

**CANADIAN PRESS/ LEGER MARKETING**

## **Canadians and Back to School**

### **Report**



## 1.0 Study Highlights

- Close to a third 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/Refusal
Canada	59%	32%	9%

- 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	34%
... students dropping out	23%
... student failure	21%
... the use of new technology	14%
Other	3%
Don't know/Refusal	5%

- 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	26%
... a love of learning	21%
... a sense of responsibility	20%
... a work ethic	11%
... discipline	9%
... a critical and alert spirit	5%
... independence	4%
Other	2%
Don't know/ Refusal	3%

- Canadians with school-aged children will spend an average of over \$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=405 who have school-aged children in elementary or high school	... school supplies	... clothes	TOTAL
Canada	\$379	\$675	\$1,054

## 2. Results

### 2.1 Close to a third of Canadians are dissatisfied with the educational system

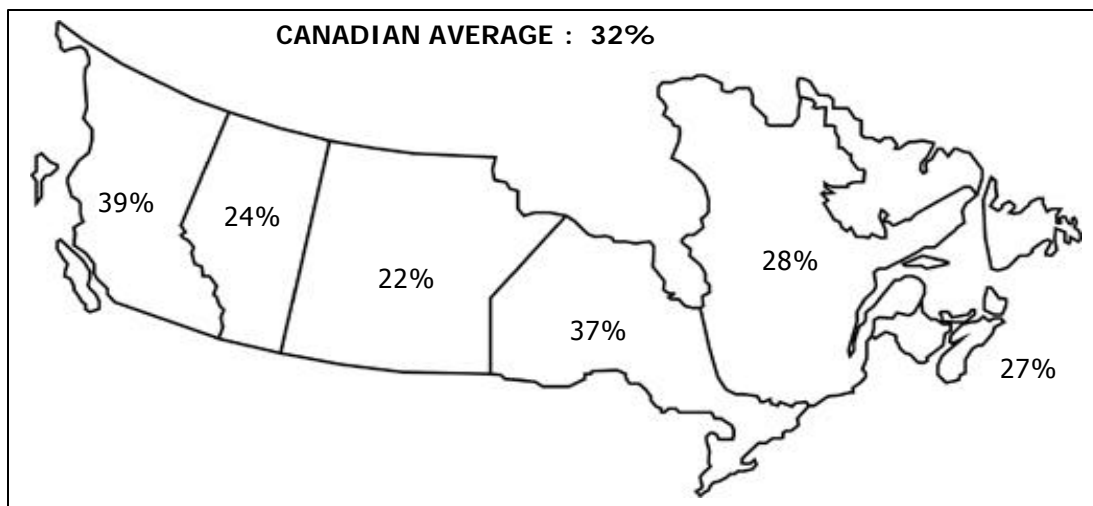
32% of Canadians are dissatisfied with the school system in their province, while 59% are satisfied and 9% do not have an opinion. The level of dissatisfaction is slightly higher than it was last year where 57% of Canadians were satisfied compared to 26% who were dissatisfied.

British Columbians (39%) and Ontarians (37%) are the most dissatisfied, in comparison to Prairie residents (68%), Quebecers (66%) and 70% 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	65%	27%	8%
Quebec	66%	28%	7%
Ontario	54%	37%	10%
Prairies	68%	22%	9%
Alberta	62%	24%	14%
British Columbia	51%	39%	10%
Canada	59%	32%	9%

### Proportion of Canadians who are dissatisfied with their educational system



## 2.2 Different viewpoints on teachers' priorities

34% of Canadians would like to see teachers place more emphasis on the students' sense of fulfilment, whereas 23% think the student dropout rate and failure rate (21%) are more important and 14% are more concerned with the use of new technology.

However, the priorities do vary according to the mother tongue. 28% of francophones place more importance on the drop-out rate, 24% of anglophones on student failure and 19% of allophones on the use of new technology. It should be highlighted that 36% of Quebeckers 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/Refusal
Francophones	18%	10%	38%	28%	2%	3%
Anglophones	24%	14%	34%	22%	2%	4%
Allophones	16%	19%	27%	23%	2%	12%
Canada	21%	14%	34%	23%	3%	5%

### 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 (26%), a love of learning (21%), a sense of responsibility (20%), a work ethic (11%), discipline (9%), a critical and alert spirit (5%), and independence (4%).

The choice of values varies particularly according to the respondent's level of education. Hence, university graduates think it is a love of learning (30%) and a critical and alert spirit (10%), college or technical school graduates opt for a work ethic (29%), and high school graduates feel it is respect for others (28%) and discipline (11%).

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	26%	32%	28%	29%	18%
... a love of learning	21%	15%	17%	18%	30%
... a sense of responsibility	20%	26%	19%	21%	17%
... a work ethic	11%	3%	11%	13%	11%
... discipline	9%	12%	11%	7%	7%
... a critical and alert spirit	5%	-	3%	3%	10%
... independence	4%	4%	6%	4%	2%
Other	2%	-	1%	2%	2%
Don't know/ Refusal	3%	7%	4%	3%	2%

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

Households with one or more children will spend an average of \$379 on school supplies and \$675 on clothes for the 2003-2004 school year.

Ontarians will spend the most on school supplies (\$409), while Prairie residents will spend the least (\$314). As for clothes, residents of the Atlantic Provinces (\$774) and Ontarians (\$772) plan on spending the most and Albertains the least (\$538).

Even though school supplies did not show a significant increase compared to last year, 51% of Canadians expect to pay more this year, 34% to pay the same amount and 8% to pay less.

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=405 who have school-aged children in elementary or high school			
	... school supplies	... clothes	TOTAL
Atlantic Provinces	\$339	\$774	\$1,113
Quebec	\$385	\$590	\$975
Ontario	\$409	\$772	\$1,181
Prairies	\$314	\$595	\$909
Alberta	\$406	\$538	\$944
British Columbia	\$325	\$646	\$971
Canada	\$379	\$675	\$1,054

### 3.0 Methodology

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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 5 and August 10, 2003. 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  $\pm 2.5$ , 19 times out of 20.