

Insights Accelerator

Intellilab

Student Enrolment Data

NZ Perceptions of International Students

International Student Survey

THINK NEW[®]



NEW ZEALAND
EDUCATION
Manapou ki te Ao



What I'll cover

Intellilab

2023 MoE Student Enrolment Data

2023 New Zealanders' perceptions of the value of international education

2023 International Students Experience Survey

[Economic](#) [Other](#)

IntelliLab is the intelligence hub for New Zealand international education providers

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International Student Enrolments

The Enrolment Data

- MOE supply ENZ with data three times a year
- Three data sets SDR, schools and UIP
- ENZ defines an international student as a non-resident who has expressly entered New Zealand with the intention of studying here or has enrolled with a New Zealander provider offshore.

More on definitions

- Enrolment numbers for a year will always be higher than visa numbers.

This is because:

- Visa numbers are point in time.
- Not all international students need a visa
- Region and subsector numbers don't sum to the total because people may study in more than one sector or region in a year.
- Enrolment numbers are students not EFTs.

Enrolments vs EFTs

Enrolments



EFTs



What's in there?

Year

Country

Region

(Narrow Field of study)

(Broad Field of study)

(Level)

Subsector

Onshore Students

(EFTS)

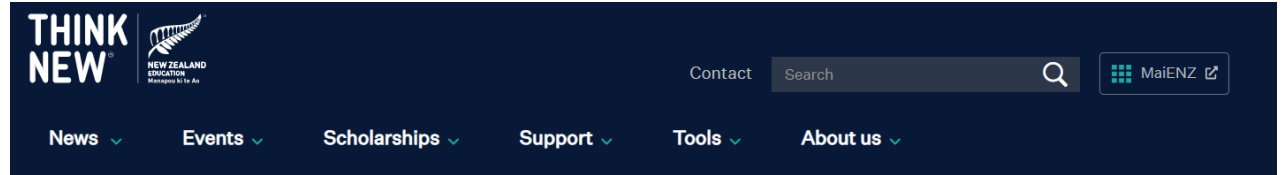
(Institution)

Common queries

- How many international students were there in xx year?
- How many international students from xx country were there in xx year?
- How does this compare to another year?
- Does this vary by subsector?
- What subjects did they study?
- What level did they study at?
- What regions did they study in?

Releasing the information

Briefing to Minister on August numbers



The screenshot shows the top navigation bar of the THINK NEW website. On the left is the THINK NEW logo with the New Zealand Education logo and the tagline 'Manapou ki te Ao'. To the right of the logo is a 'Contact' link, a search bar with a magnifying glass icon, and a 'MaiENZ' button with a grid icon and an external link symbol. Below the logo and search bar is a horizontal menu with the following items: 'News', 'Events', 'Scholarships', 'Support', 'Tools', and 'About us', each with a downward-pointing chevron icon.

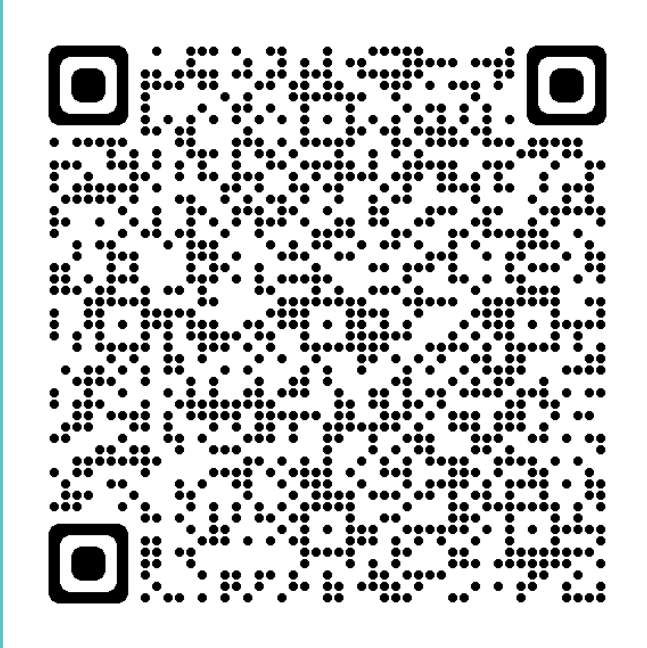
[Home](#) > [News](#) > [News and Media Releases](#) > [International student enrolments top 59,000 for the first eight months of 2023](#)

