

CANADIAN PRESS/ LEGER MARKETING

How Canadians Feel About the Educational System

Report



1.0 Study Highlights

- Over a quarter of Canadians are dissatisfied with the educational system.

Question : *Are you generally VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED OR VERY DISSATISFIED with the educational system in your province?*

n=1500	Very / Somewhat Satisfied	Somewhat/ Very Dissatisfied	Don't Know
Canada	57%	26%	16%

- Differing viewpoints on teachers' priorities.

Question : *In your view, which of the following elements should be a priority for teachers, is it...?*

n=1500	
... students' sense of fulfilment	30%
... student failure	22%
... students dropping out	22%
... the use of new technology	15%
Other	3%
Don't know	8%

- Respect towards others is one of the most important elements that should be transmitted to students.

Question : *In terms of values that should be transmitted to students, which of the following do you consider to be the most important? Is it... ?*

n=1500	
... respect towards others	23%
... a love of learning	20%
... a sense of responsibility	18%
... discipline	11%
... a work ethic	10%
... independence	6%
... a critical and alert spirit	5%
Other	3%
Don't know/ Refusal	5%

- Canadians with school-aged children will spend an average of \$1000 on school clothes and supplies.

Question : *How much will you spend in total throughout the school year for all of the children currently living at home with you who attend elementary or high school on...?*

n=444 who have school-aged children in elementary or high school	... school supplies	... clothes	TOTAL
Canada	\$331	\$663	\$994

- The Federal Government should invest more in education.

Question : *Would you be in favour or against a larger proportion of your federal income tax being given to your provincial government so they can use it to improve the educational system?*

n=1500	For	Against	Don't know/ Refusal
Canada	71%	21%	7%

2. Results

2.1 Over a quarter of Canadians are dissatisfied with the educational system

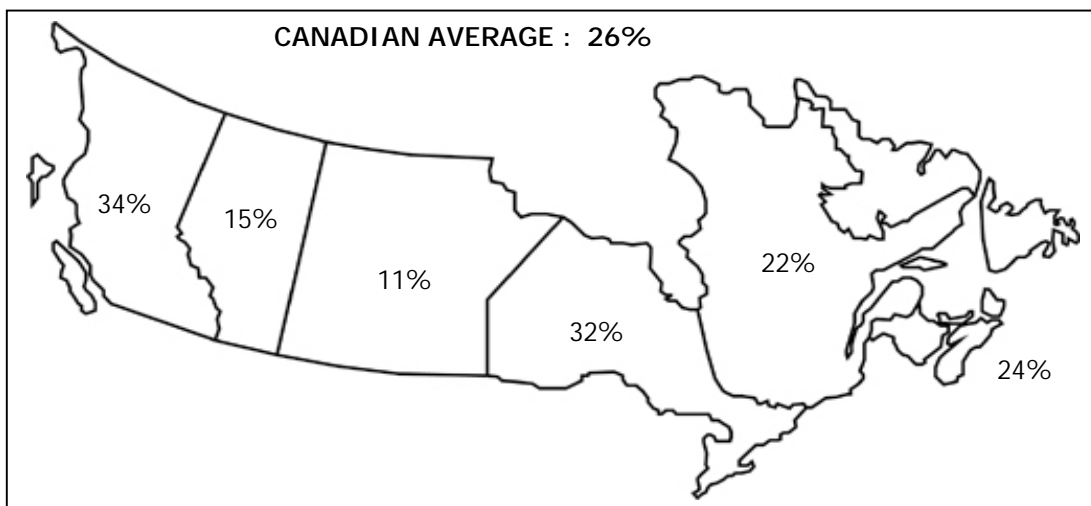
26% of Canadians are dissatisfied with the school system in their province, while 57% are satisfied and 16% do not have an opinion.

British Columbians (34%) and Ontarians (32%) are the most dissatisfied, in comparison to Prairie residents (72%), Quebecers (68%) and 74% of 18-24 year olds who say they are satisfied with the school system.

Question : *In general, are you VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with the educational system in your province ?*

n=1500	Very / Somewhat Satisfied	Somewhat / Very Dissatisfied	Don't know
Atlantic Provinces	55%	24%	21%
Quebec	68%	22%	10%
Ontario	52%	32%	16%
Prairies	72%	11%	16%
Alberta	59%	15%	26%
British Columbia	45%	34%	21%
Canada	57%	26%	16%

Proportion of Canadians who are dissatisfied with their educational system



2,2 Different viewpoints on teachers' priorities

30% of Canadians would like to see teachers place more emphasis on the students' sense of fulfilment, whereas 22% think the student dropout rate and failure rate are more important and 15% are more concerned with the use of new technology.

