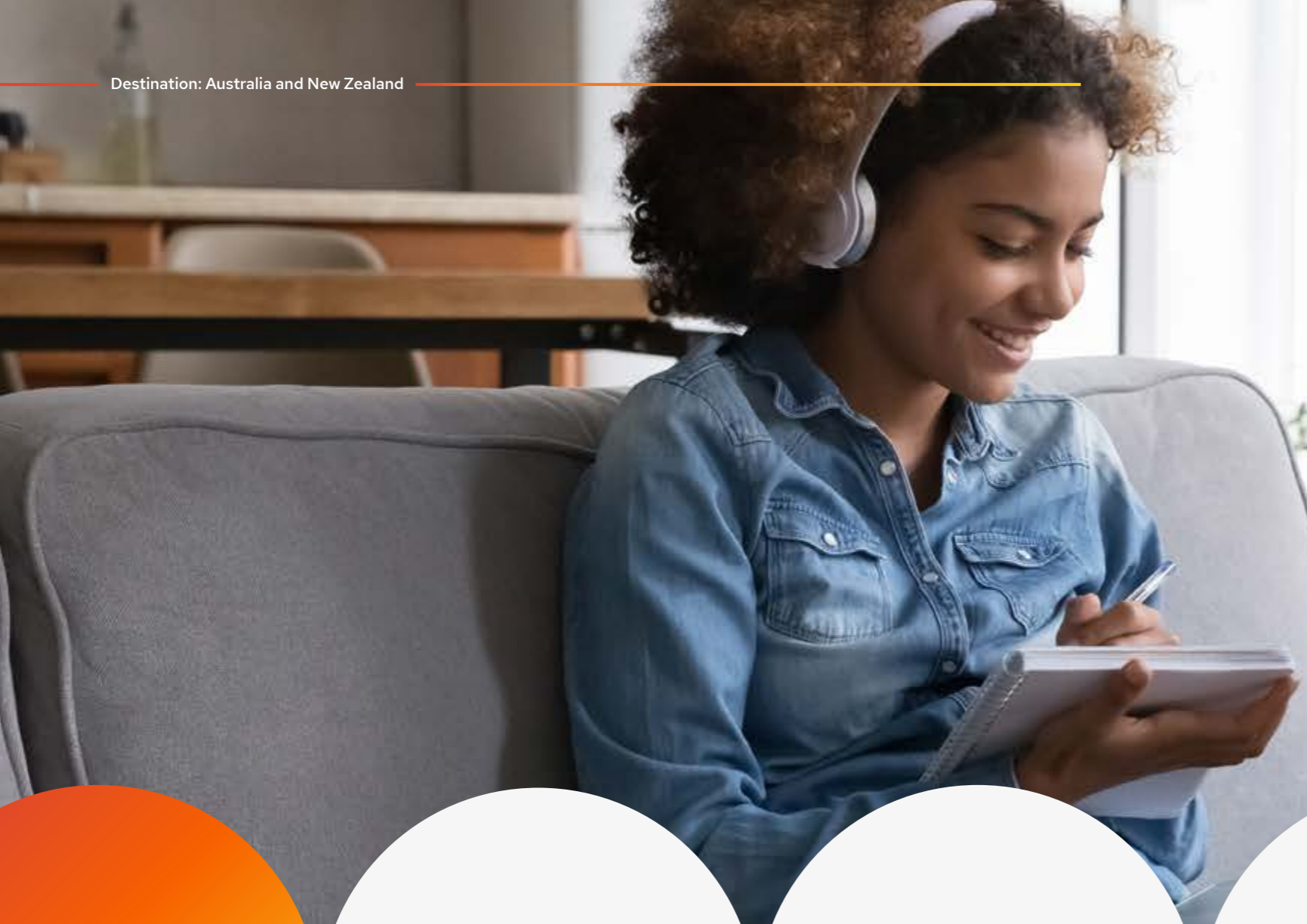
Source: QS Country Perceptions Survey 2024

80% of respondents said the increased fee of A\$1,600 for an Australian student visa had affected their decision to apply to study in Australia, with 52% saying that they would now describe Australia as expensive.

Does the increased fee of A\$1,600 for an Australian student visa affect your decision to apply to study in Australia?



Source: QS Country Perceptions Survey 2024

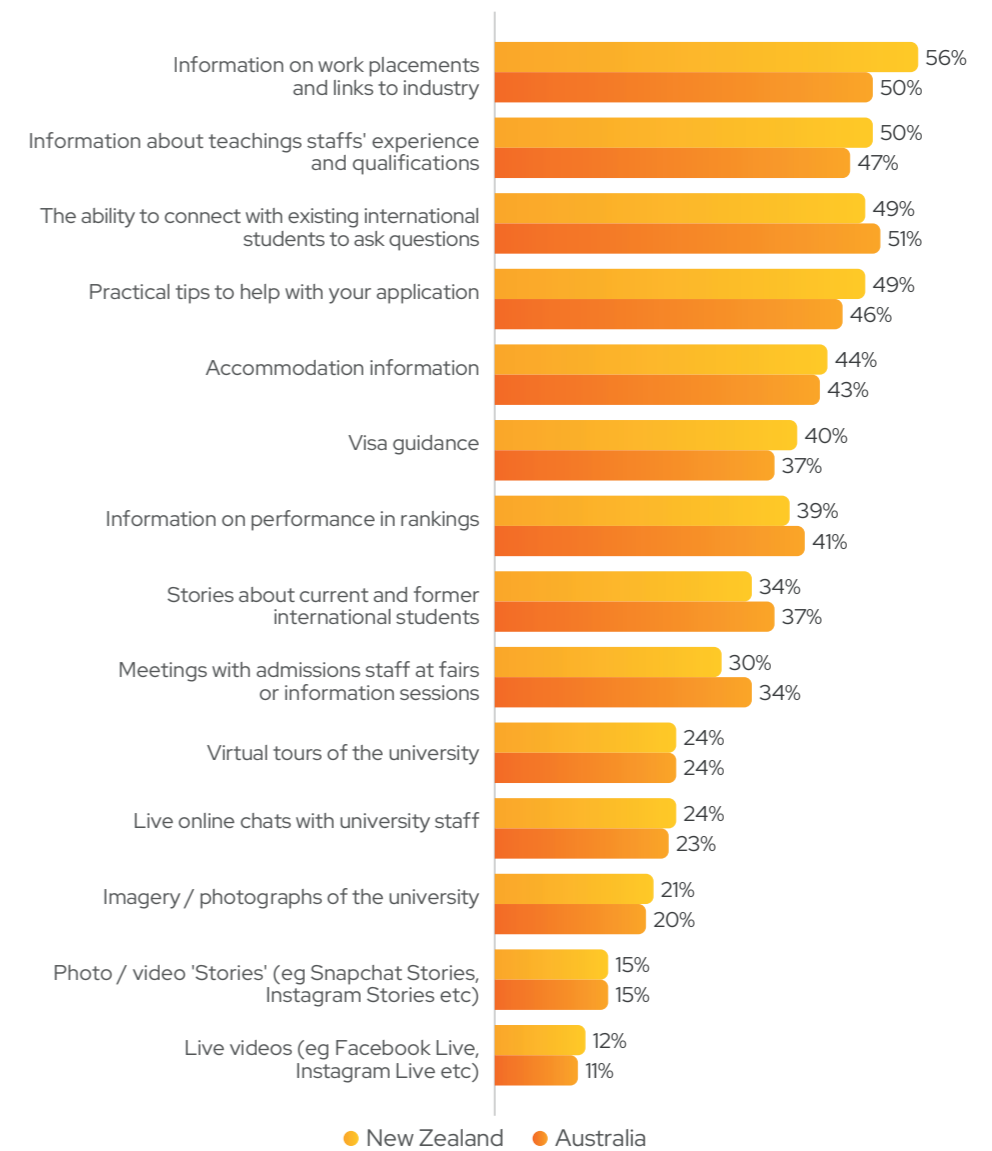


Applying to university

Students looking to study in New Zealand identified information on work placements and links to industry as the most useful factor when making study decisions, highlighting just how career-minded prospective students are. For those looking to study in Australia, the most useful information source was the ability to ask questions of existing international students.

Interestingly, this desire to communicate with existing students does not translate into prospective students using live streams as information sources, despite them often being hosted by students.

