

Global @dvisor: Education Brand Refresh
 QS1. Indicate which of the following descriptions apply to you personally. I am...
 Proportions/Means: Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L/M,N/O,P/Q,R/S,T/U
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L/M,N/O,P/Q,R/S,T/U
 Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1006	489	517	507	284	215	221	266	448	518	488	17	308	681	570	436	247	759	413	593	770	231
Base: All Respondents (wtd)	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
A student aged 16-17	19	8	12	18	-	1	12	-	3	1	18	6	11	1	17	19	2	17	3	16	3	16
	2%	2%	2%	3%	-	1%	5%	-	1%	0%	3%	29%	3%	0%	0%	4%	-	3%	1%	3%	0%	6%
A student aged 18-24		82	88	169	1	-	79	32	41	9	162	1	103	66	45	125	33	137	39	131	70	96
	17%	17%	18%	32%	0%	-	33%	12%	10%	2%	31%	4%	25%	12%	8%	28%	14%	18%	10%	22%	9%	39%
A student aged 25+	85	52	33	67	15	3	22	32	27	27	58	1	42	42	52	33	25	60	36	49	67	18
	9%	10%	7%	13%	5%	2%	9%	12%	7%	6%	12%	6%	10%	9%	12%	8%	10%	11%	8%	9%	8%	7%
A parent/guardian of a student aged 14-15	99	49	50	9	69	21	10	36	51	83	16	-	40	59	70	29	28	71	46	53	91	8
	10%	10%	10%	2%	24%	11%	4%	13%	12%	17%	3%	-	10%	10%	13%	7%	11%	9%	12%	9%	12%	3%
A parent/guardian of a student aged 16-17	62	33	29	11	35	16	8	24	26	45	17	-	28	34	52	10	20	43	34	28	54	8
	6%	7%	6%	2%	12%	9%	3%	9%	6%	9%	3%	-	7%	6%	9%	2%	8%	6%	9%	5%	7%	3%
A parent of a student aged 18-24	107	52	55	9	54	43	8	32	61	90	17	-	41	66	71	36	29	78	58	49	93	14
	11%	10%	11%	2%	19%	24%	3%	12%	15%	19%	3%	-	10%	12%	13%	8%	12%	10%	15%	8%	12%	6%
A parent of a student aged 25+	58	25	33	13	13	32	10	12	34	47	11	2	14	42	38	20	20	38	34	24	46	12
	6%	5%	7%	2%	5%	18%	4%	4%	8%	10%	2%	8%	4%	7%	7%	5%	8%	5%	9%	4%	6%	5%
Interested in studying abroad at a post-graduation and college level sometime in the future	151	72	80	120	24	7	58	32	47	42	110	3	72	76	71	81	34	118	47	104	100	51
	15%	14%	16%	23%	4%	4%	24%	12%	11%	9%	21%	15%	17%	13%	13%	18%	14%	16%	12%	17%	13%	21%
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	132	66	66	103	20	9	34	28	62	43	89	1	37	93	67	64	32	100	58	74	89	41
	13%	13%	13%	20%	7%	5%	14%	11%	15%	9%	17%	5%	9%	16%	12%	15%	13%	13%	15%	12%	12%	17%
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	86	45	41	32	45	10	18	19	48	62	24	1	24	61	53	33	28	58	46	40	67	18
	9%	9%	8%	6%	15%	5%	8%	7%	10%	13%	5%	5%	6%	8%	10%	7%	11%	8%	12%	7%	9%	7%
Interested in encouraging my own child to study abroad at a post-graduation and college level	144	70	74	40	71	33	23	44	70	105	39	3	52	89	100	44	37	107	69	75	122	21
	14%	14%	15%	8%	24%	18%	10%	16%	17%	22%	8%	13%	13%	16%	18%	10%	15%	14%	17%	12%	16%	9%
In a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor, religious/spiritual)	148	65	82	38	62	48	21	35	86	112	36	3	40	104	94	53	42	106	79	68	127	20
	15%	13%	16%	7%	21%	26%	9%	13%	21%	23%	7%	13%	10%	18%	17%	12%	17%	14%	20%	11%	17%	8%
None of the above	157	83	74	75	48	34	21	44	87	95	61	-	50	107	98	58	56	101	90	67	137	18
	16%	17%	15%	14%	17%	19%	9%	16%	21%	20%	14%	-	12%	19%	18%	13%	23%	13%	23%	11%	18%	7%
Sigma	205	102	103	81	74	50	53	60	63	88	118	10	99	96	116	89	31	174	46	159	152	53
	21%	21%	20%	15%	25%	28%	22%	22%	15%	18%	23%	47%	24%	17%	21%	20%	13%	23%	12%	26%	20%	21%
Summary	1623	802	821	787	530	306	378	431	705	848	775	32	655	936	930	693	413	1210	683	940	1220	393
	162%	162%	163%	149%	182%	168%	157%	160%	171%	176%	149%	145%	159%	165%	166%	157%	168%	161%	173%	155%	163%	159%
Student (Net)	275	142	133	254	16	4	114	64	70	37	237	9	156	109	99	175	58	216	77	197	141	129
	27%	29%	26%	48%	5%	2%	47%	24%	17%	8%	46%	40%	38%	19%	18%	40%	24%	29%	20%	33%	19%	52%
Parent (Net)	271	137	135	41	136	95	30	81	148	215	56	2	100	170	197	74	83	188	147	124	238	34
	27%	28%	27%	8%	47%	52%	12%	30%	36%	45%	11%	8%	24%	30%	35%	17%	34%	25%	37%	21%	32%	14%
Influencer	157	83	74	75	48	34	21	44	87	95	61	-	50	107	98	58	56	101	90	67	137	18
	16%	17%	15%	14%	17%	19%	9%	16%	21%	20%	14%	-	12%	19%	18%	13%	23%	13%	23%	11%	18%	7%
Parent (Net) + Influencer	390	200	190	113	164	113	47	116	210	279	111	2	137	251	266	124	125	265	212	178	339	48
	39%	40%	38%	21%	56%	62%	20%	43%	51%	58%	21%	8%	33%	44%	48%	28%	35%	54%	39%	45%	45%	18%
Student interested personally (Net)	93	38	55	88	6	-	49	16	16	10	84	3	57	34	24	70	13	81	20	73	41	51
	9%	8%	11%	17%	2%	-	20%	6%	4%	2%	16%	15%	14%	6%	4%	16%	5%	11%	5%	12%	6%	21%
Student not interested personally (Net)	181	103	78	167	10	4	65	48	54	28	153	6	100	76	76	105	46	135	57	124	99	79
	18%	21%	15%	32%	3%	2%	27%	18%	13%	6%	30%	25%	24%	13%	14%	24%	19%	18%	14%	20%	13%	32%
(Parent) interested for Child (Net)	116	54	63	11	63	43	14	31	66	91	26	2	44	71	82	34	33	83	59	44	97	19
	12%	11%	12%	2%	22%	24%	6%	12%	16%	19%	5%	8%	11%	13%	15%	8%	13%	11%	15%	9%	13%	8%
(Parent) Not interested for Child (Net)	155	83	72	30	73	52	16	50	83	125	30	-	56	99	115	40	50	105	88	67	141	14
	16%	17%	14%	6%	25%	29%	7%	19%	20%	26%	6%	-	14%	18%	21%	9%	20%	14%	22%	11%	19%	6%
(Proxy) Adult interested for Self (Net)	50	29	21	24	20	6	11	13	23	24	25	-	17	33	33	17	14	35	24	25	38	11
	5%	6%	4%	4%	7%	3%	5%	5%	6%	5%	5%	-	4%	6%	6%	4%	6%	5%	6%	4%	5%	5%

Global @visor: Education Brand Refresh

Q51. Indicate which of the following descriptions apply to you personally. I am...

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
A student aged 16-17	19	16	4
	2%	3%	1%
		B	
A student aged 18-24	87	87	83
	17%	17%	17%
A student aged 25+	85	47	38
	9%	9%	8%
A parent/guardian of a student aged 14-15	99	48	51
	10%	10%	10%
A parent/guardian of a student aged 16-17	62	34	29
	6%	7%	6%
A parent of a student aged 18-24	107	55	51
	11%	11%	10%
A parent of a student aged 25+	58	15	43
	6%	3%	9%
		A	
Interested in studying abroad at a post-graduation and college level sometime in the future	151	93	59
	15%	19%	12%
		B	
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	132	59	73
	13%	12%	15%
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	86	38	48
	9%	8%	10%
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	144	80	64
	14%	16%	13%
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in the future	148	63	85
	15%	13%	17%
In a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor)	157	67	89
	16%	13%	18%
None of the above	205	132	73
	21%	26%	15%
		B	
Sigma	1623	832	791
	162%	166%	158%
Summary			
Student (Net)	275	150	125
	27%	30%	25%
Parent (Net)	271	122	150
	27%	24%	30%
Influencer	157	67	89
	16%	13%	18%
Parent (Net) + Influencer	390	172	217
	39%	34%	43%
		A	
Student interested personally (Net)	93	65	28
	9%	13%	6%
		B	
Student not interested personally (Net)	181	84	97
	18%	17%	19%
(Parent) Interested for Child (Net)	116	63	53
	12%	13%	11%
(Parent) Not interested for Child (Net)	155	59	97
	16%	12%	19%
		A	
(Proxy) Adult interested for Self (Net)	50	28	22
	5%	6%	4%

Global @dvisor: Education Brand Refresh

QS1. Indicate which of the following descriptions apply to you personally. I am...

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
A student aged 16-17	19	-	16	-	4	-	4	-
	2%	-	3%	-	1%	-	1%	-
			DF					
A student aged 18-24	170	-	87	-	83	-	83	-
	17%	-	17%	-	17%	-	17%	-
A student aged 25+	85	-	47	-	38	-	38	-
	9%	-	9%	-	8%	-	8%	-
A parent/guardian of a student aged 14-15	99	-	48	-	51	-	51	-
	10%	-	10%	-	10%	-	10%	-
A parent/guardian of a student aged 16-17	62	-	34	-	29	-	29	-
	6%	-	7%	-	6%	-	6%	-
A parent of a student aged 18-24	107	-	55	-	51	-	51	-
	11%	-	11%	-	10%	-	10%	-
A parent of a student aged 25+	58	-	15	-	43	-	43	-
	6%	-	3%	-	9%	-	9%	-
					B		B	
Interested in studying abroad at a post-graduation and college level sometime in the future	151	-	93	-	59	-	59	-
	15%	-	19%	-	12%	-	12%	-
			DF					
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	132	-	59	-	73	-	73	-
	13%	-	12%	-	15%	-	15%	-
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	86	-	38	-	48	-	48	-
	9%	-	8%	-	10%	-	10%	-
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	144	-	80	-	64	-	64	-
	14%	-	16%	-	13%	-	13%	-
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in the future	148	-	63	-	85	-	85	-
	15%	-	13%	-	17%	-	17%	-
In a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor, religious/spiritual)	157	-	67	-	89	-	89	-
None of the above	16%	-	13%	-	18%	-	18%	-
	205	-	132	-	73	-	73	-
	21%	-	26%	-	15%	-	15%	-
			DF					
Sigma	1623	-	832	-	791	-	791	-
	162%	-	166%	-	158%	-	158%	-
Summary								
Student (Net)	275	-	150	-	125	-	125	-
	27%	-	30%	-	25%	-	25%	-
Parent (Net)	271	-	122	-	150	-	150	-
	27%	-	24%	-	30%	-	30%	-
Influencer	157	-	67	-	89	-	89	-
	16%	-	13%	-	18%	-	18%	-
Parent (Net) + Influencer	390	-	172	-	217	-	217	-
	39%	-	34%	-	43%	-	43%	-
					B		B	
Student interested personally (Net)	93	-	65	-	28	-	28	-
	9%	-	13%	-	6%	-	6%	-
			DF					
Student not interested personally (Net)	181	-	84	-	97	-	97	-
	18%	-	17%	-	19%	-	19%	-
(Parent) interested for Child (Net)	116	-	63	-	53	-	53	-
	12%	-	13%	-	11%	-	11%	-
(Parent) Not interested for Child (Net)	155	-	59	-	97	-	97	-
	16%	-	12%	-	19%	-	19%	-
					B		B	
(Proxy) Adult interested for Self (Net)	50	-	28	-	22	-	22	-
	5%	-	6%	-	4%	-	4%	-

