



nielsen
OFFICIAL LANGUAGES
AND BILINGUALISM
SURVEY RESEARCH
PRESENTATION

PRESENTED TO:
OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES

Data collection:
February - March, 2016

RESEARCH OBJECTIVES AND USAGE

This research had two major objectives:



1

Gauge public opinions, perceptions and experiences regarding official languages and bilingualism according to standard demographics for promotional purposes

2

Gather a detailed socio cultural profile (habits, attitudes, values) of those who support and those who oppose official languages and bilingualism for internal strategic communications purposes.

EXECUTIVE SUMMARY

Objective #1



A vast majority of Canadians support both the Official Languages Act and bilingualism. Although there are some demographic differences in support, every demographic group is more likely to support than oppose the OLA as is the case with bilingualism. Younger adults are more likely to strongly support each.



Predictable regional differences in support for the OLA and for bilingualism exist, with Québec higher and the West lower, but the gap between them is actually narrow with high support in every region in Canada.

Objective #2



When comparing supporters and opponents of the OLA, a determining factor is the level of exposure that respondents have to the other official language in their community, culture and TV.



Many respondents have misconceptions about the OLA and a majority actually believe many of the persistent myths. The most persuasive reason respondents give for someone to oppose the OLA is the cost of ensuring access to services in both official languages.

METHOD APPROACH TO PUBLIC OPINION RESEARCH

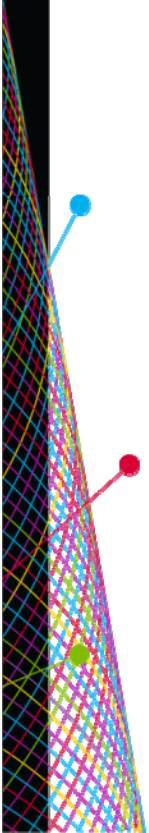
Target Audience : **Canadian adult population 18 years and older**

1. Telephone Phase: Brief but projectable to target population

- Probability based sample of landline and cellular phones (n=1,000)
- Quotas and weights for representativeness (region, age, gender)
- Data collected: February 16 to March 1, 2016

2. Online Phase: Detailed but not to target population

- Non probability based sample of Nielsen panel members (n=1,016)
- Quotas and weights for representativeness (region, age, gender)
- Data collected: March 15 to March 21, 2016



PHONE VS ONLINE

The first section of the questionnaire was administered to both telephone respondents and online panel members. The results differ between the two methods, support / agreement being higher over the telephone than online.

TELEPHONE

Telephone, using a random sample, is the most reliable method for straightforward questions. It allows us to calculate a margin of error and to present statistically significant differences between groups.

ONLINE

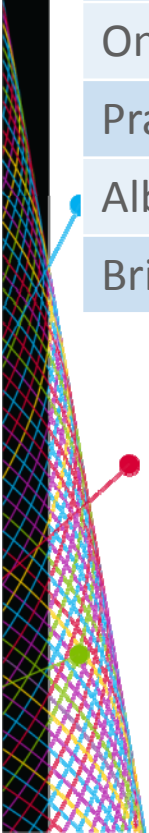
Online, uses a non random sample of panelists. However, it may be better for sensitive questions where there is a possibility of **social desirability bias** in the presence of an interviewer.

The magnitude of support/agreement differs between methods but they do so consistently (structure of elements with greater or lesser support is the same). More objective questions (e.g. being bilingual) were almost identical between the two groups.

DATA INTERPRETATION

Margins of error for telephone survey

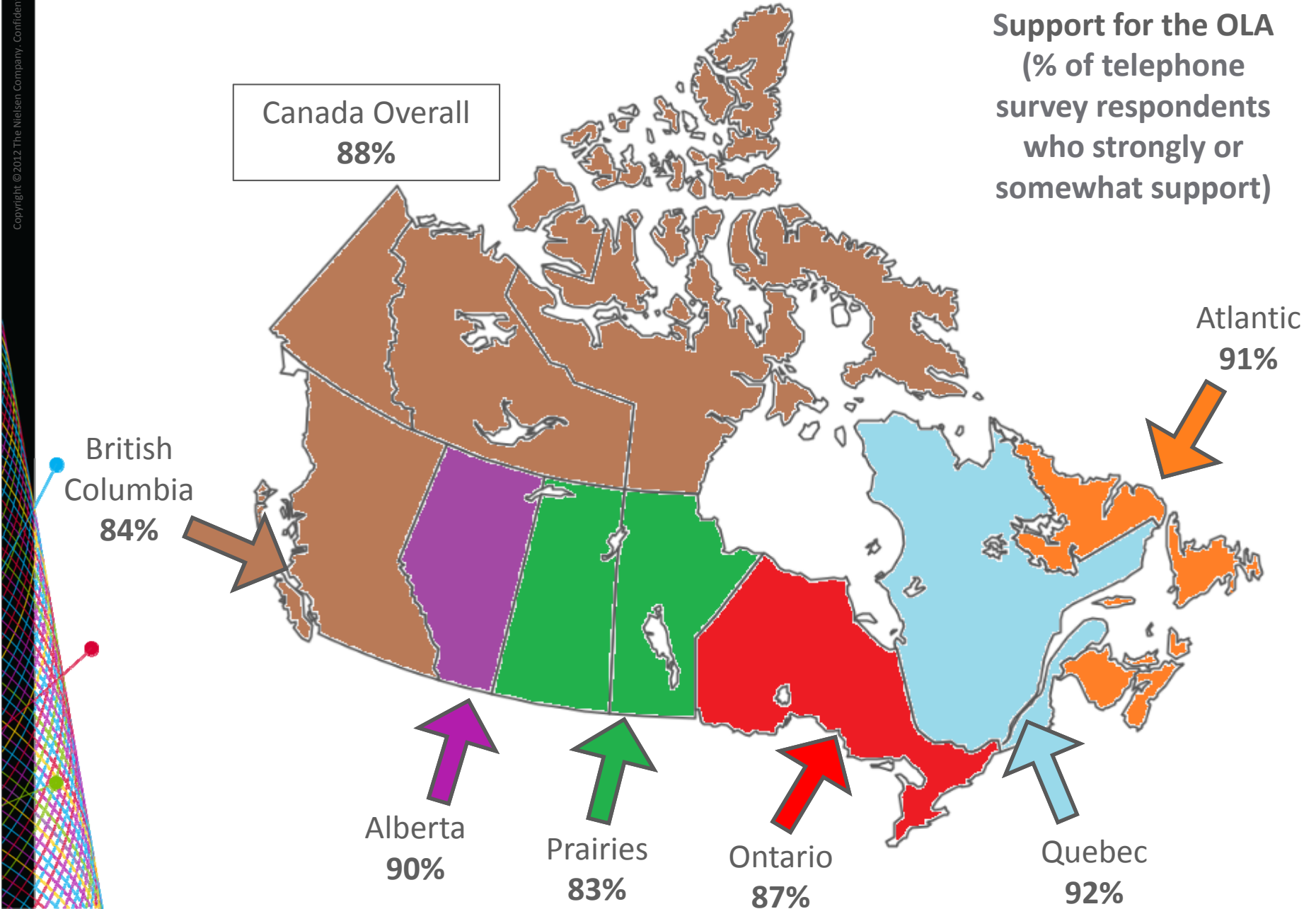
Regions	Margin of error 19 times out of 20
Canada (1000)	+/- 3.1%
Atlantic (102)	+/- 9.8%
Quebec (227)	+/- 6.5%
Ontario (351)	+/- 5.2%
Prairies (105)	+/- 9.8%
Alberta (96)	+/- 9.8%
British Columbia (119)	+/- 8.9%



