

January  
2023

 Tech and Innovation Series

## Edition 5 | Education

Canadians' attitudes towards the future of education  
and how they want to learn

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**Leger**

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# Tech and Innovation Series



The Tech and Innovation Series provides a spotlight on key topics within the tech and innovation space.

Each month, a survey is released that focuses on understanding what Canadians are thinking about technology and innovations that are changing our future.



**1.**  
**Going Green**

*September 2022*



**2.**  
**Tech Talent**

*October 2022*



**3.**  
**Digital and The Metaverse**

*November 2022*



**4.**  
**Fintech**

*December 2022*



**5.**  
**Education**

*January 2023*

# Methodological approach

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## Topic

Attitudes towards the future of education and learning.

## Study population

French- and English-speaking Canadians, aged 18 or over.

## Sample

A total of **1,519 Canadians** were surveyed.

## Data collection

The study was conducted online. Respondents were randomly selected from Leger's LEO panel, a panel representative of Canada's population which includes more than 400,000 members across Canada and the United States.

## Collection period

Data collection was conducted from December 1<sup>st</sup> -5<sup>th</sup>, 2022.

## Weighting and representativeness

To ensure that the sample is representative of the entire adult population of Canada, raw data was weighted according to the actual distribution of the population based on gender, age, and regions.

The results are weighted using data from Statistics Canada's latest available census.

## Margin of error

As a comparison, a probability sample of this size (n=1,519) would have a margin of error of +/- 2.5% with a confidence interval of 95% (19 times out of 20).



A photograph of three students in a library setting. A man is seated at a computer in the background. In the foreground, two women are sitting at a desk, looking at a laptop and taking notes in a spiral notebook. The scene is lit with soft, natural light, and bookshelves filled with books are visible in the background.

# Key Learnings

## Key Learnings

**1**

### **There is a gap in universities providing practical, career-focused skills.**

Canadians believe that universities and colleges need to teach more practical and career-focused skills (83%).

Furthermore, three-quarters of Canadians (73%) believe practical work experience is becoming more important than education. This may be because post-secondaries are not teaching enough practical skills.

**2**

### **Canadians believe problem solving, adaptability, and digital literacy are the skills of the future.**

These are the top skills Canadians believe will become more important in the future.

Judgement/decision making, people skills, and resiliency are also viewed as abilities/skills that will become more important.

**3**

### **Canadians want industry to play a drastically larger role in post-secondary education.**

Canadians say 42% of post-secondary education should be provided by industry (e.g., businesses, professionals, associations), while 58% should be provided by educational institutions.

This is vastly different than how most post-secondary education is delivered today, as educational institutions typically provide a majority of the education.

**4**

### **Non-traditional forms of education may offer stiff competition to traditional post-secondaries in the future.**

If all types of education were recognized equally by employers, consideration among recent/current/prospective students or parents of students is high for degrees/certificates from reputable companies (e.g., Apple, IBM, and RBC) (72%), as well as micro-credentials/courses for specialized skills (72%).

Consideration for traditional post-secondaries such as universities/colleges (82%) and trade/vocational schools (78%) is only slightly higher.



A photograph of students in a library or study area. In the foreground, two women are sitting at a desk, looking at a laptop. One woman is pointing at the screen while the other looks on. They have notebooks and a pen on the desk. In the background, a man is also working at a desk. The room is filled with bookshelves and a staircase is visible on the right.

# Detailed Findings: The Future of Education

# The Future of Post-Secondary Education

*% Agree*

**Most Canadians believe there is a need for more practical and career-focused skills (83%). Three-quarters (73%) believe practical work experience is becoming more important than education.** This suggests Canadians believe there is a gap in traditional post-secondary education.

There is a strong belief that colleges, trade, and vocational post-secondary will become more important in the future (81%).

When it comes to education formats, 77% believe hybrid learning will be the way of the future.

