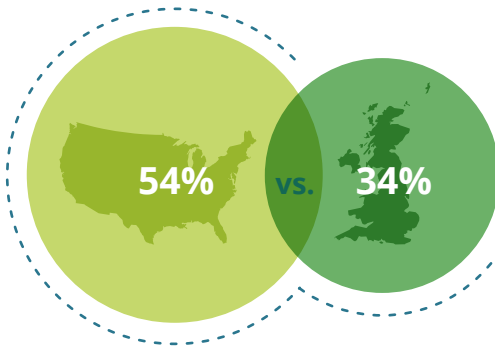


BROADENING HORIZONS

THE VALUE OF THE OVERSEAS EXPERIENCE

Percentage of full-time university students expressing interest in study abroad*

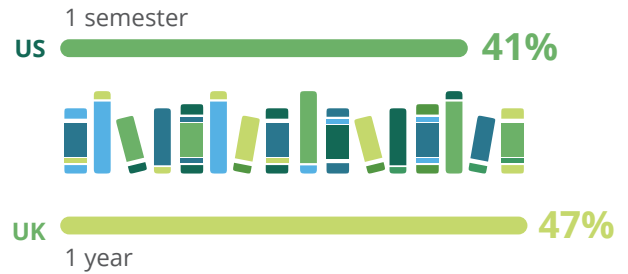


The most desired study abroad destination for US students was the UK



Similarly, UK students most wanted to travel to the US

PREFERRED LENGTH OF STUDY:

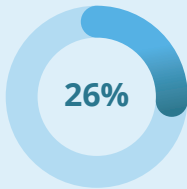


PERCEPTIONS & DETERRENENTS

Main deterrents to study abroad for both US and UK students:

- 1 cost
- 2 language skills
- 3 personal well-being

Those not interested in study abroad would be most incentivised to **change their mind** if they could access financial assistance and foreign language training.

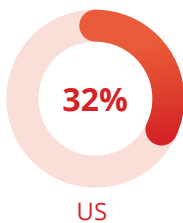


of US respondents who aspired to study abroad felt they did not have enough information to make a decision.



Both US and UK students who had already studied abroad were **less concerned about the cost** of overseas tuition, suggesting a gap in perception between these students and those who had not studied abroad.

FAMILIARITY WITH GOVERNMENT-SPONSORED PROGRAMS



Percentage of students who had previously studied abroad yet did not know about government-sponsored programs for overseas study.



FOR THE FULL REPORT VISIT:

www.britishcouncil.us/programmes/education/research-reports

METHODOLOGY

The British Council administered surveys in the UK and the US in order to understand UK and US students' current perceived drivers of and barriers to overseas study. The surveys were distributed and completed in March and April of 2015. A total of 7,481 responses were collected: 2,856 from full-time UK-domiciled students and 4,625 from full-time students who were American citizens or permanent residents.

*US respondents were full-time students who were American citizens or permanent residents and UK respondents were UK-domiciled.