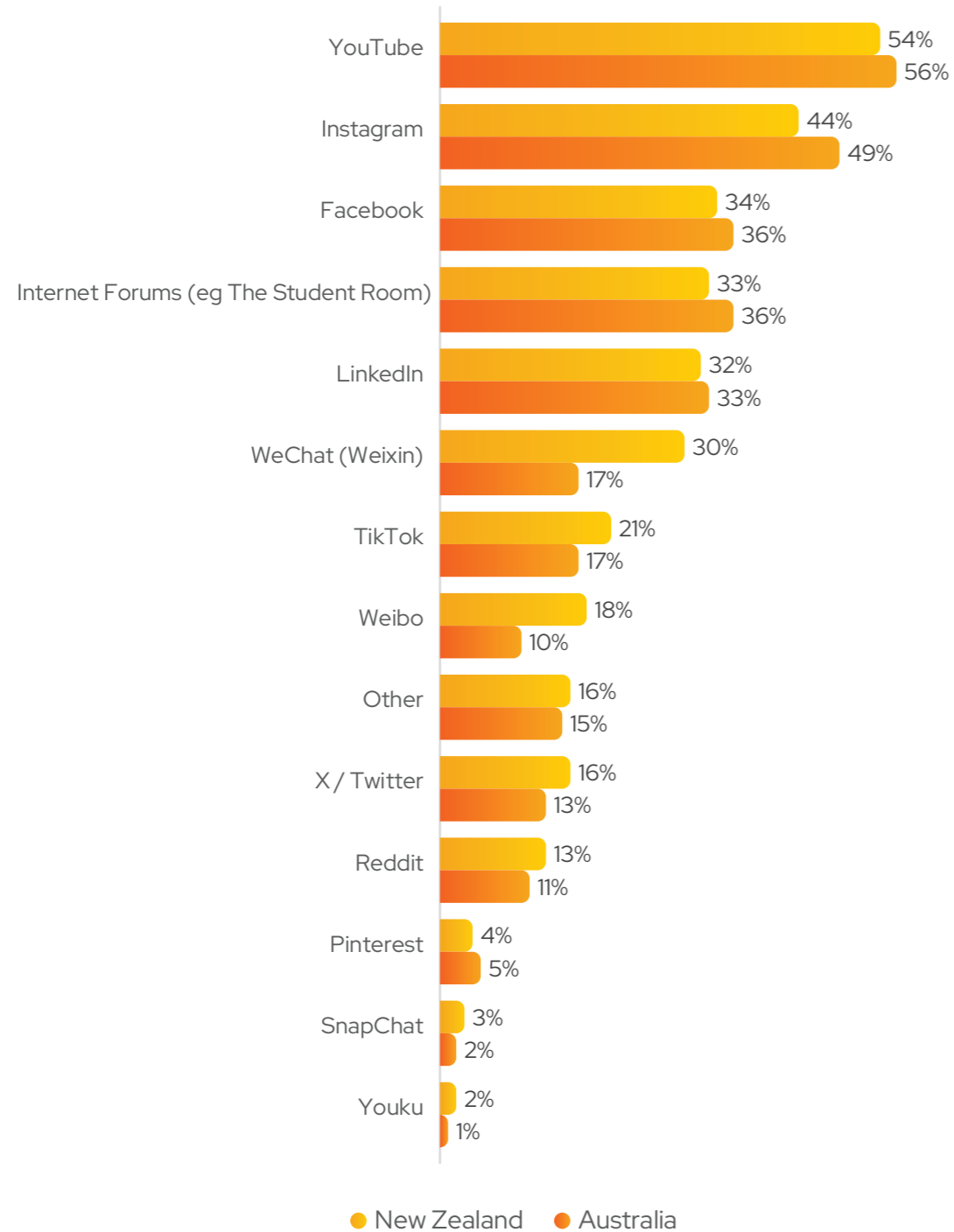
Which of the following are most useful to you when making decisions about your studies?



Source: QS International Student Survey 2024

The top social media platform when researching universities? **YouTube**

Which of the following types of social media do you use for research when making decisions about studying overseas?



Source: QS International Student Survey 2024

56% of prospective students interested in Australia and **54%** of those interested in New Zealand say that they use YouTube to research overseas study – the most popular answer for both countries. Instagram is the second most popular, with internet forums, Facebook and LinkedIn rounding out the top five for both countries.

With China being a primary source market for both countries, it is surprising that when comparing the usage of WeChat and Weibo between the two destination countries, there is quite a large discrepancy.

New Zealand's universities have an opportunity to differentiate from universities in Australia by maximising usage of WeChat and Weibo.

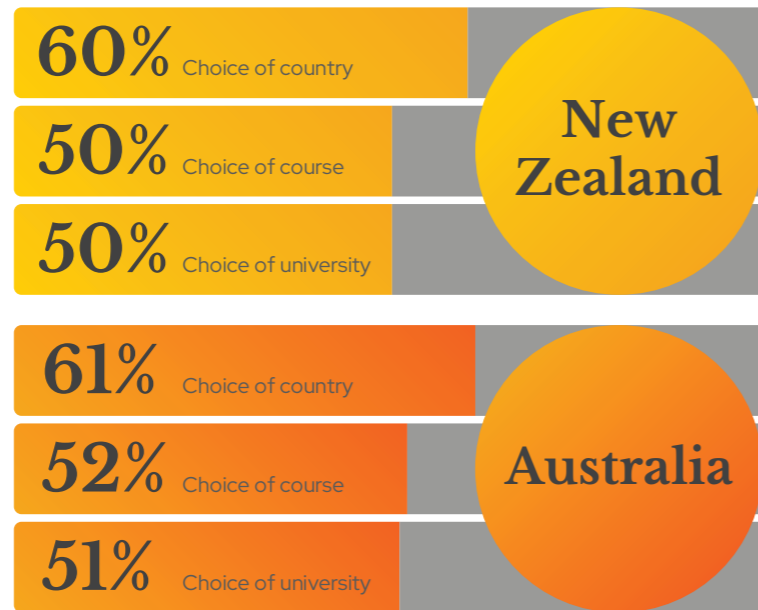


Parents

have a significant impact on student decision-making

Just under two thirds of students looking to study in ANZ say they have or plan to discuss their study options with their parents. Advisors at their current institution are the second most popular option, but only 39% of students have or plan to discuss study options with them.

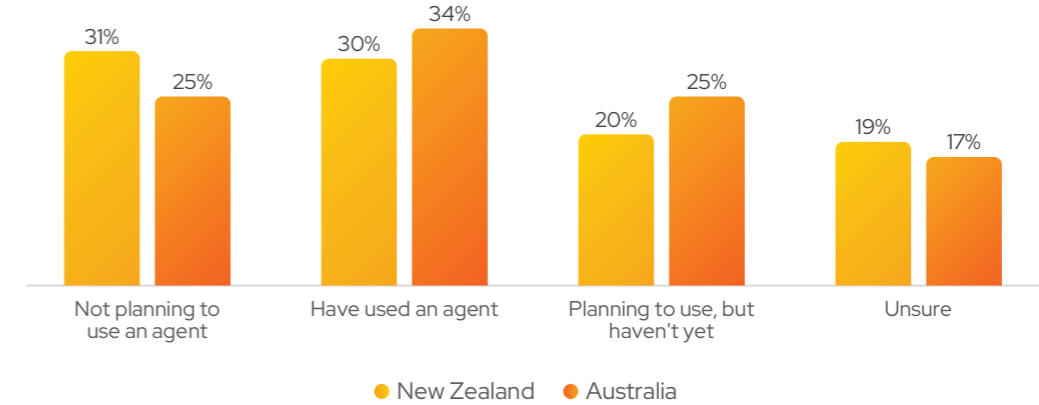
What have you discussed with your parents?



Source: QS International Student Survey 2024

Using agents is commonplace among those looking to study in ANZ

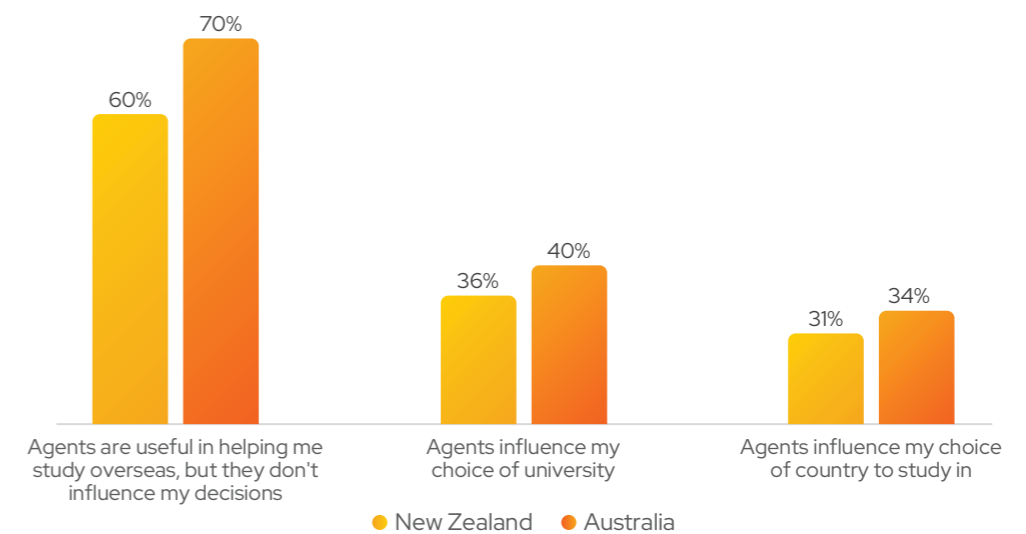
Will you use an international education agent?



Source: QS International Student Survey 2024

Over 50% of those looking to study in Australia or New Zealand have used or plan to use an agent for study decisions. 64% of those looking to study in ANZ say that agents are a trusted source of information on international study. **However, how they influence decision making is worth investigating more specifically.**

Agents influence on decision making (% of respondents who agree or strongly agree)



Source: QS International Student Survey 2024

Prospective students find agents most useful in helping them study overseas, rather than influencing study decisions. International education agents often help students with the bureaucracy related to studying abroad, as well as giving guidance on where to study.

