



# The 2018 OCUFA Poll: Public Perceptions of Precarious Academic Work Focus: Northern Ontario

Key Results Presentation  
March 21, 2018



# Overview

1. Methodology
  2. University Education in Ontario: Public Perceptions
  3. Precarious Employment: Perspectives Of Fairness Measures For Contract Faculty and the Impact of Precarious Work On Quality
  4. Young Ontarians (15-17 Year Olds): Expectations From A University Education
  5. Charting The Way Forward: Strategic Implications
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# Methodology

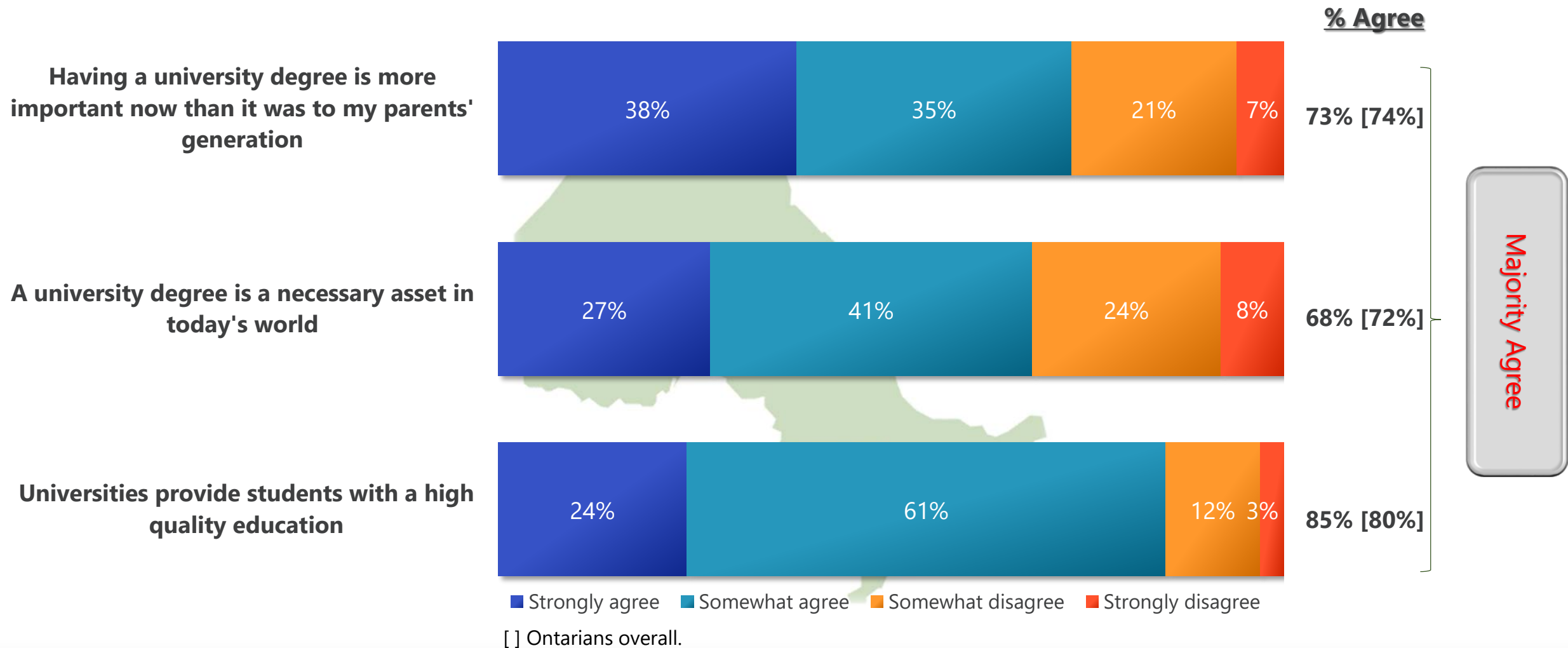
- The 2018 OCUFA Poll was undertaken by Mission Research on behalf of OCUFA.
- Findings were derived from a total of **2,001** online interviews drawn from a random sample of Ontarians 15 years of age and over. Data was collected between January 22<sup>nd</sup> and February 4<sup>th</sup>, 2018.
- A corresponding random sample of this size would yield results accurate to within **±2.2** percentage points, 19 times out of 20; the margin of error for sub-populations including regional breakdowns is higher due to smaller sample sizes.
- All data has been weighted by region, gender and age group using the latest Census figures from Statistics Canada. In turn, results are representative of all English-speaking Ontarians aged 15 and older.
- Detailed findings from the report can be found at: [www.OCUFA.on.ca](http://www.OCUFA.on.ca)

