

OVERVIEW OF AAU PUBLIC OPINION POLLING

CRA - THE ATLANTIC QUARTERLY

Fall 2018 and Summer 2014 results

ASSOCIATION OF ATLANTIC UNIVERSITIES (AAU)

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

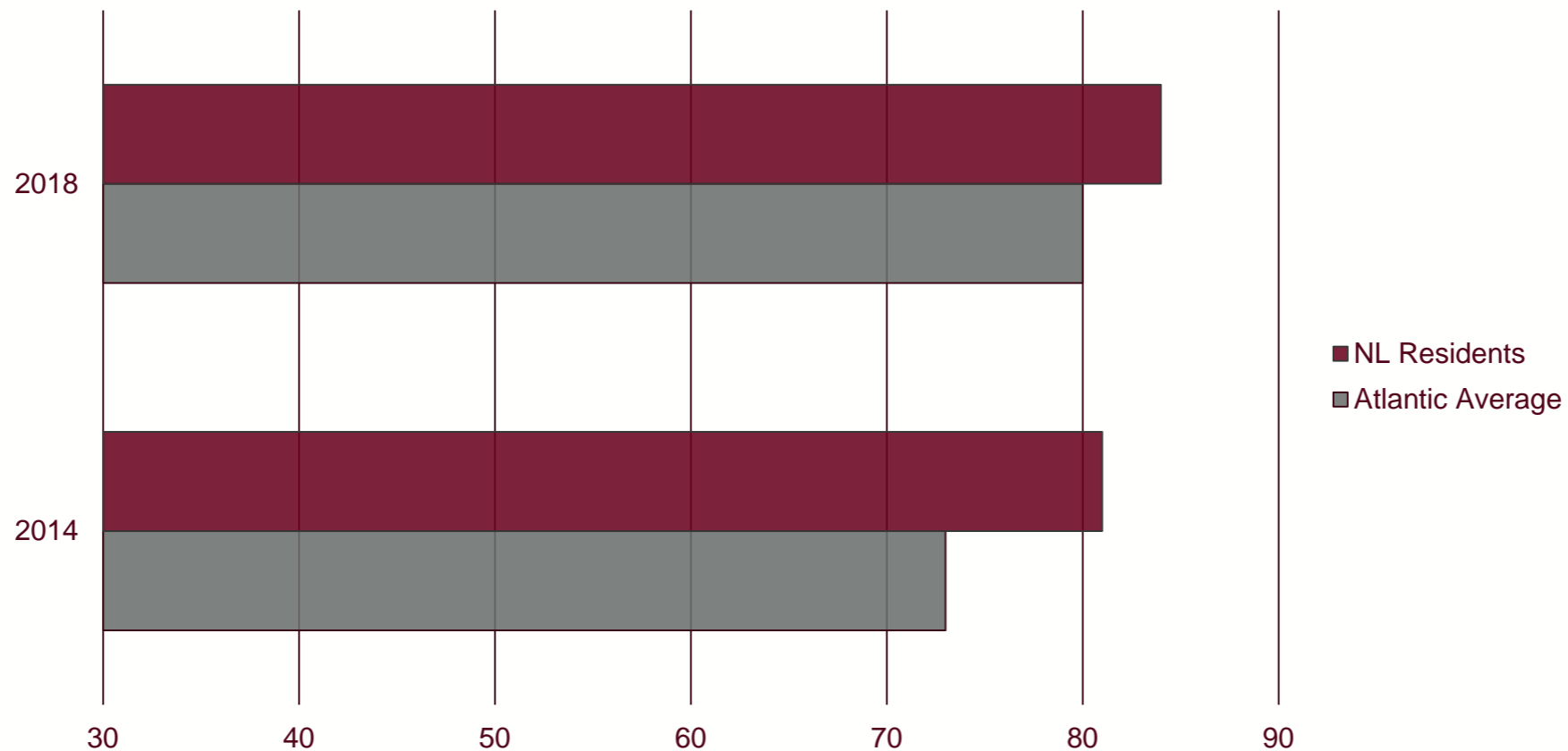
AAU COMMISSIONED CRA POLLING

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

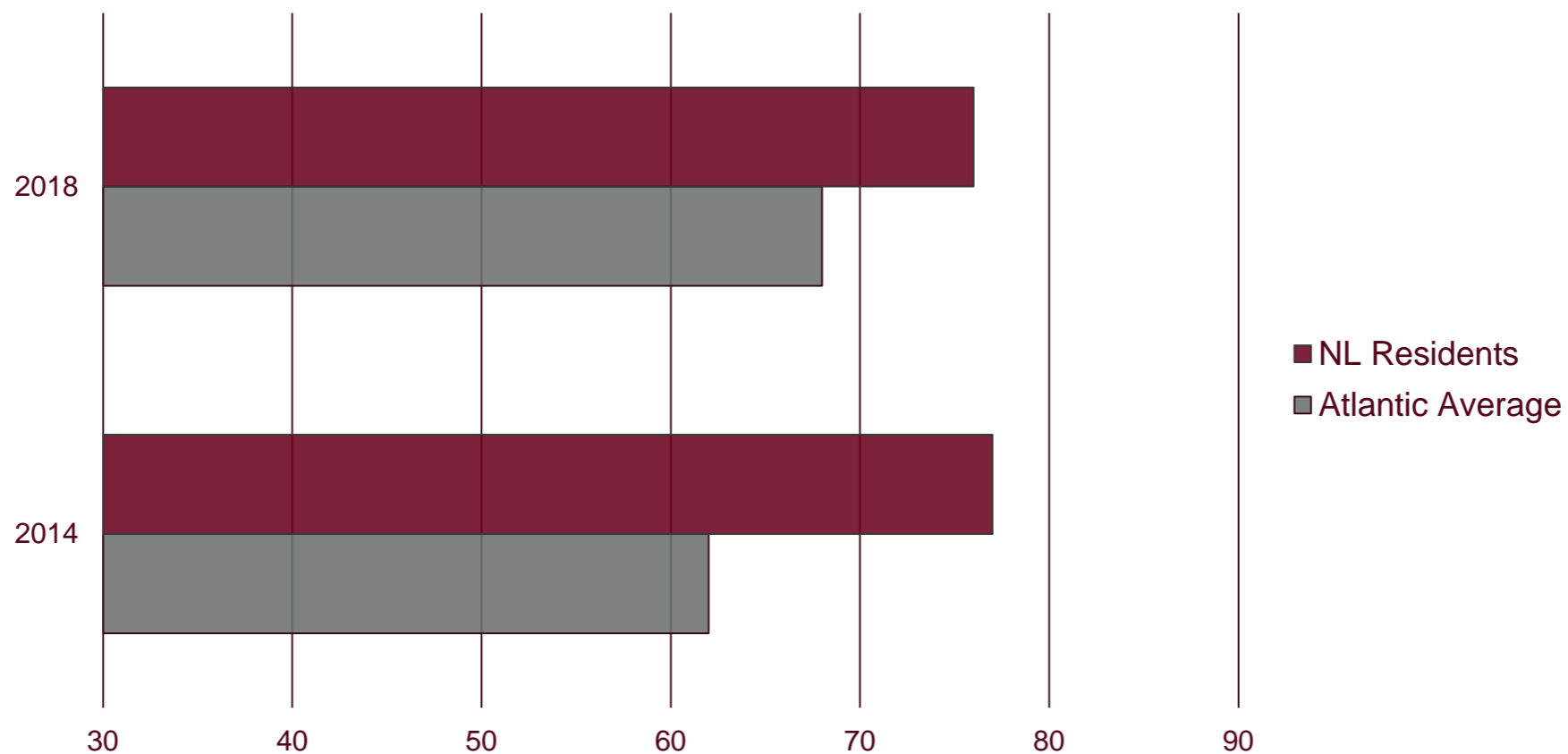
AAU COMMISSIONED CRA POLLING – 2018 AND 2014