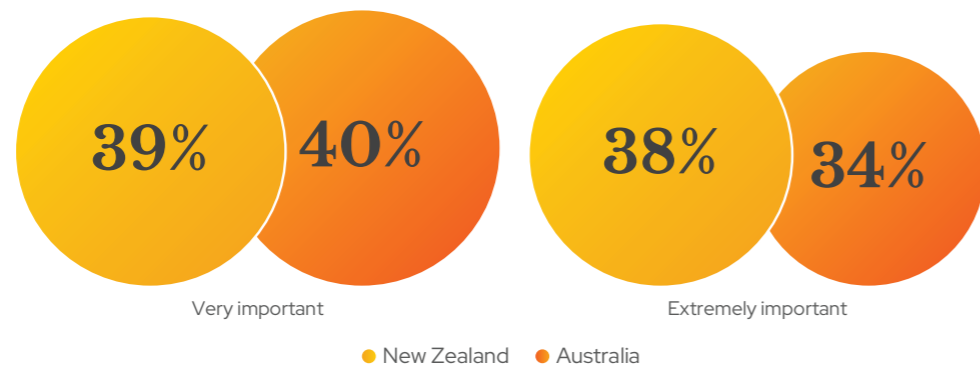
Email and WhatsApp are the most preferred communication channels

Over 80% of respondents interested in ANZ would like to communicate with a prospective university via email. While a phone call is the third most popular option, WhatsApp continues its rise in popularity among prospective students – 48% of students looking to study in ANZ would like to use WhatsApp to speak with universities.

Students expect a quick response to enquiries

It should be noted that only 4% of students would like to use AI chatbots, while 26% would like to use real time chat or messaging on the university website. Universities should consider this when investigating which technology to invest in.

How important is it that you don't have to wait long to hear back after making an enquiry or application?



Source: QS International Student Survey 2024

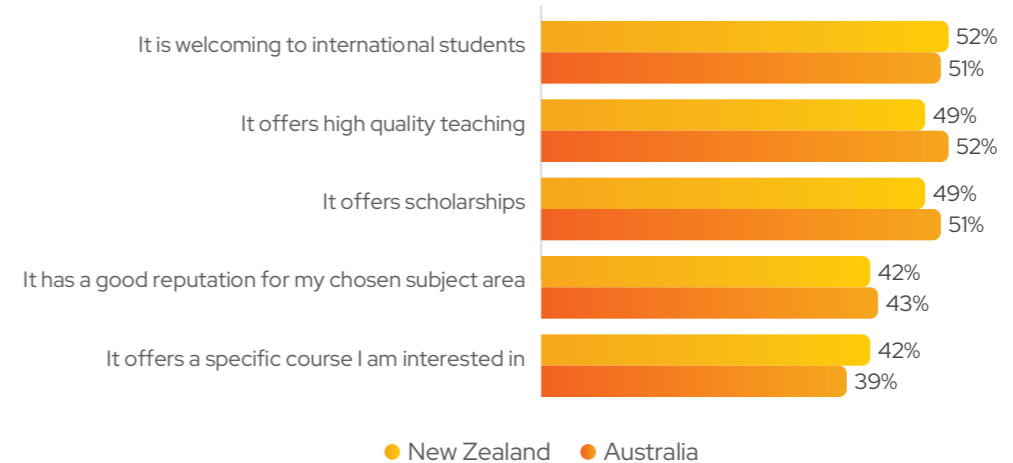
68%
expect to receive notification of the outcome of their application within one week

More than 70% of respondents said it's very or extremely important that they don't have to wait long to hear back from a university. 62% of students interested in studying in Australia expect a complete and personal response to their enquiry within three days – for those interested in New Zealand, this number rises to 64%.

68% of students interested in studying in Australia or New Zealand expect to receive notification of the outcome of their application within one week.

High-quality teaching and a welcoming environment sought after by students

What five things are most important to you when choosing a university?



Source: QS International Student Survey 2024



Whether students want to study in New Zealand or Australia, the top five most important factors when choosing a university are the same. They also share similarities with other major student destination markets, though a good reputation for students' chosen subject area was only selected by 42% of students interested in study in New Zealand, and 43% of students interested in studying in Australia – relatively low compared to those seeking UK and US study.

	Australia	New Zealand	US	UK
1	High-quality teaching 52%	Welcoming to international students 52%	High-quality teaching 55%	High-quality teaching 58%
2	Scholarships 51%	High-quality teaching 49%	Good reputation for chosen subject 52%	Good reputation for chosen subject 52%
3	Welcoming to international students 51%	Scholarships 49%	Scholarships 48%	Welcoming to international students 47%

Face-to-face interactions continue to make the difference in student recruitment

It is clear that student recruitment fairs still provide a valuable opportunity for prospective students. Over a third of candidates cite university fairs as one of their most useful information sources when researching universities – the fifth most popular answer.

It is worth noting that the relative usefulness of these fairs varies considerably across different source markets – for students from most places, fairs remain a more useful resource than social media when researching universities. However, for those in China, social media still takes precedence – 58% of Chinese students interested in Australia said social media channels were among the top five information sources. Only 18% said university fairs. This is similar for New Zealand (60% said social media, only 19% said fairs).



A focus on student recruitment events

Half of all respondents have been to a student recruitment event (50% of those interested in New Zealand, 55% of those interested in Australia). Combining the two groups of respondents, most attended an event organized by an education agency (62%), and 25% attended events by the local education ministry. Most have attended events in-person (66%) instead of online or hybrid.

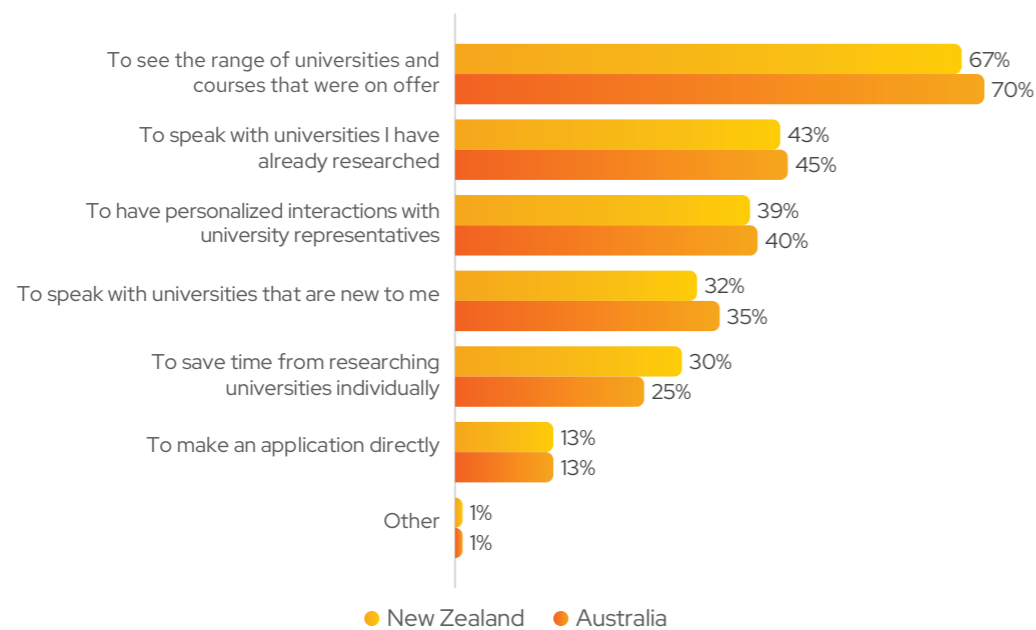
Furthermore, 40% of students say that they have attended the recruitment events to have personalised interactions with university representatives. This reiterates the importance of face-to-face elements of student recruitment strategies for institutions and that candidates truly value the in-person conversations they get to have with institutional representatives.

When looking at why students choose to attend a student recruitment event, from the top two reasons alone, we see an interesting opportunity for universities at student recruitment events. They suggest that universities can get exposure from new students at events, while also being able to reinforce positive relationships with prospects. This reiterates the importance of the face-to-face elements of student recruitment strategies, and that candidates value opportunities to meet university representatives in-person.



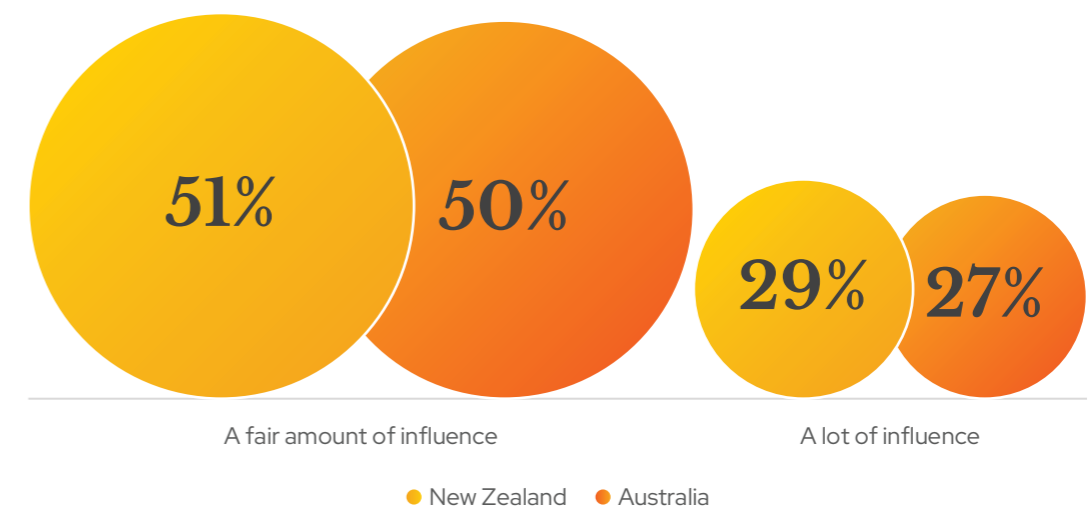
Attendees indicate that these fairs have considerable bearing on their decision-making. Universities being able to have individual, bespoke interactions with students is a real opportunity to drive enrolments.

