

	Table Description
<u>1</u>	QS1. Indicate which of the following descriptions apply to you personally. I am
<u>2</u>	QS1. Indicate which of the following descriptions apply to you personally. I am
<u>3</u>	QS1. Indicate which of the following descriptions apply to you personally. I am
	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
<u>4</u>	most important to inform your/their decision of where to study?
	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
<u>5</u>	most important to inform your/their decision of where to study?
	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
<u>6</u>	most important to inform your/their decision of where to study?
	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
<u>7</u>	consider/do you think they would consider?
	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
<u>8</u>	consider/do you think they would consider?
	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
<u>9</u>	consider/do you think they would consider?
	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
<u>10</u>	consider/do you think they would consider?
	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
<u>11</u>	consider/do you think they would consider?
	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
<u>12</u>	consider/do you think they would consider?
	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
<u>13</u>	consider/do you think they would consider?
	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
<u>14</u>	consider/do you think they would consider?
	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
<u>15</u>	consider/do you think they would consider?
	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
<u>16</u>	you think they would consider?
	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
17	you think they would consider?

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?

<u>18</u>

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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//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/J,J,K/L/M,N/O/P/Q,R

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

		Children	D	Status			Carrie		terest (by Stat		(D		ducation Leve		D		nt Age	D	Country of
	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 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+	Canada (Ne
		A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	Р	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) A student aged 16-17	1000 19	275 19	271	157 2	390	205	93 8	181 11	116	155	50	86	276	255 5	99	82 19	277	142	343
A student aged 10-17	2%	7%	- :	1%	1%	- :	9%	6%			- :		3%	2%		24%			1%
		BCDE		В	В		ни*	HI			•	•			•	NPQ*			
A student aged 18-24	170	170	-	10	10	-	61	109	-	-	-	-	51	33	-	-	170	-	51
	17%	62% BCDF		7% BDF	3% BF	-	66% HII*	60% HII	-	-			18% KM	13% K			61% NOQ	-	15%
A student aged 25+	85	85 85	9	10	19		24	61	4	5	24	8	16	20	3	3	2	85	35
A Stade It aged 25	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% ACDE	7% AE	25% ACE	-	1%	1%	35% FG	37% FG	24% FG*	26% LM*	12%	10%	100% OPQ*	15% PQ*	7%	6%	9%
A parent/guardian of a student aged 16-17	62	3	62	11	62 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*	_	_	PQ*	NPQ*			
A parent of a student aged 18-24	107 11%	2 1%	107 39%	15 10%	107 27%	-	-	2 1%	48 41%	59 38%	9 18%	9 11%	34 12%	36 14%	20	16 20%	107 39%	5 3%	25 7%
	11%	1%	39% ACDE	10% AE	ACE			1%	41% FGJ	38% FGJ	18% FG*	11%	12%	14%	20% Q*	20% Q*	NOQ	5%	/%
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*	٠		NOP	
Interested in studying abroad at a post-	151	73	19	26	40		73		14	5	33	16	151	59	10	12	56	18	57
graduation and college level sometime in the	15%	27% BCDE	7% F	16% BDE	10% BE		78% GHI*	-	12% GI	3% G	66% GHI*	19%	55% KM	23%	10%	15%	20% N	13%	17%
future Interested in studying or doing research	132	53	13	27	35		53	-	11	2	27	16	63	132	5	9	39	18	52
abroad at a post-graduation level (Masters,	13%	19%	5%	17%	9%	-	57%		10%	1%	55%	18%	23%	52%	5%	11%	14%	13%	15%
PhD) sometime in the future		BDE	E	BDE	BE		GHI*		GI		GHI*	•		KL		٠	N		
Interested in encouraging my own child to	86	8	35	26	53		4	4	35	-	13	86	48	48	23	12	9	10	40
study abroad at a high school level (grade 10,	9%	3%	13% AE	17% AE	14% AE	-	4%	2%	30% FGI	-	27% FGI*	100% I M*	17%	19%	23% PQ*	14% P*	3%	7%	12%
11 or 12) sometime in the future Interested in encouraging my own child to	144	2	75	36	96		1	1	75	-	15	42	144	83	30	23	32	12	64
study abroad at a post-graduation and college	14%	1%	28%	23%	25%	-	1%	0%	65%	-	31%	49%	52%	33%	30%	28%	12%	9%	19%
level sometime in the future			ADE	AE	AE				FGIJ		FGI*	M*	M		PQ*	PQ*			
Interested in encouraging my own child to	148	8	73	40	92		5	3	73	-	14	43	82	148	22	18	33	26	67
study or do research abroad at a post- graduation level (Masters, PhD) sometime in	15%	3% E	27% ADE	26% AE	24% AE		5% I*	2%	63% FGIJ	-	27% FGI*	50%	30%	58%	22% p*	22% p*	12%	18%	19%
In a position to influence a young person on	157	23	38	157	157		16	7	26	12	14	26	57	58	11	13	26	21	61
the decision whether to study abroad (e.g. a	16%	8%	14%	100%	40%	-	17%	4%	23%	8%	28%	30%	21%	23%	12%	16%	9%	15%	18%
coach. teacher. guidance counsellor.		E	AE	ABDE	ABE		GI*		GI		GI*	•			•	•			
None of the above	205 21%	-		-	-	205 100%	-		-	-		-	-		-	-	-		68
	2176					ABCD			-	-			-				-		20%
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%
Summary																			
Student (Net)	275	275	9	23	31	-	93	181	4	5	24	8	74	59	3	22	172	85	89
	27%	100% BCDE	3% F	15% BDE	8% BE	-	100% HU*	100% HIJ	3%	3%	48% HI*	9%	27% K	23% K	3%	27% N*	62% NO	60% NO	26%
Parent (Net)	271	9	271	38	271	-	1	8	116	155	27	35	84	79	99	62	107	66	87
	27%	3%	100%	25%	70%		1%	4%	100%	100%	55%	41%	30%	31%	100%	76%	39%	46%	25%
		E	ACDE	AE	ACE				FGJ	FGJ	FG*	•			OPQ*	PQ*			
Influencer	157 16%	23 8%	38 14%	157 100%	157 40%		16 17%	7	26 23%	12 8%	14 28%	26 30%	57 21%	58 23%	11 12%	13 16%	26 9%	21 15%	61 18%
	10%	8% E	14% AE	ABDE	ABE	-	1/% GI*	470	23% GI	876	28% GI*	30%	21%	2370	1270	10%	9%	15%	1870
	390	31	271	157	390		17	15	116	155	34	53	124	114	99	65	117	75	135
Parent (Net) + Influencer	39%	11%	100%	100%	100%		18%	8%	100%	100%	69%	61%	45%	45%	100%	79%	42%	53%	39%
Parent (Net) + Influencer	3370		AE	AE	AE		G*		FGJ	FGJ	FG*	LM*			OPQ*	PQ*		P	
		E	7112		17	-	93 100%	-	1 1%	-	24 48%	4 5%	73 27%	56 22%	1 1%	8 10%	61 22%	24 17%	41 12%
Parent (Net) + Influencer Student interested personally (Net)	93	93	1	16					170	-		576	27% K		176	10%	ZZ70		1276
		93 34%	1 0%	10%	4%	-								K		N*	NO		
Student interested personally (Net)	93	93	1			-	GHIJ*	181	3	5	GHI*	4	1	K	2	N* 14	NO 111	N 61	48
	93 9%	93 34% BCDE 181 66%	1 0%	10%	4% BE	-		100%	3 2%	5 3%	- -	4 4%	1 0%		2 2%	14 17%	111 40%	N 61 43%	48 14%
Student interested personally (Net) Student not interested personally (Net)	93 9% 181 18%	93 34% BCDE 181 66% BCDE	1 0% 8 3% E	10% BDE 7 5% E	4% BE 15 4% E	-		100% FHIJ	2%	5 3%	-	4% L*	1 0%	3 1%	2%	14 17% N*	111 40% NO	N 61 43% NO	14%
Student interested personally (Net) Student not interested personally (Net)	93 9% 181 18%	93 34% BCDE 181 66% BCDE 4	1 0% 8 3% E 116	10% BDE 7 5% E 26	4% BE 15 4% E 116	-	GHIJ* *	100% FHIJ 3	2% 116	5 3%	- - * 20	4% L* 35	1 0%	3 1%	2% * 41	14 17% N* 32	111 40% NO 48	N 61 43% NO 25	14%
Student interested personally (Net) Student not interested personally (Net)	93 9% 181 18%	93 34% BCDE 181 66% BCDE	1 0% 8 3% E 116 43%	10% BDE 7 5% E 26 17%	4% BE 15 4% E 116 30%			100% FHIJ	2% 116 100%	5 3% - -	- * 20 41%	4% L* 35 41%	1 0%	3 1%	2% * 41 42%	14 17% N* 32 39%	111 40% NO	N 61 43% NO	14%
Student interested personally (Net) Student not interested personally (Net) (Parent) Interested for Child (Net)	93 9% 181 18%	93 34% BCDE 181 66% BCDE 4	1 0% 8 3% E 116	10% BDE 7 5% E 26 17% AE	4% BE 15 4% E 116		GHIJ* *	100% FHIJ 3	2% 116	5 3% - -	- - * 20	4% L* 35	1 0%	3 1%	2% * 41	14 17% N* 32	111 40% NO 48	N 61 43% NO 25	14%
Student interested personally (Net) Student not interested personally (Net) (Parent) Interested for Child (Net)	93 9% 181 18% 116 12%	93 34% BCDE 181 66% BCDE 4 1%	1 0% 8 3% E 116 43% ACDE 155 57%	10% BDE 7 5% E 26 17% AE 12	4% BE 15 4% E 116 30% ACE 155 40%		GHIJ* *	100% FHU 3 2%	2% 116 100%	- - 155 100%	- * 20 41% FGI* 7	4% L* 35 41%	1 0% 79 29%	3 1% 77 30%	2% * 41 42% PQ* 58	14 17% N* 32 39% PQ* 30 37%	111 40% NO 48 17%	N 61 43% NO 25 18%	14% 45 13%
Student interested personally (Net) Student not interested personally (Net) (Parent) Interested for Child (Net) (Parent) Not interested for Child (Net)	93 9% 181 18% 116 12% 155 16%	93 34% BCDE 181 66% BCDE 4 1%	1 0% 8 3% E 116 43% ACDE 155 57% ACDE	10% BDE 7 5% E 26 17% AE 12 8% AE	4% BE 15 4% E 116 30% ACE 155 40% ACE	-	GHIJ* 1 1%	100% FHIJ 3 2%	2% 116 100% FGIJ	- - 155 100% FGHJ	- * 20 41% FGI* 7 14% FGH*	4% L* 35 41% L* -	1 0% 79 29% 5 2%	3 1% 77 30% 2 1%	2% * 41 42% PQ* 58 58% OPQ*	14 17% N* 32 39% PQ* 30 37% P*	111 40% NO 48 17% 59 21%	N 61 43% NO 25 18% 40 28%	14% 45 13% 42 12%
Student interested personally (Net) Student not interested personally (Net) (Parent) Interested for Child (Net)	93 9% 181 18% 116 12%	93 34% BCDE 181 66% BCDE 4 1%	1 0% 8 3% E 116 43% ACDE 155 57%	10% BDE 7 5% E 26 17% AE 12	4% BE 15 4% E 116 30% ACE 155 40%	-	GHIJ* *	100% FHIJ 3 2%	2% 116 100%	- - 155 100%	- * 20 41% FGI* 7	4% L* 35 41%	1 0% 79 29%	3 1% 77 30%	2% * 41 42% PQ* 58	14 17% N* 32 39% PQ* 30 37%	111 40% NO 48 17%	N 61 43% NO 25 18%	14% 45 13%

