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Global @dvisor: Education Brand Refresh

Q5.1. 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
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
Minimum Base: 30 (**), Small Base: 100 (*)

	Status						Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
	Total	Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
A student aged 16-17	19	19	-	2	2	-	8	11	-	-	-	7	5	-	19	-	-	3	
	2%	7%	-	1%	1%	-	9%	6%	-	-	-	3%	2%	-	24%	-	-	1%	
		BCDE	B				HU*	HI			*	*	*		NPQ*				
A student aged 18-24	170	170	-	10	10	-	61	109	-	-	-	51	33	-	-	170	-	51	
	17%	62%	-	7%	3%	-	66%	60%	-	-	-	18%	13%	-	-	61%	-	15%	
		BCDE		BDE	BE		HU*	HU		*	*	KM	K	*	*	NOQ			
A student aged 25+	85	85	9	10	19	-	24	61	4	5	24	8	16	20	3	3	2	85	35
	9%	31%	3%	7%	5%	-	25%	34%	3%	3%	48%	9%	6%	8%	3%	3%	1%	60%	10%
		BCDE	E	E	BE		HI*	HI			FHI*	*	*	*	*	*		NOP	
A parent/guardian of a student aged 14-15	99	3	99	11	99	-	1	2	41	58	12	23	33	24	99	13	20	8	31
	10%	1%	36%	7%	25%	-	1%	1%	35%	37%	24%	26%	12%	10%	100%	15%	7%	6%	9%
			ACDE	AE	ACE		*	FG	FG	FG*	LM*	LM*	OPQ*	OPQ*	PQ*				
A parent/guardian of a student aged 16-17	62	3	62	11	62	-	-	3	32	30	7	12	25	18	13	62	16	3	25
	6%	1%	23%	7%	16%	-	-	2%	28%	19%	14%	14%	9%	7%	13%	76%	6%	2%	7%
			ACDE	AE	ACE		*	FGJ	FG	FG*	M*	OPQ*	NPQ*						
A parent of a student aged 18-24	107	2	107	15	107	-	-	2	48	59	9	9	34	36	20	16	107	5	25
	11%	1%	39%	10%	27%	-	-	1%	41%	38%	18%	11%	12%	14%	20%	20%	39%	3%	7%
			ACDE	AE	ACE		*	FGJ	FGJ	FG*	*	*	Q*	Q*	NOQ				
A parent of a student aged 25+	58	1	58	11	58	-	-	1	22	37	5	2	12	20	5	1	3	58	23
	6%	0%	21%	7%	15%	-	-	1%	19%	24%	9%	3%	4%	8%	5%	1%	1%	41%	7%
			ACDE	AE	ACE		*	FG	FGJ	FG*	*	L	P*	*	*			NOP	
Interested in studying abroad at a post-graduation and college level sometime in the future	151	73	19	26	40	-	73	-	14	5	33	16	151	59	10	12	56	18	57
	15%	27%	7%	16%	10%	-	78%	-	12%	3%	66%	19%	55%	23%	10%	15%	20%	13%	17%
		BCDE	E	BDE	BE		GHI*	GI	G	GHI*	*	KM	*	*	*	N			
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	132	53	13	27	35	-	53	-	11	2	27	16	63	132	5	9	39	18	52
	13%	19%	5%	17%	9%	-	57%	-	10%	1%	55%	18%	23%	52%	5%	11%	14%	13%	15%
		BDE	E	BDE	BE		GHI*				GHI*	*	KL	*	*	N			
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	86	8	35	26	53	-	4	35	-	13	86	48	48	23	12	9	10	40	
	9%	3%	13%	17%	14%	-	4%	2%	30%	17%	100%	17%	19%	23%	14%	3%	7%	12%	
		AE	AE	AE	AE		I*	FGI		FGI*	LM*	LM*	PQ*	P*					
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	144	2	75	36	96	-	1	1	75	-	15	42	144	83	30	23	32	12	64
	14%	1%	28%	23%	25%	-	1%	0%	65%	-	31%	49%	52%	33%	30%	28%	12%	9%	19%
			ADE	AE	AE		*	FGJ	AE	FGI*	M*	M	PQ*	PQ*					
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.	148	8	73	40	92	-	5	3	73	-	14	43	82	148	22	18	33	26	67
	15%	3%	27%	26%	24%	-	5%	2%	63%	-	27%	50%	30%	58%	22%	22%	12%	18%	19%
		E	ADE	AE	AE		I*	FGJ	FGJ	FGI*	L*	L*	P*	P*					
None of the above	157	23	38	157	157	-	16	7	26	12	14	26	57	58	11	13	26	21	61
	16%	8%	14%	100%	40%	-	17%	4%	23%	8%	28%	30%	21%	23%	12%	16%	9%	15%	18%
		E	AE	ABDE	ABE		GI*	GI	GI	GI*	*	*	*	*	*	*			
	205	-	-	-	-	205	-	-	-	-	-	-	-	-	-	-	-	-	68
	21%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	20%
					ABCD		*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	1623	450	589	384	831	205	247	204	382	207	173	283	724	684	241	200	513	265	602
	162%	164%	217%	245%	213%	100%	264%	113%	328%	133%	347%	328%	263%	268%	243%	245%	185%	187%	176%

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

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

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

	Mexico																				Country of Canada (Net)
	Status					Interest (by Status)						Interest (by Education Level) - Student &			Student Age						
	Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+				
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R				
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208		
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199		
A student aged 16-17	16	16	-	2	2	-	7	8	-	-	-	-	6	4	-	16	-	-	3		
	3%	10%	-	3%	1%	-	11%	10%	-	-	-	-	4%	4%	-	32%	-	-	2%		
	BDE	*	B*	B	*		HI*	HI*	*	*	**	**	*	NPQ*	*			*			
A student aged 18-24	87	87	-	6	6	-	45	42	-	-	-	-	38	22	-	87	-	-	30		
	17%	58%	-	9%	4%	-	69%	50%	-	-	-	-	24%	19%	-	61%	-	-	15%		
	BCDE	*	BDE*	B	*		GHI*	HI*	*	*	**	**	*	NOQ	*			*			
A student aged 25+	47	4	5	9	-	-	13	34	2	2	13	3	12	10	1	2	1	47	20		
	9%	31%	3%	8%	5%	-	20%	40%	3%	4%	46%	9%	7%	8%	3%	4%	1%	76%	10%		
	BCDE	*	E*	E	*		HI*	FHI*	*	*	**	**	*	*	*			NOP*			
A parent/guardian of a student aged 14-15	48	1	48	5	48	-	-	1	22	26	5	10	16	9	48	6	14	4	21		
	10%	1%	39%	7%	28%	-	-	2%	35%	44%	19%	28%	10%	8%	100%	12%	10%	6%	11%		
			ACDE*	AE*	ACE	*	*	*	FG*	FG*	**	**		OPQ*	*			*			
A parent/guardian of a student aged 16-17	34	2	34	5	34	-	-	2	21	12	3	5	16	13	6	34	8	2	18		
	7%	1%	28%	8%	20%	-	-	3%	33%	21%	11%	14%	10%	11%	12%	68%	5%	3%	9%		
			ACDE*	AE*	ACE	*	*	*	FG*	FG*	**	**		NPQ*	*			*			
A parent of a student aged 18-24	55	1	55	10	55	-	-	1	29	27	8	5	22	22	14	8	55	1	17		
	11%	1%	45%	15%	32%	-	-	2%	45%	45%	27%	14%	14%	19%	29%	16%	39%	2%	9%		
			ACDE*	AE*	ACE	*	*	*	FG*	FG*	**	**		Q*	Q*	OQ		*			
A parent of a student aged 25+	15	-	15	*	15	-	-	-	7	8	2	-	5	7	2	-	-	15	8		
	3%	-	12%	1%	9%	-	-	-	10%	14%	7%	-	3%	6%	4%	-	-	24%	4%		
			ACE*	*	ACE	*	*	*	FG*	FG*	**	**		P*	*			NOP*			
Interested in studying abroad at a post-graduation and college level sometime in the future	93	55	9	15	23	-	55	-	6	2	19	5	93	33	5	8	41	11	38		
	19%	37%	7%	23%	13%	-	84%	-	10%	4%	70%	14%	58%	29%	11%	15%	29%	18%	19%		
	BCDE	E*	BDE*	BE	*		GHI*	*	G*	*	**	**	M	*	*	N	*	*			
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	59	32	7	8	13	-	32	-	6	1	13	1	32	59	*	6	26	7	28		
	12%	21%	6%	12%	7%	-	49%	-	9%	2%	46%	2%	20%	51%	1%	13%	18%	12%	14%		
	BDE	E*	E*	E*	E*	*	GHI*	*	G*	*	**	**	*	N*	*	N*	*	*			
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	38	3	16	8	22	-	1	3	16	-	4	38	22	20	10	5	5	3	23		
	8%	2%	13%	12%	13%	-	1%	3%	25%	-	14%	100%	14%	17%	22%	11%	4%	5%	11%		
			AE*	AE*	AE	*	*	*	FGI*	*	**	**		PQ*	*		*	*			
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	80	2	45	16	54	-	1	1	45	-	11	22	80	43	16	20	7	40			
	16%	1%	37%	23%	31%	-	2%	1%	71%	-	39%	59%	50%	37%	34%	32%	14%	11%	20%		
			AE*	AE*	AE	*	*	*	FGI*	*	**	**	M	*	*	PQ*	*	*			
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in the future	63	4	36	14	42	-	2	2	36	-	6	19	40	63	8	13	19	9	34		
	13%	2%	29%	20%	24%	-	3%	2%	57%	-	22%	51%	25%	55%	18%	26%	13%	15%	17%		
			AE*	AE*	AE	*	*	*	FGI*	*	**	**	L	*	*	*	*	*			
In a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor)	67	14	17	67	67	-	11	3	10	7	7	8	30	20	5	8	16	6	29		
	13%	9%	14%	100%	39%	-	17%	3%	16%	11%	24%	22%	19%	18%	10%	16%	11%	9%	14%		
			E*	ABDE*	ABE	*	G*	*	G*	*	**	**		*	*	*	*	*			
None of the above	132	-	-	-	132	-	-	-	-	-	-	-	-	-	-	-	-	-	46		
	26%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	23%		
			*	*	ABCD*	*	*	*	*	*	**	**	*	*	*	*	*	*	*		
Sigma	832	263	285	163	390	132	166	97	200	85	91	118	413	323	117	120	293	112	354		
	166%	176%	234%	242%	226%	100%	255%	115%	316%	146%	326%	313%	259%	281%	244%	245%	205%	182%	178%		
Summary																					
Student (Net)	150	150	4	14	17	-	65	84	2	2	13	3	56	35	1	18	89	47	53		
	30%	100%	3%	20%	10%	-	100%	100%	3%	4%	46%	9%	35%	31%	3%	36%	62%	76%	27%		
		BCDE	*	BDE*	BE	*	HI*	HI*	*	*	**	**	*	*	*	N*	NO	NO*			
Parent (Net)	122	4	122	17	122	-	-	4	63	59	15	16	47	40	48	34	55	19	52		
	24%	3%	100%	25%	71%	-	-	5%	100%	100%	54%	43%	30%	35%	100%	68%	39%	31%	26%		
			ACDE*	AE*	ACE	*	*	*	FG*	FG*	**	**		OPQ*	PQ*	*		*			
Influencer	67	14	17	67	67	-	11	3	10	7	7	8	30	20	5	8	16	6	29		
	13%	9%	14%	100%	39%	-	17%	3%	16%	11%	24%	22%	19%	18%	10%	16%	11%	9%	14%		
			E*	ABDE*	ABE	*	G*	*	G*	*	**	**		*	*	*	*	*			
Parent (Net) + Influencer	172	17	122	67	172	-	11	6	63	59	19	22	71	51	48	36	61	24	76		
	34%	12%	100%	100%	100%	-	17%	7%	100%	100%	69%	58%	45%	44%	100%	73%	43%	39%	38%		
			AE*	AE*	AE	*	*	*	FG*	FG*	**	**		OPQ*	PQ*	*		*			
Student interested personally (Net)	65	65	-	11	11	-	65	-	-	-	13	1	55	33	-	7	45	13	28		
	13%	44%	-	17%	6%	-	100%	-	-	-	46%	2%	35%	29%	-	15%	32%	21%	14%		
		BCDE	*	BDE*	BE	*	GHI*	*	*	*	**	**	*	*	*	N*	NO	N*			
Student not interested personally (Net)	84	84	4	3	6	-	-	84	2	2	-	3	1	2	1	10	44	34	25		
	17%	56%	3%	4%	4%	-	-	100%	3%	4%	-	7%	0%	2%	3%	21%	31%	55%	12%		
		BCDE	*	E*	*	*	FHI*	*	*	*	**	**	*	*	*	N*	N	NOP*			
(Parent) interested for Child (Net)	63	2	63	10	63	-	-	2	63	-	12	16	45	39	22	21	29	9	30		
	13%	1%	52%	15%	37%	-	-	2%	100%	-	43%	43%	28%	34%	46%	43%	20%	14%	15%		
			ACDE*	AE*	ACE	*	*	*	FGI*	*	**	**		OPQ*	PQ*	*		*			
(Parent) Not interested for Child (Net)	59	2	59	59	-	-	-	2	-	59	3	-	2	1	26	12	27	10	22		
	12%	1%	48%	10%	34%	-	-	3%	-	100%	12%	-	1%	1%	54%	25%	19%	17%	11%		
			ACDE*	AE*	ACE	*	*	*	FGH*	**	**	**		OPQ*	*		*	*			
(Proxy) Adult interested for Self (Net)	28	13	15	7	19	-	13	-	12	3	28	4	23	17	5	3	8	15	11		
	6%	9%	12%	10%	11%	-	20%	-	19%	6%	100%	11%	15%	14%	11%	6%	5%	24%	5%		
		E	E*	E*	E	*	GI*	*	G*	*	**	**	*	*	*	*	*	OP*			