Why did you choose to attend a student recruitment event?



Source: QS International Student Survey 2024

Students who indicate speaking directly to universities influenced their decision making



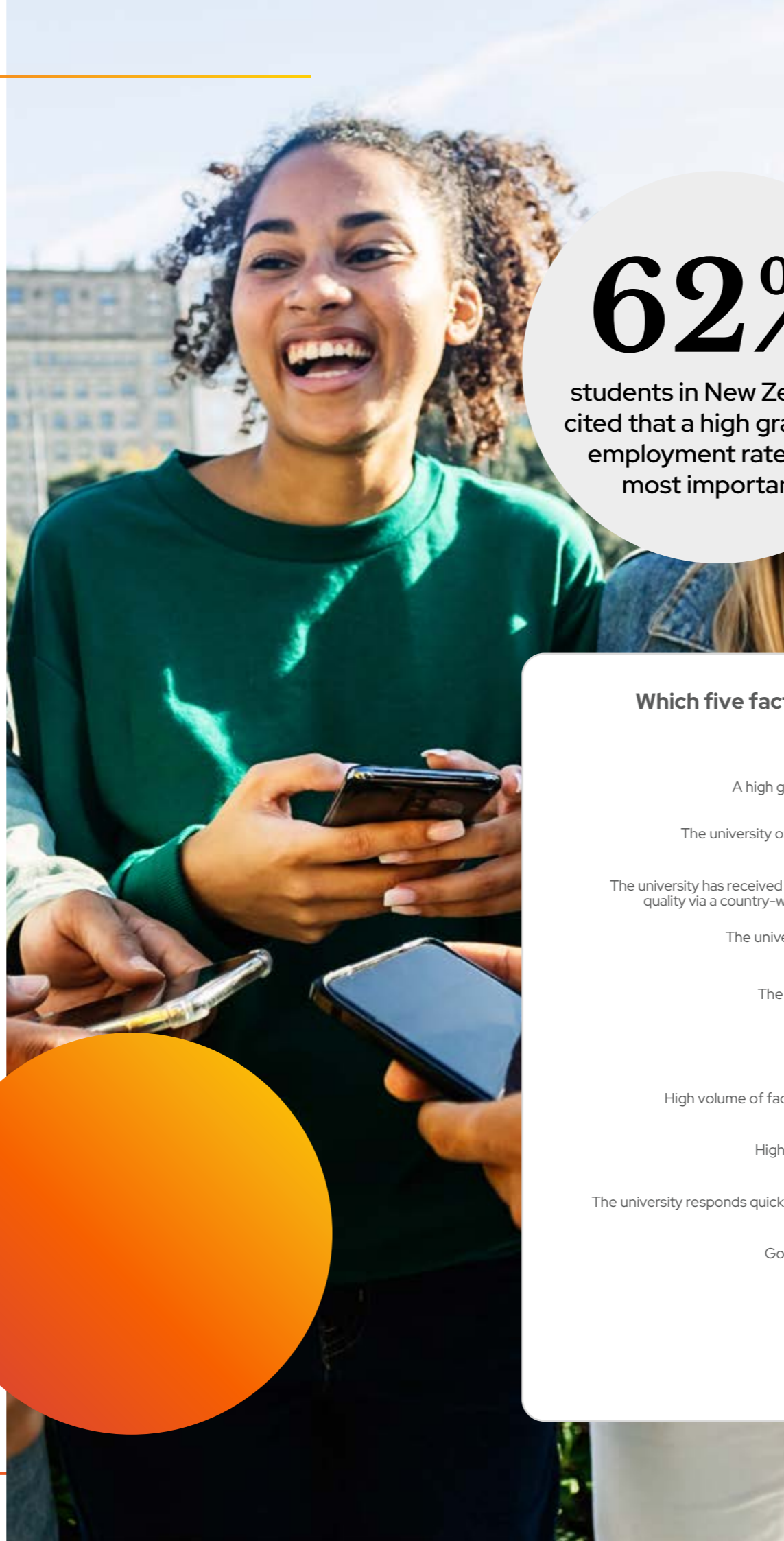
Source: QS International Student Survey 2024

Teaching and learning

Independent recognition indicates high-quality teaching

Independent recognition is the top factor for students when assessing an ANZ university's teaching quality, whether it's a by a country-wide scheme like QILT in Australia or other independent ratings.

However, when broken down by country, this does shift around slightly – formal recognition tops the list for those looking to study in Australia, but a high graduate employment rate is more important for those looking to study in New Zealand.



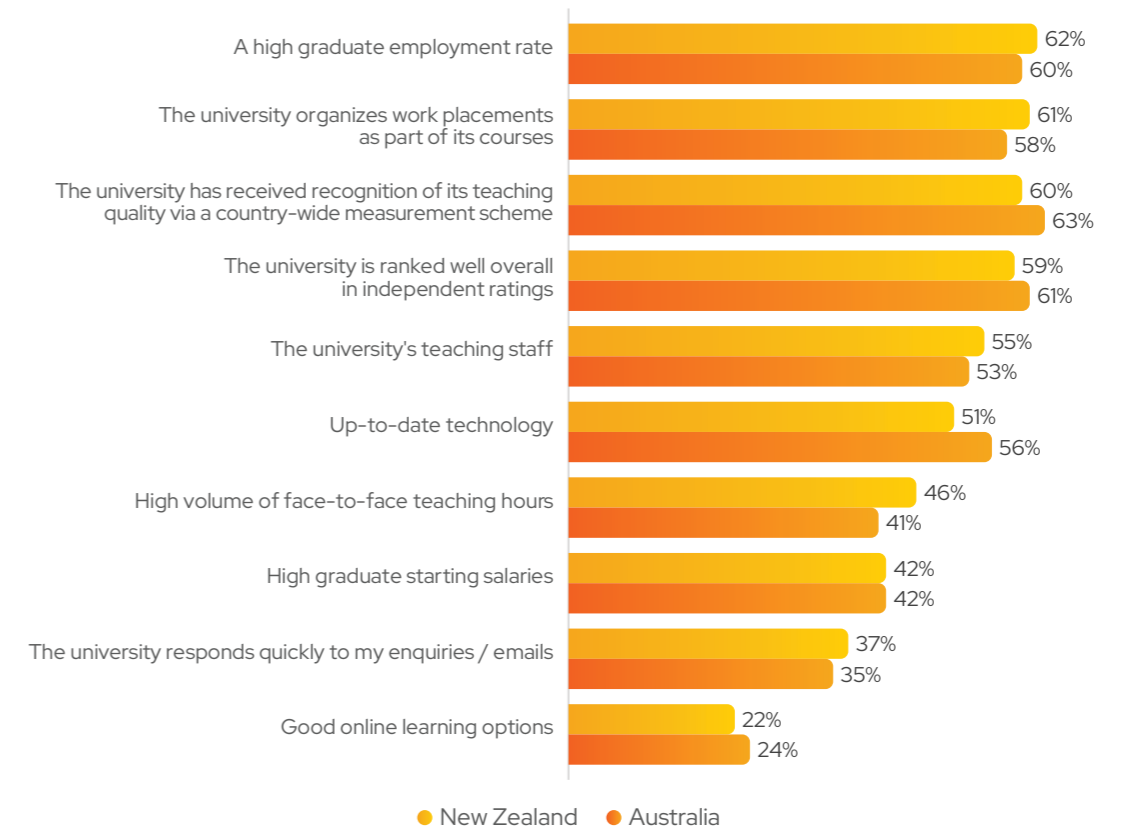
62%

students in New Zealand cited that a high graduate employment rate was most important

63%

students in Australia cited that recognition of the university's teaching quality was most important

Which five factors are most important to you when assessing a university's teaching quality?



Source: QS International Student Survey 2024

The role of reputation in student decision-making

Reputation is a vital component of candidate decision-making and it's essential that institutions can effectively articulate their reputation in ways which are meaningful to prospective students.



Subject reputation is the fourth most important factor when candidates interested in studying in ANZ decide which university they would like to study at (42%). And when choosing a course, the third most important factor is that the course is at a university with a good reputation (48%).