# University Education in Ontario

## Public Perceptions

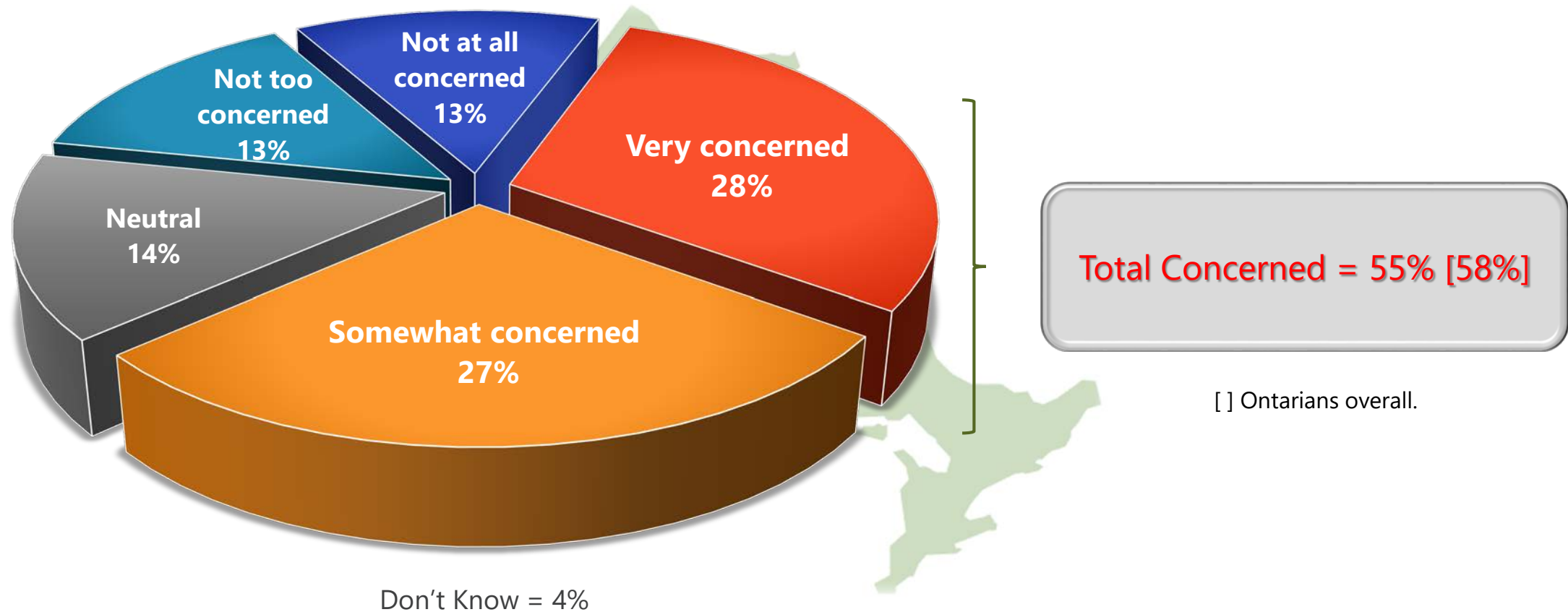
# Ontario Universities, Contributions To Students:

Over Four In Five Agree That Universities Provide Students With A "High Quality Education"



