



# Strategic Online Survey

*Elementary Teachers' Federation of Ontario*

July 2019

# Table of Contents

---

Methodology & Customer Profile

3

---

Key Survey Results

7

---

# Methodology & Customer Profile



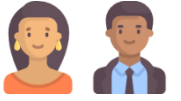
The findings presented in this report are based on an online survey conducted by Innovative Research Group (INNOVATIVE) for Elementary Teachers' Federation of Ontario.

The survey was conducted a representative sample of n=1879 Ontarians, 18 years or older, between July 25th and August 2nd, 2019.

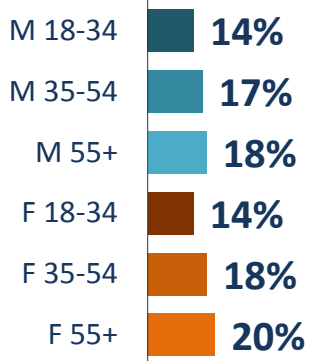
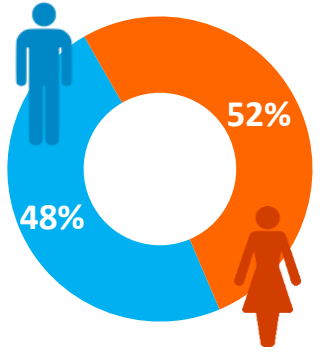
The main sample has been weighted down to n=1500 by age, gender and region using the latest Statistics Canada Census data, as well respondents views on the importance of education, whether they have children and where in the school system they are, and provincial vote to reflect the actual demographic composition of the adult population residing in Ontario. Targets for the importance of education, where in the school system children are, and provincial vote are taken from a recent telephone survey.

This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels. The margin of error for a random probability sample of 1500 responses is  $\pm 2.5\%$  19 times out of 20.

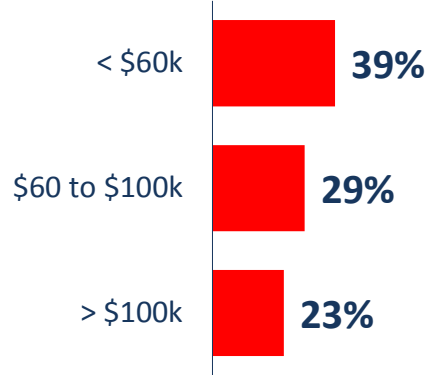
# Demographics



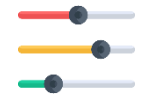
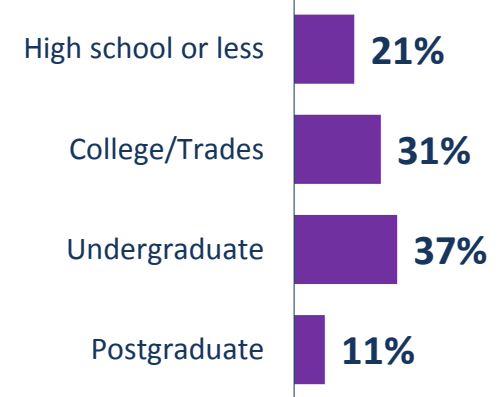
## Gender & Age



## Household Income\*

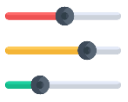
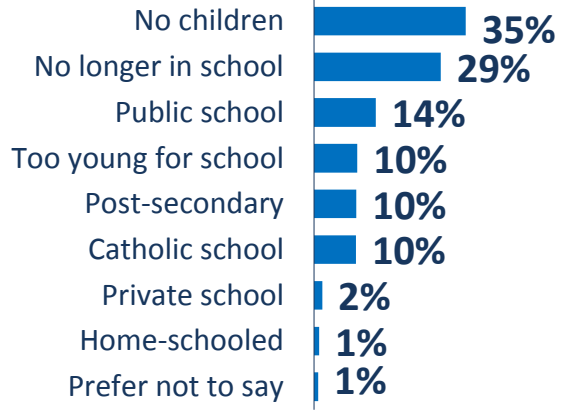