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



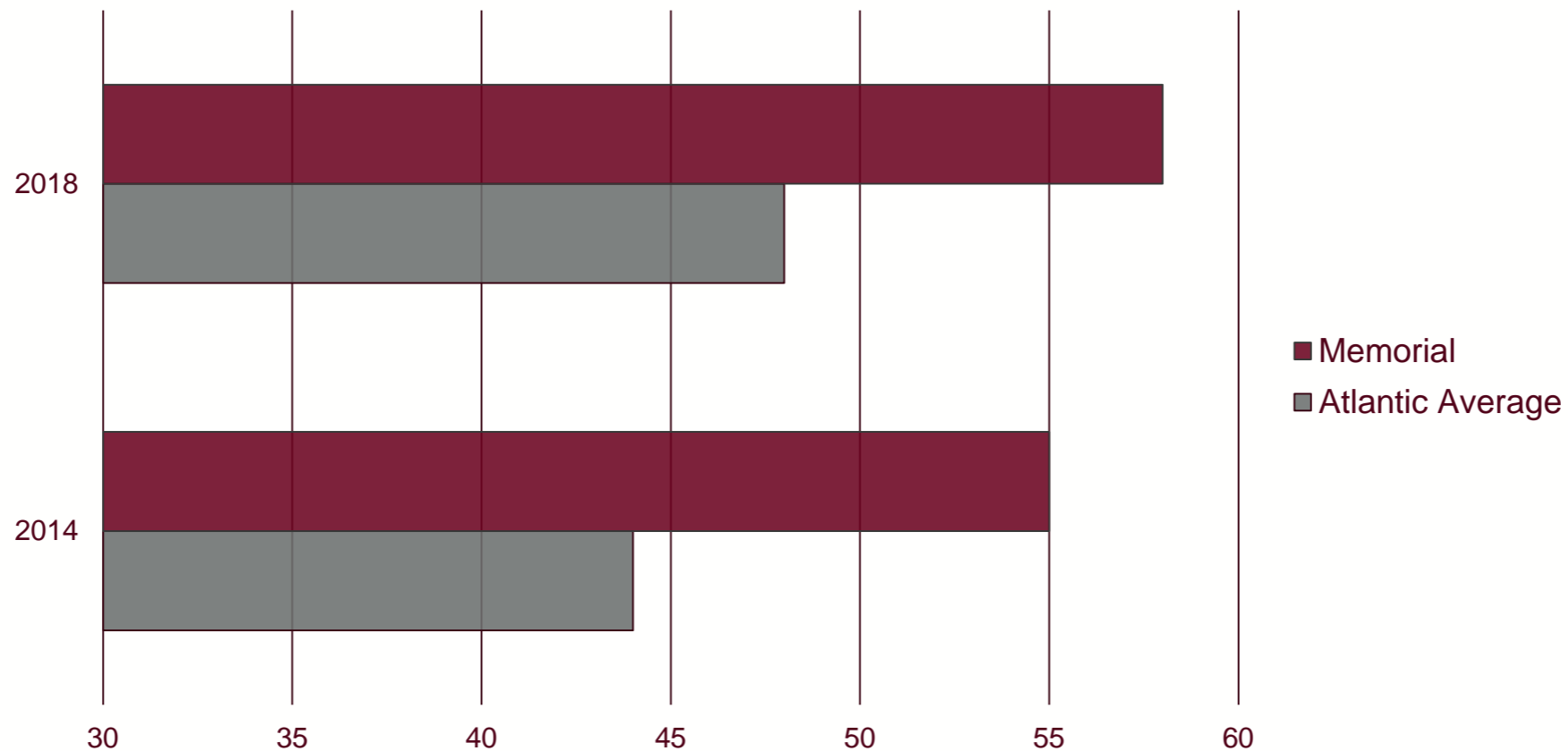
AAU COMMISSIONED CRA POLLING – 2018 AND 2014

Statement (percentage mostly/completely agree)	2018 AVG	2018 NL	2014 AVG	2014 NL
Universities in Atlantic Canada are a powerful contributor in terms of attracting and retaining talented people to the Atlantic Provinces	68	76	62	77