APPARENT REGIONAL DIFFERENCES BUT HIGH OVERALL SUPPORT IN EVERY REGION

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Support for the OLA
(% of telephone
survey respondents
who strongly or
somewhat support)



SUPPORT FOR THE OLA

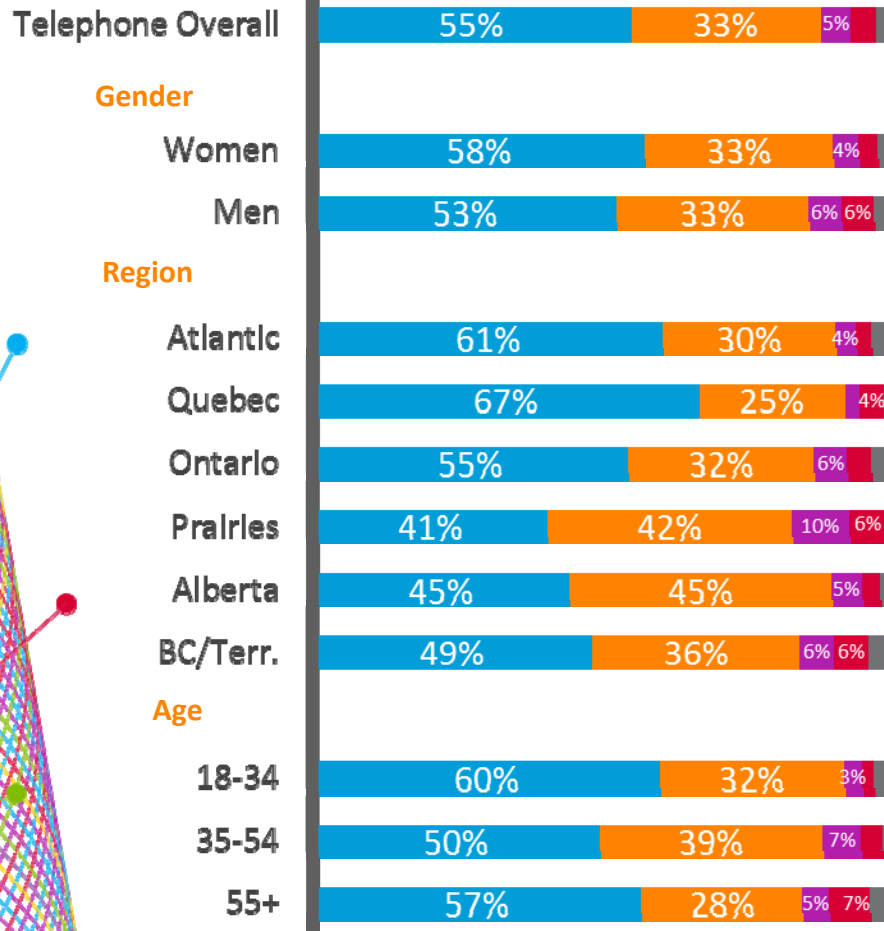
Q1. Would you say that you support or oppose the aims of the Official Languages Act?