## Level of Education

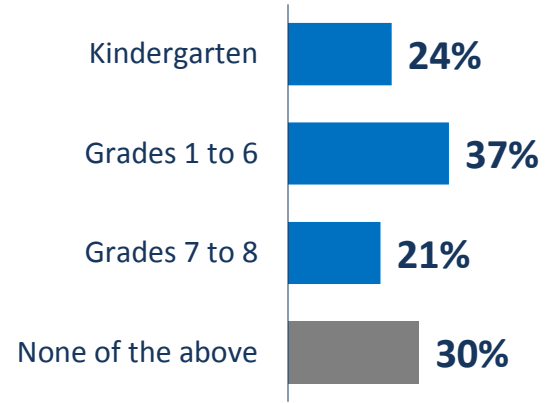


## Children's Education

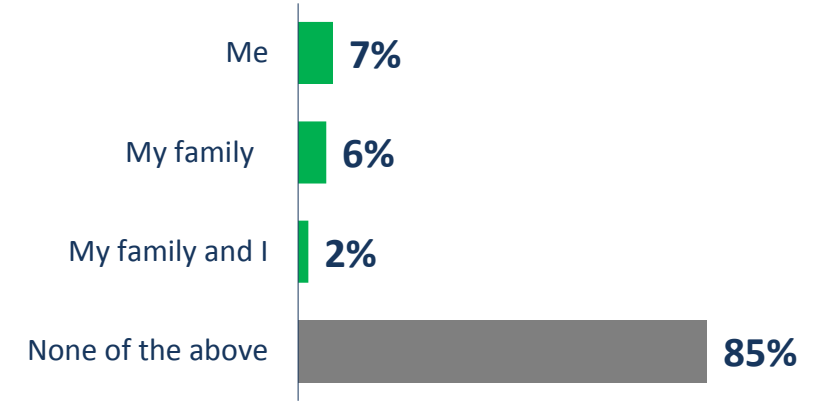
(Multiple mention)



## Children Enrolled In Grades\*\*



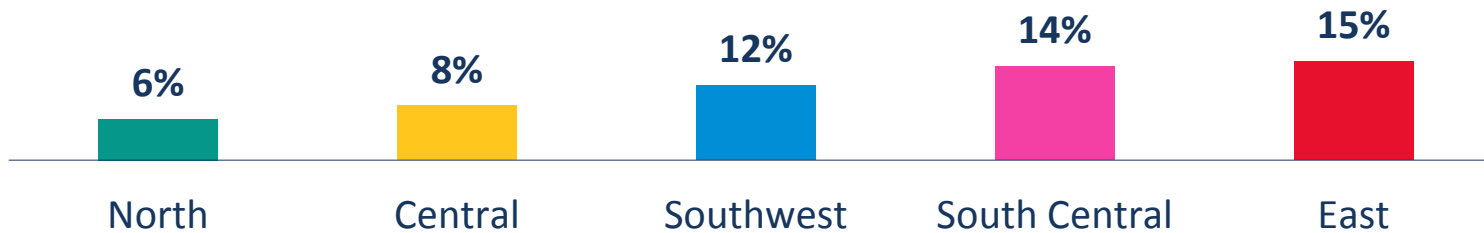
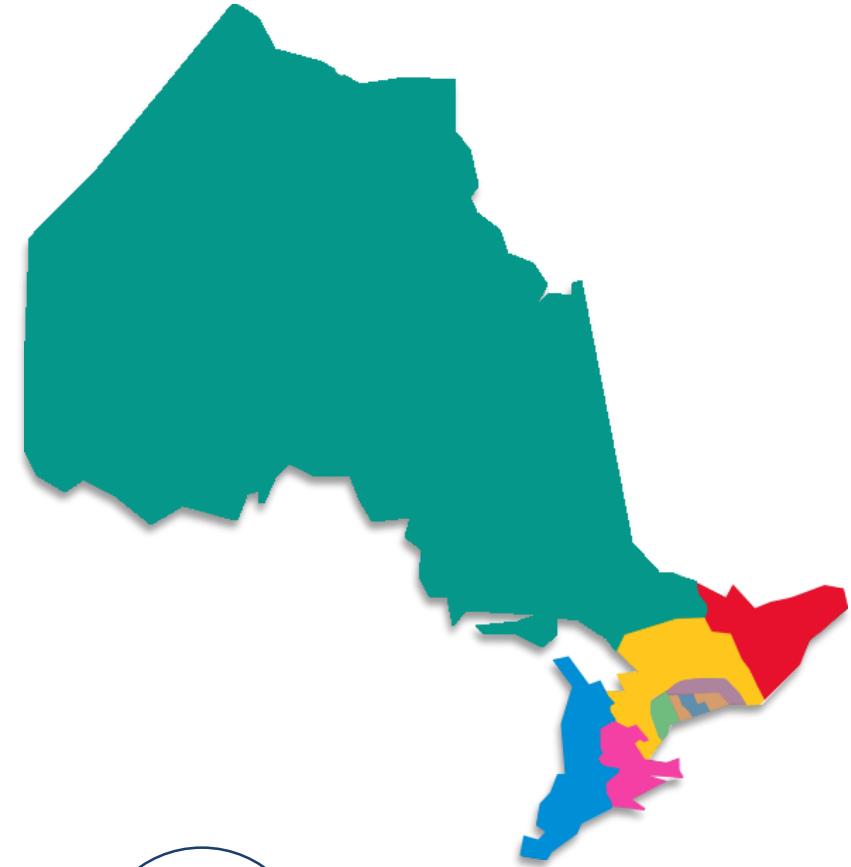
## Work in K-12 sector



