

## Canadians and Back to School



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# 1. Study Highlights

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- More than one Canadian in three is dissatisfied with the educational system.

Question: Are you generally VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with the education system in your province?

N=1502	Very / Somewhat Satisfied	Somewhat / Very Dissatisfied	Don't Know/Refusal
Canada	58%	36%	5%

- Differing viewpoints on teachers' priorities.

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

N=1502	
... students' sense of fulfilment	32%
... students dropping out	28%
... student failure	23%
... the use of new technology	11%
Other	3%
Don't know/Refusal	3%

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

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	
... respect towards others	26%
... a sense of responsibility	20%
... a love of learning	18%
... a work ethic	13%
... discipline	9%
... independence	5%
... a critical an alert spirit	4%
Other	2%
Don't know / Refusal	3%

- Canadians with school-aged children will spend on average over \$1,100 on clothes and school 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=478 who have school-aged children in elementary or high school	... school supplies	... clothes	TOTAL
Canada	\$439	\$680	\$1,119

## 2. Results

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### 2.1 Close to one Canadian in three is dissatisfied with the educational system

36% of Canadians say they are dissatisfied with the school system in their province, whereas 58% are satisfied and 5% do not have an opinion. The level of dissatisfaction is slightly higher than it was this same time last year when 59% of Canadians were satisfied and 32% were dissatisfied.

The Prairies, at 67%, show the highest level of satisfaction with the educational system in their province. Conversely, close to one respondent in five (17%) in British Columbia claims to be very dissatisfied with the educational system in their province.

Question: Are you generally VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with the education system in your province?

n=1502	Very / Somewhat Satisfied	Somewhat / Very Dissatisfied	Don't Know/Refusal
Atlantic Provinces	62%	33%	3%
Quebec	62%	36%	3%
Ontario	55%	37%	7%
Prairies	67%	28%	5%
Alberta	55%	40%	4%
British Columbia	52%	38%	7%
Canada	58%	36%	5%

## 2.2 Differing viewpoints on teachers' priorities

32% of Canadians would like to see teachers place more emphasis on the students' sense of fulfilment, whereas 28% think the student drop-out rate is more important, 23% say the failure rate is more important, and 11% are more concerned with the use of new technology.

However, priorities do vary according to mother tongue. Thus, 40% of francophones place more importance on the drop-out rate, versus only 24% for anglophones, and 23% for allophones. Moreover, a stronger proportion of Quebecers (40%), place more importance in the drop-out rate, whereas Ontarians see student failure as a more important issue (27%).

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

n=1502	... student failure	... the use of new technology	...students' sense of fulfilment	... students dropping out	Other	Don't know /Refusal
Francophones	15%	8%	34%	40%	1%	2%
Anglophones	24%	12%	32%	24%	3%	5%
Allophones	26%	12%	31%	23%	4%	3%
Canada	23%	11%	32%	28%	3%	3%

## 2.4 Respect towards others is one of the most important values that should be transmitted to students.

The most important values to be transmitted to students are, in order : respect towards others (26%), a sense of responsibility (20%), a love of learning (18%), a work ethic (13%), discipline (9%), independence (5%) and a critical and alert spirit (4%).

The choice of values tends to vary according to the respondent's level of education. Hence, 25% of university graduates give preference to a love of learning and 8% a critical and alert spirit, while 12% of Canadians with a high school education choose discipline.

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=1502	TOTAL	Elementary School Education	High School Education	College Education	University Education
... respect towards others	26%	39%	29%	27%	22%
... a sense of responsibility	20%	18%	21%	19%	19%
... a love of learning	18%	14%	13%	16%	25%
... a work ethic	13%	4%	11%	16%	14%
... discipline	9%	10%	12%	9%	6%
... independence	5%	3%	6%	6%	2%
... a critical and alert spirit	4%	2%	3%	3%	8%
Other	2%	2%	2%	2%	2%
Don't know / Refusal	3%	8%	3%	2%	2%

## 2.5 Canadians with school-aged children will spend an average of over \$1,100 on clothes and school supplies

For the 2004-2005 school year, households with one or more children will spend an average of \$439 on school supplies and \$680 on cloths, an increase of \$60 and \$5 respectively when comparing with the same time last year.

Quebec has the lowest expected average for school supply purchases (\$381), whereas the Atlantic Provinces have the highest expected average (\$623).

It is important to note that 54% of Canadians expect to pay more this year, compared to 36% who are confident they will pay the same amount and 6% who expect to pay less.

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=478 who have school-aged children in elementary or high school	... school supplies	... clothes	TOTAL
Atlantic Provinces	\$623	\$884	\$1507
Quebec	\$381	\$627	\$1008
Ontario	\$423	\$650	\$1073
Prairies	\$524	\$740	\$1264
Alberta	\$470	\$571	\$1041
British Columbia	\$432	\$856	\$1279
Canada	\$439	\$680	\$1119

### 3. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 3 and August 8, 2004. 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 1502 respondents is of  $\pm 2.5\%$ , 19 times out of 20.