■ Strongly support
■ Somewhat oppose
■ Don't Know/Refused

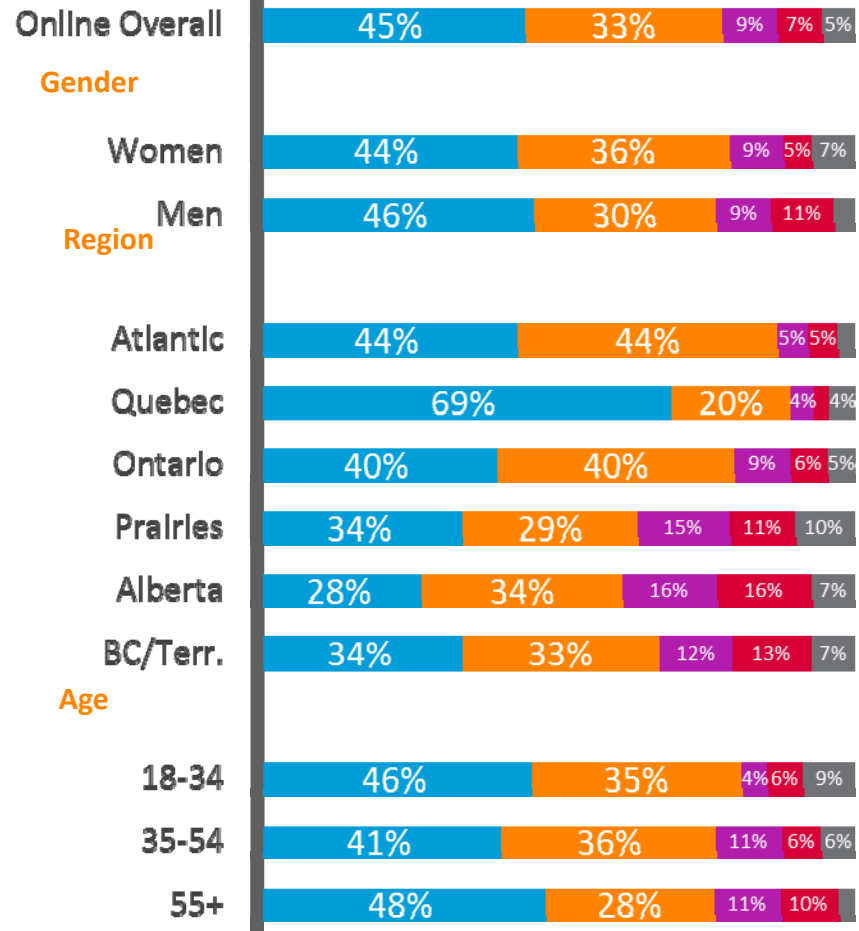
■ Somewhat support
■ Strongly oppose

■ Strongly support
■ Somewhat oppose
■ Don't Know/Refused

■ Somewhat support
■ Strongly oppose



Base: All Telephone Phase n=1,000

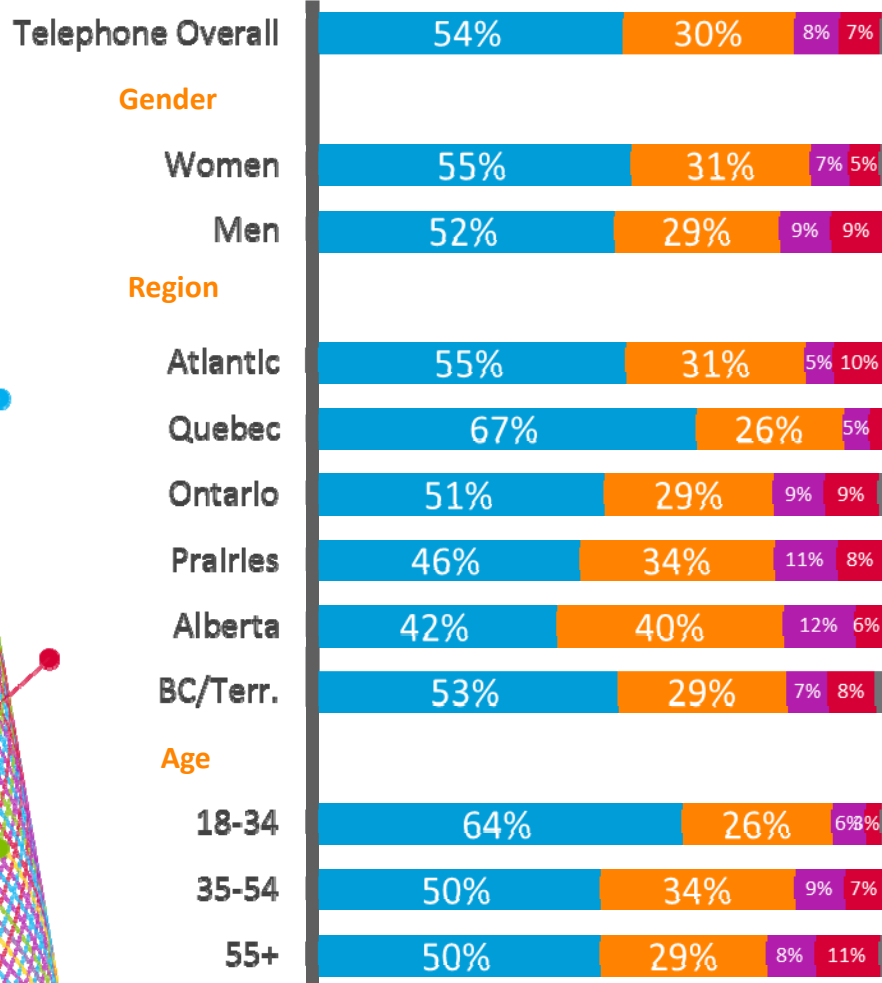


Base: All Online Phase n=1,016

SUPPORT FOR BILINGUALISM

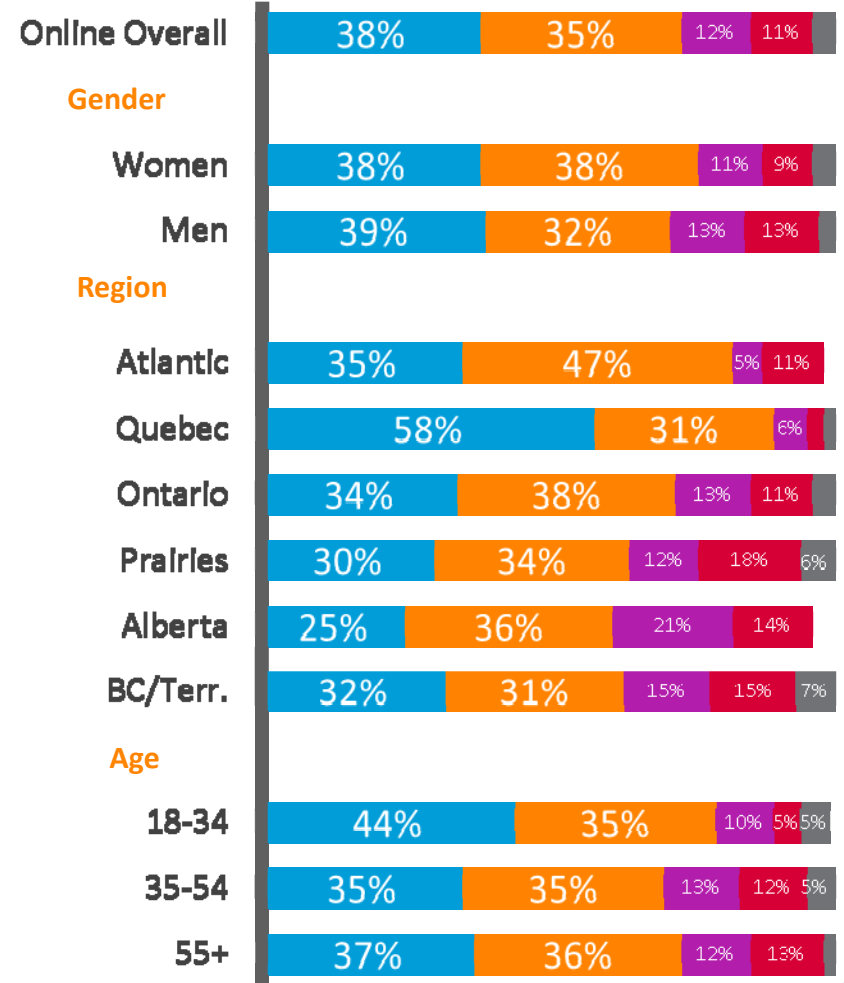
Q2A. How much do you agree..... I am personally in favour of bilingualism for all of Canada