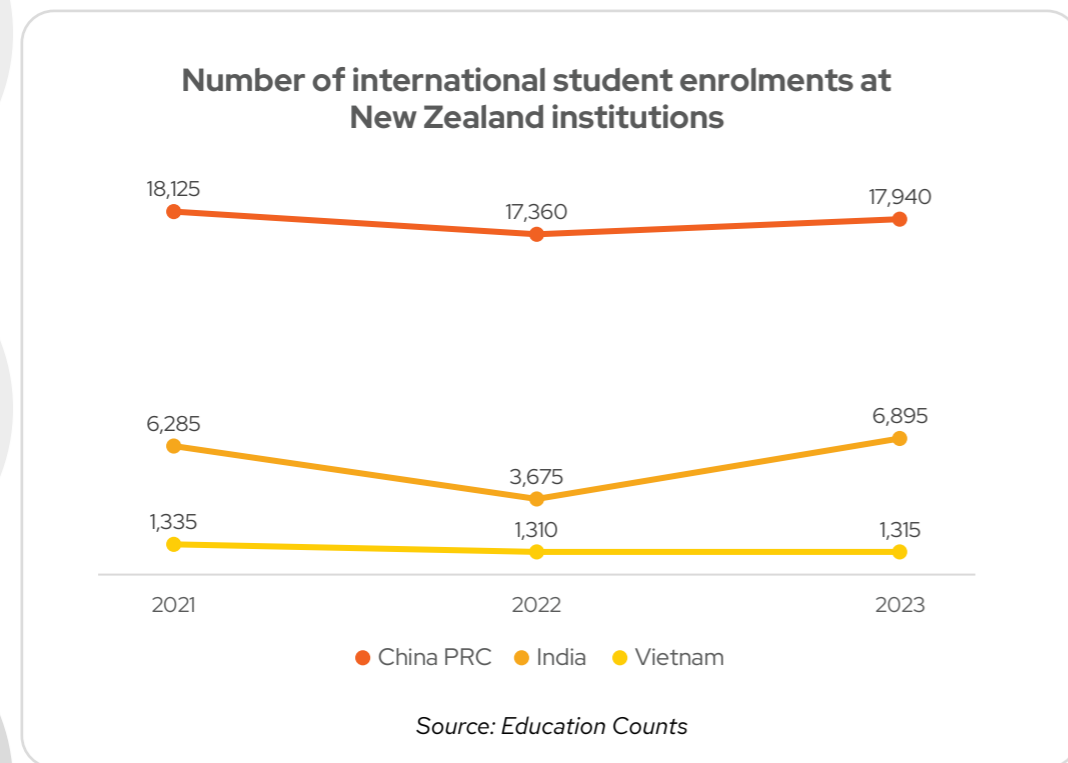
Previous iterations of this report have highlighted the role of rankings in allowing an institution to communicate its reputation to a student audience. Reputation and rankings are closely interlinked in the minds of prospective students making it essential for institutions to have a strong narrative grounded in their performance in the rankings. As we will discuss in the following pages, this is particularly prudent for ANZ institutions - the largest source market for ANZ institutions is the Asia Pacific region, and students from there place even more emphasis on rankings than the global average.

Highlight on APAC students who want to study in ANZ

The APAC perspective

Asia Pacific (APAC) has long been the largest source market for ANZ institutions, and remains a crucial region for recruitment. According to the latest figures from the Australian government, over 150,000 Chinese students have joined Australian universities in 2024, with over 115,000 coming from India. While the numbers are smaller for New Zealand, the story is the same – 17,940 students from China in 2023, nearly 7,000 from India.

It's key, then, that we take a look at the preferences and motivations of students from APAC separately.

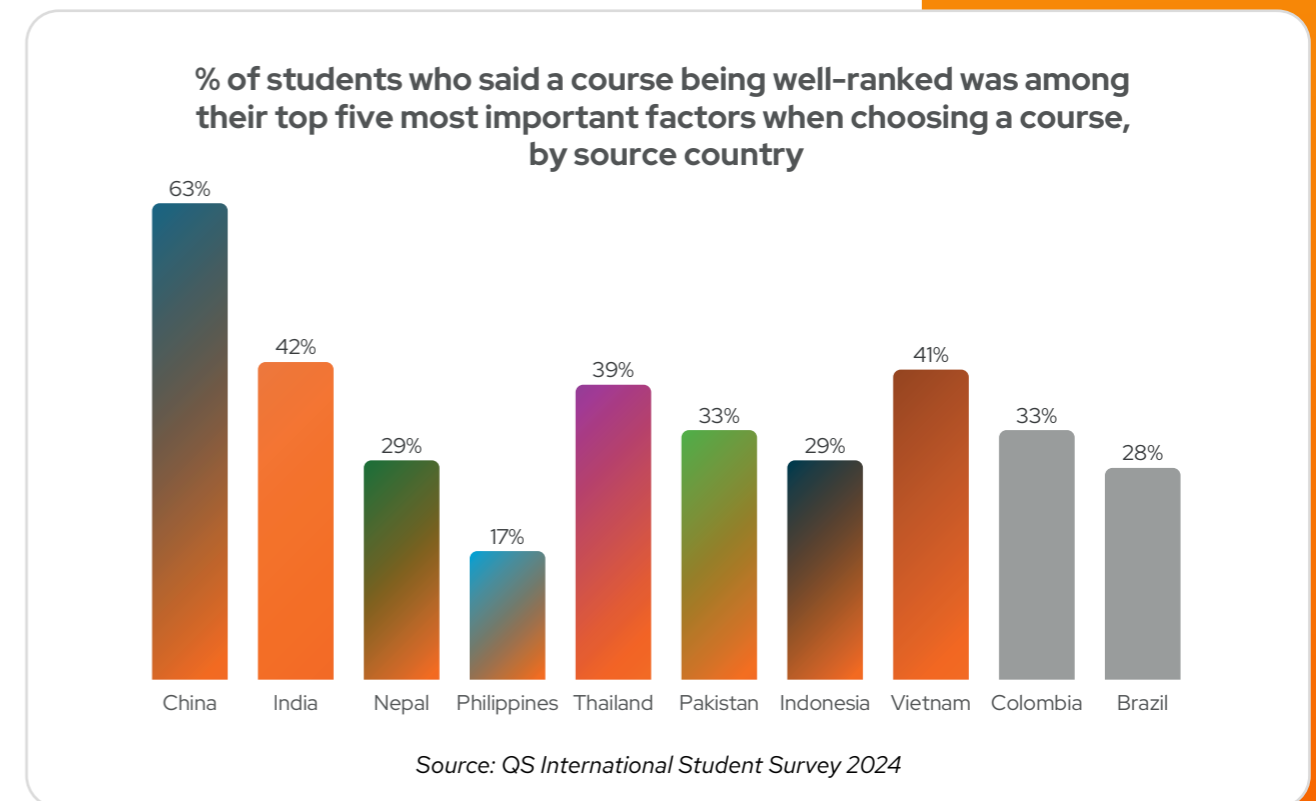


Rank and reputation more important to APAC students than peers

Throughout the decision-making process, rank and reputation is more important to students from APAC who want to study in ANZ.

When choosing a course, APAC students prioritise high quality teaching (59%), affordable tuition fees (58%), and that the course is at a university with a good reputation (49%). Peers from other regions place less importance on good reputation – 44% in Africa & Middle East, Latin America, and Western Europe.

Prospective students from China (63%) are particularly concerned with university rankings, followed by students from India (42%) and Vietnam (41%). A good reputation of a university is generally appreciated across many source markets though.



When considering universities, 39% of students from APAC cite the importance of a well-ranked university, as compared to 31% from Western Europe, 30% from Latin America, and 19% from North America.

