

# BELTA SEAL MARKET RESEARCH 2019



## SPONSORSHIP

PRODUCED

Mobilidade Acadêmica



EDUCATION  
IN IRELAND  
WORLD-CLASS STANDARDS  
WARMEST OF WELCOMES

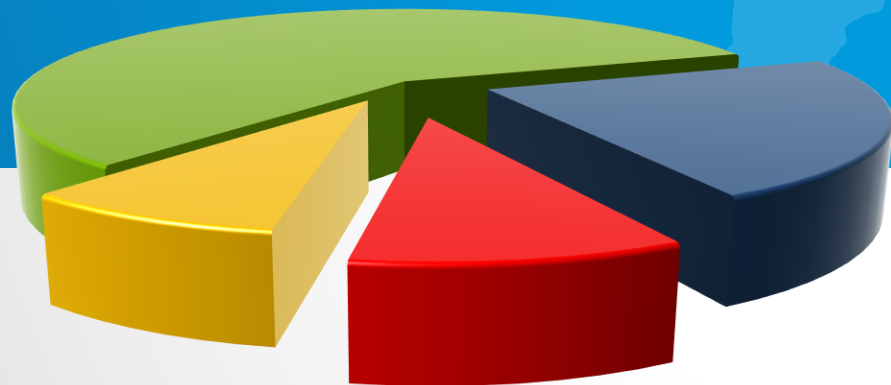


NEW ZEALAND  
EDUCATION

ThinkNew

# Market Research

## Belta Seal 2019



### Research Team

Manolita Correia Lima

Danilo Torini

Claudia Silva

## Methodology

**TYPE OF RESEARCH:** quantitative

**TARGET AUDIENCE:** managers of international education agencies' and agencies' network, franchisees, supervisors, managers, owners or representatives of study abroad brands;

**TOOL FOR DATA COLLECTION:** online questionnaire;

**STRATEGY FOR DATA COLLECTION:** invitations sent by email and phone;

**TIME SPAN:** December 2018 to February 2019;

**EXTENT:** national (Brazil);

**LISTING:** Supplied by Belta;

## Methodology

**Rankings** were the main tool used for most of the questions in this research, according to which a grade was assigned to each response according to the position attributed to the items by the respondent (*E.g.: 1st place: 20 pts; 2nd place: 19 pts; ....; 20th place: 1 pt*).

It is a resource that guarantees greater **accuracy of information** and **analysis refinement**.

This methodology is appropriate for **longitudinal comparative studies** (researches within a time span).

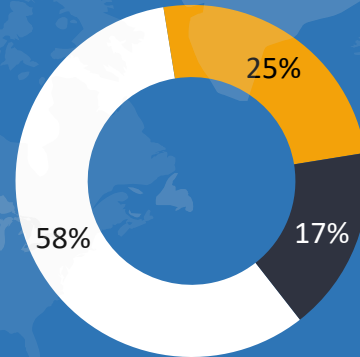
## AGENCIES



**Mobilidade Acadêmica**

avivência acadêmica internacional

## Sample



Franchisees

Managers of a network of agencies

Managers of an agency

## Products

**522**  
branches

growth of 12%

## Countries

**65%**  
mentioned Canadá  
in 1<sup>st</sup> place

**58%**  
answered USA  
among the top  
three

**35**  
countries were  
mentioned

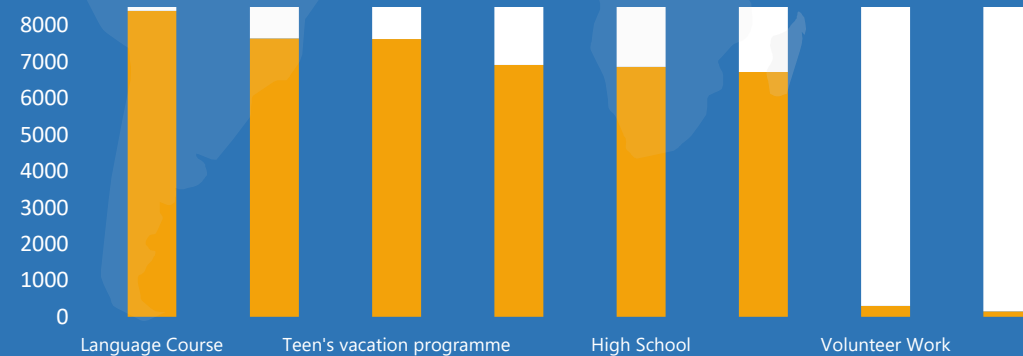
**20,46%**

growth in 2018



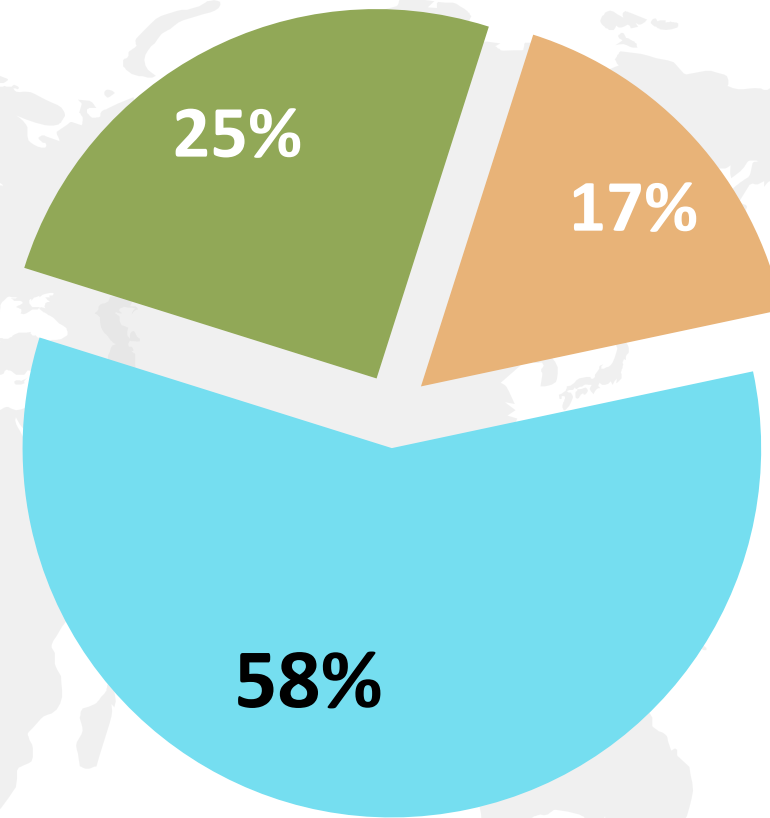
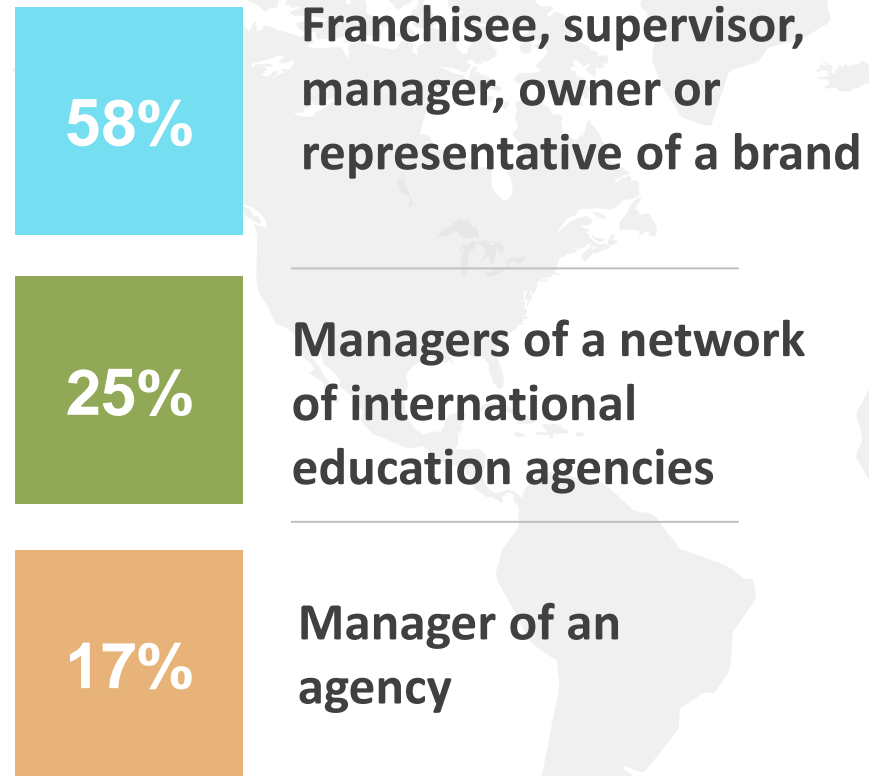
\*in commercialized products

## Products (ranking)



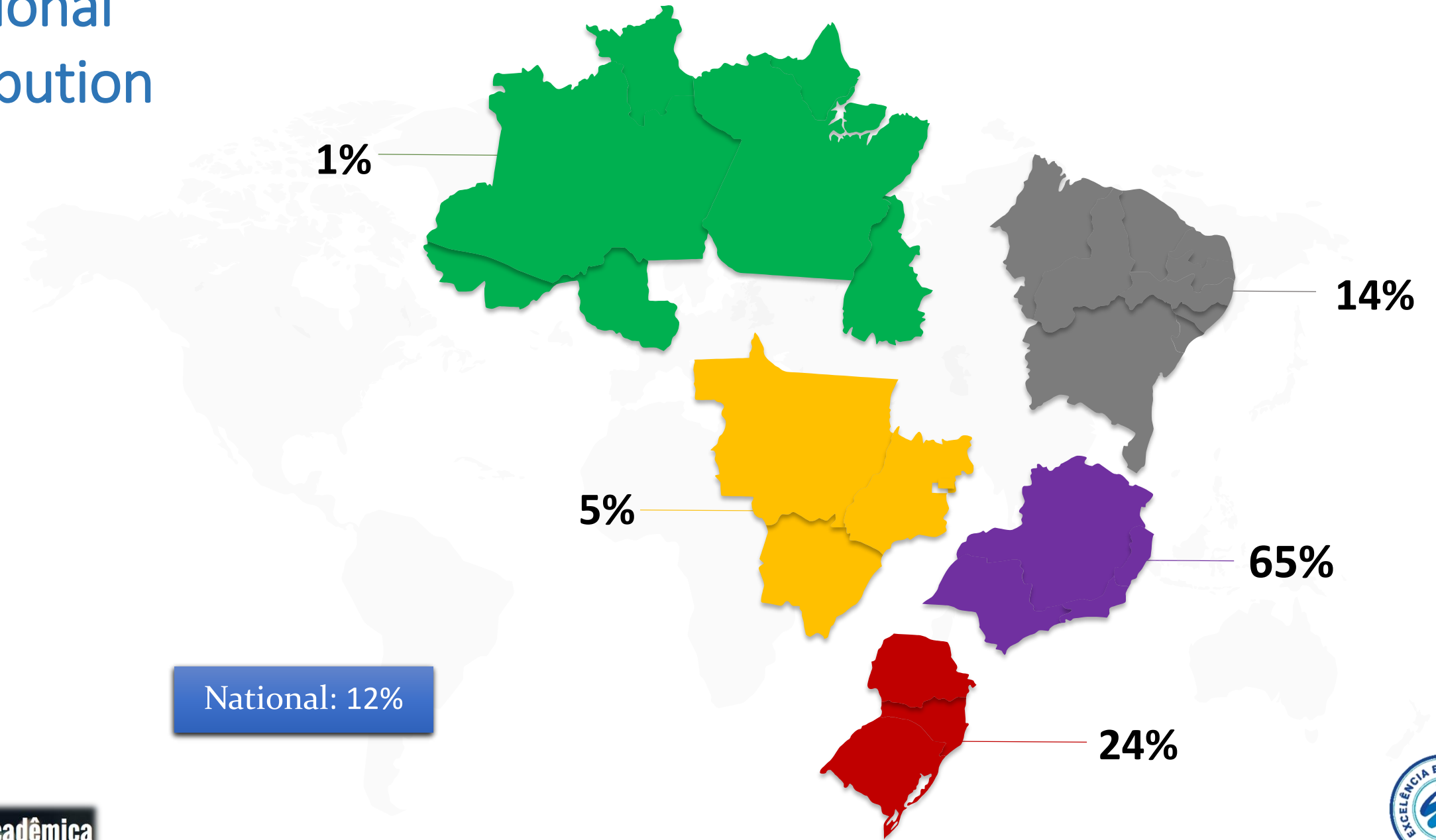
# Sample

(agencies)



**522 BRANCHES:**  
470 Belta and 52 Non-Belta

# Regional Distribution



# Regional Distribution

Position	State	%
1 <sup>st</sup>	São Paulo	43%
2 <sup>nd</sup>	Minas Gerais	12%
3 <sup>rd</sup>	Paraná	10%
4 <sup>th</sup>	Rio Grande do Sul	10%
5 <sup>th</sup>	Bahia	7%
6 <sup>th</sup>	Rio de Janeiro	7%
7 <sup>th</sup>	Santa Catarina	4%
8 <sup>th</sup>	Distrito Federal	3%
9 <sup>th</sup>	Pernambuco	3%
10 <sup>th</sup>	Espírito Santo	2%
11 <sup>th</sup>	Maranhão	2%
12 <sup>th</sup>	Mato Grosso	2%
13 <sup>th</sup>	Amazonas	1%

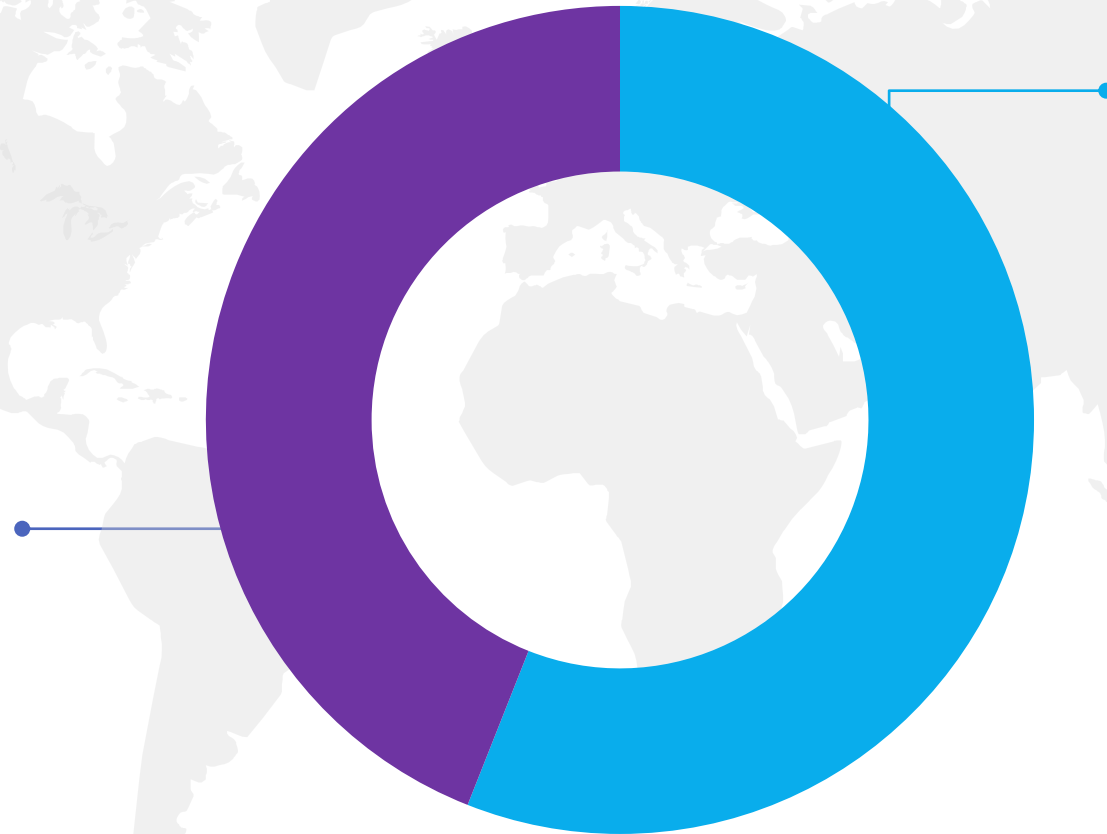
National: 12%



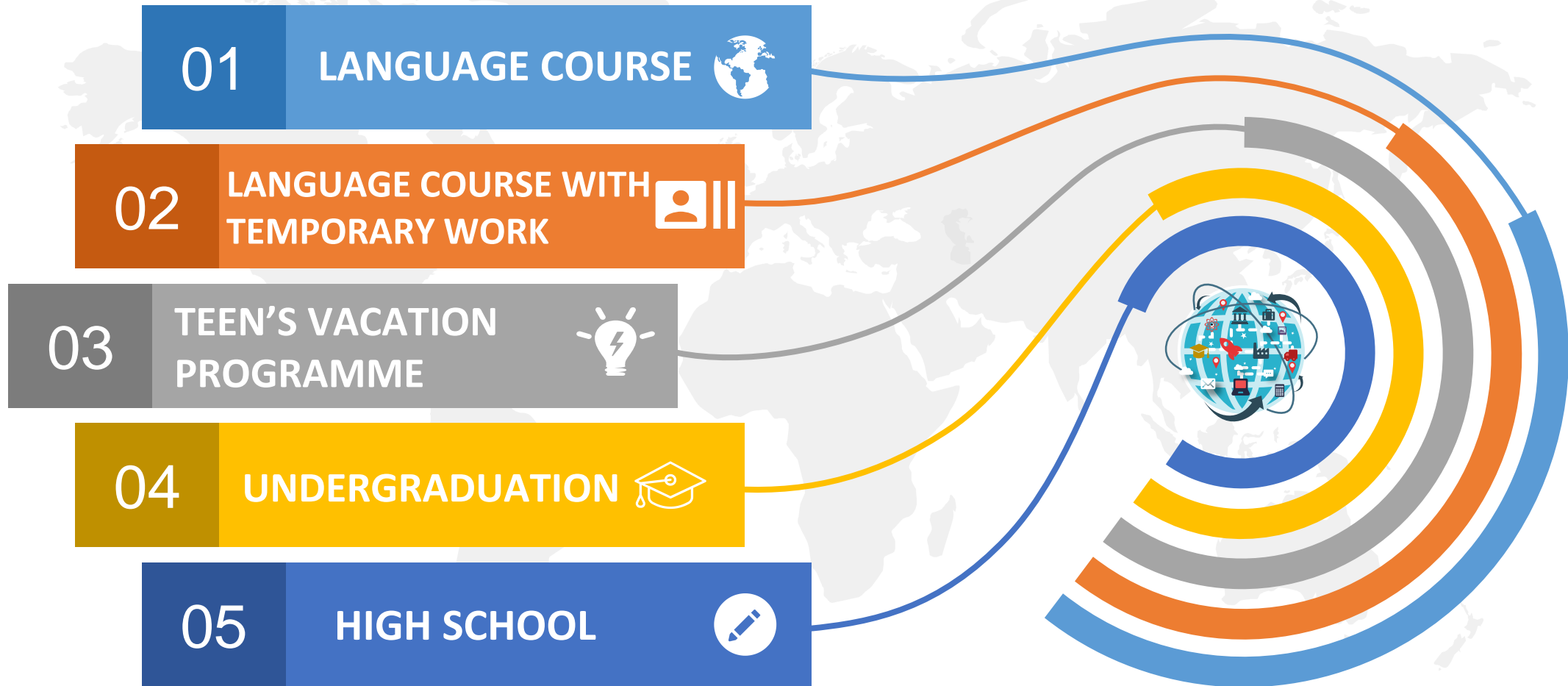
# Sample (agencies - gender)

**44%**  
MALE

**56%**  
FEMALE



# Main programs sold



# Main programs sold

2016	2017	2018	Score
1st	1st	<b>1<sup>st</sup></b> Language Course	<b>8.396</b>
2nd	2nd	<b>2<sup>nd</sup></b> Language course with temporary work	<b>7.642</b>
3rd	3rd	<b>3<sup>rd</sup></b> Teen's vacation programme (Summer/winter)	<b>7.621</b>
7th	6th	<b>4<sup>th</sup></b> Undergraduation	<b>6.914</b>
4th	5th	<b>5<sup>th</sup></b> High school	<b>6.860</b>
5th	4th	<b>6<sup>th</sup></b> Professional course, certificate or diploma	<b>6.722</b>
9th	7th	<b>7<sup>th</sup></b> Volunteer work	<b>5.330</b>
8th	9th	<b>8<sup>th</sup></b> Graduate programme (MBA or Masters)	<b>5.330</b>
6th	11th	<b>9<sup>th</sup></b> Work and Travel	<b>4.946</b>
11th	12th	<b>10<sup>th</sup></b> Cultural Tourism	<b>4.541</b>
12th	10th	<b>11<sup>th</sup></b> Postgraduate stricto sensu: (Masters or PhD)	<b>4.143</b>
13th	13th	<b>12<sup>th</sup></b> Academic events	<b>3.368</b>
10th	8th	<b>13<sup>th</sup></b> Internship (work experience)	<b>3.354</b>
14th	14th	<b>14<sup>th</sup></b> Corporate events	<b>2.764</b>

# Main programs sold (by Belta coordinator)

2018	Programs North/Northeast
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Language course with temporary work
3 <sup>rd</sup>	Teen's vacation programme (Summer/winter)
4 <sup>th</sup>	Undergraduation
5 <sup>th</sup>	High School
6 <sup>th</sup>	Professional course, certificate or diploma
7 <sup>th</sup>	Volunteer work
8 <sup>th</sup>	Graduate programme (MBA or Masters)
9 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
10 <sup>th</sup>	Work and Travel
11 <sup>th</sup>	Cultural tourism
12 <sup>th</sup>	Internship (work experience)
13 <sup>th</sup>	Academic events
14 <sup>th</sup>	Corporate events

2018	Programs Pernambuco/Bahia
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Language course with temporary work
3 <sup>rd</sup>	Professional course, certificate or diploma
4 <sup>th</sup>	Undergraduation
5 <sup>th</sup>	Graduate programme (MBA or Masters)
6 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
7 <sup>th</sup>	Volunteer work
8 <sup>th</sup>	Teen's vacation programme (Summer/winter)
9 <sup>th</sup>	High school
10 <sup>th</sup>	Work and Travel
11 <sup>th</sup>	Internship (work experience)
12 <sup>th</sup>	Academic events
13 <sup>th</sup>	Cultural tourism
14 <sup>th</sup>	Corporate events

# Main programs sold (by Belta coordinator)

2018	Programs Minas Gerais
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Language course with temporary work
3 <sup>rd</sup>	Undergraduation
4 <sup>th</sup>	High school
5 <sup>th</sup>	Teen's vacation programme (Summer/winter)
6 <sup>th</sup>	Professional course, certificate or diploma
7 <sup>th</sup>	Volunteer work
8 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
9 <sup>th</sup>	Work and Travel
10 <sup>th</sup>	Graduate programme (MBA or Masters)
11 <sup>th</sup>	Cultural tourism
12 <sup>th</sup>	Internship (work experience)
13 <sup>th</sup>	Academic events
14 <sup>th</sup>	Corporate events