High Agreement



Q. When it comes to post-secondary education, how much do you agree or disagree with the following?  
 Scale: Strongly disagree, somewhat disagree, somewhat agree, strongly agree, don't know  
 Base: Canadians (n=1,519)



# The Future of Post-Secondary Education Continued

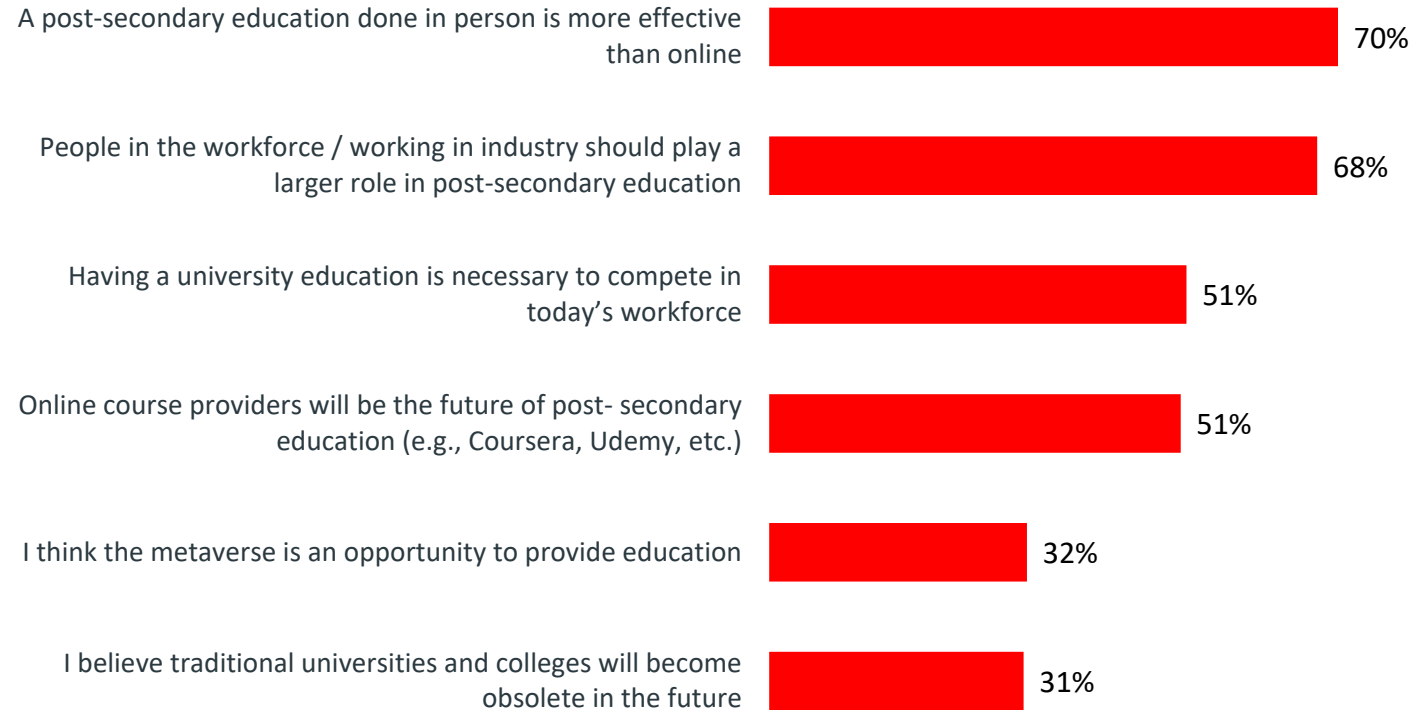
*% Agree*

**Despite many believing hybrid learning is the way of the future, most Canadians (70%) believe in-person post-secondary learning is more effective than online.**

About a third (32%) of Canadians think the metaverse is an opportunity to provide post-secondary education, which is highest in Alberta and Ontario.

**Over two-thirds (68%) of Canadians think industry should play a larger role in education. This aligns with the need for more practical, career-focused skills.**

Moderate to Low Agreement



Q. When it comes to post-secondary education, how much do you agree or disagree with the following?  
 Scale: Strongly disagree, somewhat disagree, somewhat agree, strongly agree, don't know  
 Base: Canadians (n=1,519)

# Skills of the Future

*% Ranked Top 5*

**Canadians believe that problem solving skills, adaptability, and tech-savviness/digital literacy will become more important in the future.**

**Judgement/decision making, people skills, and resiliency are also viewed as abilities/skills that will become more important.**

Few Canadians believe that communication skills such as fluency in a second language, writing, or presentation skills will become more important.



A photograph of students in a library or study area. In the foreground, two young women are sitting at a desk, looking at a laptop. One woman is pointing at the screen while the other looks on. They have notebooks and pens on the desk. In the background, a young man is also working at a desk. The room is filled with bookshelves and a staircase is visible on the right.

