

# Appreciation and Perception of Canada's Two Official Languages

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*Ce rapport est également disponible en français*



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Norman Baillie-David, CMRP  
Vice President  
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TNS Canadian Facts

# Contents

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<b>1</b>	
Executive Summary	04

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<b>2</b>	
Sommaire de Gestion	09

---

<b>3</b>	
Background & Objectives, Methodology	14

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<b>4</b>	
Detailed Findings	20

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<b>5</b>	
Summary and Conclusions	48

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<b>6</b>	
Appendix	

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Data Tables Available Under Separate Cover	
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# Executive Summary



# Executive Summary

## Background and Objectives

- In the past 10 years, the Department of Canadian Heritage has had the opportunity to survey the Canadian population on different occasions on topics related to their appreciation of Canada's two official languages. In an effort to better understand the views and attitudes of Canadians towards official languages and to contribute to a program evaluation, the Official Languages Support Programs Branch (OLSPB) conducted a pan-Canadian public opinion research telephone survey.
- This survey discusses issues on themes such as appreciation of linguistic duality, linguistic majority / minority relations, official bilingualism and linguistic rights, official language knowledge and learning opportunities and public participation in Canada's linguistic landscape.

## Methodology

- A 10 minute telephone survey was conducted with a statistically representative national sample of 1,504 Canadians eighteen years of age or older (18+). The response rate is 15%. Interviews were conducted between the dates of May 9 – May 29, 2012.
- Prior to the conduct of any data analysis the data set was checked and cleaned to ensure that all responses were valid, logical and accurate. Given the importance of conducting analysis of differences by region, we used a disproportionate random sample, in which certain regions/provinces were oversampled in order to ensure there was adequate sample size for meaningful analysis. National sample figures were then weighted to reflect the true population proportions.

# Executive Summary (cont'd)

- In general, and not surprisingly, **French-speaking Canadians tend to be far more passionate than English-speaking Canadians** on the subject of Canada's two official languages.
- **Francophones agreed with the following language-related issues significantly more than Anglophones:**
  - Having two official languages in Canada is an important part of being Canadian (78% vs. 57%, top 5 box)
  - Linguistic duality in Canada is a source of cultural enrichment (85% vs. 57%, top 5 box)
  - The future of French in Canada is threatened (80% vs. 42%, top 5 box)
  - Learning both official languages contributes to better understanding among Canadians (91% vs. 73%, top 5 box)
  - In Canada, relationships between Francophones and Anglophones are more positive today than they were 10 years ago (67% vs. 57%, top 5 box)
  - Regionally, relationships between Francophones and Anglophones are more positive today than they were 10 years ago (64% vs. 48%, top 5 box)
  - Knowing both official languages improves chances of finding a job (89% vs. 73%, top 5 box)
  - All high school graduates should have a working knowledge of English and French (93% vs. 59%, top 5 box)
  - Interest in participating in school-based language exchanges to interact with young people from the other official language communities (80% vs. 69%, top 5 box)
  - The Government of Canada should continue to invest in exchange programs as a way to encourage understanding between Anglophones and Francophones (91% vs. 66%, top 5 box)

# Executive Summary (cont'd)

- **Francophones also rated their interest levels and the level of importance of the following language-related issues significantly higher than Anglophones:**
  - Importance of Canadians having access to services offered by the Federal Government in official language of choice (96% vs. 83%, top 5 box)
  - Importance of Francophones living outside Quebec and Anglophones living in Quebec having access to services offered by Federal Government in official language of choice (94% vs. 81%, top 5 box)
  - Interest in learning more about Francophone communities living outside Quebec (88% vs. 50%, top 5 box)
  - Interest in learning more about Francophone communities living in Quebec (83% vs. 50%, top 5 box)
  - Interest in learning more about Anglophone communities living in Quebec (68% vs. 50%, top 5 box)
  - Interest in cultural products by Francophone/Anglophone artists in English/French (81% vs. 54%, top 5 box)
  - Interest in cultural products by Francophone/Anglophone Artists in French/English (59% vs. 34%, top 5 box)
  
- **The following issues were the only ones that Anglophones rated significantly higher than Francophones:**
  - The Government of Canada is effective in protecting both official languages (67% vs. 47%, top 5 box)
  - The Government of Canada's official languages policy supports national unity (59% vs. 50%, top 5 box)
  - Interest in learning more about Anglophone communities living outside Quebec (78% vs. 62%, top 5 box)

# Key Insights and Conclusions

## Official Languages – Part of Being Canadian

Canadians in all parts of the country value our two official languages and largely see our linguistic duality as part of the culture and social fabric that makes Canada.

In particular, Canadians across the country are very supportive of government programs and initiatives to enhance bilingualism; and Canadians across the country view the other official language as the one they would like to learn first.

However, this survey also points to a number of potential clouds on the horizon, or perhaps “danger” signs.

## But...Clouds on the Horizon

First, positive sentiments are not shared equally. In most every subject surveyed, Francophones outnumber Anglophones across the country, and especially in the West, with regard to positive views of official languages and linguistic duality.

Moreover, eight in ten Francophones\* continue to feel their language is threatened, and Anglophones in the rest of the country still don't get it – only four in ten share the same view\*. In related results, Francophones do not feel the federal government is providing adequate protection for the French language. These sentiments lie at the very root of attachment to the nation (or not), and are a key ingredient for linguistic peace and national unity.

\* Based on top 5 box



# Sommaire de gestion



# Sommaire de gestion

## Contexte et objectifs

- Au cours des 10 dernières années, le ministère du Patrimoine canadien a eu l'opportunité de sonder la population canadienne à différentes occasions sur des sujets liés à leur appréciation des deux langues officielles du Canada. Afin de mieux comprendre les points de vue et les attitudes des Canadiens à l'égard des langues officielles et contribuer à une évaluation de programme, la Direction générale des programmes d'appui aux langues officielles a effectué un sondage téléphonique pancanadien d'opinion publique.
- Ce sondage porte sur des questions et des thèmes tels que l'appréciation de la dualité linguistique, les relations linguistiques entre la majorité et la minorité, le bilinguisme officiel et les droits linguistiques, la connaissance de la langue officielle et les possibilités d'apprentissage ainsi que la participation de la population au paysage linguistique du Canada.

## Méthodologie

- Un sondage téléphonique d'une durée de 10 minutes a été effectué auprès d'un échantillon national statistiquement représentatif de 1 504 Canadiens âgés de 18 ans ou plus (18+). La marge d'erreur maximale sur l'échantillon total est de 2,5 %, 19 fois sur 20. Le taux de réponse atteint est de 24 %. Les entrevues ont été réalisées entre le 9 et le 29 mai 2012.
- Avant de procéder à l'analyse des données, l'ensemble des données a été vérifié et nettoyé afin de s'assurer de la validité, de la logique et de l'exactitude de toutes les réponses. Étant donné l'importance de procéder à une analyse des différences par région, nous avons utilisé un échantillon aléatoire disproportionné dans lequel certaines régions/provinces ont été suréchantillonnées afin d'obtenir une taille d'échantillon adéquate permettant d'effectuer une analyse significative. Les chiffres de l'échantillon national ont ensuite été pondérés afin de refléter les proportions réelles de la population.

# Sommaire de gestion (suite)

- En général, et sans surprise, **les Canadiens d'expression française ont tendance à être beaucoup plus passionnés que les Canadiens d'expression anglaise** lorsqu'on aborde le sujet des deux langues officielles du Canada.
- **Le niveau d'accord des francophones relativement aux questions linguistiques suivantes a été considérablement plus élevé que celui des anglophones :**
  - Le fait d'avoir deux langues officielles au Canada constitue une partie importante d'être Canadien (78 % vs 57 %, top 5)
  - La dualité linguistique au Canada est une source d'enrichissement culturel (85 % vs 57 %, top 5)
  - L'avenir du français au Canada est menacé (80 % vs 42 %, top 5)
  - L'apprentissage des deux langues officielles contribue à une meilleure compréhension entre les Canadiens (91 % vs 73 %, top 5)
  - Au Canada, les relations entre les francophones et les anglophones sont plus positives aujourd'hui qu'elles ne l'étaient il y a 10 ans (67 % vs 57 %, top 5)
  - En région, les relations entre les francophones et les anglophones sont plus positives aujourd'hui qu'elles ne l'étaient il y a 10 ans (64 % vs 48 %, top 5)
  - Le fait de connaître les deux langues officielles améliore les chances de trouver un emploi (89 % vs 73 %, top 5)
  - Tous les diplômés du secondaire devraient avoir une connaissance pratique de l'anglais et du français (93 % vs 59 %, top 5)
  - L'intérêt à participer à des échanges linguistiques en milieu scolaire afin d'avoir des contacts avec des jeunes des collectivités de l'autre langue officielle (80 % vs 69 %, top 5)
  - Le gouvernement du Canada devrait continuer d'investir dans des programmes d'échange comme moyen d'encourager la compréhension entre anglophones et francophones (91 % vs 66 %, top 5)

# Sommaire de gestion(suite)

- **Les francophones ont donné une note considérablement plus élevée que les anglophones pour ce qui est de leur niveau d'intérêt et de l'importance qu'ils accordent aux questions linguistiques suivantes :**
  - L'importance pour les Canadiens d'avoir accès aux services offerts par le gouvernement fédéral dans la langue officielle de leur choix (96 % vs 83 %, top 5)
  - L'importance pour les francophones vivant à l'extérieur du Québec et pour les anglophones vivant au Québec d'avoir accès aux services offerts par le gouvernement fédéral dans la langue officielle de leur choix (94 % vs 81 %, top 5)
  - L'intérêt à en connaître davantage sur les communautés francophones vivant à l'extérieur du Québec (88 % vs 50 %, top 5)
  - L'intérêt à en connaître davantage sur les communautés francophones vivant au Québec (83 % vs 50 %, top 5)
  - L'intérêt à en connaître davantage sur les communautés anglophones vivant au Québec (68 % vs 50 %, top 5)
  - L'intérêt à consommer des produits culturels d'artistes francophones/anglophones en anglais/français (81 % vs 54 %, top 5)
  - L'intérêt à consommer des produits culturels d'artistes francophones/anglophones en français/anglais (59 % vs 34 %, top 5)
- **Les questions suivantes sont les seules auxquelles les anglophones ont donné une note considérablement plus élevée que les francophones :**
  - Le gouvernement du Canada protège efficacement les deux langues officielles (67 % vs 47 %, top 5)
  - La politique du gouvernement du Canada à l'égard des langues officielles encourage l'unité nationale (59 % vs 50 %, top 5)
  - L'intérêt à en connaître davantage sur les communautés anglophones vivant à l'extérieur du Québec (78 % vs 62 %, top 5)

# Aperçus et conclusions clés

## Langues officielles – Partie intégrante de l'identité canadienne

Les Canadiens partout au pays considèrent nos deux langues officielles comme étant un atout et croient fermement que notre dualité linguistique fait partie de la culture et du tissu culturel et social du Canada.

En particulier, les Canadiens partout au pays appuient fortement les programmes et les initiatives visant à améliorer le bilinguisme, et les Canadiens partout au pays considèrent l'autre langue officielle comme étant celle qu'ils voudraient apprendre en premier.

Cependant, ce sondage laisse entrevoir quelques nuages potentiels à l'horizon et peut-être même des signes inquiétants.

## Mais...quelques nuages à l'horizon

Tout d'abord, tous ne partagent pas les mêmes sentiments positifs. En ce qui concerne la plupart des sujets abordés, partout au pays et spécialement dans l'Ouest, les francophones sont plus nombreux que les anglophones à avoir une opinion positive à l'égard des langues officielles et de la dualité linguistique.

De plus huit francophones\* sur dix continuent de penser que leur langue est menacée, et les anglophones dans le reste du pays ne comprennent toujours pas – seulement quatre sur dix partagent cette opinion\*. D'autres résultats indiquent que les francophones ne pensent pas que le gouvernement fédéral protège adéquatement la langue française. Ces sentiments sont à la base même de l'attachement (ou non) à la nation et constituent l'ingrédient clé d'une paix linguistique et d'une unité nationale.

\* Fondé sur le top 5

# Background & Objectives, Methodology



# Background and Objectives

In the past 10 years, the Department of Canadian Heritage has had the opportunity to survey the Canadian population on different occasions on topics related to their appreciation of Canada's two official languages. In an effort to better understand the views and attitudes of Canadians towards official languages and to contribute to a program evaluation, the Official Languages Support Programs Branch (OLSPB) conducted a pan-Canadian public opinion research telephone survey.

The survey discusses issues on themes such as appreciation of linguistic duality, linguistic majority / minority relations, official bilingualism and linguistic rights, official language knowledge and learning opportunities and public participation in Canada's linguistic landscape.

# Methodology

- A 10 minute telephone survey was conducted with a statistically representative national sample of 1,504 Canadians eighteen years of age or older (18+) with a response rate of 15%. A survey of this size is accurate to within 2.5 percentage points, 19 times out of 20.
- A random digit-dial (RDD) method was used, controlled by telephone exchange, resulting in a nationally representative probability sample.
- Interviews were conducted between the dates of May 9 – May 29, 2012.
- Prior to the conduct of any data analysis the data set was checked and cleaned to ensure that all responses were valid, logical and accurate.
- Given the importance of conducting analysis of differences by region, we used a disproportionate random sample, in which certain regions/provinces were oversampled in order to ensure there was adequate sample size for meaningful analysis. National sample figures were then weighted to reflect the true population proportions. See the below table for sample sizes by region, and the associated margin of error.

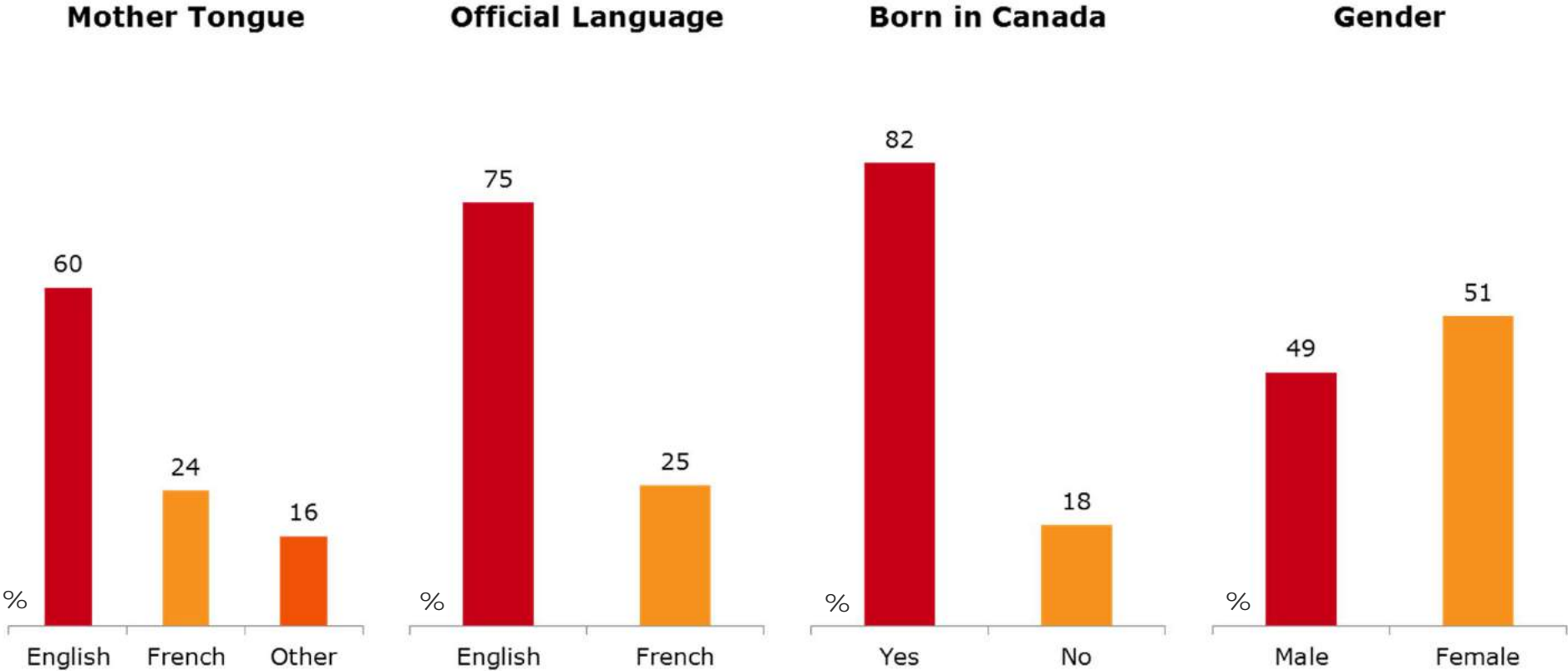
Region	Sample Size	Margin of Error
British Columbia (includes Yukon)	N=199	+/- 6.9%
Alberta (includes Northwest Territories and Nunavut)	N=194	+/- 6.9%
Prairies (Saskatchewan & Manitoba)	N=204	+/- 6.9%
Ontario	N=403	+/- 4.9%
Quebec	N=300	+/- 5.7%
Atlantic Canada (New Brunswick, Nova Scotia, PEI and Newfoundland)	N=195	+/- 6.9%
<b>TOTAL</b>	<b>N=1,504</b>	<b>+/- 2.5%</b>



