



PUBLIC OPINION RESEARCH

**POST-SECONDARY EDUCATION, THE FUTURE
OF CANADA, AND FEDERAL POLICY**

NATIONAL SURVEY OF 1,500 CANADIANS

ABACUS DATA

METHODOLOGY

The survey was conducted online with 1,500 Canadian residents aged 18 and over, from April 24th to 30th, 2019. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

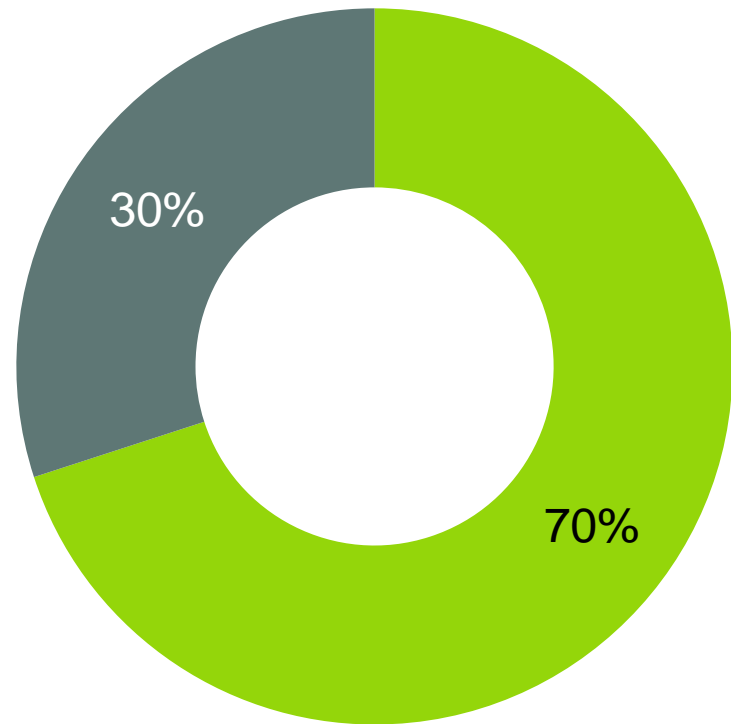
The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



**FINDING 1: WHEREAS MOST CANADIANS
THINK PSE IS MORE IMPORTANT THAN
EVER ONLY 3 IN 10 CANADIANS
BELIEVE GETTING A PSE IS “WORTH THE
COST”**

IS A PSE STILL IMPORTANT?

