

ABACUS DATA

POLL

Post-Secondary Education a High Priority for Ontario Voters

Abacus Data Ontario Poll: September 9-12, 2011, n=1,002 online survey from representative panel of Ontarians

Survey commissioned by:



itsyourvote.ca

www.abacusdata.ca

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Methodology

From September 9 to 12, 2011, Abacus Data Inc. conducted an online survey among 1,002 randomly selected Canadian adults from a representative online panel of Ontarians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20. Results of the survey were statistically weighted by gender, age, region, education, and past federal vote using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

The survey was commissioned by the College Student Alliance and the Ontario Undergraduate Student Alliance.

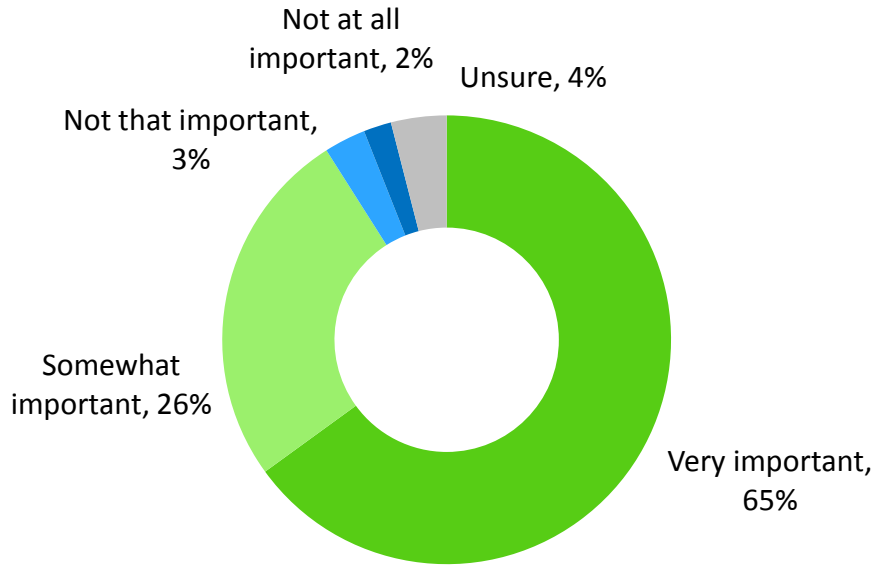
The table below reports the unweighted and weighted distribution by region of Ontario

Region	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Eastern Ontario	168	150
Greater Toronto Area (including Simcoe and Hamilton/Niagara)	343	400
Northern Ontario	93	70
Southwestern Ontario	190	173
Metro Toronto	208	207
Total	1,002	1,001



PSE's Importance to Ontario's Economy and Quality of Life

Q: How important is Ontario's post-secondary education system to the quality of life and economic prosperity of the province for the next 20 years?



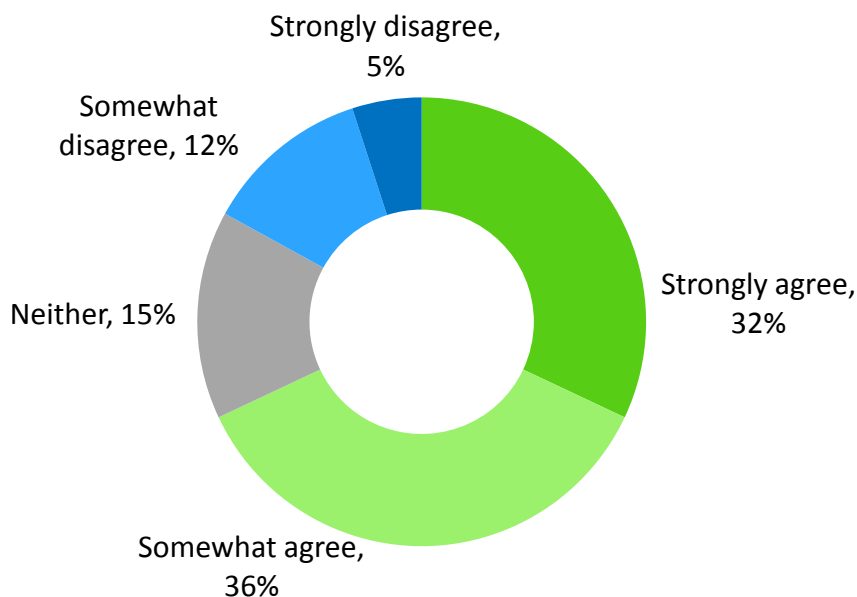
Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Very important	61%	69%	70%	59%	65%	68%
Somewhat important	31%	21%	21%	30%	26%	27%
Not that important	4%	2%	2%	4%	3%	1%
Not at all important	2%	2%	2%	4%	1%	2%
Unsure	2%	6%	6%	4%	4%	2%
Unweighted counts	488	514	163	264	373	202

