

Community Relations Study 2007

Results of the Memorial University Community Relations Survey
conducted by Omnifacts Bristol Research

Centre for Institutional Analysis and Planning
August 2007

BACKGROUND

This report presents a summary of the results obtained from a public opinion survey of Newfoundland and Labrador residents concerning Memorial University of Newfoundland. This is a repeat of the Community Relations Study conducted initially in 1997 and again in 2004 by Omnifacts Research who was commissioned by the University to conduct a province-wide survey. The purpose of the survey as originally stated in 1997 was to “solicit perceptions, beliefs, and attitudes of a random cross section of the adult portion of the population concerning Memorial University.” The current survey will allow a comparison to be made to the 1997 and 2004 results and will also collect new information with additional questions.

METHODOLOGY

Implementation of the survey, including sampling, interviewing and data entry, was carried out by Omnifacts Bristol Research. A stratified sampling method, based on geographic region of the province, was used to generate a random sample of the population of Newfoundland and Labrador. Regions on the western portion of the province were oversampled to allow for more meaningful analysis at the regional level. In the tables that follow, overall numbers are constructed by weighting the sample results to reflect the regional proportions in the provincial population (as per the 2006 census). The survey was conducted by telephone over a three week period, starting July 3, 2007.

The questionnaire used in the 1997 and 2004 studies was used again in the current survey, to allow for comparisons to be made between the administration times. A set of questions that appeared in a recent national AUCC survey pertaining to post-secondary education was also adapted for inclusion in the current administration of the questionnaire. A copy of the questionnaire is appended to this report.

A total sample size of 800 was obtained for this survey (margin of error of +/-3.5%, 95% confidence level), as detailed in the table below.

Sample Size by Geographic Region	
<i>Region</i>	<i>Sample</i>
St. John's CMA	250
Other East	150
Central	150
Corner Brook CA	100
Other West	100
Labrador	50
Total	800

RESULTS

Survey results are presented on a question-by-question basis in the order they appear on the questionnaire. The results for the overall survey sample (weighted) are presented along with a breakdown of responses by geographic region. Additional cross-tabulations for the survey questions were carried out where appropriate (i.e., where subgroups were of a sufficient size to permit a breakdown) against the variables of gender, age group, education and affiliation with Memorial (defined by combined responses to questions D1, D2 and D3). Any instances where responses to questionnaire items were found to differ significantly among these groups, and a clear trend was observable, are mentioned. However it should be noted that with many of these additional cross-tabulations the resulting subgroups were small in size (less than 100 respondents) and these results should therefore be interpreted with caution.

Section 1: Perceptions of Memorial

Q1. When you think of Memorial University, what first comes to mind? (Total mentions)							
<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Provides an education	55.7%	57.6%	56.7%	57.3%	51.0%	55.0%	38.0%
Don't know/not sure	4.8%	2.0%	4.7%	6.0%	6.0%	8.0%	8.0%
Cost/prices (i.e. expensive)	10.8%	9.6%	15.3%	10.7%	9.0%	7.0%	10.0%
St. John's/Newfoundland and Labrador	7.1%	5.6%	4.7%	6.7%	14.0%	9.0%	22.0%
Students (i.e. diversity of student population)	3.5%	3.2%	6.0%	2.7%	5.0%	2.0%	0.0%
Provides access to future employment	4.2%	2.4%	5.3%	4.7%	5.0%	6.0%	4.0%
Reputation (i.e. established university)	2.9%	2.8%	2.0%	2.7%	1.0%	5.0%	8.0%
Student loans/debts	1.7%	2.0%	2.0%	2.0%	1.0%	0.0%	0.0%
Good location	1.1%	1.2%	0.0%	0.7%	2.0%	3.0%	2.0%
Variety of programs offered	1.2%	1.6%	2.0%	0.0%	0.0%	1.0%	0.0%
Cheap tuition	1.4%	1.2%	1.3%	2.0%	2.0%	1.0%	0.0%
Quality of programs offered	0.9%	1.2%	1.3%	0.7%	0.0%	1.0%	0.0%
Named after war veterans	0.9%	0.8%	0.7%	2.0%	1.0%	0.0%	0.0%
Personal experience (e.g., I attended, family attended)	8.4%	9.6%	8.7%	6.0%	11.0%	6.0%	8.0%
Hard work	2.1%	2.4%	1.3%	4.0%	2.0%	1.0%	0.0%
Physical campus/infrastructure	1.7%	2.4%	0.7%	1.3%	3.0%	2.0%	0.0%
Size of university	2.7%	2.4%	2.7%	2.7%	0.0%	6.0%	2.0%
Specific programs/faculties/schools	3.1%	4.8%	3.3%	1.3%	3.0%	1.0%	4.0%