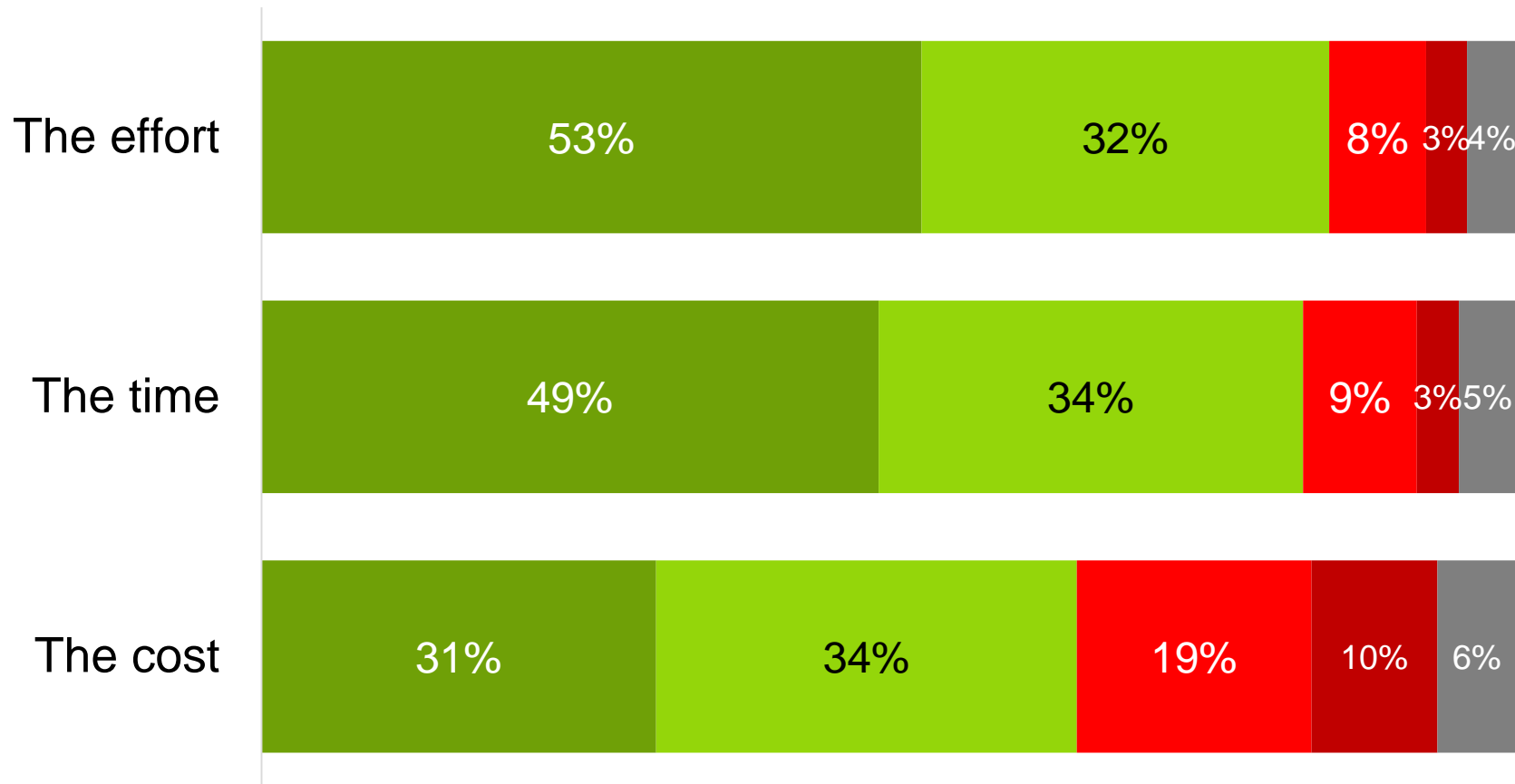


- It has never been more important to get a post-secondary education given the changes in the economy and society
- Given the changes in the economy and society, a post-secondary education is no longer as important as it once was

Most Canadians believe that it has never been more important to get a post-secondary education, even with all the changes in the economy and society.

Which of the following statements comes closest to your view?

IS GETTING A POST-SECONDARY EDUCATION WORTH...



■ Definitely
 ■ Probably
 ■ Probably not
 ■ Definitely not
 ■ Don't Know/ Not sure

Almost all Canadians believe that it is at least probably worth the effort and time it takes to get a post-secondary education, but there is significant doubt about whether the cost is worth it.

It is noteworthy that Quebecers are the most likely to consider the cost of a PSE to be worth it. Also, younger Canadians are less likely than older Canadians to consider the cost worth it.

