

APRIL 23-30, ONLINE METHODOLOGY
500 STUDENTS, 500 PARENTS

CANADIAN STUDENTS AND PARENTS OPINIONS **COVID-19 & THE FALL OF 2020**

CURRENT THINKING ABOUT SCHOOL THIS FALL

STUDENTS

PARENTS

47%



ORIGINAL PLAN
UNCHANGED

40%

ORIGINAL PLAN
UNCHANGED

46%

UNSURE, WAITING TO
DECIDE

47%

UNSURE, WAITING TO
DECIDE

8%

WILL NO LONGER
ATTEND

13%

WILL NO LONGER
ATTEND

DO YOU
BELIEVE
CAMPUSES **WILL**
OPEN FOR IN
PERSON
CLASSES THIS
FALL?

STUDENTS

32%

CERTAINLY, MOST
LIKELY

40%

POSSIBLY

28%

PROBABLY,
CERTAINLY NOT

PARENTS

29%

CERTAINLY, MOST
LIKELY

48%

POSSIBLY

24%

PROBABLY,
CERTAINLY NOT

DO YOU
BELIEVE
CAMPUSES
SHOULD OPEN
FOR IN PERSON
CLASSES THIS
FALL?

STUDENTS

18%



YES

62%

YES, WITH OPTION TO
ATTEND REMOTELY

20%

NO

PARENTS

21%

YES

67%

YES, WITH OPTION TO
ATTEND REMOTELY

12%

NO

IF GIVEN A
CHOICE, BASED
ON WHAT YOU
FEEL NOW....

