

Enrollment in international schools was a robust, growing market, but like domestic enrollment, it was affected by COVID.

When the pandemic hit, students were stranded or left scrambling to return to their home country, leaving schools wondering what would happen to international enrollment for the 2021–2022 school year.

To better understand international families' needs and plans related to studying abroad post-COVID, The Enrollment Management Association (EMA) conducted a survey in December 2020. This "2021–2022 School Year International Student Survey" focused mainly on whether or not international families were applying or planning to apply to a school overseas for the school year of 2021–22. The survey was provided in English, as well as Chinese, Korean, and Vietnamese, the languages from the top three countries from which international test takers and applicants come.

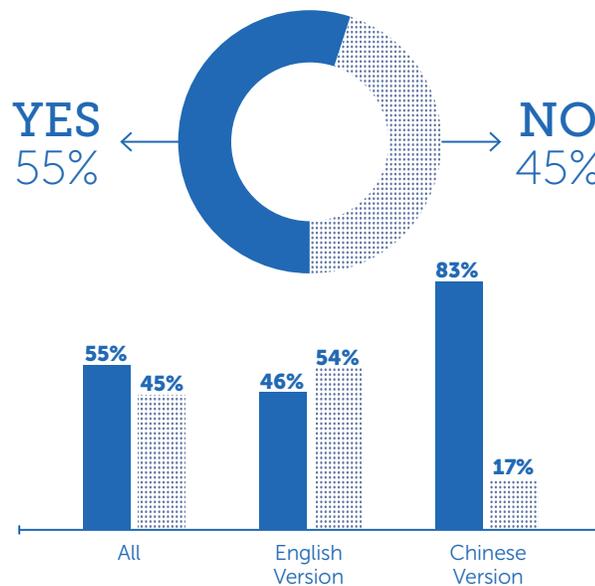
Limitation of the study: The sample size is small. Only 377 families responded, which is approximately 2.2% of the families being surveyed. The generalization of the survey results might be limited.

The full report is available online in the EMA Member Community:

learn.enrollment.org/research

International Student Survey

» Family's Study Abroad Plan for 2021–22 School Year IS YOUR CHILD APPLYING OR GOING TO APPLY TO A SCHOOL OVERSEAS FOR THE SCHOOL YEAR OF 2021–22?



Overall, more than half of the families are applying or planning to apply to a school overseas for the 2021–22 school year.

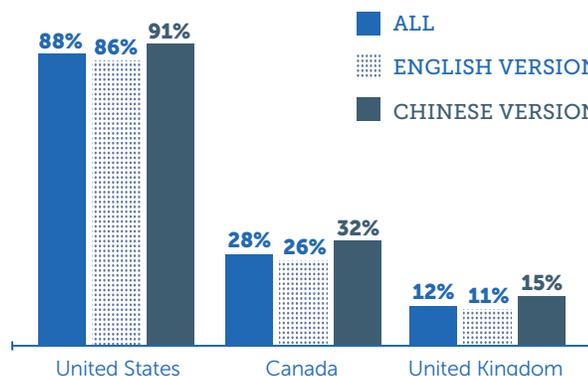
The subgroup difference is substantial:

Chinese families have a much stronger willingness to apply.

■ YES ■ NO

» U.S. is still the most popular choice.

INDICATE ALL COUNTRIES YOU WILL CONSIDER. YOU CAN CHOOSE ALL CHOICES THAT APPLY.



U.S. is still the most popular host country: close to 90% of the families chose U.S.

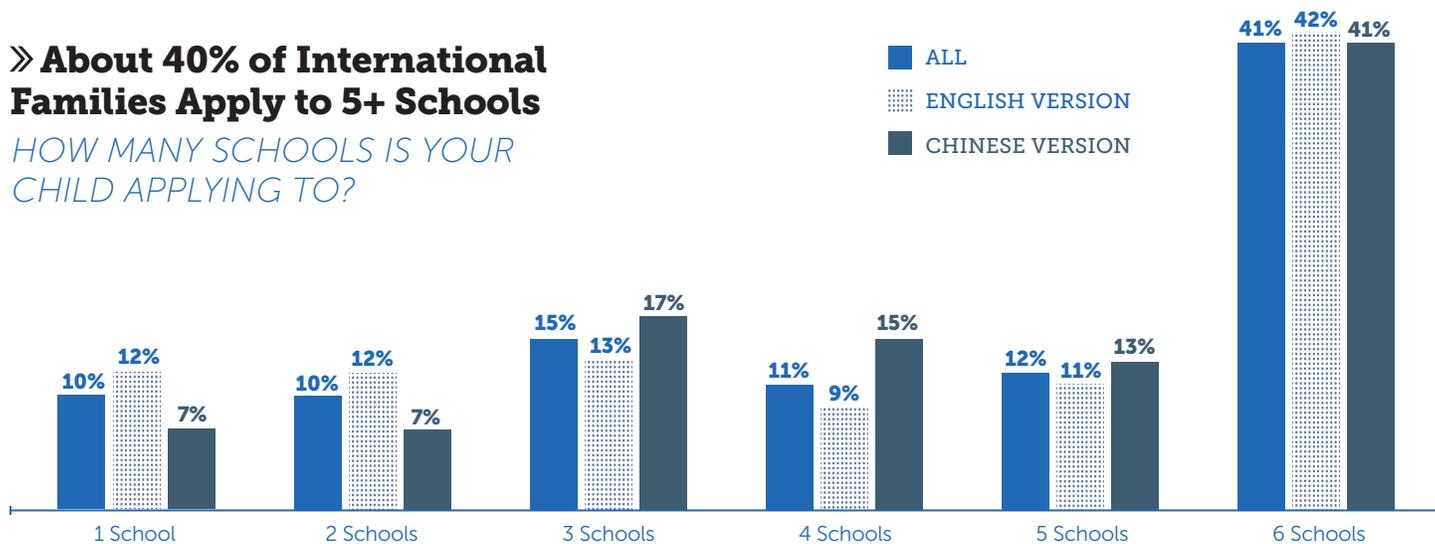
Canada is the 2nd most popular country, with about 30% of the families choosing it.

