

Ottawa residents support the city becoming officially bilingual

Bilingual Ottawa Survey Summary

submitted by Nanos to Assemblée de la francophonie de l'Ontario and Bilingual Ottawa, July 2016
(Submission 2016-863)





A majority of Ottawa residents are in favour of the city becoming officially bilingual – many believe this will positively impact the environment to learn French and English and promote tourism growth

A comfortable majority of Ottawa residents support or somewhat support the City of Ottawa becoming officially bilingual in anticipation of Canada's 150th anniversary. Many think this will have a positive or somewhat positive impact on the environment for people to learn both English and French and the ability of the city to promote tourism growth. A majority of Ottawa residents understand both of Canada's official languages.

- **A comfortable majority of Ottawa residents support or somewhat support the City of Ottawa becoming officially bilingual leading up to Canada's 150th anniversary** – Two out of three Ottawa residents support (54%) or somewhat support (13%) Ottawa, as Canada's capital, becoming officially bilingual. Three out of ten Ottawa residents oppose (21%) or somewhat oppose (nine per cent) this, while three per cent are unsure.
- **Nearly seven out of ten Ottawa residents believe the city becoming officially bilingual would have a positive or somewhat positive impact on the environment for people to learn English and French** – Almost seven out of ten Ottawa residents think the city becoming officially bilingual would have a positive (50%) or somewhat positive (18%) impact on the environment for people to learn both of Canada's official languages. Twenty per cent believe this will have a neutral impact, while just over one in ten Ottawa residents say this will have a negative (seven per cent) or somewhat negative (four per cent) impact.
- **Almost six in ten Ottawa residents think the city becoming officially bilingual would have a positive or somewhat positive impact on its ability to promote tourism growth** – Nearly six in ten Ottawa residents believe Ottawa becoming officially bilingual would have a positive (41%) or somewhat positive (18%) impact on the city's ability to promote tourism growth. Twenty-six per cent of Ottawa residents believe this will have a neutral impact, while five per cent and eight per cent respectively think this will have a somewhat negative and negative impact.

- **Over two out of five Ottawa residents believe the City of Ottawa becoming officially bilingual would have a positive or somewhat positive impact on its ability to attract new investment** – More than two fifths of Ottawa residents think Ottawa becoming officially bilingual would have a positive (29%) or somewhat positive (15%) impact on the ability of the city to attract new investment from around the world. One in three Ottawa residents think this will have a neutral impact, while one fifth believe this will have a negative (11%) or somewhat negative (nine per cent) impact.
- **More than two fifths of Ottawa residents think the city becoming officially bilingual would have a positive or somewhat positive impact on the ability of Ottawa to attract skilled workers** – Over two out of five Ottawa residents believe the City of Ottawa becoming officially bilingual will have a positive (31%) or somewhat positive (13%) impact on its ability to attract a quality workforce from around the world. One quarter (25%) of Ottawa residents think this will have a neutral impact, while almost three out of ten say this will have a negative (18%) or somewhat negative (11%) impact.
- **A significant majority of Ottawa residents would support or somewhat support the City of Ottawa becoming officially bilingual if there are no extra costs to Ottawa taxpayers and no impact in terms of job loss** – Over seven out of ten Ottawa residents support (52%) or somewhat support (20%) the City of Ottawa becoming officially bilingual if there are no extra costs to taxpayers in Ottawa and no consequences on jobs. More than one quarter of Ottawa residents oppose (19%) or somewhat oppose (eight per cent) this, while two per cent are unsure.