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:
Column Proportions:
Column Stested (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 Tota	'E		Status				_ln	iterest (by Stat	us) Me	KICO	Interest (by	Education Leve	l) - Student &		Stude	nt Age		Country of
		Student	Parent	Influencer	Parent +	None	Student	Student not			(Proxy) Adul	t Interested in		Interested in	Parent of	Patent	Parent	Parent	Canada (Net
					Influencer (Net)		interested personally	interested personally	Interested for own child	Interested for own child	Interested for Self	High School level		Graduate level	student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	
		А	В	С	D	Е	F	G	н	1	J	К	L	М	N	0	Р	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 3%	16 10%	-	2 3%	2 1%		11%	8 10%	-		-		6 4%	4 4%	-	16 32%	-	-	3 2%
	370	BDE		B*	B	*	HI*	HI*			**	**	470	470		NPQ*			270
A student aged 18-24	87	87	-	6	6		45	42		-	-	-	38	22		-	87	-	30
	17%	58% BCDE		9% BDE*	4% B		69% GHI*	50% HI*			•		24%	19%			61% NOQ		15%
A student aged 25+	47	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 10%	1 1%	48 39%	7%	48 28%	- :		1 2%	22 35%	26 44%	5 19%	10 28%	16 10%	8%	48 100%	6 12%	14 10%	4 6%	21 11%
	10/0	1,0	ACDE*	AE*	ACE	*		*	FG*	FG*	**	**	2070	0,0	OPQ*	*	10/0	*	11/0
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% AE*	20%			3%	33%	21%	11%	14%	10%	11%	12%	68%	5%	3%	9%
A parent of a student aged 18-24	55	1	ACDE*	10	ACE 55	-	-	1	FG* 29	FG* 27	8	5	22	22	14	NPQ*	55	1	17
	11%	1%	45%	15%	32%	-		2%	46%	45%	27%	14%	14%	19%	29%	16%	39%	2%	9%
			ACDE*	AE*	ACE	*	*		FG*	FG*	**	**			Q*	Q*	0Q	*	
A parent of a student aged 25+	15 3%		15 12%	1%	15 9%		-	-	7 10%	8 14%	2 7%		5 3%	7 6%	2 4%		<u>-</u>	15 24%	8 4%
	370		ACE*	*	ACE	•			FG*	FG*	**	**	370	070	P*	•		NOP*	4470
Interested in studying abroad at a post-	93	55	9	15	23		55		6	2	19	5	93	33	5	8	41	11	38
graduation and college level sometime in the	19%	37%	7%	23%	13%		84%	-	10%	4%	70%	14%	58%	29%	11%	15%	29%	18%	19%
future Interested in studying or doing research	59	BCDE 32	E*	BDE*	BE 13		GHI* 32		G*	1	13	1	M 32	59		6	N 26	7	28
abroad at a post-graduation level (Masters,	12%	21%	6%	12%	7%	-	49%	-	9%	2%	46%	2%	20%	51%	1%	13%	18%	12%	14%
PhD) sometime in the future		BDE	E*	E*	E	*	GHI*	*	G*		**	**		L	*	N*	N	N*	
Interested in encouraging my own child to	38 8%	3 2%	16 13%	8 12%	22 13%	-	1	3	16 25%	-	4 14%	38 100%	22 14%	20 17%	10 22%	5 11%	5 4%	3	23 11%
study abroad at a high school level (grade 10, 11 or 12) sometime in the future	876	276	15% AE*	12% AE*	13% AE	-	176	376	FGI*		14%	100%	14%	1/%	PQ*	11%	476	5%	1176
Interested in encouraging my own child to	80	2	45	16	54		1	1	45	-	11	22	80	43	16	16	20	7	40
study abroad at a post-graduation and college	16%	1%	37%	23%	31%	-	2%	1%	71%	-	39%	59%	50%	37%	34%	32%	14%	11%	20%
level sometime in the future. Interested in encouraging my own child to	63	4	AE* 36	AE*	AE 42		2	2	FGI* 36		6	19	M 40	63	PQ*	PQ* 13	19	٥	34
study or do research abroad at a post-	13%	2%	29%	20%	24%	-	3%	2%	57%	-	22%	51%	25%	55%	18%	26%	13%	15%	17%
graduation level (Masters, PhD) sometime in			AE*	AE*	AE	*		*	FGI*		••	**		L					
In a position to influence a young person on	67 13%	14 9%	17 14%	67 100%	67 39%	-	11 17%	3	10 16%	7 11%	7 24%	8 22%	30 19%	20 18%	5 10%	8 16%	16 11%	6 9%	29 14%
the decision whether to study abroad (e.g. a coach, teacher, guidance counsellor.	1.576	976 E	14% E*	ABDE*	ABE		17% G*	376	G*	1176	24%	2276	19%	18%	10%	10%	1176	976	14%
None of the above	132	-	-	-	-	132	-	-	-	-	-	-	-	-	-	-	-	-	46
	26%	-	-	-	-	100%	-	-	-	-		-	-	-	-	-	-	-	23%
Sigma	832	263	285	163	390	ABCD* 132	166	97	200	85	91	118	413	323	117	120	293	112	354
Signia	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% BCDE	3%	20% BDE*	10% BE		100% HI*	100% HI*	3%	4%	46%	9%	35%	31%	3%	36% N*	62% NO	76% NO*	27%
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%
Influencer	67	14	ACDE*	AE* 67	ACE 67		11	3	FG* 10	FG*	7	**	30	20	OPQ*	PQ*	16	6	29
iniuencer	13%	9%	14%	100%	39%	- :	17%	3%	16%	11%	24%	22%	19%	18%	10%	8 16%	11%	9%	14%
	13/0	E	E*	ABDE*	ABE		G*	*	G*	*	**	**	1570	10/0	*	*	11/0	*	1470
Parent (Net) + Influencer	172 34%	17 12%	122 100%	67 100%	172 100%	- :	11 17%	6 7%	63 100%	59 100%	19 69%	22 58%	71 45%	51 45%	48 100%	36 73%	61 43%	24 39%	76 38%
		E	AE*	AE*	AE	*	•	*	FG*	FG*	**	••			OPQ*	PQ*		*	
Student interested personally (Net)	65	65 44%	-	11	11	-	65	-	-	-	13	1	55	33	-	7	45	13	28
	13%	44% BCDE	•	17% BDE*	6% BE	*	100% GHI*	*	*		46%	2%	35%	29%	*	15% N*	32% NO	21% N*	14%
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%
(Parent) Interested for Child (Net)	63	BCDE 2	63	E*	63	*		FHI*	63		12	16	45	39	* 22	N* 21	N 29	NOP*	30
traienty interested for Clina (Net)	13%	1%	52%	15%	37%	- :		2%	100%		43%	43%	28%	34%	46%	43%	20%	14%	15%
			ACDE*	AE*	ACE			*	FGI*		**	**			PQ*	PQ*		*	
(Parent) Not interested for Child (Net)	59	2	59	7	59	-	-	2	-	59	3	-	2	1	26	12	27	10	22
	12%	1%	48% ACDE*	10% AE*	34% ACE	-		3%		100% FGH*	12%	**	1%	1%	54% OPQ*	25%	19%	17%	11%
(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*	