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

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

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

	India Total	India																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144	
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
A student aged 16-17	4	4	-	-	-	-	1	3	-	-	-	-	1	1	-	4	-	-	-	
1%	3%	-	-	-	-	-	3%	3%	-	-	-	-	1%	1%	-	11%	-	-	-	
	BD*		*		*	**	*	*	*	**	*	*	*	*		NPQ*	*	*	*	
A student aged 18-24	83	4	-	4	4	-	16	67	-	-	-	-	13	12	-	83	-	-	21	
17%	66%	-	5%	2%	-	58%	69%	-	-	-	-	-	11%	8%	-	62%	-	-	15%	
	BCDE*		BD*		B	*	HI*	*	*	*	*	*	K	K	*	NOQ	*	*	*	
A student aged 25+	38	5	5	10	-	11	27	2	3	11	4	4	11	2	1	1	38	15	15	
8%	31%	3%	6%	4%	-	39%	28%	4%	3%	50%	9%	4%	8%	4%	2%	1%	48%	11%	11%	
	BCDE*		E*		*	**	HI*	*	*	**	*	*	*	*	*	*	NOP*	*	*	
A parent/guardian of a student aged 14-15	51	2	51	7	51	-	1	1	19	32	7	12	17	16	51	7	6	5	10	
10%	2%	34%	7%	24%	-	4%	1%	36%	33%	30%	25%	14%	11%	100%	20%	4%	6%	7%	7%	
	*	ACDE	AE*	ACE	*	**	*	G*	G	**	LM*	*	OPQ*	PQ*	*	*	*	*	*	
A parent/guardian of a student aged 16-17	29	1	29	5	29	-	1	11	18	4	6	9	5	7	29	9	1	7	7	
6%	1%	19%	6%	13%	-	1%	21%	18%	18%	13%	8%	4%	13%	89%	6%	2%	5%	5%	5%	
	*	ACDE	AE*	ACE	*	**	*	G*	G	**	M*	*	Q*	NPQ*	*	*	*	*	*	
A parent of a student aged 18-24	51	1	51	5	51	-	1	19	32	2	4	12	14	6	9	51	4	7	7	
10%	1%	34%	6%	24%	-	1%	3%	37%	33%	7%	9%	10%	10%	11%	26%	38%	5%	5%	5%	
	*	ACDE	AE*	ACE	*	**	*	G*	G	**	*	*	*	*	NOQ	*	*	*	*	
A parent of a student aged 25+	43	1	43	10	43	-	1	15	28	3	2	7	13	3	1	3	43	14	14	
9%	1%	29%	11%	20%	-	1%	28%	29%	13%	5%	6%	9%	5%	2%	2%	54%	10%	10%	10%	
	*	ACDE	AE*	ACE	*	**	*	G*	G	**	*	*	*	*	*	NOP*	*	*	*	
Interested in studying abroad at a post-graduation and college level sometime in the future	59	18	10	10	17	-	18	-	8	2	13	11	59	26	5	5	15	7	19	
12%	15%	7%	12%	8%	-	65%	-	15%	2%	60%	22%	50%	19%	9%	15%	11%	9%	13%	13%	
	BE*	E	E*	E	*	**	*	GI*	*	**	*	*	KM	*	*	*	*	*	*	
Interested in studying or doing research abroad at a post-graduation level (Masters, PhD) sometime in the future	73	22	7	19	23	-	22	-	5	1	15	15	31	73	5	2	13	11	24	
15%	17%	4%	22%	10%	-	76%	-	10%	1%	66%	30%	27%	52%	9%	7%	10%	13%	17%	17%	
	BE*		BDE*		BE	**	*	G*	*	**	*	*	*	*	*	*	*	*	*	
Interested in encouraging my own child to study abroad at a high school level (grade 10, 11 or 12) sometime in the future	48	4	19	18	31	-	3	1	19	-	9	48	26	28	12	6	4	7	17	
10%	3%	13%	20%	14%	-	12%	1%	36%	-	43%	100%	22%	20%	24%	20%	3%	8%	12%	12%	
	*	AE	AE*	AE	*	**	*	GI*	*	**	LM*	*	PQ*	P*	*	*	*	*	*	
Interested in encouraging my own child to study abroad at a post-graduation and college level sometime in the future	64	-	30	21	42	-	42	-	30	-	4	20	64	40	14	7	12	5	25	
13%	-	20%	23%	19%	-	-	-	57%	-	20%	42%	55%	29%	27%	21%	9%	7%	17%	17%	
	*	AE	AE*	AE	*	**	*	GI*	*	**	*	M	PQ*	PQ*	*	*	*	*	*	
Interested in encouraging my own child to study or do research abroad at a post-graduation level (Masters, PhD) sometime in the future	85	4	37	27	50	-	3	1	37	-	7	23	42	85	14	5	14	17	33	
17%	3%	25%	30%	23%	-	11%	1%	70%	-	33%	48%	36%	60%	27%	16%	11%	21%	23%	23%	
	*	AE	AE*	AE	*	**	*	GI*	*	**	*	L	P*	*	*	*	*	*	*	
In a position to influence a young person on the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor)	89	9	22	89	89	-	4	5	16	5	7	18	27	38	7	5	10	15	32	
18%	7%	14%	100%	41%	-	16%	5%	31%	5%	33%	37%	23%	27%	13%	17%	7%	19%	22%	22%	
	E*	E	ABDE*	ABE	*	**	*	GI*	*	**	L*	*	*	*	*	*	*	*	*	
None of the above	73	-	-	-	73	-	-	-	-	-	-	-	-	-	-	-	-	-	22	
15%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	
	*		*		ABCD*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Sigma	791	187	303	221	441	73	80	107	182	122	82	165	311	361	124	80	220	153	247	
	158%	150%	203%	247%	203%	100%	284%	111%	344%	126%	374%	340%	267%	257%	242%	246%	164%	191%	172%	
Summary																				
Student (Net)	125	125	5	9	14	-	28	97	2	3	11	4	18	23	2	4	84	38	36	
25%	100%	3%	10%	6%	-	100%	100%	4%	3%	50%	9%	16%	17%	4%	13%	62%	48%	25%	25%	
	BCDE*		BE*		BE	*	HI*	*	*	**	*	*	*	*	*	NOQ	NO*	*	*	
Parent (Net)	150	5	150	22	150	-	1	4	53	97	12	19	37	39	51	29	51	47	34	
30%	4%	100%	24%	69%	-	4%	4%	100%	100%	55%	39%	31%	28%	100%	89%	38%	58%	24%	24%	
	*	ACDE	AE*	ACE	*	**	*	G*	G	**	*	*	OPQ*	PQ*	*	*	*	*	*	
Influencer	89	9	22	89	89	-	4	5	16	5	7	18	27	38	7	5	10	15	32	
18%	7%	14%	100%	41%	-	16%	5%	31%	5%	33%	37%	23%	27%	13%	17%	7%	19%	22%	22%	
	E*	E	ABDE*	ABE	*	**	*	GI*	*	**	L*	*	*	*	*	*	*	*	*	
Parent (Net) + Influencer	217	14	150	89	217	-	6	9	53	97	15	31	53	63	51	29	56	52	59	
43%	11%	100%	100%	100%	-	19%	9%	100%	100%	68%	64%	46%	45%	100%	89%	42%	64%	41%	41%	
	*	ACDE	AE*	AE	*	**	*	G*	G	**	LM*	*	OPQ*	PQ*	P*	*	*	*	*	
Student interested personally (Net)	28	28	1	4	6	-	28	-	1	-	11	3	18	22	1	1	16	11	13	
6%	23%	1%	5%	3%	-	100%	-	2%	-	50%	7%	16%	16%	2%	3%	12%	14%	9%	9%	
	BCDE*		B*	B	*	**	*	*	*	**	*	*	*	*	*	N	N*	*	*	
Student not interested personally (Net)	97	97	4	5	9	-	97	1	3	-	1	-	1	1	3	67	27	23	23	
19%	77%	2%	6%	4%	-	100%	2%	3%	-	2%	-	1%	1%	2%	11%	50%	34%	16%	16%	
	BCDE*		E*	B	*	**	HI*	*	*	**	*	*	*	*	N*	NOQ	NO*	*	*	
(Parent) interested for Child (Net)	53	2	53	16	53	-	1	1	53	-	9	19	34	38	19	11	19	17	15	
11%	2%	35%	18%	24%	-	4%	1%	100%	-	39%	39%	29%	27%	38%	34%	14%	21%	10%	10%	
	*	ACDE	AE*	AE	*	**	*	GI*	*	**	*	*	*	PQ*	P*	*	*	*	*	
(Parent) Not interested for Child (Net)	97	3	97	5	97	-	3	-	97	3	-	-	2	1	32	18	32	30	19	
19%	2%	65%	6%	44%	-	-	3%	-	100%	16%	-	2%	1%	62%	55%	24%	37%	13%	13%	
	*	ACDE	E*	ACE	*	**	*	GH	**	*	*	*	PQ*	P*	*	*	*	*	*	
(Proxy) Adult interested for Self (Net)	22	11	12	7	15	-	11	-	9	3	22	9	14	16	7	4	2	14	9	
4%	9%	8%	8%	7%	-	39%	-	16%	4%	100%	19%	12%	11%	13%	12%	1%	17%	6%	6%	
	E*	E	E*	E	*	**	*	GI*	*	**	*	*	*	P*	P*	*	*	*	*	