Note: \*Prefer not to say: 9% \*\*Asked only of parents with kids in public school or too young for grade school; Don't know: 1%

# Regional Segmentation

|                      |   | Unweighted n=1879 | Weighted n=1500 |     |
|----------------------|---|-------------------|-----------------|-----|
| Toronto              | Centre Toronto & Outer Toronto          | n=318             | n=314           | 21% |
| Greater Toronto Area | West Metro Belt & North East Metro Belt | n=351             | n=351           | 23% |
| South/West           | Southwest & South Central               | n=394             | n=388           | 26% |
| North/East           | East, Central, & North                  | n=599             | n=447           | 30% |



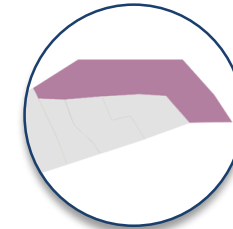
West Metro Belt  
**11%**



Outer Toronto  
**10%**



Centre Toronto  
**11%**



North/ East Metro Belt  
**12%**

**Note:** Respondents are first categorized into 9 Ontario regions based on their postal codes. To have a more meaningful analysis, the 9 regions are further combined into 4 regions: Toronto (Outer Toronto + Centre Toronto), Rest of GTA (the Metro Belts), South/West (South West + South Central), and North/East (East + Central + North).