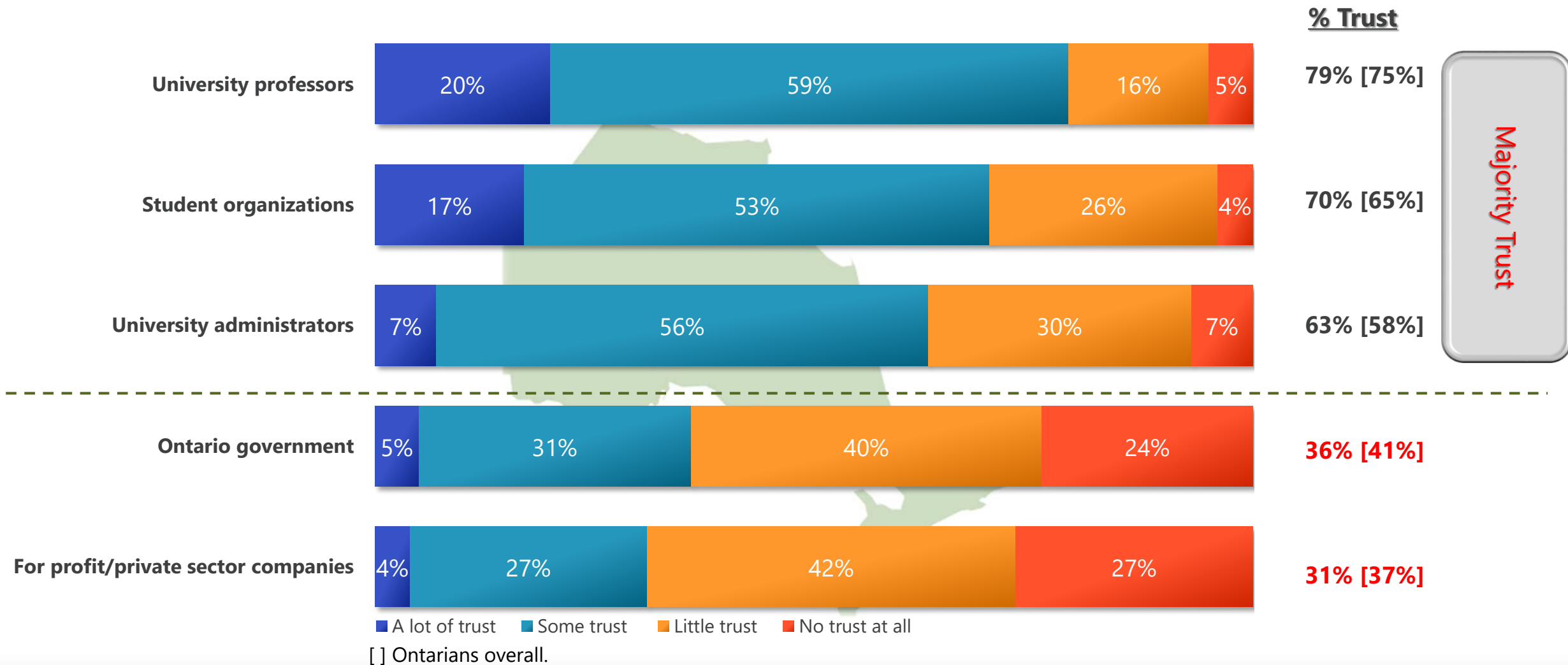
# Major Issue Of Concern: University Education Quality

Over Half Of Northern Ontarians Report At Least "Some Concern" Toward Education Quality