# Detailed Findings: Roles in Post-Secondary

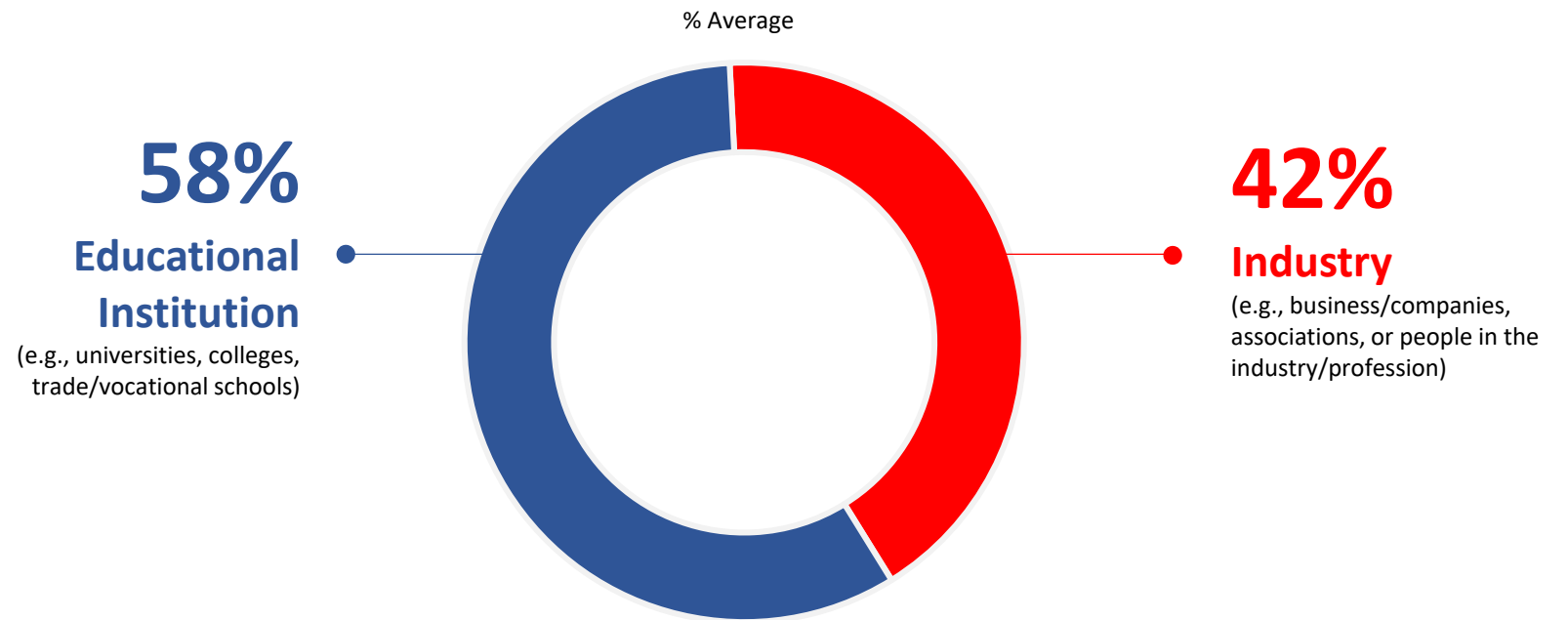


# Role of Educational Institutions vs. Industry

Canadians believe that **industry** plays a significant role in **post-secondary education**, and that 42% of post-secondary education should be provided by businesses/companies, associations, or people in the industry/profession.

This is drastically different than how most post-secondary education is delivered today, with educational institutions providing the majority of post-secondary education.