# Respondent Profile

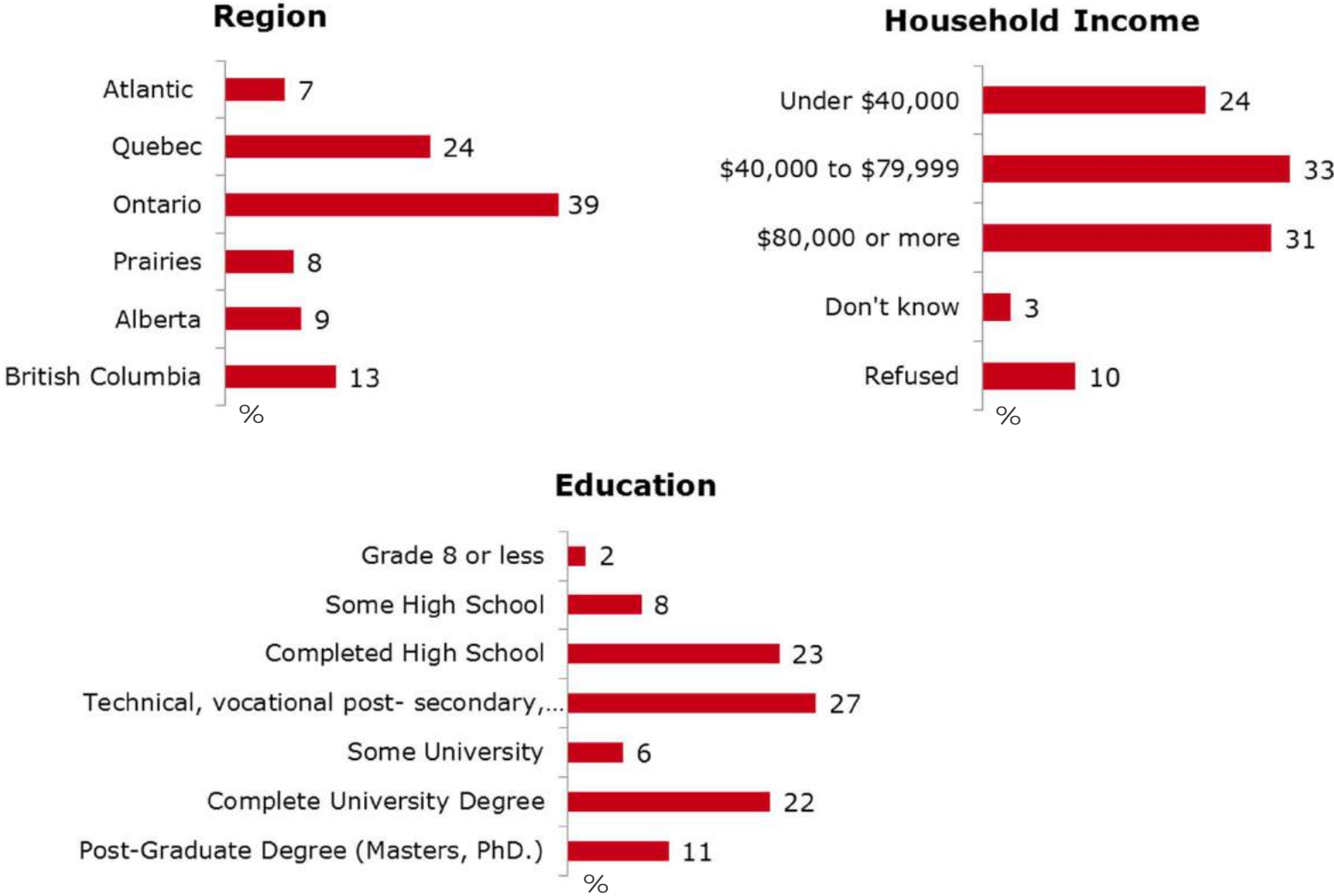


# Respondent Profile



Q2. What is your MOTHER TONGUE, that is the first language that you learned at home in childhood and still understand? N=1504  
Q3. Regardless of the other languages you speak, which of the two official languages English or French, do you consider your first official language or your main official language? N=1504  
Q32. Were you born in Canada? N=1504  
Q36. Gender N=1504

# Respondent Profile



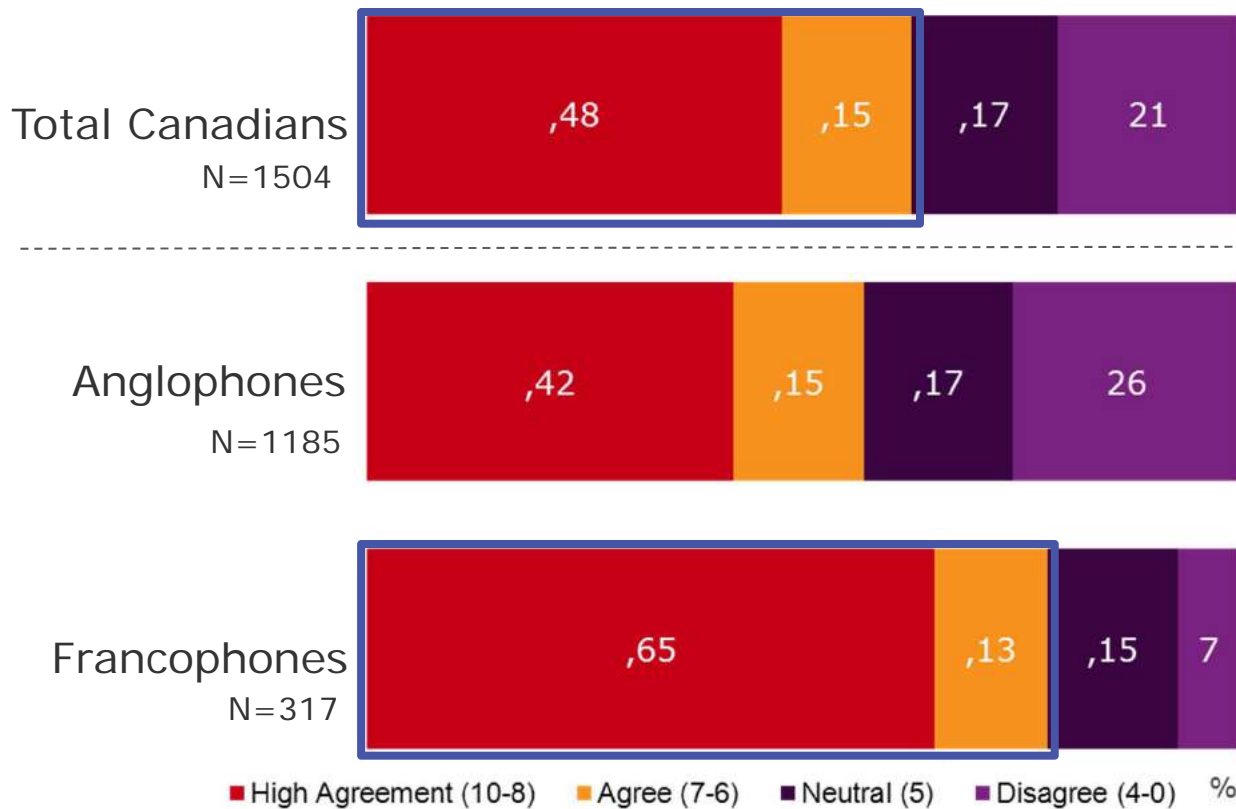
Q4. In which province or territory do you currently reside? N=1504  
 Q33. Which of the following categories best describes your total household income? N=1504  
 Q34. What is the highest level of formal education that you have completed? N=1504

# Detailed Findings



# Having Two Official Languages in Canada is an Important Part of Being Canadian to Francophones

Overall, just over six-in-ten Canadians agree (63%) that having two official languages is an important part of being Canadian. Over three quarters of French speaking Canadians agree with this compared to a little over half of Anglophones.



- Quebec and Atlantic Canada are the strongest believers that having two official languages is an important part of being Canadian, with Ontario also believing strongly.
- The Prairies, Alberta, and BC are well below the national overall results.

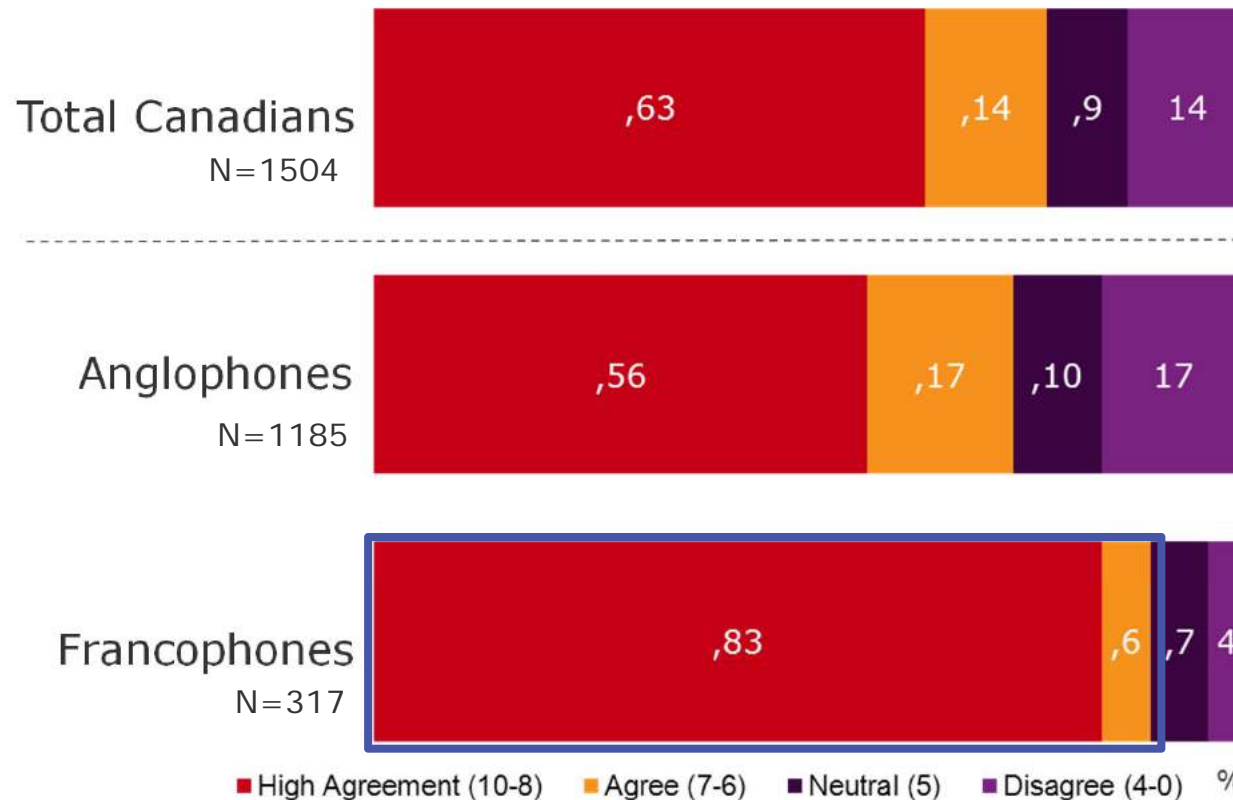
% Top 5 Box by Region	
Atlantic	66
Quebec	75
Ontario	64
Man/Sask	46
Alberta/NT/NWT	51
BC/YK	52



Q5. The fact that there are two official languages (English/French) in Canada is, for you, an important part of what it means to be a Canadian. N=1504

# Knowing Both Official Languages Improves Chances of Finding a Job

Over three quarters of all Canadians agree that knowing both English and French improves the chances of finding a job. This number is higher among French speaking Canadians, where about nine-in-ten believe this.



- Those living in Quebec are well above the national level and strongly agree that knowing both official languages improves chances of finding a job.
- Atlantic Canada and Ontario are also slightly above, while the western provinces are well below.

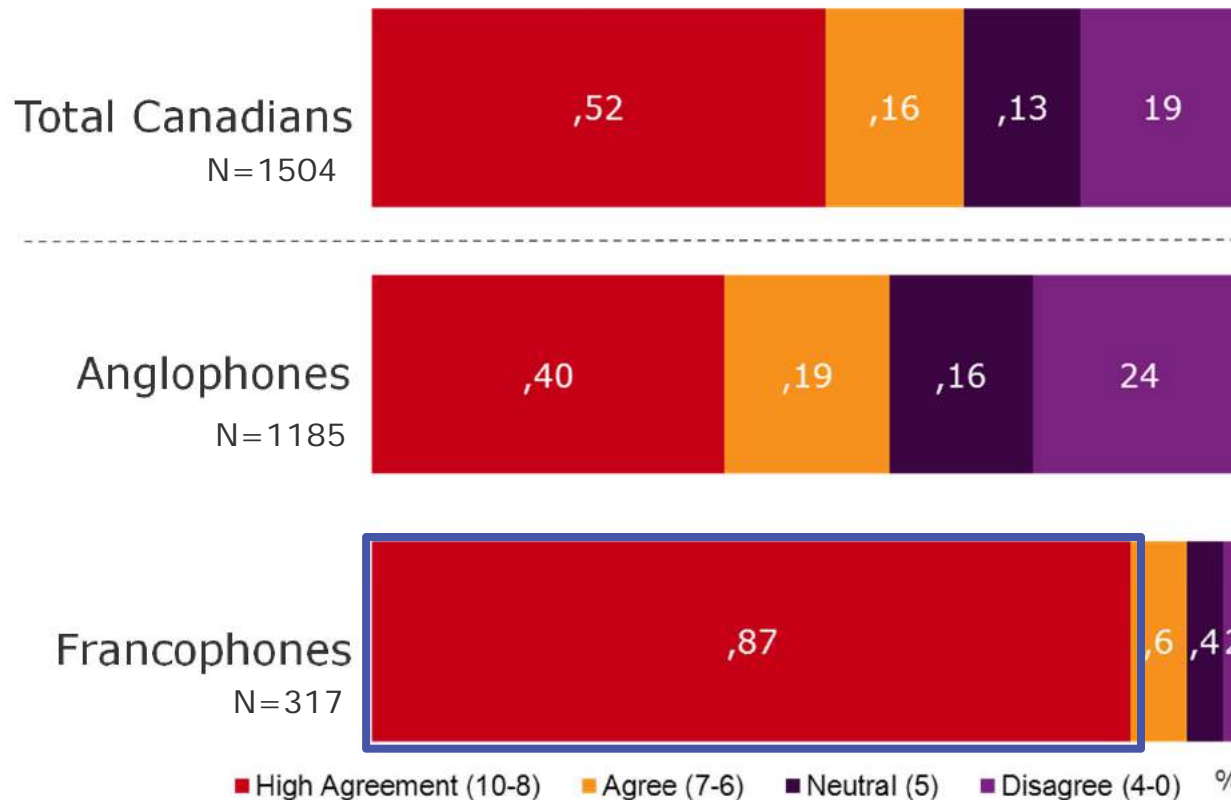
% Top 5 Box by Region	
Atlantic	84
Quebec	88
Ontario	82
Man/Sask	65
Alberta/NT/NWT	64
BC/YK	56

Q6. In Canada, knowing English and French improves the chances of finding a job. N=1504



# Francophones Strongly Agree that All High School Graduates Should Have a Working Knowledge of English and French

Half of Canadians strongly agree, and nearly seven-in-ten agree that all high school graduates should have a working knowledge of both official languages. Nearly nine out of ten Francophones strongly agree with this compared to only four-in-ten Anglophones.