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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

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

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

	Total	Status					Interest (by Status)					Interest (by Education Level)			Student & Parent of Student				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of Student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
A 'Studying Abroad' information session	189	56	53	36	80	34	23	33	35	19	7	19	61	60	17	17	67	20	60
	19%	20%	20%	23%	21%	17%	12%	18%	30%	12%	4%	22%	32%	23%	18%	20%	24%	14%	17%
							I*	GU			*	*	*	*	*	Q			
An Education Fair	218	66	58	43	89	37	22	44	26	31	8	22	72	57	26	21	68	25	77
	22%	24%	21%	27%	23%	18%	23%	24%	23%	20%	17%	25%	26%	22%	26%	25%	24%	17%	22%
A television advertisement	39	9	11	2	12	2	4	5	3	8	4	10	10	13	1	5	7	9	12
	4%	3%	4%	2%	3%	1%	4%	3%	2%	5%	9%	12%	4%	5%	2%	6%	3%	6%	4%
A radio advertisement	10	6	2	1	3	-	1	6	1	2	2	2	2	2	2	1	5	3	2
	1%	2%	1%	1%	1%	-	1%	3%	1%	1%	5%	2%	1%	1%	2%	1%	2%	2%	1%
A print advertisement	19	1	6	4	9	4	1	-	3	3	1	1	5	6	1	3	4	2	8
	2%	0%	2%	3%	2%	2%	1%	-	3%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%
An online advertisement	61	19	17	8	24	9	6	13	9	5	6	6	19	21	4	5	22	10	13
	6%	7%	6%	5%	6%	4%	6%	7%	8%	5%	10%	7%	7%	8%	4%	6%	8%	7%	4%
							*	*	*	*	*	*	*	*	*	*	*	*	*
A television program	29	7	9	6	13	7	2	5	1	8	1	1	6	3	4	3	6	4	7
	3%	3%	3%	4%	3%	4%	2%	3%	1%	5%	2%	1%	2%	1%	4%	3%	2%	2%	2%
							*	*	*	*	*	*	*	*	*	*	*	*	*
A radio program	16	8	5	3	7	1	4	4	2	3	1	2	4	7	-	3	6	4	4
	2%	3%	2%	2%	2%	0%	4%	2%	1%	2%	3%	2%	1%	3%	-	3%	2%	3%	1%
							*	*	*	*	*	*	*	*		*	*	*	*
An article in a newspaper or magazine	57	18	17	9	25	10	8	10	6	11	5	4	15	18	8	9	12	9	19
	6%	6%	6%	6%	6%	5%	9%	5%	5%	7%	9%	5%	6%	7%	8%	11%	4%	6%	5%
							*	*	*	*	*	*	*	*	*	*	*	*	*
A friend	100	32	23	21	40	10	9	23	7	15	4	9	31	25	4	5	33	18	24
	10%	12%	8%	13%	10%	5%	9%	13%	6%	10%	8%	10%	11%	10%	4%	6%	12%	13%	7%
							E	BE							*	N	N		
An immediate family member (such as a parent or sibling)	112	24	32	24	51	22	9	14	13	19	5	11	31	32	8	3	25	22	40
	11%	9%	12%	15%	13%	11%	10%	8%	11%	13%	10%	13%	11%	12%	8%	4%	9%	15%	12%
							*	*	*	*	*	*	*	*	*	*	*	*	*
An extended family member (such as an aunt, uncle, cousin or grandparent)	89	22	33	14	40	15	2	20	9	24	2	5	16	18	15	11	22	14	28
	9%	8%	12%	9%	10%	7%	2%	11%	8%	16%	4%	5%	6%	7%	15%	14%	8%	10%	16%
							*	F							P*	*	O		
A person who has studied abroad	227	62	69	42	98	36	28	33	36	33	10	22	81	71	22	22	67	31	84
	23%	22%	25%	27%	25%	18%	30%	18%	31%	21%	25%	29%	28%	23%	27%	24%	22%	25%	25%
							G*	G							*	*	*	*	*
A teacher or guidance counselor	216	66	66	38	94	36	27	39	29	37	14	20	64	65	23	18	68	37	83
	22%	24%	24%	24%	24%	17%	29%	21%	25%	24%	27%	23%	23%	25%	23%	22%	25%	26%	24%
							*	*	*	*	*	*	*	*	*	*	*	*	*
Websites of colleges and universities abroad	328	90	99	57	136	57	43	47	59	40	23	28	116	108	41	27	97	50	112
	33%	33%	37%	37%	35%	28%	46%	26%	51%	26%	47%	33%	42%	42%	41%	33%	35%	36%	33%
							GI*	GI	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*
Twitter	33	13	9	5	12	2	3	10	5	4	1	5	8	13	3	6	10	5	12
	3%	5%	3%	3%	3%	1%	3%	6%	4%	3%	1%	6%	3%	5%	3%	7%	3%	3%	4%
							*	*	*	*	*	*	*	*	*	*	*	*	*
Youtube	84	32	18	10	27	14	6	26	4	14	3	10	17	20	11	7	21	12	34
	8%	12%	6%	7%	7%	7%	6%	15%	3%	9%	6%	11%	6%	8%	11%	8%	7%	8%	10%
		BD						33											
Facebook	120	42	24	15	35	18	8	33	9	16	5	15	30	23	6	9	30	23	34
	12%	15%	9%	9%	9%	9%	9%	18%	7%	10%	11%	11%	9%	6%	11%	11%	16%	10%	16%
		BD						HI											N
Foreign government websites	179	41	59	34	84	32	20	21	34	25	21	24	68	56	21	10	48	32	77
	18%	15%	22%	21%	22%	16%	21%	12%	29%	16%	42%	28%	25%	22%	12%	17%	22%	22%	22%
							G*	GI	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*
Education Advisor at an Embassy/Consulate/High Commission	272	70	74	53	112	48	35	34	40	34	19	25	96	94	27	20	70	39	108
	27%	25%	27%	34%	29%	23%	38%	19%	34%	22%	38%	29%	35%	37%	27%	24%	25%	28%	32%
							GI*	GI	GI	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*
Website (unspecified)	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	0%	-	0%	-	0%	-	-	-	-	0%	-	-	-	-	-	0%	-	-	-
							*	*	*	*	*	*	*	*	*	*	*	*	*
Other	4	*	1	1	2	2	*	-	1	-	1	-	-	1	-	*	*	1	2
	0%	0%	0%	0%	1%	1%	1%	-	1%	-	2%	-	-	1%	-	1%	0%	1%	0%
							*	*	*	*	*	*	*	*	*	*	*	*	*
Nothing	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	0%	-	-	-	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	0%
							*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know/Not sure	72	16	13	2	15	40	2	14	1	13	-	1	2	4	7	6	12	7	22
	7%	6%	5%	1%	4%	20%	2%	8%	0%	8%	-	1%	1%	2%	7%	8%	4%	5%	6%
		C	C	C	ABCD			H											
Sigma	2475	699	698	429	1012	435	265	435	331	367	143	239	755	715	252	209	701	375	861
	248%	255%	257%	274%	260%	212%	283%	240%	285%	236%	288%	278%	274%	280%	254%	256%	253%	264%	251%
							*	*	*	*	*	*	*	*	*	*	*	*	*
Summary																			
Online & Social Media (Net)	585	158	168	102	242	101	63	95	83	85	38	58	188	171	62	43	162	89	201
	59%	58%	62%	65%	62%	49%	68%	52%	72%	55%	76%	68%	68%	67%	63%	53%	59%	63%	59%
		E	E	E	E	GI*	GI*	GI	GI	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*	GI*
Radio Media (Net)	24	12	7	4	10	1	4	8	2	5	3	2	4	3	2	3	9	6	5
	2%	4%	3%	3%	2%	0%	5%	4%	2%	3%	7%	4%	2%	4%	2%	4%	3%	4%	1%
		E																	

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

	Mexico																			Country of Canada (Net)
	Status					Interest (by Status)					Interest (by Education Level) - Student &					Student Age				
	Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) interested for own child	(Parent) Not interested for own child	(Proxy) Adult interested for Self	Interested in High School level	Interested in Undergrad/College level	Interested in Graduate level	Parent of student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+			
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208	
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	48	143	62	199	
A 'Studying Abroad' information session	100	37	24	15	34	22	15	18	17	7	4	7	29	9	10	37	11	38		
An Education Fair	123	49	26	24	42	23	18	30	15	12	6	11	42	31	13	16	41	17	50	
A television advertisement	25%	32%	22%	36%	25%	18%	28%	36%	23%	20%	21%	29%	27%	27%	27%	32%	29%	27%	25%	
A radio advertisement	3	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
A print advertisement	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
An online advertisement	32	7	10	4	14	8	4	2	6	4	2	12	13	3	4	11	5	11		
A television program	9	2	3	1	3	1	3	1	4	2	1	2	1	2	1	2	1	2	4	
A radio program	5	3	1	3	3	1	3	1	3	1	3	1	3	2	1	3	1	2	2	
An article in a newspaper or magazine	16	8	4	2	5	4	2	4	2	2	2	4	2	4	3	5	3	6		
A friend	21	7	3	5	7	4	1	6	1	2	1	2	5	5	1	2	1	3	8	
An immediate family member (such as a parent or sibling)	40	13	9	6	15	8	6	7	3	6	3	4	16	8	4	1	8	9	19	
An extended family member (such as an aunt, uncle, cousin or grandparent)	34	9	15	5	20	5	9	3	12	1	6	2	9	8	9	3	11			
A person who has studied abroad	98	34	29	16	39	16	18	15	20	10	6	14	42	30	9	14	34	12	43	
A teacher or guidance counselor	105	36	26	15	38	21	20	16	16	11	5	10	36	35	9	8	38	14	38	
Websites of colleges and universities abroad	196	69	48	32	69	44	35	34	34	13	16	13	77	54	24	20	62	28	75	
Twitter	6	1	3	1	4	1	1	1	1	1	1	2	2	2	1	2	2	1	5	
Youtube	27	9	6	1	7	3	6	1	5	1	3	8	5	4	3	5	4	12		
Facebook	37	15	4	3	6	8	3	12	4	1	5	13	10	1	3	9	6	17		
Foreign government websites	117	25	33	21	50	26	14	11	24	9	14	13	52	37	11	5	35	14	48	
Education Advisor at an Embassy/Consulate/High Commission	140	44	40	22	54	30	27	17	24	16	10	11	61	40	12	14	44	21	62	
Website (unspecified)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Other	4	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	
Nothing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Don't know/Not sure	45	7	8	1	8	30	2	5	1	7	1	1	3	5	5	6	2	15		
Sigma	1172	382	296	177	423	266	181	201	174	122	80	100	423	317	117	121	360	159	472	
	234%	255%	243%	264%	246%	202%	277%	238%	275%	209%	289%	267%	276%	243%	246%	252%	259%	238%		
Summary	304	90	73	48	109	71	43	46	47	26	24	25	117	83	30	26	88	39	119	
Online & Social Media (Net)	61%	60%	60%	71%	63%	54%	67%	55%	74%	45%	86%	67%	73%	73%	62%	53%	62%	63%	60%	
Radio Media (Net)	8	6	3	3	3	1	3	2	2	1	2	2	3	2	1	3	2	2	2	
Television Media (Net)	17	5	4	1	4	4	3	3	3	2	4	3	2	4	3	2	3	3	7	
Print Media (Net)	19	9	5	2	6	4	3	6	3	2	2	2	5	5	2	4	5	3	8	
In-Person Event (Net)	200	75	45	33	68	43	33	42	30	15	9	16	73	54	18	24	68	25	80	
Friend/Family Member (Net)	81	26	24	12	33	15	7	19	7	17	4	5	23	13	8	23	13	13	33	
Other Person/Influencer (Net)	280	89	73	41	102	61	49	41	44	28	18	26	109	83	26	29	89	37	115	
Other	4	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	