# Trust in Stakeholders:

## Four In Five Northern Ontarians Trust Professors To Make Decisions About Education Quality



Majority Trust

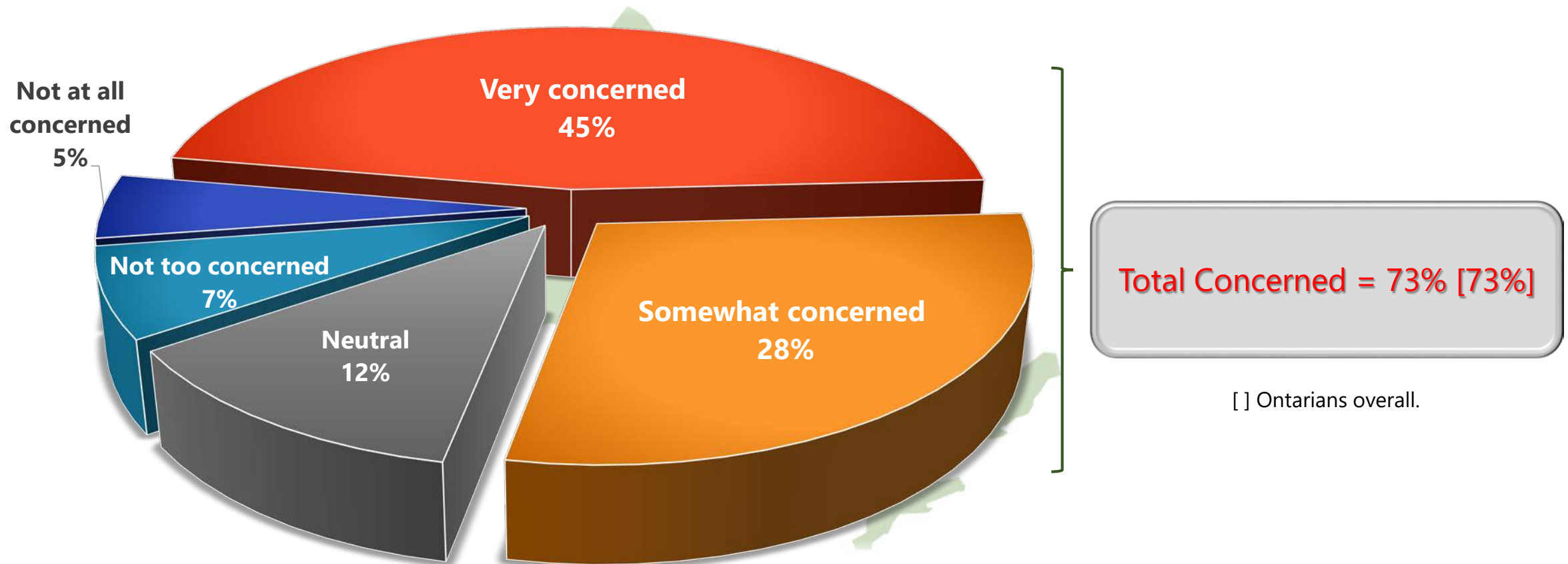
# Precarious Employment

Perspectives On Fairness  
Measures For Contract Faculty  
and the Impact of Precarious  
Work On Quality



# Major Issue of Concern: Job Quality In Ontario

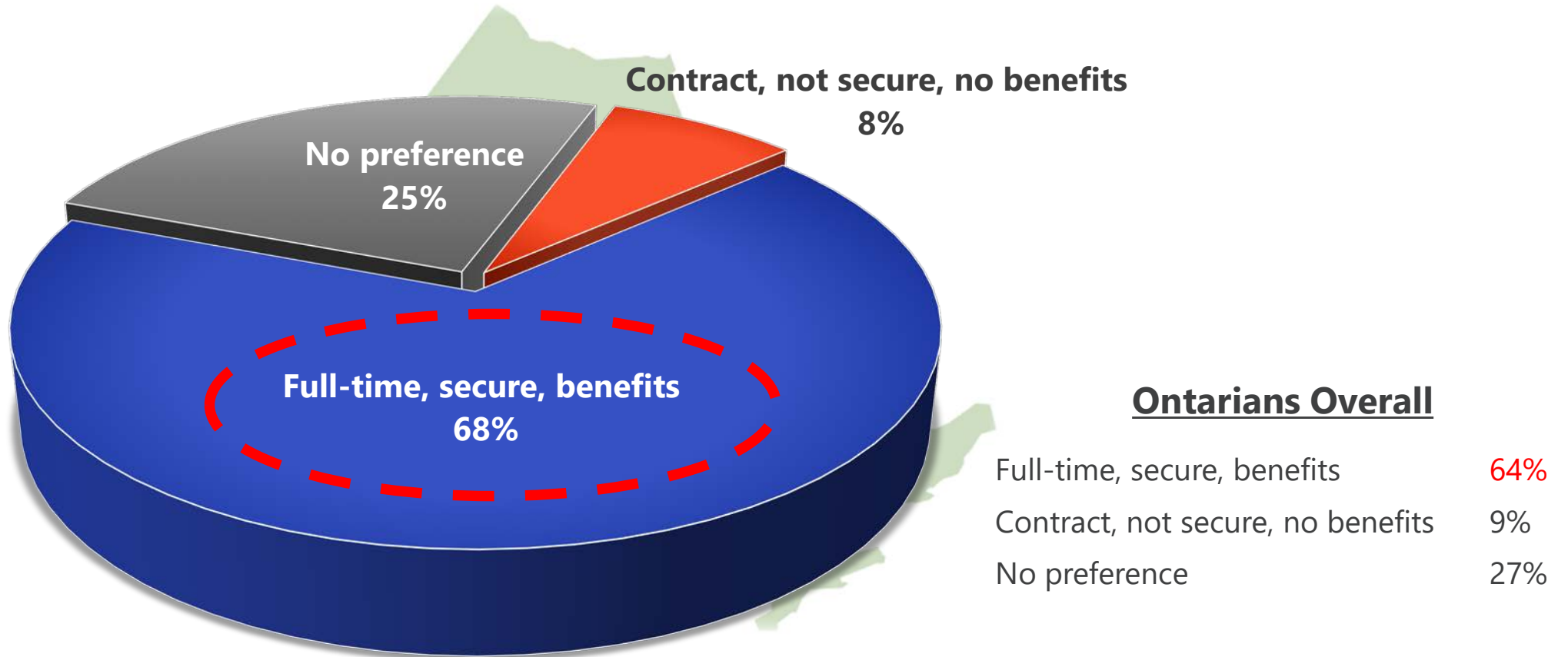
Nearly Three In Four Northern Ontarians Are "Concerned" About Job & Employment Quality



