From 18 July to 8 August 2018, we surveyed online 2,977 students who used IDP’s services.

IDP student perceptions 2018: Overall

**Affordability**

- **Canada**
- **UK**
- **Australia**
- **New Zealand**
- **USA**
- **Canada**
- **Australia**
- **New Zealand**
- **USA**
- **UK**

**Quality of Education**

- **Canada**
- **USA**
- **Canada**
- **Canada**
- **Canada**

**Safety**

- **Canada**
- **USA**
- **Canada**
- **Canada**
- **Canada**

**Graduate employment opportunities**

- **Canada**
- **USA**
- **Canada**
- **Canada**
- **Canada**

**Visa requirements**

- **Canada**
- **USA**
- **Canada**
- **Canada**
- **Canada**

**Worst**

- **Canada**
- **Canada**
- **Canada**
- **Canada**
- **Canada**

**Best**

- **Canada**
- **Canada**
- **Canada**
- **Canada**
- **Canada**

**Use of online forums and reviews by international students**

- **1/5** used online forums or reviews when making their final decision to which institutions to apply
- **10%** said online forums or reviews were one of the most useful channels when making this decision

**IDP student attitudes to online communications**

Two clusters were identified with distinct differences in attitudes to online communications:

- **Cautious Clickers**
  - Engage with less selection of information sources
  - Plunge into a single pool of limited information
  - Prioritise trust over understanding the institution
  - Place lesser value on online sources when deciding at which institution to study
  - Prefer to deal with a single point of contact when trying to resolve online queries
  - Physical and online means of communication are interchangeable

- **Carefree Chatters**
  - Engage with more selection of information sources
  - Plunge into multiple pools of diverse information
  - Prioritise understanding over trust in the institution
  - Place greater value on online sources when deciding at which institution to study
  - Will utilise all available channels depending on their choice
  - Physical and online means of communication are no longer interchangeable

For further information contact the IDP research team, research@idp.com