

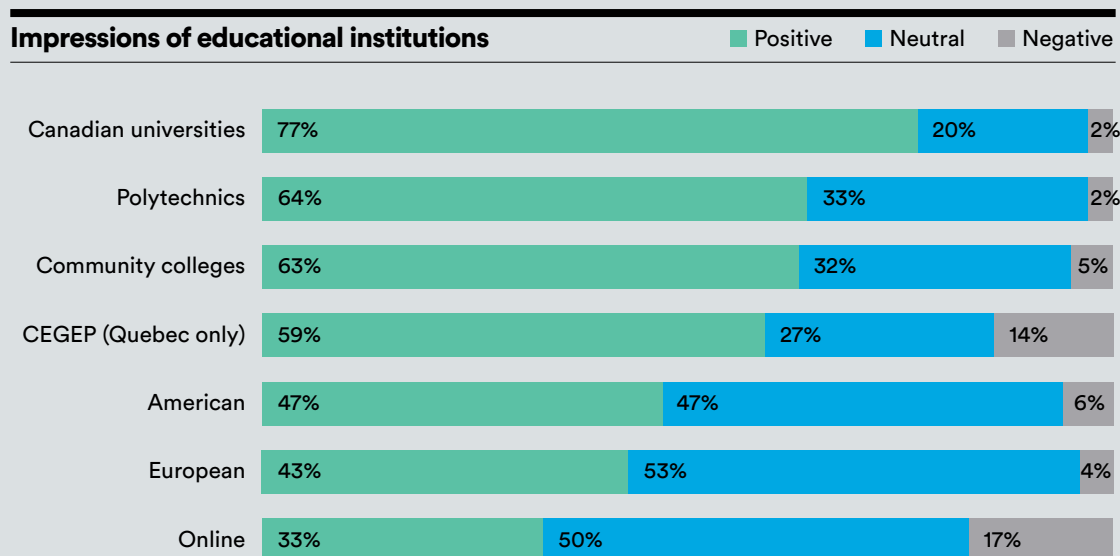
Canadian Universities: Public Reputation and Expectations

Bruce Anderson

On behalf of Universities Canada, Abacus Research conducted an extensive online nationwide study of Canadians' views of universities.

Reputation of Canada's Universities

The large majority of Canadians have a good impression of Canada's universities. 77% say their view is positive, 20% are neutral, and only 2% have a negative view. Positive feelings are also the norm for polytechnics, community colleges and CEGEPs.



Survey question: When you think about each of the following, please indicate if you have a very positive, positive, neutral, negative or very negative impression?

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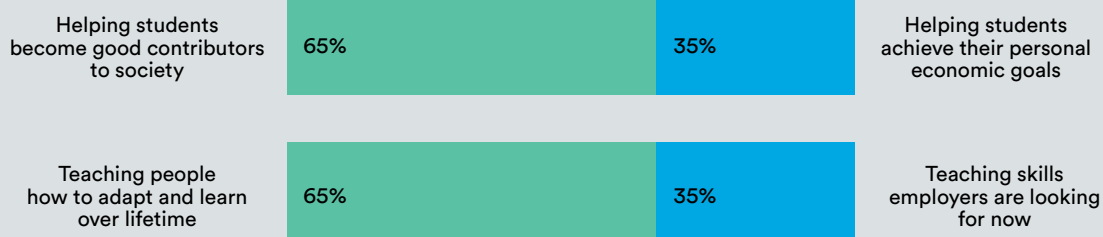
Methodology

The survey, commissioned by Universities Canada, was conducted online with 2,000 Canadians aged 18 and over from June 18 to 25, 2015. A random sample of panelists was invited to complete the survey from a large representative panel of over 500,000 Canadians, recruited and managed by Research Now, one of the world's leading providers of online research samples.

The Most Important Role of Universities

While a university education is expected to play a positive role in the economic future of students, when we test for the most important role of a university education, the majority see it as helping people adapt and learn over a lifetime, and be good contributors to society. Roughly a third feel that the most important role is helping students achieve their economic goals, and teaching skills employers are looking for now. Universities are seen to bring benefits to students, to Canadian society and to the economy.

Most important role for universities



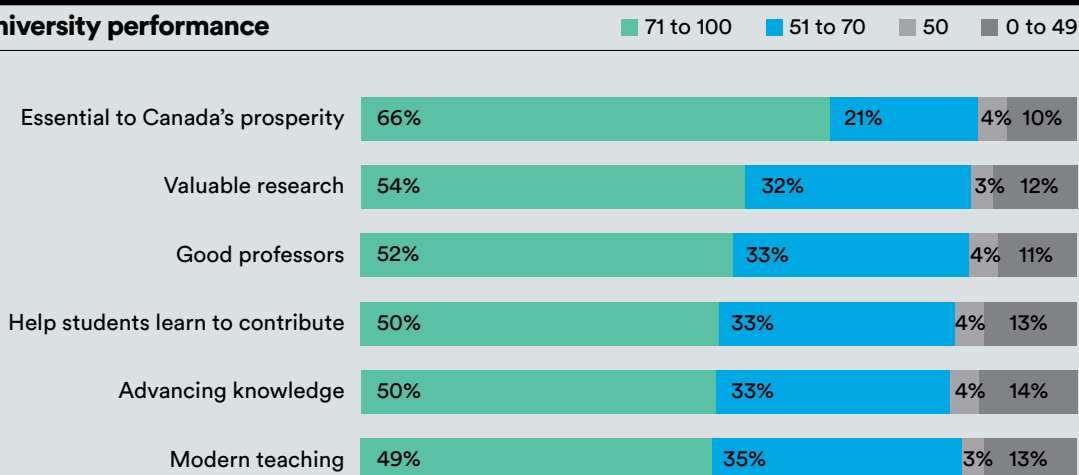
Survey question: When you think about post secondary education, what do you think is more important?