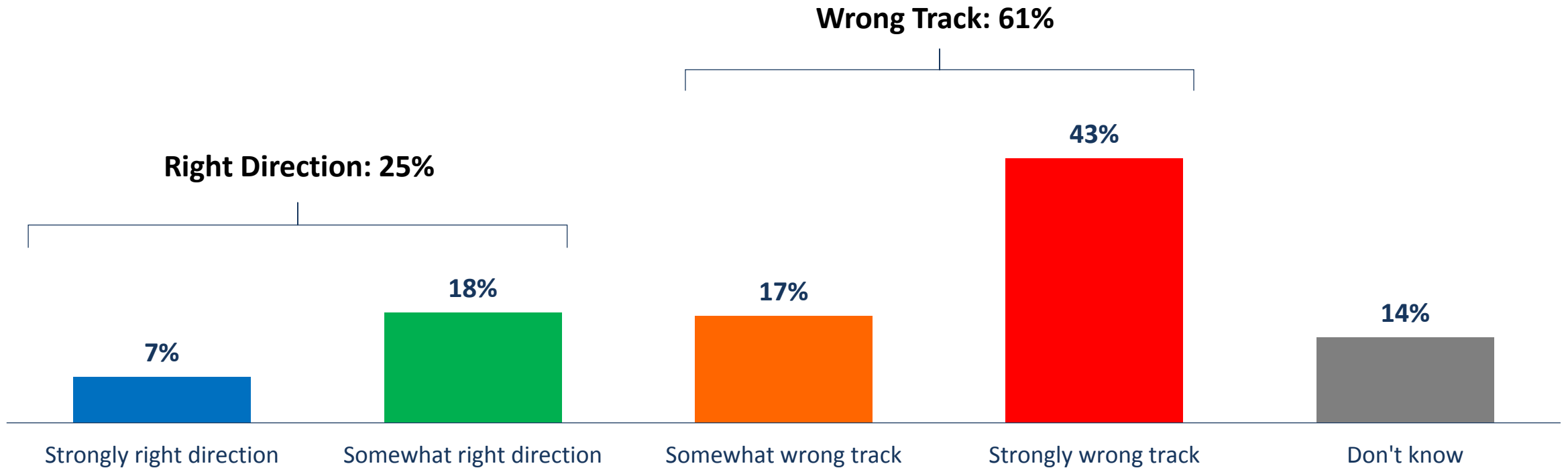
# Key Survey Results

# PC Government on Education | A majority say the government is on the wrong track regardless of whether they have kids in school



When it comes to K-12 education in Ontario, do you feel the Doug Ford PC government is headed in the right direction or is it off on the wrong track?

[Asked of all respondents, n=1500]



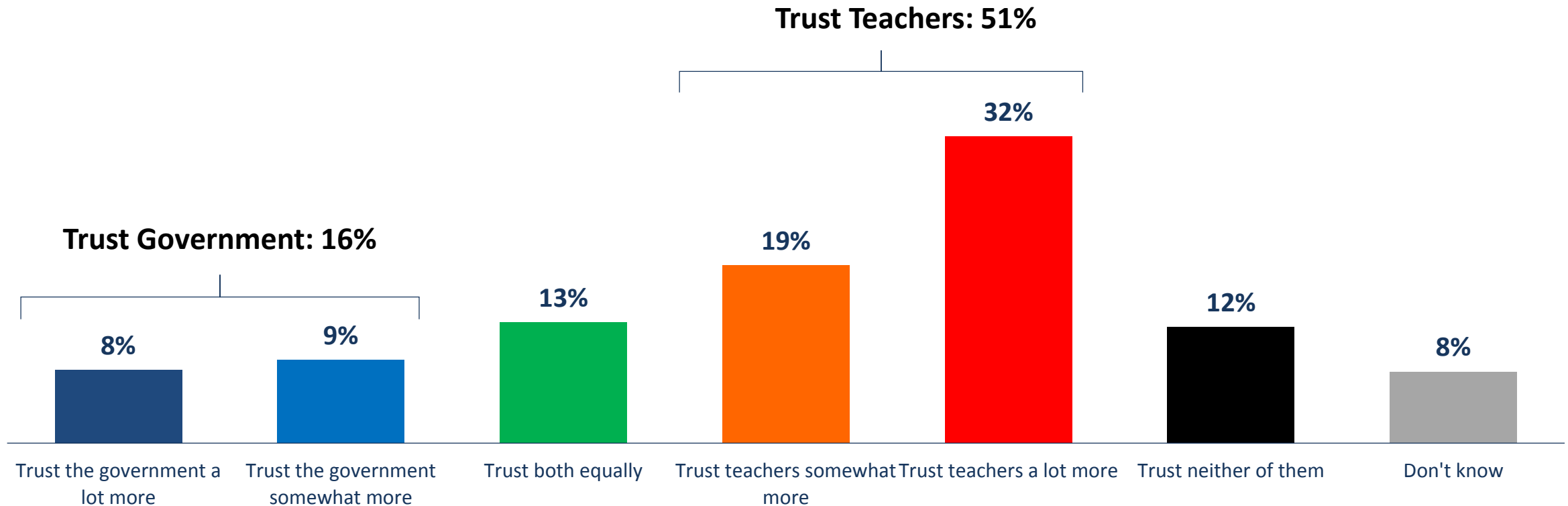


# Trust to Protect Students | A majority say they trust teachers more than the government



When it comes to K-12 education in Ontario, who do you trust more to protect the interest of students: The Ontario government or Ontario teachers?

