PUBLIC OPINION RESEARCH

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

NATIONAL SURVEY OF 1,500 CANADIANS









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.

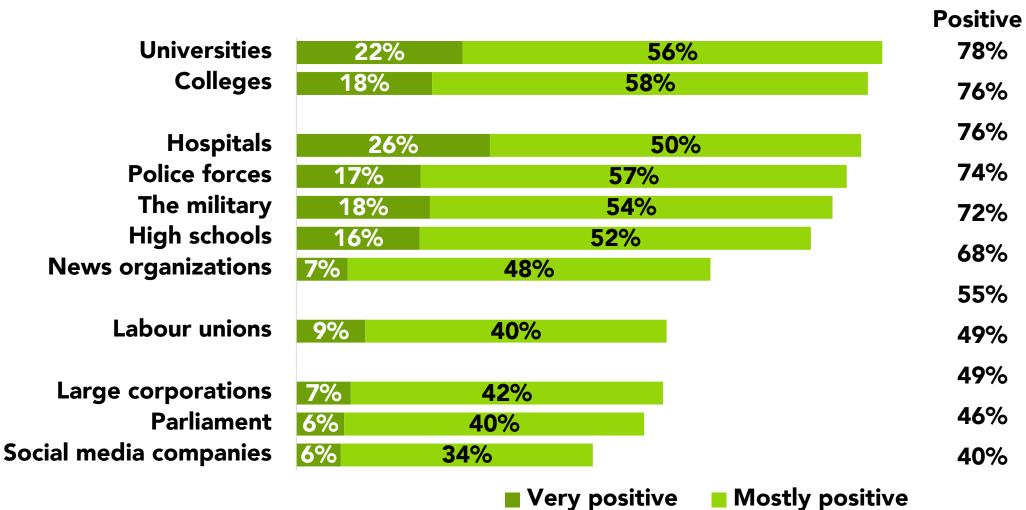
The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



FINDING 1: PSE MAKES CANADA BETTER



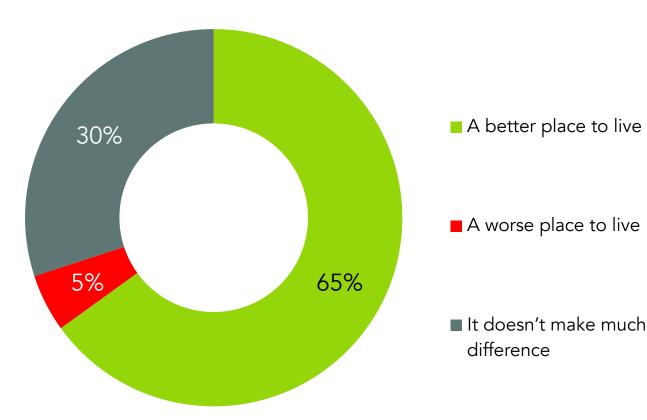
IMPACT ON THE DIRECTION OF CANADA



Generally speaking, do you think the following organizations have a very positive, mostly positive, mostly negative, or very negative impact on the way things are going to this country, or do you think they have no impact



DOES HIGH PSE ATTAINMENT MAKE CANADA A BETTER PLACE TO LIVE?



When we tell respondents that Canada has the highest rate of residents with a postsecondary degree among comparable countries and ask what impact that has on Canada as a place to live, two-thirds feel it makes Canada a better place to live.

Right now Canada has the highest rate of residents with a post-secondary degree among comparable countries around the world Do you think this makes Canada a better place to live, a worse place to live, or do you think it doesn't make much difference?



WHAT IF 75% OF CANADIANS HAD A PSE, WHAT IMPACT WOULD THAT HAVE ON...

Inventions and scientific discovery by Canadians	48%		36%		<mark>4%</mark> 10%	
Canada's economic competitiveness compared to other countries	38%		41%		<mark>%</mark> 12%	When count post-:
Canada's ability to respond to changes in the economy	38%		41%		% 13%	believ thing: This is
Income inequality in Canadian society	29%	42	2%	9%	16%	inven by Ca comp
Canada's art, music, and cultural contribution to the world	28%	42	42%		21%	ability econo
Discrimination and intolerance in Canadian society	27%	399	39%		22%	
Get much betterGet a little worse	Get a little betterGet much worse					

When we ask people to imagine a country where 3 in 4 people have a post-secondary degree, most believe that on a number of metrics, things would be better off.

