

Opinions on the preservation of Indigenous languages

AFN Survey Summary

submitted by Nanos to the Assembly of First Nations March, 2017
(Submission 2017-994)





Majority of Canadians support or somewhat support the proposed Indigenous Languages Act

While a majority of Canadians had not previously heard of the proposed Indigenous Languages Act, nearly three quarters of Canadians support or somewhat support the initiative. The most often cited reason for supporting or somewhat supporting the initiative was that language is important to culture and identity.

- **Top cited priority for action when it comes to issues related to Canada's Indigenous Peoples is access to education/job training** – When asked to name what they think should be the top priority for action when it comes to issues related to Canada's Indigenous Peoples, Canadians most often said access to education/job training (13%), followed by safe homes and accommodations/improve living conditions (13%), increase transparency and accountability with funding/government needs to better manage money allocation (10%), and clean water (10%).
- **Majority of Canadians have not heard of the Government of Canada proposing an Indigenous Languages Act** – Slightly over three in five Canadians have not heard (63%) of the Government of Canada proposing an Indigenous Languages Act with the goal of ensuring the preservation, protection and revitalization of First Nations, Métis and Inuit languages prior to the survey, while 37 per cent have heard of it.
- **Almost three quarters of Canadians support or somewhat support this initiative to preserve, protect and revitalize First Nations, Métis and Inuit languages** – A majority of Canadians support (49%) or somewhat support (25%) this initiative to preserve, protect and revitalize First Nations, Métis and Inuit languages, while slightly over one in five Canadians are opposed (13%) or somewhat opposed (eight per cent). Five per cent are unsure.

- **Canadians most often say the reason for their support of the Indigenous Languages Act is because they feel that language is important to culture and identity** – When asked why they had that opinion regarding the proposed Indigenous Languages Act initiative, the most common reason given was that language is important to culture and identity (27%), followed by preserving heritage and history/founding people (18%), thinking that it's not the government's job/responsibility (11%), and reparation for past wrongs (seven per cent). Fourteen per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 25th and 28th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Assembly of First Nations.

Priority issues related to Canada's Indigenous Peoples

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

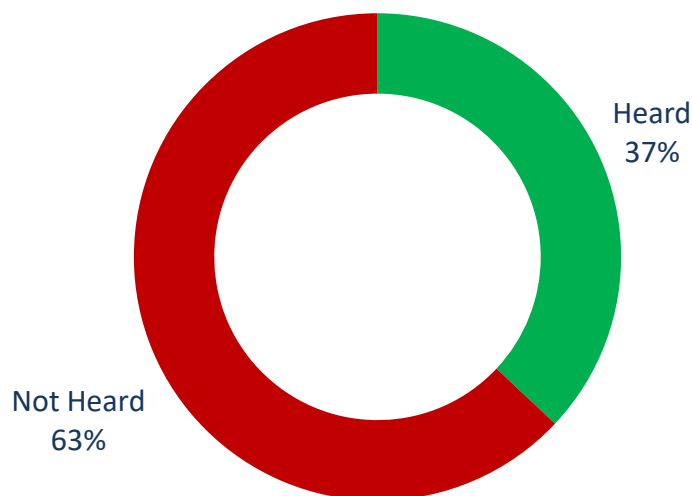
Responses	Frequency (n=1000)
Access to education/job training	13.1%
Safe homes and accommodations/improve living conditions	12.7%
Increase transparency and accountability with funding/government needs to better manage money allocation	10.3%
Clean water	9.6%
Help them become self-sufficient/take responsibility/future	6.6%
Communicate with them and involve them in decisions/reconciliation	4.6%
They need to learn how to help themselves/should not get special treatment (money)	4.6%
Integrate rather than segregate/inclusion	3.9%
Ensure civil rights and people are respected	3.5%
All Canadians should be treated equally	3.1%
Improve access to healthcare	2.8%
Renegotiate or honour existing treaties	2.6%
Poverty reduction	2.3%
Mental health/suicides	2.1%
Protection of Indigenous women (missing women, abuse, etc)	1.8%
Settle land claims	1.5%
Provide support for substance abuse	1.3%
Get rid of the Indian Act	0.8%
Other	4.4%
Unsure	8.3%

QUESTION – What do you think should be the top priority for action when it comes to issues related to Canada's Indigenous Peoples? [Open-ended]

