

Good morning/afternoon/evening, my name is \_\_\_\_ of Feedback Research Corporation, a national research firm. We are conducting a study on different provincial issues. Can I have about 10 minutes of your time?

(IF YES) Thank you. (PRESS 1 TO CONTINUE)

(IF NO) When would be a better time to call you back?

(SCHEDULE CALL APPOINTMENT)

Q1. Are you eligible to vote in provincial and federal elections?

Yes (100%)

Q2. What is the most important issue facing the Ontario provincial government today? (OPEN-ENDED - ONE MENTION)

Issues related to health care	(62%)
Education	(15%)
Unemployment/Lack of jobs	(6%)
The Economy/Recession	(4%)
Taxes	(4%)
Traffic and Highway	(1%)
Post-secondary education	(1%)
Inflation/cost of living	(1%)
Welfare/poverty	(<1%)
Terrorism	(<1%)
Environment	(<1%)
Airline Industry	(<1%)
Other	(4%)
Don't know	(2%)

Q3. Based on what you know, which of the following (READ and ROTATE) the provincial NDP, the provincial PC Party, or the provincial Liberal Party would do a better job at handling (ISSUE MENTIONED IN Q. 2)

Progressive Conservatives	(24%)
Liberals	(27%)
NDP	(2%)
Don't know	(47%)

Q4. Based on what you know, which of the following (READ and ROTATE) the provincial NDP, the provincial PC Party, or the provincial Liberal Party would do the worst job at handling (ISSUE MENTIONED IN Q. 2)

Progressive Conservatives	(4%)
Liberals	(6%)
NDP	(17%)
Don't know	(73%)

Q5. If a provincial election were held today, which party would you most likely vote for (READ IN ROTATION)... the Progressive Conservatives, the Liberals, or the NDP?

Progressive Conservatives	(32%)
Liberals	(30%)
NDP	(2%)
Other	(3%)
Don't Know/Undecided	(33%)

Q6. (IF UNDECIDED/DON'T KNOW/WOULD NOT VOTE, ASK:) Is there a party which you are leaning toward at the present time?

Progressive Conservatives	(2%)
Liberals	(6%)
NDP	(1%)
Other	(1%)
Don't Know/Undecided	(90%)

Q6A. PROVINCIAL ELECTION VOTE - SOLID & LEARNING VOTERS

PC Party	(33%)
Liberal Party	(32%)
NDP	(2%)
Other	(3%)
Don't Know/Undecided	(30%)

Q6B. PROVINCIAL ELECTION VOTE - DECIDED VOTERS

PC Party	(47%)
Liberal Party	(45%)
NDP	(3%)
Other	(4%)

Q6C. DESERTERS

PC Deserters	(16%)
Liberal Deserters	(33%)
NDP Deserters	(8%)
PC Loyalist	(14%)
NDP Loyalist	(<1%)
Other	(29%)

Q7. On a scale from 1 to 10, where 1 is 'not at all concerned' and 10 is 'very concerned', how concerned are you with each of the following: (READ and ROTATE Q.7 to Q.10 then, READ and ROTATE Q.11 to Q.13) ... Health care

1 - Not at all concerned	(1%)
2	(1%)
3	(1%)
4	(1%)
5	(7%)
6	(3%)
7	(12%)
8	(16%)
9	(13%)
10 - Very concerned	(47%)

**Mean Score For Scale:** 8.58

Q8. Tax cuts

1 - Not at all concerned	(3%)
2	(7%)
3	(5%)
4	(1%)
5	(25%)
6	(5%)
7	(25%)
8	(8%)
9	(5%)
10 - Very concerned	(14%)
Don't know	(1%)

**Mean Score For Scale:** 6.25

Q9. Economic competitiveness

1 - Not at all concerned	(1%)
2	(2%)
3	(7%)
4	(3%)
5	(20%)
6	(18%)
7	(24%)
8	(20%)
9	(5%)
10 - Very concerned	(1%)

**Mean Score For Scale:** 6.24

Q10. Unemployment

1 - Not at all concerned	(4%)
2	(1%)
3	(7%)
4	(2%)
5	(17%)
6	(17%)
7	(13%)
8	(17%)
9	(12%)
10 - Very concerned	(9%)
Don't know	(1%)