This is specifically true of the inventions and scientific discovery by Canadians, Canada's economic competitiveness, and Canada's ability to respond to changes in the economy.

In 2016, just over half of Canadians aged 25 to 64 had completed a post-secondary degree Now, imagine if Canada set a goal to have 3 in 4 Canadians with some form of post-secondary education by 2050. Do you think the following would be better or worse as a result?



FINDING 2: CANADIANS SEE INDIVIDUAL, LOCAL AND NATIONAL VALUE IN PSE



HOW CAN POST-SECONDARY INSTITUTIONS HELP SOLVE PROBLEMS?

Helping students get the skills and training they need for the modern economy

Training the next generation of problem-solvers

Conducting research that will help solve problems our society will face over the next decades

Introducing students to a wide range of viewpoints and perspectives

Helping reduce Canadians' anxiety about the future through education and information

Contributing to the local communities and the local economy

Help a lot

Help somewhat

60%	31%	31% 6% ^{3%}			
57%	31%	<mark>8%</mark> 5%			
50%	35%	<mark>10%</mark> 5%			
50%	35%	<mark>10%</mark> 5%			
38%	41%	14% 6%			
37%	42%	14% 6%			
Help only a little	■ Don't help at all				

Below are some things post-secondary institutions could do to help deal with the issues identified earlier. Do you think the following help a lot, help somewhat, help only a little, or don't help at all.



PERFORMANCE OF A POST-SECONDARY DEGREE

Helping people continue life-long learning

Preparing people to find a good, well-paying job

Preparing people for the economy of the future

Helping people from lower income households move up the economic ladder

Making people more accepting and tolerant of different ideas, lifestyles, and backgrounds

Helping people become financially secure

Enabling people to have more predictable lives



Overall, most Canadians believe there are positive benefits to getting a post-secondary education.

For individuals, a PSE does a good job at helping people continue lifelong learning, finding a good, wellpaying job, and helping people rise up the economic ladder.

It also prepares them for the economy of the future, becoming financially secure, and lead more predictable lives.

Excellent

Good

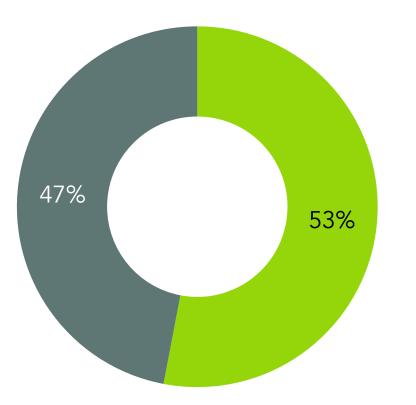
Acceptable

Very poor job



Do you think getting a post-secondary education does an excellent, good, acceptable, poor, or very poor job at doing the following for people who get one?

WHAT IS THE PURPOSE OF A PSE?



Post-secondary education is about encouraging students to think outside the box, create positive change and tackle problems Canadians are split on the purpose of a post-secondary degree. When forced to pick a side, half say it is about encouraging students to think outside the box, create positive change, and tackle problems while the other half think it is about getting the skills students need to find a good job.

Post-secondary education is about getting the skills students need to find a good job Younger Canadians are more likely to side with the "get a good job" framing but the differences are not that substantial.

There's no clear regional, demographic, socio-economic, or even political pattern to these responses.



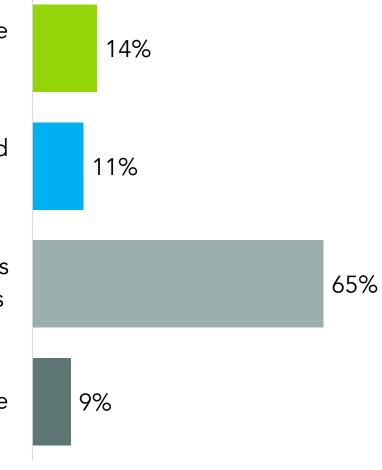
DO YOU THINK POST-SECONDARY EDUCATION SHOULD BE DESIGNED FOR...

Mostly the personal benefit of the students who learn there

Mostly the benefit of our society and communities

Equally for the benefit of students and our society and communities

Don't know/ Unsure



Most Canadians see both private and public benefits to postsecondary education when we ask how PSE should be designed.

Almost two-thirds believe that PSE needs to benefit communities as much as for the personal gain of the students.