UK and Australia are the next two choices, followed by New Zealand and other countries.

Chinese families had a slightly higher percentage choosing each country.

» About 40% of International Families Apply to 5+ Schools

HOW MANY SCHOOLS IS YOUR CHILD APPLYING TO?



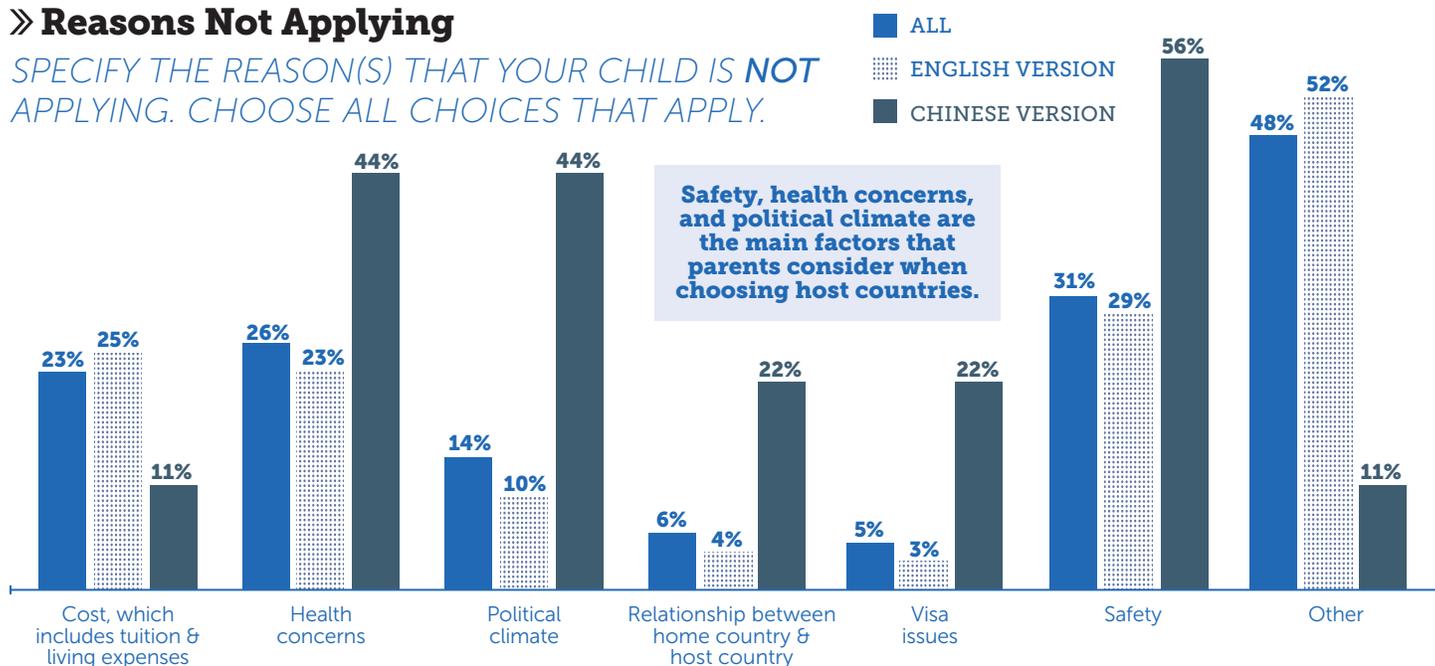
Fewer families apply to only 1 or 2 schools; more families apply to 5+ schools.

Fewer Chinese families than non-Chinese families apply to 1 or 2 schools; more Chinese families than non-Chinese families apply to 3 or 4 schools.

Families applying to more schools could lead to a higher admission rate but lower yield.

» Reasons Not Applying

SPECIFY THE REASON(S) THAT YOUR CHILD IS *NOT* APPLYING. CHOOSE ALL CHOICES THAT APPLY.



The reasons that international families are not applying are very different:

Non-Chinese families: "Not interested" and "Choose to stay in Canada" are the most common themes (included in "Other" specified reasons), followed by concerns on safety, cost and health.

Chinese families: Safety is the number one concern, followed by concerns on health and political climate. Relationship between home country and host country, and visa issues, are also worrisome to Chinese families.