	Less than \$35K	\$35K to \$75K	Over \$75K
Very important	69%	61%	69%
Somewhat important	19%	29%	27%
Not that important	3%	5%	3%
Not at all important	1%	3%	1%
Unsure	8%	2%	1%
Unweighted counts	178	314	348

Cost is a Barrier to Access

Q: Agree/Disagree: The cost of tuition fees in Ontario prevents students who are qualified and motivated to go to post-secondary education from doing so.



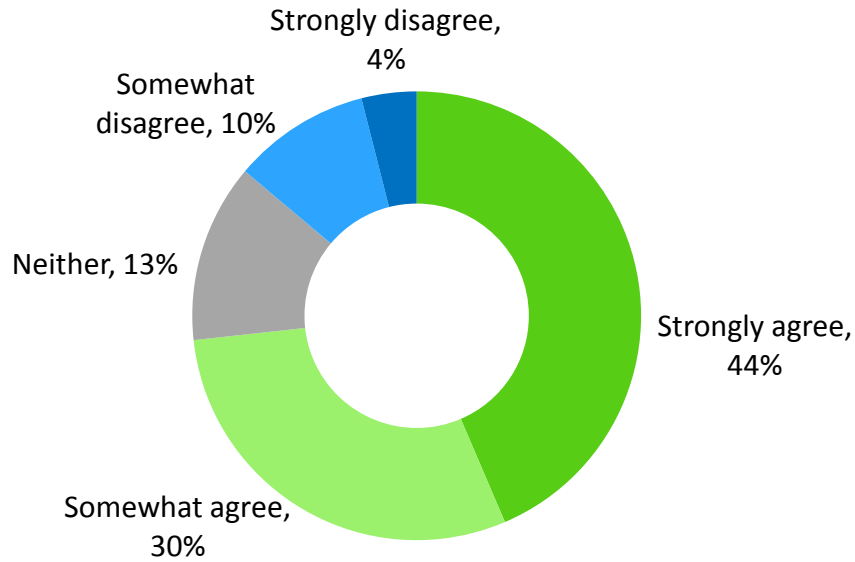
Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Strongly agree	28%	36%	46%	24%	34%	27%
Somewhat agree	36%	35%	27%	41%	37%	35%
Neither	17%	13%	14%	18%	13%	15%
Somewhat disagree	12%	12%	9%	10%	11%	18%
Strongly disagree	8%	3%	5%	7%	5%	5%
Unweighted counts	488	514	163	264	373	202

	Less than \$35K	\$35K to \$75K	Over \$75K
Strongly agree	45%	35%	24%
Somewhat agree	31%	37%	38%
Neither	15%	13%	12%
Somewhat disagree	5%	11%	17%
Strongly disagree	4%	5%	9%
Unweighted counts	178	314	348

Students Have to Borrow too Much to Pay for PSE

Q: Agree/Disagree: Students in Ontario have to borrow too much money to pay for their post-secondary education.