Global @dvisor: Education Brand Refresh
 QS1. Indicate which of the following descriptions apply to you personally. I am...
 Proportions/Means: Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U
 Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico																					
	Mexico Total		Mexico																			
	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	263	241	283	130	91	155	183	95	178	326	17	259	228	284	220	106	398	132	372	344	160
Base: All Respondents (wtd)	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173
A student aged 16-17	16	6	9	14	-	1	11	-	-	1	14	6	9	*	3	13	-	16	1	14	2	13
	16	3%	4%	5%	-	2%	7%	-	-	1%	4%	29%	2%	0%	1%	6%	-	4%	1%	4%	1%	8%
				D			GH								N							T
A student aged 18-24	87	41	47	87	-	-	50	18	1	1	87	1	80	6	19	68	12	76	10	77	26	61
	17%	17%	18%	34%	-	-	30%	10%	2%	0%	27%	4%	22%	5%	7%	30%	12%	19%	9%	20%	8%	35%
				DE		*	GH	H			**		M		N					R		T
A student aged 25+	47	27	20	38	7	2	16	21	6	15	31	1	37	9	29	17	12	35	13	34	33	14
	9%	11%	8%	14%	5%	3%	10%	12%	8%	9%	10%	6%	10%	7%	11%	8%	12%	9%	12%	9%	10%	8%
				DE		*					**				*							
A parent/guardian of a student aged 14-15	48	23	25	7	32	9	7	28	10	33	15	-	37	11	30	18	15	33	10	38	42	6
	10%	10%	10%	3%	21%	10%	4%	15%	14%	19%	5%	-	10%	9%	11%	8%	15%	8%	8%	10%	13%	3%
				C		C*		F	F*	J		**			*						U	
A parent/guardian of a student aged 16-17	34	19	15	6	20	8	6	16	6	20	14	-	26	8	30	4	11	22	12	21	26	7
	7%	8%	6%	2%	13%	9%	4%	9%	8%	11%	4%	-	7%	7%	11%	2%	11%	6%	11%	6%	8%	4%
				C		C*		J		**			O		*							
A parent of a student aged 18-24	55	27	28	4	30	22	7	25	17	40	15	-	39	16	35	21	14	41	18	38	44	11
	11%	11%	11%	1%	20%	25%	4%	14%	23%	23%	5%	-	11%	14%	13%	9%	14%	10%	16%	10%	13%	7%
				C		C*		F	F*	J		**			*						U	
A parent of a student aged 25+	15	5	10	2	4	9	6	3	3	7	8	2	10	3	10	5	2	13	5	10	9	5
	3%	2%	4%	1%	3%	10%	4%	2%	4%	4%	2%	8%	3%	3%	4%	2%	3%	4%	3%	3%	3%	3%
				C*		*				**					*							
Interested in studying abroad at a post-graduation and college level sometime in the future	93	41	51	80	11	2	42	22	16	17	76	3	69	21	36	57	14	79	15	77	51	41
	19%	17%	20%	31%	7%	2%	25%	12%	21%	10%	23%	15%	19%	17%	13%	25%	14%	20%	13%	20%	16%	24%
				DE		*	G			*		**			N		*					
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	59	27	32	47	8	5	24	17	10	8	51	1	35	23	24	35	11	49	16	43	29	30
	12%	11%	12%	18%	5%	5%	15%	9%	14%	5%	16%	5%	10%	19%	9%	15%	11%	12%	14%	11%	9%	17%
				DE		*	I			*	**		L		N		*				T	
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	38	13	25	14	19	5	16	10	12	21	16	1	24	12	16	22	7	30	9	29	24	13
	8%	5%	10%	5%	13%	*	10%	5%	16%	12%	5%	5%	7%	10%	6%	10%	7%	8%	8%	7%	7%	8%
				C		*		G*	J		**		C		*							
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	80	33	47	21	40	18	21	33	19	45	35	3	50	27	53	26	19	61	22	58	60	19
	16%	14%	18%	8%	26%	21%	13%	18%	25%	26%	11%	13%	14%	23%	20%	11%	19%	15%	19%	15%	18%	11%
				C		C*		F*	J		**		L		O		*					
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor.	63	25	38	13	30	20	18	23	16	42	21	3	39	21	38	25	13	50	18	45	47	15
	13%	10%	15%	5%	20%	23%	11%	13%	22%	24%	6%	13%	11%	18%	14%	11%	13%	15%	12%	15%	15%	9%
				C		C*		F*	J		**		L		*							
None of the above	67	32	35	33	23	11	18	23	34	33	-	44	23	38	29	20	47	26	41	56	41	11
	13%	13%	13%	13%	15%	13%	11%	12%	31%	19%	10%	-	12%	19%	14%	13%	20%	12%	23%	11%	17%	6%
				C		*		FG*	J		**		L		*			S			U	
	132	63	68	49	51	32	38	52	12	42	89	10	91	30	79	53	22	110	24	108	90	41
	26%	26%	26%	19%	33%	36%	23%	28%	17%	24%	27%	47%	25%	29%	23%	21%	28%	21%	28%	21%	28%	24%
				C		C*		C*			**				*							
Sigma	832	382	450	414	275	144	281	292	152	326	506	32	589	211	439	394	171	662	198	634	542	290
	166%	159%	173%	159%	181%	162%	169%	159%	204%	187%	155%	145%	164%	178%	162%	172%	170%	166%	174%	164%	166%	167%

Global @dvisor: Education Brand Refresh

Q51. Indicate which of the following descriptions apply to you personally. I am...

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: All Respondents (unwtd)	502	226	276	224	154	124	66	83	353	340	162	-	49	453	286	216	141	361	281	221	426	71	
Base: All Respondents (wtd)	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
A student aged 16-17	4	2	2	4	-	-	1	-	3	-	4	-	3	1	-	4	-	4	1	3	1	3	
	1%	1%	1%	1%	-	-	1%	-	1%	-	2%	-	5%	0%	-	2%	-	4%	1%	3%	0%	4%	
A student aged 18-24	83	41	41	82	1	-	29	14	40	8	75	-	23	60	26	57	22	61	29	54	44	34	
	17%	16%	17%	31%	1%	-	39%	16%	12%	3%	39%	-	43%	13%	9%	27%	15%	17%	10%	24%	11%	47%	
A student aged 25+	38	25	14	30	8	1	6	11	21	12	26	-	5	33	22	16	13	25	23	16	35	4	
	8%	10%	6%	11%	5%	1%	9%	12%	6%	4%	14%	-	10%	7%	8%	8%	9%	7%	8%	7%	8%	5%	
A parent/guardian of a student aged 14-15	51	26	25	3	37	11	2	8	41	50	1	-	3	48	40	11	13	38	36	15	49	2	
	10%	10%	10%	1%	26%	12%	3%	9%	12%	16%	0%	-	6%	11%	14%	5%	9%	11%	13%	7%	12%	3%	
A parent/guardian of a student aged 16-17	29	15	14	6	15	9	1	8	20	25	3	-	2	26	23	6	9	20	22	7	28	1	
	6%	6%	6%	2%	10%	9%	2%	9%	6%	8%	2%	-	4%	6%	8%	3%	6%	6%	8%	3%	7%	1%	
A parent of a student aged 18-24	51	25	27	6	24	21	1	7	43	50	2	-	2	49	36	16	15	36	40	11	49	3	
	10%	10%	11%	2%	17%	23%	2%	8%	13%	16%	1%	-	4%	11%	12%	7%	10%	10%	14%	5%	12%	4%	
A parent of a student aged 25+	43	20	23	11	9	23	3	9	31	40	4	-	5	39	28	15	17	26	29	14	37	7	
	9%	8%	10%	4%	6%	25%	4%	10%	9%	13%	2%	-	9%	9%	10%	7%	12%	7%	10%	6%	9%	9%	
Interested in studying abroad at a post-graduation and college level sometime in the future	59	30	28	40	14	5	17	10	31	25	34	-	3	55	35	24	20	39	32	27	49	10	
	12%	12%	12%	15%	10%	5%	22%	12%	9%	8%	17%	-	6%	12%	12%	11%	13%	11%	11%	12%	12%	13%	
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	73	39	34	56	12	4	10	11	52	34	38	-	2	70	43	29	21	51	42	31	60	11	
	15%	15%	14%	21%	9%	4%	13%	13%	15%	11%	20%	-	4%	16%	15%	14%	15%	15%	15%	14%	14%	15%	
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	48	32	16	18	26	5	2	9	37	41	7	-	-	48	37	11	20	28	37	11	43	5	
	10%	12%	7%	7%	18%	5%	3%	11%	11%	13%	4%	-	-	11%	13%	5%	14%	8%	13%	5%	10%	6%	
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	64	37	27	19	31	15	2	11	51	60	4	-	2	62	46	18	18	46	47	17	62	2	
	13%	14%	11%	7%	22%	16%	2%	13%	15%	20%	2%	-	4%	14%	16%	8%	12%	13%	17%	8%	15%	3%	
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor.	85	40	45	25	32	27	3	12	70	70	15	-	1	83	57	28	29	56	62	23	80	4	
	17%	16%	18%	9%	23%	29%	4%	14%	21%	23%	8%	-	3%	19%	20%	13%	20%	16%	22%	11%	19%	5%	
None of the above	73	39	35	32	23	19	15	8	51	45	28	-	8	65	38	36	10	64	22	52	62	11	
	15%	15%	14%	12%	16%	20%	2%	9%	15%	15%	15%	-	15%	15%	13%	17%	7%	18%	8%	23%	15%	15%	
Sigma	791	420	371	373	256	162	97	140	554	522	269	-	66	725	491	300	243	548	485	306	678	103	
	158%	164%	152%	140%	183%	174%	130%	162%	164%	170%	139%	-	125%	162%	170%	141%	166%	155%	173%	139%	161%	139%	
Summary																							
Student (Net)	125	68	57	115	9	1	37	25	63	20	105	-	31	94	48	77	35	90	53	72	80	41	
	25%	26%	23%	43%	6%	1%	49%	29%	19%	7%	54%	-	58%	21%	17%	36%	24%	25%	19%	33%	19%	55%	
Parent (Net)	150	74	76	24	73	53	7	26	117	140	10	-	9	140	106	43	47	103	107	43	139	10	
	30%	29%	31%	9%	52%	56%	10%	30%	34%	46%	5%	-	18%	31%	37%	20%	32%	29%	38%	19%	33%	14%	
Influencer	89	50	39	42	25	22	3	21	65	61	28	-	5	84	61	29	36	54	64	26	81	7	
	18%	20%	16%	16%	18%	24%	5%	25%	19%	20%	14%	-	10%	19%	21%	14%	25%	15%	23%	12%	19%	9%	
Parent (Net) + Influencer	217	114	103	66	87	65	11	42	164	183	35	-	14	203	149	68	74	144	154	64	200	16	
	43%	44%	42%	25%	62%	70%	14%	49%	49%	60%	18%	-	26%	45%	52%	32%	50%	41%	55%	29%	47%	21%	
Student interested personally (Net)	28	13	15	23	5	-	10	3	15	7	21	-	2	26	10	18	5	24	11	18	19	8	
	6%	5%	6%	9%	4%	-	13%	4%	4%	2%	11%	-	5%	6%	3%	9%	3%	7%	4%	8%	5%	11%	
Student not interested personally (Net)	97	55	42	92	3	1	27	21	48	13	84	-	29	68	38	59	30	66	42	55	61	33	
	19%	21%	17%	35%	2%	1%	36%	25%	14%	4%	43%	-	54%	15%	13%	28%	21%	19%	15%	25%	14%	44%	
(Parent) Interested for Child (Net)	53	25	28	4	28	21	-	6	47	49	4	-	3	50	37	16	16	37	38	15	50	3	
	11%	10%	12%	1%	20%	23%	-	7%	14%	16%	2%	-	5%	11%	13%	7%	11%	10%	14%	7%	12%	4%	
(Parent) Not interested for Child (Net)	97	49	48	21	45	31	7	19	70	91	6	-	7	90	69	27	31	66	69	28	89	8	
	19%	19%	20%	8%	32%	34%	10%	22%	21%	30%	3%	-	12%	20%	24%	13%	21%	19%	25%	13%	21%	10%	
(Proxy) Adult interested for Self (Net)	22	14	8	8	10	4	3	6	13	13	9	-	-	22	16	6	7	14	14	8	20	2	
	4%	5%	3%	3%	7%	4%	4%	6%	4%	4%	5%	-	-	5%	6%	3%	5%	4%	5%	3%	5%	3%	

