

Corporate Executive Surveys 1980-2000

Since beginning in 1978, the OISE/UT survey of educational issues has been the only regular, publicly disseminated survey of public attitudes towards educational policy options in Canada. The basic purpose is to provide regular representative readings of the public's views on pertinent policy issues in order to enhance public self-awareness and informed participation in educational policy-making. A similar survey has been conducted annually in the United States since the 1960s. Accurate readings of the views of all citizens are a necessary first step for democratic policy-making in any large, modern society. Biennial published reports offer both trend data and current profiles of public support for educational policy options, drawing on the prior OISE/UT surveys and other available survey data. These reports as well as the full questionnaires, a detailed description of the survey methodology and the composition of the survey samples can be found on the OISE/UT survey web site: www.oise.utoronto.ca/OISE-Survey.

The Supplementary Survey of Corporate Executives

A special survey of corporate executives was conducted in each year of the survey between 1980 and 2000, in view of the fact that individuals in this small but important occupational class would be unlikely to appear in sufficient numbers within the main population sample. In each year, the sample survey of corporate executives was drawn from corporate directors resident in Ontario and engaged in managing corporations based in the province as listed in the annual *Financial Post Directory of Directors*. For example, in 2000, a sample of 402 was drawn by simple random selection. The special survey was always conducted using a mailed questionnaire, this being the most financially feasible method. In 2000, 95 usable responses were received, with 28 returns-to-sender due to out-of-date addresses or changes in employment. Subtracting the returns-to-sender from the original sample size, the response rate was 25.4 percent. There are indications that some respondents were not reached because questionnaires were discarded by other staff members. Due to the publication date of the Directory of Directors, addresses were a year old at the time the sample was drawn. The real return rate, based on respondents actually reached, may have been substantially higher than the figure stated.

In any event, the data presented in following summary tables on the class identity and oppositional consciousness attitudes of corporate executives were regularly gathered as background information in the OISE/UT Surveys conducted between 1980 and 2000. This information may be unique and therefore of some value to researchers interested in comparing the views of corporate executives on class issues with the general population. The published OISE/UT Survey reports compared corporate executives' views on educational policies with those of the general population during these years. (See, for example, D.W. Livingstone, D. Hart and L.E. Davie. (1999). *Public Attitudes Towards Education in Ontario 1998: Twelfth OISE/UT Survey*. Toronto: University of Toronto Press). The supplementary survey of corporate executives was discontinued in 2002 because of declining response rate and limited resources to try to obtain adequate numbers.

The following tables summarize corporate executives' views on:

- 1 Self-perceived social class
- 2 Teachers in Ontario should have the legal right to strike
- 3 Private corporations operating in Canada should be able to invest wherever they can make the greatest profit
- 4 Oppositional class consciousness index (combining views on questions 1, 2 and 3)*

In addition, several other questions pertaining to preferred economic futures were asked in these surveys and summaries are available on request from dwlivingstone@gmail.com

*In other related research, a comparable labour rights question (Management should not be allowed to hire replacement workers during a strike) has been used instead of teachers' right to strike, and a comparable capital rights question (Corporations benefit owners at the expense of workers and consumers) has been used instead of the greatest profit. The management hiring of replacement workers question was asked in executive surveys between 1990 and 2000 and the findings are also summarized here).

1 Self-perceived social class

SUBJECTIVE CLASS IDENTITY (FREQUENCIES AND PERCENTAGES)

	1980	1982	1984	1986	1988	1990	1992	1994	1996	1998	2000
Upper	15 10.9	12 9.7	8 6.7	10 8.8	14 12.0	5 4.7	11 12.0	10 10.0	22 19.8	7 6.7	14 14.7
Upper Middle	111 80.4	97 78.2	102 85.7	97 85.1	99 84.6	91 85.0	72 78.3	78 78.0	79 71.2	80 76.9	73 76.8
Lower Middle	6 4.3	10 8.1	7 5.9	4 3.5	3 2.6	8 7.5	3 3.3	5 5.0	7 6.3	8 7.7	2 2.1
Working	0 0.0	1 0.8	0 0.0	0 0.0	1 0.9	0 0.0	1 1.1	1 1.0	0 0.0	1 1.0	0 0.0
Lower	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 0.9	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0
Denied classes	1 0.7	0 0.0	2 1.7	0 0.0	0 0.0	0 0.0	0 0.0	2 2.0	0 0.0	0 0.0	0 0.0
Can't say/ not stated	5 3.6	4 3.2	0 0.0	3 2.6	0 0.0	2 1.9	5 5.4	4 4.0	3 2.7	8 7.7	6 6.3
TOTAL	138 100	124 100	119 100	114 100	117 100	107 100	92 100	100 100	111 100	104 100	95 100

Source: OISE Survey of Educational Issues: Corporate Executive Sample

2 Teachers in Ontario should have the legal right to strike

RIGHT TO STRIKE (FREQUENCIES AND PERCENTAGES)