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:
Column Proportions:
Column Stested (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									In	dia								
	maio rotai			Status				In	iterest (by Stat			Interest (by	Education Leve	l) - Student &		Stude	nt Age		Country of
		Student	Parent	Influencer	Parent +	None	Student	Student not			(Proxy) Adult		Interested in		Parent of	Patent	Parent	Parent	Canada (Ne
					Influencer (Net)		interested personally	interested personally	Interested for own child	Interested for own child	Interested for Self	High School level	Undergrad/C ollege level	Graduate level	student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	
		A	В	С	D	E	F	G	н	1	J	K	L	M	N	0	Р	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% BD*	-		-		3%	3%		-	**		1%	1%		11% NPQ*	-		-
A student aged 18-24	83	83	-	4	4	-	16	67			-		13	12	-	-	83	-	21
	17%	66%		5%	2%		58%	69%	-	-	-	-	11%	8%	-	-	62%		15%
	20	BCDE*		BD*	B	*	**	HI*	2		**	*	K	K	*	*	NOQ	*	
A student aged 25+	38 8%	38 31%	3%	5 6%	10 4%		11 39%	27 28%	4%	3%	11 50%	9%	4	11 8%	2 4%	1 2%	1 1%	38 48%	15 11%
	070	BCDE*	3/0	E*	470		**	HI*	*	370	**	*	470	070	*	*	1/0	NOP*	11/0
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% I M*	14%	11%	100%	20%	4%	6%	7%
A parent/guardian of a student aged 16-17	29	1	ACDE 29	AE*	ACE 29			1	G* 11	G 18	4	LM*	9	5	OPQ*	PQ* 29	9	1	7
	6%	1%	19%	6%	13%		-	1%	21%	18%	18%	13%	8%	4%	13%	89%	6%	2%	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
	10%	1%	34% ACDE	6% AE*	24% ACE	*	••	1%	37% G*	33% G	7%	9%	10%	10%	11%	26% NQ*	38% NQ	5%	5%
A parent of a student aged 25+	43	1	43	10	43	-		1	15	28	3	2	7	13	3	1	3	43	14
A parent of a stadent aged 25	9%	1%	29%	11%	20%	-	-	1%	28%	29%	13%	5%	6%	9%	5%	2%	2%	54%	10%
		*	ACDE	AE*	ACE		••	*	G*	G	**	*			•	•		NOP*	
Interested in studying abroad at a post-	59	18	10	10	17		18	-	8	2	13	11	59	26	5	5	15	7	19
graduation and college level sometime in the	12%	15% BE*	7% E	12% E*	8%		65%		15% GI*	2%	60%	22%	50% KM	19%	9%	15%	11%	9%	13%
future Interested in studying or doing research	73	22	7	19	23	-	22	-	5	1	15	15	31	73	5	2	13	11	24
abroad at a post-graduation level (Masters,	15%	17%	4%	22%	10%	-	76%	-	10%	1%	66%	30%	27%	52%	9%	7%	10%	13%	17%
PhD) sometime in the future		BE*		BDE*	BE	*	••	*	GI*		**	*		KL	•	•		*	
Interested in encouraging my own child to	48	4	19	18 20%	31 14%		3	1	19	-	9	48	26	28	12	6	4	7	17
study abroad at a high school level (grade 10, 11 or 12) sometime in the future	10%	3%	13% AE	20% AE*	AE		12%	1%	36% GI*	-	43%	100% LM*	22%	20%	24% PQ*	20% P*	3%	8%	12%
Interested in encouraging my own child to	64	-	30	21	42		-	-	30	-	4	20	64	40	14	7	12	5	25
study abroad at a post-graduation and college	13%	-	20%	23%	19%	-	-	-	57%	-	20%	42%	55%	29%	27%	21%	9%	7%	17%
level sometime in the future		*	AE	AE*	AE		**	*	GI*		**	*	М		PQ*	PQ*			
Interested in encouraging my own child to study or do research abroad at a post-	85 17%	4 3%	37 25%	27 30%	50 23%	-	11%	1 1%	37 70%	-	7 33%	23 48%	42 36%	85 60%	14 27%	16%	14 11%	17 21%	33 23%
graduation level (Masters PhD) sometime in	1770	*	AE	AE*	AE	*	**	*	GI*		**	*	30%	L	P*	*	11/0	P*	23/0
In a position to influence a young person on	89	9	22	89	89	-	4	5	16	5	7	18	27	38	7	5	10	15	32
the decision whether to study abroad (e.g. a	18%	7%	14%	100%	41%	-	16%	5%	31%	5%	33%	37%	23%	27%	13%	17%	7%	19%	22%
coach, teacher, guidance counsellor. None of the above	73	E*	E	ABDE*	ABE	73	•••		GI*		•••	L*			•	•		P*	22
None of the above	15%		- :			100%				1	- :			- :		-			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	125	125	_	9	14		28	97	2	2	11		18	23	2		84	38	36
Student (Net)	25%	100%	5 3%	10%	6%	- :	100%	100%	4%	3%	50%	4 9%	16%	17%	4%	13%	62%	48%	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% AE*	69% ACE	-	4%	4%	100% G*	100%	55%	39%	31%	28%	100% OPQ*	89%	38%	58% p*	24%
Influencer	89	9	ACDE 22	AE* 89	89		4	5	16	G 5	7	18	27	38	7	PQ*	10	15	32
imuencei	18%	7%	14%	100%	41%		16%	5%	31%	5%	33%	37%	23%	27%	13%	17%	7%	19%	22%
		E*	E	ABDE*	ABE		••	*	GI*		**	L*						P*	
Parent (Net) + Influencer	217	14	150	89	217	-	6	9	53	97	15	31	53	63	51	29	56	52	59
	43%	11% F*	100% AE	100% AE*	100% AF	-	19%	9%	100% G*	100% G	68%	64% I M*	46%	45%	100% OPQ*	89% PQ*	42%	64% p*	41%
Student interested personally (Net)	28	28	AE 1	AE ·	AE 6		28		1	-	11	3	18	22	1	1 1	16	11	13
Stadent interested personally (recy	6%	23%	1%	5%	3%		100%	-	2%	-	50%	7%	16%	16%	2%	3%	12%	14%	9%
		BCDE*		B*	В		**		*		**						N	N*	
Student not interested personally (Net)	97	97	4	5	9	-	-	97	1	3	-	1	-	1	1	3	67	27	23
	19%	77% BCDE*	2%	6% F*	4% B		**	100% HI*	2%	3%	**	2%	-	1%	2%	11% N*	50% NOO	34% NO*	16%
(Parent) Interested for Child (Net)	53	2	53	16	53	-	1	1	53		9	19	34	38	19	11	NOQ 19	17	15
the state of the s	11%	2%	35%	18%	24%	-	4%	1%	100%		39%	39%	29%	27%	38%	34%	14%	21%	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% ACDE	6% E*	44% ACE	-		3%		100% GH	16%		2%	1%	62% PQ*	55% P*	24%	37% P*	13%
(Proxy) Adult interested for Self (Net)	22	11	ACDE 12	7	ACE 15		11	-	9	3 3	22	9	14	16	7 PQ*	4	2	14	9
,, interested for sen (rect)	4%	9%	8%	8%	7%	-	39%		16%	4%	100%	19%	12%	11%	13%	12%	1%	17%	6%
		E*	E	E*	E	*	**	*	GI*		**	*			P*	P*		p*	

Global (Bi-discor: 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 inform your/their decision of where to study?
- Column Proportions.
- Column Proportions.
- Column Steade (\$\$1.8.\ AB/C/IDF.F/G/H/IJ.XI/M.M.N/O/P/Q.R
- Minimum Base: 30 (**), Small Base: 100 (*)
- Column Steade (\$\$1.8.\ AB/C/IDF.F/G/H/IJ.XI/M.M.N/O/P/Q.R
- Column Steade (\$\$1.8.\ AB/C/IDF.F/G/H/IJ.XI/M.M.N/O/P/Q.R
- Column Steade (\$\$1.8.\ AB/C/IDF.F/G/H/IJ.XI/M.M.N/O/P/Q.R