Other campuses/affiliations	1.6%	1.2%	1.4%	7.3%	2.0%	1.0%	0.0%
Opportunities/future	3.9%	3.6%	4.7%	4.0%	3.0%	2.0%	6.0%
Quality (e.g., quality education, good school)	16.0%	13.6%	20.7%	14.7%	15.0%	16.0%	16.0%
Research	1.7%	3.2%	0.7%	1.3%	0.0%	0.0%	2.0%
Only university in province	1.8%	2.4%	0.7%	2.7%	3.0%	0.0%	2.0%
Other	12.4%	14.0%	11.3%	12.1%	11.0%	12.0%	14.0%
Total N (unweighted)	800	250	150	150	100	100	50

Note: Since respondents could make more than one response, the sum of percentages will exceed 100%. The response category "Other" combines responses that were each mentioned infrequently.

- The most common "top of mind" impression of the university for the majority of respondents is that Memorial provides an education, and this was consistent across the regions of the province.

Q2a. A degree from Memorial University is not as valuable as a degree from other Canadian universities.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	35.4%	34.4%	35.3%	30.7%	53.0%	35.0%	36.0%
Somewhat disagree	50.3%	52.0%	49.3%	55.3%	34.0%	52.0%	48.0%
Neither agree nor disagree	5.1%	4.4%	8.0%	4.7%	1.0%	4.0%	8.0%
Somewhat agree	8.0%	8.8%	6.0%	6.7%	10.0%	8.0%	8.0%
Strongly agree	1.2%	0.4%	1.3%	2.7%	2.0%	1.0%	0.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2b. I think that Memorial is operated in a cost-effective manner.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	1.7%	3.2%	0.0%	1.3%	3.0%	1.0%	0.0%
Somewhat disagree	14.5%	18.4%	12.0%	11.3%	17.0%	10.0%	14.0%
Neither agree nor disagree	22.4%	19.6%	20.0%	21.3%	22.0%	28.0%	34.0%
Somewhat agree	52.9%	50.4%	59.3%	58.7%	49.0%	49.0%	38.0%
Strongly agree	8.5%	8.4%	8.7%	7.3%	9.0%	12.0%	14.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2c. The research and development conducted at Memorial produces many cultural benefits for Newfoundland and Labrador.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	0.6%	0.4%	0.0%	1.3%	2.0%	0.0%	0.0%
Somewhat disagree	3.3%	5.6%	3.3%	1.3%	2.0%	2.0%	0.0%
Neither agree nor disagree	9.2%	7.6%	6.7%	11.3%	9.0%	13.0%	14.0%
Somewhat agree	67.8%	65.6%	69.3%	69.3%	67.0%	67.0%	70.0%
Strongly agree	19.1%	20.8%	20.7%	16.7%	20.0%	18.0%	16.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2d. I think that public funding for Memorial University should be decreased.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	34.0%	31.6%	33.3%	38.0%	39.0%	32.0%	40.0%
Somewhat disagree	41.3%	45.6%	40.0%	40.0%	42.0%	37.0%	38.0%
Neither agree nor disagree	4.6%	3.6%	6.0%	3.3%	1.0%	7.0%	6.0%
Somewhat agree	14.6%	14.0%	15.3%	12.7%	14.0%	17.0%	12.0%
Strongly agree	5.5%	5.2%	5.3%	6.0%	4.0%	7.0%	4.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2e. The research and development conducted at Memorial produces many economic benefits for Newfoundland and Labrador.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Somewhat disagree	3.4%	4.0%	2.7%	2.7%	5.0%	5.0%	0.0%
Neither agree nor disagree	7.8%	7.2%	4.7%	9.3%	14.0%	11.0%	6.0%
Somewhat agree	67.9%	64.4%	77.3%	66.0%	53.0%	67.0%	74.0%
Strongly agree	20.5%	23.6%	15.3%	22.0%	28.0%	17.0%	20.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2f. Memorial University's academic programs are amongst the best in the world.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	0.5%	0.4%	0.0%	1.3%	1.0%	0.0%	0.0%
Somewhat disagree	4.9%	6.8%	4.7%	2.7%	5.0%	4.0%	0.0%
Neither agree nor disagree	8.8%	8.8%	6.7%	12.0%	4.0%	12.0%	12.0%
Somewhat agree	61.0%	57.6%	60.7%	62.7%	61.0%	65.0%	64.0%
Strongly agree	24.8%	26.4%	28.0%	21.3%	39.0%	19.0%	24.0%
Total N (unweighted)	800	250	150	150	100	100	50