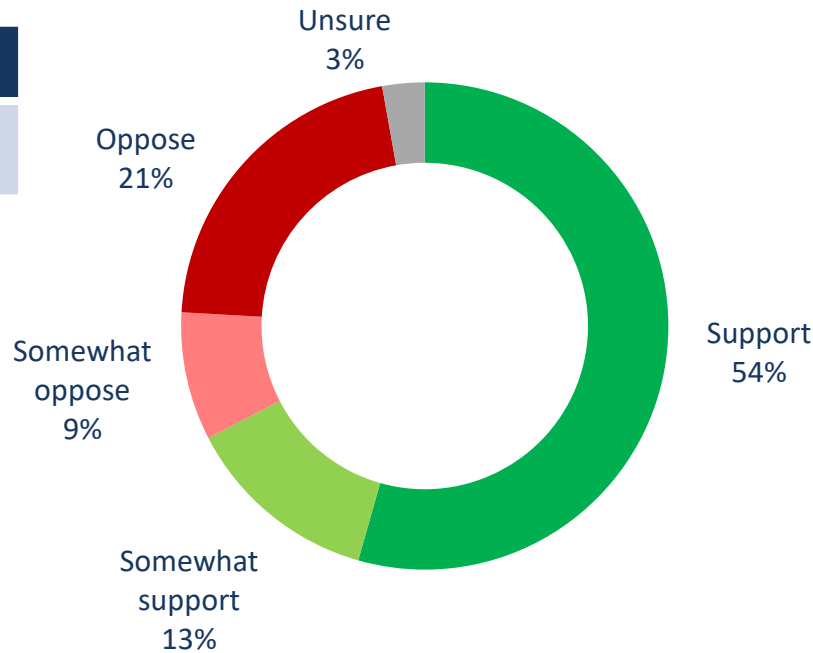
These observations are based on a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 750 residents of the City of Ottawa, 18 years of age or older, between July 19th and 23rd, 2016. The margin of error for a random survey of 750 Ottawa residents is ± 3.6 percentage points, 19 times out of 20.

The study was commissioned by Assemblée de la francophonie de l'Ontario (AFO) and Bilingual Ottawa.

Support for Ottawa becoming officially bilingual

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Net Score
+37.6



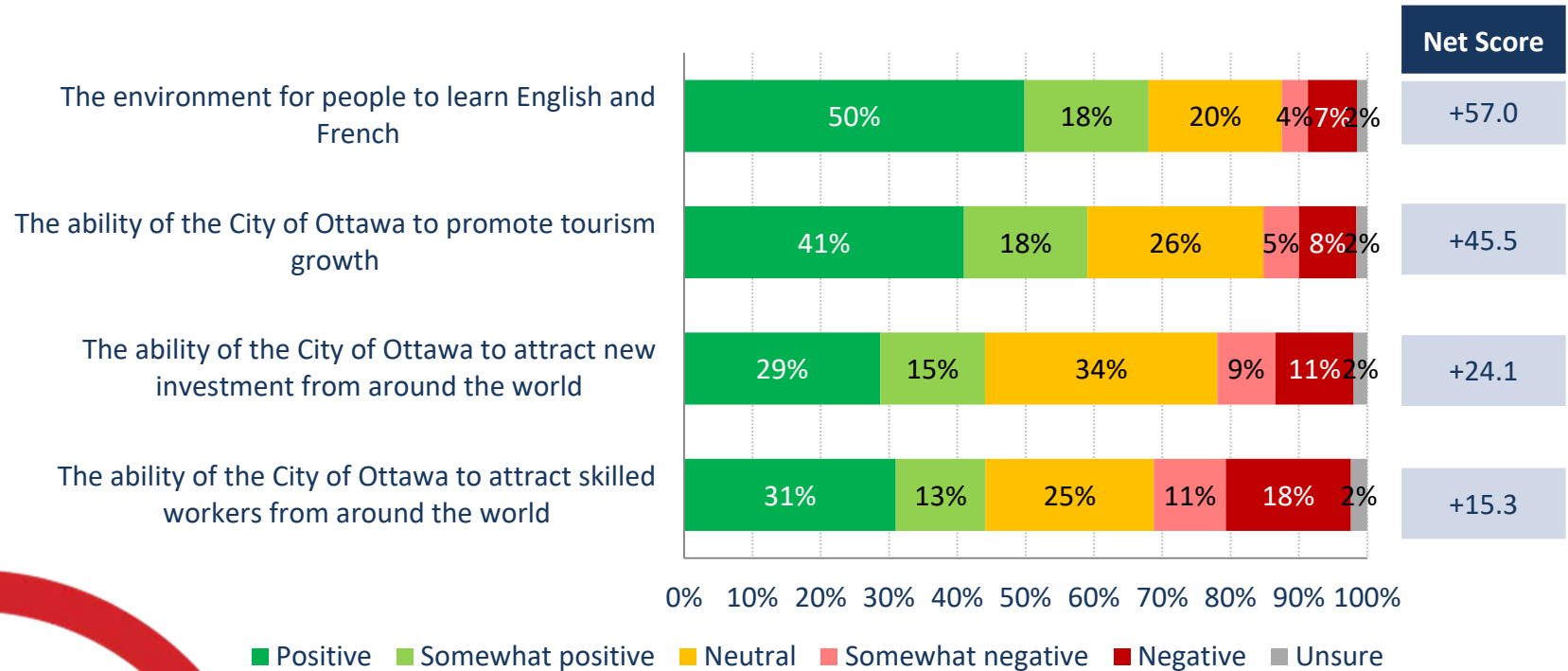
*Note: Charts may not add up to 100 due to rounding