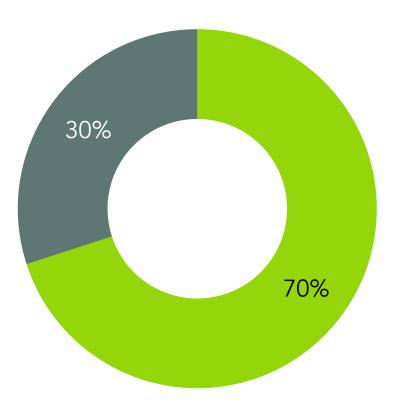


Do you think post-seconday education should be designed for...

FINDING 3: 70 % OF **CANADIANS BELIEVE THAT IT** HAS NEVER BEEN MORE **IMPORTANT TO GET A POST-**SECONDARY EDUCATION



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 postsecondary education is no longer as important as it once was

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

3 in 10, though, are more likely to think it may no longer be as important to get one.

The age gap on this question is noteworthy. Younger Canadians are more likely to think a PSE may no longer be as important than older Canadians.

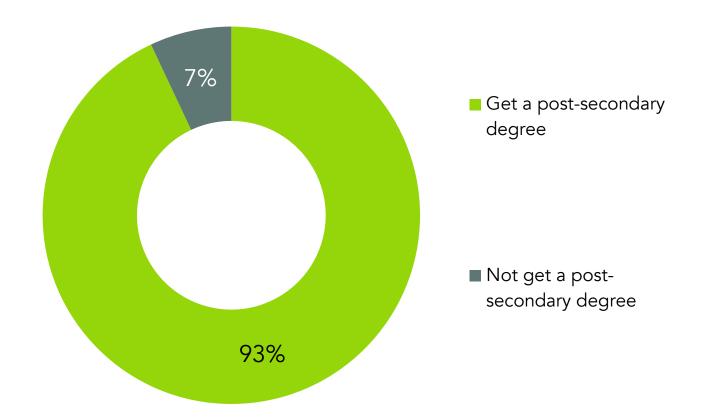
Moreover, there's little variation across political support. Conservatives, Liberals, and NDPers all agree that it's never been more important to get a post-secondary education.



FINDING 4: EDUCATIONAL ATTAINMENT WOULD GO UP IF PSE WAS MORE AFFORDABLE



PSE OR NO PSE?



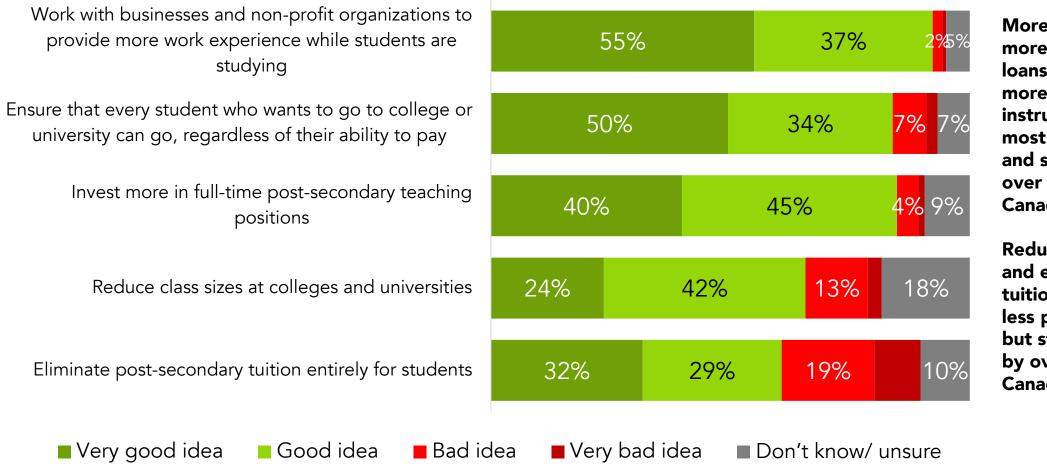
If you had the choice to get a post-secondary degree after completing high school and you didn't have to pay for tuition, would you choose to...



FINDING 5: A PSE AGENDA FOR GOVERNMENT



DO YOU THINK THE FOLLOWING IS A...



More co-op courses, more grants and loans and hiring more full time PSE instructors are the most popular ideas and supported by over 8 in 10 Canadians.

Reducing class sizes and eliminating tuition entirely were less popular ideas but still supported by over 6 in 10 Canadians.

Do you think the following is a very good idea, good idea, bad idea, very bad idea, or don't know/ unsure?