[Table of Contents](#)

Global @divisor: Education Brand Refresh

Q1. If you/your child/a young person you know were considering studying in another country, which of the following sources would you consider to be the most important to info

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
A 'Studying Abroad' information session	189	100	89
	19%	20%	18%
An Education Fair		123	95
	22%	25%	19%
A television advertisement	39	8	31
	4%	2%	6%
A radio advertisement	10	3	6
	1%	1%	1%
A print advertisement	19	3	16
	2%	1%	3%
An online advertisement	61	32	29
	6%	6%	6%
A television program	29	9	21
	3%	2%	4%
A radio program	16	5	11
	2%	1%	2%
An article in a newspaper or magazine	57	16	41
	6%	3%	8%
A friend	100	21	79
	10%	4%	16%
An immediate family member (such as a parent or sibling)	112	40	71
	11%	8%	14%
An extended family member (such as an aunt, uncle, cousin or grandparent)	89	34	54
	9%	7%	11%
A person who has studied abroad	227	98	129
	23%	20%	26%
A teacher or guidance counselor	216	105	111
	22%	21%	22%
Websites of colleges and universities abroad	328	196	132
	33%	39%	26%
Twitter	33	6	27
	3%	1%	5%
Youtube	84	27	57
	8%	5%	11%
Facebook	120	37	83
	12%	7%	17%
Foreign government websites	179	117	62
	18%	23%	12%
Education Advisor at an Embassy/Consulate/High Commission	272	140	133
	27%	28%	27%
Website (unspecified)	1	1	-
	0%	0%	-
Other	4	4	-
	0%	1%	-
Nothing	1	1	-
	0%	0%	-
Don't know/Not sure	72	45	27
	7%	9%	5%
Sigma	2475	1172	1304
	248%	234%	261%
Summary			
Online & Social Media (Net)	585	304	281
	59%	61%	56%
Radio Media (Net)	24	8	15
	2%	2%	3%
Television Media (Net)	67	17	50
	7%	3%	10%
Print Media (Net)	74	19	55
	7%	4%	11%
In-Person Event (Net)	360	200	160
	36%	40%	32%
Friend/Family Member (Net)	259	81	177
	26%	16%	35%
Other Person/Influencer (Net)	567	280	287
	57%	56%	57%
Other	4	4	-
	0%	1%	-

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q1. If you/your child/a young person you know were considering studying in another country, which of the following sources would you consider to be the most important to info

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
A 'Studying Abroad' information session	189	-	100	-	89	-	89	-
	19%	-	20%	-	18%	-	18%	-
An Education Fair	218	-	123	-	95	-	95	-
	22%	-	25%	-	19%	-	19%	-
A television advertisement	39	-	8	-	31	-	31	-
	4%	-	2%	-	6%	-	6%	-
A radio advertisement	10	-	3	-	6	-	6	-
	1%	-	1%	-	1%	-	1%	-
A print advertisement	19	-	3	-	16	-	16	-
	2%	-	1%	-	3%	-	3%	-
An online advertisement	61	-	32	-	29	-	29	-
	6%	-	6%	-	6%	-	6%	-
A television program	29	-	9	-	21	-	21	-
	3%	-	2%	-	4%	-	4%	-
A radio program	16	-	5	-	11	-	11	-
	2%	-	1%	-	2%	-	2%	-
An article in a newspaper or magazine	57	-	16	-	41	-	41	-
	6%	-	3%	-	8%	-	8%	-
A friend	100	-	21	-	79	-	79	-
	10%	-	4%	-	16%	-	16%	-
An immediate family member (such as a parent or sibling)	112	-	40	-	71	-	71	-
	11%	-	8%	-	14%	-	14%	-
An extended family member (such as an aunt, uncle, cousin or grandparent)	89	-	34	-	54	-	54	-
	9%	-	7%	-	11%	-	11%	-
A person who has studied abroad	227	-	98	-	129	-	129	-
	23%	-	20%	-	26%	-	26%	-
A teacher or guidance counselor	216	-	105	-	111	-	111	-
	22%	-	21%	-	22%	-	22%	-
Websites of colleges and universities abroad	328	-	196	-	132	-	132	-
	33%	-	39%	-	26%	-	26%	-
Twitter	33	-	6	-	27	-	27	-
	3%	-	1%	-	5%	-	5%	-
Youtube	84	-	27	-	57	-	57	-
	8%	-	5%	-	11%	-	11%	-
Facebook	120	-	37	-	83	-	83	-
	12%	-	7%	-	17%	-	17%	-
Foreign government websites	179	-	117	-	62	-	62	-
	18%	-	23%	-	12%	-	12%	-
Education Advisor at an Embassy/Consulate/High Commission	272	-	140	-	133	-	133	-
	27%	-	28%	-	27%	-	27%	-
Website (unspecified)	1	-	1	-	-	-	-	-
	0%	-	0%	-	-	-	-	-
Other	4	-	4	-	-	-	-	-
	0%	-	1%	-	-	-	-	-
Nothing	1	-	1	-	-	-	-	-
	0%	-	0%	-	-	-	-	-
Don't know/Not sure	72	-	45	-	27	-	27	-
	7%	-	9%	-	5%	-	5%	-
Sigma	2475	-	1172	-	1304	-	1304	-
	248%	-	234%	-	261%	-	261%	-
Summary								
Online & Social Media (Net)	585	-	304	-	281	-	281	-
	59%	-	61%	-	56%	-	56%	-
Radio Media (Net)	24	-	8	-	15	-	15	-
	2%	-	2%	-	3%	-	3%	-
Television Media (Net)	67	-	17	-	50	-	50	-
	7%	-	3%	-	10%	-	10%	-
Print Media (Net)	74	-	19	-	55	-	55	-
	7%	-	4%	-	11%	-	11%	-
In-Person Event (Net)	360	-	200	-	160	-	160	-
	36%	-	40%	-	32%	-	32%	-
Friend/Family Member (Net)	259	-	81	-	177	-	177	-
	26%	-	16%	-	35%	-	35%	-
Other Person/Influencer (Net)	567	-	280	-	287	-	287	-
	57%	-	56%	-	57%	-	57%	-
Other	4	-	4	-	-	-	-	-
	0%	-	1%	-	-	-	-	-

Q1: If you/your child/a young person you know were considering studying in another country, which of the following sources would you consider to be the most important to inform you/their decision of where to study?

Proportions/Mean: Overlap formulae used

- Column Proportions: Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means: Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U

Minimum Base: 30 (**), Small Base: 100 (*)

Table with columns for Source, Gender (Male/Female), Age (Under 35, 35 to 49, 50 to 64), Household Income (Low, Medium, High), Marital Status (Married, Other), Education (Low, Medium, High), Chief Income Earner (Yes/No), Business Owner (Yes/No), Senior Executive/Decision (Yes/No), and Employment Status (Total Employed, Non Employed).

Global @dvisor: Education Brand Refresh

Q2_1. [First choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1006	489	517	507	284	215	221	266	448	518	488	17	308	681	570	436	247	759	413	593	770	231
Base: All Respondents (wtd)	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
United States	393	187	206	196	119	78	83	97	195	218	175	9	135	249	213	180	90	303	162	232	300	91
	39%	38%	41%	37%	41%	43%	34%	36%	47%	45%	43%	**	33%	44%	38%	41%	36%	40%	41%	38%	40%	37%
Canada	98	41	57	43	35	20	34	27	33	45	53	-	52	46	65	33	18	80	30	68	75	22
	10%	8%	11%	8%	12%	11%	14%	10%	8%	9%	10%	**	13%	8%	12%	8%	7%	11%	8%	11%	10%	9%
United Kingdom	95	48	47	31	41	23	10	27	48	55	40	3	28	65	33	15	80	42	53	84	12	
	10%	10%	9%	6%	14%	13%	4%	10%	12%	11%	8%	**	7%	11%	11%	7%	6%	11%	11%	9%	11%	5%
Australia	80	41	38	45	26	9	13	23	43	48	31	-	15	65	57	23	30	49	48	31	65	15
	8%	8%	8%	9%	9%	5%	5%	9%	10%	10%	6%	**	4%	11%	10%	5%	12%	7%	12%	5%	9%	6%
Spain	73	37	36	47	15	11	25	24	13	15	58	5	48	20	38	35	16	57	15	58	43	30
	7%	7%	7%	9%	5%	6%	10%	9%	3%	3%	11%	21%	12%	4%	7%	8%	6%	8%	4%	10%	6%	12%
Germany	72	42	30	47	17	7	19	21	26	31	41	-	34	38	36	35	25	47	29	43	47	23
	7%	8%	6%	9%	6%	4%	8%	8%	6%	6%	8%	**	8%	7%	7%	8%	10%	6%	7%	7%	6%	9%
Japan	43	26	17	27	11	5	11	17	9	16	26	1	28	14	27	16	9	33	14	29	30	13
	4%	5%	3%	5%	4%	3%	5%	6%	2%	3%	5%	4%	7%	2%	5%	4%	4%	4%	3%	5%	4%	5%
France	26	13	12	18	3	4	7	6	9	8	18	1	11	13	10	15	11	14	11	15	21	5
	3%	3%	2%	3%	1%	2%	3%	2%	2%	2%	3%	5%	3%	2%	2%	4%	5%	2%	3%	2%	3%	2%
New Zealand	25	17	8	18	3	4	5	5	13	10	14	-	8	17	14	11	9	16	13	12	22	3
	2%	3%	2%	3%	1%	2%	2%	2%	3%	2%	3%	**	2%	3%	2%	3%	4%	2%	3%	2%	3%	1%
Korea	10	3	7	7	3	-	8	2	*	4	6	1	6	3	2	8	4	6	4	6	5	5
	1%	1%	1%	1%	1%	-	3%	1%	0%	1%	1%	5%	2%	0%	0%	2%	2%	1%	1%	1%	1%	2%
China	9	6	3	4	2	3	3	*	3	3	5	-	3	5	6	3	5	3	6	3	8	1
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	**	1%	1%	1%	1%	2%	0%	1%	0%	1%	0%
Malaysia	8	2	6	7	-	1	3	-	5	3	5	-	1	7	3	5	3	5	4	4	7	1
	1%	1%	1%	1%	-	0%	1%	-	1%	1%	1%	**	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Other	13	5	8	10	2	1	3	7	1	3	10	-	7	6	3	10	3	10	3	10	9	4
	1%	1%	2%	2%	1%	1%	1%	3%	0%	1%	2%	**	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%
Would never consider/don't know anyone who would consider studying abroad	56	28	28	26	13	16	16	14	15	20	36	2	35	19	23	32	8	48	12	43	31	25
	6%	6%	6%	5%	5%	9%	7%	5%	4%	4%	7%	10%	8%	3%	4%	7%	3%	6%	3%	7%	4%	10%
Sigma	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q2_1. [First choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
United States	393	154	239
	39%	31%	48%
			A
Canada	98	67	31
	10%	13%	6%
			B
United Kingdom	95	38	57
	10%	8%	11%
Australia	80	10	70
	8%	2%	14%
			A
Spain	73	71	2
	7%	14%	0%
			B
Germany	72	46	26
	7%	9%	5%
			B
Japan	43	32	10
	4%	6%	2%
			B
France	26	16	10
	3%	3%	2%
New Zealand	25	6	19
	2%	1%	4%
			A
Korea	10	9	1
	1%	2%	0%
			B
China	9	6	3
	1%	1%	1%
Malaysia	8	-	8
	1%	-	2%
			A
Other	13	8	6
	1%	2%	1%
Would never consider/don't know anyone who would consider studying abroad	56	37	19
	6%	7%	4%
			B
Sigma	1000	500	500
	100%	100%	100%

