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RESEARCH



# A New University in Brampton

Survey of Peel Region residents' attitudes about Ontario university education, a new university in Peel Region and its potential

# Methodology

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The analysis in this report is based on results of a survey conducted from December 5th to 11th among a sample of 1066 adults, 18 years of age or older, living in Peel Region. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the adult population in Peel Region.

The margin of error for the poll is +/- 3% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

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# Executive Summary

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The main findings of this survey are threefold. The first is that Peel Region residents have significant concerns about the current state of Ontario university education. Respondents are ambivalent about its quality, accessibility, and value for money as they only give average ratings of university education on these three fronts.

Moreover, roughly 52% of respondents felt that Ontario university degrees do at least a reasonably good job of equipping graduates, compared to roughly 42% who feel that university graduates are not well-equipped by Ontario universities to get high paying jobs. This is a +10% difference and is quite low considering that university degrees have traditionally been seen as necessary to getting a high paying job. Put simply, Peel Region residents feel that a rather basic need in terms of university education is not being met.

Secondly, there is a strong desire to have a new university built in Peel Region. Respondents place greater importance on having a university closer to home than having a university with lower tuition rates, more online options, or one that offers more flexibility to study part-time around work commitments. This sentiment is marginally stronger in Brampton than in Mississauga. The support

to have another university in Peel Region is broad-based.

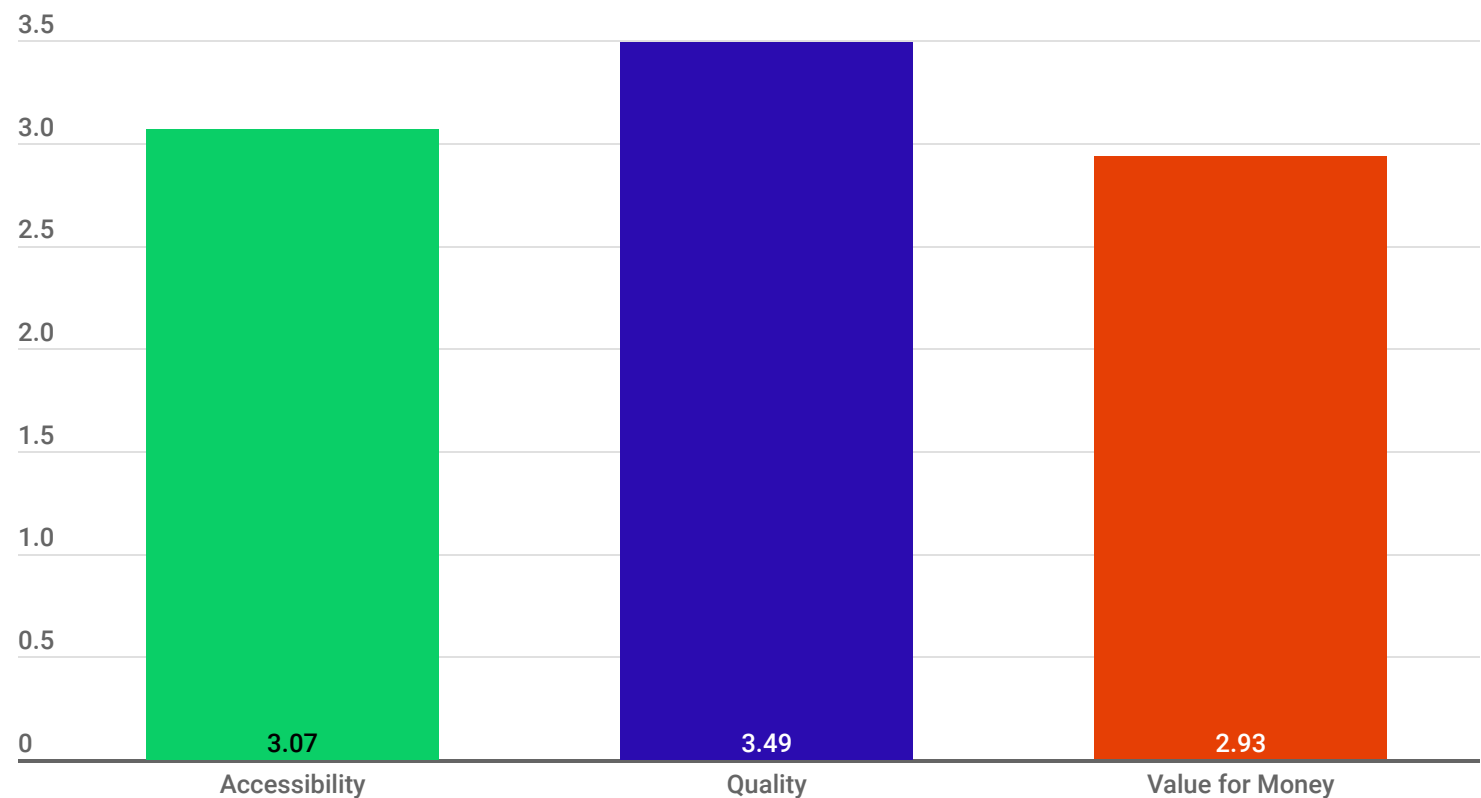
Thirdly, there is a robust preference that any new university built in Peel Region be focused on granting technology degrees and professional degrees such as engineering, business, or medical-related degrees such as nursing and pharmacology. We also find that there is a strong negative preference against a future university issuing general arts degrees.

Other important findings from this survey are that Peel Region residents want to see a new university in Brampton have low tuition fees, allow students to study flexibly according to their needs, and design their programs to address technological and environmental change. There is broad support for these features that carry across municipalities, age groups, and gender.

Residents expect any new university in Brampton to address the issues that they have with the status quo. They expect the institution to do better than what is on offer now in Ontario in terms of job preparation, accessibility, and value for money.

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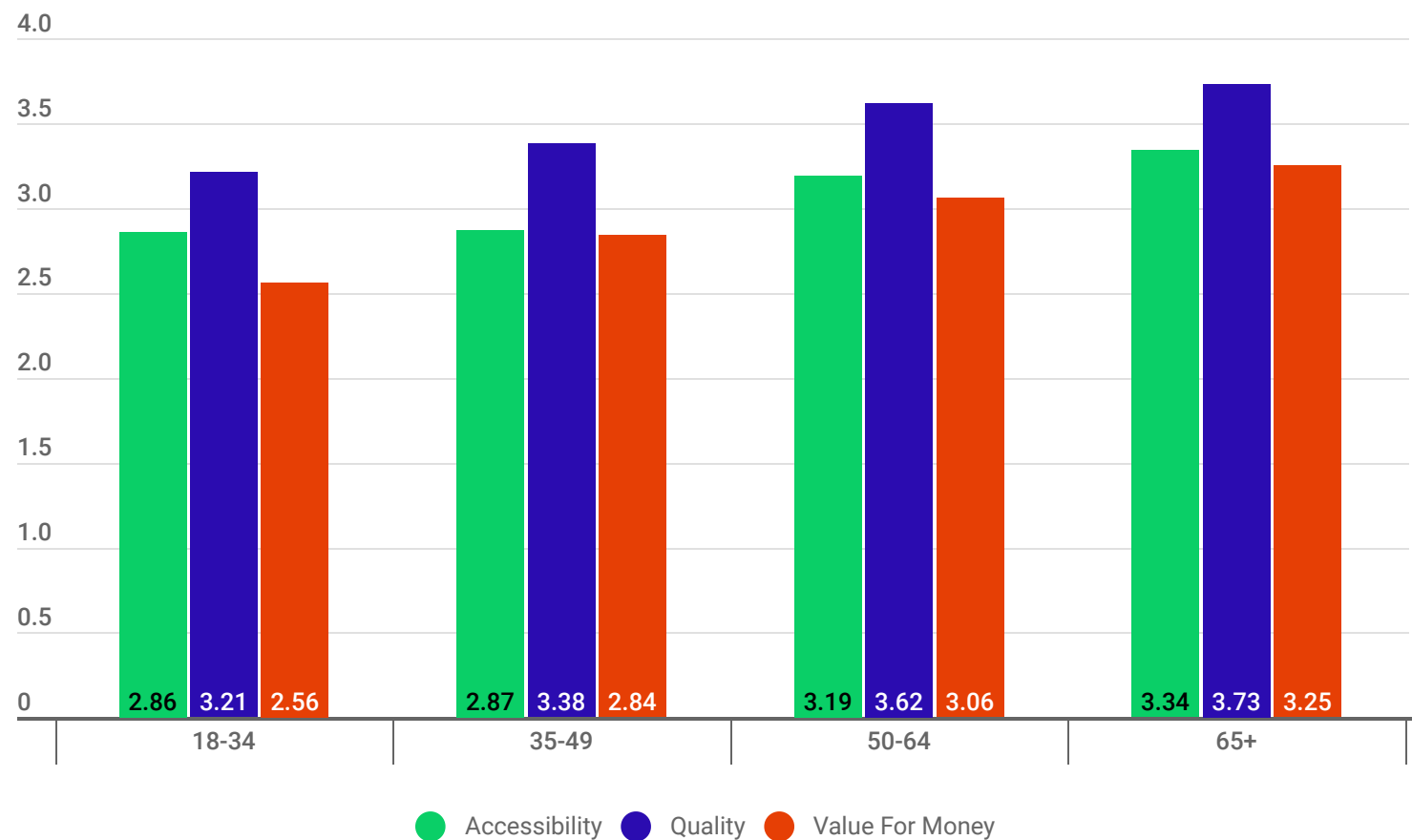
# How Peel Region Residents Rate Ontario University Education



Respondents were asked to rate Ontario university education on its accessibility, its overall quality, and its value for money on a scale of 1 to 5, with 1 being the lowest and 5 being the highest. Peel Region residents rate the quality of Ontario education somewhat well, giving it an average score of 3.5, but give lower ratings to Ontario university education in terms of its accessibility (3.07) and its value for money (2.93).