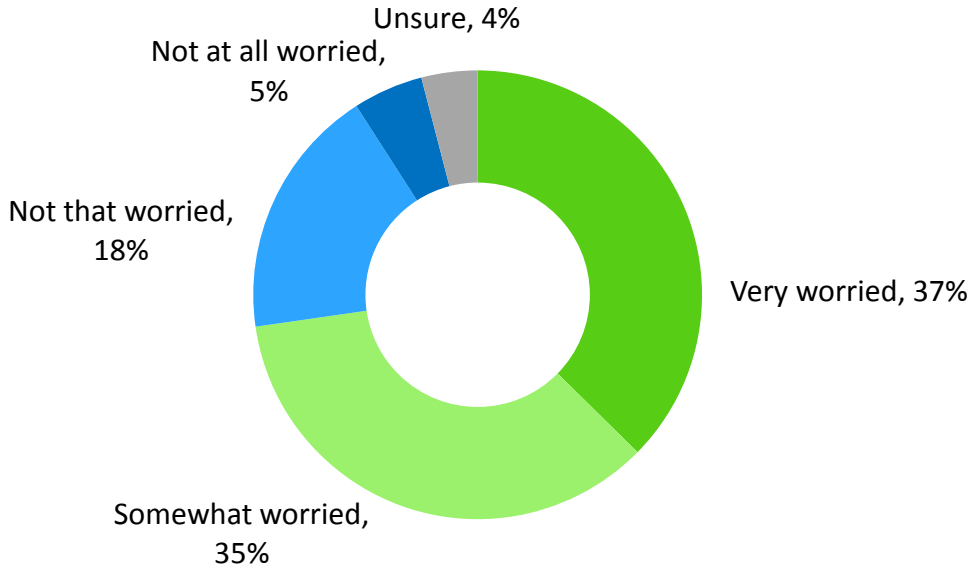
Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Strongly agree	40%	49%	60%	40%	45%	35%
Somewhat agree	30%	29%	19%	34%	31%	32%
Neither	14%	12%	14%	13%	11%	12%
Somewhat disagree	11%	8%	5%	8%	9%	16%
Strongly disagree	5%	2%	3%	4%	4%	4%
Unweighted counts	488	514	163	264	373	202

	Less than \$35K	\$35K to \$75K	Over \$75K
Strongly agree	57%	49%	34%
Somewhat agree	27%	28%	34%
Neither	11%	11%	10%
Somewhat disagree	4%	8%	15%
Strongly disagree	1%	4%	6%
Unweighted counts	178	314	348

Ontario Parents are Worried About Paying for PSE

Q: To what extent are you worried that you won't be able to help pay for your child or children's post-secondary education? (Respondents with children 18 and under in household)



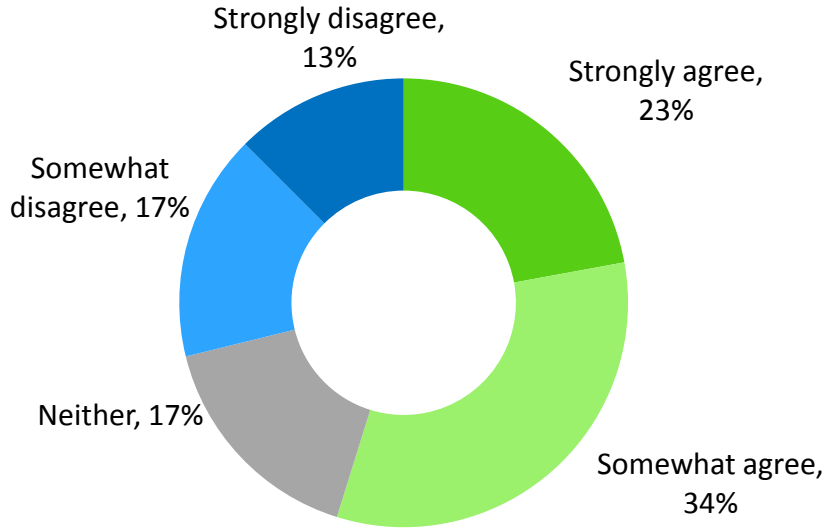
Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Very worried	32%	42%	49%	34%	36%	38%
Somewhat worried	34%	36%	29%	38%	37%	24%
Not that worried	24%	14%	7%	19%	22%	30%
Not at all worried	8%	2%	8%	4%	3%	0%
Unsure	2%	6%	6%	4%	2%	8%
Unweighted counts	140	162	53	147	90	12