■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree
■ Don't Know/Refused



Base: All – Telephone Phase n=1,000

■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree
■ Don't Know/Refused

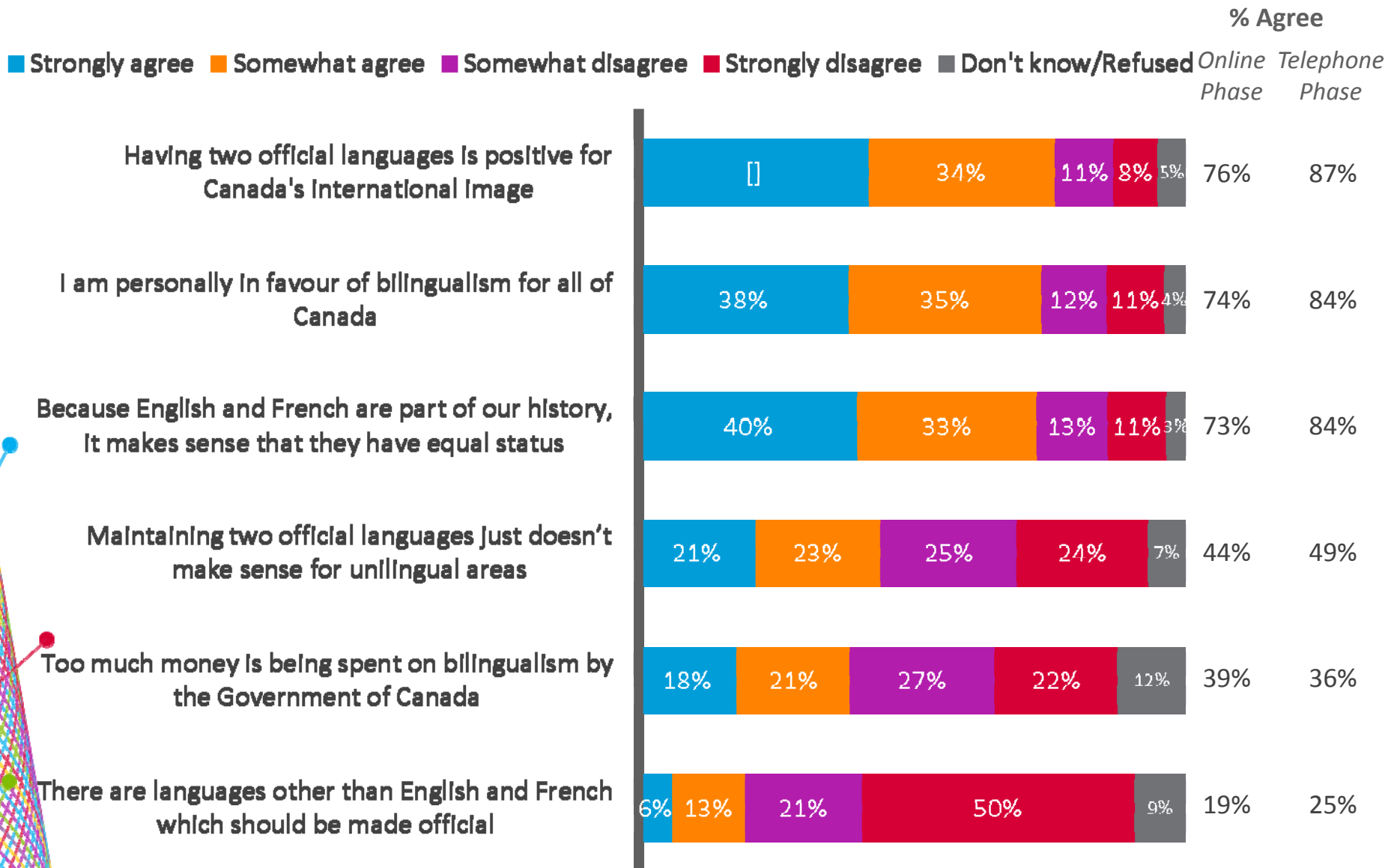


Base: All – Online Phase n=1,016

SUPPORT FOR FAVORABLE STATEMENTS ON OFFICIAL LANGUAGES AND BILINGUALISM OPPOSITION TO CRITICAL ONES



Graph illustrates results of the online phase

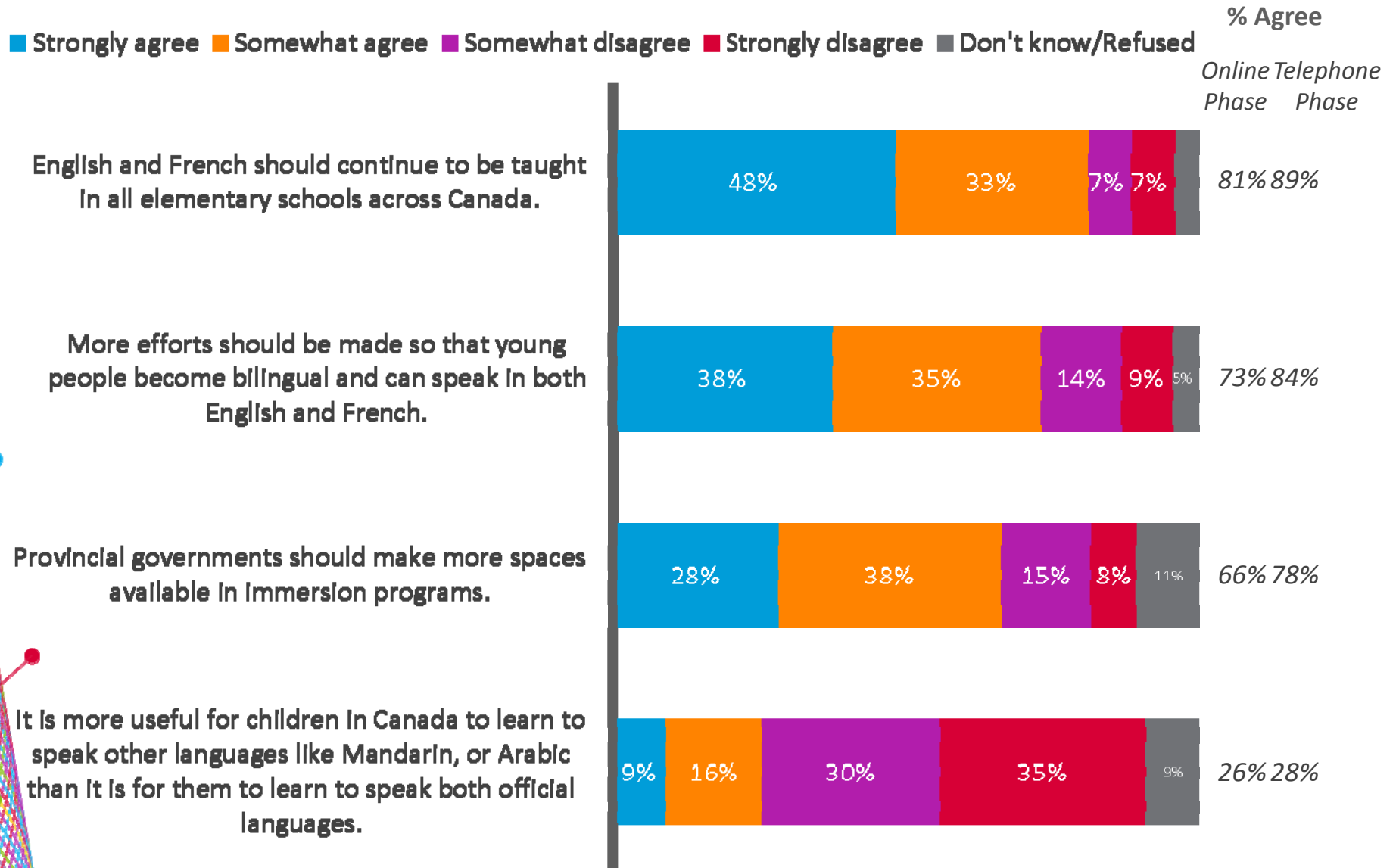


Base: All – Telephone Phase n=1,000 Online Phase n=1,016
 *This question text has been shortened to fit on the graph.