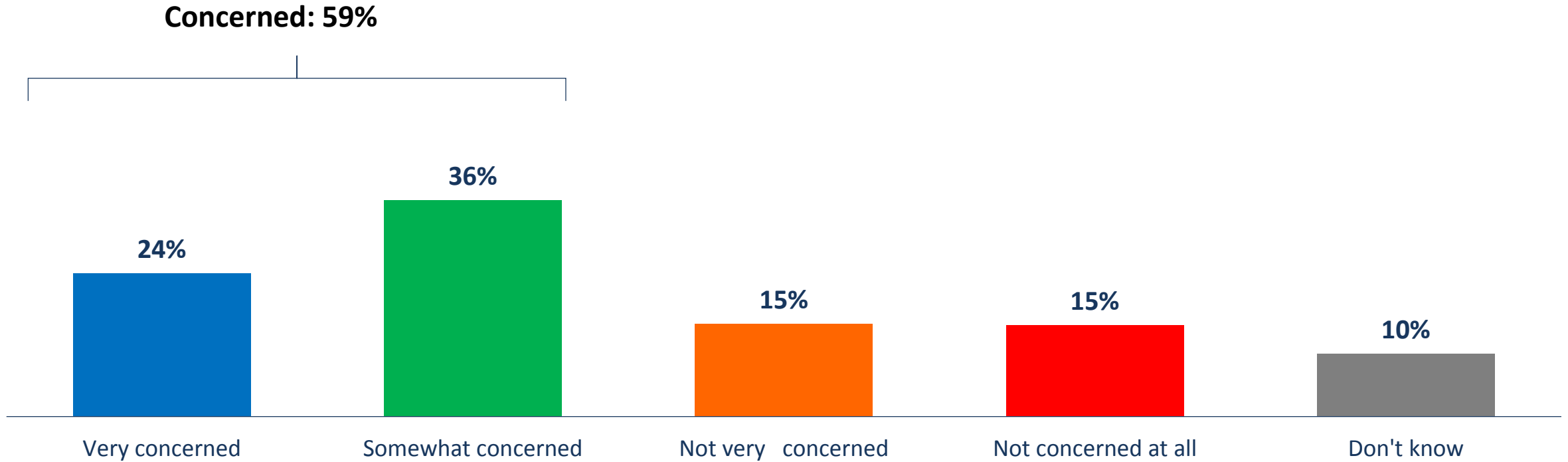
[Asked of all respondents, n=1500]



# Concern with Program Changes | A majority (59%) say they are concerned about changes



How concerned are you about the possibility of changes to the full-day kindergarten program in Ontario?  
[Asked of all respondents, n=1500]



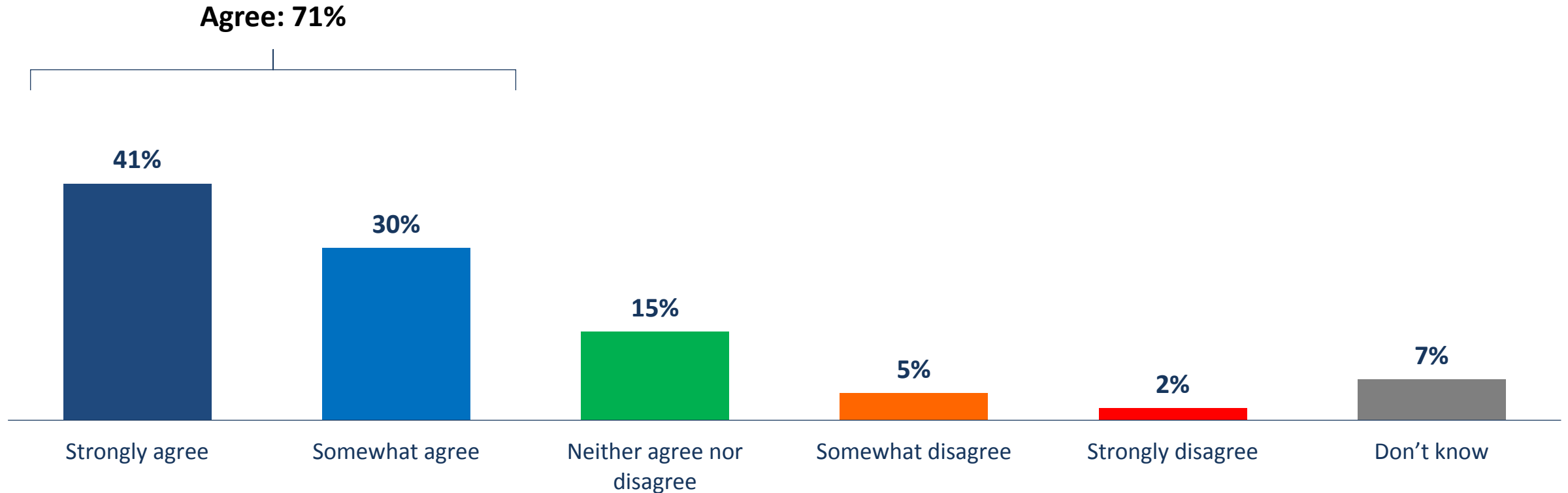
# Importance of Teacher and DECE team | 71% agree the team is important, including 41% who strongly agree



