

**YEAR 2020-21 SATISFACTION WITH EDUCATION IN ALBERTA
PUBLIC SURVEY INSTRUMENT**

Landline Introduction

I-1. Hello, my name is _____ and I am calling from CCI Research on behalf of Alberta Education and Alberta Advanced Education. We are conducting a survey that annually gathers opinions on the education system in Alberta.

We are looking for information about the level of satisfaction with Alberta's education and advanced education systems, and to find out possible areas that can be improved or looked into further.

For this survey, may I please speak to the person in your household who is 18 years of age or older and who has had the most recent birthday? (Would that be you?)

- | | |
|--------------------------|------------------------------|
| 1. YES, SPEAKING | GO TO I-2 |
| 2. YES, I'LL GO GET THEM | GO TO I-1a |
| 3. NO, NOT AVAILABLE | RECORD CALL BACK INFORMATION |
| 4. NO, REFUSED | CODE REFUSAL |

I-1a. Hello, my name is _____ and I am calling from CCI Research on behalf of Alberta Education and Alberta Advanced Education. We are conducting a survey that annually gathers opinions on the education system in Alberta.

We are looking for information about the level of satisfaction with Alberta's education and advanced education systems, and to find out possible areas that can be improved or looked into further.

For this survey, may I please speak to the person in your household who is 18 years of age or older and who has had the most recent birthday? (Would that be you?)

- | | |
|--------|---|
| 1. YES | GO TO I-2 |
| 2. NO | I AM SORRY WE CAN ONLY SPEAK WITH THE PERSON THAT IS AT
LEAST 18 YEARS OLD AND HAS THE MOST RECENT BIRTHDAY. |

If more information is requested by person who answers telephone read section below.

1. If unsure of what Alberta Education or Alberta Advanced Education is:

Alberta Education is the Alberta government department that oversees Alberta's education system and is responsible for basic learning, including, Kindergarten to Grade 12. Alberta Advanced Education is the Alberta government department that oversees the universities, colleges, technical institutions and apprenticeship programs in the province.

2. If the respondent is questioning the survey and the validity of it:

We can provide you with a contact name and phone number if you would like. You can contact Jim Peck of Alberta Education at 780-422-1963 if you would like to know more about the survey. There is toll-free access to this number within Alberta if you dial 310-0000 first.

3. If the respondent wants to know who we are:

We are calling from CCI Research a survey research firm. We have been contracted by Alberta Education to conduct this survey to gather opinions on the education system in Alberta.

4. If the respondent wants to know why we are calling from Ontario:

We are a Canadian Company that conducts research for government and the education sector across the country. We have been contracted by Alberta Education to conduct this survey.

5. Last day of callbacks April 30, 2021
6. Survey length approximately 15 minutes.

I-1b. <Cell phone Introduction>

Hello, my name is _____ and I am calling from CCI Research on behalf of Alberta Education and Alberta Advanced Education. Is now a safe and convenient time to speak with you?

IF ASKED WHAT THIS IS ABOUT: We are conducting a survey about the education system in Alberta. May I continue?

IF NEEDED: If respondent is NOT in an appropriate environment to proceed with the call (e.g., driving or in a public place), say "I will try you at another time. Thank you". And record as a general callback.

- | | |
|---|--|
| 1. YES | GO TO I-1c |
| 2. NO | RECORD CALL BACK INFORMATION |
| 3. NOT ELIGIBLE
(e.g., youth or not
within Alberta) | OKAY, WE ARE LOOKING TO SPEAK TO
RESIDENTS OF ALBERTA WHO ARE 18 YEARS OF
AGE OR OLDER. THANK FOR YOUR TIME. HAVE A
GOOD DAY/EVENING. |
| 4. REFUSED | CODE REFUSAL |

I-1c. We are conducting a survey that annually gathers opinions on the education system in Alberta.

We are looking for information about the level of satisfaction with Alberta's education and advanced education systems, and to find out possible areas that can be improved or looked into further.

Are you willing to participate in this survey with me? It will take approximately 15 minutes of your time.

- | | |
|--------------|------------------------------|
| 1. YES | GO TO I-1d |
| 2. NO, LATER | RECORD CALL BACK INFORMATION |
| 3. NO, NEVER | CODE REFUSAL |

I-1d. Thank you. And could I please verify that you are a resident of the province of Alberta and that you are 18 years of age or older?

[Interviewer note: Respondents must be a resident of Alberta AND at least 18 years of age to participate in the survey.]

1. YES

GO TO I - 3

2. NO

OKAY. WE ARE LOOKING TO SPEAK TO RESIDENTS OF ALBERTA WHO ARE 18 YEARS OF AGE OR OLDER. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY/EVENING.
CODE REFUSAL

3. REFUSED

I-2. Are you willing to participate in this survey with me? It will take approximately 15 minutes of your time.