Q2g. Memorial University's research capabilities are amongst the best in the world.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly disagree	0.2%	0.4%	0.0%	0.0%	1.0%	0.0%	0.0%
Somewhat disagree	4.5%	6.8%	2.7%	4.0%	2.0%	3.0%	2.0%
Neither agree nor disagree	15.0%	13.2%	10.0%	16.0%	18.0%	23.0%	22.0%
Somewhat agree	61.7%	59.2%	66.7%	64.0%	59.0%	61.0%	52.0%
Strongly agree	18.7%	20.4%	20.7%	16.0%	20.0%	13.0%	24.0%
Total N (unweighted)	800	250	150	150	100	100	50

- For the Question 2 series of questions, responses of Don't Know are combined with Neither agree nor disagree, for ease of comparison between different years.
- Responses to the agree-disagree items did not differ significantly between regions of the province.
- Additional cross-tabulations with these items and demographic variables indicated some differences in the pattern of responding among groups:
 - Q2a—individuals with some affiliation to Memorial more frequently disagreed (86.4%) that a degree from Memorial is not as valuable, compared to those with no affiliation (83.5%); disagreement levels were higher among respondents with post-secondary education (87.5%-92.6%) compared to respondents with high school education or less (76.7%)
 - Q2b—the proportion of respondents agreeing that Memorial is operated in a cost-effective manner was higher for those with an affiliation to Memorial (62.8% vs. 57.3%), and for those in the 18-25 age group (69.4% vs. 54.3%-62.1%).
 - Q2d—disagreement that public funding for Memorial should be decreased was higher among those with an affiliation to Memorial (80.4% vs. 60.0%), and among college and university graduates (80.2%, 86.4%) compared to those with some post-secondary education (72.7%) or high school (63.1%).

Section 2: Likelihood of Recommending

Q3a. If one of your family or friends was seeking a university to attend, which university would you recommend?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Memorial University of Newfoundland	78.4%	78.0%	84.7%	83.3%	78.0%	72.0%	54.0%
Don't know/not sure	12.7%	13.2%	9.3%	9.3%	9.0%	17.0%	32.0%
Other University/School	8.4%	8.4%	6.0%	6.0%	12.0%	11.0%	14.0%
Refused	0.4%	0.4%	0.0%	1.3%	1.0%	0.0%	0.0%
Total N (unweighted)	800	250	150	150	100	100	50

- Additional cross-tabulations indicated that respondents with some affiliation to Memorial were more likely to spontaneously state Memorial as their recommended university (91.8% vs. 85.8%), while university graduates more often said they would recommend another university compared to respondents in the other education groups (14.4%, compared to 5.8%-10.5%).