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

	India Total	India																			Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &				Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of Student age 16-17	Parent of Student age 18-24	Parent of Student age 25+			
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R				
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144		
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144		
A 'Studying Abroad' information session	89	19	29	21	46	10	5	15	18	12	4	12	23	31	8	7	30	9	21		
	18%	15%	20%	24%	21%	13%	16%	15%	33%	12%	17%	24%	20%	22%	15%	21%	22%	11%	15%		
An Education Fair	95	17	31	19	46	14	3	14	12	20	3	11	30	25	13	5	27	8	27		
	19%	14%	21%	21%	21%	19%	12%	14%	22%	20%	12%	22%	26%	18%	26%	15%	20%	10%	19%		
A television advertisement	31	5	9	2	10	2	1	4	3	6	2	9	5	11	1	4	6	6	9		
	6%	4%	6%	3%	5%	2%	4%	5%	5%	7%	10%	18%	6%	8%	3%	12%	5%	8%	6%		
A radio advertisement	6	3	2	1	2	-	-	3	1	2	1	2	1	2	2	1	4	1	2		
	1%	3%	2%	1%	1%	-	-	3%	1%	2%	7%	3%	1%	1%	5%	2%	3%	1%	2%		
A print advertisement	16	-	6	4	8	4	-	-	2	3	1	1	3	4	1	1	3	2	5		
	3%	-	4%	4%	4%	5%	-	-	5%	3%	3%	1%	3%	3%	1%	5%	2%	3%	3%		
An online advertisement	29	12	7	5	11	1	2	10	3	4	1	4	7	8	3	1	11	5	2		
	6%	10%	5%	5%	5%	1%	6%	11%	6%	4%	5%	9%	6%	6%	4%	8%	6%	1%	1%		
A television program	21	5	6	6	11	3	2	3	1	5	-	1	6	2	2	5	4	4	4		
	4%	4%	4%	6%	5%	4%	8%	3%	2%	6%	-	3%	5%	1%	4%	5%	3%	4%	3%		
A radio program	11	5	3	1	4	-	1	4	2	2	-	2	1	6	-	2	4	3	2		
	2%	4%	2%	1%	2%	-	4%	4%	3%	2%	-	4%	1%	4%	-	5%	3%	4%	2%		
An article in a newspaper or magazine	41	10	14	7	20	6	4	6	4	9	2	4	12	14	6	6	8	6	13		
	8%	8%	9%	8%	9%	9%	20%	4%	8%	9%	9%	8%	10%	10%	12%	18%	6%	8%	9%		
A friend	79	25	19	16	33	6	8	18	7	13	3	7	26	20	3	5	27	15	16		
	16%	20%	13%	18%	15%	8%	28%	18%	13%	13%	15%	15%	22%	15%	6%	16%	20%	18%	11%		
An immediate family member (such as a parent or sibling)	71	11	23	18	36	14	13	7	10	13	2	7	15	23	3	2	17	13	21		
	14%	9%	15%	20%	16%	19%	12%	8%	18%	14%	11%	14%	13%	17%	7%	5%	13%	16%	15%		
An extended family member (such as an aunt, uncle, cousin or grandparent)	54	13	18	8	21	9	2	11	6	12	2	4	10	15	6	4	13	11	17		
	11%	11%	12%	9%	13%	8%	2%	11%	11%	13%	9%	7%	9%	11%	12%	11%	10%	13%	12%		
A person who has studied abroad	129	28	39	26	59	20	10	18	16	23	4	8	38	40	13	8	34	18	41		
	26%	23%	26%	29%	27%	27%	36%	19%	31%	24%	20%	17%	33%	29%	26%	24%	25%	23%	28%		
A teacher or guidance counselor	111	30	40	22	56	14	7	23	14	26	8	9	28	30	14	10	30	22	44		
	22%	24%	27%	25%	26%	19%	25%	24%	26%	27%	38%	19%	24%	21%	22%	31%	22%	28%	31%		
Websites of colleges and universities abroad	132	22	52	25	68	13	9	13	25	27	7	15	39	54	16	6	35	23	37		
	26%	17%	35%	28%	31%	17%	30%	14%	47%	28%	34%	32%	34%	38%	32%	20%	26%	28%	26%		
Twitter	27	11	6	4	9	3	9	2	4	7	-	3	6	11	3	3	8	4	7		
	5%	9%	4%	4%	4%	1%	9%	9%	3%	4%	-	5%	5%	8%	5%	10%	6%	5%	5%		
Youtube	57	23	11	9	20	8	3	20	3	9	2	6	9	15	7	3	15	8	22		
	11%	18%	8%	11%	9%	10%	10%	21%	5%	9%	9%	13%	8%	11%	15%	10%	11%	10%	15%		
Facebook	83	27	20	12	29	11	5	21	5	16	5	10	17	13	5	6	21	17	17		
	17%	21%	14%	13%	13%	14%	19%	22%	9%	16%	21%	21%	15%	9%	9%	19%	16%	22%	12%		
Foreign government websites	62	16	26	13	35	6	10	10	16	6	11	16	19	10	5	13	18	29	29		
	12%	13%	17%	15%	16%	9%	22%	10%	19%	17%	29%	22%	14%	14%	21%	15%	10%	22%	20%		
Education Advisor at an Embassy/Consulate/High Commission	133	26	34	31	58	18	8	18	16	18	8	14	36	54	15	6	26	18	47		
	27%	21%	23%	34%	27%	24%	30%	18%	31%	18%	38%	28%	31%	39%	28%	18%	19%	23%	32%		
Don't know/Not sure	27	9	5	2	7	11	-	9	-	5	-	1	1	2	2	6	5	7	7		
	5%	7%	4%	2%	3%	15%	-	9%	-	6%	-	2%	1%	1%	5%	5%	5%	7%	5%		
Sigma	1304	317	402	251	588	169	84	234	157	245	63	139	332	398	135	88	341	216	389		
	261%	254%	269%	281%	271%	230%	297%	242%	298%	253%	287%	287%	285%	284%	264%	270%	254%	269%	270%		
Summary	281	68	94	54	133	29	20	48	36	58	14	33	72	87	32	17	75	50	82		
Online & Social Media (Net)	56%	55%	63%	61%	61%	40%	71%	50%	68%	60%	63%	68%	62%	62%	64%	52%	55%	63%	57%		
Radio Media (Net)	15	7	6	2	7	-	1	6	2	3	1	3	7	2	2	6	4	2	2		
Television Media (Net)	50	10	14	8	20	5	3	7	4	10	2	10	13	13	4	5	10	9	12		
Print Media (Net)	55	10	18	11	27	9	6	4	7	11	3	5	15	18	7	6	11	8	17		
In-Person Event (Net)	160	31	56	33	81	20	8	23	25	31	5	19	45	48	20	10	50	15	44		
Friend/Family Member (Net)	177	44	53	38	79	23	11	33	20	33	6	15	45	52	12	10	51	32	49		
Other Person/Influencer (Net)	287	70	86	57	128	39	21	50	35	51	16	25	78	92	30	16	76	46	96		
	57%	56%	57%	64%	59%	53%	73%	51%	65%	53%	74%	51%	67%	66%	58%	48%	57%	58%	66%		

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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/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

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

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

	Total	Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
United States	393	100	114	76	176	67	34	66	46	68	12	36	108	110	40	27	119	50	124
	39%	36%	42%	48%	45%	33%	37%	36%	39%	44%	24%	42%	39%	43%	41%	33%	43%	35%	36%
				AE	AE		*		J	J	*	*		*	*				
Canada	98	23	26	15	37	18	9	14	16	10	6	15	40	28	11	12	18	13	98
	10%	8%	10%	9%	9%	9%	10%	8%	14%	6%	12%	17%	15%	11%	12%	15%	6%	9%	29%
							*				*	*		*	*	p*			
United Kingdom	95	14	35	15	41	25	7	7	19	16	6	10	27	32	15	12	21	10	31
	10%	5%	13%	9%	10%	12%	8%	4%	17%	10%	12%	12%	10%	12%	15%	14%	7%	7%	9%
			AD		A	A	*		G	G	G*	*		p*	*				
Australia	80	22	23	11	34	10	5	17	4	19	4	9	14	16	10	4	19	16	23
	8%	8%	9%	7%	9%	5%	6%	9%	4%	12%	8%	11%	5%	6%	10%	5%	7%	11%	7%
							*		H	*	L*	*		*	*				
Spain	73	33	12	6	15	18	11	22	5	7	7	1	23	12	2	5	22	17	20
	7%	12%	4%	4%	4%	9%	12%	12%	4%	5%	14%	1%	8%	5%	2%	6%	8%	12%	6%
			BCD		D		HI*	HI			HI*	*	KM		*	*	N	N	
Germany	72	27	11	16	23	12	13	14	8	3	6	6	24	28	1	4	25	9	19
	7%	10%	4%	10%	6%	6%	13%	8%	7%	2%	12%	7%	9%	11%	1%	5%	9%	6%	6%
		B		BD	B		I*	I	I		I*	*		*	*	*	N		
Japan	43	15	13	6	17	8	5	10	6	7	1	1	14	7	4	4	18	5	6
	4%	5%	5%	4%	4%	4%	5%	6%	5%	5%	2%	1%	5%	3%	4%	5%	6%	3%	2%
							*				*	*		*	*	*	*		
France	26	12	7	2	8	4	2	11	3	4	2	1	3	7	2	2	11	5	7
	3%	5%	2%	1%	2%	2%	2%	6%	2%	3%	4%	2%	1%	3%	2%	2%	4%	3%	2%
							*				*	*		*	*	*	*		
New Zealand	25	5	7	5	10	3	-	5	2	4	2	3	6	5	1	4	3	4	11
	2%	2%	2%	3%	3%	1%	-	3%	2%	3%	3%	3%	2%	2%	1%	5%	1%	3%	3%
							*				F*	*		*	*	p*			
Korea	10	7	3	2	4	-	4	3	3	-	3	2	5	2	3	2	4	3	4
	1%	3%	1%	1%	1%	-	5%	2%	2%	-	6%	2%	2%	1%	3%	2%	2%	2%	1%
		E					I*				I*	*		*	*	*			
China	9	2	3	1	3	2	1	1	1	2	2	-	3	4	2	-	2	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	2%	-	1%	1%	-
							*				*	*		*	*	*	*		
Malaysia	8	-	2	2	3	2	-	-	-	2	-	-	3	-	-	-	1	1	-
	1%	-	1%	1%	1%	1%	-	-	-	1%	-	-	1%	-	-	-	0%	1%	-
							*				*	*	M		*	*			
Other	13	4	3	-	3	6	1	2	2	1	-	-	4	2	2	-	4	3	-
	1%	1%	1%	-	1%	3%	2%	1%	1%	1%	-	-	2%	1%	2%	-	1%	2%	-
							*				*	*		*	*	*	*		
Would never consider/don't know anyone who would consider studying abroad	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
			C		C	ABCD	*	F	FHJ	*	*	*		*	*	*	*		
Sigma	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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/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

