CUSC CCREU 30 years/ans 1994-2024

Canadian University Survey Consortium
Consortium canadien de recherche sur les étudiants universitaires

PRA Prairie Research Associates

PREPARED FOR THE MARITIME PROVINCES HIGHER EDUCATION COMMISSION

2025 First-Year Student Survey

MARCH 2026

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Appendix A – 2025 CUSC-CCREU Survey
Appendix B – Weighting

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EXECUTIVE SUMMARY

This report compares results from 14 Maritime universities (n = 2,123) to 28 universities (n = 9,911) outside the Maritimes. When weighted, the sample sizes are corrected to 1,873 for Maritime universities and 10,161 for non-Maritime universities.

Profile of first-year students

The demographic profile of first-year students attending Maritime universities showed that 81% were Canadian citizens, 75% were 18 or younger, 74% were single, 64% were female, 38% reported a disability, 29% self-identified as a member of a visible minority, 8% were first-generation post-secondary students, and 6% were Indigenous. These results were similar to those of students elsewhere in Canada, with the exception that students elsewhere were more likely to self-identify as a visible minority (52% versus 29%).

In addition, 67% of Maritime students were living away from their parents/family compared to 47% of students elsewhere.

Motivation for attending university

When asked for the most important reason for attending university, the most common reasons were job related, with *preparing for a specific job or career* (32%) selected most often. The most common non-job related reason was *to apply what they learned to make a positive difference* (12%). The results for students attending non-Maritime universities were very similar.

Selecting a university

Overall, 68% of students studying at a Maritime university applied to a university other than the one they are currently attending, which was lower than among students attending non-Maritime universities (79%). This may be related to why students at Maritime universities were more likely to have indicated that the university they were attending was their first choice (87% versus 77%).

The single most important factor for students at Maritime universities was *their university has the program they wanted to take* (27%), which was around double the proportion of the next most selected reason (*wanted to live close to home* at 14%). In general, results were similar to those of students studying elsewhere in Canada, with the exception that those studying elsewhere were about more than twice as likely to select *the program had the work experience they wanted* — 13% versus 5%; however, the difference was not statistically significant.

First-year students rated the importance of 19 sources of information they may have used when making a decision about whether or not to attend their university. Among Maritime students, *the university's website* (49%) was rated as important or very important by nearly half of students. Results tend to be fairly similar between Maritime students and students elsewhere, with only two differences greater than 5% (with Maritime students rating as more important in both cases) - *contact with admissions staff on campus* (34% versus 26%) and *visit by university representative to my high school* (27% versus 20%).

Orientation and registration

Fifty-nine percent of first-year students at Maritime universities participated in orientation, which was on par with results for students elsewhere in Canada (63%). Among those who participated in orientation, students at Maritime universities were most satisfied that orientation made them *feel welcome at their university* (89% very or somewhat satisfied) and least satisfied with orientation *helping their personal and social transition* (80%), with results on par with students at other universities.

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Students at Maritime universities showed similar rates of satisfaction with aspects of registration as students elsewhere, including being satisfied with *getting into all the courses they wanted* (89% very or somewhat satisfied) and the *process of registering for their courses* (83%).

Expectations and experience

First-year students rated 15 experiences as to whether they exceeded, met, or fell below their expectations. Results seemed to indicate that students were more likely to be surprised about the cost-related aspects (e.g., *cost of going to university* and *debt to complete program*) and the academic challenges of university (e.g., *time to put into their coursework* and *how academically demanding their courses are*). Results were similar between students at Maritime and other Canadian universities.

When asked to summarize their overall experiences to date, first-year students at Maritime universities were more likely to say their university experiences exceeded (22%) rather than fell short (13%) of their expectations. Results were on par with other universities in Canada.

Transition to university

Students at Maritime universities reported the most success *understanding the course material* (94% some or very much success), *finding their way around campus* (94%), *finding information about academic integrity* (92%), *choosing the program of study* (92%), or *meeting academic demands* (92%), while they reported the least success *becoming involved in campus activities* (56%). This pattern was the same for students studying elsewhere in Canada.

Students studying at Maritime universities tended to have more success transitioning than students elsewhere, with the biggest gap for *dealing with new living arrangements* (82% versus 73%) and *finding suitable housing* (74% versus 65%), although differences between Maritime and non-Maritime students were not statistically significant.

Educational experiences

Students at Maritime universities rated their satisfaction with various educational experiences (all of which were similar to students' ratings from universities outside the Maritimes).

- Most students reported having had positive experiences with professors. In fact, among 15 aspects of interaction with professors, only one received less than 70% agreement — *professors taking a personal interest in their academic progress* (60%).
- Among those 15 aspects, Maritime students rated professors *being well-organized in their teaching* (43%) as the most important attribute. Least important was *providing prompt feedback on academic work* (6%).
- Fifty-nine percent of Maritime students said they *were given the chance to evaluate the quality of teaching in all their courses*, which was higher than non-Maritime students (48%), but not statistically different.
- Among first-year Maritime students, 9 in 10 agreed that they are *generally satisfied with the quality of teaching they received*, including 17% who strongly agreed. These results were similar to students elsewhere in Canada.

Inclusivity

First-year Maritime students indicated that they feel most comfortable being themselves while *attending class* (83% quite a bit or very much). They feel least comfortable *actively participating in campus social activities* (50% quite a bit or very much). These results were similar to students from other universities.

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Commitment to completion

Several measures were used to gauge students' commitment to completing their programs at their universities, all of which were similar between Maritime and non-Maritime students.

- **Perceptions of effort.** Almost all students attending Maritime universities agreed that they are *willing to put a lot of effort into being successful at university* (96% agree or strongly agree), which is reflected in the fact that almost as many agreed that they *normally go to all of their classes* (92%). Although Maritime students may feel that they can put in the effort, fewer agreed that they *can deal with stress* (72%) or *have good study habits* (69%).

- **Perceptions of university education.** Students at Maritime universities were most likely to agree that *most of their courses were interesting* (86% agree or strongly agree) among four university education related aspects.

- **Perceptions of finances.** Maritime students were slightly more likely to agree that *they have the financial resources to complete their program* (72% agree or strongly agree) than *a university degree is worth the cost* (67%).

- **Perceptions of persistence.** At the time of the survey, 88% of first-year Maritime students agreed that they *plan to come back to their university next year*, although slightly fewer *plan to complete their degree at their university* (84%). About 1 in 10 *plan on going to college/CEGEP next year* (10%) or *plan to transfer to another university next year* (9%).

Overall evaluation of student experiences

When rating their experiences at university, students indicated the following:

- Around 3 in 4 first-year students at Maritime universities said they are satisfied with the *concern shown by the university for them as an individual*, although just 9% were very satisfied. These findings are very similar to those students attending non-Maritime universities.

- Over 9 in 10 first-year Maritime students were satisfied with *their decision to attend their university*, including 28% who were very satisfied.

- Overall, 32% of Maritime students are classified as promoters of their university, while 20% are detractors, resulting in a Net Promoter Score (NPS) of +12. This compares to an NPS of +2 for students attending universities elsewhere, which is significantly lower.

Goal development

The following bullets summarize information about students' goals, both for their current program and future career plans.

- Around two-thirds of first-year students at Maritime universities said they had selected their major or discipline. This compared to 82% of students attending universities outside the Maritimes, although the difference fell just above the threshold for statistical significance.

- Just over half of Maritime students (52%) plan to continue their education after their degree, either in *professional program* (33%) or *graduate school* (33%). These are slightly higher than the proportions amongst students elsewhere in Canada, but not significantly higher.

- Overall, 38% of first-year students at Maritime universities had a specific career in mind, while another 34% have several possible careers in mind. Results are similar to students elsewhere in Canada.

- First-year students at Maritime universities have taken few concrete steps to prepare for employment, as most steps involve simply gathering information from talking with *parents/family* (77%), *friends* (63%), or *professors* (26%).

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Satisfaction with facilities and services

Among 26 facilities and services, *university residences* have been used more by Maritime students (46%) than non-Maritime students (27%).

Of the facilities and services used, students at Maritime universities tend to be satisfied, as only in two cases fewer than 4 in 5 students indicate they were satisfied: *food services* (63%) and *parking* (56%). Generally, students at Maritime universities show similar levels of satisfaction as students elsewhere.

Academic profile

Examining students' academic profiles shows that almost all first-year students at Maritime universities were attending full-time (98% versus 88% elsewhere) and did not transfer from another institution (95% versus 93% elsewhere). Most reported an average university grade of B- or higher (83% versus 83% elsewhere).

Current employment

Overall, 30% of first-year students at Maritime universities were currently employed, which was lower than that reported among students outside the Maritimes (37%), but this is not statistically significant. Among those who are currently employed, results show that the typical student at a Maritime university works about 13 hours per week (compared to 15 hours for non-Maritime students), and 31% said their employment has a negative impact on their academic performance.

Financing education

Students at Maritime universities are statistically less likely to have a credit card than students elsewhere in Canada, as just 32% of students at Maritime universities report having a card compared to 57% at other universities.

About 69% of first-year students attending Maritime universities said they have received a financial award from their university, which was slightly higher than students at other universities (54%), but the difference is not statistically significant. Among those who received an award, 36% of students studying at a Maritime university said they would not have been able to attend university without this financial assistance, which is on par with results among students at other universities (33%).

Equity and diversity

Among first-year Maritime students, 89% identified as either a man or woman only, while 2% identified as a man or woman and at least one other gender identity, and 3% identified as at least one identity other than man or woman.

Overall, 61% of first-year Maritime students self-identified as heterosexual/straight only, while 2% identified as heterosexual and at least one other sexuality, and 28% identified as at least one sexuality other than heterosexual/straight. It should be noted that 10% of Maritime students did not self-identify their sexuality.

Housing module

Among Maritime students, 90% indicated that their current situation was a physically safe environment and 85% indicated their current living situation was adequate; however, 26% disagreed that they were able to afford rent and utilities.

For the 2025-26 year, approximately one-third would like to live in university residences, primarily because of the convenience of living on campus (44%). About two-thirds would prefer to live off-campus, primarily because of the cost (47%).

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For 2025-26, Maritime students who expect to live off campus expect to pay about $1,150 per month in rent and utilities, which is on par with non-Maritime students (~ $1,100). With that being said, about 38% of Maritime students have at least some concern about their ability to find affordable housing.

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1.0 Introduction

Since 1994, the Canadian University Survey Consortium/Consortium canadien de recherche sur les étudiants universitaires (CUSC-CCREU) has coordinated surveys of students attending post-secondary institutions and facilitated sharing the survey response data among its member institutions.

Each university supported the study by generating a sample of qualifying students. In some cases, universities provided all qualifying students, while others provided a random sample of students. PRA was responsible for managing the online survey. This involved liaising with the participating universities, preparing the introductory and reminder emails to students, and responding to student questions about questionnaire content, as well as technical questions about using the online survey.

This report compares results from 14 Maritime universities (n = 2,123) to 28 universities (n = 9,911) outside the Maritimes. In order to compensate for the discrepancies between the population of first-year students among participating universities and the sample population, the results in this report have been weighted. The applied weights are shown in Appendix B.

1.1 Statistically significant differences

Large sample sizes may inflate measures of statistical significance and may lead to false conclusions about the strength of association. The chi-square measure of association in particular is susceptible to this possibility. Therefore, the standards for designating whether a relationship can be termed *statistically significant* have been increased: the Pearson's chi-square must have probability of a type 1 error of less than .001 and either the Phi coefficient or Cramer's V must have a value of .150 or greater. Throughout this document, any differences reported meet these criteria, unless otherwise stated.

In this report, the symbol † appearing next to the title of the graph or an element in the graph indicates a statistically significant difference between Maritime students and non-Maritime students.

Table 1: Criteria for statistical significance

Test	Level for significance
Pearson's chi-square	<.001
Phi coefficient or Cramer's V	.150 or higher

1.2 Non-response

Non-responses have not been included in the analysis. Therefore, throughout this report, unless explicitly stated as a subpopulation, overall results exclude those who did not respond to a particular question.

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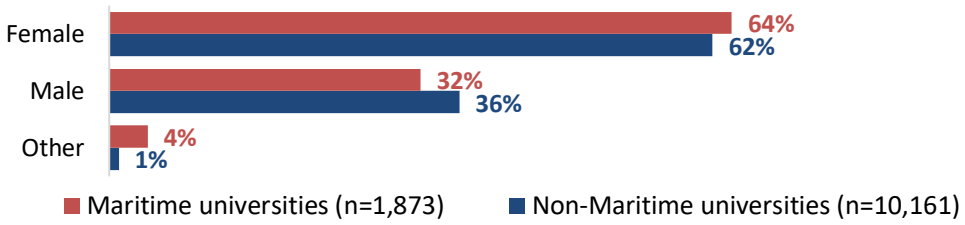
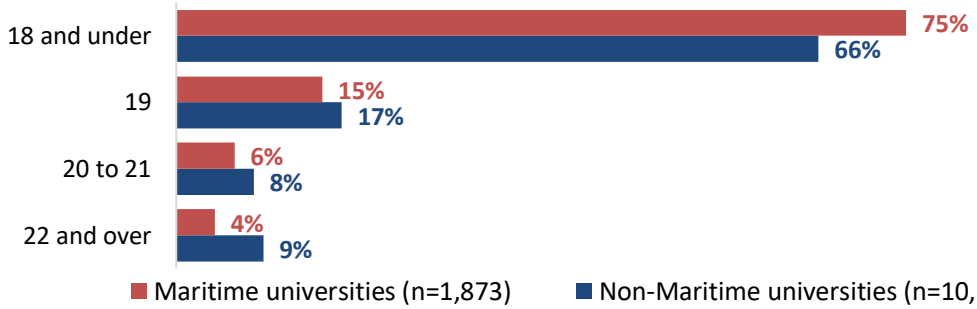
2.0 Profile of first-year students

2.1 Personal profile

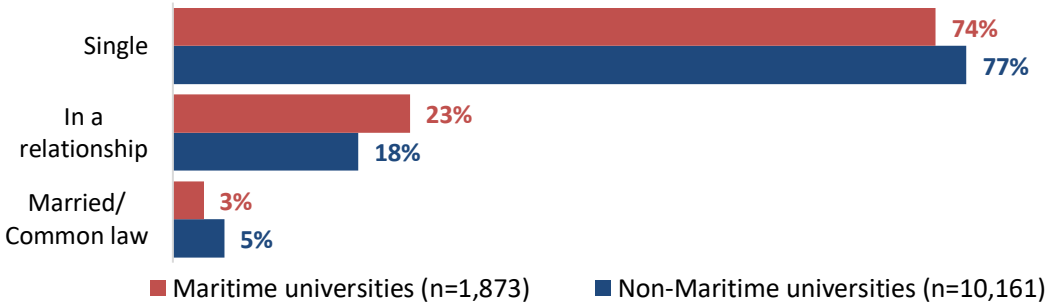
2.1.1 Gender



2.1.2 Age



2.1.3 Marital status



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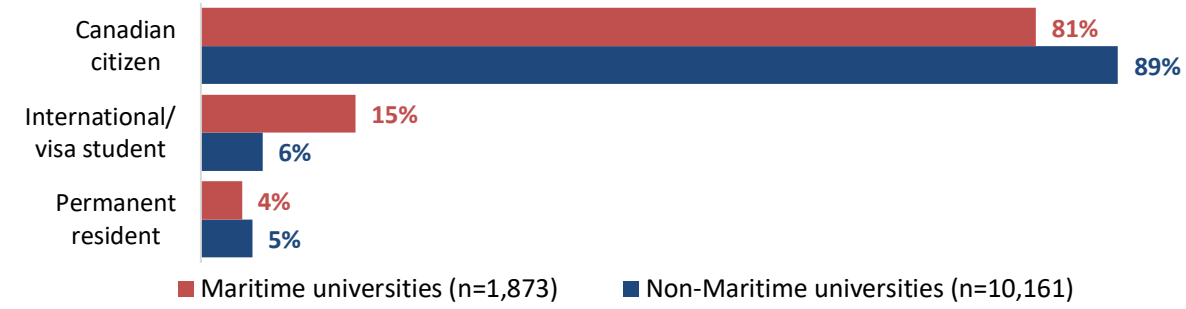
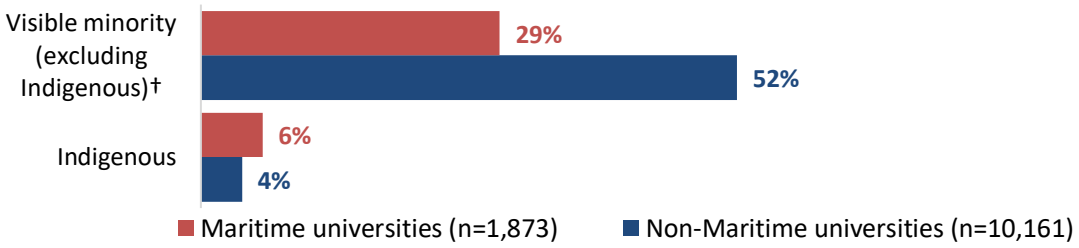
2.1.4 Citizenship



2.1.5 Ethnicity



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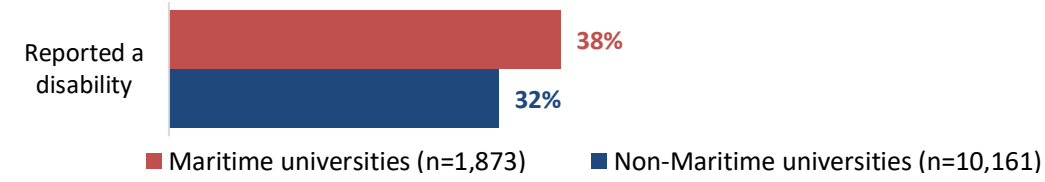
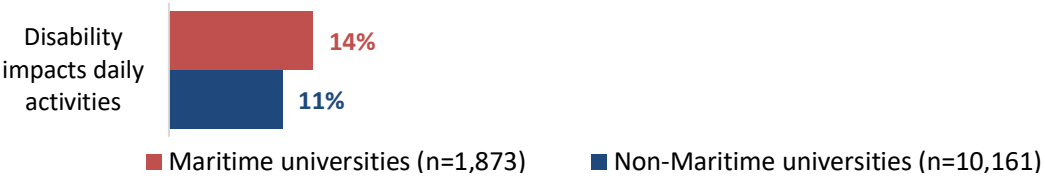
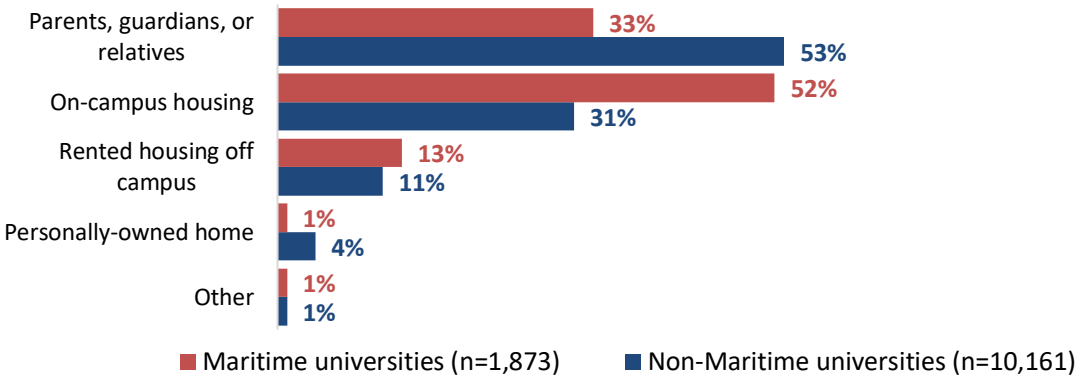
2.2 Disabilities