STUDENTS

34%

ATTEND IN PERSON

56%

ONLY ONLINE

9%

MIGHT NOT ENROLL

2%

WON'T ENROLL

PARENTS

22%

ATTEND IN PERSON

55%

ONLY ONLINE

8%

MIGHT NOT ENROLL

4%

WON'T ENROLL

CURRENT VIEW ABOUT SAFETY THIS FALL

STUDENTS

PARENTS

SURE IT WILL BE SAFE

12%

9%

THINK IT WILL BE SAFE

31%

28%

NOT SURE

40%

44%

THINK IT WON'T BE SAFE

13%

13%

SURE IT WON'T BE SAFE

4%

6%

WHAT WOULD BE MOST LIKELY TO PREVENT ATTENDANCE



STUDENTS



PARENTS

HEALTH RISKS

43%

45%

FINANCIAL PRESSURES

13%

9%

BOTH EQUAL

40%

38%

NEITHER

5%

8%

IF AUTHORITIES SAID IT WAS SAFE ENOUGH TO REOPEN



STUDENTS



PARENTS

NO HESITATION

36%

31%

HESITATE, PREFER OPTION

58%

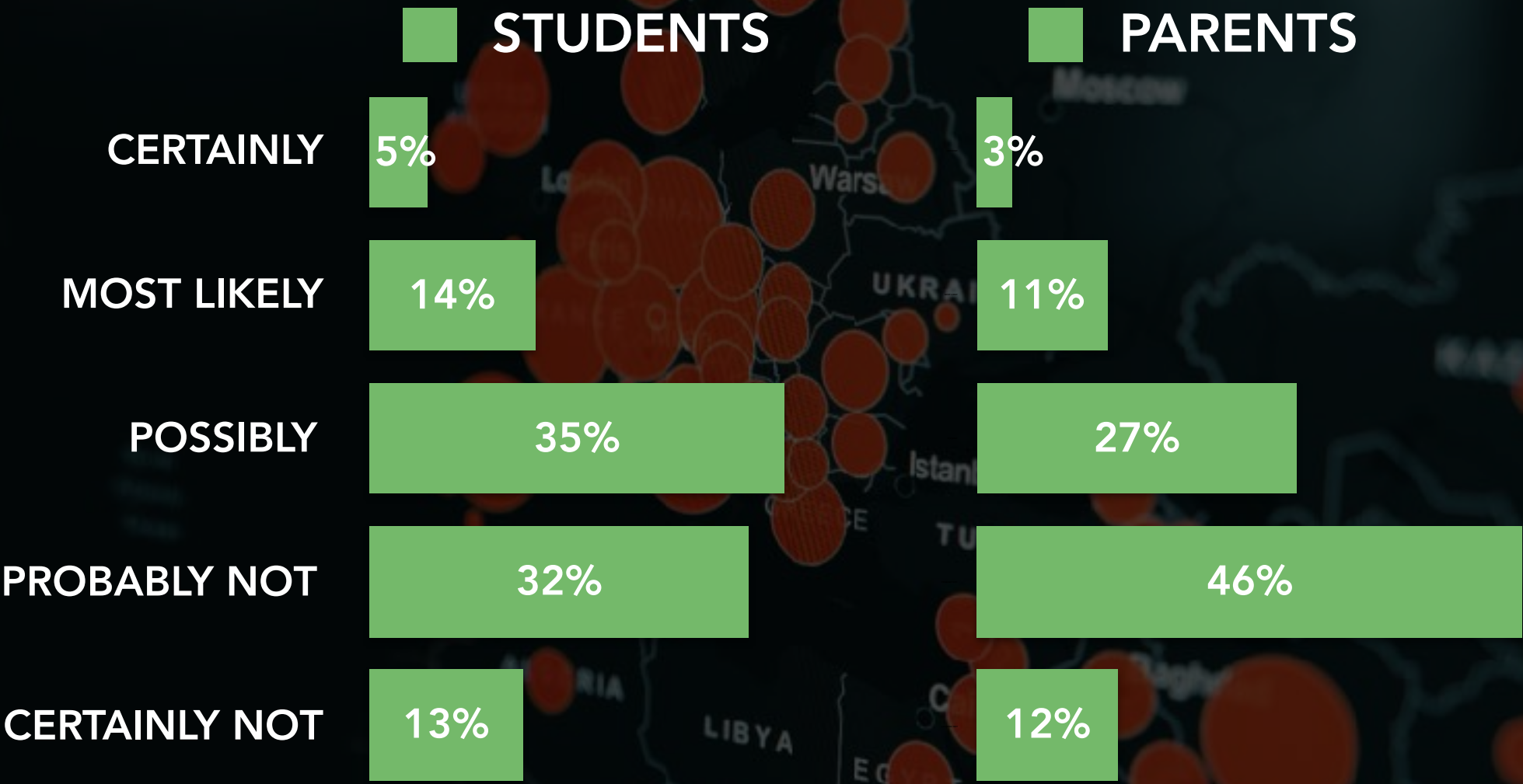
63%

WON'T ATTEND

6%

6%

WILL THERE BE A VACCINE OR CURE BY FALL?



