

THE QUEBEC UNIVERSITY SYSTEM: INDUSTRY WEIGHS IN



A survey of the:



Conducted in partnership with:



This Board of Trade of Metropolitan Montreal survey was conducted in partnership with Léger Marketing, as part of:



PRESENTS

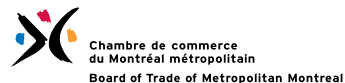
RENDEZ-VOUS DU SAVOIR

Gather. Recognize. Influence.

October 20 and 21, 2010 Palais des congrès de Montréal



Organized in partnership by:



Data compiled and tabulated by Léger Marketing.



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01

INTRODUCTION

MESSAGE FROM THE PRESIDENT AND CEO OF THE BOARD OF TRADE OF METROPOLITAN MONTREAL



Michel Leblanc

Our prosperity depends on our ability to forge ties between the private sector and universities.

UNIVERSITIES: OUR PARTNERS FOR PROSPERITY

> MICHEL LEBLANC

Knowledge and innovation will be decisive factors in Québec's future economic growth and vitality.

In an increasingly competitive world, societies, and more specifically, their cities, are engaged in a fierce battle to attract both talent and investments, especially in the high-tech sectors. To hold our own – or better yet – to establish ourselves as leaders in specialized sectors, we need to lay the foundation for our success.

This necessarily entails making our universities more competitive at home and abroad and improving our ability to attract and retain foreign students. It also means finding creative ways to boost the number and quality of collaborations between Quebec universities and industry.

It is for these reasons that the Board of Trade of Metropolitan Montreal wanted to be actively involved in organizing the first edition of Rendez-vous du Savoir.

This event provides a golden opportunity to strengthen the links between the private sector and universities. Montréal ranks fifth in North America in concentration of high-tech jobs, clearly showing just how much our prosperity depends on our ability to forge ties between the two. Closer and more frequent collaboration will benefit researchers and business people alike.

When it comes to scientific research, Quebec is in an enviable position. That said, we still have a ways to go when it comes to commercialization and marketing. We absolutely must improve this essential link in the wealth-creation chain.

At the Board of Trade's request, Léger Marketing conducted a survey to find out how the private sector perceives the knowledge economy and industry-university collaboration. We needed to first understand the situation and gain insight into what business leaders were thinking before beginning our reflection. The stage is now set for discussion.

MESSAGE FROM THE PRESIDENT OF LÉGER MARKETING



Jean-Marc Léger

Promoting collaboration between those who are ready, willing, and able is clearly the path to prosperity.

READY, WILLING AND ABLE

> JEAN-MARC LÉGER

Quebec businesses face no shortage of challenges to ensure their survival and growth. One of the most daunting is access to qualified workers whose skills fit the company's needs.

The survey conducted by Léger Marketing of 204 business leaders sought to evaluate the relationship between business and academia and measure the current and potential collaboration between these two groups.

The findings are clear:

- 1- **POSITIVE:** Business leaders see the Quebec university system in a very positive light. They are very satisfied with the quality of the education, the quality of the research and the employability of graduates.
- 2- **CONTRIBUTORS:** Business leaders feel that Quebec's university system helps further Montréal's economic growth, contributes to its image and visibility, and is an invaluable asset for local businesses.
- 3- **COLLABORATORS:** More than half of those polled already collaborate with universities, mainly to gain access to top-notch talent and cutting-edge technologies in order to further their company's growth.
- 4- **POTENTIAL:** Over 80% of leaders who have collaborated with universities want to repeat the experience, while only 8% who have never collaborated plan to do so in the years ahead.

5- **NEW CHALLENGES:** According to business leaders, universities face four major challenges: increase the graduation rate, promote more university-industry collaboration, invest more in research centres and secure more funding.

Promoting collaboration between those who are ready (universities), willing (partners of the Rendez-vous du Savoir), and able (business) is clearly the path to prosperity.



HIGHLIGHTS

Over half (53%) the companies surveyed have collaborated with universities in the last three years.

1- COLLABORATION BETWEEN INDUSTRY AND UNIVERSITIES

- > Over half (53%) the companies surveyed have collaborated with universities in the last three years.
 - The main types of collaboration are internships (39%), collaborative research (9%) and donations (9%).
- > Most of the companies (83%) that collaborated with a university in the last three years plan to do so again.
- > The main incentives to collaborate are as follows:
 - Access to qualified human resources and top-notch talent (74%);
 - Contribution to the company's development and growth (52%);
 - Access to advanced expertise (45%).
- > However, companies that did not collaborate with universities in the last three years are not particularly inclined to do so in the future (8%).
- > Most of the companies surveyed (81%) believe that university-industry collaboration is relevant for business growth and visibility.
 - This collaboration is considered significantly more relevant among companies that collaborated with universities in the last three years (93% vs. 68% for those that did not).
- > Being better informed of collaboration opportunities was the most frequently cited factor (36%) that would encourage or enhance the effectiveness of a potential collaboration.

Most of the companies surveyed agree that the university system contributes to economic development.

2- PERCEPTION OF QUEBECERS' LEVEL OF EDUCATION

- > The Quebec university system is generally perceived as somewhat or very good, especially as regards teaching quality (94%). Most of the companies polled also rated research quality (87%) and graduate employability (82%) as somewhat or very good.
- > In order to further Quebec's economic development and competitiveness in North America and abroad, businesses feel very strongly about the need to encourage school perseverance so as to increase the number of students who make it to university (68%), to promote university-industry collaboration (58%) and to boost university funding (45%).
- > In general, businesses seem rather concerned about the availability of university-educated workers, more for Quebec's economic development (70%) than for their own growth (44%) over the next few years.

3- PERCEPTION OF MONTREALERS' LEVEL OF EDUCATION

- > Generally, businesses (49%) believe that Montréal has fewer university graduates than its North American counterparts.
- > Boston is by far (74%) viewed as North America's ultimate university city. Just 1% cited Montréal.
- > To become a North American benchmark for university systems, Montréal must continue building on its assets. According to the respondents, the city needs more research centres (73%), a better quality of education (51%) and more funding (47%).
- > Most of the companies surveyed agree that Montréal's university system contributes to the city's economic development (95%), is an asset for businesses (91%), and enhances Montréal's image and visibility on the world stage (90%).

SURVEY CONTEXT AND OBJECTIVES

The companies surveyed had 10 or more employees and sales of \$5 million or more.