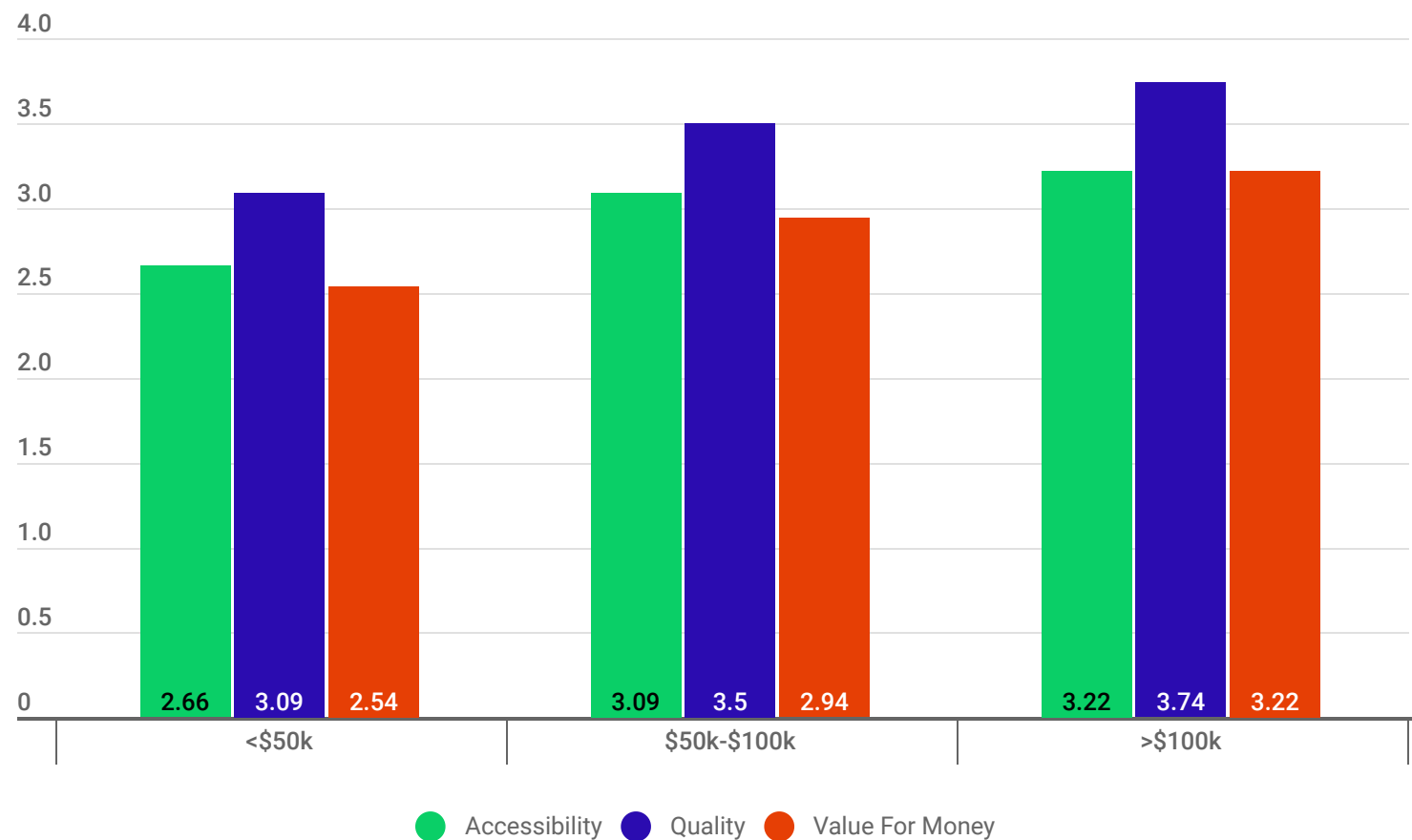
The fact that these ratings are not higher indicates that there is some ambivalence towards Ontario university education, at least in terms of its value for money and how accessible it is.

# Ratings of Ontario University Education By Age



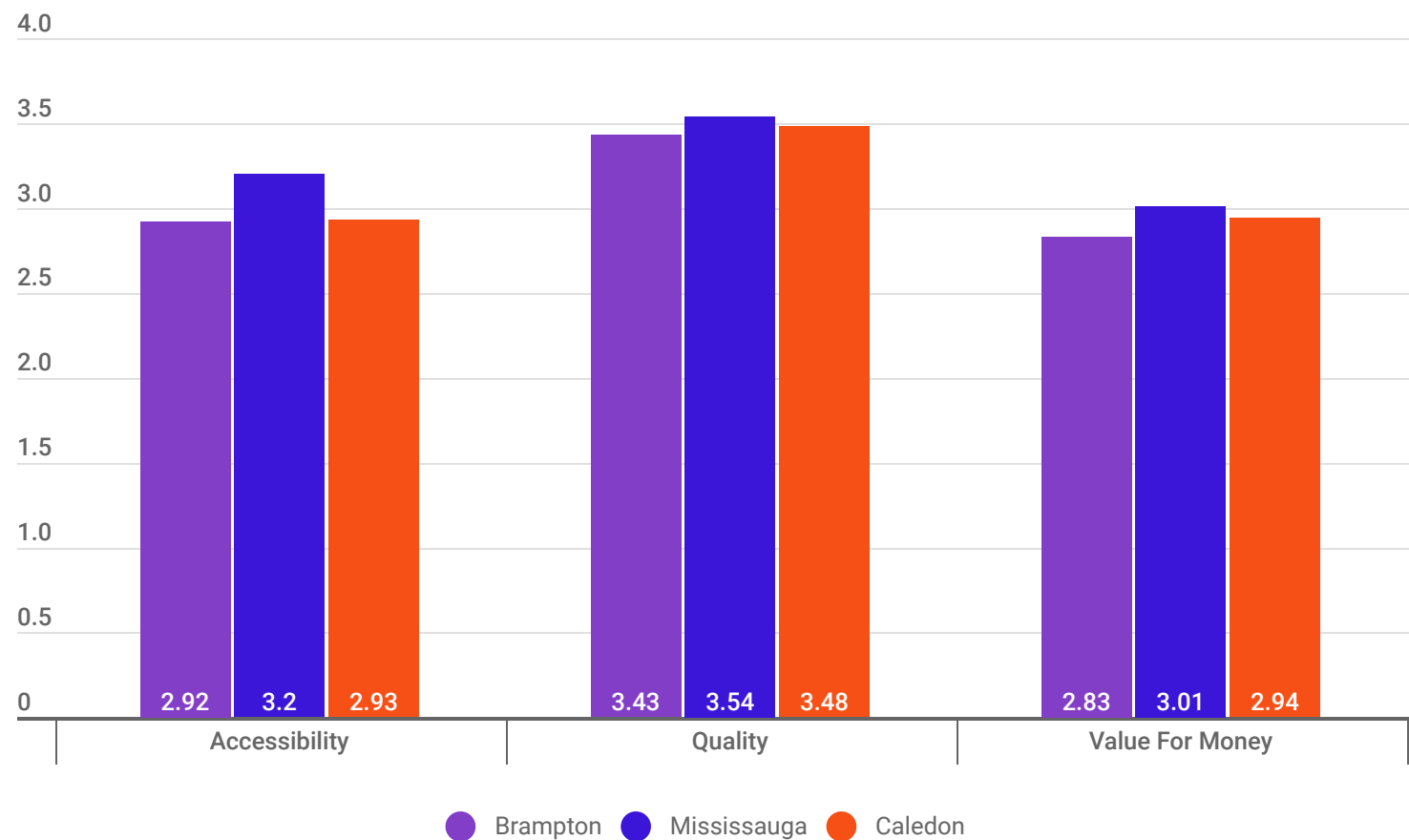
Ratings of Ontario university education increase among older respondents, most notably in terms of quality and value for money, which indicates that there is greater dissatisfaction among younger respondents. This should be considered a problem. If younger age cohorts are finding that university education does not represent good value for money or is not accessible, either due to lack of opportunity or high costs, then the future of university education could come under risk. The status quo is not considered acceptable by younger residents of Peel Region.

