

2025 Edition

The Brainstorm Student Interests Report

Université Laval
Undergraduate Students Report



About Brainstorm

Brainstorm's mission is to help organizations attract, recruit, and engage the future workforce.

We achieve this by delivering specialized training and professional development programs, conducting impactful research, and providing strategic advisory services that drive success.

For the past 21 years, Brainstorm has been studying and reporting on Canadian students' career interests and post-secondary experiences. Over that time, more than 370,000 college and university students have participated in our research for the *Brainstorm Student Interests Report* – making it the largest longitudinal study of its kind in Canada. Our 2024 survey received more than 24,900 candid responses from students across the country.

Research Methodology

The Brainstorm Student Interests Report is based on a comprehensive national survey of current post-secondary students conducted online. Survey details are as follows:

- The survey was promoted primarily by post-secondary institutions via email, web, and social media
- Supplementary promotion of the survey was conducted via purchased email lists of Canadian post-secondary students
- Approximate survey complete time was 20-25 minutes per respondent
- The field period was early March through early July 2024
- More than 24,900 complete responses were collected from students attending post-secondary institutions in Canada
- More than 16,500 respondents attend universities; more than 8,400 attend colleges/institutes of technology/polytechnics
- Respondents represent 200 different post-secondary institutions with 78 institutions having 10 or more respondents each
- The survey was conducted in both English and French
- Extensive demographic detail was collected, participants remain anonymous, and no personal identity information is included in the study

Overview

The *Brainstorm Student Interests Report* provides an in-depth look at the mindset of Canadian post-secondary students with regards to their career aspirations; job search processes and behaviours; interests in prospective employers and industries; and the services and support they require from their educational institutions to prepare for their careers and find work.

The *Brainstorm Report* is produced in numerous editions that are customized for the intended audience. This edition provides a summary of the responses from students of your institution and contrasts them with a comparable national sample.

Important Note About this Edition

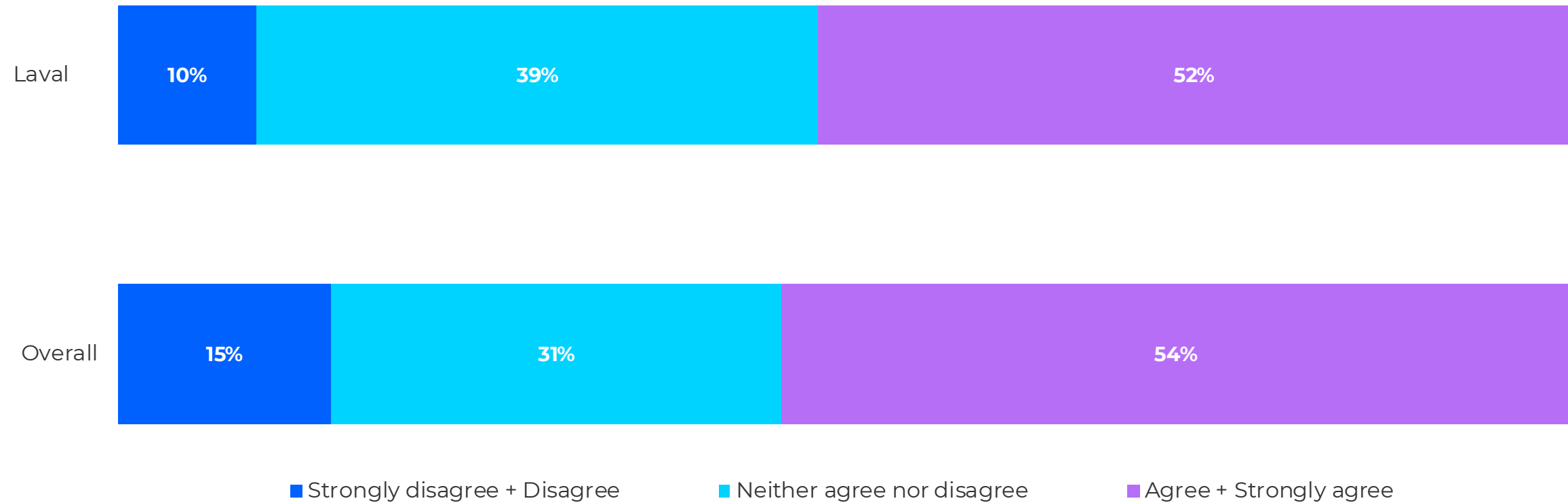
Please note that this is a “University Student Custom Edition” of the *Brainstorm Report*.