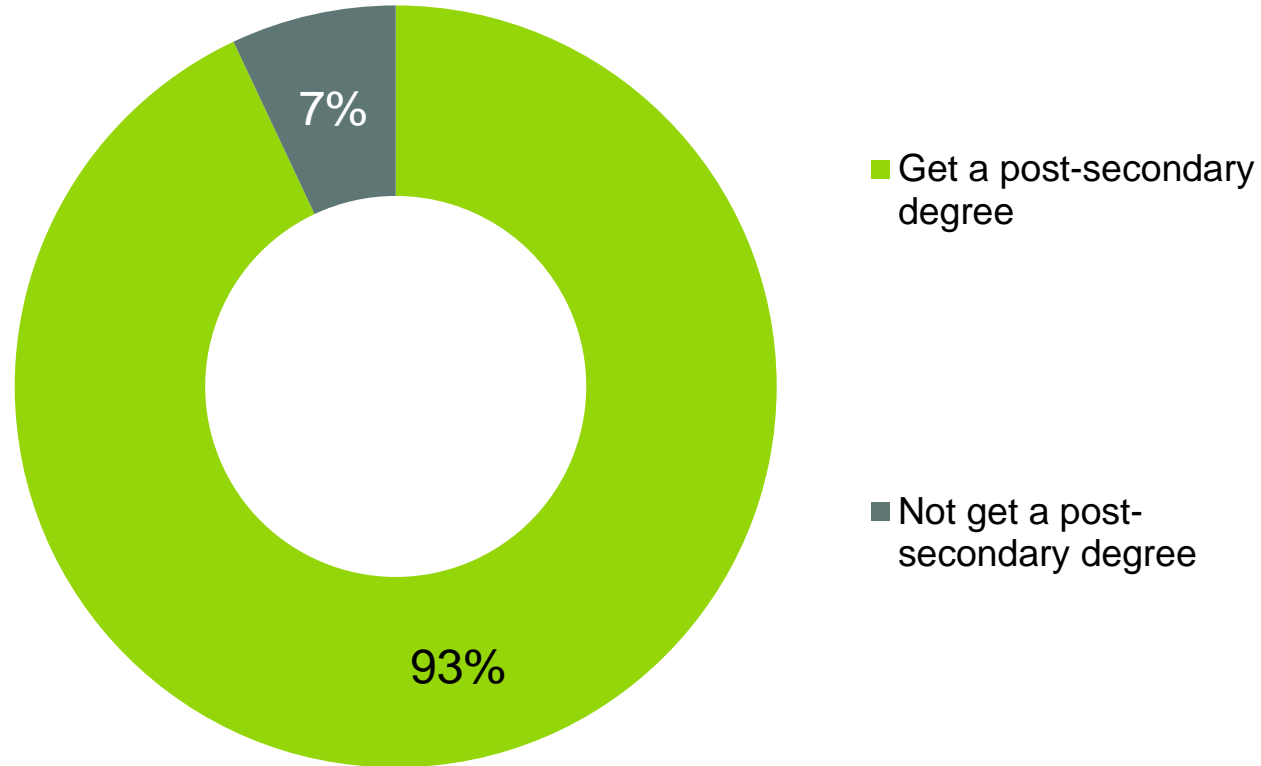
UPSHOT:
The rising cost of a PSE has raised doubts about whether it's worth it.

Generally speaking, do you think getting a post-secondary education in Canada is worth...



**FINDING 2: ALMOST ALL CANADIANS
WOULD GET A POST-SECONDARY IF THERE
WAS NO COST TO LEARNING**

PSE OR NO PSE?



Almost all Canadians would get a post-secondary degree after high school if they didn't have to pay tuition.

This confirms that there is broad appreciation for the value of advanced education and that affordability is a barrier to people getting one.

If you had the choice to get a post-secondary degree after completing high school and you didn't have to pay for tuition, would you choose to...



**FINDING 3: CANADIANS DO NOT WANT
COST TO BE A BARRIER TO PSE**

NO ONE SHOULD BE DENIED A POST-SECONDARY EDUCATION JUST BECAUSE THEY CAN'T AFFORD IT



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know/unsure

Over 8 in 10 Canadians at least somewhat agree that those without the financial means to afford PSE should have this experience denied to them.

Do you agree/disagree with the following statement: **No one should be denied a post-secondary education just because they can't afford it.**



**FINDING 4: CANADIANS THINK
CANADIANS HAVE TO BORROW TOO MUCH
FOR PSE**

THESE DAYS POST-SECONDARY STUDENTS IN CANADA HAVE TO BORROW WAY TOO MUCH MONEY TO PAY FOR THEIR EDUCATION AND END UP STARTING LIFE WITH UNMANAGEABLE DEBT




■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know/unsure

Over 8 in 10 Canadians at least somewhat agree that PSE is too expensive and hampers students with crippling debt.