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

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

	Mexico Total	Mexico																	
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
United States	154	42	41	28	64	35	19	23	17	24	4	20	44	34	16	19	44	16	67
	31%	28%	34%	41%	37%	26%	29%	27%	27%	41%	13%	52%	28%	30%	33%	38%	31%	27%	34%
Spain	71	33	11	5	13	18	11	22	4	7	7	1	23	11	2	5	21	17	19
	14%	22%	9%	8%	8%	14%	17%	26%	6%	12%	24%	3%	15%	9%	4%	10%	15%	27%	9%
		BCD	*	*	*	*	*	H*	*	*	**	**		*	*		N*		
Canada	67	15	20	9	26	15	8	7	14	6	5	10	31	19	11	9	12	8	67
	13%	10%	16%	14%	15%	11%	12%	9%	22%	10%	18%	27%	19%	17%	22%	18%	9%	13%	34%
		*	*	*	*	*	*	*	G*	*	**	**		P*	*			*	
Germany	46	19	8	9	14	8	10	9	7	1	5	2	18	20	1	3	18	6	13
	9%	13%	7%	13%	8%	6%	16%	10%	12%	1%	16%	5%	11%	18%	2%	7%	13%	10%	7%
		*	*	*	*	*	I*	*	I*	*	**	**		*	*		*	*	
United Kingdom	38	6	11	5	15	14	3	2	8	2	1	2	10	11	2	7	8	*	12
	8%	4%	9%	7%	8%	11%	5%	3%	13%	4%	4%	6%	6%	10%	5%	15%	6%	1%	6%
		*	*	*	*	A*	*	*	G*	*	**	**		*	Q*	*	*	*	
Japan	32	11	9	6	13	7	4	7	5	4	1	-	11	6	4	-	15	3	5
	6%	7%	7%	9%	7%	6%	6%	8%	8%	6%	4%	-	7%	6%	8%	-	10%	6%	3%
		*	*	*	*	*	*	*	*	*	**	**		*	*	O	*	*	
France	16	7	3	1	4	4	1	6	2	1	1	1	3	4	1	2	5	2	4
	3%	4%	3%	1%	2%	3%	1%	7%	3%	2%	3%	2%	2%	3%	2%	4%	4%	3%	2%
		*	*	*	*	*	*	*	*	*	**	**		*	*	*	*	*	
Australia	10	2	4	1	5	3	2	-	*	3	-	-	4	1	2	-	2	2	5
	2%	1%	3%	1%	3%	2%	3%	-	1%	6%	-	-	2%	1%	3%	-	1%	3%	2%
		*	*	*	*	*	*	*	*	*	**	**		*	*	*	*	*	
Korea	9	6	3	2	4	-	4	2	3	-	3	2	5	2	3	2	3	3	4
	2%	4%	2%	3%	3%	-	7%	2%	4%	-	11%	6%	3%	2%	6%	3%	2%	5%	2%
		E	*	*	*	*	*	*	*	*	**	**		*	*	*	*	*	
China	6	1	2	1	2	2	1	-	1	1	2	-	3	3	1	-	2	-	-
	1%	1%	1%	1%	1%	1%	2%	-	1%	2%	6%	-	2%	3%	2%	-	2%	-	-
		*	*	*	*	*	*	*	*	*	**	**		*	*	*	*	*	
New Zealand	6	2	-	2	2	2	-	2	-	-	-	-	2	-	-	-	2	-	3
	1%	1%	-	3%	1%	1%	-	2%	-	-	-	-	1%	-	-	-	1%	-	2%
		*	*	B	*	*	*	*	*	*	**	**		*	*	*	*	*	
Other	8	2	2	-	2	2	1	1	2	-	-	-	4	2	2	-	2	2	-
	2%	2%	1%	-	1%	2%	2%	1%	3%	-	-	-	3%	2%	3%	-	2%	3%	-
		*	*	*	*	*	*	*	*	*	**	**		*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	37	4	9	-	9	22	-	4	-	9	-	-	1	-	5	3	7	2	-
	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-
		C*	*	C	ACD*	*	*	*	FH*	**	**	**		*	*	*	*	*	
Sigma	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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/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

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

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

	India Total	India																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144	
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
United States	239	58	73	48	112	32	16	43	28	44	8	17	64	76	25	9	75	33	57	
	48%	47%	49%	54%	52%	44%	55%	44%	54%	46%	38%	34%	55%	54%	48%	27%	56%	41%	40%	
	*	*	*	*	*	**	**	*	*	**	*	K	K	O*	*	OQ	*	*	*	
Australia	70	20	20	10	29	7	3	17	4	16	4	9	10	15	8	4	17	14	18	
	14%	16%	13%	11%	13%	10%	11%	18%	7%	16%	17%	20%	9%	11%	16%	13%	13%	17%	13%	
	*	*	*	*	*	**	**	*	*	**	L*	*	*	*	*	*	*	*	*	
United Kingdom	57	9	24	10	26	11	4	4	11	13	5	8	16	20	12	4	12	10	19	
	11%	7%	16%	11%	12%	15%	14%	5%	21%	14%	24%	17%	14%	14%	24%	13%	9%	12%	13%	
	*	AD	*	*	*	**	**	*	G*	G	**	*	*	*	P*	*	*	*	*	
Canada	31	8	6	6	10	4	1	6	2	4	1	5	9	8	1	3	6	5	31	
	6%	6%	4%	6%	5%	5%	4%	7%	4%	4%	4%	10%	8%	6%	2%	10%	4%	6%	21%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Germany	26	8	3	8	9	4	2	6	1	2	1	4	6	8	-	1	7	3	6	
	5%	6%	2%	8%	4%	5%	8%	6%	1%	2%	6%	9%	5%	6%	-	3%	5%	4%	4%	
	*	*	*	BD*	B	*	**	*	*	*	**	*	*	*	*	*	*	*	*	
New Zealand	19	3	7	3	9	1	-	3	2	4	2	3	4	5	1	4	1	4	7	
	4%	2%	4%	3%	4%	1%	-	3%	5%	4%	7%	6%	3%	3%	2%	13%	1%	5%	5%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	NP*	*	P*	*	
Japan	10	4	4	-	4	1	1	3	1	3	-	1	3	1	-	4	3	1	1	
	2%	3%	3%	-	2%	1%	3%	3%	2%	3%	-	2%	3%	1%	-	12%	2%	1%	1%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	NPQ*	*	*	*	
France	10	6	3	1	5	-	1	5	1	3	1	1	-	3	1	-	6	3	3	
	2%	5%	2%	1%	2%	-	3%	5%	2%	3%	4%	2%	-	2%	2%	-	4%	3%	2%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	L	*	*	*	*	*	
Malaysia	8	-	2	2	3	2	-	-	-	2	-	-	3	-	-	-	1	1	-	
	2%	-	1%	2%	1%	3%	-	-	-	2%	-	-	3%	-	-	-	0%	1%	-	
	*	*	*	*	*	**	**	*	*	**	*	*	M	*	*	*	*	*	*	
China	3	1	1	-	1	-	-	1	1	1	-	-	-	1	1	-	-	2	-	
	1%	1%	1%	-	1%	-	-	1%	1%	1%	-	-	-	0%	2%	-	-	2%	-	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Spain	2	-	1	1	2	-	-	-	1	-	-	-	-	1	-	-	1	-	1	
	0%	-	1%	1%	1%	-	-	-	2%	-	-	-	-	1%	-	-	1%	-	1%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Korea	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	
	0%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Other	6	1	1	-	1	3	-	1	-	1	-	-	-	-	-	-	1	1	-	
	1%	1%	1%	-	1%	5%	-	1%	-	1%	-	-	-	-	-	-	1%	2%	-	
	*	*	*	*	*	CD*	**	*	*	**	*	*	*	*	*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-	
	4%	4%	3%	1%	2%	11%	-	6%	2%	4%	-	2%	-	2%	5%	8%	3%	4%	-	
	*	*	*	*	*	BCD*	**	*	*	**	*	*	L	*	*	*	*	*	*	
Sigma	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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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 would consider?

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

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

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

	Total	Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
United Kingdom	185	44	53	33	82	33	14	30	17	36	8	14	51	50	17	11	56	21	42
	18%	16%	20%	21%	21%	16%	15%	17%	15%	23%	16%	17%	19%	19%	17%	14%	20%	15%	12%
							*				*	*			*	*			
United States	160	44	44	22	56	36	18	26	24	21	12	21	47	40	19	18	41	20	57
	16%	16%	16%	14%	14%	17%	19%	14%	20%	13%	23%	24%	17%	16%	19%	22%	15%	14%	17%
							*				*	M*			*	*			
Canada	129	26	38	25	58	24	15	11	14	24	5	12	38	48	13	8	24	24	129
	13%	10%	14%	16%	15%	12%	17%	6%	12%	16%	10%	14%	19%	19%	13%	10%	8%	17%	38%
							G*			G	*	*		L	*	*		P	
Australia	98	24	36	14	44	11	3	20	15	21	5	8	23	28	11	7	31	18	26
	10%	9%	13%	9%	11%	5%	4%	11%	13%	14%	9%	9%	8%	11%	11%	8%	11%	13%	8%
							*	F	F	F	*	*		*	*	*			
Spain	88	27	25	19	40	15	11	16	16	9	6	8	30	17	15	6	30	9	32
	9%	10%	9%	12%	10%	7%	12%	9%	14%	6%	12%	10%	11%	7%	15%	8%	11%	6%	9%
							*		J		*	*		M	Q*	*			
Germany	87	19	22	15	33	19	7	12	12	10	5	6	32	24	4	6	25	9	15
	9%	7%	8%	10%	8%	9%	7%	7%	10%	6%	9%	7%	12%	10%	4%	8%	9%	6%	4%
							*				*	*			*	*			
France	68	28	11	9	19	15	12	17	5	5	3	6	20	13	4	9	20	9	14
	7%	10%	4%	6%	5%	7%	13%	9%	5%	3%	6%	7%	7%	5%	4%	10%	7%	6%	4%
							BD				*	*			*	*			
Japan	60	25	16	11	25	6	10	16	8	8	4	6	20	18	7	5	21	15	10
	6%	9%	6%	7%	6%	3%	10%	9%	7%	5%	8%	7%	7%	7%	7%	6%	8%	10%	3%
							*				*	*			*	*			
China	19	7	-	1	1	6	1	6	-	-	1	-	3	5	-	-	4	3	8
	2%	3%	-	1%	0%	3%	1%	3%	-	-	2%	-	1%	2%	-	-	2%	2%	2%
							*	I			*	*			*	*			
New Zealand	17	3	5	2	7	3	*	3	2	3	1	3	5	2	3	3	3	1	6
	2%	1%	2%	2%	2%	2%	0%	2%	2%	2%	2%	4%	2%	1%	3%	4%	1%	1%	2%
							*				*	*			*	*			
Malaysia	8	4	3	2	5	1	-	4	1	3	-	1	1	1	1	1	2	5	-
	1%	1%	1%	1%	1%	0%	-	2%	1%	2%	-	1%	0%	0%	1%	1%	1%	4%	-
							*				*	*			*	*			
Korea	6	5	1	1	1	-	1	4	-	1	1	-	2	2	-	-	4	1	3
	1%	2%	0%	1%	0%	-	1%	2%	-	1%	2%	-	1%	1%	-	-	2%	1%	1%
							*				*	*			*	*			
Other	20	7	3	1	3	6	1	6	1	1	-	-	4	4	-	2	5	3	2
	2%	3%	1%	0%	1%	3%	1%	3%	1%	1%	-	-	1%	2%	-	3%	2%	2%	0%
							*				*	*			*	*			
Would never consider/don't know anyone who would consider studying abroad	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
							*	F		FHJ	*	*			*	*			
Sigma	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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 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