Global @dvisor: Education Brand Refresh

Q2_1. [First choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they w

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
United States	393	-	154	-	239	-	239	-
	39%	-	31%	-	48%	-	48%	-
					B		B	
Canada	98	-	67	-	31	-	31	-
	10%	-	13%	-	6%	-	6%	-
			DF					
United Kingdom	95	-	38	-	57	-	57	-
	10%	-	8%	-	11%	-	11%	-
Australia	80	-	10	-	70	-	70	-
	8%	-	2%	-	14%	-	14%	-
					B		B	
Spain	73	-	71	-	2	-	2	-
	7%	-	14%	-	0%	-	0%	-
			DF					
Germany	72	-	46	-	26	-	26	-
	7%	-	9%	-	5%	-	5%	-
			DF					
Japan	43	-	32	-	10	-	10	-
	4%	-	6%	-	2%	-	2%	-
			DF					
France	26	-	16	-	10	-	10	-
	3%	-	3%	-	2%	-	2%	-
New Zealand	25	-	6	-	19	-	19	-
	2%	-	1%	-	4%	-	4%	-
					B		B	
Korea	10	-	9	-	1	-	1	-
	1%	-	2%	-	0%	-	0%	-
			DF					
China	9	-	6	-	3	-	3	-
	1%	-	1%	-	1%	-	1%	-
Malaysia	8	-	-	-	8	-	8	-
	1%	-	-	-	2%	-	2%	-
					B		B	
Other	13	-	8	-	6	-	6	-
	1%	-	2%	-	1%	-	1%	-
Would never consider/don't know anyone who would consider studying abroad	56	-	37	-	19	-	19	-
	6%	-	7%	-	4%	-	4%	-
			DF					
Sigma	1000	-	500	-	500	-	500	-
	100%	-	100%	-	100%	-	100%	-

Global @dvisor: Education Brand Refresh

Q2_1. [First choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	263	241	283	130	91	155	183	95	178	326	17	259	228	284	220	106	398	132	372	344	160
Base: All Respondents (wtd)	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173
United States	154	68	86	77	47	31	48	66	22	68	86	9	109	36	83	72	28	127	37	118	105	50
	31%	28%	33%	30%	31%	34%	29%	36%	30%	39%	26%	43%	30%	30%	30%	31%	28%	32%	32%	30%	32%	29%
Spain	71	37	34	45	15	11	25	24	11	13	58	5	48	18	36	35	14	57	13	58	41	30
	14%	15%	13%	17%	10%	12%	15%	13%	14%	8%	18%	21%	13%	15%	13%	15%	14%	14%	11%	15%	12%	18%
Canada	67	27	40	26	30	12	25	23	15	25	42	-	47	21	45	23	9	58	16	51	49	18
	13%	11%	15%	10%	20%	13%	15%	12%	20%	15%	13%	-	13%	17%	17%	10%	9%	15%	14%	13%	15%	10%
Germany	46	24	22	30	10	7	18	16	6	18	28	-	33	13	22	24	12	34	12	34	27	19
	9%	10%	8%	11%	6%	8%	11%	9%	8%	10%	9%	-	9%	11%	8%	10%	12%	9%	10%	9%	8%	11%
United Kingdom	38	22	16	13	18	7	5	18	5	16	22	3	25	10	23	15	6	32	6	32	29	9
	8%	9%	6%	5%	12%	8%	3%	10%	7%	9%	7%	12%	7%	9%	9%	6%	6%	8%	5%	8%	9%	5%
Japan	32	19	13	19	9	4	9	12	6	12	20	1	26	5	21	12	8	24	8	25	22	10
	6%	8%	5%	7%	6%	5%	6%	6%	8%	7%	6%	4%	7%	4%	8%	5%	8%	6%	7%	6%	7%	6%
France	16	9	7	12	2	2	6	6	1	3	13	1	11	5	6	10	5	11	4	12	11	5
	3%	4%	3%	5%	1%	3%	4%	3%	1%	2%	4%	5%	3%	4%	2%	4%	5%	3%	3%	3%	3%	3%
Australia	10	2	8	4	4	3	6	3	1	3	7	-	8	2	7	3	1	9	1	9	5	5
	2%	1%	3%	1%	2%	3%	4%	2%	1%	1%	2%	-	2%	1%	3%	1%	1%	2%	1%	2%	2%	3%
Korea	9	2	7	6	3	-	8	1	*	3	6	1	6	1	1	8	3	6	3	6	4	5
	2%	1%	3%	2%	2%	-	5%	0%	1%	2%	2%	5%	2%	1%	0%	4%	3%	1%	3%	1%	1%	3%
China	6	4	1	3	1	2	2	*	2	2	4	-	3	3	4	2	3	3	4	2	5	*
	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	1%	-	1%	2%	1%	1%	3%	1%	3%	1%	2%	0%
New Zealand	6	2	4	4	-	2	1	1	2	2	4	-	5	*	3	3	3	3	2	4	5	1
	1%	1%	1%	2%	-	2%	1%	1%	2%	1%	1%	-	1%	0%	1%	1%	3%	1%	2%	1%	1%	1%
Other	8	4	4	4	2	1	2	3	-	-	8	-	6	1	2	6	2	6	2	6	4	3
	2%	2%	2%	2%	1%	2%	1%	2%	5	-	2%	-	2%	1%	1%	3%	2%	1%	2%	2%	1%	2%
Would never consider/don't know anyone who would consider studying abroad	37	19	17	18	11	8	11	11	4	9	28	2	31	3	19	18	8	29	7	30	19	17
	7%	8%	7%	7%	7%	9%	6%	6%	6%	5%	9%	10%	9%	3%	7%	8%	8%	7%	6%	8%	6%	10%
Sigma	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q2_1. [First choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India																						
	India Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	502	226	276	224	154	124	66	83	353	340	162	-	49	453	286	216	141	361	281	221	426	71	
Base: All Respondents (wtd)	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
United States	239	119	120	119	72	48	35	31	173	150	89	-	26	213	130	108	62	177	125	114	195	41	
	48%	46%	49%	45%	51%	51%	46%	36%	51%	49%	46%	-	49%	48%	45%	51%	42%	50%	45%	52%	46%	55%	
Australia	70	39	30	41	22	6	7	20	42	46	24	-	6	63	49	20	29	40	47	22	59	10	
	14%	15%	13%	16%	16%	6%	9%	23%	13%	15%	12%	-	12%	14%	17%	10%	20%	11%	17%	10%	14%	14%	
United Kingdom	57	26	31	19	22	16	5	9	43	39	18	-	3	54	39	19	10	48	36	21	55	2	
	11%	10%	13%	7%	16%	18%	7%	10%	13%	13%	10%	-	5%	12%	13%	9%	7%	13%	13%	10%	13%	3%	
Canada	31	14	17	17	6	8	9	4	18	20	11	-	6	25	20	11	9	22	14	17	26	4	
	6%	5%	7%	6%	4%	9%	12%	5%	5%	6%	6%	-	11%	6%	7%	5%	6%	6%	5%	8%	6%	5%	
Germany	26	17	8	17	8	1	1	5	20	13	13	-	1	25	14	12	13	13	17	9	21	4	
	5%	7%	3%	6%	6%	1%	2%	6%	6%	4%	7%	-	2%	6%	5%	6%	9%	4%	6%	4%	5%	5%	
New Zealand	19	15	4	14	3	3	4	4	11	9	10	-	3	17	11	8	6	13	11	8	18	2	
	4%	6%	2%	5%	2%	3%	5%	5%	3%	3%	5%	-	5%	4%	4%	4%	4%	4%	4%	4%	4%	2%	
Japan	10	6	4	7	2	1	2	5	4	4	6	-	2	8	6	4	1	9	6	4	8	2	
	2%	2%	2%	3%	1%	1%	2%	6%	1%	1%	3%	-	3%	2%	2%	2%	1%	3%	2%	2%	2%	3%	
France	10	5	5	6	2	2	1	-	8	5	5	-	1	9	4	5	6	3	7	2	10	-	
	2%	2%	2%	2%	1%	2%	2%	-	2%	2%	3%	-	2%	2%	1%	3%	4%	1%	3%	1%	2%	-	
Malaysia	8	2	6	7	-	1	3	-	5	3	5	-	1	7	3	5	3	5	4	4	7	1	
	2%	1%	2%	3%	-	1%	5%	-	1%	1%	3%	-	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	
China	3	1	1	1	1	1	1	-	1	1	1	-	-	3	2	1	2	1	2	1	2	1	
	1%	0%	1%	0%	1%	1%	2%	-	0%	0%	1%	-	-	1%	1%	0%	1%	0%	1%	0%	1%	1%	
Spain	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	2	-	2	-	2	-	
	0%	-	1%	1%	-	-	-	-	1%	1%	-	-	-	0%	1%	-	1%	-	1%	-	1%	-	
Korea	1	1	-	1	-	-	-	1	-	1	-	-	-	1	1	-	1	-	1	-	1	-	
	0%	0%	-	0%	-	-	-	1%	-	0%	-	-	-	0%	0%	-	1%	-	0%	-	0%	-	
Other	6	1	5	6	-	-	1	4	1	3	2	-	1	5	1	5	1	5	1	5	5	1	
	1%	0%	2%	2%	-	-	2%	4%	0%	1%	1%	-	2%	1%	0%	2%	1%	1%	0%	2%	1%	2%	
Would never consider/don't know anyone who would consider studying abroad	19	9	10	9	2	8	5	3	11	11	8	-	4	15	5	14	-	19	5	14	12	7	
	4%	3%	4%	3%	2%	9%	7%	3%	3%	4%	4%	-	7%	3%	2%	7%	-	5%	2%	6%	3%	10%	
Sigma	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_2. [Second choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1006	489	517	507	284	215	221	266	448	518	488	17	308	681	570	436	247	759	413	593	770	231
Base: All Respondents (wtd)	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
United Kingdom	185	95	89	89	54	42	30	42	103	105	80	-	48	136	122	63	53	132	86	99	145	40
	18%	19%	18%	17%	18%	23%	13%	15%	25%	22%	15%	**	12%	24%	22%	14%	21%	18%	22%	16%	19%	16%
												**			O				S			
United States	160	82	78	78	56	27	40	40	70	74	86	5	62	93	86	74	34	126	62	98	119	38
	16%	17%	16%	15%	19%	15%	16%	15%	17%	15%	17%	23%	15%	16%	15%	17%	14%	17%	16%	16%	16%	15%
Canada	129	60	69	63	40	26	21	33	63	68	60	6	46	77	80	49	39	90	57	71	102	27
	13%	12%	14%	12%	14%	15%	9%	12%	15%	14%	12%	26%	11%	14%	14%	11%	16%	12%	15%	12%	14%	11%
Australia	98	44	54	45	32	21	14	13	71	65	33	-	16	83	60	39	23	75	50	48	86	11
	10%	9%	11%	9%	11%	12%	6%	5%	17%	13%	6%	**	4%	15%	11%	9%	10%	10%	13%	8%	12%	4%
												**			S							
Spain	88	42	45	59	21	7	33	32	12	35	53	2	62	24	44	43	16	71	19	68	63	24
	9%	9%	9%	11%	7%	4%	14%	12%	3%	7%	10%	**	15%	4%	8%	10%	7%	9%	5%	11%	8%	10%
												**			R							
Germany	87	46	41	49	27	12	25	29	28	38	49	2	39	47	45	42	21	67	34	53	67	20
	9%	9%	8%	9%	9%	7%	10%	11%	7%	8%	9%	8%	9%	8%	8%	10%	8%	9%	9%	9%	9%	8%
France	68	28	40	36	23	8	22	24	15	18	50	1	43	24	36	32	17	51	24	44	44	23
	7%	6%	8%	7%	8%	5%	9%	9%	4%	4%	10%	5%	10%	4%	6%	7%	7%	7%	6%	7%	6%	9%
												**										
Japan	60	36	24	38	14	7	19	19	15	25	35	3	30	28	29	31	19	42	25	35	40	20
	6%	7%	5%	7%	5%	4%	8%	7%	4%	5%	7%	**	12%	7%	5%	7%	8%	6%	6%	5%	5%	8%
												**										
China	19	6	12	8	5	5	8	7	3	7	11	1	12	5	11	8	2	17	4	15	12	6
	2%	1%	2%	2%	2%	3%	3%	2%	1%	1%	2%	6%	3%	1%	2%	2%	1%	2%	1%	2%	2%	2%
												**										
												**										
New Zealand	17	11	6	10	5	2	3	5	9	13	4	-	1	16	12	5	5	12	8	9	16	1
	2%	2%	1%	2%	2%	1%	1%	2%	2%	3%	1%	**	0%	3%	2%	1%	2%	2%	2%	1%	2%	0%
												**										
Malaysia	8	5	3	5	1	2	1	2	5	4	4	-	-	8	3	5	4	4	6	2	6	2
	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	**	-	1%	0%	1%	2%	1%	1%	0%	1%	1%
												**										
Korea	6	3	3	6	-	-	2	3	1	3	3	-	5	2	3	3	3	3	2	4	4	2
	1%	1%	1%	1%	-	-	1%	1%	0%	1%	1%	**	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%
												**										
Other	20	9	10	13	1	6	7	8	4	6	14	-	14	6	6	14	3	17	3	17	11	8
	2%	2%	2%	3%	0%	3%	3%	3%	1%	1%	3%	**	3%	1%	1%	3%	1%	2%	1%	3%	2%	3%
												**										
												**										
Would never consider/don't know anyone who would consider studying abroad	56	28	28	26	13	16	16	14	15	20	36	2	35	19	23	32	8	48	12	43	31	25
	6%	6%	6%	5%	5%	9%	7%	5%	4%	4%	7%	**	8%	3%	4%	7%	3%	6%	3%	7%	4%	10%
												**										
												**										
Sigma	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q2_2. [Second choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they w