Q3b. Why would you recommend Memorial University? (Total mentions)

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Location	52.4%	51.3%	53.5%	51.2%	55.1%	50.0%	59.3%
Reputation	34.5%	33.3%	33.9%	30.4%	34.6%	38.9%	40.7%
Quality of programs offered	27.4%	32.8%	23.6%	24.8%	24.4%	23.6%	40.7%
Quality of teaching	15.9%	15.9%	16.5%	17.6%	17.9%	8.3%	22.2%
Cost/price of tuition	12.3%	16.4%	11.0%	5.6%	17.9%	13.9%	7.4%
Variety/selection of programs available	8.4%	8.7%	9.4%	8.0%	7.7%	9.7%	3.7%
Cost/price (general)	17.8%	24.1%	15.7%	15.2%	17.9%	6.9%	22.2%
Research facilities/reputation	2.1%	2.6%	2.4%	1.6%	2.6%	0.0%	3.7%
Diversity of student population	2.1%	1.0%	1.6%	4.8%	6.4%	0.0%	0.0%
Don't know/not sure	1.7%	0.0%	2.4%	3.2%	2.6%	1.4%	0.0%
Cost/price of books	0.9%	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Other	27.2%	29.2%	22.8%	26.4%	17.9%	36.1%	33.3%
Total N (unweighted)	624	195	127	125	78	72	27

Note: Since respondents could make more than one response, the sum of percentages will exceed 100%. The response category "Other" combines responses that were each mentioned infrequently.

Regional breakdowns were not carried out for the follow up question "Why would you recommend another university?" (which was asked to the 69 respondents who said they would recommend another University) as the numbers in each sub-group were too small to permit any meaningful analysis. The overall (weighted) responses to this question indicated that respondents would recommend another university for a wide variety of reasons, including reputation (21.2%), quality of programs offered (17.7%), quality of teaching (16.3%), location (14.9%), and variety of programs available (11.6%).

Q3c. How likely would you be to recommend Memorial to your friend or family member?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Very unlikely	8.5%	9.1%	0.0%	16.0%	9.1%	7.1%	8.7%
Somewhat unlikely	4.3%	5.5%	4.3%	8.0%	4.5%	3.6%	0.0%
Neither likely nor unlikely	1.3%	1.8%	0.0%	0.0%	0.0%	3.6%	4.3%
Somewhat likely	49.9%	41.8%	56.5%	52.0%	36.4%	60.7%	60.9%
Very likely	32.4%	34.5%	39.1%	24.0%	50.0%	21.4%	26.1%
Don't know/Not sure	3.5%	7.3%	0.0%	0.0%	0.0%	3.6%	0.0%
Total N (unweighted)	176	55	23	25	22	28	23

Q4. Which campuses of Memorial University can you name? (Total mentions)

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
St. John's campus	45.6%	54.2%	34.0%	34.0%	70.0%	46.0%	42.0%
Sir Wilfred Grenfell College	43.5%	49.4%	30.7%	24.0%	75.0%	51.0%	42.0%
Marine Institute	14.2%	21.3%	8.7%	11.3%	10.0%	9.0%	12.0%
Harlow Campus, UK	14.4%	20.9%	8.0%	12.7%	16.0%	11.0%	6.0%
Don't Know/Not Sure	45.0%	36.9%	57.3%	55.3%	23.0%	43.0%	46.0%
Other	10.4%	14.9%	6.0%	9.3%	3.0%	9.0%	18.0%
Total N (unweighted)	800	250	150	150	100	100	50

Note: Since respondents could make more than one response, the sum of percentages will exceed 100%. The response category "Other" combines responses that were each mentioned infrequently.

Q5. In comparison to what you know of other Canadian universities, how would you rate the quality of education provided by each campus? (mean rating on a scale of 1 to 10, where 1 is “poor” and 10 is “excellent”)

<i>Response</i>		<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
St. John's campus	Mean	8.03	8.06	7.92	7.93	8.05	8.00	8.16
	N	336	127	48	45	65	39	19
SWGC	Mean	7.88	7.86	7.90	8.03	7.96	7.71	7.93
	N	220	63	21	38	69	42	15
Marine Institute	Mean	8.50	8.67	8.33	8.67	7.60	7.86	8.60
	N	85	39	9	15	5	7	5

Note: Mean ratings for each region, and for the Marine Institute, should be interpreted with caution as they are based on a small number of respondents. Responses of Don't Know are excluded from analysis.

- Average (mean) ratings of the quality of education provided by each campus did not differ significantly between the different regions of the province.

Q6a. In terms of number of students, which of the following universities do you think is the largest?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Memorial	46.7%	52.4%	48.7%	39.3%	42.0%	40.0%	40.0%
Dalhousie	37.8%	37.6%	36.7%	42.0%	45.0%	32.0%	36.0%
University of New Brunswick	4.5%	2.4%	4.7%	5.3%	4.0%	8.0%	12.0%
Don't know/not sure	11.0%	7.6%	10.0%	13.3%	9.0%	20.0%	12.0%
Total N (unweighted)	800	250	150	150	100	100	50

- Responses to item Q6a differed among regions of the province, with a higher proportion in the St. Johns CMA region rating Memorial as largest, compared to the other groups.

Q6b. How do the tuition fees at Memorial University compare to tuition fees at other universities that you may know of in Atlantic Canada?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Higher	9.3%	7.6%	10.7%	9.3%	5.0%	11.0%	12.0%
Lower	46.4%	58.8%	38.0%	36.7%	55.0%	35.0%	48.0%
About the Same	24.5%	18.0%	31.3%	28.7%	23.0%	28.0%	20.0%
Don't know/not sure	19.9%	15.6%	20.0%	25.3%	17.0%	26.0%	20.0%
Total N (unweighted)	800	250	150	150	100	100	50

- Responses to item Q6b differed from region to region, with a higher proportion of respondents in the St. Johns CMA region and the Corner Brook CA region rating Memorial as having lower tuition fees.

Q6c. Please estimate what percentage of Memorial's 60,000 graduates live in the province.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
About 20%	40.2%	35.6%	36.0%	48.0%	45.0%	45.0%	46.0%
About 50%	40.0%	43.6%	42.0%	40.0%	37.0%	33.0%	30.0%
About 70%	14.9%	15.6%	16.7%	10.7%	16.0%	12.0%	20.0%
Don't know/not sure	5.0%	5.2%	5.3%	1.3%	2.0%	10.0%	4.0%
Total N (unweighted)	800	250	150	150	100	100	50

- Responses to item Q6c varied, but did not differ significantly among regions of the province.

Section 3: Demographic

D1. Are you or any members of your immediate family presently attending Memorial; immediate family meaning parents, sons or daughters, brothers or sisters?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Yes	18.6%	24.0%	14.0%	19.3%	16.0%	12.0%	16.0%
No	81.2%	75.6%	86.0%	80.7%	84.0%	88.0%	84.0%
Don't know	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Total N (unweighted)	800	250	150	150	100	100	50

D2. Have you or any members of your immediate family attended Memorial in the past; immediate family meaning parents, sons or daughters, brothers or sisters?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Yes	69.5%	79.6%	65.3%	63.3%	73.0%	61.0%	58.0%
No	29.7%	20.4%	34.0%	35.3%	27.0%	37.0%	40.0%
Don't know	0.8%	0.0%	0.7%	1.3%	0.0%	2.0%	2.0%
Total N (unweighted)	800	250	150	150	100	100	50

D3. Do you or does any member of your immediate family presently work for Memorial University; immediate family meaning parents, sons or daughters, brothers or sisters?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Yes	7.7%	15.6%	3.3%	2.0%	9.0%	1.0%	4.0%
No	91.6%	84.0%	96.0%	97.3%	90.0%	97.0%	96.0%
Don't know	0.7%	0.4%	0.7%	0.7%	1.0%	2.0%	0.0%
Total N (unweighted)	800	250	150	150	100	100	50