# Precarious Or Not Precarious?:

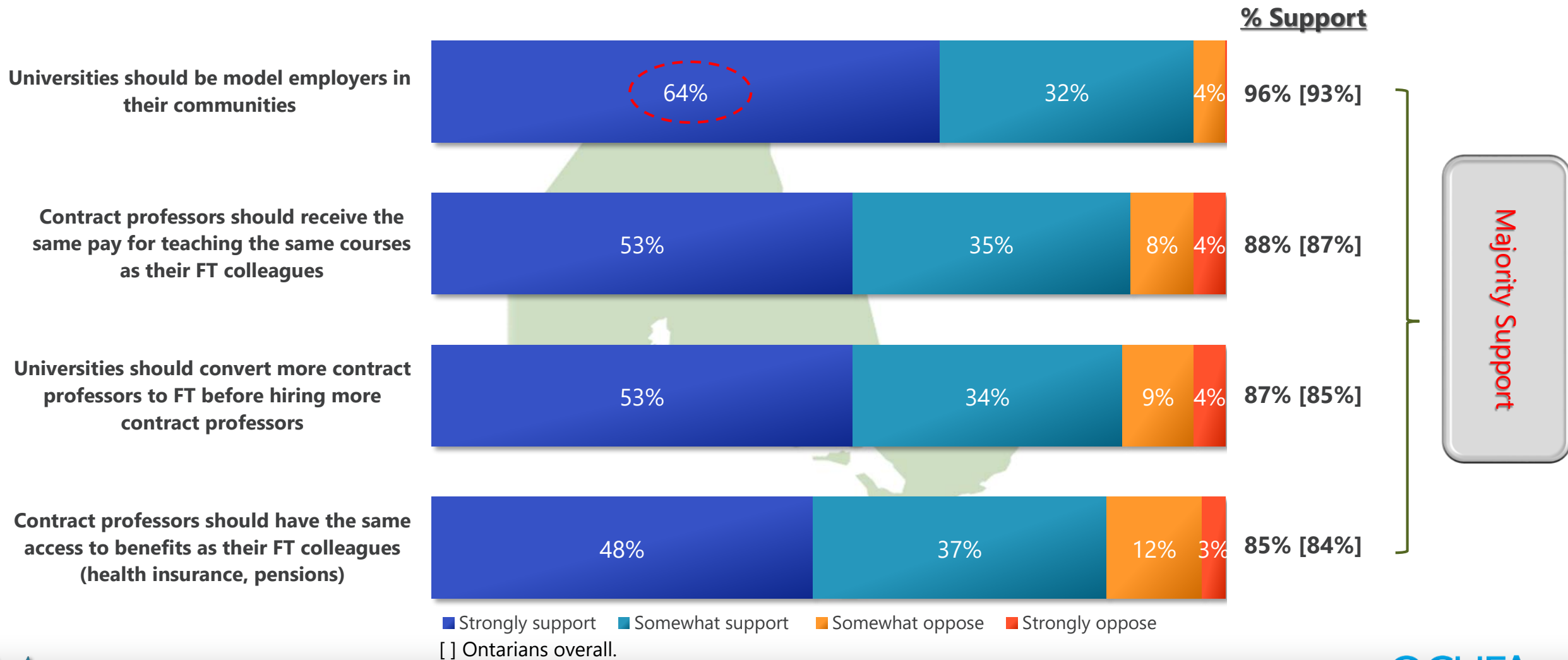
Over Two In Three Would Prefer Securely Employed Professors Teach University Courses