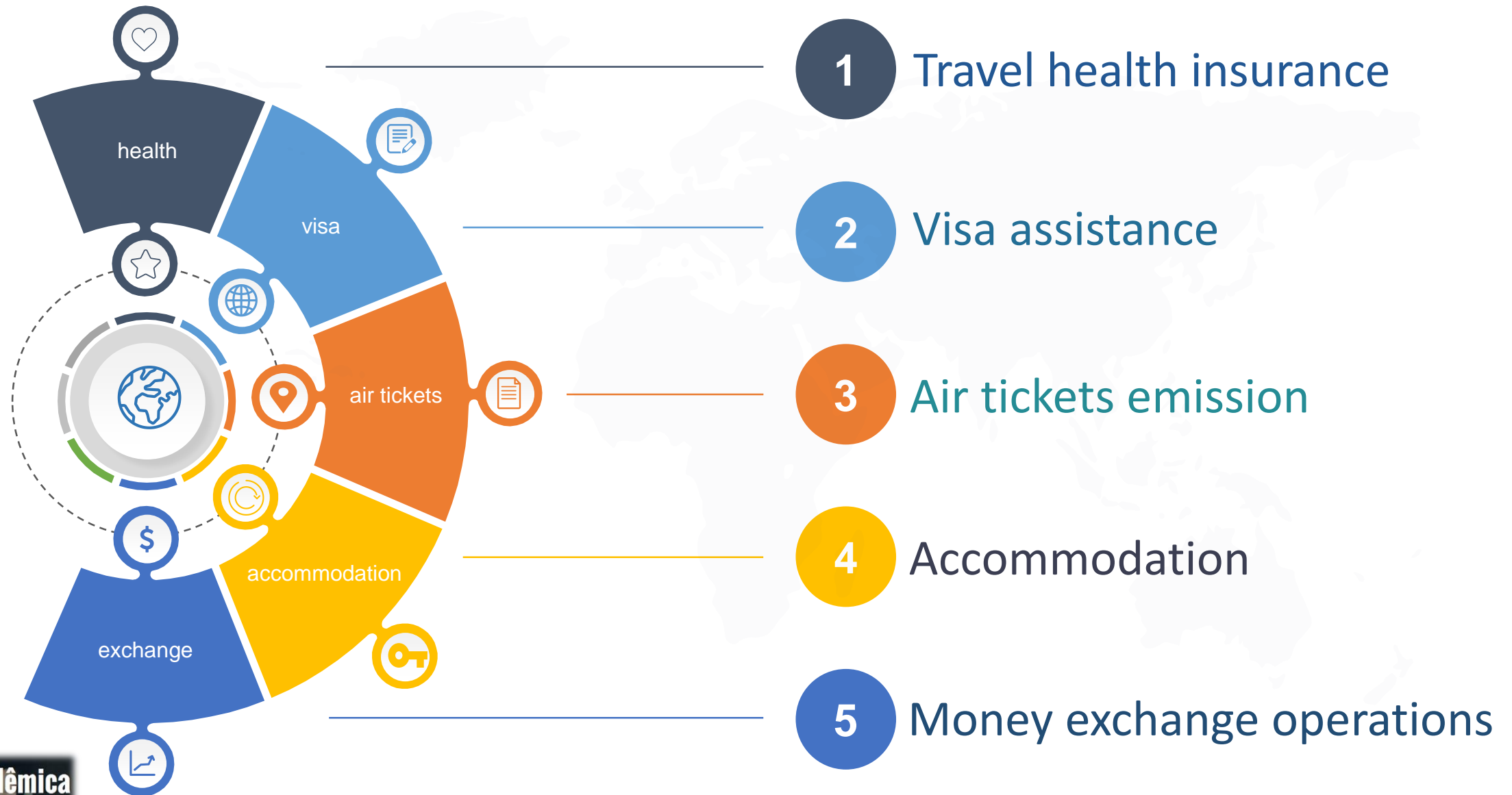
2018	Programs Rio de Janeiro
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Language course with temporary work
3 <sup>rd</sup>	Teen's vacation programme (Summer/winter)
4 <sup>th</sup>	Undergraduation
5 <sup>th</sup>	Professional course, certificate or diploma
6 <sup>th</sup>	High school
7 <sup>th</sup>	Volunteer work
8 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
9 <sup>th</sup>	Cultural tourism
10 <sup>th</sup>	Work and Travel
11 <sup>th</sup>	Graduate programme (MBA or Masters)
12 <sup>th</sup>	Academic events
13 <sup>th</sup>	Internship (work experience)
14 <sup>th</sup>	Corporate events

# Main programs sold (by Belta coordinator)

2018	Programs Paraná/Santa Catarina
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Language course with temporary work
3 <sup>rd</sup>	Professional course, certificate or diploma
4 <sup>th</sup>	Teen's vacation programme (Summer/winter)
5 <sup>th</sup>	High school
6 <sup>th</sup>	Undergraduation
7 <sup>th</sup>	Internship (work experience)
8 <sup>th</sup>	Graduate programme (MBA or Masters)
9 <sup>th</sup>	Work and Travel
10 <sup>th</sup>	Cultural tourism
11 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
12 <sup>th</sup>	Volunteer work
13 <sup>th</sup>	Academic events
14 <sup>th</sup>	Corporate events

2018	Programs Rio Grande do Sul
1 <sup>st</sup>	Language course
2 <sup>nd</sup>	Teen's vacation programme (Summer/winter)
3 <sup>rd</sup>	Professional course, certificate or diploma
4 <sup>th</sup>	Undergraduation
5 <sup>th</sup>	High school
6 <sup>th</sup>	Language course with temporary work
7 <sup>th</sup>	Graduate programme (MBA or Masters)
8 <sup>th</sup>	Postgraduate <i>stricto sensu</i> (Masters or PhD)
9 <sup>th</sup>	Cultural tourism
10 <sup>th</sup>	Volunteer work
11 <sup>th</sup>	Work and Travel
12 <sup>th</sup>	Internship (work experience)
13 <sup>th</sup>	Academic events
14 <sup>th</sup>	Corporate events

# Main services sold



# Main services sold

2016	2017	2018	Score
1 <sup>st</sup>	1 <sup>st</sup>	<b>1<sup>st</sup> Travel health insurance</b>	<b>6.715</b>
3 <sup>rd</sup>	2 <sup>nd</sup>	<b>2<sup>nd</sup> Visa assistance</b>	<b>6.318</b>
2 <sup>nd</sup>	3 <sup>rd</sup>	<b>3<sup>rd</sup> Air tickets emission</b>	<b>6.132</b>
5 <sup>th</sup>	5 <sup>th</sup>	<b>4<sup>th</sup> Accommodation</b>	<b>5.131</b>
4 <sup>th</sup>	4 <sup>th</sup>	<b>5<sup>th</sup> Money exchange operations</b>	<b>5.131</b>



# Main services sold (by Belta coordinator)

## North/Northeast

2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Visa assistance
- 3<sup>rd</sup> Air tickets emission
- 4<sup>th</sup> Accommodation
- 5<sup>th</sup> Money exchange operations

## Pernambuco/Bahia

2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Visa assistance
- 3<sup>rd</sup> Accommodation
- 4<sup>th</sup> Air tickets emission
- 5<sup>th</sup> Money exchange operations

## Minas Gerais

2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Air tickets emission
- 3<sup>rd</sup> Visa assistance
- 4<sup>th</sup> Money exchange operations
- 5<sup>th</sup> Accommodation

## Rio de Janeiro

2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Visa assistance
- 3<sup>rd</sup> Money exchange operations
- 4<sup>th</sup> Air tickets emission
- 5<sup>th</sup> Accommodation

## Paraná/Santa Catarina

2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Air tickets emission
- 3<sup>rd</sup> Visa assistance
- 4<sup>th</sup> Accommodation
- 5<sup>th</sup> Money exchange operations

## Rio Grande do Sul

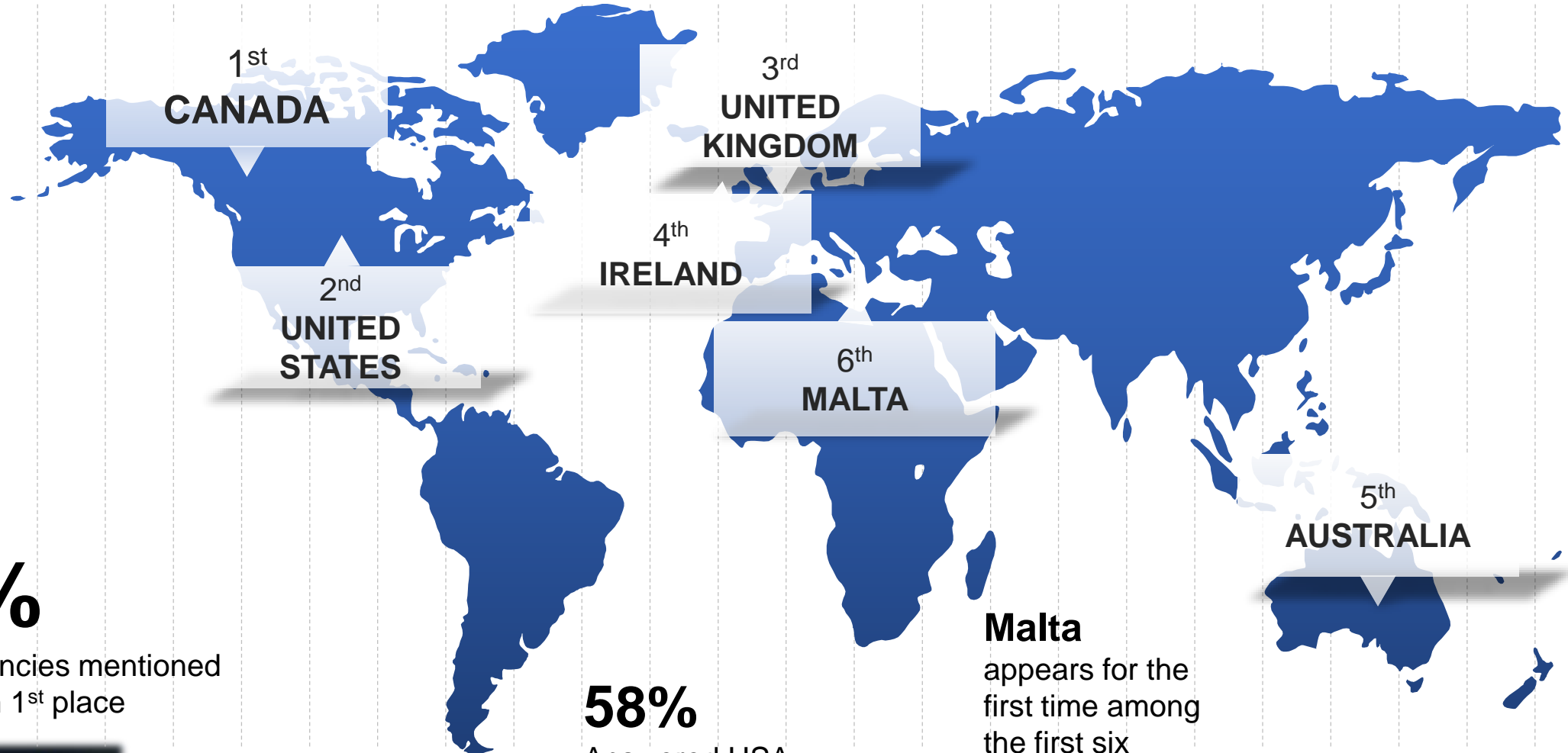
2018

- 1<sup>st</sup> Travel health insurance
- 2<sup>nd</sup> Air tickets emission
- 3<sup>rd</sup> Visa assistance
- 4<sup>th</sup> Accommodation
- 5<sup>th</sup> Money exchange operations

# Main destinations

35 countries

were mentioned



**65%**

of the agencies mentioned  
Canada in 1<sup>st</sup> place

**58%**

Answered USA  
among the top three

**Malta**

appears for the  
first time among  
the first six

## Main destinations

2016	2017	2018		Score
1st	1st	1 <sup>st</sup>	Canada	8.360
2nd	2nd	2 <sup>nd</sup>	United States	6.856
5th	3rd	3 <sup>rd</sup>	United Kingdom	5.907
4th	5th	4 <sup>th</sup>	Ireland	5.155
3rd	4th	5 <sup>th</sup>	Australia	5.090
7th	7th	6 <sup>th</sup>	Malta	4.545
6th	6th	7 <sup>th</sup>	New Zealand	4.251
8th	8th	8 <sup>th</sup>	South Africa	3.727
9th	9th	9 <sup>th</sup>	Spain	2.616
11th	13th	10 <sup>th</sup>	Germany	2.354
10th	10th	11 <sup>th</sup>	France	2.158
13th	11th	12 <sup>th</sup>	Argentina	1.700
12th	12th	13 <sup>th</sup>	Italy	1.264
-	18th	14 <sup>th</sup>	Arab Emirates	915
14th	14th	15 <sup>th</sup>	Chile	806
22th	-	16 <sup>th</sup>	Portugal	555



## Main destinations (Other countries cited)

2017	Position 2018	Country	Score
34 <sup>th</sup>	<b>17<sup>th</sup></b>	South Korea	<b>490</b>
26 <sup>th</sup>	<b>18<sup>th</sup></b>	Switzerland	<b>414</b>
22 <sup>nd</sup>	<b>19<sup>th</sup></b>	Japan	<b>261</b>
19 <sup>th</sup>	<b>20<sup>th</sup></b>	Mexico	<b>250</b>
-	<b>21<sup>th</sup></b>	Thailand	<b>207</b>
25 <sup>th</sup>	<b>22<sup>th</sup></b>	India	<b>196</b>
15 <sup>th</sup>	<b>23<sup>th</sup></b>	Colombia	<b>141</b>
-	<b>24<sup>th</sup></b>	Indonesia	<b>130</b>
32 <sup>nd</sup>	<b>25<sup>th</sup></b>	China	<b>98</b>
-	<b>26<sup>th</sup></b>	Greece	<b>76</b>
31 <sup>st</sup>	<b>27<sup>th</sup></b>	Peru	<b>65</b>
-	<b>28<sup>th</sup></b>	Czech Republic	<b>65</b>
-	<b>29<sup>th</sup></b>	Russia	<b>54</b>
-	<b>30<sup>th</sup></b>	Turkey	<b>43</b>
24 <sup>th</sup>	<b>31<sup>th</sup></b>	Austria	<b>32</b>
-	<b>32<sup>th</sup></b>	Maldives	<b>32</b>
-	<b>33<sup>th</sup></b>	Uruguai	<b>21</b>
-	<b>34<sup>th</sup></b>	Nepal	<b>10</b>
28 <sup>th</sup>	<b>35<sup>th</sup></b>	Dominican Republic	<b>10</b>

# Main motivations for the country choice

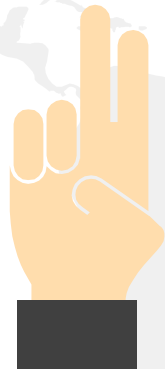
Favorable  
exchange rate

English  
speaking  
country

Life Quality

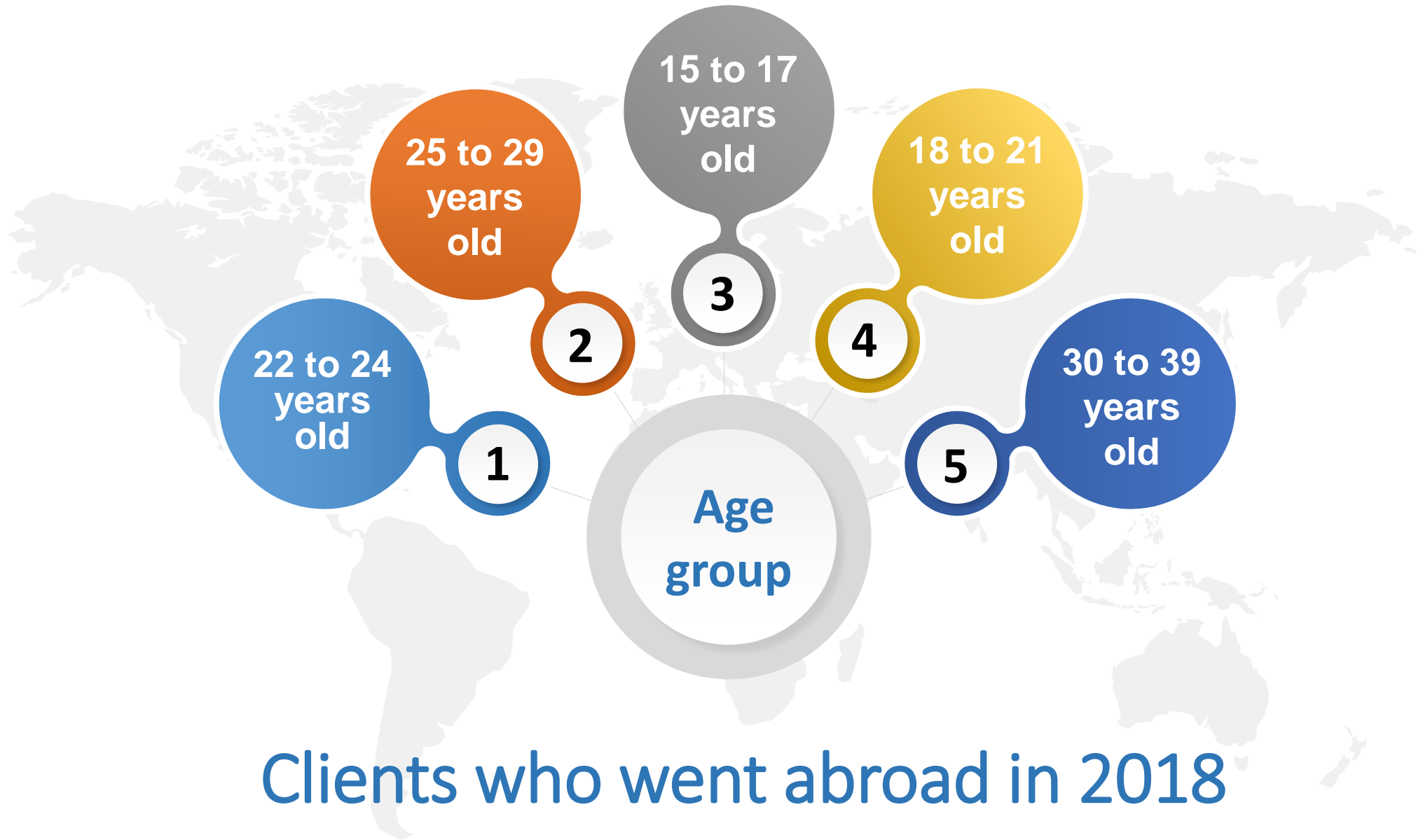
Policies that  
allow  
international  
students to  
combine study  
and work  
activities

Easy in the  
visa process



# Main motivations for the country choice

2016	2017	2018	Aspects	Score
1 <sup>st</sup>	1 <sup>st</sup>	1 <sup>st</sup>	Favorable exchange rate	1.231
7 <sup>th</sup>	6 <sup>th</sup>	2 <sup>nd</sup>	English speaking country	610
2 <sup>nd</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Life quality	599
3 <sup>rd</sup>	4 <sup>th</sup>	4 <sup>th</sup>	Policies that allow international students to combine study and work activities	566
5 <sup>th</sup>	7 <sup>th</sup>	5 <sup>th</sup>	Easy in the visa process	555
-	6 <sup>th</sup>	6 <sup>th</sup>	Quality of the country's education	490
8 <sup>th</sup>	10 <sup>th</sup>	7 <sup>th</sup>	Recommendation from friends and family	370
13 <sup>th</sup>	12 <sup>th</sup>	8 <sup>th</sup>	Good climate for Brazilians	327
10 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	Public security	294
4 <sup>th</sup>	3 <sup>rd</sup>	10 <sup>th</sup>	Offer good structure to host International students	294
6 <sup>th</sup>	9 <sup>th</sup>	11 <sup>th</sup>	Possibility to stay in the country to work after finishing the studies	294
9 <sup>th</sup>	5 <sup>th</sup>	12 <sup>th</sup>	Location of the destination country	239
11 <sup>th</sup>	11 <sup>th</sup>	13 <sup>th</sup>	Touristic attractions	239
-	-	14 <sup>th</sup>	Information disseminated by other Brazilians who studied in the country(alumni)	174



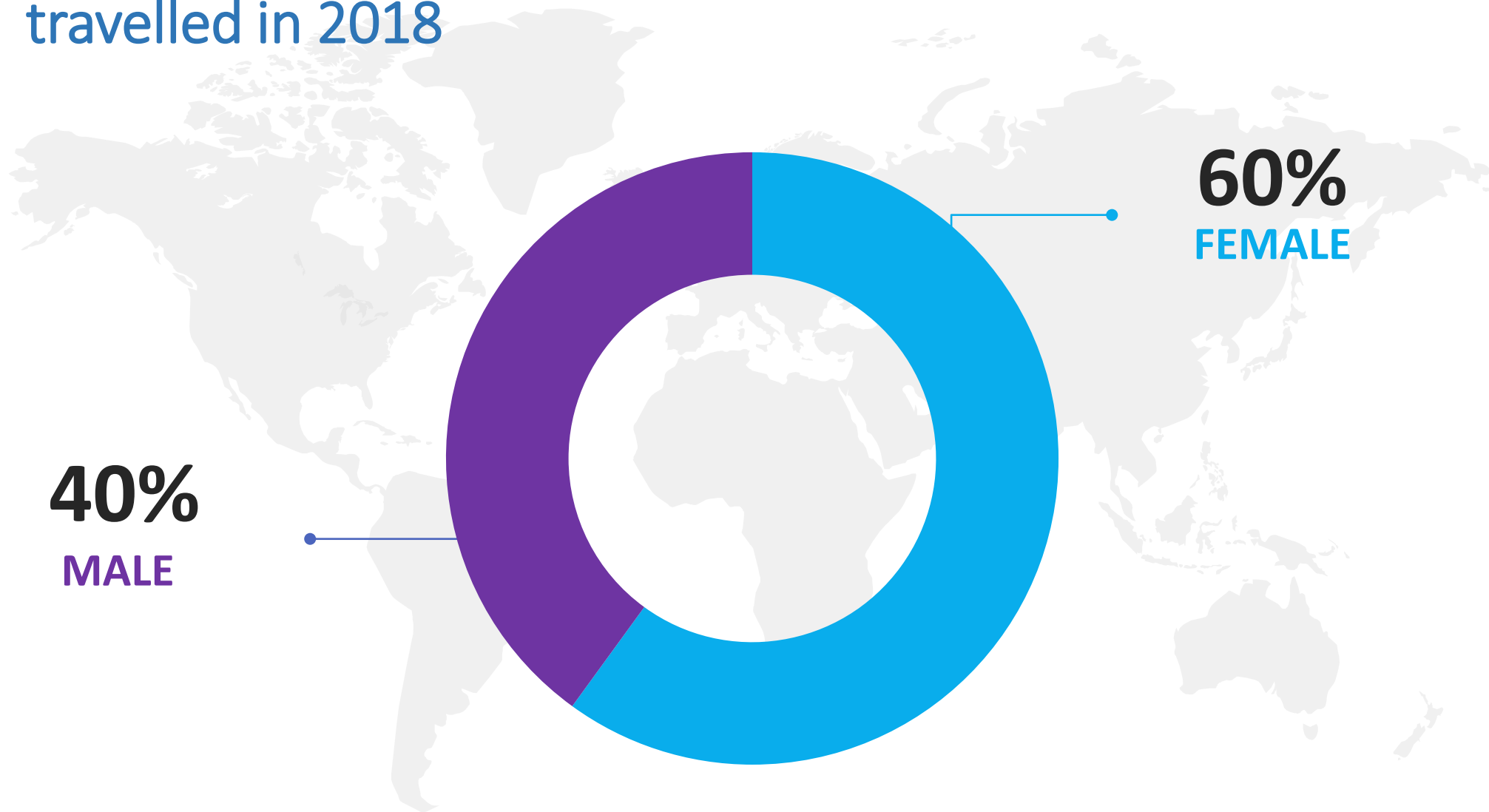
Clients who went abroad in 2018

## Age group of clientes who went abroad in 2018

2016	2017	2018	Aspects	Score
2 <sup>nd</sup>	1 <sup>st</sup>	1 <sup>st</sup>	22 to 24 years old	2877
1 <sup>st</sup>	4 <sup>th</sup>	2 <sup>nd</sup>	25 to 29 years old	2812
5 <sup>th</sup>	3 <sup>rd</sup>	3 <sup>rd</sup>	15 to 17 years old	2594
3 <sup>rd</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	18 to 21 years old	2474
4 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup>	30 to 39 years old	2354
8 <sup>th</sup>	7 <sup>th</sup>	6 <sup>th</sup>	Under 15 yers old	1406
6 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	40 to 49 years old	1308
7 <sup>th</sup>	8 <sup>th</sup>	8 <sup>th</sup>	50 to 59 years old	806
9 <sup>th</sup>	9 <sup>th</sup>	9 <sup>th</sup>	60 years old or over	457