**IF THERE WAS A
VACCINE OR A
CURE BY THIS
FALL....**

STUDENTS

PARENTS

66%

**WOULD BE SAFE ENOUGH
FOR ATTENDANCE ON
CAMPUS**

64%

**WOULD BE SAFE ENOUGH
FOR ATTENDANCE ON
CAMPUS**

34%

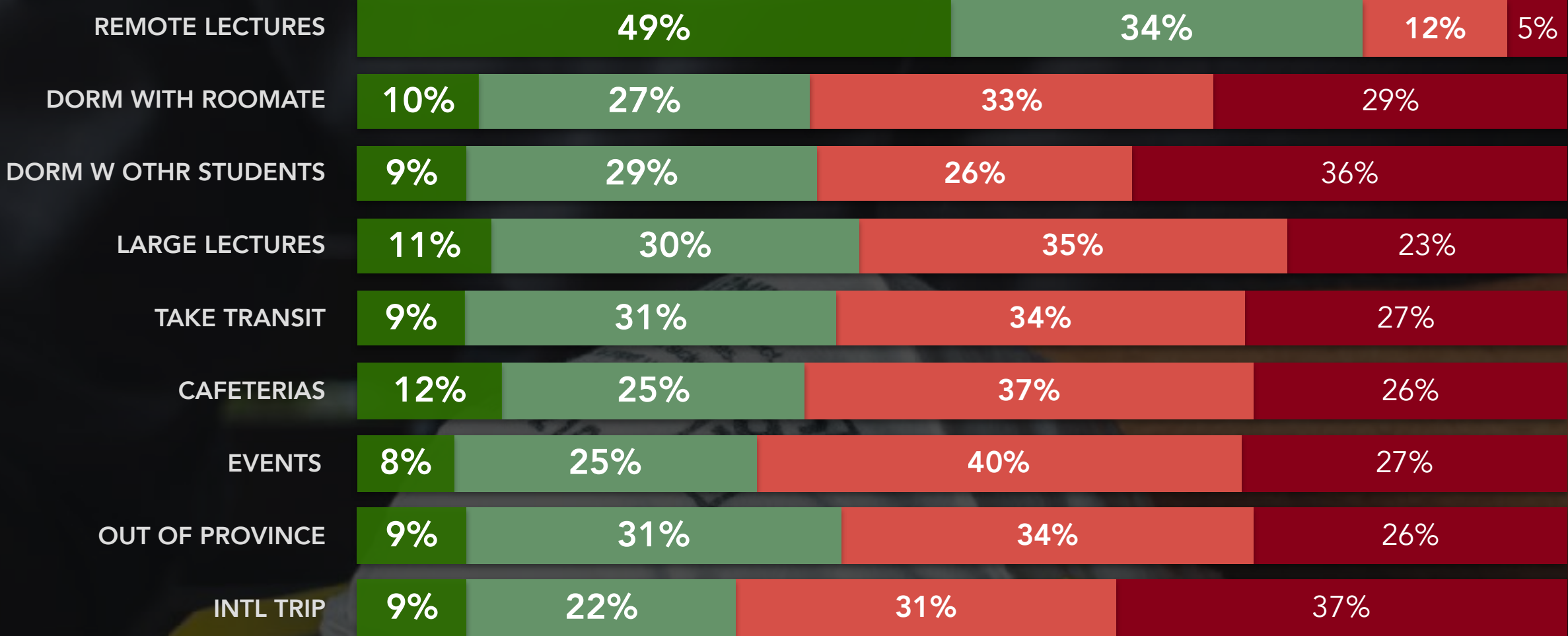
**WOULD STILL FEEL TIME
NOT RIGHT FOR CAMPUS
ATTENDANCE**

36%

**WOULD STILL FEEL TIME
NOT RIGHT FOR CAMPUS
ATTENDANCE**

COMFORT LEVELS FOR THIS FALL

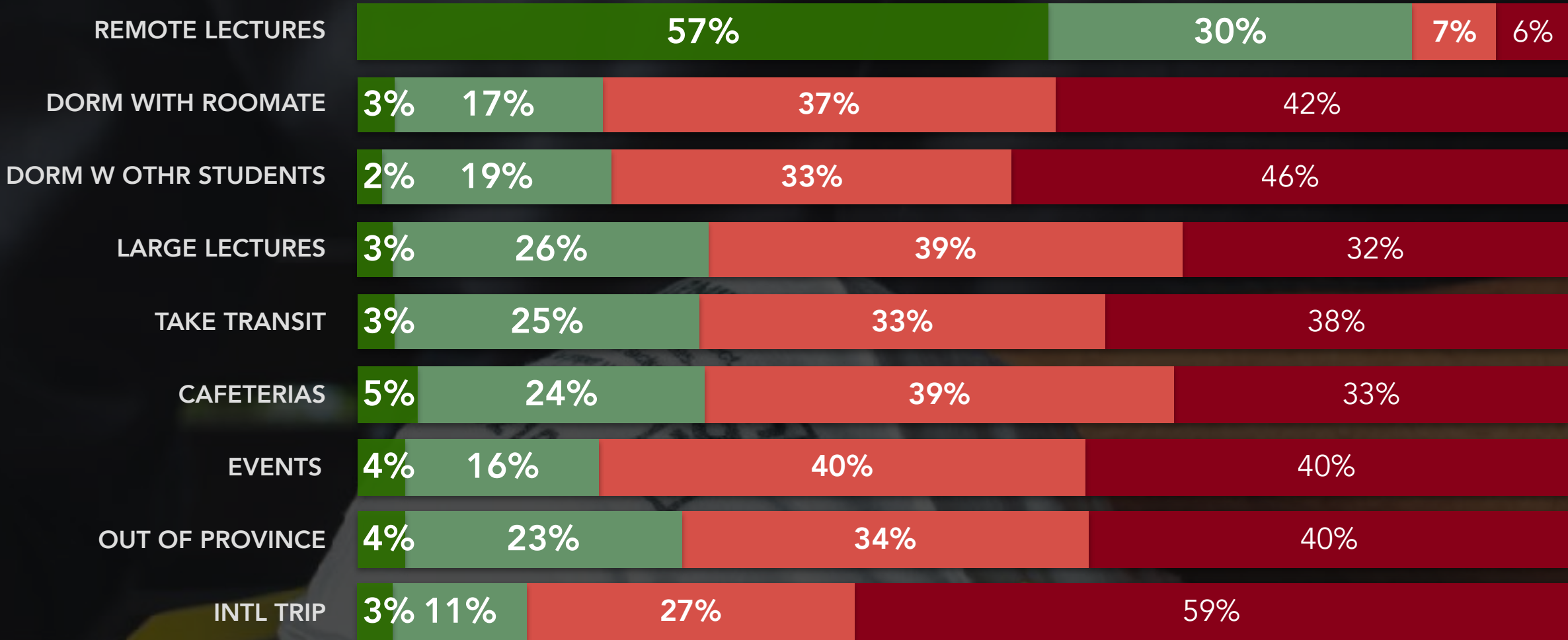
STUDENTS



■ VERY COMFORTABLE ■ ENOUGH ■ HESITANT ■ NOT COMFORTABLE