**Mean Score For Scale:** 6.51

Q11. Elementary and Secondary education

1 - Not at all concerned	(1%)
2	(3%)
3	(4%)
4	(4%)
5	(13%)
6	(4%)
7	(8%)
8	(20%)
9	(8%)
10 - Very concerned	(35%)
Don't know	(1%)

**Mean Score For Scale:** 7.61

Q12. College education

1 - Not at all concerned	(1%)
2	(1%)
3	(1%)
4	(6%)
5	(18%)
6	(9%)
7	(15%)
8	(18%)
9	(7%)
10 - Very concerned	(23%)
Don't know	(1%)

**Mean Score For Scale:** 7.24

Q13. University education

1 - Not at all concerned	(1%)
2	(1%)
3	(4%)
4	(6%)
5	(17%)
6	(9%)
7	(14%)
8	(14%)
9	(9%)
10 - Very concerned	(19%)
Don't know	(5%)
<b>Mean Score For Scale:</b>	<b>7.04</b>

Q14. Using a grading scale ranging from A to F where A represents an "outstanding" grade and F represents a "failing" grade, how would you grade the Ontario government performance in dealing with post-secondary education? (READ)

A	(2%)
B	(27%)
C	(47%)
D	(7%)
E	(7%)
F	(10%)

Q15. Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned that your children will be able to attend a publicly funded university in Ontario, if they are qualified and choose to do so?

Very concerned	(49%)
Somewhat concerned	(29%)
Not very concerned	(6%)
Not at all concerned	(10%)
DK/NA	(5%)

Q16. (IF VERY or SOMEWHAT CONCERNED) Which of the following three issues best reflect the reason you are concerned about your children not being able to attend a publicly funded university in Ontario? (READ and ROTATE - ONE MENTION)

Inability to accommodate	(8%)
Higher tuition fees	(64%)
Higher university requirements	(14%)
Lack of adequate assistance	(14%)

Q16A. Based on what you know, do you think the number of students attending university by the year 2005 will increase much more than in the last five years, increase more or less as in the last five years, or will decrease significantly?

Increase more	(44%)
Increase more or less	(21%)
Decrease significantly	(26%)
DK/NA	(8%)

Q16B. What is your main source of information about issues related to post-secondary education? (DO NOT READ - MAIN SOURCE ONLY)

Local daily newspaper	(25%)
National daily newspapers	(2%)
Other Ontario daily newspapers	(11%)
TV newscasts	(30%)
Radio newscasts	(9%)
Own children	(3%)
Friends and relatives	(8%)
Local weekly newspapers	(1%)
Internet/E-mail	(1%)
Other	(8%)
DK/NA	(1%)

Q17. As you may know, Ontario's publicly funded universities are expecting a 20% increase in the amount of students attending university by the year 2005. Do you believe that publicly funded universities have the resources to accommodate this demand or not?

Yes, have the resources	(33%)
No	(52%)
DK/NA	(15%)

Q18. You may also be aware that due to recent changes in the education system, a majority of Grade 12 and OAC students will enter university at the same time in September 2003. Do you believe that publicly funded universities have the resources to accommodate this demand or not?

Yes, have the resources	(26%)
No	(62%)
DK/NA	(11%)

Q19. Do you believe the universities within your area have enough space accommodate the growth in the local student population over the next five years or not?

Yes	(40%)
No	(51%)
DK/NA	(10%)

Q20. Which of the following types of post-secondary institutions is your first choice for your children's education? (READ and ROTATE)

Publicly funded university in my area	(40%)
Publicly funded university in Ontario	(42%)
Out-of-province universities	(1%)
U.S. universities	(1%)
Publicly funded Ontario colleges	(12%)
Ontario private universities	(1%)
Ontario private colleges	(1%)
DK/NA	(3%)

Q21. What is your main alternative choice for your children's post-secondary education? (READ and ROTATE)

Publicly funded university in my area	(46%)
Publicly funded university in Ontario	(34%)
U.S. universities	(3%)
Publicly funded Ontario colleges	(4%)
Ontario private universities	(5%)
Ontario private colleges	(3%)
DK/NA	(4%)

Q22A. In your opinion has there been an increase or decrease in the quality of post-secondary education in Ontario since the Conservatives were first elected in 1995?

Increase	(18%)
Decrease	(44%)
DK/NA	(38%)

Q22B. As you know, Mike Harris has announced that he will retire from provincial politics. Based on what you know, do you think that Mike Harris' departure will have a positive, a negative or no impact at all on the Ontario government's performance in dealing with post-secondary education?

