

## Mashud Ali from Bangladesh wins iPad mini 3 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.

Through the Student Insight Survey, British Council invites students who are interested in studying abroad, to share their thoughts about overseas study. Through the survey we gather country specific information on where most students want to study and why to 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.

Md. Mashud Ali, who learnt about the survey through our Education UK Facebook channel, is an MBA student of International Islamic University of Chittagong in Bangladesh won an iPad mini 3 16GB in March 2015. He was delighted to receive the new iPad by simply spending 15 minutes to complete the survey and share his thoughts and experiences. He has plans to study Chartered Accountancy in the UK to take advantage of the world's top business schools and UK qualifications to help him succeeding in his chosen career.

### 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 already received 531 responses.