Education

Mapping the global flow
of education queries

Google

April 2015

Google

The UK continues to be global leader in exporting education with the government's 2013 figures showing that higher education is responsible for 61% of the £17.5 billion that education exports contribute to the economy. The OECD also shows that the UK is the second most popular destination for higher education in the world with the UK chosen by 13% of international HE students, second only to the US with 16%. These are compelling stats and we wanted to compliment these by taking a query driven approach and see what our search query data would show.

What started as an exercise of mapping global queries into the UK, quickly became a fascinating snapshot of the global flow of queries between 54 countries around the world. This analysis, held in the appendix, produced a really comprehensive view of the relationship between potential higher education students by location and destination. It then allowed us to then take a deeper focus on how the flow of queries for the UK Education has changed over time which forms the basis of the report. It is important to bear in mind that we have only looked at english language queries in this report which is significant however we took a view that this would provide us with a substantial dataset that allowed us to look at the addressable query market for the UK and view it globally. It's a really significant time for Higher Education in the UK with the removal of caps on student numbers coming in to play from the 2015-16 academic year onwards and the UK Election leaving a number of question marks on what will happen in terms in tuition fees. Either way, demand will no doubt be impacted and it will be interesting to see how this plays out in our query trends over the next 6 months.

I'd like to thank Jenny, our Analyst, who is moving on from the team, for all of her hard work and passion in not only producing this report but also on a day to day basis during her time here as we hope to carry on her good work in producing our bi annual view of the sector. We hope you enjoy the report and, as before, welcome feedback on any specific topics you would find interesting and would like us to look further into specific query trends.

Harry Walker
Industry Head, Google UK
Services & Education

Jenny Hardy
Industry Analyst, Education
jennyhardy@google.com

Harry Walker
Industry Head, Education
harrywalker@google.com

Jennifer Jones
Industry Manager, Education
jenniferjones@google.com

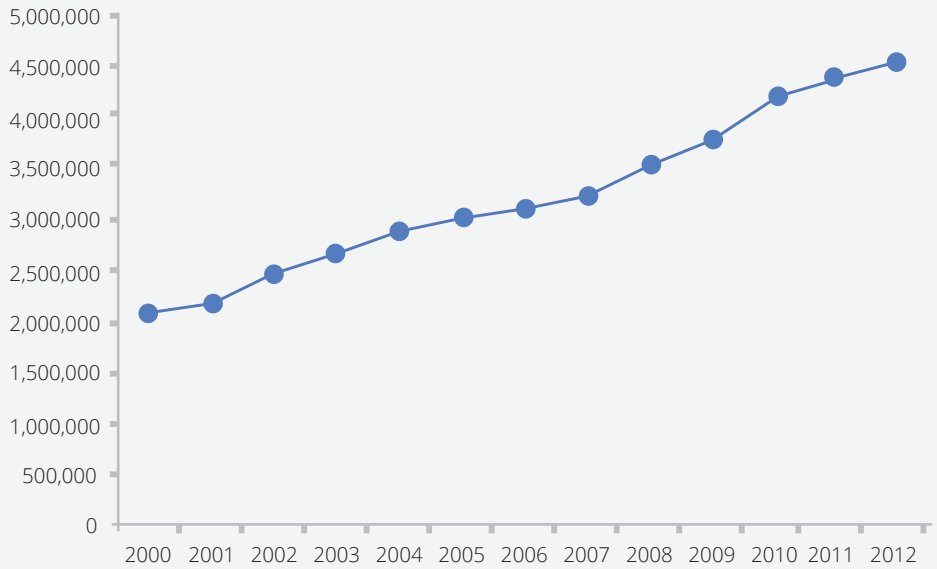
The global education landscape

In this report we use our internal search data to try to map the global flow of education queries (searches carried out on Google.com).

Our dataset has tracked higher education searches coming from and to 214 different countries, and we use this to explore the global demand in this market of increasingly internationally mobile students. We focus in particular on where the UK sits within this - with its world-renowned education brands - and how education providers must adapt to attract the best and brightest students from all over the world. In the appendix we show our query matrix - giving the make-up of incoming international student queries for 54 different countries, we also show a breakdown of what was included in the query bucket)

The number of students looking for higher education outside of their own countries has surged in recent years. In 2012, there were more than 4.5 million internationally mobile students - students who were enrolled in higher education outside of their country of citizenship. This number has more than doubled since 2001, with an average annual growth rate of close to 7% (chart below).

Evolution in the number of students enrolled outside their country of citizenship (2000 - 2012)



Source: OECD

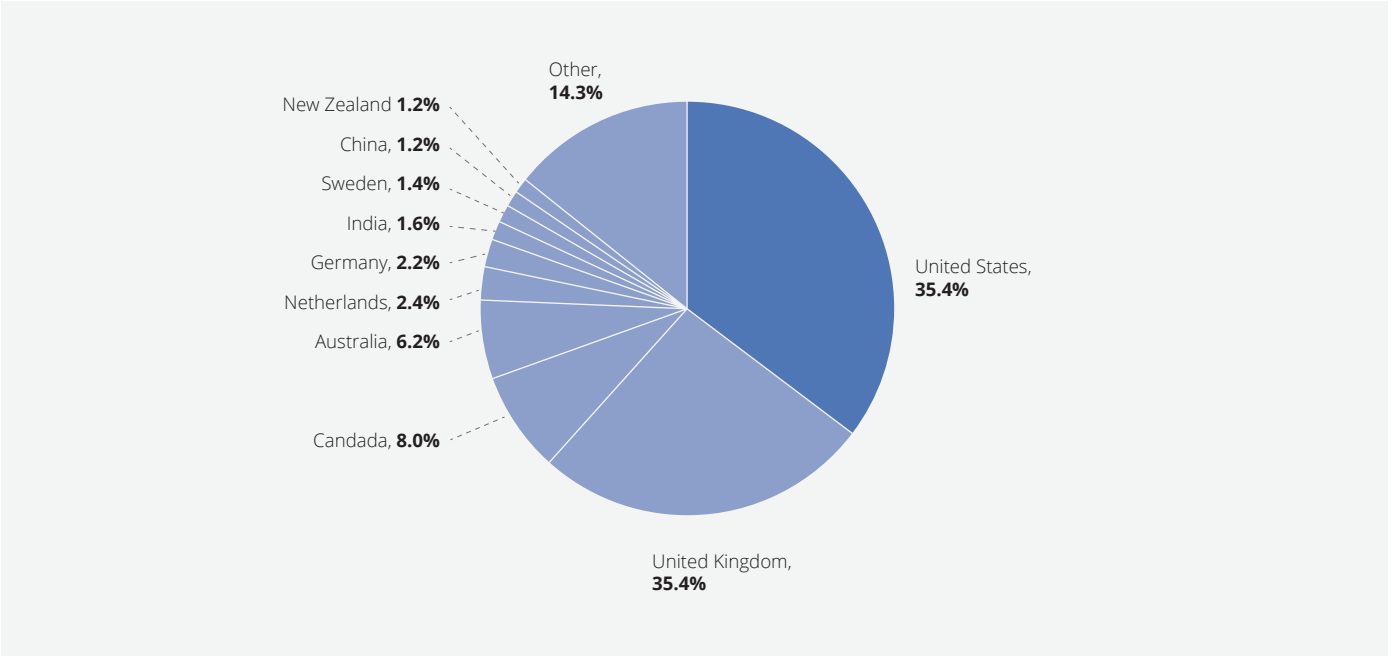
UK - a global market leader in education

Over half a million, or 12.6%, of these international students are studying in the UK, and this share of the market has risen from 10.7%[1]. This makes the UK the second most popular student destination after the US, which hosts 16% of all international students.

Our Google search data reflects this - if we look at all international student searches (defined by searches relating to either a university brand name such as "University of Oxford", or a generic search such as "Universities in London" being searched outside of that destination country) we find that the UK has a 26% market share, second only to the United States at 35%.

We note that our analysis only considers english searches, which skews search shares in favour of english

International education queries (internationally mobile student queries)



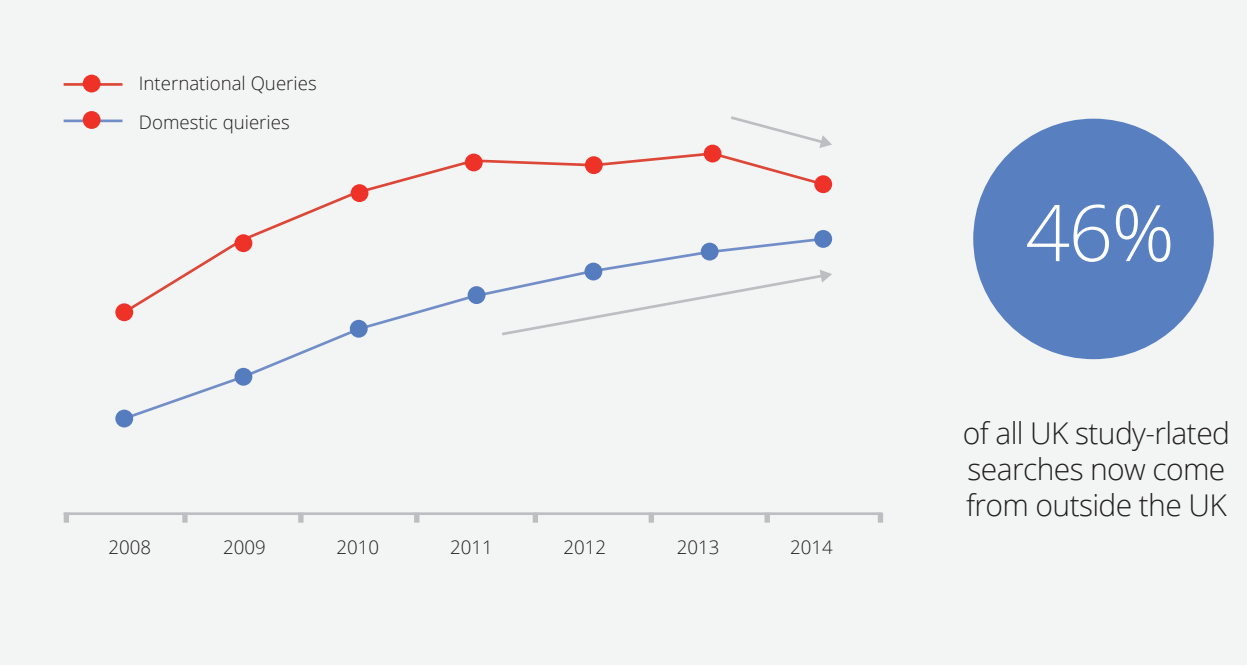
[1] *http://www.oecd.org/edu/Education-at-a-Glance-2014.pdf*

Source: *Google internal data, brand and generic english searches, 2014 data*

UK education queries: international demand accelerating

The chart below compares the volume of these international searches into the UK with those searches coming from within the UK (domestic searches). We can see that growth in international searches have outpaced domestic searches every year since 2008 - by an average of 7ppts per year. This pace of query growth from abroad has brought the share of international searches as a percentage of all UK study-related searches to 46% in 2014 from 37% in 2008.