Positive	(36%)
No Impact	(46%)
Negative	(11%)
DK/NA	(8%)

On a scale of 1 to 10 where 1 signifies "not at all important" and 10 signifies "very important", how important are each of the following factors in explaining the change in the quality of post-secondary education since Conservatives first got elected in 1995? (READ and ROTATE)

IF DECREASE AT Q. 22 READ and ROTATE Q. 23 to Q.28

Q23. Reduced government support

1 - Not at all important	(17%)
2	(3%)
3	(1%)
4	(1%)
5	(11%)
6	(6%)
7	(6%)
8	(24%)
9	(12%)
10 - Very important	(17%)
Don't know	(1%)

Mean Score For Scale: 6.44

Q24. Larger class sizes

1 - Not at all important	(1%)
2	(11%)
3	(3%)
4	(2%)
5	(24%)
6	(3%)
7	(24%)
8	(3%)
9	(14%)
10 - Very important	(14%)
Don't know	(1%)

Mean Score For Scale: 6.43

Q25. Greater student - teacher ratios

1 - Not at all important	(10%)
2	(1%)
3	(1%)
4	(3%)
5	(20%)
6	(1%)
7	(9%)
8	(36%)
9	(17%)
10 - Very important	(3%)
Don't know	(<1%)

**Mean Score For Scale:** 6.61

Q26. Reduction in student services

1 - Not at all important	(10%)
2	(3%)
3	(1%)
4	(1%)
5	(17%)
6	(6%)
7	(22%)
8	(12%)
9	(12%)
10 - Very important	(14%)
Don't know	(1%)

**Mean Score For Scale:** 6.56

Q27. Poor building maintenance

1 - Not at all important	(10%)
2	(3%)
3	(6%)
4	(2%)
5	(24%)
6	(6%)
7	(6%)
8	(38%)
9	(3%)
10 - Very important	(3%)
Don't know	(<1%)

**Mean Score For Scale:** 5.93

Q28. Poor quality of student facilities

1 - Not at all important	(10%)
2	(3%)
3	(1%)
4	(9%)
5	(21%)
6	(1%)
7	(11%)
8	(20%)
9	(20%)
10 - Very important	(3%)
Don't know	(<1%)

**Mean Score For Scale:** 6.14

Q29. Better-educated faculty

1 - Not at all important	( 4%)
2	( 8%)
3	( 3%)
4	( 2%)
5	(18%)
6	(18%)
7	(14%)
8	(24%)
9	( 7%)
10 - Very important	( 2%)

**Mean Score For Scale:** 6.07

IF INCREASE AT Q. 22 READ and ROTATE Q. 29 to Q.33

Q30. Higher standards for post-secondary instructors

1 - Not at all important	( 2%)
2	( 2%)
3	( 2%)
4	( 2%)
5	(38%)
6	( 1%)
7	( 1%)
8	(24%)
9	( 1%)
10 - Very important	(24%)
Don't know	( 1%)

**Mean Score For Scale:** 6.81

Q31. Improved facilities and building maintenance

1 - Not at all important	( 2%)
2	( 3%)
3	( 2%)
4	(24%)
5	(32%)
7	( 2%)
8	(24%)
9	( 7%)
10 - Very important	( 2%)
Don't know	( 1%)

**Mean Score For Scale:** 5.68

Q32. Better technology in the classroom

1 - Not at all important	( 2%)
2	( 2%)
3	( 2%)
4	( 2%)
5	(38%)
6	(18%)
7	( 2%)
8	(13%)
9	( 1%)
10 - Very important	(18%)
Don't know	( 1%)

**Mean Score For Scale:** 6.33



Q33. Greater private sector investment

1 - Not at all important	( 2%)
2	( 2%)
3	( 3%)
4	(13%)
5	(18%)
6	( 2%)
7	( 7%)
8	(35%)
9	(14%)
10 - Very important	( 2%)
Don't know	( 1%)

Mean Score For Scale:  6.56

Q34. Would you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following proposed measures to improve access to post-secondary education in Ontario? (READ and ROTATE) ... Increased government funding of post-secondary institutions

Strongly support	(23%)
Somewhat support	(68%)
Somewhat oppose	( 8%)
Strongly oppose	( 1%)
DK	(<1%)