D4. Which of the following categories describes your age?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Between 18 and 25 years of age	11.1%	11.2%	10.7%	9.3%	15.0%	10.0%	12.0%
Between 26 and 40 years of age	26.7%	26.4%	24.7%	28.7%	25.0%	21.0%	38.0%
Between 41 and 60 years of age	47.1%	46.8%	48.7%	50.7%	47.0%	46.0%	42.0%
61 years or over	14.7%	15.6%	16.0%	11.3%	12.0%	20.0%	8.0%
Refused	0.4%	0.0%	0.0%	0.0%	1.0%	3.0%	0.0%
Total N (unweighted)	800	250	150	150	100	100	50

D5. What is the highest level of education you have achieved?

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Graduated high school or less	28.4%	17.6%	34.0%	34.7%	32.0%	37.0%	24.0%
Some trades, college, vocational school, or university	22.8%	26.8%	22.0%	18.7%	18.0%	21.0%	24.0%
Trades, college or vocational graduate	21.9%	21.6%	22.7%	27.3%	22.0%	17.0%	16.0%
University graduate	26.8%	34.0%	21.3%	19.3%	28.0%	24.0%	34.0%
Refused	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%
Total N (unweighted)	800	250	150	150	100	100	50

D6. Gender

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Male	41.4%	42.4%	40.0%	40.0%	40.0%	47.0%	38.0%
Female	58.6%	57.6%	60.0%	60.0%	60.0%	53.0%	62.0%
Total N (unweighted)	800	250	150	150	100	100	50

Additional Section: AUCC Items¹

Every qualified person who wants to attend university should be guaranteed a place, even if this means universities are more crowded and educational quality drops.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	56.5%	62.4%	56.7%	55.3%	55.0%	45.0%	52.0%
Neither agree nor disagree	5.0%	4.8%	6.0%	2.7%	5.0%	7.0%	6.0%
Strongly/somewhat agree	38.5%	32.8%	37.3%	42.0%	40.0%	48.0%	42.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	56%			40%			
Neither agree nor disagree	5%			26%			
Strongly/somewhat agree	38%			34%			

The cost of university education is a good, long-term investment for today's young people.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	12.5%	14.0%	9.4%	14.0%	8.0%	12.0%	14.0%
Neither agree nor disagree	3.3%	2.4%	5.3%	2.7%	2.0%	3.0%	4.0%
Strongly/somewhat agree	84.2%	83.6%	85.3%	83.3%	90.0%	85.0%	82.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	13%			12%			
Neither agree nor disagree	3%			16%			
Strongly/somewhat agree	84%			72%			

¹ Notes:

- The AUCC survey responses were made on a 7-point scale (Agree=5-7, Neither=4, Disagree=1-3, with a Don't Know option); the Memorial survey responses were made on a 5-point scale (Agree=4-5, Neither/DK=3, Disagree=1-2).
- To allow for comparability between the surveys, responses of Neither and Don't know are combined here for the AUCC results as they were in the Memorial survey
- AUCC survey numbers are taken from the presentation "Public Perceptions and Attitudes toward Canadian Higher Education (December 2006)"

Government should spend more to enhance the quality of the educational experience that students gain at university.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	3.1%	4.4%	2.0%	2.0%	6.0%	2.0%	0.0%
Neither agree nor disagree	1.9%	2.8%	1.3%	0.7%	1.0%	1.0%	6.0%
Strongly/somewhat agree	94.9%	92.8%	96.7%	97.4%	93.0%	97.0%	94.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	3%			11%			
Neither agree nor disagree	2%			18%			
Strongly/somewhat agree	95%			71%			

University research brings long-term benefits to Canadians and Canadian society.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	2.0%	1.2%	2.0%	4.0%	2.0%	1.0%	0.0%
Neither agree nor disagree	2.5%	1.6%	1.3%	3.3%	2.0%	4.0%	4.0%
Strongly/somewhat agree	95.6%	97.2%	96.6%	92.7%	96.0%	95.0%	96.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	2%			4%			
Neither agree nor disagree	2%			13%			
Strongly/somewhat agree	96%			83%			

