

**Post-Secondary Education in  
Ontario: Managing Challenges  
in an Age of Austerity**  
**905 Region - January 2013**

# Methodology

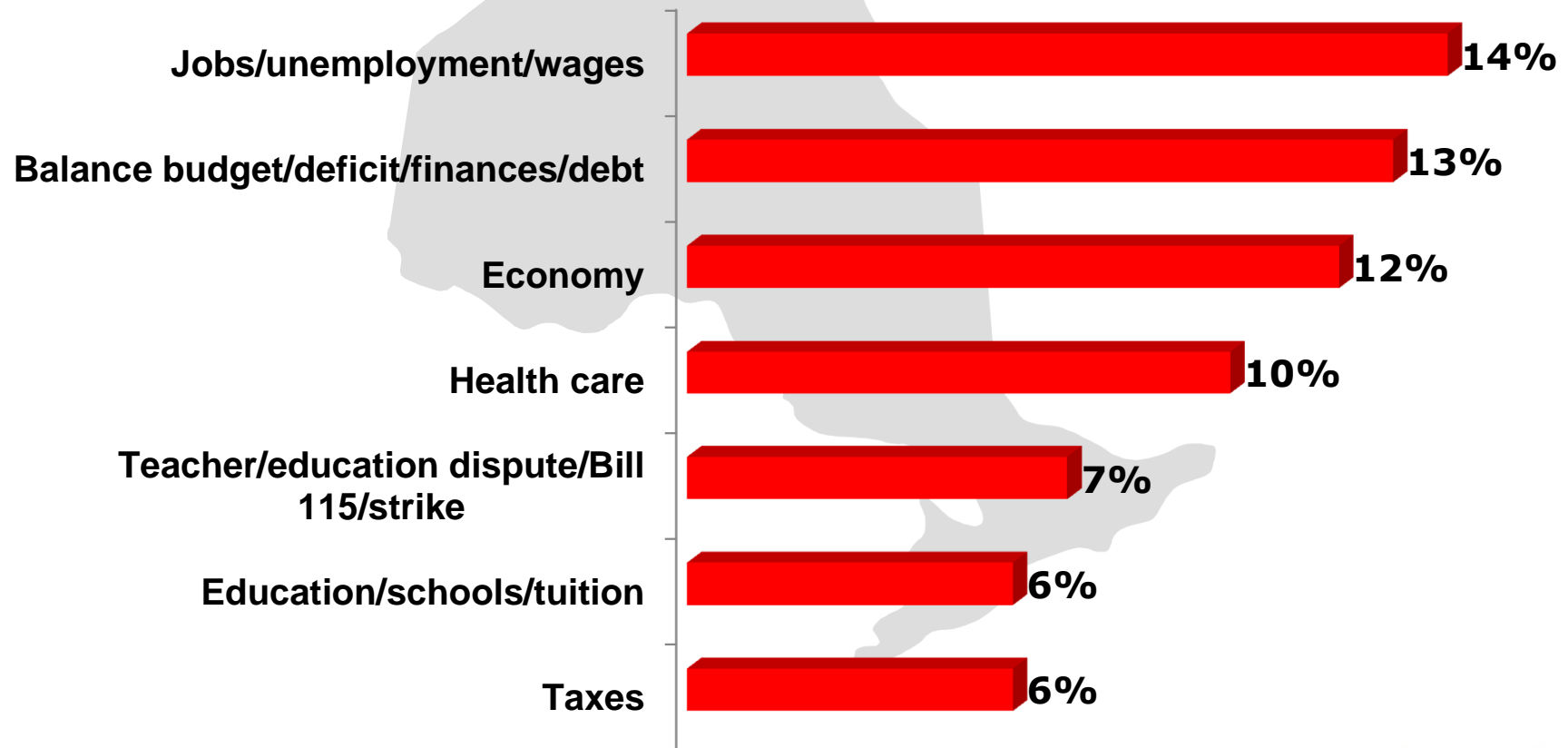
- **A total of 1,518 on-line interviews were conducted for the study between December 10<sup>th</sup> and 14<sup>th</sup>, 2012.**
- **The margin of error for a representative sample of this size is 2.5 percentage points within a 95% confidence interval. The margin of error is greater when looking at sub-segments of the population.**
- **The total sample for the “905” region comprised 338 respondents.**
- **The sample was designed to mirror the socio-demographic characteristics of the general Ontario adult population according to the latest census data.**
- **Detailed findings are outlined on the OCUFA website.**