1. YES

GO TO I - 3

2. NO, LATER

RECORD CALL BACK INFORMATION

3. NO, NEVER

CODE REFUSAL

I-3. Alberta Education recognizes that COVID-19 has resulted in an unprecedented school year and that this may impact your responses to the survey. Your experiences and opinions given throughout this survey will help us understand how well key aspects of the school system have worked during this school year.

Please remember your answers are completely confidential and will be grouped together with others for reporting purposes. You are free to refuse to answer any question at any time.

Please note, this call may be monitored or recorded for quality assurance purposes.

I-4. Could you tell me which Alberta city or town you live in? **(DO NOT READ LIST. SELECT ONE.)**

1. Calgary

2. Edmonton

3. Airdrie

4. Camrose

5. Cold Lake

6. Fort McMurray

7. Fort Saskatchewan

8. Grande Prairie

9. Leduc

10. Lethbridge

11. Lloydminster

12. Medicine Hat

13. Red Deer

14. Spruce Grove

- 15. St. Albert
- 16. Wetaskiwin
- 17. Other (including counties)
- 18. Refused
- 19. Don't know
- 20. Not in Alberta

WE ARE LOOKING TO SPEAK TO RESIDENTS OF ALBERTA. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY/EVENING.

PART I: ECS TO GRADE 12 EDUCATION

SECTION A

[To be Completed by 600 Respondents]

1. Overall, how satisfied are you with the quality of education that students in elementary, junior and senior high schools are receiving in your community? Are you...? **(READ SCALE)**
 - 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very Dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

2. Would you strongly agree, agree, disagree or strongly disagree with the following statement?
The highest priority of Alberta's education system is the success of the student **(DO NOT READ SCALE)**
 - 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Refused
 - 9 Don't Know/Not Applicable

3. Would you strongly agree, agree, disagree or strongly disagree that the curriculum focuses on what students need to learn in each of the following areas? **(ROTATE) (REPEAT SCALE IF NECESSARY)**
- a. Reading
 - 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
 - b. Writing
 - c. Mathematics
 - d. Science
 - e. Social Studies
- 3A. Would you strongly agree, agree, disagree or strongly disagree with each of the following statements? **(REPEAT SCALE IF NECESSARY)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
- a. Students in your community are getting better at reading
 - b. Students in your community are getting better at writing
 - c. Students in your community are getting better at mathematics
 - d. Students in your community are getting better at science
4. How satisfied are you that students are **taught** attitudes and behaviours to be successful at work when they leave school? Are you...? **(READ SCALE)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

5. How satisfied are you that students **demonstrate** attitudes and behaviours to be successful at work when they leave school? Are you...? **(READ SCALE)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
6. How satisfied are you that high school graduates demonstrate the knowledge, skills and attitudes for learning throughout their lifetime? Are you...? **(READ SCALE)**
(INTERVIEWER PROMPT: Students who are prepared for learning throughout their lifetime demonstrate literacy, numeracy, computer skills, motivation to learn, adaptability, self-confidence and the ability to access learning opportunities.)
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

Now, I would like to ask you some specific questions about skills and personal qualities that recent high school graduates may be expected to have.

7. How satisfied are you that high school graduates demonstrate the following skills and personal qualities? **(READ SCALE, REPEAT IF NECESSARY)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
- a. Their ability to use numbers as required for work
 - b. Their ability to think and solve problems
 - c. Their ability to communicate in speech and writing
 - d. Their ability to manage information from a variety of areas
 - e. Their ability to demonstrate positive attitudes and behaviours
 - f. Their ability to be responsible for work and accountable for actions
 - g. Their ability to be adaptable – having the ability to work as an individual or within a team
 - h. Their ability to learn continuously
 - i. Their ability to work safely
 - j. Their ability to work with others towards a common goal

- k. Their ability to participate and contribute in projects and tasks
 - l. Their ability to transition effectively from school to work (**READ TEXT IN BRACKETS:** for example, adapting to a work place), or from school to post-secondary studies
 - m. Their ability to understand abstract concepts
 - n. Their ability to be honest and ethical in dealing with other people
 - o. Their ability to be punctual and finish work on time
 - p. Their ability to manage money, credit and personal finances
 - q. Their ability to lead a group or a team
 - r. Their ability to help in keeping the environment clean
 - s. Their ability to make fair decisions
8. How satisfied are you that your input into decisions at schools in your community is considered? Are you...? (**READ SCALE**)
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very Dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
9. How satisfied are you that your input into the education of students is considered by the school board of your jurisdiction? Are you...? (**READ SCALE**)
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
10. How satisfied are you that your input into the education of students is considered by Alberta Education? Are you...? (**READ SCALE**)
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