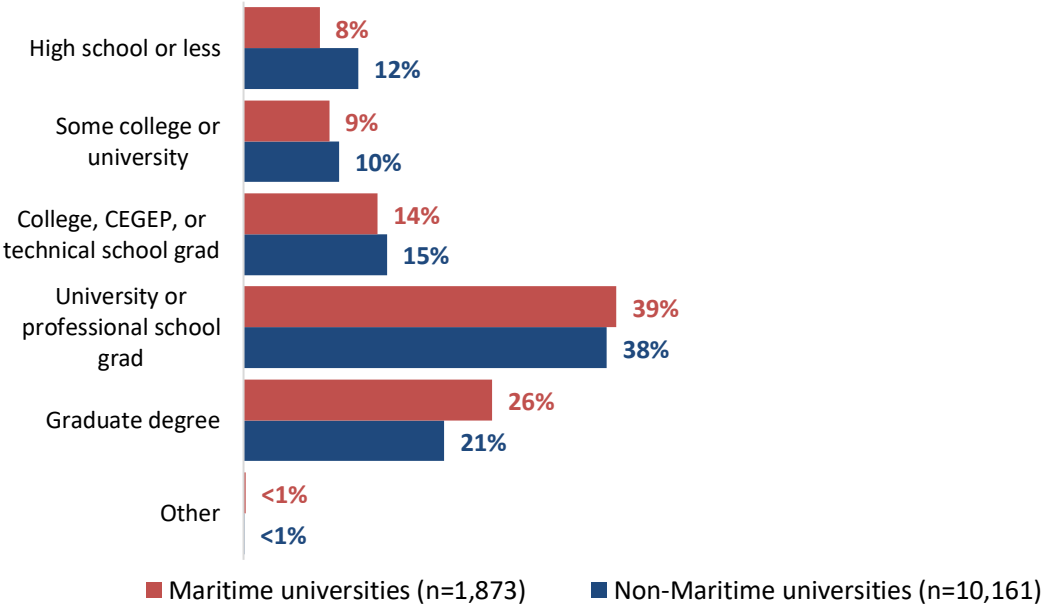




2.3 Living arrangements†



2.4 Highest parental education



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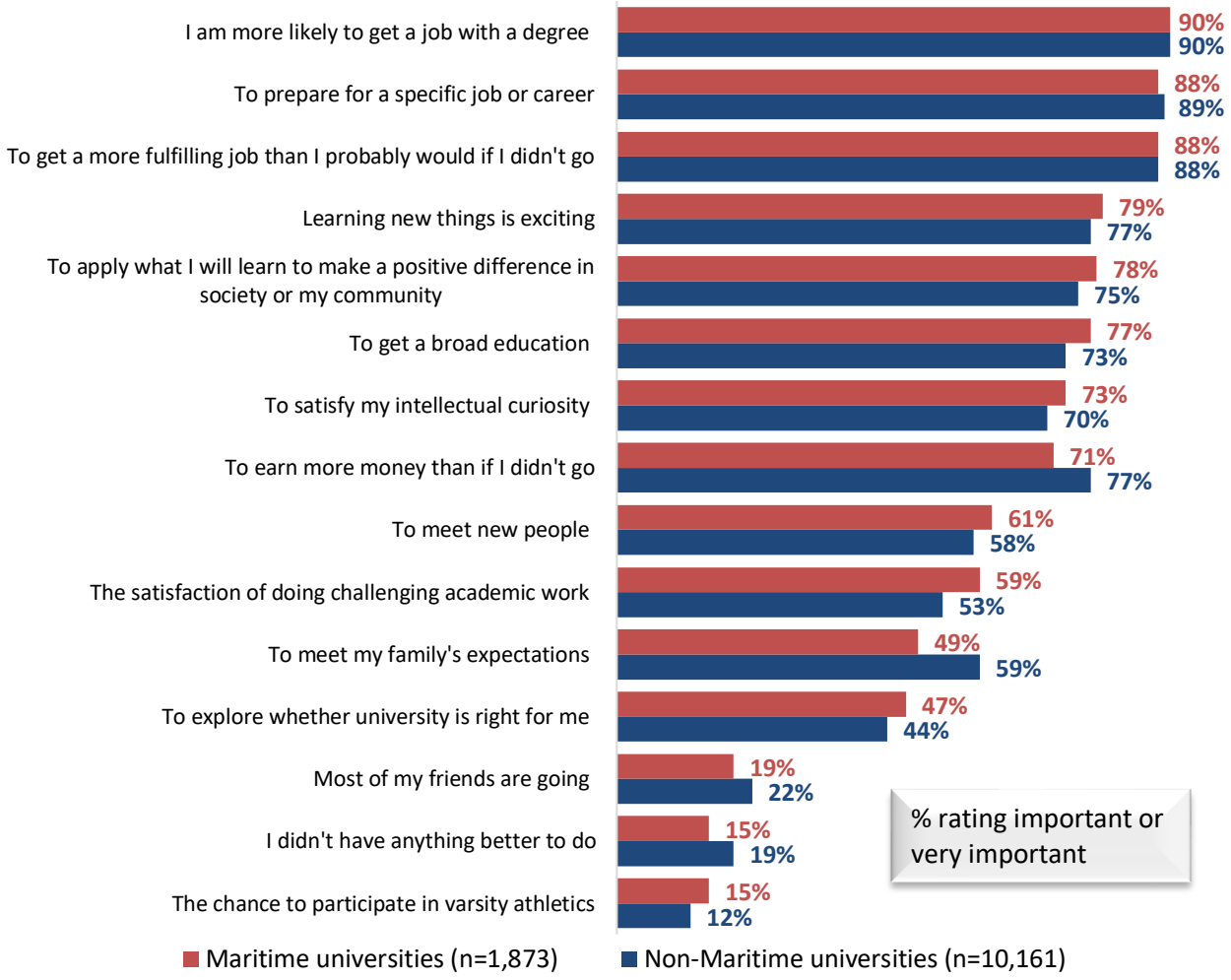
3.0 Motivation for attending university

3.1 Importance of reasons for going to university



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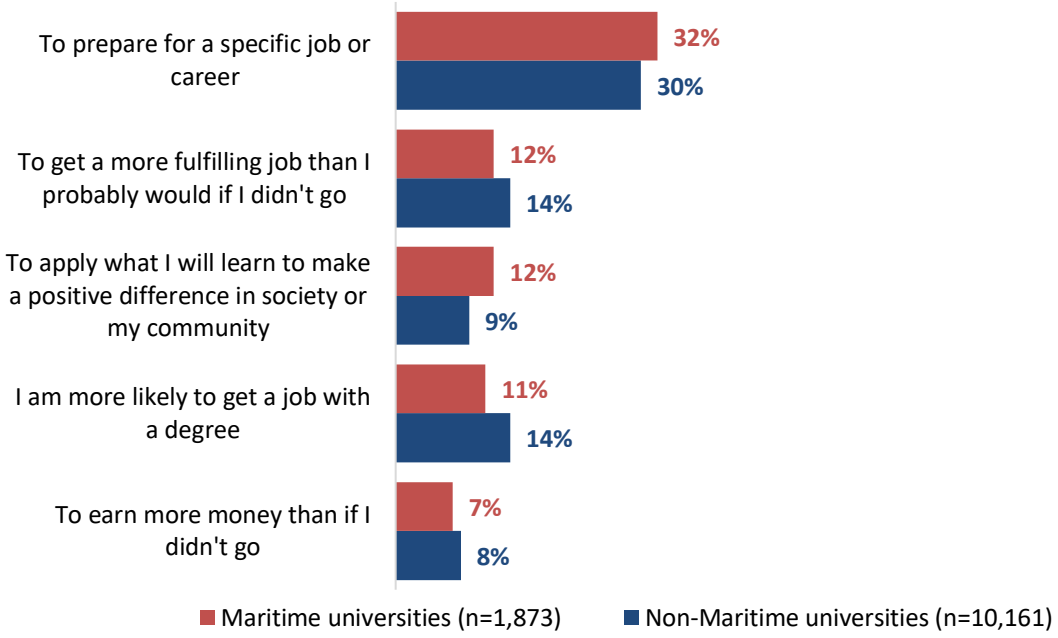
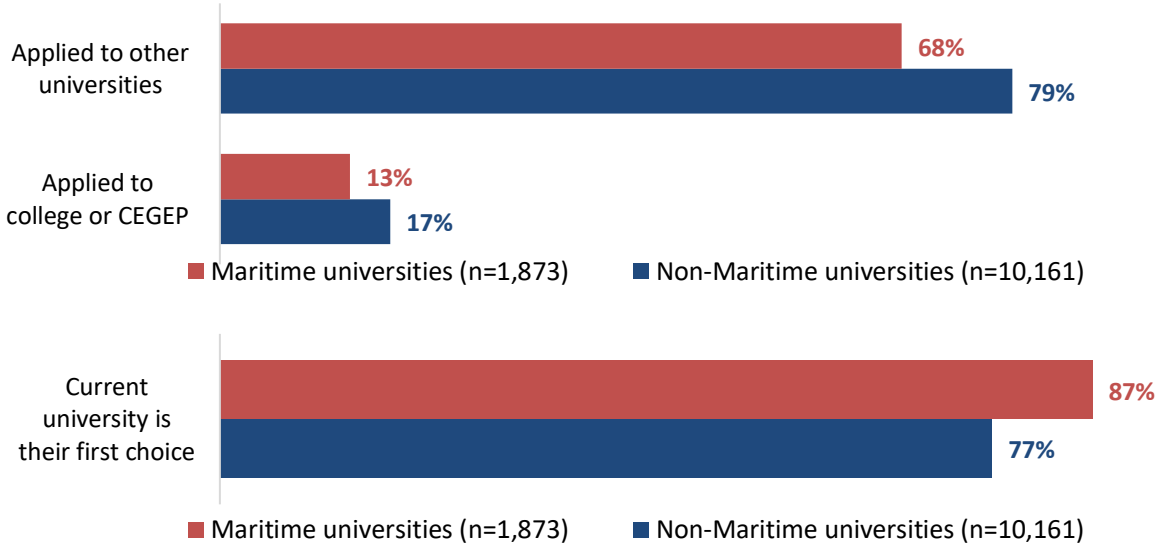
3.2 Most important reason



4.0 Choosing a university

4.1 Applications



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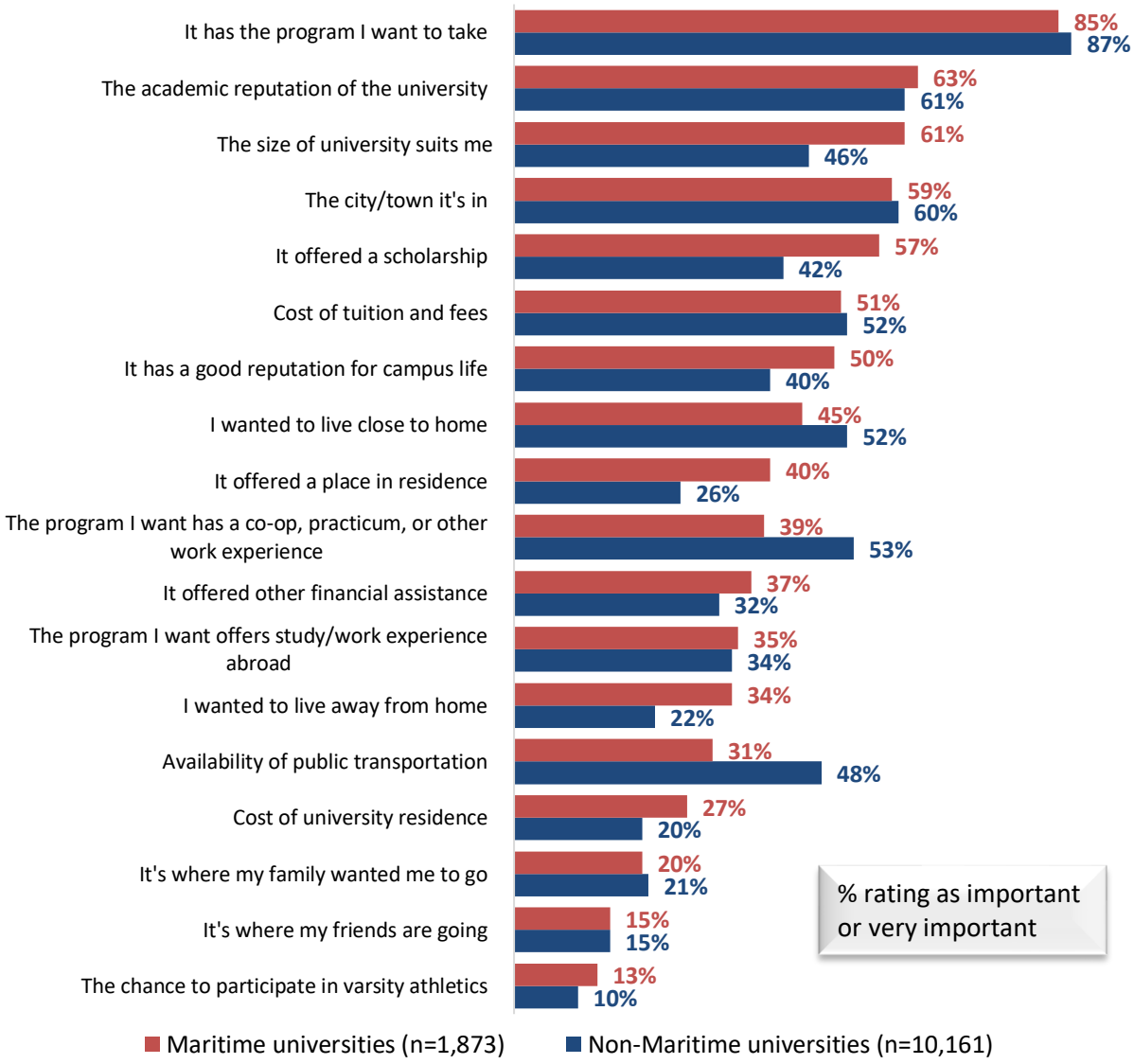
4.2 Selecting their university



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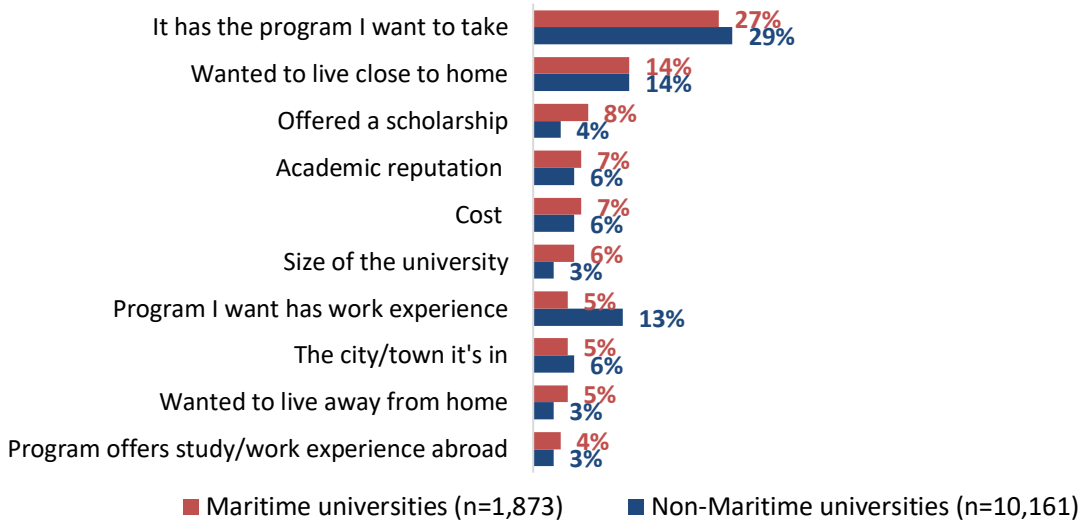
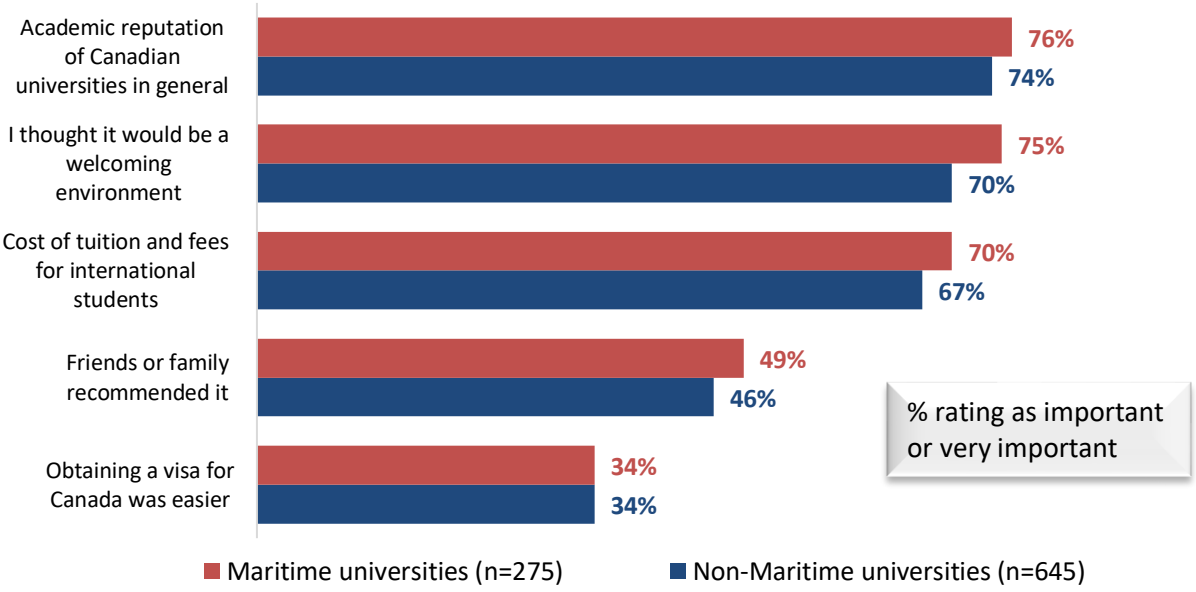
4.2.1 Most important reasons for selecting their university



4.3 Selecting their university (International students)



BASE: Students identified as international students in samples supplied by universities.

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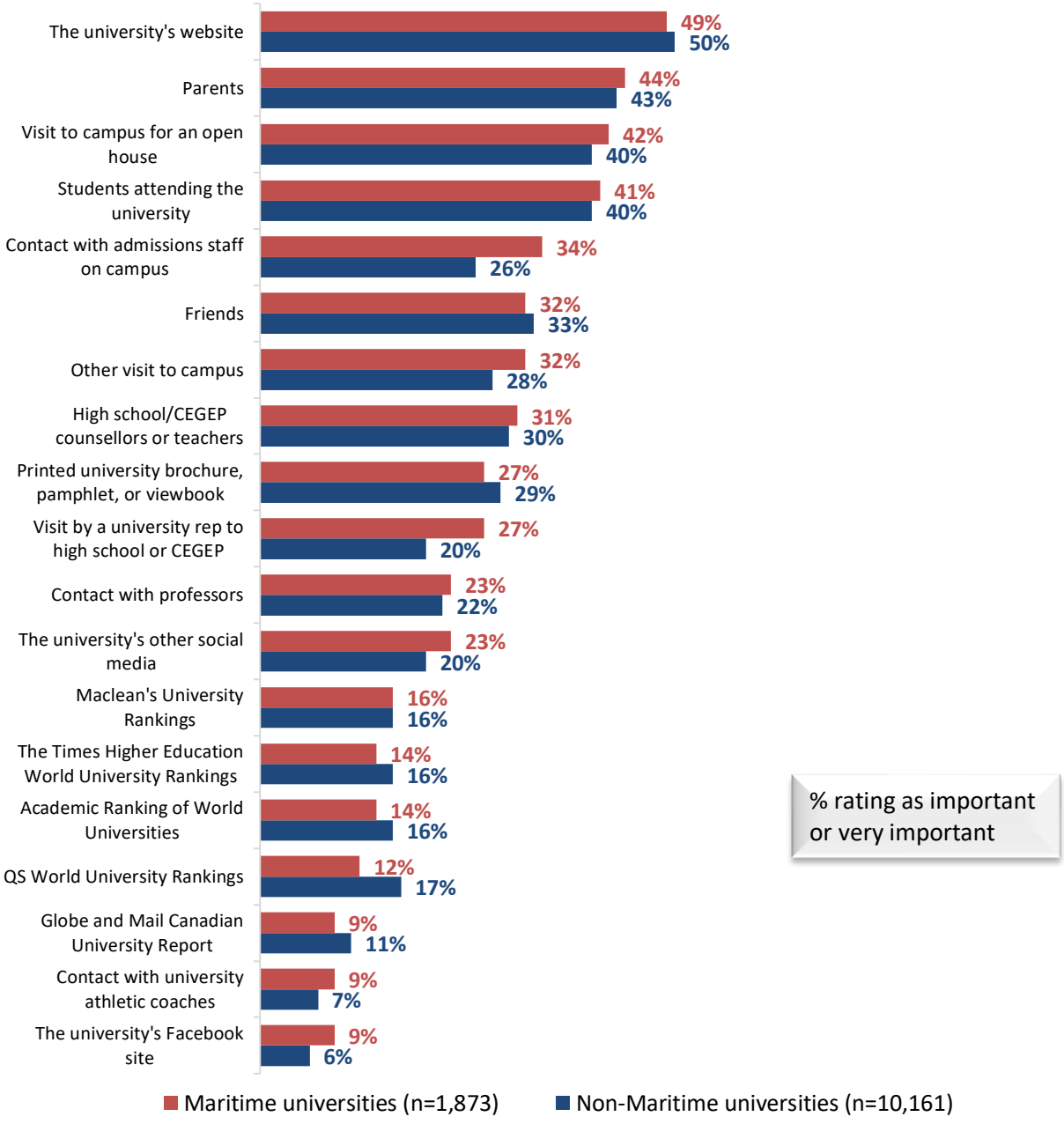
4.4 Sources of information