APAC Students

59%

prioritise high quality teaching

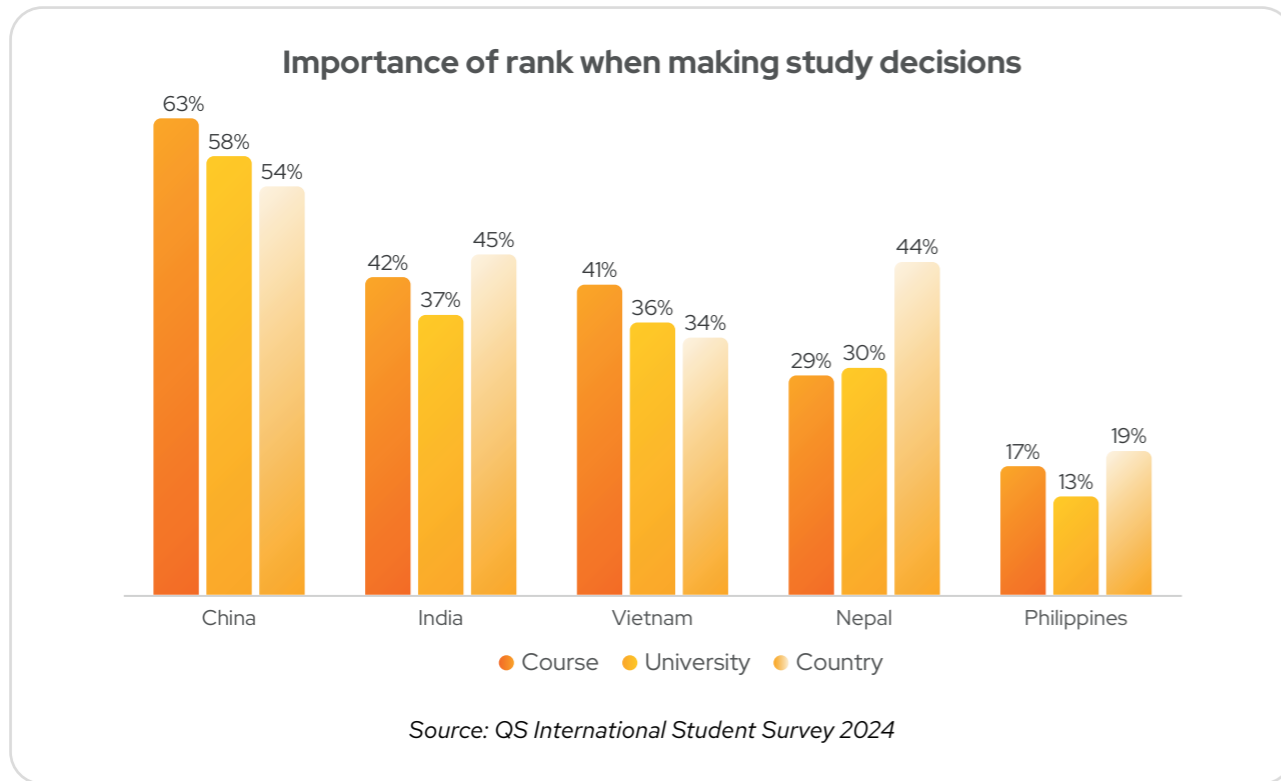
58%

prioritise affordable tuition fees

49%

prioritise the course is at a university with a good reputation

This theme continues when choosing a study destination. APAC is the only region to identify well-ranked universities as a top three factor when choosing a country to study in.



Asia Pacific	Africa and the Middle East	Latin America	North America	Western Europe
High-quality teaching 52%	Welcoming to international students 62%	Welcoming to international students 51%	Culture / lifestyle appeals 68%	Culture / lifestyle appeals 65%
Welcoming to international students 52%	High-quality teaching 48%	Culture / lifestyle appeals to me 48%	Welcoming to international students 47%	High-quality teaching 53%
Well-ranked universities 42%	Affordable cost of living 43%	To improve language skills 48%	Affordable cost of living 47%	Welcoming to international students 51%





Are you taking a data-driven and strategic approach to international student recruitment?

A groundbreaking analytics and advisory solution features our unique, comprehensive and live datasets to provide actionable insights and support institutional decision-making.

Designed in collaboration with five UK universities, the all-in-one platform empowers you to:

See the bigger picture

Gain complete visibility on your place within the student recruitment landscape with comprehensive data and insights.

Make data-driven decisions

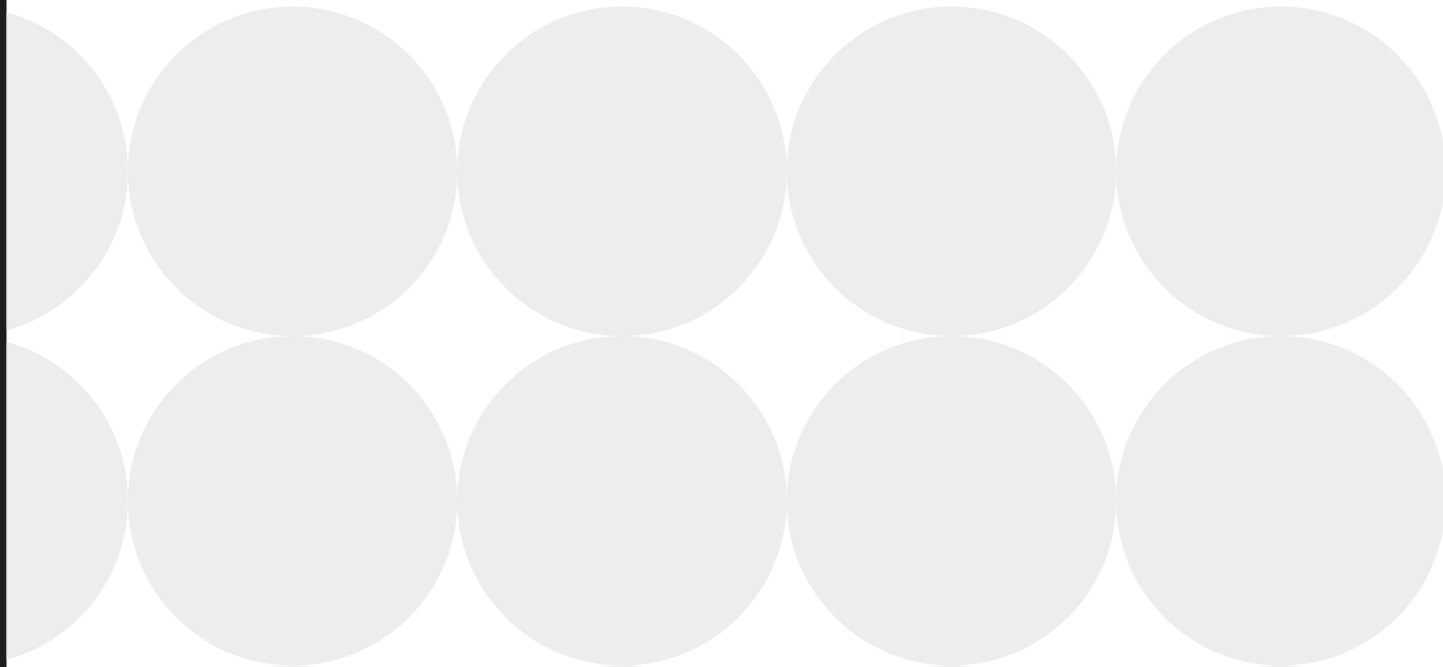
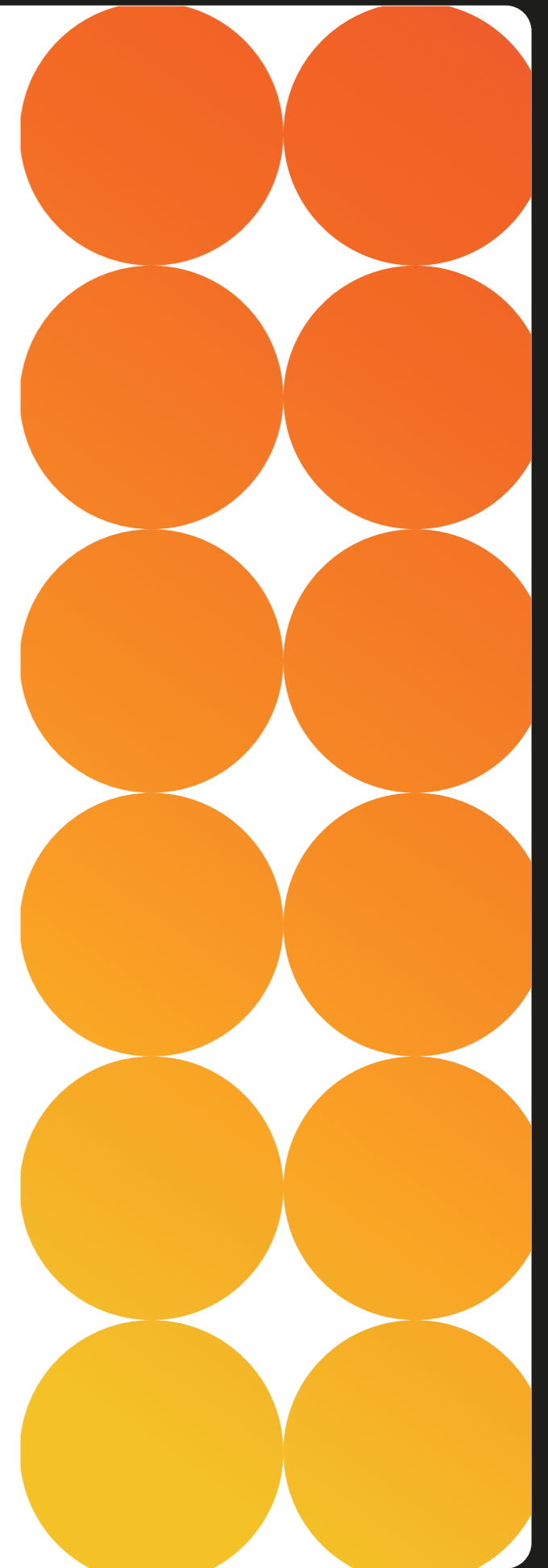
Leverage powerful QS analytics and predictive forecasting to optimise your recruitment strategies by source market.

Achieve every goal

This isn't a one-size-fits-all solution. With your expert QS advisor, you'll develop personalised, results-oriented recruitment plans tailored to your institution's unique needs.

Ready to revolutionise your student recruitment?

Book a chat with our team today to be among the first to experience this sector-changing solution and discover how it can drive success for your institution.



Sustainability

Sustainability is a major consideration in student decision-making

65% of students interested in studying in Australia said environmental sustainability was very or extremely important. While slightly lower for those interested in New Zealand (63%), it's still a significant portion of students deeming environmental issues important.