# Ratings of Ontario University Education By Income



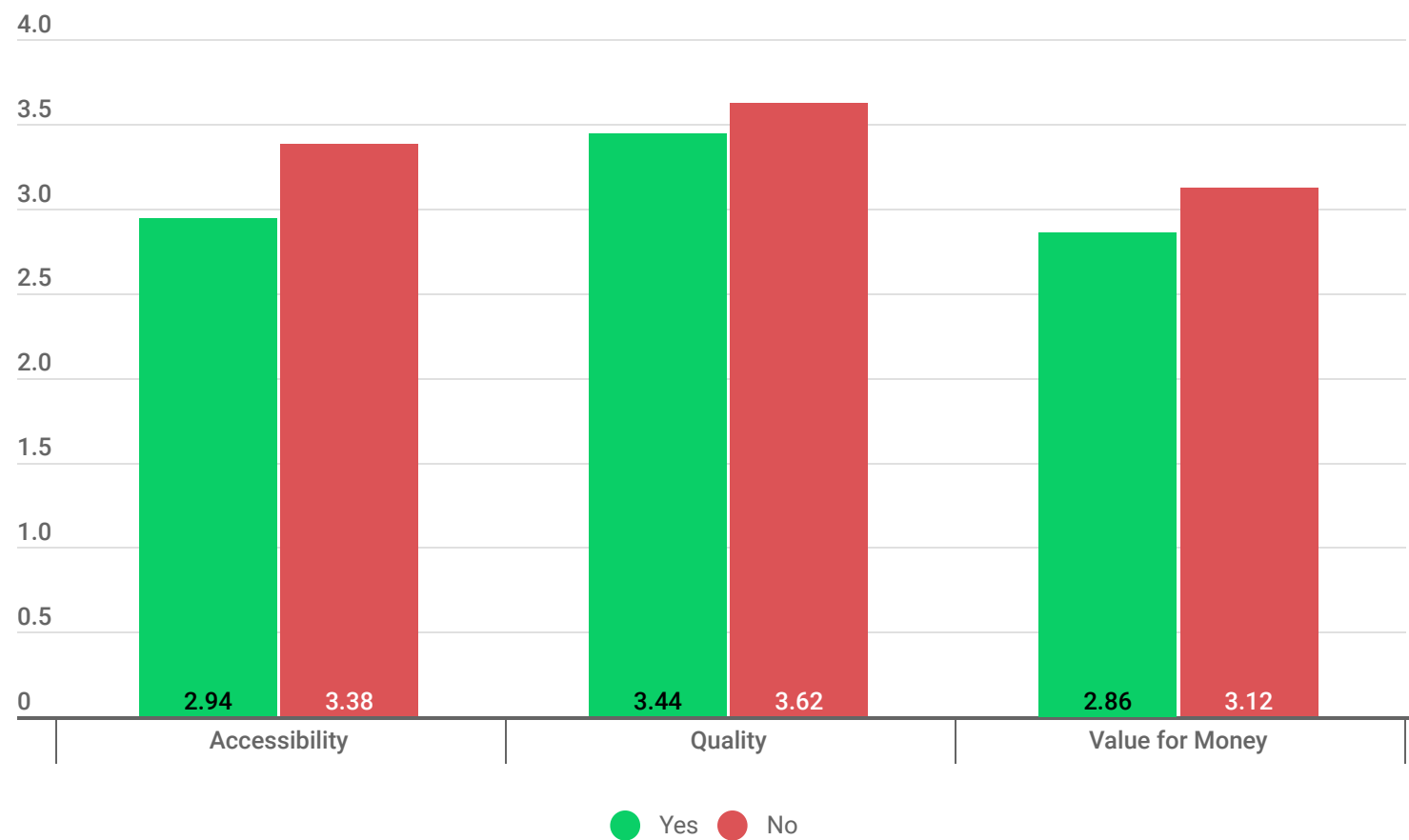
We see a similar dynamic with income levels. The higher the income level, the higher the rating of university education. This is not much of a surprise. Given that a university degree has been traditionally seen as necessary for a high-paying job, it stands to reason that those with a lower income would not rate university education as good value for money or good quality (the dynamic is weaker with accessibility).

# Ratings of Ontario University Education By Municipality



We also see a very minor effect for municipality as well. Brampton respondents rate Ontario university education lower in terms of accessibility, quality, and value for money than respondents living elsewhere in Peel Region, with Mississauga residents consistently giving the highest ratings.

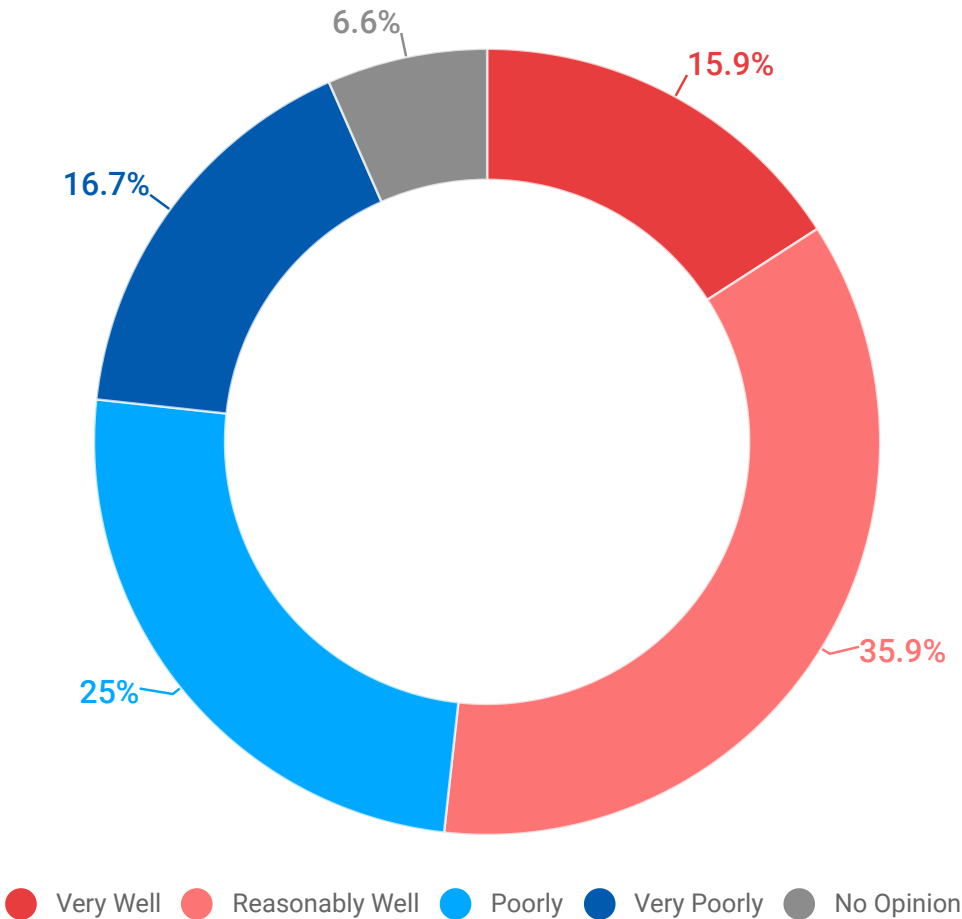
# Ratings of Ontario University Education - those who hope to attend university v. those who don't



Interestingly enough, respondents who hope to attend university in the next ten years, or knows someone who does hope to attend give lower ratings to Ontario university education than those who do not. This indicates some wariness on the part of those who will be directly affected by Ontario university enrollment and should be treated another warning sign.