MAJORITY SUPPORT FOR SECOND OFFICIAL LANGUAGE EDUCATION



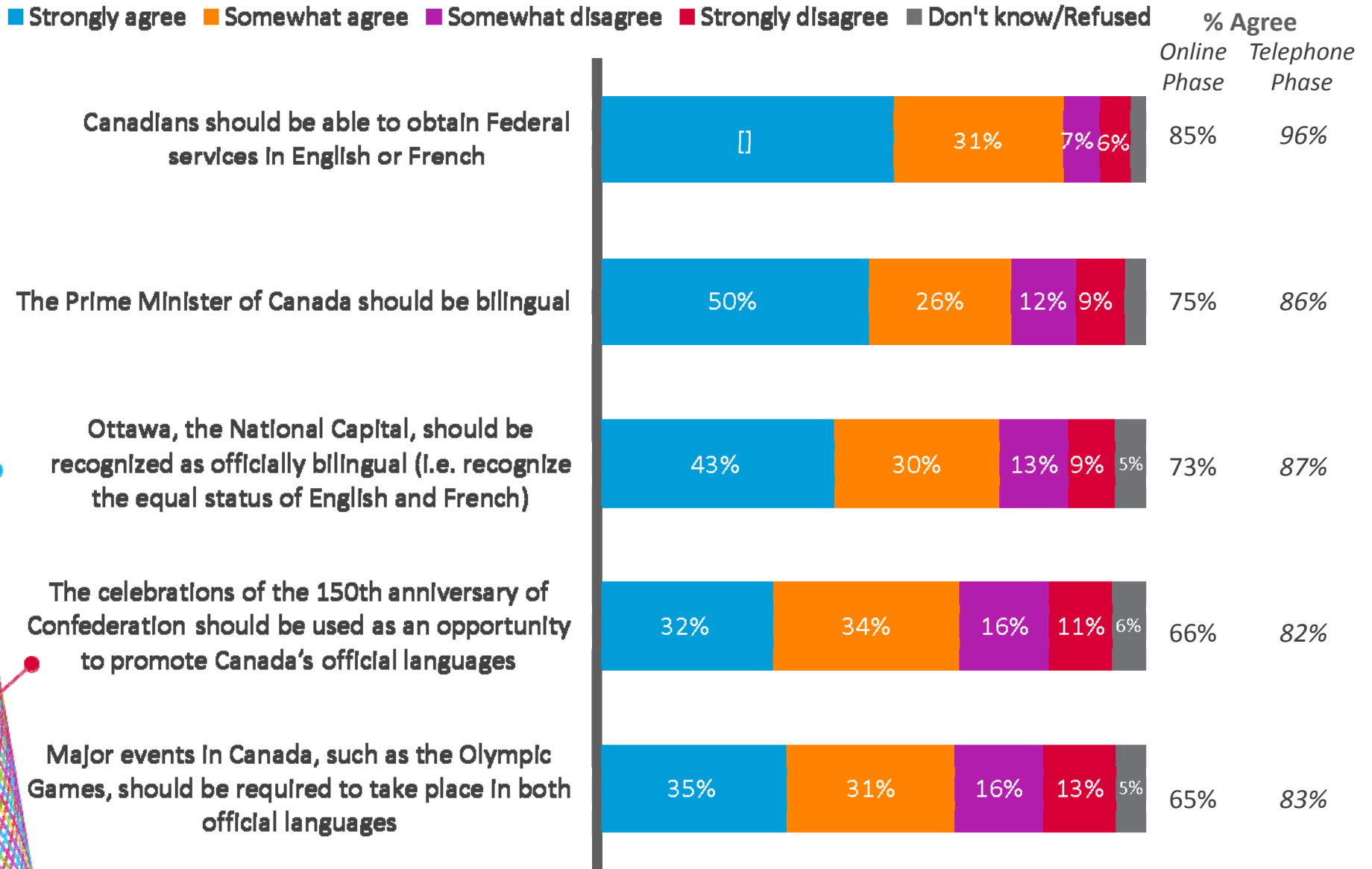
Graph illustrates results of the online phase



Base: All Respondents – Telephone Phase n=1,000
Online Phase n=1,016

BROAD SUPPORT FOR OFFICIAL LANGUAGES AND BILINGUALISM IN NATIONAL LEADERSHIP, EVENTS, CAPITAL

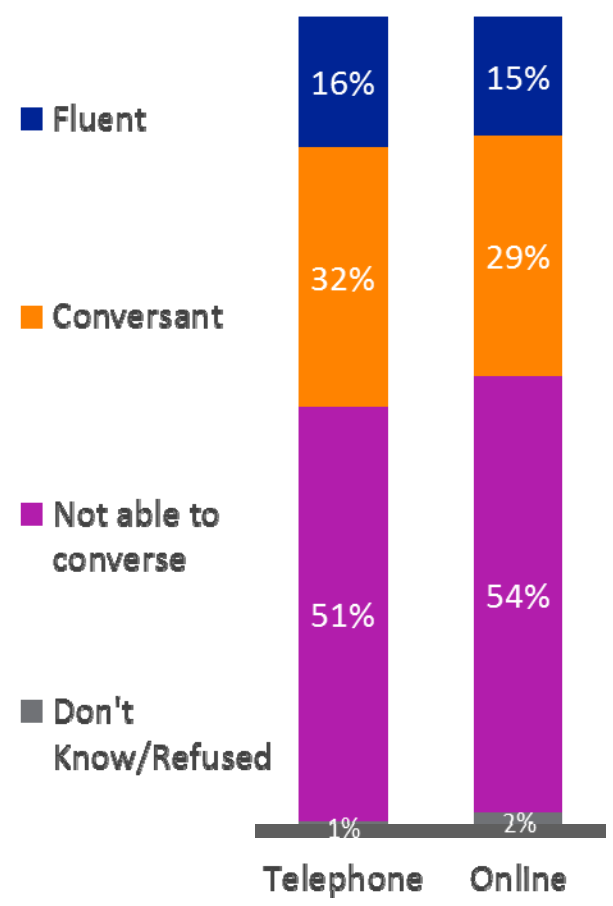
Graph illustrates results of the online phase