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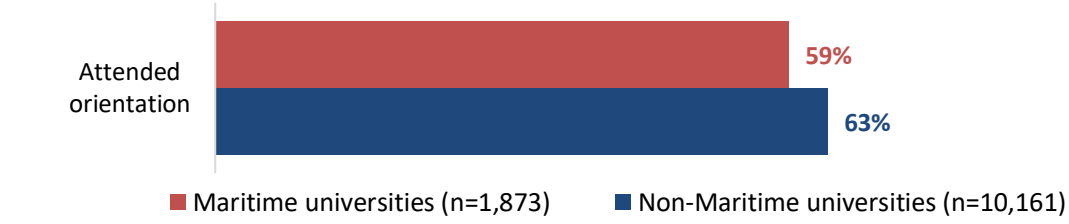
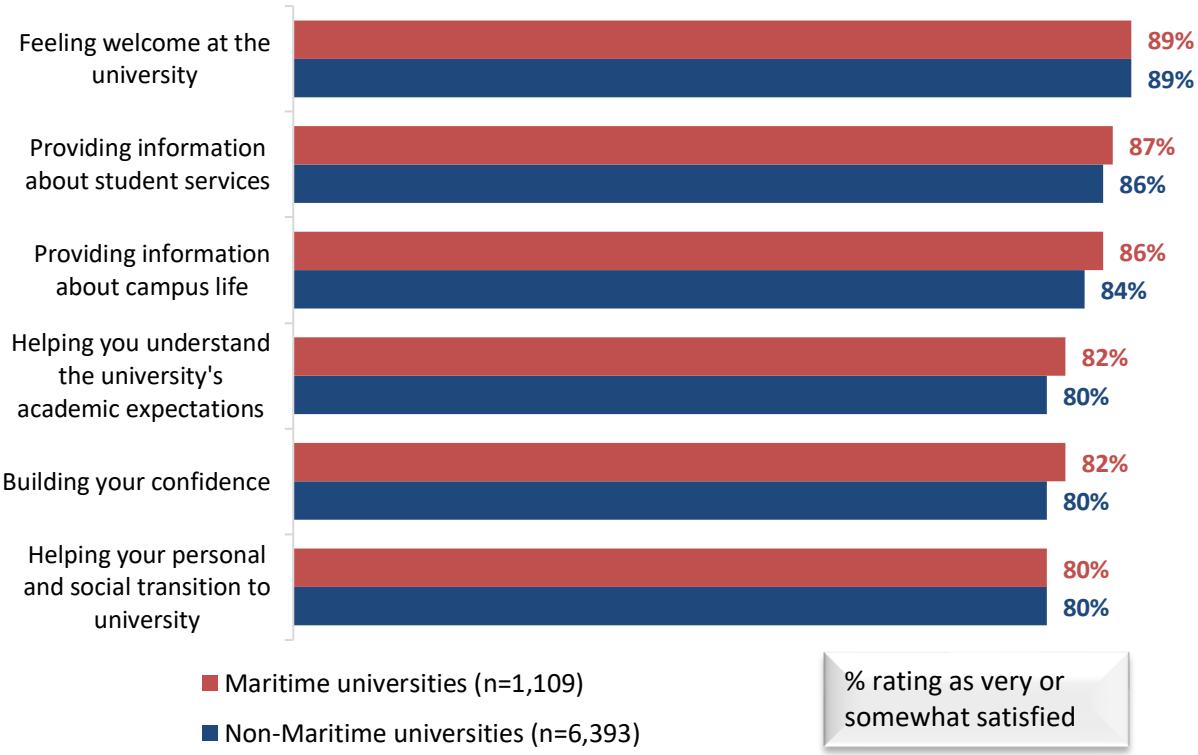
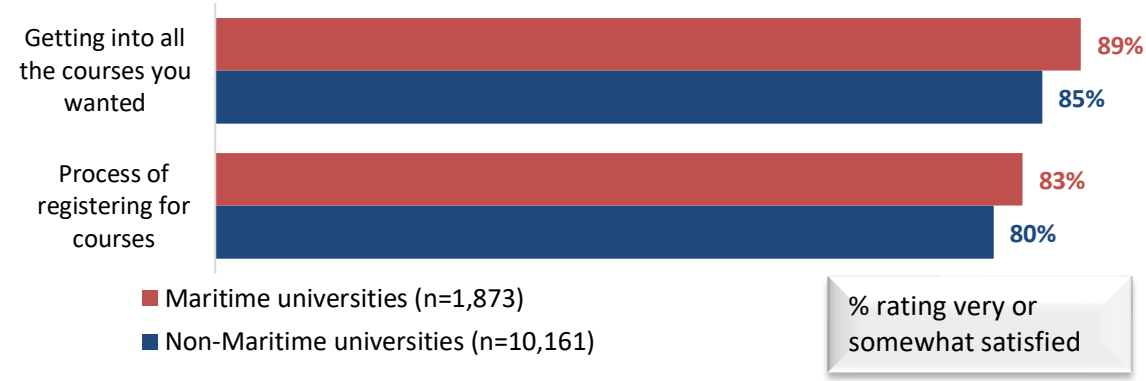
5.0 Orientation





BASE: Students who attended orientation.

6.0 Registration



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7.0 Expectations and experience

7.1 Mean ratings of experiences compared to expectations[1]

[1] First-year students rated 15 experiences as to whether they were much less than expected (1), less than expected (2), about what expected (3), more than expected (4), and much more than expected (5).

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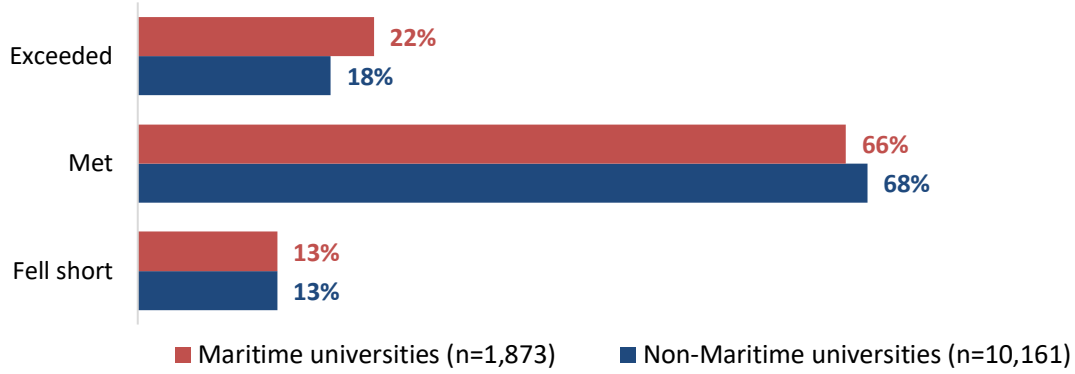
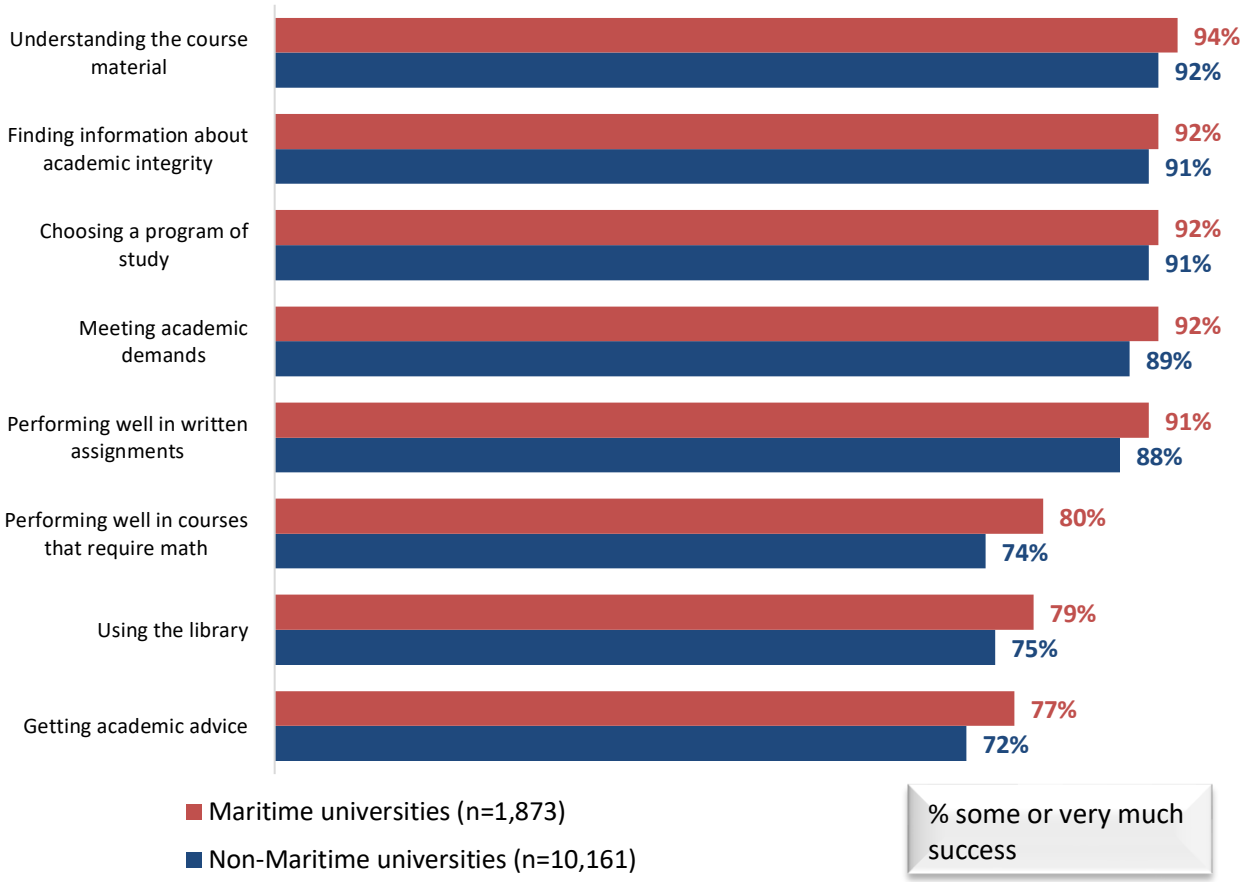
7.2 Overall expectations



8.0 Transition to university

8.1 Academic aspects



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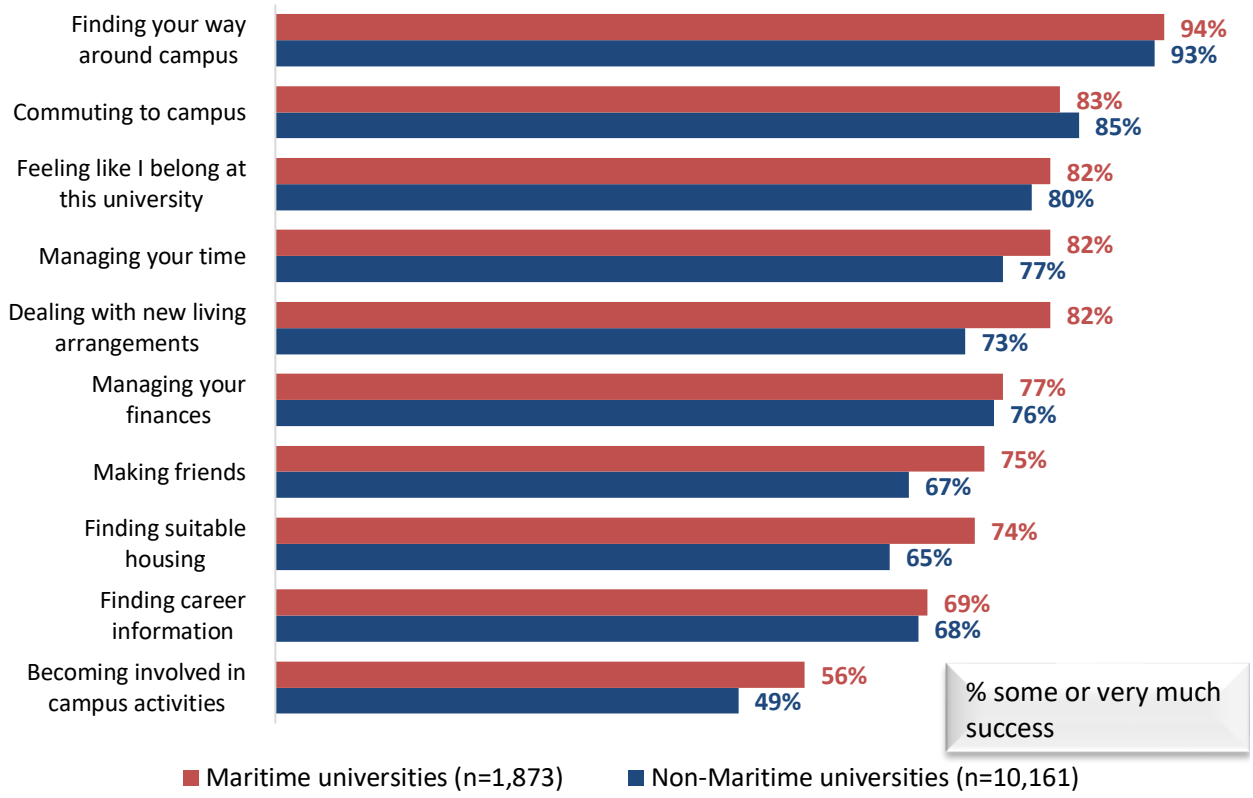
8.2 Success with other aspects



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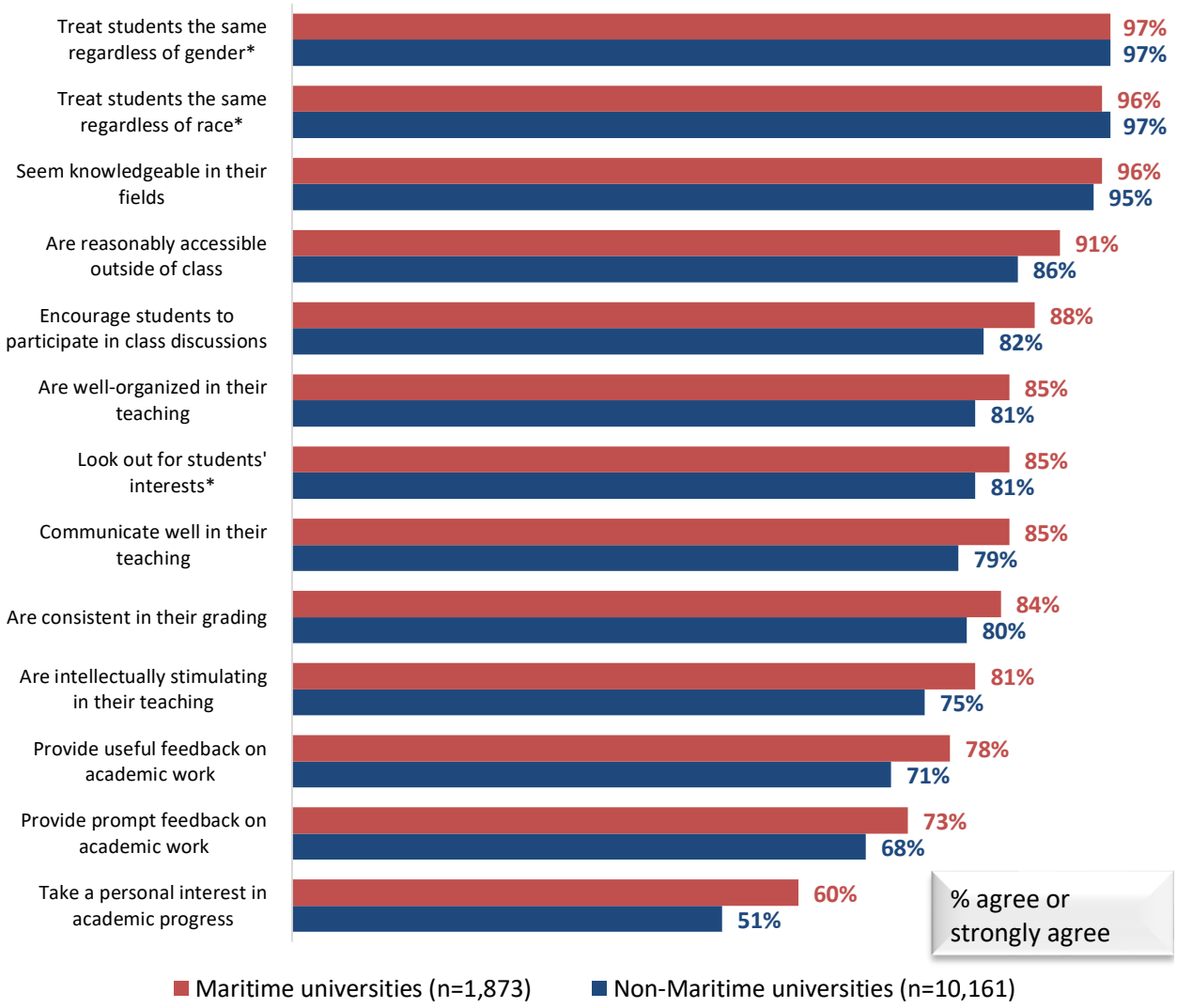
9.0 Educational experiences

9.1 Perceptions of professors[2]



[2] * These questions included an option for students to say "No basis for opinion" and those responses have been removed from the calculations.

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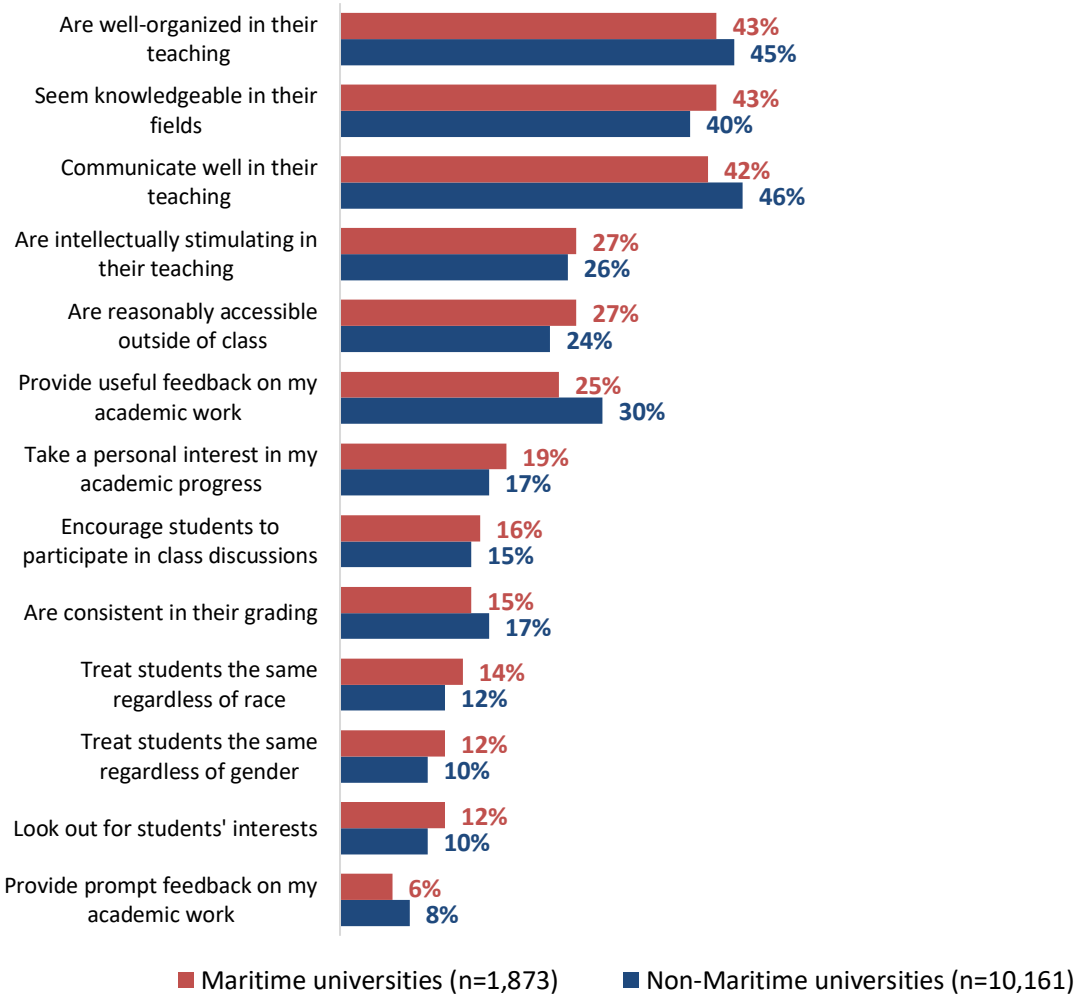
9.2 Most important attributes of professors