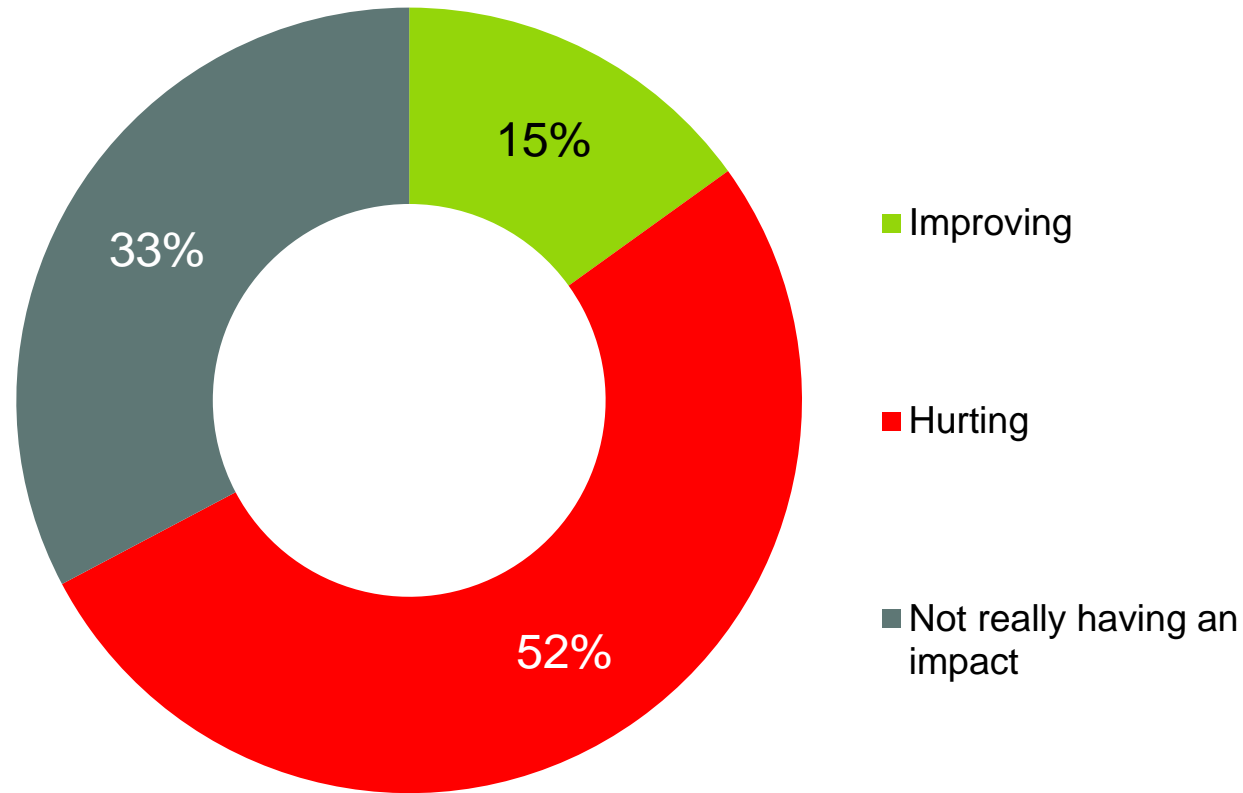
It is interesting to note that Quebec residents are most likely to disagree with this sentiment but also live in a province with the lowest average tuition fees for PSE.

Do you agree/disagree with the following statement: **These days post-secondary students in Canada have to borrow way too much money to pay for their education and end up starting life with unmanageable debt**