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

	Total	Student	Parent	Influencer	Parent +	None	Student	Student not	(Parent)	(Parent) Not		Interested in	Interested in	Interested in	Parent of	Patent	Parent	Parent	Canada (
					Influencer (Net)		interested personally	interested personally	Interested for own child	Interested for own child	Interested for Self	High School level	Undergrad/C ollege level	Graduate level	student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	
		A	В	С	D	E	F	G	Н		1	К	L	M	N	0	P	Q	R
ase: All Respondents (unwtd) ase: All Respondents (wtd)	1006 1000	251 275	290 271	167 157	412 390	199 205	95 93	156 181	128 116	162 155	55 50	85 86	283 276	277 255	100 99	82 82	276 277	141 142	352 343
\ 'Studying Abroad' information session	189 19%	56 20%	53 20%	36 23%	80 21%	34 17%	23 25%	33 18%	35 30%	19 12%	7 15%	19 22%	61 22%	60 23%	17 18%	17 20%	67 24%	20 14%	60 179
An Education Fair	218	66	58	43	89	37	I* 22	44	GIJ 26	31	8	22	72	57	26	21	Q 68	25	77
	22%	24%	21%	27%	23%	18%	23%	24%	23%	20%	17%	25%	26%	22%	26%	25%	24%	17%	229
television advertisement	39 4%	9 3%	11 4%	2 2%	12 3%	2 1%	4 4%	5 3%	3 2%	8 5%	4 9%	10 12%	10 4%	13 5%	1 2%	5 6%	7 3%	9 6%	12 4%
A radio advertisement	10	6	2	1	3		1	6	1	2	H* 2	LM*	2	2	2	1	5	3	2
A print advertisement	1%	2% E	1%	1%	1%	4	1%	3%	1%	1%	5% H*	2%	1%	1%	2%	1%	2%	2%	1%
cprint advertisement	2%	0%	2%	3% A	2% A	2%	1%	-	3% G	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%
In online advertisement	61 6%	19 7%	17 6%	8 5%	24 6%	9 4%	6 6%	13 7%	9	8 5%	5 10%	6 7%	19 7%	21 8%	4 4%	5 6%	22 8%	10 7%	13 4%
A television program	29	7.0	9	6	13	7	*	5	1	8	1	1	6	3	4	*	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 2%	8 3%	5 2%	3 2%	7 2%	1	4 4%	4 2%	2 1%	3 2%	1 3%	2 2%	4 1%	7 3%	- :	3 3%	6 2%	4 3%	4 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% P*	4%	6%	5%
\ friend	100 10%	32 12%	23 8%	21 13%	40 10%	10 5%	9 9%	23 13%	7 6%	15 10%	4 8%	9 10%	31 11%	25 10%	4 4%	5 6%	33 12%	18 13%	24 7%
An immediate family member (such as a parent	112	E 24	32	E 24	BE 51	22	9	14	13	19	5	11	31	32	8	3	N 25	N 22	40
or sibling)	11%	9%	12%	15% A	13%	11%	10%	8%	11%	13%	10%	13%	11%	12%	8%	4%	9%	15% O	12%
An extended family member (such as an aunt, uncle, cousin or grandparent)	89 9%	22 8%	33 12%	14 9%	40 10%	15 7%	2 2%	20 11%	9 8%	24 16%	2 4%	5 5%	16 6%	18 7%	15 15%	11 14%	22 8%	14 10%	28 8%
A person who has studied abroad	227	62	69	42	98	36	28	F 33	36	FJ 33	10	22	81	71	P* 22	* 22	67	31	84
	23%	22%	25%	27%	25%	18%	30% G*	18%	31% G	21%	21%	25%	29%	28%	23%	27%	24%	22%	25%
A teacher or guidance counselor	216 22%	66 24%	66 24%	38 24%	94 24%	36 17%	27 29%	39 21%	29 25%	37 24%	14 27%	20 23%	64 23%	65 25%	23 23%	18 22%	68 25%	37 26%	83 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% GI*	26%	51% GI	26%	47% GI*	33%	42%	42%	41%	33%	35%	36%	33%
Fwitter	33 3%	13 5%	9 3%	5 3%	12 3%	2 1%	3%	10 6%	5 4%	3%	1 1%	5 6%	3%	13 5%	3	6 7%	10 3%	5 3%	12 4%
foutube	84 8%	32 12%	18 6%	10 7%	27 7%	14 7%	6	26 15%	4 3%	14 9%	3 6%	10 11%	17 6%	20 8%	11 11%	7 8%	21 7%	12 8%	34 10%
Facebook	120	BD 42	74	15	7%	18	*	15% H	376	16	*	11%	30	23	. 6	676 +	30	23	34
асевоок	12%	42 15% BD	9%	9%	9%	18 9%	9%	18% HI	7%	10%	11%	15 18% M*	11%	9%	6%	11%	11%	16%	10%
Foreign government websites	179 18%	41 15%	59 22%	34 21%	84 22%	32 16%	20 21%	21 12%	34 29%	25 16%	21 42%	24 28%	68 25%	56 22%	21 22%	10 12%	48 17%	32 22%	77 22%
Education Advisor at an	272	70	74	53	A 112	48	G*	34	GI 40	34	42% FGI*	25	96	94	* 27	12% + 20	70	39	108
Embassy/Consulate/High Commission	27%	25%	27%	34% E	29%	23%	38% GI*	19%	34% GI	22%	38% GI*	29%	35%	37%	27%	24%	25%	28%	32%
Website (unspecified)	1	1 :	1		1 0%		-	- :	-	1	-	-	- :		- :		1	-	- :
Other	4		1	1	2	,	:		1		•	•		1	•	:	•		2
	0%	0%	0%	0%	0%	1%	1%	-	1%	-	2%	-	-	1%	-	1%	0%	1%	0%
Nothing	1	-	-	-	-	1	-	-	-	-	-	-	-		-	-	-	-	1 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% C	5% C	1%	4% C	20% ABCD	2%	8% H	0%	8% HJ	•	1%	1%	2%	7%	8%	4%	5%	6%
Sigma	2475 248%	699 255%	698 257%	429 274%	1012 260%	435 212%	265 283%	435 240%	331 285%	367 236%	143 288%	239 278%	755 274%	715 280%	252 254%	209 256%	701 253%	375 264%	861 2519
Summary Online & Social Media (Net)	585	158	168		242	101				85				171	-		162		
Jnline & Social Media (Net)	585	158 58%	62%	102 65%	62%	101 49%	63 68% GI*	95 52%	83 72% GI	55%	38 76% GI*	58 68%	188 68%	67%	62	43 53%	162 59%	89 63%	201 59%
Radio Media (Net)	24	12 4%	7 3%	4 3%	10	1	4 5%	8	2 2%	5	3	3	6	9	2	3	9	6	5 1%
Talandalan Mandia (Man)	2% 67	E 16	18	9	2%	9	576	4%	276 4	3%	7%	4% +	2%	4% 16	2%	4%	3%	4%	1%
elevision Media (Net)	7%	6%	18 7%	6%	6%	4%	6%	6%	3%	9%	11% H*	12 14% LM*	6%	6%	5%	9%	13 5%	8%	19 5%
Print Media (Net)	74 7%	19 7%	23 8%	13 9%	34 9%	13 6%	9	10 5%	10 8%	13 9%	5 10%	5 5%	20 7%	23 9%	9	10 13%	16 6%	11 8%	26 8%
n-Person Event (Net)	360	106	101	66	149	63	41	65	55	46	10%	35	118	102	* 38	p* 34	119	39	123
n-reison Event (Net)	36%	39%	37%	42% F	38%	31%	41 44%	36%	47%	30%	30%	41% *	43%	40%	38%	42% Q*	43% Q	28%	369
	259	70	77	50	113	38	18	52	26	50	9	21	68	65	24	18	74	46	82 249
riend/Family Member (Net)	269/																		
	26%	25%	28% E	32% E	29% E	18%	20%	29%	23%	32% F	19%	24%	25%	25%	24%	22%	27%	32%	
Friend/Family Member (Net) Other Person/influencer (Net)	26% 567 57%	25% 160 58%	28% E 158 58%	32% E 98 63%	29% E 230 59%	18% 100 49%	20% 69 74% GI*	90 50%	79 68% GI	32% F 79 51%	19% * 34 69% GI*	24% * 51 59%	25% 187 68%	25% 175 69%	24% 55 56%	45 55%	27% 165 60%	83 58%	211 62%

Global @dvisor: Education Brand Refresh
Q.1. If you/your child/I 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? Proportional Means.
Columns Tested (Sis; ANG/CI/DEF/GN/I/XX/M.N/O/P/Q.R
Minimum Bases: 20 (*)*, Small Bases: 100 (*)*
Columns Tested (Sis; ANG/CI/EF/GN/I/XX/M.N/O/P/Q.R