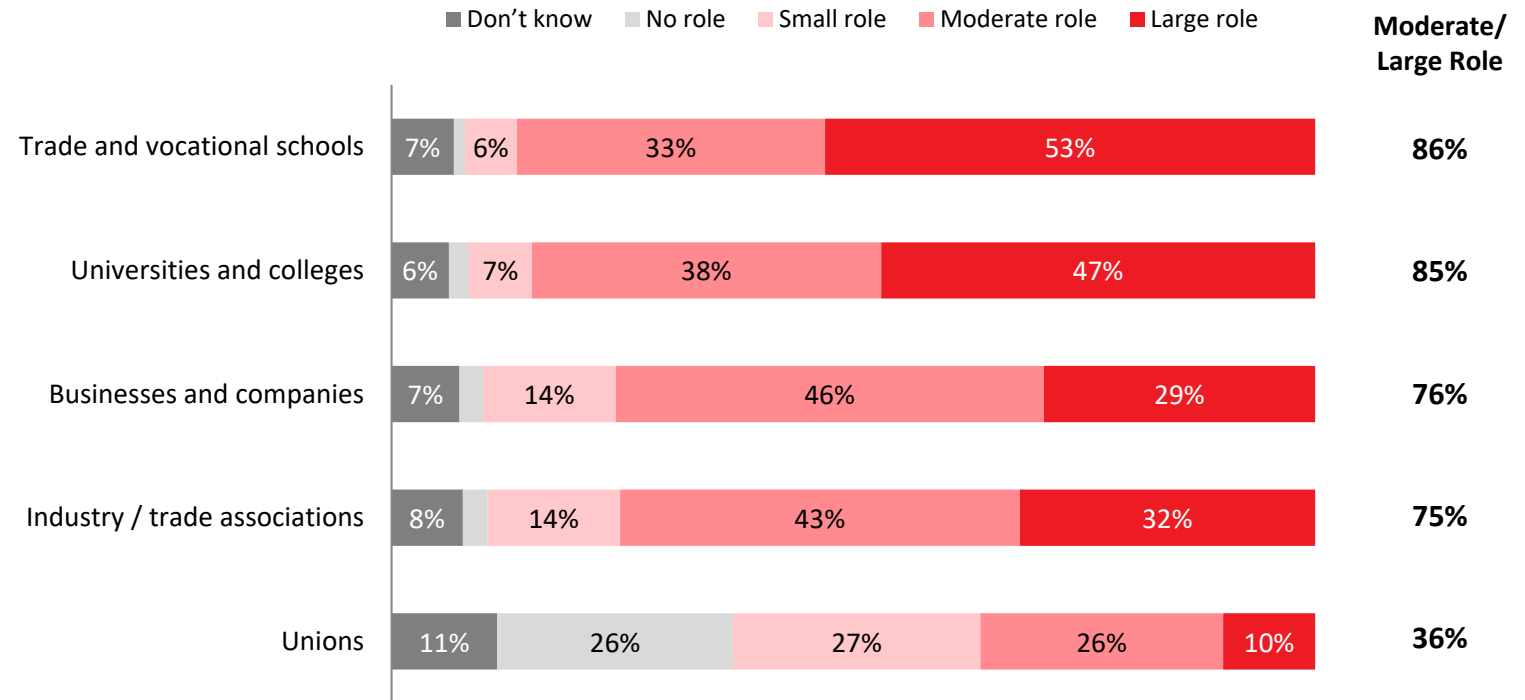
“What proportion of post-secondary education should be provided by an **educational institution** vs. **industry** to produce the highest quality graduates who are ready for the workforce?”



# Additional Roles in Post-Secondary

**Canadians believe that educational institutions and industry should both play a significant role in post-secondary education.**

Canadians believe unions have a lesser role to play in post-secondary education, with only 36% believing they should play a moderate or large role.



Q. In your opinion, what kind of role should each of the following play in post-secondary education to produce the highest quality graduates who are ready for the workforce?

Scale: No role, small role, moderate role, large role, don't know

3% and under not labelled

Base: Canadians (n=1,519)

A photograph of students in a library or study area. In the foreground, two women are sitting at a desk, looking at a laptop. One woman is pointing at the screen while the other looks on. They have notebooks and pens on the desk. In the background, a man is also working at a desk. The room is filled with bookshelves and a staircase is visible on the right.