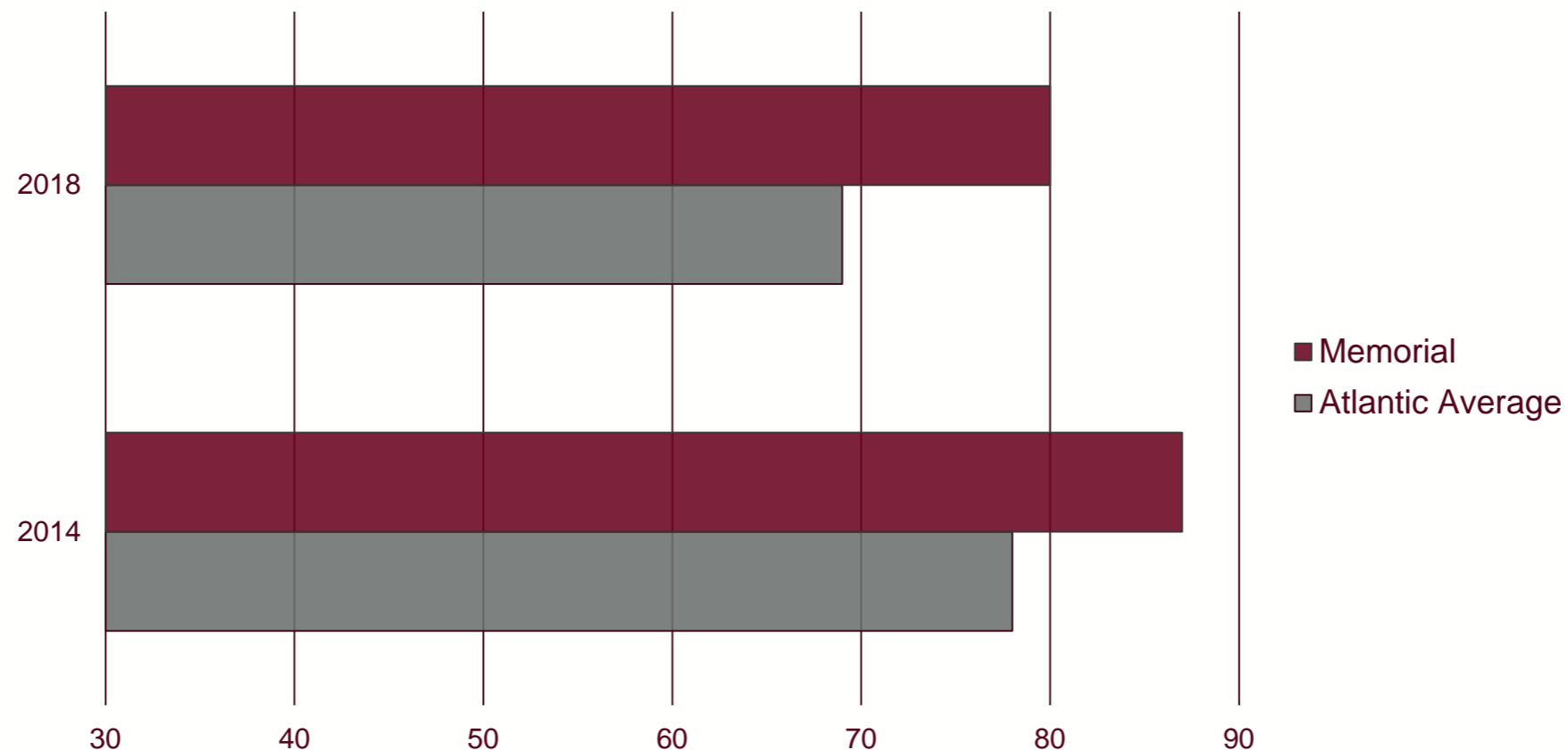
AAU COMMISSIONED CRA POLLING – 2018 AND 2014

Statement (percentage mostly/completely agree)	2018 AVG	2018 NL	2014 AVG	2014 NL
The university(ies) in your province is an efficient manager of public funds	48	58	44	55