Subgroups	Support/ Somewhat support
Male (n=367)	65.2%
Female (n=383)	69.5%
18 to 29 (n=113)	75.9%
30 to 39 (n=120)	70.8%
40 to 49 (n=146)	59.1%
50 to 59 (n=196)	64.3%
60 plus (n=175)	66.3%
Have a relative educated in the French language or in an immersion program (n=172)	70.1%
Does not have a relative educated in the French language or in an immersion program (n=578)	66.4%

QUESTION – As you may know in 2017 Canada is celebrating its 150th anniversary. Would you support, somewhat support, somewhat oppose or oppose the City of Ottawa, as Canada’s capital becoming officially bilingual?

Impacts of Ottawa becoming officially bilingual

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.



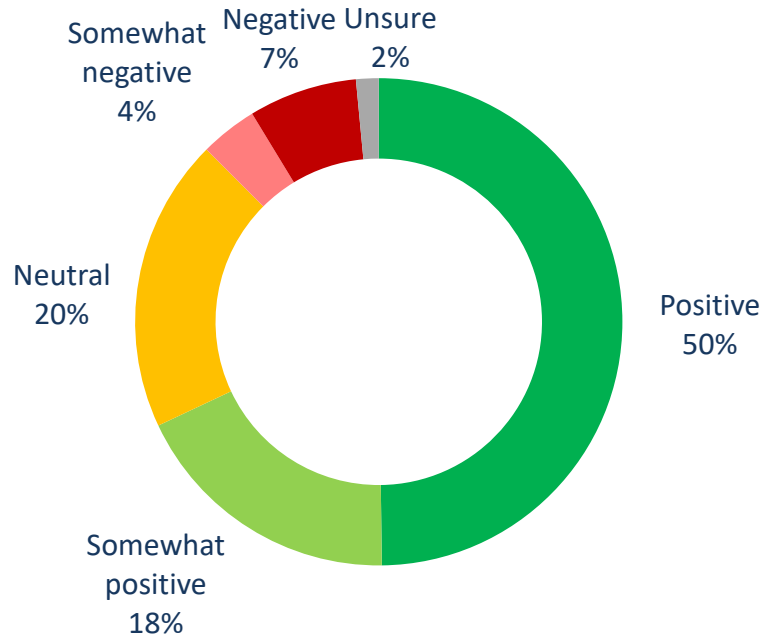
*Note: Charts may not add up to 100 due to rounding

QUESTION – If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following [RANDOMIZE]