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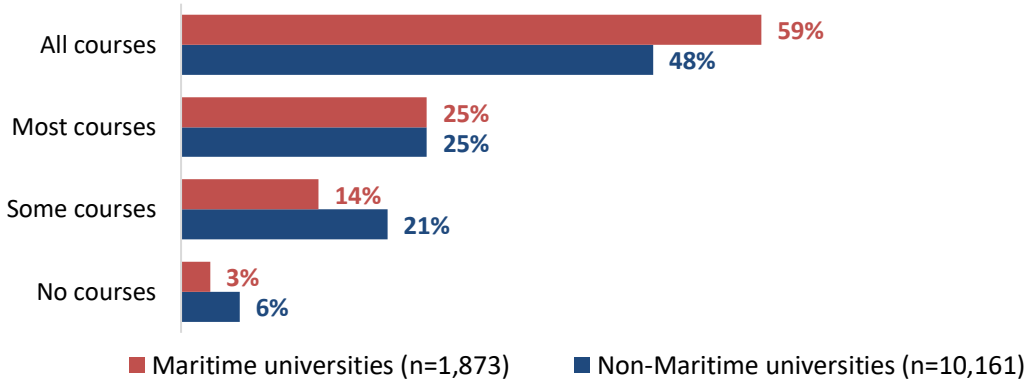
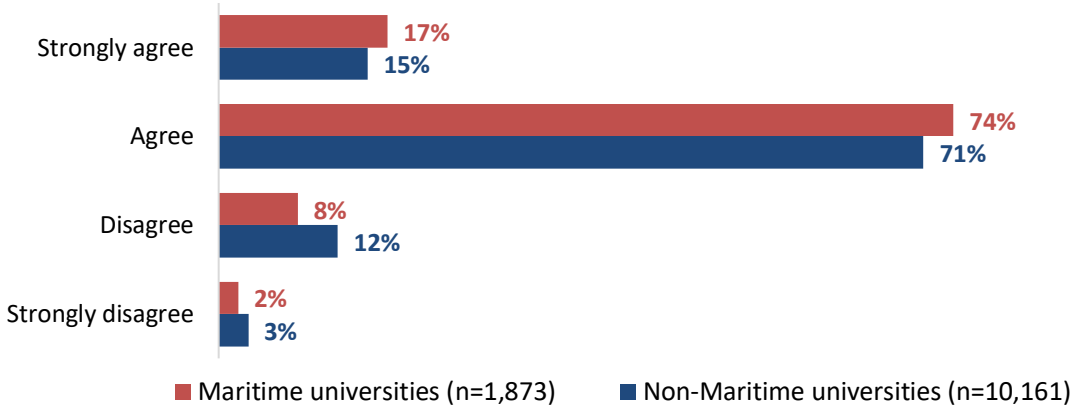
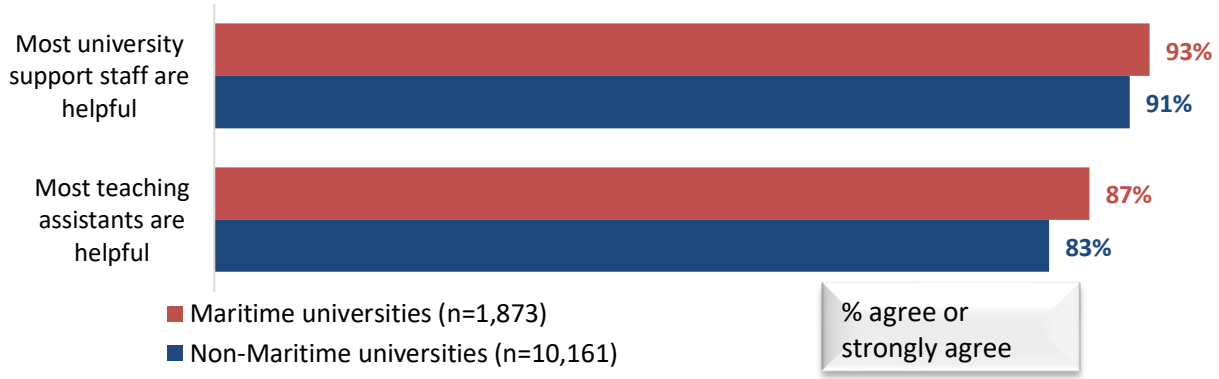
9.3 Ability to evaluate teaching



9.4 Satisfaction with quality of teaching



9.5 Perceptions of staff



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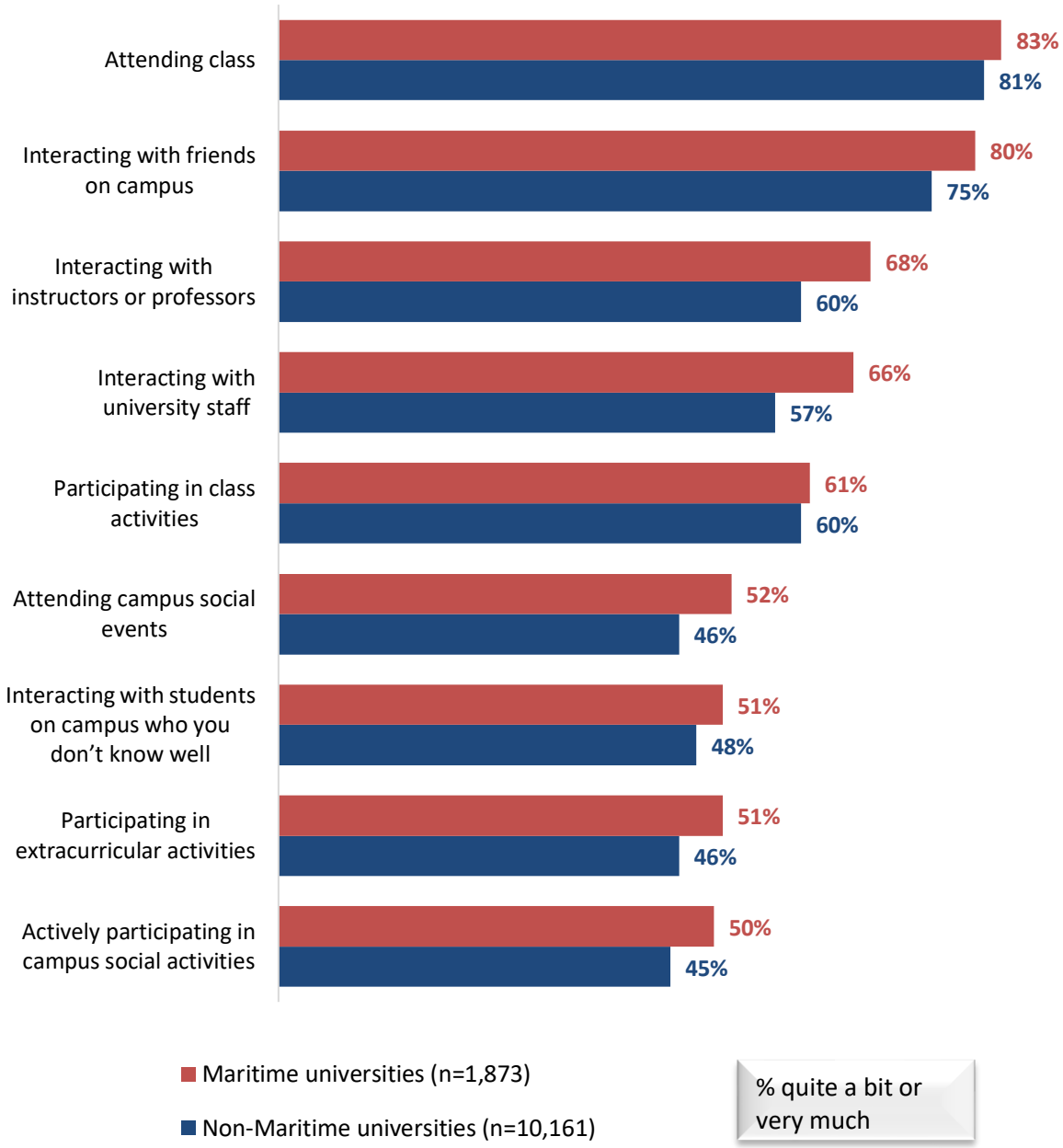
10.0 Inclusivity



NOTE: First-year students were asked to indicate to what extent they feel comfortable being themselves in 9 situations or environments: Not at all, Some, Quite a bit, or Very much.

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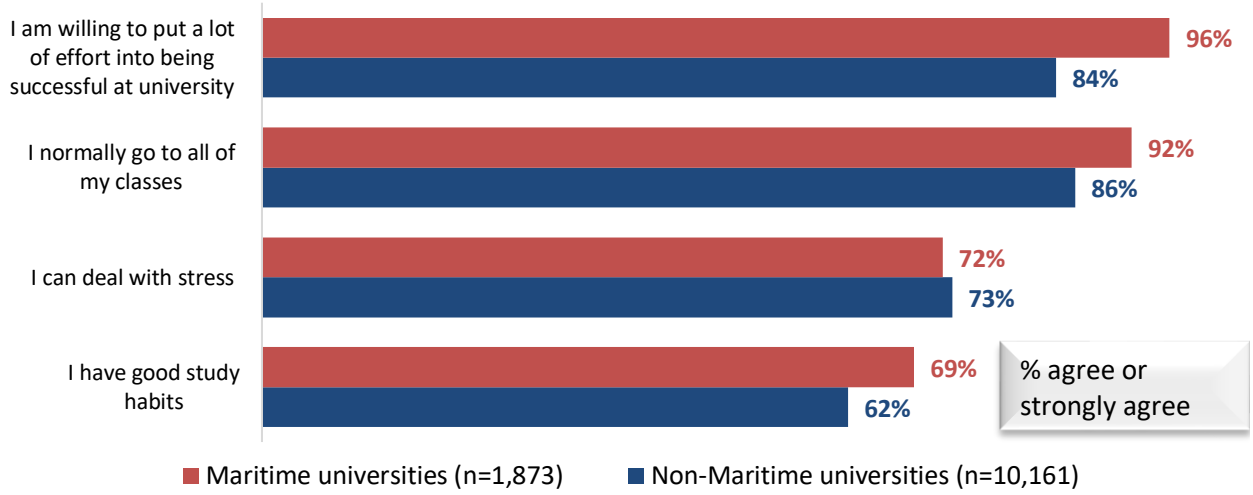
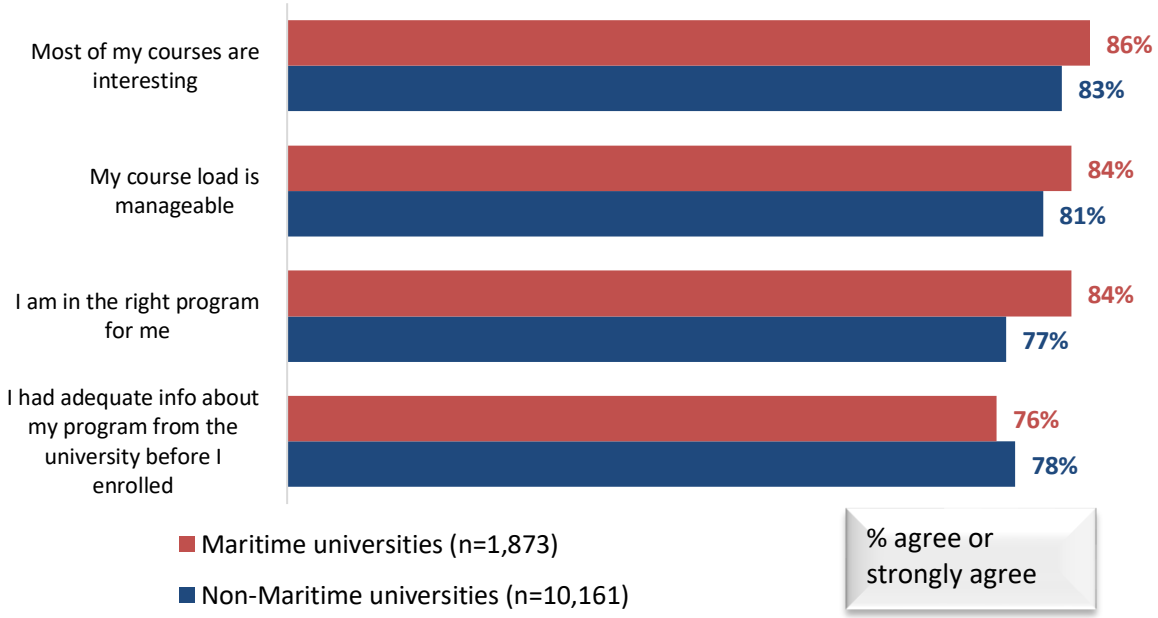
11.0 Commitment to completion

11.1 Perceptions of effort



11.2 Perceptions of university education



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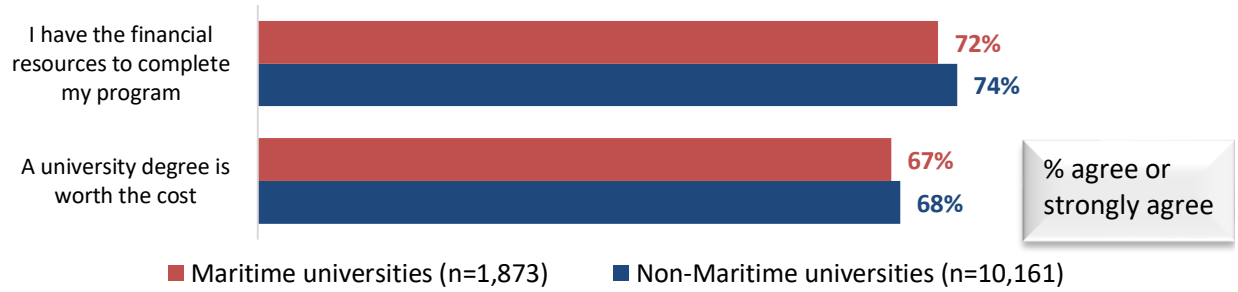
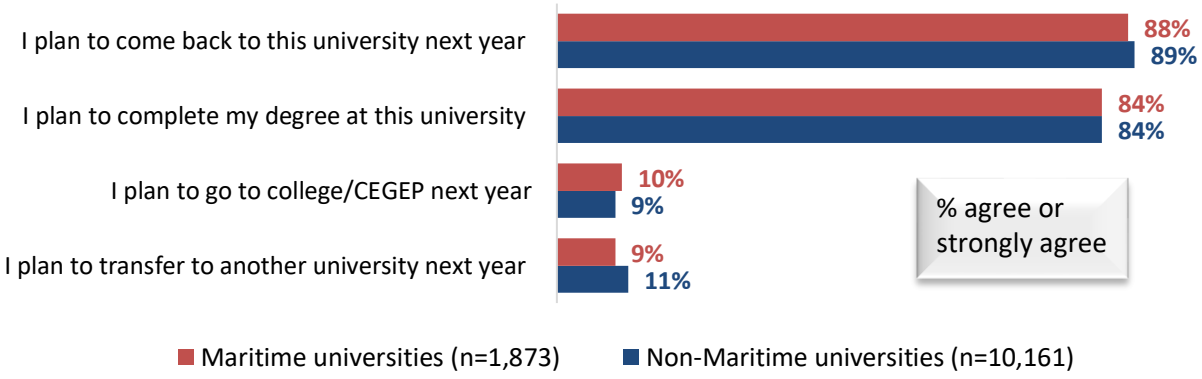
11.3 Perceptions of finances



11.4 Perceptions of persistence



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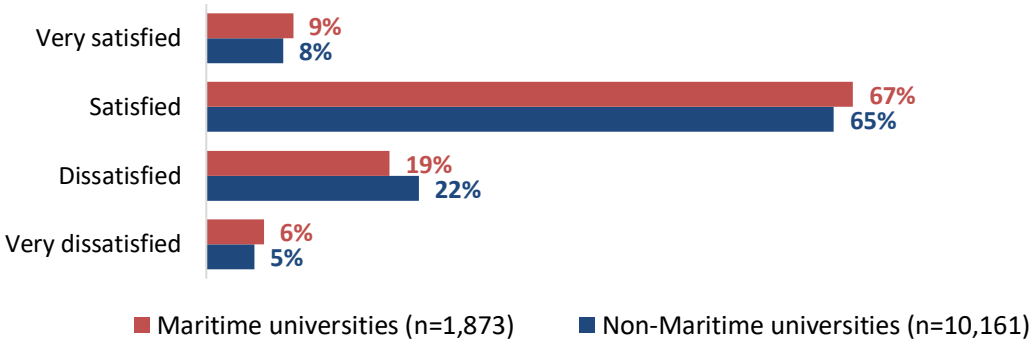
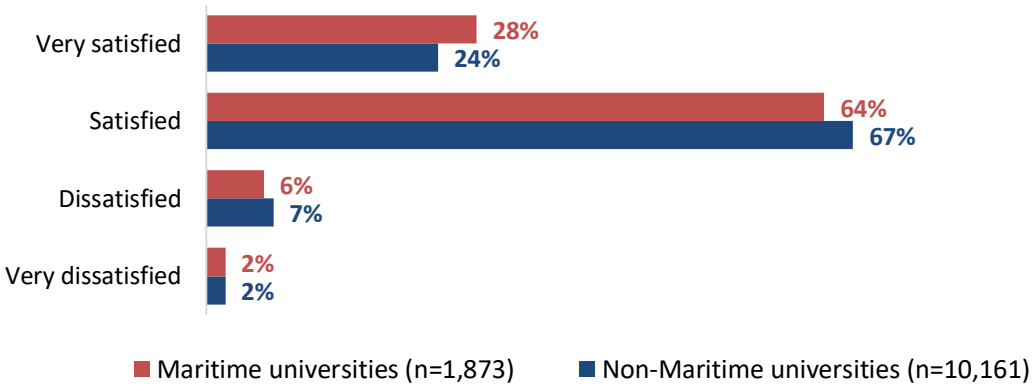
12.0 Overall evaluation

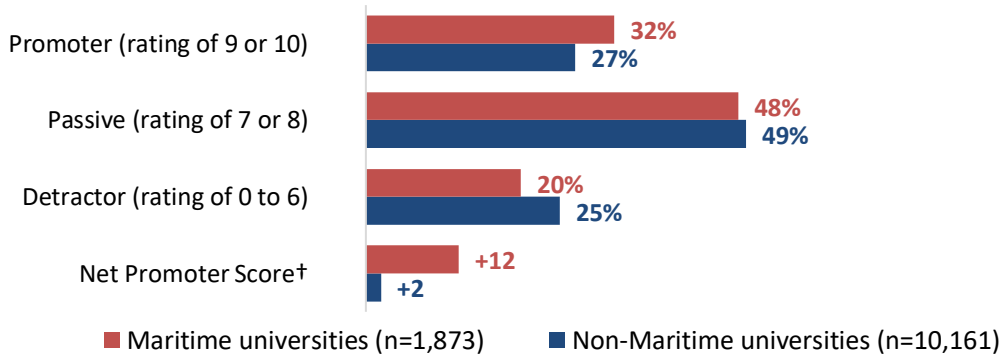
12.1 Satisfaction with concern shown for student as an individual



12.2 Satisfaction with decision to attend this university



12.3 Recommend university to others[3]



[3] Students were asked to rate the likelihood they would recommend their university on a scale from 0 (not at all likely) to 10 (extremely likely). The Net Promoter Score is calculated by subtracting detractors (rating of 0 to 6) from promoters (rating of 9 or 10).