- Quebecers are firm believers that all high school graduates should have a working knowledge of English and French.
- Agreement in Atlantic Canada is also above the national level.
- The western provinces (particularly Alberta) are well below the national level of agreement.

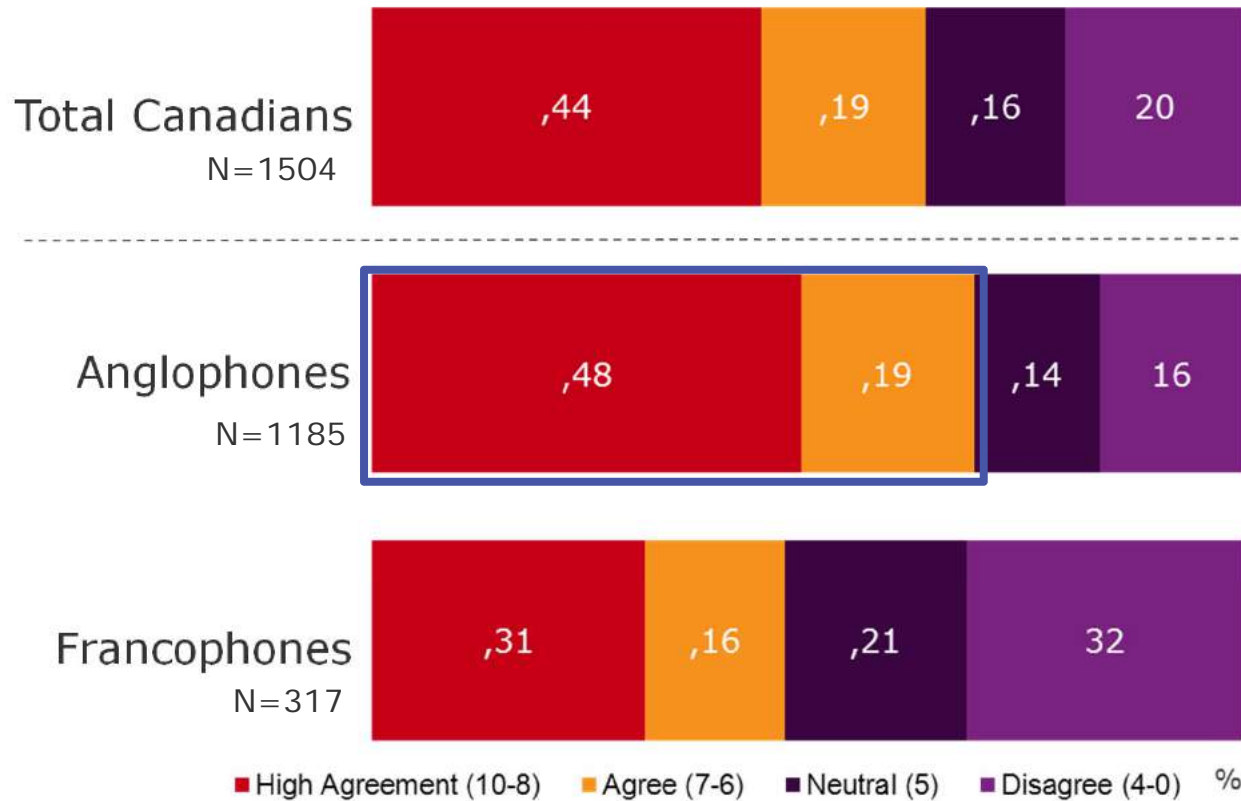
% Top 5 Box by Region	
Atlantic	78
Quebec	94
Ontario	67
Man/Sask	47
Alberta/NT/NWT	44
BC/YK	47

Q7. All high school graduates should have a working knowledge of English and French. Francophones asked about English, Anglophones asked about French. N=1504



# Anglophones and Francophones differ in How Effective the Government is in Protecting Both Official Languages - Overall, Canadians are Split

Nearly seven-in-ten Anglophones agree that the Government of Canada is effective in protecting both of Canada's official languages, compared to only half of Francophones.



- The western provinces and Atlantic Canada are right around the national level in regards to agreeing that the Government of Canada effectively protects both official languages.
- Ontario is significantly higher in agreement, while Quebec is much lower than anywhere else in Canada.

% Top 5 Box by Region	
Atlantic	70
Quebec	46
Ontario	73
Man/Sask	64
Alberta/NT/NWT	62
BC/YK	59

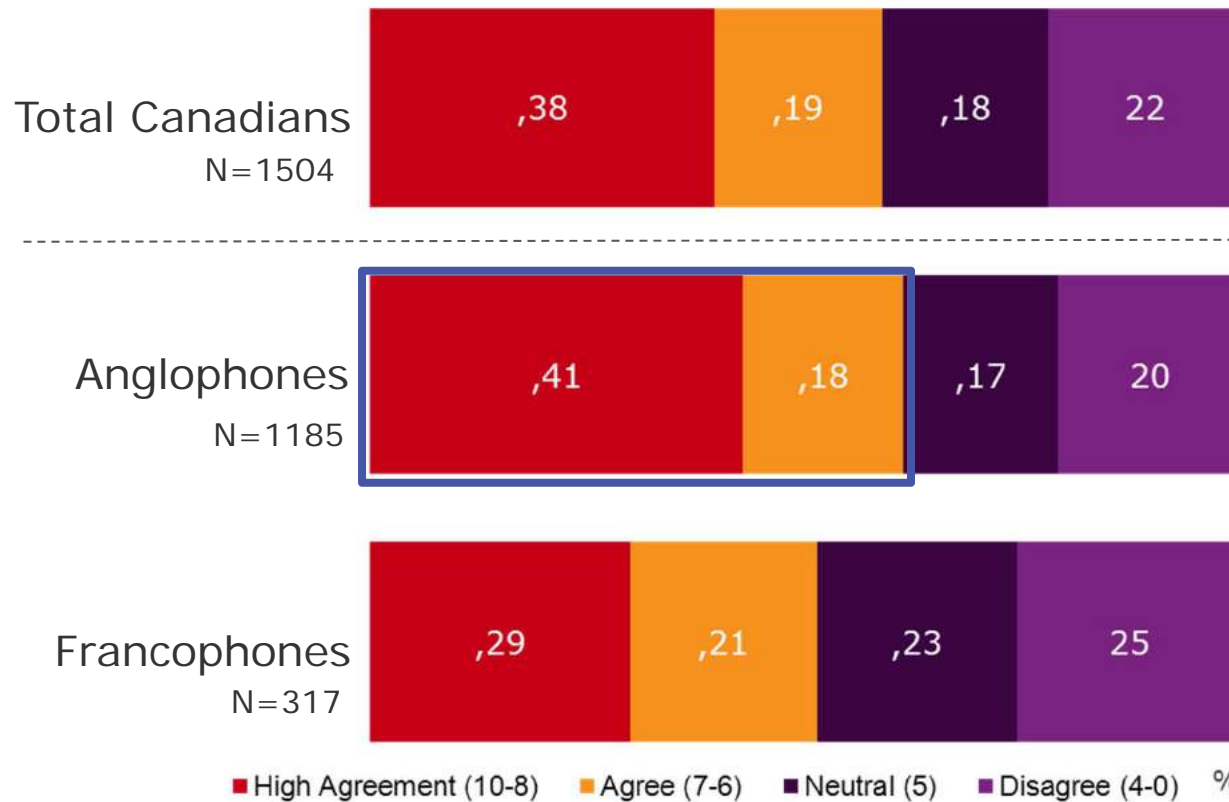
Q8. The Government of Canada is effective in protecting both of Canada's official languages. N=1504





# Canadians also Split on whether Official Languages Policy Supports National Unity

About six-in-ten Anglophones agree that the Government of Canada's Official Languages Policy supports national unity, compared to only half of Francophones.



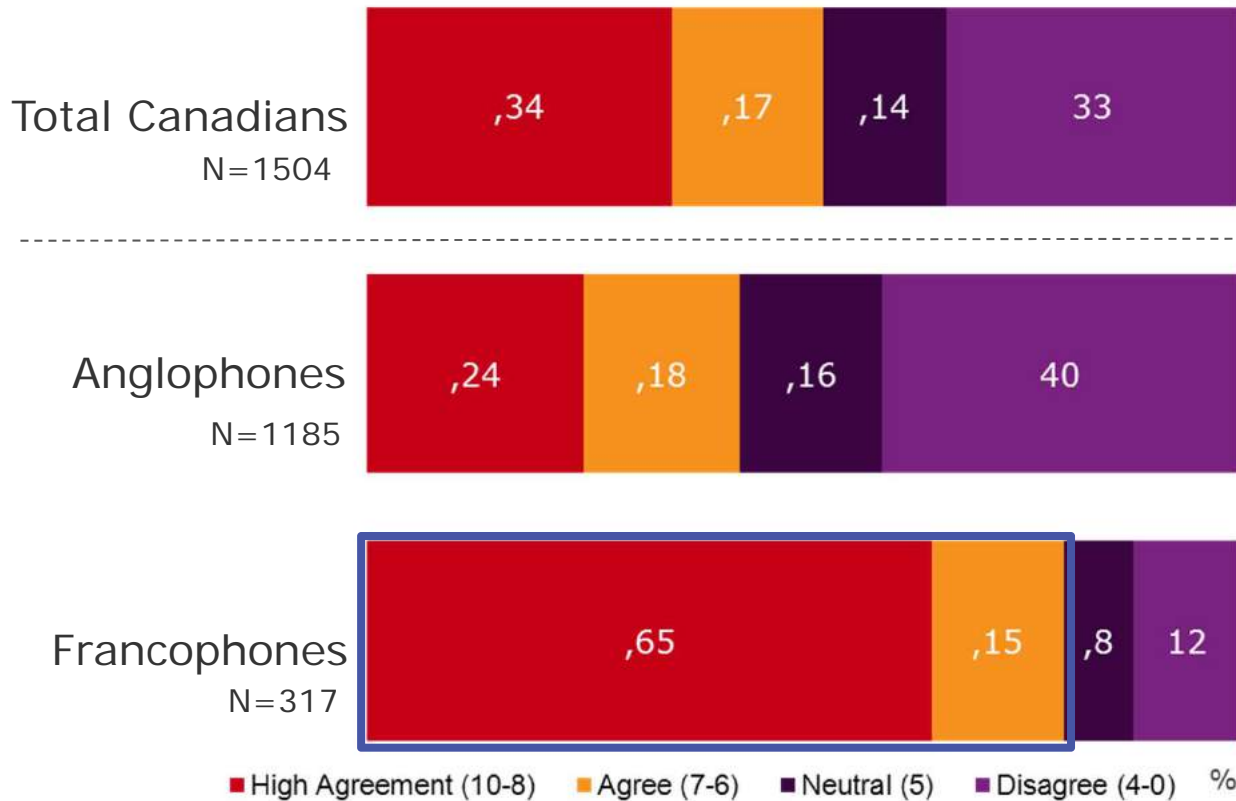
- Ontario is above the national level along with Atlantic Canada, whereas the western provinces are all slightly below.
- Quebec and BC are the least agreeable that the Government's official language policy supports national unity.

% Top 5 Box by Region	
Atlantic	61
Quebec	50
Ontario	65
Man/Sask	51
Alberta/NT/NWT	54
BC/YK	47

Q9. The Government of Canada's official languages policy supports national unity. N=1504

# Most Francophones Continue to Believe the Future of French in Canada is Threatened – Most Anglophones still Don't See it

Francophones are much more likely than the rest of Canada to believe the Future of French in Canada is being threatened, with four-in-five agreeing with this. In contrast, four-in-ten Anglophones disagree that this is the case.



- Only Quebec strongly agrees that the future of French in Canada is being threatened with levels agreement that are well above the national results.
- Every other province is under the national level of agreement.

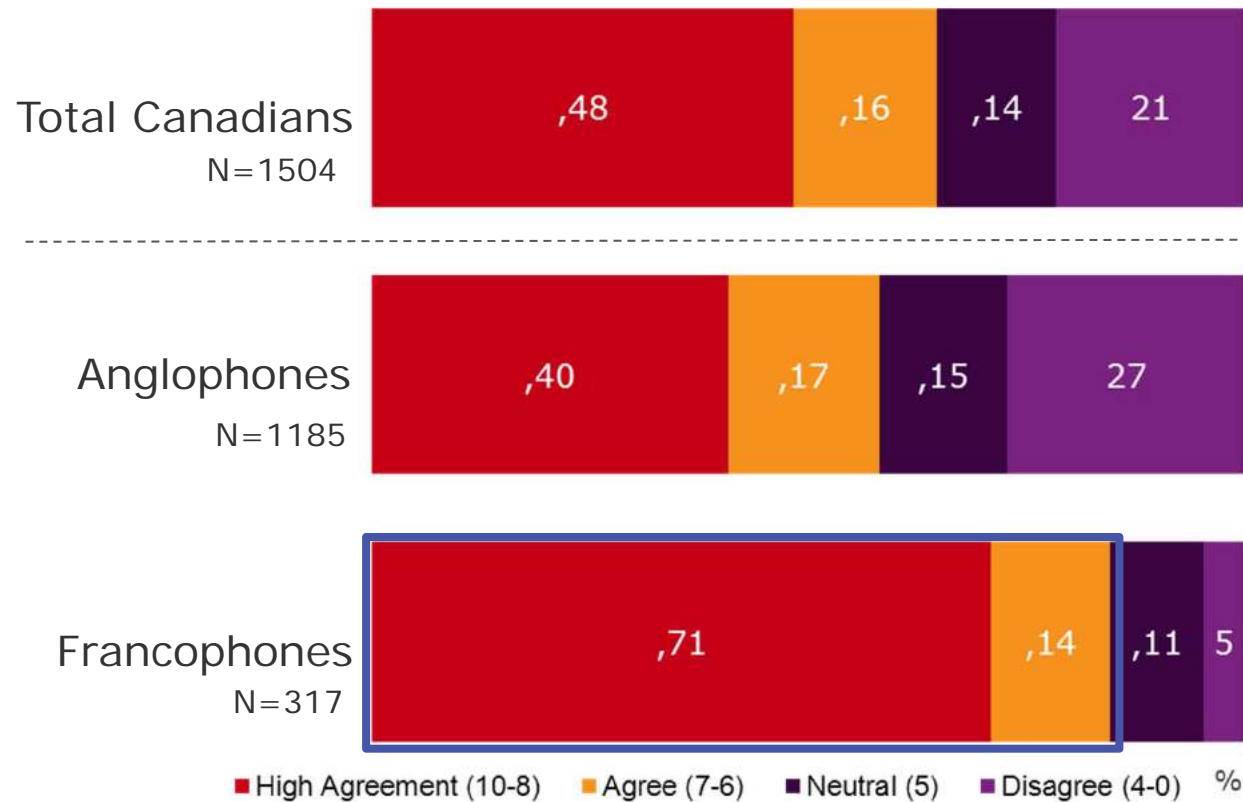
% Top 5 Box by Region	
Atlantic	43
Quebec	<b>78</b>
Ontario	47
Man/Sask	36
Alberta/NT/NWT	34
BC/YK	43

Q10. The future of French in Canada is threatened. N=1504



## For Francophones, Linguistic Duality in Canada is a Source of Cultural Enrichment

Over eight-in-ten Francophones agree that linguistic duality is a source of cultural enrichment in Canada, compared to under six-of-ten Anglophones who agree with this.