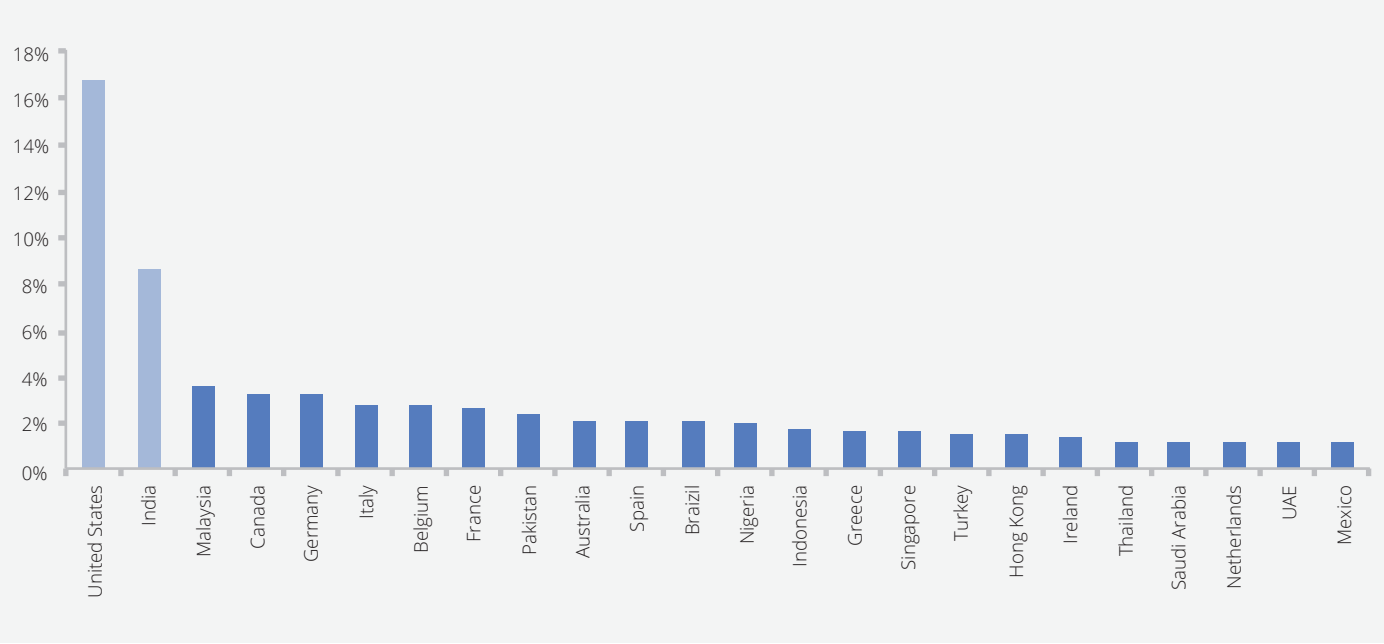
International and domestic searches related to UK study (2008 - 2014)



Source: Google internal data, brand and generic english searche

If we take a deeper dive into these international searches, and look at a breakdown of where in the world they come from, we can see that the United States makes up a significant proportion (c. 17%) of incoming searches into the UK, with India, Malaysia, Canada and Germany following.

Top international countries of origin of UK-study related searches (countries representing more than 1% of total queries)



Source: Google internal data, brand and generic english searches, 2014 data

But how has this picture of international searches into the UK changed over time? And therefore how should institutions be changing to capture this global demand?
We've found that the most interesting changes are happening further to the right of the above chart - those smaller markets which account for less than 1% of queries, but which together make up a significant volume of incoming searches into the UK.
We have seen this group of countries become larger and more significant as queries have diversified away from the big contributors: the number of countries contributing between 0.2% and 1% of all incoming searches into the UK has grown from 36 countries in 2008 to 46 now, and together the contribution of these markets has grown from 17% to 21%. In contrast, the share of queries from the top 24 international markets (which each contribute more than 1% of the total queries) has fallen from 80% in 2008 to 73% today.

Top international countries of origin of UK-study related searches (countries representing more than 1% of total queries)

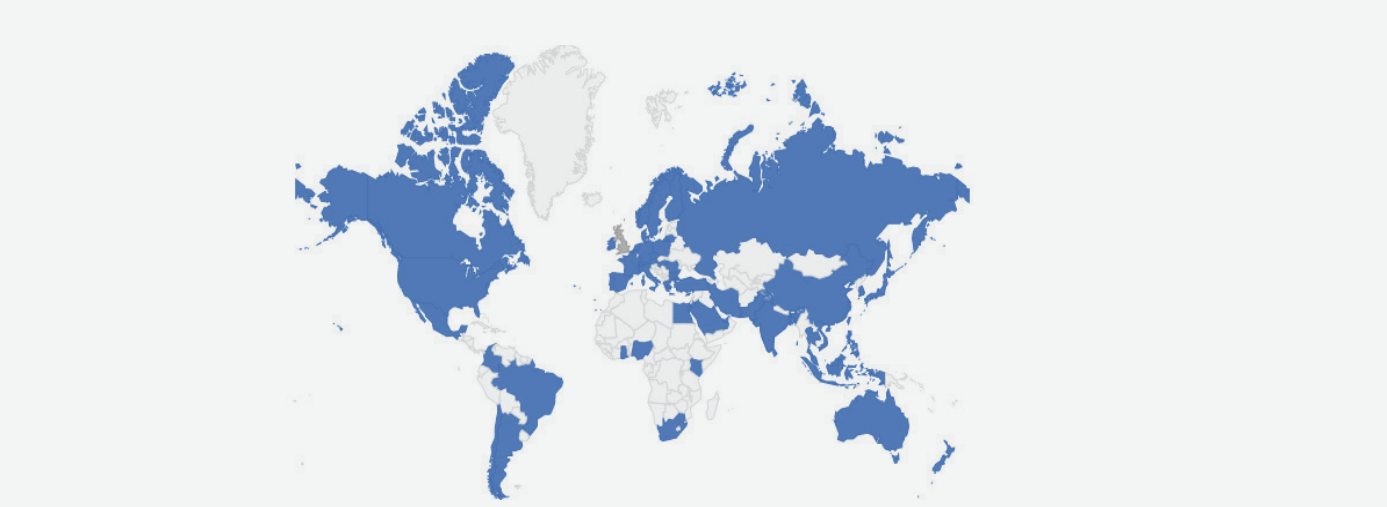
On the one hand this diversification of queries means that the UK is much less reliant on a particular group of countries for its international students than in previous years, but it also means that international student acquisition has never been as complex, with a higher number of significant exports markets than ever before from which to capture demand. The table below shows the number of countries in each of these buckets (above 1%, and between 0.2% and 1% of all international incoming searches), together with the total percentage of searches each of these buckets represents and how this has changed over time. We can see that back in 2008, targeting 60 countries would reach 97% of the international students enquiring about studying in the UK, today, targeting the top 70 countries would reach only 94% of the international students. While the total market has grown, and so in absolute terms the number of potential students has grown, in order to maintain the same share of the market, institutions must extend their reach to more and moremarkets.

Breakdown of international queries - those countries accounting for more than 1% of total search volume and those countries accounting for between 0.2% and 1% of total search volume

	2008	2009	2010	2011	2012	2013	2014
Number of countries accounting for over 1% of all incoming student queries into the UK	24	23	24	23	22	24	24
Total % of queries accounted for by these countries	80%	76%	76%	73%	71%	73%	73%
Number of countries accounting for between 0.2% and 1% of all incoming student queries into the UK	36	38	38	40	43	44	48
Total % of queries accounted for by these countries	17%	18%	18%	19%	22%	21%	22%
Total: Number of countries accounting for over 0.2% all incoming student queries into the UK	60	61	62	63	65	68	70
Total % of queries accounted for by these countries	97%	94%	94%	92%	93%	94%	94%

If we visualise the table above and show the countries which each make up more than 0.2% of the total incoming queries, we can get a further feel for how international the UK market is, both relative to history, and relative to other markets. As we saw in the table above, in 2008, there were 60 countries which each represented more than 0.2% of all the incoming UK queries. In 2014 there were 70 countries. The charts below mark the incremental countries which have increased their share to above 0.2%.

UK 2008: 60 countries each make up more than 0.2% of queries



Source: Google internal data, brand and generic english searches, 2008 data

UK 2014: 70 countries each make up more than 0.2% of queries

Source: Google internal data, brand and generic english searches, 2014 data.
Red location pointers represent the incremental countries now each contributing more than 0.2% of total queries.

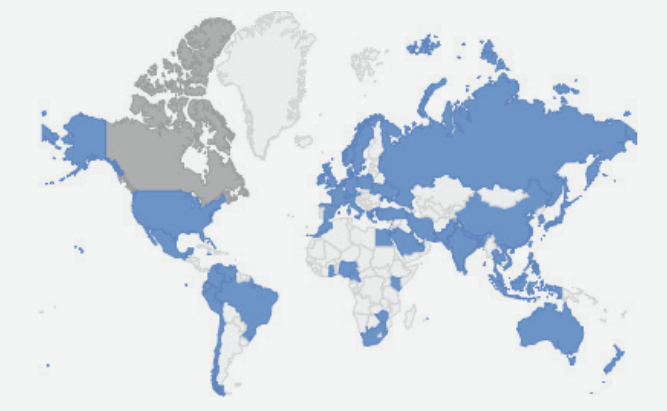
How does the UK compare with other english-speaking education hubs?

If we compare the UK with the other main english speaking education hubs - United States, Australia and Canada, we can get a relative feel for how international the UK is. Looking at how many countries contribute more than 0.2% of all international queries for each of our markets we see that on this measure the UK is the most international, requiring a broader market reach to attain the same coverage of international queries

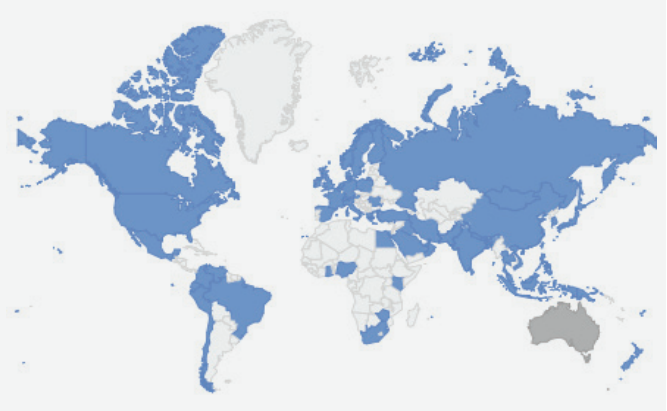
UK: 70 countries each make up more than 0.2% of queries (94% total share of intl. queries)

US: 66 countries each make up more than 0.2% of queries (93% total share)

Canada: 64 countries each make up more than 0.2% of queries (94% total share)



Australia: 61 countries each make up more than 0.2% of queries (94% total share)



