



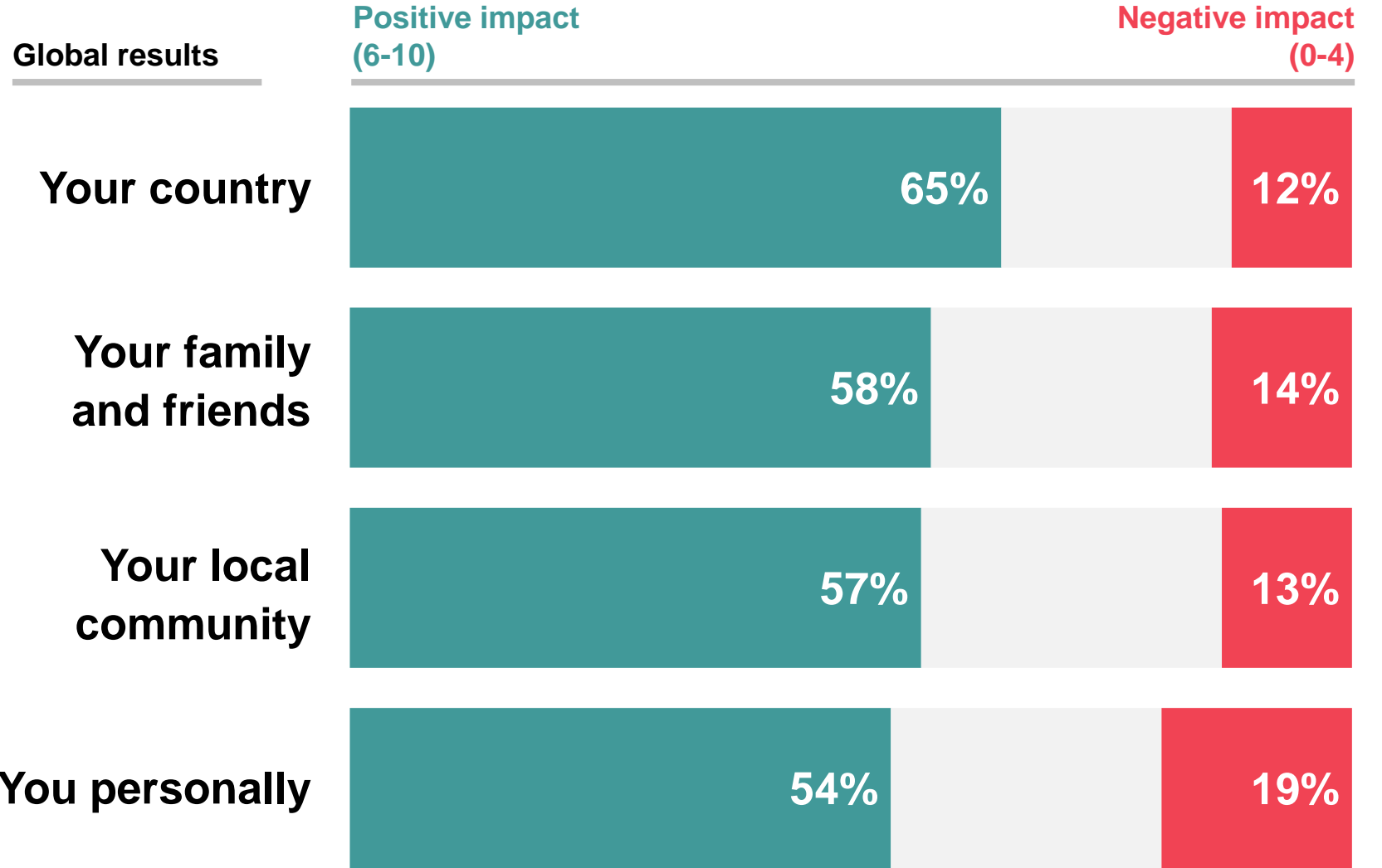
# Universities: perceptions, impacts and benefits

*Higher education around the world*

June 2020

**Q: How do you feel about the impact of universities on \_\_\_\_\_ in [COUNTRY] on a scale of 0-10, with 0 being very negative impact, 5 being neutral impact, and 10 being very positive impact.**

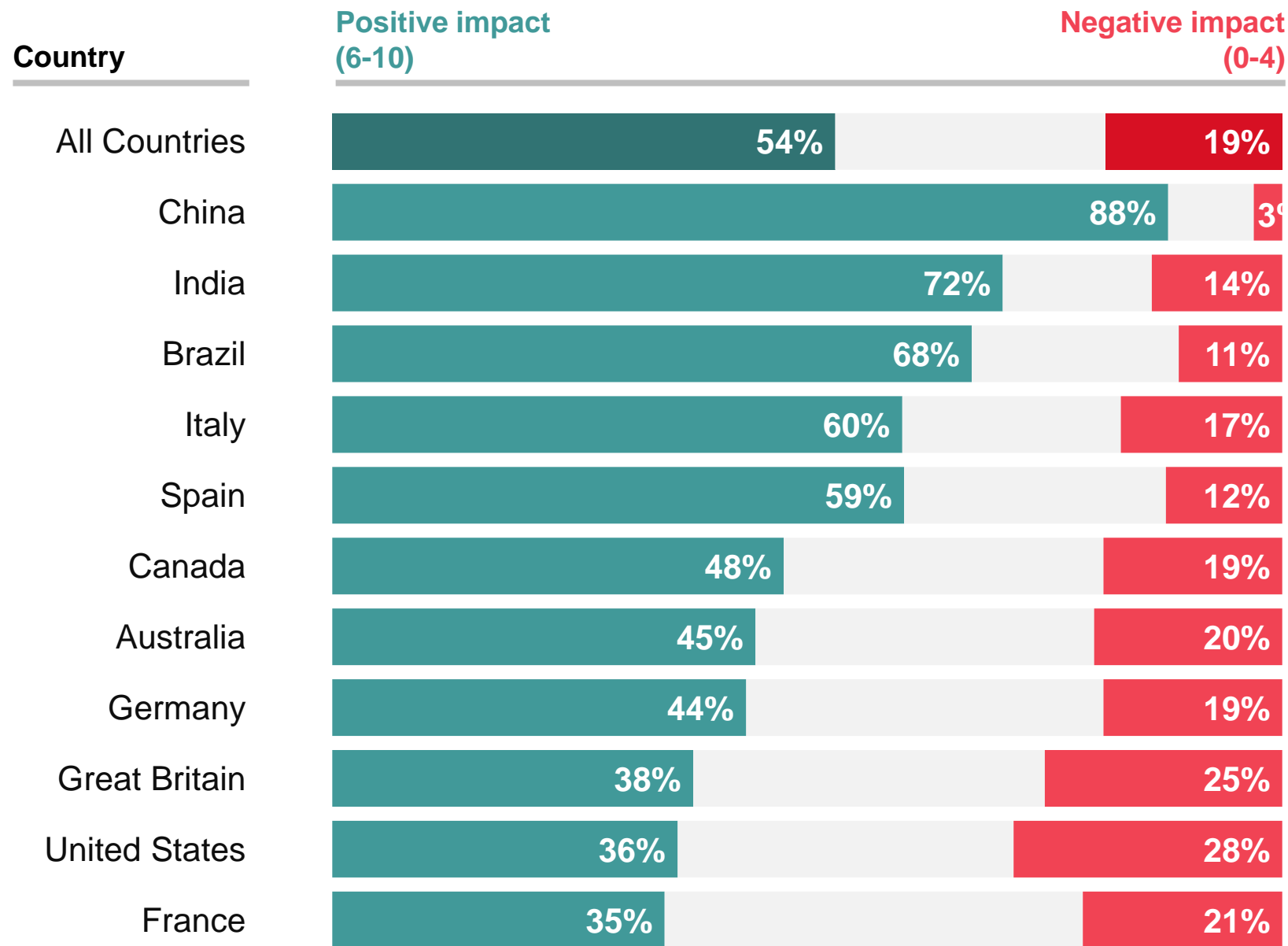
*More than half of those in the 11 countries surveyed think universities have a positive impact on them personally and more widely across society. This rises to two-thirds among those who think universities benefit their country.*



Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

**Q: How do you feel about the impact of universities on you personally in [COUNTRY] on a scale of 0-10, with 0 being very negative impact, 5 being neutral impact, and 10 being very positive impact.**

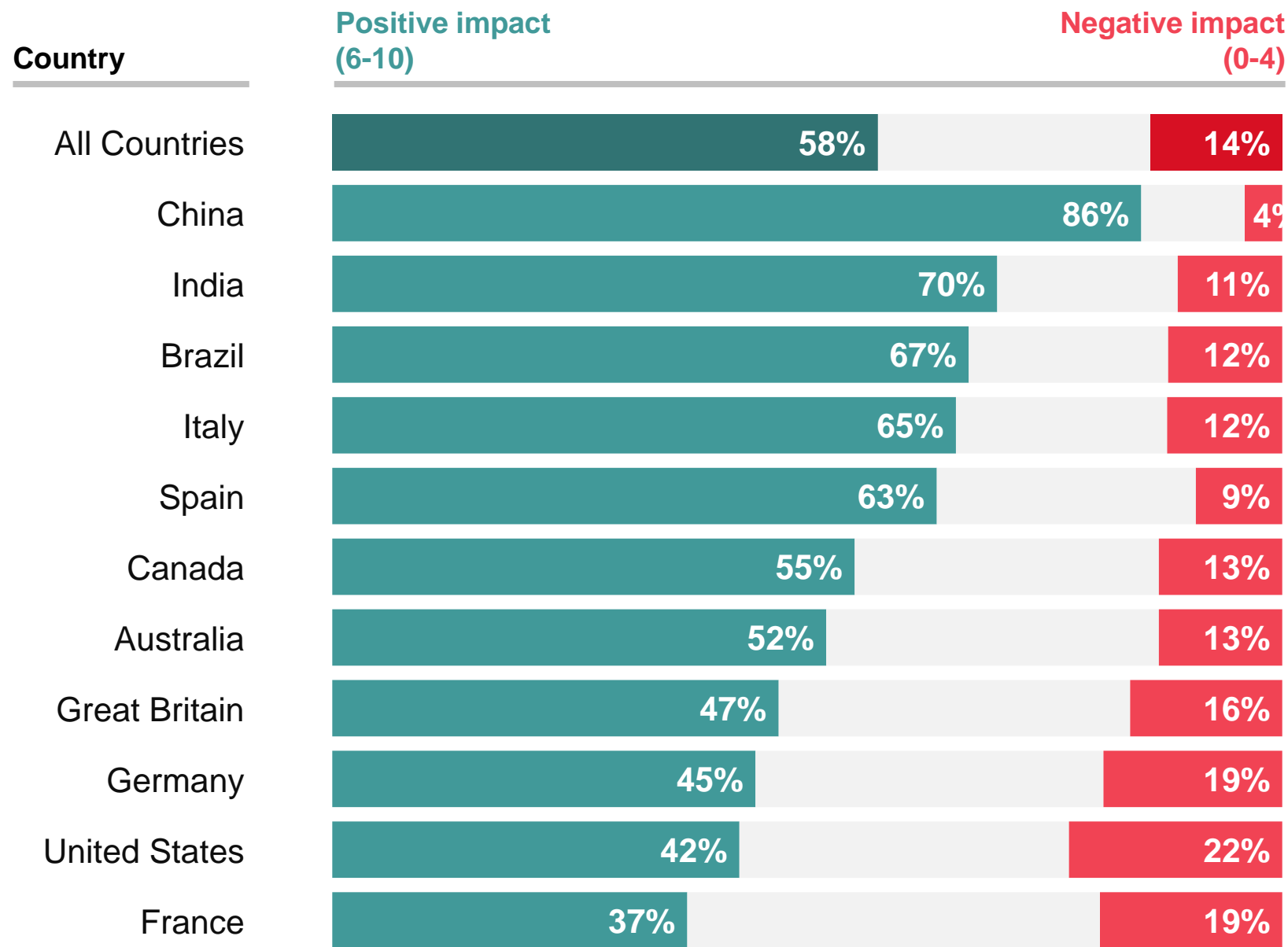
*9 in 10 people in China think universities positively impact their country, which declines to under 4 in 10 who say the same in Britain, the US and France.*



Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

**Q: How do you feel about the impact of universities on your family and friends in [COUNTRY] on a scale of 0-10, with 0 being very negative impact, 5 being neutral impact, and 10 being very positive impact.**

*It's a similar situation when it comes to the impact on friends and family, although the proportion of people in the US and Britain who say the impact is positive is higher, at 4 in 10 and nearly half respectively.*