COMFORT LEVELS FOR THIS FALL

PARENTS



■ VERY COMFORTABLE ■ ENOUGH ■ HESITANT ■ NOT COMFORTABLE

FEELINGS ABOUT ONLINE COURSES TO HELP FINISH THIS SEMESTER

STUDENTS

39%

USED, FOUND HELPFUL

53%

USED, EXPERIENCE NOT
SO GOOD

6%

DIDN'T USE

3%

NOT OFFERED

PARENTS

56%

USED, FOUND HELPFUL

34%

USED, EXPERIENCE NOT
SO GOOD

7%

DIDN'T USE

2%

NOT OFFERED

VIRTUAL
LEARNING CAN
BE AS GOOD AND
IS A BETTER
ALTERNATIVE FOR
NEXT YEAR OR
TWO

STUDENTS

53%

PARENTS

51%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

**VIRTUAL
LEARNING MIGHT
BE A SAFE
CHOICE AND A
WAY TO SAVE
MONEY TOO**

STUDENTS

69%

PARENTS

67%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

ABACUS DATA

UNIVERSITIES CANADA

CAMPUSES
COULD BECOME
DANGEROUS IF
THERE IS A
SECOND WAVE

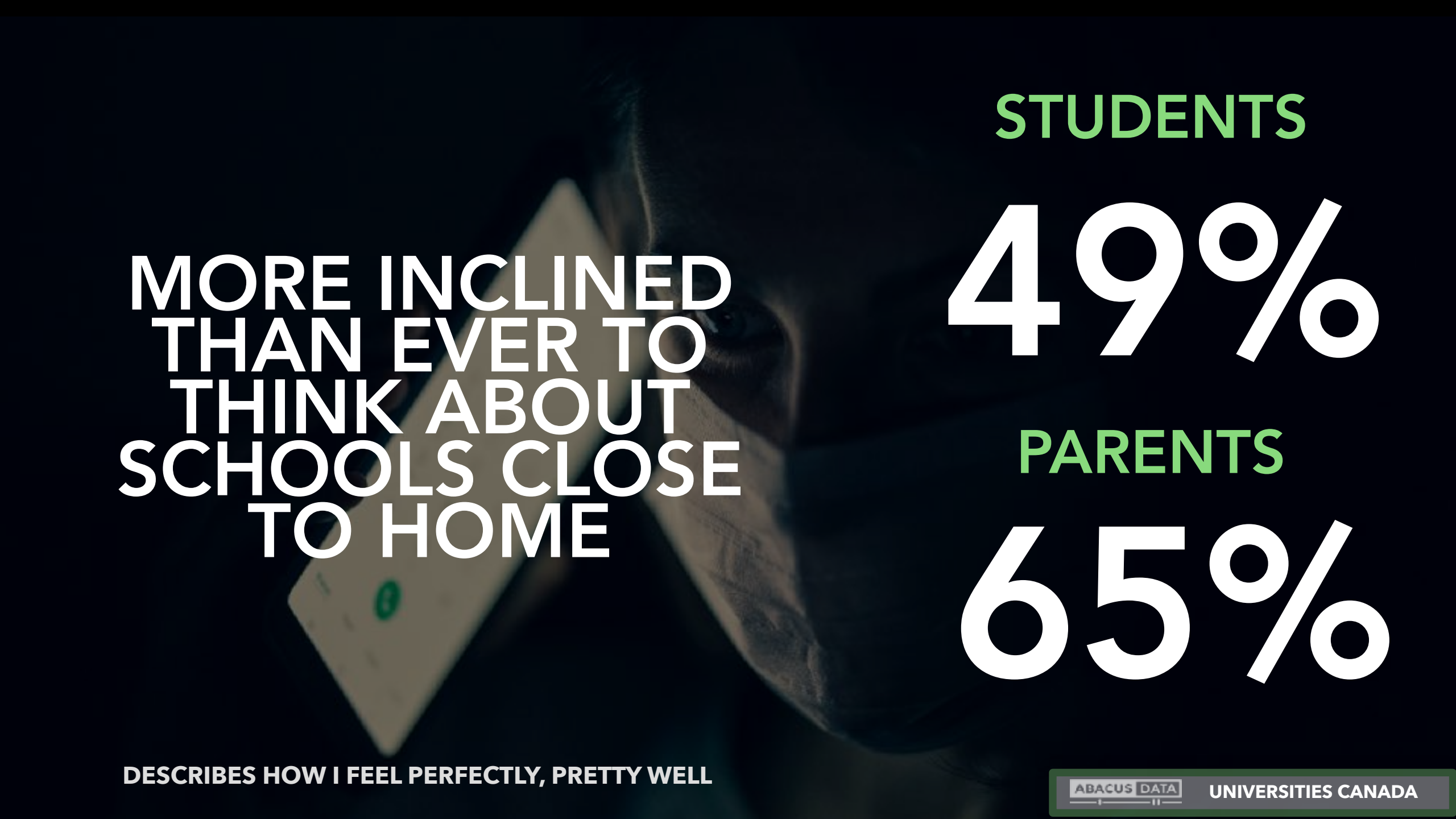
STUDENTS

72%

PARENTS

78%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

A person wearing a dark face mask and holding a map, with a green pushpin visible on the map. The background is dark and moody.