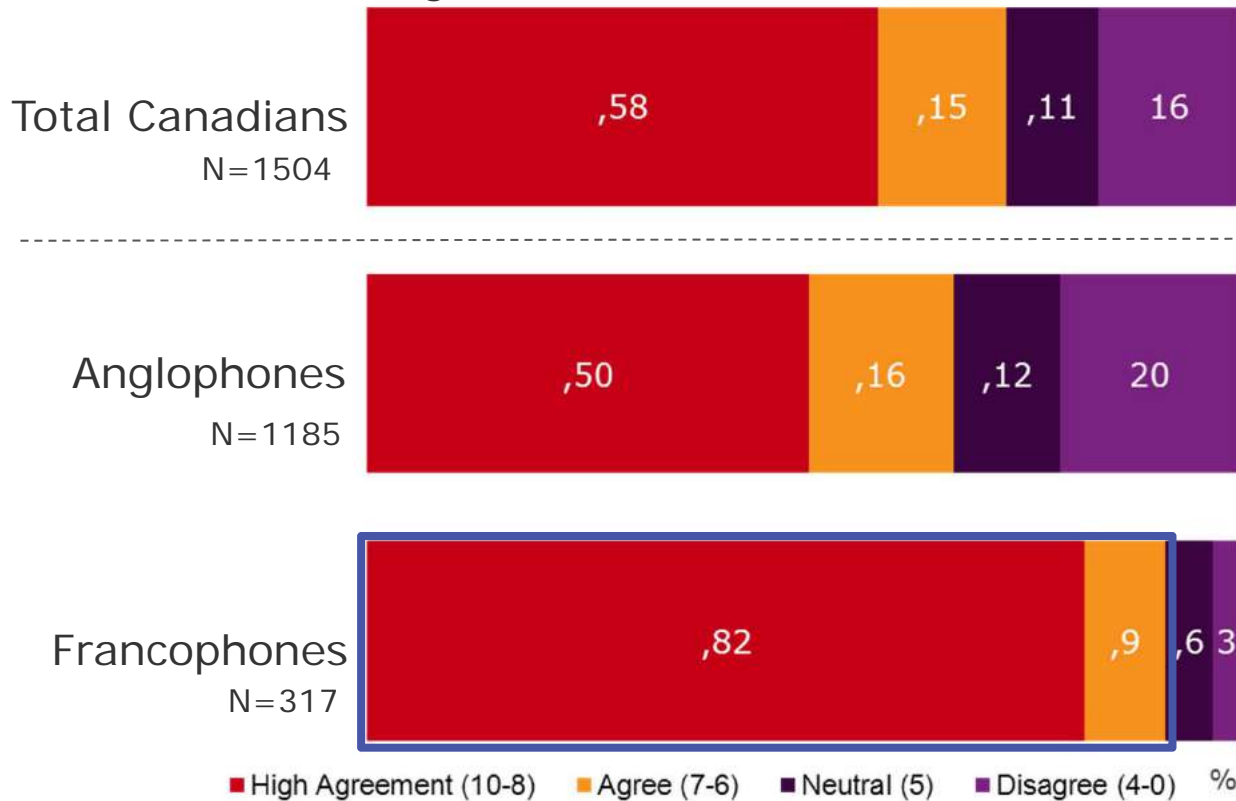
- Quebec, as a province, is a firm believer that linguistic duality in Canada is a source of cultural enrichment, and is the only province above the national agreement results.
- All other provinces are below the national level.

% Top 5 Box by Region	
Atlantic	59
Quebec	<b>83</b>
Ontario	63
Man/Sask	47
Alberta/NT/NWT	48
BC/YK	57

Q11. Linguistic duality in Canada is, for you, a source of cultural enrichment. N=1504

# Most Canadians Still Support Exchange Programs as a Way to Encourage Understanding Between Anglophones and Francophones

Nearly three quarters of Canadians agree that the Government of Canada should continue to invest in exchange programs to encourage understanding between Anglophones and Francophones. This number is much higher among Francophones, as over nine out of ten agree with this.



- Quebec is by far the strongest believer that the Government of Canada should continue to invest in exchange programs.
- Atlantic Canada is right around the national agreement results in this regard, whereas the rest of Canada, and especially BC, do not strongly agree with this.

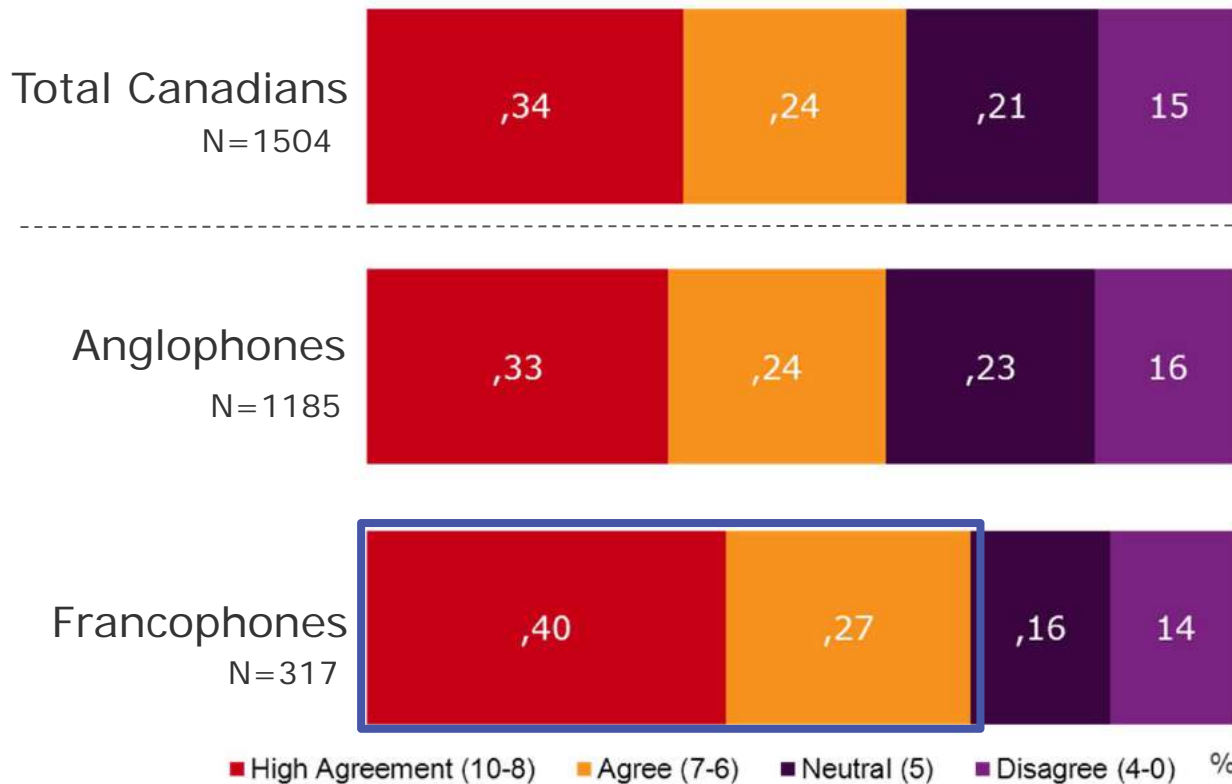
% Top 5 Box by Region	
Atlantic	73
Quebec	92
Ontario	70
Man/Sask	60
Alberta/NT/NWT	64
BC/YK	58

Q12. The Government of Canada should continue to invest in exchange programs as a way to encourage understanding between the country's Anglophones and Francophones. N=1504



# Canadians Split on Whether Relationships Between Francophones and Anglophones are More Positive Today than they were 10 Years Ago

Overall, just under six out of ten Canadians (and Anglophones) agree that relationships between Francophones and Anglophones are more positive today than they were 10 years ago in Canada. Francophones are slightly more likely to agree with this as about two-thirds feel this way.



- Alberta is the least likely to believe that relationships between Francophones and Anglophones have improved over the last 10 years.
- Atlantic Canada and Quebec agreed the most with this, however only about four-in-ten strongly agreed.

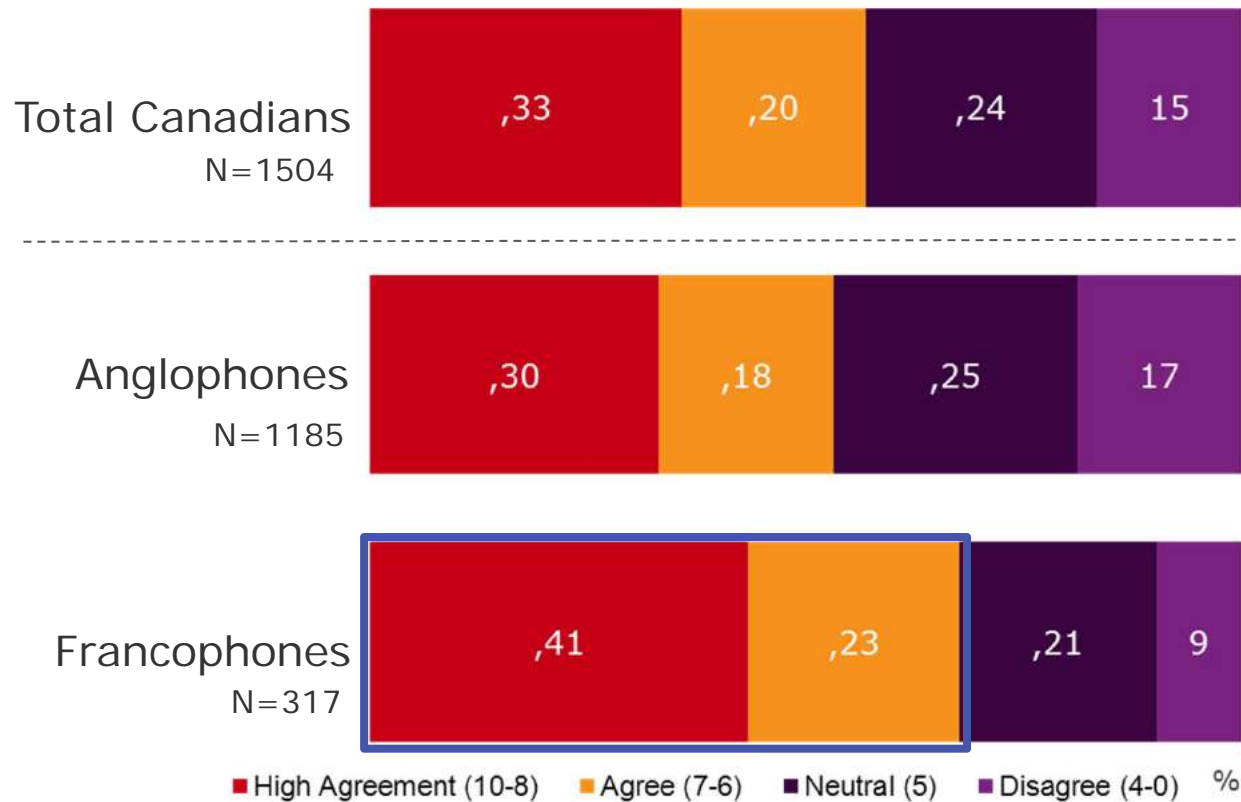
% Top 5 Box by Region	
Atlantic	67
Quebec	65
Ontario	57
Man/Sask	55
Alberta/NT/NWT	49
BC/YK	54

Q13. In Canada, relationships between Francophones and Anglophones are more positive today than they were 10 years ago. N=1504



## Francophones more Positive about Relationships within their Region

Just over half of Canadians agree that relationships between Francophones and Anglophones are more positive today than they were 10 years ago in their region. Francophones are more likely to agree as just under two-thirds feel this way compared to less than half of Anglophones.



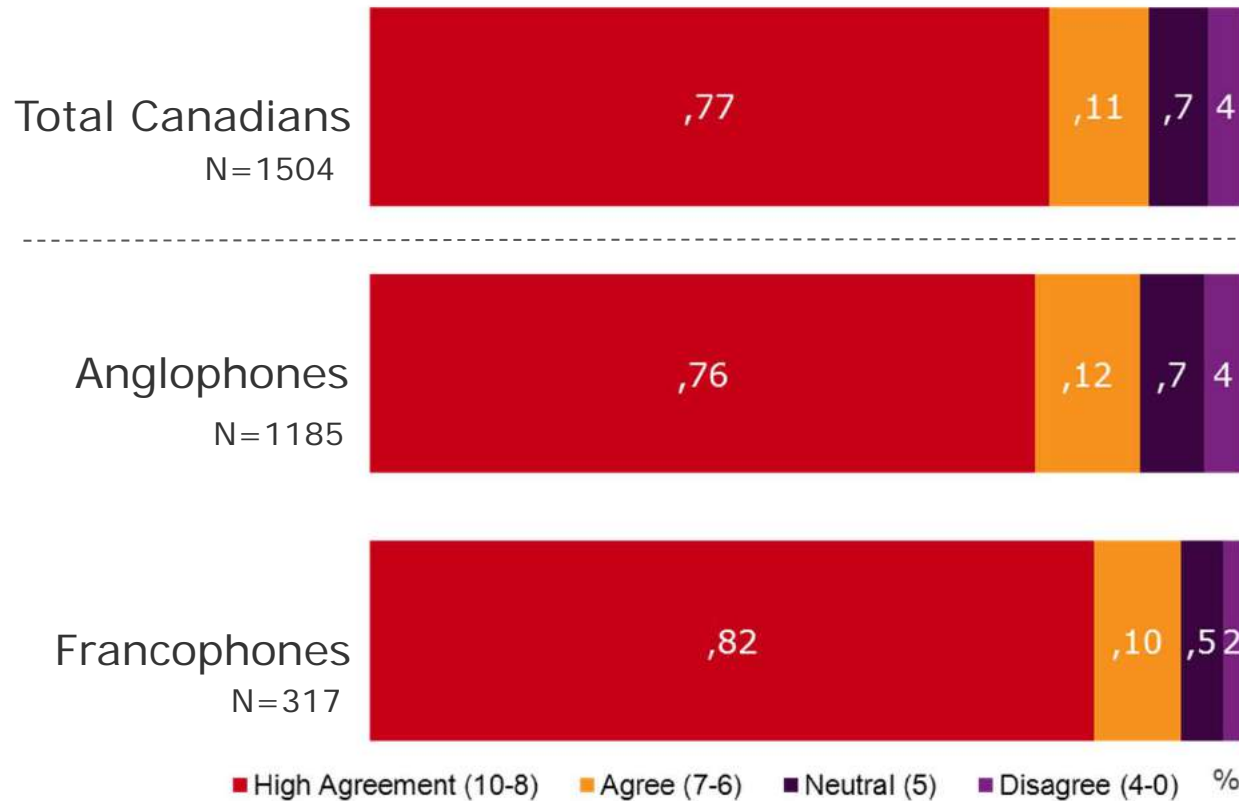
- The Western provinces are the least likely to believe that relationships between Francophones and Anglophones had improved in their regions from 10 years ago.
- Again, Atlantic Canada and Quebec are the two that most strongly agreed relationships have improved in their region in the past 10 years.

% Top 5 Box by Region	
Atlantic	63
Quebec	64
Ontario	53
Man/Sask	42
Alberta/NT/NWT	37
BC/YK	41

Q14. In your region, relationships between Francophones and Anglophones are more positive today than they were 10 years ago. N=1504

# Canadians of all Stripes Very Welcoming to Others who speak the Same Language

Both Anglophones (over three-quarters strongly agree) and Francophones (over eight-in-ten strongly agree) are welcoming of others from other countries who speak the same language in their linguistic community.



- The Atlantic provinces are the most likely to agree that Anglophones or Francophones are welcome in their linguistic community, and well above the national results.
- The rest of the provinces are all around the national results or slightly below on this topic.