UNIVERSITY-INDUSTRY COLLABORATION

The Board of Trade of Metropolitan Montreal asked Léger Marketing to survey business leaders to find out their perception of Quebec's university system. The main objectives of the survey were to determine:

- > The type of existing or planned university-industry collaboration and the perception of such collaboration, more specifically:
 - The type of collaboration currently underway;
 - The desire to collaborate with universities in the future and the type of collaboration envisaged;
 - The perceived relevance of university-industry collaboration;
 - The main incentives for university-industry collaboration.
- > The perception of the Quebec university system, more specifically:
 - Knowledge of the number of university graduates in Quebec;
 - Perception of the quality of Quebec's university system;
 - Opinion on the issues involving the Quebec university system;
 - Concerns regarding the availability of university-educated workers.
- > The perception of Montréal's university system, more specifically:
 - Knowledge of the number of university graduates in Greater Montréal compared to other similar cities in North America;
 - Perception concerning North America's ultimate university city;
 - Improvements needed to Montréal's university system;
 - Perceived advantages of Montréal's university system.

METHODOLOGY

An online survey was conducted from August 16 to August 24 of a representative sample of 204 Quebec SME leaders. The companies surveyed had 10 or more employees and sales of \$5 million or more. With the help of Statistics Canada data, the results were weighted by region and number of employees in order to ensure the sample is representative of all SMEs.

Notes:

Discrepancies in or between totals in the graphs and tables (which are based on actual figures before rounding) are due to rounding.

Results showing statistically significant differences are shown after the general results.

In this report, the numbers in red indicate a significantly lower proportion than that of the other respondents. Numbers in green indicate a significantly higher proportion than that of the other respondents.

02



SURVEY ANALYSIS

INDUSTRY–UNIVERSITY COLLABORATION

Larger companies are more likely to collaborate with academia.

Many Quebec companies collaborate with academia. In fact, over half (53%) of the respondents stated that they had collaborated with a university in the last three years. Internships (39%) are by far the most widespread type of collaboration, followed by donations (9%).

The more “scientific” type of collaboration is, however, less common, with few companies participating in collaborative research (9%), contract research (6%), association with a research chair (3%) or incubator projects (3%).

Larger companies with deep pockets are more likely to collaborate with academia. In fact, it is significantly higher among companies with 250 or more employees (70%) and those with sales of \$50 million or more (81%). Collaboration is also more prevalent among companies in the Greater Québec City area (69%) and those with employees who are members of a professional order (71%).

Companies that have collaborated with a university in the last three years in ways other than hiring students or graduates.

More than one mention possible

	TOTAL (n=204)
Companies that collaborated	53%
Internships	39%
Collaborative research (by way of a research partnership or program)	9%
Donations	9%
Mentoring	6%
Contract research	6%
Association with a research chair	3%
Business incubator projects	3%
Clinical trials	1%
Licensing agreements	1%
Investments	1%
Other type(s) of collaboration	3%
Did not collaborate	42%
Don't know / Refused to answer	6%

The companies surveyed consider industry-university collaboration relevant to their growth and visibility.

REPEAT COLLABORATIONS

Most of the companies that collaborate with universities expressed a desire to do so regularly. In fact, the vast majority (83%) of those that collaborated with a university in the last three years intend to do so again in the future. Of the remainder, 14% don't know or are unsure, and only 3% stated with certainty that they would not do it again.

Conversely, of the companies that did not collaborate with academia in the last three years, two thirds (67%) do not foresee any collaboration in the years ahead. A significant number (25%) don't know or are unsure, while 8% plan to do so in the next few years, primarily by offering internships (6 mentions) and jobs (4 mentions).

USEFUL FOR BUSINESSES

Most of the companies surveyed (81%) consider industry-university collaboration relevant to their growth and visibility, i.e. 31% consider it very relevant and 50% somewhat relevant. Noteworthy is the fact that industry-university collaboration is considered much more relevant by companies that have been in business for a much longer time (50 years or more), i.e. 91%. From this we can conclude that university collaboration begins later in a company's growth cycle.

Collaboration is also more widespread among companies that have actually collaborated with a university in the last three years (93%).



INCENTIVES REQUIRED

For those that collaborate with academia, the main incentive by far was access to qualified human resources and access to top-notch talent (74%). Contribution to the company's development and growth (52%) and access to advanced expertise (45%) were the other main incentives. Access to qualified human resources is a significantly more important incentive among companies with employees who are members of a professional order (79%).

For companies that did not collaborate with universities in the last three years, the greatest motivators to do so are access to qualified human resources and top-notch talent (47%), contribution to the company's development and growth (38%), and access to tax credits offered by the Quebec and Canadian governments (37%).

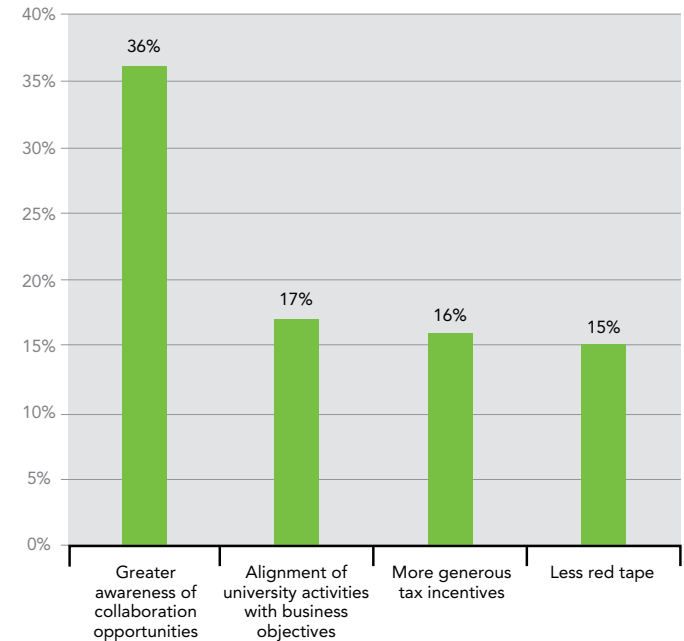
Overall, greater awareness of collaboration opportunities (36%) would make a future industry-university collaboration more likely or more effective. Alignment of university activities with business objectives (17%), more generous tax incentives (16%) and less red tape (15%) would also encourage collaboration, but to a lesser extent. Alignment of university activities with business objectives is mentioned significantly more often by companies that collaborated with a university in the last three years (24%).

