



## Quebecers' Perceptions toward Teacher Remuneration

August 2011  
Project: 13026-023



# Marketing Intelligence



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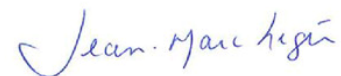
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Canadian-owned  
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We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.



Jean-Marc Léger  
President

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# CONTEXT AND OBJECTIVES





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The purpose of this study is to determine Quebecers' perceptions of teacher remuneration at the primary and secondary levels.

### **Context:**

The Montreal Economic Institute (MEI) commissioned the Leger Marketing firm to conduct a study with the population of Québec for the purpose of determining Quebecers' perceptions of teacher remuneration at the primary and secondary levels.

### **Objectives:**

More specifically, study objectives were as follows:

- To determine the opinion of Quebecers about increasing the autonomy of school principals with respect to teacher remuneration;
- To determine the opinion of Quebecers regarding performance-based teacher remuneration;
- To determine the opinion of Quebecers about providing school principals with the possibility to fire incompetent teachers who are protected under the current system.



# RESEARCH METHODS





## RESEARCH METHODS

This poll was conducted online in all regions of Québec with a representative sample of **1,005 Quebecers**, between **August 22<sup>nd</sup> and August 26<sup>th</sup>, 2011**.

Final data was weighted by age, gender, language, level of education and household composition (with or without children under the age of 18) in order to obtain a representative sample of the Québec population.

A probabilistic sample of 1,005 respondents would yield a **margin of error of 3.1%, 19 times out of 20**.

In the tables, the numbers in bold **red** indicate a significantly higher proportion than that of other groups. Numbers in bold **blue** indicate a significantly lower proportion than that of other groups.



**KEY INSIGHTS**



## KEY INSIGHTS

### **More autonomy for school principals to determine teacher remuneration: a question that divides Quebecers**

Indeed, while 39% of Quebecers are in favour of giving more autonomy to school principals to determine teacher remuneration, 46% are opposed, and 15% don't have a firm opinion on this issue.

### **Teacher performance should be considered in determining teachers' salaries**

Currently based on seniority and level of education, a teacher's salary should also be based on performance, and the best teachers should receive a better pay, according to two-thirds of Quebecers (67%).

A quarter of Quebecers (23%), however, are not in favour of this proposal and 10% did not provide an opinion to this question.

### **Primary and secondary school principals should be able to fire incompetent teachers**

According to a majority of Quebecers (87%), school principals should be allowed to fire incompetent school teachers, while 7% do not share this opinion, and 6% had no opinion.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

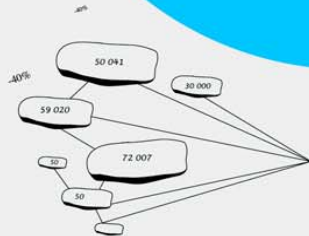


+10%

+10%

+40%

## DETAILED ANALYSIS OF RESULTS





## DETAILED ANALYSIS OF RESULTS

### Opinion on Giving School Principals More Autonomy to Determine Teacher Remuneration

Quebecers are divided on the question of giving more autonomy to school principals to determine teacher remuneration.

**Four Quebecers out of ten (39%) are in favour of giving more autonomy to school principals to determine teacher remuneration, while 46% are opposed, and 15% don't know.**

It should also be noted that men are more divided on this question (43% in favour, 45% opposed) than women (35% in favour, 46% opposed), as well as residents in the region of Montreal (43% in favour, 41% opposed).

It should be noted that half of young people between 18 and 24 years of age (52%) are in favour of giving more autonomy to school principals, while half of Quebecers over the age 55 are opposed.

*Question 1 – Remuneration for all Québec teachers in primary and secondary schools is currently determined uniformly by the government. Would you be in favour of giving more autonomy to school principals to determine teachers' remuneration?*

	Total (n=1 005)	18-24 (n=119)	25-34 (n=145)	35-44 (n=141)	45-54 (n=212)	55-64 (n=178)	65 and older (n=210)
<b>Yes</b>	<b>39%</b>	<b>52%</b>	<b>46%</b>	36%	35%	35%	34%
<b>No</b>	<b>46%</b>	<b>26%</b>	44%	48%	41%	<b>53%</b>	<b>55%</b>
<b>Don't know / refusal</b>	<b>15%</b>	<b>22%</b>	10%	16%	<b>24%</b>	12%	<b>11%</b>



## DETAILED ANALYSIS OF RESULTS

### Opinion of Quebecers on Performance-Based Teacher Remuneration

Two-thirds of Quebecers (67%) believe that teachers' performance should be evaluated within the scope of their compensation and the best teachers should receive the best pay.

**According to 67% of Quebecers, the salaries of teachers should be based on their performance and the best teachers should receive the best pay.**

The issue of performance-based remuneration resonates favourably among men (73%), non-Francophones (75%), and residents in the Montreal region (70%).

*Question 2 – Teacher remuneration is currently based on seniority and level of education. Do you believe that teacher performance should be evaluated and that the best teachers should be better paid?*

	Total (n=1 005)	Men (n=477)	Women (n=528)	Franco- phones (n=807)	Other languages (n=198)
Yes	67%	73%	61%	65%	75%
No	23%	21%	25%	26%	14%
Don't know / refusal	10%	6%	14%	9%	11%



## DETAILED ANALYSIS OF RESULTS

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### Opinion on Giving School Principals the Possibility to Fire Incompetent Teachers

The vast majority of Quebecers (87%) believe that primary and secondary school principals should be able to fire incompetent teachers.

#### Primary and secondary school principals should be able to fire incompetent teachers.

While 87% of Quebecers believe that school principals should be able to fire incompetent teachers, 7% do not believe they should be allowed to do so, and 6% have no opinion.

A significantly higher proportion of people in favour of this idea can be found among Quebecers 25 to 34 years of age (94%), and among the workforce (89%).

*Question 3 – Do you believe that primary and secondary school principals should be able to fire incompetent teachers, which is, in practice, impossible under the current system? (n=1 005)*