# The Political Environment

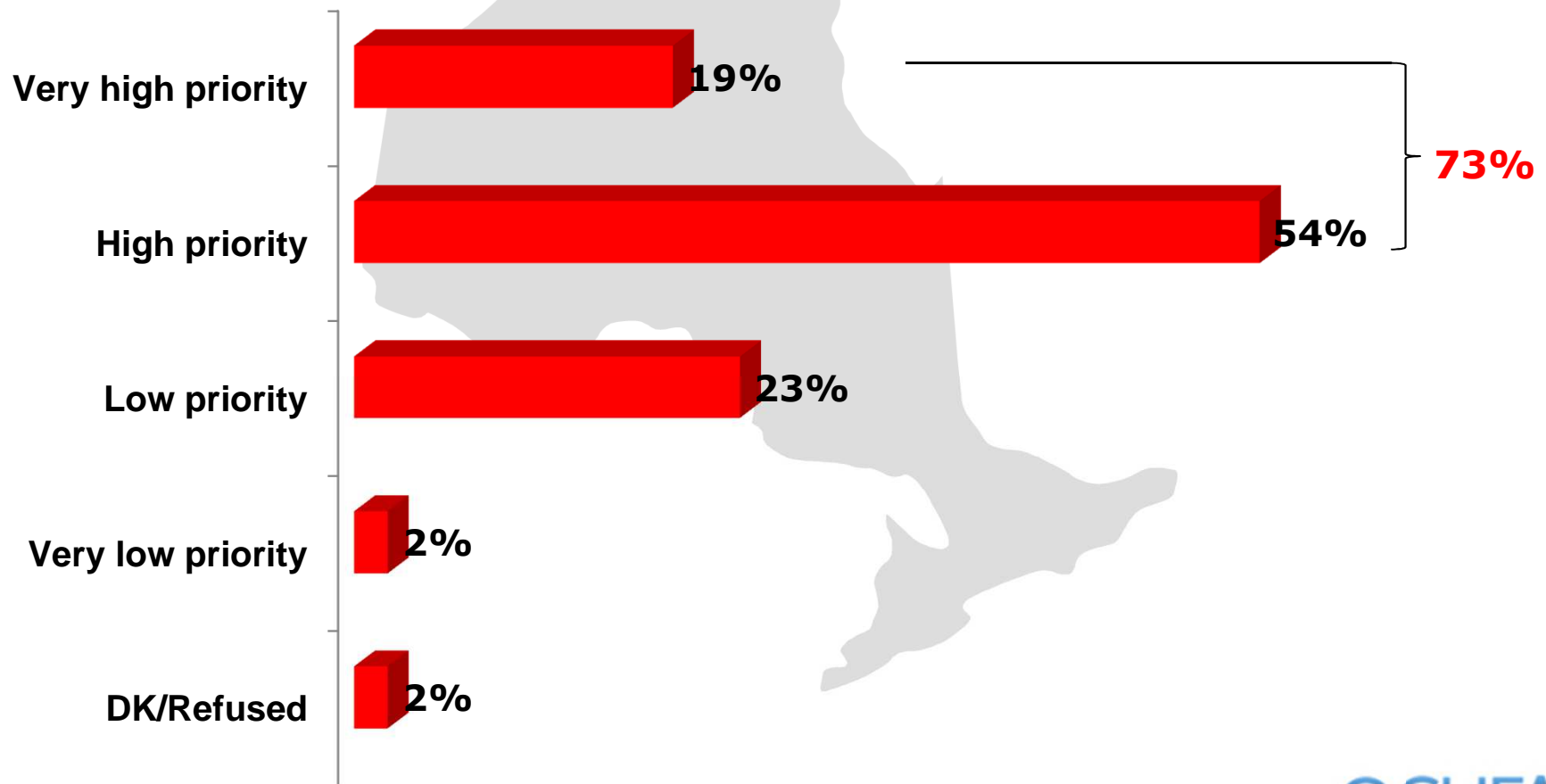
# Most Important Issue in Ontario

- **“905” Residents are most likely to identify jobs/unemployment” as the most important issue currently facing the Ontario government.**



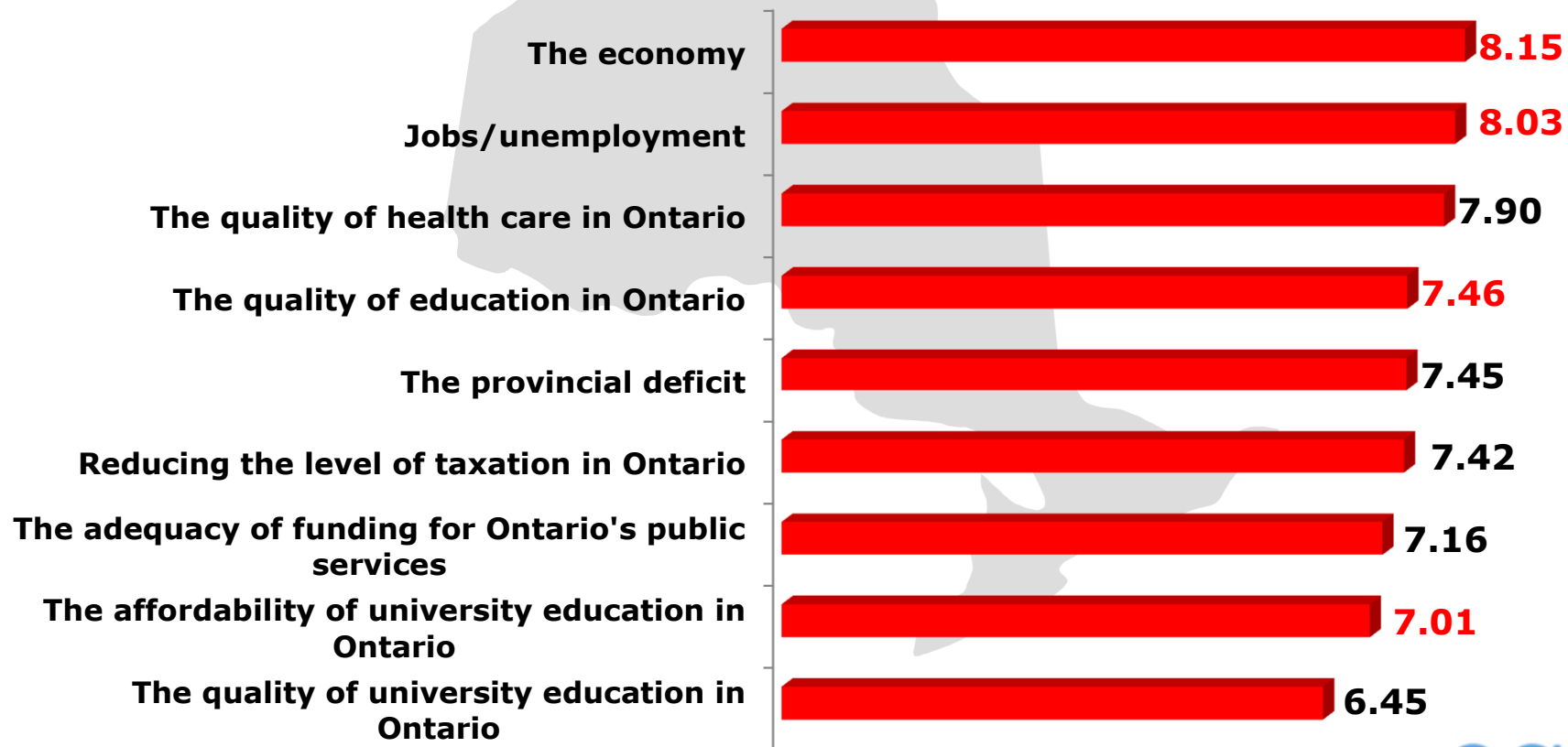
# University Education: Level of Priority for Ontario Government

- Almost three in four residents believe that university education should be considered a **“high priority”** by the provincial government.