Developing collaborations

University-industry collaboration is viewed more positively by those already involved in it and that have been in business for a longer time. This finding confirms the need and relevance of making an effort to encourage companies, particularly smaller, younger ones, to try a university collaboration.

Incentives that encourage collaboration

One possible answer



PERCEPTION OF THE QUEBEC UNIVERSITY SYSTEM

The majority of the companies surveyed believe that the Quebec university system is good.

PERCEPTION OF QUALITY

The vast majority of the companies surveyed (94%) believe that the Quebec university system is good in terms of teaching quality, research quality (87%) and graduate employability (82%).

Assessment of the Quebec university system

	Total Very / Somewhat good	Very good	Somewhat good	Total Somewhat / Very poor	Somewhat poor	Very poor	Don't know / Refused to answer
Teaching quality	94%	22%	72%	4%	3%	0%	3%
Research quality	87%	20%	66%	9%	8%	0%	5%
Graduate employability	82%	18%	64%	14%	14%	0%	4%

We find a couple of significant differences in the responses to this question. First, the percentage of companies that believe that Quebec's university system is good in terms of teaching quality (94%) is proportionately much higher among companies that have been in business for 50 years or more (100%) and those with employees who are members of a professional order (97%).

Second, the percentage of companies that believe that Quebec's university system is good in terms of graduate employability (82%) is proportionately higher among companies in the Greater Montréal area (88%) and those with employees who are members of a professional order (89%).

Promoting university-industry collaboration is deemed more important by companies that already collaborate.

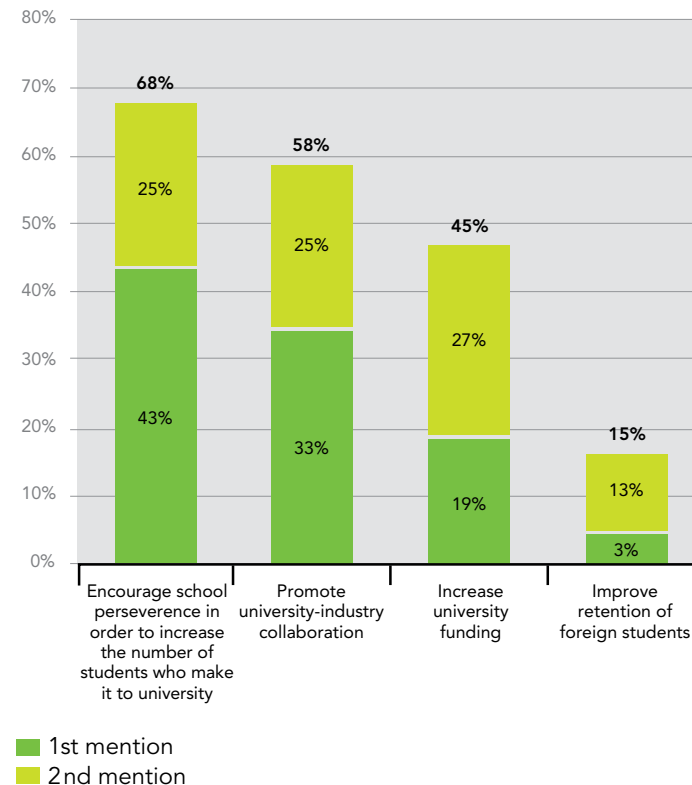
ISSUES REGARDING THE UNIVERSITY SYSTEM

According to the companies surveyed, encouraging school perseverance so as to increase the number of students who make it to university (68%) is the most important issue in order to further Quebec's economic development and competitiveness in North America and abroad. A large number of respondents also cited promoting university-industry collaboration (58%) and increasing university funding (45%) as important topics.

Promoting university-industry collaboration (58%) is deemed more important by companies that have been in business for a shorter period of time (10 to 19 years: 69%) and by those that have collaborated with universities in the last three years (65%). Increasing university funding (45%) is viewed as somewhat more important by companies in the Greater Montréal area (54%).

Key university education issues in order to further Quebec's economic development

The percentages for each mention do not necessarily add up to the total percentage (see question 15A-B in appendix).

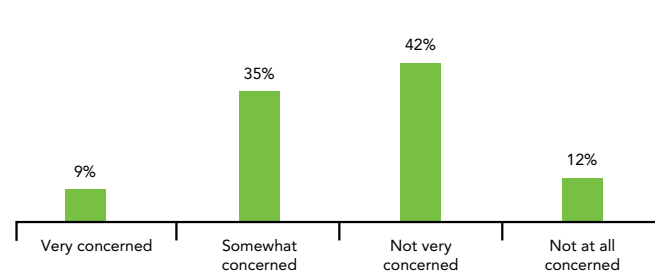


CONCERNS ABOUT LABOUR AVAILABILITY

Generally speaking, companies are much more concerned about the availability of university-educated workers for Quebec's economic development (70%) than for the development of their own company (44%) in the next few years.

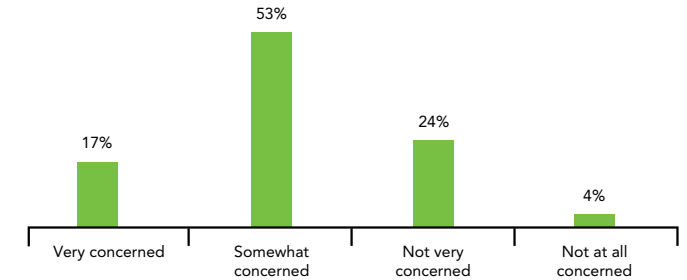
"How concerned are you about the availability of university-educated workers for the **development of your company** in the next few years?"

Base: All respondents (n=204)



"How concerned are you about the availability of university-educated workers for the **economic development of Quebec** in the next few years?"

Base: All respondents (n=204)



A formidable system facing formidable challenges

Most of the companies surveyed believe that our university system is very good. That said, they do have some concerns, beginning with school perseverance, which must be encouraged in order to increase the number of university graduates.

Concern about the availability of university-educated workers for their company's development (44%) is proportionately much greater among companies offering professional services (60%), with 250 or more employees (64%), with over \$50 million in sales (62%), with employees who are members of a professional order (60%) and those that have collaborated with a university in the last three years (60%).

As for concern about the availability of university-educated workers for Quebec's economic development (70%), it is proportionately much greater among companies with 250 or more employees (85%), companies located in the Greater Québec City area (87%), and companies that have collaborated with universities in the last three years (78%).

PERCEPTION OF MONTRÉAL'S UNIVERSITY SYSTEM

Boston is widely considered the ultimate university city.