Awareness of proposed Indigenous Languages Act

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-26.0



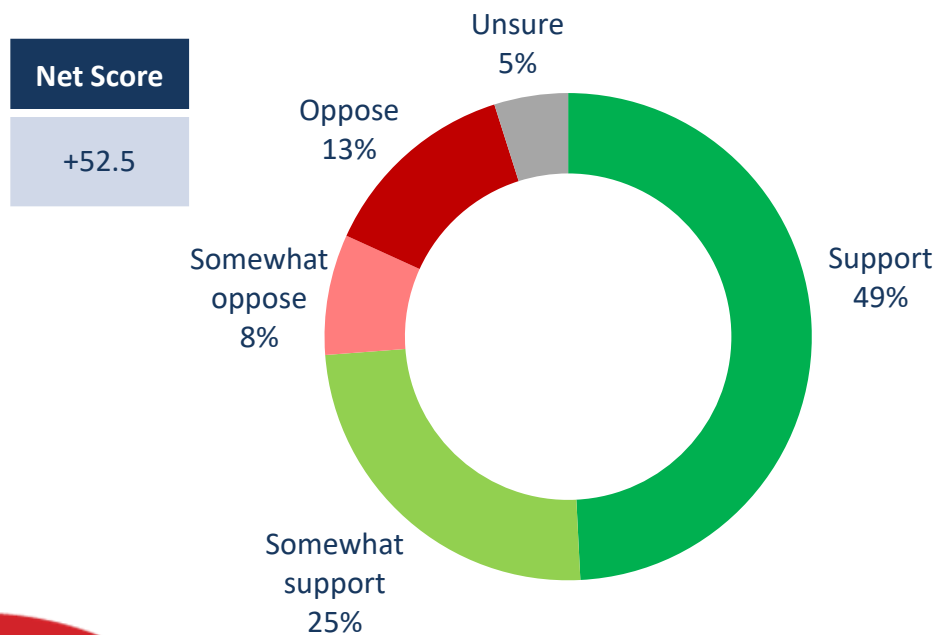
***Note: Charts may not add up to 100 due to rounding**

Subgroups	Heard
Atlantic (n=100)	28.6%
Quebec (n=250)	34.4%
Ontario (n=300)	35.5%
Prairies (n=200)	43.8%
British Columbia (n=150)	41.0%
Male (n=492)	35.4%
Female (n=508)	28.6%
18 to 29 (n=154)	30.1%
30 to 39 (n=156)	35.2%
40 to 49 (n=165)	38.2%
50 to 59 (n=244)	42.6%
60 plus (n=281)	38.5%

QUESTION – Prior to today, have you heard or not heard of the Government of Canada proposing an Indigenous Languages Act with the goal of ensuring the preservation, protection and revitalization of First Nations, Métis and Inuit languages?

Support for preserving Indigenous languages

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	83.2%
Quebec (n=250)	77.6%
Ontario (n=300)	74.3%
Prairies (n=200)	62.3%
British Columbia (n=150)	75.6%
Male (n=492)	70.6%
Female (n=508)	76.9%
18 to 29 (n=154)	76.5%
30 to 39 (n=156)	79.1%
40 to 49 (n=165)	74.0%
50 to 59 (n=244)	74.4%
60 plus (n=281)	67.9%

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

QUESTION – Do you support, somewhat support, somewhat oppose or oppose this initiative to preserve, protect and revitalize First Nations, Métis and Inuit languages?

Reason for opinion on preserving Indigenous languages

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=997, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Support (n=491)	Somewhat support (n=245)	Somewhat oppose (n=80)	Oppose (n=132)	Unsure (n=49)	Total (n=997)
Language is important to culture and identity	39.7%	27.3%	0.0%	0.0%	6.1%	26.6%
Preserve heritage and history/founding people	24.8%	22.0%	0.0%	0.0%	4.1%	17.9%
It is not the government's job/it's their own responsibility	0.0%	8.2%	36.3%	40.9%	6.1%	10.6%
Reparation for past wrongs	13.6%	2.9%	0.0%	0.0%	0.0%	7.4%
Cost too high	0.0%	3.7%	17.5%	16.7%	10.2%	5.0%
Divides the Canadian identity/sets a bad precedent for other groups	0.0%	2.9%	17.5%	19.7%	2.0%	4.8%
Respect of rights/they need the protection of the law	7.9%	2.4%	1.3%	0.0%	0.0%	4.6%
There are more important issues	0.0%	7.3%	6.3%	6.8%	8.2%	3.6%
Need to look into the future and not live in the past	0.0%	2.0%	10.0%	3.8%	6.1%	2.1%
Other	2.2%	5.3%	2.5%	3.0%	6.1%	3.3%
Unsure	11.6%	15.9%	8.8%	9.1%	51.0%	14.0%

QUESTION – Why do you have that opinion?[Open-ended]

Confidential



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 25th and 28th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Assembly of First Nations.

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



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Technical Note

Element	Description
Organization who commissioned the research	Assembly of First Nations.
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 25 th to 28 th , 2017.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	15 per cent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. The modules preceding it related to unprompted top national concerns of refugees, government policy, and children's health policy.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
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.