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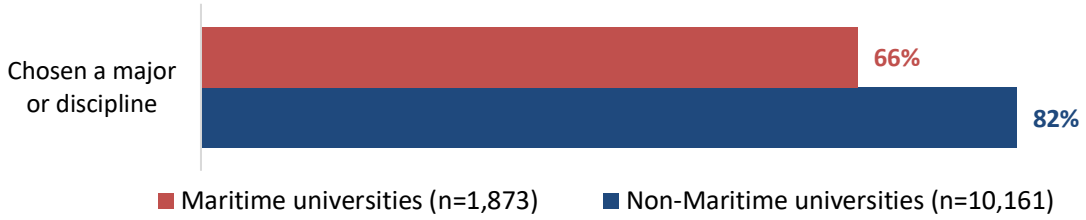
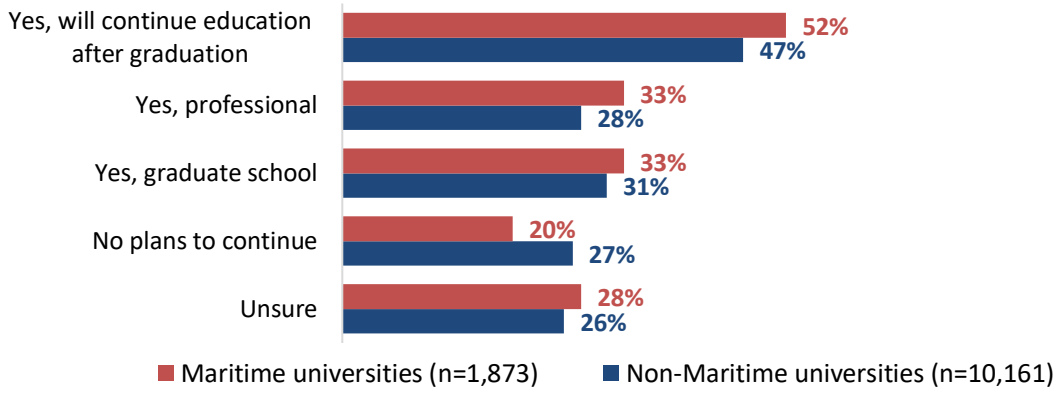
13.0 Goal development

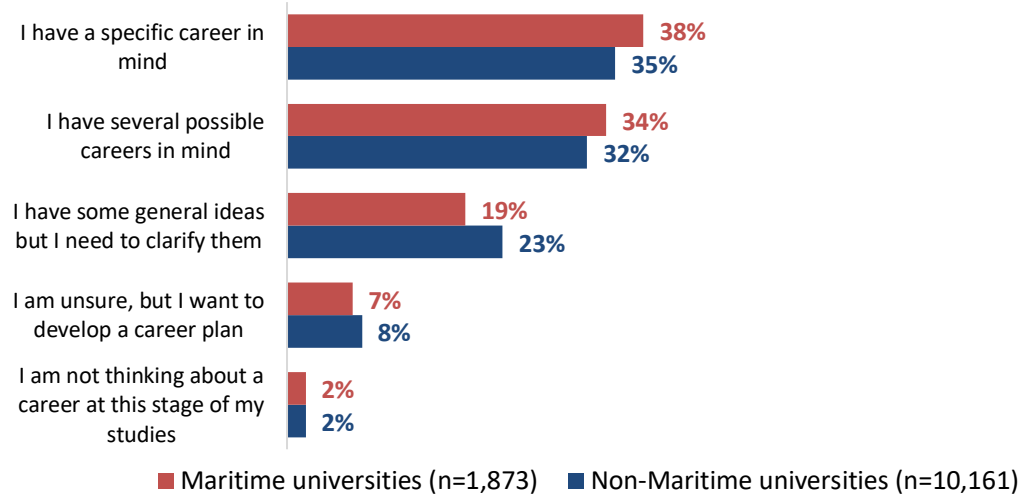
13.1 Chosen a major or discipline



13.2 Post-graduation plans



13.3 Career planning



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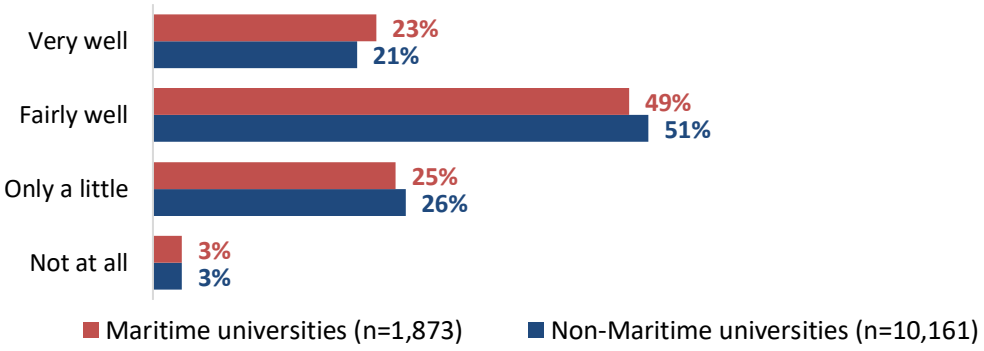
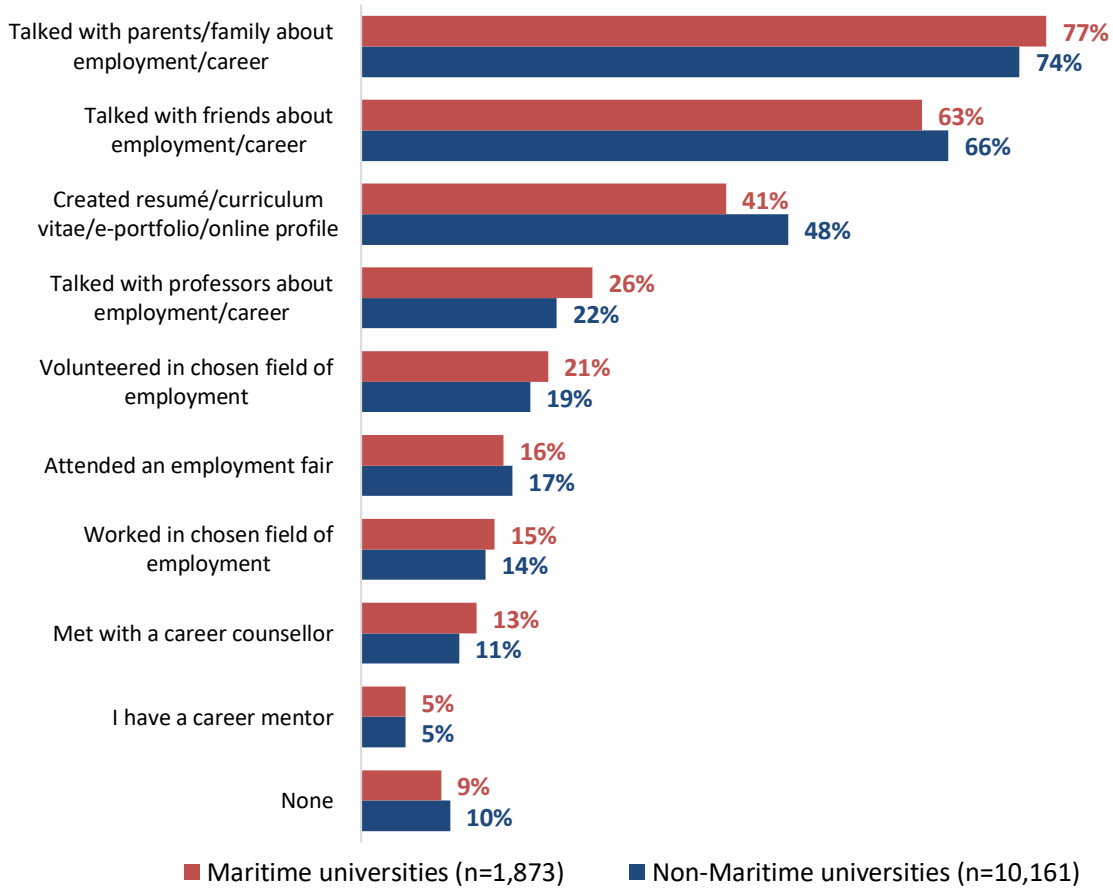
13.4 Knowledge of career options



13.5 Steps taken for employment post-graduation



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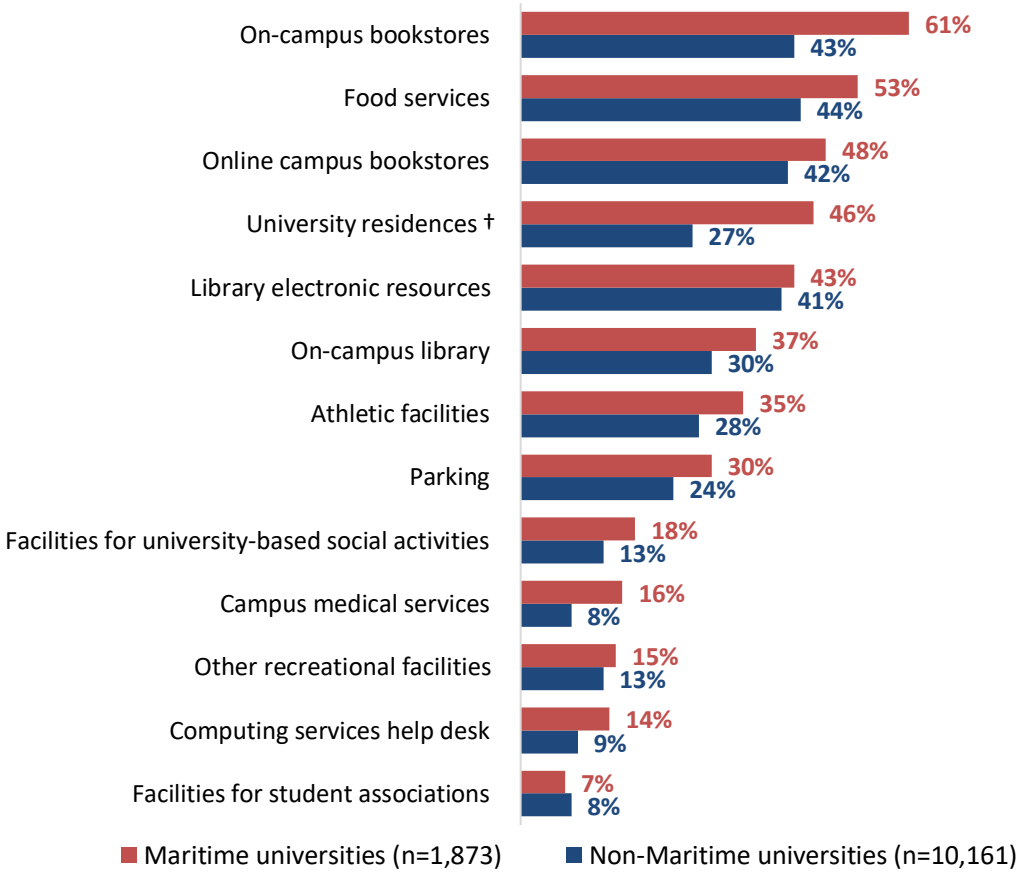
14.0 Satisfaction with facilities and services

14.1 Use of general facilities and services



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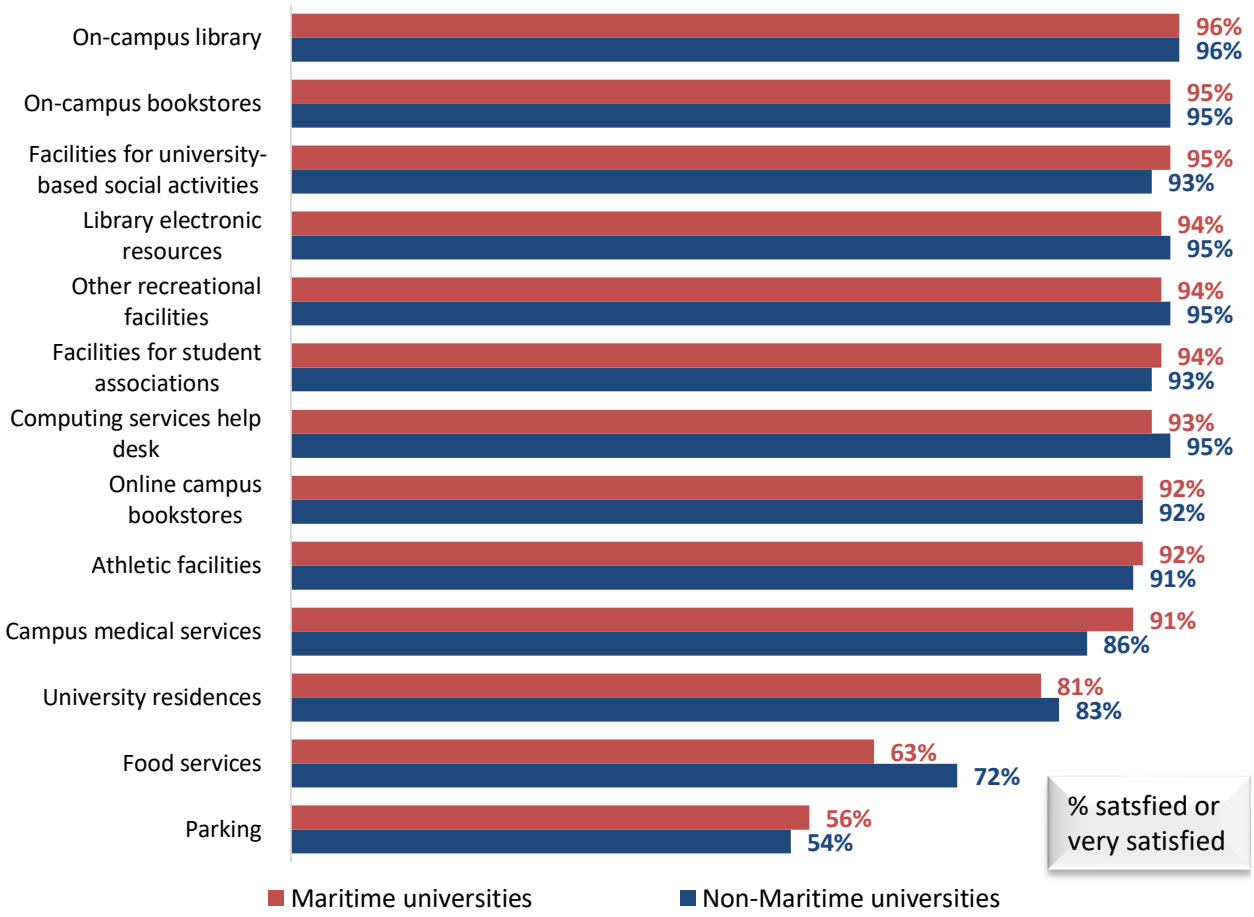
14.2 Satisfaction with general facilities and services



BASE: Students who used the service since September 2024.

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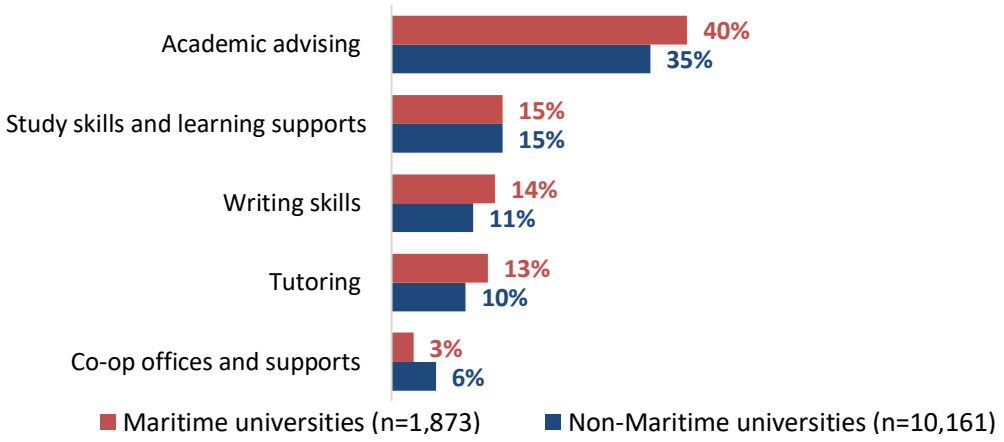
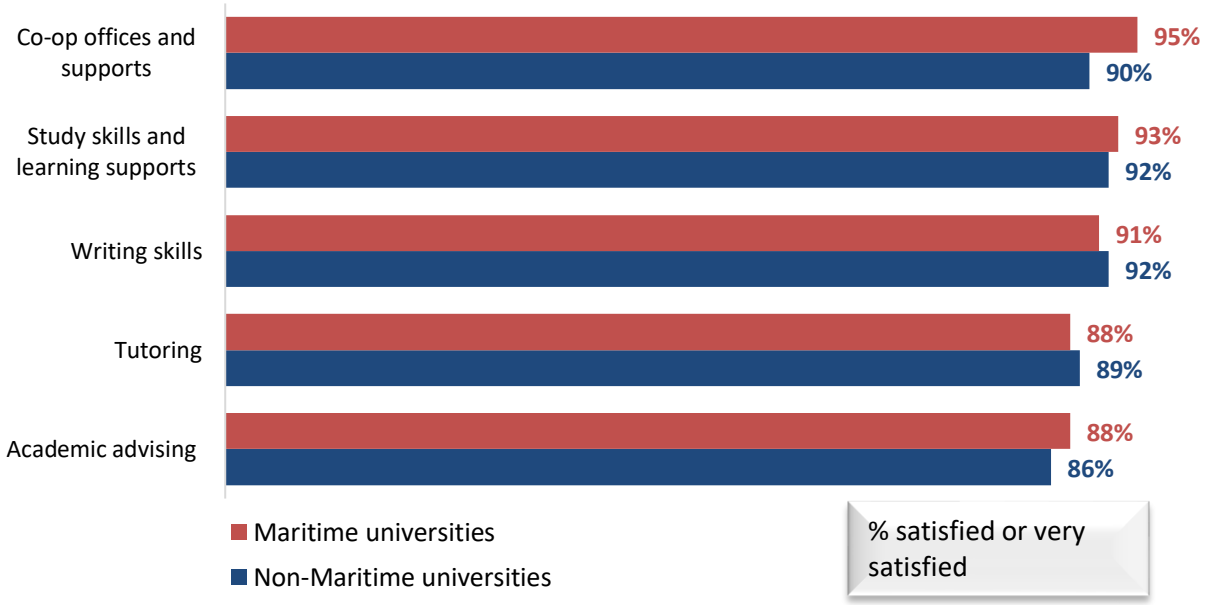
14.3 Use of academic services



14.4 Satisfaction with academic services



BASE: Students who used the service since September 2024.

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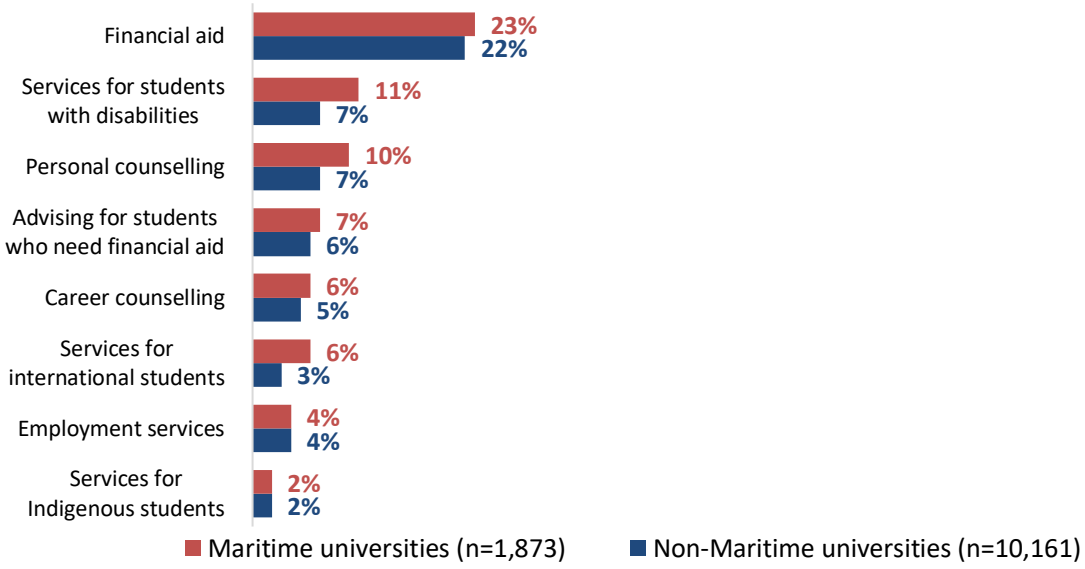
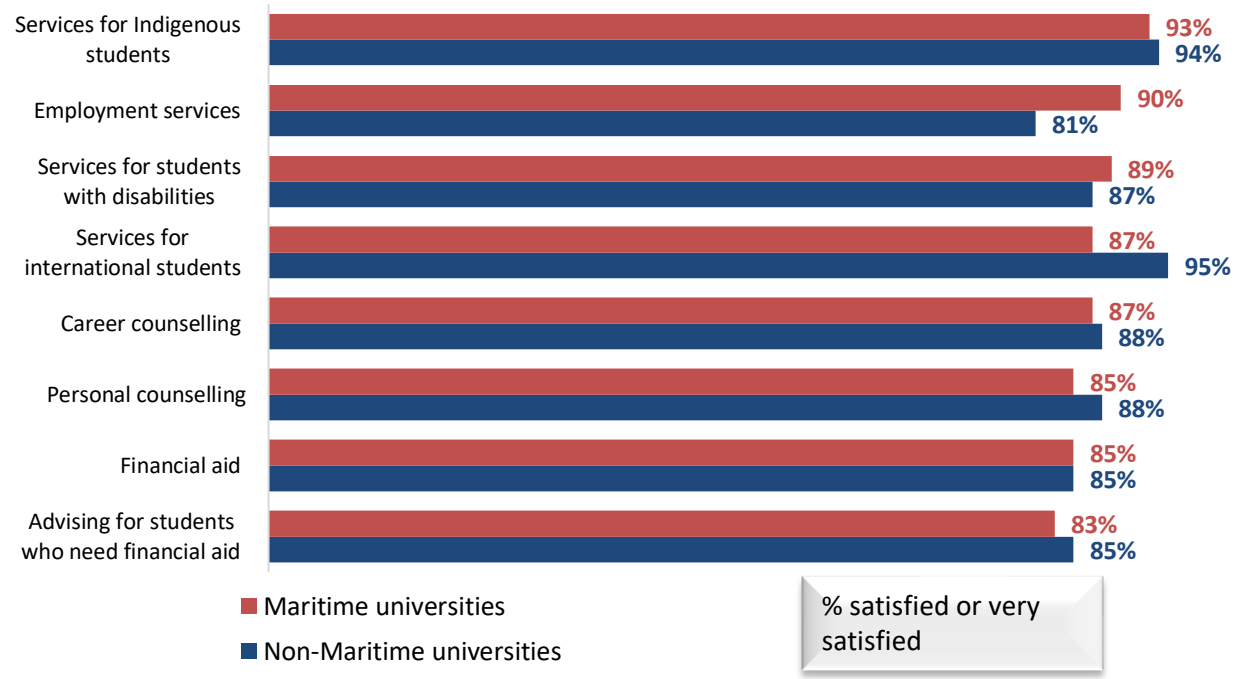
14.5 Use of special services



14.6 Satisfaction with special services



BASE: Students who used the service since September 2024.