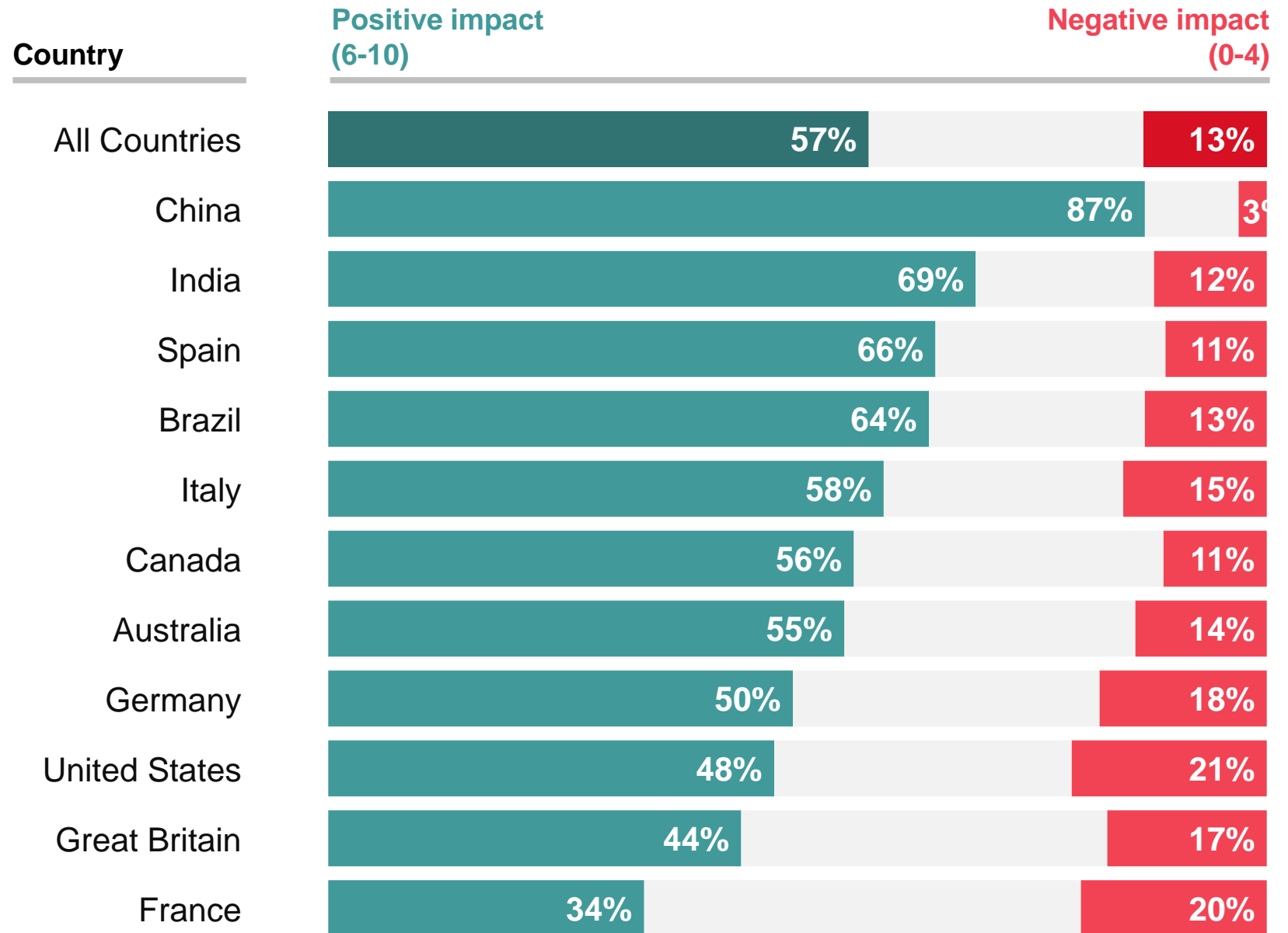


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020



**Q: How do you feel about the impact of universities on your local community in [COUNTRY] on a scale of 0-10, with 0 being very negative impact, 5 being neutral impact, and 10 being very positive impact.**

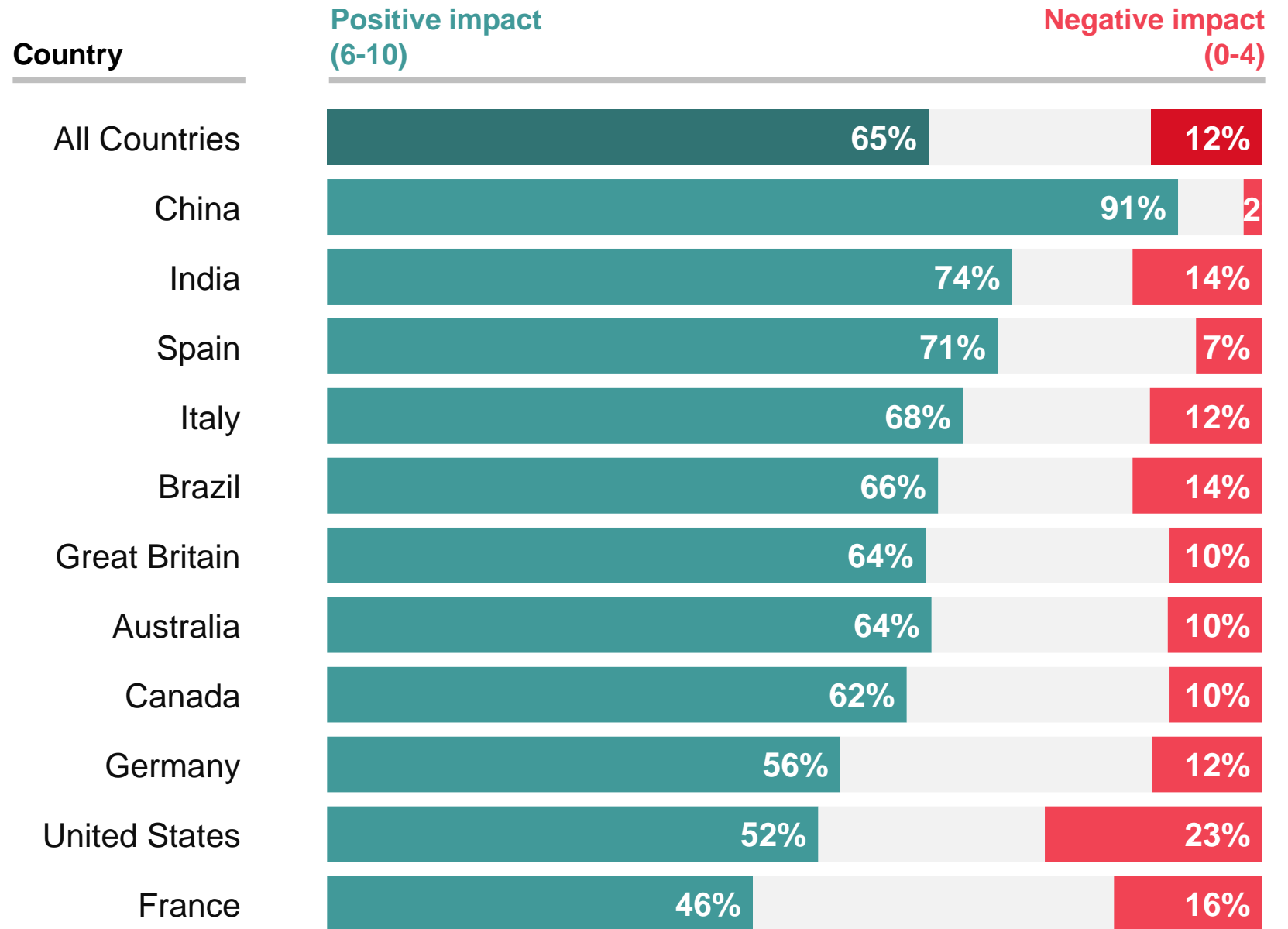
*People in China are by far the most likely to say that universities benefit their local community, with 9 in 10 saying this is the case. They are followed by India, Spain and Brazil, where more than 6 in 10 agree.*



Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

**Q: How do you feel about the impact of universities on your country on a scale of 0-10, with 0 being very negative impact, 5 being neutral impact, and 10 being very positive impact.**

*With the exception of people in Brazil, those surveyed are more likely to say that universities have a positive impact on their country than to say they have a positive impact on their local community, their family and friends, or them personally. Majorities in all countries except France support this view.*



Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

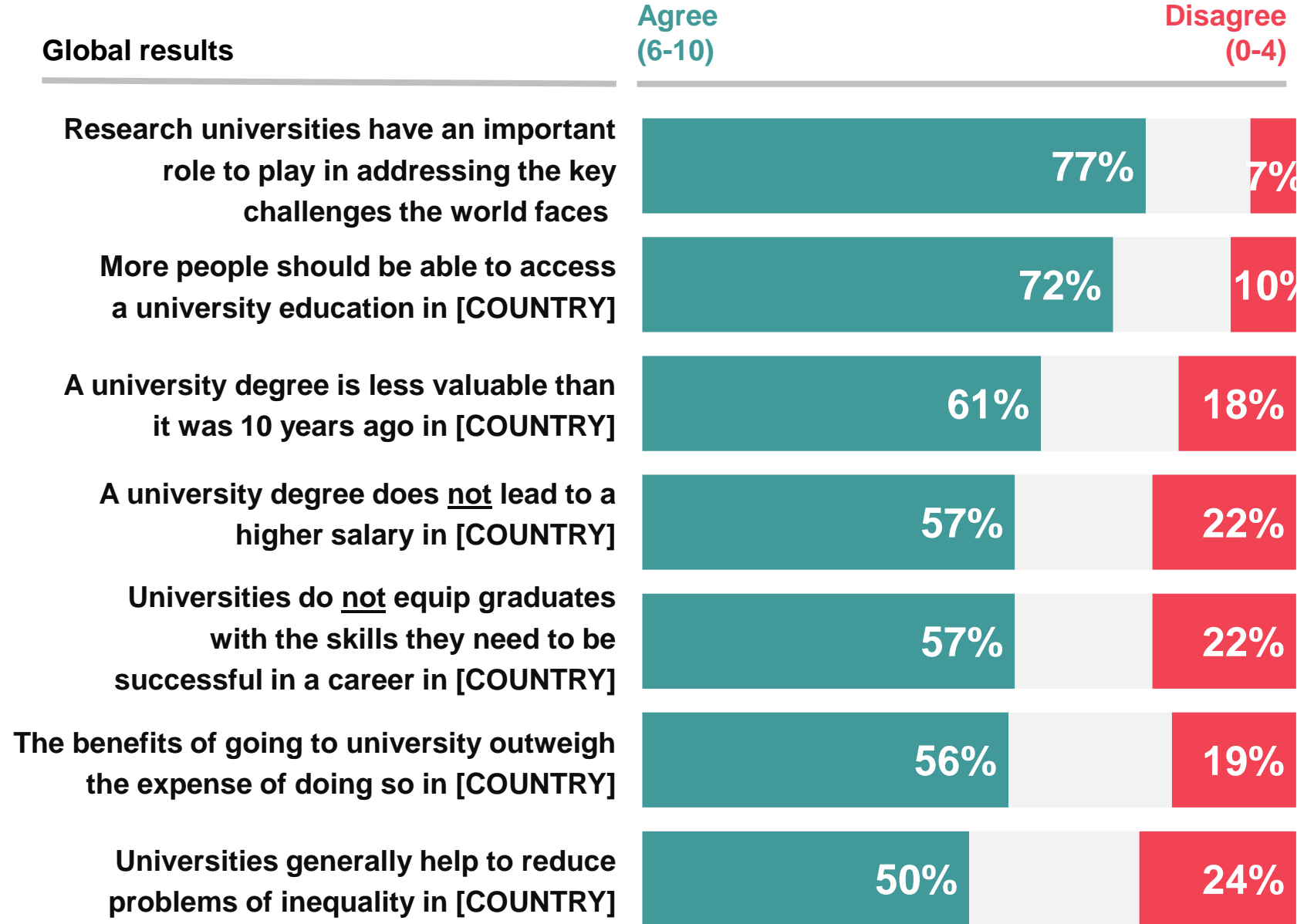
**Q: To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.**

*Half or more across the 11 countries surveyed agree with these statements, compared with a quarter or fewer who disagree with them.*

*There is most support for the view that universities are key to tackling global challenges, with three-quarters agreeing.*