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

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

	Mexico Total	Mexico																	
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Patent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
Spain	83	25	24	19	39	15	11	14	16	9	6	8	29	17	14	6	28	9	32
	17%	17%	20%	28%	23%	11%	17%	16%	25%	15%	22%	23%	18%	15%	29%	13%	20%	15%	16%
			E*	E	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*
United States	81	22	21	10	24	26	11	11	16	5	7	9	32	15	10	12	18	7	37
	16%	15%	17%	15%	14%	20%	17%	13%	25%	8%	26%	24%	20%	13%	20%	24%	12%	12%	18%
			*	*	*	*	*	*	J*	*	**	**	*	*	*	*	*	*	*
Canada	66	16	21	8	28	12	10	6	6	15	2	6	21	20	8	7	14	12	66
	13%	11%	17%	11%	16%	9%	15%	7%	10%	26%	6%	15%	13%	18%	16%	14%	10%	19%	33%
			*	*	*	*	*	*	*	GH*	**	**	*	*	*	*	*	*	*
France	57	25	8	8	14	13	12	14	4	4	1	4	18	13	3	6	17	9	14
	11%	17%	6%	11%	8%	10%	18%	16%	6%	7%	5%	9%	11%	12%	6%	13%	12%	14%	7%
			BD	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Germany	47	13	11	6	14	13	7	6	8	2	4	4	21	15	1	4	17	3	12
	9%	9%	9%	9%	8%	10%	11%	7%	13%	4%	13%	10%	13%	13%	3%	8%	12%	5%	6%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
United Kingdom	46	13	12	7	19	14	5	8	5	7	4	3	13	11	2	5	18	5	10
	9%	9%	10%	11%	11%	10%	8%	10%	8%	13%	14%	7%	8%	10%	5%	10%	12%	8%	5%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Japan	37	13	13	8	20	5	6	7	7	5	2	4	14	9	5	4	13	7	10
	7%	9%	10%	11%	11%	4%	9%	8%	12%	9%	6%	12%	9%	8%	11%	8%	9%	11%	5%
			*	E	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
China	15	5	-	*	*	6	1	3	-	-	1	-	3	5	-	-	2	3	8
	3%	3%	-	1%	0%	5%	2%	4%	-	-	4%	-	2%	4%	-	-	1%	4%	4%
			*	*	BD*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Australia	9	3	1	-	1	1	-	3	-	1	-	-	3	2	-	-	2	2	3
	2%	2%	1%	-	1%	1%	-	4%	-	2%	-	-	2%	2%	-	-	1%	4%	1%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Korea	5	4	1	1	1	-	1	3	-	1	1	-	2	2	-	-	3	1	3
	1%	2%	1%	1%	1%	-	2%	3%	-	2%	3%	-	1%	2%	-	-	2%	2%	1%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
New Zealand	4	1	-	*	*	2	*	*	-	-	-	-	1	*	-	-	*	*	3
	1%	1%	-	1%	0%	1%	1%	1%	-	-	-	-	1%	0%	-	-	0%	1%	1%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Other	12	6	1	-	1	3	1	5	1	-	-	-	3	3	-	2	3	1	2
	2%	4%	1%	-	1%	2%	1%	5%	2%	-	-	-	2%	3%	-	5%	2%	2%	1%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Would never consider/don't know anyone who would consider studying abroad	37	4	9	-	9	22	-	4	-	9	-	-	1	-	5	3	7	2	-
	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-
			C*	*	C	ACD*	*	*	*	FH*	**	**	*	*	*	*	*	*	*
Sigma	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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 would consider?

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

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

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

	India Total	India																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144	
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
United Kingdom	139	31	41	25	63	19	9	22	12	28	4	12	39	38	14	7	38	16	32	
	28%	25%	27%	28%	29%	26%	31%	23%	23%	29%	18%	24%	33%	27%	28%	21%	29%	19%	22%	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Australia	89	20	35	14	44	10	3	17	15	20	5	8	20	26	11	7	29	16	24	
	18%	16%	24%	15%	20%	13%	12%	17%	28%	21%	21%	16%	17%	18%	22%	21%	22%	20%	16%	
	*	*	D	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
United States	79	22	24	12	32	10	7	15	8	16	4	12	16	24	9	6	23	13	21	
	16%	18%	16%	14%	15%	13%	24%	16%	15%	16%	20%	25%	14%	17%	18%	19%	17%	17%	14%	
	*	*	*	*	*	**	**	*	*	**	**	L*	*	*	*	*	*	*	*	
Canada	62	11	17	17	30	11	6	5	8	9	3	6	18	28	5	1	10	12	62	
	12%	8%	11%	19%	14%	16%	20%	5%	15%	9%	15%	13%	15%	20%	10%	3%	7%	15%	43%	
	*	*	A*	*	*	**	*	*	G*	*	**	*	*	*	*	*	*	*	*	
Germany	40	6	11	9	19	6	6	4	8	8	1	2	11	9	2	2	7	6	2	
	8%	5%	7%	10%	9%	8%	-	7%	7%	8%	4%	4%	10%	6%	4%	7%	5%	7%	2%	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Japan	24	12	4	3	6	2	4	9	1	3	2	2	6	9	1	1	8	8	-	
	5%	10%	2%	4%	3%	2%	13%	9%	1%	3%	10%	3%	5%	6%	3%	2%	6%	10%	-	
	BD*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
New Zealand	13	3	5	2	7	2	-	3	2	3	1	3	4	2	3	3	2	1	3	
	3%	2%	3%	2%	3%	3%	-	3%	3%	3%	5%	7%	3%	1%	5%	9%	2%	1%	2%	
	*	*	*	*	*	**	*	*	*	**	M*	*	*	*	*	PQ*	*	*	*	
France	11	3	3	2	5	2	-	3	2	1	2	2	2	-	1	2	3	-	-	
	2%	2%	2%	2%	2%	3%	-	3%	3%	2%	7%	5%	1%	-	2%	7%	3%	-	-	
	*	*	*	*	*	**	*	*	*	**	M*	*	*	*	*	Q*	*	*	*	
Malaysia	8	4	3	2	5	1	-	4	1	3	-	1	1	1	1	1	2	5	-	
	2%	3%	2%	2%	2%	1%	-	4%	2%	3%	-	2%	1%	1%	2%	3%	2%	6%	-	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Spain	4	2	1	-	1	-	-	2	-	1	-	-	1	-	1	-	2	-	-	
	1%	2%	1%	-	0%	-	-	2%	-	1%	-	-	1%	-	2%	-	2%	-	-	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
China	3	2	-	1	1	-	-	2	-	-	-	-	-	-	-	-	2	-	-	
	1%	2%	-	1%	0%	-	-	3%	-	-	-	-	-	-	-	-	2%	-	-	
	*	*	*	B	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Korea	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	
	0%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Other	8	2	1	1	2	3	-	2	-	1	-	-	1	1	-	-	2	1	-	
	2%	1%	1%	1%	1%	5%	-	2%	-	1%	-	-	1%	0%	-	-	1%	2%	-	
	*	*	*	*	D*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-	
	4%	4%	3%	1%	2%	11%	-	6%	2%	4%	-	2%	-	2%	5%	8%	3%	4%	-	
	*	*	*	*	BCD*	**	*	*	*	**	*	*	L	*	*	*	*	*	*	
Sigma	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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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/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

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

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

	Total	Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
Germany	124	33	36	13	45	22	13	20	13	23	3	9	38	39	11	6	43	15	25
	12%	12%	13%	9%	11%	11%	14%	11%	11%	15%	7%	10%	14%	15%	11%	7%	16%	11%	7%
							*				*						O		
United States	122	38	33	13	43	23	12	26	13	20	9	10	34	25	12	12	32	19	38
	12%	14%	12%	8%	11%	11%	13%	14%	11%	13%	17%	11%	12%	10%	12%	15%	12%	14%	11%
							*				*				*	*			
Canada	116	40	22	21	40	26	17	23	15	7	9	13	34	33	7	8	35	19	116
	12%	15%	8%	13%	10%	12%	18%	13%	13%	5%	19%	15%	12%	13%	7%	10%	13%	13%	34%
		B			B		I*	I	I		I*	*			*	*			
Australia	114	20	38	25	54	21	4	16	15	22	3	3	30	30	11	4	26	19	27
	11%	7%	14%	16%	14%	10%	4%	9%	13%	14%	5%	4%	11%	12%	11%	5%	9%	14%	8%
		A	A	A	A		*		F	F	*	*	K	K	*	*			
United Kingdom	112	23	46	29	66	11	14	10	21	25	5	9	37	35	12	13	38	16	42
	11%	9%	17%	18%	17%	5%	15%	5%	18%	16%	9%	11%	13%	14%	12%	16%	14%	12%	12%
		AE	AE	AE	AE		G*	G	G		*	*			*	*			
France	85	25	20	16	32	21	10	15	11	8	9	15	28	20	9	11	19	10	23
	9%	9%	7%	10%	8%	10%	10%	8%	10%	5%	18%	18%	10%	8%	9%	14%	7%	7%	7%
							*				I*	LM*			*	*			
Spain	67	25	12	9	19	14	9	16	5	7	2	5	16	19	2	10	18	7	27
	7%	9%	4%	5%	5%	7%	9%	9%	4%	5%	3%	6%	6%	7%	2%	12%	7%	5%	8%
		BD					*				*	*			*	N*			
Japan	64	19	13	11	23	18	6	13	7	7	6	6	17	19	5	6	14	12	17
	6%	7%	5%	7%	6%	9%	7%	7%	6%	4%	11%	7%	6%	7%	5%	7%	5%	8%	5%
							*				*	*			*	*			
New Zealand	50	15	16	8	22	4	2	13	6	9	1	8	15	15	13	2	11	7	11
	5%	5%	6%	5%	6%	2%	2%	7%	5%	6%	2%	9%	5%	6%	13%	2%	4%	5%	3%
							*				*	*			OPQ*	*			
China	18	3	3	4	7	4	-	3	2	1	-	1	7	3	2	1	1	2	4
	2%	1%	1%	2%	2%	2%	-	2%	2%	0%	-	1%	3%	1%	2%	1%	0%	1%	1%
							*				*	*			*	*			
Malaysia	16	4	4	5	8	1	-	4	1	3	1	3	2	2	1	-	4	3	4
	2%	1%	1%	3%	2%	0%	-	2%	1%	2%	2%	3%	1%	1%	1%	-	1%	2%	1%
							*				*	*			*	*			
Korea	8	2	1	-	1	1	*	1	-	1	-	1	2	5	-	-	3	-	3
	1%	1%	0%	-	0%	1%	0%	1%	-	1%	-	1%	1%	2%	-	-	1%	-	1%
							*				*	*			*	*			
Other	49	19	14	2	16	9	7	13	6	8	4	2	15	8	8	4	22	6	6
	5%	7%	5%	2%	4%	4%	7%	7%	5%	5%	7%	2%	6%	3%	8%	4%	8%	4%	2%
		C			C		*				*	*			*	*			
Would never consider/don't know anyone who would consider studying abroad	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
			C		C	ABCD	*	F	FHJ	*	*	*			*	*			
Sigma	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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/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