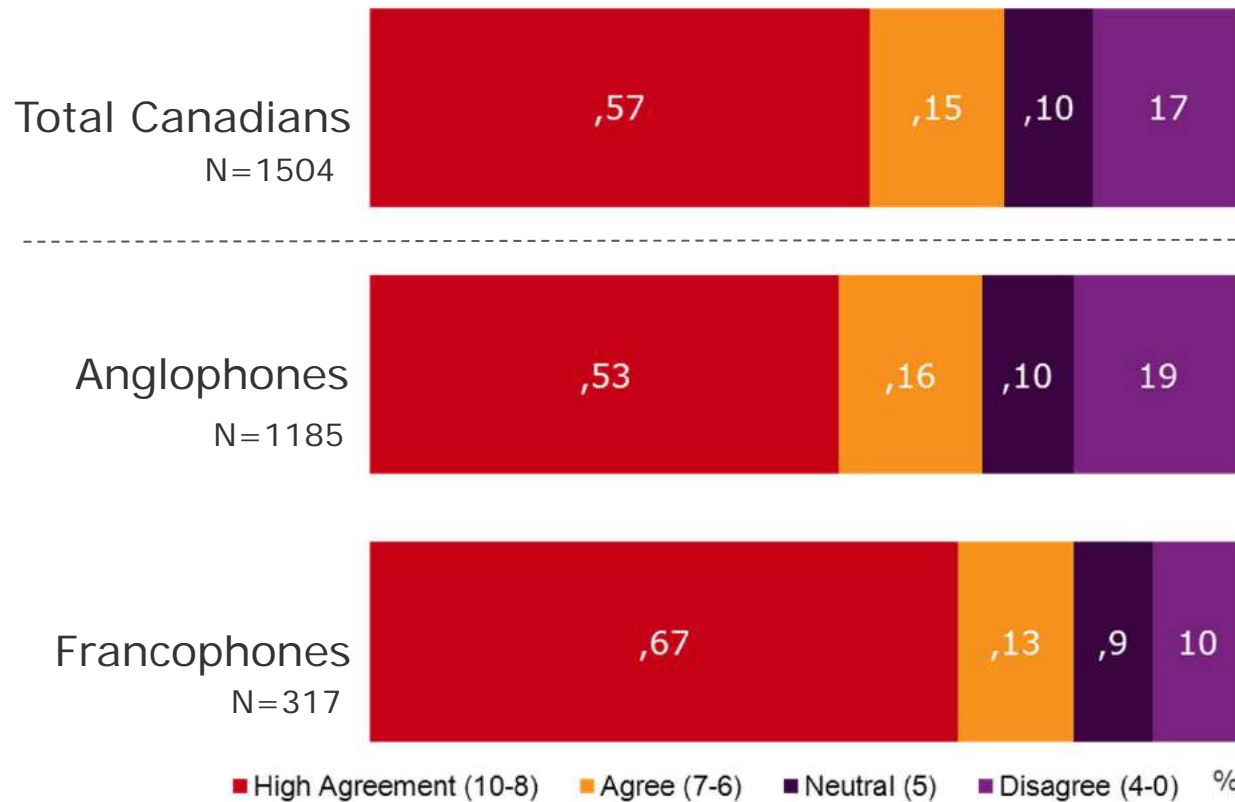
% Top 5 Box by Region	
Atlantic	96
Quebec	90
Ontario	88
Man/Sask	82
Alberta/NT/NWT	86
BC/YK	89

Q15. Anglophones/Francophones from other countries are welcome in your linguistic community. N=1504



## Strong Interest in Participating in School-Based Language Exchanges

Overall, just over seven-in-ten Canadians agreed that they would be interested in participating in school-based language exchanges. Francophones (eight-in-ten agree) are more interested than Anglophones (under seven-in-ten agree).



- Quebec and Atlantic Canada are the most interested in participating in school-based language exchanges to interact with young people from the other official language communities.
- Alberta and the Prairies are the least interested and fall well under the national results.

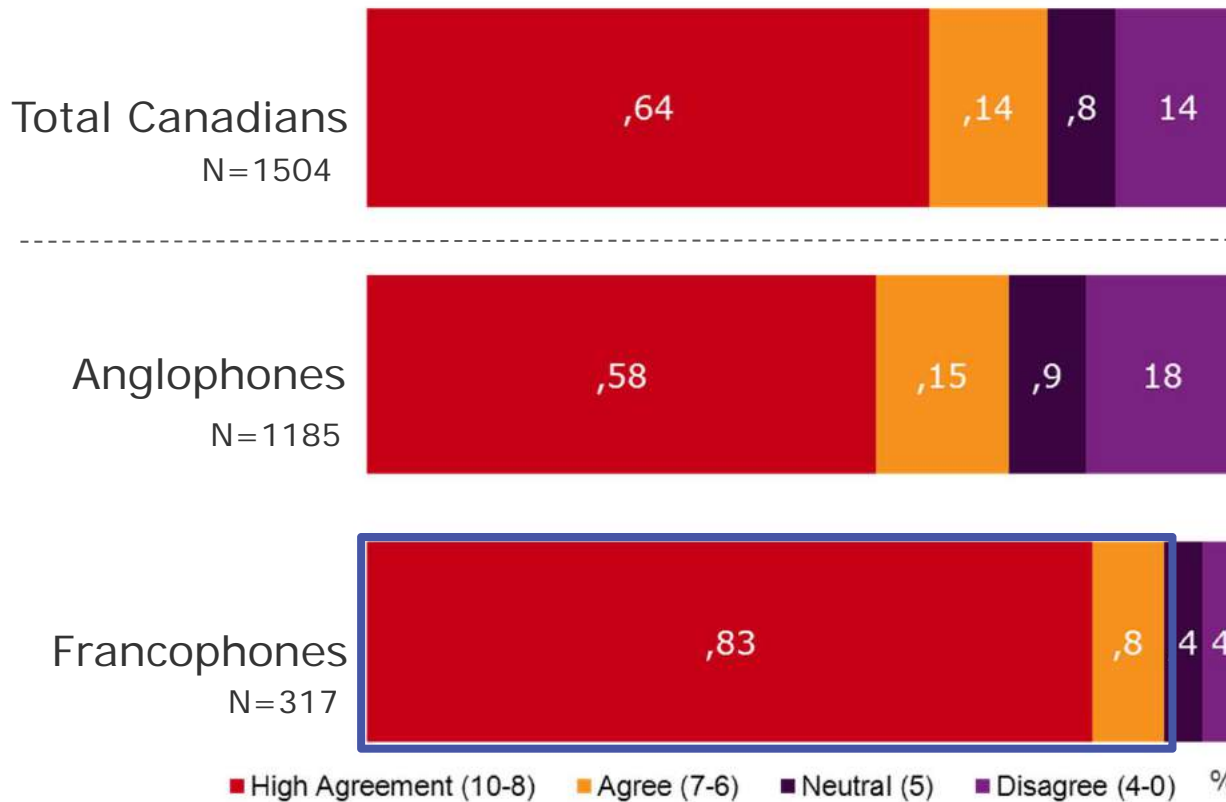
% Top 5 Box by Region	
Atlantic	78
Quebec	82
Ontario	70
Man/Sask	58
Alberta/NT/NWT	66
BC/YK	71

Q16. You would be (or would have been) interested in participating in school-based language exchanges to interact with young people from the other official language communities. N=1504



# Canadians Agree that Learning Both Official Languages Contributes to Better Understanding among Canadians

About eight-in-ten Canadians agree that learning both languages contributes to better understanding among Canadians. This number is higher among Francophones where over nine-in-ten feel this way compared to just under three quarters of Anglophones.



- Quebec and Atlantic Canada are much more likely to agree that learning both official languages contributes to better understanding among Canadians than the rest of Canada.
- All other provinces fall below the national results, especially the Prairies.

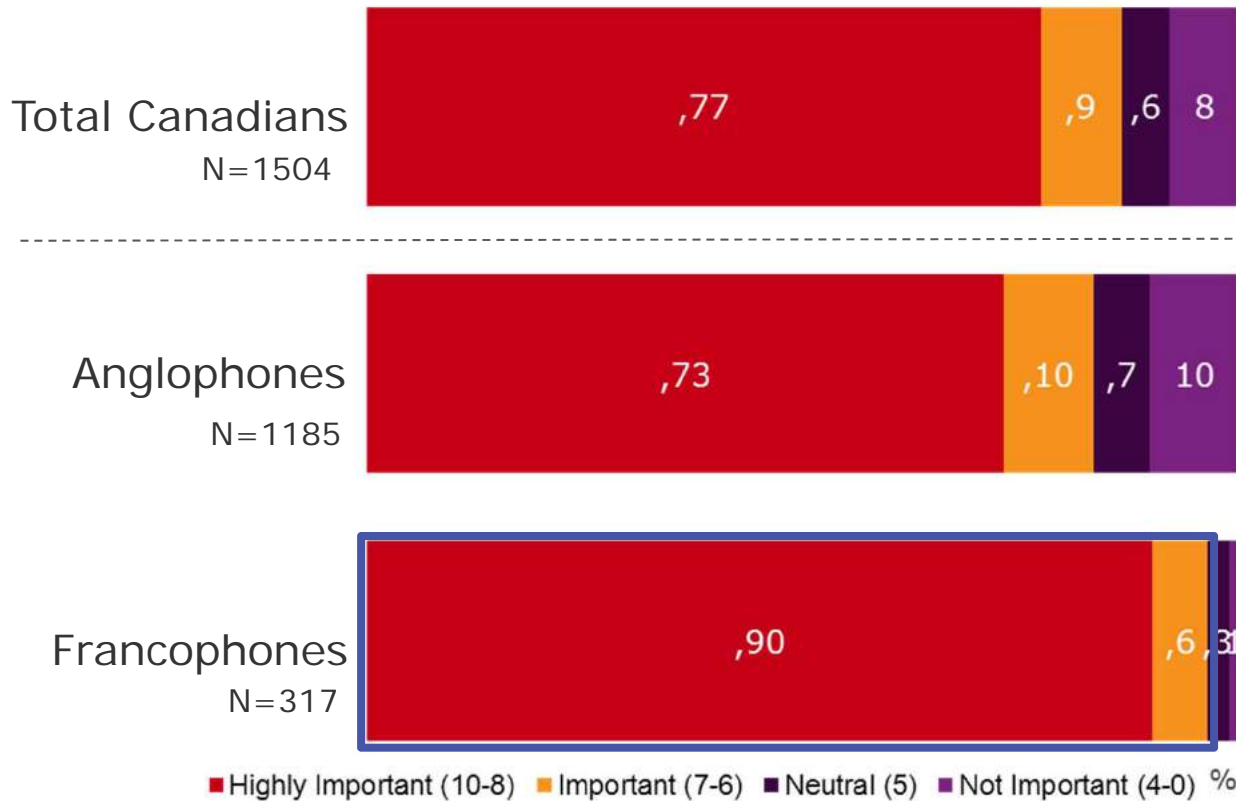
% Top 5 Box by Region	
Atlantic	86
Quebec	91
Ontario	76
Man/Sask	61
Alberta/NT/NWT	73
BC/YK	66

Q17. Learning both official languages contributes to better understanding among Canadians. N=1504



# Access to Services Offered by the Federal Government in Official Language of Choice is Important to all Canadians

Over eight-of-ten Canadians find it important to have access to services offered by the federal government in the official language of their choice. This is even more important to Francophones where nine-in-ten feel this is important compared to just over seven-in-ten Anglophones.



- Quebec, Atlantic Canada, and Ontario place the greatest importance on having access to services offered by the Federal Government in official language of their choice, and are all above the national level.
- The Western Provinces all find this less important and are below the national level.

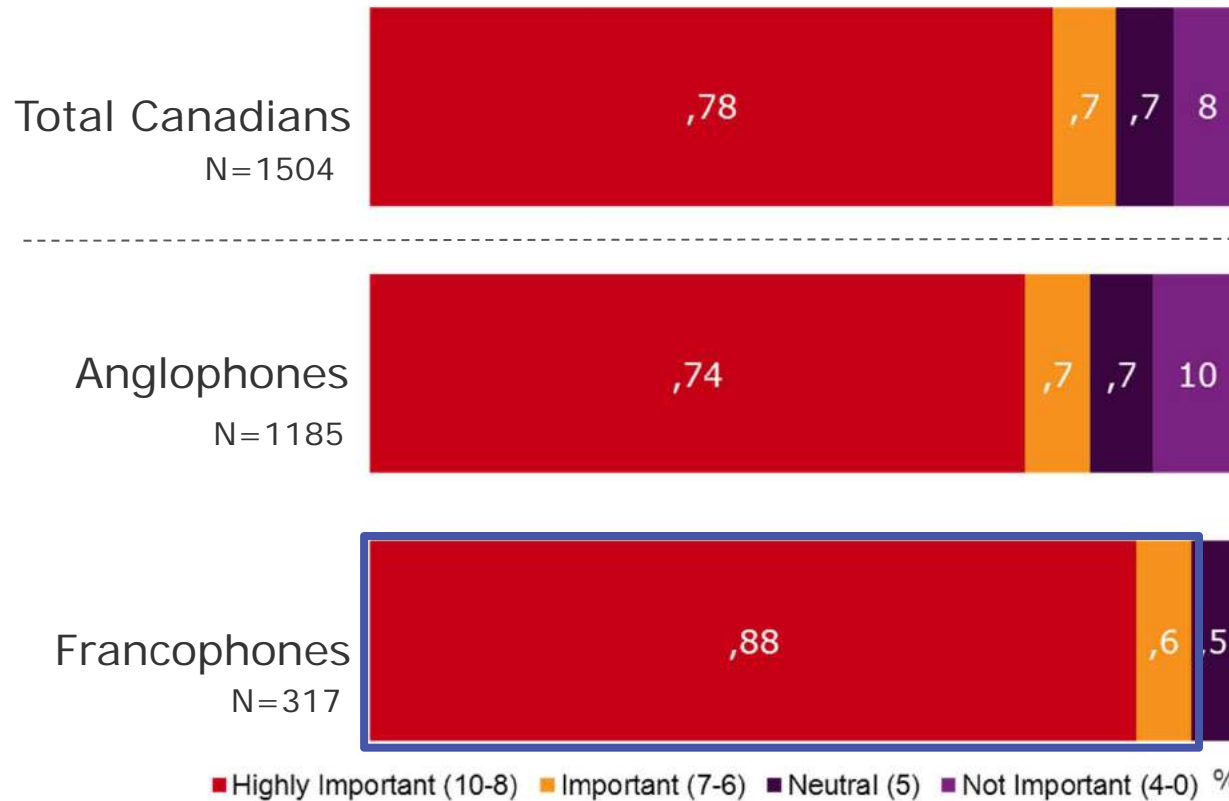
% Top 5 Box by Region	
Atlantic	90
Quebec	96
Ontario	88
Man/Sask	71
Alberta/NT/NWT	77
BC/YK	77

Q18. How important is it to you that Canadians have access to services offered by the federal government in the official language of their choice (English or French). N=1504



## Services Offered in Official Language of Choice Very Important to both Anglo and Franco Minorities

Over eight-of-ten Canadians find it important that Francophones living outside Quebec and Anglophones living in Quebec have access to services offered by Federal Government in the language of their choice. This is even more important to Francophones where over nine-in-ten feel this way compared to just over seven-in-ten Anglophones.



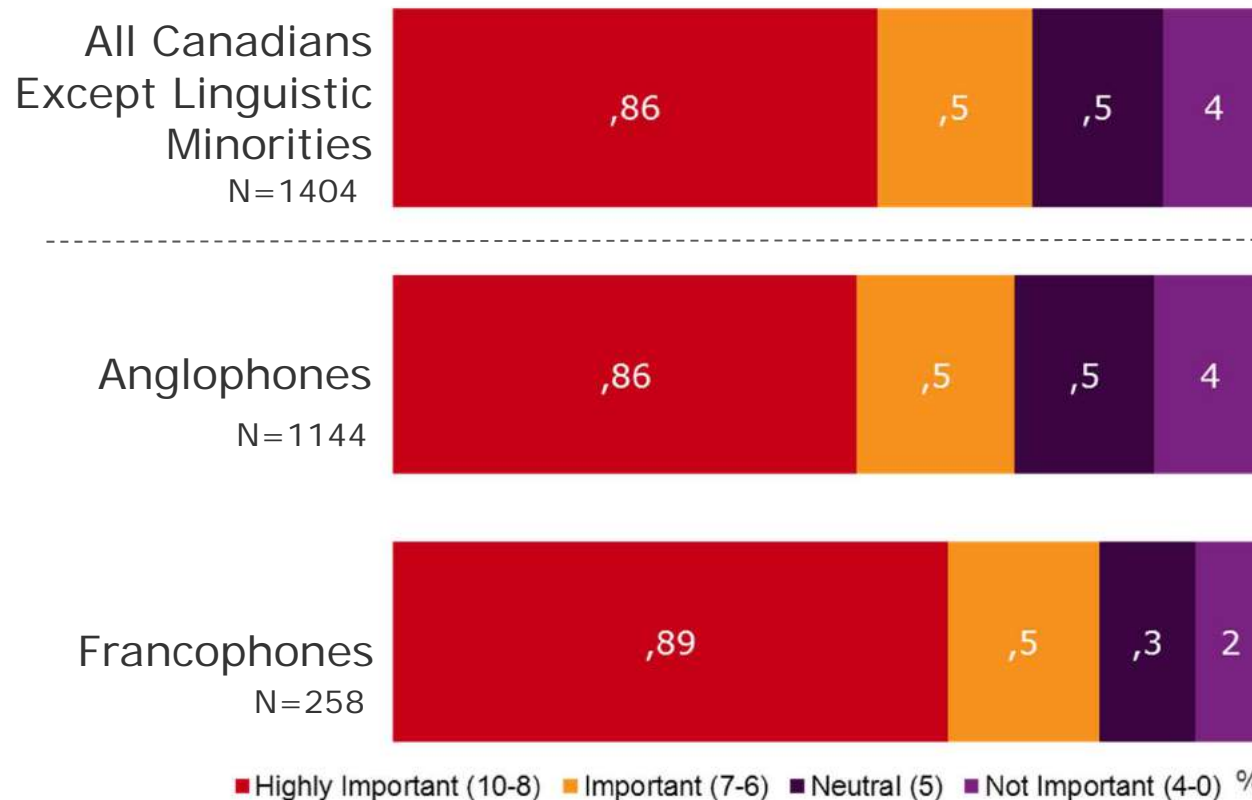
- Quebec and Atlantic Canada place the highest importance on the linguistic minority having access to services offered by the federal government in the official language of their choice.
- The Prairies and Alberta are well below the national results.