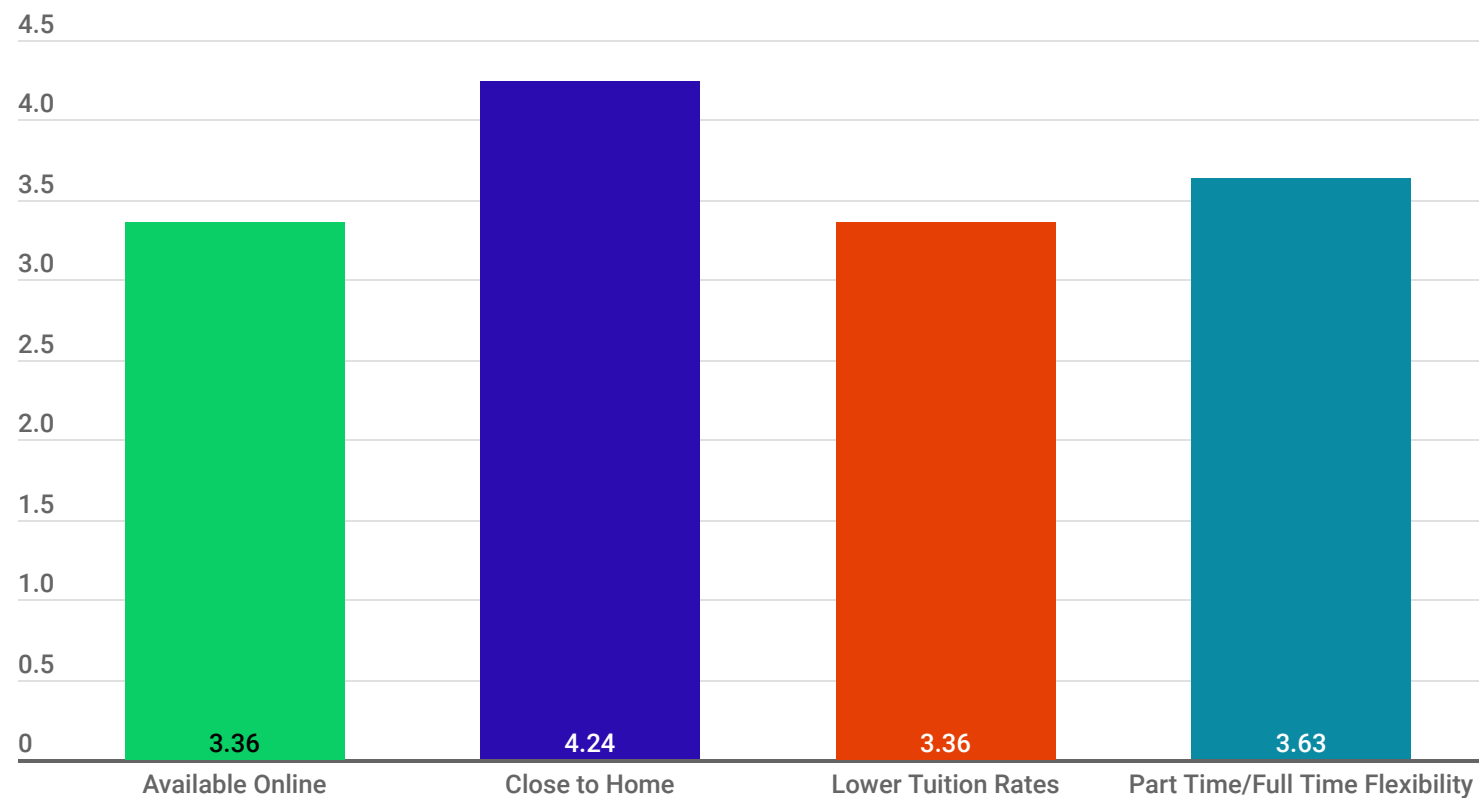


# Evaluating how well university equips graduates for well paid jobs



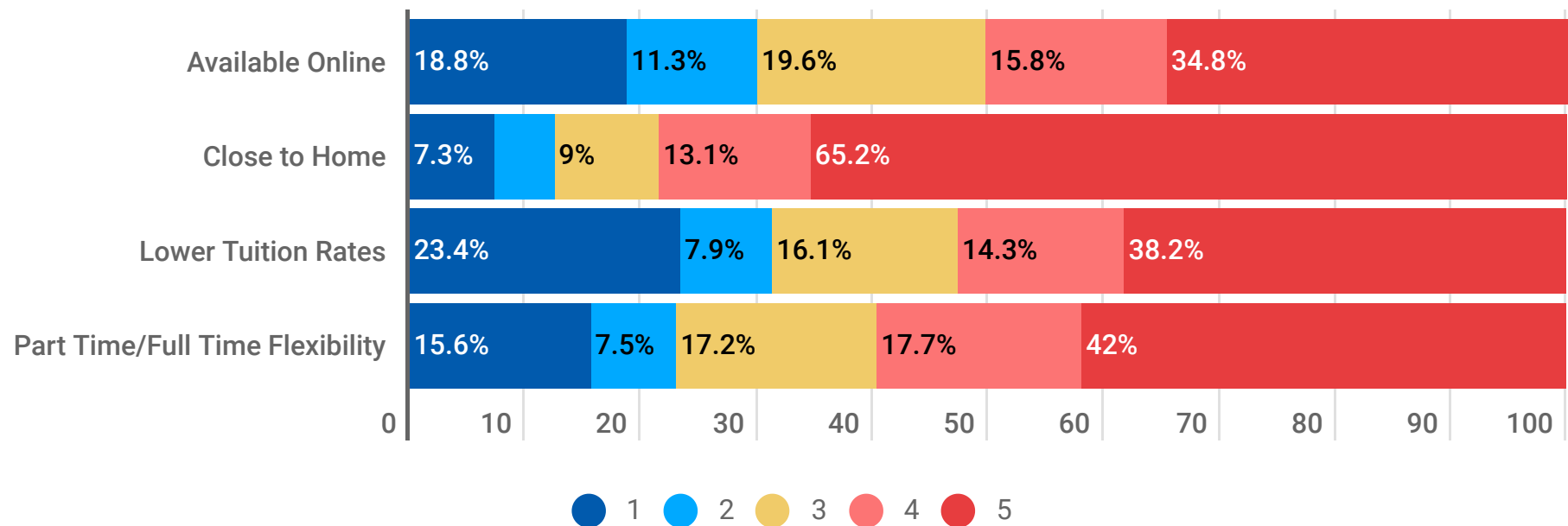
Roughly 52% of respondents felt that Ontario university degrees do at least a reasonably good job of equipping graduates, compared to roughly 42% who feel that university graduates are not being well-equipped by Ontario universities to get high paying jobs. This finding reinforces the earlier findings in this report and should be considered a scathing indictment of the quality of the current Ontario university education model, at least in its perceived ability to prepare graduates with the skills to land future high-paying jobs. Arguably, this is the primary function of university education, which is more evidence that public perception with the status quo is negative.