## Which type of professor would you prefer teach a university level course?

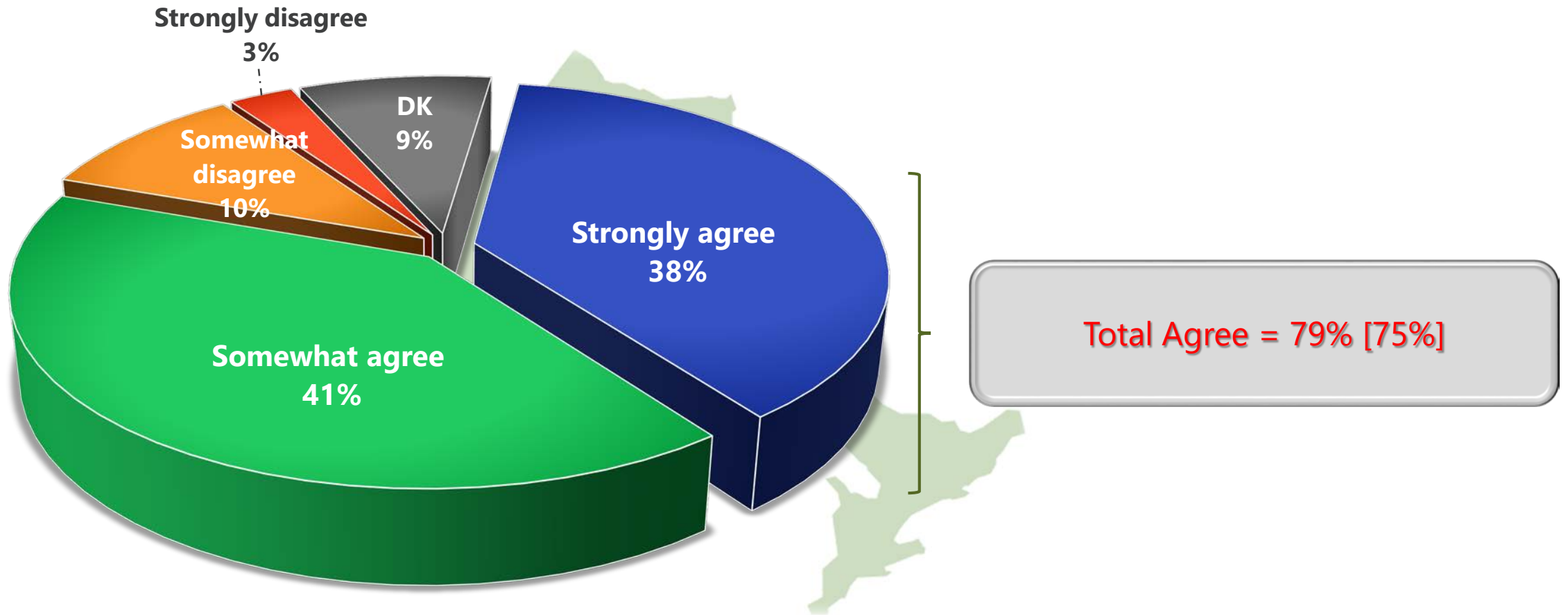


# Support For Fairness For Contract Faculty:

## A Large Majority Support Measures To Address Precarious Academic Work



# Impact of Declining Working Conditions For Faculty: Four In Five Northern Ontarians Agree Will Have A Negative Impact On Education Quality