**MORE INCLINED
THAN EVER TO
THINK ABOUT
SCHOOLS CLOSE
TO HOME**

STUDENTS

49%

PARENTS

65%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

ABACUS DATA

UNIVERSITIES CANADA

I WOULD WANT
TO KNOW WHAT
MEASURES
UNIVERSITIES
TAKE TO MAKE
STUDENTS SAFE

STUDENTS

76%

PARENTS

83%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

EVEN WITH THE
PROBLEMS OF
COVID I WILL BE
ABLE TO AFFORD
UNIVERSITY THIS
YEAR

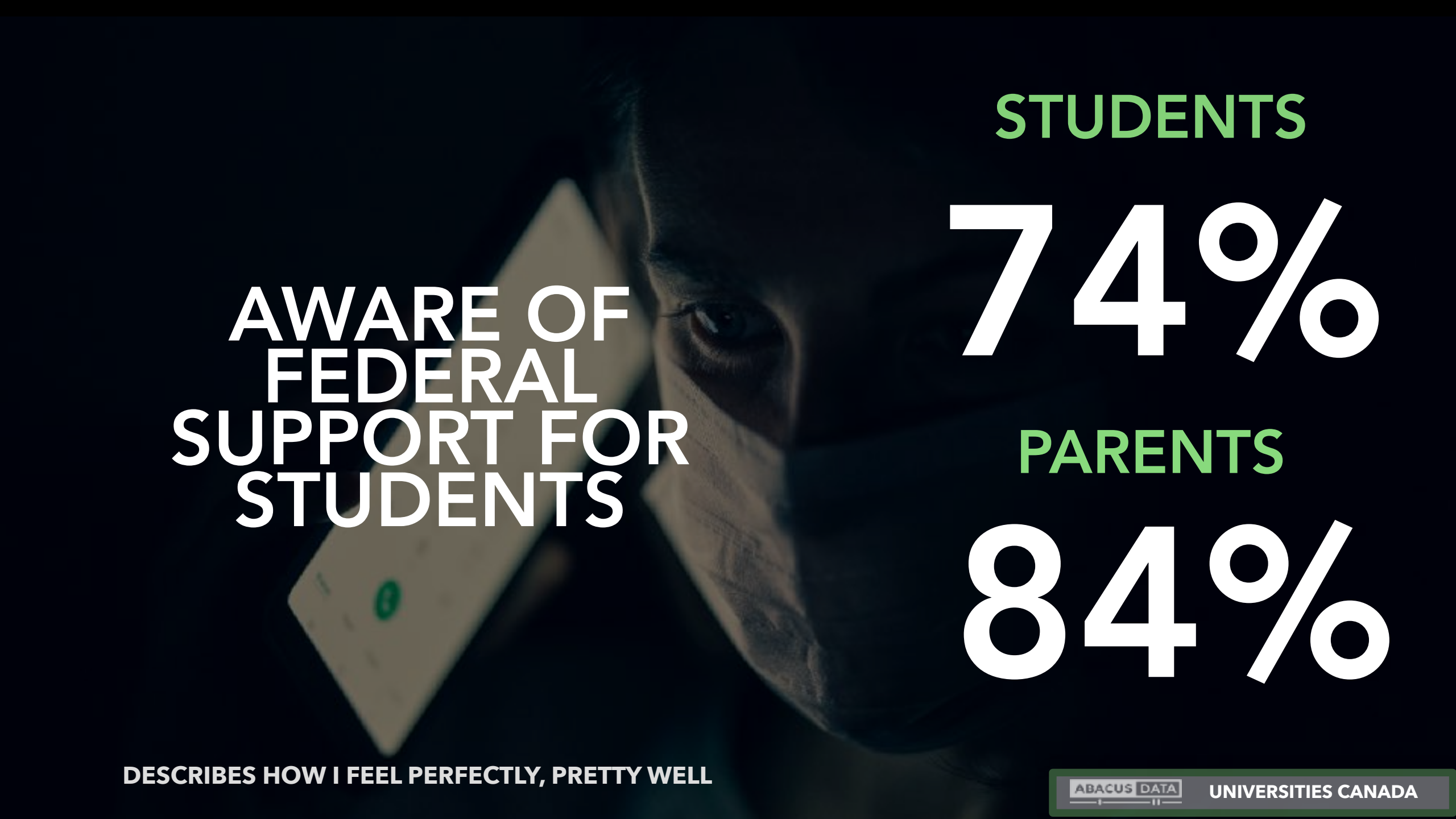
STUDENTS

46%

PARENTS

56%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL



AWARE OF
FEDERAL
SUPPORT FOR
STUDENTS

STUDENTS

74%

PARENTS

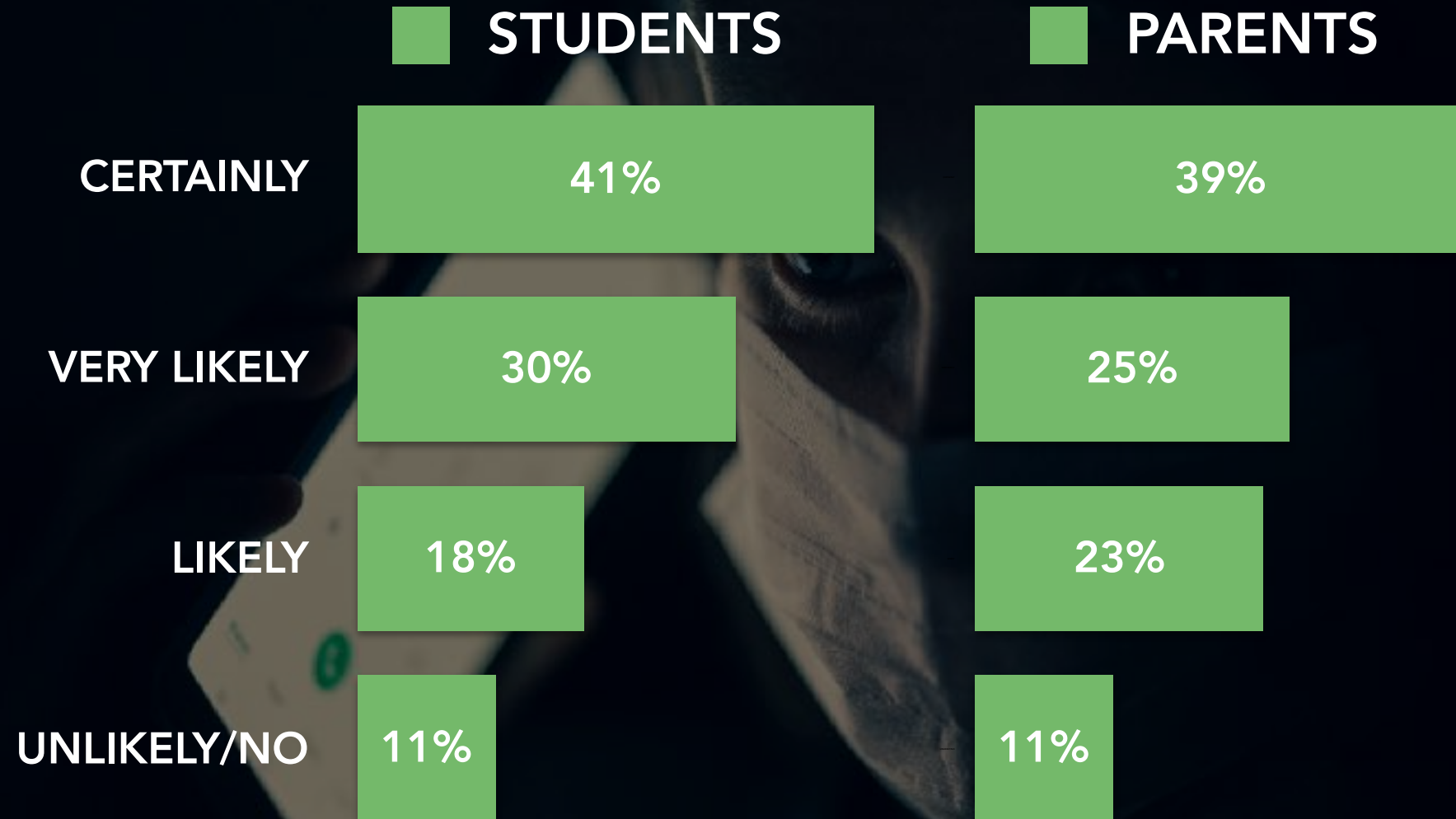
84%

DESCRIBES HOW I FEEL PERFECTLY, PRETTY WELL

ABACUS DATA

UNIVERSITIES CANADA

LIKELY TO MAKE USE OF FEDERAL STUDENT SUPPORT



USEFULNESS OF THE FEDERAL SUPPORT

STUDENTS

46%

ENOUGH TO MAKE
UNIVERSITY AFFORDABLE

47%

HELPFUL, BUT ONLY
PARTIALLY

7%

UNIVERSITY STILL
UNAFFORDABLE

PARENTS

40%

ENOUGH TO MAKE
UNIVERSITY AFFORDABLE

52%

HELPFUL, BUT ONLY
PARTIALLY

9%

UNIVERSITY STILL
UNAFFORDABLE

**TO HELP
ECONOMIC
RECOVERY, HOW
ABOUT