COMPARISON WITH SIMILAR NORTH AMERICAN CITIES

Half the companies surveyed (49%) believe, and rightly so, that the proportion of university graduates in Montréal is not as high as in other comparable cities in North America. A sizeable percentage (37%) believes, however, that it is the same. Only 9% of respondents think the proportion is higher.

PERCEPTION CONCERNING NORTH AMERICA'S ULTIMATE UNIVERSITY CITY

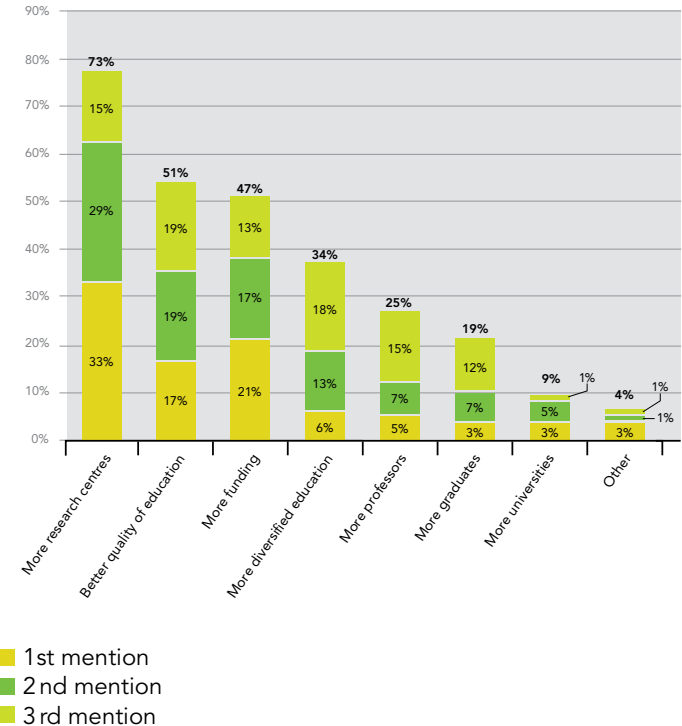
Among the North American cities proposed to respondents, Boston (74%) easily wins as the ultimate university city. Although to a much lesser extent, New York (4%), Montréal (1%), Houston (1%), and Los Angeles (1%) were also cited.

THE SYSTEM NEEDS IMPROVEMENT

The companies polled believe that more research centres (73%), better quality of education (51%) and more funding (47%) is needed for Montréal to become the North American benchmark for university systems. Of those that felt that more research centres are needed, a proportionately much higher percentage (81%) had collaborated with a university in the last three years.

Improvements needed in Montréal's university system

The percentages for each mention do not necessarily add up to the total percentage (see question 13A-C in appendix).



The presence of universities in Montréal is considered a major advantage for the city and its visibility.

PERCEPTION OF THE ADVANTAGES OF MONTRÉAL'S UNIVERSITY SYSTEM

The fact that Montréal has four universities and three francophone graduate schools, around which many research centres revolve, is considered an advantage by most of the companies polled. In fact, 95% agree that the presence of these universities helps further Montréal's economic development; 91% say it's an asset for companies, while 90% feel that it contributes to Montréal's image and visibility on the world stage.

The percentage of companies that agree that the presence of universities in Montréal helps further its economic development (95%) is proportionately higher among companies with employees who are members of a professional order and those that have collaborated with a university in the last three years (98%). The proportion of companies that agree that the presence of universities in Montréal is an asset for companies (91%) is higher among those that have collaborated with a university in the last three years (97%).

A knowledge city with still untapped potential

Montréal still has a ways to go before it is perceived as one of North America's ultimate university cities. In this regard, unsurprisingly, Boston is still the reference. The paths to improvement most often cited by Quebec companies are to increase the number of research centres, improve the quality of education and boost university funding.



03

FROM STATISTICS TO ACTION:
A RENDEZ-VOUS FOR COLLABORATION

MESSAGE FROM THE PARTNERS OF RENDEZ-VOUS DU SAVOIR

Rendez-vous
du Savoir
is a unique
opportunity
to highlight
the collective
wealth created
by academia.

Rendez-vous du Savoir is an opportunity to **bring together** players from all milieus, **acknowledge** the essential role universities play and **showcase** Quebec's universities and researchers. It's also a unique opportunity to highlight the collective wealth created by academia and strengthen the ties between the private sector and universities.

We want Rendez-vous du Savoir to stimulate and fuel reflection on the main issues confronting our universities. On the agenda are topics such as their contribution and international reputation, how to attract and retain foreign students, and rapprochement between research and industry.

Rendez-vous du Savoir will kick off on October 20 with a festive, informative evening designed especially for foreign students. The next day will feature presentations on the contribution universities make to Quebec's society and economy. The two-day event will end with the 2010 Recognition Gala at the Palais des congrès de Montréal. This prestigious event will honour university heads and researchers who continuously promote Montréal and Quebec as a destination of choice for large events.

Our ultimate goal is to make Rendez-vous du Savoir a not-to-be-missed annual event for celebrating talent and underscoring the importance of research, creativity and innovation for Quebec's economic, intellectual and social development.

This is the first time that partners from so many different milieus are gathering to organize an event devoted to our university system. We hope that Rendez-vous du Savoir instills a sense of pride and contagious enthusiasm among the participants, resulting in greater collaboration between industry, academia and public decision-makers.

The Rendez-vous' Partners

MESSAGES FROM THE SPOKESPERSONS OF RENDEZ-VOUS DU SAVOIR

Photo: Marie-Claude Hamel



Monique F. Leroux

> **MONIQUE F. LEROUX**

It's a tremendous pleasure for me to be associated with this first major Rendez-vous du Savoir, further adding to Desjardins Group's support of education, which amounted to over \$10 million in 2009. Desjardins is involved with major Quebec universities, supporting several chairs and studies centres.

A study published by Desjardins Group in 2008 showed that because of our shrinking labour pool, we need to boost our productivity in order to maintain our lifestyles, social benefits and collective wealth. Universities play a key role in increasing this productivity.

More than ever, education has to be a top priority because it's the key to our future. That's why Desjardins plans to participate in this collective effort and reflection dubbed Rendez-vous du Savoir.