Impact on ability of learning English and French

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Net Score
+57.0



*Note: Charts may not add up to 100 due to rounding

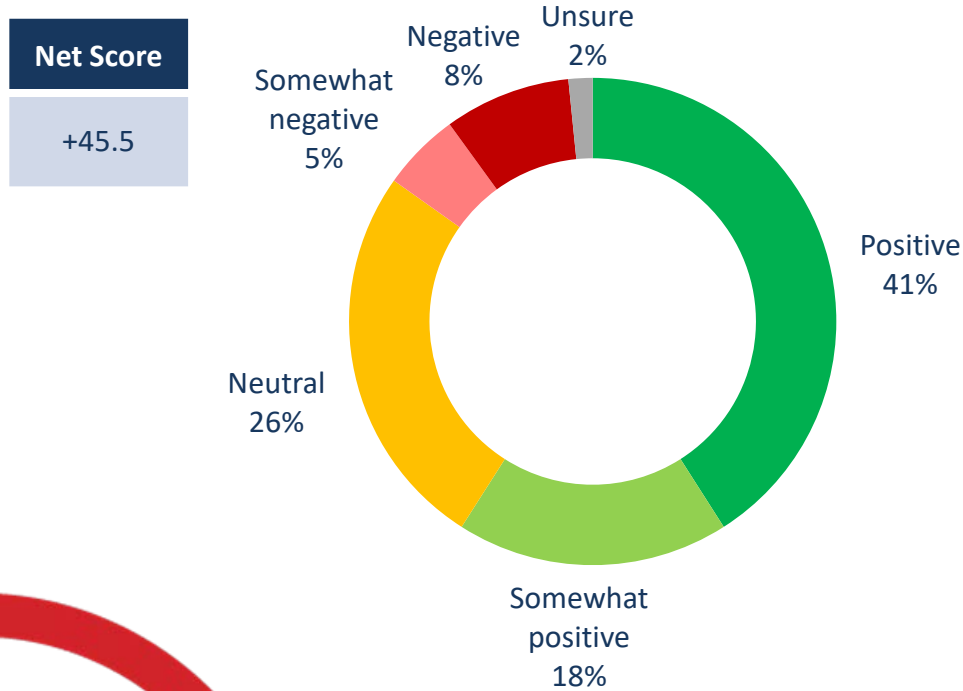
Subgroups	Positive/ Somewhat positive
Male (n=367)	67.2%
Female (n=383)	68.8%
18 to 29 (n=113)	78.5%
30 to 39 (n=120)	69.2%
40 to 49 (n=146)	59.8%
50 to 59 (n=196)	65.3%
60 plus (n=175)	66.5%
Have a relative educated in the French language or in an immersion program (n=172)	72.4%
Does not have a relative educated in the French language or in an immersion program (n=578)	66.7%

QUESTION – If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following [RANDOMIZE]

The environment for people to learn both English and French

Impact on promoting tourism growth

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Positive/ Somewhat positive
Male (n=367)	59.1%
Female (n=383)	58.9%
18 to 29 (n=113)	64.3%
30 to 39 (n=120)	59.9%
40 to 49 (n=146)	52.0%
50 to 59 (n=196)	63.8%
60 plus (n=175)	55.8%
Have a relative educated in the French language or in an immersion program (n=172)	66.7%
Does not have a relative educated in the French language or in an immersion program (n=578)	56.6%

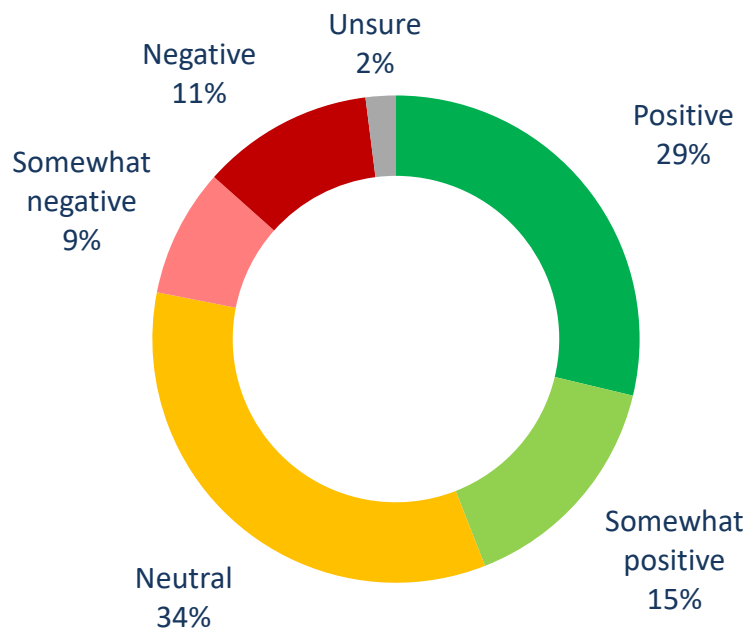
QUESTION – If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following [RANDOMIZE]