# Ratings of Potential Features of Future Ontario University



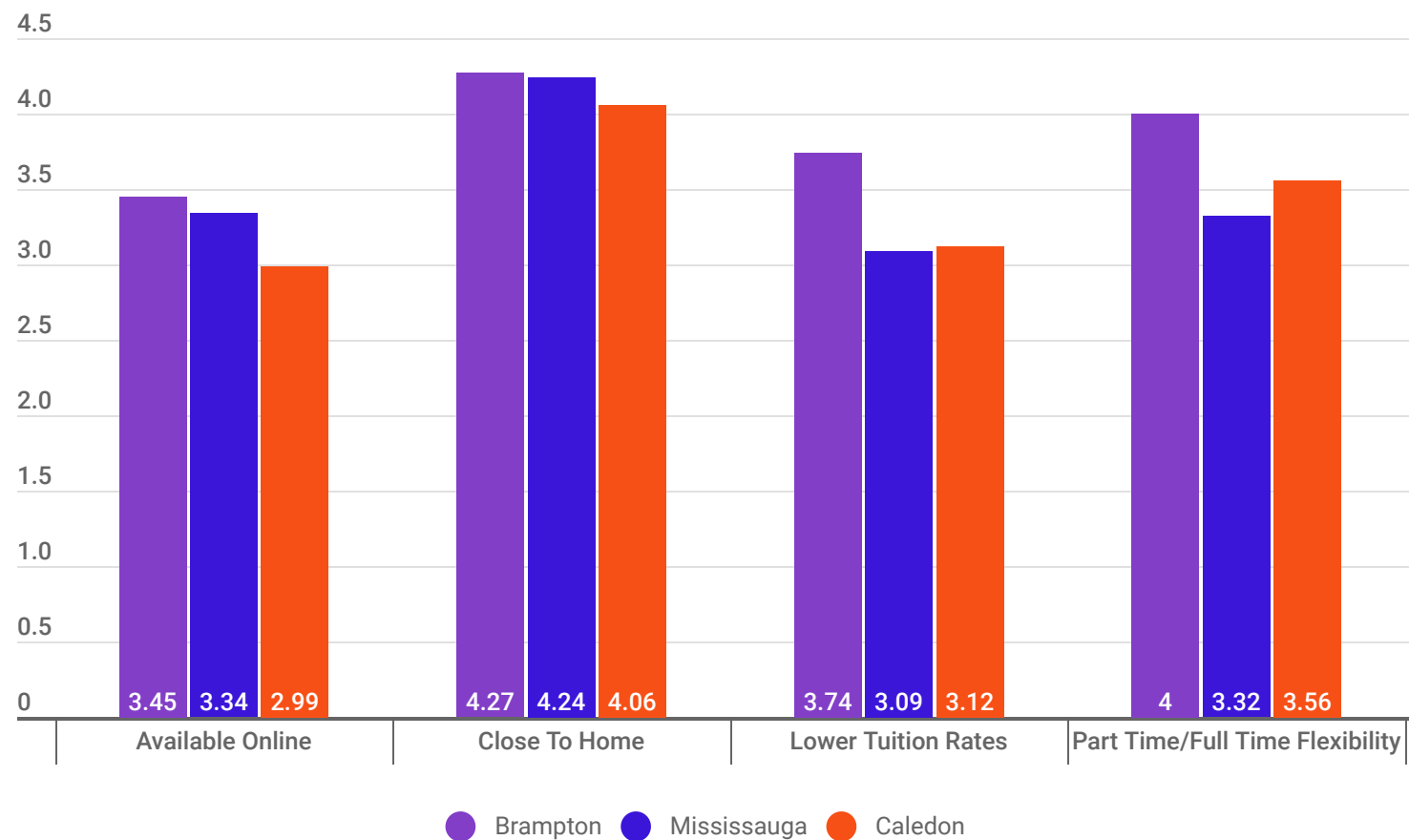
With this battery of questions, respondents were asked to rate which feature do they think is the most important in a future Ontario university on a scale from 1 to 5, with 1 being the least important and 5 being the most important. Here we have a chart with the weighted averages for each feature. Having a university close to home is the highest-rated feature by a significant margin, beating having the flexibility to study part-time or full time, taking courses available online, and even lower tuition fees. This indicates clearly that Peel Region residents want more options for university education closer to home.

# Ratings of Potential Features of Future Ontario University



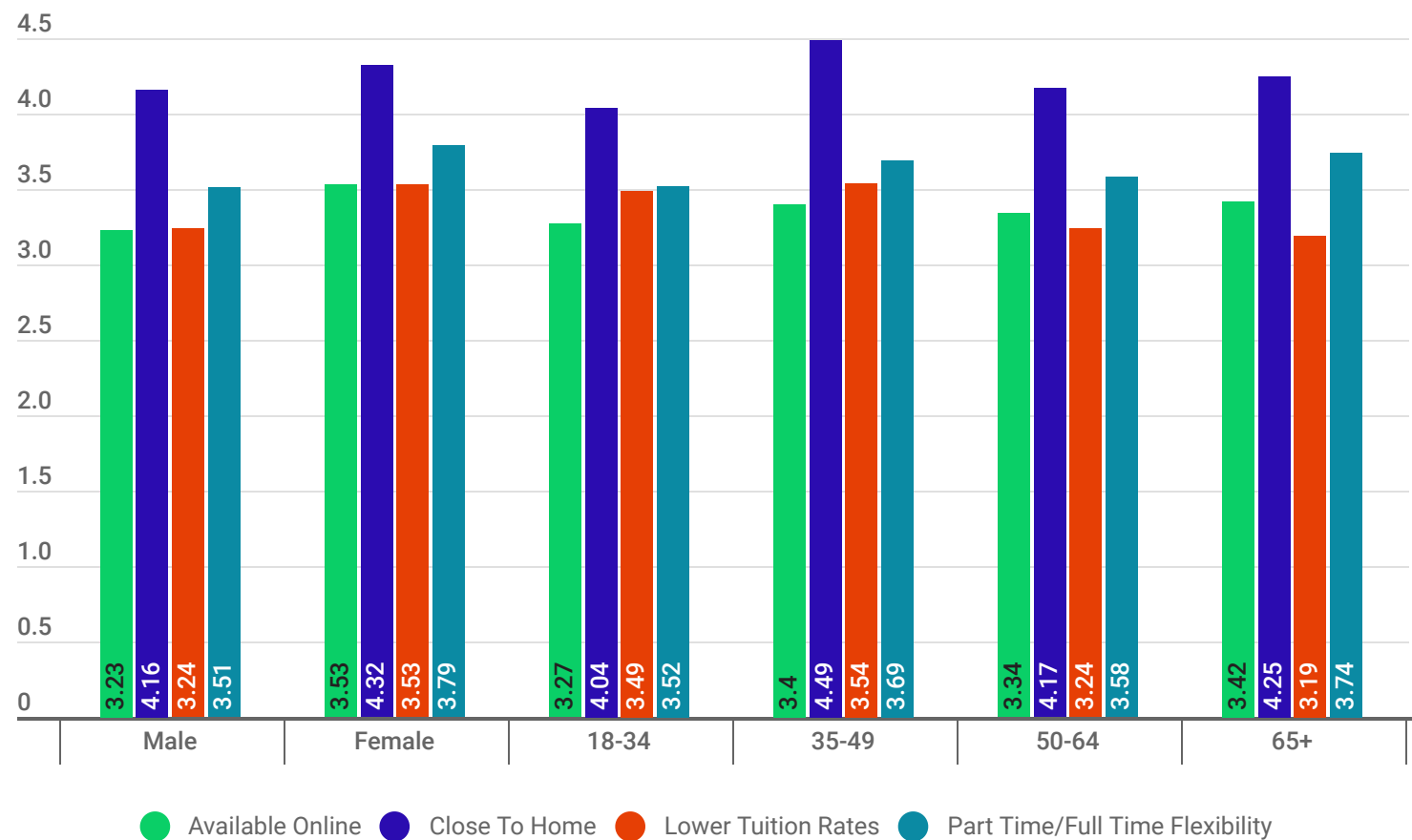
Here we have the same set of questions showing the frequencies expressed in percentages of each rating point. While the metric is different, the conclusion is the same. Having a university close to home has the most 5's with 65.2%, beating the next closest feature (part-time/full-time flexibility) by just over 23%. A total of 78.3% of respondents gave having a university close to home a rating of 4 and 5, indicating a very strong preference for this feature in comparison to the other three.

# Ratings of Features of Future Ontario University By Municipality



When we break out the average ratings per municipality, we see Brampton residents giving higher ratings for each potential feature. This likely indicates that the need for a new university is being felt more acutely in Brampton than in Caledon and Mississauga (although it is interesting to note that Mississauga respondents also rank having a university close to home highly, indicating that a university in Brampton would be well received in all of Peel Region) and that all of these features should be present in a future university.

# Ratings of Features of Future Ontario University By Age/ Gender



The main takeaway from this breakout is that we do not see much difference between the age cohorts and gender in terms of support for potential features in a future Ontario university except for the following; 1) we see somewhat higher support for each feature among women, 2) we see support for lower tuition rates increase among younger respondents, which is no surprise, but 3) support for more online options higher among older respondents, which seems counter-intuitive. That said, these differences are slight, which indicates a good level of broad-based support for all of these features.

# Rankings of importance of types of degrees for Brampton

## Rankings by aggregate counts

Degrees	Counts	Rank
Technology Degrees	0.2551595	1
Professional Degrees	0.2373358	2
Science Degrees	0.0393996	3
General Arts Degrees	-0.4530957	4

## Rankings by cumulative ranks

Degrees	Average	Rank
Technology Degrees	2.105066	1
Professional Degrees	2.152908	2
Science Degrees	2.567542	3
General Arts Degrees	3.174484	4

Respondents were asked to name which degree they considered to be the most important for the families and future of Brampton, and which degree type they considered to be least important. A maxdiff analysis was then done and yielded the rankings listed above.

The first table calculates the ranks by aggregate counts (where a degree type is given 1 if it was marked as most important, -1 if marked least important, 0 if not mentioned), while the second calculates rank by average ranks (lower is better).

Both metrics indicate the same thing. Peel Region residents think that technology degrees are the most important, followed by professional degrees, then science degrees, and finally general arts degrees. It should be noted that general arts degrees in the second chart is ranked a full point lower, indicating that general arts degrees in particular are not seen as important by the public.