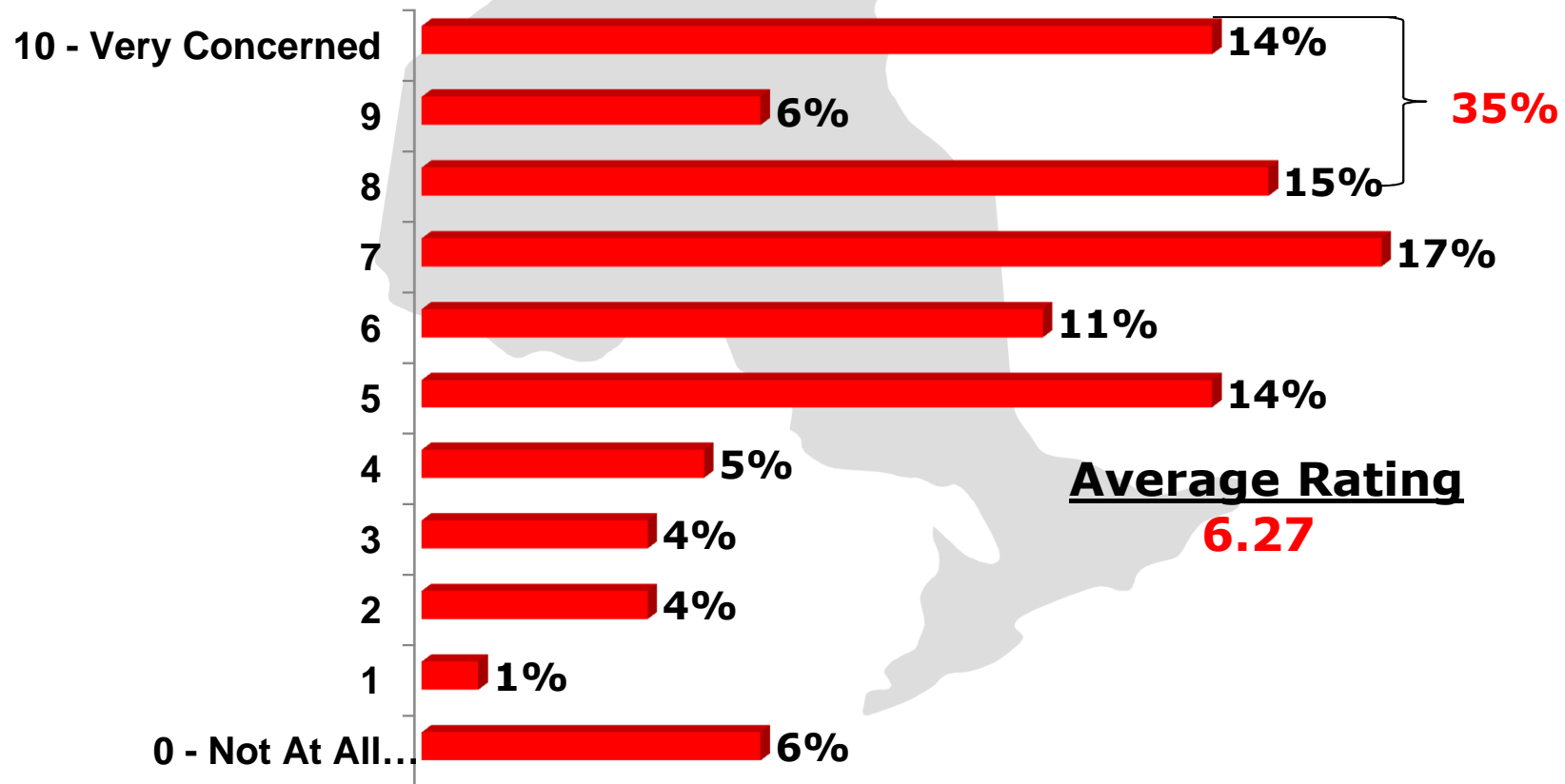
# Provincial Issues: Present Level of Concern

- “The economy” and “jobs/unemployment are issues associated with a high-level concern for “905” residents. The “**quality of education**” and the “**affordability of university education**” also receive a moderately high concern rating from these respondents.



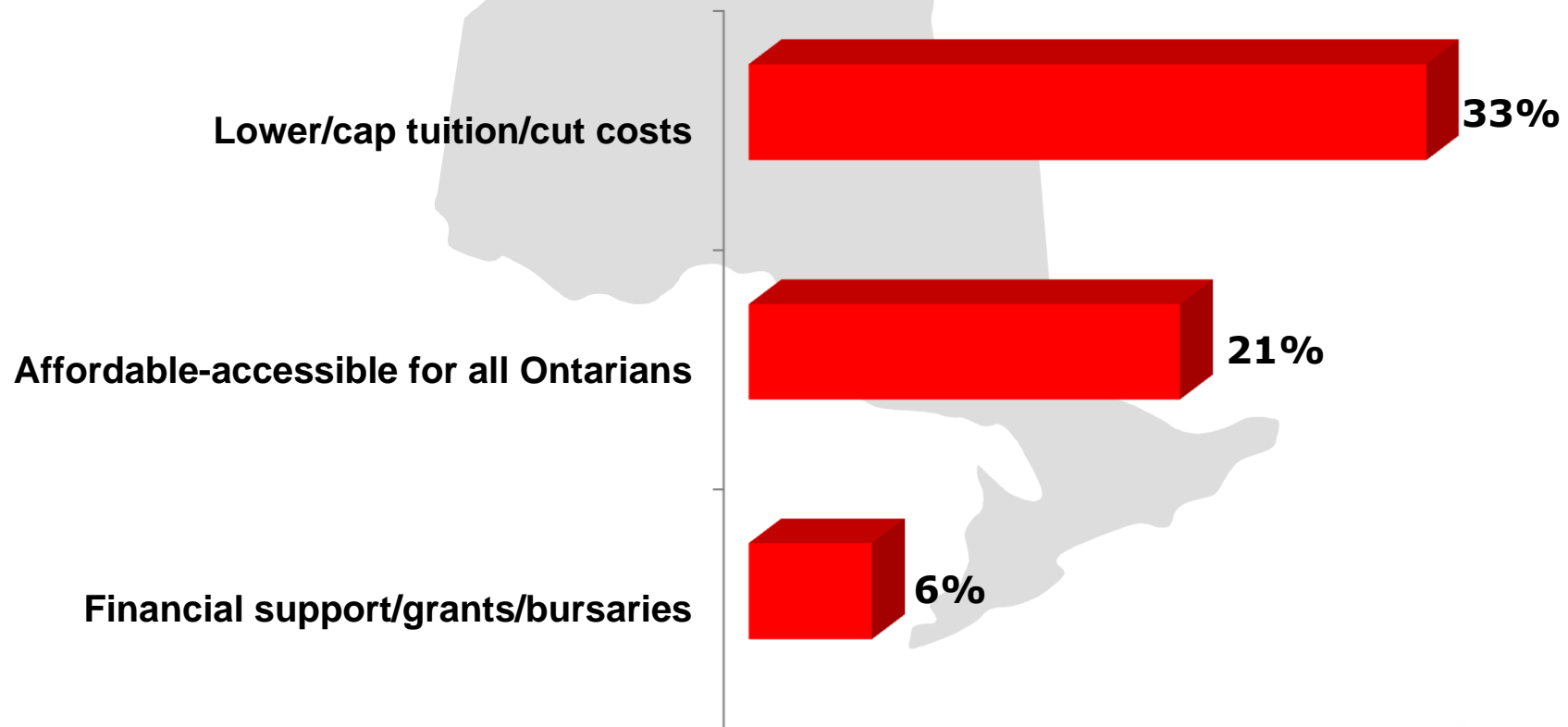
# Quality of University Education in Ontario: Level of Concern

- Over one-third of residents are **highly concerned** about the quality of university education in Ontario (rating of 8,9 or 10). The average concern-rating in this region is moderate at 6.27.



