

# Value of a University Degree: What do you think and what your parents told you

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November 2023

## Introduction and Methodology

The Leger survey was conducted during the week of September 25<sup>th</sup>, 2023 for the Association for Canadian Studies and the Metropolis Institute via web panel with 1502 Canadians. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1502 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20

# Only one in four Canadians believe it is necessary to have a university degree to succeed economically; Canadians under 25 are divided over the question

It is essential to have a university degree today to succeed economically. - Please answer yes or no to the following.								
	Total	18-24	25-34	35-44	45-54	55-64	65-74	>= 75
Yes	26.3%	43.4%	28.0%	27.4%	26.6%	22.8%	20.7%	17.1%
No	66.9%	44.7%	66.4%	67.3%	66.2%	70.0%	75.0%	74.0%
I don't know / I prefer not to answer	6.8%	11.8%	5.6%	5.2%	7.2%	7.2%	4.3%	8.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Quebecers by far least likely to think a university degree is needed to be successful economically

It is essential to have a university degree today to succeed economically.	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Yes	25.8%	31.1%	27.1%	30.6%	16.2%	30.7%
No	66.0%	63.5%	63.5%	61.3%	79.8%	65.3%
I don't know / I prefer not to answer	8.1%	5.4%	9.4%	8.1%	4.0%	4.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Torontonians more likely to think a university degree is needed to achieve economic success and in Quebec anglophones are far more likely than francophones to think so

It is essential to have a university degree today to succeed economically.	MTL RMR	Greater Vancouver (Metro)	Greater Toronto area
Yes	20.7%	27.7%	37.8%
No	73.8%	63.8%	53.0%
I don't know / I prefer not to answer	5.5%	8.5%	9.2%
Total	100.0%	100.0%	100.0%

It is essential to have a university degree today to succeed economically. (Quebec)	French	English
Yes	11.5%	26.9%
No	84.6%	69.2%
I don't know / I prefer not to answer	3.8%	3.8%
Total	100.0%	100.0%

Majority of Canadians disagree that their parents felt it was essential to get a university degree to succeed economically. Still, under 35 more likely to affirm that their parents felt it was essential to get a university degree to succeed economically. -

My parents felt it was essential to get a university degree to succeed economically								
	Total	18-24	25-34	35-44	45-54	55-64	65-74	>= 75
Yes	39.1%	64.9%	48.0%	40.9%	39.4%	31.9%	25.6%	26.4%
No	55.2%	28.5%	44.8%	53.4%	55.1%	60.5%	72.2%	69.4%
I don't know / I prefer not to answer	5.7%	6.6%	7.2%	5.7%	5.5%	7.6%	2.1%	4.1%

Visible Minority and Immigrants in Canada are more likely to believe that it is essential to have a university degree today to succeed economically. Relatively few Canadian francophones believe that to be the case

It is essential to have a university degree today to succeed economically. - Please answer yes or no to the following.							
	Visible Minority	Not a Visible Minority	Born in Canada	Born Outside of Canada	French	English	Other
Yes	38.7%	22.1%	23.9%	35.8%	13.4%	26.7%	37.8%
No	53.3%	72.1%	70.0%	55.6%	82.6%	66.4%	51.2%
I don't know	8.0%	5.9%	6.2%	8.6%	4.0%	7.0%	11.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Visible minorities, ethnic minorities and immigrants are by far most likely to say their parents felt it was essential to have a university degree to achieve success

My parents felt it was essential to get a university degree to succeed economically	Visible Minority	Not a Visible Minority	Born in Canada	Born Outside of Canada	French	English	Other
Yes	68.0%	30.0%	34.0%	59.1%	22.0%	36.9%	65.1%
No	27.1%	64.7%	60.6%	33.3%	74.2%	56.7%	22.9%
I don't know	5.0%	5.3%	5.3%	7.6%	3.7%	6.4%	12.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Parents influence is important in supporting idea that a university degree is important to achieve economic success

It is essential to have a university degree today to succeed economically. -	My parents felt it was essential to get a university degree to succeed economically. - Please answer yes or no to the following.	
	Yes	No
Yes	44.7%	13.9%
No	51.0%	81.0%
I don't know / I prefer not to answer	4.3%	5.1%
Total	100.0%	100.0%

# Parental influence on the importance of pursuing a university degree declines amongst those earning 60k or more

	\$19,999 or less	Between \$20,000 and \$39,999	Between \$40,000 and \$59,999	Between \$60,000 and \$79,999	Between \$80,000 and \$99,999	\$100,000 or more
My parents felt it was essential to get a university degree to succeed economically	43.3%	29.0%	31.0%	34.7%	50.9%	45.1%
It is essential to have a university degree today to succeed economically	43.3%	23.6%	23.8%	21.5%	29.1%	26.4%

Parental influence on views around whether it is essential to have a university degree also drops substantially amongst the most educated

	High school, general or vocational (8 to 12 years)	College (pre- university, technical training, certificate, accreditation or advanced diploma (13-15 years))	University certificates and diplomas	University Bachelor (including classical studies)	University Master's degree	University Doctorate (PhD)
My parents felt it was essential to get a university degree to succeed economically	24.1%	27.9%	52.8%	70.2%	68.5%	63.2%
It is essential to have a university degree today to succeed economically	26.3%	20.3%	23.6%	36.0%	38.0%	31.6%

Parental influence on the pursuit of a university degree is a good deal higher amongst those persons identifying as a visible minority

	Not a visible minority	Black	Chinese	South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)
My parents felt it was essential to get a university degree to succeed economically	29.9%	71.4%	90.2%	75.6%
It is essential to have a university degree today to succeed economically	22.1%	40.0%	51.1%	47.6%

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