% Top 5 Box by Region	
Atlantic	89
Quebec	94
Ontario	84
Man/Sask	70
Alberta/NT/NWT	74
BC/YK	82

Q19. How important is it to you that Francophones living outside Quebec and Anglophones living in Quebec have access to services offered by the federal government in the official language of their choice. N=1504

## Services Offered in Official Language of Choice Very Important to All Canadians

Nearly all Canadians, both Anglophones and Francophones believe it is highly important to have access to Federal Government services in English if they were living in Quebec (Anglophones), or in French if they were living outside of Quebec (Francophones).



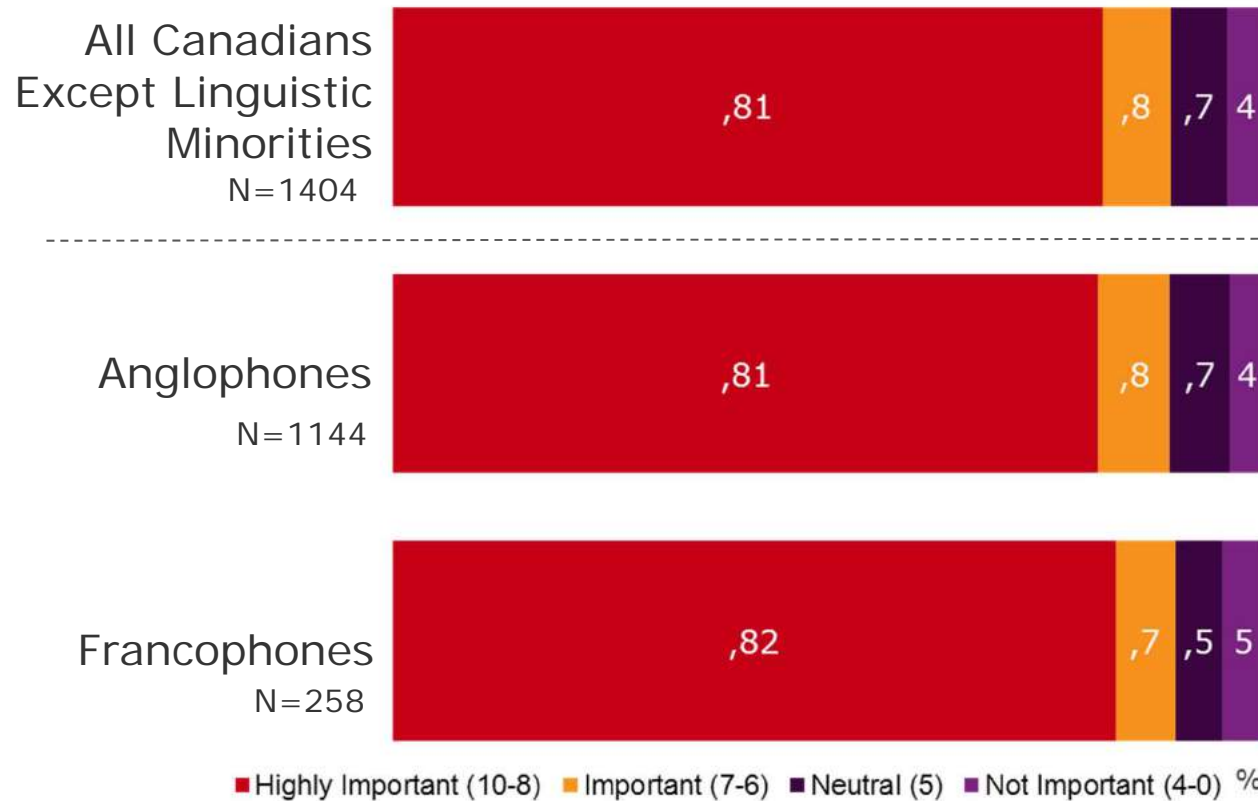
- All of Canada places a high importance on having access to Federal Government service in both official languages.
- Atlantic Canada places the highest importance on this, and the level of importance decreases slightly moving east to west across Canada.

% Top 5 Box by Region	
Atlantic	95
Quebec	94
Ontario	91
Man/Sask	88
Alberta/NT/NWT	90
BC/YK	90

Q20. If you were living (in Quebec/outside Quebec), how important would it be for you to have access to federal government services in [Quebec: English / Outside Quebec: French]? (Question asked to everyone except linguistic minorities) N=1404

## Access to an English/French-language School System in Minority Areas Considered Crucial

Over eight-in-ten of all Canadians believe it is highly important for their children or children in their community to have access to an English-language school system if they were living in Quebec (Anglophones), or French-language school system if they were living outside of Quebec (Francophones).



- Again, all of Canada places a high importance on children having access to either an English/French language school system.
- There is low differentiation between provinces, however Atlantic Canada places the highest importance on this.

% Top 5 Box by Region	
Atlantic	93
Quebec	89
Ontario	90
Man/Sask	86
Alberta/NT/NWT	89
BC/YK	83

Q21. If you were living (in Quebec/outside Quebec), how important would it be for you that your children or the children in your community have access to an [Quebec: English-language / outside Quebec: French-language] school system. (Question asked to everyone except linguistic minorities) N=1404

## Moderate Interest in Learning More About Francophone Communities Living Outside Quebec Among Anglos – Considerable Interest among Francophones

There is moderate amount of interest in learning more about Francophone communities living outside Quebec among Canadians as a whole, as one-third are highly interested (about one-quarter are somewhat interested). Francophones are twice as likely to be highly interested in this compared to Anglophones.



■ Highly Interested (10-8) ■ Interested (7-6) ■ Neutral (5) ■ Not Interested (4-0) %

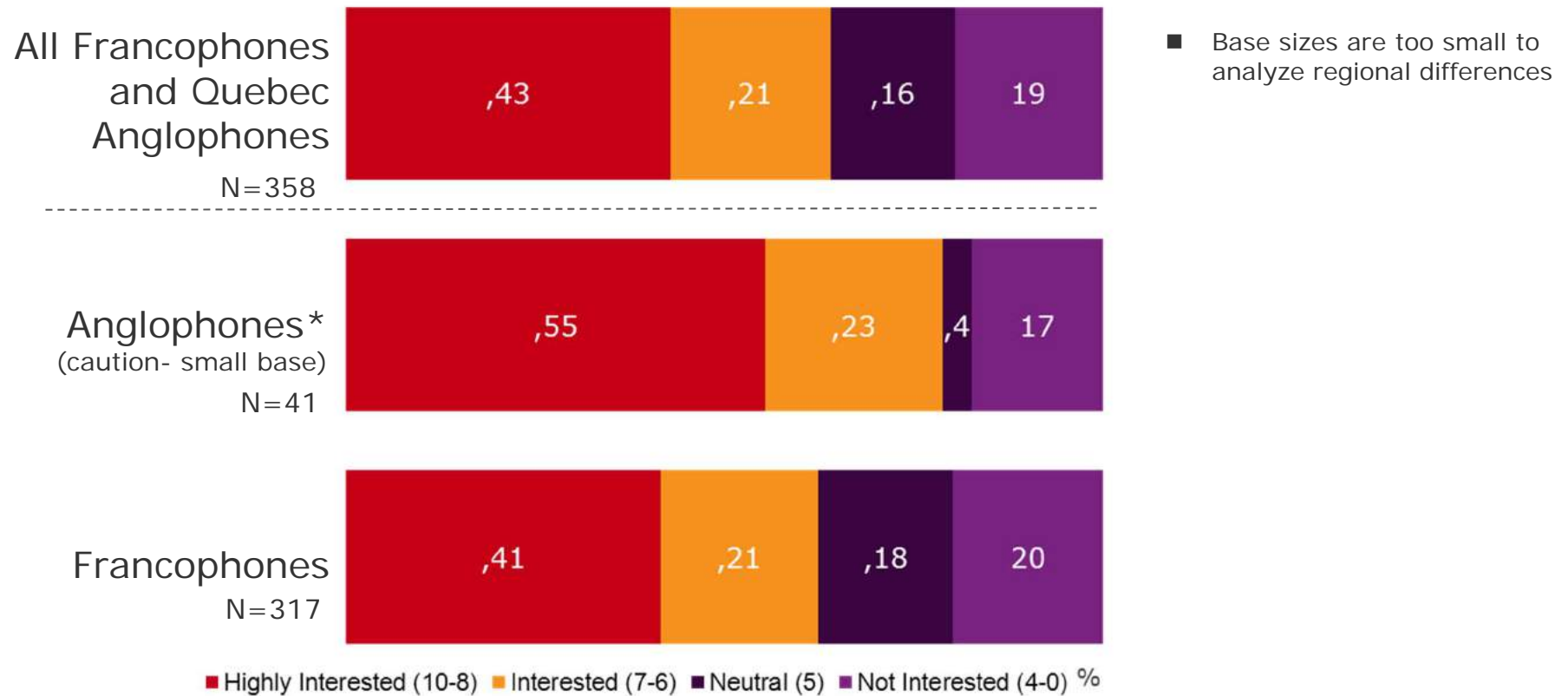
- Quebec has the highest interest in learning more about Francophone communities living outside Quebec, followed by Atlantic Canada.
- All other provinces have much lower levels of little interest in this.

% Top 5 Box by Region	
Atlantic	66
Quebec	77
Ontario	50
Man/Sask	41
Alberta/NT/NWT	48
BC/YK	46

Q22. How interested are you in learning more about Francophone communities living outside Quebec (for example, their history, their contribution to Canada and their life experience as members of a linguistic minority)? (Question asked to everyone except Francophones outside Quebec) N=1443

## Higher Interest among Quebecers in Learning More About Anglophone Communities Living Outside Quebec

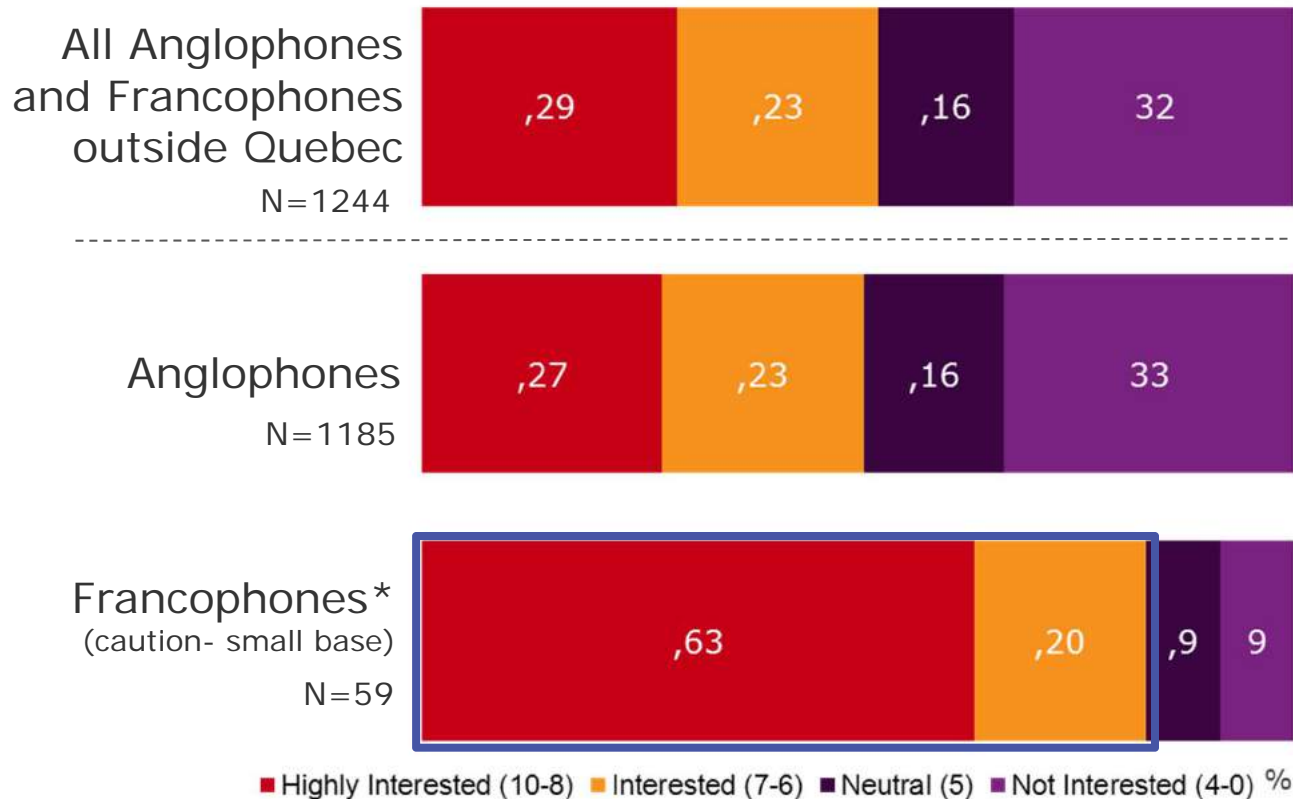
Among Francophones and Quebec Anglophones, there is slightly more interest in learning more about Anglophone communities living outside Quebec, as just over six-in-ten were interested.



Q23. How interested are you in learning more about Anglophone communities living outside Quebec (for example, their history, culture and life experience)? (Question asked to everyone except Anglophones outside Quebec) N=358

## Moderate Interest Among Anglos (outside Quebec) in Learning More About Francophone Communities Living in Quebec

Only about half of Anglophones outside Quebec claim to be interested in learning more about Francophone communities living in Quebec. Francophones (outside of Quebec), however, were much more likely to be interested, with over eight-in-ten indicating this compared to half of Anglophones.



- Anglophone Quebec, Atlantic Canada, and Ontario are all above the national level in terms of showing interest in learning more about Francophone communities living in Quebec.
- Provinces in Western Canada are all below the national results.