11. Would you strongly agree, agree, disagree or strongly disagree that high school graduates in Alberta are prepared to enter post-secondary education and training? **(DO NOT READ SCALE)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Refused
 - 9 Don't Know/Not Applicable

SECTION B
**[To be Completed by 300 of the 600 Respondents from Section A,
Remainder Go To Section C]**

12. How satisfied are you that Alberta's education system is contributing to students' development of...? **(READ SCALE, REPEAT IF NECESSARY)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
- a. Intellectual skills
 - b. Social skills
 - c. Physical abilities
 - d. Emotional well-being
 - e. Spiritual awareness
13. To what extent are you involved in decisions at schools in your community? Would you say? **(READ SCALE)**
- 1 A lot
 - 2 Some
 - 3 Very little
 - 4 Not at all
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

14. How satisfied are you with the opportunity to be involved in decisions at schools in your community? Are you...? **(READ SCALE)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
15. Would you strongly agree, agree, disagree or strongly disagree with the following statements? **(REPEAT SCALE IF NECESSARY)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
- a. Alberta's education system uses research and consultation with Albertans to guide policy decisions
 - b. Alberta's education system ensures access to quality education to all students regardless of where they live
 - c. Alberta's education system is accountable to the public
 - d. Alberta's education system communicates effectively with the public

SECTION C

[To be Completed by the Remaining 300 of 600 Respondents from Section A]

16. Thinking about THE TEACHING PROFESSION IN GENERAL, would you strongly agree, agree, disagree or strongly disagree with each of the following statements. The teaching profession requires teachers to ... **(ROTATE) (REPEAT SCALE IF NECESSARY)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
- a. Have specialized knowledge and skills
 - b. Apply their specialized knowledge and skills using reasoned judgment
 - c. Provide a very valuable service to society

17. Would you strongly agree, agree, disagree or strongly disagree that the leadership at the provincial level effectively supports and facilitates teaching and learning? **(DO NOT READ SCALE)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Refused
 - 9 Don't Know/Not Applicable
18. Do you belong to a community organization that uses facilities at a school? **(DO NOT READ SCALE)**
- 1 Yes (Go to Q19)
 - 2 No (Go to Q20)
 - 8 Refused (Go to Q20)
 - 9 Don't Know/Not Applicable (Go to Q20)
19. Are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the following? **(REPEAT SCALE IF NECESSARY)**
- a. The school building is well-maintained
 - 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable
 - b. The school building meets your physical needs
20. How satisfied are you that you are receiving value for money that is spent in schools in your community? Are you ...? **(READ SCALE)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

- 20B. Would you strongly agree, agree, disagree or strongly disagree that the education system in Alberta is appropriately funded? **(DO NOT READ SCALE)**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Refused
 - 9 Don't Know/Not Applicable

PART II: ADULT EDUCATION

SECTION D

[To be Completed by 600 Respondents (All)]

The following questions concern your opinion of Alberta's adult learning system, and, if applicable, your personal experiences with the existing adult learning system, or any formal post-secondary education you might have taken in Alberta. Your responses will assist Alberta Advanced Education in improving the adult learning system to serve Albertans more effectively and efficiently in the future.

21. What is the highest level of formal education you have attained? **(READ ITEMS. READ TEXT IN BRACKETS. SELECT ONE ANSWER ONLY)**
- 1 Less than high school
 - 2 Some high school
 - 3 High school graduate
 - 4 Some post-secondary education (did not complete college/technical/vocational/ university or trade). (Read if respondents ask: Trades are occupations which require special skills or training acquired in an apprenticeship program through a combination of technical and on-the-job training (for example: automotive service technician, cook, electrician, hairstylist, landscape horticulturist, plumber and welder). In Alberta there are 49 different trades.) **GO TO Q23A**
 - 5 Completed post-secondary—college/technical/vocational (certificate, diploma or trade). (Read if respondents ask: Trades are occupations which require special skills or training acquired in an apprenticeship program through a combination of technical and on-the-job training (for example: automotive service technician, cook, electrician, hairstylist, landscape horticulturist, plumber and welder). In Alberta there are 49 different trades.) **GO TO Q23A**
 - 6 Completed university bachelor's degree **GO TO Q23A**
 - 7 Completed university graduate studies **GO TO Q23A**
 - 8 [DO NOT READ] Refused **GO TO Q23A**
 - 9 [DO NOT READ] Don't Know/Not Applicable **GO TO Q23A**

22. **(ADULTS WITHOUT POST-SECONDARY EDUCATION)** What would you say is the **MAIN** reason you have not taken any education since high school? **(DO NOT READ ITEMS. ACCEPT ONE ANSWER ONLY.)**