# Most Important Strategy for University Education in Ontario?

- One-third of residents identify **lowering or capping tuition fees** as the “single most important thing” the provincial government should do for university education in Ontario.



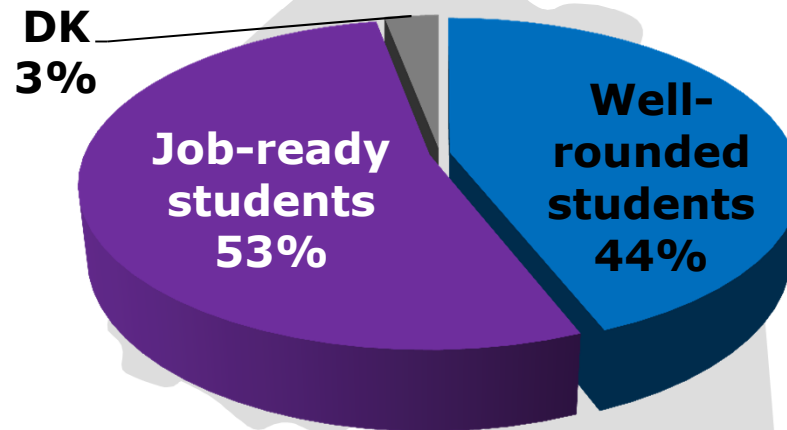




# **What Kind of University Education Do We Want?**

# Job-Ready or Well-Rounded Students?

- On average, residents of the “905” region were more likely to identify “job-readiness” as the primary goal of university education.



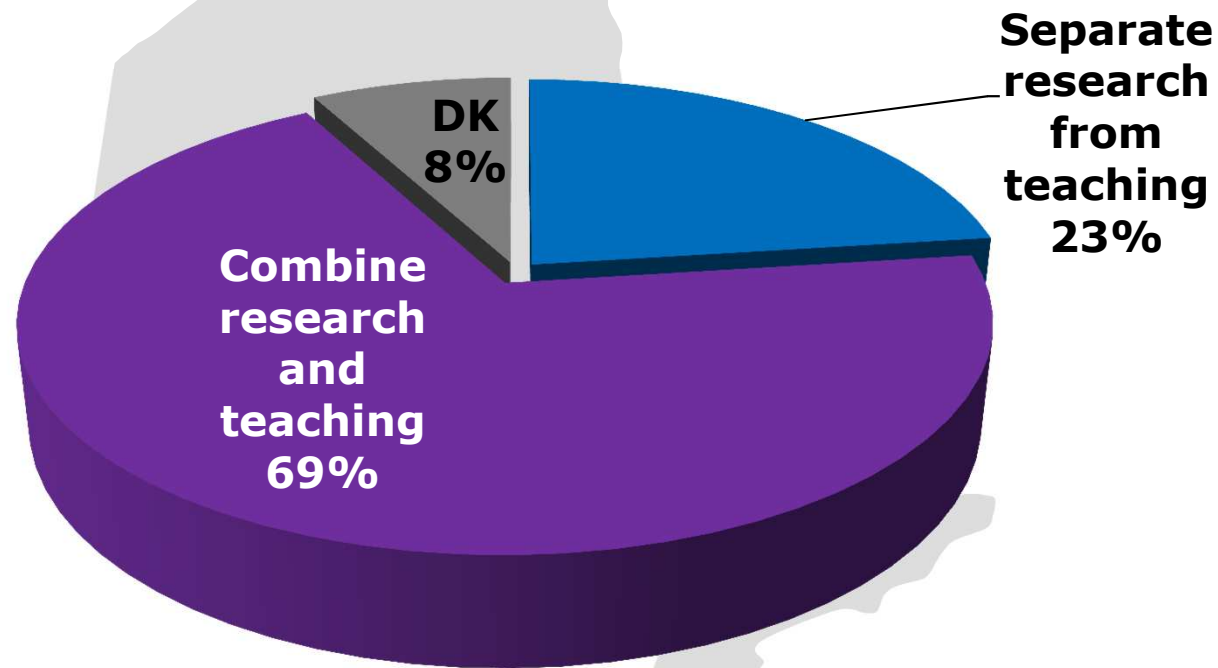
## Tracking Results

Focus of university education should be...	2012 %	2011 %
Job-ready students*	53	45
Well-rounded students	44	48

\*In 2011, this question used the phrase “students with specific skills.”

# Best Model of Delivery?

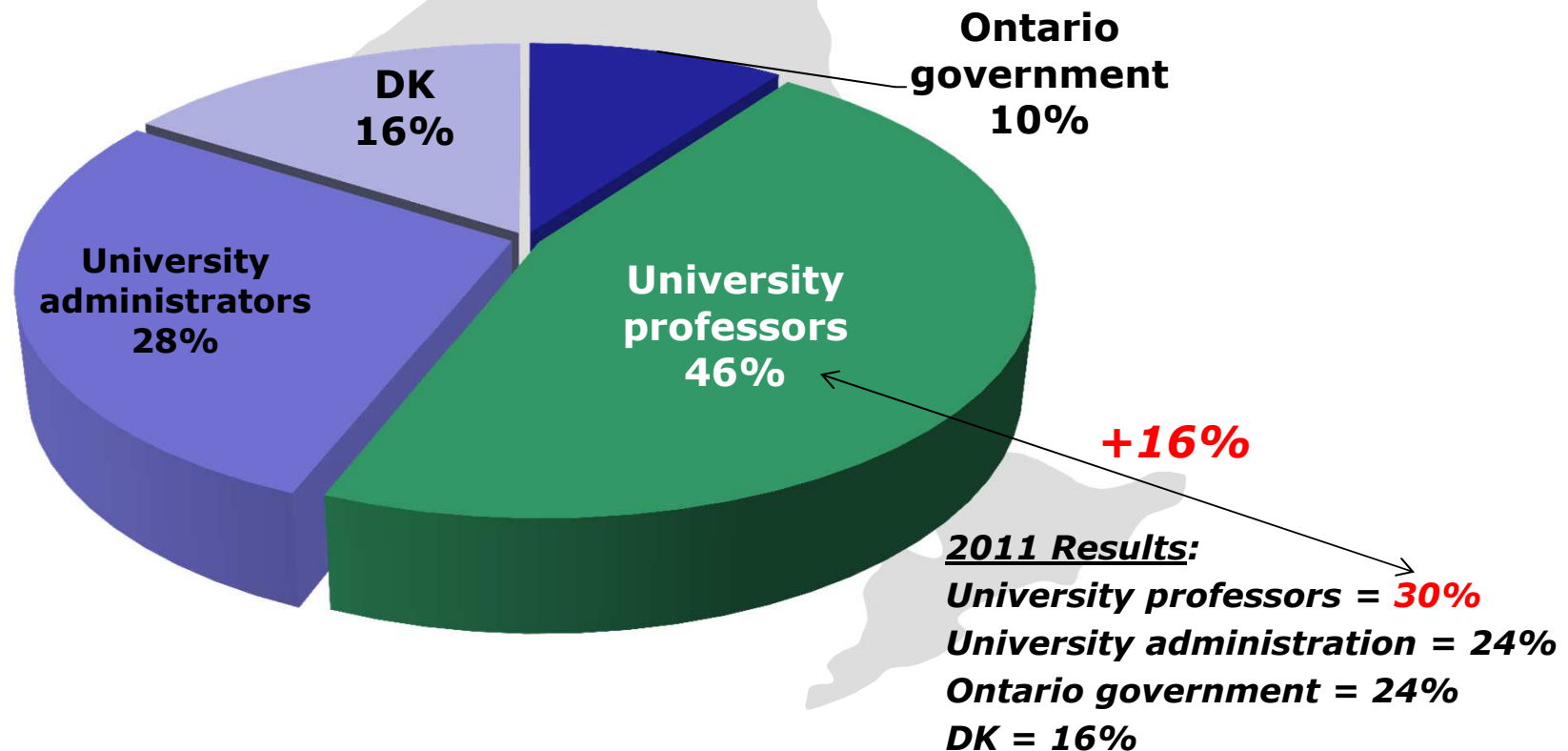
- Over two-thirds of residents believe that to fulfill their mandate universities must **combine research with teaching**.



*Question: Earlier you indicated that university education should focus on producing [job-ready/well-rounded students]...which model of delivery of university education would best achieve this objective?*

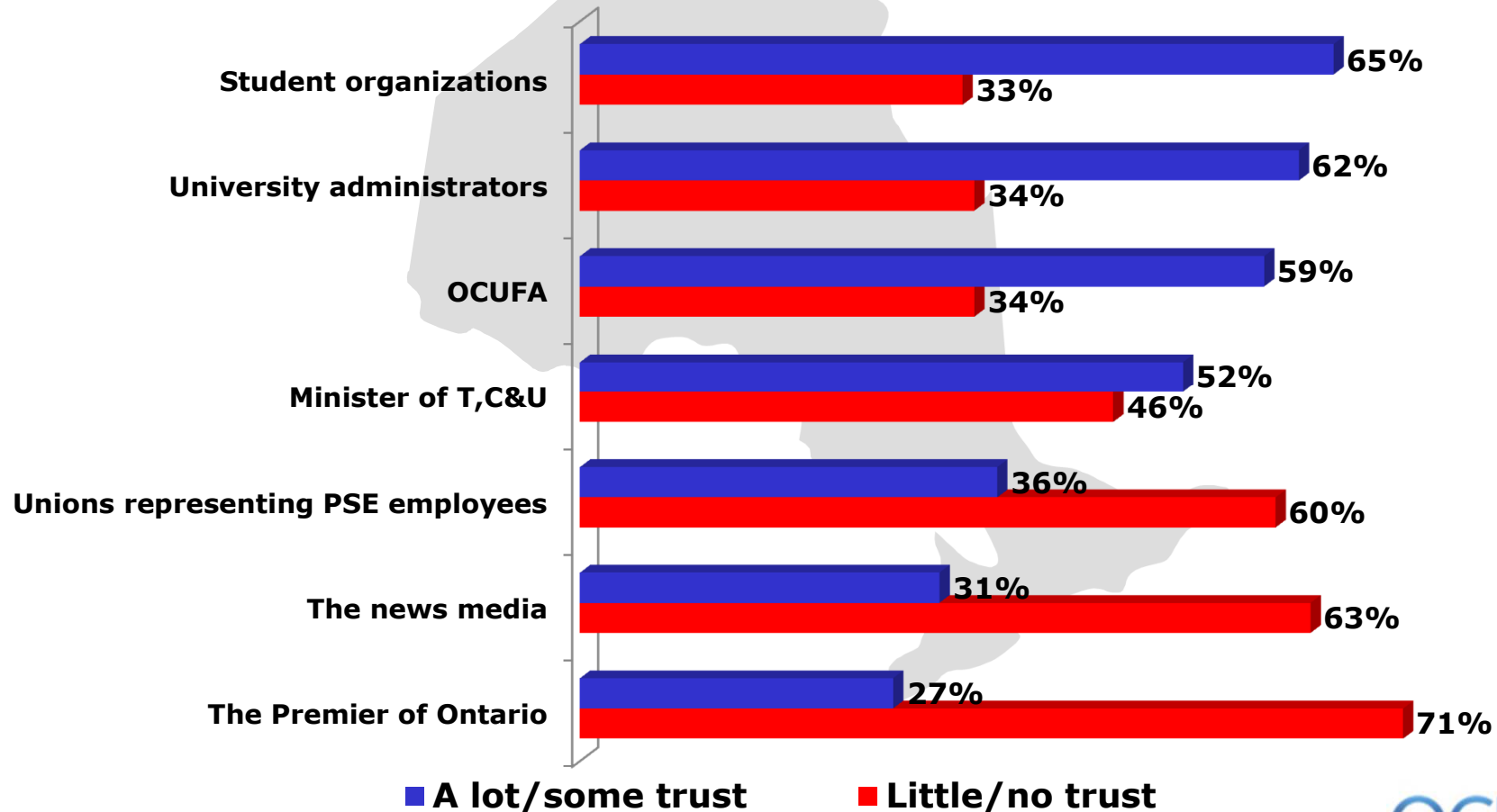
# Ensuring A High Quality University Education: Who Do You Trust?

- Over two in five residents say they trust university professors most with ensuring that students receive a high quality university education.



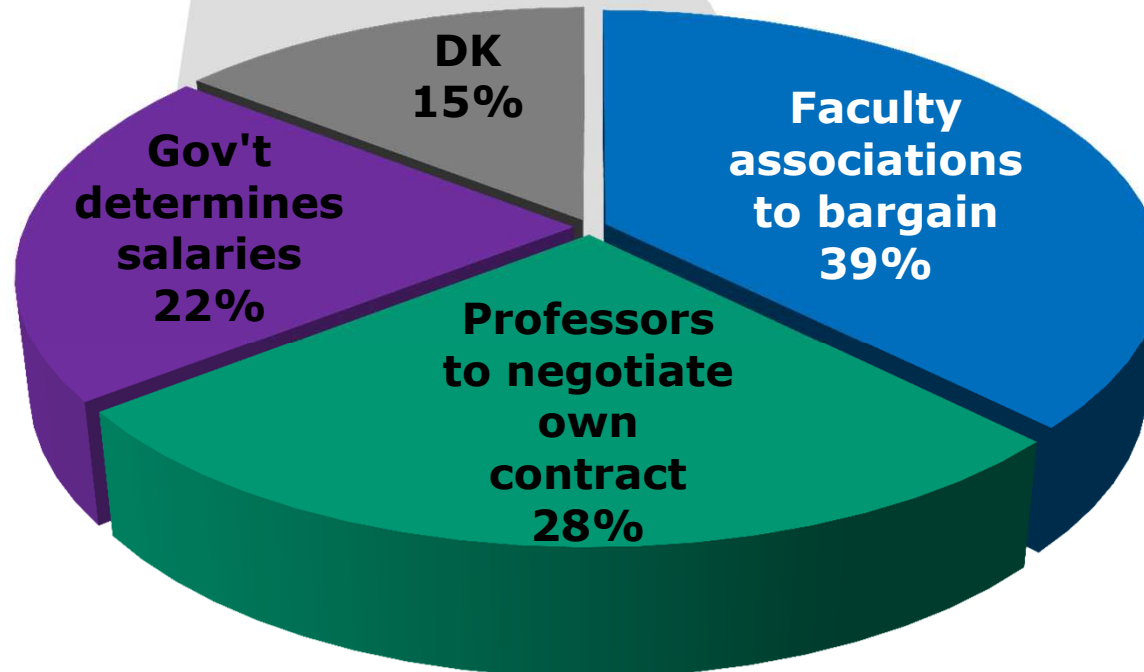
# Sources of Information: Who Do You Trust?

- A majority of residents consider **student organizations, university administrators, OCUFA, and the Minister of Training** trustworthy sources of information about Ontario's universities.



# University Professors: Salaries & Working Conditions

- Almost two in five residents think the best way to determine the salaries and working conditions of university professors is to **continue to allow collective bargaining** between faculty associations and university administration.

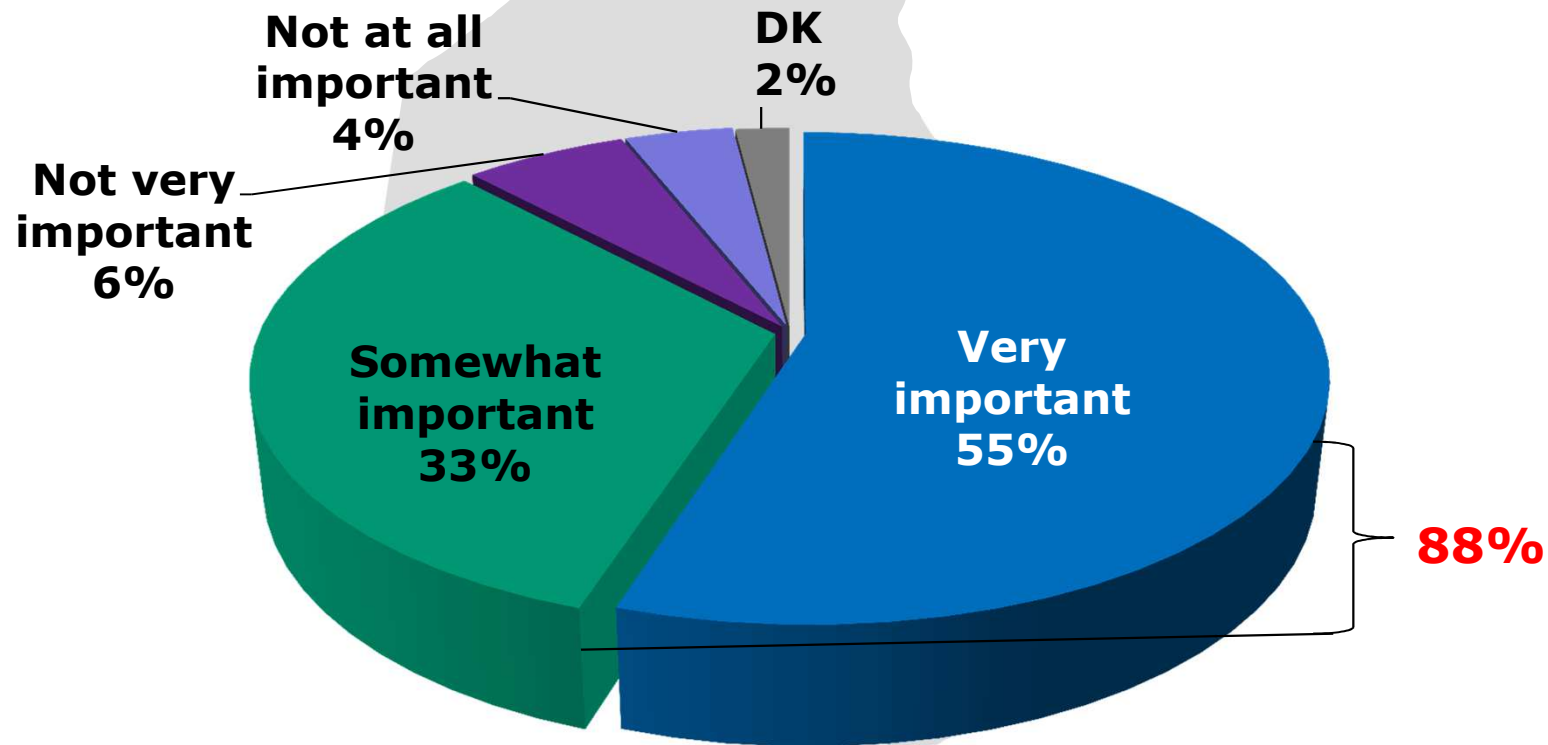




# At What Cost?

# Importance of Provincial Deficit Reduction

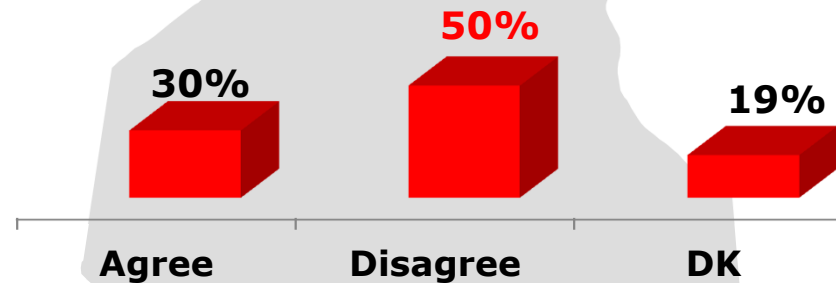
- Almost nine in ten residents believe it is important that the provincial government reduce the provincial budget deficit.



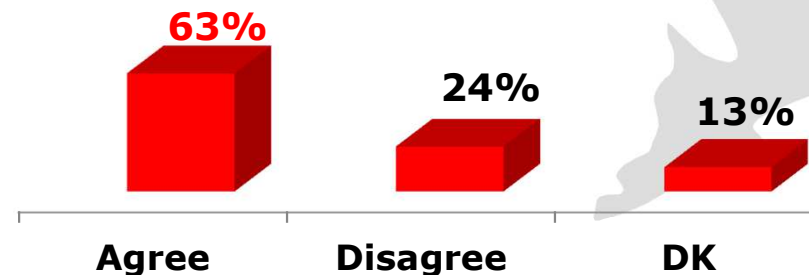


# Deficit Reduction Strategies: Agree or Disagree?

- To meet deficit-reduction targets, government should override the collective bargaining rights of public sector workers.

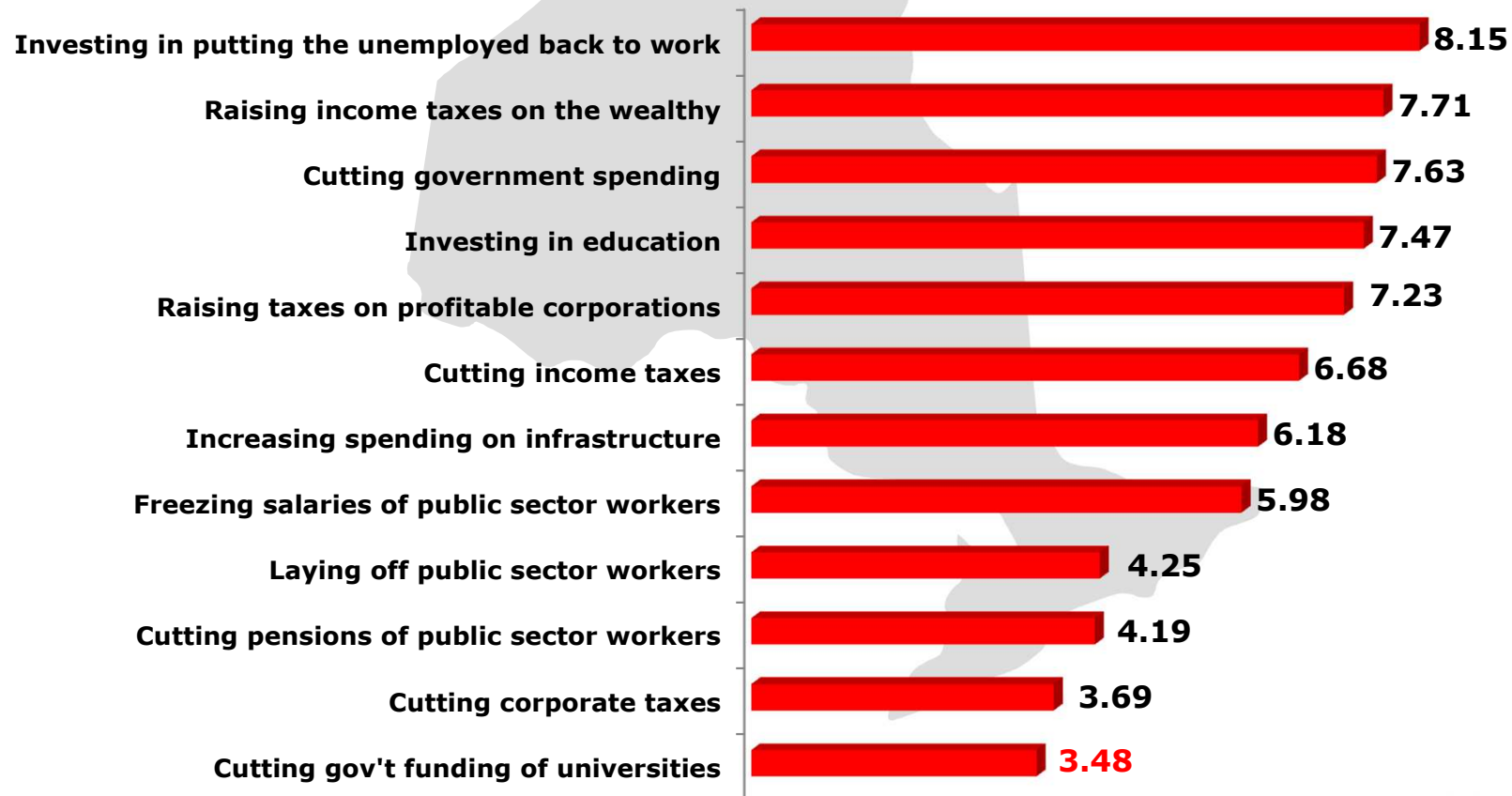


- Government should allow public sector workers to freely negotiate their working conditions and wages through a collective bargaining process.



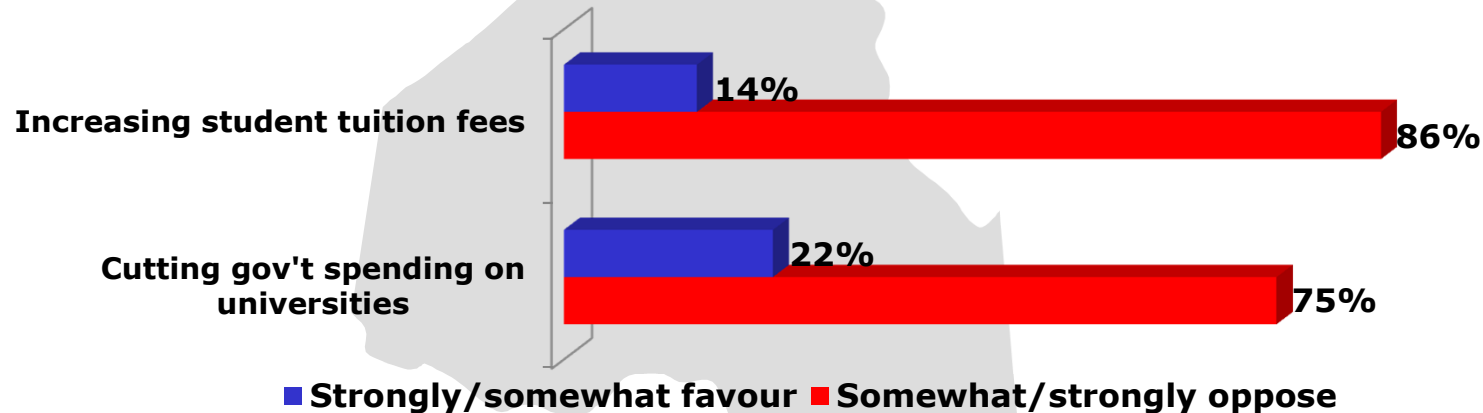
# Strategies to Manage Fiscal Situation in Ontario: Level of Support

- A mix of stimulus and cost-cutting measures received a moderate to high level of support from residents of the “905” region (i.e., a rating of 7 or greater). **Cutting funding for universities** received the lowest support-rating on average.