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

	Mexico Total			Status				Int	erest (by Stat	Me us)	XICO	Interest (by E	ducation Level) - Student &		Stude	nt Age		Country
		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 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+	Canada (I
							<u> </u>												ļ.,
		A	В	С	D	E	F	G	Н	ı	J	К	L	М	N	0	P	Q	R
ase: All Respondents (unwtd) ase: All Respondents (wtd)	504 500	153 150	114 122	74 67	170 172	121 132	71 65	82 84	64 63	50 59	33 28	37 38	167 159	132 115	42 48	45 49	151 143	56 62	208 199
'Studying Abroad' information session	100 20%	37 25%	24 20%	15 22%	34 20%	24 18%	19 29%	18 21%	17	7	4	7	37 24%	29 25%	9 20%	10 20%	37 26%	11 19%	38 19%
		49	•		42		I*		27%	12%	13%	19%	42				41		50
n Education Fair	123 25%	32%	26 22%	24 36%	25%	23 18%	18 28%	30 36%	15 23%	12 20%	21%	11 29%	27%	31 27%	13 27%	16 32%	29%	17 27%	25%
television advertisement	8	E 3	1	BDE*	1		*	1		1	2	2	4	2			1	*	4
	2%	2%	1%		1%	- :	4%	1%	- :	2%	8%	5%	2%	2%		3%	0%	5%	2%
radio advertisement	3	3	-				1	2		-	1		1		-		1	2	
	1%	2%		1%	0%		1%	3%			3%	**	1%	0%	:		1%	4%	0%
print advertisement	3 1%	1 1%	1 1%	1%	1	-	1 2%		1 1%	-	-	-	2 1%	2 2%	1 2%	1 2%	1 1%	-	3 1%
			•			•	•		•			**			276			•	
n online advertisement	32 6%	7	10 8%	4 5%	14 8%	8 6%	4 7%	2 3%	6 9%	4 7%	4 14%	2 6%	12 8%	13 11%	1 2%	4 7%	11 7%	5 8%	11 6%
			•		-	*	7%		9%	7%	**	6%			•	7%			
television program	9 2%	2 1%	3 2%	1%	2%	4 3%		2 2%	-	3 4%	3%	- :	- :	1 1%	2 3%	1 2%	1%	- :	4 2%
radio program	5	3	1	3	3	1	3		*	1	1	**	3	2		1	3	· :	2
	1%	2%	1%	4%	2%	0%	4%		- :	2%	5%		2%	1%	- :	2%	2%	1%	1%
n article in a newspaper or magazine	16	8	4	2	5	4	2	6	2	2	2		3	4	1	3	5	3	6
	3%	5%	3%	3%	3%	3%	4%	7%	3%	3%	9%	**	2%	3%	3%	6%	3%	5%	3%
friend	21 4%	7 5%	3 3%	5	7	4 3%	1 1%	6	1	2	1	2	5 3%	5 4%	1 2%	-	6	3 6%	8
			3%	7%		5%	1%	7%	1%	4%	3%	5%		4%	2%	•	4%	6%	1
n immediate family member (such as a parent r sibling)	40 8%	13 9%	9 7%	6 9%	15 9%	8 6%	6	7 8%	3 544	6 10%	10%	1194	16 10%	8 7%	4 9%	1 294	8 6%	9	19 9%
		3/6		•		*	9%	*	5% *		10%	11%	10/4	//	*	3% *	0.00	14/0	
n extended family member (such as an aunt, incle, cousin or grandparent)	34 7%	9 6%	15 13%	5 8%	20 11%	5 4%	-	9	3 5%	12 20%	- :	1 3%	6 4%	2 2%	9 18%	8 16%	9 6%	3 5%	11 5%
person who has studied abroad	98	34	E* 29	16	E 39	16	18	F* 15	20	FH* 10	6	14	42	30	P*	14	34	12	43
person who has studied abroad	20%	22%	24%	24%	23%	12%	28%	18%	31%	17%	22%	36%	27%	26%	19%	29%	24%	20%	22%
teacher or guidance counselor	105	E 36	E* 26	15	E 38	21	20	16	16	11	** 5	10	36	35	9	8	38	14	38
	21%	24%	22%	23%	22%	16%	31%	19%	25%	19%	19%	28%	23%	30%	19%	16%	27%	23%	19%
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
	39%	46%	39%	48%	40%	33%	53% I*	40%	54% I*	23%	57%	34%	48%	47%	51%	42%	43%	45%	38%
Fwitter	6	1	3	1	4 2%	1		1	3		1	2	2 1%	2 2%	1	2	2 1%	*	5
	1%	1%	2%	2%	276	1%	•	2%	5%		2%	6%	176	276	1%	5%	176	1%	3%
outube	27 5%	9 6%	6 5%	1 1%	7 4%	7 5%	3 5%	6 8%	1 2%	5 9%	1 4%	3 9%	8 5%	5 4%	4 8%	3 6%	5 4%	4 6%	12 6%
						*			*	*	**	**				*	-		17
acebook	37 7%	15 10%	3%	4%	4%	8 6%	5%	12 14%	4 6%	-	3%	14%	13 8%	10 9%	1 3%	3 6%	6%	9%	8%
oreign government websites	117	D 25	33	21	50	* 26	14	* 11	74	9	14	13	52	37	11		35	14	48
oreign government websites	23%	17%	27%	31%	29%	19%	21%	14%	38%	15%	52%	36%	32%	32%	23%	11%	24%	22%	24%
ducation Advisor at an	140	44	40	A* 22	A 54	30	27	17	GI* 24	16	10	11	61	40	12	14	44	21	62
mbassy/Consulate/High Commission	28%	29%	33%	33%	31%	23%	41% G*	20%	37% G*	28%	38%	29%	38%	35%	26%	29%	31%	35%	31%
Vebsite (unspecified)	1	-	1		1		-		-	1	-	-	-				1	-	
	0%	-	0%		0%	•				1%		**	-		÷		0%		-
Other	4 1%	0%	1 1%	1 1%	2 1%	2 1%	1%		1 1%	-	1 79/	-	-	1 1%		1%	0%	1 2%	2 1%
		0,0	**	-77	170	*	**		*		3%	**				*	0,0	**	- 170
lothing	1			<u> </u>		1 0%		<u> </u>											1 0%
Don't know/Not sure	45	7	*	. 1		* 30	*		. 1	* 7	**	**	- 1	2	•	*	6	*	15
on t know/Not sure	9%	5%	6%	1%	5%	22%	3%	6%	1%	12%			1%	2%	10%	10%	4%	3%	7%
iigma	1172	382	296	177	C 423	ABCD*	181	201	174	H* 122	80	100	423	317	117	121	360	159	472
-	234%	255%	243%	264%	246%	202%	277%	238%	275%	209%	289%	267%	266%	276%	243%	246%	252%	259%	238%
ummary																			
Inline & Social Media (Net)	304 61%	90 60%	73 60%	48 71%	109 63%	71 54%	43 67%	46 55%	47 74%	26 45%	24 86%	25 67%	117 73%	83 73%	30 62%	26 53%	88 62%	39 63%	119 60%
adio Media (Net)	8	6	1	E*	3		1,	2	GI*	1	2	**	3	2	•	1	3	2	,
(1964)	2%	4%	1%	4%	2%	0%	5%	3%	- :	2%	7%		2%	2%	· :	2%	2%	4%	1%
elevision Media (Net)	17	5	4	1	4	4	3	3	•	4	3	2	4	3	2	3	3	3	7
* *	3%	4%	3%	1%	2%	3%	4%	4%		7%	11%	5%	2%	3%	3%	5%	2%	5%	4%
rint Media (Net)	19	9	5	2	6	4	3	6	3	2	2	-	5	5	2	4	5	3	8
	4%	6%	4%	3%	4%	3%	5%	7%	4%	3%	9%		3%	5%	4%	8%	4%	5%	4%
-Person Event (Net)	200	75 500/	45	33	68	43	33	42	30	15	9	16	73	54	18	24	68	25	80
	40%	50% BE	37%	50% DE*	40%	33%	51% I*	49% I*	47% I*	26%	34%	44%	46%	47%	37%	49%	48%	40%	40%
riend/Family Member (Net)	81 16%	26 18%	24 19%	12 18%	33 19%	15 11%	7 11%	19 23%	7 10%	17 29%	4 13%	5 14%	23 14%	13 12%	12 25%	8 16%	23 16%	13 22%	33 16%
when December (Indianana (Indiana (India						*				FH*	**	**							
ither Person/Influencer (Net)	280 56%	89 60%	73 59%	41 61%	102 59%	61 47%	49 75%	41 48%	44 70%	28 48%	18 64%	26 69%	109 68%	83 72%	26 53%	29 59%	89 62%	37 59%	115 58%
ther						•	GI*	-	GI*		**	**		1	•				
	1%	0%	1 1%	1%	1%	1%	1%		1%		3%			1%		1%	0%	2%	1%

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 inform your/their decision of where to study?
Proportions/Rems-Overlap Formulae used
- Column Proportions:
Columns Tested (\$Sh): All/CID/E,F(G/H/I),IX/LM.N/O/P/Q.R
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Notes (\$Sh): All/CID/E,F(G/H/I),IX/LM.N/O/P/Q.R
Column Notes (\$Sh): All/CID/E,F(G/H/I),IX/LM.N/O/P/Q.R

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

	India Total			Status				_lr	nterest (by Stat	us) Inc	dia	Interest (by	ducation Level) - Student &		Stude	ent Age		Country
		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 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+	Canada (
		A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	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) A 'Studying Abroad' information session	500 89	125	150 29	89 21	217 46	73 10	28	97	53 18	97	22	48	116 23	140 31	51 8	33	134	80	144
,6	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	GI*	20	3	11	30	25	13	5	Q 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	M 6	11	Q* 1	4	6	6	9
	6%	4%	6%	3%	5%	2%	4%	5%	5%	7%	10%	18% LM*	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%	1%
A print advertisement	16	-	6	4	8	4		-	2	3	1	1	3	4	1	1	3	2	5
	3%		4% A	4% A*	4%	5% A*			5% G*	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% F*	5%	5%	5%	1%	6%	11%	6%	4%	5%	9%	6%	6%	6%	4%	8%	6%	1%
A television program	21	5	6	6	11	3	2	3	1	5	-	1	6	2	2	2	5	4	4
	4%	4%	4%	6%	5%	4%	8%	3%	2%	6%		3%	5% M	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	6	4	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% p*	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% M	15%	6%	16%	20% N	18% N*	11%
An immediate family member (such as a parent	71	11	23	18	36	14	3	7	10	13	2	7	15	23	3	2	17	13	21
or sibling)	14%	9%	15%	20% A*	16% A	19% A*	12%	8%	18%	14%	11%	14%	13%	17%	7%	5%	13%	16%	15%
An extended family member (such as an aunt,	54	13	18	8	21	9	2	11	6	12	2	4	10	15	6	4	13	11	17
uncle, cousin or grandparent)	11%	11%	12% D	9%	9%	13%	8%	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%	27%	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% AE	28%	31% AF	17%	30%	14%	47% GI*	28% G	34%	32%	34%	38%	32%	20%	26%	28%	26%
Twitter	27	11	6	4	9	1	3	9	2	4	-	3	6	11	3	3	8	4	7
	5%	9% F*	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% BD*	8%	11%	9%	10%	10%	21% HI*	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% H*	9%	16%	21%	21% M*	15%	9%	9%	19%	16%	22% N*	12%
Foreign government websites	62	16	26	13	35	6	6	10	10	16	6	11	16	19	10	5	13	18	29
	12%	13%	17%	15%	16%	9%	22%	10%	19%	17%	29%	22%	14%	14%	21% p*	15%	10%	22%	20%
Education Advisor at an	133	26	34	31	58	18	8	18	16	18	8	14	36	54	15	6	26	18	47
Embassy/Consulate/High Commission	27%	21%	23%	34% ABD*	27% B	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	2	6	5	7
	5%	7%	4%	2%	3%	15% BCD*	••	9% H*	:	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%
ummary Online & Social Media (Net)	281	C0.	04	54	122	20	20	40	26	50	- 14	22	72	0.7	22	17	70	50	
Julius of 2001gl Media (Met)	281 56%	68 55%	94 63%	54 61%	133 61%	29 40%	20 71%	48 50%	36 68%	58 60%	14 63%	33 68%	72 62%	87 62%	32 64%	17 52%	75 55%	50 63%	82 57%
india Adadia (Alas)	15		E	E*	E	•	**	•	G*	-	**	•	2	-	•	•		:	
adio Media (Net)	15 3%	5%	6 4%	2%	3%		4%	6%	4%	3%	1 7%	3 7%	3 2%	7 5%	2 5%	7%	4%	4 5%	2%
Calandalara Maralia (Man)	50	10	14	* 8	20		**		:	10	2	10	13		:		10	*	12
elevision Media (Net)	10%	10	14 9%	9%	20 9%	5 7%	3 11%	7	7%	10%	10%	21%	13 11%	13 9%	7%	5 15%	10 8%	11%	12 8%
trint Madia (Not)	55	10	18	11	27		**			11	**	M*	15	18		•	11		17
Print Media (Net)	55 11%	10	18 12%	11	13%	13%	20%	4%	13%	11	3 12%	10%	15	18 13%	14%	20%	11 8%	10%	17
		-				•	**		G*							P*		-	
n-Person Event (Net)	160 32%	31 25%	56 37%	33 37%	81 37%	20 27%	8 28%	23 24%	25 47%	31 32%	5 25%	19 38%	45 39%	48 34%	20 39%	10 31%	50 37%	15 18%	44 30%
		•	A		A		**		GI*		**	•			Q*	•	Q	•	
riend/Family Member (Net)	177 35%	44 35%	53 35%	38 42%	79 37%	23 31%	11 40%	33 34%	20 37%	33 34%	6 26%	15 32%	45 38%	52 37%	12 23%	10 30%	51 38%	32 40%	49 34%
							**				**						N	N*	
Other Person/Influencer (Net)	287 57%	70 56%	86 57%	57 64%	128 59%	39 53%	21 73%	50 51%	35 65%	51 53%	16 74%	25 51%	78 67%	92 66%	30 58%	16 48%	76 57%	46 58%	96 66%
	3170	3070	3770	0470	33/0	33/0	13/0	31/0	03/6	33/0	/4/0	31/0	0776	0076	3070	40/0	3170	3070	00%