# Detailed Findings: Education Types and Formats



# Perceptions towards Online Learning

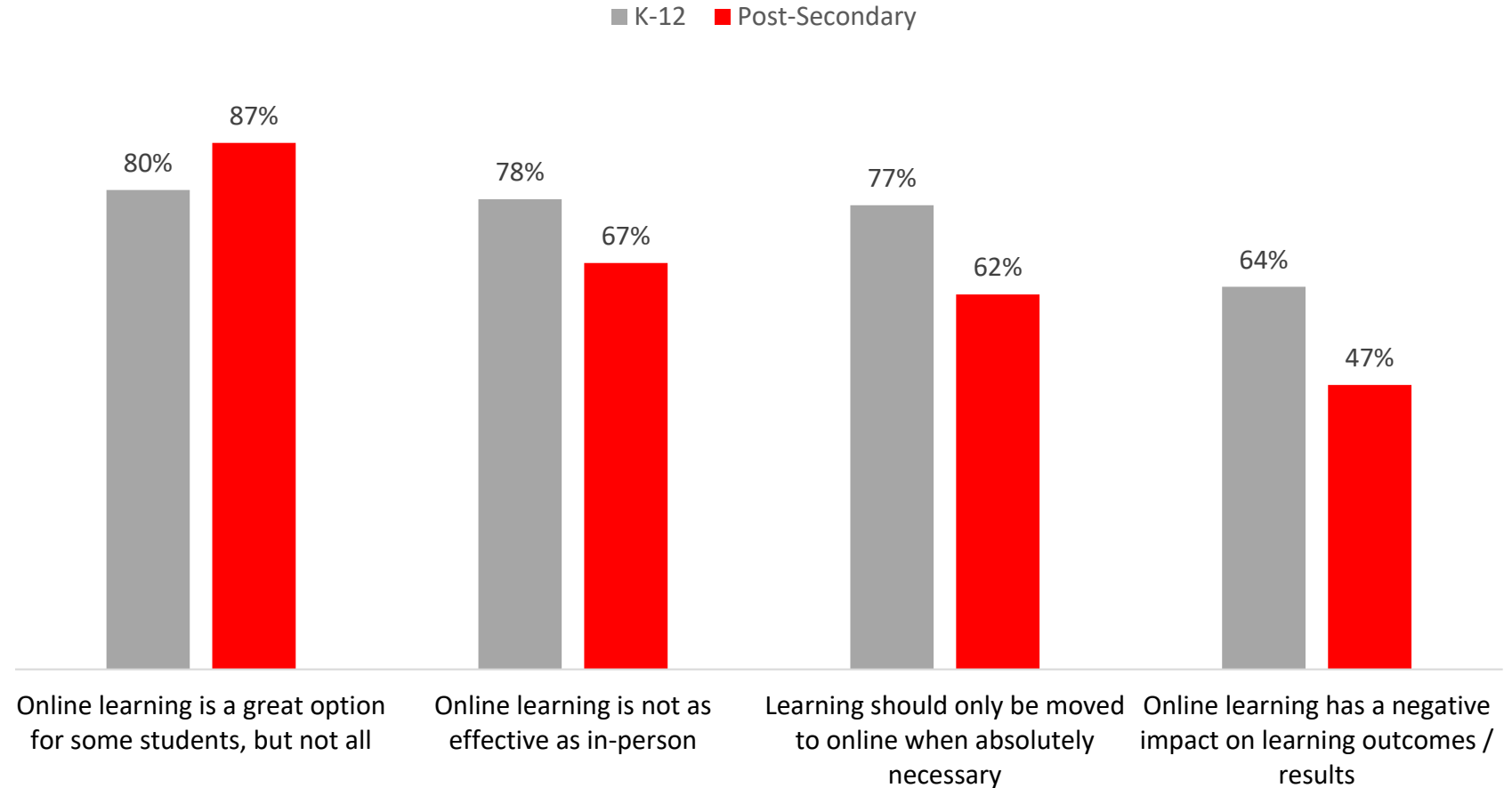
% Somewhat/Strongly Agree

Generally speaking, Canadians are less supportive of online learning for K-12 compared to post-secondary.

Two-thirds (64%) believe online learning has a negative impact on learning outcomes/results for K-12. We may have a better understanding of these impacts in the coming years, post-pandemic.

Most Canadians agree that online learning is a great option for some students, but not all (for both K-12 and post-secondary).

This suggests that while most do not see it as the best option, they do see the benefit and use cases for certain circumstances or situations.



Q. When it comes to online learning for post-secondary, how much do you agree or disagree with the following?

Q. When it comes to online learning for K-12, how much do you agree or disagree with the following?

Scale: Strongly disagree, somewhat disagree, somewhat agree, strongly agree, don't know

Base: Canadians (n=1,519)

# Preference for Education Types

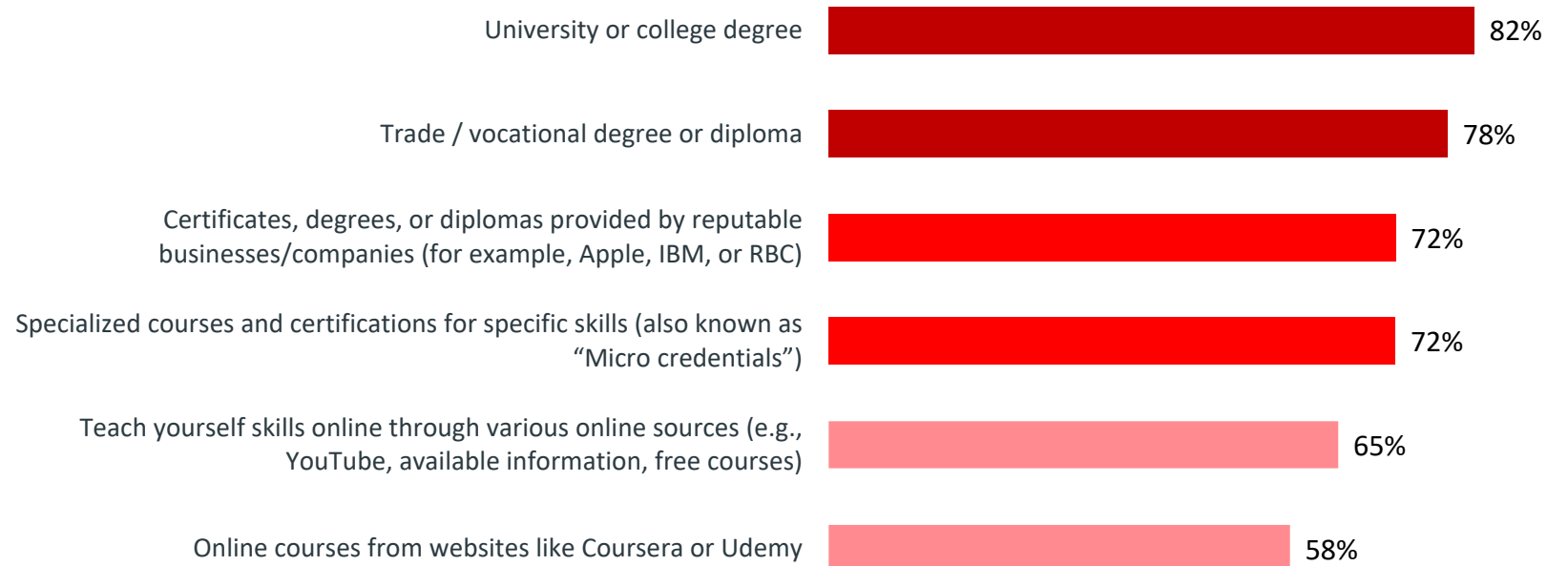
*% Somewhat/Very Likely*

There is an appetite for alternative types of education among recent/current/prospective students or parents of students .

If all types of education were recognized equally by employers, seven-in-ten recent/current/prospective students or parents of students (72%) would consider certificates, degrees, or diplomas provided by reputable businesses/companies (for example, Apple, IBM, or RBC), or specialized courses for specific skills (also known as “Micro credentials”).

These are a close second to university/college degrees (82%) and trade/vocational degrees or diplomas (78%).

“If all types of education were **recognized equally by employers**, how likely or not would you be to **consider the following options** for yourself or your child / children?”