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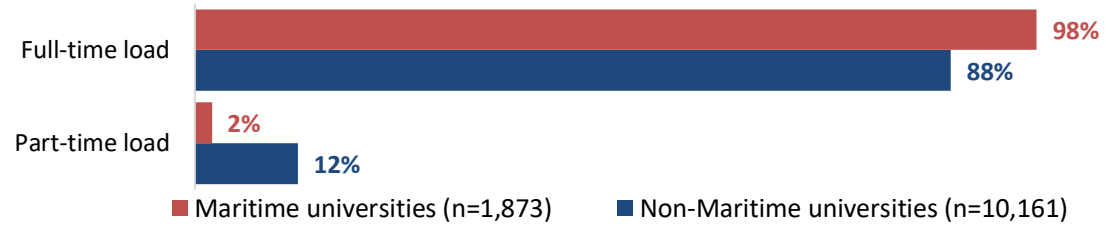
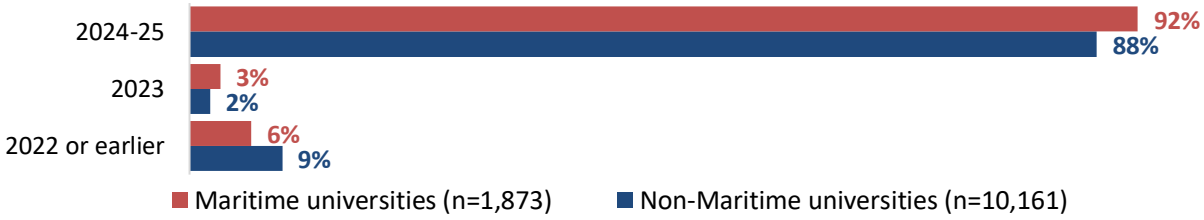
15.0 Academic profile

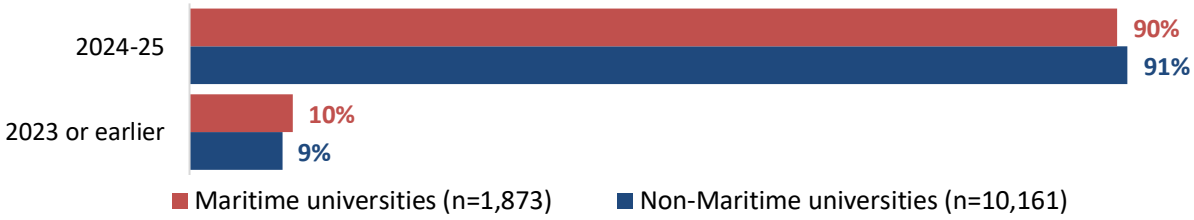
15.1 Course load



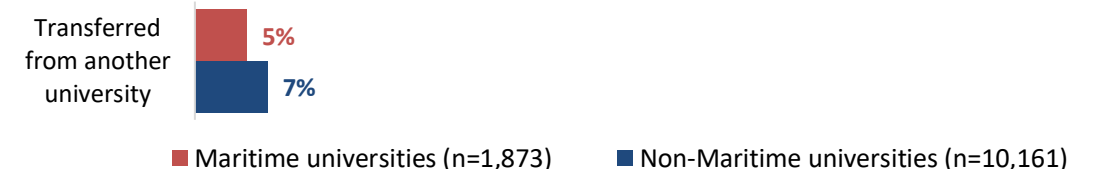
15.2 Year began post-secondary studies



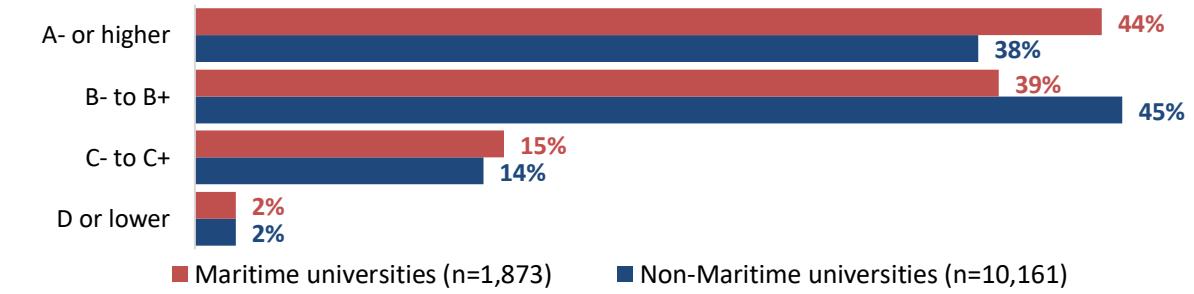
15.3 Year first enrolled at this university



15.4 Transferred from another university



15.5 Reported university grade



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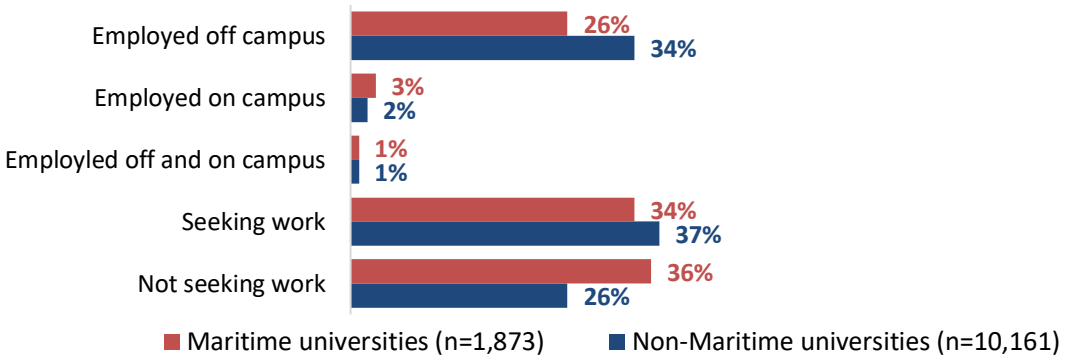
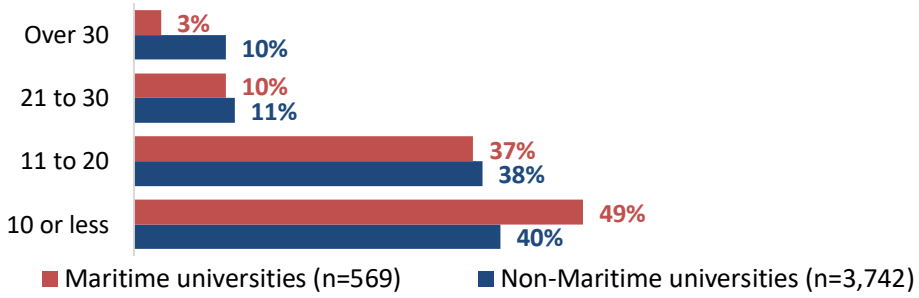
16.0 Current employment

16.1 Employment status

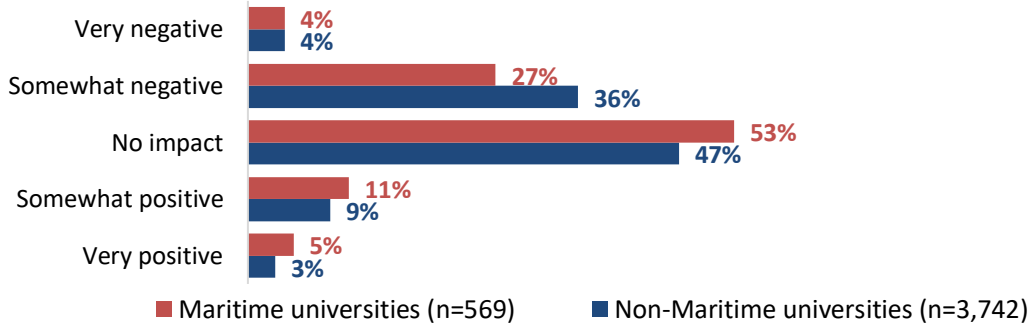


16.2 Average hours worked



BASE: Those currently employed.

16.3 Impact of work on academic performance



BASE: Those currently employed.

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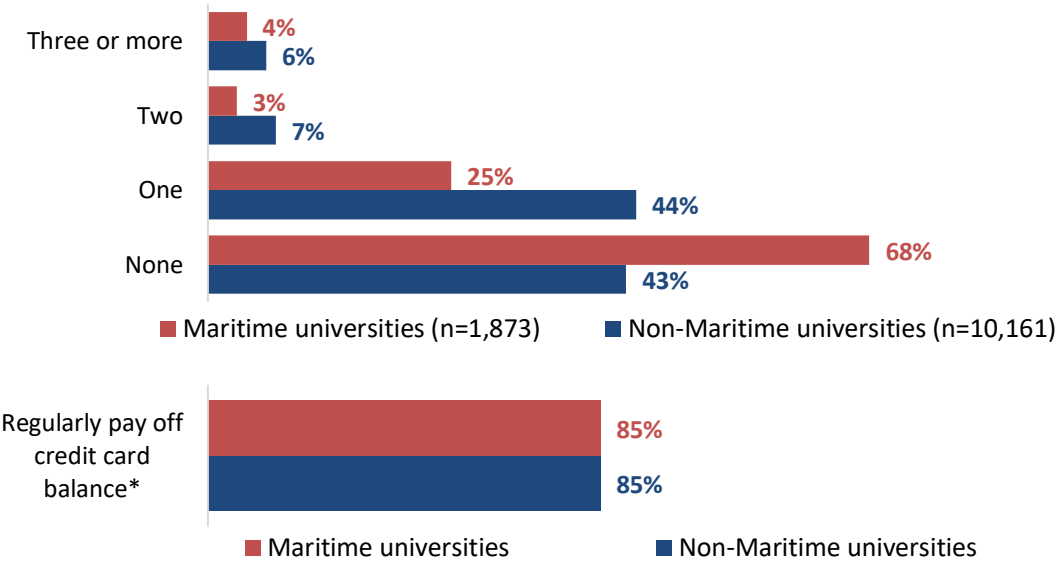
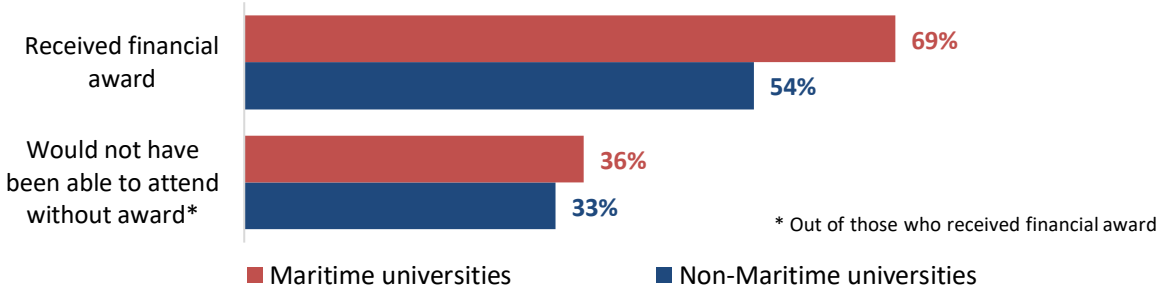
17.0 Finances

17.1 Credit cards†



* Out of those with a credit card

17.2 Financial awards and assistance



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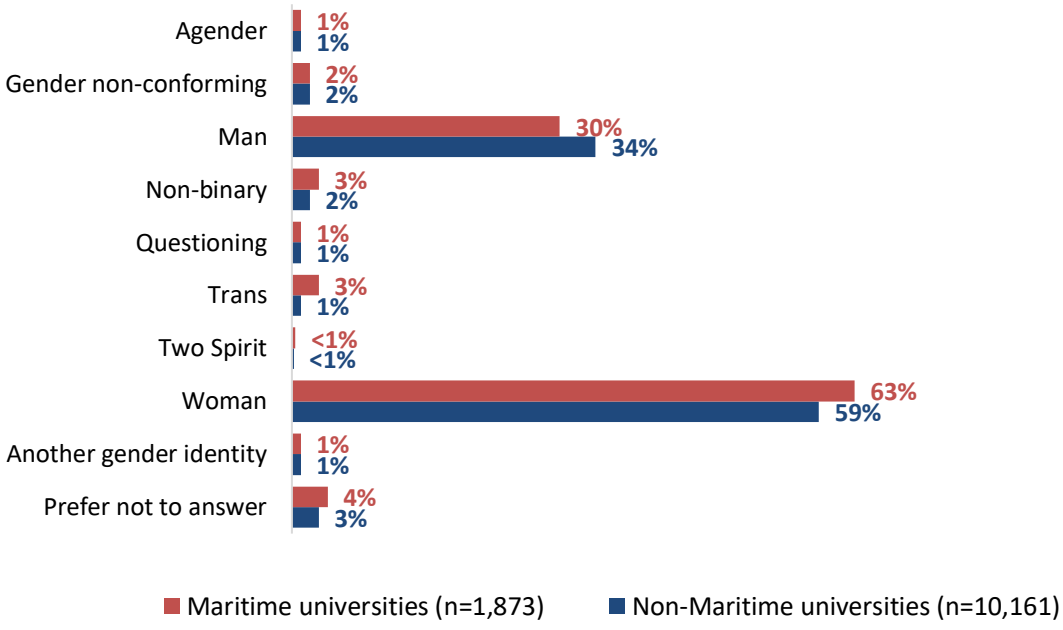
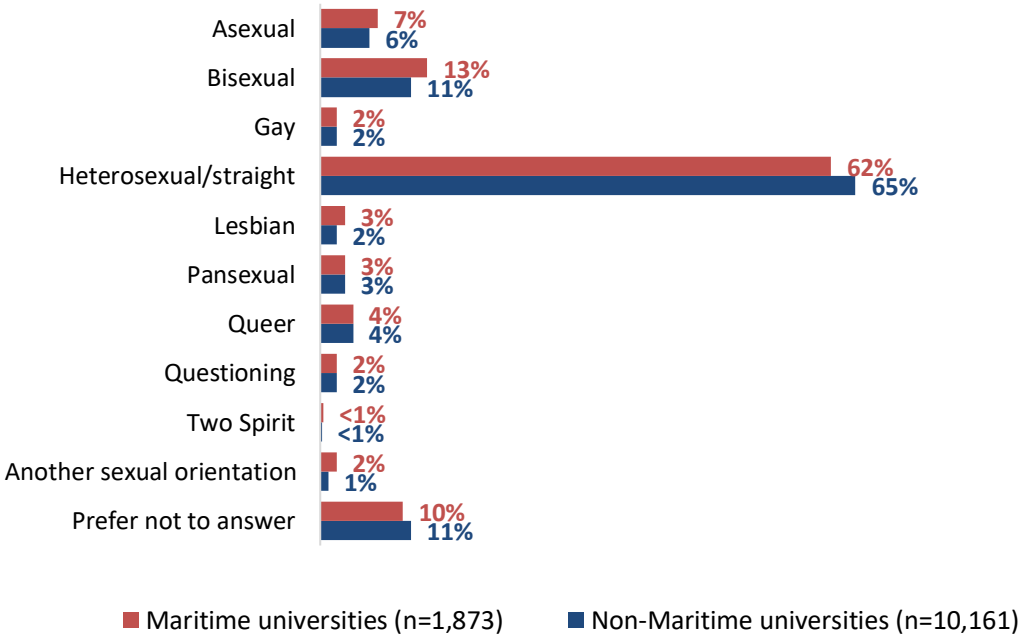
18.0 Equity and diversity

18.1 Gender identity



NOTE: Respondents could provide more than one answer.

18.2 Sexual orientation



NOTE: Respondents could provide more than one answer.

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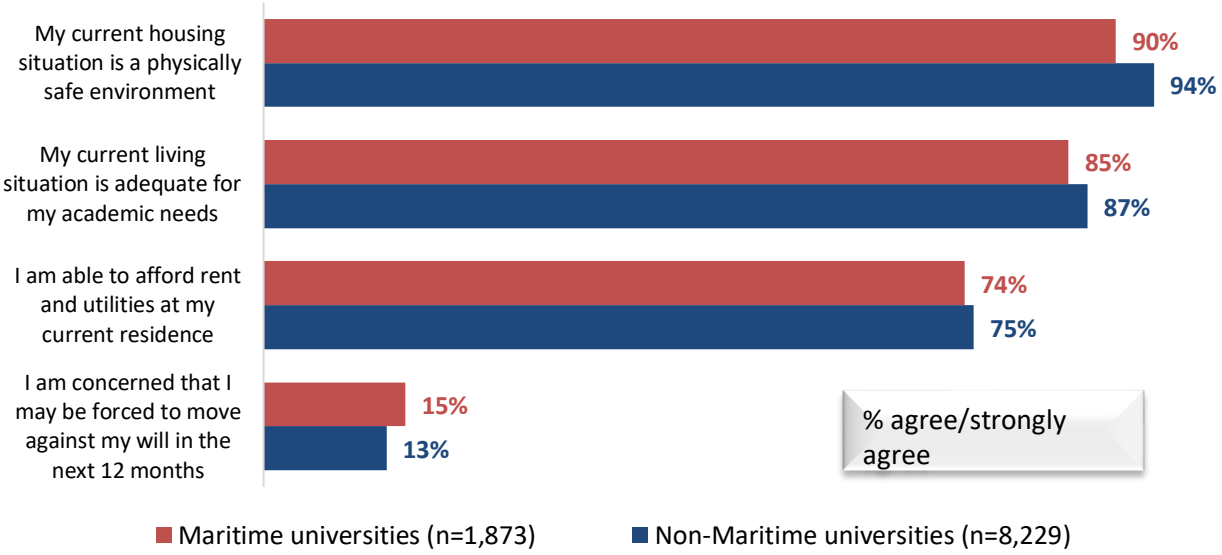
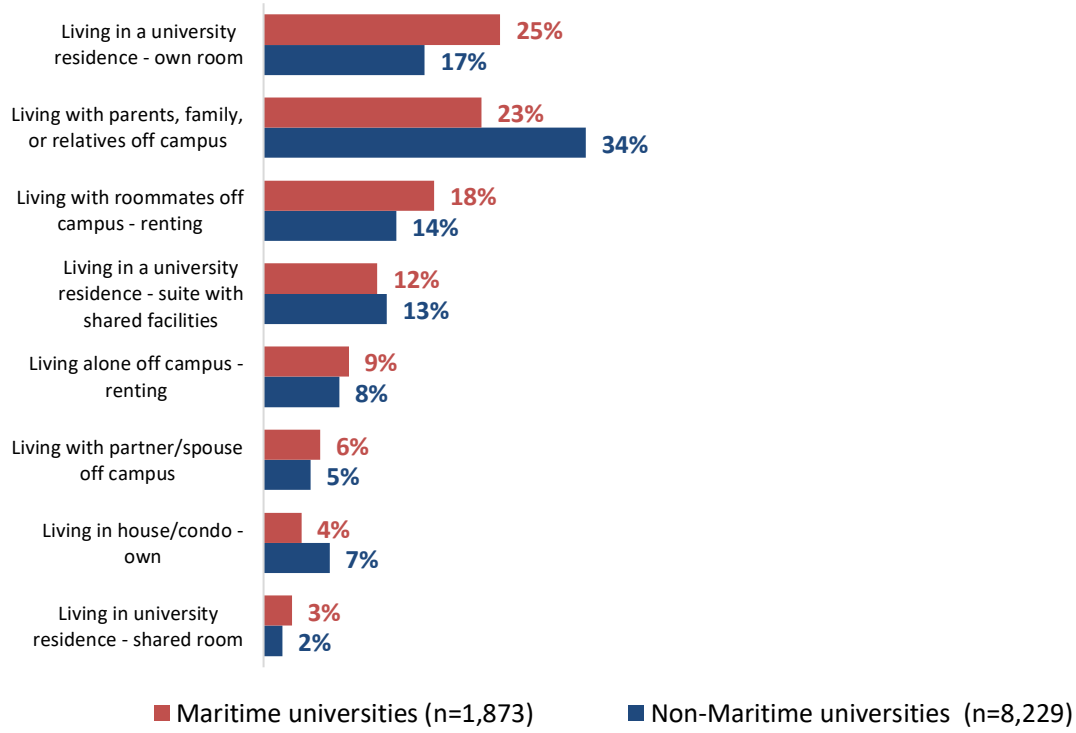
19.0 Housing module