Monique F. Leroux
Chair of the Board, President and CEO
Desjardins Group



Dr. Pavel Hamet

> **DR. PAVEL HAMET**

I came to Quebec at the end of the '60s to do my PhD. Montréal was pulsing with activity – construction of the metro, Place des Arts, Expo 67 and the foundation of the Institut de recherches cliniques de Montréal – promising a brilliant future. This bustling city that I came to call home has never disappointed me, and I'm proud to have contributed to its reputation in the field of medicine, namely, the Institut de recherche of the Centre hospitalier de Montréal (CHUM).

Over the years, as part of my own work and involvement in medical research, I've had to constantly bridge the gap between the scientific, business and academic worlds. Any company that wants to be creative, competitive and continue to grow must do the same.

Rendez-vous du Savoir offers an extraordinary opportunity to showcase and promote research. It's an excellent example of collaboration between the different milieus and a smart way to bring academia, industry and the public together.

Dr. Pavel Hamet, O.Q., MD, Ph.D.
Senior Professor in the Department of Medicine
at Université de Montréal
and Canada Research Chair, Predictive Genomics

04



APPENDIX: SURVEY – DETAILED RESULTS

DETAILED RESULTS

Q1 IN THE LAST THREE YEARS, HAS YOUR COMPANY COLLABORATED WITH A UNIVERSITY IN WAYS OTHER THAN HIRING STUDENTS OR GRADUATES? IF SO, WHAT KIND OF COLLABORATION WAS INVOLVED?

* The Total column comprises the first, second and third mentions. The vertical total is therefore greater than 100%.

More than one mention possible *

† Some significant differences

Industry-university collaboration (53%) is significantly higher among:

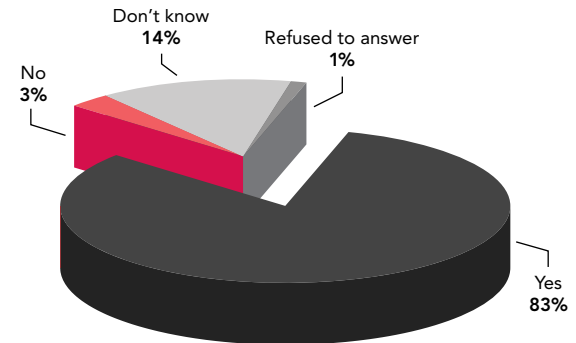
- > companies with 250 or more employees (70%);
- > companies with sales of \$50 million or more (81%);
- > companies in the Greater Québec City area (69%);
- > and companies with employees who are members of a professional order (71%).

Base: All respondents (n=204)

	TOTAL (n=204)
COMPANIES THAT COLLABORATED	53%†
Internships	39%
Collaborative research (by way of a research partnership or program)	9%
Donations	9%
Mentoring	6%
Contract research	6%
Association with a research chair	3%
Business incubator projects	3%
Clinical trials	1%
Licensing agreements	1%
Investments	1%
Other type(s) of collaboration	3%
Did not collaborate in the last three years	42%
Don't know / Refused to answer	6%

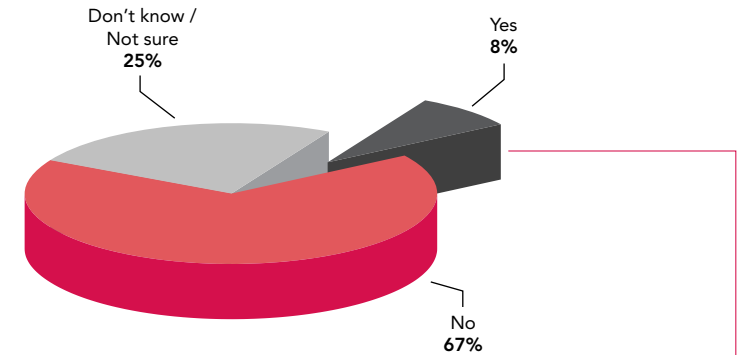
Q2 DO YOU PLAN TO CONTINUE COLLABORATING WITH UNIVERSITIES OVER THE NEXT FEW YEARS?

Base: Companies that have collaborated with a university in the last three years (n=104)



Q3 ARE YOU PLANNING TO COLLABORATE WITH A UNIVERSITY IN THE NEXT FEW YEARS?

Base: Companies that have not collaborated with a university in the last three years (n=90)



Q4 WHAT WILL THIS COLLABORATION ENTAIL?

Base: Companies that have not collaborated with a university in the last three years but that plan to do so over the next few years (n=7)**

	TOTAL (n=7)**
Internship offer	6
Job offer	4
Collaborative research (by way of a research partnership or program)	1
Other type(s) of collaboration	1

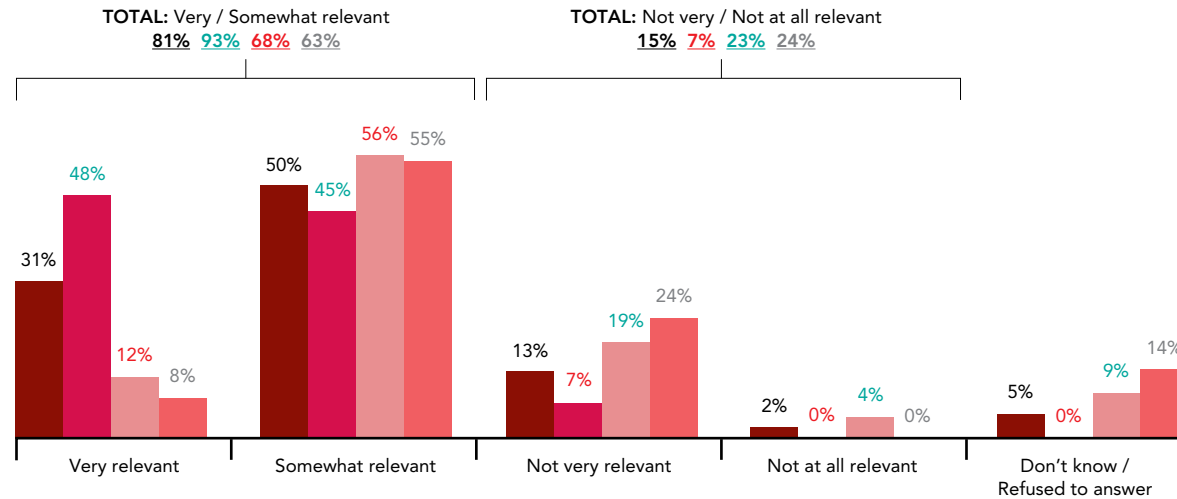
* Since respondents could give more than one answer, the total number of answers may be greater than the number of respondents.