**FINDING 5: 1 IN 2 CANADIANS
RECOGNIZE THAT TEACHING PART-TIME
HURTS QUALITY OF EDUCATION**

1 IN 3 POST-SECONDARY INSTRUCTORS ARE TEACHING PART-TIME OR ON SHORT-TERM CONTRACTS



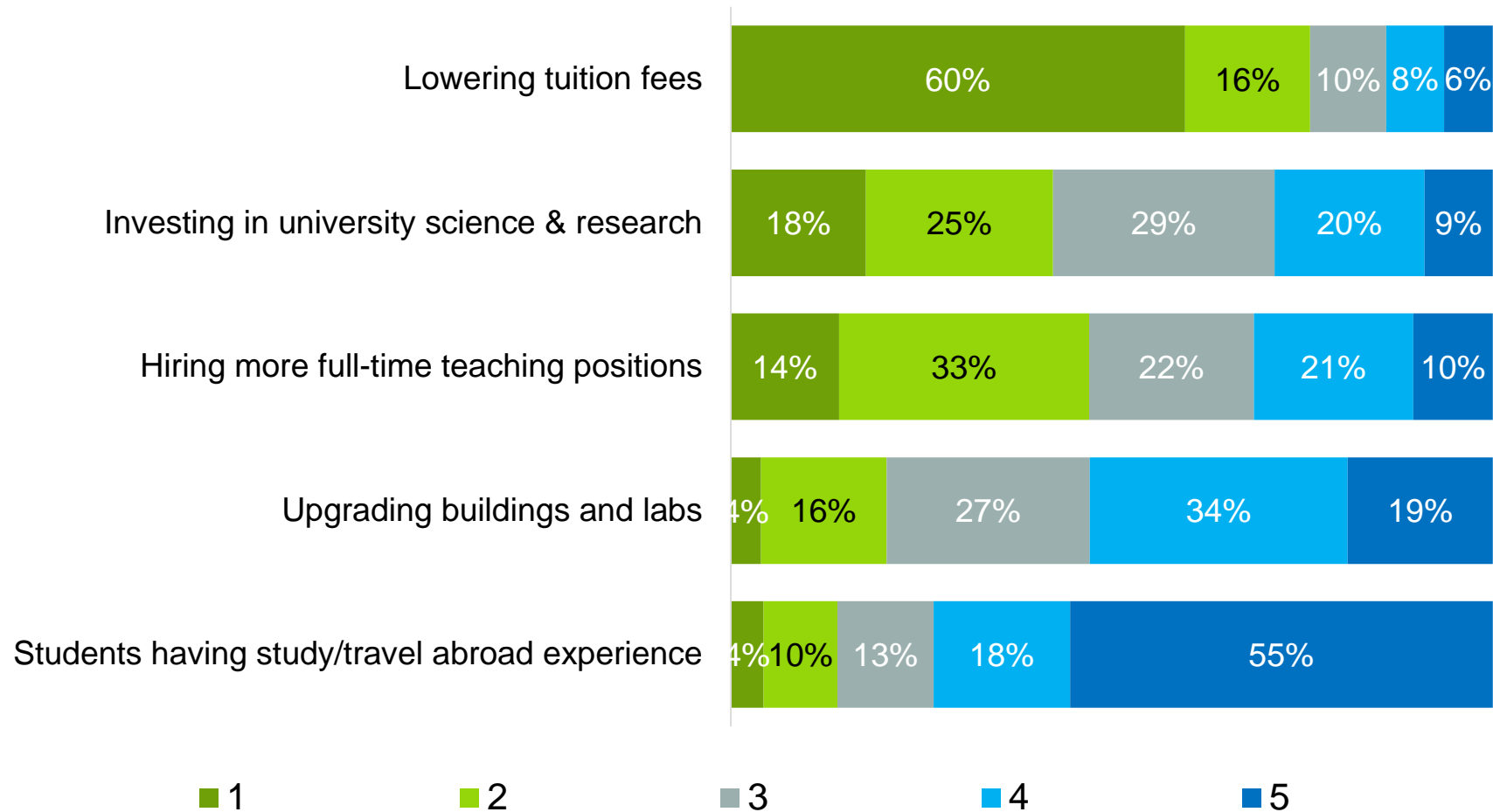
Just over half of Canadians believe that a trend towards more part-time or short-term instructors is hurting quality of education.

Today, about 1 in 3 post-secondary instructors are teaching part-time or on short-term contracts. Do you think this trend is improving, hurting, or not really having an impact on the quality of education in our universities?