The ability of the City of Ottawa to promote tourism growth

Impact on attracting new investment

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Net Score
+24.1



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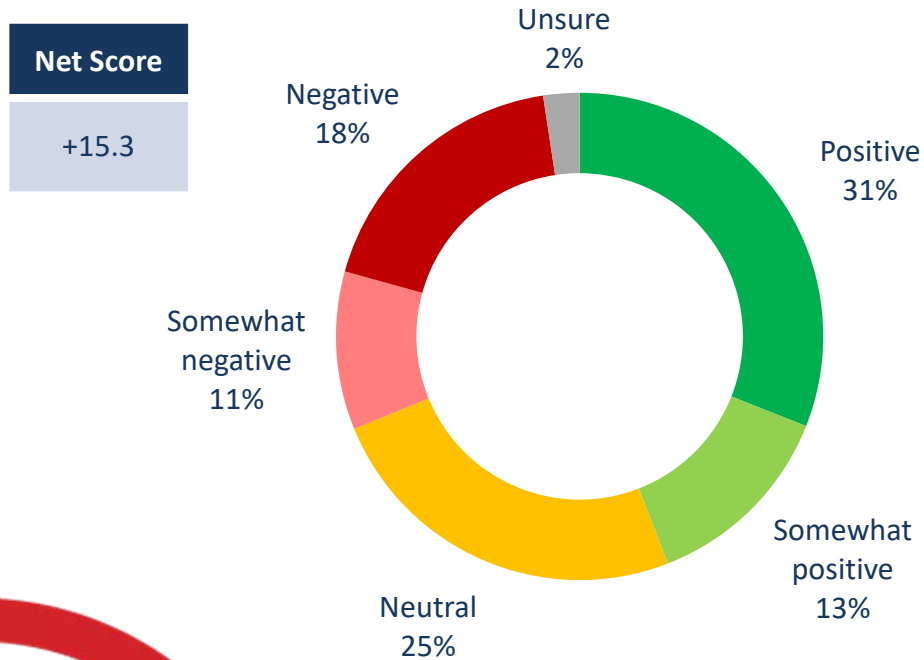
Subgroups	Positive/ Somewhat positive
Male (n=367)	43.5%
Female (n=383)	44.6%
18 to 29 (n=113)	47.4%
30 to 39 (n=120)	43.3%
40 to 49 (n=146)	39.9%
50 to 59 (n=196)	47.1%
60 plus (n=175)	42.9%
Have a relative educated in the French language or in an immersion program (n=172)	51.8%
Does not have a relative educated in the French language or in an immersion program (n=578)	41.7%

QUESTION – If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following [RANDOMIZE]

The ability of the City of Ottawa to attract new investment from around the world

Impact on attracting skilled workers

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Positive/ Somewhat positive
Male (n=367)	43.7%
Female (n=383)	44.4%
18 to 29 (n=113)	52.1%
30 to 39 (n=120)	36.7%
40 to 49 (n=146)	40.6%
50 to 59 (n=196)	45.5%
60 plus (n=175)	43.9%
Have a relative educated in the French language or in an immersion program (n=172)	50.5%
Does not have a relative educated in the French language or in an immersion program (n=578)	42.1%