	Less than \$35K	\$35K to \$75K	Over \$75K
Very worried	60%	42%	22%
Somewhat worried	21%	30%	46%
Not that worried	10%	21%	24%
Not at all worried	-	4%	7%
Unsure	10%	2%	1%
Unweighted counts	42	90	121

Reduce Tuition Fees Even if I have to Pay More Taxes

Q: Agree/Disagree: The Ontario government should spend more to reduce students' tuition fees and improve student aid even if I have to pay more taxes. (Half sample, n=486)



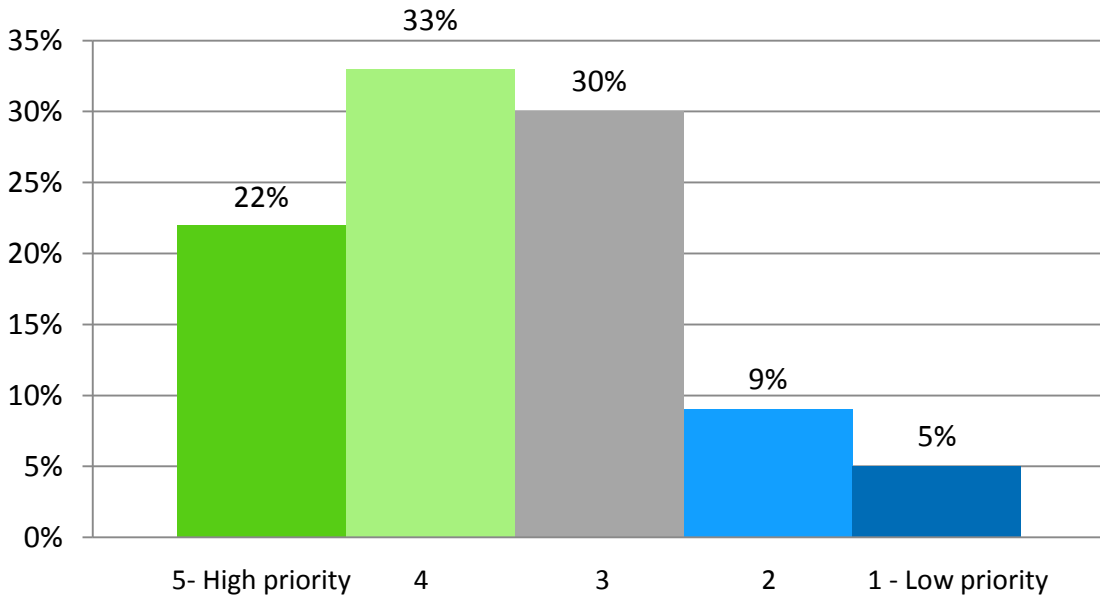
Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Strongly agree	21%	25%	41%	18%	23%	16%
Somewhat agree	30%	31%	26%	34%	30%	30%
Neither	17%	18%	17%	25%	14%	21%
Somewhat disagree	17%	16%	13%	14%	16%	18%
Strongly disagree	16%	10%	2%	10%	17%	11%
Unweighted counts	221	265	77	123	189	97

	Less than \$35K	\$35K to \$75K	Over \$75K
Strongly agree	36%	22%	17%
Somewhat agree	33%	33%	29%
Neither	16%	17%	17%
Somewhat disagree	8%	16%	20%
Strongly disagree	7%	12%	17%
Unweighted counts	88	141	168

PSE as a Spending Priority

Q: On a scale from 1 to 5 with 1 being a very low priority and 5 being a very high priority how much of a priority should the following be in terms of spending? Post-Secondary Education



Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
High priority (5)	16%	28%	35%	21%	20%	19%
4	34%	32%	35%	32%	34%	32%
3	33%	28%	22%	33%	30%	35%
2	12%	7%	5%	10%	11%	9%
Low priority (1)	5%	4%	1%	5%	6%	4%
Unweighted counts	488	514	163	264	373	202

	Less than \$35K	\$35K to \$75K	Over \$75K
High priority (5)	34%	22%	16%
4	34%	36%	34%
3	26%	25%	36%
2	4%	12%	10%
Low priority (1)	3%	5%	4%
Unweighted counts	178	314	348

**For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca