

3. CANADIAN EDUCATION MARKET

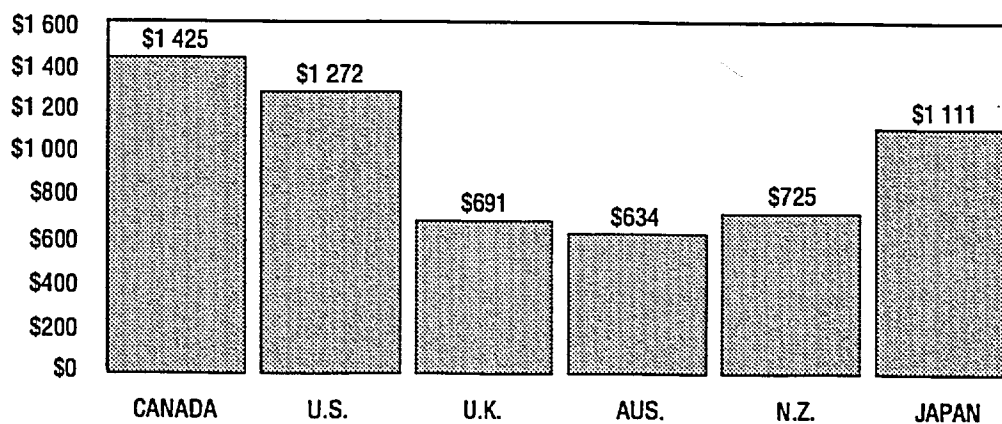
3.1 The "Product"

For the purposes of this survey, the "product" is defined as Canada's educational curricula and programs, and is examined in relation to the quality of product offered in competitor nations.

Canada invests more in education per capita than any other country (Chart 3.11). However, according to *Maclean's* (January 11, 1993), Canada scored in the middle of 15 countries—ahead of France, Scotland, Spain, the United States, Ireland and Jordan—on a comprehensive international survey of educational standards in science and mathematics at the high school level. In a report prepared by Kultural Econometrics International (October 1992), Canada was ranked in the mid-range of a group of 22 countries in terms of its compulsory education being perceived as superior to competitors and in terms of its educational system meeting its competitive needs. While these sources suggest that a Canadian education might be of medium quality, they also show Canada outperforming and outranking some competitor nations (Australia, New Zealand and the United Kingdom).

3.11

INVESTMENT IN EDUCATION: PUBLIC EDUCATION SPENDING PER CAPITA



Source: Kultural Econometrics International Report on Higher Education