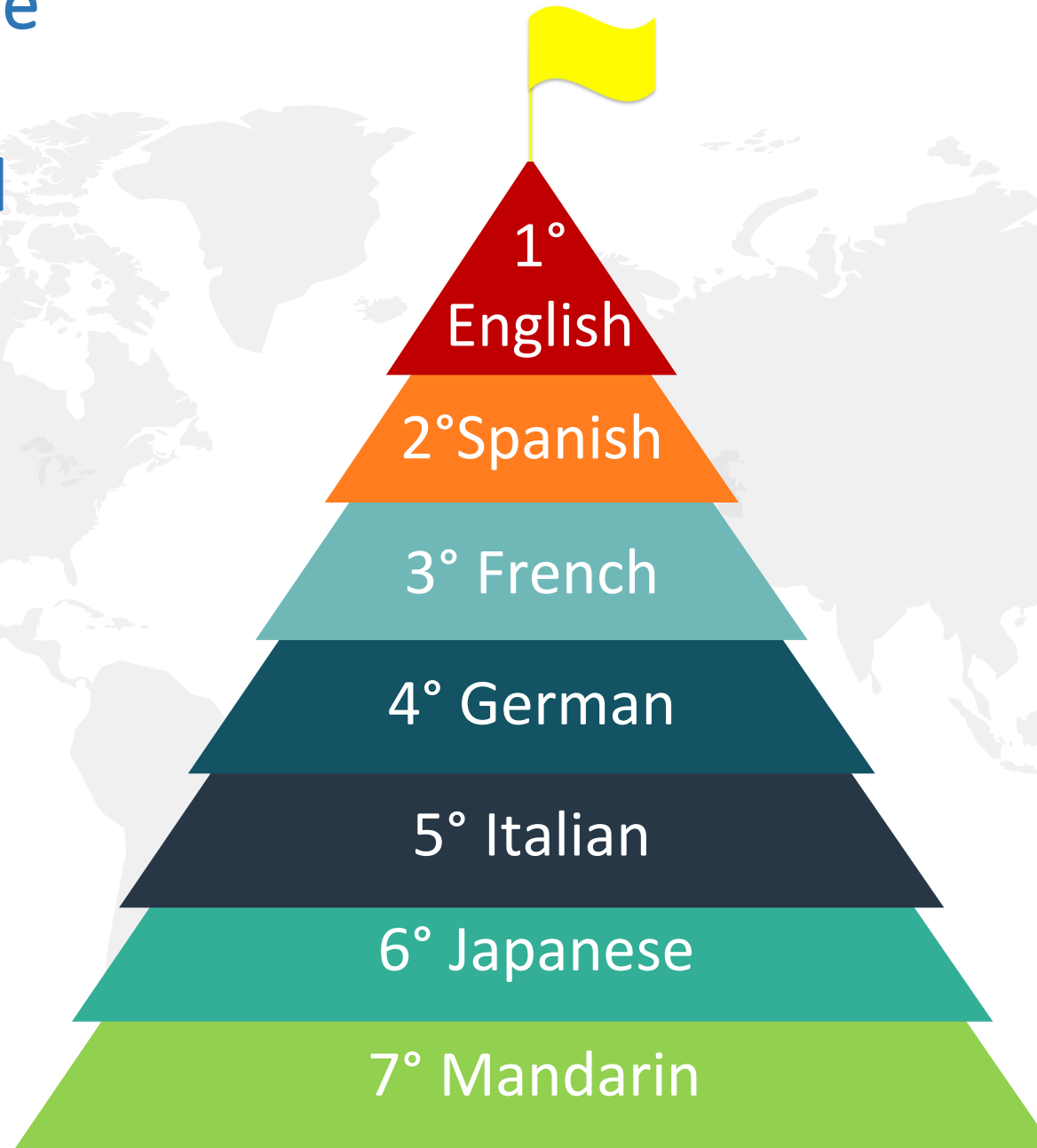
# Gender of clients who travelled in 2018



**40%**  
MALE

**60%**  
FEMALE

# Languages for the programmes commercialized



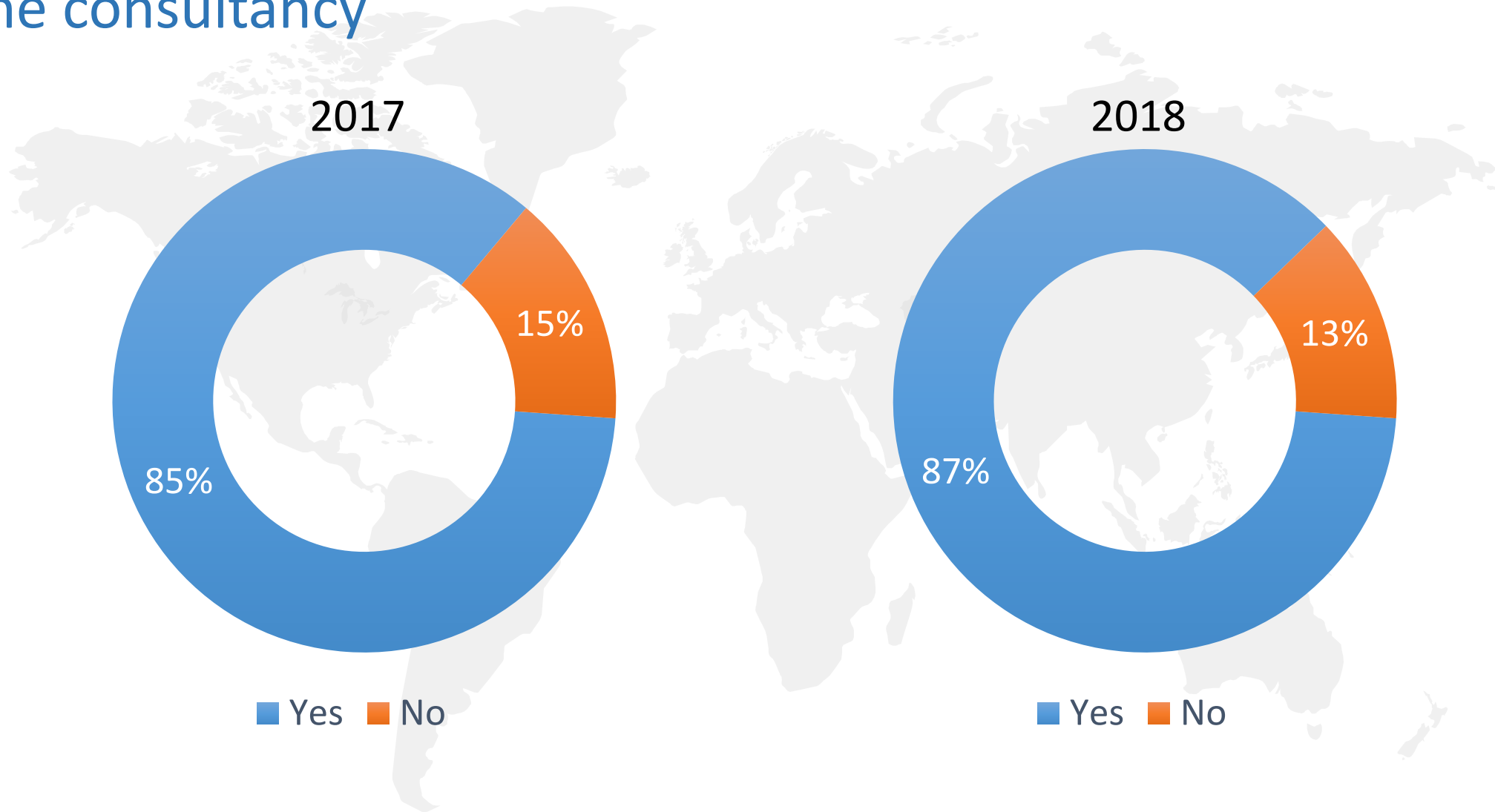
# Languages for the programmes commercialized

2016	2017	2018	Languages	Score
1st	1st	<b>1<sup>st</sup></b>	<b>English</b>	<b>2.910</b>
2nd	2nd	<b>2<sup>nd</sup></b>	<b>Spanish</b>	<b>1.558</b>
3rd	3rd	<b>3<sup>rd</sup></b>	<b>French</b>	<b>1.504</b>
4th	4th	<b>4<sup>th</sup></b>	<b>German</b>	<b>1.144</b>
5th	5th	<b>5<sup>th</sup></b>	<b>Italian</b>	<b>828</b>
6th	6th	<b>6<sup>th</sup></b>	<b>Japanese</b>	<b>359</b>
7th	7th	<b>7<sup>th</sup></b>	<b>Mandarin</b>	<b>218</b>

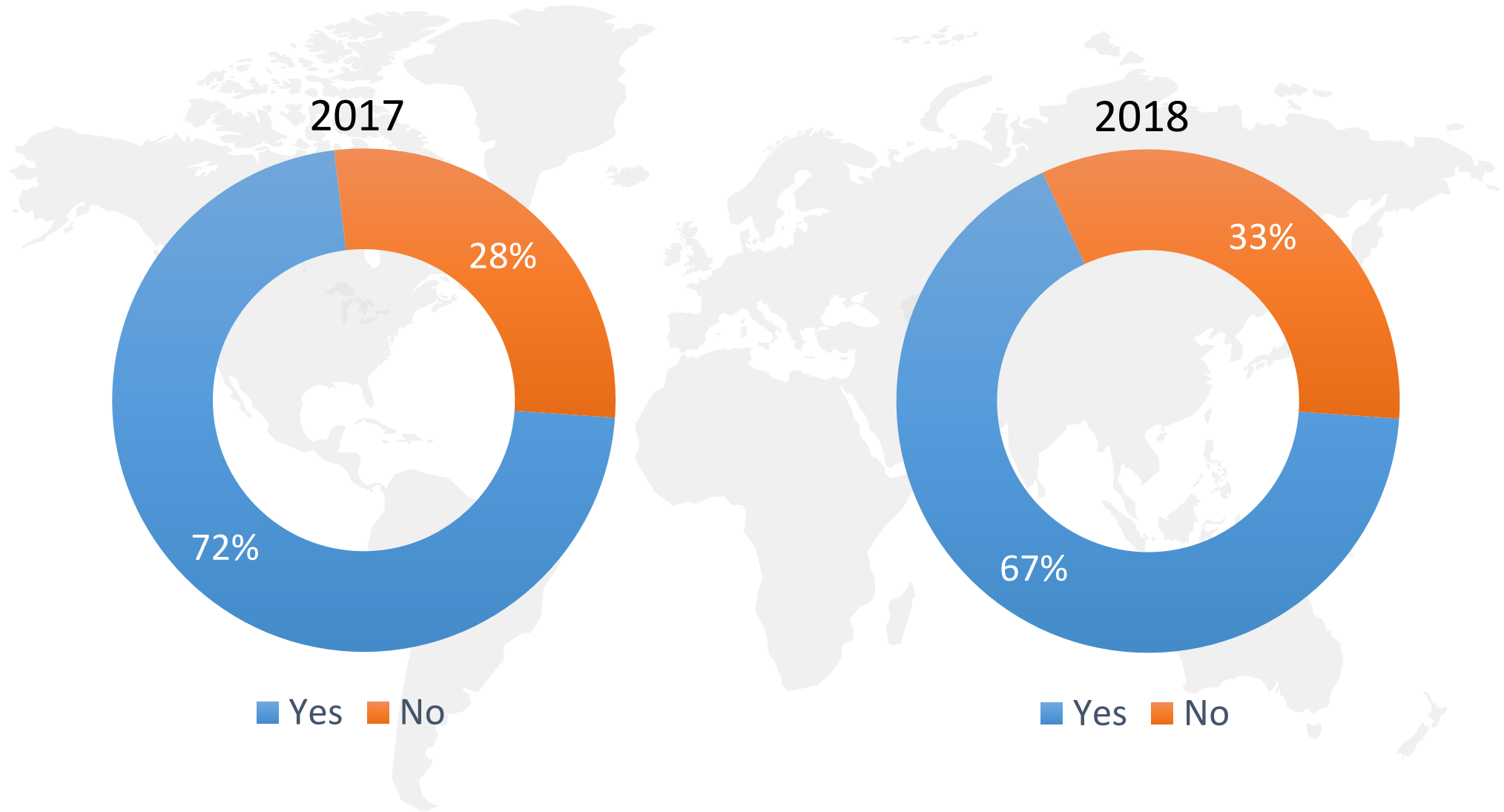


**MANAGERS**

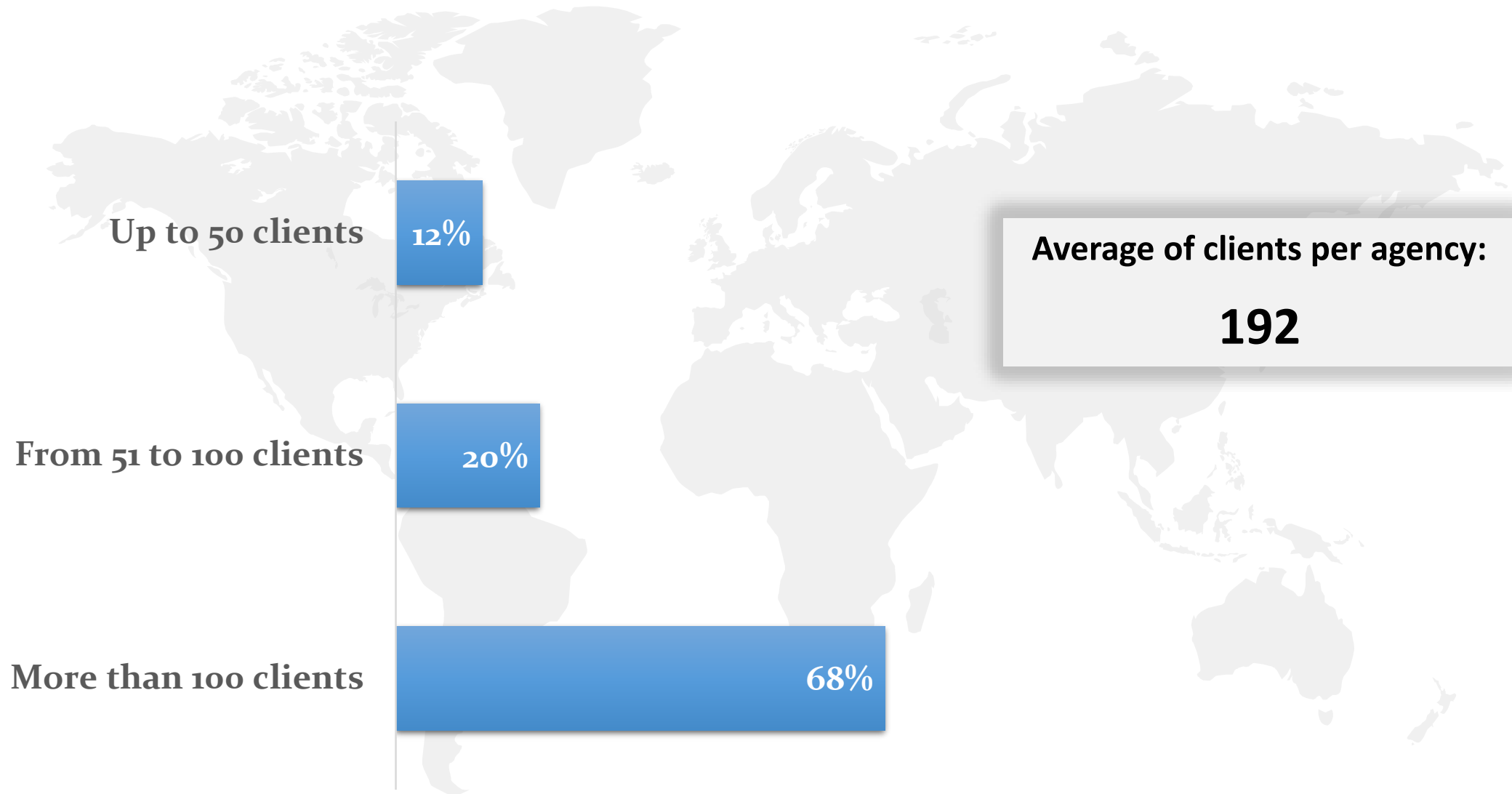
# Agencies which offer online consultancy



# Agencies that sell online



# Average of clients per agency



# Total of products commercialized in 2018 (Compared to 2017)



**GROWTH**

**73,3%**



**STABILIZATION**

**6,7%**



**DECLINE**

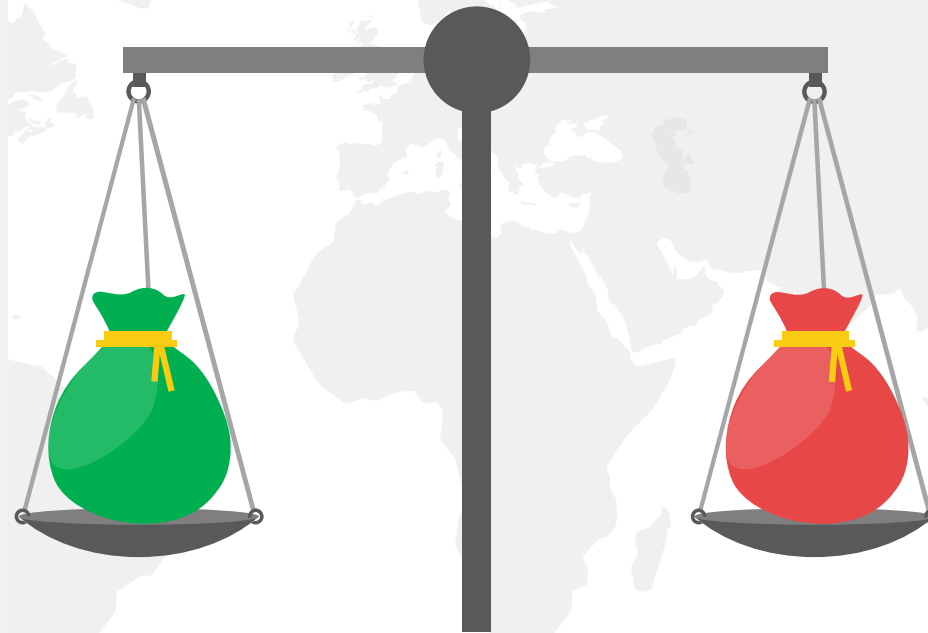
**20,0%**

**Average: + 20,46%**



# Main positive/negative factors for the sales of products/services

- ✓ Client's need to invest in Language learning
- ✓ Client's need to stand out professionally
- ✓ Client's interest in having an International experience
- ✓ Client's interest in having an International education
- ✓ Client's possibility to pay for the investment involved in studying abroad



- ✓ Valorization of Dollar/Euro in comparison with the local currency
- ✓ Decline of client's purchase power
- ✓ Economic/ Political crises in Brazil and the fear of decapitalizing at this time
- ✓ Client's unemployment
- ✓ Political and/or economic instability in the country of destination

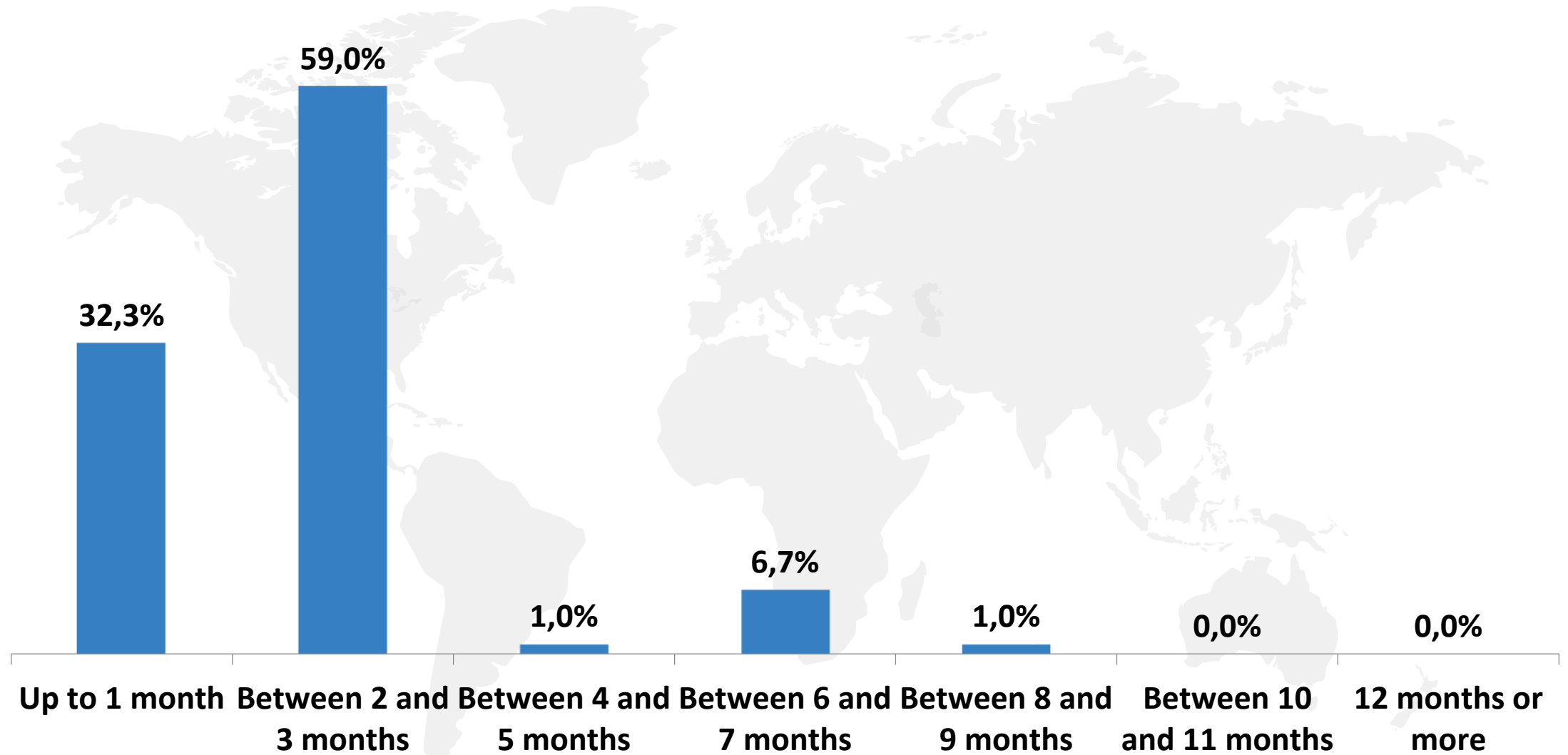
# Main positive factors for the sale of products/services

2016	2017	2018	Score
1st	7th	<b>1<sup>st</sup></b> Client's need to invest in Language learning	<b>555</b>
5th	1st	<b>2<sup>nd</sup></b> Client's need to stand out professionally	<b>425</b>
2nd	3rd	<b>3<sup>rd</sup></b> Client's interest in having an International experience	<b>218</b>
3rd	2nd	<b>4<sup>th</sup></b> Client's interest in having an International education	<b>207</b>
9th	4th	<b>5<sup>th</sup></b> Client's possibility to pay for the investment involved in studying abroad	<b>174</b>
4th	5th	<b>6<sup>th</sup></b> Permission to combine study and work activities	<b>163</b>
7th	8th	<b>7<sup>th</sup></b> Client's interest in travelling and expanding cultural experience	<b>152</b>
6th	10th	<b>8<sup>th</sup></b> Client's wish to travel to new countries and get to know different cultures	<b>98</b>
11th	6th	<b>9<sup>th</sup></b> Possibility to fund the course and air tickets	<b>87</b>
8th	11th	<b>10<sup>th</sup></b> Clients need to attend the demands of employers in the industry	<b>79</b>
10th	9th	<b>11<sup>th</sup></b> Easy to obtain visa	<b>76</b>