 20 March 2024 at 9:00 am

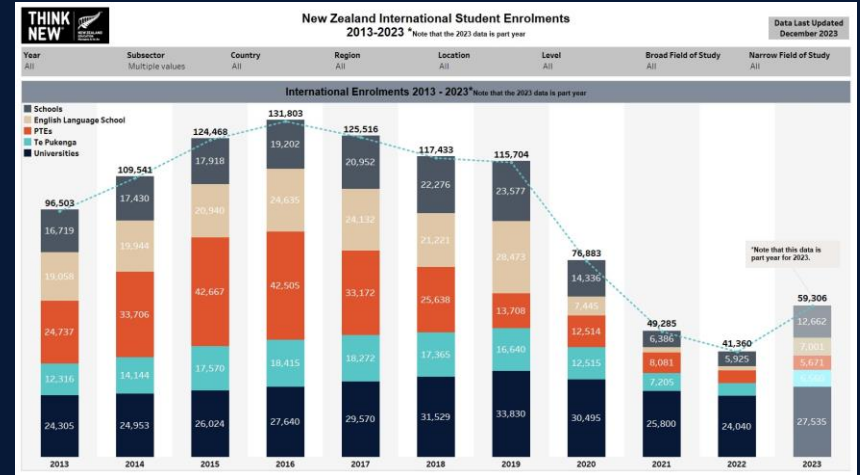
International student enrolments top 59,000 for the first eight months of 2023

The Minister for Tertiary Education and Skills, Hon Penny Simmonds, today released international student enrolment data for the first eight months of 2023. From January to August 2023 there were 59,306 international student enrolments* with New Zealand education providers, a 43% increase compared to the full year in 2022.

Tableau Public



<https://public.tableau.com/app/profile/education.newzealand/vizzes>



Bar chart filter – PTE and ELS

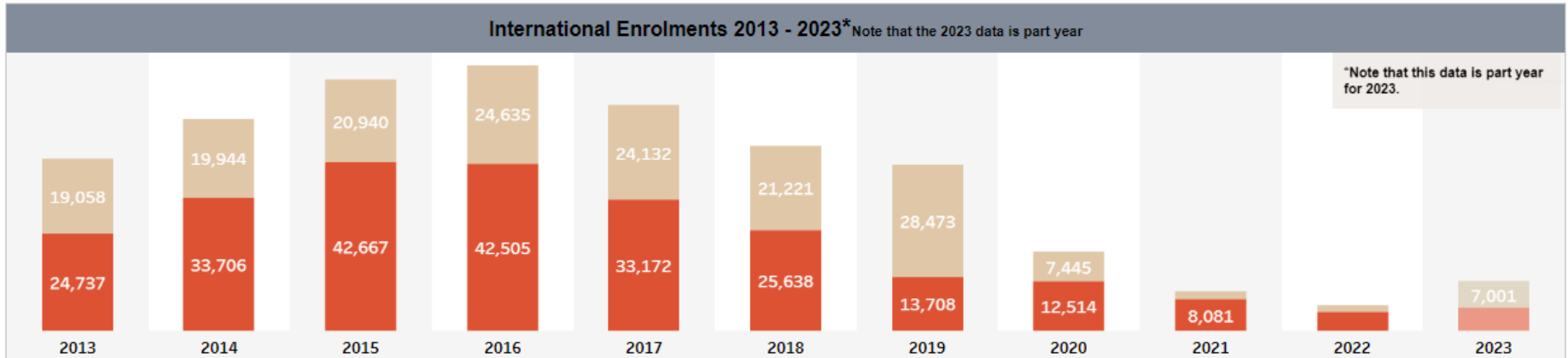


Table filter – PTE, ELS, all and Auckland

International Enrolments 2013 - 2023*Note that the 2023 data is part year

Subsector	Country	Location	Region	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
All	All	All	All	96,503	109,541	124,468	131,803	125,516	117,433	115,704	76,883	49,285	41,360	59,306
			Auckland	57,140	66,752	77,647	82,556	75,227	68,131	63,087	35,861	20,295	16,120	30,655
PTEs	All	All	All	24,737	33,706	42,667	42,505	33,172	25,638	13,708	12,514	8,081	5,000	5,671
			Auckland	19,350	26,588	33,945	33,742	24,740	18,001	8,175	7,630	4,135	2,195	2,977
English Language School	All	All	All	19,058	19,944	20,940	24,635	24,132	21,221	28,473	7,445	2,028	1,565	7,001
			Auckland	13,587	14,112	14,755	17,650	16,864	15,235	19,623	4,507	1,114	675	5,149