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
United Kingdom	185	46	139
	18%	9%	28%
			A
United States	160	81	79
	16%	16%	16%
Canada	129	66	62
	13%	13%	12%
Australia	98	9	89
	10%	2%	18%
			A
Spain	88	83	4
	9%	17%	1%
		B	
Germany	87	47	40
	9%	9%	8%
France	68	57	11
	7%	11%	2%
		B	
Japan	60	37	24
	6%	7%	5%
China	19	15	3
	2%	3%	1%
		B	
New Zealand	17	4	13
	2%	1%	3%
			A
Malaysia	8	-	8
	1%	-	2%
			A
Korea	6	5	1
	1%	1%	0%
Other	20	12	8
	2%	2%	2%
Would never consider/don't know anyone who would consider studying abroad	56	37	19
	6%	7%	4%
		B	
Sigma	1000	500	500
	100%	100%	100%

Global @dvisor: Education Brand Refresh

Q2_2. [Second choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
United Kingdom	185	-	46	-	139	-	139	-
	18%	-	9%	-	28%	-	28%	-
					B		B	
United States	160	-	81	-	79	-	79	-
	16%	-	16%	-	16%	-	16%	-
Canada	129	-	66	-	62	-	62	-
	13%	-	13%	-	12%	-	12%	-
Australia	98	-	9	-	89	-	89	-
	10%	-	2%	-	18%	-	18%	-
					B		B	
Spain	88	-	83	-	4	-	4	-
	9%	-	17%	-	1%	-	1%	-
			DF					
Germany	87	-	47	-	40	-	40	-
	9%	-	9%	-	8%	-	8%	-
France	68	-	57	-	11	-	11	-
	7%	-	11%	-	2%	-	2%	-
			DF					
Japan	60	-	37	-	24	-	24	-
	6%	-	7%	-	5%	-	5%	-
China	19	-	15	-	3	-	3	-
	2%	-	3%	-	1%	-	1%	-
			DF					
New Zealand	17	-	4	-	13	-	13	-
	2%	-	1%	-	3%	-	3%	-
					B		B	
Malaysia	8	-	-	-	8	-	8	-
	1%	-	-	-	2%	-	2%	-
					B		B	
Korea	6	-	5	-	1	-	1	-
	1%	-	1%	-	0%	-	0%	-
Other	20	-	12	-	8	-	8	-
	2%	-	2%	-	2%	-	2%	-
Would never consider/don't know anyone who would consider studying abroad	56	-	37	-	19	-	19	-
	6%	-	7%	-	4%	-	4%	-
			DF					
Sigma	1000	-	500	-	500	-	500	-
	100%	-	100%	-	100%	-	100%	-

