What do people think about the University of Saskatchewan?

Each year, we get some insight into the answer through a survey of public perceptions in Saskatchewan, Edmonton, Calgary and Vancouver. The marketing and communications team works with the Social Sciences Research Laboratory in the College of Arts and Science to complete the study.

**USASK EDUCATION**

We asked people if…

- **USask offers students a high-quality education.**
- **the cost of a USask education is worthwhile.**
- **a USask degree helps people secure a successful career.**

**REAL WORLD IMPACT**

- USask research is important to the growth and well-being of Canada.
- In Saskatchewan, USask provides good value for taxpayer investment.

**OVERALL REPUTATION**

How has the university’s reputation changed in the last five years?

*Total average across all four locations, combining strongly agree and somewhat agree*

**WORD OF MOUTH**

I would recommend USask as one of the top institutions to pursue post-secondary education to…

- **53.1%** a close friend
- **55.4%** someone in my province
- **57.3%** someone in Canada
- **49.9%** someone globally

*Total average across all regions, combining strongly agree and somewhat agree*

Visit communications.usask.ca to read the full perceptions survey report.