Next updates

- Expecting the final numbers for 2023 in a couple of weeks.
- First useable 2024 numbers in May.

What New Zealanders think about international students

The problem with the boom in international students

Contrary to pandemic-era claims, international students are back in a big way. The Albanese government wants to clamp down on visa rorts and shonky agents, but that's only part of the challenge.

POLITICS - CANADA

'It's time to rein it in': Canada cuts foreign college students amid record immigration rates, citing housing, cost-of-living crisis

BY ROB GILLIES AND THE ASSOCIATED PRESS
January 23, 2024 at 11:59 PM GMT+13



Canada's Immigration Minister Marc Miller.
ARTUR WIDAZ/NURPHOTO VIA GETTY IMAGES

<https://monitor.icef.com/2023/12/notable-government-policy-shifts-affecting-international-students-going-into-2024>

Dutch first: universities launch plan for fewer foreign students

February 8, 2024 [Senay Boztas](#)



Rishi Sunak
@RishiSunak

From today, the majority of foreign university students cannot bring family members to the UK.

In 2024, we're already delivering for the British people.



Home Office @ukhomeoffice · Jan 1

We are fully committed to seeing a decisive cut in migration.

From today, new overseas students will no longer be able to bring family members to the UK.

...

[Show more](#)

Methodology



A 6-minute online survey was sent to 1100 New Zealanders on the Ipsos FastFacts NZ panel.

Results are broadly representative of the New Zealand adult population by age, gender, and region.

Results presented are for the total sample.

No detailed statistical analysis has been undertaken by sub-groups at this time point. However general observations have been made.

Comparability of questions with previous surveys was maintained on key indicators of support and the value international students bring.

Where possible comparisons have been made between 2023 results with earlier years.



SOCIAL LICENSE SURVEY 2023

Ipsos Fast Facts NZ Panel

Sample size: n=1,100

The maximum margin of error is $\pm 3.0\%$.

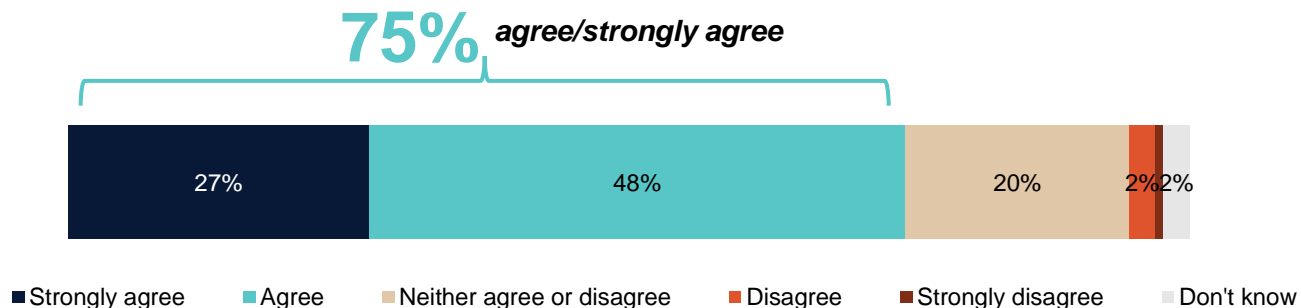
Fieldwork dates:

27 Nov to 1 Dec 2023



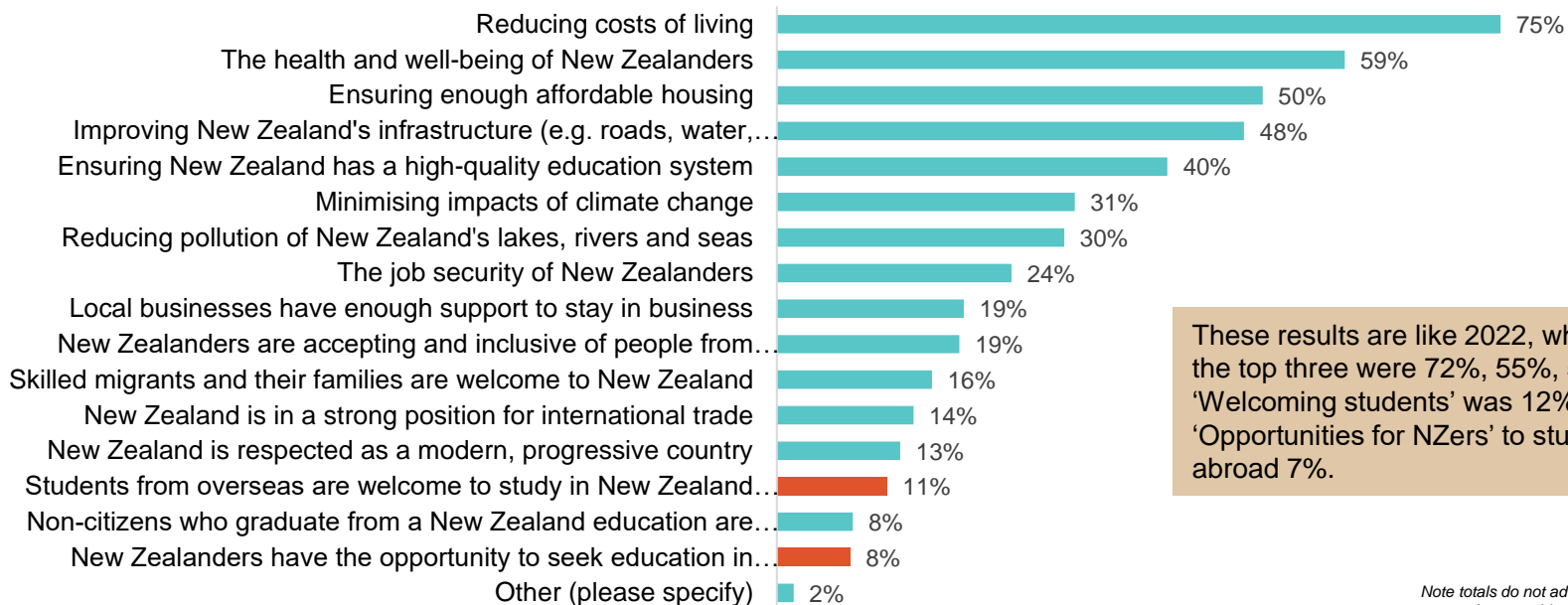
75% of New Zealanders believe that international students benefit New Zealand, similar to 73% in 2022.

Overall, to what extent do you agree or disagree that international education / international students benefit New Zealand?



Cost of living was most frequently selected of importance to New Zealanders (75%), followed by health (55%), and housing affordability (51%). Few New Zealanders (11%) noted welcoming international students to NZ as an important issue.

Issues that are important to New Zealanders in Nov 2022 are very similar to Nov 2021



These results are like 2022, where the top three were 72%, 55%, 51%. 'Welcoming students' was 12%, and 'Opportunities for NZers' to study abroad 7%.