**Global results**

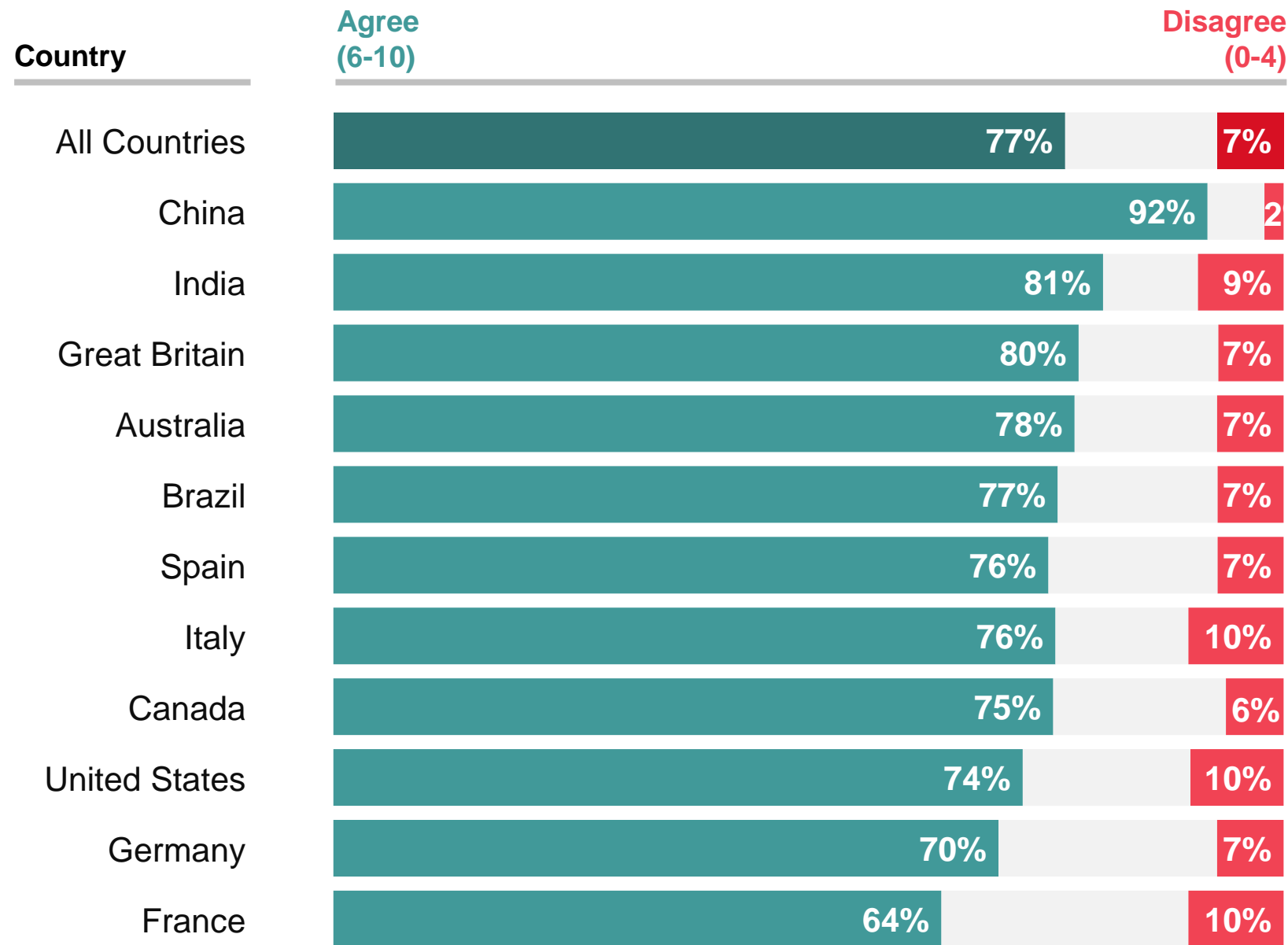


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

Research universities have an important role to play in addressing the key challenges the world faces.

Significant majorities in all countries agree with this statement, including three-quarters in the US and 8 in 10 in Britain.



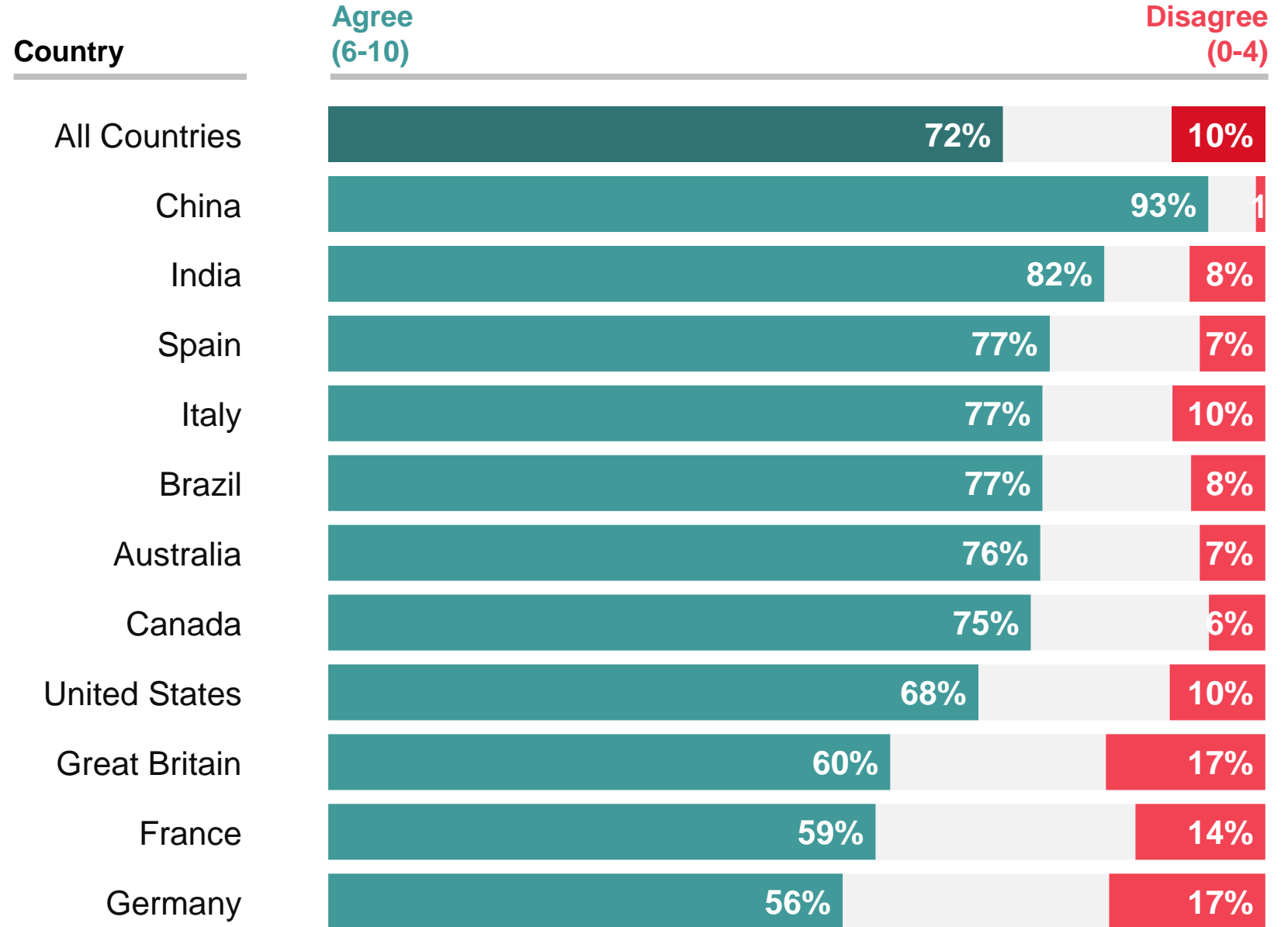
Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020



**Q: To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.**

More people should be able to access a university education in [COUNTRY].

*7 in 10 Americans and 6 in 10 Britons agree with this statement. People in Spain and Italy are significantly more likely to agree than those in the other European countries surveyed.*

