

WHY GRADE 12 STUDENTS CHOOSE UNIVERSITY



46% of Maritime Grade 12 students intend to enroll in a university program in the fall. We asked them why they decided to go to university.

What influenced students' decisions:

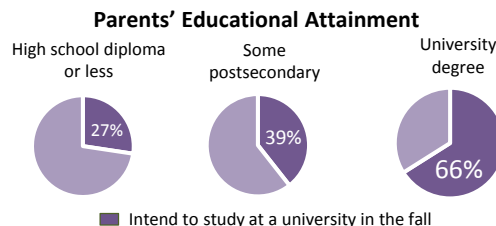
56% say their parents had a big impact on their decision to attend university.

Others are far less likely to have a big impact on students' decision-making:

- teachers (12%)
- friends (15%)
- guidance counsellors (8%)
- media (7%)

Students with less educated parents are more likely to cite influence from external sources

Students from the most highly educated families are more than twice as likely to plan to attend university than those whose parents had a high school diploma or less:



The most important reason to attend university:

Majority say career-related reasons were the most important when choosing to study at a university

23%
Learning

- Learning about particular areas (11%)
- Important to get credential (8%)
- Broaden my understanding (5%)

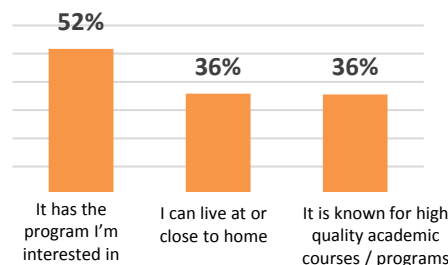
Other (8%)

69%
Career

- Prepare for a future job or career (31%)
- Occupation requires skills/knowledge I will acquire (23%)
- Have a chance at earning a good income (15%)

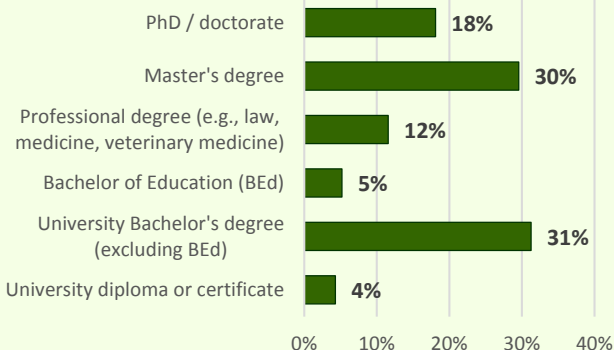


The top 3 reasons to choose a particular university:

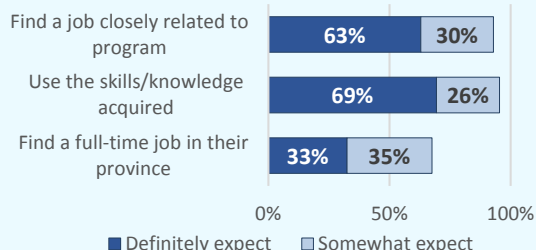


About **32%** of respondents mentioned university's good reputation, and **21%** said being offered financial help/scholarships was one of the top 3 reasons to choose a particular university.

Highest education level university-bound grade 12 students expect to attain:



What Grade 12 university-bound students expect in their first career-related job:



In my first job after university, I expect to earn:

Less than \$30,000	8%	\$50,001 to \$75,000	31%
\$30,001 to \$50,000	19%	\$75,001 or more	30%

Refer to Statistical Tables and Methodology for more information



Statistical Tables and Methodology

The 2014 survey of Grade 12 students

The Commission designed the survey in collaboration with the departments of Education in the three Maritime provinces. Data collection was conducted by MQO Research between May 9 – June 11, 2014 in 175 Maritime high schools. Surveys were administered online by participating schools, and were available in English and French. The total sample of 5,219 represents 25% of the total grade 12 population of 20,805. The margin of error for the survey is $\pm 1.4\%$, 19 times out of 20.

All statistics presented have been generated from weighted data; data were weighted on the basis of school board within each province to adjust to proportional representation in the population.

University-bound students comprise 46% of all respondents, or 2,413 individuals.

Summary report is available here: http://www.mphec.ca/media/94118/Trends_Higher_Education_Expectations_E.pdf

The impact on the decision to attend university:						Percent of students reporting as one of the top 3 <u>most important</u> reasons for choosing a university:	
	Big impact	Some impact	Not much impact	No impact at all	Don't know / unsure		
Parent(s)/guardian(s)	56%	32%	7%	4%	1%	It has the program I'm interested in	52%
High school guidance counselor	8%	22%	25%	42%	2%	I can live at or close to home	36%
High school teacher(s)	12%	37%	28%	21%	1%	It's known to have high quality academic courses/programs	36%
High school Principal or Vice-Principal	2%	9%	22%	64%	3%	It has a good reputation	32%
Friends	15%	39%	26%	18%	1%	I have been offered financial help/scholarships	21%
Media	7%	24%	32%	35%	3%	It has a nice campus (e.g., buildings, green spaces)	19%
Family member other than parents	23%	38%	20%	18%	2%	It offers opportunities for work experience (e.g., co-ops, work placement)	15%
Another trusted adult	13%	30%	24%	26%	7%	Graduates from the university get hired in jobs related to their program	15%
						I can live away from home	14%
						The tuition is lower than at other universities	13%
						My parents/guardians want me to go there	12%
						My friends are going there	10%
						It's known to have good teachers	8%
						It gives me the opportunity to compete in varsity athletics	7%
						Other	11%

Statistics above are based on the survey question: *How much of an impact did each of the following have on your decision to study at a university this fall?*

Statistics above are based on the survey question: *What are the top 3 reasons you want to go to that university? From the list below, please choose up to three reasons, and rank them as (1) your most important reason, (2) your second most important reason, and (3) your third most important reason.*

Students' expectations about the first career-related job:

	Definitely expect	Somewhat expect	Do not really expect	Definitely do not expect	Don't know
Find a full-time job in your province	33%	35%	21%	7%	4%
Find a job closely related to what you learned in your program	63%	30%	4%	1%	1%
In your job, use the skills and knowledge acquired from the program you completed	69%	26%	3%	1%	1%

Statistics above are based on the survey question: *Do you expect or not expect to be able to do each of the following when you finish all of your education?*

What credentials students expect to complete over their lifetime:

University diploma or certificate	4%
University Bachelor's degree (excluding BEd)	31%
Bachelor of Education (BEd)	5%
Professional degree (e.g., law, medicine, veterinary medicine)	12%
Master's degree	30%
PhD / doctorate	18%

Statistics above are based on the survey question: *What credentials do you think you'll complete over your lifetime? Select all that apply. Table and graph only show the highest level of education expected to be completed.*