** Given the low number of respondents (n<30), the data is presented for information purposes only and in absolute frequencies.

More than one mention possible*

Q5 DO YOU BELIEVE THAT INDUSTRY-UNIVERSITY COLLABORATION IS VERY RELEVANT, SOMEWHAT RELEVANT, NOT VERY RELEVANT, OR NOT AT ALL RELEVANT TO BUSINESS DEVELOPMENT AND VISIBILITY?

Base: All respondents (n=204)



- Total (n=204)
- Companies that collaborated with universities
- Companies that have not collaborated with universities
- Don't know / Refused to answer (n=3) *

* Given the low number of respondents (n<30), the data is presented for information purposes only.

Q6A-C

WHAT MOTIVATES YOU OR WOULD MOTIVATE YOU THE MOST TO COLLABORATE WITH A UNIVERSITY?

Base: Companies that have collaborated with a university in the last three years (n=104)

	Total* (n=104)	1st mention (n=104)	2nd mention (n=96)	3rd mention (n=90)
Access to qualified workers / top-notch talent	74%	48%	15%	13%
Contribution to the company's development and growth	52%	17%	19%	20%
Access to advanced expertise	45%	16%	15%	17%
Access to tax credits offered by the Quebec and Canadian governments / tax incentives	36%	8%	20%	11%
Raise the company's profile	30%	2%	12%	18%
Access to a stimulating research environment	19%	1%	10%	10%
Access to cutting-edge equipment	8%	0%	3%	6%
Other	3%	2%	0%	1%
No other element	0%	0%	2%	2%
Don't know / Not sure	5%	5%	3%	3%
Refused to answer	1%	1%	0%	0%

* The Total column comprises the first, second and third mentions. The vertical total is therefore greater than 100%.

WHAT MOTIVATES YOU OR WOULD MOTIVATE YOU THE MOST TO COLLABORATE WITH A UNIVERSITY?

Base: Companies that have not collaborated with a university in the last three years (N=90)

	Total* (n=90)	1st mention (n=90)	2nd mention (n=62)	3rd mention (n=52)
Access to qualified human resources / top-notch talent	47%	17%	26%	22%
Contribution to the company's development and growth	38%	14%	19%	18%
Access to advanced expertise	37%	19%	20%	8%
Access to tax credits offered by the Quebec and Canadian governments / tax incentives	23%	8%	7%	16%
Raise the company's profile	11%	2%	3%	12%
Access to a stimulating research environment	10%	4%	4%	6%
Access to cutting-edge equipment	4%	1%	2%	4%
Other	4%	3%	2%	0%
No other element	0%	0%	12%	13%
Don't know / Not sure	27%	27%	5%	2%
Refused to answer	4%	4%	0%	0%

Q7 WHAT WOULD MAKE A FUTURE COLLABORATION BETWEEN YOUR COMPANY AND A UNIVERSITY MORE LIKELY OR MORE EFFECTIVE?

* Given the low number of respondents (n<30), the data is presented for information purposes only.

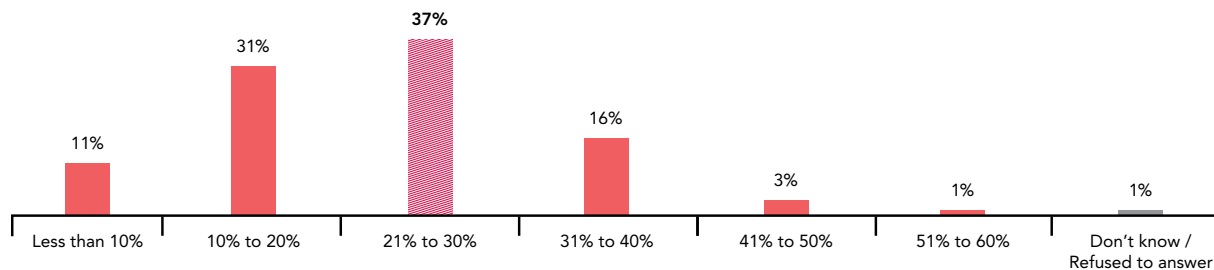
One possible answer

Base: All respondents (n=204)

	Total (n=204)	Have collaborated with a university before (n=104)	Have never collaborated with a university (n=90)	Don't know (n=10)*
Greater awareness of collaboration opportunities	36%	36%	37%	24%
Alignment of university activities with business objectives	17%	24%	8%	16%
More generous tax incentives	16%	17%	12%	39%
Less red tape	15%	15%	16%	8%
Other	1%	0%	2%	0%
Don't know / Refused to answer	16%	8%	26%	14%

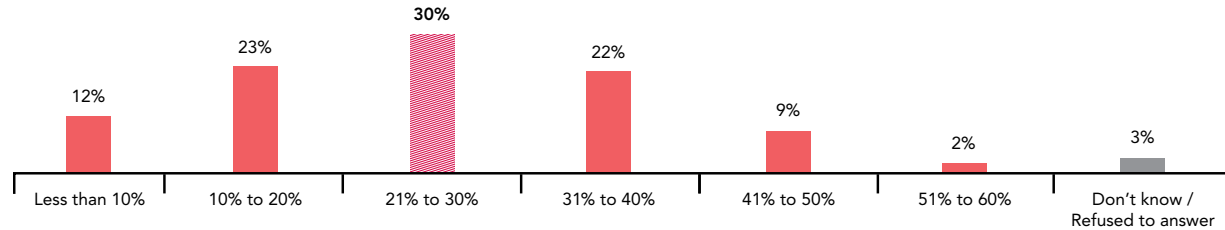
Q8 IN YOUR OPINION, WHAT PROPORTION OF THE QUEBEC POPULATION HAS A UNIVERSITY DEGREE?

Base: All respondents (n=204)



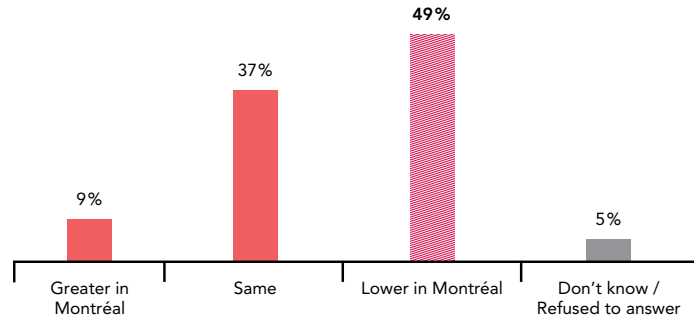
Q9 IN YOUR OPINION, WHAT PROPORTION OF THE GREATER MONTRÉAL POPULATION HOLDS A UNIVERSITY DEGREE?