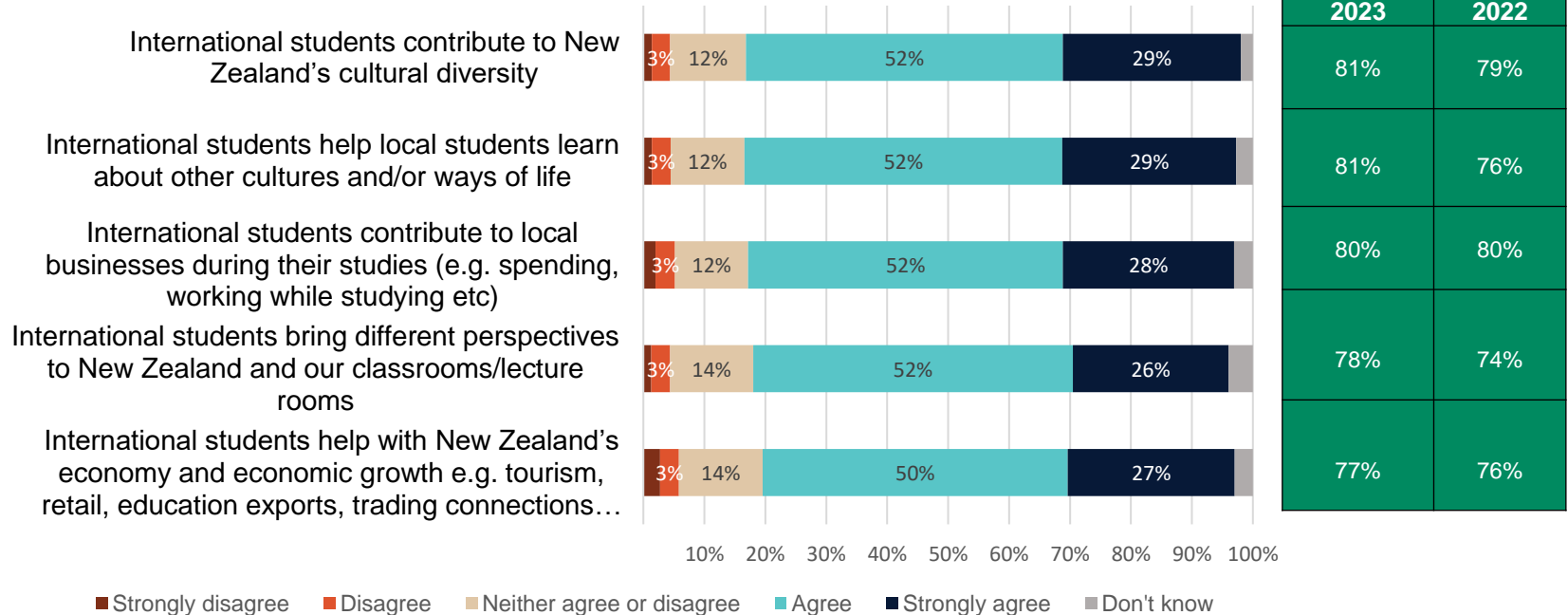
Note totals do not add up to 100% as respondents could select up to five options

Base: All respondents: n=1100. Ipsos Fast Facts, Nov 2023

Source question: Firstly, we would like to find out about the most important issues to New Zealanders. Listed below are a range of issues that people have described as being important to them. Please take the time to look through the full list, then select the ones you feel are most important to you. Please select up to five options

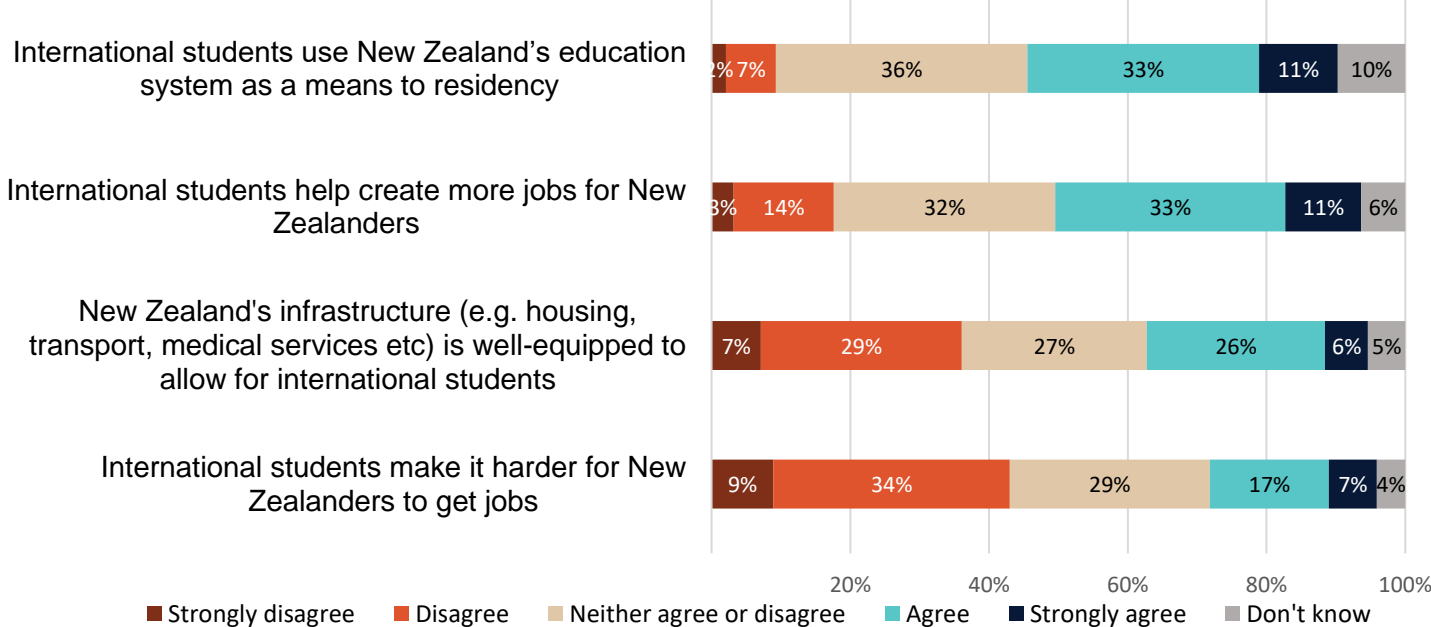
There was strong support and recognition of these values that international students bring: (i) international students contribute to cultural diversity, (ii) learning about other cultures, and (iii) contribute to local businesses during their studies. These results are similar to 2022.

Top 5 most supported statements (>75% agree or strongly agree)



Areas where there are least support (less than 50%) for international students were: infrastructure is well equipped to allow for international students, students using study as a means to residency, and help create jobs for NZers. These results are similar to 2022 except for making jobs harder for NZers

Least supported statements

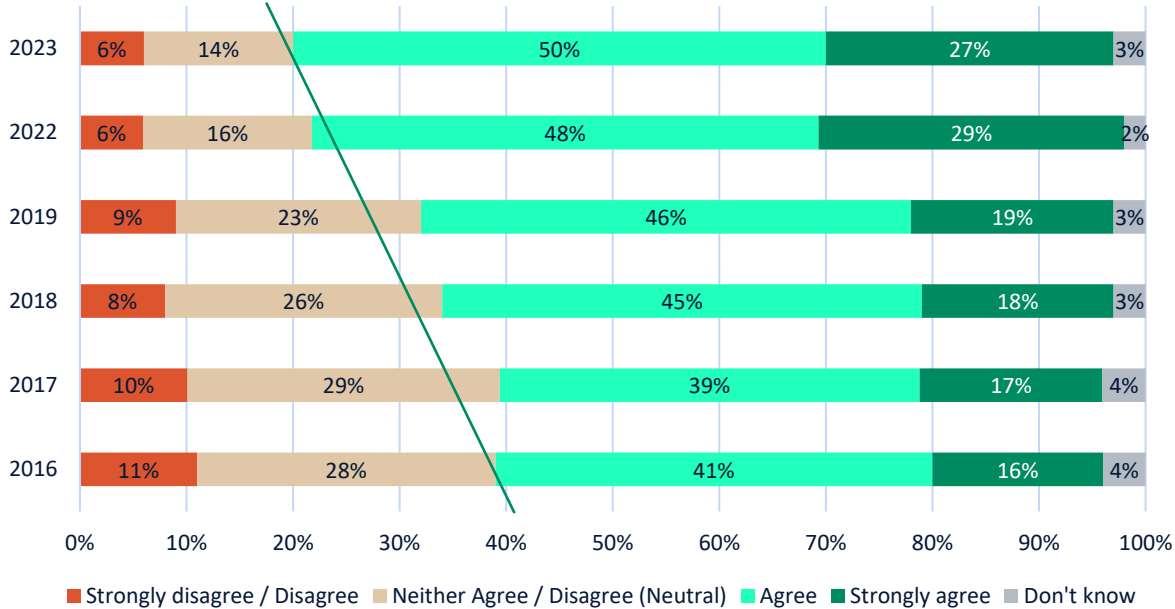


% Strongly Agree / Agree	
2023	2022
45%	50%
44%	45%
32%	35%
23% 😊	43%

Support for statement:

Gradual positive shift since 2016 towards more support for the statement

International students help with New Zealand's economy and economic growth e.g. tourism, retail, education exports, trading connections and networks etc



Changes

- Since 2016 there has been a steady gradual shift towards more support in the NZ population agreeing and strongly agreeing that international students help with New Zealand's economy and economic growth.
- The proportion who are neutral and disagreed has gradually but steadily decreased over time.

