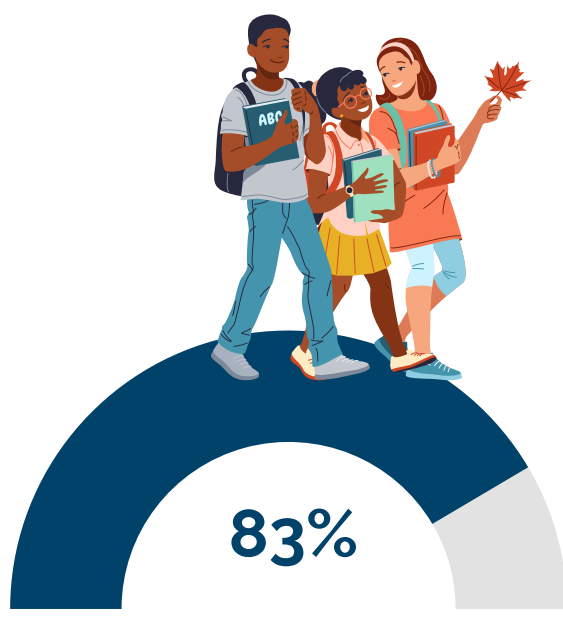


WHY STUDENTS CHOOSE CANADA

WHAT MATTERS MOST

Findings from CBIE's 2025 International Student Survey show that recent policy changes and enrolment caps have reduced international interest in Canada since the last survey in 2023. While Canada remains a top destination, student priorities are shifting.

Canada as a Top Destination



of respondents indicated Canada was their destination of choice.

Top Factors for Choosing Canada

Education quality remains important, but perceptions of Canada as an inclusive and safe society have diminished, with students now prioritizing practical outcomes over values.

- 01 High-quality education
- 02 Internationally recognized degrees
- 03 Professional opportunities post-graduation

Unique Factors by Province for Choosing Canada

Overall motivations for choosing Canada are consistent, with some unique factors surfacing by province or region.



Choosing Canada by Top Sending Countries

Overall, top factors for choosing Canada are consistent, with priorities varying by country of citizenship.

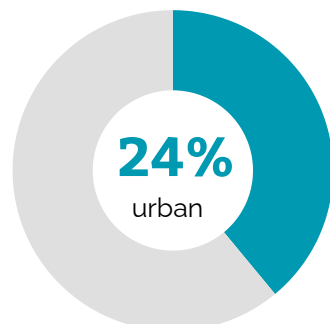
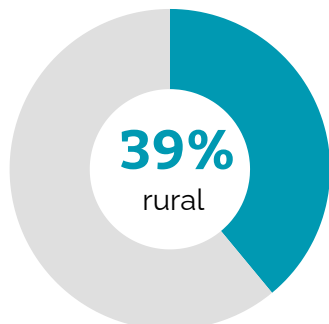
- China**: Immigration pathways
- France**: Research opportunities
- India**: Safety, inclusion, cultural diversity
- Iran**: Safety, inclusion, cultural diversity
- Nigeria**: Employment opportunities
- Philippines**: Employment opportunities

Top Factors for Choosing an Institution

Institution choice is driven by consistent factors that hold across provinces, except for BC, which stands out for its climate, and Quebec, for its scholarships.



Rural Communities and Word of Mouth

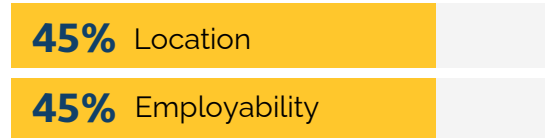


Students studying in rural communities placed greater importance on word-of-mouth recommendations when selecting their institution compared to those in urban environments.

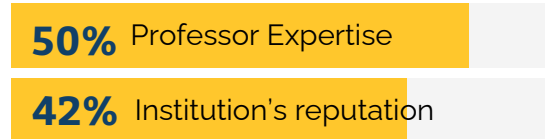
Choosing an Institution By Level of Study

Program offerings are the most important factor in students' choice of institution, although priorities vary by level of study.

College / Undergraduate



Graduate



Satisfaction

Strong student satisfaction rates help attract top talent, as word-of-mouth strongly shapes student choices.