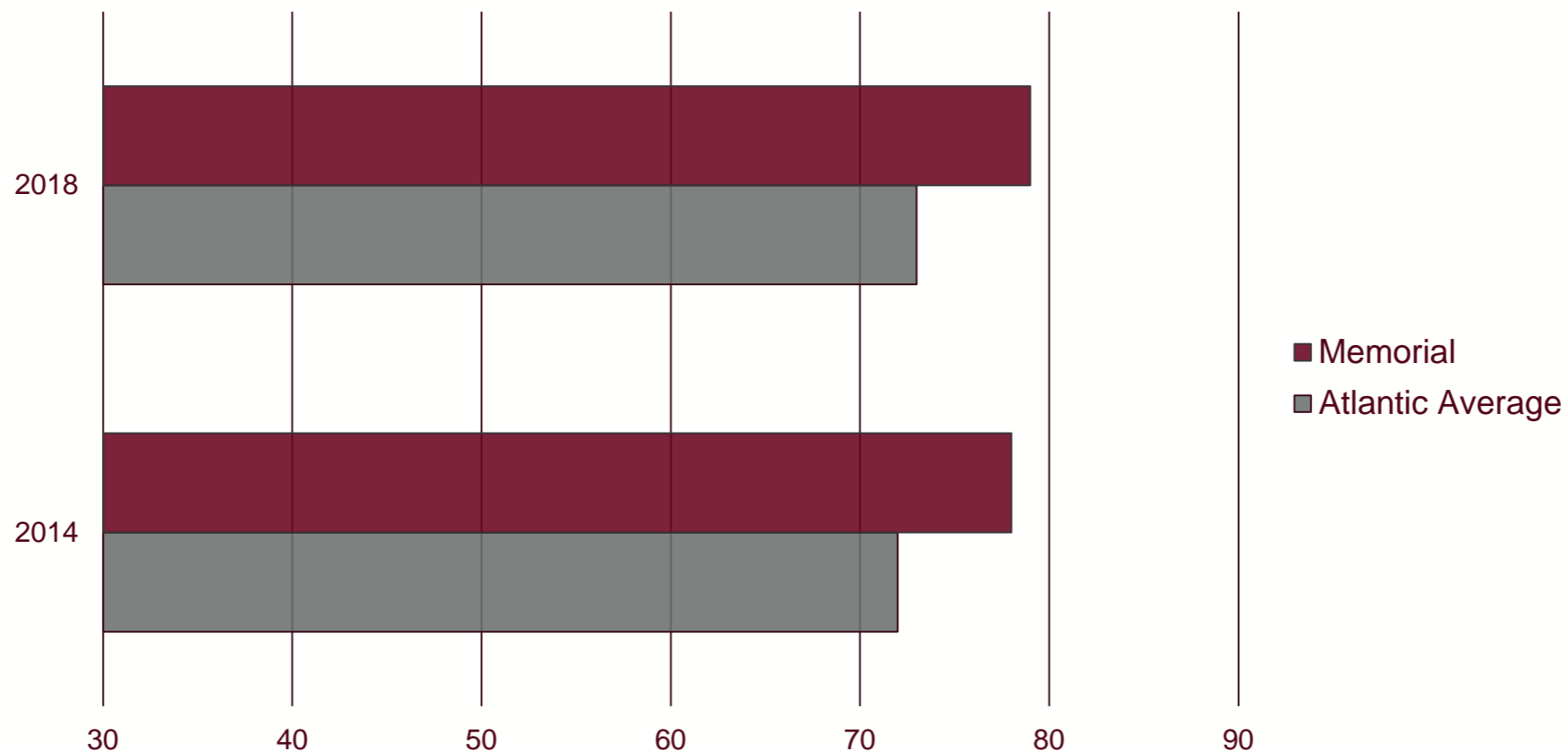
AAU COMMISSIONED CRA POLLING – 2018 AND 2014

Statement (percentage mostly/completely agree)	2018 AVG	2018 NL	2014 AVG	2014 NL
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	69	80	78	87



AAU COMMISSIONED CRA POLLING – 2018 AND 2014

Statement (percentage mostly/completely agree)	2018 AVG	2018 NL	2014 AVG	2014 NL
The university(ies) in your province is fully-engaged with the communities in which it is located.	73	79	72	78



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.