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

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

	Mexico Total	Mexico																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Patent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208	
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199	
United States	72	27	17	7	22	16	10	18	7	10	5	1	21	15	7	8	21	10	25	
	14%	18%	14%	10%	13%	12%	15%	21%	11%	18%	17%	3%	13%	13%	14%	16%	15%	16%	12%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Germany	66	21	16	6	21	15	10	11	8	8	1	2	22	18	5	4	27	5	17	
	13%	14%	13%	9%	12%	11%	16%	13%	12%	14%	5%	5%	14%	16%	10%	8%	19%	9%	9%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Canada	65	22	11	12	21	19	11	11	10	1	4	7	20	17	3	5	21	8	65	
	13%	15%	9%	18%	12%	14%	17%	13%	16%	2%	15%	19%	13%	15%	7%	11%	15%	13%	33%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Spain	56	19	10	7	16	14	8	12	5	6	2	4	16	15	1	10	14	6	26	
	11%	13%	9%	11%	9%	11%	12%	14%	8%	10%	5%	11%	10%	13%	2%	20%	10%	10%	13%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	N*	*	*	*	
France	56	13	13	11	22	18	6	7	8	5	7	9	20	12	4	8	11	6	18	
	11%	9%	11%	16%	13%	13%	10%	8%	13%	8%	25%	25%	12%	11%	9%	16%	8%	10%	9%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Japan	41	11	10	5	15	13	5	6	7	3	4	3	14	13	5	4	8	9	12	
	8%	7%	8%	8%	9%	10%	8%	7%	10%	6%	16%	7%	9%	11%	11%	8%	6%	14%	6%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
United Kingdom	36	8	16	10	21	3	7	1	10	6	1	4	17	11	4	5	16	3	17	
	7%	5%	13%	15%	12%	2%	11%	1%	16%	10%	5%	11%	10%	10%	9%	10%	11%	6%	8%	
	*	*	AE*	AE*	AE	*	G*	*	G*	G*	**	**	*	*	*	*	*	*	*	
Australia	15	3	6	3	7	4	-	3	3	4	-	1	3	1	2	-	3	4	7	
	3%	2%	5%	4%	4%	3%	-	3%	4%	6%	-	2%	2%	1%	4%	-	2%	6%	3%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
China	14	3	1	3	4	4	-	3	1	3	-	-	6	1	1	-	1	2	4	
	3%	2%	1%	4%	2%	3%	-	4%	2%	-	-	-	4%	1%	3%	-	1%	3%	2%	
	*	*	*	*	*	*	*	*	*	*	**	**	M	*	*	*	*	*	*	
New Zealand	9	5	4	1	5	-	1	3	2	2	-	4	3	3	4	-	1	3	1	
	2%	3%	3%	1%	3%	-	2%	4%	3%	4%	-	9%	2%	3%	9%	-	1%	6%	1%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	p*	*	*	*	*	
Korea	4	2	-	-	-	*	*	1	-	-	-	1	2	2	-	-	2	-	2	
	1%	1%	-	-	-	0%	1%	1%	-	-	-	3%	1%	2%	-	-	1%	-	1%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Other	29	12	7	2	9	3	7	6	3	3	4	2	14	5	6	2	11	3	5	
	6%	8%	6%	4%	5%	3%	10%	7%	5%	6%	13%	6%	9%	4%	13%	4%	7%	5%	3%	
	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	37	4	9	-	9	22	-	4	-	9	-	-	1	-	5	3	7	2	-	
	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-	
	*	*	C*	*	C	ACD*	*	*	*	FH*	**	**	*	*	*	*	*	*	*	
Sigma	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/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

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

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

	India Total	India																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144	
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
Australia	99	17	31	22	47	17	4	13	13	19	3	3	27	28	9	4	22	16	20	
	20%	14%	21%	25%	22%	23%	15%	14%	24%	19%	12%	6%	23%	20%	18%	12%	17%	20%	14%	
	*		A*		*	**	**	*	*	**	*	K	K	*	*	*	*	*	*	
United Kingdom	76	15	30	19	45	8	7	9	11	19	3	5	20	23	7	8	22	13	26	
	15%	12%	20%	21%	21%	11%	24%	9%	21%	19%	15%	11%	17%	17%	15%	26%	17%	16%	18%	
	*		*		*	**	*	G*	*	**	*	*	*	*	*	*	*	*	*	
Germany	58	12	20	7	23	7	3	9	5	15	2	7	16	21	6	2	16	10	8	
	12%	10%	13%	8%	11%	10%	10%	10%	10%	15%	9%	14%	13%	15%	12%	5%	12%	12%	5%	
	*		D	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Canada	51	18	11	9	19	7	6	12	5	6	5	6	14	16	4	3	13	11	51	
	10%	14%	7%	10%	9%	9%	21%	12%	9%	6%	23%	13%	12%	11%	8%	8%	10%	14%	35%	
	*		*		*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
United States	50	11	16	6	22	8	2	9	6	10	4	9	13	10	5	4	11	9	13	
	10%	9%	11%	7%	10%	10%	8%	9%	11%	10%	18%	18%	11%	7%	10%	12%	8%	12%	9%	
	*		*		*	**	*	*	*	**	M*	*	*	*	*	*	*	*	*	
New Zealand	40	10	11	7	17	4	1	9	5	7	1	4	12	13	8	2	10	4	10	
	8%	8%	8%	8%	8%	5%	4%	9%	9%	7%	5%	9%	10%	9%	17%	5%	8%	5%	7%	
	*		*		*	**	*	*	*	**	*	*	*	*	Q*	*	*	*	*	
France	29	12	7	5	10	4	3	9	3	3	2	6	8	8	4	3	9	4	4	
	6%	9%	4%	6%	5%	5%	11%	9%	6%	4%	8%	12%	7%	5%	8%	10%	6%	5%	3%	
	*		*		*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Japan	23	8	3	5	8	4	1	7	-	3	1	3	3	6	-	2	6	3	5	
	5%	6%	2%	6%	3%	6%	4%	7%	-	4%	6%	7%	2%	5%	-	5%	5%	4%	4%	
	*		*		*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Malaysia	16	4	4	5	8	1	-	4	1	3	1	3	2	2	1	-	4	3	4	
	3%	3%	3%	6%	4%	1%	-	4%	2%	3%	4%	6%	2%	1%	2%	-	3%	4%	3%	
	*		*		*	**	*	*	*	**	M*	*	*	*	*	*	*	*	*	
Spain	11	5	2	1	3	-	1	4	-	2	-	1	-	4	1	-	5	2	1	
	2%	4%	1%	1%	1%	-	3%	5%	-	2%	-	2%	-	3%	2%	-	3%	2%	0%	
	*		*		*	*	**	*	*	**	*	*	L	*	*	*	*	*	*	
China	5	-	2	1	2	-	-	-	1	1	-	1	2	2	1	1	-	-	-	
	1%	-	1%	1%	1%	-	-	-	2%	1%	-	2%	2%	2%	1%	3%	-	-	-	
	*		*		*	**	*	*	*	**	*	*	*	*	*	p*	*	*	*	
Korea	4	-	1	-	1	1	-	-	-	1	-	-	-	2	-	-	1	-	1	
	1%	-	1%	-	1%	1%	-	-	-	1%	-	-	-	2%	-	-	1%	-	1%	
	*		*		*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Other	20	7	7	-	7	6	-	7	3	5	-	-	1	3	2	2	11	3	1	
	4%	6%	5%	-	3%	8%	-	7%	5%	5%	-	-	1%	2%	3%	6%	8%	3%	1%	
	C*	C	*	C	C*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-	
	4%	4%	3%	1%	2%	11%	-	6%	2%	4%	-	2%	-	2%	5%	8%	3%	4%	-	
	*		*		*	BCD*	**	*	*	**	*	*	L	*	*	*	*	*	*	
Sigma	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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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