Global @visor: Education Brand Refresh

Q2_2. [Second choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico																						
	Mexico Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	504	263	241	283	130	91	155	183	95	178	326	17	259	228	284	220	106	398	132	372	344	160	
Base: All Respondents (wtd)	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173	
Spain	83	42	41	56	21	7	30	32	11	34	49	2	59	22	43	40	14	69	17	66	60	23	
	17%	18%	16%	22%	14%	8%	18%	17%	14%	20%	15%	10%	17%	18%	16%	17%	14%	17%	15%	17%	18%	13%	
United States	81	38	43	40	28	13	30	26	15	27	54	5	56	20	43	38	15	66	13	68	51	30	
	16%	16%	17%	16%	18%	15%	18%	14%	20%	15%	17%	23%	16%	16%	16%	17%	15%	17%	11%	18%	16%	18%	
Canada	66	31	35	27	23	16	17	24	13	28	38	6	42	19	39	27	18	48	21	45	46	20	
	13%	13%	14%	11%	15%	18%	10%	13%	18%	16%	12%	26%	12%	16%	15%	12%	18%	12%	19%	12%	14%	12%	
France	57	22	35	30	20	8	21	23	7	13	45	1	43	13	28	30	12	45	17	41	35	23	
	11%	9%	13%	11%	13%	9%	13%	13%	9%	7%	14%	5%	12%	11%	10%	13%	12%	11%	15%	11%	11%	13%	
Germany	47	22	25	26	15	6	18	18	6	18	29	2	33	12	26	22	11	36	12	35	31	16	
	9%	9%	10%	10%	10%	7%	11%	10%	8%	10%	9%	8%	9%	10%	9%	9%	11%	9%	11%	9%	10%	9%	
United Kingdom	46	25	21	17	16	13	8	21	7	17	29	-	31	15	32	14	7	39	8	38	31	15	
	9%	11%	8%	7%	11%	14%	5%	12%	9%	10%	9%	-	9%	13%	12%	6%	7%	10%	7%	10%	10%	9%	
Japan	37	20	17	20	12	5	12	14	3	15	21	3	27	7	16	20	8	28	10	26	23	13	
	7%	8%	6%	8%	8%	5%	7%	8%	3%	9%	7%	12%	7%	6%	6%	9%	8%	7%	9%	7%	7%	8%	
China	15	5	10	5	5	5	8	4	2	5	11	1	12	2	9	6	1	15	2	14	9	6	
	3%	2%	4%	2%	3%	6%	5%	2%	3%	3%	3%	6%	3%	1%	3%	3%	1%	4%	1%	4%	3%	4%	
Australia	9	3	6	5	2	3	5	-	4	2	7	-	7	2	5	4	*	8	2	7	7	2	
	2%	1%	2%	2%	1%	3%	3%	-	5%	1%	2%	-	2%	2%	2%	2%	0%	2%	1%	2%	2%	1%	
Korea	5	3	2	5	-	-	1	3	1	3	2	-	5	*	3	2	3	2	2	3	4	1	
	1%	1%	1%	2%	-	-	1%	2%	1%	2%	1%	-	1%	0%	1%	3%	0%	2%	2%	1%	1%	1%	
New Zealand	4	3	1	4	-	-	2	2	-	2	1	-	1	2	3	*	3	1	3	3	3	1	
	1%	1%	0%	1%	-	-	1%	1%	-	1%	0%	-	0%	2%	1%	0%	0%	1%	1%	1%	1%	1%	
Other	12	7	6	7	-	5	3	6	2	2	10	-	11	L	5	7	1	11	1	11	7	6	
	2%	3%	2%	3%	-	6%	2%	3%	3%	1%	3%	-	3%	1%	2%	3%	1%	3%	1%	3%	2%	3%	
Would never consider/don't know anyone who would consider studying abroad	37	19	17	18	11	8	11	11	4	9	28	2	31	3	19	18	8	29	7	30	19	17	
	7%	8%	7%	7%	7%	9%	6%	6%	6%	5%	9%	10%	9%	3%	7%	8%	8%	7%	6%	8%	6%	10%	
Sigma	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_2. [Second choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India																						
	India Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	502	226	276	224	154	124	66	83	353	340	162	-	49	453	286	216	141	361	281	221	426	71	
Base: All Respondents (wtd)	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
United Kingdom	139	70	69	72	38	29	22	20	96	88	51	-	17	122	90	49	45	94	78	61	113	25	
	28%	27%	28%	27%	27%	31%	30%	24%	28%	29%	26%	-	32%	27%	31%	23%	31%	26%	28%	28%	27%	33%	
Australia	89	41	48	41	30	18	9	13	67	63	26	-	9	80	54	35	23	66	48	41	79	9	
	18%	16%	20%	15%	22%	20%	12%	15%	20%	21%	14%	-	17%	18%	19%	16%	19%	17%	19%	19%	19%	12%	
United States	79	44	35	38	28	14	10	14	55	47	32	-	6	73	43	36	19	60	49	30	68	8	
	16%	17%	14%	14%	20%	15%	13%	16%	16%	15%	16%	-	11%	16%	15%	17%	13%	17%	17%	14%	16%	10%	
Canada	62	29	33	35	17	10	4	9	49	40	22	-	4	59	40	22	21	41	36	26	56	6	
	12%	11%	14%	13%	12%	11%	6%	11%	15%	13%	12%	-	7%	13%	14%	11%	14%	12%	13%	12%	13%	9%	
Germany	40	24	16	23	11	6	7	11	22	20	20	-	6	34	20	20	10	30	22	18	36	4	
	8%	9%	6%	9%	8%	6%	10%	13%	6%	7%	10%	-	11%	8%	7%	10%	7%	9%	8%	8%	9%	6%	
Japan	24	16	7	18	3	3	7	4	12	10	14	-	3	20	13	11	10	13	15	9	16	7	
	5%	6%	3%	7%	2%	3%	9%	5%	4%	3%	7%	-	6%	5%	4%	5%	7%	4%	5%	4%	4%	10%	
New Zealand	13	8	5	7	5	2	1	3	9	11	3	-	-	13	9	4	4	9	7	6	13	-	
	3%	3%	2%	2%	4%	2%	1%	4%	3%	3%	1%	-	-	3%	3%	2%	3%	3%	3%	3%	3%	-	
France	11	6	5	6	4	1	1	1	8	5	6	-	-	11	9	2	5	6	8	3	10	-	
	2%	2%	2%	2%	3%	1%	2%	1%	3%	2%	3%	-	-	2%	3%	1%	3%	2%	3%	1%	2%	-	
Malaysia	8	5	3	5	1	2	1	2	5	4	4	-	-	8	3	5	4	4	6	2	6	2	
	2%	2%	1%	2%	0%	2%	1%	3%	1%	1%	2%	-	-	2%	1%	3%	3%	1%	2%	1%	1%	3%	
Spain	4	-	4	3	1	-	2	-	2	1	3	-	2	2	1	3	2	2	2	2	3	1	
	1%	-	2%	1%	1%	-	3%	-	1%	0%	2%	-	5%	0%	0%	2%	1%	1%	1%	1%	1%	2%	
China	3	1	2	3	-	-	-	2	1	2	1	-	-	3	1	2	1	2	2	1	3	-	
	1%	0%	1%	1%	-	-	-	3%	0%	1%	0%	-	-	1%	0%	1%	1%	1%	1%	1%	1%	-	
Korea	1	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1	
	0%	-	0%	0%	-	-	2%	-	-	-	1%	-	-	0%	-	1%	-	0%	-	1%	-	2%	
Other	8	3	5	6	1	1	4	2	2	4	3	-	3	5	1	6	2	6	2	6	5	3	
	2%	1%	2%	2%	1%	1%	5%	3%	0%	1%	2%	-	5%	1%	0%	3%	1%	2%	1%	3%	1%	4%	
Would never consider/don't know anyone who would consider studying abroad	19	9	10	9	2	8	5	3	11	11	8	-	4	15	5	14	-	19	5	14	12	7	
	4%	3%	4%	3%	2%	9%	7%	3%	3%	4%	4%	-	7%	3%	2%	7%	-	5%	2%	6%	3%	10%	
Sigma	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_3. [Third choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1006	489	517	507	284	215	221	266	448	518	488	17	308	681	570	436	247	759	413	593	770	231
Base: All Respondents (wtd)	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
Germany	124	67	57	58	39	27	25	40	49	65	59	1	55	68	72	51	24	99	41	83	91	32
	12%	13%	11%	11%	13%	15%	11%	15%	12%	13%	11%	5%	13%	12%	13%	12%	10%	13%	10%	14%	12%	13%
United States	122	66	56	69	29	23	24	41	48	53	69	3	51	68	78	44	36	86	45	77	96	26
	12%	13%	11%	13%	10%	13%	10%	15%	12%	11%	13%	12%	12%	12%	14%	10%	14%	11%	11%	13%	13%	11%
Canada	116	55	61	62	37	18	29	36	44	52	64	1	48	67	68	48	26	90	44	72	90	25
	12%	11%	12%	12%	13%	10%	12%	13%	11%	11%	12%	5%	12%	12%	12%	11%	11%	12%	11%	12%	12%	10%
Australia	114	52	62	54	35	25	23	14	73	68	46	2	17	96	60	54	39	75	69	44	95	16
	11%	10%	12%	10%	12%	14%	10%	5%	18%	14%	9%	8%	4%	17%	11%	12%	16%	10%	18%	7%	13%	7%
United Kingdom	112	52	60	50	39	22	16	24	68	69	43	2	31	79	65	47	27	84	54	57	92	19
	11%	10%	12%	10%	13%	12%	7%	9%	16%	14%	8%	8%	7%	14%	12%	11%	11%	11%	14%	9%	12%	8%
France	85	37	48	50	21	14	29	23	27	43	42	7	44	34	44	41	13	72	25	61	55	30
	9%	7%	10%	10%	7%	8%	12%	9%	7%	9%	8%	31%	11%	6%	8%	9%	5%	10%	6%	10%	7%	12%
Spain	67	31	36	39	14	14	29	11	15	21	46	4	41	22	35	32	10	57	17	50	49	17
	7%	6%	7%	7%	5%	8%	12%	4%	4%	4%	9%	18%	10%	4%	6%	7%	4%	8%	4%	8%	7%	7%
Japan	64	34	30	35	25	4	16	27	14	27	37	1	33	30	32	32	18	45	17	46	41	22
	6%	7%	6%	7%	8%	2%	7%	10%	3%	6%	7%	4%	8%	5%	6%	7%	7%	6%	4%	8%	6%	9%
New Zealand	50	32	17	25	19	5	7	12	31	27	23	-	10	39	35	14	17	33	30	20	44	6
	5%	7%	3%	5%	7%	3%	3%	4%	8%	6%	4%	-	2%	7%	6%	3%	7%	4%	8%	3%	6%	2%
China	18	7	12	8	5	5	7	5	5	6	12	-	11	7	13	6	7	12	9	9	15	4
	2%	1%	2%	1%	2%	3%	3%	2%	1%	1%	2%	-	3%	1%	2%	1%	3%	2%	2%	1%	2%	1%
Malaysia	16	5	10	12	2	2	2	7	6	11	4	-	-	16	9	6	8	8	10	5	13	2
	2%	1%	2%	2%	1%	1%	1%	3%	1%	2%	1%	-	-	3%	2%	1%	3%	1%	3%	1%	2%	1%
Korea	8	4	4	8	-	1	3	3	2	1	8	-	3	5	3	5	2	6	4	5	6	3
	1%	1%	1%	1%	-	0%	1%	1%	1%	0%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	49	27	22	31	13	5	15	11	16	20	29	-	33	16	20	29	12	37	16	34	29	20
	5%	5%	4%	6%	4%	3%	6%	4%	4%	4%	6%	-	8%	3%	4%	7%	5%	5%	4%	6%	4%	8%
Would never consider/don't know anyone who would consider studying abroad	56	28	28	26	13	16	16	14	15	20	36	2	35	19	23	32	8	48	12	43	31	25
	6%	6%	6%	5%	5%	9%	7%	5%	4%	7%	10%	10%	8%	3%	4%	7%	3%	6%	3%	7%	4%	10%
Sigma	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q2_3. [Third choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
Germany	124	66	58
	12%	13%	12%
United States	122	72	50
	12%	14%	10%
Canada	116	65	51
	12%	13%	10%
Australia	114	15	99
	11%	3%	20%
			A
United Kingdom	112	36	76
	11%	7%	15%
			A
France	85	56	29
	9%	11%	6%
		B	
Spain	67	56	11
	7%	11%	2%
		B	
Japan	64	41	23
	6%	8%	5%
		B	
New Zealand	50	9	40
	5%	2%	8%
			A
China	18	14	5
	2%	3%	1%
		B	
Malaysia	16	-	16
	2%	-	3%
			A
Korea	8	4	4
	1%	1%	1%
Other	49	29	20
	5%	6%	4%
Would never consider/don't know anyone who would consider studying abroad	56	37	19
	6%	7%	4%
		B	
Sigma	1000	500	500
	100%	100%	100%

Global @dvisor: Education Brand Refresh

Q2_3. [Third choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they w

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
Germany	124	-	66	-	58	-	58	-
	12%	-	13%	-	12%	-	12%	-
United States	122	-	72	-	50	-	50	-
	12%	-	14%	-	10%	-	10%	-
Canada	116	-	65	-	51	-	51	-
	12%	-	13%	-	10%	-	10%	-
Australia	114	-	15	-	99	-	99	-
	11%	-	3%	-	20%	-	20%	-
United Kingdom	112	-	36	-	76	-	76	-
	11%	-	7%	-	15%	-	15%	-
France	85	-	56	-	29	-	29	-
	9%	-	11%	-	6%	-	6%	-
			DF					
Spain	67	-	56	-	11	-	11	-
	7%	-	11%	-	2%	-	2%	-
			DF					
Japan	64	-	41	-	23	-	23	-
	6%	-	8%	-	5%	-	5%	-
			DF					
New Zealand	50	-	9	-	40	-	40	-
	5%	-	2%	-	8%	-	8%	-
			B		B		B	
China	18	-	14	-	5	-	5	-
	2%	-	3%	-	1%	-	1%	-
			DF					
Malaysia	16	-	-	-	16	-	16	-
	2%	-	-	-	3%	-	3%	-
			B		B		B	
Korea	8	-	4	-	4	-	4	-
	1%	-	1%	-	1%	-	1%	-
Other	49	-	29	-	20	-	20	-
	5%	-	6%	-	4%	-	4%	-
Would never consider/don't know anyone who would consider studying abroad	56	-	37	-	19	-	19	-
	6%	-	7%	-	4%	-	4%	-
			DF					
Sigma	1000	-	500	-	500	-	500	-
	100%	-	100%	-	100%	-	100%	-