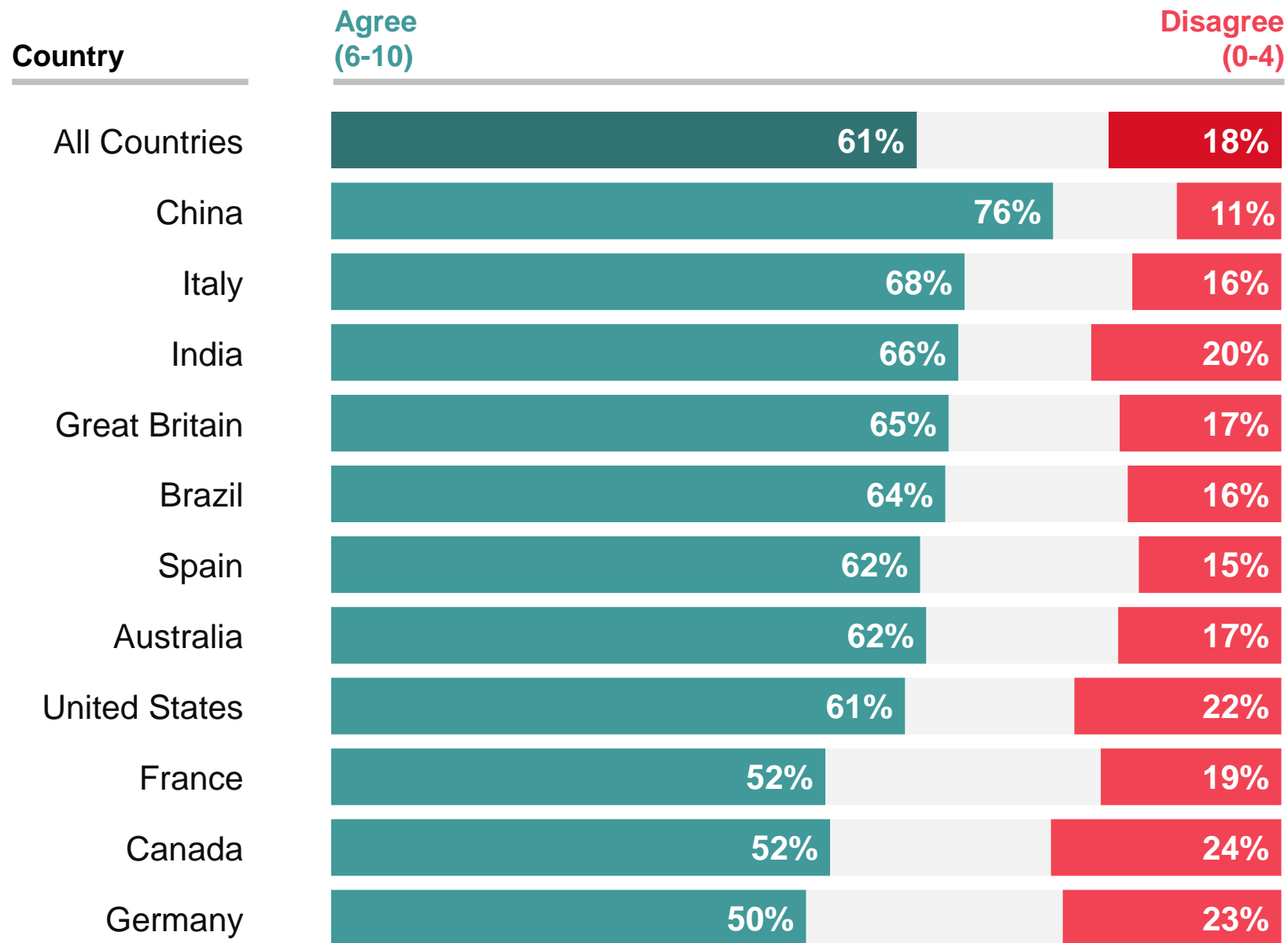


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

A university degree is less valuable than it was 10 years ago in [COUNTRY].

*People in Germany, Canada and France are least likely to think a degree is now worth less than it was a decade ago.*

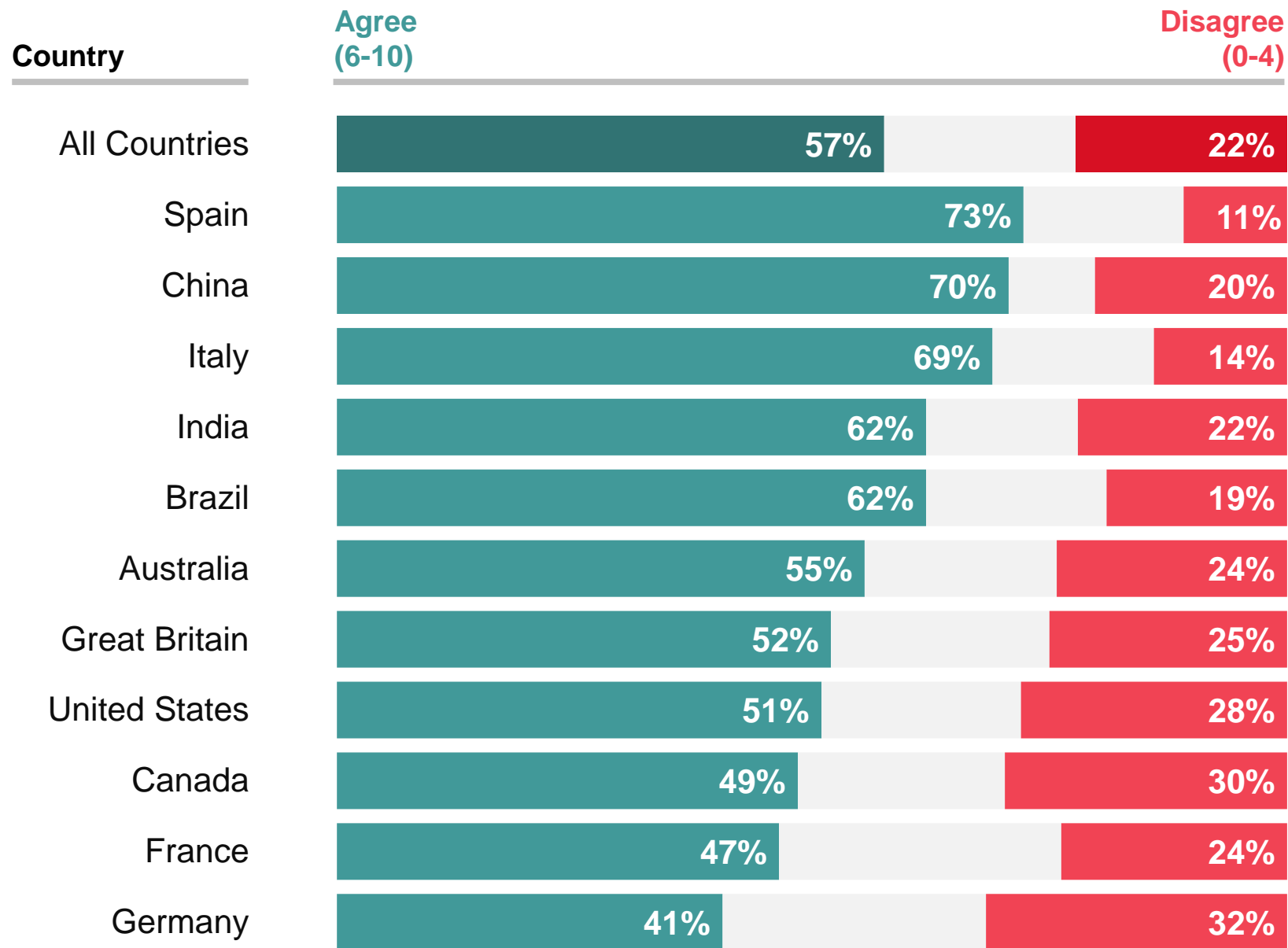


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

A university degree does not lead to a higher salary in [COUNTRY].