Q35. Expansion of the government-sponsored student loan program

Strongly support	(29%)
Somewhat support	(61%)
Somewhat oppose	( 9%)
Strongly oppose	(<1%)
DK	(<1%)

Q36. Higher admission standards for students

Strongly support	(16%)
Somewhat support	(33%)
Somewhat oppose	(33%)
Strongly oppose	(17%)
DK	( 2%)

Q37. Lower tuition fees

Strongly support	(59%)
Somewhat support	(32%)
Somewhat oppose	( 6%)
Strongly oppose	( 2%)
DK	(<1%)

Q38. The Creation of more privately funded universities

Strongly support	(19%)
Somewhat support	(42%)
Somewhat oppose	(25%)
Strongly oppose	(11%)
DK	( 3%)

Q39. Larger class sizes

Strongly support	( 6%)
Somewhat support	(33%)
Somewhat oppose	(27%)
Strongly oppose	(34%)
DK	(<1%)

Q40. Greater use of part-time and contract faculty

Strongly support	(19%)
Somewhat support	(54%)
Somewhat oppose	(18%)
Strongly oppose	( 7%)
DK	( 3%)

Q41. The hiring of more full-time faculty members

Strongly support	(36%)
Somewhat support	(53%)
Somewhat oppose	( 7%)
Strongly oppose	( 2%)
DK	( 2%)

Q42. Increased government funding to solve the faculty shortage problem

Strongly support	(38%)
Somewhat support	(48%)
Somewhat oppose	( 6%)
Strongly oppose	( 8%)
DK	(<1%)

Q43. Expansion of the government-sponsored student grant program

Strongly support	(42%)
Somewhat support	(46%)
Somewhat oppose	(11%)
Strongly oppose	( 1%)
DK	( 1%)

Q44. For you personally, should the quality of post-secondary education in Ontario be a very high priority, high priority, low priority, or a very low priority for the Ontario government?

Very high priority	(36%)
High priority	(56%)
Low priority	( 7%)
Very low priority	( 1%)
DK/NA	( 1%)

Q45. Based on what you know, do you think that the quality of post-secondary education in Ontario is a very high priority of the Ontario government, a high priority, a low priority, or a very low priority?

High priority	(41%)
Low priority	(51%)
Very low priority	( 1%)
DK/NA	( 7%)

Q46. For you personally, should access to post-secondary education in Ontario be a very high priority, high priority; low priority, or a very low priority for the Ontario government?

Very high priority	(25%)
High priority	(69%)
Low priority	(4%)
Very low priority	(1%)
DK/NA	(1%)

Q47. Based on what you know, do you think that access to post-secondary education in Ontario is a very high priority of the Ontario government, a high priority, a low priority, or a very low priority?

High priority	(54%)
Low priority	(39%)
Very low priority	(1%)
DK/NA	(6%)

Q48. The last questions are for statistical purposes only and are used to validate the survey. Which of the following age groups best describe your age?

18 to 25	(15%)
26 to 45	(43%)
46 to 64	(30%)
65 and older	(12%)
Refused	(1%)

Q49. Do you have any children 18 years or younger living in your household?

Yes	(48%)
No	(52%)

Q50. Any children attending high school, that is grades 9 to 13 (OAC)?

Yes	(36%)
No	(64%)

Q51. Any children in grades 11 or 12?

Yes	(26%)
No	(74%)

Q52. What is the highest level of education you have completed?

High School or less	(30%)
College	(33%)
Undergraduate	(9%)
Post-graduate	(28%)
Refused	(<1%)

Q53. In the last provincial election, which provincial political party did you vote for?

Progressive Conservatives	(37%)
Liberals	(27%)
NDP	(5%)
Other	(3%)
Did not vote	(16%)
DK/NA	(13%)

Q53A. LAST PROVINCIAL ELECTION VOTE - DECIDED VOTERS

PCs	(52%)
Liberals	(38%)
NDP	(7%)
Other	(4%)

Q54. Finally, which of the following income groups best describe your annual household income?

Less than \$20 000	(7%)
Between \$20 000 and \$50 000	(41%)
Between \$50 000 and \$80 000	(24%)
More than \$80 000	(15%)
DK/Refused	(13%)

Q55. Gender

Male	(49%)
Female	(51%)

**Thank you very much for your participation.**