Base: All Respondents – Telephone Phase n=1,000
Online Phase n=1,016

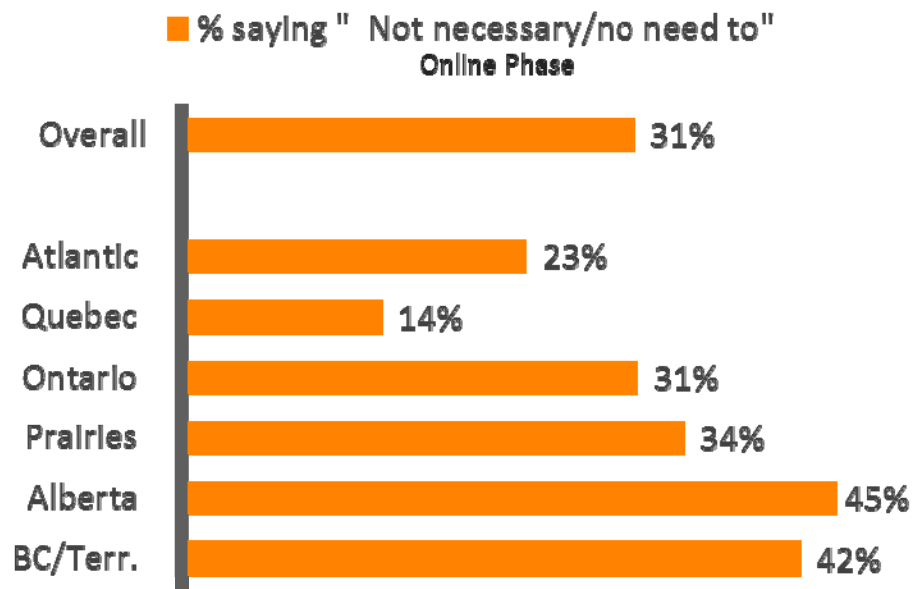
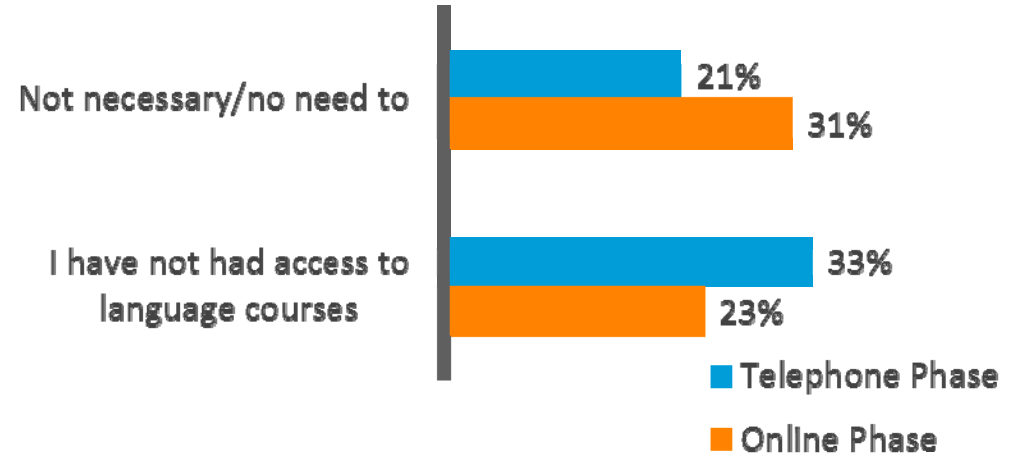
REGIONALIZED BILINGUALISM AMONG PANELISTS WITH THOSE IN THE WEST SEEING IT AS UNNECESSARY

Q7. How would you describe your level of proficiency in [English/French]?



Base: All Respondents – Telephone Phase n=1,000
Online Phase n=1,016

Q8. What are the factors that have prevented you from learning [English/French]?

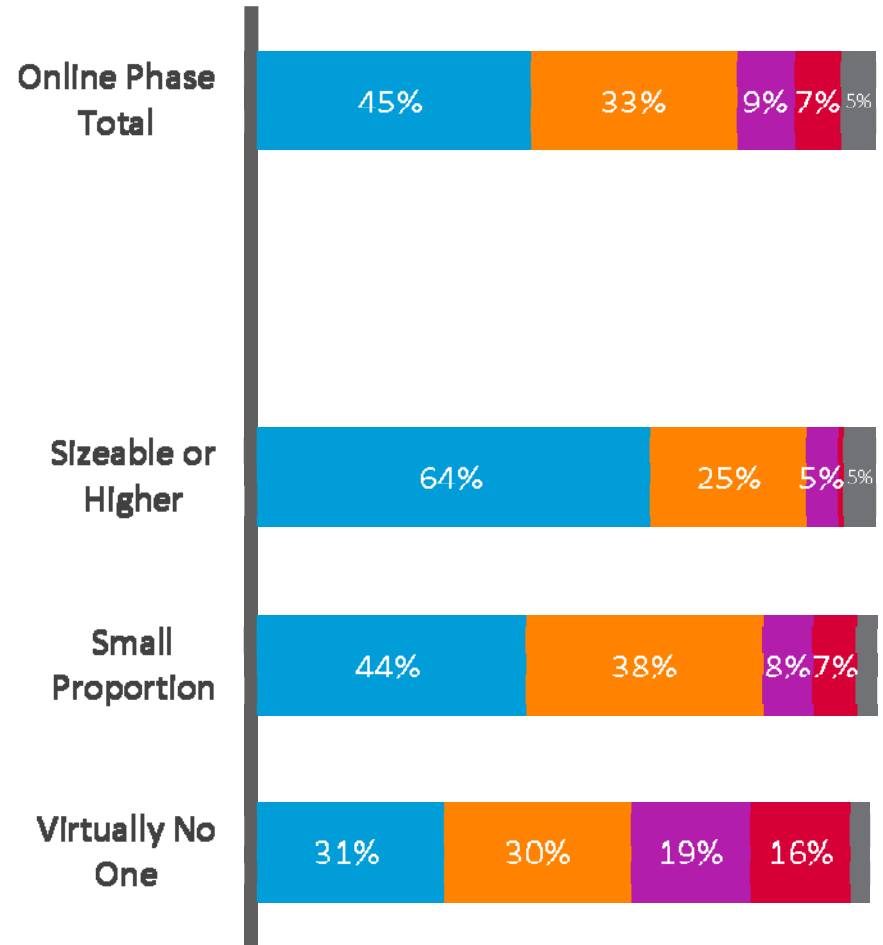
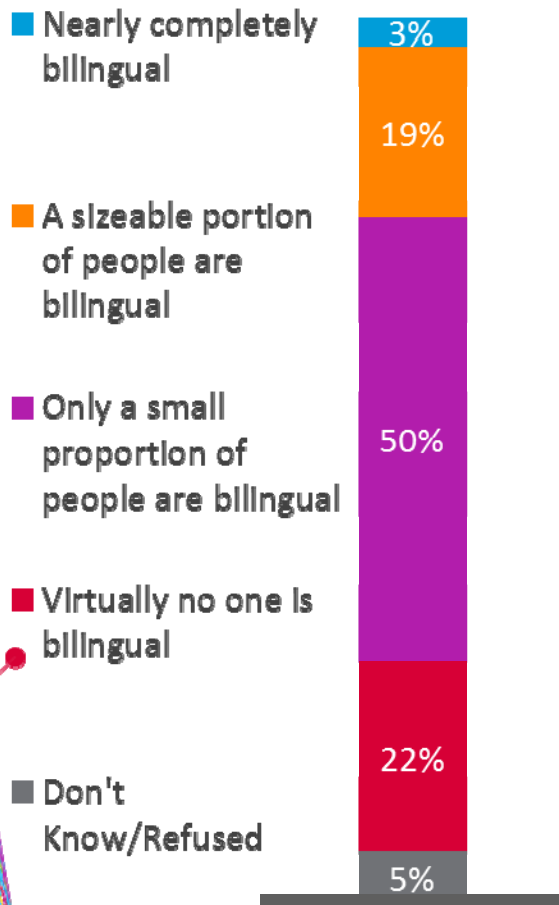


