New Brunswick Community College (NBCC) commissioned Corporate Research Associates to conduct public opinion research of adults in New Brunswick in Q2 2014. CRA included questions on the New Brunswick Atlantic Quarterly survey for a total of **400 telephone interviews with adult residents**, 18 years of age or older. Six post-secondary institutions were named, including NBCC.

**HOW DID WE DO?**

- **3/4** of respondents said they believe NBCC plays an important role in NB communities.
- **2/3** of respondents stated that NBCC plays a unique role within the provincial post-secondary education system.
- **1/2** of respondents considered NBCC a first choice institution for people looking to pursue post-secondary studies.
- **4/5** of respondents agreed that NBCC graduates are attractive to prospective employers.
- **2/4** of respondents stated that NBCC plays a unique role within the provincial post-secondary education system.

Findings from the latest research suggest that there is a sizeable portion of the New Brunswick population that intend to pursue additional education or training in the next five years, consistent with results from 2010.

When asked to name the first post-secondary institution that came to mind, NBCC was the most common response.

Yearly results show a clear upward trend for NBCC. As we continue to grow and enhance our educational offerings and services, we fully expect the trend to continue. The future is bright for NBCC and our students. Together we will continue to build prosperous communities and inspire successful learners to make a difference.