# Rankings of importance of types of degrees for Brampton

Proportions of rank

Degrees	1	2	3	4
Professional Degrees	38.6%	22.3%	24.1%	14.9%
Science Degrees	12.1%	35.1%	36.8%	16%
Technology Degrees	37.7%	26.3%	23.8%	12.2%
General Arts Degrees	11.5%	16.3%	15.3%	56.8%

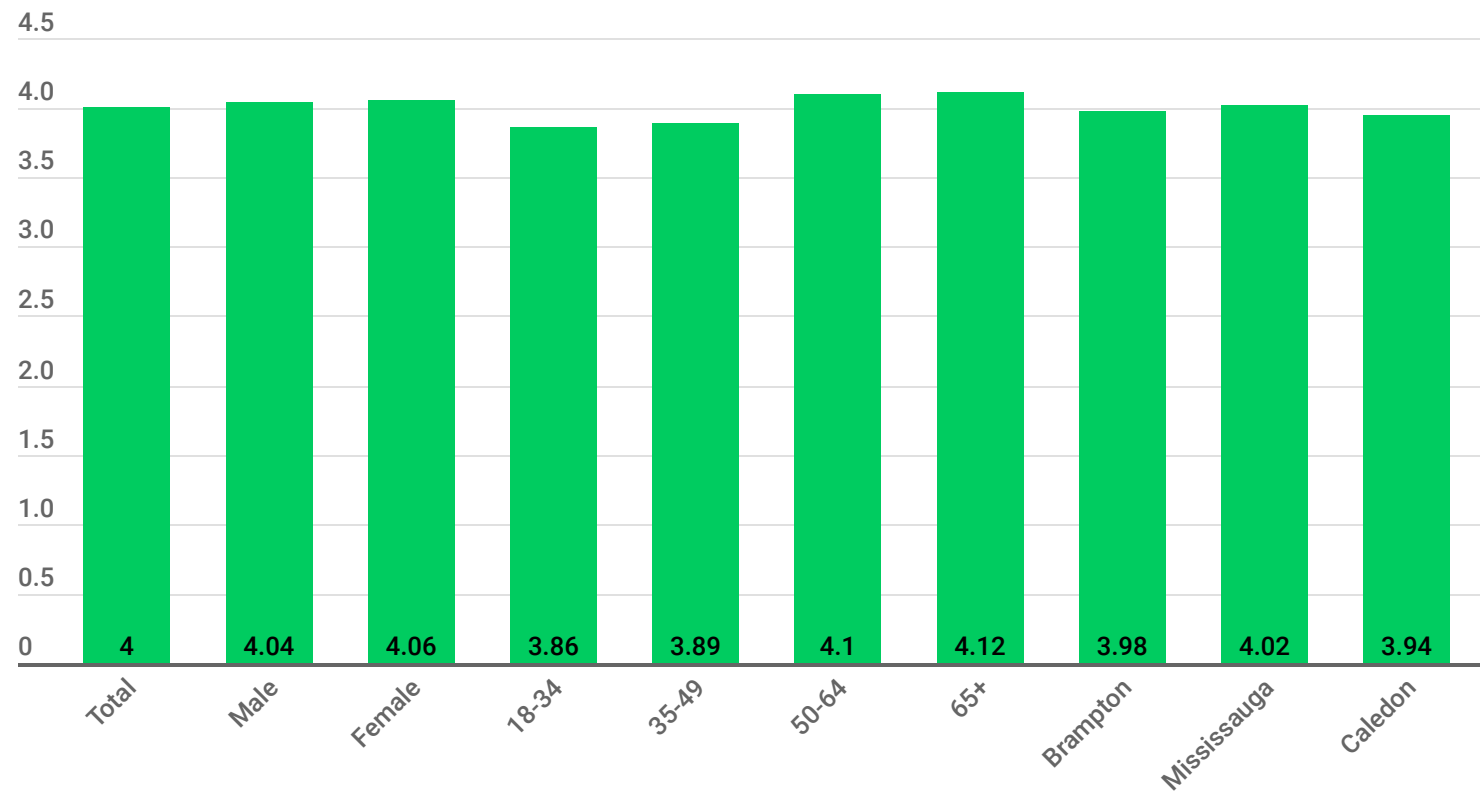
Above we have the proportions of each rank per degree type (all columns add to 100%). As we can see, professional degrees and technology degrees have a rough equal share of first place ranks, but general arts degrees was given the lowest rank by an overwhelming margin.

Cumulative proportions

Degrees	1	2	3	4
Professional Degrees	38.6%	61%	85.1%	100%
Science Degrees	12.1%	47.2%	84%	100%
Technology Degrees	37.7%	64%	87.8%	100%
General Arts Degrees	11.5%	27.9%	43.2%	100%

Here we have the cumulative proportions of each degree type. While professional degrees has the edge over technology degrees on raw first vote share, we see technology degrees take the lead when looking at the top two. Science degrees and general arts degrees lag far behind the other two degree types. Moreover, as technology degrees takes the lead from professional degrees, we can also derive that more people ranked professional degrees last than technology degrees.

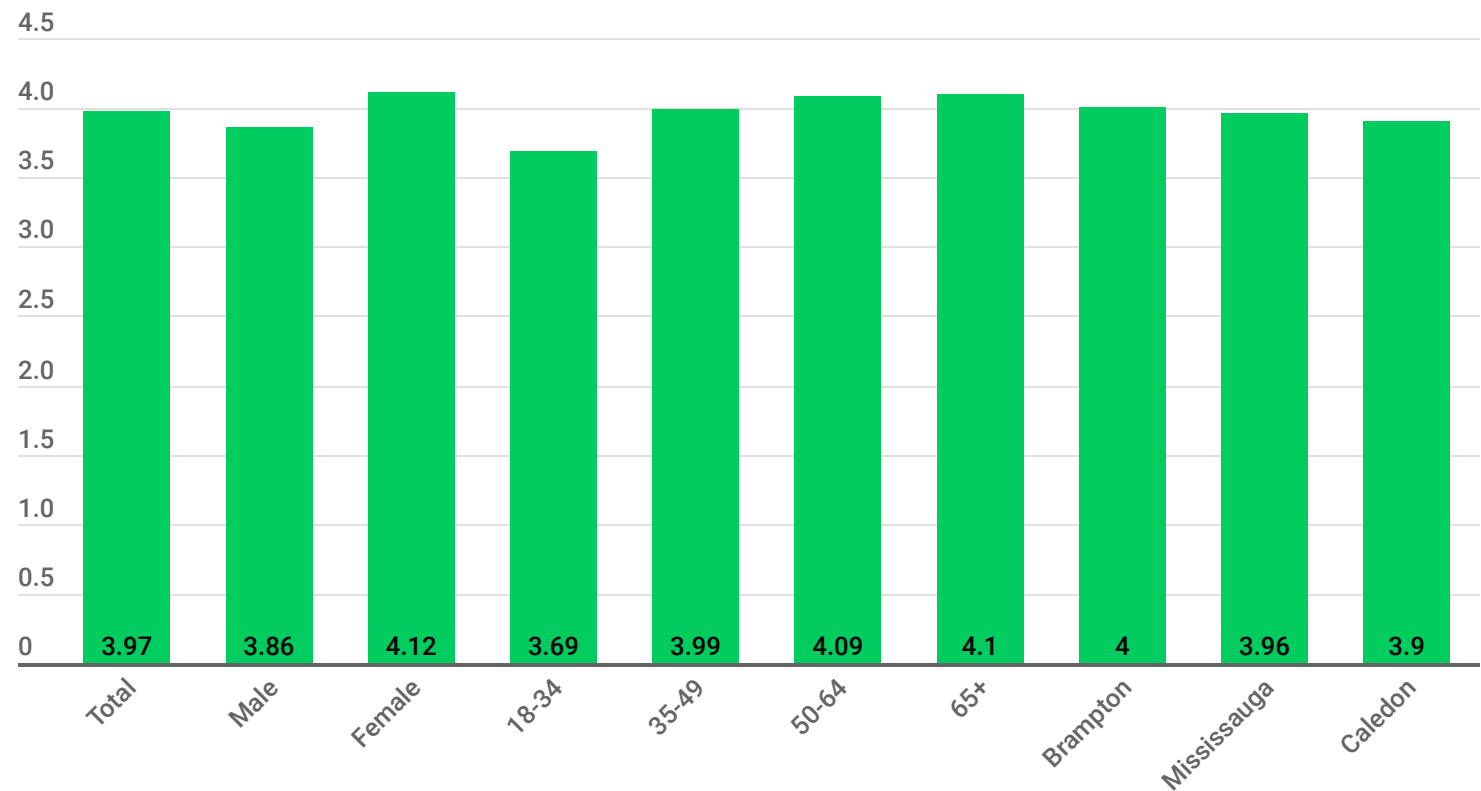
# University degrees available in Brampton should be at lower tuition rates than other Ontario universities



This question asked respondents to rate on a scale of 1 to 5 where 1 is not at all important and 5 is extremely important to have university degrees available in Brampton at lower tuition rates. The average rating for all respondents is 4, indicating significant importance is being placed on lower tuition rates, and is roughly the same across all ages, gender groups, and municipalities. This reinforces the earlier findings that Peel Region residents are looking to get better value for money from Ontario university education.