19.1 Agreement with statements about housing



19.2 Preferred housing option for 2025/26 academic year



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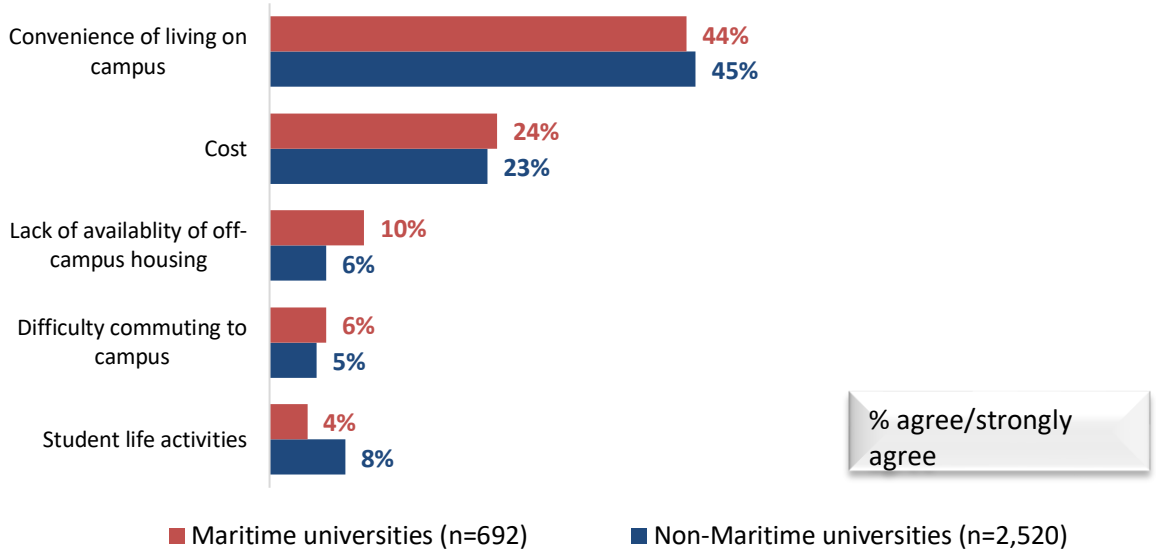
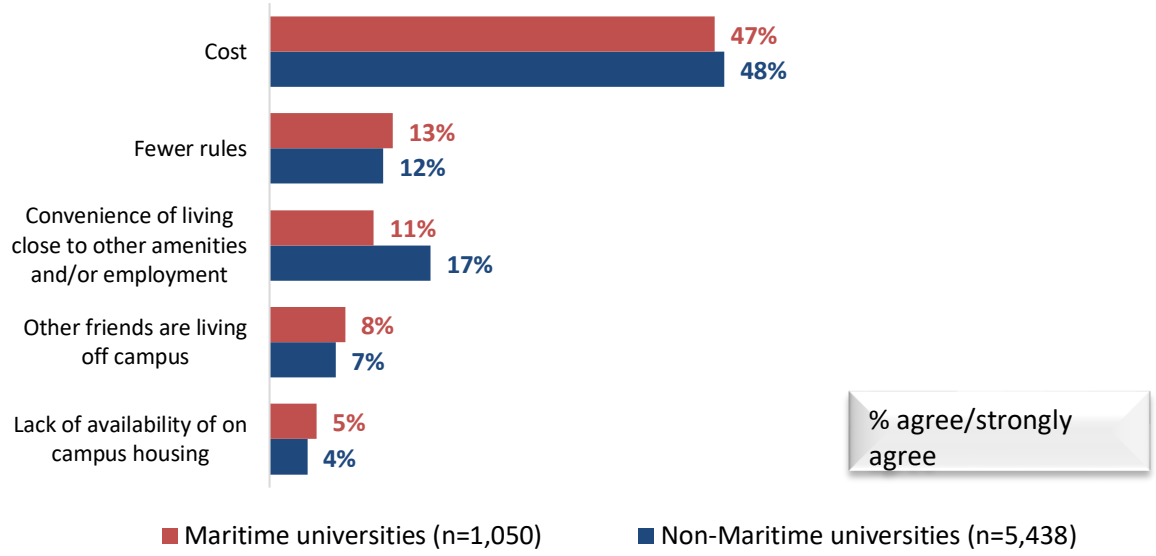
19.3 Top five main reasons for preferring to live in university residence



BASE: Those who would live in university residence.

19.4 Top five main reasons for preferring to live off campus



BASE: Those who would live off campus.

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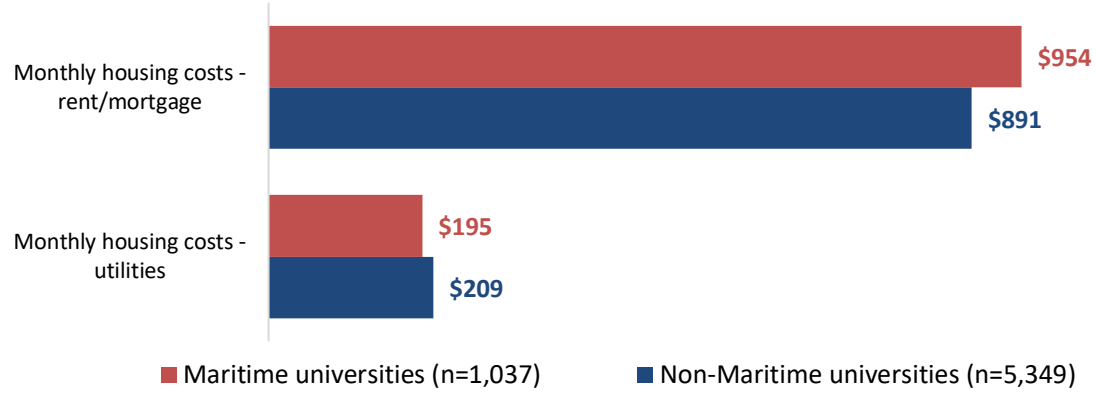
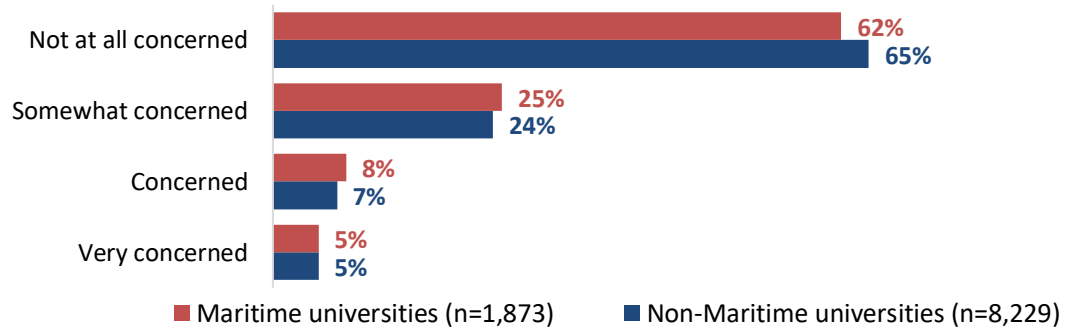
19.5 Anticipated monthly costs for living off campus

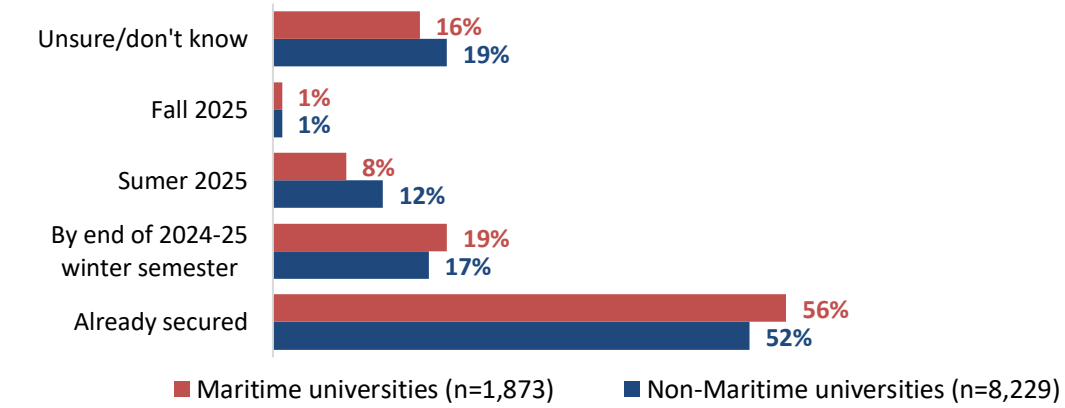


BASE: Those who would live off campus.

19.6 Concern finding affordable housing



19.7 When hoping to finalize housing arrangements for 2025/26 academic year



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Appendix A – 2025 CUSC-CCREU Survey

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2025 Survey of First Year Students

This survey is being completed by first-year students at approximately 30 Canadian universities. We want to learn more about our new students to help them make a successful transition to university.

If you cannot finish the survey in one sitting, you can close it and return to it using the link in the email we sent you. You will be returned to the page you were on when you closed. All of your responses are confidential.

shading	description
No shading	Question only in the First-Year Survey
	Question in all 3 surveys
	Question in the First-Year Survey and the Middle Years Survey

Motivation

How important were each of the following possible reasons in your decision to go to university?

		Not important	Somewhat important	Important	Very important
motiv1	To prepare for a specific job or career	☐	☐	☐	☐
motiv2	To satisfy my intellectual curiosity	☐	☐	☐	☐
motiv3	To earn more money than if I didn't go	☐	☐	☐	☐
motiv4	To get a broad education	☐	☐	☐	☐
motiv5	I am more likely to get a job with a degree	☐	☐	☐	☐
motiv6	The satisfaction of doing challenging academic work	☐	☐	☐	☐
motiv7	To apply what I will learn to make a positive difference in society or my community	☐	☐	☐	☐
motiv8	I didn't have anything better to do	☐	☐	☐	☐
motiv9	To get a more fulfilling job than I probably would if I didn't go	☐	☐	☐	☐
motiv10	To meet my family's expectations	☐	☐	☐	☐
motiv11	Learning new things is exciting	☐	☐	☐	☐
motiv12	Most of my friends are going	☐	☐	☐	☐
motiv13	To meet new people	☐	☐	☐	☐
motiv14	The chance to participate in varsity athletics	☐	☐	☐	☐
motiv15	To explore whether university is right for me	☐	☐	☐	☐
motiv16	Other reason (please specify)	☐	☐	☐	☐
motivtxt	_____				
motivtop	Which one was the most important to you? _____				

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Applications

How many universities besides [UCODE.TEXT] did you apply to?

app1 in Canada: _____ app2 in other countries: _____

app3 Did you apply to a college or CEGEP? Yes ☐ No ☐

app4 Is [UCODE.TEXT] your first choice? Yes ☐ No ☐

[If app4 = "No" branch to apptxt, otherwise branch to the Selection section.]

apptxt What was your first choice university? _____

Selection

How important were each of the following in your decision to choose [UCODE.TEXT]?

		Not important	Somewhat important	Important	Very important
sel1	I wanted to live close to home	☐	☐	☐	☐
sel2	I wanted to live away from home	☐	☐	☐	☐
sel3	It offered a place in residence	☐	☐	☐	☐
sel4	Cost of university residence	☐	☐	☐	☐
sel5	Cost of tuition and fees	☐	☐	☐	☐
sel6	It has the program I want to take	☐	☐	☐	☐
sel7	The program I want has a co-op, practicum or other work experience	☐	☐	☐	☐
sel8	The program I want offers study/work experience abroad	☐	☐	☐	☐
sel9	The academic reputation of the university	☐	☐	☐	☐
sel10	It has a good reputation for campus life	☐	☐	☐	☐
sel11	It offered a scholarship	☐	☐	☐	☐
sel12	It offered other financial assistance	☐	☐	☐	☐
sel13	The size of the university suits me	☐	☐	☐	☐
sel14	The city/town it's in	☐	☐	☐	☐
sel15	Availability of public transportation	☐	☐	☐	☐
sel16	It's where my friends are going	☐	☐	☐	☐
sel17	It's where my family wanted me to go	☐	☐	☐	☐
sel18	The chance to participate in varsity athletics	☐	☐	☐	☐
sel19	Other reason (please specify)	☐	☐	☐	☐
seltxt	_____				
seltop	Which one was the most important to you? _____				

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[Students identified in the university's sample file as international/visa students will be branched to vsel1; other students will be branched to the Sources of information section.]

How important were each of the following in your decision to study at [UCODE.TEXT]?

		Not important	Somewhat important	Important	Very important
vsel1	Academic reputation of Canadian universities in general	☐	☐	☐	☐
vsel2	Cost of tuition and fees for international students	☐	☐	☐	☐
vsel3	Friends or family recommended it	☐	☐	☐	☐
vsel4	I thought it would be a welcoming environment	☐	☐	☐	☐
vsel5	Obtaining a visa for Canada was easier than for other countries	☐	☐	☐	☐
vsel6	Other reason (please specify)	☐	☐	☐	☐
vseltxt	_____				

Sources of information

How important were each of the following sources of information in your decision to study at [UCODE.TEXT]?

		Not important	Somewhat important	Important	Very important
inf1	Visit by a university representative to your high school or CEGEP	☐	☐	☐	☐
inf2	The university's web site	☐	☐	☐	☐
inf3	The university's Facebook site	☐	☐	☐	☐
inf4	The university's other social media (e.g., Twitter, Tumblr, etc.)	☐	☐	☐	☐
inf5	Printed university brochure, pamphlet or viewbook	☐	☐	☐	☐
inf6	Visit to campus for an open house	☐	☐	☐	☐
inf7	Other visit to campus	☐	☐	☐	☐
inf8	Contact with admissions staff on campus	☐	☐	☐	☐
inf9	Contact with professors	☐	☐	☐	☐
Inf10	Contact with university athletic coaches	☐	☐	☐	☐
inf11	High school/CEGEP counsellors or teachers	☐	☐	☐	☐
inf12	Students attending the university	☐	☐	☐	☐
inf13	Friends	☐	☐	☐	☐
inf14	Parents	☐	☐	☐	☐
inf15	Maclean's University Rankings	☐	☐	☐	☐
inf16	Globe and Mail Canadian University Report	☐	☐	☐	☐
inf17	The Times Higher Education World University Rankings	☐	☐	☐	☐
inf18	QS World University Rankings	☐	☐	☐	☐
inf19	Academic Ranking of World Universities ("Shanghai rankings")	☐	☐	☐	☐
inf20	Other (please specify)	☐	☐	☐	☐
inftxt	_____				

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Orientation

orient1 Did you participate in an orientation program before or after arriving on campus last fall?

☐ Yes ☐ No

[If "No" skip to regist1]

How satisfied were you with each of the following aspects of the orientation?

		Very dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Very satisfied	Don't know
orient2	Feeling welcome at the university	☐	☐	☐	☐	☐
orient3	Helping you understand the university's academic expectations	☐	☐	☐	☐	☐
orient4	Helping your personal and social transition to university	☐	☐	☐	☐	☐
orient5	Providing information about campus life	☐	☐	☐	☐	☐
orient6	Providing information about student services	☐	☐	☐	☐	☐
orient7	Building your confidence	☐	☐	☐	☐	☐

Registration

		Very dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Very satisfied
regist1	How satisfied are you with the process of registering for courses at [UCODE.TEXT]?	☐	☐	☐	☐
regist2	Thinking about all the courses in which you wanted to register this year, how satisfied were you with getting into these courses?	☐	☐	☐	☐

Expectations and experience

Now that you have been at [UCODE.TEXT] for a while, how does your experience compare to what you expected in these areas?

		Much less than I expected	Less than I expected	About what I expected	More than I expected	Much more than I expected
exp1	Cost of going to university	☐	☐	☐	☐	☐
exp2	Debt you might have to take on to complete your program	☐	☐	☐	☐	☐
exp3	How academically demanding your courses are	☐	☐	☐	☐	☐
exp4	The time you have to put into your coursework (e.g. studying, assignments)	☐	☐	☐	☐	☐
exp5	Contact with your professors in the classroom	☐	☐	☐	☐	☐
exp6	Contact with your professors outside of the classroom	☐	☐	☐	☐	☐
exp7	Amount you participate in class discussions	☐	☐	☐	☐	☐

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exp8	Amount of writing in your academic work	☐	☐	☐	☐	☐
exp9	Using math in your academic work	☐	☐	☐	☐	☐
exp10	Doing course work in groups	☐	☐	☐	☐	☐
exp12	Intellectual stimulation	☐	☐	☐	☐	☐
exp13	Ease of making friends	☐	☐	☐	☐	☐
exp14	Ease of getting involved in campus social activities	☐	☐	☐	☐	☐
exp15	Availability of help and advising from the university	☐	☐	☐	☐	☐

		Much lower than I expected	Lower than I expected	About what I expected	Higher than I expected	Much higher than I expected
exp17	Your course grades	☐	☐	☐	☐	☐

		Exceeded	Met	Fallen short
exp18	Has [UCODE.TEXT] exceeded, met or fallen short of your expectations?	☐	☐	☐

Transition to university

How much success have you had adjusting to [UCODE.TEXT] in the following areas?

		None	Very little	Some	Very much	No basis for opinion
tran1	Meeting academic demands	☐	☐	☐	☐	☐
tran2	Choosing a program of study	☐	☐	☐	☐	☐
tran3	Getting academic advice	☐	☐	☐	☐	☐
tran4	Performing well in written assignments	☐	☐	☐	☐	☐
tran5	Performing well in courses that require math	☐	☐	☐	☐	☐
tran6	Understanding the course material	☐	☐	☐	☐	☐
tran7	Managing your finances	☐	☐	☐	☐	☐
tran8	Managing your time	☐	☐	☐	☐	☐
tran9	Making friends	☐	☐	☐	☐	☐
tran10	Becoming involved in campus activities	☐	☐	☐	☐	☐
tran11	Finding suitable housing	☐	☐	☐	☐	☐
tran12	Dealing with new living arrangements	☐	☐	☐	☐	☐
tran13	Finding your way around campus	☐	☐	☐	☐	☐
tran14	Using the library	☐	☐	☐	☐	☐
tran15	Finding career information	☐	☐	☐	☐	☐
tran16	Commuting to campus	☐	☐	☐	☐	☐
tran17	Feeling like I belong at this university	☐	☐	☐	☐	☐
tran18	Finding information about academic integrity (plagiarism, proper citation, etc.)	☐	☐	☐	☐	☐

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Professors

Please indicate your level of agreement with the following statements about your professors.

	Most of my professors …	Strongly disagree	Disagree	Agree	Strongly agree
prof1	Are reasonably accessible outside of class	☐	☐	☐	☐
prof2	Take a personal interest in my academic progress	☐	☐	☐	☐
prof4	Encourage students to participate in class discussions	☐	☐	☐	☐
prof5	Are well organized in their teaching	☐	☐	☐	☐
prof6	Seem knowledgeable in their fields	☐	☐	☐	☐
prof7	Communicate well in their teaching	☐	☐	☐	☐
prof8	Are intellectually stimulating in their teaching	☐	☐	☐	☐
prof9	Provide useful feedback on my academic work	☐	☐	☐	☐
prof10	Provide prompt feedback on my academic work	☐	☐	☐	☐
prof12	Are consistent in their grading	☐	☐	☐	☐

	Most of my professors …	Strongly disagree	Disagree	Agree	Strongly agree	No basis for opinion
prof13	Treat students the same regardless of gender	☐	☐	☐	☐	☐
prof14	Treat students the same regardless of race	☐	☐	☐	☐	☐
prof15	Look out for students' interests	☐	☐	☐	☐	☐

Regardless of how well you think your professors did, which three statements do you think are the most important? prof18 _____ prof19 _____ prof20 _____

		Yes, all courses	Yes, most courses	Yes, some courses	No courses	Not applicable
prof16	Were you given the chance to evaluate the quality of teaching in your courses this past fall?	☐	☐	☐	☐	☐

Considering all of your professors and courses, please indicate your level of agreement with the following statement.

		Strongly disagree	Disagree	Agree	Strongly agree
prof17	Generally, I am satisfied with the quality of teaching I have received	☐	☐	☐	☐

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Staff

Please indicate your level of agreement with the following statements.

		Strongly disagree	Disagree	Agree	Strongly agree	No basis for opinion
staff1	Most teaching assistants in my academic program are helpful	☐	☐	☐	☐	☐
staff2	Most university support staff (e.g., clerks, secretaries, etc.) are helpful	☐	☐	☐	☐	☐

Inclusivity

A person's identity may be comprised of many parts, such as gender, race or ethnicity, sexual orientation, disability/ impairment, or other aspects. When you think of your identity as a whole, to what extent do you feel comfortable being yourself in the following situations or environments?