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 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				_ In	terest (by Stati	ıs)		Interest (by E	ducation Leve	l) - Student &		Stude	nt Age		Country of
	Total	Student	Parent	Influencer	Parent +	None	Student	Student not			(Proxy) Adult	Interested in	Interested in	Interested in	Parent of	Patent	Parent	Parent	Canada (Net)
					Influencer		interested	interested	Interested	Interested	Interested	High School	Undergrad/C	Graduate	student age	of/Student	of/Student	of/Student	
					(Net)		personally	personally	for own child	for own child	for Self	level	ollege level	level	14-15	age 16-17	age 18-24	age 25+	
							_					.,							
		A	В	С	D	E	F	G	Н		J	K	L	M	N	0	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
omed states	39%	36%	42%	48%	45%	33%	37%	36%	39%	44%	24%	42%	39%	43%	41%	33%	43%	35%	36%
		90,1	,.	AE	AE		*	00,1	J	J	*	*	00,1		*	*		007.0	
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		Α	Α	*		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%
							*			Н	*	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 7%	27 10%	11 4%	16	23 6%	12 6%	13	14 8%	8 7%	3 2%	6 12%	6	24 9%	28	1 1%	4	25 9%	9 6%	19 6%
	7%		4%	10%		6%	13% I*		/% I	2%	12% I*	7% *	9%	11%	1%	5% *		6%	6%
lanan	43	B 15	13	BD 6	B 17	8	5	10	6	7	1	1	14	7	4	4	N 18	5	6
Japan	4%	5%	5%	4%	4%	4%	5%	6%	5%	5%	2%	1%	5%	3%	4%	5%	6%	3%	2%
	470	376	3/6	470	470	470	*	076	376	376	*	*	376	376	*	*	076	376	2/0
France	26	12	7	2	8	4	2	11	3	4	2	1	3	7	2	2	11	5	7
Tunce	3%	5%	2%	1%	2%	2%	2%	6%	2%	3%	4%	2%	1%	3%	2%	2%	4%	3%	2%
	3,0	3,0	270	170	270	270	*	0,0	270	370	*	*	170	370	*	*	170	3,0	270
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					l*				l*	*			*	*			
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%	-
Othor	13	4	3	-	3	6	1	2	2	1	-	-	M 4	2	2	-	4	3	-
Other	1%	1%	1%	-	1%	3%	2%	1%	1%	1%	-	-	2%	1%	2%	-	1%	2%	-
	170	170	170	 	170	370	2% *	170	170	170	*	*	270	170	27o *	*	170	270	-
Would never consider/don't know anyone who	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
would consider studying abroad	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
would consider studying abroad	070	470	C	1/0	C	ABCD	*	F F	1/0	FHJ	*	*	0,0	1/0	*	*	770	3,0	
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%

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

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									Me	xico								
	Wexico Total			Status				In	terest (by Stat		AICO	Interest (by I	Education Leve	I) - Student &		Stude	nt Age		Country of
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally			(Proxy) Adult Interested for Self		Interested in Undergrad/C ollege level	Interested in	Parent of student age 14-15	Patent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	Canada (Net)
		A	В	С	D	Е	F	G	Н	1	J	K	L	M	N	0	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%
Constant	67	BCD			26			H*					24	10			42	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% G*	10%	18%	27%	19%	17%	22% p*	18%	9%	13%	34%
Commonia	46	19	8	9	14	8	10	9	7	1	5	2	18	20	1	3	18	6	13
Germany	9%	13%	7%	13%	8%	6%	16%	10%	12%	1%	16%	5%	11%	18%	2%	7%	13%	10%	7%
	370	13/0	*	15%	070	*	10%	*	1270	1/0	10%	370	11/0	1070	270 *	*	15/6	10%	770
United Kingdom	38	6	11	5	15	14	3	2	8	2	1	2	10	11	2	7	8	*	12
Officed Kingdofff	8%	4%	9%	7%	8%	11%	5%	3%	13%	4%	4%	6%	6%	10%	5%	15%	6%	1%	6%
	876	470	*	*	876	A*	*	*	G*	*	**	**	078	10/6	*	Q*	076	*	078
Japan	32	11	9	6	13	7	4	7	5	4	1	-	11	6	4	-	15	3	5
Jupan	6%	7%	7%	9%	7%	6%	6%	8%	8%	6%	4%	-	7%	6%	8%	-	10%	6%	3%
	0,0	,,,,	*	*	7,0	*	*	*	*	*	**	**	7,0	0,0	*	*	0	*	370
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%
	_		*	*	В	*	*	*	*	*	**	**		_	*	*	_	*	
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%	-
Manual serves considered ask because the	27				0								-				7		
Would never consider/don't know anyone who	37 7%	4 3%	9 8%	-	9 5%	22 17%	-	4 5%	-	9 16%	-	-	1 1%	-	5 10%	3 6%	7 5%	2 3%	-
would consider studying abroad	/%	3%	8% C*	*	5% C	1/% ACD*	*	5% *	*	16% FH*	**	**	1%	-	10%	6%	5%	3%	-
Ciama	500	150	122	67	172	132	65	84	63	59	28	38	159	115	48	49	143	62	199
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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			Class			1				dia		- 4	() Cr. d 0					0 1 1
	-	Student	Parent	Status Influencer	Parent +	None	Student	Student not	terest (by Sta (Parent)		(Drove) Adult		Interested in		Parent of	Patent	ent Age Parent	Parent	Country of Canada (Net)
		Student	Falciit	imuencei	Influencer (Net)	None	interested personally	interested personally	Interested for own child	Interested	Interested for Self	High School level	Undergrad/C ollege level		student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	Canada (NEC)
		А	В	С	D	Е	F	G	Н	ı	J	К	L	M	N	0	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	0*	*	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%
United Kingdom	57	9	24	10	26	11	4	4	11	13	5	L* 8	16	20	12	4	12	10	19
Officed Kingdoffi	11%	7%	16%	11%	12%	15%	14%	5%	21%	14%	24%	17%	14%	14%	24%	13%	9%	12%	13%
	11/6	*	AD	*	12/0	*	**	*	G*	G	**	*	14/6	1476	p*	*	376	*	13/6
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*	В	*	**	*	*		**	*		_	*	*		*	
New Zealand	19 4%	3 2%	7 4%	3	9 4%	1 1%	-	3	2 5%	4	2 7%	3 6%	4 3%	5 3%	1 2%	13%	1 1%	4 5%	7 5%
	476	2% *	4%	3%	470	1%	**	3%	5%	4%	/7o **	8	3%	370	270 *	13% NP*	170	5% p*	5%
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% M	-	*	*	0%	1%	-
China	3	1	1	_	1		-	1	1	1	_	-	IVI	1	1	_	-	2	-
Cimia	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	-
Other	1%	1%	1%	-	1%	5%	-	1%	-	1%	-	-	-	-	-	-	1%	2%	-
	1/0	*	2,0	*	270	CD*	**	*	*	1,0	**	*			*	*	1/0	*	
Would never consider/don't know anyone who	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-
would consider studying abroad	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%
	L								1	1									

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 (*)

				Status				_ In	terest (by Stati	us)		Interest (by E	Education Leve	l) - Student &		Stude	nt Age		Country of
	Total	Student	Parent	Influencer	Parent +	None	Student	Student not			(Proxy) Adult		Interested in		Parent of	Patent	Parent	Parent	Canada (Net)
					Influencer		interested	interested	Interested	Interested	Interested	High School	Undergrad/C	Graduate	student age	of/Student	of/Student	of/Student	
					(Net)		personally	personally	for own child	for own child	for Self	level	ollege level	level	14-15	age 16-17	age 18-24	age 25+	
							F	6		ı									
		А	В	С	D	E	F	G	Н	ı	J	K	L	M	N	0	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%	14%	19%	13%	10%	8%	17%	38%
A	98	24	36	44	44		G*	20	45	G 21	5		23	L			24	P 10	26
Australia	10%	24 9%	13%	14 9%	44 11%	11 5%	3 4%	11%	15 13%	14%	9%	8 9%	8%	28 11%	11 11%	7 8%	31 11%	18 13%	26 8%
	10%	9%	13% E	9%	11% E	5%	4%	11% F	13% F	14% F	9%	9%	870	11%	1170	8%	11%	13%	8%
Spain	88	27	25	19	40	15	11	16	16	9	6	8	30	17	15	6	30	9	32
Spain	9%	10%	9%	12%	10%	7%	12%	9%	14%	6%	12%	10%	11%	7%	15%	8%	11%	6%	9%
	370	1070	370	12/0	10/0	770	*	370	1470	070	*	*	M	770	Q*	*	11/0	070	370
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					HI*	I			*	*			*	*			
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%
Chile	40	E											2	-				2	
China	19 2%	7 3%	-	1 1%	1 0%	6 3%	1 1%	6 3%	-	-	1 2%	-	3 1%	5 2%	-	-	4 2%	3 2%	8 2%
	270	BD	-	170	0% B	BD	170	3% 	-	-	27o *	*	170	270	*	*	270	Z70	270
New Zealand	17	3	5	2	7	3	*	3	2	3	1	3	5	2	3	3	3	1	6
New Zealand	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%
		D					*				*	*			*	*			
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 accept any idea/doubt leaves a constitution	F.C.	10	1.4	1	15	20		10	1	12			-	2	7		11		-
Would never consider/don't know anyone who	56 6%	10 4%	14 5%	1 1%	15 4%	30 15%	-	10 5%	1 1%	13 8%	-	1 1%	1 0%	3 1%	7%	6 7%	11 4%	5 3%	-
would consider studying abroad	0%	476	5% C	176	4% C	ABCD	*	5% F	170	8% FHJ	*	1%	U%	170	/% *	/% *	470	370	-
Sigma	1000	275	271	157	390	205	93	181	116	155	50	86	276	255	99	82	277	142	343
5.8	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	10070	10070	10070	20070	20070	10070	10070	10070	10070	10070	10070	10070	10070	100/0	10070	10070	10070	100/0	10070