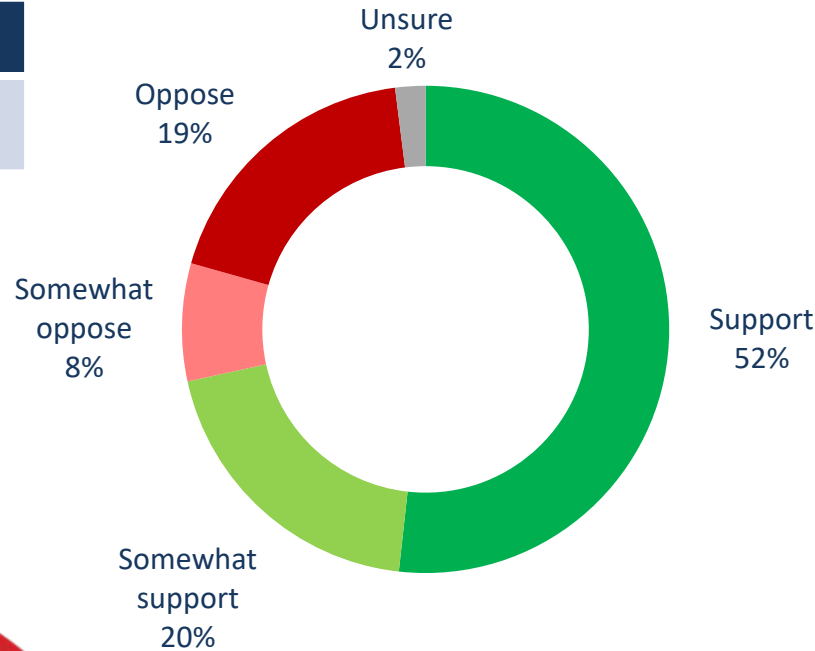
QUESTION – If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following [RANDOMIZE]

The ability of the City of Ottawa to attract skilled workers from around the world

Initiative for Ottawa to become officially bilingual

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, July 19th to 23rd, 2016, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Net Score
+45.1



*Note: Charts may not add up to 100 due to rounding

Subgroups	Support/ Somewhat support
Male (n=367)	70.2%
Female (n=383)	72.7%
18 to 29 (n=113)	84.8%
30 to 39 (n=120)	72.4%
40 to 49 (n=146)	66.4%
50 to 59 (n=196)	63.9%
60 plus (n=175)	68.8%
Have a relative educated in the French language or in an immersion program (n=172)	73.7%
Does not have a relative educated in the French language or in an immersion program (n=578)	70.8%

QUESTION – If the City of Ottawa became officially bilingual, and there was no extra cost to taxpayers in Ottawa and no impact in terms of job loss, would you support, somewhat support, somewhat oppose or oppose the initiative?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 750 residents of the City of Ottawa, 18 years of age or older, between July 19th and 23rd, 2016. The results were statistically checked and weighted by age and gender using the latest Census information.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 750 Ottawa residents is ± 3.6 percentage points, 19 times out of 20.

The research was commissioned by Assemblée de la francophonie de l'Ontario and Bilingual Ottawa.

Note: Charts may not add up to 100 due to rounding.



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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Assemblée de la francophonie de l'Ontario (AFO) and Bilingual Ottawa	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014). See tables for full weighting disclosure.
Final Sample Size	750 residents of the City of Ottawa.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.6 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines; individuals who do not reside in Ottawa could not participate
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone and online omnibus survey.	Stratification	By age and gender using the latest Census information (2014).
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed).	Estimated Response Rate	12 per cent, consistent with industry norms.
Demographics (Captured)	Ottawa; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked are contained in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	July 19 th to 23 rd , 2016.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		



Tabulations

Confidential



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			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 1 - As you may know in 2017 Canada is celebrating its 150th anniversary. Would you support, somewhat support, somewhat oppose or oppose the City of Ottawa, as Canada's capital, becoming officially bilingual?	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Support	%	54.4	48.7	82.0	54.4	54.4	64.4	56.6	48.9	49.5	51.8	55.7	53.9
	Somewhat support	%	13.0	14.5	5.6	10.8	15.1	11.5	14.2	10.2	14.8	14.5	14.4	12.5
	Somewhat oppose	%	8.5	10.1	.9	9.2	7.8	10.7	8.3	9.7	6.1	7.5	9.1	8.3
	Oppose	%	21.3	24.0	8.2	23.1	19.6	10.8	19.3	28.0	25.0	24.0	18.6	22.2
	Unsure	%	2.8	2.7	3.3	2.5	3.1	2.6	1.7	3.3	4.6	2.1	2.2	3.0

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If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following
[Randomized Q2 - Q5]