Base: Those who are conversant or not able to converse in the other official language: Telephone Phase n=840 Online Phase n=852

GREATER SUPPORT FOR THE OLA AMONG PANELISTS WHO PERCEIVE THEIR COMMUNITY AS BILINGUAL

Q20A. To what degree do you think people in your community are able to speak both English and French?

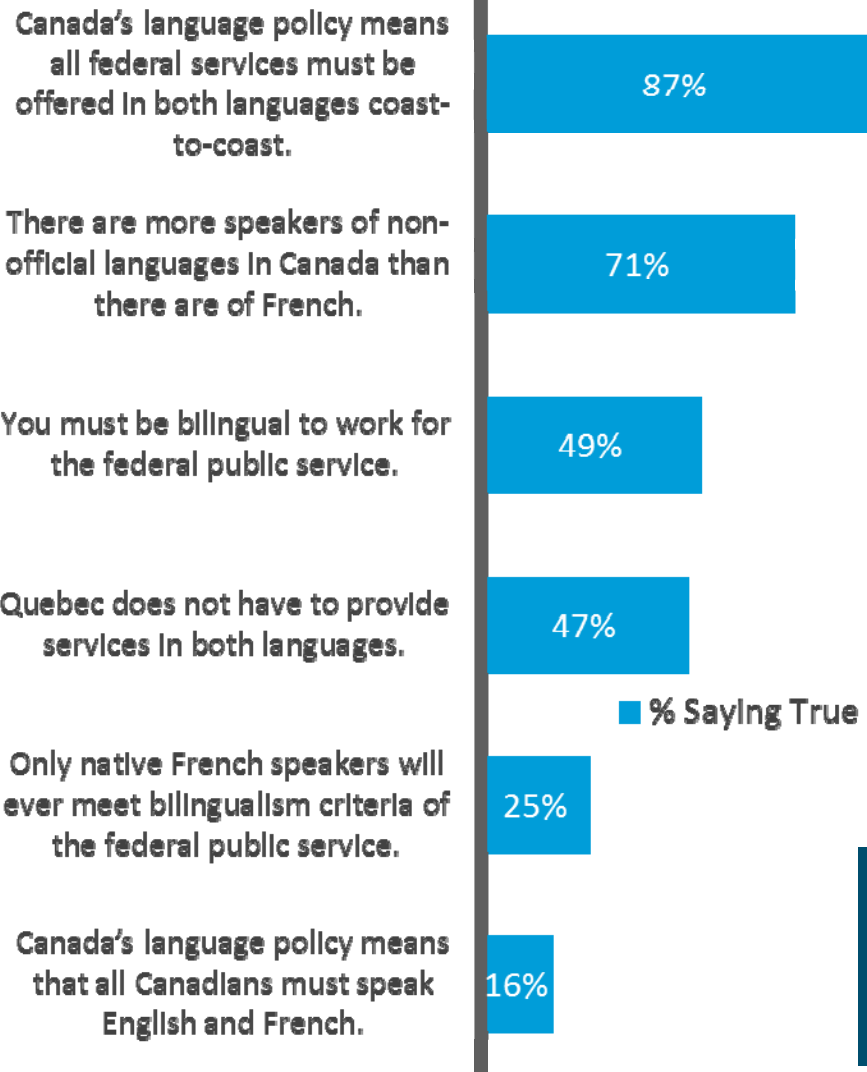
■ Strongly support the OLA ■ Somewhat support the OLA
■ Somewhat oppose the OLA ■ Strongly oppose the OLA
■ Don't Know/Refused



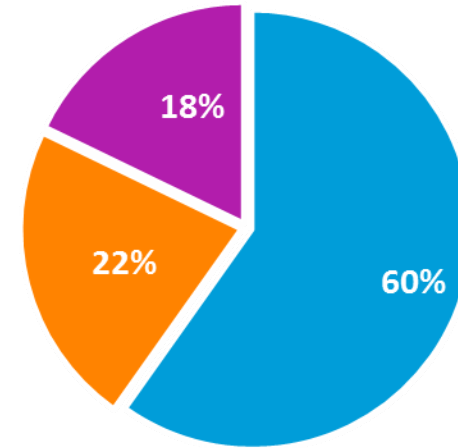
Base: All Online Phase n=1,016.

LANGUAGE POLICY MYTHS COMMONLY HELD AND COST SEEN AS MOST PERSUASIVE FOR ONE TO OPPOSE THE OLA

Q13. Based on your understanding, are each of the following statements true or false?



Q14. Which of the following reasons would you say is the most persuasive?



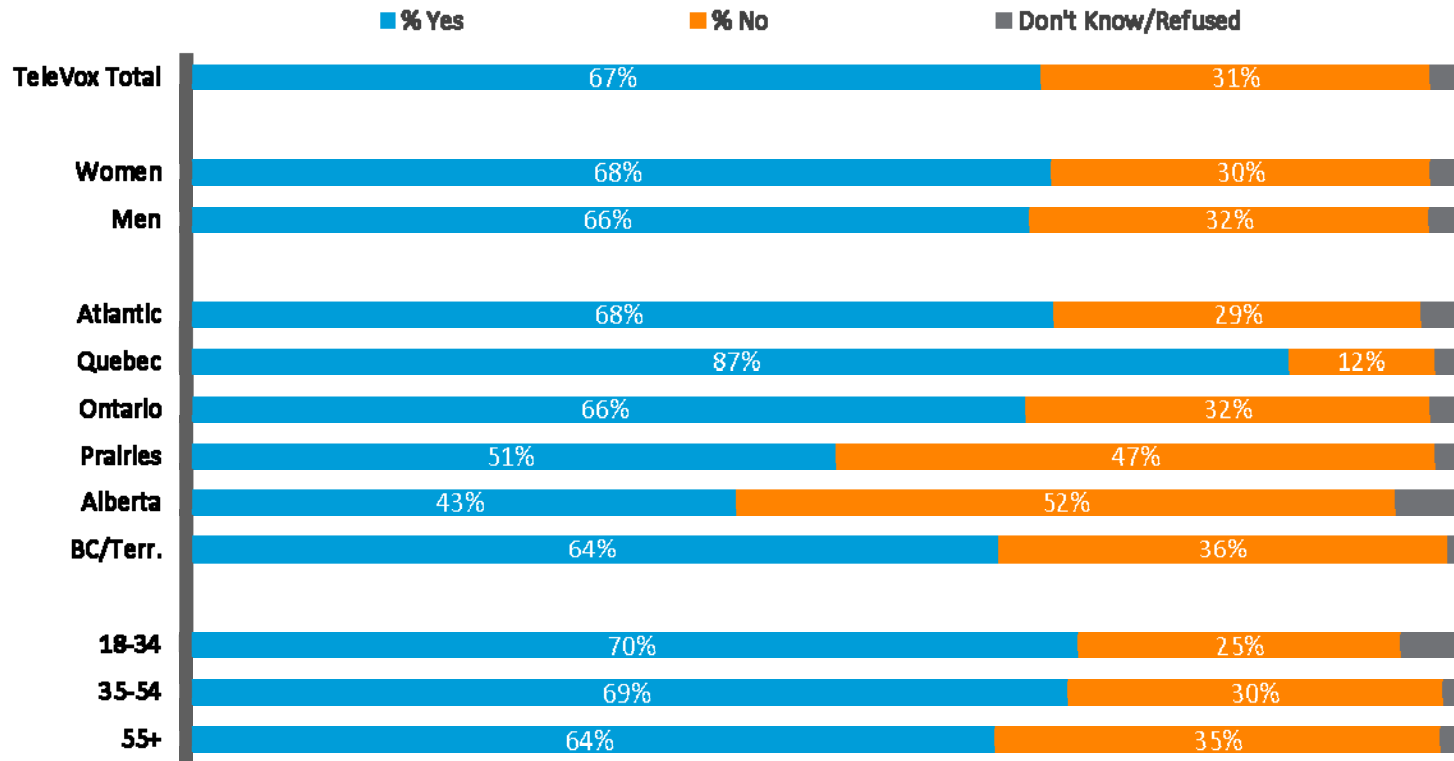
- Ensuring that people can access services in both official languages is simply too expensive.
- There are other languages which should be considered 'official' in addition to just English and French.
- The government just should not be involved with promoting or protecting official languages in Canada.

The argument that government should not be involved in promoting/protecting languages was more commonly chosen by opponents of the aims of the OLA than by supporters.

OTHER SURVEYS

Nielsen, TeleVox Omnibus Survey, Winter 2016

1. "Are you personally in favour of bilingualism for all of Canada?"

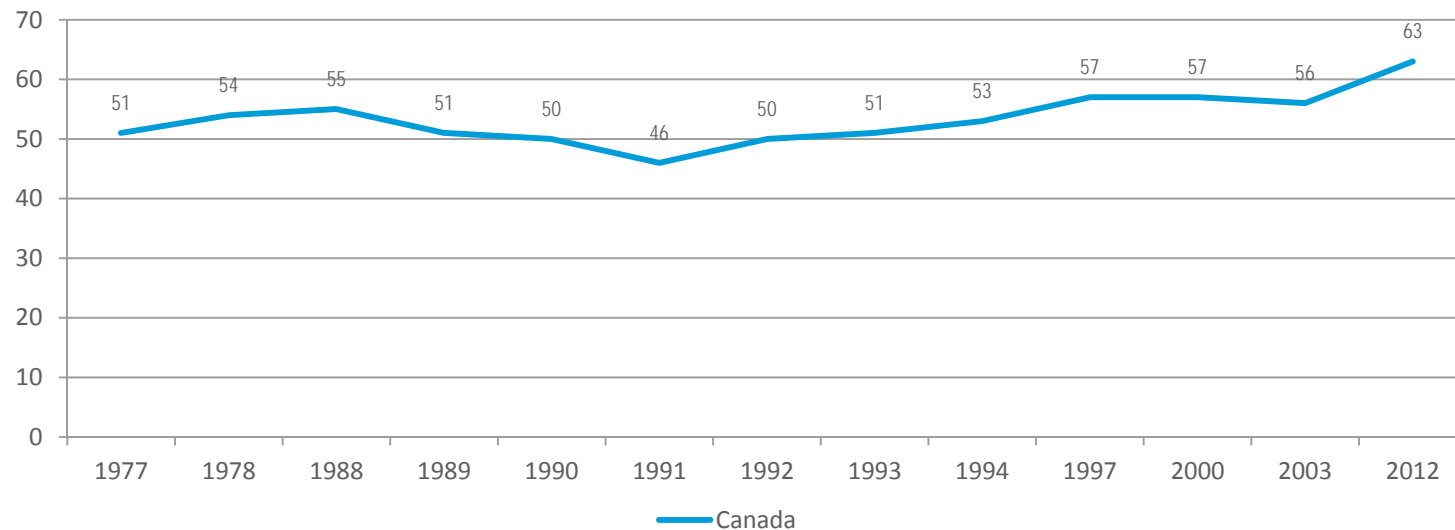


Base: All tVox Wave March 23-30 n=1,023

OTHER SURVEYS

Environics, Focus Canada Survey

"As you know, English and French are Canada's two official languages. Are you personally in favour of bilingualism for all of Canada" (Yes)



Sources:

Environics Focus Canada 1977 – 2003 in, CRIC Papers, Bilingualism: Part of Our Past or Part of Our Future? By Andrew Parkin and André Turcotte, March 2004.

Environics Focus Canada 2012, Detailed data tables,

<http://environicsinstitute.org/uploads/institute-projects/focus%20canada%202012%20-%20banner%20tables%20-%20february%201-2013.pdf>

Thank You!

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