- 1 Not interested
- 2 Lack of time
- 3 Costs too much
- 4 No access (to the program I'm interested in)
- 5 Marks aren't high enough (for the program I'm interested in)
- 6 Working/self-employed
- 7 Retired/senior
- 8 Current job does not require additional education or training
- 9 Just relocated to Alberta/away for an extended period
- 10 Family commitments
- 11 No particular reason
- 12 Other (Specify _____)
- 98 Refused
- 99 Don't Know/Not Applicable

23A. How satisfied are you that you can access the post-secondary education or training you want in Alberta? Are you ...? **(READ SCALE)**

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 [DO NOT READ] Refused
- 9 [DO NOT READ] Don't Know/Not Applicable

23B. For what reason did you give that rating? **(If Q23A=1,2,3 or 4)**

- 9 [DO NOT READ] No comment/Refused

- 24A. How satisfied are you that you can afford the post-secondary education or training you want in Alberta? Are you...? **(READ SCALE)**
- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

DEMOGRAPHICS

[To be Completed by 600 Respondents (All)]

Finally, I have some questions that will help us better understand the data.

- A. Including children and adults, how many dependents do you have? (Read if respondents ask: Dependents are persons who rely on you as a primary source of income.) **(READ SCALE)**
- 1 None **GO TO QC**
 - 2 One
 - 3 Two
 - 4 Three
 - 5 More than three
 - 8 [DO NOT READ] Refused **GO TO QC**
- B. Are there any children in this household who are attending elementary, junior or senior high school in Alberta? **(DO NOT READ SCALE)**
- 1 Yes
 - 2 No
 - 8 Refused
- C. Which age group are you in? **(READ SCALE)**
- 1 18 to 24
 - 2 25 to 34
 - 3 35 to 44
 - 4 45 to 54
 - 5 55 or older
 - 8 [DO NOT READ] Refused
 - 9 [DO NOT READ] Don't Know/Not Applicable

- D. What is your current marital status? **(READ ITEMS, SELECT ONE.)**
- 1 Single
 - 2 Married/Common law
 - 3 Widowed
 - 4 Divorced
 - 5 Separated
 - 8 [DO NOT READ] Refused
- E. Which of the following **BEST** describes your present status? **(READ ITEMS. READ TEXT IN BRACKETS. SELECT ONE ANSWER ONLY)**
- 1 Employed full-time (30 or more hours per week)
 - 2 Employed part-time (less than 30 hours per week)
 - 3 Unemployed
 - 4 Self-employed
 - 5 Retired
 - 6 Home-maker
 - 7 On leave (maternity/disability)
 - 8 [DO NOT READ] Other (SPECIFY) _____
 - 98 [DO NOT READ] Refused
- F. What gross household income category do you fall into? **(READ SCALE)**
- 1 Less than \$15,000
 - 2 \$15,000 to less than \$25,000
 - 3 \$25,000 to less than \$35,000
 - 4 \$35,000 to less than \$50,000
 - 5 \$50,000 to less than \$65,000
 - 6 \$65,000 to less than \$80,000
 - 7 \$80,000 to less than \$95,000
 - 8 \$95,000 or more
 - 9 [DO NOT READ] Refused
 - 10 [DO NOT READ] Don't Know/Not Applicable
- G. May I please have your **full** postal code?
- [RECORD FULL POSTAL CODE]**
- [CONFIRM POSTAL CODE ALPHA-NUMERICALLY ON CONFIRMATION SCREEN.]**
- 98 [DO NOT READ] Refused

H. Which of the following best describes your use of a phone. Do you . . .? **(READ ITEMS)**

[INTERVIEWER PROMPT: A landline telephone is a traditional telephone that is connected to a network by wires or cables.]

[INTERVIEWER PROMPT: Cell phones include flip phones and smart phones such as iPhone, Blackberry, Android, and Windows.]

[Interviewer note: Landlines that are used for internet connection only with no telephone service (“dry lines”) do NOT count as landline telephones for this question.]

- 1 Use a cell phone only and have no landline telephone at your home
- 2 Use both a cell phone and a landline telephone
- 3 [Suppress for respondents called from the cell sample] Use only a landline telephone and do not have a cell phone
- 8 [DO NOT READ] Refused

I. And finally, what gender do you identify with? Would that be male, female, another, or would you prefer not to disclose? **(DO NOT READ ITEMS)**

- 1 Male
- 2 Female
- 3 Another (please specify,)
- 4 Prefer not to disclose

Comment – **(DO NOT ASK)** Enter any additional comments respondent wants to share.

- 9 [DO NOT READ] No comment

We’ve reached the end of the survey. On behalf of Alberta Education and Alberta Advanced Education, I’d like to thank you very much for your time and cooperation.