Source: Google internal data, brand and generic english searches

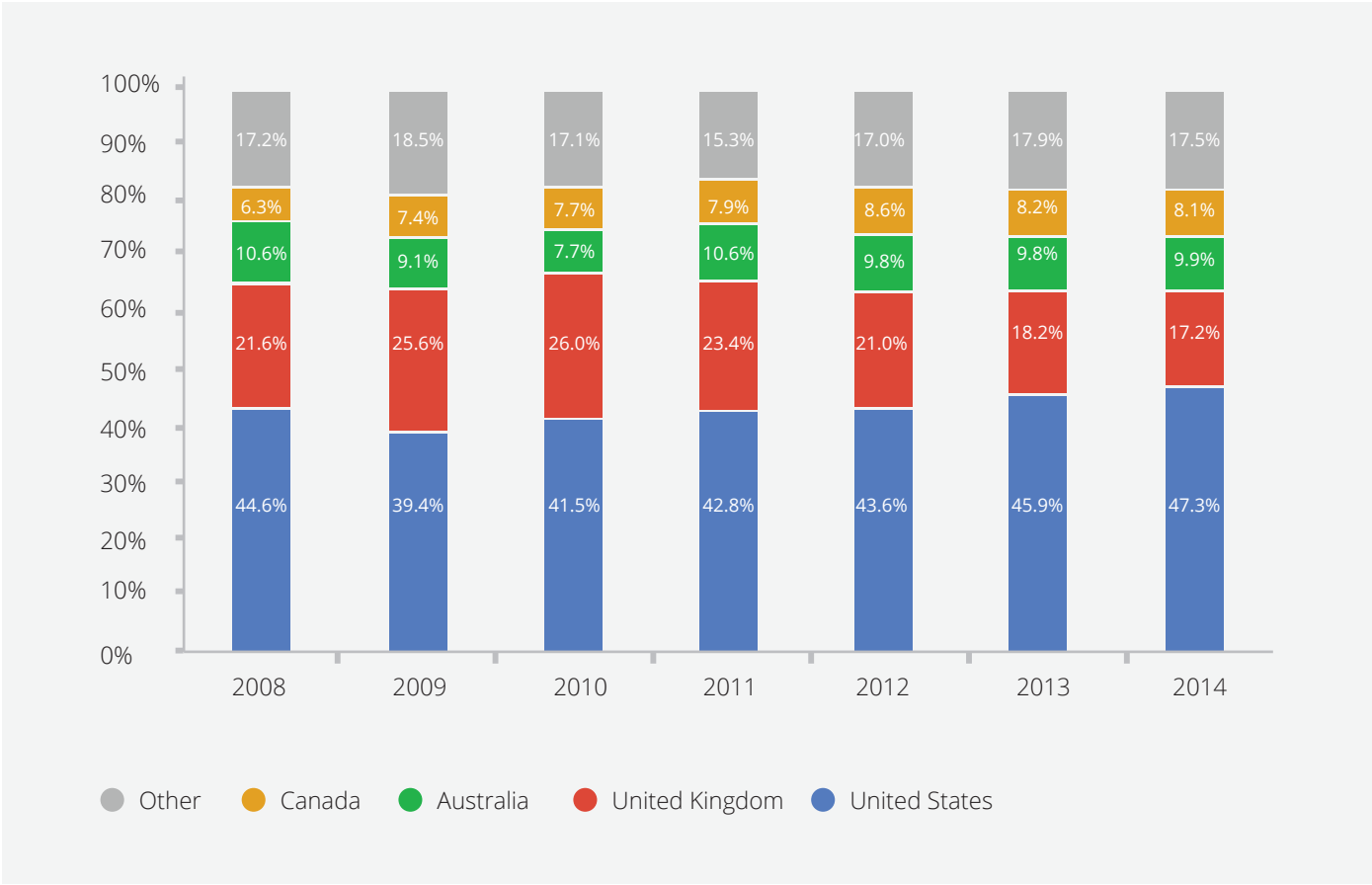
Deepdive into India outgoing queries - UK falling further behind the US

One of the most important countries for education export around the world is India: it represents the second largest proportion of internationally mobile students, after China. In our search data we saw above that India was second in terms of incoming UK queries, after the US. It is also the second biggest (behind the US) in terms of incoming queries into Canada, and it is the country representing the highest proportion of incoming queries into both the US and Australia.

In the chart below we show the proportion of outgoing international student queries from India to each of the main 4 markets - US, UK, Australia and Canada - as well as outgoing queries to other countries, to see how this has evolved over time.

We can see that in 2009, the UK accounted for close to 26% of all Indian outgoing student queries, with the US accounting for 39%. The UK has since been on a steady decline vs. the US - accounting for just 17% of outgoing queries in 2014 vs. the US accounting for 47%. This may in part be explained by the somewhat negative rhetoric that surrounded UK student visas in India over the past 5 years, with new rules relating to english requirements coming into force focussing particularly on countries such as India, Pakistan and Bangladesh. We can also pinpoint a drop in queries into Australia in 2010, which followed a series of attacks on Indian students reported in Melbourne in 2009.

Of course, it is also important to highlight that in absolute terms the number of student queries from India into the UK have grown significantly, as the number of internationally mobile Indian students has grown. What we note here is that queries into other markets - in particular our otherenglish-speaking hubs - have outpaced the growth of queries into the UK.



Summing up

As students in developing markets become more internationally mobile, the UK education export market continues to expand - both in terms of the overall importance of international students within the overall student mix and in terms of the breadth of markets from which demand is coming from - with more countries than ever before now contributing a significant volume of incoming student queries.

Attracting the best and brightest students from all over the world is at the forefront of many higher education institutions' minds. There are clearly challenges - we can see above the impact that increased visa regulation has had on the relative growth of Indian queries into the UK, however with the upcoming removal of caps on student numbers, from which the UK government estimates an increase of ca. 60,000 students per annum entering higher education - there are also large opportunities. Those institutions which can adapt to capture the quality demand from the increasing number of international markets are surely set to benefit significantly.

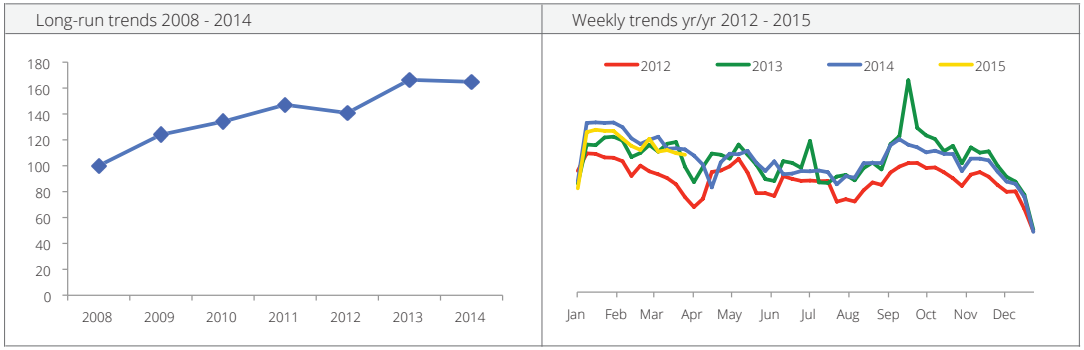
Appendix

Google Education Query Trends - UK

Long run trends are indexed to 100 in 2008.
predominantly English queries used for analysis

Generic online learning

Excludes brand terms, includes queries relating to online courses and online study, includes non branded "mooc" terms

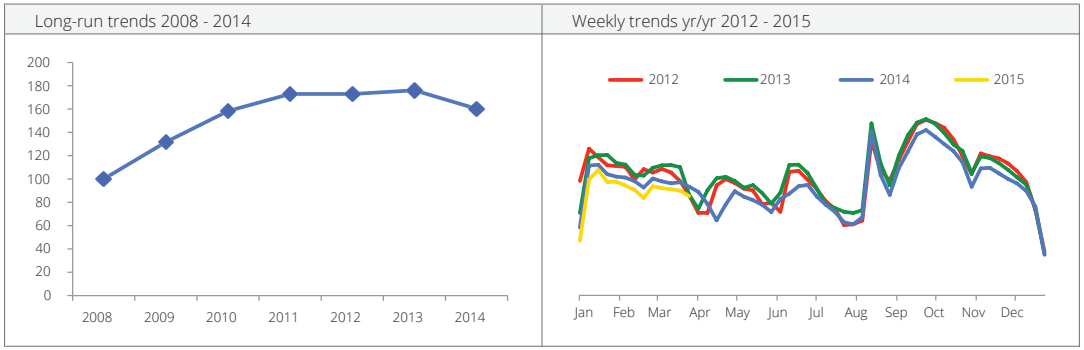


Generic online learning	Queries
2012 yr/yr	-4%
2013 yr/yr	18%
2014 yr/yr	-1%
2015 yr/yr year to date	-5%

	Q1 2014	Q1 2015
Desktop	66%	60%
Mobile	19%	25%
Tablet	16%	16%

UK Traditional Universities

Includes 121 UK university names, universities focussed on online learning are excluded, variations on each university name also included

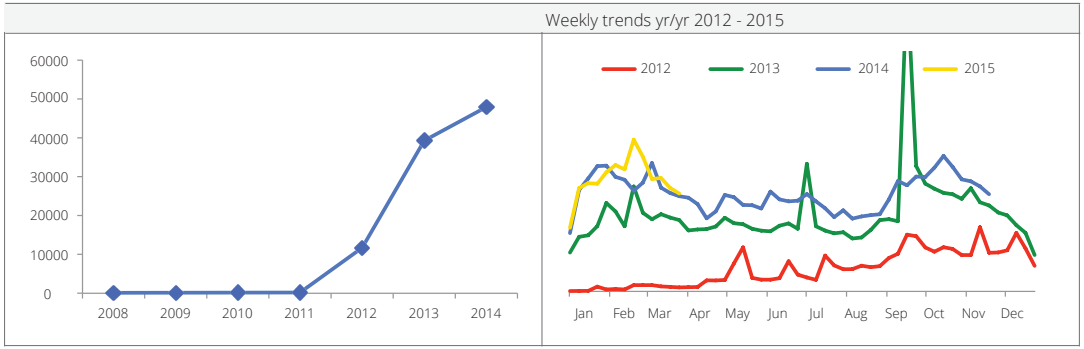


UK Traditional Unis	Queries
2012 yr/yr	0%
2013 yr/yr	2%
2014 yr/yr	-9%
2015 yr/yr year to date	-8%

	Q1 2014	Q1 2015
Desktop	72%	67%
Mobile	16%	22%
Tablet	12%	11%

MOOCs

Includes queries relating to "MOOC" and MOOC brands including Coursera, Udacity, Ed-X, Futurelearn



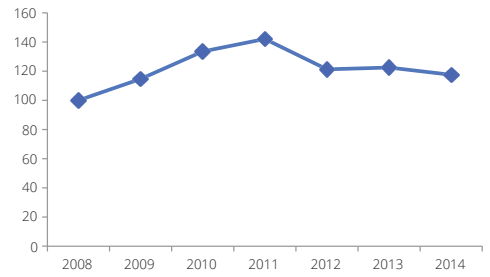
MOOCs	Queries
2012 yr/yr	6500%
2013 yr/yr	236%
2014 yr/yr	22%
2015 yr/yr year to date	6%

	Q1 2014	Q1 2015
Desktop	78%	76%
Mobile	10%	12%
Tablet	13%	12%

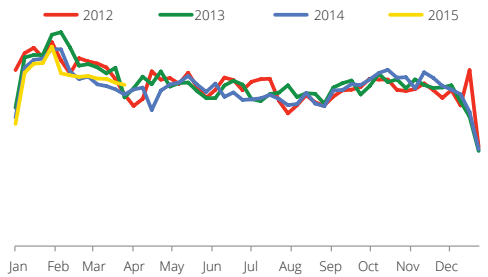
MBA Courses

Excludes brand terms, includes queries relating to MBA courses

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



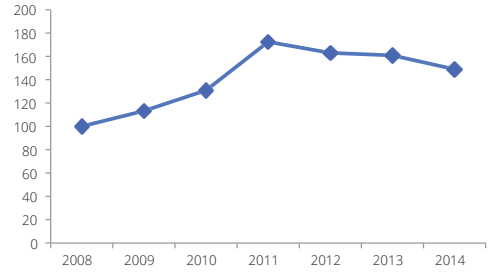
MBA Courses	Queries
2012 yr/yr	-15%
2013 yr/yr	1%
2014 yr/yr	-4%
2015 yr/yr year to date	-1%