FINDING 6: CANADIANS SUPPORT INVESTMENT IN PSE TO IMPROVE ACCESS, AFFORDABILITY AND QUALITY

PRIORITIES FOR POST-SECONDARY EDUCATION IN CANADA

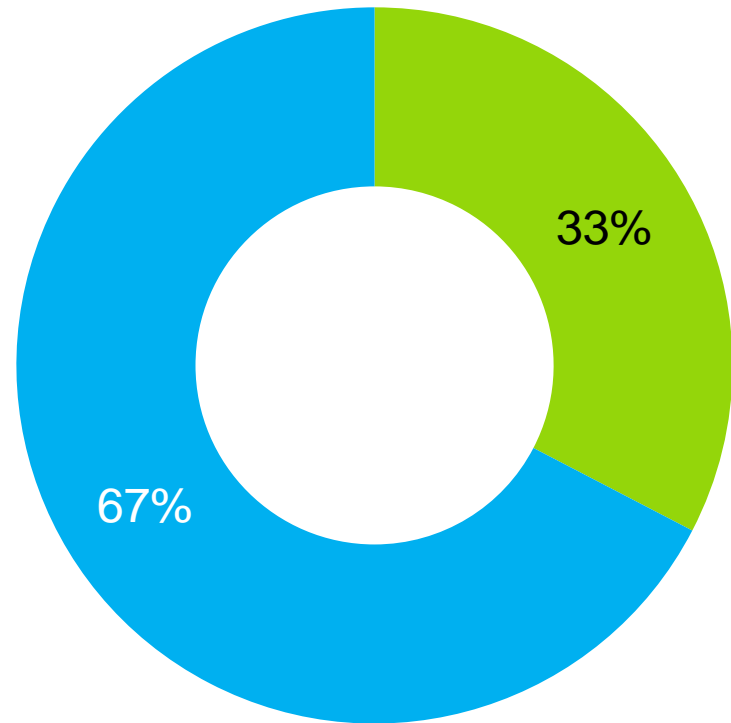


Over 3 in 4 Canadians rank lowering tuition fees as the first and second highest priorities for PSE and is by far the most popular priority overall.

Hiring more full-time teachers is the top or second highest priority for just under half of Canadians.

When you think about post-secondary education in Canada, rank the following from highest to lowest priority for you.

POST-SECONDARY EDUCATION IN CANADA

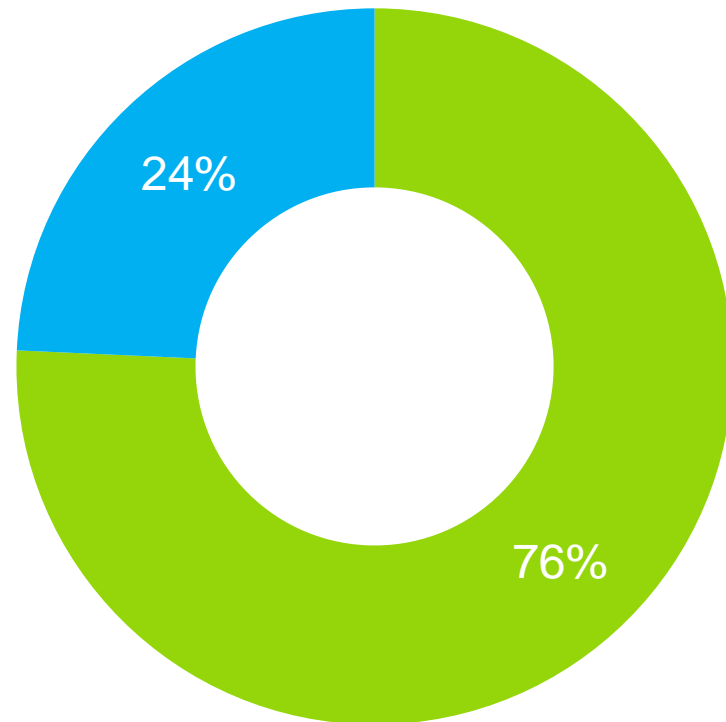


- Students and families cover the majority of costs of post-secondary education through tuition
- Governments pay the majority of costs of post-secondary education as they do for elementary and high school

Over 2 in 3 Canadians believe that PSE should be mostly covered by the government, while the rest believe the individual students and their families should pay the majority of PSE expenses.

Which of the following do you think is the BEST approach to post-secondary education in Canada?

POST-SECONDARY EDUCATION IN CANADA



■ To improve the quality of post-secondary education is for governments to raise taxes on the wealthiest Canadians and big companies and spend more on funding to universities and colleges

■ To improve the quality of post-secondary education is for governments to allow universities and colleges to raise tuition fees to collect the needed revenue to run the schools

Over 3 in 4 Canadians believe that it is better to raise taxes on the wealthy and big companies to fund PSE, while the rest believe colleges and universities should be allowed to raise tuition fees.

Canadians 18-29 are the most likely to prefer raising tuition fees (1 in 3).

Which of the following do you think is the BEST approach to post-secondary education in Canada?