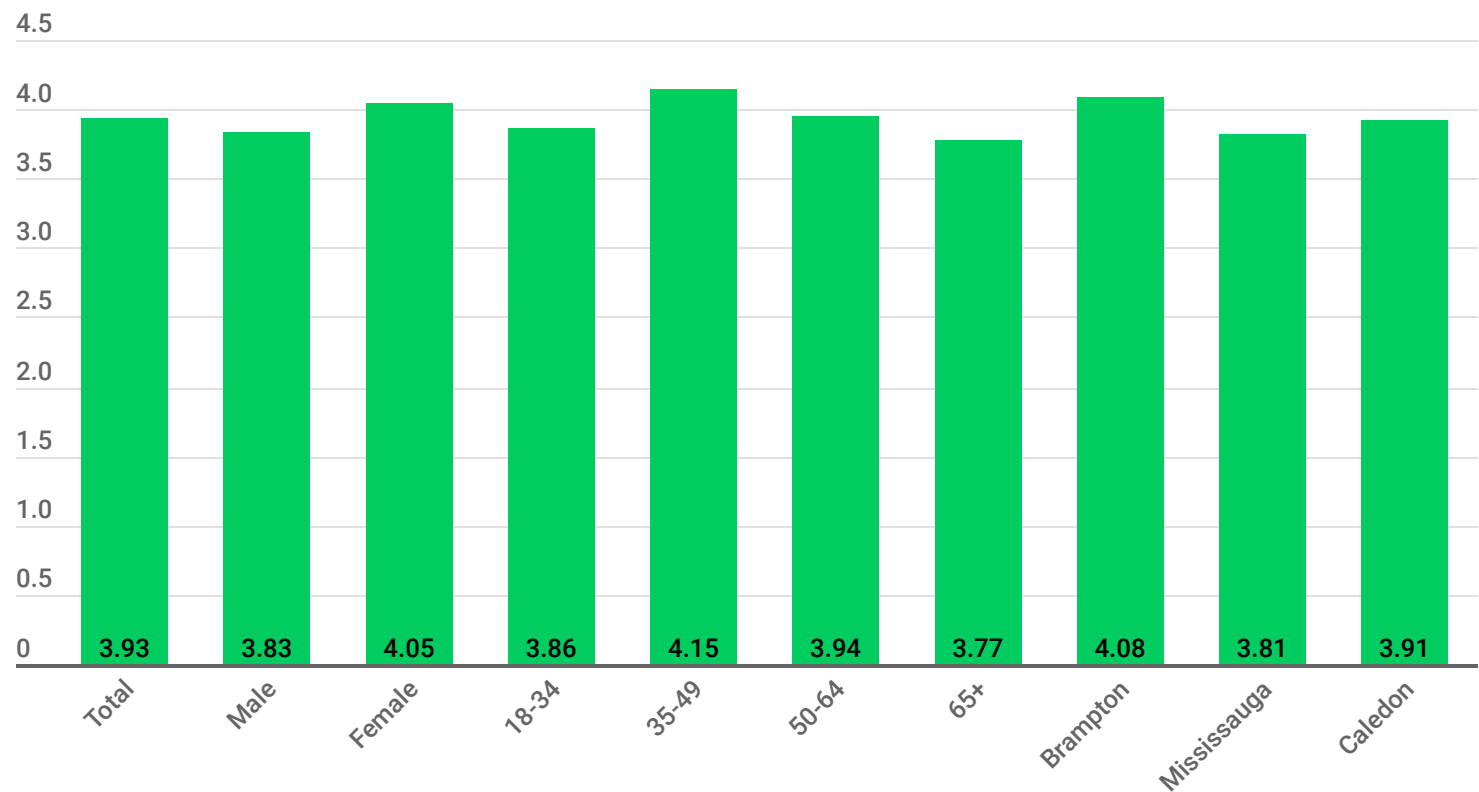


# Universities need to design their programs to address technological and environmental change



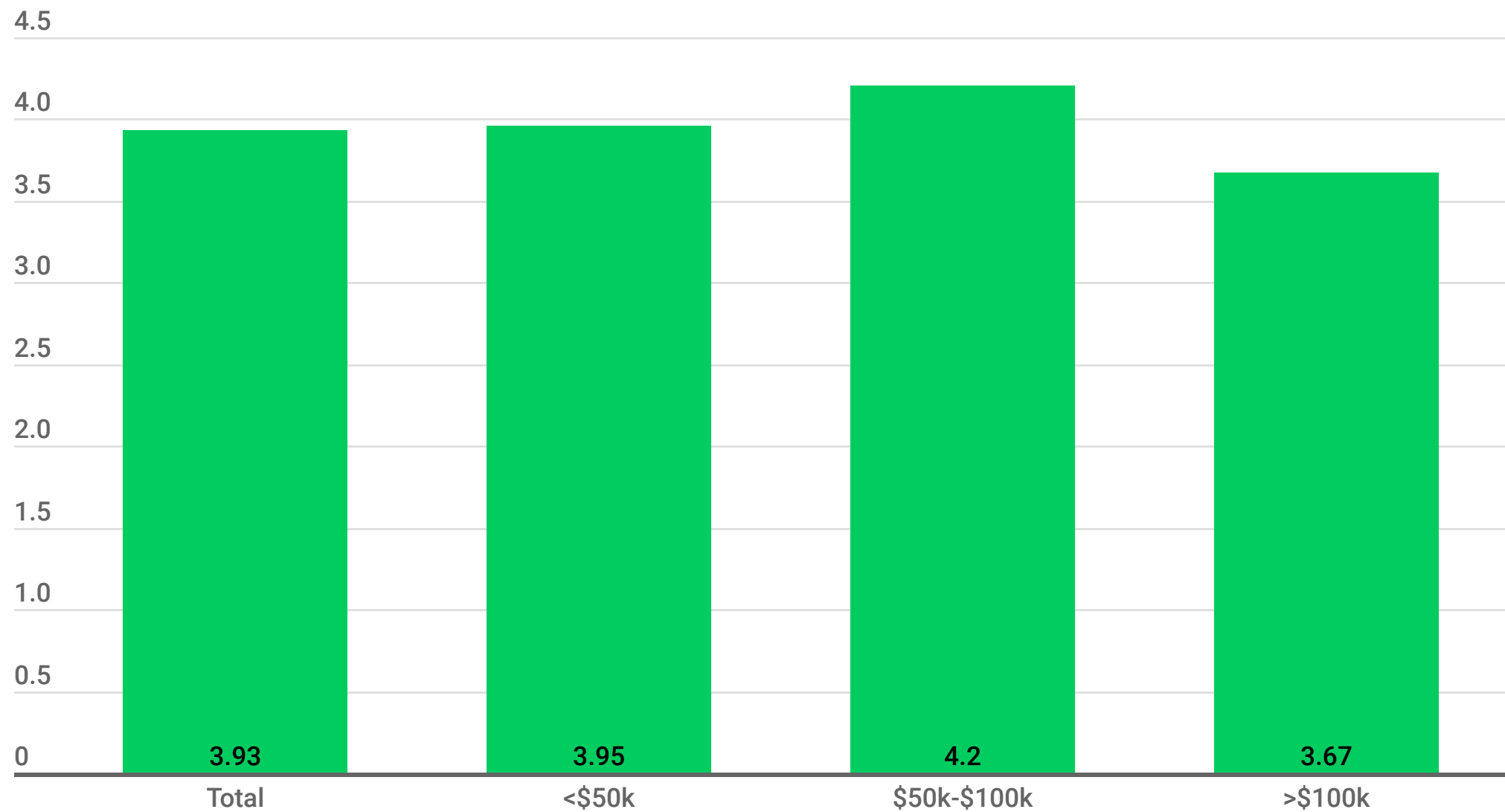
This question asked respondents to rate the importance on a scale of 1 to 5 of whether Ontario universities should design their programs to address technological and environmental change. The average rating for all respondents is 3.97, which shows that it is deemed very important by all respondents. Women give this greater importance than men, while we do not see too much of a difference among age groups and municipalities. This reinforces the earlier findings surrounding the sort of degrees that respondents want a university in Brampton to offer.