# Main negative factors for the sale of products/services

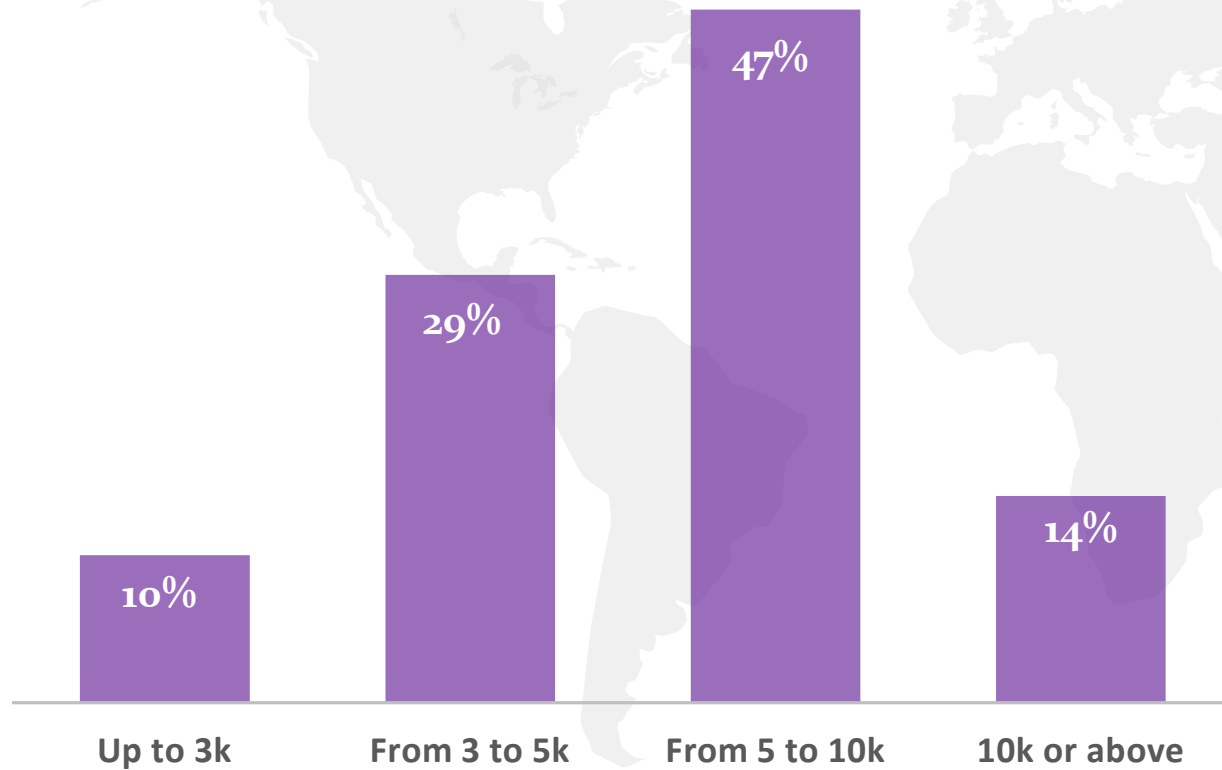
2016	2017	2018	Score
1st	1st	1 <sup>st</sup> Valorization of Dollar/Euro in comparison with the local currency	648
2nd	2nd	2 <sup>nd</sup> Decline of client's purchase power	507
3rd	3rd	3 <sup>rd</sup> Economic/Political crises in Brazil and the fear of decapitalizing at this time	432
4th	4th	4 <sup>th</sup> Client's unemployment	356
8th	6th	5 <sup>th</sup> Political and/or economic instability in the country of destination	118
5th	5th	6 <sup>th</sup> Difficult to obtain visa	108
7th	7th	7 <sup>th</sup> Increase of airfare costs	75
6th	9th	8 <sup>th</sup> Higher costs for studying abroad regardless of Exchange rate	64
10th	10th	9 <sup>th</sup> Higher living costs in the country of destination	54
-	-	10 <sup>th</sup> Little variety of courses offered in destination country	46
9th	8th	11 <sup>th</sup> Difficult to combine work and study activities in the country of destination	37
11th	11th	12 <sup>th</sup> Higher accommodation costs	28

# Average time span of programmes abroad



# Average client investment (measured in dollars)

Average per client: \$ 8.650



Average revenue  
per agency:

\$ 1.660.800,00

# Total sum moved by the sector (projection)



\$ 1,2 billion

MacBook Air

# Belta Seal Research Students

## Research team

Manolita Correia Lima

Danilo Torini

Claudia Silva

**TYPE OF RESEARCH:** quantitative

**TARGET-AUDIENCE:** students who either studied abroad or are interested in studying abroad

**TOOL FOR DATA COLLECTION:** on-line questionnaire

**STRATEGY FOR DATA COLLECTION:** invitations sent by e-mail

**TIME SPAN:** from December of 2018 to February of 2019

**RANGE:** national

**LISTING:** supplied by Belta, FPP Media and International Education institutions;

# Methodology



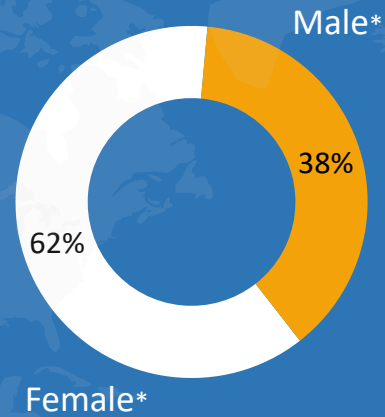
# STUDENTS



**Mobilidade Acadêmica**

avivência acadêmica internacional

# Sample



# Exchange

**4.929**  
participants

from 26 states of the Federation

\*considering only who went abroad in 2018

# Countries

**24,4%**  
Canada

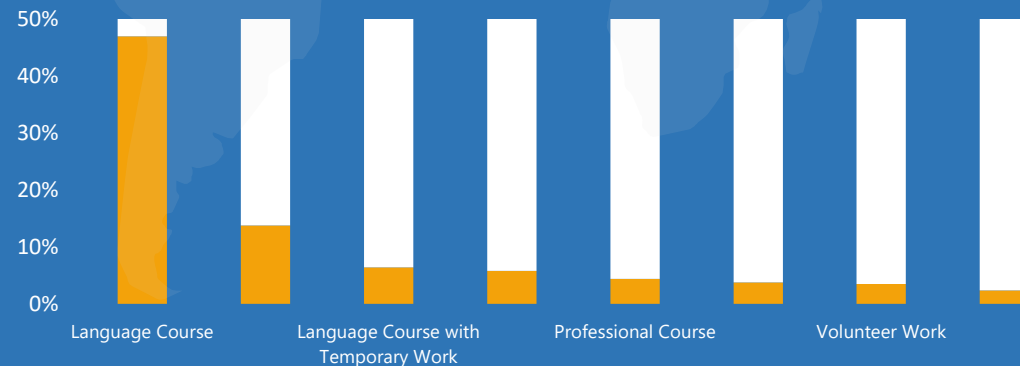
**19,5%**  
USA

**53**  
mentioned  
countries

**71%**  
are between  
18 and 29 years old

\*considering only who went abroad in 2018

# Studies Abroad



Sample  
(students)

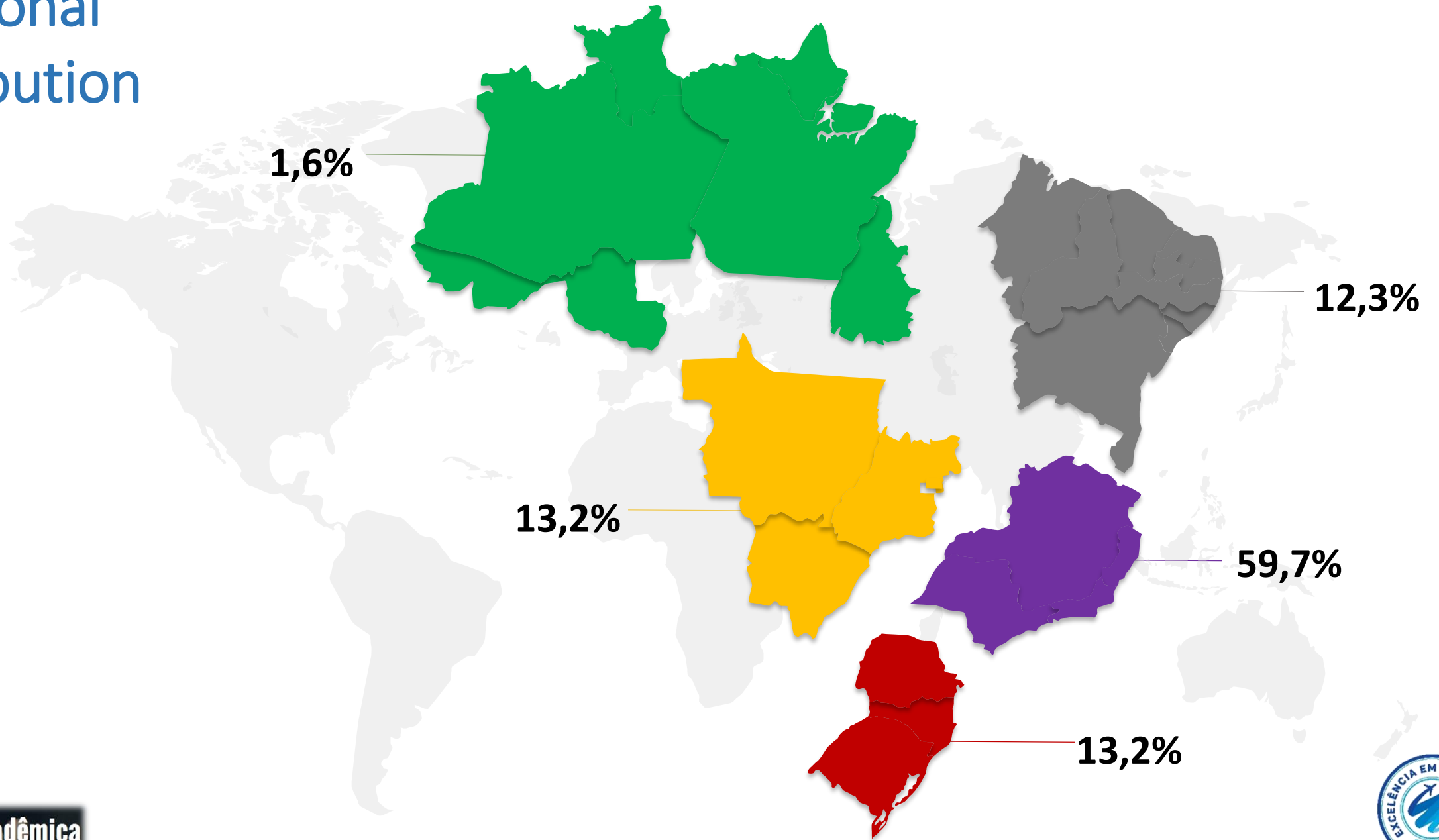
Studied Abroad

39%  
YES

61%  
NO

4.929  
students

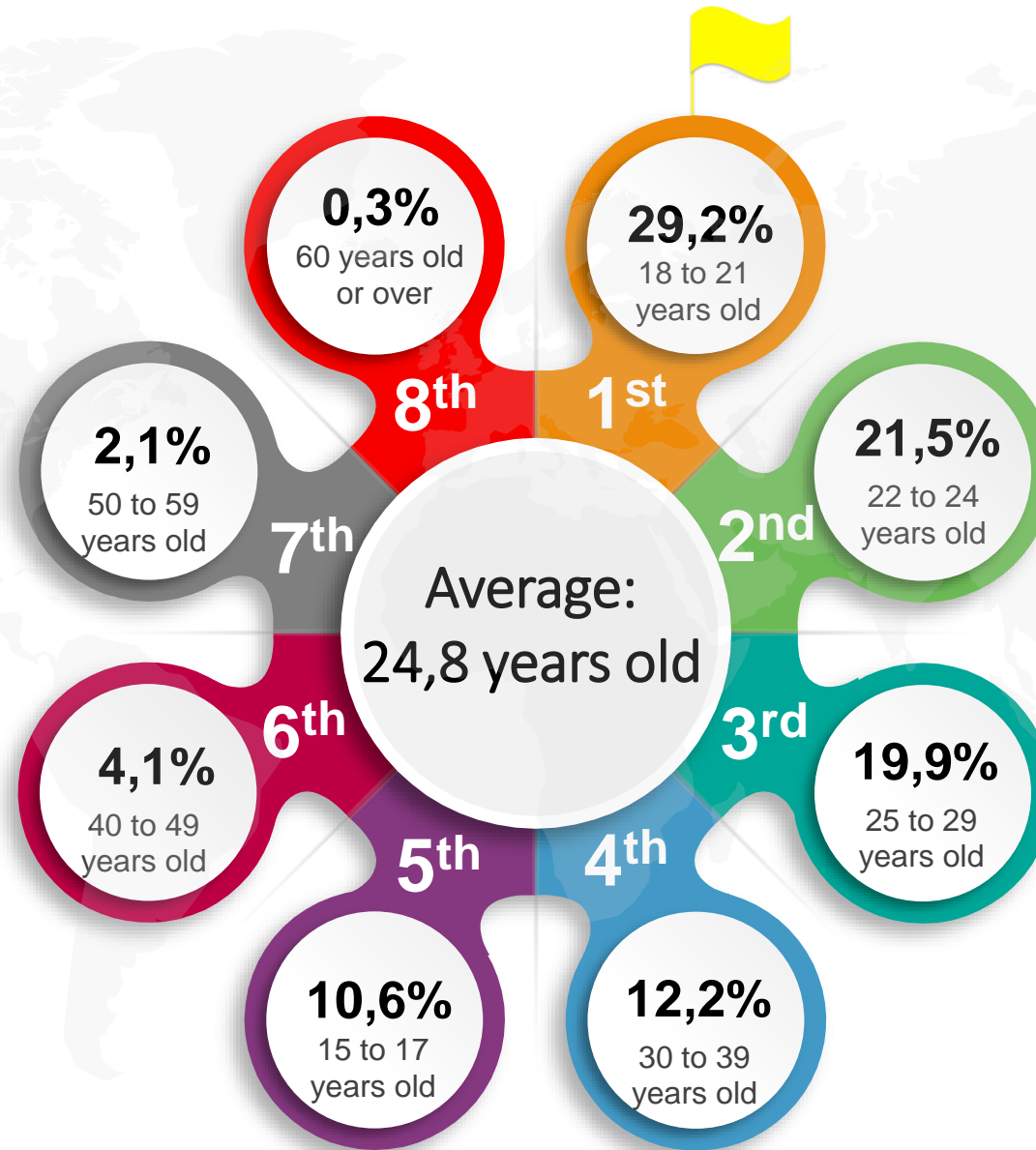
# Regional Distribution



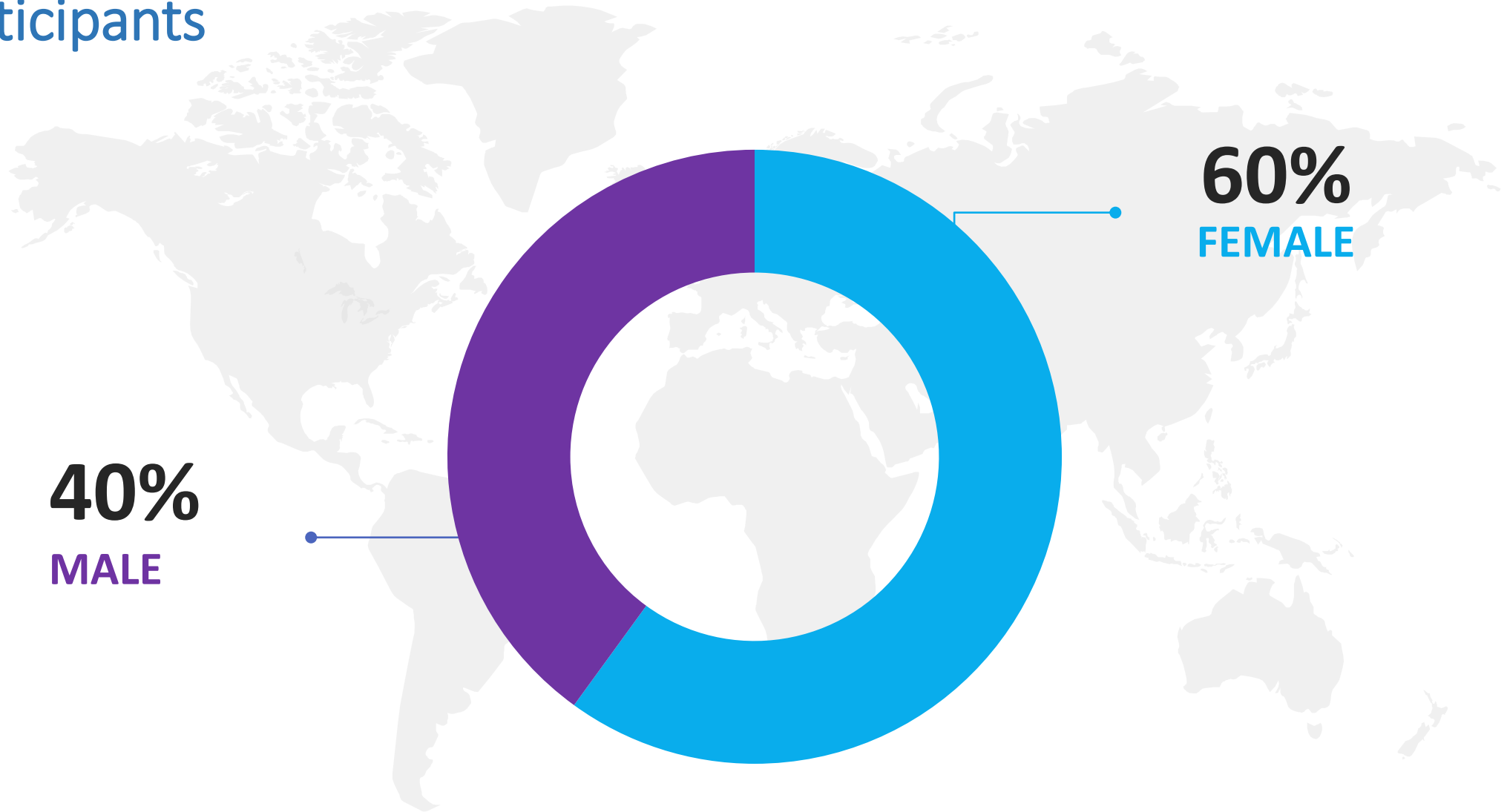
# State of residency

State	%
São Paulo	36,6
Rio de Janeiro	13,3
Distrito Federal	11,6
Minas Gerais	9,4
Pernambuco	6,6
Rio Grande do Sul	6,3
Paraná	4,7
Bahia	3,0
Santa Catarina	2,2
Goiás	1,3
Ceará	1,2
Amazonas	0,5
Paraíba	0,5
Espírito Santo	0,4
Pará	0,4
Rio Grande do Norte	0,3
Maranhão	0,3
Piauí	0,2
Alagoas	0,2
Sergipe	0,2
Rondônia	0,2
Mato Grosso	0,1
Mato Grosso do Sul	0,1
Amapá	0,1
Roraima	0,1
Tocantins	0,1
Acre	0,0

# Age group of participants



# Gender of participants



# Sample (profile)

RELATIONSHIP STATUS	%
Single	86,9
Married	7,8
Stable Union	3,5
Divorced	1,4
Separated	0,4
Widow	0,1

LIVING WITH	%
Parents	65,9
Spouse	10,9
Alone	10,7
Other people	6,0
Friends	3,0
Grandparents	3,4

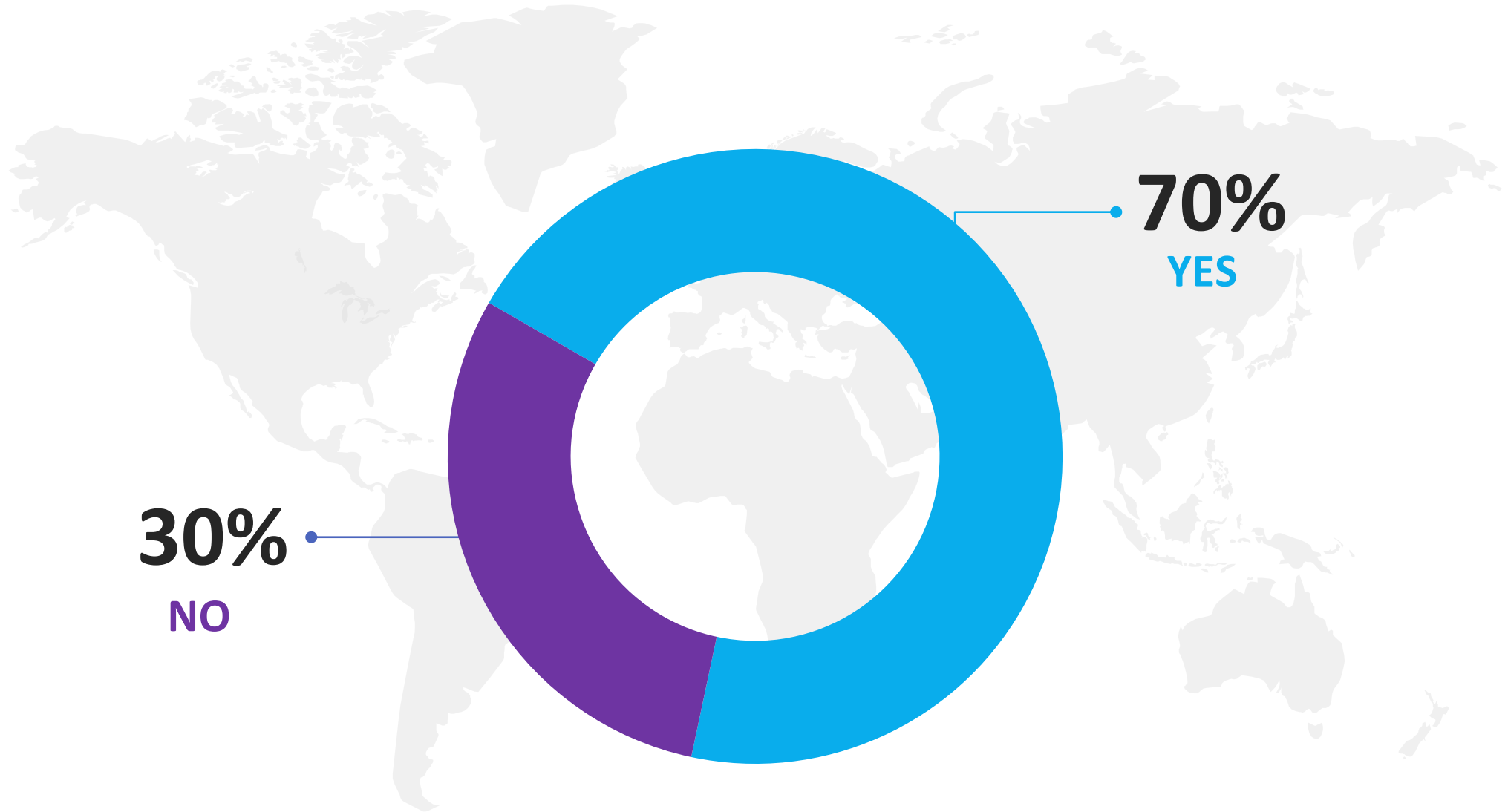
PROFESSIONAL STATUS	%
Student only	29,9
Full time employee	29,4
Unemployment	11,4
Internship	11,3
Temporary Work	6,9
Self employed	5,4
Employed in family business	2,4
Volunteer work	1,9
Retired	0,6
Others	0,8