Base: All respondents: 2016 n=1000; 2017 n=1000; 2018 n= 1000; 2019 n= 1001; 2022 n= 1012; 2023 n=1100



Key findings

- Overtime, there has been a gradual positive shift in agreement for the benefits international students bring both economically and culturally.
- However, there are persistent challenges that remain to public support for international students in country.
- Differences in support by demographics are observable, and consistent with that reported for 2022.

Perceived challenges:

- The most widely perceived challenge, as perceived by half of New Zealanders, was that international students use New Zealand's education system as a means to residency.
- Nearly 30% of New Zealanders thought that New Zealand's infrastructure isn't well-equipped to allow for international students and that they make it harder for New Zealanders to get jobs.
- Positively, fewer New Zealanders agree that these things are challenges compared to 2018, and that students take jobs from New Zealanders.

Demographics:

Overall perception of the value of international students and the different benefits they bring to New Zealand tend to be higher for:

- Older New Zealanders; people of Asian descent; people in households with incomes of \$100,001 or more; and people whose highest level of education is degree or higher.
- In contrast younger New Zealanders; people with lower levels of education; people in households with incomes of \$50,000 or less; and people living outside New Zealand's main centers tend to be less aware of the value and benefits international students bring to New Zealand.

Access New Zealanders
Perceptions of the Value of
International Students [here](#)

**What current
international
students
think about
New Zealand**

Methodology



A 15-minute online survey was developed building on the 2021 ISES.

Our main sample came from MBIE and was supplemented with the support of peak bodies.

Email invitees received an initial email from inviting them to take part and this was followed up with two reminders to those who had not responded.

ENZ initially worked with NeilsenIQ.



INTERNATIONAL STUDENT SURVEY 2023

Survey responses:
n= 4,755 (weighted)

Fieldwork dates:
May to June 2023



Analysis has been undertaken at the total level

Currently working on analysis by different subgroups/demographics.

Future plans

Living in NZ

Arrival
experience

Overall
satisfaction

People and
relationships

Why they
selected NZ

Recommend

Work
experience

Cost of
living and
value

Other
countries
considered

Useful
resources

SNAPSHOT:

Student experience 2023

Experience

84%

Rated their 'Overall experience' positively*
(85% in 2021)

83%

Likely to recommend New Zealand*
as a study destination
(81% in 2021)

64%

Said their New Zealand experience
has met or exceeded expectations
(64% in 2021)

Personal outcomes



87%

Felt they are preparing
to be a **global citizen****
(85% in 2021)



87%

Helping **encourage their curiosity
and develop new ideas****
(85% in 2021)



86%

Are **growing and developing
their confidence****
(86% in 2021)