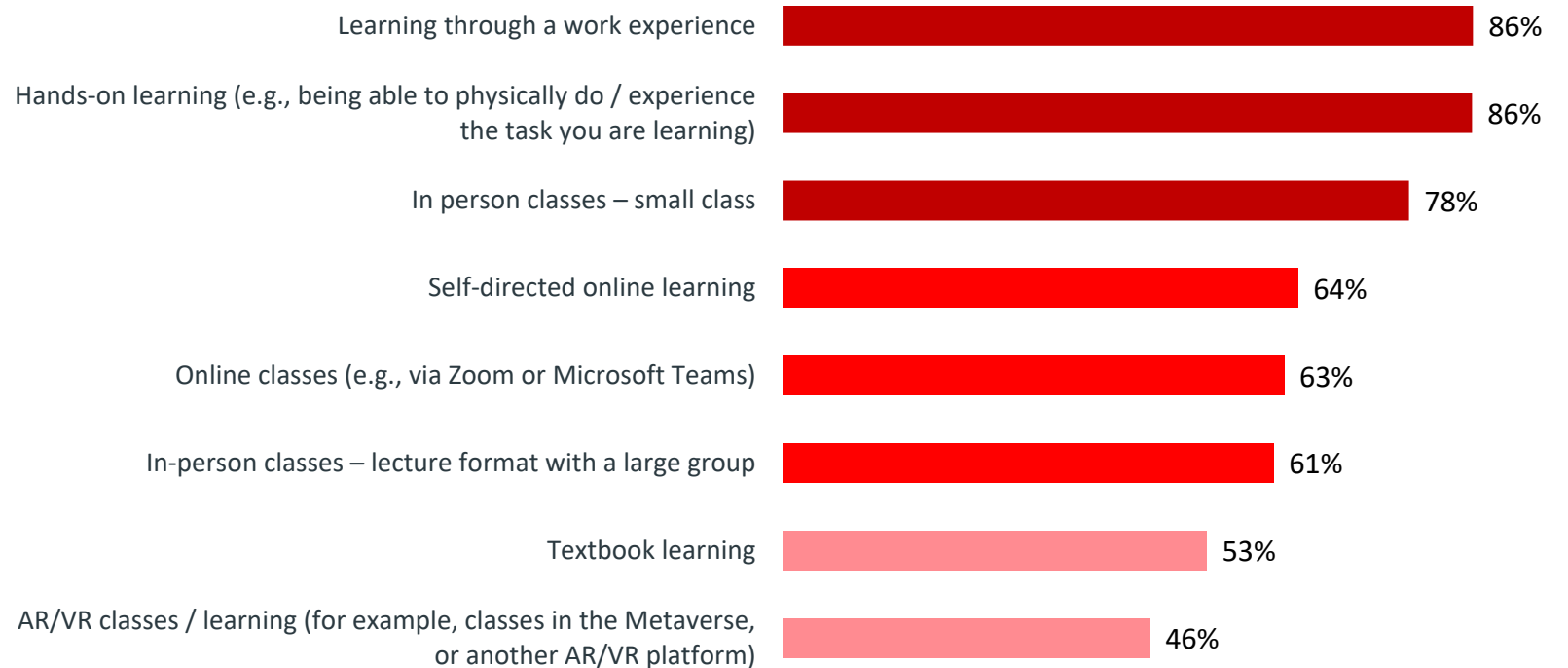


# Appeal of Education Formats

*% Somewhat/Very Appealing*

The most appealing learning formats for post-secondary education for recent, current, or prospective students are learning through a work experience (86%) and hands-on learning (86%). When it comes to in-person learning, small classes are more appealing (78%) compared to lecture format with a large group (61%).

Less than half (46%) find AR/VR learning appealing, which will be important to monitor as the metaverse develops.



Q. To you personally, how appealing or not are each of the following formats for a post-secondary education?  
 Scale: Very unappealing, somewhat unappealing, somewhat appealing, very appealing, don't know  
 Base: Recent, current, or prospective students (n=369)



A photograph of three students in a library or study area. A young man is in the background looking at a computer monitor. In the foreground, a young woman with long dark hair is smiling and looking at a laptop. Next to her, another young woman with glasses is looking at a notebook. The scene is filled with bookshelves and study materials.

# Respondent Profile



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# Respondent Profile

PROVINCE	
British Columbia	14%
Alberta	11%
Saskatchewan	3%
Manitoba	4%
Ontario	39%
Quebec	23%
New Brunswick	2%
Nova Scotia	3%
Prince Edward Island	<1%
Newfoundland and Labrador	1%
AGE	
18-24	10%
25-34	17%
35-44	16%
45-54	16%
55-64	18%
65-74	17%
75+	6%
GENDER	
Male	49%
Female	51%

REGION TYPE	
Urban area	41%
Suburban area	40%
Rural area	18%
Don't know/prefer not to answer	1%
CHILDREN UNDER 18 IN HH	
Yes	27%
No	72%
Prefer not to answer	<1%
EMPLOYMENT	
Working full time	40%
Working part time	7%
Self-employed / freelance work	6%
Student	7%
Homemaker	5%
Unemployed	5%
Retired	29%
I prefer not to answer	1%

EDUCATION	
High school or less	34%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	38%
University (certificate, diploma, bachelor/master/PhD degree)	28%
I prefer not to answer	<1%
INCOME (ANNUAL)	
Under \$40,000	23%
\$40,000-\$80,000	30%
Over \$80,000	38%
Prefer not to answer	9%
OWN/RENT HOME	
Own	63%
Rent	35%
Prefer not to answer	2%