		Not at all	Some	Quite a bit	Very much
incl1	Attending class	☐	☐	☐	☐
incl2	Participating in class activities, e.g. discussions, group projects	☐	☐	☐	☐
incl3	Interacting with instructors or professors	☐	☐	☐	☐
incl4	Interacting with university staff	☐	☐	☐	☐
incl5	Interacting with students on campus who you don't know well	☐	☐	☐	☐
incl6	Interacting with friends on campus	☐	☐	☐	☐
incl7	Participating in extracurricular activities, e.g. clubs, sports	☐	☐	☐	☐
incl8	Attending campus social events	☐	☐	☐	☐
incl9	Actively participating in campus social activities	☐	☐	☐	☐

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Commitment to completion

Please indicate your level of agreement with the following statements.

		Strongly disagree	Disagree	Agree	Strongly agree	Don't know
cmt1	I have the financial resources to complete my program	☐	☐	☐	☐	☐
cmt2	I had adequate information about my program from the university before I enrolled	☐	☐	☐	☐	☐
cmt3	I am in the right program for me	☐	☐	☐	☐	☐
cmt4	Most of my courses are interesting	☐	☐	☐	☐	☐
cmt5	My course load is manageable	☐	☐	☐	☐	☐
cmt6	I normally go to all of my classes	☐	☐	☐	☐	☐
cmt7	I am willing to put a lot of effort into being successful at university	☐	☐	☐	☐	☐
cmt8	I can deal with stress	☐	☐	☐	☐	☐
cmt9	I have good study habits	☐	☐	☐	☐	☐
cmt10	I plan to come back to this university next year	☐	☐	☐	☐	☐
cmt11	I plan to transfer to another university next year	☐	☐	☐	☐	☐
cmt12	I plan to go to college/CEGEP next year	☐	☐	☐	☐	☐
cmt13	I plan to complete my degree at this university	☐	☐	☐	☐	☐
cmt14	A university degree is worth the cost	☐	☐	☐	☐	☐

Overall evaluation

Please indicate your level of satisfaction with [UCODE.TEXT] in the following areas.

		Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
eval3	Concern shown by the university for you as an individual	☐	☐	☐	☐
eval9	Your decision to attend this university	☐	☐	☐	☐

eval14 How likely is it that you would recommend [UCODE.TEXT] to a friend or family member?

☐ 0 Not at all likely ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 Extremely likely

[If eval14 =< 6 branch to eval14txt, otherwise branch to the Goal development section.]

eval14txt Please explain why you gave a rating of <EVAL14> out of 10 for recommending this university.

_____

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Goal development

goal1 Have you chosen a major or discipline? ☐ Yes ☐ No

After you have completed your undergraduate studies do you intend to:

goal3	Apply to a professional program (e.g., Medicine, Law, etc.)	☐ Yes	☐ No	☐ Unsure
goal4	Apply to graduate school	☐ Yes	☐ No	☐ Unsure

goal5 Which of the following best describes your career plans?

☐ I have a specific career in mind
☐ I have several possible careers in mind
☐ I have some general ideas but I need to clarify them
☐ I am unsure, but I want to develop a career plan
☐ I am not thinking about a career at this stage of my studies

		Not at all	Only a little	Fairly well	Very well
goal6	How well do you know the career options your program or intended program could open for you?	☐	☐	☐	☐

Please indicate what steps, if any, you have taken to prepare for employment/your career after graduation. Please choose all that apply.

goal7 ☐ Talked with professors about employment/career
goal8 ☐ Talked with parents/family about employment/career
goal9 ☐ Talked with friends about employment/career
goal10 ☐ Created resume, CV, e-portfolio, or online profile (e.g., LinkedIn)
goal12 ☐ Attended an employment fair
goal13 ☐ Met with a career counsellor
goal14 ☐ Worked in my chosen field of employment
goal15 ☐ Volunteered in my chosen field of employment
goal16 ☐ I have a career mentor
goal17 ☐ None of the above

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Services

Please indicate which of the following services you have used since last September and how satisfied you are with the ones you have used.

				Satisfaction if service used			
		Used		Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
srv1	Services for Indigenous students	☐	srv1sat	☐	☐	☐	☐
srv2	Services for international students	☐	srv2sat	☐	☐	☐	☐
srv3	Services for students with disabilities	☐	srv3sat	☐	☐	☐	☐
srv4	University libraries: physical books, magazines, stacks	☐	srv4sat	☐	☐	☐	☐
srv5	University libraries: electronic resources	☐	srv5sat	☐	☐	☐	☐
srv6	Employment services	☐	srv6sat	☐	☐	☐	☐
srv7	Career counselling	☐	srv7sat	☐	☐	☐	☐
srv8	Personal counselling	☐	srv8sat	☐	☐	☐	☐
srv9	Academic advising	☐	srv9sat	☐	☐	☐	☐
srv10	Tutoring	☐	srv10sat	☐	☐	☐	☐
srv11	Study skills and learning supports	☐	srv11sat	☐	☐	☐	☐
srv12	Writing skills	☐	srv12sat	☐	☐	☐	☐
srv13	University residences	☐	srv13sat	☐	☐	☐	☐
srv14	Advising for students who need financial aid	☐	srv14sat	☐	☐	☐	☐
srv15	Financial aid	☐	srv15sat	☐	☐	☐	☐
srv16	Athletic facilities	☐	srv16sat	☐	☐	☐	☐
srv17	Other recreational facilities	☐	srv17sat	☐	☐	☐	☐
srv18	University bookstores: physical stores	☐	srv18sat	☐	☐	☐	☐
srv19	University bookstores: online inventory check, ordering, etc.	☐	srv19sat	☐	☐	☐	☐
srv20	Campus medical services	☐	srv20sat	☐	☐	☐	☐
srv21	Co-op offices and supports	☐	srv21sat	☐	☐	☐	☐
srv22	Facilities for university-based social activities	☐	srv22sat	☐	☐	☐	☐
srv23	Facilities for student associations	☐	srv23sat	☐	☐	☐	☐
srv24	Computing services help desk	☐	srv24sat	☐	☐	☐	☐
srv25	Food services	☐	srv25at	☐	☐	☐	☐
srv26	Parking	☐	srv26at	☐	☐	☐	☐

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Academic history

hist1 In what year did you begin your post-secondary studies? Year: _____

hist2 In what year did you first enrol at [UCODE.TEXT]? Year: _____

hist3 Have you transferred to [UCODE.TEXT] from another post-secondary institution?
☐ Yes ☐ No

hist4 Please choose the letter grade that best reflects your overall average grade:
☐ A (includes A+, A and A-)
☐ B (includes B+, B and B-)
☐ C (includes C+, C and C-)
☐ D
☐ F

Employment

work1 Excluding work related to a co-op program, are you employed during the current academic term?
☐ Yes, off campus
☐ Yes, on campus
☐ Yes, both off campus and on campus
☐ No, but I am looking for work
☐ No, and I am not looking for work

[If work1= "Yes …" branch to work2, otherwise branch to Finances section.]

work2 On average, how many hours per week are you employed in this work? _____

work3 What impact has this employment had on your academic performance?
☐ Very negative
☐ Somewhat negative
☐ No impact
☐ Somewhat positive
☐ Very positive

Finances

fin1 The following questions about credit cards are used to better understand the ways in which students help pay for and finance their education. The information collected is confidential.
How many credit cards do you have?
options: 0 through 10, 11 or more

[If fin1 = 0 branch to fin4, otherwise fin2.]

fin2 Do you usually pay off the whole balance every month? ☐ Yes ☐ No

fin3 What is the total unpaid balance on all of your cards? $_____ ☐ Don't know

fin4 Did you receive a scholarship, financial award or bursary from [UCODE.TEXT] for the 2021-2022 academic year? ☐ Yes ☐ No

fin5 Would you have been able to attend [UCODE.TEXT] without financial assistance from [UCODE.TEXT]? ☐ Yes ☐ No

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Living arrangements

live1 Where are you currently living?
- ☐ In on-campus housing (university residence, dorm, etc.)
- ☐ With parents, guardians or relatives
- ☐ In rented off-campus housing shared with others
- ☐ In rented off-campus housing on your own
- ☐ In a home you own

livetxt ☐ Other (please specify) _____

[If live1 <> "In on-campus housing" branch to live2, otherwise branch to live3]

live2 Would you prefer to live in on-campus housing if you had the choice? ☐ Yes ☐ No

live3 What is your marital status?
- ☐ Single
- ☐ Married or living with my partner
- ☐ In a relationship other than married or living with my partner
- ☐ I prefer not to answer

live4 Do you have children? ☐ Yes ☐ No

[If live4 = "Yes" branch to live5, otherwise branch to Disabilities/ Impairments section.]

live5 How many up to age 5? _____

live6 How many age 5 to 11? _____

live7 How many 12 or older? _____

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Housing (optional survey module)

Please indicate your level of agreement or disagreement with the following statements.

		Strongly disagree	Disagree	Agree	Strongly agree	Don't know	Not appli-cable
hous1a	I am able to afford rent and utilities at my current residence	☐	☐	☐	☐	☐	☐
hous1b	My current living situation is adequate for my academic needs	☐	☐	☐	☐	☐	
hous1c	My current housing situation is a physically safe environment	☐	☐	☐	☐	☐	
hous1d	I am concerned that I may be forced to move against my will in the next twelve months	☐	☐	☐	☐	☐	

hous2 Using the numbers 1,2 and 3, please rank your top three preferences for living accommodations for the 2025/ 26 academic year regardless of where you currently live.

hous2a Living in a university residence in your own room
hous2b Living in a university residence in a shared room
hous2c Living in a university residence in a suite (apartment style with shared kitchen and individual bedrooms)
hous2d Living with parents, family members, or other relatives off campus
hous2e Living alone off campus in a rented apartment/ unit
hous2f Living with roommates off campus in a rented apartment/ unit
hous2g Living with a partner or spouse off campus
hous2h Living in a house or condo which I own
hous2i Other (please specify)
hous2txt _____
hous2_1 First preference ___ hous2_2 Second preference ___ hous2_3 Third preference ___

If hous2a or hous2b or hous2c is selected as first choice, branch to hous3, hous6 and hous7
If hous2d or hous2e or hous2f or hous2g or hous2h is selected as first choice, branch to hous4, hous5, hous6 and hous7
If hous2i is selected as first choice, branch to hous6 and hous7

hous3 Using the numbers 1,2 and 3, please rank your top three reasons for wanting to live in a university residence for the 2025/ 26 academic year.

hous3a Cost
hous3b Lack of availability of off campus housing
hous3c Difficulty searching for off campus housing
hous3d Convenience of living on campus
hous3e Student life activities
hous3f Quality of housing options
hous3g Difficulty commuting to campus
hous3h Other friends are living on campus

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hous3i Availability of on campus food/ dining options
hous3j Length of lease (e.g., 8-month commitment instead of 12 months)
hous3k Physically safe environment
hous3l Other (please specify)
hous3txt _____
hous3_1 First reason ____ hous3_2 Second reason ____ hous3_3 Third reason ____

hous4 Using the numbers 1,2 and 3, please rank your top three reasons for wanting to live off campus for the 2025/ 26 academic year.
hous4a Cost
hous4b Lack of availability of on campus residence/ housing
hous4c Convenience of living close to other amenities and/or employment
hous4d Other friends are living off campus
hous4e Length of lease (e.g., 12-month commitment instead of 8 months)
hous4f Fewer rules (e.g., noise, guests, behaviour)
hous4g Physically safe environment
hous4h Other (please specify)
hous4txt _____
hous4_1 First reason ____ hous4_2 Second reason ____ hous4_3 Third reason ____

What would you anticipate paying (amount per month that would be your share) for off campus housing for the 2025/ 26 academic year? Please round to the nearest dollar.
hous5a Rent or mortgage $ _____ (amount per month that would be your share)
hous5b Utilities $ _____ (if not included in rent or mortgage, the amount per month that would be your share for heat, water, electricity, internet, etc.)

How concerned are you about being able to secure housing for the 2025/ 26 academic year?
hous6a ☐ Not at all concerned ☐ Somewhat concerned ☐ Concerned ☐ Very concerned
If <>Not at all concerned, branch to hous7
hous6b Why are you concerned about housing for next year? Select all that apply.
Difficult to find suitable housing
Affordability
Quality
Distance from campus
Accessible to persons with disabilities
Amenities (e.g., communal kitchen, social rooms, layout)
Other (please specify)
hous6btxt _____

When are you hoping to finalize arrangements for housing for the 2025/ 26 academic year?
hous7 ☐ I have already secured housing for 2025/ 26 ☐ Prior to the end of this semester
☐ At some point during summer 2025 ☐ Fall 2025 ☐ Unsure/ don't know

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Disabilities / Impairments

Do you have any of the following disabilities/impairments? Select all that apply.

dis11 ☐ I do not have a disability/impairment

				How often are your daily activities limited by this disability/impairment?		
				Sometimes	Often	Always
dis1	☐	Mobility/ Dexterity	disf1	☐	☐	☐
dis2	☐	Hearing	disf2	☐	☐	☐
dis3	☐	Speech	disf3	☐	☐	☐
dis4	☐	Vision (e.g. blindness, low vision)	disf4	☐	☐	☐
dis5	☐	Learning/Memory (e.g., learning disability)	disf5	☐	☐	☐
dis7	☐	Other physical disability	disf7	☐	☐	☐
dis8	☐	Neurodivergence (e.g., autism spectrum, attention deficit disorder)	disf8	☐	☐	☐
dis9	☐	Mental health	disf9	☐	☐	☐
dis12	☐	Chronic conditions (e.g. Multiple Sclerosis, Crohn's, Autoimmune)	disf12	☐	☐	☐
dis10	☐	Other (please specify)		☐	☐	☐
distxt		_____				
dis13	☐	I prefer not to answer				

Parental educational attainment

What is the highest level of education your parent(s)/guardian(s) have completed?

	meduc Parent/Guardian1	peduc Parent/Guardian2
Less than high school	☐	☐
High school graduate	☐	☐
Some college, CEGEP or technical school (no certificate or diploma)	☐	☐
College, CEGEP or technical school graduate	☐	☐
Some university (no degree or diploma)	☐	☐
Undergraduate university degree (e.g., BA, BSc, etc.)	☐	☐
Professional degree (e.g., law, medicine, etc.)	☐	☐
Graduate degree (e.g., Master's, PhD)	☐	☐
Other Parent/Guardian 1 (please specify) meductxt	_____	
Other Parent/Guardian 2 (please specify) peductxt		_____
Don't know/Not applicable	☐	☐

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Ethnicity

Which of the following groups best describe your ethnic or cultural background?
Please select all that apply.

eth1 ☐ Indigenous person of Canada (First Nations status, First Nations non-status, Inuit/ Inuk, Metis, etc.)
eth15 ☐ Indigenous person from outside of Canada (Australian Aborigine, New Zealand Maori, etc.)
eth16 ☐ Middle Eastern (Arab, Egyptian, Israeli, Palestinian, Syrian, Turkish, etc.)
eth3 ☐ Black (African, African American, Afro-Brazilian, African British, African Canadian, Afro-Caribbean, Afro-Latine, other African descent, etc.)
eth8 ☐ Latin American (Central America, Mexico, South America, etc.)
eth17 ☐ East Asian (Chinese, Japanese, Korean, etc.)
eth9 ☐ South Asian (Indian, Pakistani, Sri Lankan, etc.)
eth10 ☐ Southeast Asian (Cambodian, Filipino, Indonesian, Laotian, Vietnamese, etc.)
eth11 ☐ West Asian (Afghan, Iranian, etc.)
eth12 ☐ White/ Caucasian (Eastern European, Southern European, Western European, etc.)
eth13 ☐ Other (please specify)
ethtxt _____
eth14 ☐ I prefer not to answer

[If eth1 is checked branch to ab1, otherwise branch to the Comments section.]

Which of the following describes your Indigenous background? (check all that apply)

ab1 ☐ First Nations status
ab2 ☐ First Nations non-status
ab3 ☐ Métis
ab4 ☐ Inuit/Inuk
ab5 ☐ Other
ab6 ☐ I prefer not to answer

Gender identity

Please select the gender identity/ identities with which you identify. Select all that apply.

gendi1 ☐ Woman (includes cis woman, trans woman, and everyone else who identifies as a woman)
gendi2 ☐ Man (includes cis man, trans man, and everyone else who identifies as a man)
gendi3 ☐ Gender non-conforming
gendi4 ☐ Non-binary
gendi5 ☐ Agender
gendi6 ☐ Questioning
gendi7 ☐ Trans
gendi8 ☐ Two Spirit
gendi9 ☐ Another gender identity (please specify): _____
gendi10 ☐ I prefer not to answer

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Sexual orientation

Please select the sexual orientation(s) with which you identify. Select all that apply.

sexo1	☐ Asexual
sexo2	☐ Bisexual
sexo3	☐ Gay
sexo4	☐ Heterosexual/ straight
sexo5	☐ Lesbian
sexo6	☐ Pansexual
sexo7	☐ Queer
sexo8	☐ Questioning
sexo9	☐ Two Spirit
sexo10	☐ Another sexual orientation (please specify): _____
sexo11	☐ I prefer not to answer

Comments

Please take this opportunity to comment fully about your overall university experience. Your remarks will provide valuable information to the institution.

negativ	Looking back on your experiences as a student, what aspects of your experience at [UCODE.TEXT] have been most negative? How could we have helped or done a better job?
	Comments (specify) _____ ☐ Don't know
positiv	Looking back on your experiences as a student, what aspects of your experience at [UCODE.TEXT] have been most positive?
	Comments (specify) _____ ☐ Don't know

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Appendix B – Weighting

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Table 2: Applied weights

University	Population of first-year students		Completed surveys		Applied weight
	Population	% of population	Population	% of population	
Maritime universities					
Acadia University (Nova Scotia)	716	1.2%	171	1.4%	0.815
Cape Breton University* (Nova Scotia)	274	N/A	76	N/A	1.000
Dalhousie University (Nova Scotia)	1,513	2.5%	142	1.2%	2.074
Mount Allison University (New Brunswick)	754	1.2%	151	1.3%	0.972
Mount Saint Vincent University (Nova Scotia)	264	0.4%	86	0.7%	0.597
NSCAD University* (Nova Scotia)	109	N/A	47	N/A	1.000
Saint Mary's University (Nova Scotia)	1,184	1.9%	223	1.9%	1.033
Université Sainte-Anne* (Nova Scotia)	32	N/A	10	N/A	1.000
St. Francis Xavier University (Nova Scotia)	850	1.4%	191	1.6%	0.866
St. Thomas University (New Brunswick)	301	0.5%	135	1.1%	0.434
Université de Moncton (New Brunswick)	851	1.4%	262	2.2%	0.632
University of King's College (Nova Scotia)	243	0.4%	100	0.8%	0.473
University of New Brunswick (New Brunswick)	1,569	2.6%	282	2.4%	1.083
University of Prince Edward Island (Prince Edward Island)	696	1.1%	247	2.1%	0.548
Other universities					
Alberta University of the Arts (Alberta)	259	0.4%	97	0.8%	0.520
Ambrose University (Alberta)	64	0.1%	16	0.1%	0.778
Athabasca University (Alberta)	3,554	5.8%	594	5.0%	1.164
Burman University (Alberta)	54	0.1%	30	0.3%	0.350
Capilano University (British Columbia)	358	0.6%	53	0.4%	1.315
Carleton University (Ontario)	4,331	7.1%	257	2.2%	3.280
Concordia University (Quebec)	4,236	6.9%	830	7.0%	0.993
Concordia University of Edmonton (Alberta)	541	0.9%	252	2.1%	0.418
Lakehead University (Ontario)	1,694	2.8%	587	4.9%	0.562
Laurentian University (Ontario)	595	1.0%	165	1.4%	0.702
MacEwan University (Alberta)	2,316	3.8%	615	5.2%	0.733
Mount Royal University (Alberta)	1,638	2.7%	323	2.7%	0.987
Nipissing University (Ontario)	510	0.8%	135	1.1%	0.735
Redeemer University (Ontario)	288	0.5%	119	1.0%	0.471
Simon Fraser University (British Columbia)	3,133	5.1%	379	3.2%	1.609
St. Mary's University (Alberta)	125	0.2%	62	0.5%	0.392
The King's University (Alberta)	91	0.1%	50	0.4%	0.354
Toronto Metropolitan University (Ontario)	6,372	10.4%	465	3.9%	2.667
Trent University (Ontario)	1,600	2.6%	185	1.6%	1.683
University Canada West (British Columbia)	507	0.8%	80	0.7%	1.233
University of Calgary (Alberta)	4,567	7.5%	1,048	8.8%	0.848
University of Lethbridge (Alberta)	761	1.2%	319	2.7%	0.464
University of Regina (Saskatchewan)	1,448	2.4%	449	3.8%	0.628
University of the Fraser Valley (British Columbia)	712	1.2%	178	1.5%	0.778
University of Victoria (British Columbia)	3,941	6.4%	230	1.9%	3.335
University of Waterloo (Ontario)	2,910	4.8%	1,255	10.5%	0.451
University of Winnipeg (Manitoba)	860	1.4%	300	2.5%	0.558
Wilfrid Laurier University (Ontario)	4,743	7.8%	838	7.0%	1.102

* Cape Breton University, NSCAD University, and Université Sainte-Anne participated as non-members. For analyses in this report, their results were assigned a weight of 1.