

Md Jawad Ibne Ishaque from Bangladesh wins iPod nano by participating in the British Council's Student Insight Survey



The [Student Insight Survey](#) is a global online survey for young people to share their thoughts on overseas study. Participants are automatically included in the draw for attractive prizes each month.

The survey helps us gather country specific information on where students want to study and why so we can better understand the international student market and its trends and motivations. More than 190,000 students from around the world have completed the survey since it was first launched in 2007.

Jawad is currently pursuing BSc Engineering in Electronics and Electronic Engineering from North South University in Bangladesh. To diversify his education background he is planning to do an MBA after completion of his Bachelors degree. His ambition is to go to the UK as he feels UK MBA programmes are reputed, very well recognised by employers globally and is a lifetime investment. He came to know about the Student Insight Survey through our Facebook promotion through the British Council Bangladesh page. He won an iPod nano in the June 2015 raffle draw of Student Insight Survey prize. He was delighted to receive the new **iPod** by simply spending 15 minutes to complete the survey and share his thoughts and experiences.

Why is the student Insight survey useful?

The Student Insight Survey is a really important information tool which reveals more nuanced insights about students' decision making factors, preferences, online behaviour, interest for transnational education, top preferred countries for higher education among other things. This can be an important source of information which may be useful in refining your marketing strategies. Last year Bangladesh secured third position globally in terms of the number of responses obtained, which points towards a keen interest local audiences show in the UK as a higher education destination. This year we have already received 531 responses.