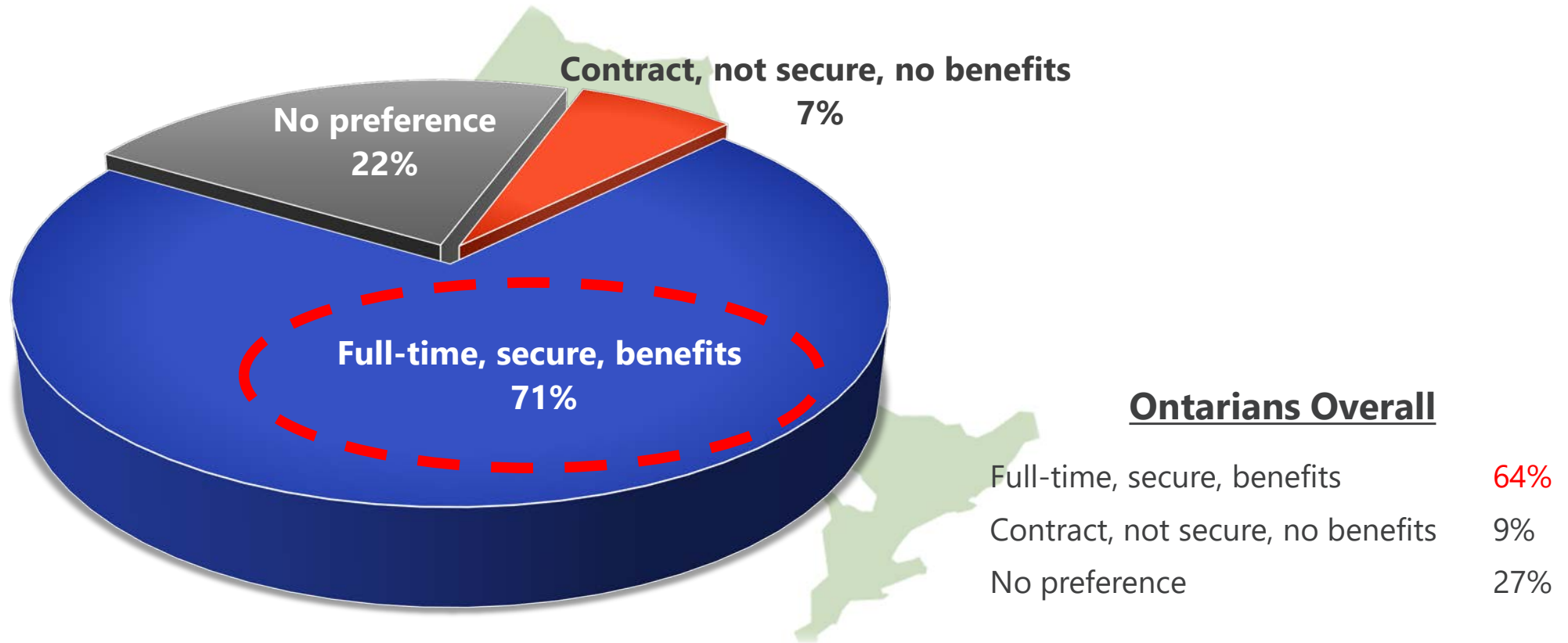
# Young Ontarians (15-17 Year Olds)

Expectations From A  
University Education

# Precarious Or Not Precarious?

Seven In Ten Young Ontarians Want Securely Employed Professors Teaching University Courses

## Which type of professor would you prefer teach a university level course?





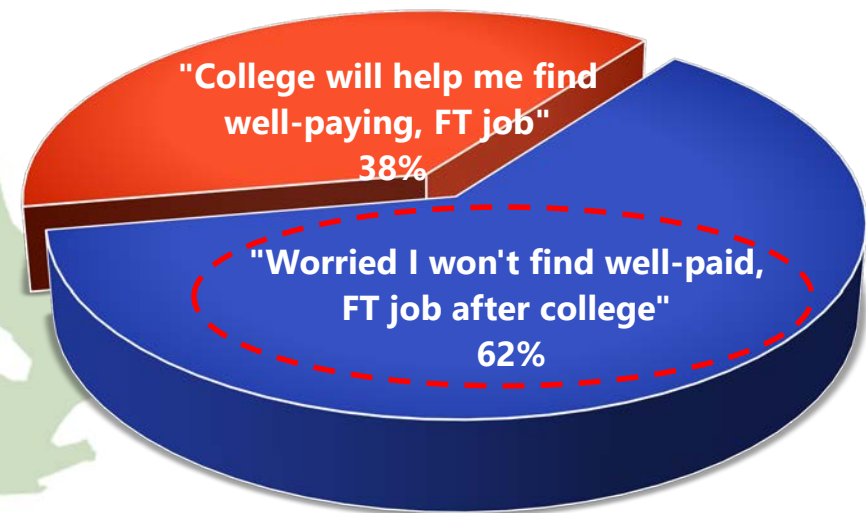
# Expectations From A University Education:

Three In Five Young Ontarians Are "Worried" They Will Be Unable To Find A Good Job

## \*University Bound (54%)



## \*Other/Non-University (20%)



# Charting The Way Forward

Strategic Implications



# Strategic Imperative:

High Level of Support For Policy Measures To Protect Contract Faculty From Precarity

- Northern Ontarians believe that our universities provide students with a *high quality education* and that a university degree is a *necessary asset* in today's job market.
- **Precarious work conditions for university faculty are considered by most Northern Ontarians as a potential threat to the quality of university education in the province.**
- Like their counterparts across the province, there is a high level of support among Northern Ontarians for policy measures that **address precarious academic work and ensure fairness for contract faculty** at Ontario's universities.