	Q1 2014	Q1 2015
Desktop	69%	64%
Mobile	19%	26%
Tablet	11%	10%

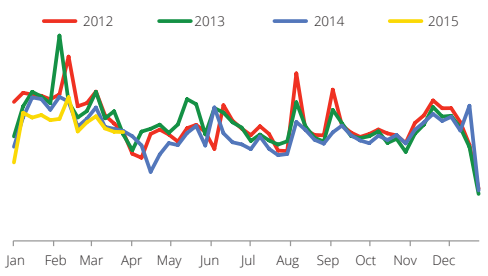
Accountancy Courses

Excludes brand terms, Includes terms relating to AAT, ACA, ACCA, CFAB, CIMA, as well as generic accounting course queries

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



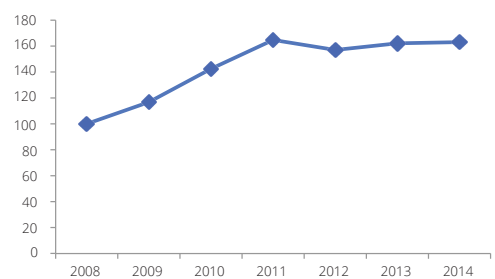
Accountancy Courses	Queries
2012 yr/yr	-5%
2013 yr/yr	-1%
2014 yr/yr	-7%
2015 yr/yr year to date	-6%

	Q1 2014	Q1 2015
Desktop	78%	73%
Mobile	14%	19%
Tablet	8%	8%

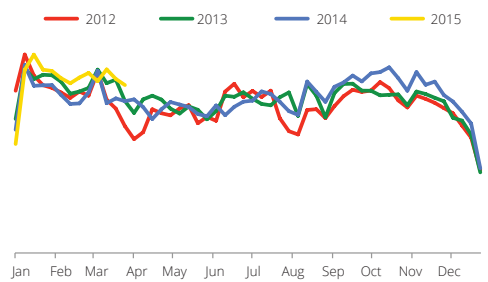
Law Courses

Excludes brand terms, includes terms relating to LLM, LLB, GDL, LPC, Bar, as well as generic law course queries

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015

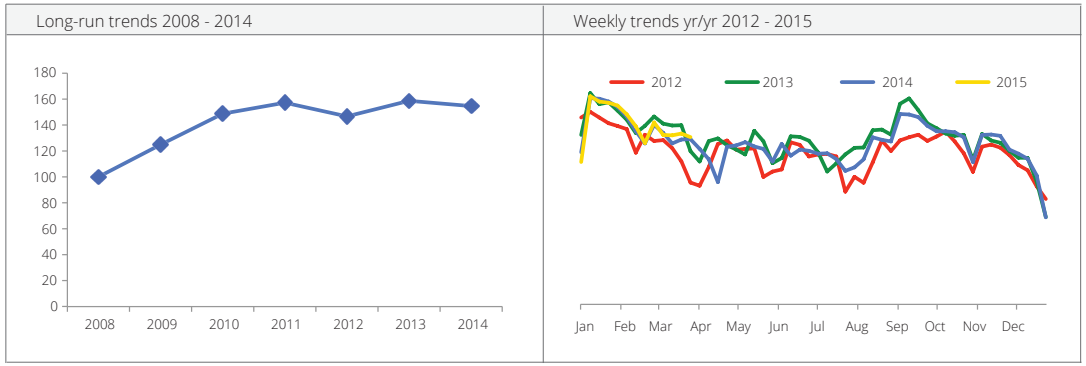


Law Courses	Queries
2012 yr/yr	-5%
2013 yr/yr	3%
2014 yr/yr	1%
2015 yr/yr year to date	9%

	Q1 2014	Q1 2015
Desktop	68%	61%
Mobile	21%	29%
Tablet	11%	10%

Vocational Courses

Excludes brand terms, includes queries relating to various vocational courses including photography, health and beauty, design,

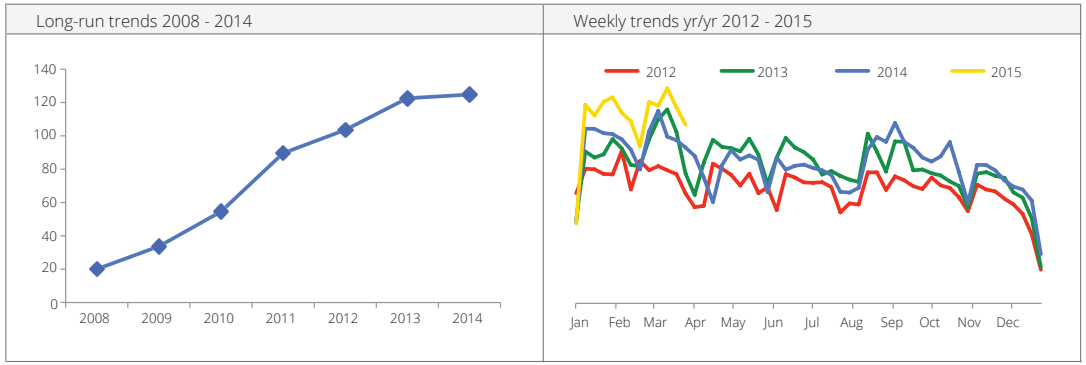


Vocational Courses	Queries
2012 yr/yr	-7%
2013 yr/yr	8%
2014 yr/yr	-3%
2015 yr/yr year to date	1%

	Q1 2014	Q1 2015
Desktop	51%	44%
Mobile	29%	38%
Tablet	20%	18%

Apprenticeships

Includes brand terms in relation to companies taking on apprentices, but not in relation to educational apprentice providers



Apprenticeships	Queries
2012 yr/yr	16%
2013 yr/yr	18%
2014 yr/yr	2%
2015 yr/yr year to date	16%

	Q1 2014	Q1 2015
Desktop	66%	57%
Mobile	21%	30%
Tablet	13%	13%

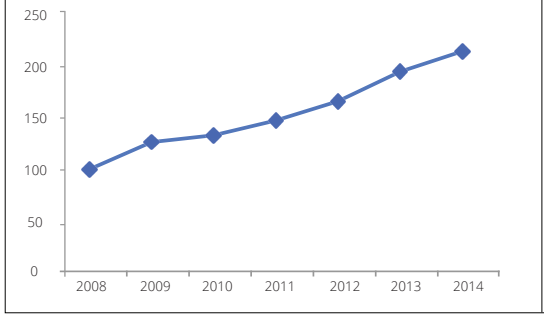
Google Education Query Trends - Global

Long run trends are indexed to 100 in 2008.
predominantly English queries used for analysis

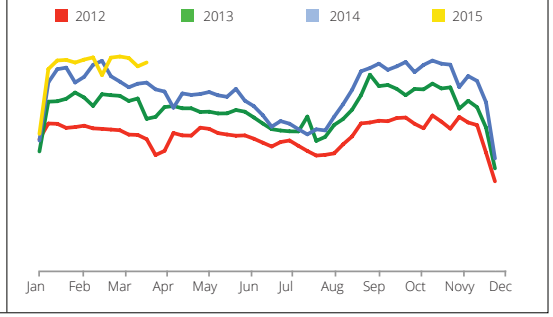
Generic online learning

Excludes brand terms, includes queries relating to online courses and online study, includes non branded "mooc" terms

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



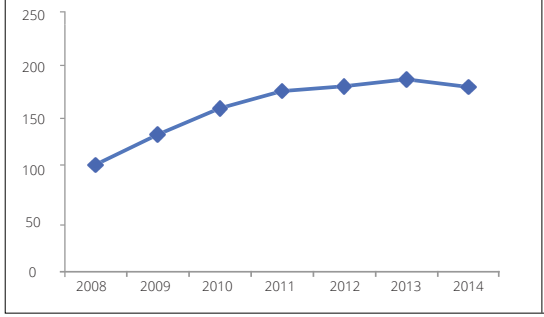
Generic online learning	Queries
2012 yr/yr	14%
2013 yr/yr	18%
2014 yr/yr	11%
2015 yr/yr year to date	7%

	Q1 2014	Q1 2015
Desktop	76%	70%
Mobile	16%	23%
Tablet	9%	8%

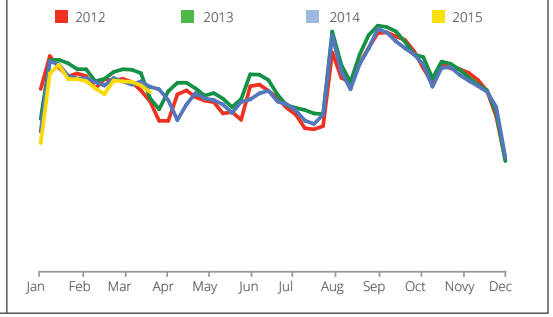
UK Traditional Universities

Includes 121 UK university names, universities focussed on online learning are excluded, variations on each university name also included

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



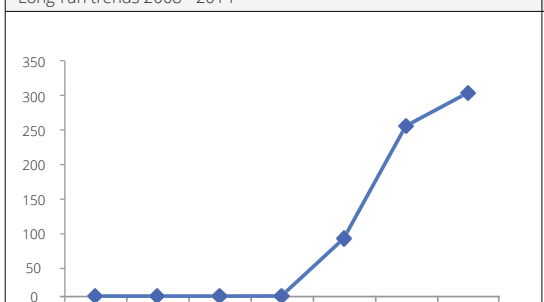
UK Traditional Unis	Queries
2012 yr/yr	3%
2013 yr/yr	4%
2014 yr/yr	-4%
2015 yr/yr year to date	-3%

	Q1 2014	Q1 2015
Desktop	74%	69%
Mobile	16%	22%
Tablet	10%	9%

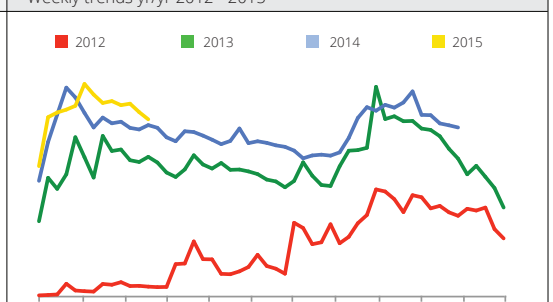
MOOCs

Includes queries relating to "MOOC" and MOOC brands including Coursera, Udacity, Ed-X, Futurelearn

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



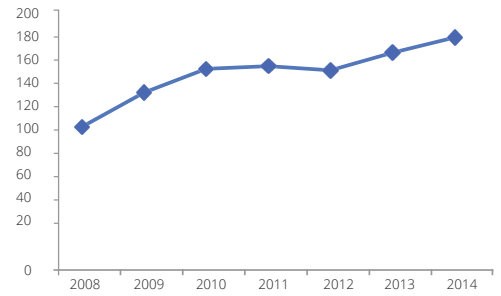
MOOCs	Queries
2012 yr/yr	7419%
2013 yr/yr	193%
2014 yr/yr	19%
2015 yr/yr year to date	8%