			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 2 - The ability of the City of Ottawa to attract new investment from around the world	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Positive	%	28.7	22.8	57.4	29.6	27.9	29.8	25.0	27.8	32.8	28.2	29.9	28.4
	Somewhat positive	%	15.3	15.8	13.4	13.9	16.7	17.6	18.3	12.1	14.3	14.7	21.9	13.3
	Neutral	%	34.0	37.3	18.0	34.6	33.4	36.4	37.6	35.4	28.4	32.3	29.8	35.3
	Somewhat negative	%	8.5	9.7	2.8	7.7	9.3	7.9	6.6	8.4	9.6	9.5	8.3	8.5
	Negative	%	11.4	12.5	6.4	13.4	9.6	8.2	11.7	14.3	12.9	10.7	8.9	12.3
	Unsure	%	2.0	2.0	1.9	.9	3.0	.0	.8	2.0	2.0	4.6	1.2	2.3

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If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following
[Randomized Q2 - Q5]

			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 3 - The environment for people to learn both English and French	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Positive	%	49.8	44.1	77.3	50.2	49.4	60.2	52.5	41.8	46.0	47.9	50.0	49.8
	Somewhat positive	%	18.2	19.6	11.6	17.0	19.4	18.3	16.7	18.0	19.3	18.6	22.4	16.9
	Neutral	%	19.5	21.9	7.6	22.7	16.3	13.6	20.1	22.6	21.0	20.7	15.4	20.8
	Somewhat negative	%	3.8	4.3	1.4	2.4	5.1	4.4	2.5	3.1	3.6	4.9	3.6	3.8
	Negative	%	7.2	8.2	2.1	7.1	7.3	3.6	5.8	13.1	9.1	5.1	6.9	7.3
	Unsure	%	1.5	1.8	.0	.6	2.4	.0	2.5	1.4	1.0	2.7	1.7	1.5

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If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following
[Randomized Q2 - Q5]

			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 4 - The ability of the City of Ottawa to attract skilled workers from around the world	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Positive	%	31.0	24.7	61.6	32.0	30.1	40.8	25.0	27.0	32.3	28.8	30.5	31.2
	Somewhat positive	%	13.1	13.3	11.8	11.7	14.3	11.3	11.7	13.6	13.2	15.1	20.0	10.9
	Neutral	%	24.7	27.1	13.1	24.6	24.7	28.6	33.3	23.1	18.3	21.1	23.9	24.9
	Somewhat negative	%	10.5	12.3	1.6	9.5	11.5	8.6	7.5	10.4	11.1	14.0	8.9	11.0
	Negative	%	18.3	20.2	9.0	19.7	17.0	9.0	20.0	23.0	21.5	19.1	15.0	19.3
	Unsure	%	2.4	2.4	2.8	2.5	2.4	1.6	2.5	2.9	3.6	1.8	1.6	2.7

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If the City of Ottawa was officially bilingual, do you think it would have a positive, somewhat positive, neutral, somewhat negative or negative impact on the following
[Randomized Q2 - Q5]

			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 5 - The ability of the City of Ottawa to promote tourism growth	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Positive	%	41.0	34.9	70.4	41.6	40.3	44.2	40.8	36.2	44.4	39.5	47.5	38.9
	Somewhat positive	%	18.1	19.1	13.0	17.5	18.6	20.1	19.1	15.8	19.4	16.3	19.2	17.7
	Neutral	%	25.8	28.2	14.0	26.8	24.9	27.5	28.3	32.5	20.5	20.9	22.1	27.0
	Somewhat negative	%	5.2	6.2	.6	3.3	7.1	4.4	1.7	7.2	4.5	7.4	4.3	5.5
	Negative	%	8.4	9.7	2.1	10.6	6.2	3.9	8.4	6.4	10.7	12.4	5.2	9.4
	Unsure	%	1.6	1.9	.0	.2	2.9	.0	1.6	1.9	.5	3.4	1.7	1.5

