OVERVIEW OF AAU PUBLIC OPINION POLLING

CRA - THE ATLANTIC QUARTERLY

Fall 2018 and Summer 2014 results
Who is AAU?

- Established in 1964, the Association of Atlantic Universities (AAU) is a voluntary association of the 16 universities in the Atlantic region and in the West Indies which offer programmes leading to a degree or have degree-granting status.

- The AAU represents the interests of universities across the region, ensuring public visibility for the important role they play in preparing future leaders of our communities, in path-breaking research and innovation, and in contributing to the economic prosperity of life in Atlantic Canada.

- Current chair: Dr. Gary Kachanoski
The poll included five main areas of enquiry of the general population with respect to the opinions of Atlantic Canadian Universities:

- Economic impact
- Attracting talent to the region
- Stewardship of public funds
- Preparedness of graduates
- Engagement with the community
AAU COMMISSIONED CRA POLLING – 2018 AND 2014

<table>
<thead>
<tr>
<th>Statement (percentage mostly/completely agree)</th>
<th>2018 AVG</th>
<th>2018 NL</th>
<th>2014 AVG</th>
<th>2014 NL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universities in Atlantic Canada are a powerful contributor to the region’s economic prosperity, productivity and competitiveness</td>
<td>80</td>
<td>84</td>
<td>73</td>
<td>81</td>
</tr>
</tbody>
</table>

Bar chart showing the percentage of agreement for the statement in 2018 and 2014 for NL Residents and Atlantic Average.
Universities in Atlantic Canada are a powerful contributor in terms of attracting and retaining talented people to the Atlantic Provinces

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<thead>
<tr>
<th>Statement (percentage mostly/completely agree)</th>
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<tbody>
<tr>
<td>Universities in Atlantic Canada are a powerful contributor in terms of attracting and retaining talented people to the Atlantic Provinces</td>
<td>68</td>
<td>76</td>
<td>62</td>
<td>77</td>
</tr>
</tbody>
</table>

[Bar chart showing the comparison between 2018 and 2014 for NL Residents and Atlantic Average]
## AAU COMMISSIONED CRA POLLING – 2018 AND 2014

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<tr>
<th>Statement (percentage mostly/completely agree)</th>
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</thead>
<tbody>
<tr>
<td>The university(ies) in your province is an efficient manager of public funds</td>
<td>48</td>
<td>58</td>
<td>44</td>
<td>55</td>
</tr>
</tbody>
</table>

![Bar chart comparing the percentage of people who mostly/completely agree with the statement in 2018 and 2014. The chart shows the percentage for Memorial University and the Atlantic Average.]
The university(ies) in your province does a good job of meeting the needs of business, industry and society in terms of providing a well-prepared workforce for the future

<table>
<thead>
<tr>
<th>Statement (percentage mostly/completely agree)</th>
<th>2018 AVG</th>
<th>2018 NL</th>
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</thead>
<tbody>
<tr>
<td>The university(ies) in your province does a good job of meeting the needs of business, industry and society in terms of providing a well-prepared workforce for the future</td>
<td>69</td>
<td>80</td>
<td>78</td>
<td>87</td>
</tr>
</tbody>
</table>

2018

<table>
<thead>
<tr>
<th>Year</th>
<th>30</th>
<th>40</th>
<th>50</th>
<th>60</th>
<th>70</th>
<th>80</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
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2014

<table>
<thead>
<tr>
<th>Year</th>
<th>30</th>
<th>40</th>
<th>50</th>
<th>60</th>
<th>70</th>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
**Statement (percentage mostly/completely agree)**

<table>
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<tr>
<th>The university(ies) in your province is fully-engaged with the communities in which it is located.</th>
<th>2018 AVG</th>
<th>2018 NL</th>
<th>2014 AVG</th>
<th>2014 NL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73</td>
<td>79</td>
<td>72</td>
<td>78</td>
</tr>
</tbody>
</table>

**Graph:**
- **2018:**
  - Memorial: 73
  - Atlantic Average: 70

- **2014:**
  - Memorial: 72
  - Atlantic Average: 70
SUMMARY

• Newfoundland and Labrador responses exceeded the targets set by AAU for four of the five questions in both 2014 and 2018.

• Newfoundland and Labrador responses surpassed response averages from the other three provinces in all 5 main questions in both 2014 and 2018.

• Agreement for the item “Providing a well-prepared workforce for the future” has declined in all of Atlantic Provinces and is an important challenge for all post-secondary institutions.