However, the priorities do vary according to the province. 33% of Quebecers place more importance on the drop-out rate, 28% of Ontarians on student failure and 26% of Prairie residents on the use of new technology. It should be highlighted that 36% of Quebecers are interested in increasing children's sense of fulfilment.

Question : *In your view, which of the following should be a priority for teachers? Is it...?*

n=1500	... student failure	... the use of new technology	...students' sense of fulfilment	... students dropping out	Other	Don't know
Atlantic Provinces	25%	13%	31%	18%	5%	7%
Quebec	14%	14%	36%	33%	2%	2%
Ontario	28%	14%	27%	19%	3%	8%
Prairies	15%	26%	30%	16%	3%	8%
Alberta	23%	16%	24%	16%	6%	14%
British Columbia	19%	15%	29%	24%	1%	11%
Canada	22%	15%	30%	22%	3%	8%

2.3 Respect towards others is one of the most important elements that should be transmitted towards students.

The most important values to be transmitted to students are, in order: respect towards others (23%), a love of learning (20%), a sense of responsibility (18%), discipline (11%), a work ethic (10%), independence (6%) and a critical and alert spirit (5%).

The choice of values varies particularly according to the respondent's level of education. Hence, university graduates think it is a love of learning (25%) and a critical and alert spirit (9%), college or technical school graduates opt for a work ethic (14%), and high school graduates feel it is respect for others (29%) and discipline (14%).

Question : *In terms of the values that should be transmitted to students, which of the following do you consider to be the most important? Is it...?*

n=1500	TOTAL	Elementary school education	High school education	College/ technical college education	University education
... respect towards others	23%	27%	29%	21%	18%
... a love of learning	20%	26%	16%	19%	25%
... a sense of responsibility	18%	15%	18%	15%	21%
... discipline	11%	16%	14%	12%	5%
... a work ethic	10%	8%	8%	14%	10%
... independence	6%	6%	6%	5%	6%
... a critical and alert spirit	5%	0%	2%	6%	9%
Other	3%	0%	2%	4%	3%
Don't know/ Refusal	5%	2%	5%	4%	2%

2,4 **Canadians with school-aged children will spend an average of \$1000 on clothes and school supplies**

Households with one or more children will spend an average of \$331 on school supplies and \$663 on clothes for the 2002-2003 school year.

Quebeckers will spend the most on school supplies (\$365), while Albertans will spend the least (\$304). As for clothes, Ontarians plan on spending the most (\$739) and Prairie residents the least (\$524).

Question : *How much will you spend in total throughout the school year for all of the children currently living at home with you who attend elementary or high school on...?*

n=444 who have school-aged children in elementary or high school			
	... school supplies	... clothes	TOTAL
Atlantic Provinces	\$327	\$623	\$950
Quebec	\$365	\$619	\$984
Ontario	\$324	\$739	\$1,063
Prairies	\$308	\$524	\$832
Alberta	\$304	\$600	\$904
British Columbia	\$316	\$700	\$1,016
Canada	\$331	\$663	\$994

2.0 The Federal Government should invest more in education

71% of Canadians say they would be in favour of the Federal Government giving a larger proportion of federal income tax to the provinces to be used for improving the educational system, while 21% were against the idea.

Quebeckers (89%), 25-34 year olds (81%), professionals (80%), members of the work force (77%) and university graduates (78%) are particularly in favour of the Federal Government investing more money on education. However, 35% of those over 65 years of age, 28% of Ontarians and 29% of retirees are against the idea.

Question : *Would you be in favour or against a larger proportion of your federal income tax being given to your provincial government so they can use it to improve the educational system?*

n=1500	In favour of	Against	Don't know/ Refusal
18-24 year olds	73%	21%	6%
25-34 year olds	81%	14%	5%
35-44 year olds	77%	17%	6%
45-54 year olds	71%	22%	7%
55-64 year olds	73%	22%	5%
65 years and older	52%	35%	13%
Canada	71%	21%	7%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 20 and August 25, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.5 , 19 times out of 20.