Half of those in Britain and the US agree with this statement, compared with around 7 in 10 in Italy, China and Spain.

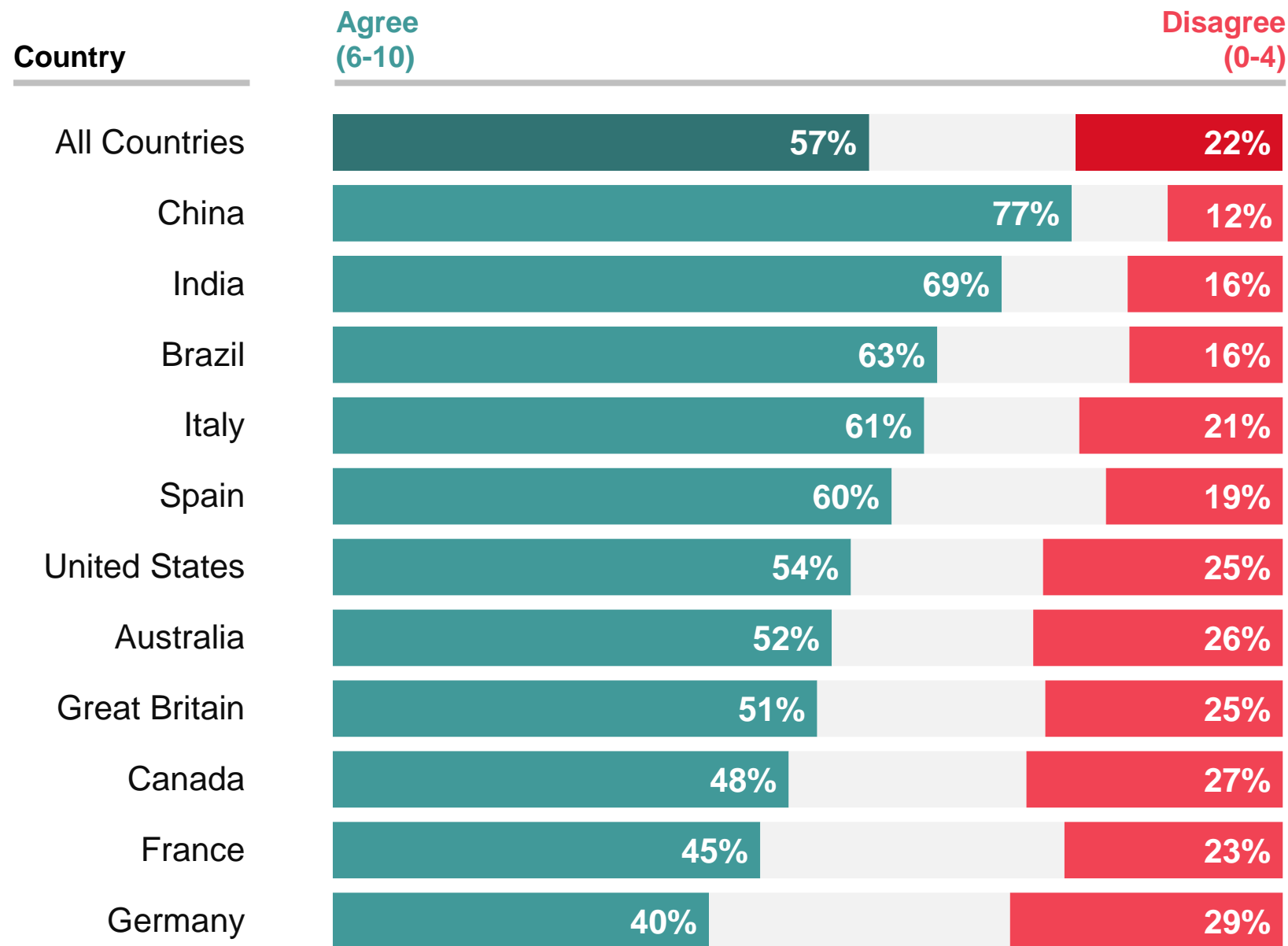


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

Universities do not equip graduates with the skills they need to be successful in a career in [COUNTRY].

*While people in China are most likely to say universities have a positive impact, they are also most likely to say universities don't provide graduates with the right skills.*



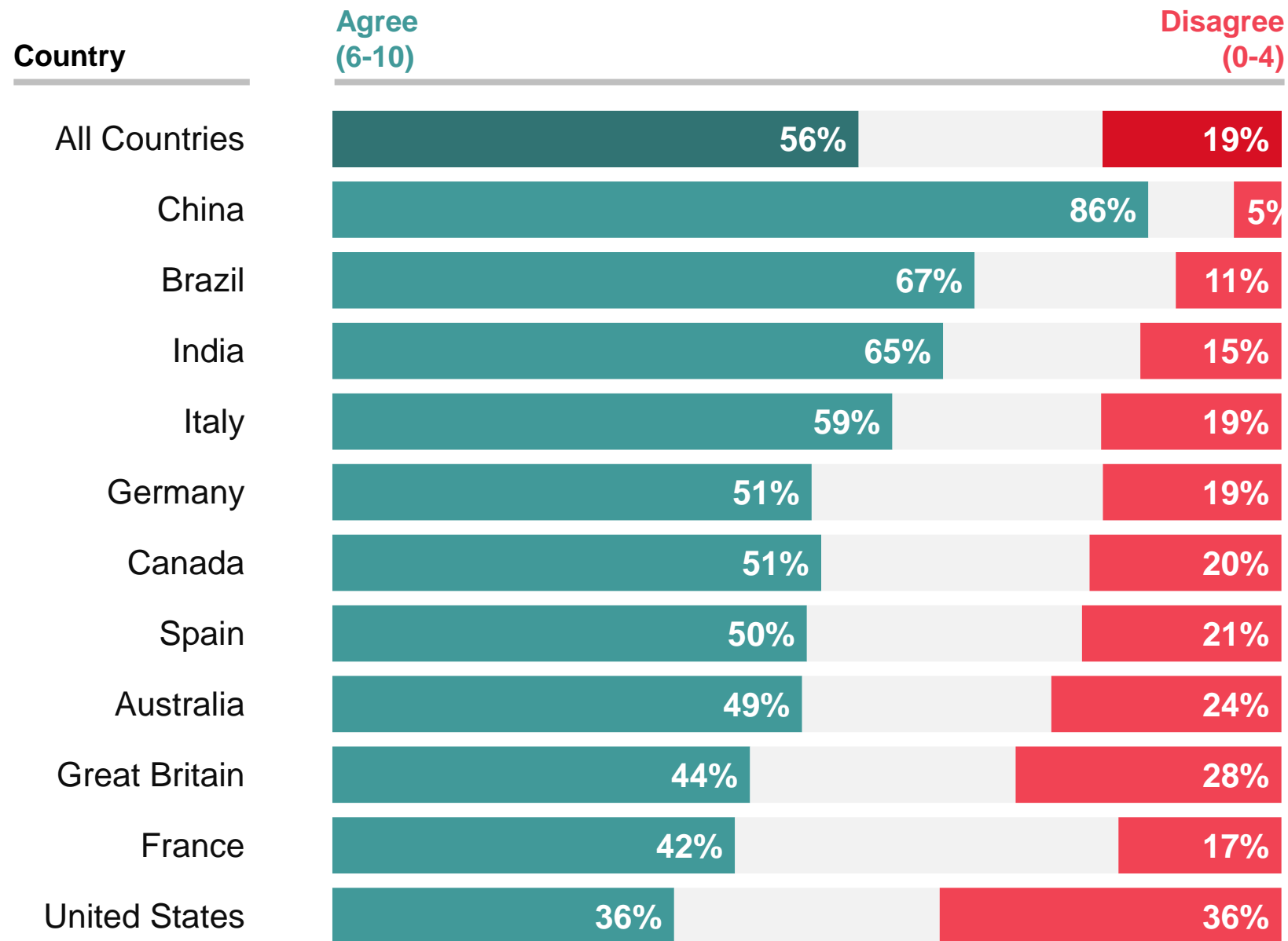
Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020