INVESTING IN
CAMPUS
INFRASTRUCTURE**

STUDENTS

PARENTS

21%

ONE OF BEST IDEAS

18%

ONE OF BEST IDEAS

52%

GOOD IDEA

50%

GOOD IDEA

27%

**NOT AS GOOD AS OTHER
IDEAS**

32%

**NOT AS GOOD AS OTHER
IDEAS**

WHAT CANADIANS PARENTS AND STUDENTS THINK ABOUT **COVID-19 & THE FALL**

ONE QUARTER DOUBT THAT CAMPUSES WILL BE OPEN AND A PLURALITY ARE NOT CERTAIN. TENDENCY IS TO WANT A VIRTUAL OPTION, AND AT THIS POINT, MANY WOULD PREFER TO TAKE THAT OPTION.

EXPLORING FOR AREAS OF RISK AND SENSITIVITY SHOWS THAT FINANCIAL PRESSURES ARE SOMEWHAT IMPORTANT BUT HEALTH RISKS ARE THE LARGER PRESSURE POINT. THE CAMPUS EXPERIENCE FEELS RISKY IN A NUMBER OF WAYS, AND PARENTS ARE MORE CONCERNED THAN STUDENTS.

WHILE VIRTUAL DIDN'T SATISFY EVERYONE THIS YEAR, THE BELIEF IS THAT IT CAN PROVIDE A GOOD OPTION FOR THE NEAR TERM FUTURE. IT CAN EASE FINANCIAL PRESSURES AND "STAY CLOSE" INSTINCTS.

APPROVAL BY AUTHORITIES WILL HELP UNLOCK HESITATION, AS WOULD A TREATMENT/CURE/VACCINE, HOWEVER UNIVERSITIES WOULD BE WELL ADVISED TO MAKE A STRONG EFFORT TO EXPLAIN MEASURES TO ENSURE STUDENT HEALTH AND SAFETY.