



Atlantic Canadians believe it is important that universities in the region are actively involved in COVID-19 related research.

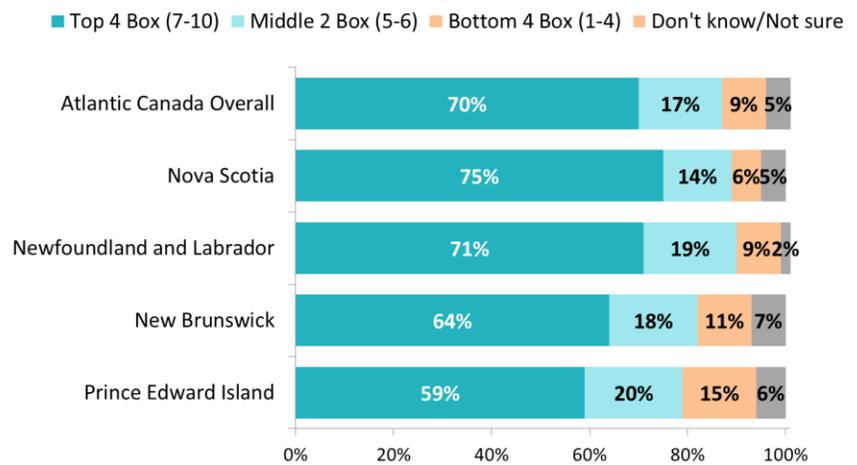
March 17, 2021: New survey results indicate that Atlantic Canadians clearly endorse the involvement of the region’s universities in COVID-19 related research. In fact, seven in ten Atlantic Canadians (70%) agree that it important that Atlantic universities are actively involved in research related to COVID-19. Few (9%) do not consider that to be important.

Agreement with this concept is consistent regardless of household income and education levels. Women are more likely than men to agree that it is important (75% vs. 65%), and those aged 55+ are more inclined than other age groups to agree with this statement.

Across the region, those in Nova Scotia and Newfoundland and Labrador are more likely than residents in New Brunswick and Prince Edward Island to agree with this statement.

It Is Important for Atlantic Universities to Be Actively Involved in Research Related to COVID-19

Rating on 10-pt Scale: 1=Completely disagree, 10=Completely agree



“These results underscore the importance the public places on having our region’s post secondary institutions actively engaged in research related to COVID-19,” said Margaret Brigley, CEO & Partner, Narrative Research.

“Our universities are on the front lines in responding to the COVID-19 pandemic and accelerating post-pandemic recovery through research, innovation and knowledge mobilization,” said Allister Surette, Recteur, Université Sainte-Anne and Chair, Association of Atlantic Universities (AAU). “Research teams are conducting medical research in-support of vaccine development, pursuing social research to understand the impacts of the pandemic on human behaviour, and advancing economic and historical research to teach lessons from the past and chart a course for the future. An important aspect of the university mission is serving the public good, so the high level of recognition among Atlantic Canadians for the value and contribution of university research related to COVID-19 is motivating.”

This survey was conducted from February 4, 2021 – February 15, 2021 with **2,344 Atlantic Canadians** from Narrative Research’s online panel, *East Coast Voice*. As a non-probability sample (i.e., a panel sample where residents have joined a panel to share their opinions), and in accordance with CRIC Public Opinion Research Standards, a margin of error is not applied.

##

The question included in this release was the following:

Please indicate to what extent you agree or disagree with the following statement about the actions of universities in the region during COVID-19.

- *It is important for Atlantic universities to be actively involved in research related to COVID-19*

For more information, please contact:

Margaret Brigley, CEO, Narrative Research at 902.493.3830; mbrigley@narrativeresearch.ca

OR

Peter Halpin, Executive Director, Association of Atlantic Universities - 902.425.4238

phalpin@atlanticuniversities.ca

Narrative Research, www.narrativeresearch.ca, is one of Canada’s leading public opinion and market research companies. The company is certified as a WBE (Women Business Enterprise). As a non-partisan, 100% Canadian-owned research company, Narrative Research is dedicated to providing clients with state-of-the-art research and strategic consulting services. Follow us on Twitter at [@EveryNarrative](https://twitter.com/EveryNarrative)

The Association of Atlantic Universities (AAU), www.atlanticuniversities.ca, represents the interests of universities across the region, ensuring public visibility for the important role they play in preparing future leaders of our communities, in path-breaking research and innovation, and in contributing to the economic, cultural and social prosperity of life in Atlantic Canada. Follow us on Twitter at [@AAU_AUA](https://twitter.com/AAU_AUA)