# Study Abroad Experience

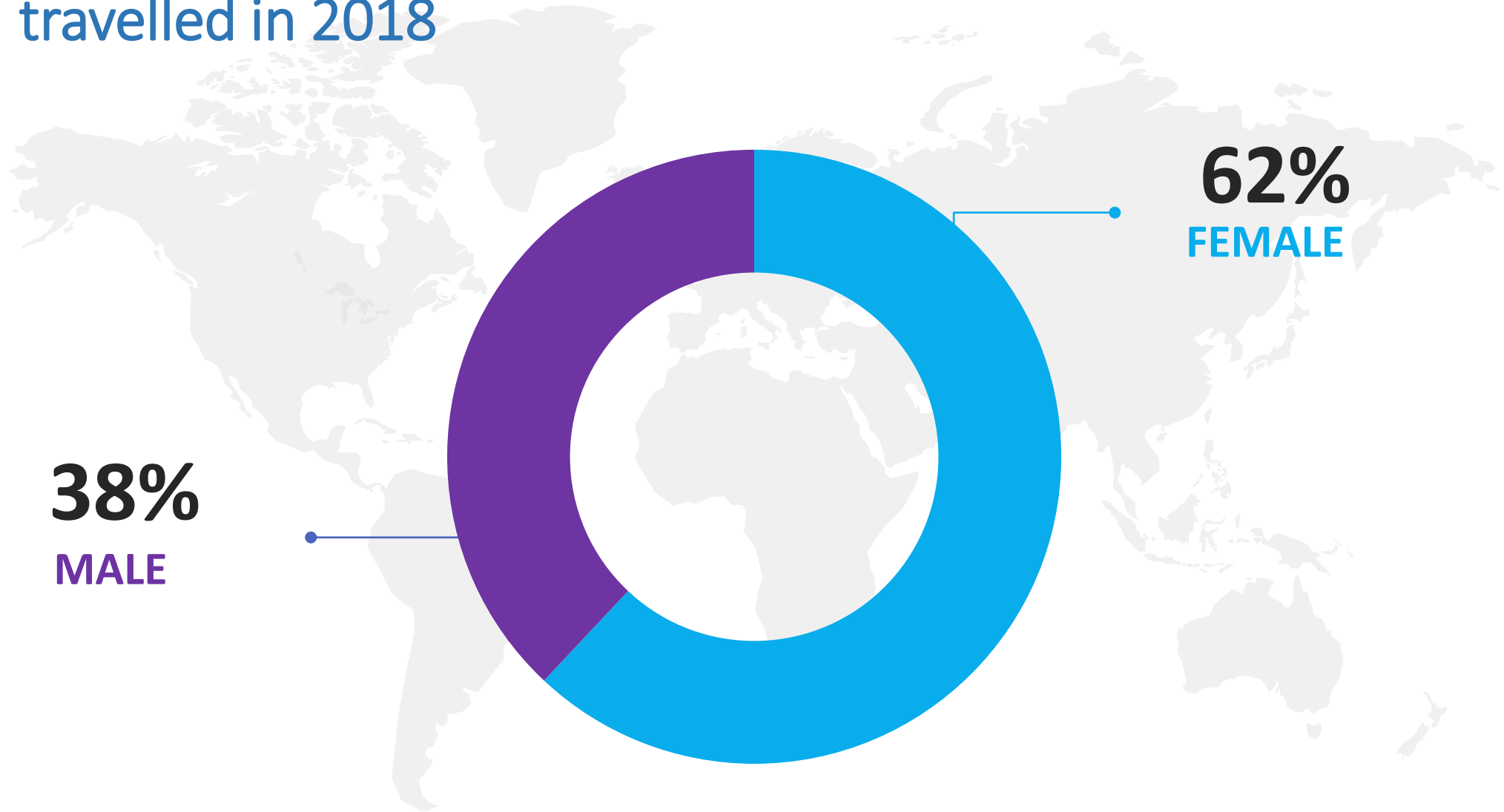




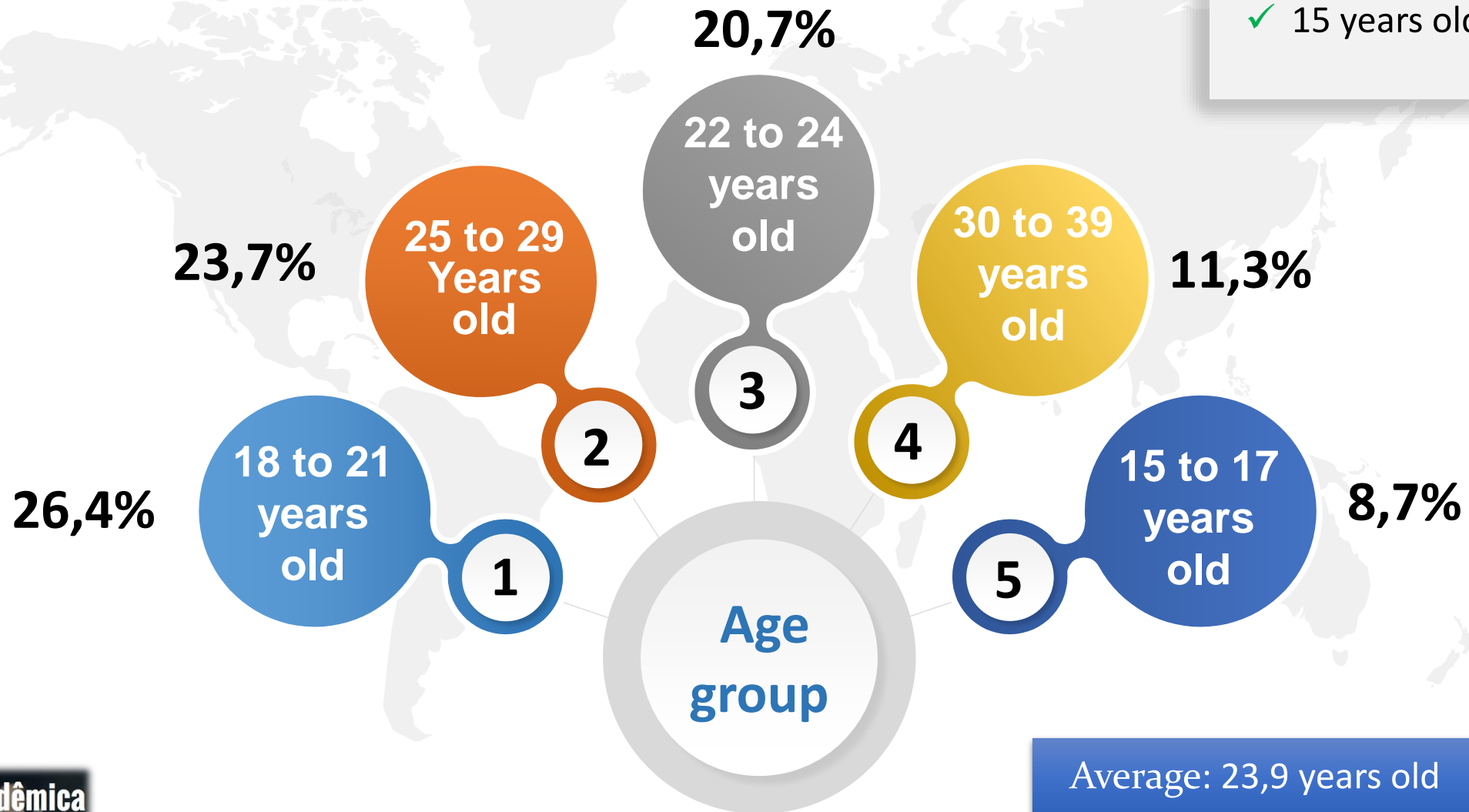
# Was this your first exchange program?



# Gender of the students who travelled in 2018



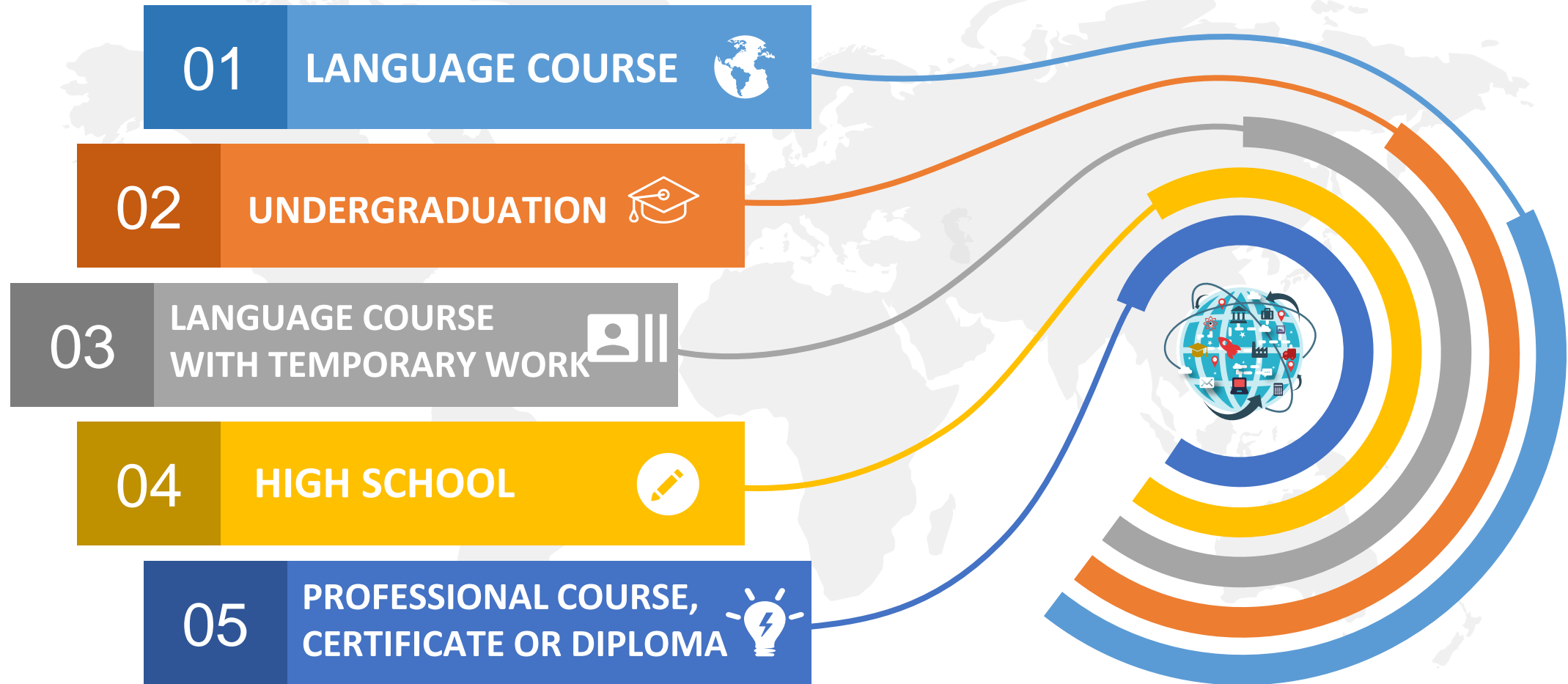
# Students who travelled in 2018



## Other age groups:

- ✓ 40 to 49 years old: 4,3%
- ✓ 50 years old or more: 3,9%
- ✓ 15 years old or less: 1,0%

# Exchange program made



# Exchange program made (summary)

TYPE	2016	2017	2018
Language Course	39,2%	46,4%	<b>47,0%</b>
Undergraduation	25,5%	12,1%	<b>13,8%</b>
Language course with temporary work	6,4%	6,3%	<b>6,4%</b>
High School	4,5%	9,3%	<b>5,8%</b>
Professional course, certificate or diploma	4,7%	3,1%	<b>4,4%</b>
Teen's vacation (summer/winter)	2,7%	3,6%	<b>3,8%</b>
Volunteer Work	1,0%	3,1%	<b>3,5%</b>
Work and Travel	2,3%	3,1%	<b>2,4%</b>
Cultural tourism	1,8%	2,4%	<b>2,2%</b>
Postgraduate stricto sensu (Master's or PhD)	2,7%	1,8%	<b>1,8%</b>
Internship/ Work experience	1,6%	1,8%	<b>1,5%</b>
Graduate programme (MBA or Master)	1,2%	1,8%	<b>1,1%</b>
Others	6,3%	5,3%	<b>6,2%</b>

# Exchange program made (complete)

TYPE	2016	2017	2018
Language Course	39,2%	46,4%	<b>47,0%</b>
Undergraduation	25,5%	12,1%	<b>13,8%</b>
Language course with temporary work	6,4%	6,3%	<b>6,4%</b>
High School	4,5%	9,3%	<b>5,8%</b>
Professional course, certificate or diploma	4,7%	3,1%	<b>4,4%</b>
Teen's vacation (summer/winter)	2,7%	3,6%	<b>3,8%</b>
Volunteer Work	1,0%	3,1%	<b>3,5%</b>
Work and Travel	2,3%	3,1%	<b>2,4%</b>
Cultural tourism	1,8%	2,4%	<b>2,2%</b>
Postgraduate stricto sensu (Master's or PhD)	2,7%	1,8%	<b>1,8%</b>
Internship/ Work experience	1,6%	1,8%	<b>1,5%</b>
Graduate programme (MBA or Master)	1,2%	1,8%	<b>1,1%</b>
Academic events	0,6%	0,5%	<b>0,8%</b>
Corporate events	0,8%	0,1%	<b>0,2%</b>
Others	4,9%	4,7%	<b>5,2%</b>

# Exchange program made (North)

TIPO	2018
Language Course	25,0%
Undergraduation	22,1%
Language course with temporary work	16,7%
Professional course, certificate or diploma	8,3%
Teen's vacation (summer/winter)	6,3%
High school	5,4%
Graduate programme (MBA or Master)	3,8%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	2,9%
Volunteer work	0,5%
Work and Travel	0,5%
Internship (work experience)	0,5%
Cultural tourism	0,3%
Academic events	0,3%
Corporate events	0,3%
Others	7,1%

# Exchange program made (Northeast)

TYPE	2018
Language course	41,5%
Undergraduation	21,1%
High school	12,0%
Language course with temporary work	3,8%
Teen's vacation programme (Summer/winter)	3,0%
Professional course, certificate or diploma	3,0%
Volunteer work	3,0%
Work and Travel	3,0%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	2,3%
Internship (work experience)	0,8%
Cultural tourism	0,8%
Graduate programme (MBA or Master)	0,2%
Academic events	0,2%
Corporate events	0,2%
Others	5,3%



# Exchange program made (Midwest)

TYPE	2018
Language course	34,0%
Undergraduation	20,4%
Volunteer work	9,7%
Teen's vacation programme (Summer/winter)	7,8%
Professional course, certificate or diploma	5,8%
Language course with temporary work	3,9%
High school	3,9%
Graduate programme (MBA or Master)	1,9%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	1,9%
Cultural tourism	1,9%
Work and Travel	1,0%
Internship (work experience)	1,0%
Academic events	1,0%
Corporate events	0,0%
Others	5,8%

# Exchange program made (Southeast)

TYPE	2018
Language course	49,6%
Undergraduation	11,1%
Language course with temporary work	7,3%
High school	5,2%
Professional course, certificate or diploma	4,9%
Teen's vacation programme (Summer/winter)	3,9%
Volunteer work	2,7%
Cultural tourism	2,7%
Work and Travel	2,2%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	1,6%
Internship (work experience)	1,6%
Graduate programme (MBA or Master)	1,2%
Academic events	0,9%
Corporate events	0,3%
Others	5,0%

# Exchange program made (South)

TYPE	2018
Language course	51,1%
Undergraduation	12,6%
Language course with temporary work	4,8%
High school	4,8%
Volunteer work	3,6%
Work and Travel	3,6%
Teen's vacation programme (Summer/winter)	3,0%
Internship (work experience)	2,4%
Professional course, certificate or diploma	1,8%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	1,8%
Cultural tourism	1,8%
Graduate programme (MBA or Master)	1,2%
Academic events	1,2%
Corporate events	1,0%
Others	5,4%

# Exchange program made (15 to 17 years old)

TYPE	2018
Language course	48,7%
Teen's vacation programme (Summer/winter)	20,5%
High School	20,5%
Professional course, certificate or diploma	2,6%
Undergraduation	2,6%
Cultural tourism	2,6%
Language course with temporary work	0,0%
Graduate programme (MBA or Master)	0,0%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	0,0%
Volunteer work	0,0%
Work and Travel	0,0%
Internship (work experience)	0,0%
Academic events	0,0%
Corporate events	0,0%
Others	2,6%

# Exchange program made (18 to 21 years old)

TYPE	2018
Language course	38,3%
High school	20,7%
Teen's vacation programme (Summer/winter)	10,6%
Undergraduation	9,0%
Volunteer work	3,2%
Work and Travel	3,2%
Cultural tourism	3,2%
Language course with temporary work	2,7%
Professional course, certificate or diploma	2,7%
Academic events	0,5%
Graduate programme (MBA or Master)	0,0%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	0,0%
Internship (work experience)	0,0%
Corporate events	0,0%
Others	5,9%

# Exchange program made (22 to 24 years old)

TYPE	2018
Language course	46,5%
Undergraduation	21,2%
Volunteer work	7,4%
Professional course, certificate or diploma	3,7%
Teen's vacation programme (Summer/winter)	2,3%
High school	2,3%
Work and Travel	2,3%
Internship (work experience)	2,3%
Cultural tourism	2,3%
Language course with temporary work	1,8%
Graduate programme (MBA or Master)	0,5%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	0,5%
Academic events	0,5%
Corporate events	0,0%
Others	6,5%

# Exchange program made (25 to 29 years old)

TYPE	2018
Language course	40,7%
Undergraduation	19,4%
Language course with temporary work	9,8%
Professional course, certificate or diploma	5,9%
Volunteer work	2,7%
Work and Travel	2,7%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	2,4%
Internship (work experience)	2,1%
High school	1,9%
Cultural tourism	1,9%
Teen's vacation programme (Summer/winter)	1,6%
Graduate Programme (MBA or Master)	1,6%
Academic events	1,1%
Corporate events	0,3%
Others	6,1%

# Exchange program made (30 to 39 years old)

TYPE	2018
Language course	54,9%
Language course with temporary work	12,1%
Undergraduation	8,8%
Professional course, certificate or diploma	5,1%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	3,7%
Volunteer work	2,8%
Graduate programme (MBA or Master)	2,3%
Work and Travel	2,3%
Internship (work experience)	2,3%
High school	0,9%
Cultural tourism	0,9%
Academic events	0,9%
Teen's vacation programme (Summer/winter)	0,5%
Corporate events	0,0%
Others	2,3%



# Exchange program made (40 to 49 years old)

TYPE	2018
Language course	67,7%
Language course with temporary work	6,5%
Professional course, certificate or diploma	6,5%
Undergraduation	3,2%
Teen's vacation programme (Summer/winter)	1,6%
High school	1,6%
Graduate programme (MBA or Master)	1,6%
Volunteer work	1,6%
Cultural tourism	1,6%
Academic events	1,6%
Corporate events	1,6%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	0,0%
Work and Travel	0,0%
Internship (work experience)	0,0%
Others	4,8%

# Exchange program made (50 years old or more)

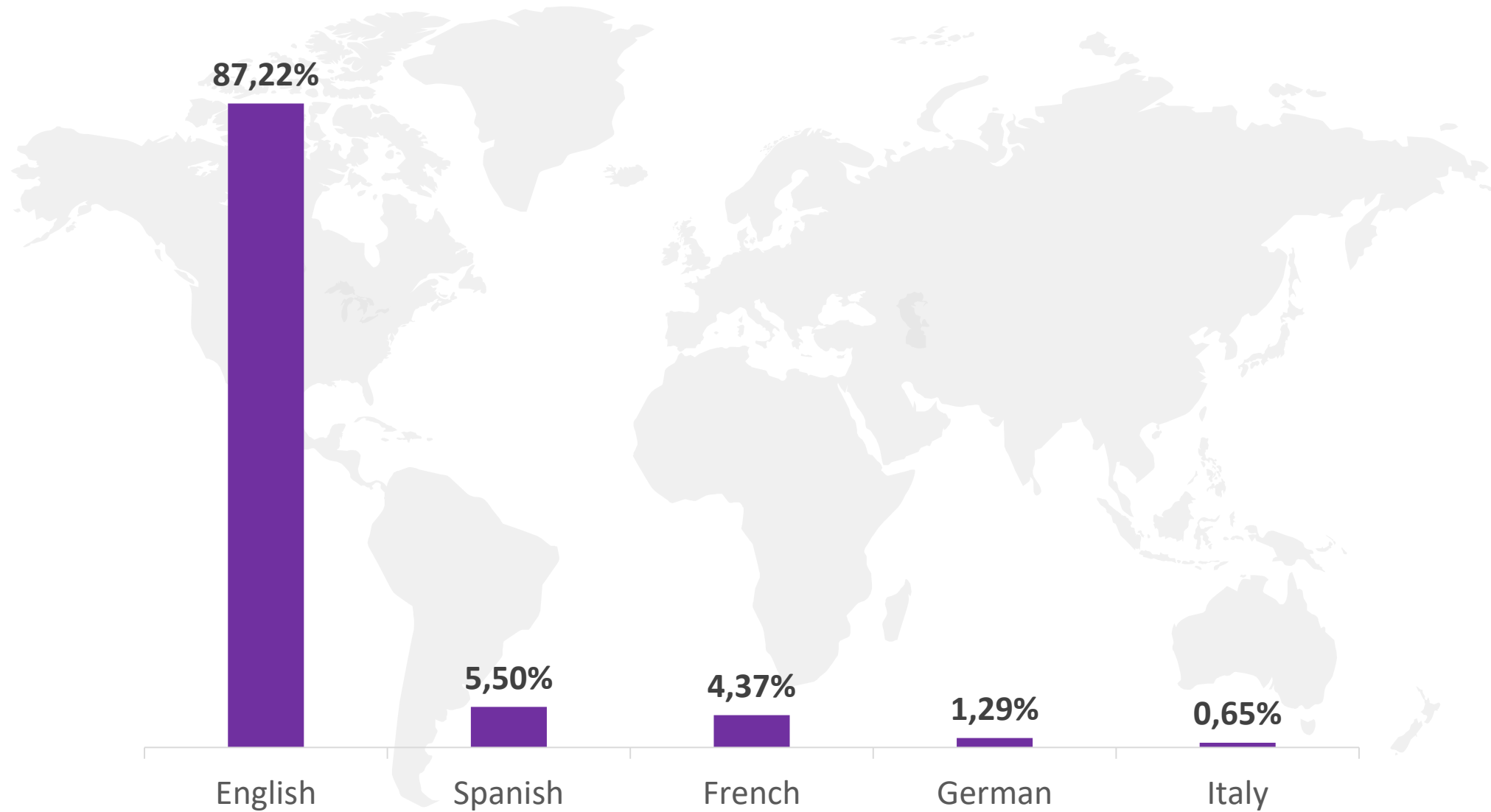
TYPE	2018
Language course	64,1%
Postgraduate <i>stricto sensu</i> (Master's or PhD)	7,7%
High school	5,1%
Undergraduation	5,1%
Cultural tourism	5,1%
Language course with temporary work	2,6%
Teen's vacation programme (Summer/winter)	2,6%
Graduate programme (MBA or Master)	2,6%
Internship (work experience)	2,6%
Professional course, certificate or diploma	0,0%
Volunteer work	0,0%
Work and Travel	0,0%
Academic events	0,0%
Corporative events	0,0%
Others	2,6%

# Studies Abroad

(by gender)

	Female	Male
Language Course	49,0%	44,0%
Undergraduation	12,7%	15,6%
Language course with temporary work	6,7%	6,0%
High School	5,1%	7,3%
Professional course, certificate or diploma	3,9%	5,3%
Teen's vacation programme (summer/winter)	4,5%	2,8%
Volunteer Work	3,4%	3,8%
Work and Travel	2,4%	2,3%
Cultural tourism	1,6%	3,0%
Postgraduate stricto sensu (Master's or PhD)	1,5%	2,0%
Internship/ Work experience	1,5%	1,8%
Graduate programme (MBA or Master)	1,2%	1,0%
Others	6,7%	5,2%