Base: All respondents (n=204)



Q10 IN YOUR OPINION, IS THE PROPORTION OF UNIVERSITY GRADUATES IN MONTRÉAL THE SAME AS, OR LOWER THAN COMPARABLE CITIES IN NORTH AMERICA (E.G. ATLANTA, BOSTON, CHICAGO, MIAMI, NEW YORK, TORONTO, VANCOUVER)?

Base: All respondents (n=204)



Q11A-C THE NEXT QUESTION DEALS WITH THE QUEBEC UNIVERSITY SYSTEM. **IN YOUR OPINION, THE QUEBEC UNIVERSITY SYSTEM IS VERY GOOD, SOMEWHAT GOOD, SOMEWHAT POOR OR VERY POOR IN THE FOLLOWING AREAS:**

Base: All respondents (n=204)

	Total Very/ Somewhat good	Very good	Somewhat good	Total Some- what / Very poor	Somewhat poor	Very poor	Don't know / Refused to answer
Teaching quality	94%	22%	72%	4%	3%	0%	3%
Research quality	87%	20%	66%	9%	8%	0%	5%
Graduate employability	82%	18%	64%	14%	14%	0%	4%

Some significant differences

The proportion of companies that believe the Quebec university system is good with regards to **teaching quality** (94%) is significantly higher among:

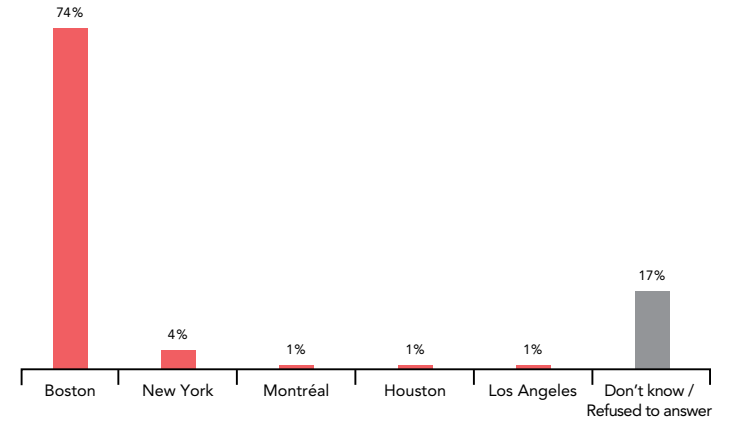
- > companies that have been in business for a long time (50 years or more): 100%; and
- > companies with employees who are members of a professional order (97%).

The proportion of companies that believe the Quebec university system is good with regards to **graduate employability** (82%) is significantly higher among:

- > companies in the Greater Montréal area (88%); and
- > companies with employees who are members of a professional order (89%).

Q12 AMONG THE MAJOR NORTH AMERICAN CITIES LISTED BELOW, WHICH DO YOU CONSIDER TO BE THE ULTIMATE UNIVERSITY CITY?

Base: All respondents (n=204)



Q13A-C IN YOUR OPINION, WHAT IS MONTRÉAL MISSING TO BECOME THE NORTH AMERICAN BENCHMARK FOR UNIVERSITY EDUCATION?

Base: Respondents who do not consider Montréal the ultimate university city in North America (n=201)

	Total mentions (n=201)	1st mention (n=201)	2nd mention (n=181)	3rd mention (n=175)
More research centres	73%	33%	29%	15%
Better quality of education	51%	17%	19%	19%
More funding	47%	21%	17%	13%
More diversified education	34%	6%	13%	18%
More professors	25%	5%	7%	15%
More graduates	19%	3%	7%	12%
More universities	9%	3%	5%	1%
Other	4%	3%	1%	1%
No other element	0%	0%	2%	3%
Don't know / Refused to answer	9%	9%	0%	2%

Q14A-C THE CITY OF MONTRÉAL HAS FOUR UNIVERSITIES AND THREE FRANCOPHONE GRADUATE SCHOOLS, AROUND WHICH MANY RESEARCH CENTRES REVOLVE. WOULD YOU SAY THAT YOU TOTALLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR TOTALLY DISAGREE THAT THE PRESENCE OF THESE UNIVERSITIES...

Base: All respondents (n=204)

	Total Totally / Somewhat agree	Totally agree	Somewhat agree	Total Somewhat/ Totally disagree	Somewhat disagree	Totally disagree	Don't know/ Refused to answer
... helps further Montréal's economic development.	95%	46%	49%	4%	2%	1%	1%
... is an asset for businesses.	91%	40%	51%	7%	7%	1%	2%
... contributes to Montréal's image and visibility on the world stage.	90%	48%	42%	9%	7%	2%	1%

Some significant differences

The proportion of companies that agree that the presence of these universities **helps further the economic development of Montréal** (95%) is significantly higher among:

- > companies with employees who are members of a professional order (98%); and
- > companies the have collaborated with a university in the last three years (98%).

The proportion of companies that agree that the presence of these universities **is an asset for companies** (91%) is significantly higher among companies that have collaborated with a university in the last three years (97%).

Q15A-B IN YOUR OPINION, WHICH OF THE FOLLOWING UNIVERSITY EDUCATION ISSUES IS THE MOST IMPORTANT IN ORDER TO FURTHER QUEBEC'S ECONOMIC DEVELOPMENT AND COMPETITIVENESS IN NORTH AMERICA AND ABROAD?

Base: All respondents (n=204)

	Total mentions (n=204) *	1st mention (n=204)	2nd mention (n=204)
Encouraging school perseverance in order to increase the number of students who make it to university	68%	43%	25%
Promoting university-industry collaboration	58%	33%	25%
Increasing university funding	45%	19%	27%
Improving the retention of foreign students	15%	3%	13%
No second issue	0%	0%	7%
Don't know / Refused to answer	2%	2%	3%

* The Total column comprises the first and second mentions. The vertical total is therefore greater than 100%

Some significant differences

Promoting university-industry collaboration (58%) is an issue deemed significantly more important by:

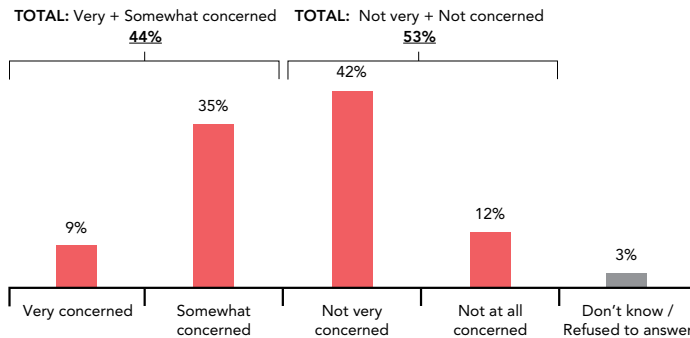
- > companies that have not been in business as long (10-19 years: 69%); and
- > companies that have collaborated with a university in the last three years (65%).