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University Performance

When asked to rate the performance of Canadian universities on a range of items, a large majority give them positive ratings when it comes to their impact on the economy, the value of the research they conduct, their teaching methods, and their ability to help students learn how to contribute to society.

University performance



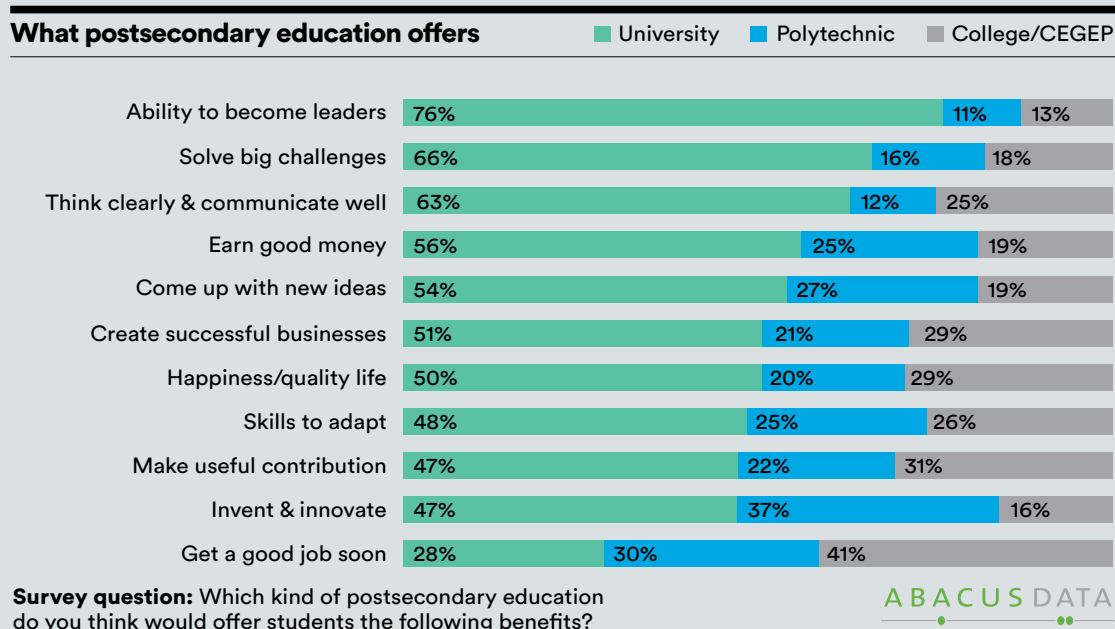
Survey question: Thinking just about Canadian universities, how would you rate their performance in each of the following areas?

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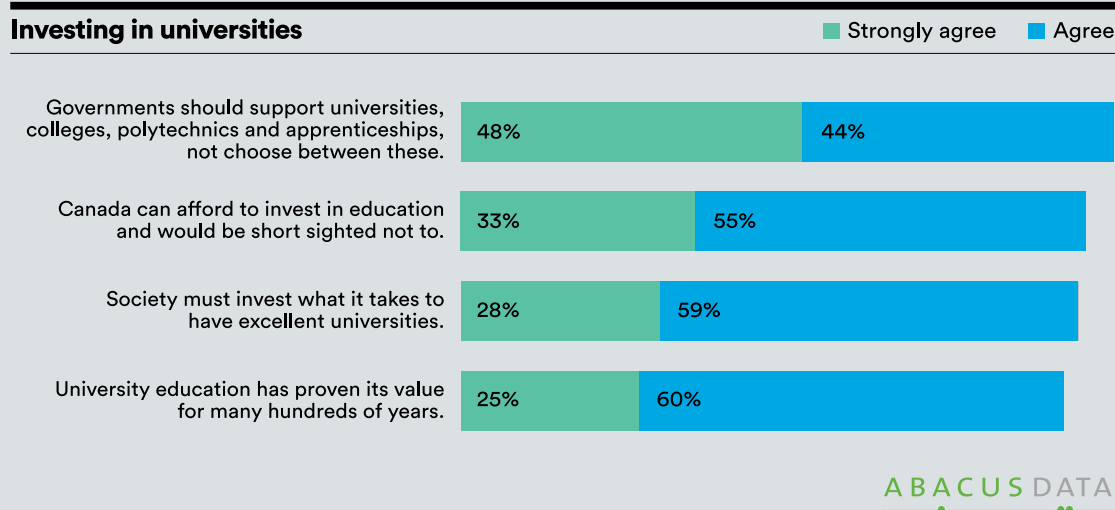
What Postsecondary Education Offers

Our research shows that the large majority (92%) of Canadians think governments should support a variety of forms of postsecondary education, not choose between these. Probing on the perceptions of different types of postsecondary education reveals that people see slightly different advantages for each.

Universities are seen as making a large contribution when it comes to helping solve big challenges, shaping leaders, and developing thinking and communications skills.



An overwhelming majority of Canadians also agree that governments should invest in universities, can afford to do so, and that universities provide good value for the money governments spend on them.



CONCLUSION

Canadians have a good impression of their universities and strongly believe that the country should continue to invest what it takes to offer world class education to our students. Most people see plenty of value in a variety of forms of postsecondary education and believe all merit policy support. **P**

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