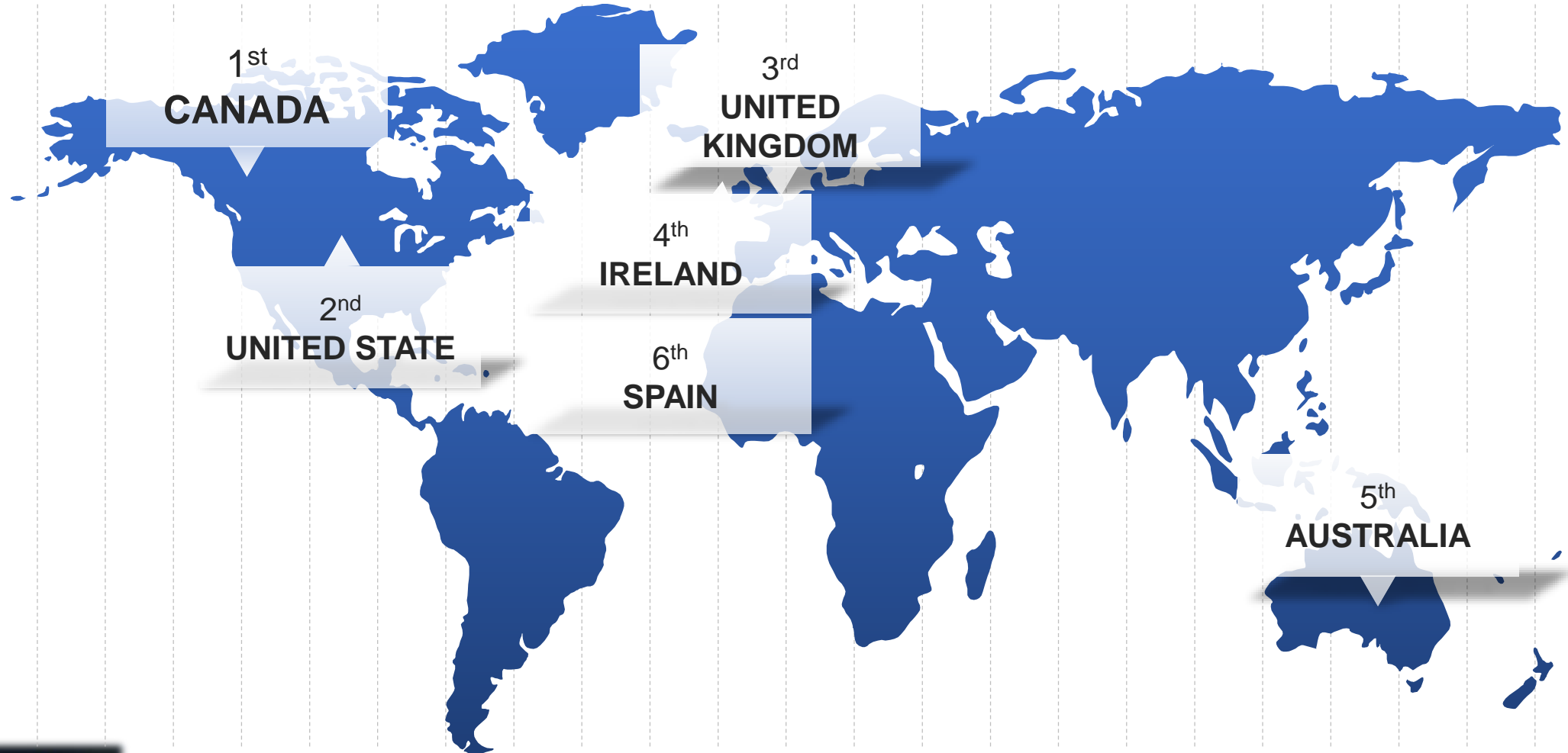
# Languages Studied



# Main destinations

53 countries

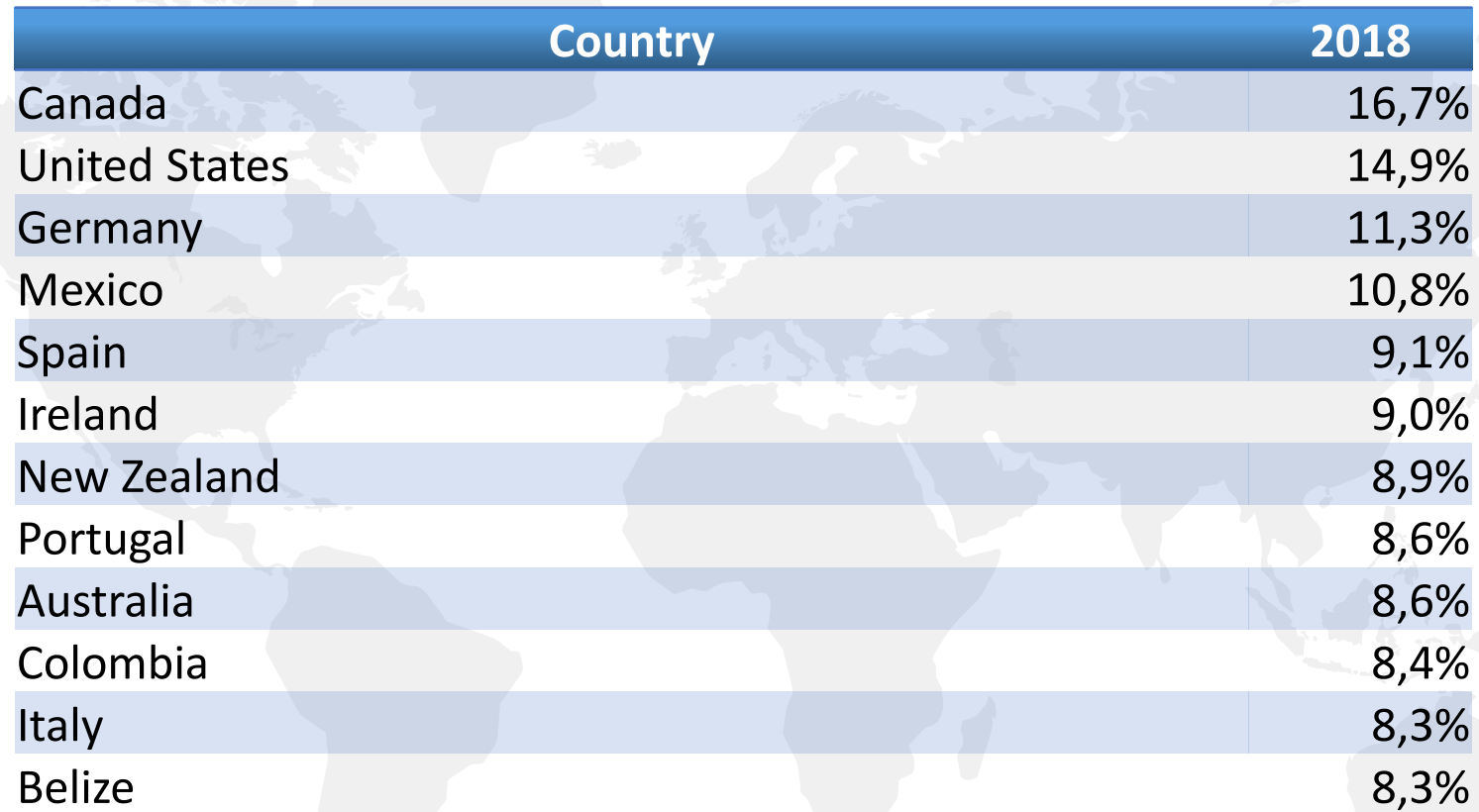
were mentioned



# Main destinations

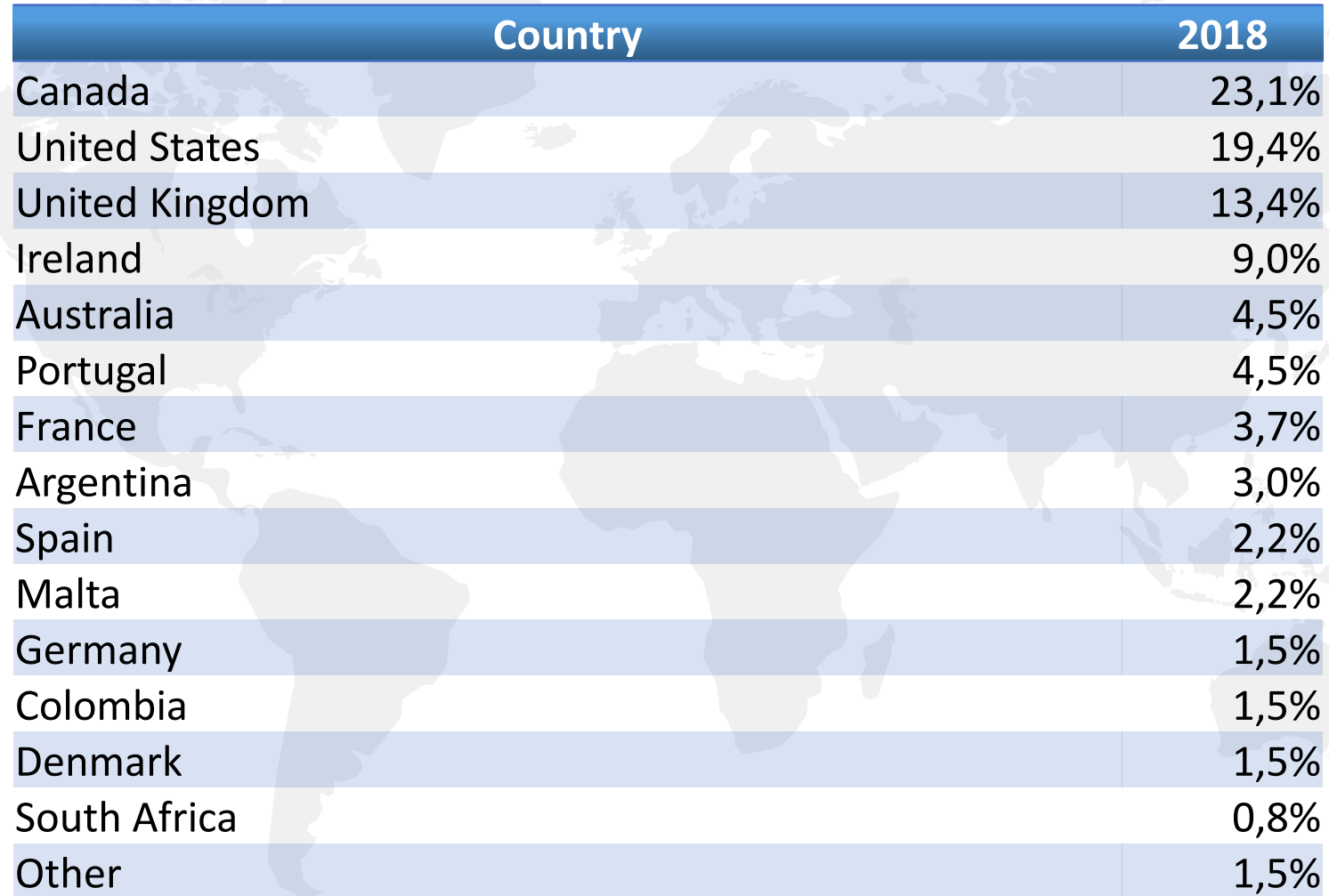
	2016	2017	2018
Canada	18,0%	23,0%	<b>24,4%</b>
United States	19,8%	21,6%	<b>19,5%</b>
United Kingdom	16,2%	10,2%	<b>9,9%</b>
Ireland	10,8%	6,5%	<b>8,2%</b>
Australia	5,9%	3,6%	<b>4,6%</b>
Spain	4,4%	3,0%	<b>3,5%</b>
Portugal	1,5%	3,2%	<b>3,3%</b>
France	2,3%	2,5%	<b>3,3%</b>
Malta	0,8%	2,2%	<b>3,1%</b>
Argentina	1,8%	2,4%	<b>2,3%</b>
New Zealand	5,4%	6,9%	<b>2,2%</b>
Germany	3,1%	2,1%	<b>2,2%</b>
South Africa	0,5%	1,3%	<b>1,4%</b>
Italy	1,5%	1,2%	<b>1,3%</b>
Mexico	0,8%	1,0%	<b>1,2%</b>
Colombia	0,3%	0,6%	<b>1,2%</b>
Chile	0,5%	0,6%	<b>0,7%</b>
Other countries	6,1%	6,2%	<b>7,6%</b>

# Main destinations (North)



Country	2018
Canada	16,7%
United States	14,9%
Germany	11,3%
Mexico	10,8%
Spain	9,1%
Ireland	9,0%
New Zealand	8,9%
Portugal	8,6%
Australia	8,6%
Colombia	8,4%
Italy	8,3%
Belize	8,3%

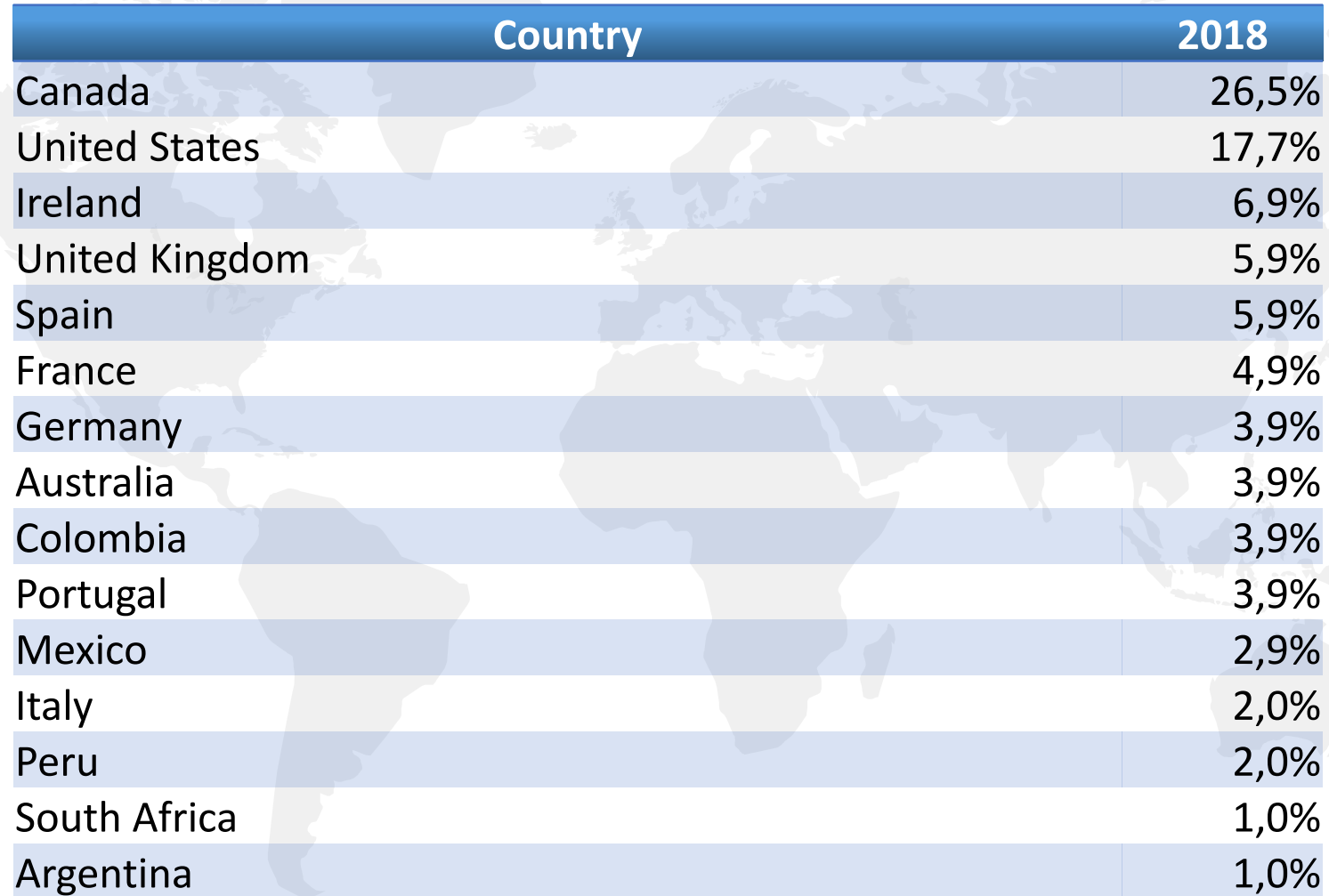
# Main destinations (Northeast)



Country	2018
Canada	23,1%
United States	19,4%
United Kingdom	13,4%
Ireland	9,0%
Australia	4,5%
Portugal	4,5%
France	3,7%
Argentina	3,0%
Spain	2,2%
Malta	2,2%
Germany	1,5%
Colombia	1,5%
Denmark	1,5%
South Africa	0,8%
Other	1,5%

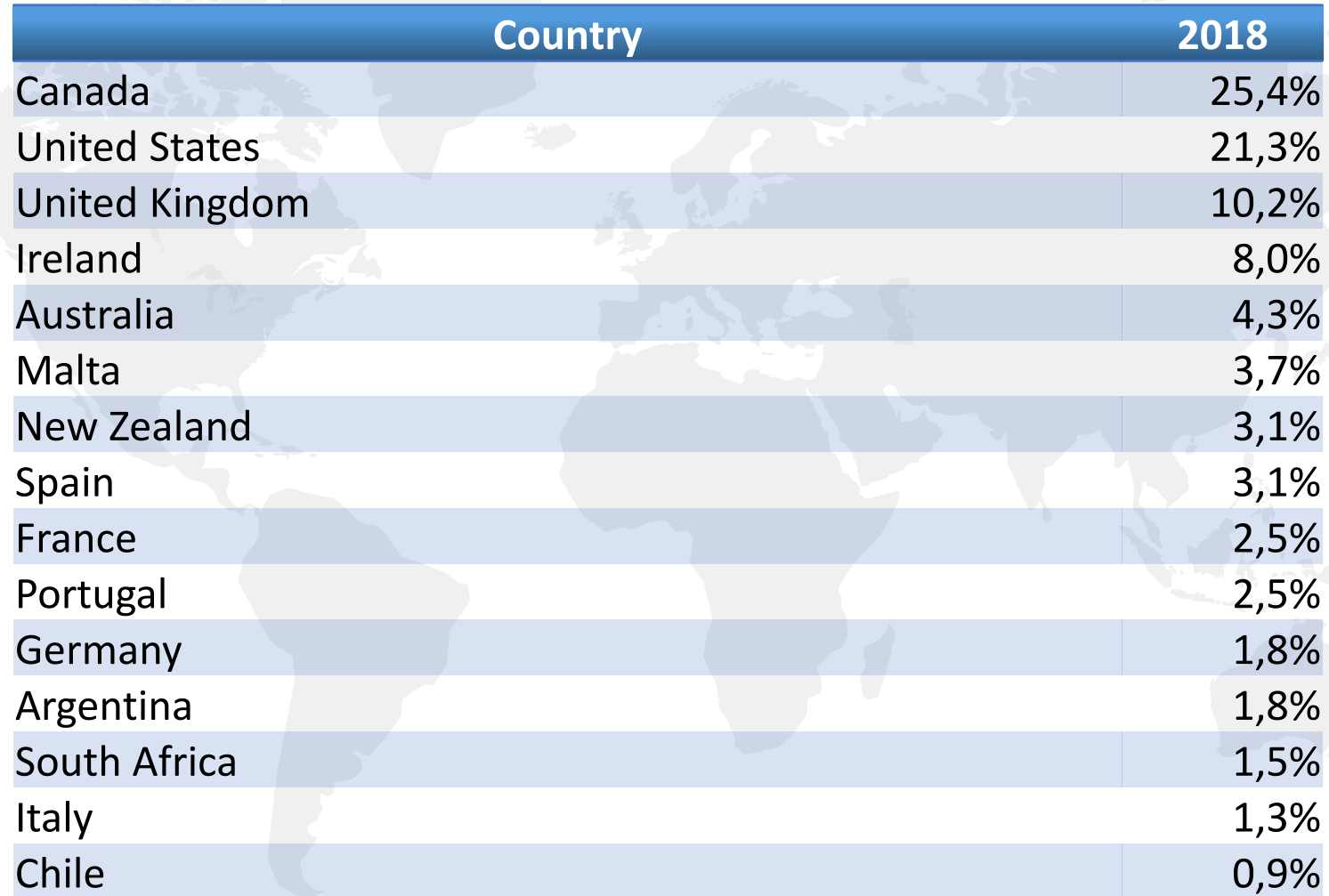


# Main destinations (Midwest)



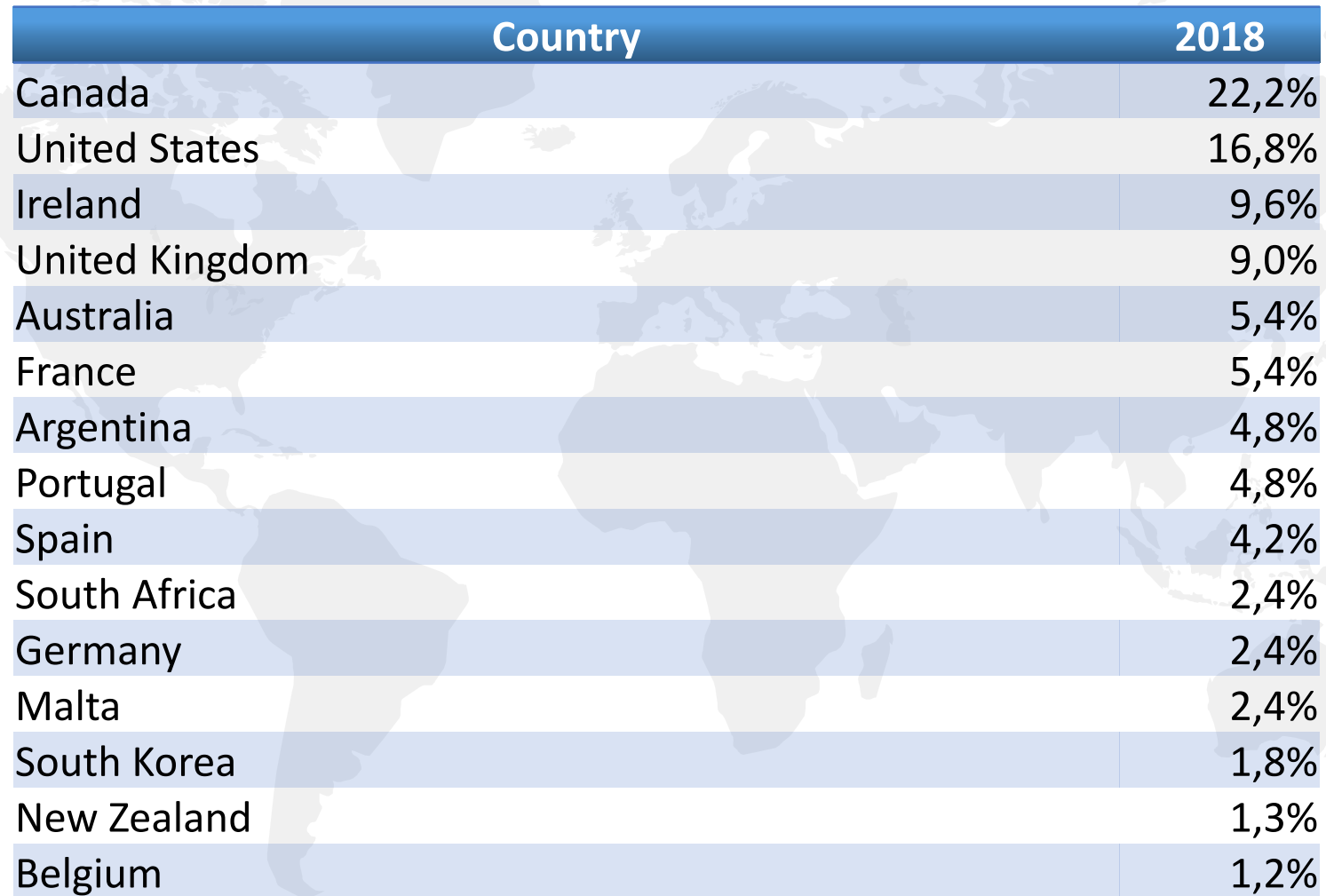
Country	2018
Canada	26,5%
United States	17,7%
Ireland	6,9%
United Kingdom	5,9%
Spain	5,9%
France	4,9%
Germany	3,9%
Australia	3,9%
Colombia	3,9%
Portugal	3,9%
Mexico	2,9%
Italy	2,0%
Peru	2,0%
South Africa	1,0%
Argentina	1,0%

# Main destinations (Southeast)



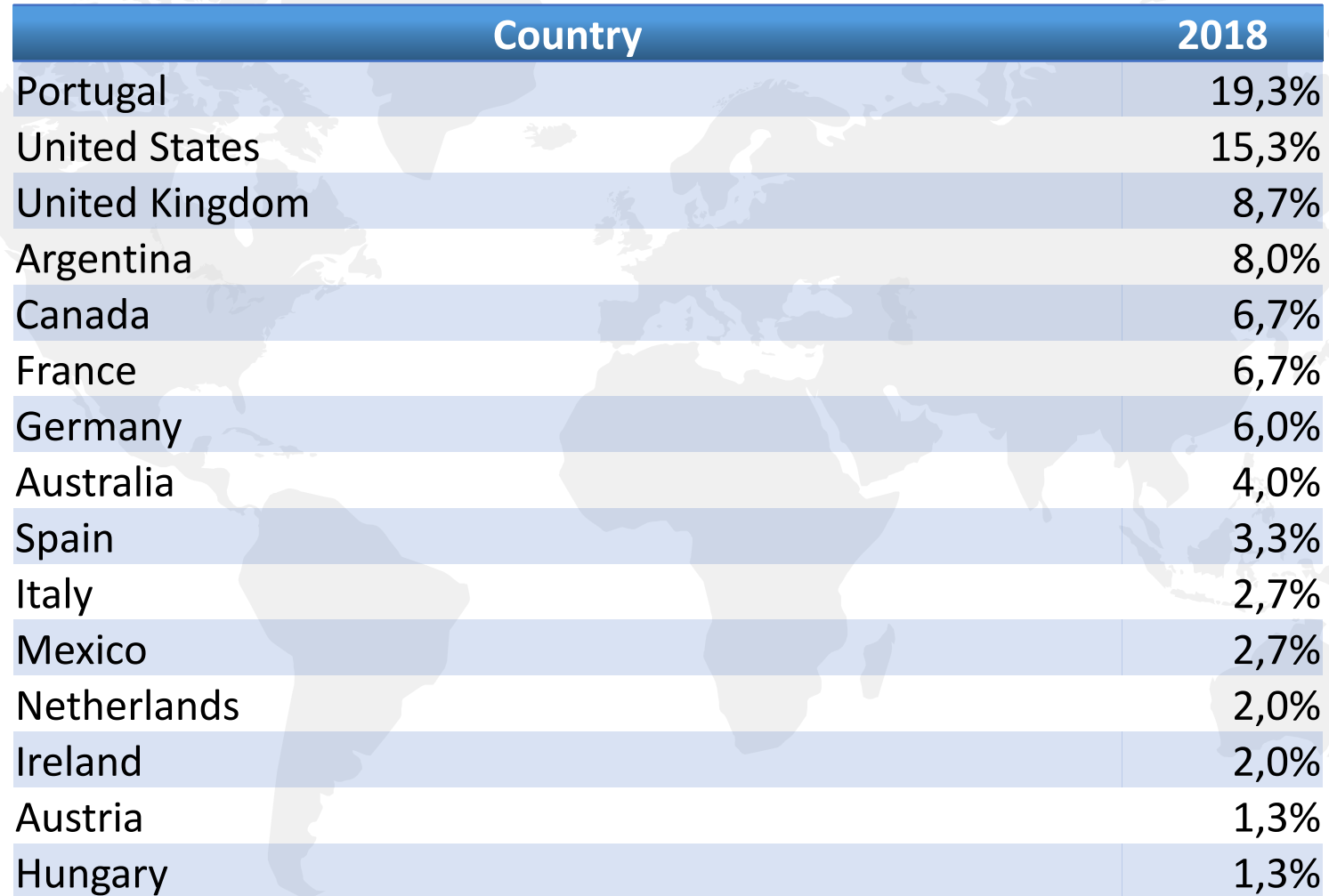
Country	2018
Canada	25,4%
United States	21,3%
United Kingdom	10,2%
Ireland	8,0%
Australia	4,3%
Malta	3,7%
New Zealand	3,1%
Spain	3,1%
France	2,5%
Portugal	2,5%
Germany	1,8%
Argentina	1,8%
South Africa	1,5%
Italy	1,3%
Chile	0,9%

# Main destinations (South)



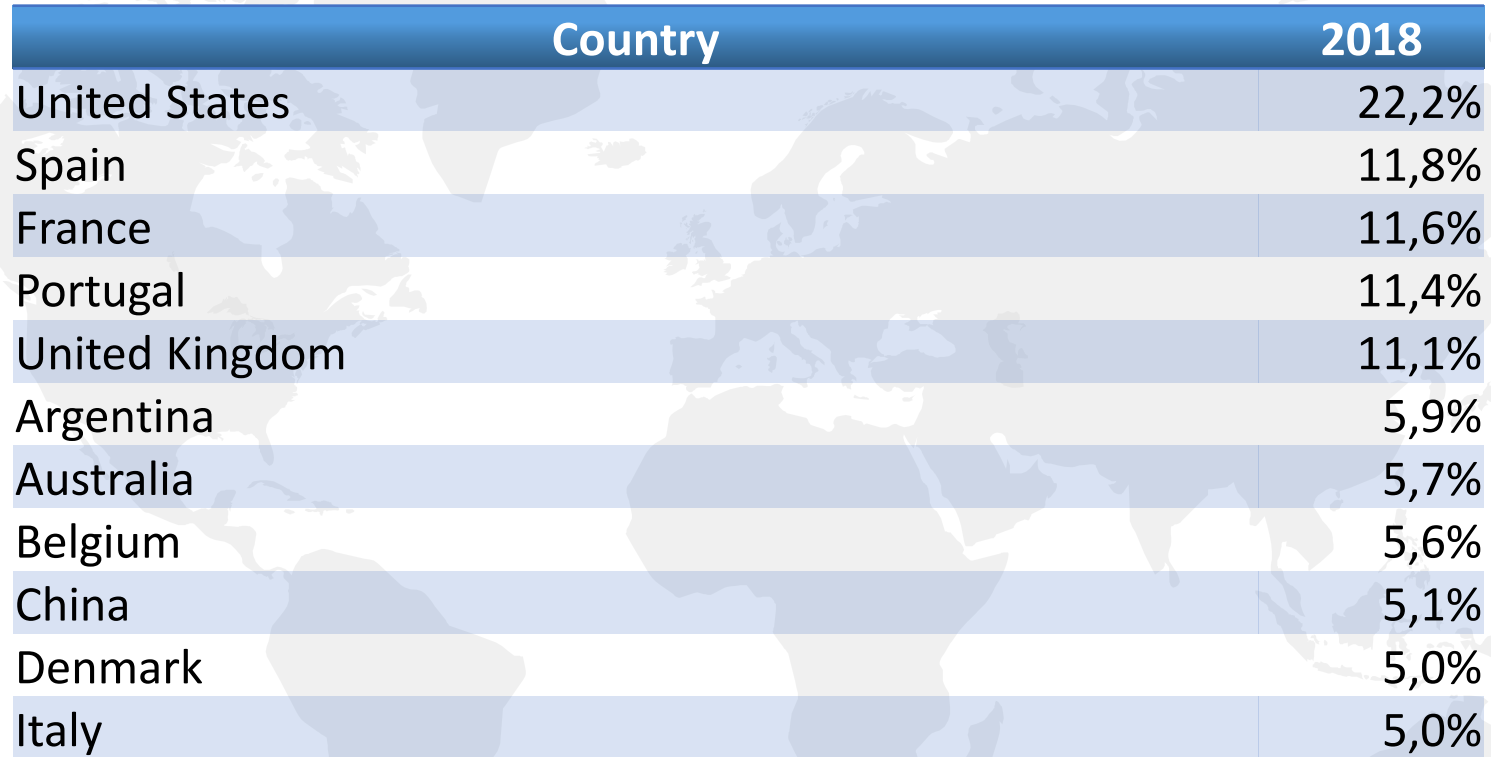
Country	2018
Canada	22,2%
United States	16,8%
Ireland	9,6%
United Kingdom	9,0%
Australia	5,4%
France	5,4%
Argentina	4,8%
Portugal	4,8%
Spain	4,2%
South Africa	2,4%
Germany	2,4%
Malta	2,4%
South Korea	1,8%
New Zealand	1,3%
Belgium	1,2%

# Main destinations (Undergraduation)



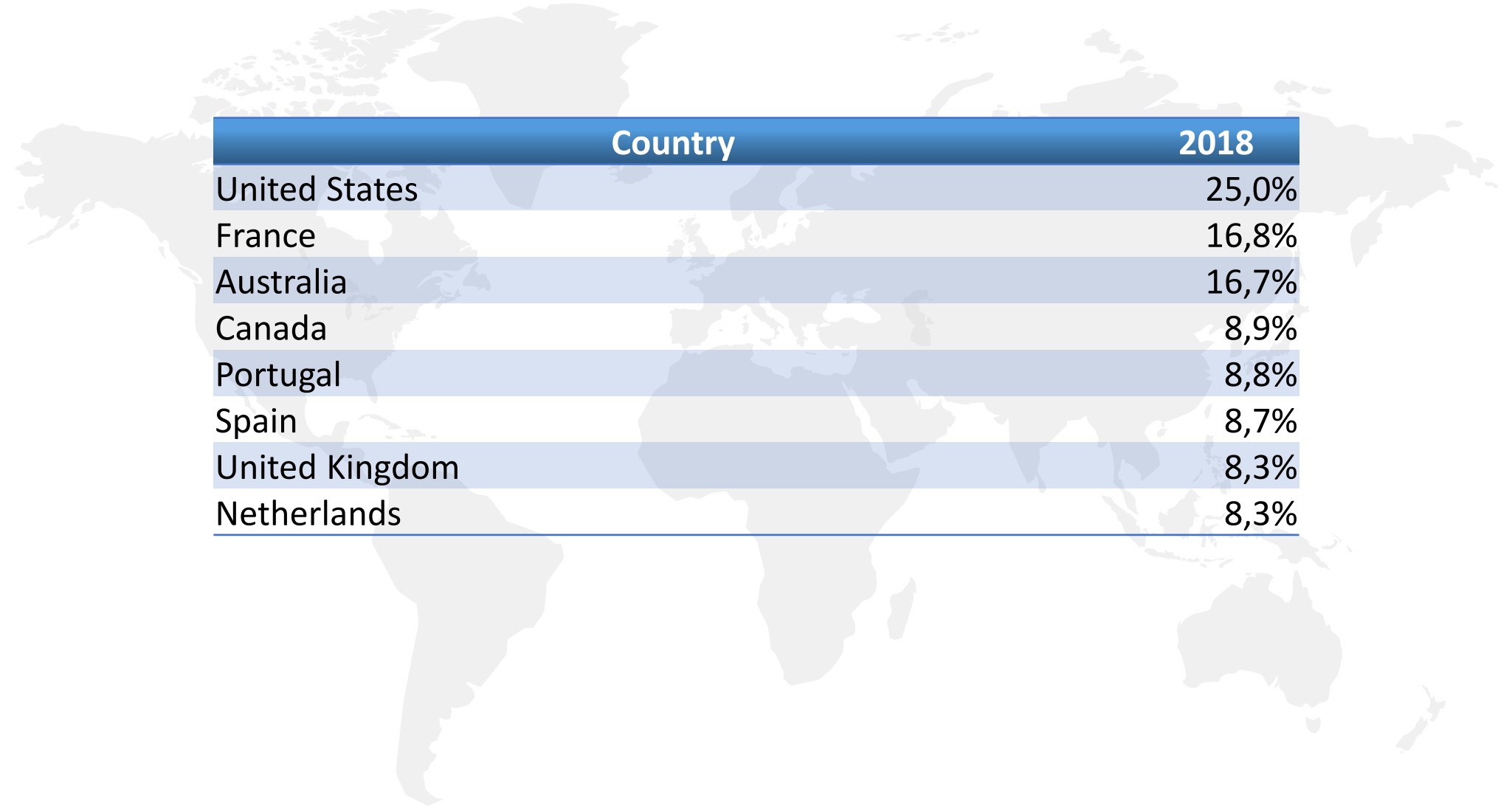
Country	2018
Portugal	19,3%
United States	15,3%
United Kingdom	8,7%
Argentina	8,0%
Canada	6,7%
France	6,7%
Germany	6,0%
Australia	4,0%
Spain	3,3%
Italy	2,7%
Mexico	2,7%
Netherlands	2,0%
Ireland	2,0%
Austria	1,3%
Hungary	1,3%

# Main destinations (Postgraduate *Stricto Sensu*)



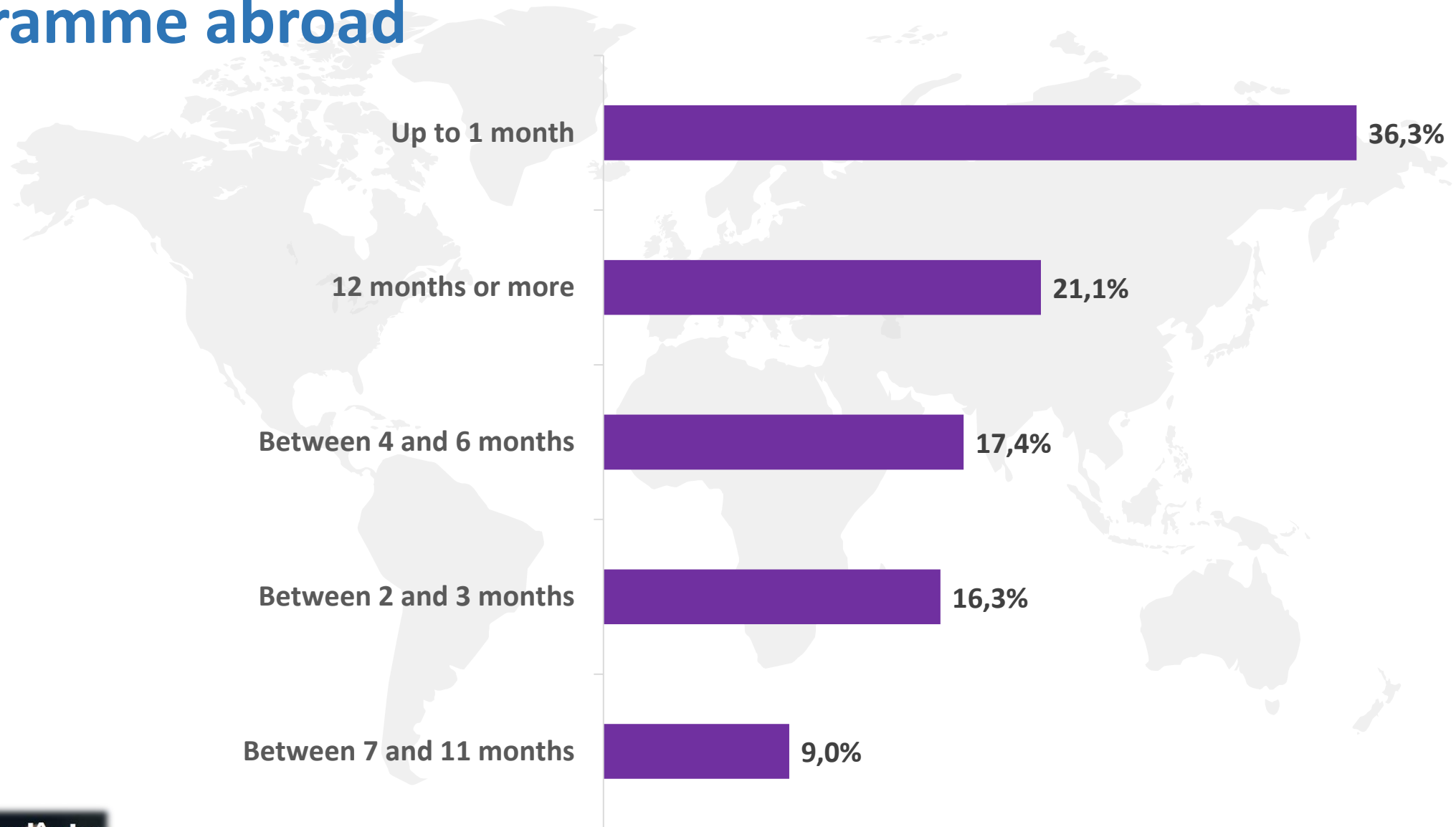
Country	2018
United States	22,2%
Spain	11,8%
France	11,6%
Portugal	11,4%
United Kingdom	11,1%
Argentina	5,9%
Australia	5,7%
Belgium	5,6%
China	5,1%
Denmark	5,0%
Italy	5,0%

# Main destinations (Graduate Programme – MBA or Masters)



Country	2018
United States	25,0%
France	16,8%
Australia	16,7%
Canada	8,9%
Portugal	8,8%
Spain	8,7%
United Kingdom	8,3%
Netherlands	8,3%

# Time span of programme abroad

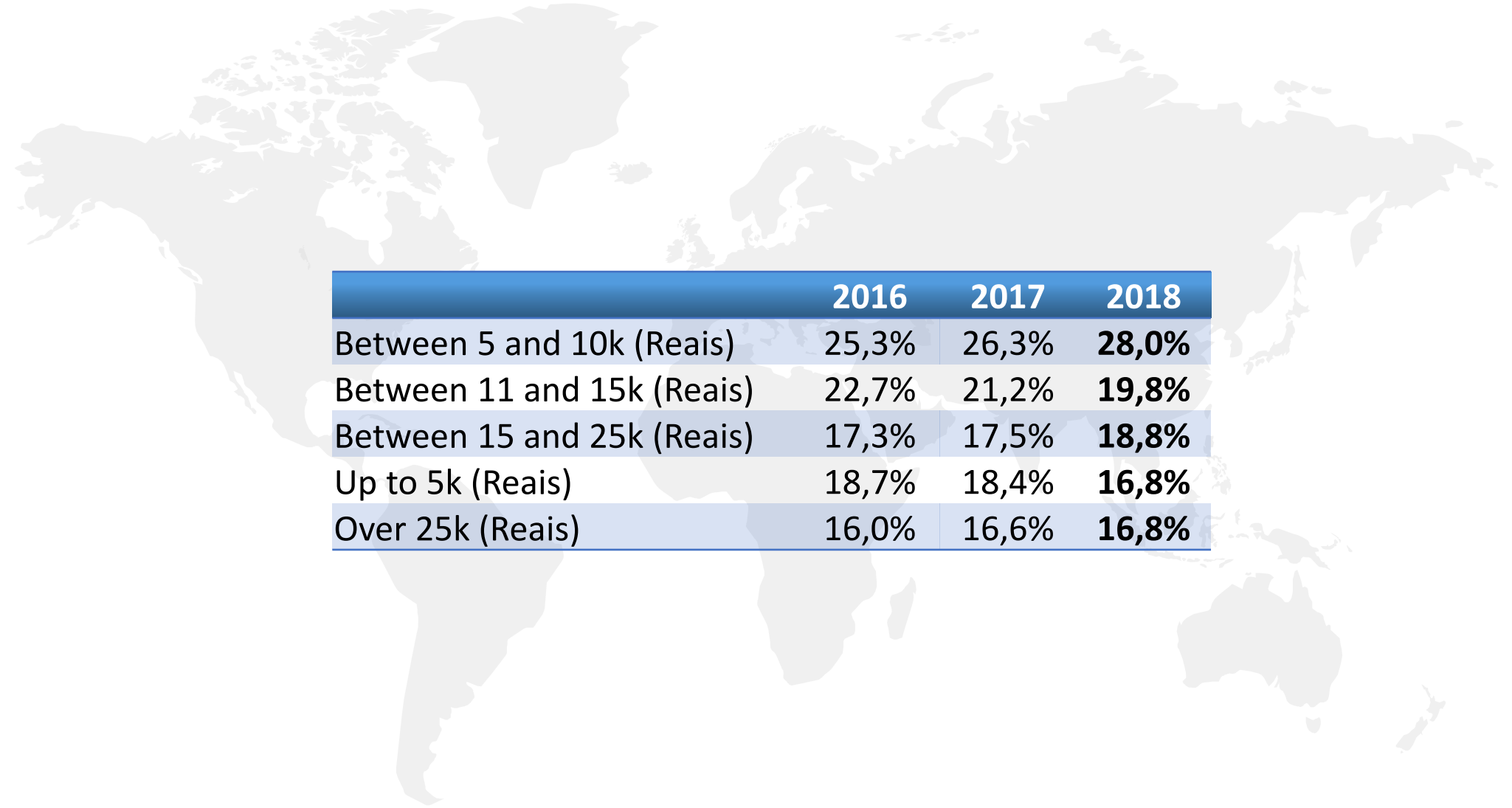


# Method of acquiring programme

	2016	2017	2018
In person, via international education agency ( <i>including partnership with an educational institution</i> )	68,1%	64,2%	67,2%
Directly with school or organization abroad	25,3%	25,1%	14,2%
Online, via international education agency	6,6%	10,7%	8,9%




# Investment amount



	2016	2017	2018
Between 5 and 10k (Reais)	25,3%	26,3%	<b>28,0%</b>
Between 11 and 15k (Reais)	22,7%	21,2%	<b>19,8%</b>
Between 15 and 25k (Reais)	17,3%	17,5%	<b>18,8%</b>
Up to 5k (Reais)	18,7%	18,4%	<b>16,8%</b>
Over 25k (Reais)	16,0%	16,6%	<b>16,8%</b>

# Source of funds for studying abroad



	2018
Own personal savings	53,8%
Family	49,3%
Scholarship from a National agency	7,6%
Scholarship from home university	5,3%
Scholarship from International agency	2,9%
Scholarship from the organization where I work	0,8%
Others	6,3%

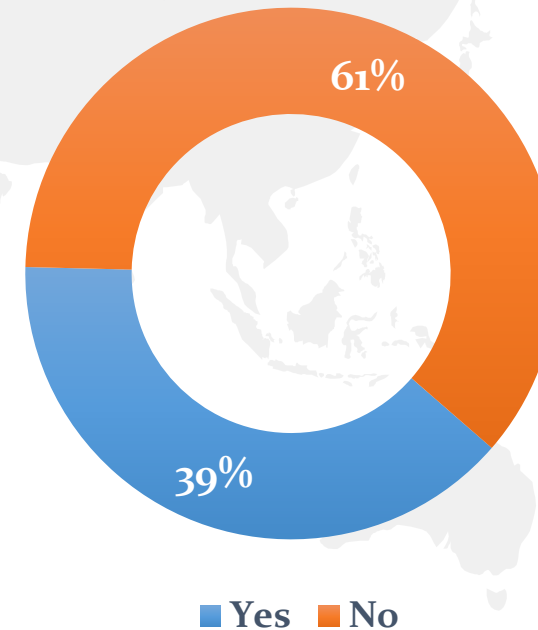
The total sum is above 100% because it was possible to choose more than one option

# Scholarship relation with agency

Services acquired at the agency  
(scholarship)

Services	%
Travel health insurance	43
Air tickets emission	26
Accommodation	19
Visa assistance	9
Money Exchange operations	3

Agency assistance to  
apply for scholarship



# External influence for decision to study abroad

	2018
Friends who have already studied abroad	34,9%
My parents	22,1%
Informations from social medias	20,2%
Information from websites specialized in study abroad	19,4%
Information obtained in fairs and events about study, work and/or tourism abroad	18,9%
Information from agencies that promote study abroad programmes	12,8%
Professionals from the educations institution where I study	12,1%
Family members who have already studied abroad	8,8%
Professionals from the organization where I work	4,9%
Others (including “No external influence/Self-made decision”)	25,2%

The total sum is above 100% because it was possible to choose more than one option

# Objectives for studying abroad

1 <sup>st</sup> OBJECTIVES ANSWERED	2016	2017	2018
Accomplishing the dream to meet new countries and different cultures	17,6%	19,2%	<b>25,6%</b>
Interest in investing in an international education	25,8%	17,2%	<b>20,6%</b>
Interest in learning/ improving languages	13,6%	13,9%	<b>16,8%</b>
Live an international experience that combines work, study and tourism	12,9%	7,2%	<b>8,6%</b>
Interest in travelling and expanding horizons	7,8%	5,8%	<b>7,3%</b>
Interest in living abroad for a set period of time	2,9%	2,9%	<b>6,5%</b>
Important to make CV stand out	3,6%	3,8%	<b>5,0%</b>
Develop skills related to profession	9,8%	3,5%	<b>4,6%</b>
Have better conditions for an international career	2,9%	1,8%	<b>1,8%</b>
Gain more autonomy by temporarily living away from family	1,1%	1,4%	<b>1,7%</b>
Employers' demand for international experience	0,9%	0,3%	<b>0,5%</b>
Interest in making friends from different nationalities	0,0%	0,4%	<b>0,1%</b>

# Objectives for studying abroad

1 <sup>st</sup> , 2 <sup>nd</sup> AND 3 <sup>rd</sup> OBJECTIVES ANSWERED	2016	2017	2018
Accomplishing the dream to meet new countries and different cultures	42,7%	46,5%	<b>54,7%</b>
Interest in learning/ improving languages	33,8%	35,2%	<b>40,5%</b>
Interest in travelling and expanding horizons	27,5%	35,4%	<b>38,5%</b>
Interest in investing in an international education	28,7%	45,4%	<b>36,4%</b>
Live an international experience that combines work, study and tourism	23,5%	32,7%	<b>30,2%</b>
Important to make CV stand out	20,4%	24,1%	<b>26,4%</b>
Interest in living abroad for a set period of time	17,4%	15,6%	<b>22,3%</b>
Develop skills related to profession	12,0%	24,1%	<b>13,4%</b>
Have better conditions for an international career	8,1%	14,7%	<b>12,9%</b>
Gain more autonomy by temporarily living away from family	11,0%	10,0%	<b>12,4%</b>
Interest in making friends from different nationalities	5,8%	6,5%	<b>7,9%</b>
Employers' demand for international experience	2,2%	5,3%	<b>2,0%</b>
Others	2,3%	2,2%	<b>1,8%</b>

# Reasons for country decision

1 <sup>st</sup> REASONS ANSWERED	2016	2017	2018
Life quality in the country	13,9%	10,3%	<b>12,8%</b>
Country's location	12,6%	9,0%	<b>11,7%</b>
Recommendation from friends and family	7,1%	7,3%	<b>8,3%</b>
Living costs better suited for my financial conditions	4,1%	6,6%	<b>7,7%</b>
Natural beauty and cultural attractions	6,6%	4,7%	<b>7,4%</b>
Being able to have a remarkable trip	11,0%	5,4%	<b>7,1%</b>
Public safety	3,7%	4,5%	<b>6,0%</b>
Country's life style	-	4,7%	<b>5,6%</b>
Quality of education of the country	-	-	<b>5,6%</b>
Favourable Exchange rate	1,4%	2,4%	<b>3,3%</b>
Permission to work in the country	2,1%	2,1%	<b>3,1%</b>
Easy to obtain visa	3,2%	2,1%	<b>2,2%</b>
Information available in the media (newspaper, magazine, TV, websites, etc)	2,7%	2,0%	<b>2,0%</b>
Social valorisation of my diploma	3,7%	1,0%	<b>1,9%</b>
Destination approved by my parents	1,6%	1,2%	<b>1,7%</b>
Variety of courses format (short/mid/long term, Summer/winter, etc)	3,4%	1,1%	<b>1,7%</b>
The country offers more investment options for an International career	2,1%	0,6%	<b>1,5%</b>
The country offer more investment options for an academic pathway	2,5%	1,3%	<b>1,1%</b>
Possibility to fund course	1,8%	1,3%	<b>0,9%</b>
Possibility of financing the payment of the air tickets	0,0%	0,3%	<b>0,8%</b>
Possibility to stay in the country and work after course	-	0,5%	<b>0,7%</b>
Pathway options between English course and other study programmes	0,2%	0,4%	<b>0,3%</b>
Possibility of payment stallments	-	-	<b>0,3%</b>
Other reason	10,5%	6,6%	<b>6,2%</b>

# Reasons for country decision

1 <sup>st</sup> , 2 <sup>nd</sup> AND 3 <sup>rd</sup> REASONS ANSWERED	2016	2017	2018
Life quality in the country	38,6%	31,1%	<b>40,4%</b>
Country's location	24,9%	20,3%	<b>26,2%</b>
Country's life style	24,9%	19,4%	<b>23,0%</b>
Natural beauty and cultural attractions	20,5%	16,9%	<b>22,7%</b>
Being able to have a remarkable trip	22,3%	16,8%	<b>21,9%</b>
Public safety	16,3%	16,2%	<b>21,7%</b>
Living costs better suited for my financial conditions	11,4%	14,1%	<b>18,0%</b>
Recommendation from friends and family	11,8%	14,5%	<b>15,7%</b>
Quality of education of the country	-	-	<b>14,9%</b>
Easy to obtain visa	10,0%	9,8%	<b>12,8%</b>
Favourable Exchange rate	4,4%	9,2%	<b>11,3%</b>
Permission to work in the country	5,2%	4,7%	<b>10,8%</b>
Social valorisation of my diploma	8,4%	5,2%	<b>8,0%</b>
Variety of courses format (short/mid/long term, Summer/winter, etc)	6,6%	3,2%	<b>6,5%</b>
Information available in the media (newspaper, magazine, TV, websites, etc)	7,0%	5,8%	<b>5,9%</b>
Destination approved by my parents	4,4%	3,6%	<b>5,7%</b>
The country offers more investment options for an International career	7,8%	3,6%	<b>5,2%</b>
The country offer more investment options for an academic pathway	5,6%	4,1%	<b>4,7%</b>
Possibility to stay in the country and work after course	3,6%	3,8%	<b>4,3%</b>
Possibility to fund course	2,8%	3,8%	<b>3,5%</b>
Possibility of financing the payment of the air tickets	1,2%	1,4%	<b>3,2%</b>
Pathway options between English course and other study programmes	1,8%	2,1%	<b>2,6%</b>
Possibility of payment stallments	0,3%	0,5%	<b>2,5%</b>



# Reasons for agency decision

	2016	2017	2018
Trust in the programme offered	41,6%	36,3%	<b>51,8%</b>
Easy to get in touch	29,9%	31,0%	<b>43,2%</b>
Custom-tailored services	30,3%	28,8%	<b>40,5%</b>
Payment methods compatible with my budget	22,9%	24,8%	<b>33,7%</b>
Final price for the programme	22,5%	22,2%	<b>31,9%</b>
Accessible location	17,7%	18,6%	<b>24,8%</b>
Appropriate structure	10,8%	10,5%	<b>13,5%</b>
Others	7,0%	13,0%	<b>17,7%</b>

The total sum is above 100% because it was possible to choose more than one option

# Results of the study abroad experience

The total sum is above 100% because it was possible to choose more than one option

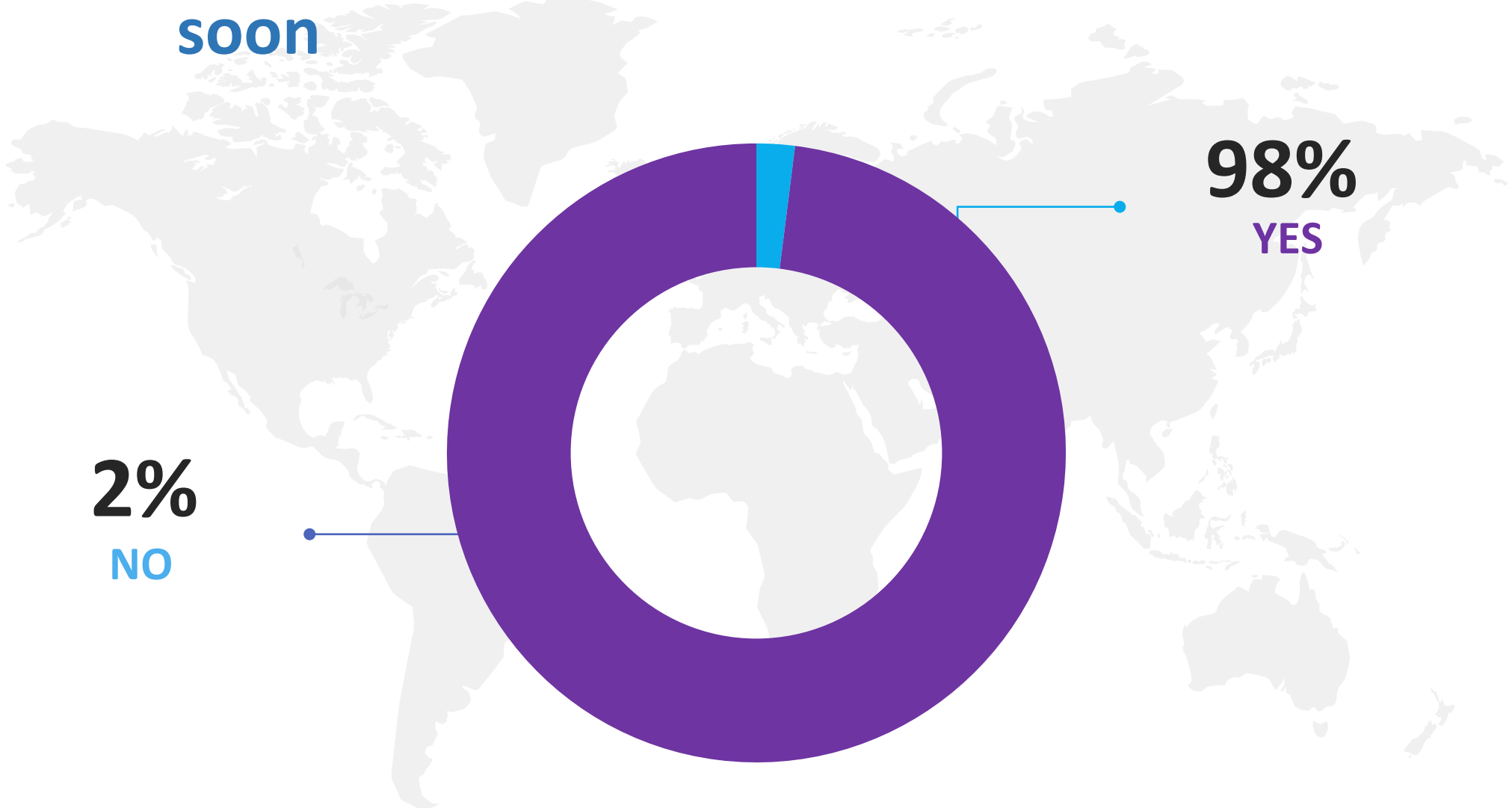
RESULTS	2016	2017	2018
Learn/improve foreign languages	74,1%	63,3%	<b>84,7%</b>
Learn from an International experience	65,3%	60,9%	<b>79,6%</b>
Better self-knowledge	53,0%	47,9%	<b>64,9%</b>
Mature emotionally	49,4%	47,9%	<b>62,5%</b>
Gain more personal autonomy	50,8%	45,7%	<b>59,8%</b>
Make my CV stand out	54,8%	43,4%	<b>57,3%</b>
Improve my social capital (make friends)	32,7%	32,9%	<b>44,2%</b>
Improve employability in Brazil	37,1%	34,1%	<b>41,8%</b>
Improve employability abroad	32,1%	27,6%	<b>35,4%</b>
Raise my self steam	30,3%	26,5%	<b>31,6%</b>
Study in a respected educational institution	28,3%	17,0%	<b>22,6%</b>
Develop skill related to my profession	31,5%	17,9%	<b>22,4%</b>
Specialize in my are of interest	18,7%	9,6%	<b>14,5%</b>
Obtain a diploma with social prestige	10,8%	8,7%	<b>13,1%</b>
Prospect scholarship opportunities	12,2%	8,4%	<b>10,7%</b>
Be part of International networks in my area of interest	12,2%	7,3%	<b>9,1%</b>
Acknowledgement in my area of interest	9,0%	5,1%	<b>7,7%</b>
Others	1,6%	1,1%	<b>0,7%</b>



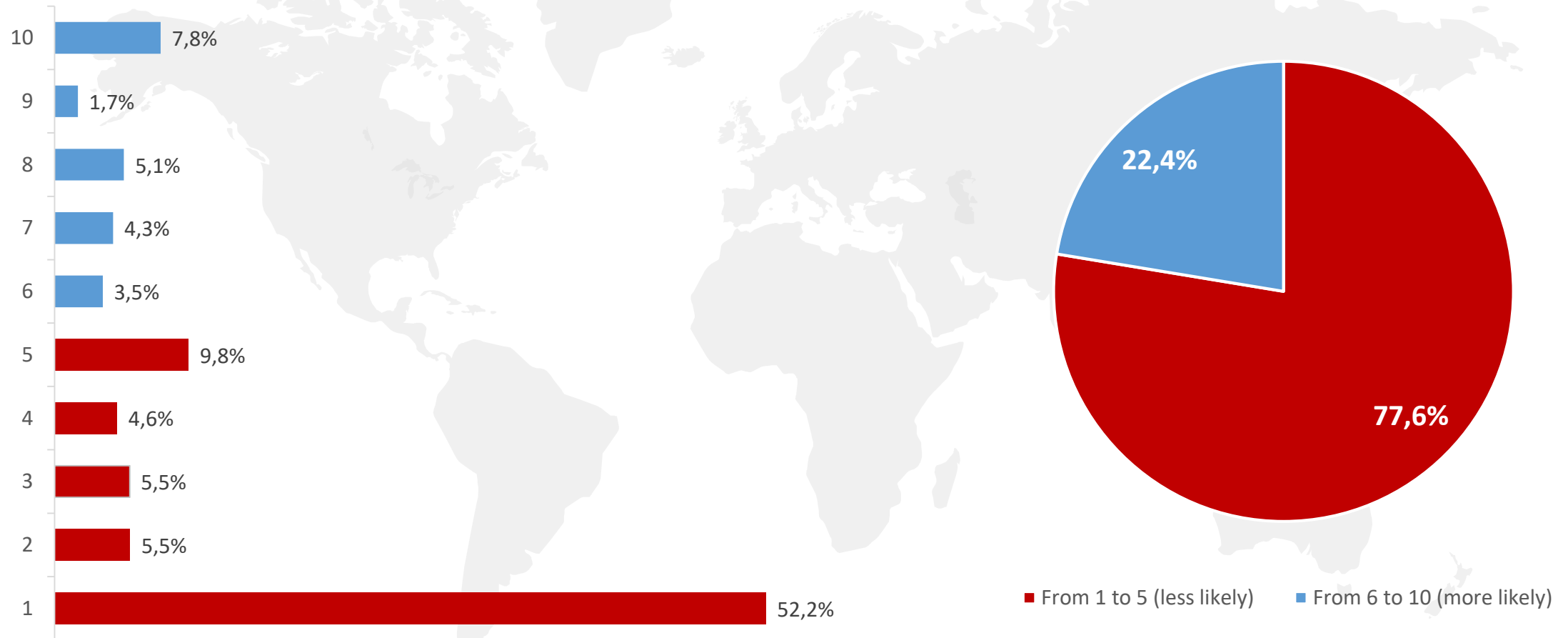


# Interest in studying abroad

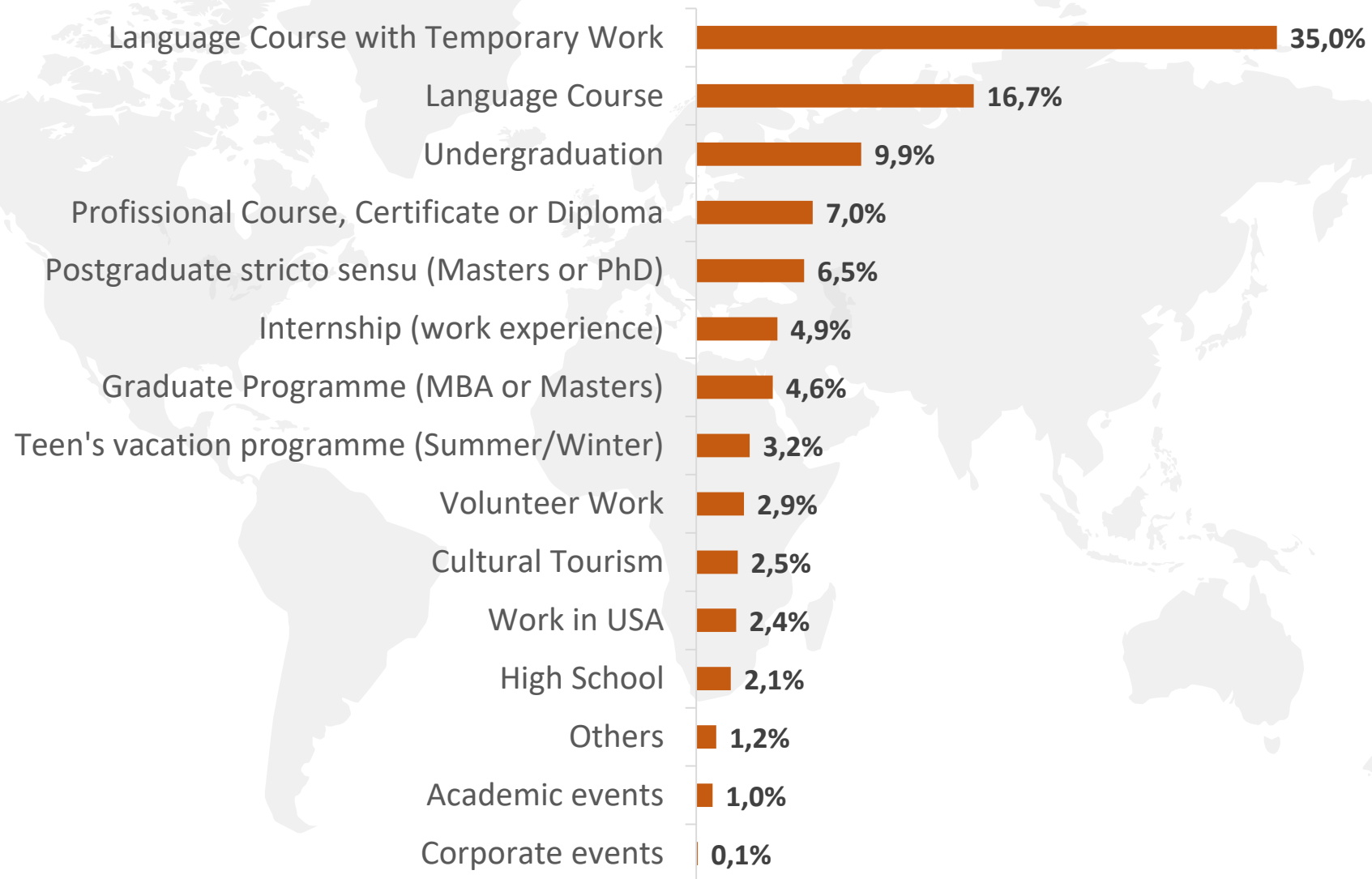
# Interest in studying abroad soon



# Possibility to study abroad in 2019



# Type of programme wanted



# Country of destination wanted



## Country of destination wanted

RESULTS	2017	2018	2019
Canada	20,9%	28,7%	<b>31,6%</b>
United States	16,7%	26,0%	<b>20,4%</b>
Australia	5,3%	7,4%	<b>7,2%</b>
Ireland	7,6%	6,4%	<b>6,6%</b>
United Kingdom	16,0%	5,3%	<b>4,7%</b>
Portugal	2,3%	3,9%	<b>4,6%</b>
Spain	3,0%	2,2%	<b>2,6%</b>
France	1,7%	2,2%	<b>2,1%</b>
New Zealand	8,0%	2,2%	<b>1,8%</b>
Germany	1,9%	2,1%	<b>2,3%</b>
Italy	2,3%	1,7%	<b>1,7%</b>
South Korea	0,2%	1,5%	<b>1,8%</b>
Argentina	2,1%	1,2%	<b>1,2%</b>
Japan		1,1%	<b>1,5%</b>
South Africa	1,7%	0,9%	<b>1,2%</b>
Netherlads	1,5%	0,8%	<b>0,7%</b>
Malta	0,8%	0,6%	<b>0,9%</b>
Chile	0,6%	0,4%	<b>0,6%</b>
Mexico	0,4%	0,4%	<b>0,5%</b>
Switzerland	0,3%	0,4%	<b>0,4%</b>
Other countries	7,20%	4,0%	<b>4,5%</b>





# Objectives for studying abroad

1 <sup>st</sup> OBJECTIVES ANSWERED	2017	2018	2019
Interest in investing in an International education	27,4%	21,9%	<b>37,5%</b>
Accomplishing the dream to meet new countries and diferente cultures	17,5%	24,4%	<b>22,1%</b>
Live an International experience that combines Work, Study and Tourism	16,8%	9,1%	<b>11,6%</b>
Interest in learning/improving languages	11,0%	17,7%	<b>8,1%</b>
Develop skills related to profession	8,9%	4,4%	<b>4,8%</b>
Interest in travelling and expanding horizons	3,2%	7,3%	<b>3,9%</b>
Important to make CV stand out	3,9%	4,8%	<b>3,8%</b>
Interest in living abroad for a set period of time	5,6%	3,7%	<b>3,7%</b>
Have better conditions for an International career	3,8%	2,3%	<b>2,2%</b>
Gain more autonomy by temporarily living away from family	0,5%	1,8%	<b>1,0%</b>
Interest in making friends from differene nationalities	0,2%	0,5%	<b>0,4%</b>
Employers' demand for International experience	0,4%	0,4%	<b>0,3%</b>
Others	0,9%	1,7%	<b>0,6%</b>

# Objectives for studying abroad

1 <sup>st</sup> , 2 <sup>nd</sup> E 3 <sup>rd</sup> OBJECTIVES ANSWERED	2017	2018	2019
Interest in investing in an International education	46,2%	36,4%	<b>51,5%</b>
Accomplishing the dream to meet new countries and diferente cultures	46,2%	54,3%	<b>48,3%</b>
Live an International experience that combines Work, Study and Tourism	41,4%	29,9%	<b>40,4%</b>
Interest in learning/improving languages	34,2%	42,9%	<b>33,5%</b>
Interest in travelling and expanding horizons	29,1%	34,9%	<b>24,7%</b>
Develop skills related to profession	20,4%	15,2%	<b>22,3%</b>
Interest in living abroad for a set period of time	27,0%	22,1%	<b>21,8%</b>
Important to make CV stand out	22,5%	25,9%	<b>21,7%</b>
Have better conditions for an International career	14,1%	10,2%	<b>14,3%</b>
Gain more autonomy by temporarily living away from family	6,0%	13,9%	<b>9,6%</b>
Interest in making friends from differene nationalities	6,9%	7,3%	<b>6,2%</b>
Employers' demand for International experience	3,3%	2,8%	<b>2,6%</b>
Others	2,7%	2,9%	<b>1,8%</b>

# Potential source of funds

	2017	2018	2019
Own personal savings	74,1%	48,3%	<b>57,4%</b>
Family	36,9%	35,9%	<b>42,1%</b>
Scholarship from a National agency	30,6%	30,0%	<b>38,0%</b>
Scholarship from home university	25,9%	27,9%	<b>34,6%</b>
Scholarship from International agency	15,1%	13,8%	<b>19,6%</b>
Scholarship from the organization where I work	4,1%	3,8%	<b>4,3%</b>
Other source*	6,7%	4,6%	<b>4,7%</b>

The total sum is above 100% because it was possible to choose more than one option

# Potential investment amount

	2017	2018	2019
Up to 5k (Reais)	25,3%	40,7%	<b>39,1%</b>
Between 5 and 10k (Reais)	34,7%	32,7%	<b>33,4%</b>
Between 11 and 15k (Reais)	18,8%	13,1%	<b>14,8%</b>
Between 15 and 25k (Reais)	11,2%	6,5%	<b>7,5%</b>
Over 25k (Reais)	10,0%	5,5%	<b>5,2%</b>



**Brazilian Educational & Language Travel Association**

[belta@belta.org.br](mailto:belta@belta.org.br)

[www.belta.org.br](http://www.belta.org.br)

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