However, the rising cost of living, concerns about employment after graduation and a variety of other factors means that the importance of environmental sustainability is also being increasingly weighed up against other critical global issues. Whilst the majority of candidates looking to study in ANZ say that environmental sustainability is very or extremely important to them, prospective students from Latin America (78%) and Africa & Middle East (75%) are more likely to cite sustainability as an important issue than their peers from other regions. It is imperative that universities continue to communicate their research efforts and show the importance of driving sustainable development



How subject choice aligns with importance placed on environmental sustainability

% of students who say environmental sustainability is very or extremely important to them

Subject choice where environmental sustainability most important

New Zealand

81%

General and others in Sciences

80%

Geographical and Environmental studies

79%

Veterinary Sciences

Australia

79%

Agriculture, Food and related studies

78%

Architecture, Building and Planning

76%

Biological and Sport Sciences

Subject choice where environmental sustainability least important

New Zealand

40%

Communications and Media

42%

Mathematical Sciences

53%

Computing

Australia

46%

Combined and General studies

56%

Computing

56%

Mathematical Sciences

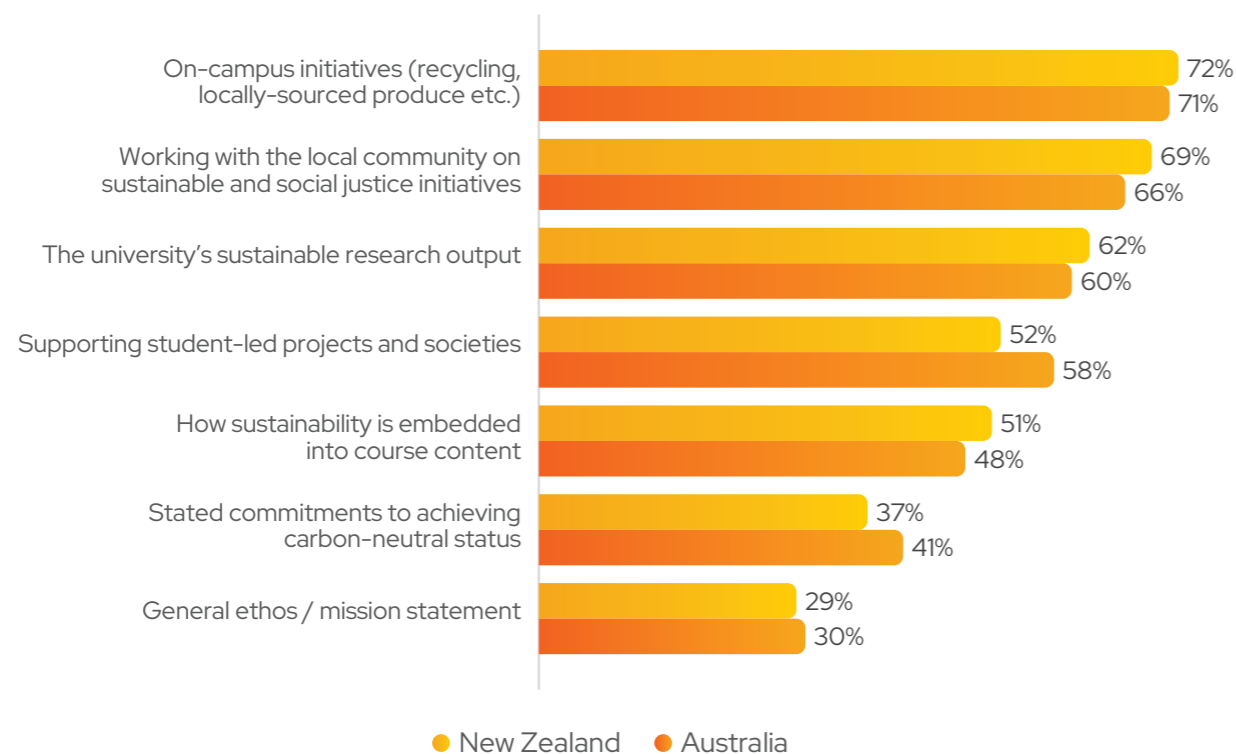
Source: QS International Student Survey 2024

Students want to see on-campus sustainability initiatives

Sustainability is an issue which affects us all and universities must demonstrate the ways in which they lead the way in addressing this critical global priority. When asked what they found most important when judging whether a university is environmentally friendly, the top answer for both students looking to study in New Zealand and Australia was on-campus initiatives. In fact, the order of students' preferences was identical, regardless of whether they were looking to study in Australia or New Zealand.

While highlighting on-campus initiatives may be the best way to drive student recruitment, the most effective way for universities to make an impact on environmental sustainability is through institutional research and subsequent development of new technologies – indeed, it's the third most important factor when judging environmental sustainability among prospective students too.

What's most important to you when judging whether a university is environmentally sustainable?



Source: QS International Student Survey 2024



Generative AI

The potential Generative AI has to revolutionise higher education is already well documented. With a majority of prospective students already interacting with Generative AI, universities should expect students to use it in their academic work, as well as personal statements and application data entry. Limiting its use is likely to prove problematic but that's not to say that institutions shouldn't review their guidance, policy and marking procedures to understand and shape where AI is being harnessed well – and where it isn't.

In the classroom, adapting course structures to ensure students use these platforms in a way that enhances the learning experience will be more successful. Giving students the opportunity to showcase their true personality – through video interviews, for example – will also avoid negative impacts from students using Generative AI as an application aid.

The discussion around AI and its applications in higher education reinforces the importance of having up-to-date technology.

64%

of students looking to study in ANZ have already personally interacted with Generative AI technologies.

More than half (56%) of all students interested in studying in ANZ report that up-to-date technology is a priority when assessing a university's teaching quality.

Whilst Open AI GPT is the most widely used platform (49% and 31% of respondents said they had used GPT 3 or 4), the proliferation of platforms will further fuel competition and innovation. This makes it essential that students are aware of which platforms are most suitable for them as part of their studies.

Students are changing study and career plans because of the growth in Generative AI

There is clear evidence to suggest that the growth in AI is affecting study decisions of prospective students. Whilst a significant minority (18%) have reconsidered their course choice because of AI, this is considerably higher for those looking to study STEM fields with 32% of computing candidates, 23% of Engineering and 19% of Maths candidates all expressing this sentiment. This reiterates that AI has the potential to redirect student flows into different subject areas.

This is also reflected in the use of AI, with candidates from those subject areas also more likely to have used AI platforms as part of their studies – especially Open AI.

Beyond course choices, it's also impacting students' career decisions. 30% of candidates agree that AI is affecting their career choices, though it is having less of an impact on their destination selection, with only 21% saying it's impacting their study location.