Do you agree or disagree with the following statements?

*A team of kindergarten teacher and designated early childhood educator (DECE) is important to the success of a kindergarten classroom.*

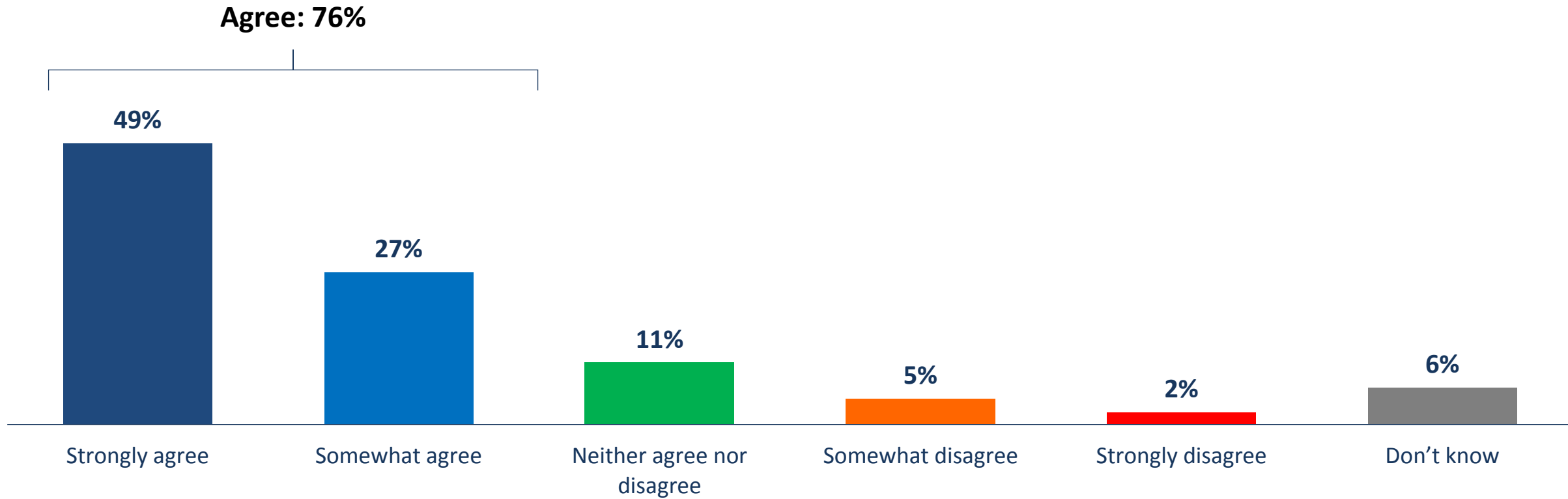
[Asked of all respondents, n=1500]



# Need for Teacher's Presence | Three-quarters (76%) agree that there needs to be a teacher in an FDK class



Do you agree or disagree with the following statements?  
*Full-day kindergarten classes need to have a teacher in the classroom full-time.*  
[Asked of all respondents, n=1500]





# Building Understanding.

*Personalized research to connect you and your audiences.*

For more information, please contact:

**Colin Whelan**

Vice President

604-379-8338

[cwhelan@innovativeresearch.ca](mailto:cwhelan@innovativeresearch.ca)