Choice

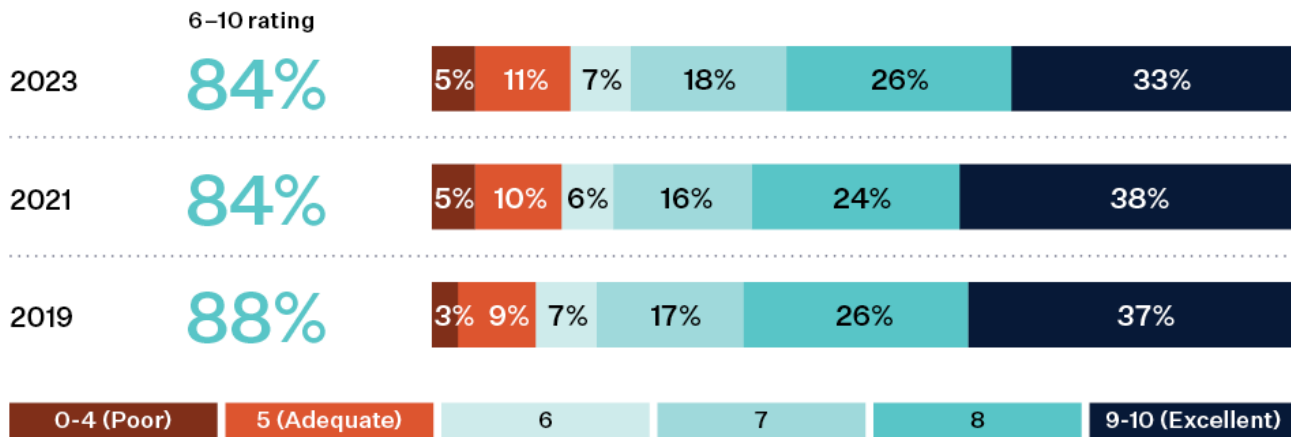


78%

New Zealand was their **first
choice of study destination**
(82% in 2021)

Rating points included above: * Rated 6, 7, 8, 9, 10 out of 10 / ** Rated Good, Very good, Excellent

Thinking about your whole experience in New Zealand so far, how would you rate it?



Base: All students 2019 (n=7,814), 2021 (n=4,536), 2023 (n=4,755)

Decision making

When deciding to come to New Zealand as an international student, how important was each of the following?

Inclusion

Opportunity to live in a society that is welcoming and inclusive



Very important,
extremely important

New Zealand's reputation as a safe country



Education

New Zealand qualifications are internationally recognised



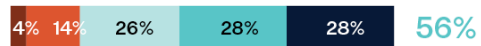
Academic reputation of the education provider



The reputation of New Zealand's education system



Opportunity for further study in New Zealand once my studies are complete



Decision making



Base: All current students (excluding 'did not think about this') n=varies for each question from 3,507 to 3,909

Note: Labels for 'Not at all important' scores of 2% or 1% are not shown in the chart above

Students from the Philippines (90%), India (87%) and the Pacific (88%) were more likely to rate the opportunity to live in a society that is welcoming and inclusive as very or extremely important.

Tableau dashboards

International Student Experience Survey | Making Study Arrangements by [Education New Zealand](#)



International Student Experience Survey



Demographics and Profile



Making Study Arrangements



Arrival & Orientation



Work Experience Opportunities



Education Experience



Value for Money



Living Experience



People & Connections

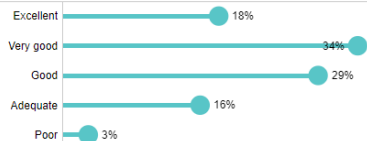


Other Key Measures

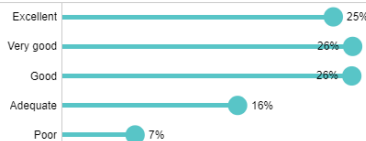
Gender: (All) | Age group: (All) | Home country: (All) | Sector: (All) | Region: (All)

Making Study Arrangements

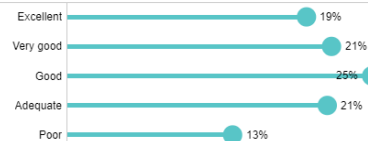
Overall Experience (n=2,961)



The visa application process (n=2,866)

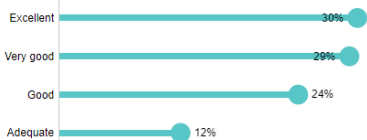


Time taken to get my visa (n=2,901)

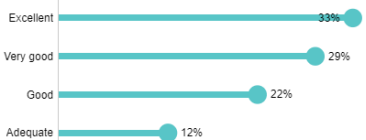


My advisor / agent..

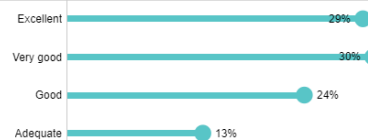
Knowledgeable about NZ education processes (n=1,932)



Acted in my best interests (n=1,922)



Contributed to my decisions (n=1,678)



Access New Zealand International
Student Experience Survey [here](#)

Key takeaways

Our international student enrolments have begun to recover from a low in 2022.

New Zealanders understand the benefits of international education – 75% agree or strongly agree.

International students have a positive overall view – 84% good, very good, excellent.

Connect with me on LinkedIn

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THINK NEWTM



**NEW ZEALAND
EDUCATION**
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