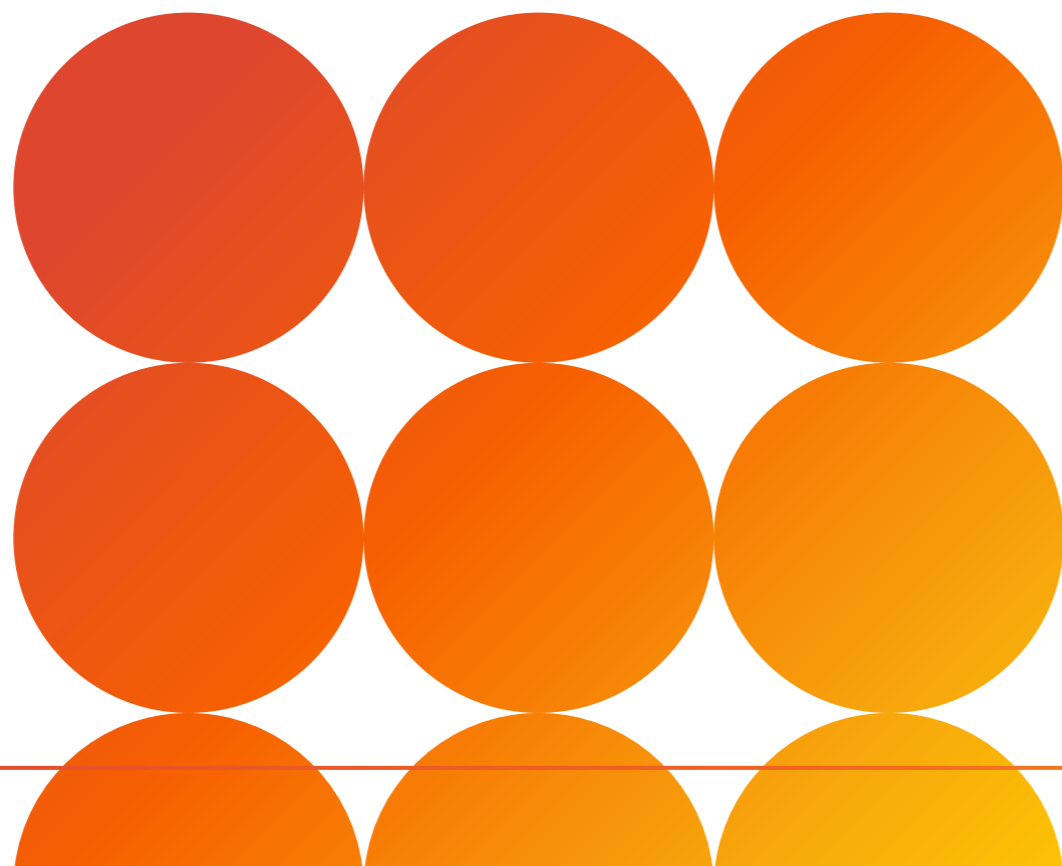
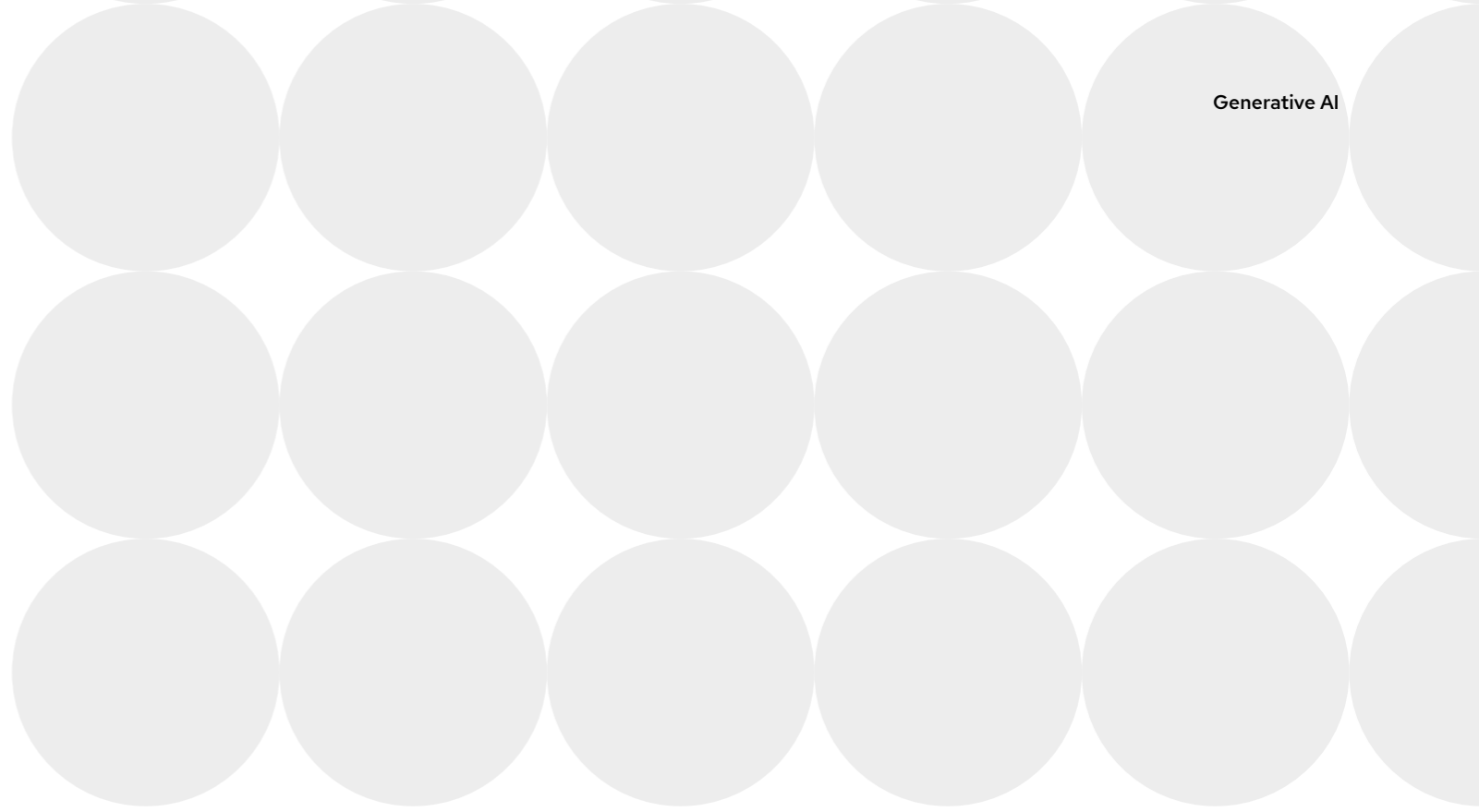
Universities should consider being transparent with how they use AI technology

42%

of candidates looking to study in ANZ actively seek information about how universities use AI

It should also be noted that there is an increasing focus on the environmental impact of Generative AI. The processors required to train the models and support requests take place in a data centre, and require energy to cool and operate them – one assessment from a University of Washington professor estimates the daily energy consumption of Open AI GPT is 1 Gigawatt hour, equivalent to 33,000 US homes. Universities should consider this when promoting their Generative AI strategy.

However, when asked whether they agree that generative AI will have a positive impact on teaching quality, 38% of candidates neither agree nor disagree, while almost half (47%) agrees.



Join us in developing the QS AI Competency Framework

Higher education has an opportunity and a challenge to utilize digital innovation and AI responsibly, and to make high quality education accessible across the globe.

To maximize the opportunities that digital empowerment and AI bring, it's important that the right infrastructure, digital skills, connectivity and accessibility models are in place. Institutions face a plethora of options for AI implementation. They need to experiment but also choose a path that builds the right guardrails for digital and AI investment.

We are developing a **QS AI Competency Framework** to provide a roadmap, benchmarks and a quality standard to support the investment of effort and resources by institutions around the world. The framework will evolve with institutional innovators and industry partners as we continuously and collaboratively define excellence in digital and AI innovation in the global sector.

We are inviting institutions to be part of that journey, to **work with us as partners** in shaping AI and digital maturity in higher education



Appendix



Australia, New Zealand, the UK, and the US destination markets

How do they compare?

What matters most when choosing a course?

	Australia	New Zealand	UK	US
1	High-quality teaching	Affordable tuition fee options	High-quality teaching	High-quality teaching
2	Affordable tuition fee options	High-quality teaching	University has a good reputation	University has a good reputation
3	University has a good reputation	Leads to my chosen career	Personal interest in the subject	Affordable tuition fees

What matters most when choosing a university?

	Australia	New Zealand	UK	US
1	High-quality teaching	Welcoming to international students	High-quality teaching	High-quality teaching
2	Offers scholarships	High-quality teaching	Good reputation for chosen subject	Good reputation for chosen subject
3	Welcoming to international students	Offers scholarships	Welcoming to international students	Scholarships

What matters most when choosing a country?

	Australia	New Zealand	UK	US
1	Welcoming to international students	Welcoming to international students	High-quality teaching	High-quality teaching
2	High-quality teaching	High-quality teaching	Welcoming to international students	Welcoming to international students
3	The culture / lifestyle appeals to me	Affordable cost of studying	Well-ranked universities	Well-ranked universities

The top ten source markets for Australia, New Zealand, the UK and the US

	Australia	New Zealand	UK	US
1	China	China	China	China
2	India	India	India	India
3	Nepal	USA	Nigeria	South Korea
4	Colombia	Philippines	Pakistan	Canada
5	Vietnam	Vietnam	US	Vietnam
6	Thailand	Sri Lanka	Hong Kong (SAR)	Taiwan
7	Brazil	Malaysia	Bangladesh	Saudi Arabia
8	Philippines	South Korea	Malaysia	Brazil
9	Pakistan	Indonesia	France	Mexico
10	Indonesia	Japan	Italy	Nigeria

Source: UK - HESA | US - Open Doors' | New Zealand - Education Counts | Australia - Dept of Education

Demographics of those interested in Australia

Demographics of those interested in New Zealand

Gender	
Female	52%
Male	44%
Prefer not to say or to self-describe	4%

Age	
17-20	31%
21-24	33%
25-31	25%
32 or older	12%

Gender	
Female	55%
Male	40%
Prefer not to say or to self-describe	5%

Age	
17-20	20%
21-24	29%
25-31	28%
32 or older	23%

Funding	
Self-funded	58%
Scholarship	20%
Loan	9%
Not sure/ other	8%
Sponsorship	5%

Study level	
Foundation or vocational	4%
Undergraduate	33%
Postgraduate taught	38%
Postgraduate research	24%

Funding	
Self-funded	60%
Scholarship	17%
Loan	10%
Not sure/ other	9%
Sponsorship	4%

Study level	
Foundation or vocational	4%
Undergraduate	23%
Postgraduate taught	36%
Postgraduate research	38%

Main subjects of interest	
Business and Management	23%
Engineering and Technology	13%
Computing	10%
Subjects allied to Medicine	6%

Household income	
Less than \$10,000	26%
\$10,001-\$25,000	17%
\$25,001-\$50,000	11%
\$50,001-\$75,000	6%
Over \$75,000 USD	7%
Don't know or prefer not to say	32%

Main subjects of interest	
Business and management	19%
Engineering and Technology	12%
Computing	10%
Education and Teaching	9%

Household income	
Less than \$10,000	21%
\$10,001-\$25,000	18%
\$25,001-\$50,000	14%
\$50,001-\$75,000	6%
Over \$75,000 USD	9%
Don't know or prefer not to say	32%





Want to delve deeper into what your future students think?

We provide bespoke reports for institutions which partner with us to encourage prospective students to participate in the QS International Student Survey.

Benchmark the preferences and motivations of your prospective students against other universities in the region and across the globe.

**Register your interest
in partnering with us for the
QS International Student Survey 2025.**