To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

The benefits of going to university outweigh the expense of doing so in [COUNTRY].

People in China and the other emerging economies surveyed are most likely to agree that the benefits of university outweigh the financial costs. Those in the US are least likely to agree.

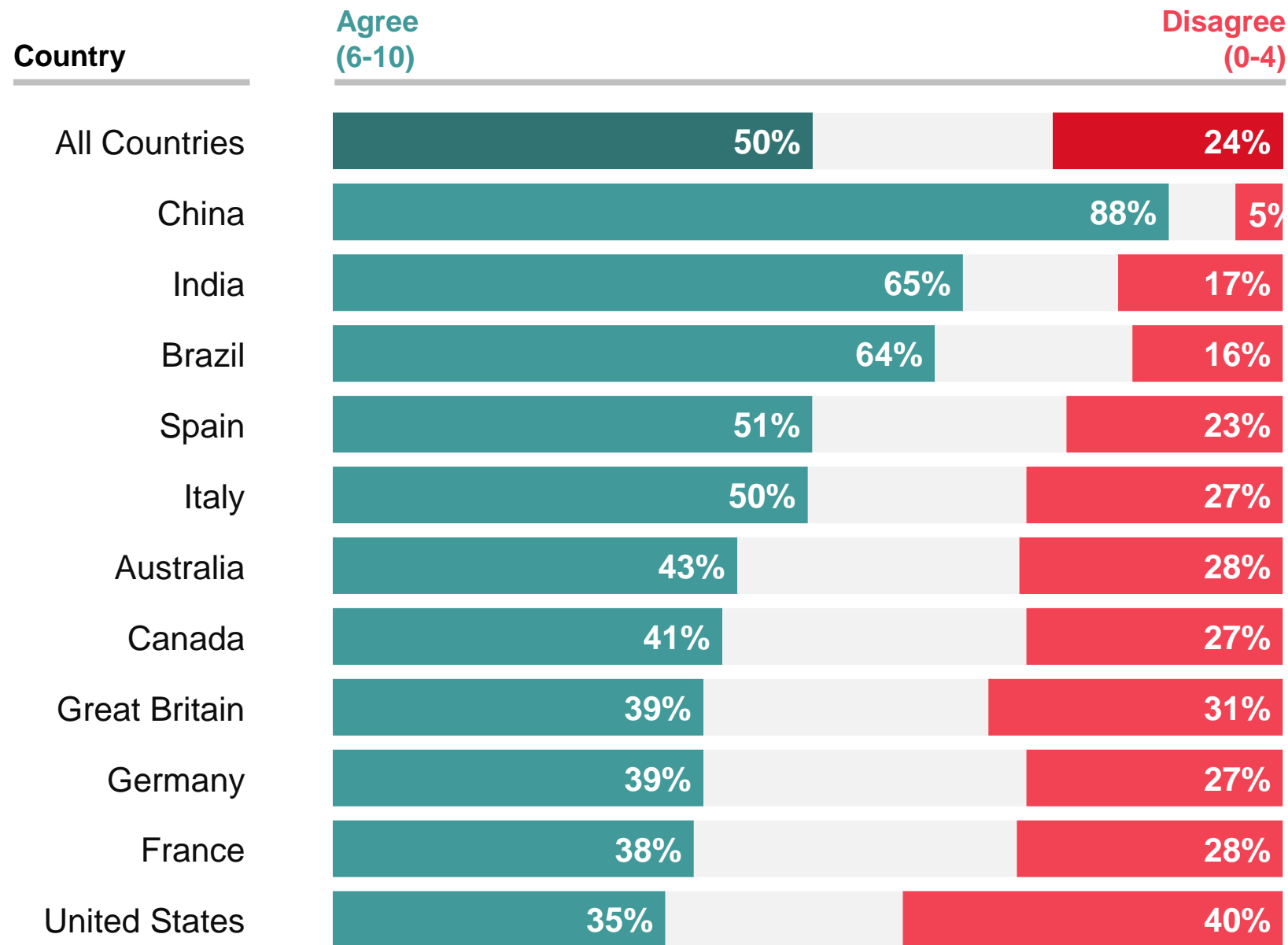


Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

To what extent do you agree or disagree with each of the following statements about universities in [COUNTRY]? Rate your opinion on a Scale of 0-10, with 0 being strongly disagree, 5 being neutral, and 10 being strongly agree.

Universities generally help to reduce problems of inequality in [COUNTRY].

*People in the US are also least likely to say that universities help reduce inequality, with a third agreeing that this is the case, closely followed by France, Germany and Britain.*



Base: 10,502 online adults aged 16-64 across 11 countries, 20 March - 3 April 2020

# Technical note

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These are the findings of a survey conducted in 11 countries via Global Advisor, the online survey platform of Ipsos, between 20 March – 3 April 2020. For this survey, Ipsos interviewed a total of **10,502** adults aged:

- 16-74 in Australia, Brazil, China, France, Germany, Great Britain, India, Italy and Spain;
- 18-74 in Canada and the United States of America.

The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Spain, and the U.S., and of c.500 individuals in India.

The data is weighted so each country's sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working-age population in Australia, Canada, France, Germany, Great Britain, Italy, Spain and the United States. Online samples in other countries surveyed are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of online surveys conducted on Global Advisor is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points for countries where the sample is 1,000+ and +/- 4.8 points for countries where the sample is 500+. For more information on the Ipsos use of credibility intervals, please go to: [https://www.ipsos.com/sites/default/files/2017-03/IpsosPA\\_CredibilityIntervals.pdf](https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf).

Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

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