	1980	1982	1984	1986	1988	1990	1992	1994	1996	2000
Strongly Agree	4 2.9	1 0.7	1 0.8	1 0.8	8 6.6	2 1.8	1 1.1	7 6.6	9 8.1	10 10.5
Somewhat Agree	13 9.4	7 5.2	6 4.8	10 8.5	7 5.7	15 13.6	10 10.8	24 22.6	6 5.4	9 9.5
Neither	6 4.3	3 2.2	6 4.8	4 3.4	4 3.3	3 2.7	8 8.6	8 7.5	2 1.8	8 8.4
Somewhat Disagree	48 34.8	41 30.6	32 25.4	38 32.2	31 25.4	38 34.5	26 28.0	34 32.1	32 28.8	24 25.3
Strongly Disagree	65 47.1	79 59.0	73 57.9	60 50.8	69 56.6	52 47.3	47 50.5	32 30.2	61 55.0	44 46.3
Can't say/ not stated	2 1.4	3 2.2	8 6.3	5 4.2	3 2.5	0 0.0	1 1.1	1 0.9	1 0.9	0 0.0
TOTAL	138 100	134 100	126 100	118 100	122 100	110 100	93 100	106 100	111 100	95 100

Source: OISE Survey of Educational Issues: Corporate Executive Sample

3 Private corporations operating in Canada should be able to invest wherever they can make the greatest profit

RIGHTS OF CAPITAL (FREQUENCIES AND PERCENTAGES)

	1980	1982	1984	1986	1988	1990	1992	1994	1996	1998	2000
Strongly Agree	55 39.9	65 48.5	75 59.1	45 38.5	61 50.0	44 40.4	51 53.7	68 66.0	78 70.3	66 63.5	69 72.6
Somewhat Agree	60 43.5	52 38.8	44 34.6	52 44.4	45 36.9	47 43.1	32 33.7	23 22.3	25 22.5	27 26.0	15 15.8
Neither	10 7.2	10 7.5	4 3.1	9 7.7	5 4.1	4 3.7	6 6.3	2 1.9	4 3.6	2 1.9	5 5.3
Somewhat Disagree	9 6.5	4 3.0	4 3.1	10 8.5	5 4.1	9 8.3	2 2.1	7 6.8	3 2.7	6 5.8	5 5.3
Strongly Disagree	1 0.7	1 0.7	0 0.0	1 0.9	3 2.5	1 0.9	1 1.1	3 2.9	1 0.9	1 1.0	1 1.1
Can't say/ not stated	3 2.2	2 1.5	0 0.0	0 0.0	3 2.5	4 3.7	3 3.2	0 0.0	0 0.0	2 1.9	0 0.0
TOTAL	138 100	134 100	127 100	117 100	122 100	109 100	95 100	103 100	111 100	104 100	95 100

Source: OISE Survey of Educational Issues: Corporate Executive Sample

4 Oppositional class consciousness index (combining views on questions 1, 2 and 3)

OPPOSITIONAL CLASS CONSCIOUSNESS (FREQUENCIES AND PERCENTAGES)

	1982	1984	1986	1988	1990	1992	1994	1996	2000
WORK CLS SUPPORT	1 0.7	0 0.0	1 0.8	3 2.5	4 3.6	0 0.0	4 3.8	1 0.9	2 2.1
CONTRAD WORK CLS	0 0.0	0 0.0	0 0.0	1 0.8	0 0.0	1 1.1	1 0.9	0 0.0	0 0.0
MIXED RESIDUAL	3 2.2	5 3.9	2 1.7	1 0.8	3 2.7	5 5.3	7 6.6	6 5.3	2 2.1
CONTRAD CAPT CLS	23 17.2	24 18.9	34 28.8	27 22.1	27 24.5	22 23.2	37 34.9	21 18.4	30 31.6
CAPITAL SUPPORT	22 16.4	12 9.4	8 6.8	6 4.9	10 9.1	6 6.3	9 8.5	7 6.1	5 5.3
OPPOSTN CAPT CLS	85 63.4	86 67.7	73 61.9	84 68.9	66 60.0	61 64.2	48 45.3	79 69.3	56 58.9
TOTAL	134 100	127 100	118 100	122 100	110 100	95 100	106 100	114 100	95 100

Source: OISE Survey of Educational Issues: Corporate Executive Sample

5. Supplementary Right to Strike Item

MANAGEMENT SHOULD BE PROHIBITED BY LAW FROM HIRING WORKERS TO TAKE THE PLACE OF STRIKERS

	1990	1992	1994	1996	1998	2000
Strongly Agree	2 1.8	4 4.2	2 1.9	3 2.7	4 3.8	2 2.1
Somewhat Agree	8 7.3	1 1.1	13 12.4	8 7.3	3 2.9	8 8.4
Neither	8 7.3	5 5.3	3 2.9	4 3.6	8 7.7	7 7.4
Somewhat Disagree	43 39.1	20 21.1	33 31.4	29 26.4	40 38.5	29 30.5
Strongly Disagree	46 41.8	61 64.2	52 49.5	66 60.0	48 46.2	45 47.4
Can't say/ not stated	3 2.7	4 4.2	2 1.9	0 0.0	1 1.0	4 4.2
Count	110 100	95 100	105 100	110 100	104 100	95 100

Source: OISE Survey of Educational Issues: Corporate Executive Sample