In all charts and graphs in this report, students who are undergraduate university students at your school are compared to all undergraduate university students based on the same criteria (major, etc.).

V. Student Experience & Satisfaction

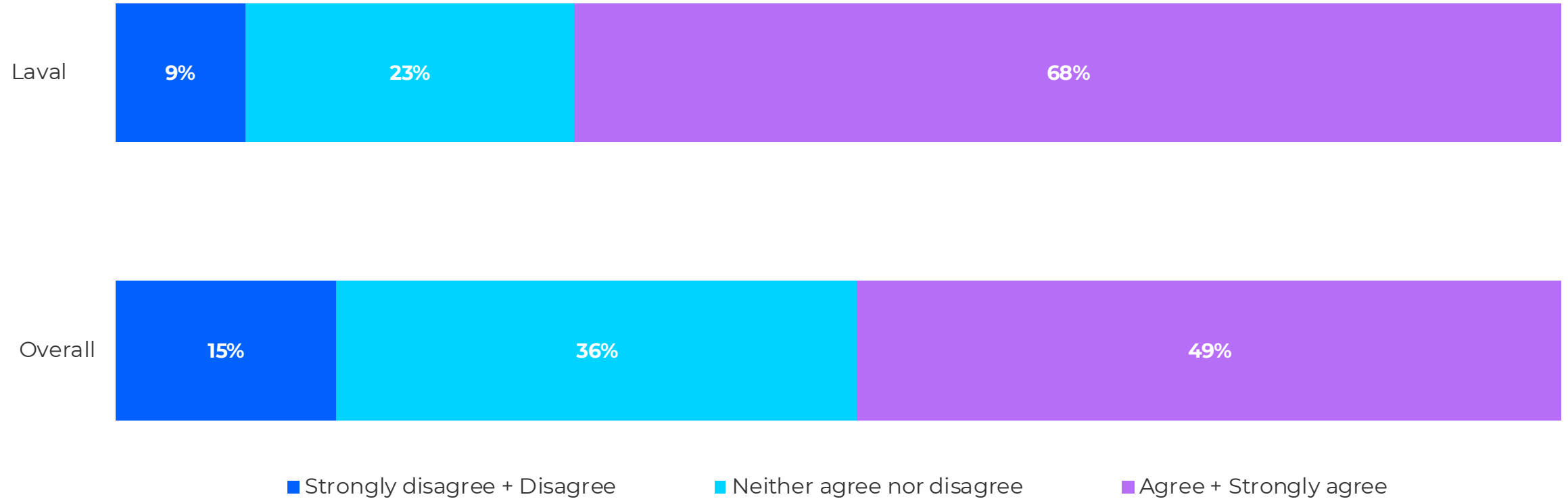
School Responsiveness to Students' Needs

"My school has been responsive to my needs as a student"



