



**GLOBE INSIDERS**

# Education Study

March 2025

# Introduction

## Objective and Methodology

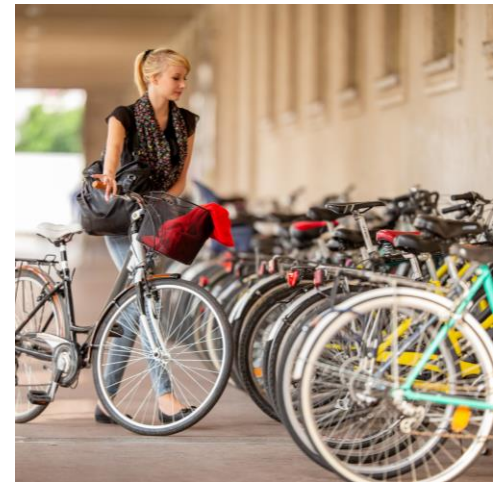
We wanted to investigate the post-secondary education plans of our readers' children. Some of the questions we asked our Globe Insiders considered:

- If they had children attending any secondary education programs and if so, were they looking to switch schools or begin a new program upon completion
- If they had children who would apply to a secondary education program
- The programs these children were interested in and whether they wanted to study online, in-person or hybrid
- Where the children were thinking of studying
- The level of agreement among many statements such as whether a university degree was critical to the child's career success
- If they delayed the purchase of a personal luxury item and if so, why
- How the Trump tariffs might be impacting decisions about where to study and for how long

**PLEASE NOTE, DUE TO SMALL SAMPLE, THIS STUDY SHOULD BE USED DIRECTIONALLY ONLY**

**Survey Period:** March 28, 2025 – April 1, 2025

**Survey Participants:** 1,462 (42% response rate) – participants for most questions were qualified based on having children 12 – 17 and/or current enrolled in post-secondary education







# Education Study Summary

## 65% of Globe Insiders have children

- 12% are attending post-secondary education
  - 21% of these children are planning to switch to a different school or continue their education upon finishing their program
- 10% have children 12+ who will apply for post-secondary education

## University is the strong preference of those moving onto post-secondary education

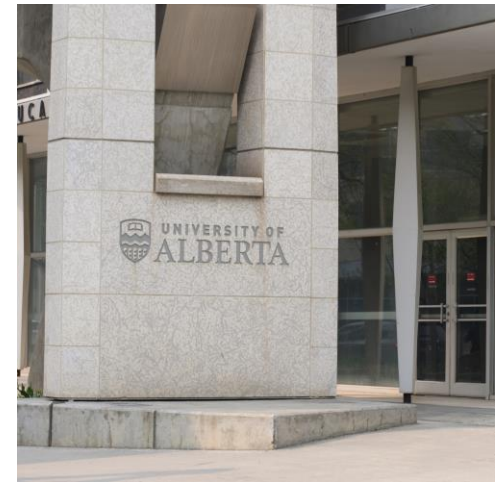
- 85% will apply to a university
- 15% will apply to a college

## There are a lot of programs that future post-secondary students are interested in

- 29% are interested in health sciences
- 27% are interested in arts and humanities programs
- 29% are interested in only 1 program; 30% are considering 2; 35% are deciding between 3

## The children of Globe readers are planning to apply for in-person programs in the same province

- 72% are applying to in-person programs
- 52% are planning to apply to a post-secondary school in their home province but in a different city
- 36% are planning to apply to a post-secondary school in their home city



For more information on this study or  
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