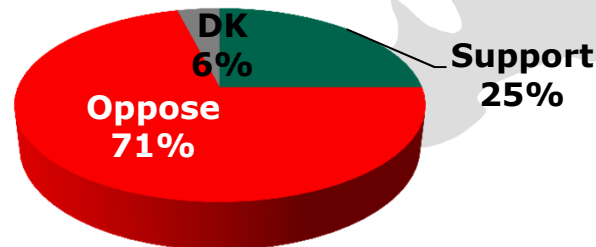


# University Financing Strategies: Support for Government Investment

- A large majority of residents oppose **increasing student tuition** and **cutting government spending on universities** as measures to reduce university costs.



- Seven in ten residents oppose the idea of **increasing student tuition in programs expected to yield higher salaries** after graduation.



# Government Spending Freeze: Perceived Impact

- Over half of 905 residents believe that a government spending freeze on universities would have a negative impact on the quality of university education in the province.

Impact of the following on quality of university education:	Positive Impact (%)	Negative Impact (%)	No Impact (%)
Government spending freeze on universities	9 (+5)	53 (-12) ←	24 (+7)
Freeze on professors' salaries	10 (+4)	49 (-3)	30 (+7)

( ) Denotes percentage change since 2011.

# Deficit Reduction in Context

- Most 905 residents disagree with government measures to reduce the deficit in the context of three specific circumstances: 1) reduced education quality; 2) increased costs of education for students and families; and, 3) higher personal taxes.

How much do you agree or disagree that the provincial government should pursue measures to <u>reduce the deficit</u> ...	Agree strongly/ somewhat (%)	Disagree somewhat/ strongly (%)
...even if these measures will <u>reduce the quality</u> of university education.	29	68
...even if these measures will <u>increase the cost</u> of university education for students and their families.	37	59
...even if that means I would personally have to <u>pay more in taxes</u> .	45	51

\*Would you support or oppose cuts to public services if it meant a negative impact on employment and economic growth?

Support = 36%  Oppose = 64%

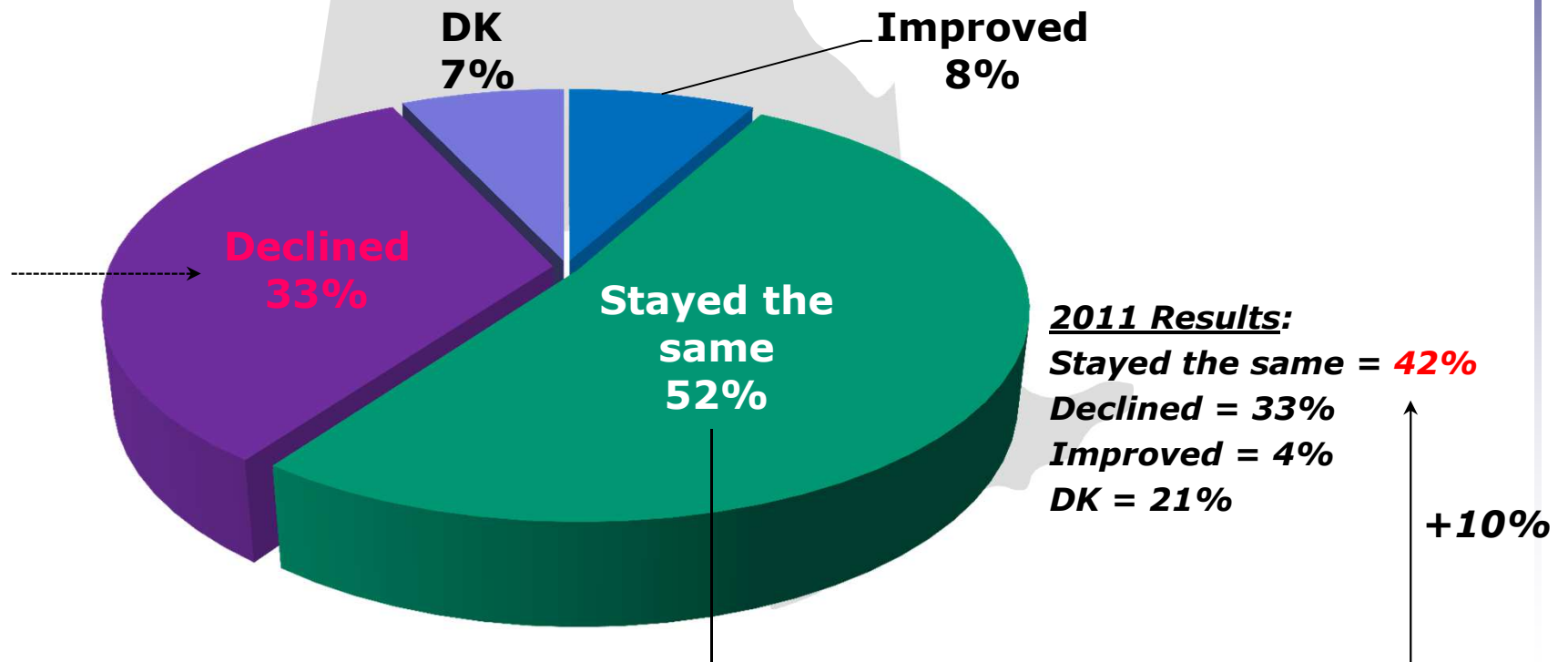
\*This question was asked of a subsample of respondents (N=114).



# **Looking Ahead: Political Leadership**

# McGuinty Government: Impact on Quality of University Education

- One-third of residents believe that the quality of university education has declined under the McGuinty government. By contrast, less than one in ten say that the quality of university education has improved during McGuinty's tenure.



# Quality of University Education: Which Political Party Is Best?

- Almost one in four residents view the **NDP** as the party most likely to improve the quality of university education in Ontario.