Satisfaction with Student Services

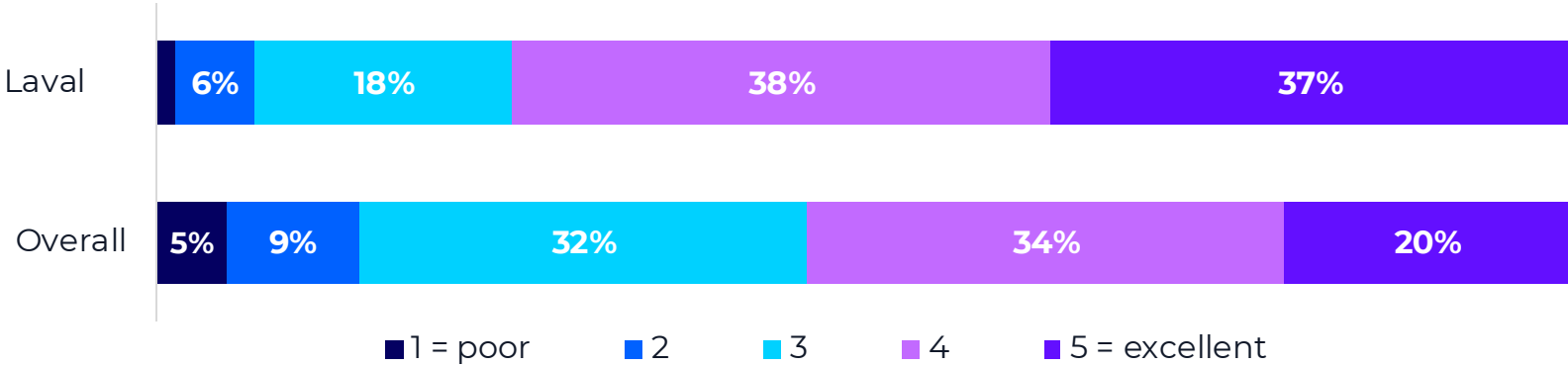
"I am very satisfied with the student services at my school"



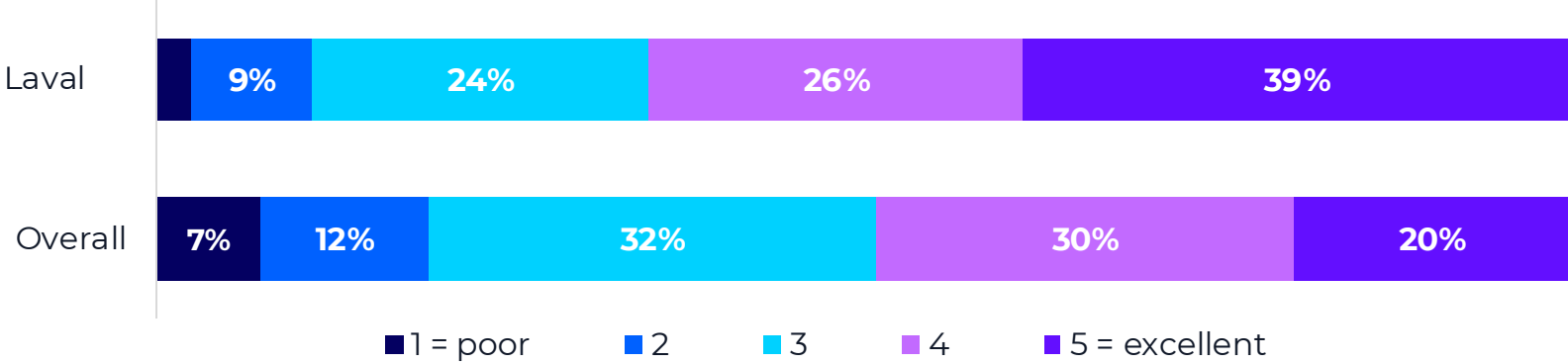
Quality of Interactions

Rate the quality of your interactions with the following (On a scale of 1 to 5 where 1 = poor and 5 = excellent).

Registrar's office



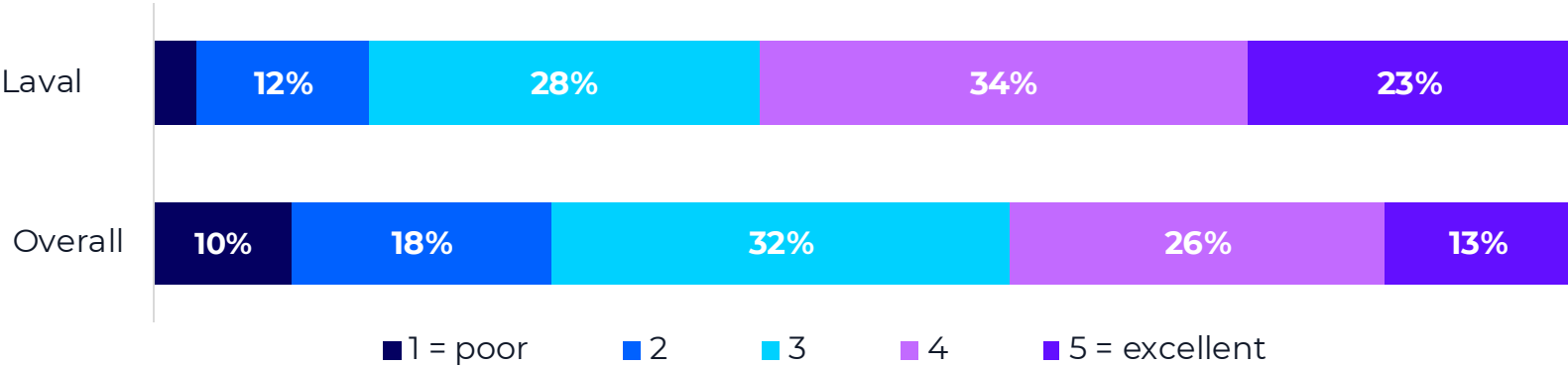
Financial aid office



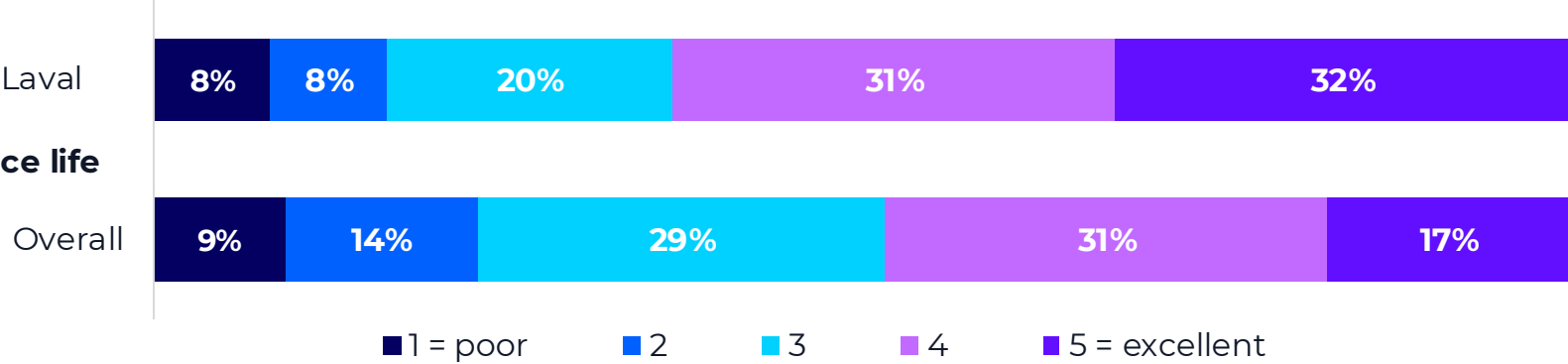
Quality of Interactions

Rate the quality of your interactions with the following (On a scale of 1 to 5 where 1 = poor and 5 = excellent).

Food services



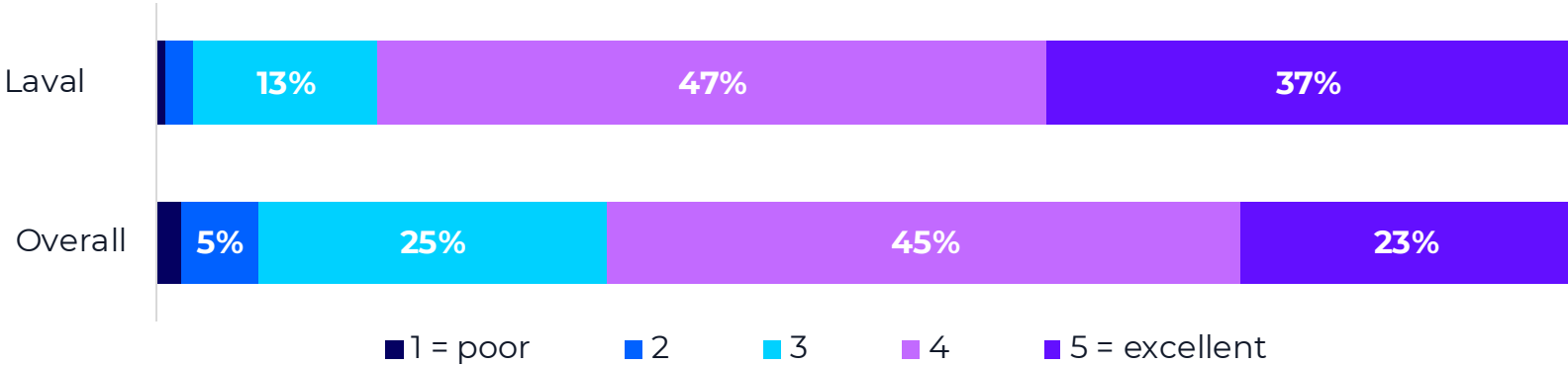
Student housing and residence life



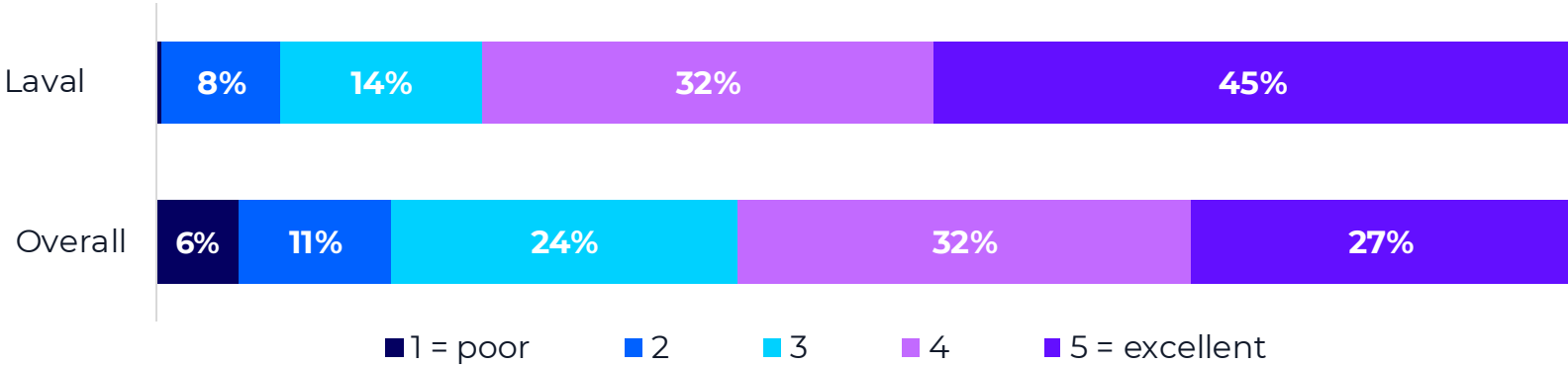
Quality of Interactions

Rate the quality of your interactions with the following (On a scale of 1 to 5 where 1 = poor and 5 = excellent).

Faculty/professors



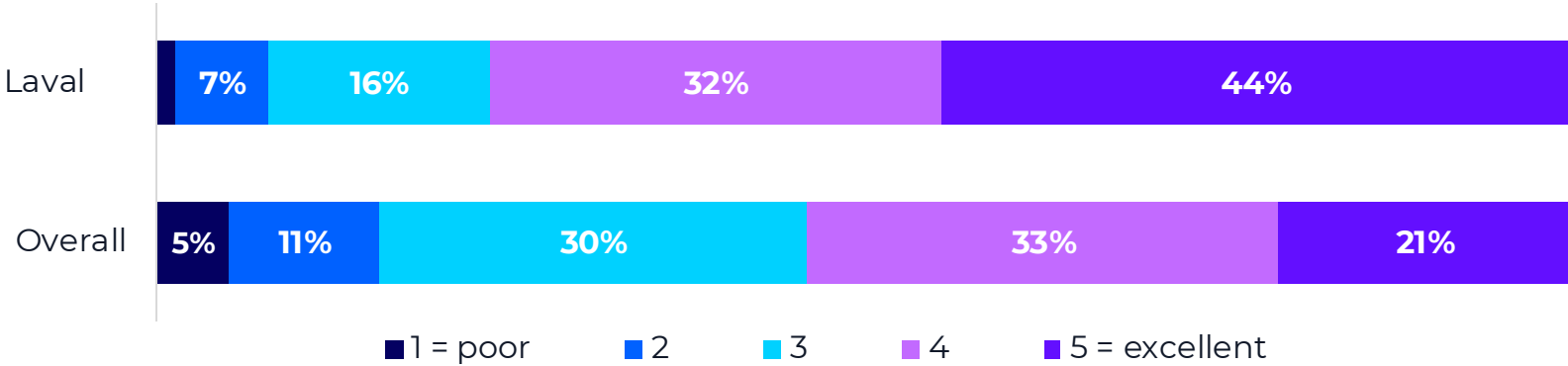
Academic advising



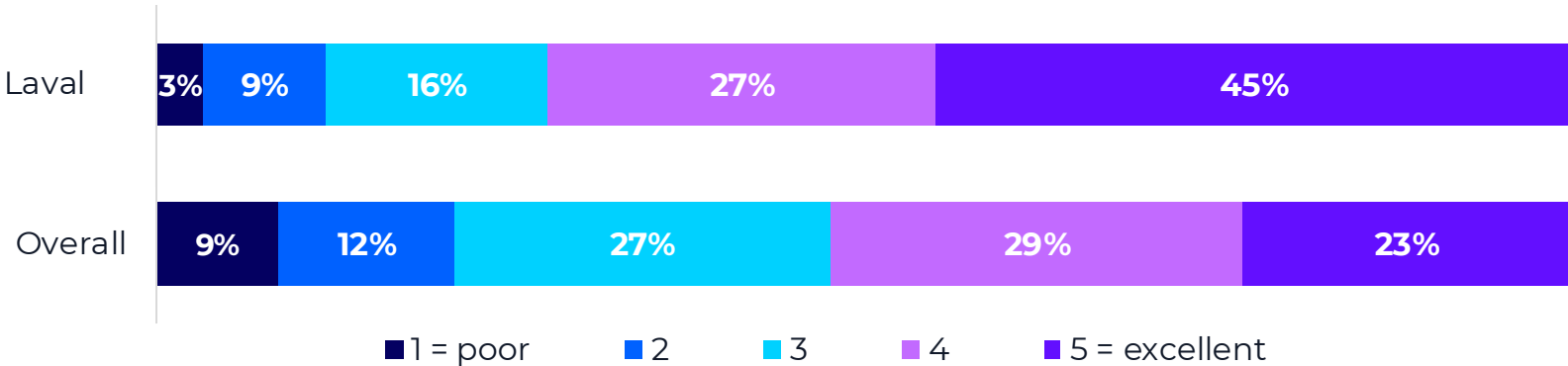
Quality of Interactions

Rate the quality of your interactions with the following (On a scale of 1 to 5 where 1 = poor and 5 = excellent).

Career services



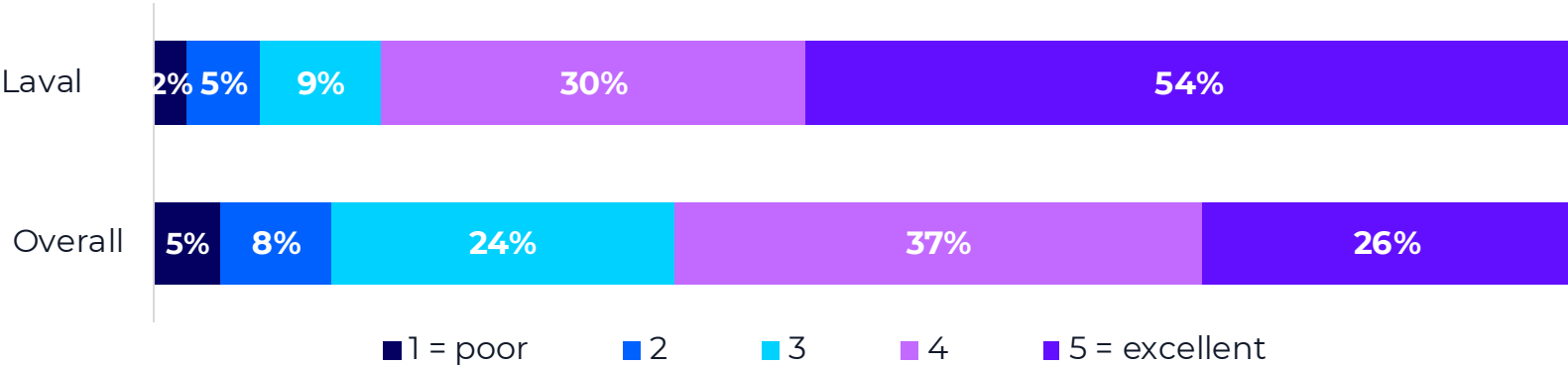
Co-op or internship office



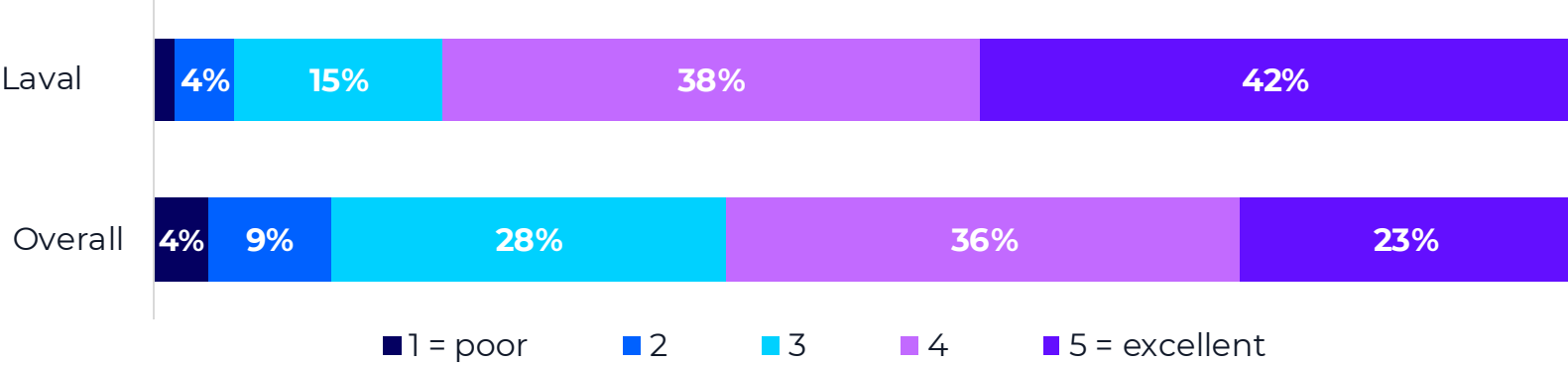
Quality of Interactions

Rate the quality of your interactions with the following (On a scale of 1 to 5 where 1 = poor and 5 = excellent).

Athletics and recreation



Health and wellness



Quality of Personal Interactions at School

Rate the quality of your interactions with the following. (Percentage of respondents who selected a 4 or 5 on a scale of 1-5 (where 1 = poor and 5 = excellent))

	Laval	Overall
Faculty/professors	84%	68%
Athletics and recreation	84%	63%
Health and wellness	80%	60%
Academic advising	77%	59%
Career services	76%	54%
Registrar's office	75%	54%
Co-op or internship office	72%	52%
Financial aid office	65%	49%
Student housing and residence life	63%	48%
Food services	57%	40%

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