Global @dvisor: Education Brand Refresh

Q2_3. [Third choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	263	241	283	130	91	155	183	95	178	326	17	259	228	284	220	106	398	132	372	344	160
Base: All Respondents (wtd)	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173
United States	72	42	30	41	17	13	22	27	13	21	51	3	49	20	43	29	21	50	19	52	50	22
	72	17%	11%	16%	11%	15%	14%	15%	18%	12%	16%	12%	14%	17%	16%	13%	21%	13%	17%	14%	15%	12%
Germany	66	35	31	27	22	16	18	28	10	26	40	1	50	15	39	28	9	57	12	54	44	22
	13%	15%	12%	11%	15%	18%	11%	15%	13%	15%	12%	5%	14%	13%	14%	12%	9%	14%	11%	14%	14%	12%
Canada	65	26	39	37	22	6	22	28	8	23	42	1	44	20	32	33	11	54	16	49	46	19
	13%	11%	15%	14%	15%	7%	13%	15%	10%	13%	13%	5%	12%	17%	12%	14%	11%	13%	14%	13%	14%	11%
Spain	56	27	30	32	12	13	28	10	8	17	39	4	39	13	31	26	7	49	10	46	40	16
	11%	11%	11%	12%	8%	14%	17%	5%	11%	10%	12%	18%	11%	11%	11%	11%	7%	12%	9%	12%	12%	9%
France	56	21	35	33	13	9	20	21	9	29	27	7	36	13	31	25	7	49	11	44	34	22
	11%	9%	13%	13%	9%	10%	12%	11%	11%	16%	8%	31%	10%	11%	11%	11%	7%	12%	10%	12%	10%	13%
Japan	41	21	19	18	19	3	11	21	1	17	23	1	30	9	21	20	9	31	7	34	22	18
	8%	9%	7%	7%	12%	4%	7%	12%	2%	10%	7%	4%	8%	8%	8%	9%	9%	8%	6%	9%	7%	11%
United Kingdom	36	11	25	14	13	9	11	12	9	13	23	2	23	11	16	19	9	26	11	24	25	10
	7%	5%	9%	5%	8%	10%	7%	6%	13%	8%	7%	8%	7%	9%	6%	8%	9%	7%	10%	6%	8%	6%
Australia	15	8	7	5	6	4	2	7	3	3	12	2	9	4	11	4	7	9	7	8	11	4
	3%	4%	3%	2%	4%	5%	1%	4%	4%	2%	4%	8%	3%	4%	4%	2%	7%	2%	6%	2%	3%	2%
China	14	6	8	5	5	4	4	5	2	3	10	-	11	2	9	5	3	10	6	8	10	4
	3%	2%	3%	2%	3%	5%	3%	3%	3%	2%	3%	-	3%	2%	3%	2%	3%	3%	5%	2%	3%	2%
New Zealand	9	7	3	6	3	-	4	3	3	4	5	-	7	3	6	3	1	8	1	8	8	2
	2%	3%	1%	2%	2%	-	2%	2%	3%	3%	2%	-	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%
Korea	4	1	3	4	-	-	1	3	-	-	4	-	3	1	2	2	-	4	-	4	2	2
	1%	1%	1%	2%	-	-	1%	2%	-	-	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%
Other	29	15	14	19	8	2	10	8	4	8	21	-	26	3	11	18	7	22	5	24	15	15
	6%	6%	6%	7%	6%	2%	6%	4%	5%	5%	6%	-	7%	3%	4%	8%	7%	5%	5%	6%	4%	8%
Would never consider/don't know anyone who would consider studying abroad	37	19	17	18	11	8	11	11	4	9	28	2	31	3	19	18	8	29	7	30	19	17
	7%	8%	7%	7%	7%	9%	6%	6%	6%	5%	9%	10%	9%	3%	7%	8%	8%	7%	6%	8%	6%	10%
Sigma	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_3. [Third choice country] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India																						
	India Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	502	226	276	224	154	124	66	83	353	340	162	-	49	453	286	216	141	361	281	221	426	71	
Base: All Respondents (wtd)	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
Australia	99	43	55	49	28	21	21	8	69	65	34	-	8	91	48	50	32	66	62	36	84	12	
	99	17%	23%	18%	20%	22%	28%	9%	21%	21%	18%	-	14%	20%	17%	24%	22%	19%	22%	17%	20%	16%	
United Kingdom	76	41	35	36	27	13	5	13	58	56	20	-	7	69	49	27	18	58	43	33	66	9	
	15%	16%	15%	14%	19%	14%	7%	15%	17%	18%	10%	-	14%	15%	17%	13%	12%	16%	15%	15%	16%	12%	
Germany	58	32	26	31	17	11	7	12	39	38	19	-	5	52	34	24	15	42	29	29	47	11	
	12%	12%	11%	11%	12%	11%	9%	14%	12%	13%	10%	-	10%	12%	12%	11%	10%	12%	10%	13%	11%	14%	
Canada	51	29	22	25	15	11	7	7	37	28	23	-	4	46	36	15	15	36	27	23	44	6	
	10%	11%	9%	9%	11%	12%	9%	9%	11%	9%	12%	-	8%	10%	13%	7%	10%	10%	10%	11%	10%	7%	
United States	50	24	26	28	12	10	1	14	35	32	18	-	2	48	35	15	14	36	26	24	46	5	
	10%	9%	11%	10%	9%	11%	2%	17%	10%	11%	9%	-	4%	11%	12%	7%	10%	10%	9%	11%	11%	6%	
New Zealand	40	26	15	18	17	5	3	9	29	22	18	-	4	37	29	11	16	25	29	11	36	4	
	8%	10%	6%	7%	12%	6%	4%	10%	8%	7%	9%	-	7%	8%	10%	5%	11%	7%	10%	5%	9%	5%	
France	29	16	14	17	8	5	8	2	19	15	15	-	8	21	14	16	6	23	13	16	21	8	
	6%	6%	6%	6%	5%	5%	11%	2%	6%	5%	8%	-	16%	5%	5%	7%	4%	7%	5%	7%	5%	11%	
Japan	23	12	11	16	6	1	4	6	12	9	13	-	2	21	11	12	9	14	10	12	19	4	
	5%	5%	4%	6%	4%	1%	6%	7%	4%	3%	7%	-	4%	5%	4%	6%	6%	4%	4%	6%	4%	5%	
Malaysia	16	5	10	12	2	2	2	7	6	11	4	-	-	16	9	6	8	8	10	5	13	2	
	3%	2%	4%	4%	2%	2%	3%	8%	2%	4%	2%	-	-	3%	3%	3%	5%	2%	4%	2%	3%	3%	
Spain	11	4	7	7	2	2	1	2	8	4	6	-	2	9	5	6	3	8	7	4	9	1	
	2%	2%	3%	3%	1%	2%	2%	2%	2%	1%	3%	-	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	
China	5	1	4	3	1	1	2	-	2	2	2	-	-	5	4	1	3	2	4	1	5	-	
	1%	0%	2%	1%	1%	1%	3%	-	1%	1%	1%	-	-	1%	1%	0%	2%	0%	1%	0%	1%	-	
Korea	4	2	2	4	-	1	2	-	2	1	4	-	-	4	1	3	2	2	4	1	4	1	
	1%	1%	1%	1%	-	1%	2%	-	1%	0%	2%	-	-	1%	0%	1%	2%	1%	1%	0%	1%	1%	
Other	20	12	8	12	4	3	5	3	12	12	8	-	7	13	9	11	4	16	10	10	15	5	
	4%	5%	3%	5%	3%	4%	7%	4%	3%	4%	4%	-	14%	3%	3%	5%	3%	4%	4%	5%	4%	7%	
Would never consider/don't know anyone who would consider studying abroad	19	9	10	9	2	8	5	3	11	11	8	-	4	15	5	14	-	19	5	14	12	7	
	4%	3%	4%	3%	2%	9%	7%	3%	3%	4%	4%	-	7%	3%	2%	7%	-	5%	2%	6%	3%	10%	
Sigma	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_4. [Total Mentions] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1006	489	517	507	284	215	221	266	448	518	488	17	308	681	570	436	247	759	413	593	770	231
Base: All Respondents (wtd)	1000	497	503	527	291	182	241	270	413	481	519	22	413	566	559	441	247	753	394	606	747	247
United States	675	335	340	343	204	128	146	178	313	345	330	17	248	410	377	298	159	516	269	406	514	155
	68%	67%	68%	65%	70%	71%	61%	66%	76%	72%	64%	78%	60%	72%	67%	68%	65%	68%	68%	67%	69%	63%
United Kingdom	392	195	196	170	134	88	57	93	219	229	163	4	107	280	249	143	95	296	182	209	320	70
	39%	39%	39%	32%	46%	48%	24%	34%	53%	48%	31%	19%	26%	50%	45%	32%	39%	39%	46%	35%	43%	28%
Canada	343	156	186	168	111	64	84	96	140	165	178	7	146	190	213	130	83	260	131	211	267	73
	34%	32%	37%	32%	38%	35%	35%	35%	34%	34%	34%	31%	35%	34%	38%	30%	34%	34%	33%	35%	36%	29%
Australia	292	138	154	144	93	54	50	51	186	181	111	2	47	243	176	115	93	199	168	124	246	42
	29%	28%	31%	27%	32%	30%	21%	19%	45%	38%	21%	8%	11%	43%	32%	26%	38%	26%	43%	20%	33%	17%
Germany	283	154	128	153	83	46	69	90	102	134	149	3	128	152	154	129	70	213	104	179	206	75
	28%	31%	26%	29%	29%	25%	29%	33%	25%	28%	29%	13%	31%	27%	28%	29%	28%	28%	26%	30%	28%	30%
Spain	228	110	118	146	50	32	87	68	41	71	156	11	151	66	118	110	42	186	51	177	155	72
	23%	22%	23%	28%	17%	17%	36%	25%	10%	15%	30%	49%	37%	12%	21%	25%	17%	25%	13%	29%	21%	29%
France	179	79	100	105	48	27	58	53	52	69	110	9	99	71	91	88	41	138	60	119	120	58
	18%	16%	20%	20%	16%	15%	24%	20%	13%	14%	21%	41%	24%	13%	16%	20%	17%	18%	15%	20%	16%	24%
Japan	166	96	70	100	50	16	46	63	38	68	98	4	90	71	87	79	46	120	56	110	111	55
	17%	19%	14%	19%	17%	9%	19%	23%	9%	14%	19%	20%	22%	13%	16%	18%	19%	16%	14%	18%	15%	22%
New Zealand	92	60	32	53	28	11	15	22	53	50	41	-	19	72	61	30	30	62	51	40	82	9
	9%	12%	6%	10%	9%	6%	6%	8%	13%	10%	8%	-	5%	13%	11%	7%	12%	8%	13%	7%	11%	4%
China	45	18	27	20	13	13	18	12	11	16	29	1	27	17	29	16	13	32	19	27	35	11
	5%	4%	5%	4%	4%	7%	7%	4%	3%	3%	6%	6%	7%	3%	5%	4%	5%	4%	5%	4%	5%	4%
Malaysia	32	13	19	24	3	5	6	10	15	18	14	-	1	30	15	16	15	16	20	11	27	5
	3%	3%	4%	5%	1%	2%	3%	4%	4%	4%	3%	-	0%	5%	3%	4%	6%	2%	5%	2%	4%	2%
Korea	25	10	15	21	3	1	13	8	4	7	17	1	14	9	8	17	10	14	10	14	15	10
	2%	2%	3%	4%	1%	0%	5%	3%	1%	2%	3%	5%	3%	2%	1%	4%	4%	2%	3%	2%	2%	4%
Other	68	34	34	43	15	9	18	20	18	23	45	-	47	21	24	44	13	55	16	51	39	28
	7%	7%	7%	8%	5%	5%	8%	7%	4%	5%	9%	-	11%	4%	4%	10%	5%	7%	4%	8%	5%	12%
Would never consider/don't know anyone who would consider studying abroad	56	28	28	26	13	16	16	14	15	20	36	2	35	19	23	32	8	48	12	43	31	25
	6%	6%	6%	5%	5%	9%	7%	5%	4%	4%	7%	10%	8%	3%	4%	7%	3%	6%	3%	7%	4%	10%
Sigma	2874	1427	1447	1517	847	510	684	777	1207	1396	1478	61	1160	1653	1625	1249	720	2154	1151	1723	2168	688
	287%	287%	287%	288%	291%	281%	284%	288%	292%	290%	285%	281%	281%	292%	291%	283%	292%	286%	292%	284%	290%	278%

[Table of Contents](#)

Global @dvisor: Education Brand Refresh

Q2_4. [Total Mentions] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would co

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	India
		A	B
Base: All Respondents (unwtd)	1006	504	502
Base: All Respondents (wtd)	1000	500	500
United States	675	307	368
	68%	61%	74%
			A
United Kingdom	392	120	272
	39%	24%	54%
			A
Canada	343	199	144
	34%	40%	29%
			B
Australia	292	34	257
	29%	7%	51%
			A
Germany	283	159	124
	28%	32%	25%
			B
Spain	228	211	17
	23%	42%	3%
			B
France	179	129	50
	18%	26%	10%
			B
Japan	166	110	57
	17%	22%	11%
			B
New Zealand	92	19	73
	9%	4%	15%
			A
China	45	35	11
	5%	7%	2%
			B
Malaysia	32	-	32
	3%	-	6%
			A
Korea	25	18	7
	2%	4%	1%
			B
Other	68	44	24
	7%	9%	5%
			B
Would never consider/don't know anyone who would consider studying abroad	56	37	19
	6%	7%	4%
			B
Sigma	2874	1421	1453
	287%	284%	291%