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

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

	Total	Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C college level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents (unwtd)	1006	251	290	167	412	199	95	156	128	162	55	85	283	277	100	82	276	141	352
Base: All Respondents (wtd)	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
United States	675	182	191	111	276	126	64	118	82	109	32	67	190	175	71	57	192	90	219
	68%	66%	70%	71%	71%	61%	68%	65%	71%	70%	65%	78%	69%	69%	72%	70%	69%	63%	64%
							E				*	*			*	*			
United Kingdom	392	81	134	76	189	69	35	47	58	77	19	34	115	116	43	37	114	48	115
	39%	30%	49%	49%	48%	34%	37%	26%	50%	49%	37%	39%	42%	45%	43%	45%	41%	34%	34%
			AE	AE	AE		*		G	G	*	*			*	*			
Canada	343	89	87	61	135	68	41	48	45	42	20	40	112	109	31	28	76	56	343
	34%	32%	32%	39%	35%	33%	44%	26%	39%	27%	40%	47%	41%	43%	32%	35%	27%	40%	100%
							GI*		GI		*	*						P	
Australia	292	66	97	50	132	42	13	53	35	62	11	20	67	74	32	15	76	53	76
	29%	24%	36%	32%	34%	20%	14%	29%	30%	40%	22%	24%	24%	29%	33%	18%	27%	38%	22%
			AE	E	AE		*	F	F	FJ	*	*			O*	*		OP	
Germany	283	80	68	45	101	53	33	47	33	35	14	21	95	92	16	16	92	33	59
	28%	29%	25%	28%	26%	26%	35%	26%	29%	23%	27%	24%	34%	36%	16%	20%	33%	23%	17%
							I*				*	*			K	*	NOQ		
Spain	228	85	49	34	74	47	31	54	25	24	15	15	68	48	19	21	71	33	78
	23%	31%	18%	21%	19%	23%	34%	30%	22%	15%	29%	17%	25%	19%	19%	26%	26%	23%	23%
			BCD				I*	I			I*	*	M		*	*			
France	179	65	37	28	59	40	23	42	19	18	14	23	51	40	14	22	50	24	44
	18%	24%	14%	18%	15%	20%	25%	23%	17%	11%	28%	26%	18%	16%	14%	26%	18%	17%	13%
			BD				I*	I			I*	M*			*	N*			
Japan	166	59	43	27	65	32	21	39	21	22	11	13	51	45	15	14	53	31	34
	17%	22%	16%	17%	17%	16%	22%	21%	18%	14%	21%	15%	18%	17%	16%	18%	19%	22%	10%
							*				*	*			*	*			
New Zealand	92	23	27	15	39	10	3	20	11	16	4	14	26	22	16	9	17	13	28
	9%	8%	10%	10%	10%	5%	3%	11%	9%	11%	8%	16%	9%	9%	16%	11%	6%	9%	8%
							*	F		F	*	M*			P*	*			
China	45	13	6	6	11	12	2	11	4	2	3	1	13	11	4	1	8	7	12
	5%	5%	2%	4%	3%	6%	3%	6%	3%	2%	6%	1%	5%	4%	4%	1%	3%	5%	3%
							*				*	*			*	*			
Malaysia	32	8	9	9	15	4	-	8	2	7	1	4	6	3	2	1	6	9	4
	3%	3%	3%	6%	4%	2%	-	4%	1%	5%	2%	4%	2%	1%	2%	1%	2%	6%	1%
							*			F	*	M*			*	*			
Korea	25	13	5	3	7	1	6	8	3	2	4	3	9	9	3	2	12	5	9
	2%	5%	2%	2%	2%	1%	6%	4%	2%	1%	8%	4%	3%	4%	3%	2%	4%	3%	3%
			DE				I*				I*	*			*	*			
Other	68	29	17	3	19	13	9	19	9	8	4	2	21	14	9	6	29	9	8
	7%	10%	6%	2%	5%	6%	10%	11%	8%	5%	7%	2%	8%	5%	10%	7%	10%	6%	2%
			CD	C	C		*				*	*			*	*			
Would never consider/don't know anyone who would consider studying abroad	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
			C	C	ABCD		*	F		FHJ	*	*			*	*			
Sigma	2874	803	784	468	1137	547	280	522	347	438	149	257	823	760	283	234	808	414	1028
	287%	292%	289%	299%	292%	267%	300%	288%	299%	282%	300%	298%	299%	298%	286%	287%	292%	292%	300%

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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

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

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

	Mexico Total	Mexico																	
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age				Country of Canada (Net)
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Patent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base: All Respondents (unwtd)	504	153	114	74	170	121	71	82	64	50	33	37	167	132	42	45	151	56	208
Base: All Respondents (wtd)	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
United States	307	91	79	44	110	76	39	52	40	39	16	30	97	65	32	38	83	34	128
	61%	61%	65%	66%	64%	58%	60%	61%	63%	67%	56%	79%	61%	57%	67%	78%	58%	55%	65%
Spain	211	77	46	32	68	47	31	47	24	21	15	14	67	43	17	21	63	32	76
	42%	52%	38%	47%	40%	36%	47%	56%	38%	37%	52%	37%	42%	37%	35%	44%	44%	51%	38%
		BDE	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Canada	199	53	52	29	76	46	28	25	30	22	11	23	72	57	21	21	48	28	199
	40%	35%	43%	43%	44%	35%	44%	29%	48%	38%	39%	61%	45%	50%	44%	43%	33%	45%	100%
			*	*	*	*	*	*	G*	*	**	**	*	*	*	*	*	*	*
Germany	159	53	35	21	50	36	28	26	23	11	10	8	61	54	7	11	62	14	42
	32%	36%	28%	31%	29%	27%	42%	30%	37%	19%	34%	21%	39%	47%	15%	23%	44%	23%	21%
			*	*	*	*	!*	*	*	*	**	**	*	*	*	*	NOQ	*	*
France	129	45	24	20	39	34	19	26	14	10	9	13	41	29	8	16	33	17	36
	26%	30%	20%	29%	23%	26%	29%	31%	22%	17%	34%	36%	26%	25%	18%	33%	23%	28%	18%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
United Kingdom	120	26	39	22	55	31	15	11	23	16	6	9	39	34	9	17	42	9	39
	24%	18%	32%	33%	32%	23%	23%	13%	37%	27%	22%	24%	25%	30%	19%	35%	29%	15%	20%
			A*	A*	A	*	*	*	G*	*	**	**	*	*	*	Q*	*	*	*
Japan	110	35	32	19	48	26	15	20	19	12	7	7	39	28	14	8	35	19	27
	22%	23%	26%	28%	28%	19%	23%	23%	30%	21%	26%	19%	25%	25%	29%	16%	25%	31%	14%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
China	35	9	3	4	6	12	2	7	2	1	3	-	11	8	2	-	6	5	12
	7%	6%	3%	6%	4%	9%	4%	8%	3%	2%	10%	-	7%	7%	4%	-	4%	8%	6%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Australia	34	8	11	4	13	8	2	6	3	8	-	1	10	5	4	-	7	8	14
	7%	5%	9%	6%	7%	6%	3%	7%	5%	13%	-	2%	6%	4%	8%	-	5%	13%	7%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	O*	*
New Zealand	19	7	4	3	7	3	2	6	2	2	-	4	7	3	4	-	3	4	7
	4%	5%	3%	4%	4%	2%	2%	7%	3%	4%	-	9%	4%	3%	9%	-	2%	6%	4%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Korea	18	11	4	3	5	*	6	5	3	1	4	3	9	7	3	2	8	5	8
	4%	7%	3%	4%	3%	0%	9%	6%	4%	2%	15%	8%	5%	6%	6%	3%	6%	7%	4%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Other	44	20	10	2	12	6	9	11	6	3	4	2	19	11	8	4	16	6	7
	9%	14%	8%	4%	7%	5%	14%	13%	10%	6%	13%	6%	12%	9%	16%	8%	11%	10%	4%
			*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Would never consider/don't know anyone who would consider studying abroad	37	4	9	-	9	22	-	4	-	9	-	-	1	-	5	3	7	2	-
	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-
			C*	*	C	ACD*	*	*	*	FH*	**	**	*	*	*	*	*	*	*
Sigma	1421	440	347	202	499	347	196	245	190	157	84	113	473	345	134	142	414	181	596
	284%	294%	285%	300%	289%	264%	300%	290%	300%	269%	300%	300%	297%	300%	280%	289%	290%	295%	300%

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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

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

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

	India Total	India																		Country of Canada (Net)
		Status					Interest (by Status)					Interest (by Education Level) - Student &			Student Age					
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	(Parent) Not Interested for own child	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level	Interested in Graduate level	Parent of student age 14-15	Parent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base: All Respondents (unwtd)	502	98	176	93	242	78	24	74	64	112	22	48	116	145	58	37	125	85	144	
Base: All Respondents (wtd)	500	125	150	89	217	73	28	97	53	97	22	48	116	140	51	33	134	80	144	
United States	368	91	112	67	166	50	24	67	42	70	17	37	93	110	39	19	109	56	91	
	74%	73%	75%	75%	76%	68%	86%	69%	80%	72%	76%	77%	80%	78%	76%	57%	81%	70%	63%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	O*	*	O	*	*	*	
United Kingdom	272	55	95	54	134	38	20	35	34	61	12	25	75	82	34	19	73	39	77	
	54%	44%	63%	61%	62%	52%	69%	37%	63%	57%	51%	65%	58%	67%	60%	54%	48%	53%	53%	
	*	A	A*	A	*	**	*	G*	G	**	*	*	Q*	*	*	*	*	*	*	
Australia	257	58	86	46	120	34	11	47	32	54	11	20	57	69	29	15	69	45	62	
	51%	46%	58%	52%	55%	46%	38%	49%	60%	56%	50%	41%	49%	49%	56%	46%	51%	57%	43%	
	*	*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	*	*	*	
Canada	144	36	34	32	59	22	13	23	15	19	9	17	41	52	10	7	28	28	144	
	29%	29%	23%	36%	27%	30%	46%	24%	29%	20%	42%	36%	35%	37%	19%	22%	21%	35%	100%	
	*	*	BD*	B	*	**	*	*	*	**	*	*	*	*	*	*	NP*	*	*	
Germany	124	26	34	24	51	17	5	21	10	24	4	13	33	38	8	5	30	18	16	
	25%	21%	23%	27%	23%	23%	18%	22%	18%	25%	18%	27%	28%	27%	16%	16%	22%	23%	11%	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
New Zealand	73	16	23	12	33	7	1	14	9	14	4	10	19	19	12	9	14	9	20	
	15%	12%	15%	14%	15%	9%	4%	15%	17%	14%	17%	21%	16%	14%	23%	27%	10%	11%	14%	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	P*	PQ*	*	*	*	
Japan	57	25	11	8	17	7	6	19	2	10	3	6	11	16	1	6	18	12	7	
	11%	20%	8%	9%	8%	9%	20%	19%	3%	10%	16%	12%	10%	12%	3%	20%	13%	15%	5%	
	BCD*	*	*	*	*	**	H*	*	*	**	*	*	*	*	*	N*	N	N*	*	
France	50	20	13	8	19	6	4	16	6	7	4	9	10	11	6	6	18	7	7	
	10%	16%	9%	9%	9%	8%	15%	17%	11%	8%	20%	19%	8%	8%	12%	17%	13%	8%	5%	
	*	*	*	*	*	*	**	*	*	**	*	LM*	*	*	*	*	*	*	*	
Malaysia	32	8	9	9	15	4	-	8	2	7	1	4	6	3	2	1	6	9	4	
	6%	6%	6%	10%	7%	5%	-	8%	3%	7%	4%	7%	5%	2%	4%	3%	5%	11%	3%	
	*	*	*	*	*	**	*	*	*	**	*	M*	*	*	*	*	*	*	*	
Spain	17	8	4	2	6	-	1	7	1	3	-	1	1	5	2	-	8	2	2	
	3%	6%	3%	2%	3%	-	3%	7%	2%	3%	-	2%	1%	3%	3%	-	6%	2%	1%	
	E*	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	
China	11	4	3	2	5	-	-	4	2	1	-	1	2	3	1	1	2	2	-	
	2%	3%	2%	2%	2%	-	-	4%	3%	2%	-	2%	2%	2%	3%	3%	2%	2%	-	
	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	*	*	*	
Korea	7	2	1	-	1	1	-	2	-	1	-	-	-	2	-	-	4	-	1	
	1%	2%	1%	-	1%	1%	-	3%	-	1%	-	-	-	2%	-	-	3%	-	1%	
	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Other	24	8	7	1	8	7	-	8	3	5	-	-	2	3	2	2	12	3	1	
	5%	7%	5%	1%	4%	10%	-	9%	5%	5%	-	-	1%	2%	3%	6%	9%	3%	1%	
	C*	*	*	C	CD*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	
Would never consider/don't know anyone who would consider studying abroad	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-	
	4%	4%	3%	1%	2%	11%	-	6%	2%	4%	-	2%	-	2%	5%	8%	3%	4%	-	
	*	*	*	*	*	BCD*	**	*	*	**	*	*	L	*	*	*	*	*	*	
Sigma	1453	362	437	266	639	199	85	277	157	280	66	144	349	415	149	92	395	232	432	
	291%	290%	292%	298%	294%	271%	300%	287%	297%	290%	300%	296%	300%	296%	291%	283%	294%	289%	300%	

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