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			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 6 - If the City of Ottawa became officially bilingual, and there was no extra cost to taxpayers in Ottawa and no impact in terms of job loss, would you support, somewhat support, somewhat oppose or oppose the initiative?	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Support	%	51.7	46.7	76.1	52.6	50.8	56.6	53.3	45.2	52.7	50.7	57.4	49.9
	Somewhat support	%	19.8	21.6	11.0	17.6	21.9	28.2	19.1	21.2	11.2	18.1	16.3	20.9
	Somewhat oppose	%	7.8	8.6	4.0	8.7	7.0	6.3	9.2	9.0	8.1	7.0	8.5	7.6
	Oppose	%	18.6	20.9	7.6	20.1	17.2	8.9	17.6	23.2	24.0	20.3	16.7	19.2
	Unsure	%	2.0	2.2	1.3	.9	3.1	.0	.8	1.3	4.0	3.9	1.1	2.3

			Language			Gender		Age					Immersion program	
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 7 - Our last few questions are to group responses. How would you describe your language skills in both of Canada’s official languages?	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	I can understand both English and French	%	62.3	57.0	88.0	64.5	60.2	61.0	72.6	55.8	60.3	63.1	64.5	61.6
	I can only understand English	%	35.6	43.0	.0	33.7	37.5	38.0	25.8	42.1	38.2	33.2	32.4	36.7
	I can only understand French	%	2.1	.0	12.0	1.8	2.3	1.0	1.7	2.1	1.5	3.7	3.1	1.7

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	Responses			
	N	Percent	Percent of Cases	
Question 8 - What language(s), other than English or French, do you speak in your household? (select as many as apply)	Arabic	14	1.8%	1.9%
	Aboriginal languages	1	0.1%	0.1%
	Cantonese	7	0.9%	0.9%
	Créoles	3	0.3%	0.3%
	German	22	2.9%	3.0%
	Hindi	12	1.6%	1.6%
	Italian	18	2.4%	2.4%
	Japanese	2	0.2%	0.2%
	Korean	1	0.1%	0.1%
	Mandarin	5	0.7%	0.7%
	Persian	1	0.1%	0.1%
	Polish	5	0.6%	0.6%
	Portuguese	3	0.4%	0.4%
	Romanian	3	0.4%	0.4%
	Serbian	1	0.1%	0.1%
	Somali	3	0.4%	0.4%
	Spanish	22	2.8%	2.9%
	Tagalog	2	0.3%	0.3%
	Tamil	3	0.3%	0.4%
	Turkish	2	0.3%	0.3%
	Ukrainian	1	0.1%	0.1%
	Urdu	4	0.5%	0.5%
	Vietnamese	2	0.2%	0.2%
	No other languages	597	76.8%	79.5%
	Sign language	2	0.3%	0.3%
	Bengali	3	0.4%	0.4%
	Bulgarian	3	0.4%	0.4%
Croatian	1	0.1%	0.1%	
Czech	2	0.3%	0.3%	

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Dutch	4	0.5%	0.6%
Greek	2	0.3%	0.3%
Hebrew	2	0.2%	0.2%
Hungarian	2	0.2%	0.2%
Kirundi	3	0.3%	0.3%
Latvian	2	0.2%	0.2%
Lebanese	3	0.4%	0.5%
Lithuanian	1	0.1%	0.1%
Malayan	2	0.3%	0.3%
Nepali	2	0.2%	0.2%
Norwegian	1	0.1%	0.1%
Punjabi	3	0.3%	0.4%
Russian	3	0.4%	0.4%
Slovakian	2	0.2%	0.2%
Georgian	1	0.1%	0.1%
Kashmiri	1	0.1%	0.1%
Swahili	2	0.3%	0.3%
Total	777	100.0%	103.6%

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			Language			Gender		Age				Immersion program		
			Ottawa 2016-07	English	French	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Yes	No
Question 9 - Is there anyone under 18 years of age in your household educated in the French language or in an immersion program?	Total	Unwgt N	750	618	132	367	383	113	120	146	196	175	172	578
		Wgt N	750	622	128	367	383	162	127	147	135	178	181	569
	Yes	%	24.2	23.5	27.6	24.9	23.4	23.5	50.0	31.3	11.4	10.3	100.0	.0
	No	%	75.8	76.5	72.4	75.1	76.6	76.5	50.0	68.7	88.6	89.7	.0	100.0

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