Canada needs to invest more in supporting university research.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	2.7%	2.8%	2.0%	3.4%	5.0%	2.0%	2.0%
Neither agree nor disagree	2.7%	2.8%	2.7%	2.0%	0.0%	3.0%	6.0%
Strongly/somewhat agree	94.6%	94.4%	95.4%	94.7%	95.0%	95.0%	92.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	3%			7%			
Neither agree nor disagree	3%			18%			
Strongly/somewhat agree	94%			75%			

Knowledge of other cultures and an understanding of the world are increasingly important qualities for employees to have in today's labour market.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	2.2%	2.4%	3.4%	0.0%	4.0%	3.0%	0.0%
Neither agree nor disagree	1.1%	1.2%	2.0%	1.3%	0.0%	0.0%	0.0%
Strongly/somewhat agree	96.7%	96.4%	94.7%	98.6%	96.0%	97.0%	100%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	2%			4%			
Neither agree nor disagree	1%			14%			
Strongly/somewhat agree	97%			82%			

In order to be prepared for success in a globalized world students need international educational opportunities like student exchanges or the chance to work or study abroad as part of their academic program.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	7.9%	11.2%	7.3%	6.0%	5.0%	3.0%	8.0%
Neither agree nor disagree	1.6%	0.8%	2.0%	2.7%	2.0%	2.0%	2.0%
Strongly/somewhat agree	90.5%	88.0%	90.7%	91.3%	93.0%	95.0%	90.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	8%			11%			
Neither agree nor disagree	2%			19%			
Strongly/somewhat agree	90%			71%			

Universities help students develop the international skills needed in today's labour market.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	7.8%	9.0%	8.7%	6.7%	12.0%	4.0%	12.0%
Neither agree nor disagree	3.6%	4.0%	1.3%	4.7%	1.0%	3.0%	10.0%
Strongly/somewhat agree	88.6%	88.0%	90.0%	88.7%	87.0%	93.0%	78.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	8%			12%			
Neither agree nor disagree	4%			29%			
Strongly/somewhat agree	89%			59%			

Canada's universities and colleges work well together to allow students to easily transfer course credits from one institution to another.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	15.5%	16.8%	11.3%	14.6%	22.0%	16.0%	12.0%
Neither agree nor disagree	23.0%	26.4%	28.0%	17.3%	15.0%	20.0%	18.0%
Strongly/somewhat agree	61.6%	56.8%	60.6%	68.0%	63.0%	64.0%	70.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	16%			NA			
Neither agree nor disagree	23%			NA			
Strongly/somewhat agree	62%			NA			

Considering both the cost of a university education as well as the skills and training obtained, a university degree offers excellent value for money.

<i>Response</i>	<i>Overall</i>	<i>St. John's CMA</i>	<i>Other East</i>	<i>Central</i>	<i>Corner Brook CA</i>	<i>Other West</i>	<i>Labrador</i>
Strongly/somewhat disagree	13.5%	14.8%	14.7%	12.6%	10.0%	12.0%	14.0%
Neither agree nor disagree	4.2%	4.4%	1.3%	1.3%	7.0%	8.0%	8.0%
Strongly/somewhat agree	82.3%	80.8%	84.0%	86.0%	83.0%	80.0%	78.0%
Total N (unweighted)	800	250	150	150	100	100	50
<i>Response</i>	Memorial PO Survey (provincial) (n=800)			AUCC Survey (national) (n=1,018)			
Strongly/somewhat disagree	14%			13%			
Neither agree nor disagree	4%			24%			
Strongly/somewhat agree	82%			63%			

- For all these items there was a higher level of general agreement among respondents in the Memorial survey, when compared to levels of agreement in the national results available from AUCC (note that responses in the provincial survey were made on a 5-point scale as opposed to a 7-point scale in the national survey). Some items in particular where proportions appeared quite different:
 - 89% of respondents in Memorial's survey agreed that universities help students develop the international skills needed in today's labour market (compared to 59% in the national survey)
 - 95% of respondents in Memorial's survey agreed that government should spend more to enhance the quality of the educational experience that students gain at university (compared to 71% in the national survey)

SUMMARY AND COMPARISON TO 1997 AND 2004 SURVEYS

The results of this survey indicate a generally positive perception of Memorial University among the residents of Newfoundland and Labrador.