Increasing university funding (45%) is an issue deemed significantly more important among companies in the Greater Montréal area (54%).

Q16A + Q16B

HOW CONCERNED ARE YOU ABOUT THE AVAILABILITY OF UNIVERSITY-EDUCATED WORKERS FOR THE DEVELOPMENT OF YOUR COMPANY IN THE NEXT FEW YEARS?

Base: All respondents (n=204)



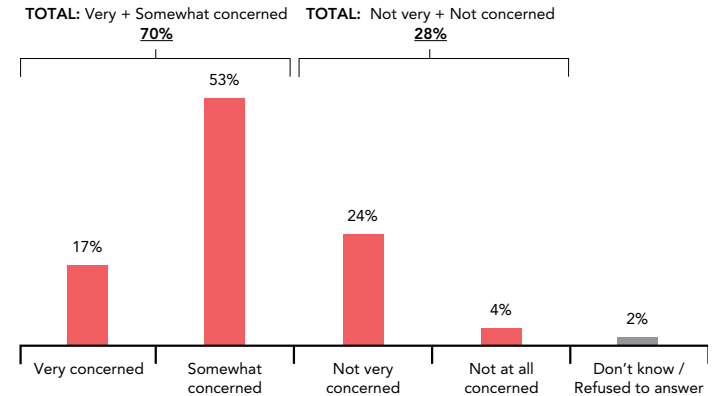
Some significant differences

Concern about the availability of university-educated workers for the development of their company (44%) is significantly higher among companies:

- > offering professional services (60%);
- > with 250 employees or more (64%);
- > with sales of \$50 million or more (62%);
- > with employees who are members of a professional order (60%); and
- > that have collaborated with a university in the last three years (60%).

HOW CONCERNED ARE YOU ABOUT THE AVAILABILITY OF UNIVERSITY-EDUCATED WORKERS FOR THE ECONOMIC DEVELOPMENT OF QUEBEC IN THE NEXT FEW YEARS?

Base: All respondents (n=204)



Concern about the availability of university-educated workers for the development of Quebec (70%) is significantly higher among companies:

- > with 250 employees or more (85%);
- > in the Greater Québec City area (87%); and
- > that have collaborated with a university in the last three years (78%).

Q17 + Q18**DOES YOUR COMPANY HAVE JOBS THAT REQUIRE A UNIVERSITY DEGREE? IF SO, WHAT PERCENTAGE DO THEY REPRESENT?**

Base: All respondents (n=204)

	Total (n=204)
TOTAL YES	75%
Yes, less than 10% of the total jobs	28%
Yes, 10 to 20% of the total jobs	13%
Yes, 21 to 40% of the total jobs	12%
Yes, 41 to 60% of the total jobs	9%
Yes, 61 to 80% of the total jobs	7%
Yes, over 80% of the total jobs	7%
No, no university degree required for employment	24%
Don't know / Refused to answer	1%

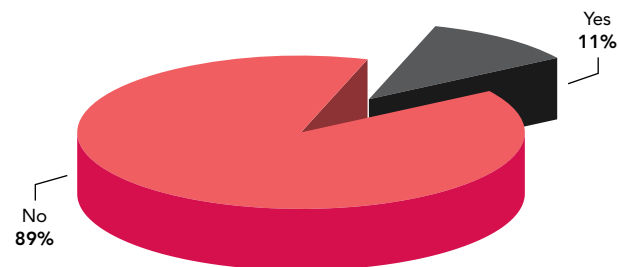
IN THE LAST 3 YEARS, HAS YOUR COMPANY HIRED STUDENTS OR UNIVERSITY GRADUATES? IF SO, IN WHAT CAPACITY?

Base: All respondents (n=204)

	Total (n=204)
TOTAL YES	66%
Yes, hired graduates	43%
Yes, hired students (seasonal or part-time)	28%
Yes, paid internships	21%
Yes, unpaid internships	14%
No students or university graduates hired	31%
Don't know / Refused to answer	3%

Q19 IS YOUR COMPANY A MEMBER OF THE BOARD OF TRADE OF METROPOLITAN MONTREAL?

Base: All respondents (n=204)



Q20 ARE YOU PERSONALLY A MEMBER OF A PROFESSIONAL ORDER OR CHAMBER OF COMMERCE?

Base: All respondents (n=204)

	Total (n=204)
TOTAL YES	49%
Yes, a professional order	30%
Yes, a chamber of commerce	25%
No	51%

Q21 DOES YOUR COMPANY HAVE EMPLOYEES WHO MUST BELONG TO A PROFESSIONAL ORDER?

Base: All respondents (n=204)

	Total (n=204)
TOTAL YES	54%
Yes, less than 10% of employees	29%
Yes, 10 to 20% of employees	12%
Yes, 21 to 40% of employees	5%
Yes, 41 to 60% of employees	4%
Yes, 61 to 80% of employees	2%
Yes, over 80% of employees	2%
No	44%
Don't know / Refused to answer	2%

RESPONDENT PROFILE

N.B. For each profile category, totals that do not add up to 100% are due to "Don't know" and "Refused to answer" responses.

	Total (n=204)
Position	
Presidents	50%
Partners	13%
Vice-presidents	22%
Regional managers	15%
Activity sector	
Retail and distribution	23%
Professional services	24%
Services	32%
Other	21%
Number of employees	
10 to 49	47%
50 to 249	26%
250 or more	27%
Sales	
Under \$10 million	58%
\$10 to \$49 million	19%
\$49 million or more	23%

	Total (n=204)
Number of years in business	
Less than 10 years	13%
10 to 19 years	25%
20 to 49 years	35%
50 years or more	26%
Regions	
Montréal CMA	50%
Québec City CMA	17%
Other regions	33%
Language of business	
French	84%
English	14%



NOTES