	Q1 2014	Q1 2015
Desktop	83%	82%
Mobile	9%	11%
Tablet	8%	7%

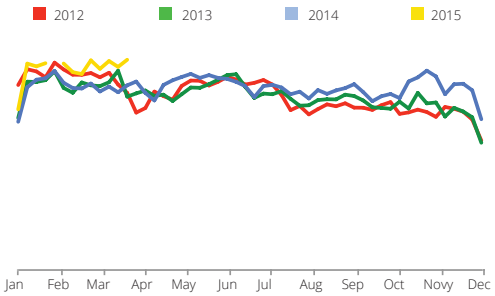
MBA Courses

Excludes brand terms, includes queries relating to MBA courses

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



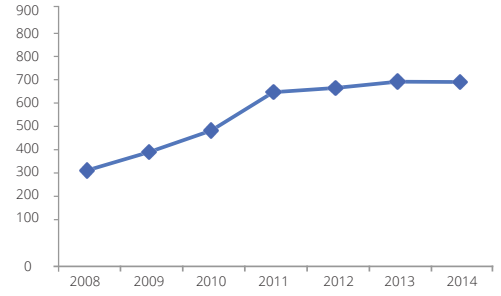
MBA Courses	Queries
2012 yr/yr	0%
2013 yr/yr	0%
2014 yr/yr	4%
2015 yr/yr year to date	11%

	Q1 2014	Q1 2015
Desktop	73%	63%
Mobile	21%	32%
Tablet	6%	5%

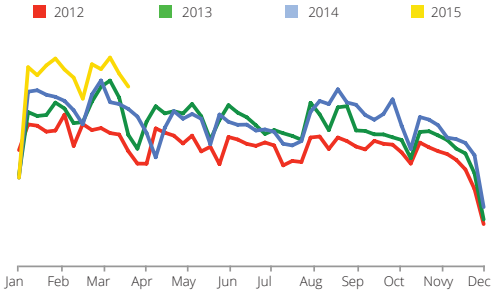
Accountancy Courses

Excludes brand terms, Includes terms relating to AAT, ACA, ACCA, CFAB, CIMA, as well as generic accounting course queries

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



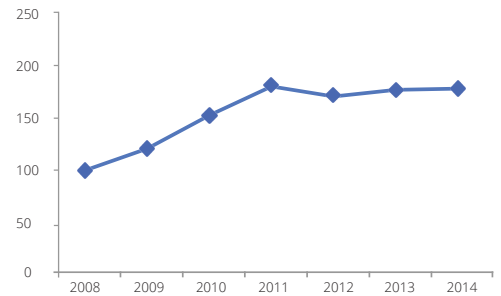
Apprenticeships	Queries
2012 yr/yr	-7%
2013 yr/yr	8%
2014 yr/yr	-3%
2015 yr/yr year to date	1%

	Q1 2014	Q1 2015
Desktop	51%	44%
Mobile	29%	38%
Tablet	20%	18%

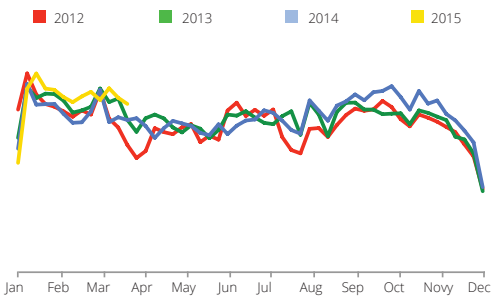
Law courses

Includes brand terms in relation to companies taking on apprentices, but not in relation to educational apprentice providers

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



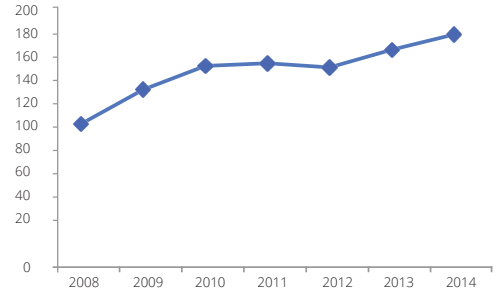
Law Courses	Queries
2012 yr/yr	-4%
2013 yr/yr	4%
2014 yr/yr	13%
2015 yr/yr year to date	10%

	Q1 2014	Q1 2015
Desktop	69%	60%
Mobile	24%	33%
Tablet	8%	7%

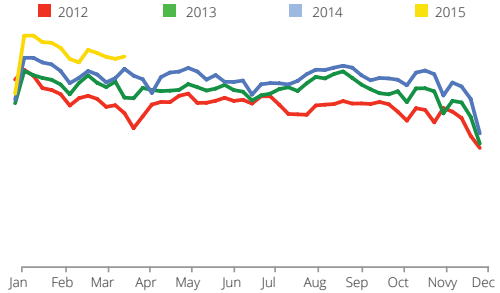
Vocational Courses

Excludes brand terms, includes queries relating to various vocational courses including photography, health and beauty, design, catering, tourism

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



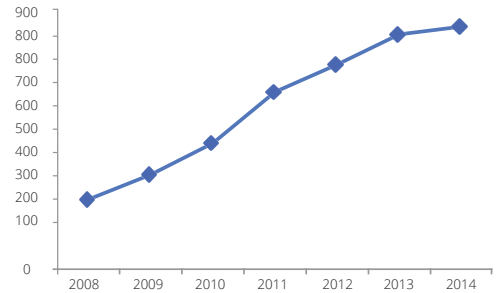
Apprenticeships	Queries
2012 yr/yr	-7%
2013 yr/yr	8%
2014 yr/yr	-3%
2015 yr/yr year to date	1%

	Q1 2014	Q1 2015
Desktop	51%	44%
Mobile	29%	38%
Tablet	20%	18%

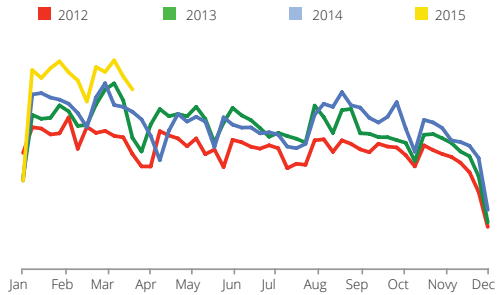
Apprenticeships

Includes brand terms in relation to companies taking on apprentices, but not in relation to educational apprentice providers

Long-run trends 2008 - 2014



Weekly trends yr/yr 2012 - 2015



Apprenticeships	Queries
2012 yr/yr	-7%
2013 yr/yr	8%
2014 yr/yr	-3%
2015 yr/yr year to date	1%

	Q1 2014	Q1 2015
Desktop	51%	44%
Mobile	29%	38%
Tablet	20%	18%

UK education queries: international demand accelerating

The heat map below shows the query flow between 54 countries (chosen on the basis of query flow volume). Reading down each of the columns shows where the incoming student queries for each market come from, so each column adds to 100%. For example, 19.5% of all Australia's incoming student queries come from India, and the UK's biggest market in terms of queries coming into the UK is the United States, which accounts for 16.8% of all incoming student queries. We note that this analysis only considers english searches.

Queries to (destination country)