Statements on Views of Memorial University

For the agree-disagree statements concerning views of Memorial University, responses in the 2007 survey are generally similar to the 2004 survey in terms of general agreement/disagreement to the statements. There is, however, a difference noted in the proportions at the extreme ends of the scales (e.g., strongly agree or strongly disagree), to the effect that there are lower proportions of respondents in the current survey responding at these extremes compared to the previous survey. *This suggests that the views of respondents in the current survey are not as strongly positive or negative as they were three years ago (see attached).* General trends in the positive or negative direction are similar however, when ratings of "strongly" and "somewhat" are combined. (Note that for these statements, responses of "Don't Know" were combined with responses of "Neither" to simplify the presentation of the results)

Highlights:

- A slightly higher proportion of respondents in the 2007 survey held positive views towards the value of a Memorial degree, the cultural benefits produced from research and development at Memorial, and the quality of Memorial's academic programs.
 - 85% disagreed or strongly disagreed that a degree from Memorial is not as valuable as a degree from other Canadian Universities, compared to 82% in 2004 and 80% in 1997
 - 87% agreed or strongly agreed that Memorial's research and development produces many cultural benefits for the province, compared to 82% in 2004 and 81% in 1997
 - 86% agree or strongly agree that Memorial's academic programs are among the best in the world (84% in 2004)

- There were no notable changes from three years ago in views toward the cost effective operation of the university, level of public funding, the economic benefits produced from research and development at Memorial, and the research capabilities being among the best in the world.
 - 61% agree or strongly agree that Memorial is operated in a cost-effective manner (62% in 2004; 48% in 1997)
 - 75% disagree or strongly disagree that public funding for Memorial should be decreased (75% in 2004; 72% in 1997)
 - 89% agreed or strongly agreed that Memorial's research and development produces many economic benefits for the province (89% in 2004; 79% in 1997)
 - 81% agree or strongly agree that Memorial's research capabilities are among the best in the world (81% in 2004)

Other Items

- Spontaneous recommendation of Memorial University to friends/family (i.e., "Which university would you recommend...") decreased in the 2007 survey (78%, compared to 85% in 2004 and 90% in 1997), but probed recommendation (i.e., "Would you recommend Memorial...") increased: 82% said they were somewhat or very likely to recommend Memorial to friends or family, compared to 78% in 2004.
- The proportion of respondents who could name the campuses of St. John's or Sir Wilfred Grenfell College decreased in both cases in 2007 (46% could name the St. John's campus, compared to 57% in 2004, while 43% could name the Grenfell College campus, compared to 49% in 2004). However, the average ratings of quality—on a 10-point scale from poor to excellent—of each of these campuses (for those respondents who named them) showed a slight increase: the St. John's campus had an average rating of 8.0, compared to 7.9 in 2004; the Grenfell campus had an average rating of 7.9, compared to 7.4 in 2004. Ratings of the Marine Institute changed slightly in 2007 (8.5, compared to 8.6 in 2004).
- A higher proportion of respondents in the 2007 survey believe Memorial's tuition is lower than other Atlantic Canada universities (46%, compared to 40% in 2004).
- There was no real change from three years ago in the general proportion distributions of respondents rating the size of Memorial compared to other schools, or estimating the proportion of alumni living in the province.
 - The proportion of respondents who believe Memorial is larger than Dalhousie and UNB increased slightly in 2007 (47%) compared to 2004 (44%)
 - The proportion who estimate the percentage of alumni living in the province to be about 70% decreased slightly in 2007 (15%) compared to 2004 (17.3%)

A comparison of results from the three survey years, in tabular form, is appended to this report.