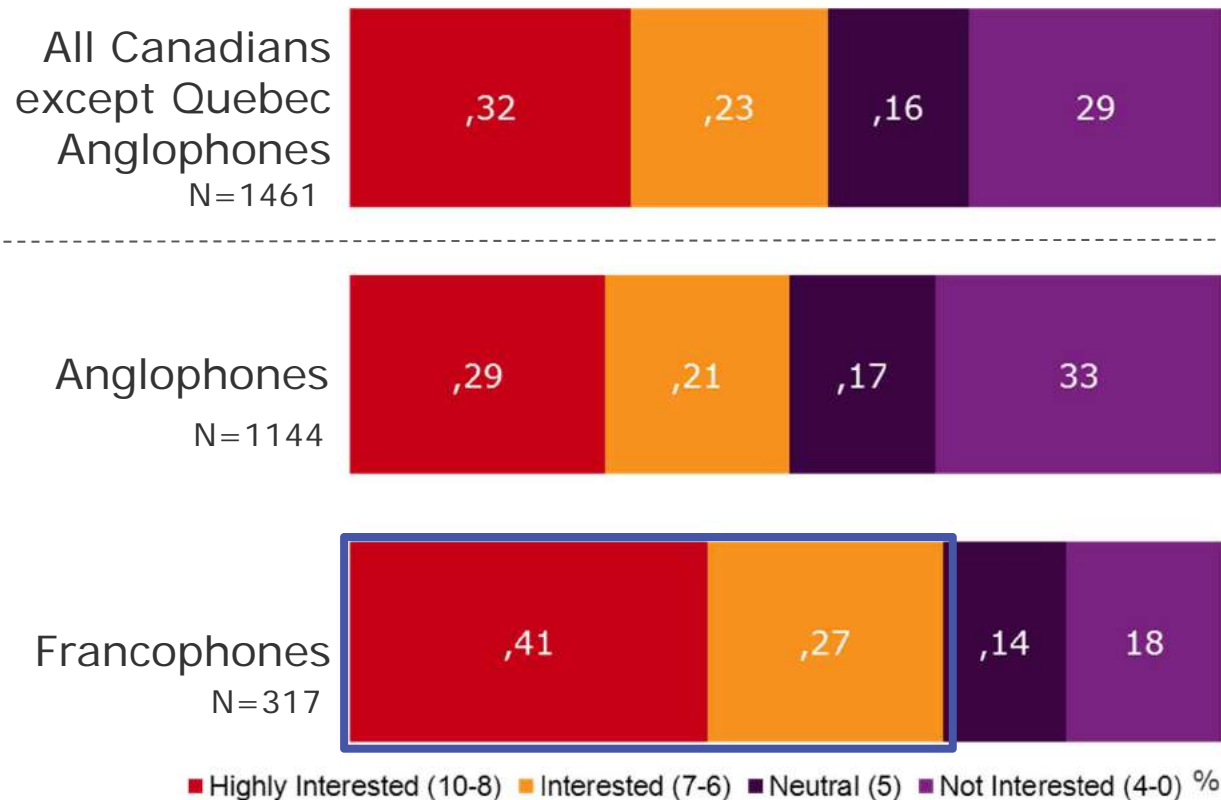
% Top 5 Box by Region	
Atlantic	62
Quebec (Anglophone only)	67
Ontario	55
Man/Sask	40
Alberta/NT/NWT	48
BC/YK	45

Q24. How interested are you in learning more about Francophone communities living in Quebec (for example, their history, their contribution to Canada and their life experience as Francophones in North America)? (Question asked to everyone except Francophones in Quebec) N=1244



## Somewhat Higher Interest in Learning More About Anglophone Communities Living in Quebec

Overall, just over half of all Canadians (except Quebec Anglophones) have interest in learning more about Anglophone communities living in Quebec. Interestingly, Francophones are more likely to be interested in learning about this than Anglophones (outside of Quebec), pointing to empathy with other linguistic minorities.



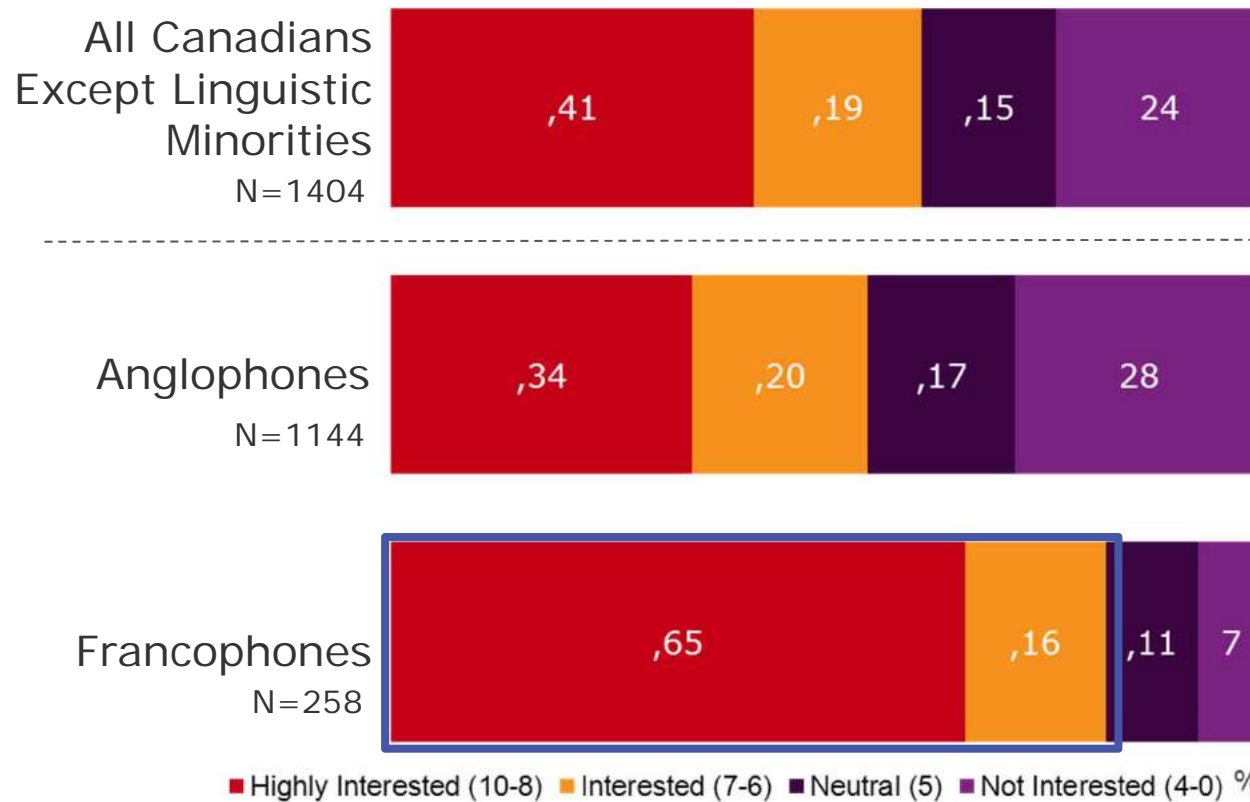
- Francophone Quebec, Atlantic Canada, and Ontario are all above the national level in terms of showing interest in learning more about Anglophone communities living in Quebec, but again, interest remains low overall.
- Again, the western provinces are all below the national level.

% Top 5 Box by Region	
Atlantic	63
Quebec (Francophone only)	67
Ontario	55
Man/Sask	45
Alberta/NT/NWT	48
BC/YK	41

Q25. How interested are you in learning more about Anglophone communities living in Quebec (for example, their history, their contribution to Canada and their life experience as members of a linguistic minority)? (Question asked to everyone except Anglophones in Quebec) N=1461

## Francophones More Interested in Cultural Products by Anglophone Artists in French

Francophones are more likely to be interested in cultural products by Anglophone artists or creators in French, than Anglophones interested in cultural products by Francophone artists or creators in English.



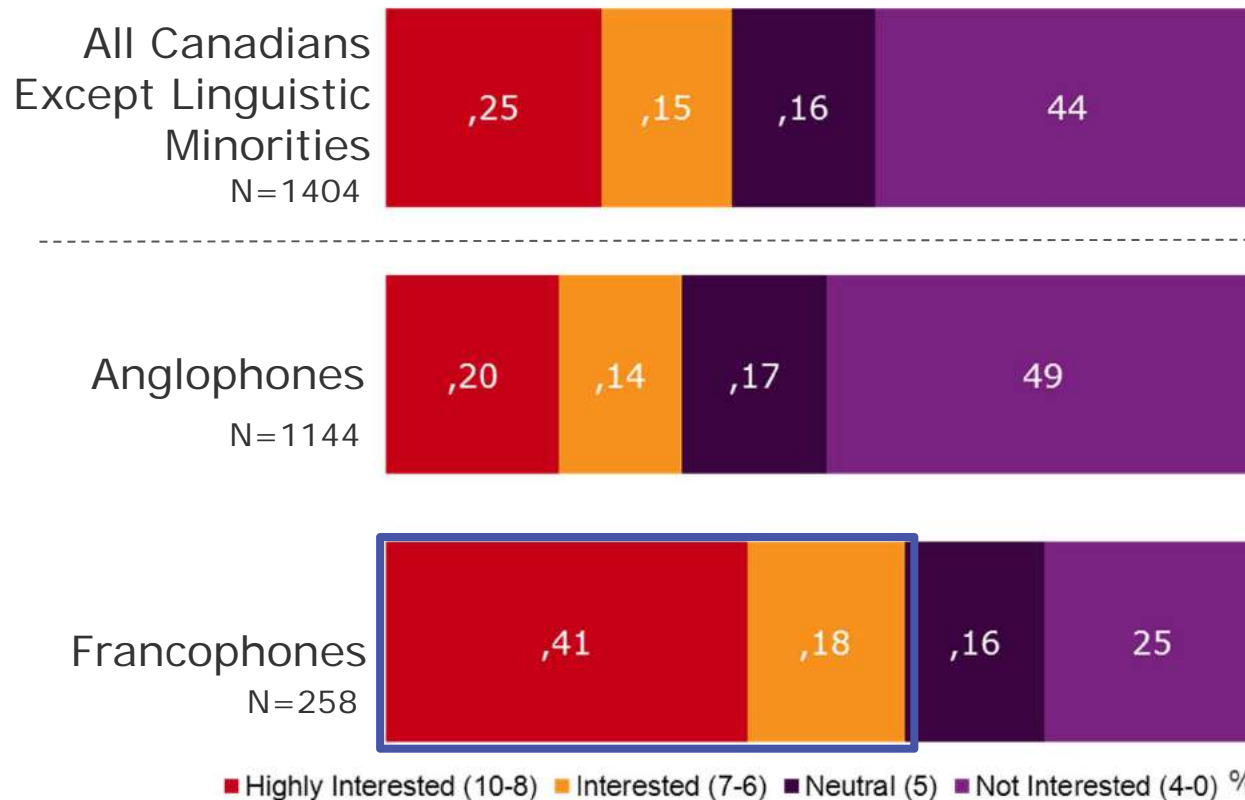
- Quebec has by far the highest interest in cultural products by Anglophone artists in French, and is well above the national level.
- Atlantic Canada is slightly above the national level, while all other provinces are below, or well below the national level of interest.

% Top 5 Box by Region	
Atlantic	66
Quebec	82
Ontario	55
Man/Sask	47
Alberta/NT/NWT	51
BC/YK	53

Q26. How interested are you in cultural products (e.g. shows, books, films and television) by [FRANCOPHONE/ANGLOPHONE] artists and creators in [ENGLISH/FRENCH]?(Question asked to everyone except linguistic minorities) N=1404

## Nearly Twice as Many Francophones than Anglophones are Interested in Other Language Cultural Products

Francophones are nearly twice as likely to be interested in cultural products by Anglophone artists or creators in English, as Anglophones interested in cultural products by Francophone artists or creators in French.



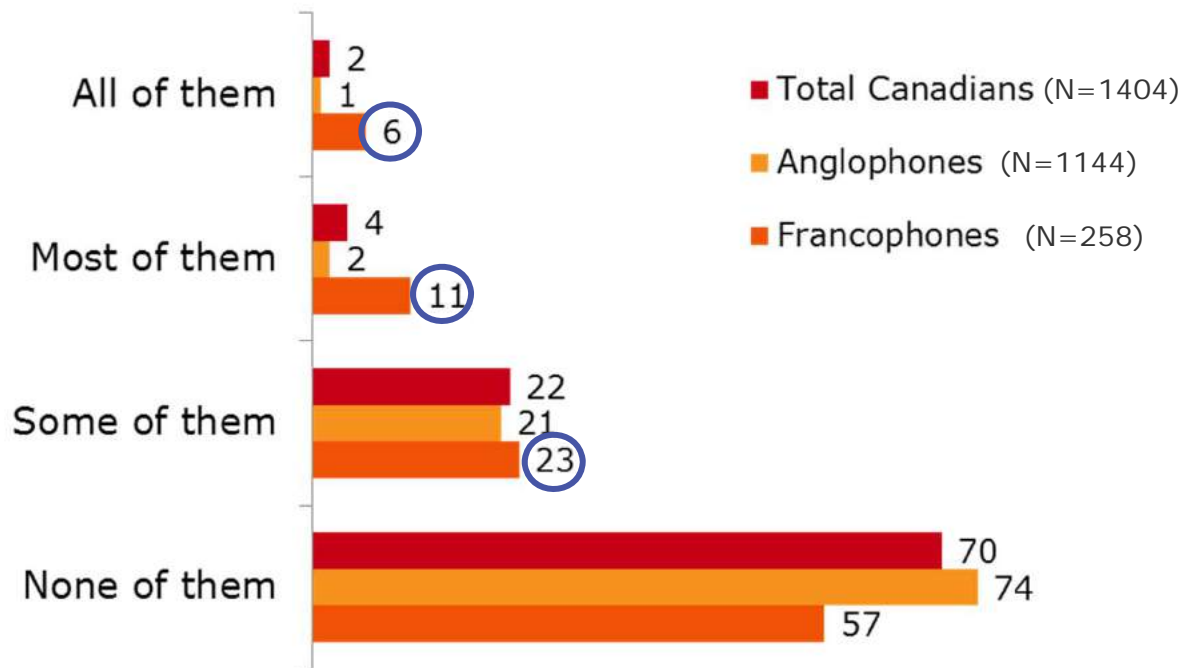
- Quebec is the only province with any significant interest in cultural products by Anglophone Artists in English, although it is not very high.
- Every other province is below the national interest and has very low interest.

% Top 5 Box by Region	
Atlantic	35
Quebec	60
Ontario	36
Man/Sask	28
Alberta/NT/NWT	32
BC/YK	30

Q27. How interested are you in cultural products (e.g. shows, books, films and television) by [FRANCOPHONE/ANGLOPHONE] artists and creators in [FRENCH/ENGLISH]?(Question asked to everyone except linguistic minorities) N=1404

## Three in Ten Canadians Claim to Have Attended an Event in the Other Official Language: more Francophones than Anglophones

Thirty percent of Canadians reported they attended a cultural and/or artistic event in the other official language. That being said, Francophones living in Quebec reported a much higher amount (at least some) than Anglophones (40% vs. 24%).



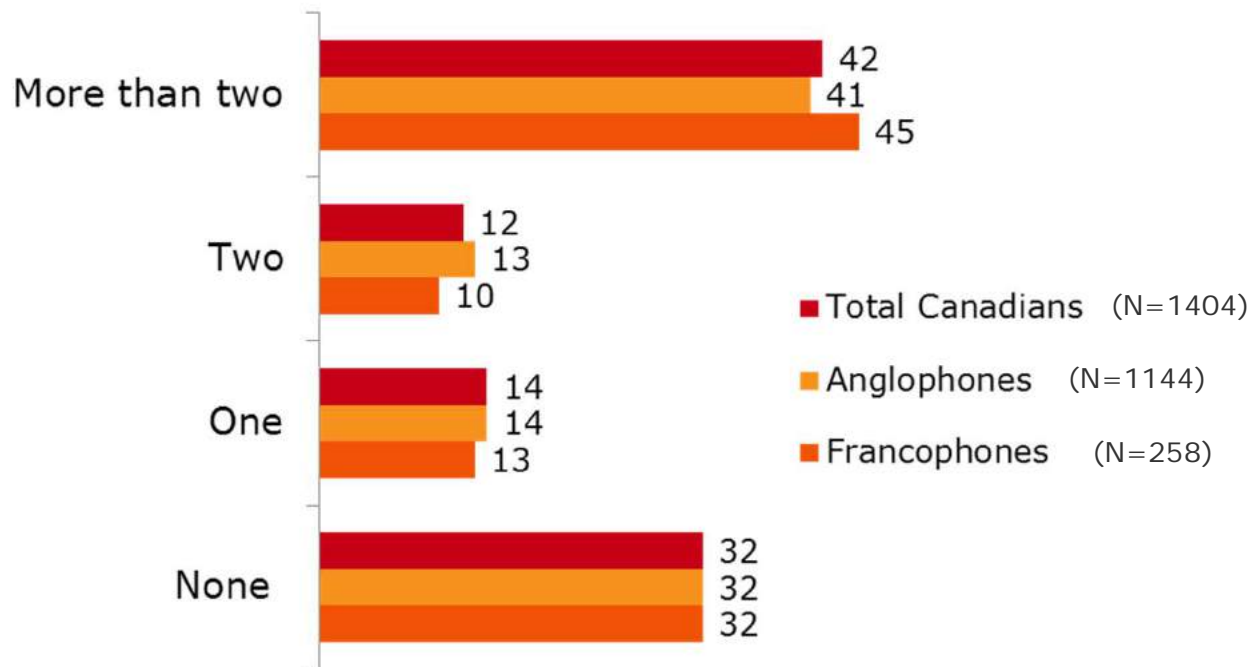
- As would be expected, Quebec reported by far the highest proportion of cultural events attended in the official language opposite of theirs.
- Most of the other respondents said that they did not attend an event in the opposite official language of their own.

% At least some by Region	
Atlantic	32
Quebec	41
Ontario	27
Man/Sask	24
Alberta/NT/NWT	21
BC/YK	18

Q28. Among the artistic and cultural events (shows, festivals, exhibitions, etc.) you have attended over the past 12 months, how many were presented in [FRENCH/ENGLISH]?(Question asked to everyone except linguistic minorities) N=1404

## No Difference in Number of Personal Contacts that are of the Official Language Opposite their Own

There are no differences between Anglophones and Francophones with regards to the number of personal contacts they have that are of the official language opposite of their own. About two-thirds of all Canadians have at least one personal contact of this nature.

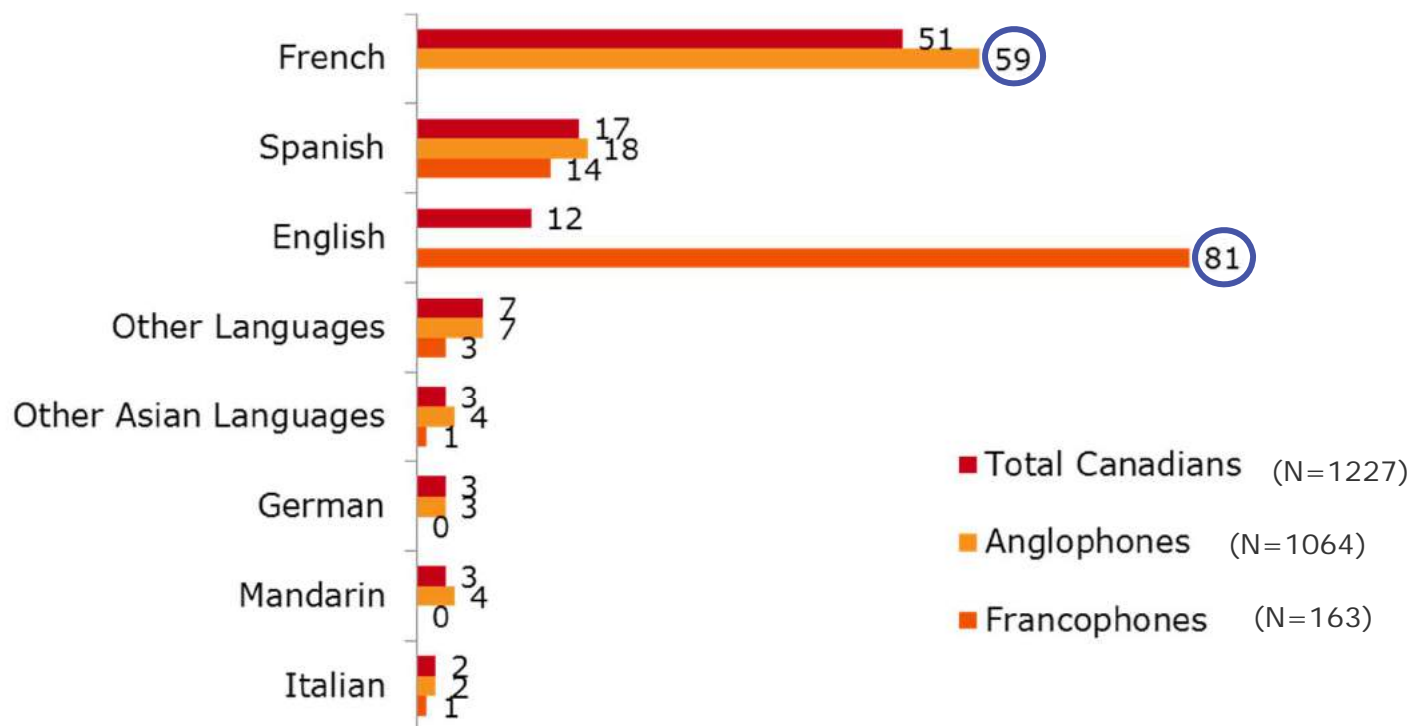


- There are no large differences between regions, although Atlantic Canada reports the highest proportion of having at least one personal contact who is of the official language opposite of their own.

% One or More by Region	
Atlantic	73
Quebec	68
Ontario	69
Man/Sask	65
Alberta/NT/NWT	69
BC/YK	65

## Other Official Language Still Considered Most Important Language to Learn

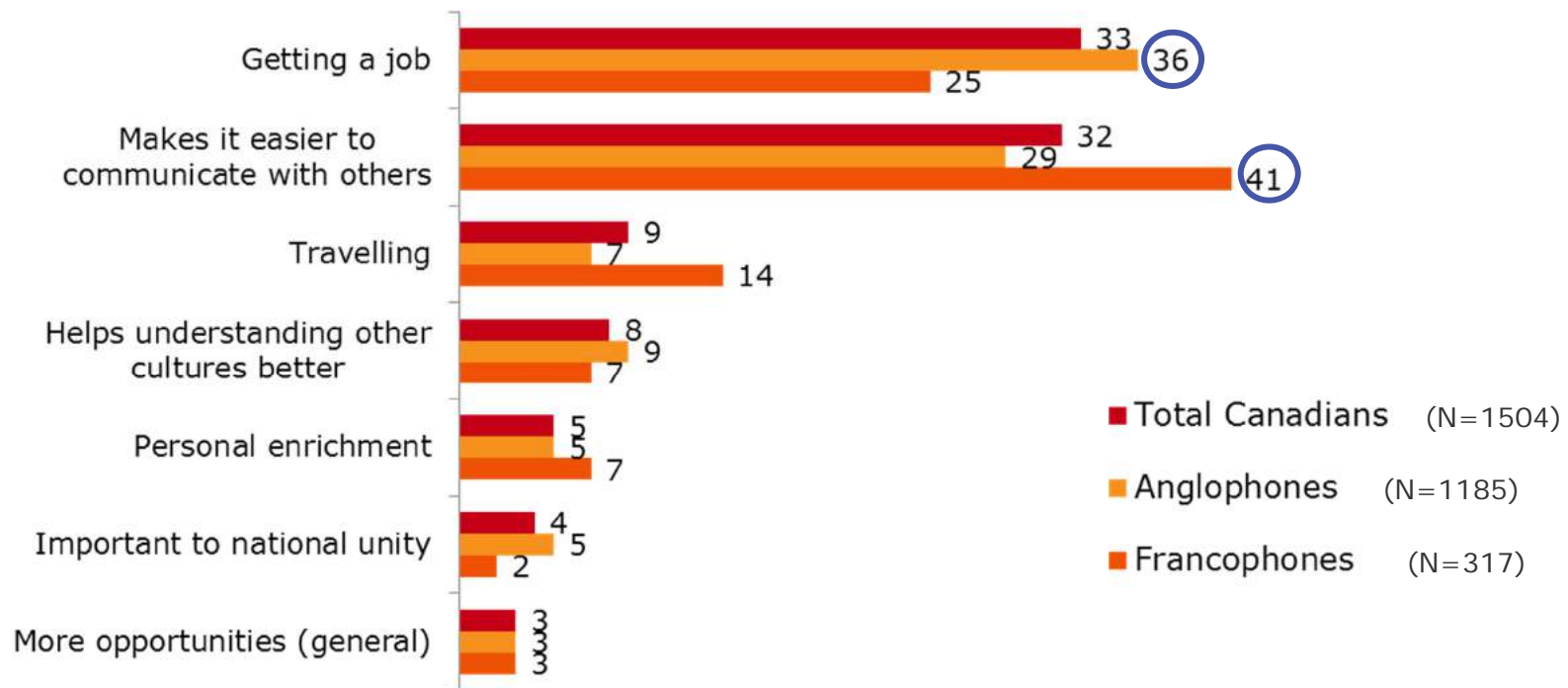
The most important languages to learn for Canadians, other than the one official language they already know, are: French, Spanish, and English. For Anglophones, nearly six-in-ten said that French was the most important language to learn, while over eight-in-ten Francophones said that English was the most important.



Q30. If you could learn a language other than [English/French], in your opinion, what language would be most important for you to learn? (Question asked to everyone who is not bilingual) N=1227

## Greatest Advantages of Having a Working Knowledge of Both Canada's Official Languages are Jobs and Communicating with Others

Overall, for Canadians, the greatest advantage of having a working knowledge of both Canada's official languages is getting a job, and making it easier to communicate with others, as one-third reported this. For Anglophones, getting a job is the greatest advantage (36%), however for Francophones it is making it easier to communicate with others (41%).



Q31. In your opinion, what is the greatest advantage of having a working knowledge of both Canada's official languages? N=1504

## Summary and Conclusions





# Summary of Key Findings

- In general, and not surprisingly, **French-speaking Canadians are far more passionate than English-speaking Canadians** on the subject of Canada's two official languages.
- **Francophones agreed with the following language-related issues significantly more than Anglophones:**
  - Having two official languages in Canada is an important part of being Canadian (78% vs. 57%, top 5 box)
  - Linguistic duality in Canada is a source of cultural enrichment (85% vs. 57%, top 5 box)
  - The future of French in Canada is threatened (80% vs. 42%, top 5 box)
  - Learning both official languages contributes to better understanding among Canadians (91% vs. 73%, top 5 box)
  - In Canada, relationships between Francophones and Anglophones are more positive today than they were 10 years ago (67% vs. 57%, top 5 box)
  - Regionally, relationships between Francophones and Anglophones are more positive today than they were 10 years ago (64% vs. 48%, top 5 box)
  - Knowing both official languages improves chances of finding a job (89% vs. 73%, top 5 box)
  - All high school graduates should have a working knowledge of English and French (93% vs. 59%, top 5 box)
  - Interest in participating in school-based language exchanges to interact with young people from the other official language communities (80% vs. 69%, top 5 box)
  - The Government of Canada should continue to invest in exchange programs as a way to encourage understanding between Anglophones and Francophones (91% vs. 66%, top 5 box)

# Summary of Key Findings (cont'd)

- **Francophones also rated their interest levels and the level of importance of the following language-related issues significantly higher than Anglophones:**
  - Importance of Canadians having access to services offered by the Federal Government in official language of choice (96% vs. 83%, top 5 box)
  - Importance of Francophones living outside Quebec and Anglophones living in Quebec having access to services offered by Federal Government in official language of choice (94% vs. 81%, top 5 box)
  - Interest in learning more about Francophone communities living outside Quebec (88% vs. 50%, top 5 box)
  - Interest in learning more about Francophone communities living in Quebec (83% vs. 50%, top 5 box)
  - Interest in learning more about Anglophone communities living in Quebec (68% vs. 50%, top 5 box)
  - Interest in cultural products by Francophone/Anglophone artists in English/French (81% vs. 54%, top 5 box)
  - Interest in cultural products by Francophone/Anglophone Artists in French/English (59% vs. 34%, top 5 box)
  
- **The following issues were the only ones that Anglophones rated significantly higher than Francophones:**
  - The Government of Canada is effective in protecting both official languages (67% vs. 47%, top 5 box)
  - The Government of Canada's official languages policy supports national unity (59% vs. 50%, top 5 box)
  - Interest in learning more about Anglophone communities living outside Quebec (78% vs. 62%, top 5 box)

# Key Insights and Conclusions

## Official Languages – Part of Being Canadian

Canadians in all parts of the country value our two official languages and largely see our linguistic duality as part of the culture and social fabric that makes Canada.

In particular, Canadians across the country are very supportive of government programs and initiatives to enhance bilingualism; and Canadians across the country view the other official language as the one they would like to learn first.

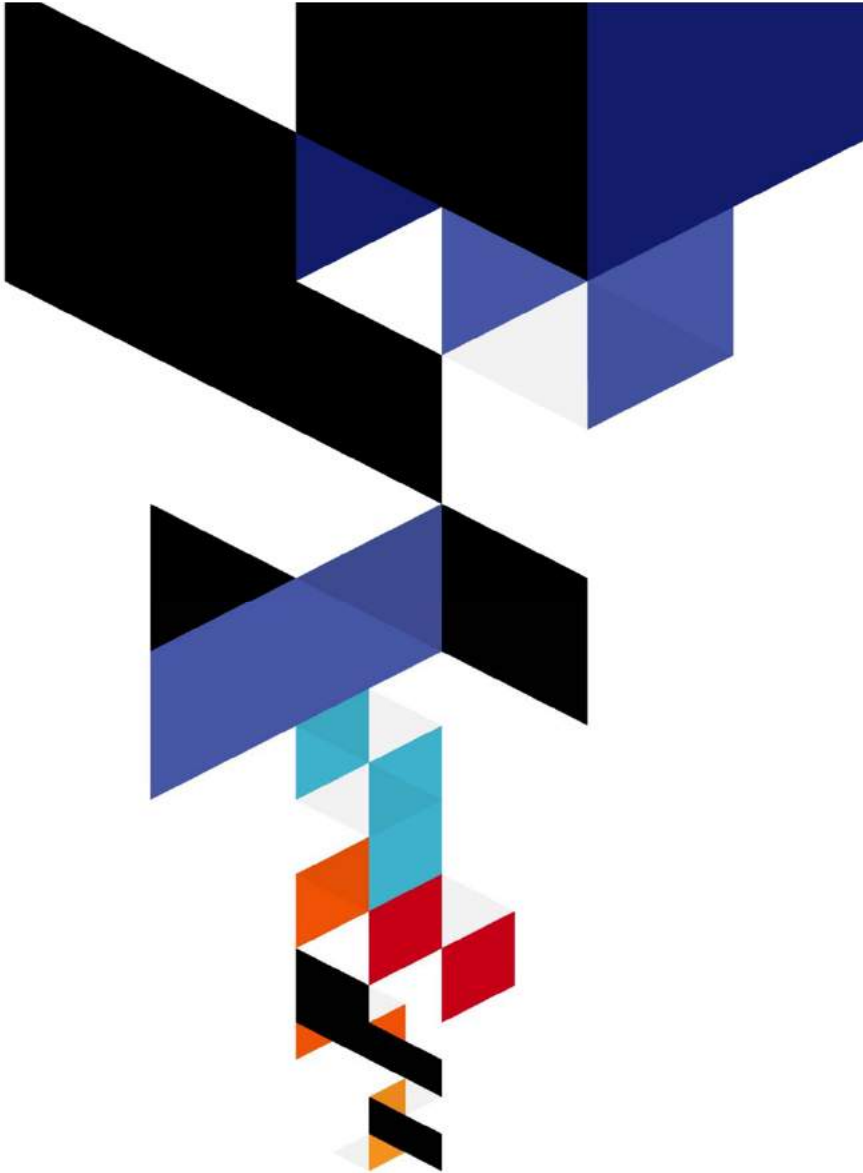
However, this survey also points to a number of potential clouds on the horizon, or perhaps “danger” signs.

## But...Clouds on the Horizon

First, positive sentiments are not shared equally. In most every subject surveyed, Francophones outnumber Anglophones across the country, and especially in the West, with regard to positive views of official languages and linguistic duality.

Moreover, almost two-thirds of Francophones continue to feel their language is threatened, and Anglophones in the rest of the country still don't get it – less than a quarter share the same view. In related results, Francophones do not feel the federal government is providing adequate protection for the French language. These sentiments lie at the very root of attachment to the nation (or not), and are a key ingredient for linguistic peace and national unity.

# Appendix



# Record of Call

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Total Numbers Attempted	12717
Invalid Numbers / Sample:	2598
1. Not in service	2056
2. Non-residential	111
3. Fax/modem	170
4. Other ineligible	261
Unresolved In-Scope Sample:	4622
5. Busy	295
6. Answering Machine	2931
7. No answer	1361
8. Language	0
9. Other	35
Resolved but Non-Responding:	3992
10. Selected/eligible respondent not available	0
11. Appointment/Callback	351
12. Refusals	3641
Resolved and Responding	1505
13. Disqualified	1
14. Completed Interview	1504
15. Other	0
<b>RESPONSE RATE</b>	<b>15%</b>

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