Queries from (country of origin)	Australia	Austria	Bangladesh	Belgium	Brazil	Canada	Chile	China	Colombia	Denmark	Egypt	Finland	France	Germany	Ghana
Australia		1.5%	2.7%	1.0%	1.9%	5.8%	2.8%	2.7%	2.1%	2.2%	1.5%	1.2%	2.0%	1.3%	0.3%
Austria	0.2%		0.2%	0.6%	0.3%	0.2%	0.2%	0.6%	0.2%	0.9%	0.1%	0.7%	0.3%	1.1%	0.1%
Bangladesh	1.9%	1.8%		0.8%	1.1%	1.8%	0.6%	0.8%	0.5%	1.1%	0.6%	2.9%	0.7%	1.8%	0.1%
Belgium	0.2%	0.6%	0.2%		0.4%	0.2%	0.3%	0.4%	0.5%	0.9%	0.3%	0.8%	1.0%	1.1%	0.1%
Brazil	1.5%	0.7%	0.3%	1.6%		1.7%	0.9%	0.6%	0.6%	1.1%	0.3%	1.2%	2.4%	1.4%	0.3%
Canada	2.7%	2.1%	3.4%	2.4%	3.5%		3.8%	3.3%	3.5%	2.5%	3.0%	2.0%	4.5%	1.9%	0.9%
Chile	0.4%	0.1%	0.0%	0.3%	0.3%	0.2%		0.1%	0.1%	0.3%	0.0%	0.4%	0.4%	0.4%	0.0%
China	1.2%	0.5%	0.4%	0.6%	0.6%	0.9%	0.3%		0.4%	0.6%	0.1%	0.7%	0.6%	0.6%	0.1%
Colombia	0.6%	0.3%	0.0%	0.6%	2.0%	0.5%	0.3%	0.2%		0.4%	0.1%	0.4%	0.7%	0.8%	0.0%
Denmark	0.3%	0.4%	0.2%	0.5%	0.5%	0.2%	0.6%	0.4%	0.4%		0.2%	0.7%	0.4%	0.5%	0.1%
Egypt	0.3%	1.3%	0.1%	0.8%	1.5%	0.8%	0.3%	0.7%	0.3%	0.5%		0.7%	0.9%	1.8%	0.1%
Finland	0.2%	0.6%	0.3%	0.5%	0.3%	0.2%	0.4%	0.3%	0.1%	1.1%	0.1%		0.3%	0.5%	0.1%
France	1.1%	1.0%	0.8%	6.0%	1.4%	1.3%	0.8%	2.0%	2.1%	2.0%	0.5%	1.9%		1.6%	0.3%
Germany	1.5%	4.8%	1.7%	4.2%	2.0%	1.3%	2.5%	5.3%	1.3%	6.2%	1.7%	3.7%	2.4%		2.3%
Ghana	0.6%	1.1%	0.2%	1.2%	0.8%	1.2%	0.4%	1.2%	0.5%	1.2%	1.0%	3.6%	0.6%	0.8%	
Greece	0.2%	1.3%	0.3%	1.7%	0.3%	0.2%	0.2%	0.2%	0.1%	2.5%	0.3%	0.9%	1.1%	1.2%	0.0%
Hong Kong	1.9%	0.5%	0.5%	0.3%	0.3%	1.0%	0.4%	2.4%	0.3%	0.7%	0.1%	0.7%	0.5%	0.5%	0.0%
India	19.5%	6.8%	21.8%	6.4%	9.5%	12.5%	4.2%	5.2%	4.0%	7.3%	4.2%	7.7%	8.8%	12.6%	1.4%
Indonesia	4.2%	1.0%	0.5%	1.2%	0.5%	0.6%	0.4%	2.0%	5.6%	1.0%	0.5%	1.4%	1.3%	1.8%	0.1%
Iran	0.9%	3.3%	0.2%	1.3%	1.2%	1.9%	0.3%	0.7%	0.9%	2.1%	0.3%	2.0%	1.0%	2.4%	0.0%
Ireland	0.3%	0.6%	0.2%	0.7%	0.6%	0.4%	0.4%	0.4%	0.3%	0.7%	0.2%	0.5%	0.7%	0.5%	0.1%
Italy	0.8%	2.7%	1.7%	4.8%	1.2%	0.7%	0.6%	4.4%	0.7%	4.2%	0.5%	2.5%	2.2%	2.5%	0.4%
Japan	1.0%	0.8%	1.2%	0.9%	1.2%	0.8%	0.6%	1.7%	0.9%	0.8%	0.3%	1.1%	0.9%	0.8%	0.1%
Kenya	0.6%	0.3%	0.2%	0.4%	0.4%	0.4%	0.3%	0.3%	0.5%	0.4%	1.2%	0.9%	0.2%	0.3%	0.3%
Malaysia	6.0%	0.9%	4.5%	0.7%	0.8%	1.2%	0.6%	1.5%	0.4%	0.8%	2.0%	1.1%	1.0%	1.1%	0.2%
Mexico	1.1%	0.7%	0.1%	0.7%	0.9%	1.1%	0.5%	0.6%	0.5%	0.8%	0.2%	1.1%	1.0%	1.2%	0.0%
Nepal	1.4%	0.4%	2.1%	0.3%	0.2%	0.4%	0.2%	0.4%	0.2%	1.0%	0.1%	1.8%	0.3%	0.4%	0.0%
Netherlands	0.6%	1.4%	0.7%	4.6%	1.1%	0.6%	1.1%	1.1%	1.5%	2.2%	1.4%	1.5%	1.0%	1.4%	2.5%
New Zealand	1.7%	0.2%	0.3%	0.2%	0.3%	5.2%	0.6%	0.4%	0.3%	0.4%	0.3%	0.2%	0.3%	0.3%	0.0%
Nigeria	1.1%	2.7%	2.9%	1.6%	3.0%	3.9%	2.2%	1.2%	1.0%	0.9%	15.7%	4.4%	1.4%	1.2%	62.2%
Norway	0.4%	0.4%	0.2%	0.3%	0.3%	0.2%	0.5%	0.3%	0.6%	1.0%	0.2%	0.6%	0.4%	0.3%	0.2%
Pakistan	4.4%	5.8%	3.0%	1.7%	3.7%	3.2%	1.7%	5.9%	0.6%	2.1%	2.6%	6.4%	1.6%	4.1%	0.1%
Philippines	1.3%	0.5%	0.4%	0.6%	0.8%	0.6%	0.5%	0.8%	0.4%	0.4%	0.4%	0.4%	0.7%	0.4%	0.1%
Poland	0.3%	1.1%	0.1%	1.2%	0.4%	0.2%	0.5%	0.4%	0.3%	1.6%	0.2%	0.9%	0.7%	1.1%	0.1%
Portugal	0.1%	0.4%	0.1%	1.0%	0.3%	0.1%	0.2%	0.2%	0.2%	0.9%	0.1%	0.5%	0.5%	0.4%	0.1%
Qatar	0.2%	0.2%	0.9%	0.1%	0.2%	0.4%	0.1%	0.1%	0.2%	0.1%	1.2%	0.2%	0.1%	0.2%	0.1%
Romania	0.2%	0.9%	0.0%	0.7%	0.2%	0.1%	0.1%	0.2%	0.1%	2.2%	0.2%	0.4%	0.4%	0.6%	0.0%
Russia	0.3%	1.2%	0.1%	0.7%	0.5%	0.4%	0.3%	0.8%	0.1%	0.5%	0.1%	1.8%	0.7%	1.3%	0.0%
Saudi Arabia	0.9%	0.6%	4.4%	0.4%	0.4%	1.4%	0.3%	0.5%	0.4%	0.3%	3.7%	0.5%	0.5%	0.7%	0.1%
Singapore	4.5%	0.5%	1.8%	0.5%	0.3%	0.8%	0.4%	2.0%	0.5%	0.8%	0.4%	0.9%	0.6%	0.6%	0.0%
South Africa	1.3%	0.5%	0.4%	0.8%	1.1%	0.5%	0.9%	0.6%	0.7%	0.4%	1.3%	0.6%	0.7%	0.5%	2.5%
South Korea	0.7%	0.6%	0.8%	0.6%	0.6%	0.7%	0.5%	1.3%	0.6%	0.6%	0.3%	0.9%	0.5%	0.8%	0.1%
Spain	0.6%	1.3%	0.4%	3.2%	0.6%	0.5%	0.7%	0.7%	0.5%	2.8%	0.4%	2.0%	1.4%	1.8%	0.2%
Sri Lanka	1.5%	0.4%	1.8%	0.2%	0.2%	0.4%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%
Sweden	0.5%	0.7%	0.5%	0.8%	0.5%	0.3%	0.6%	0.7%	0.6%	1.9%	0.4%	1.5%	0.6%	0.6%	0.1%
Switzerland	0.4%	0.7%	0.2%	0.9%	0.4%	0.3%	0.4%	0.7%	0.5%	0.8%	0.2%	0.6%	0.8%	1.3%	0.1%
Taiwan	0.6%	0.5%	0.1%	0.5%	0.5%	0.5%	0.3%	1.4%	0.2%	0.4%	0.1%	0.7%	0.5%	0.7%	0.0%
Thailand	1.3%	0.9%	0.6%	0.5%	0.3%	0.5%	0.5%	2.0%	0.2%	0.5%	0.4%	0.7%	0.8%	0.7%	0.1%
Turkey	0.6%	3.2%	0.7%	2.9%	1.5%	1.0%	0.8%	0.8%	1.5%	2.0%	1.0%	2.3%	1.9%	3.1%	0.3%
United Arab Emirates	1.1%	0.7%	2.8%	0.4%	0.4%	1.4%	0.5%	0.4%	0.4%	0.4%	3.2%	0.7%	0.5%	0.7%	0.3%
United Kingdom	5.1%	5.3%	9.2%	5.7%	8.5%	5.3%	5.5%	5.5%	4.3%	8.0%	8.2%	5.3%	8.2%	5.1%	5.7%
United States	10.2%	12.0%	14.0%	7.7%	31.1%	23.6%	51.5%	23.3%	50.1%	10.2%	23.9%	8.7%	17.8%	16.0%	8.4%
Venezuela	0.2%	0.2%	0.0%	0.2%	0.5%	0.4%	0.1%	0.2%	0.2%	0.2%	0.0%	0.2%	0.7%	0.3%	0.0%
Vietnam	1.8%	0.4%	0.2%	0.9%	0.1%	0.6%	0.3%	0.4%	0.2%	0.4%	0.1%	1.7%	0.7%	0.7%	0.0%
Other	7.5%	20.7%	9.4%	20.3%	8.6%	9.2%	6.0%	9.3%	6.7%	14.4%	14.1%	12.7%	19.5%	14.0%	8.9%

Queries from (country of origin)	Greece	Hong Kong	India	Indonesia	Iran	Ireland	Italy	Japan	Kenya	Malaysia	Mexico	Nepal	Netherlands	New Zealand	Nigeria	Norway	Pakistan	Philippines	Poland	Portugal
Australia	1.8%	4.0%	1.3%	8.5%	2.3%	1.9%	2.3%	2.3%	1.4%	1.4%	1.1%	3.5%	1.7%	8.2%	0.7%	1.7%	2.1%	3.1%	0.8%	1.2%
Austria	0.4%	0.4%	0.1%	0.2%	0.4%	0.7%	0.4%	0.3%	0.2%	0.1%	0.1%	0.2%	0.7%	0.3%	0.2%	0.5%	0.1%	0.2%	0.4%	0.6%
Bangladesh	0.9%	1.1%	1.0%	1.1%	1.0%	0.4%	2.0%	2.1%	0.1%	16.0%	0.6%	2.7%	0.6%	1.7%	0.1%	2.3%	1.5%	0.7%	1.8%	1.6%
Belgium	0.6%	0.4%	0.1%	0.3%	0.4%	0.7%	0.7%	0.3%	0.3%	0.1%	0.2%	0.3%	2.0%	0.2%	0.2%	0.6%	0.3%	0.2%	0.7%	1.3%
Brazil	0.6%	0.4%	1.1%	0.2%	0.4%	2.0%	1.0%	1.3%	0.3%	0.1%	0.3%	0.3%	1.9%	1.0%	0.8%	1.2%	0.2%	0.2%	0.9%	1.4%
Canada	3.2%	4.9%	1.8%	1.7%	9.2%	3.9%	2.9%	2.3%	3.2%	0.9%	3.3%	2.0%	2.2%	2.7%	2.3%	2.6%	5.0%	3.5%	2.1%	2.0%
Chile	0.1%	0.1%	0.0%	0.0%	0.1%	0.2%	0.2%	0.3%	0.0%	0.0%	0.1%	0.0%	0.4%	0.4%	0.0%	0.2%	0.0%	0.0%	0.1%	0.1%
China	0.4%	6.8%	0.4%	0.5%	0.8%	0.3%	0.5%	1.3%	0.1%	0.2%	0.2%	1.0%	0.7%	0.9%	0.1%	0.4%	0.4%	0.6%	0.4%	0.8%
Colombia	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.4%	0.4%	0.1%	0.0%	0.2%	0.1%	0.7%	0.4%	0.0%	0.4%	0.0%	0.1%	0.3%	0.3%
Denmark	0.5%	0.6%	0.2%	0.3%	0.3%	0.4%	0.5%	0.3%	0.4%	0.1%	0.2%	0.5%	0.5%	0.4%	0.1%	0.8%	0.4%	0.3%	0.4%	0.7%
Egypt	1.2%	0.4%	0.2%	0.6%	0.5%	0.3%	1.4%	1.2%	0.3%	1.2%	0.3%	0.2%	0.6%	0.3%	0.3%	0.8%	0.2%	0.3%	1.4%	1.0%
Finland	0.6%	0.4%	0.1%	0.3%	0.3%	0.3%	0.5%	0.4%	0.3%	0.1%	0.3%	0.5%	0.6%	0.2%	0.2%	0.9%	0.1%	0.2%	0.5%	0.8%
France	1.4%	1.8%	0.7%	0.8%	1.4%	3.1%	1.1%	1.6%	0.5%	0.3%	0.9%	0.5%	2.1%	1.1%	0.6%	1.5%	0.5%	0.5%	1.4%	1.4%
Germany	2.8%	2.3%	1.5%	1.9%	3.5%	4.4%	2.3%	2.2%	2.0%	0.9%	1.5%	1.6%	7.0%	1.9%	10.1%	2.9%	1.4%	1.5%	2.5%	3.6%
Ghana	0.7%	0.6%	0.3%	0.6%	0.2%	0.4%	0.6%	0.5%	1.9%	2.1%	0.9%	0.1%	0.8%	0.7%	2.6%	5.0%	0.1%	1.2%	1.1%	0.7%
Greece		0.2%	0.1%	0.1%	0.2%	0.5%	1.5%	0.3%	0.1%	0.0%	0.1%	0.1%	3.0%	0.1%	0.1%	1.0%	0.3%	0.1%	0.6%	1.2%
Hong Kong	0.3%		0.7%	0.9%	0.4%	0.5%	0.3%	1.3%	0.2%	0.3%	0.1%	0.5%	0.7%	1.0%	0.2%	0.4%	0.4%	0.8%	0.4%	0.3%
India	5.7%	9.3%		9.1%	6.3%	8.4%	9.2%	8.7%	4.4%	9.8%	4.6%	36.7%	7.1%	16.7%	5.1%	7.2%	22.0%	12.0%	11.5%	8.4%
Indonesia	0.4%	1.7%	0.5%		0.5%	0.4%	0.7%	8.2%	0.2%	3.1%	0.2%	0.4%	3.9%	2.3%	0.2%	1.1%	0.8%	2.0%	0.5%	0.8%
Iran	0.5%	0.5%	0.5%	0.3%		0.3%	2.9%	0.9%	0.1%	0.7%	0.2%	0.1%	1.6%	1.0%	0.1%	1.8%	0.5%	0.5%	1.3%	2.1%
Ireland	0.6%	0.3%	0.2%	0.1%	0.2%		0.7%	0.2%	0.4%	0.1%	0.2%	0.2%	0.8%	0.3%	0.4%	0.4%	0.5%	0.2%	0.7%	0.8%
Italy	1.6%	1.1%	0.4%	0.5%	0.9%	4.0%		0.9%	0.4%	0.1%	0.4%	0.3%	4.2%	0.7%	0.5%	2.1%	0.7%	0.7%	2.4%	2.5%
Japan	0.6%	1.6%	0.6%	3.2%	1.1%	0.5%	0.7%		0.3%	0.6%	0.4%	0.8%	0.7%	1.0%	0.2%	0.7%	0.2%	2.3%	0.7%	1.0%
Kenya	0.4%	0.2%	0.3%	0.5%	0.2%	0.2%	0.3%	0.4%		1.2%	0.5%	0.2%	0.4%	0.3%	1.2%	0.7%	0.7%	0.8%	0.3%	0.3%
Malaysia	0.5%	3.7%	1.0%	12.0%	1.3%	1.7%	0.7%	4.0%	0.5%		0.6%	1.5%	1.0%	4.9%	1.0%	1.2%	1.4%	3.7%	1.1%	0.9%
Mexico	0.3%	0.5%	0.1%	0.2%	0.3%	0.5%	0.6%	1.1%	0.1%	0.0%		0.2%	1.2%	0.5%	0.1%	0.8%	0.1%	0.1%	0.6%	0.4%
Nepal	0.8%	0.2%	1.0%	0.2%	0.1%	0.4%	0.2%	1.4%	0.0%	0.4%	0.3%		0.3%	1.4%	0.0%	2.1%	0.3%	1.1%	1.3%	1.1%
Netherlands	1.2%	1.4%	0.6%	1.7%	1.6%	1.1%	1.4%	0.8%	1.3%	0.6%	0.6%	0.7%		0.6%	10.8%	1.7%	0.7%	0.7%	1.2%	1.9%
New Zealand	0.3%	0.6%	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.1%	0.2%	0.2%	0.7%	0.3%		0.1%	0.3%	0.3%	0.4%	0.2%	0.2%
Nigeria	3.1%	0.9%	1.8%	4.0%	0.9%	1.2%	1.0%	0.7%	12.4%	11.0%	3.5%	1.1%	0.9%	1.0%		3.7%	1.2%	7.7%	3.8%	2.4%
Norway	0.4%	0.4%	0.1%	0.2%	0.4%	0.3%	0.4%	0.3%	0.4%	0.1%	0.2%	0.5%	0.4%	0.4%	0.2%		0.4%	0.4%	0.6%	0.5%
Pakistan	2.5%	3.4%	19.2%	2.8%	6.2%	1.8%	4.1%	1.7%	0.5%	10.8%	1.2%	1.7%	1.7%	2.4%	0.5%	7.0%		1.8%	5.8%	4.6%
Philippines	0.6%	1.6%	0.3%	2.7%	0.3%	0.3%	0.8%	2.5%	0.1%	0.8%	0.4%	0.5%	0.5%	1.3%	0.3%	0.5%	0.4%		0.5%	0.5%
Poland	1.6%	0.3%	0.1%	0.2%	0.3%	0.6%	1.0%	0.4%	0.1%	0.1%	0.2%	0.2%	1.0%	0.2%	0.1%	1.1%	0.1%	0.2%		2.0%
Portugal	0.5%	0.2%	0.1%	0.2%	0.2%	0.4%	0.5%	0.2%	0.1%	0.0%	0.1%	0.2%	0.8%	0.1%	0.1%	0.5%	0.1%	0.1%	0.9%	
Qatar	0.2%	0.1%	3.1%	0.5%	0.2%	0.1%	0.2%	0.2%	0.2%	1.0%	0.1%	0.7%	0.2%	0.2%	0.2%	0.2%	1.0%	0.7%	0.2%	0.1%
Romania	0.7%	0.1%	0.1%	0.2%	0.2%	0.3%	0.6%	0.2%	0.0%	0.0%	0.1%	0.1%	1.0%	0.1%	0.1%	0.6%	0.1%	0.1%	0.5%	0.7%
Russia	0.4%	0.7%	0.1%	0.3%	0.4%	0.4%	0.9%	0.6%	0.1%	0.5%	0.1%	0.2%	0.9%	0.3%	0.1%	0.7%	0.1%	0.2%	0.9%	0.7%
Saudi Arabia	0.6%	0.4%	4.8%	1.1%	0.5%	0.8%	0.6%	0.6%	0.5%	3.6%	0.2%	0.7%	0.5%	0.8%	0.3%	0.6%	4.8%	3.4%	1.1%	0.6%
Singapore	0.3%	4.1%	2.5%	3.8%	0.5%	1.2%	0.4%	1.9%	0.2%	2.0%	0.2%	0.6%	0.9%	2.1%	0.1%	0.6%	0.5%	2.7%	0.5%	0.4%
South Africa	0.8%	0.5%	0.5%	0.7%	0.2%	0.7%	0.6%	0.4%	5.0%	0.8%	0.6%	0.3%	0.8%	0.9%	8.2%	0.8%	0.8%	0.6%	0.5%	0.7%
South Korea	0.3%	2.5%	0.4%	1.5%	0.7%	0.3%	0.5%	2.0%	0.3%	0.3%	0.3%	0.8%	0.7%	0.8%	0.1%	0.6%	0.4%	0.9%	0.5%	0.7%
Spain	1.2%	0.6%	0.2%	0.5%	0.5%	3.1%	0.9%	0.6%	0.3%	0.1%	0.4%	0.5%	2.3%	0.5%	0.4%	1.4%	0.4%	0.5%	2.2%	1.8%
Sri Lanka	0.2%	0.4%	0.6%	0.3%	0.1%	0.4%	0.3%	0.7%	0.1%	1.5%	0.1%	1.1%	0.2%	1.5%	0.1%	0.3%	0.6%	0.3%	0.3%	0.2%
Sweden	0.7%	1.0%	0.2%	0.4%	1.1%	0.5%	0.9%	0.7%	0.8%	0.3%	0.4%	0.5%	0.8%	0.5%	0.4%	1.3%	0.5%	0.4%	0.8%	0.8%
Switzerland	0.5%	0.7%	0.2%	0.3%	0.7%	0.6%	0.6%	0.5%	0.3%	0.1%	0.3%	0.3%	0.9%	0.3%	0.3%	0.5%	0.2%	0.2%	0.4%	0.6%
Taiwan	0.2%	1.8%	0.2%	0.8%	0.7%	0.2%	0.3%	2.2%	0.1%	0.2%	0.2%	0.1%	0.7%	0.6%	0.1%	0.4%	0.1%	0.5%	0.3%	0.5%
Thailand	0.4%	1.9%	0.5%	3.3%	0.2%	0.3%	0.6%	4.4%	0.2%	1.2%	0.3%	0.7%	0.8%	1.3%	0.2%	0.5%	0.4%	2.2%	0.4%	0.8%
Turkey	3.6%	0.7%	0.7%	0.9%	2.4%	0.8%	3.5%	1.4%	0.4%	0.5%	0.5%	0.4%	2.9%	0.5%	0.7%	1.8%	0.9%	0.5%	5.8%	5.2%
United Arab Emirates	0.7%	0.4%	12.1%	0.7%	1.0%	0.6%	0.5%	0.4%	0.8%	1.9%	0.3%	1.5%	0.6%	0.8%	0.6%	0.7%	4.6%	2.5%	0.8%	0.6%
United Kingdom	7.3%	8.3%	4.7%	3.4%	5.6%	17.0%	7.9%	3.9%	9.7%	2.9%	3.3%	5.2%	8.8%	11.1%	14.9%	5.8%	12.9%	3.3%	5.7%	8.1%
United States	30.7%	16.7%	15.8%	12.9%	32.7%	23.4%	22.0%	16.7%	20.2%	3.2%	62.2%	22.4%	9.6%	12.6%	17.5%	11.5%	19.6%	19.9%	10.2%	11.4%
Venezuela	0.2%	0.1%	0.0%	0.1%	0.1%	0.3%	0.2%	0.4%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.2%	0.4%
Vietnam	0.2%	0.5%	0.2%	0.5%	0.2%	0.3%	0.6%	2.4%	0.1%	0.4%	0.1%	0.1%	0.7%	1.1%	0.0%	0.5%	0.2%	0.8%	0.9%	0.4%
Other	13.6%	5.9%	16.0%	11.4%	9.5%	6.1%	13.6%	8.6%	27.7%	15.9%	5.8%	3.9%	13.4%	7.1%	15.6%	14.7%	8.3%	12.3%	19.4%	15.8%

Queries from (country of origin)	Qatar	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sri Lanka	Sweden	Switzerland	Taiwan	Thailand	Turkey	United Arab Emirates	United Kingdom	United States	Venezuela	Vietnam
Australia	1.5%	0.6%	1.5%	1.5%	2.2%	1.9%	1.8%	1.5%	4.4%	1.9%	1.6%	1.8%	3.6%	0.8%	1.7%	2.2%	2.8%	0.9%	7.3%
Austria	0.2%	0.3%	0.5%	0.2%	0.2%	0.5%	0.3%	0.5%	0.5%	0.8%	0.6%	0.4%	0.8%	0.4%	0.2%	0.5%	0.5%	0.2%	0.3%
Bangladesh	1.6%	1.9%	1.7%	2.6%	1.5%	0.3%	1.1%	0.7%	1.3%	1.6%	1.0%	0.7%	2.1%	1.0%	1.2%	0.6%	0.9%	0.5%	0.7%
Belgium	0.3%	0.5%	0.4%	0.2%	0.2%	0.7%	0.3%	0.8%	0.4%	0.9%	0.9%	0.4%	0.4%	0.5%	0.3%	2.7%	0.4%	0.2%	0.4%
Brazil	0.2%	0.4%	1.5%	0.2%	0.4%	0.7%	1.5%	0.8%	0.2%	1.2%	1.3%	0.3%	0.3%	0.3%	0.5%	2.2%	3.2%	0.3%	0.1%
Canada	3.9%	1.7%	2.5%	3.5%	2.1%	2.6%	3.6%	2.8%	3.8%	2.6%	3.1%	2.5%	2.1%	1.6%	3.9%	3.3%	7.5%	3.5%	3.2%
Chile	0.0%	0.0%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%	0.1%	0.2%	0.3%	0.1%	0.1%	0.1%	0.1%	0.4%	0.5%	0.1%	0.1%
China	0.2%	0.2%	0.5%	0.4%	1.1%	0.3%	1.1%	0.4%	0.4%	0.7%	0.6%	2.3%	0.9%	0.4%	0.4%	0.8%	1.5%	0.2%	0.5%
Colombia	0.1%	0.1%	0.4%	0.1%	0.2%	0.2%	0.3%	0.4%	0.0%	0.5%	0.6%	0.2%	0.1%	0.2%	0.2%	0.6%	0.9%	0.2%	0.1%
Denmark	0.3%	0.5%	0.3%	0.2%	0.3%	0.4%	0.4%	0.6%	0.4%	1.1%	0.5%	0.2%	0.5%	0.4%	0.2%	0.6%	0.5%	0.4%	0.5%
Egypt	3.0%	1.8%	1.3%	2.3%	0.4%	0.3%	0.5%	1.0%	0.2%	0.8%	0.9%	0.9%	0.3%	2.1%	1.9%	0.6%	0.7%	0.2%	0.2%
Finland	0.2%	0.8%	0.5%	0.2%	0.2%	0.2%	0.4%	0.7%	0.2%	1.3%	0.5%	0.3%	0.8%	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%
France	1.4%	0.7%	1.6%	0.9%	0.9%	1.2%	2.2%	1.1%	0.8%	2.2%	3.6%	1.7%	1.6%	1.3%	2.2%	2.7%	2.3%	0.6%	1.2%
Germany	1.5%	2.2%	2.6%	1.6%	1.5%	4.7%	2.3%	2.8%	3.0%	5.1%	4.4%	2.3%	3.6%	3.3%	2.3%	3.2%	3.6%	1.2%	2.1%
Ghana	1.4%	2.3%	2.6%	0.8%	0.5%	2.7%	0.3%	0.5%	0.7%	1.0%	0.9%	0.4%	0.5%	0.9%	1.1%	0.6%	0.5%	0.5%	1.4%
Greece	0.5%	1.3%	0.9%	0.2%	0.2%	0.2%	0.1%	1.0%	0.1%	1.9%	1.7%	0.1%	0.1%	0.7%	0.6%	1.7%	0.6%	0.3%	0.1%
Hong Kong	0.2%	0.1%	0.4%	0.2%	1.6%	0.3%	1.9%	0.5%	0.7%	0.7%	0.6%	4.1%	0.8%	0.2%	0.2%	1.6%	1.0%	0.1%	0.8%
India	9.1%	6.3%	10.6%	15.1%	27.8%	3.4%	6.2%	6.2%	20.2%	9.9%	12.0%	13.2%	9.8%	3.6%	13.3%	8.7%	16.3%	4.0%	5.9%
Indonesia	1.3%	0.5%	1.6%	2.4%	7.4%	0.2%	6.5%	0.6%	0.4%	1.3%	1.4%	5.2%	3.5%	2.2%	0.9%	1.8%	1.5%	0.5%	1.9%
Iran	1.1%	0.8%	0.9%	0.4%	0.7%	0.3%	0.7%	1.6%	0.2%	2.2%	1.8%	0.6%	0.5%	5.0%	1.6%	0.5%	1.4%	0.7%	0.2%
Ireland	0.3%	0.8%	0.3%	0.3%	0.2%	0.4%	0.2%	0.9%	0.2%	0.6%	0.4%	0.1%	0.4%	0.2%	0.4%	1.4%	0.5%	0.4%	0.3%
Italy	0.9%	1.0%	1.5%	0.5%	0.6%	0.8%	0.8%	1.6%	0.8%	2.7%	3.2%	0.6%	0.8%	1.2%	1.1%	2.8%	2.1%	0.4%	0.5%
Japan	0.6%	0.2%	0.9%	0.7%	1.4%	0.3%	3.0%	0.6%	1.0%	0.9%	1.1%	3.5%	2.1%	0.5%	0.7%	1.1%	2.0%	0.3%	1.4%
Kenya	0.7%	1.0%	0.4%	0.3%	0.2%	3.3%	0.2%	0.3%	0.7%	0.4%	0.4%	0.2%	0.2%	0.7%	0.6%	0.6%	0.4%	0.3%	0.2%
Malaysia	2.5%	1.0%	1.6%	2.5%	9.2%	0.5%	5.1%	0.7%	2.3%	0.9%	1.1%	4.7%	4.4%	2.4%	2.1%	3.7%	1.4%	0.7%	4.2%
Mexico	0.2%	0.4%	1.0%	0.2%	0.4%	0.2%	1.1%	0.6%	0.2%	0.9%	1.0%	0.4%	1.2%	0.2%	0.4%	1.1%	2.1%	0.3%	0.2%
Nepal	0.2%	0.2%	0.7%	0.1%	0.4%	0.1%	0.3%	0.3%	0.4%	0.3%	0.3%	0.2%	1.0%	0.1%	0.1%	0.1%	0.4%	0.2%	0.2%
Netherlands	0.8%	1.1%	1.1%	0.6%	0.7%	2.4%	1.0%	1.9%	0.8%	2.4%	1.7%	0.9%	1.4%	1.3%	0.7%	1.2%	0.9%	1.0%	1.8%
New Zealand	0.2%	0.2%	0.2%	0.2%	0.4%	0.4%	0.4%	0.3%	0.8%	0.4%	0.3%	0.3%	0.6%	0.1%	0.3%	0.4%	0.9%	0.2%	0.4%
Nigeria	5.4%	7.5%	3.7%	4.3%	1.0%	9.1%	0.7%	1.1%	3.2%	1.2%	1.4%	1.0%	2.7%	3.9%	3.5%	2.0%	1.2%	5.4%	8.0%
Norway	0.2%	0.5%	0.4%	0.1%	0.3%	0.6%	0.3%	0.6%	0.4%	0.7%	0.4%	0.1%	0.5%	0.2%	0.2%	0.6%	0.4%	0.2%	0.2%
Pakistan	4.6%	10.1%	3.0%	15.4%	2.1%	1.0%	2.7%	2.1%	3.7%	4.0%	2.3%	1.6%	2.6%	13.6%	6.0%	2.4%	1.5%	1.6%	1.0%
Philippines	0.7%	0.4%	0.5%	1.2%	2.7%	0.2%	3.3%	1.0%	0.6%	0.4%	0.5%	1.8%	2.8%	0.3%	0.8%	0.5%	1.3%	0.8%	3.1%
Poland	0.2%	0.6%	0.7%	0.2%	0.2%	0.2%	0.4%	1.0%	0.2%	0.9%	0.9%	0.4%	0.3%	0.6%	0.3%	1.1%	0.8%	0.3%	0.3%
Portugal	0.2%	0.3%	0.3%	0.1%	0.1%	0.2%	0.2%	0.6%	0.1%	0.7%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%	0.3%	0.1%	0.2%
Qatar		0.5%	0.2%	0.6%	0.3%	0.2%	0.1%	0.2%	1.9%	0.2%	0.2%	0.1%	0.3%	0.5%	1.9%	0.3%	0.3%	0.1%	0.1%
Romania	0.2%		0.5%	0.1%	0.1%	0.1%	0.2%	0.7%	0.2%	0.6%	0.6%	0.1%	0.1%	0.3%	0.3%	0.7%	0.3%	0.2%	0.1%
Russia	0.1%	0.4%		0.2%	0.5%	0.2%	0.9%	0.9%	0.3%	0.8%	1.0%	0.5%	0.4%	0.6%	0.3%	0.7%	0.6%	0.2%	0.3%
Saudi Arabia	5.9%	1.3%	0.6%		0.6%	0.6%	0.6%	0.6%	1.7%	0.8%	0.5%	0.4%	0.4%	2.9%	4.3%	1.2%	1.4%	0.6%	0.4%
Singapore	0.7%	0.2%	0.5%	0.4%		0.3%	3.7%	0.5%	1.6%	1.0%	1.1%	4.4%	3.2%	0.3%	0.4%	1.6%	1.2%	0.1%	3.0%
South Africa	0.8%	1.0%	1.0%	0.6%	0.4%		0.2%	0.5%	0.5%	0.6%	0.6%	0.4%	0.7%	0.4%	0.9%	0.8%	0.8%	0.9%	0.6%
South Korea	0.7%	0.2%	0.5%	0.9%	1.1%	0.4%		0.6%	1.0%	0.6%	0.8%	1.6%	1.1%	0.6%	0.7%	0.6%	1.8%	0.2%	1.5%
Spain	0.5%	0.5%	0.8%	0.5%	0.4%	0.4%	0.7%		0.5%	1.9%	1.8%	0.7%	0.5%	0.8%	0.9%	2.2%	1.4%	0.4%	0.4%
Sri Lanka	0.8%	0.9%	0.4%	0.3%	1.1%	0.1%	0.5%	0.2%		0.3%	0.3%	0.3%	0.7%	0.1%	0.4%	0.3%	0.3%	0.1%	0.5%
Sweden	0.4%	1.2%	0.7%	0.3%	0.7%	0.7%	0.6%	0.8%	0.6%		0.9%	0.7%	1.0%	0.5%	0.6%	0.7%	0.7%	0.5%	0.4%
Switzerland	0.3%	0.3%	0.6%	0.3%	0.4%	0.8%	0.5%	0.6%	0.6%	0.8%		0.4%	0.6%	0.4%	0.4%	0.8%	0.7%	0.3%	0.3%
Taiwan	0.2%	0.1%	0.4%	0.2%	1.0%	0.3%	1.6%	0.4%	0.1%	0.6%	0.5%		1.3%	0.3%	0.4%	0.8%	1.6%	0.1%	0.6%
Thailand	0.3%	0.9%	0.9%	0.3%	2.4%	0.3%	2.8%	0.4%	0.7%	0.8%	0.9%	2.8%		0.4%	0.3%	1.3%	1.0%	0.3%	3.7%
Turkey	1.8%	2.0%	2.7%	1.3%	0.7%	0.7%	2.2%	3.0%	0.7%	2.6%	2.4%	0.7%	0.9%		1.6%	1.6%	3.5%	0.9%	0.7%
United Arab Emirates	5.3%	1.6%	0.6%	2.4%	1.1%	0.7%	0.5%	0.7%	3.1%	0.8%	0.7%	0.4%	0.6%	1.8%		1.1%	1.0%	0.4%	0.4%
United Kingdom	6.1%	8.8%	5.4%	7.5%	4.0%	7.0%	3.0%	9.9%	8.4%	6.9%	6.5%	2.9%	5.0%	4.2%	5.5%		7.2%	4.5%	4.1%
United States	11.4%	11.1%	17.2%	15.3%	8.4%	15.3%	19.8%	29.3%	10.2%	10.8%	13.3%	19.3%	16.5%	11.1%	13.4%	16.8%		51.5%	26.2%
Venezuela	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.1%	0.1%	0.2%	0.2%	1.1%		0.1%
Vietnam	0.1%	0.2%	0.4%	0.1%	1.2%	0.1%	1.8%	0.5%	0.2%	0.5%	0.5%	2.2%	1.7%	0.1%	0.1%	0.4%	0.8%	0.0%	
Other	18.7%	20.2%	17.6%	8.6%	5.9%	30.6%	8.8%	11.9%	14.5%	13.7%	13.2%	7.9%	11.0%	23.6%	17.0%	12.3%	11.3%	11.6%	7.3%

Query Bucket:

Our query list is based on university brand names and generic study searches related to higher education. Each of our country query sets include:

- *The top university brand names in each country (We use as a basis for the brands the top 400 universities as defined by Times Higher Education as well as the top universities by Google search volume);*

- *Generic city searches (e.g. " study abroad in London", "universities in Oxford"), based on the city location of each of our universities;*

- *Generic country searches (e.g. "univers ties in France").*

- *We note that for some markets, there were no university brand names inclued (owing to no universities in the times top 400 and relatively low search volume) and therefore query lists will only contain generic country related searches.22*