# Universities should charge less tuition

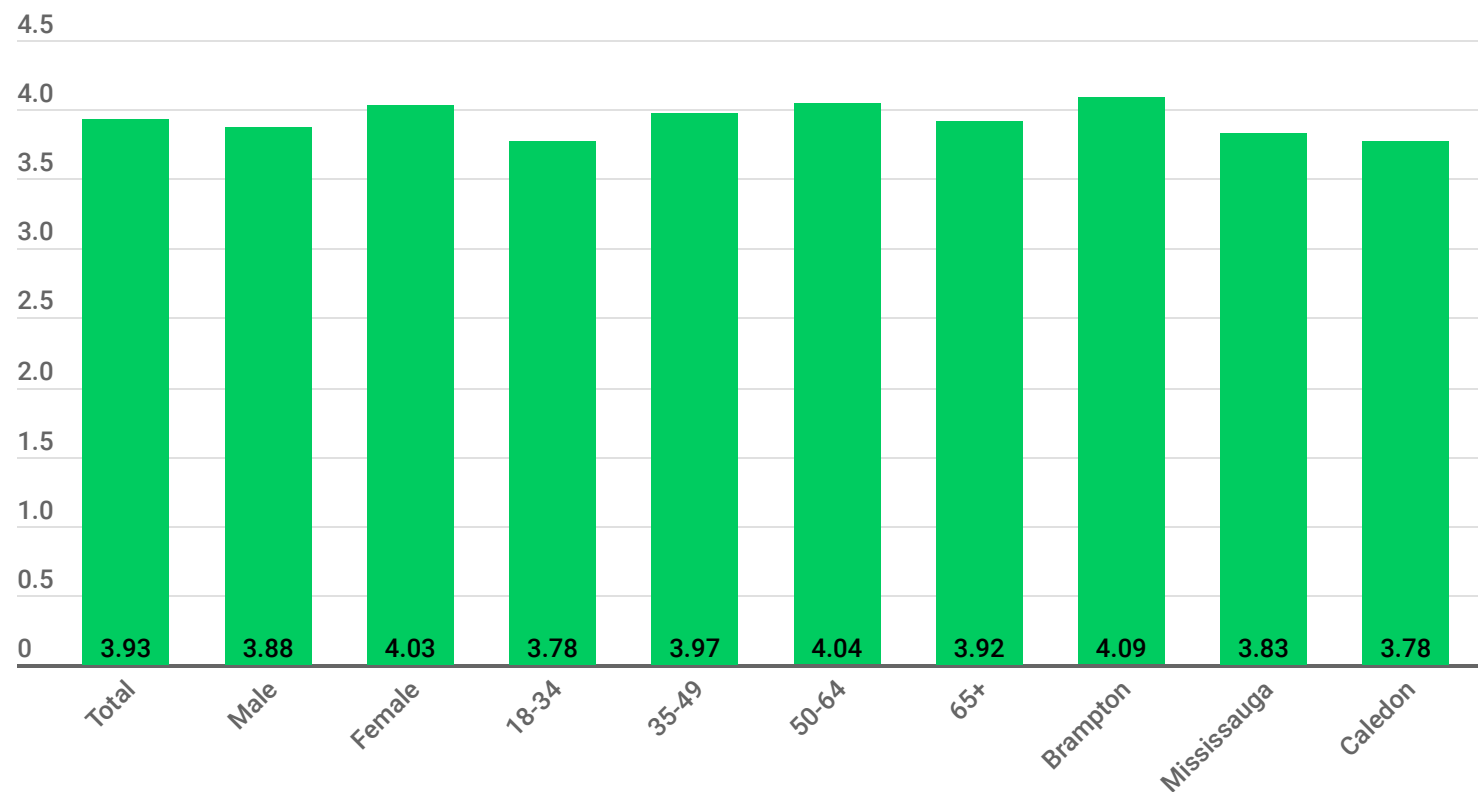


This question asked respondents to rate on a scale of 1 to 5 (5 being the strongest) how strongly they agree that Ontario universities should charge less tuition. The average rating for all respondents is 3.93, which again, is a high rating. We again see a minor gender effect, while we do not see too much of a difference among age groups and municipalities, although Brampton respondents give a slightly higher rating than respondents in Mississauga and Caledon. Rating is highest among the median income bracket (those who earn between \$50K-\$100K).

# Universities should charge less tuition (by income)

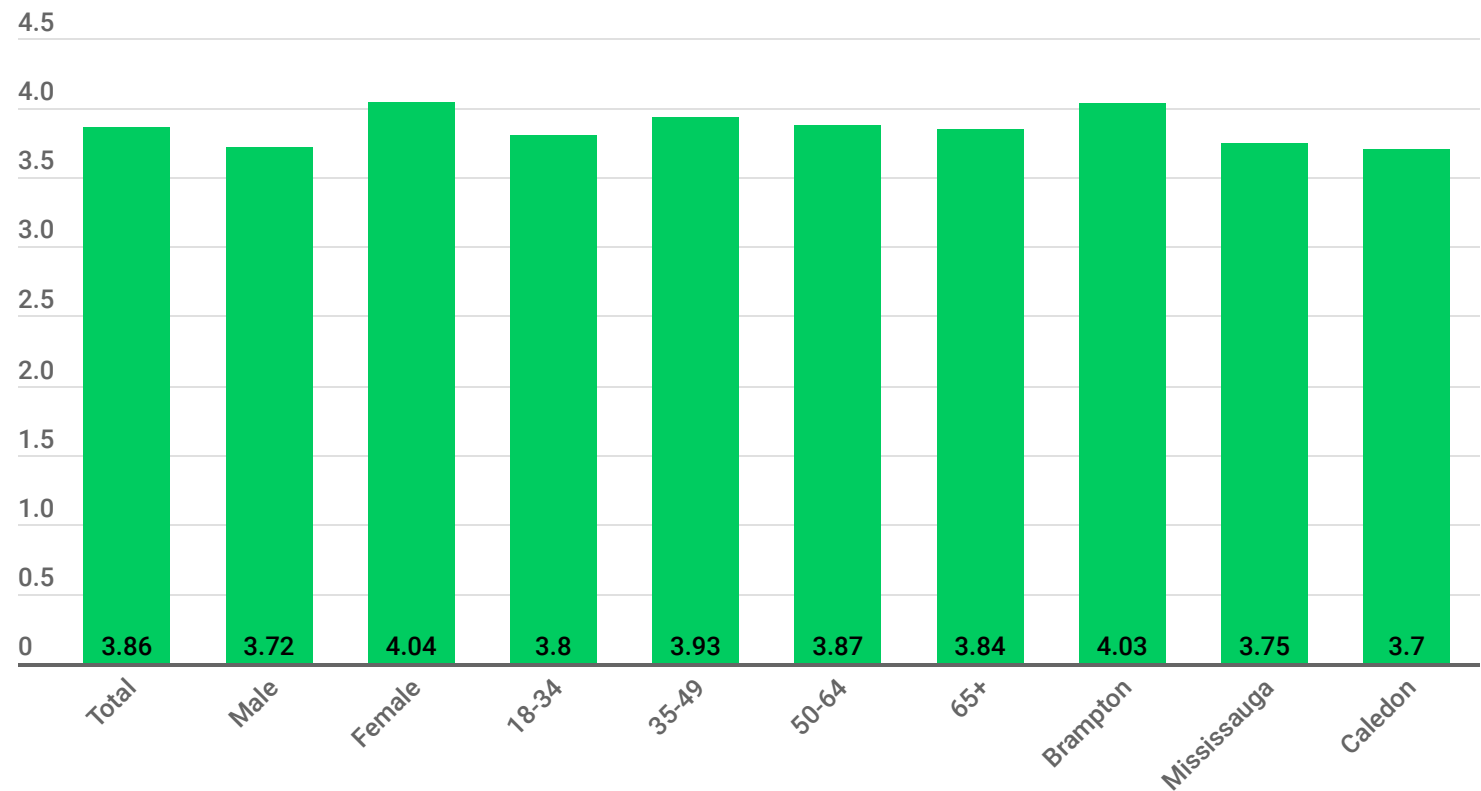


# Students should be able to stay local while working and studying



This question asked respondents to rate on a scale of 1 to 5 the importance for Ontario universities to allow students to stay local while working and studying. The average rating for all respondents is 3.93. This reinforces that one of the biggest needs among Peel Region residents in terms of university education is that a more local option is needed.

# Universities should deliver their programs to allow all students to learn flexibly according to their needs



This question asked respondents to rate the importance on a scale of 1 to 5 whether Ontario universities should deliver their programs to all students to learn flexibly according to their needs. The average rating for all respondents is 3.86, and while this statement is rated as less important than lower tuition rates and having degrees that address technological and environmental change, this should still be considered a high score. Once again we see a small gender effect in favour of women, Brampton residents, and respondents in the median income bracket.

# Universities should deliver their programs to allow all students to learn flexibly according to their needs (by income)