Global @dvisor: Education Brand Refresh

Q2_4. [Total Mentions] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	1006	-	504	-	502	-	502	-
Base: All Respondents (wtd)	1000	-	500	-	500	-	500	-
United States	675	-	307	-	368	-	368	-
	68%	-	61%	-	74%	-	74%	-
					B		B	
United Kingdom	392	-	120	-	272	-	272	-
	39%	-	24%	-	54%	-	54%	-
					B		B	
Canada	343	-	199	-	144	-	144	-
	34%	-	40%	-	29%	-	29%	-
			DF					
Australia	292	-	34	-	257	-	257	-
	29%	-	7%	-	51%	-	51%	-
					B		B	
Germany	283	-	159	-	124	-	124	-
	28%	-	32%	-	25%	-	25%	-
			DF					
Spain	228	-	211	-	17	-	17	-
	23%	-	42%	-	3%	-	3%	-
			DF					
France	179	-	129	-	50	-	50	-
	18%	-	26%	-	10%	-	10%	-
			DF					
Japan	166	-	110	-	57	-	57	-
	17%	-	22%	-	11%	-	11%	-
			DF					
New Zealand	92	-	19	-	73	-	73	-
	9%	-	4%	-	15%	-	15%	-
					B		B	
China	45	-	35	-	11	-	11	-
	5%	-	7%	-	2%	-	2%	-
			DF					
Malaysia	32	-	-	-	32	-	32	-
	3%	-	-	-	6%	-	6%	-
					B		B	
Korea	25	-	18	-	7	-	7	-
	2%	-	4%	-	1%	-	1%	-
			DF					
Other	68	-	44	-	24	-	24	-
	7%	-	9%	-	5%	-	5%	-
			DF					
Would never consider/don't know anyone who would consider studying abroad	56	-	37	-	19	-	19	-
	6%	-	7%	-	4%	-	4%	-
			DF					
Sigma	2874	-	1421	-	1453	-	1453	-
	287%	-	284%	-	291%	-	291%	-

Global @dvisor: Education Brand Refresh

Q2_4. [Total Mentions] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico																						
	Mexico Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	504	263	241	283	130	91	155	183	95	178	326	17	259	228	284	220	106	398	132	372	344	160	
Base: All Respondents (wtd)	500	240	260	260	152	88	166	184	74	174	326	22	360	118	271	229	100	400	114	386	327	173	
United States	307	147	160	158	92	57	100	119	50	115	192	17	215	75	168	139	64	243	69	238	205	102	
	61%	61%	61%	61%	60%	65%	60%	65%	68%	66%	59%	78%	60%	64%	62%	61%	64%	61%	61%	62%	63%	59%	
Spain	211	106	105	133	48	30	84	66	29	64	147	11	147	53	110	101	35	176	40	171	141	70	
	42%	44%	40%	51%	31%	34%	51%	36%	39%	37%	45%	49%	41%	45%	41%	44%	35%	44%	35%	44%	43%	40%	
Canada	199	84	114	90	74	34	64	75	37	77	121	7	132	60	116	82	38	160	54	145	141	57	
	40%	35%	44%	35%	49%	38%	39%	41%	49%	44%	37%	31%	37%	50%	43%	36%	38%	40%	47%	37%	43%	33%	
Germany	159	81	78	83	47	29	54	62	22	62	97	3	116	41	86	73	32	127	36	123	103	56	
	32%	34%	30%	32%	31%	33%	33%	34%	29%	36%	30%	13%	32%	34%	32%	32%	32%	32%	31%	32%	31%	33%	
France	129	53	77	75	35	19	47	50	16	45	85	9	90	31	64	65	24	105	32	97	79	50	
	26%	22%	30%	29%	23%	22%	28%	27%	22%	26%	26%	41%	25%	26%	24%	28%	24%	26%	28%	25%	24%	29%	
United Kingdom	120	58	62	44	47	29	25	51	21	47	73	4	80	36	72	48	22	97	25	94	85	35	
	24%	24%	24%	17%	31%	33%	15%	28%	29%	27%	22%	19%	22%	30%	26%	21%	22%	24%	22%	24%	26%	20%	
Japan	110	61	49	58	40	12	33	47	10	45	65	4	84	22	58	52	26	84	25	84	68	42	
	22%	25%	19%	22%	26%	14%	20%	26%	13%	26%	20%	20%	23%	18%	21%	23%	25%	21%	22%	22%	21%	24%	
China	35	15	20	12	11	12	14	10	6	10	25	1	27	6	22	13	7	28	11	24	25	10	
	7%	6%	8%	5%	7%	13%	9%	5%	8%	6%	8%	6%	7%	5%	8%	6%	7%	7%	10%	6%	8%	6%	
Australia	34	14	20	13	12	9	12	10	7	7	27	2	24	8	24	10	8	26	10	25	23	11	
	7%	6%	8%	5%	8%	11%	8%	5%	10%	4%	8%	8%	7%	7%	9%	4%	8%	7%	8%	6%	7%	6%	
New Zealand	19	11	7	14	3	2	7	5	4	9	10	-	13	6	12	6	4	15	4	15	15	4	
	4%	5%	3%	5%	2%	2%	4%	3%	6%	5%	3%	-	4%	5%	5%	3%	4%	4%	3%	4%	5%	2%	
Korea	18	6	12	15	3	-	10	7	1	6	12	1	14	3	6	13	7	11	6	13	10	8	
	4%	3%	5%	6%	2%	-	6%	4%	2%	3%	4%	5%	4%	2%	2%	5%	7%	3%	5%	3%	3%	4%	
Other	44	22	22	28	10	5	12	15	6	10	34	-	38	6	15	29	8	36	6	38	21	23	
	9%	9%	8%	11%	7%	6%	7%	8%	8%	6%	10%	-	11%	5%	6%	13%	8%	9%	5%	10%	6%	13%	
Would never consider/don't know anyone who would consider studying abroad	37	19	17	18	11	8	11	11	4	9	28	2	31	3	19	18	8	29	7	30	19	17	
	7%	8%	7%	7%	7%	9%	6%	6%	6%	5%	9%	10%	9%	3%	7%	8%	8%	7%	6%	8%	6%	10%	
Sigma	1421	679	743	743	432	247	473	527	215	505	916	61	1011	349	772	649	283	1138	324	1097	936	485	
	284%	283%	286%	286%	285%	279%	286%	287%	289%	290%	281%	281%	281%	294%	285%	283%	282%	285%	284%	285%	287%	280%	

[Table of Contents](#)

Global @visor: Education Brand Refresh

Q2_4. [Total Mentions] If you/your child/a young person you know were considering studying in another country, which country(s) would you consider/do you think they would consider?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India																						
	India Total		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: All Respondents (unwtd)	502	226	276	224	154	124	66	83	353	340	162	-	49	453	286	216	141	361	281	221	426	71	
Base: All Respondents (wtd)	500	256	244	267	140	93	75	86	339	306	194	-	53	447	288	212	146	354	280	220	420	74	
United States	368	188	180	185	112	71	46	60	263	230	138	-	34	334	208	160	95	273	200	168	309	53	
	74%	73%	74%	69%	80%	76%	61%	69%	78%	75%	71%	-	64%	75%	72%	75%	65%	77%	71%	77%	74%	72%	
United Kingdom	272	137	135	127	87	59	33	42	197	182	90	-	27	245	177	95	73	199	157	115	235	35	
	54%	54%	55%	47%	62%	63%	43%	49%	58%	60%	46%	-	51%	55%	62%	45%	50%	56%	56%	52%	56%	48%	
Australia	257	123	134	131	81	45	37	41	179	173	84	-	23	235	152	105	85	173	158	99	223	31	
	51%	48%	55%	49%	58%	48%	50%	48%	53%	57%	43%	-	43%	53%	53%	50%	58%	49%	56%	45%	53%	42%	
Canada	144	72	72	77	37	30	20	20	103	88	56	-	14	130	96	48	44	100	78	67	125	16	
	29%	28%	30%	29%	27%	32%	27%	24%	31%	29%	29%	-	26%	29%	33%	23%	30%	28%	28%	30%	30%	21%	
Germany	124	73	50	71	36	17	15	28	80	72	52	-	12	112	67	56	38	86	68	55	103	19	
	25%	29%	21%	26%	26%	18%	21%	32%	24%	23%	27%	-	23%	25%	23%	26%	26%	24%	24%	25%	25%	25%	
New Zealand	73	48	24	38	25	9	8	16	49	42	31	-	6	67	49	24	26	47	47	25	67	6	
	15%	19%	10%	14%	18%	10%	10%	19%	14%	14%	16%	-	11%	15%	17%	11%	18%	13%	17%	12%	16%	8%	
Japan	57	35	21	42	10	4	13	15	28	23	33	-	7	50	29	27	20	36	31	26	43	13	
	11%	14%	9%	16%	7%	5%	17%	18%	8%	8%	17%	-	13%	11%	10%	13%	14%	10%	11%	12%	10%	18%	
France	50	26	24	29	13	7	11	3	36	24	25	-	9	40	27	23	17	32	28	21	41	8	
	10%	10%	10%	11%	9%	8%	14%	3%	11%	8%	13%	-	18%	9%	9%	11%	12%	9%	10%	10%	10%	11%	
Malaysia	32	13	19	24	3	5	6	10	15	18	14	-	1	30	15	16	15	16	20	11	27	5	
	6%	5%	8%	9%	2%	5%	9%	11%	5%	6%	7%	-	2%	7%	5%	8%	11%	5%	7%	5%	6%	7%	
Spain	17	4	13	13	3	2	4	2	11	7	10	-	4	13	8	9	7	10	11	6	14	2	
	3%	2%	5%	5%	2%	2%	5%	2%	3%	2%	5%	-	7%	3%	3%	4%	5%	3%	4%	3%	3%	3%	
China	11	3	7	8	2	1	3	2	5	6	4	-	-	11	7	3	6	4	8	3	10	1	
	2%	1%	3%	3%	1%	1%	4%	3%	1%	2%	2%	-	-	2%	3%	2%	4%	1%	3%	1%	2%	1%	
Korea	7	4	3	6	-	1	3	1	2	2	5	-	-	7	2	4	4	3	5	2	5	2	
	1%	1%	1%	2%	-	1%	4%	1%	1%	1%	3%	-	-	2%	1%	2%	3%	1%	2%	1%	1%	2%	
Other	24	12	12	15	5	4	6	6	12	13	11	-	9	15	9	15	5	19	11	13	19	5	
	5%	5%	5%	6%	4%	4%	8%	6%	4%	4%	6%	-	16%	3%	3%	7%	4%	5%	4%	6%	4%	7%	
Would never consider/don't know anyone who would consider studying abroad	19	9	10	9	2	8	5	3	11	11	8	-	4	15	5	14	-	19	5	14	12	7	
	4%	3%	4%	3%	2%	9%	7%	3%	3%	4%	4%	-	7%	3%	2%	7%	-	5%	2%	6%	3%	10%	
Sigma	1453	748	705	774	415	263	211	250	992	891	562	-	149	1304	853	600	436	1016	827	626	1232	203	
	291%	292%	289%	290%	297%	282%	281%	289%	293%	291%	290%	-	281%	292%	296%	283%	298%	287%	295%	284%	293%	275%	

[Table of Contents](#)