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										xico								
				Status				li li	iterest (by Stati				Education Level			Stude	nt Age		Country of
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	Interested	(Parent) Not Interested for own child	Interested	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+	Canada (Net)
		A	В	С	D	E	F	G	н	1	J	K	L	M	N	0	Р	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%
Canada	66	16	21	8	28	12	10	6	I*	15	2	6	21	20	8	7	14	12	66
Canada		11%	17%		16%	9%	15%	7%	10%	26%	6%		13%	18%	16%	14%	10%		33%
	13%	11%	1/%	11%	10%	9%	15%	170	10%	20% GH*	0% **	15%	15%	18%	10%	14%	10%	19%	33%
France	57	25	8	8	14	13	12	14	4	4	1	4	18	13	3	6	17	9	14
rialice	11%	17%	6%	11%	8%	10%	18%	16%	6%	7%	5%	9%	11%	12%	6%	13%	12%	14%	7%
	11/6	BD BD	*	*	878	*	*	*	*	*	**	**	11/0	12/0	*	*	12/0	*	776
Germany	47	13	11	6	14	13	7	6	8	2	4	4	21	15	1	4	17	3	12
Germany	9%	9%	9%	9%	8%	10%	11%	7%	13%	4%	13%	10%	13%	13%	3%	8%	12%	5%	6%
	370	370	*	*	070	*	*	*	*	*	**	**	13/0	13/0	*	*	12/0	*	0,0
United Kingdom	46	13	12	7	19	14	5	8	5	7	4	3	13	11	2	5	18	5	10
onica migaom	9%	9%	10%	11%	11%	10%	8%	10%	8%	13%	14%	7%	8%	10%	5%	10%	12%	8%	5%
			*	*	,-	*	*	*	*	*	**	**			*	*		*	1
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	42												2	2			2		
Other	12 2%	6 4%	1 1%	-	1 1%	3 2%	1 1%	5 5%	1 2%	-	-	-	3 2%	3%	-	2 5%	3 2%	1 2%	2 1%
	Z70	476	1%	*	170	2% *	1%	5%	2%	*	**	**	270	370	*	5% *	Z70	2%	170
Would never consider/don't know anyone who	37	4	9	-	9	22	-	4	-	9	_	-	1	-	5	3	7	2	-
would consider studying abroad	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%		10%	6%	5%	3%	-
would consider studying abroad	,,,	370	C*	*	C C	ACD*	*	*	*	FH*	**	**	1/0		*	*	370	*	+
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%
	10070	20070	10070	10070	10070	100/0	10070	10070	20070	20070	10070	10070	20070	200,0	10070	20070	20070	10070	10070

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 (*)

	India Total									Inc	dia								
				Status				In	iterest (by Sta			Interest (by	Education Leve	l) - Student &		Stude	nt Age		Country of
		Student	Parent	Influencer	Parent + Influencer (Net)	None	Student interested personally	Student not interested personally	(Parent) Interested for own child	Interested	(Proxy) Adult Interested for Self	Interested in High School level	Interested in Undergrad/C ollege level		Parent of student age 14-15	Patent of/Student age 16-17	Parent of/Student age 18-24	Parent of/Student age 25+	Canada (Net)
		А	В	С	D	Е	F	G	Н	ı	J	К	L	M	N	0	Р	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%
United States	79	22	D 24	12	32	10	7	15	8	16	4	12	16	24	9	6	23	13	21
Officed States	16%	18%	16%	14%	15%	13%	24%	16%	15%	16%	20%	25%	14%	17%	18%	19%	17%	17%	14%
	10/6	*	10/6	*	13/6	*	**	*	*	10/6	**	L*	14/0	1770	*	*	1776	*	14/0
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	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%
F	11	3	3	2	5	2		3	2	1	2	M* 2	2		1	PQ*	3		
France	2%	2%	2%	2%	2%	3%	-	3%	3%	2%	7%	5%	1%	-	2%	7%	3%	-	-
	270	270 *	270	*	270	*	**	*	3/0	270	**	M*	170	-	270 *	Q*	370	*	-
Malaysia	8	4	3	2	5	1	_	4	1	3	-	1	1	1	1	1	2	5	-
araysia	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%	*	-
		*		*	В			*								*			
Korea	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	0%	1%	-	*	-	*	**	1%	*	-	**	*	-	-	*	*	1%	*	-
Other	8	2	1	1	2	3	-	2		1	-	-	1	1		_	2	1	_
Outei	2%	1%	1%	1%	1%	5%	-	2%	-	1%	-	-	1%	0%		-	1%	2%	-
	2/0	*	1/0	*	1/0	D*	**	*	*	1/0	**	*	1/0	070	*	*	1/0	*	
Would never consider/don't know anyone who	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-
would consider studying abroad	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%

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 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				_ In	terest (by Stati	ıs)		Interest (by I	Education Level) - Student &		Stude	nt Age		Country of
	Total	Student	Parent	Influencer	Parent +	None	Student	Student not	(Parent)	(Parent) Not	(Proxy) Adult	Interested in	Interested in	Interested in	Parent of	Patent	Parent	Parent	Canada (Net)
					Influencer		interested	interested	Interested	Interested	Interested	High School	Undergrad/C	Graduate	student age	of/Student	of/Student	of/Student	
					(Net)		personally	personally	for own child	for own child	for Self	level	ollege level	level	14-15	age 16-17	age 18-24	age 25+	
												.,							4
		A	В	С	D	E	F	G	Н		J	K	L	М	N	0	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
Cermany	12%	12%	13%	9%	11%	11%	14%	11%	11%	15%	7%	10%	14%	15%	11%	7%	16%	11%	7%
							*				*	*			*	*	0		
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%
		В			В		I*	I	I		l*	*			*	*			
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		*		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% AE	5%	15% G*	5%	18%	16% G	9%	11%	13%	14%	12%	16%	14%	12%	12%
F	85	25	AE 20	AE 16	32	21	10	15	G 11	8	9	15	28	20	9	11	19	10	23
France	9%	9%	7%	10%	8%	10%	10%	8%	10%	5%	18%	18%	10%	8%	9%	14%	7%	7%	7%
	376	376	776	1076	878	10/6	*	876	1076	376	18%	LM*	10/6	878	*	*	7 /6	7 70	770
Spain	67	25	12	9	19	14	9	16	5	7	2	5	16	19	2	10	18	7	27
Spani	7%	9%	4%	5%	5%	7%	9%	9%	4%	5%	3%	6%	6%	7%	2%	12%	7%	5%	8%
		BD	.,.			.,,-	*		.,.		*	*		.,.	*	N*			1
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%
Varia	8	2	1	-	1	1	*	1		1	-	1	2	5	-	-	3	-	3
Korea	1%	1%	0%	-	0%	1%	0%	1%	-	1%	-	1%	1%	2%	-	-	1%		1%
	1/0	1/0	0%	-	076	170	*	170	-	170	*	170	170	270	*	*	170		170
Other	49	19	14	2	16	9	7	13	6	8	4	2	15	8	8	4	22	6	6
other	5%	7%	5%	2%	4%	4%	7%	7%	5%	5%	7%	2%	6%	3%	8%	4%	8%	4%	2%
	3,0	C	5,0	2,0	C	.,,	*		3,0	5,0	*	*	0,0	5,0	*	*	0,0	1,0	1 -2/3
Would never consider/don't know anyone who	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
would consider studying abroad	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
			С		С	ABCD	*	F		FHJ	*	*		*	*	*			1
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%

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

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			Charles							xico			D Contract		Ct. de			
	-	Student	Parent	Status Influencer	Parent +	None	Student	Student not	terest (by Sta (Parent)		(Provv) Adult		ducation Leve Interested in		Parent of	Patent	nt Age Parent	Parent	Country of Canada (Net)
		Student	Palent	innuencei	Influencer (Net)	None	interested personally	interested personally	Interested for own child	Interested	Interested	High School level	Undergrad/C ollege level		student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	Canada (Net)
		A	В	С	D	Е	F	G	Н	1	J	K	L	M	N	0	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
Germany	13%	14%	13%	9%	12%	11%	16%	13%	12%	14%	5%	5%	14%	16%	10%	8%	19%	9%	9%
	1370	1470	*	*	12/0	*	*	*	*	*	**	**	1470	1070	*	*	1570	*	370
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%
			*	*		*	I*	1*	1*	*	**	**			*	*		*	
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
Officed Kingdofff	7%	5%	13%	15%	12%	2%	11%	1%	16%	10%	5%	11%	10%	10%	9%	10%	11%	6%	8%
	770	376	AE*	AE*	AE	270 *	G*	1/0	G*	G*	**	**	10%	10%	*	*	11/0	*	070
Australia	15	3	6	3	7	4	-	3	3	4	-	1	3	1	2	-	3	4	7
T task and	3%	2%	5%	4%	4%	3%	-	3%	4%	6%	-	2%	2%	1%	4%	-	2%	6%	3%
	9,5		*	*	.,,-	*	*	*	*	*	**	**	-,-		*	*		*	
China	14	3	1	3	4	4	-	3	1	-	-	-	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	37	4	9	_	9	22	-	4	_	9	-	-	1	-	5	3	7	2	-
would consider studying abroad	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-
would consider studying abroad	,,,	370	C*	*	C	ACD*	*	*	*	FH*	**	**	1/0		*	*	370	*	
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%

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

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																		
	India Total			Class			1				dia	I	- 4	() Cr. d 0		- Ct - I			
	-	Student	Parent	Status Influencer	Parent +	None	Student	Student not	terest (by Sta (Parent)		(Droyer) Adult		Interested in		Parent of	Patent	nt Age Parent	Parent	Country of Canada (Net)
		Student	raieiit	imuencei	Influencer (Net)	None	interested personally	interested personally	Interested for own child	Interested	Interested for Self	High School level	Undergrad/C ollege level		student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	Canada (Net)
		А	В	С	D	Е	F	G	Н	ı	J	К	L	M	N	0	Р	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%
Germany	58	12	20	7	23	7	3	9	G*	15	2	7	16	21	6	2	16	10	8
Germany	12%	10%	13%	8%	11%	10%	10%	10%	10%	15%	9%	14%	13%	15%	12%	5%	12%	12%	5%
	12/6	*	D	*	11/0	*	**	*	*	13/6	**	*	13/6	13/6	*	*	12/0	*	376
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% Q*	5% *	8%	5%	7%
France	29	12	7	5	10	4	3	9	3	3	2	6	8	8	4	3	9	4	4
Trance	6%	9%	4%	6%	5%	5%	11%	9%	6%	4%	8%	12%	7%	5%	8%	10%	6%	5%	3%
	070	*	470	*	370	*	**	*	*	470	**	*	770	370	*	*	070	*	370
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%
C	44		2		3	*	1		*	2		M*		4	1		-	2	
Spain	11 2%	5 4%	1%	1 1%	1%	-	1 3%	4 5%	-	2%	-	1 2%	-	3%	2%	-	5 3%	2%	1 0%
	270	*	1/0	*	170	*	3/0	*	*	270	**	270 *	-	3% L	270 *	*	370	270 *	0%
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% C*	5% C	*	3% C	8% C*	**	7%	5%	5%	**	*	1%	2%	3%	6%	8%	3%	1%
Would never consider/don't know anyone who	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	_
would consider studying abroad	4%	4%	3%	1%	2%	11%	-	6%	2%	4%	-	2%	-	2%	5%	8%	3%	4%	-
would consider studying abroad	7/0	*	3/0	*	2/0	BCD*	**	*	270 *	+/0	**	*		276 L	*	*	376	*	
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%

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 (*)

				Status				In	terest (by Stat	us)		Interest (by I	Education Leve	l) - Student &		Stude	nt Age		Country of
	Total	Student	Parent	Influencer	Parent +	None	Student	Student not	(Parent)	(Parent) Not	(Proxy) Adult	Interested in	Interested in	Interested in	Parent of	Patent	Parent	Parent	Canada (Net)
					Influencer		interested	interested	Interested	Interested	Interested	High School	Undergrad/C	Graduate	student age	of/Student	of/Student	of/Student	
					(Net)		personally	personally	for own child	for own child	for Self	level	ollege level	level	14-15	age 16-17	age 18-24	age 25+	
		А	В	С	D	Е	F	G	н	1		К	L	M	N	0	P	Q	R
		A	В	· ·	U	E	F	G		l l	,	, ,	L	IVI	IN	U	P	ų	K
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% AE	32% E	34% AE	20%	14%	29% F	30% F	40% FJ	22%	24%	24%	29%	33% O*	18%	27%	38% OP	22%
Germany	283	80	68	45	101	53	33	47	33	35	14	21	95	92	16	16	92	33	59
Germany	28%	29%	25%	28%	26%	26%	35%	26%	29%	23%	27%	24%	34%	36%	16%	20%	33%	23%	17%
	2076	2976	2376	2070	20%	20%	33% *	20%	2976	2376	*	2470	34%	50% K	*	*	NOQ	2370	1770
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					1*	1		-5,1	1*	*	M	-0,1	*	*			
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*	1			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%
					E		*	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%
Malauria	22	8	9	9	15	4		0	2	7	1	4	6	2	2	1	6	9	4
Malaysia	32 3%	3%	3%	6%	15 4%	2%	-	8 4%	2 1%	5%	2%	4%	2%	3 1%	2%	1%	2%	6%	1%
	370	370	370	076	470	270	*	470	170	5% F	270 *	476 M*	270	1/0	270 *	1/0	270	076	1/0
Korea	25	13	5	3	7	1	6	8	3	2	4	3	9	9	3	2	12	5	9
Notes	2%	5%	2%	2%	2%	1%	6%	4%	2%	1%	8%	4%	3%	4%	3%	2%	4%	3%	3%
	270	DE	2,0	2,0	270	170	1*	170	2,0	1,0	1*	*	370	1,0	*	*	1,0	370	5,0
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	С		С		*				*	*			*	*			
Would never consider/don't know anyone who	56	10	14	1	15	30	-	10	1	13	-	1	1	3	7	6	11	5	-
would consider studying abroad	6%	4%	5%	1%	4%	15%	-	5%	1%	8%	-	1%	0%	1%	7%	7%	4%	3%	-
			С		С	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%

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			Charles							xico			() Cr. do 10		er de			
	-	Student	Parent	Status Influencer	Parent +	None	Student	Student not	terest (by Sta (Parent)		(Prove) Adult		ducation Level Interested in		Parent of	Stude Patent	nt Age Parent	Parent	Country of Canada (Net)
		Student	Falent	innuencei	Influencer (Net)	None	interested personally	interested personally	Interested for own child	Interested	Interested for Self	High School level	Undergrad/C ollege level		student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	Canada (Net)
		A	В	С	D	Е	F	G	н	1	J	K	L	M	N	0	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% PQ*	58%	55% *	65%
Spain	211	77	46	32	68	47	31	47	24	21	15	14	67	43	17	21	63	32	76
Spain	42%	52%	38%	47%	40%	36%	47%	56%	38%	37%	52%	37%	42%	37%	35%	44%	44%	51%	38%
	4270	BDE	*	*	40/0	*	*	*	*	*	**	**	42/0	3770	*	*	4470	*	3070
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%
			*	*		*	l*	*	*	*	**	**			*	*	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%
I	440	25	A*	A* 19	A				G*		7	7	20	20		Q*	25		27
Japan	110	35 23%	32		48	26	15 23%	20	19	12	26%		39	28	14	8	35 25%	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
Cilila	7%	6%	3%	6%	4%	9%	4%	8%	3%	2%	10%	-	7%	7%	4%	-	4%	8%	6%
	770	070	*	*	470	*	*	*	*	*	**	**	770	770	*	*	470	*	0,0
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%
			*	*		*	*	*	*	*	**	**			*	*		0*	
New Zealand	19	7	4	3	7	3	2	6	2	2	-	4	7	3	4	ı	3	4	7
	4%	5%	3%	4%	4%	2%	2%	7%	3%	4%	-	9%	4%	3%	9%	1	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%
		E	*	*		*	*	*	*	*.	**	**			*	*		*	
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	37	CE 4	9		9	22		4	-	9			1		5	3	7	2	
	7%	3%	8%	-	5%	17%	-	5%	-	16%	-	-	1%	-	10%	6%	5%	3%	-
would consider studying abroad	170	370	6% C*	*	5% C	ACD*	*	3%	*	10% FH*	**	**	170	-	10%	10%	370	3%	-
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%
	20.70	23.70	20070	300,0	20370	20.70	30070	25070	30073	20370	30070	50070	237.75	300,0	20070	20370	250,0	23370	30070

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						1			In	dia								
	_	Student	Parent	Status Influencer	Parent +	None	Student	Student not	terest (by Sta (Parent)		(Droyn) Adult		Interested in) - Student & Interested in	Parent of	Stude Patent	nt Age Parent	Parent	Country of Canada (Net)
		Student	Parent	imuencei	Influencer (Net)	None	interested personally	interested personally	Interested for own child	Interested	Interested for Self	High School level	Undergrad/C ollege level	Graduate level	student age 14-15	of/Student age 16-17	of/Student age 18-24	of/Student age 25+	Canada (Net)
		А	В	С	D	Е	F	G	Н	ı	J	К	L	М	N	0	Р	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%
		*		*		*	**	*	*		**	*			0*	*	0	*	
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%	65%	63%	57% **	51%	65%	58%	67%	60%	54%	48%	53%
Australia	257	58	A 86	A* 46	A 120	34	11	47	G* 32	G 54	11	20	57	69	Q* 29	15	69	45	62
Australia	51%	46%	58%	52%	55%	46%	38%	49%	60%	56%	50%	41%	49%	49%	56%	46%	51%	57%	43%
	3170	*	3070	*	3370	*	**	*	*	3070	**	*	4370	4570	*	*	3170	*	4570
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*	В	*	**	*	*		**	*			*	*		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%
No. 7 de de	73	16	23	12	33	7	1	14	9	14	4	10	19	19	12	9	14	9	20
New Zealand	15%	12%	15%	14%	15%	9%	4%	15%	17%	14%	17%	21%	16%	14%	23%	27%	10%	11%	14%
	1376	*	13/6	*	1376	*	**	*	*	14/0	**	*	10/6	14/0	P*	PQ*	1076	*	14/0
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% LM*	8%	8%	12%	17%	13%	8%	5%
Malaysia	32	8	9	9	15	4	-	8	2	7	1	LIVI*	6	3	2	1	6	9	4
ivialaysia	6%	6%	6%	10%	7%	5%	-	8%	3%	7%	4%	7%	5%	2%	4%	3%	5%	11%	3%
	0,0	*	0,0	*	7,0	*	**	*	*	7,0	**	M*	3,0	2,0	*	*	3,0	*	370
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
Korea	1%	2%	1%	-	1%	1%	-	3%	-	1%	-	-	-	2%	-	-	3%	-	1%
	170	*	270	*	170	*	**	*	*	270	**	*		2,0	*	*	5,0	*	170
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*		*	С	CD*	**	*	*		**	*			*	*		*	
Would never consider/don't know anyone who	19	5	5	1	5	8	-	5	1	4	-	1	-	3	2	3	3	3	-
would consider studying abroad	4%	4% *	3%	1%	2%	11%	**	6% *	2%	4%	**	2%	-	2%	5% *	8%	3%	4%	-
Sigma	1453	362	437	266	639	BCD* 199	85	277	157	280	66	144	349	415	149	92	395	232	432
Sigma	291%	290%	292%	298%	294%	271%	300%	287%	297%	290%	300%	296%	300%	296%	291%	283%	294%	289%	300%
	231/0	25070	23270	23070	25470	2/1/0	30070	20,70	23170	25070	30070	25070	30070	250/0	231/0	203/0	25470	20370	30070
L	-			1	1		1	1	1	1		1	1				1	1	