Tabulations



2017-994 – AFN – Languages Survey STAT SHEET

		Frequency	Percent	Valid Percent	Cumulative Percent
Question - What do you think should be the top priority for action when it comes to issues related to Canada's Indigenous Peoples [OPEN-ENDED]	Access to education/job training	131	13.1	13.1	13.1
	Safe homes and accommodations/improve living conditions	127	12.7	12.7	25.8
	Increase transparency and accountability with funding/government needs to better manage money allocation	103	10.3	10.3	36.1
	Clean water	96	9.6	9.6	45.7
	Help them become self-sufficient/take responsibility/future	66	6.6	6.6	60.7
	Communicate with them and involve them in decisions/reconciliation	47	4.6	4.6	65.3
	They need to learn how to help themselves/should not get special treatment (money)	46	4.6	4.6	69.9
	Integrate rather than segregate/inclusion	39	3.9	3.9	78.2
	Ensure civil rights and people are respected	35	3.5	3.5	81.7
	All Canadians should be treated equally	31	3.1	3.1	84.8
	Improve access to healthcare	28	2.8	2.8	87.6
	Renegotiate or honour existing treaties	26	2.6	2.6	90.3
	Poverty reduction	23	2.3	2.3	92.6
	Mental health/suicides	21	2.1	2.1	94.7
	Protection of Indigenous women (missing women, abuse, etc)	18	1.8	1.8	96.5
	Settle land claims	15	1.5	1.5	97.9
	Provide support for substance abuse	13	1.3	1.3	99.2
	Get rid of the Indian Act	8	.8	.8	100.0
	Other	44	4.4	4.4	74.3
	Unsure	83	8.3	8.3	54.1
	Total	1000	100.0	100.0	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 25th and 28th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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2017-994 – AFN – Languages Survey STAT SHEET

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	60
			2017-02	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	plus
Question - Prior to today, have you heard or not heard of the Government of Canada proposing an Indigenous Languages Act with the goal of ensuring the preservation, protection and revitalization of First Nations, Métis and Inuit languages? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	492	508	154	156	165	244	281
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Not heard	%	63.0	71.4	65.6	64.5	56.2	59.0	64.6	61.4	69.9	64.8	61.8	57.4	61.5
	Heard	%	37.0	28.6	34.4	35.5	43.8	41.0	35.4	38.6	30.1	35.2	38.2	42.6	38.5

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	60
			2017-02	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	plus
Question - Do you support, somewhat support, somewhat oppose or oppose this initiative to preserve, protect and revitalize First Nations, Métis and Inuit languages?	Total	Unwgt N	1000	100	250	300	200	150	492	508	154	156	165	244	281
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	49.2	59.4	47.1	51.9	37.8	55.4	44.6	53.5	58.0	54.0	49.3	46.0	41.7
	Somewhat support	%	24.6	23.8	30.5	22.4	24.5	20.2	26.0	23.4	18.5	25.1	24.7	28.4	26.2
	Somewhat oppose	%	8.0	2.5	7.7	7.1	12.9	7.5	9.9	6.3	9.0	5.9	6.2	9.9	8.6
	Oppose	%	13.3	11.6	9.6	12.5	21.0	11.8	14.6	12.1	8.7	11.0	14.7	10.7	19.0
	Unsure	%	4.9	2.7	5.0	6.2	3.8	5.1	5.0	4.8	5.9	4.0	5.1	4.9	4.6

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2017-994 – AFN – Languages Survey STAT SHEET

Question - Why do you have that opinion? [Open-ended]* Question - Do you support, somewhat support, somewhat oppose or oppose this initiative to preserve, protect and revitalize

First Nations, Métis and Inuit languages? Crosstabulation

Question - Do you support, somewhat support, somewhat oppose or oppose this initiative to preserve,
protect and revitalize First Nations, Métis and Inuit languages?

		Support	Somewhat support	Somewhat oppose	Oppose	Unsure	Total
Language is important to culture and identity	Count	195	67	0	0	3	265
		39.7%	27.3%	0.0%	0.0%	6.1%	26.6%
Preserve heritage and history/founding people	Count	122	54	0	0	2	178
		24.8%	22.0%	0.0%	0.0%	4.1%	17.9%
It is not the government's job/it's their own responsibility	Count	0	20	29	54	3	106
		0.0%	8.2%	36.3%	40.9%	6.1%	10.6%
Reparation for past wrongs	Count	67	7	0	0	0	74
		13.6%	2.9%	0.0%	0.0%	0.0%	7.4%
Cost too high	Count	0	9	14	22	5	50
		0.0%	3.7%	17.5%	16.7%	10.2%	5.0%
Divides the Canadian identity/sets a bad precedent for other groups	Count	0	7	14	26	1	48
		0.0%	2.9%	17.5%	19.7%	2.0%	4.8%
Respect of rights/they need the protection of the law	Count	39	6	1	0	0	46
		7.9%	2.4%	1.3%	0.0%	0.0%	4.6%
There are more important issues	Count	0	18	5	9	4	36
		0.0%	7.3%	6.3%	6.8%	8.2%	3.6%
Need to look into the future and not live in the past	Count	0	5	8	5	3	21
		0.0%	2.0%	10.0%	3.8%	6.1%	2.1%
Other	Count	11	13	2	4	3	33
		2.2%	5.3%	2.5%	3.0%	6.1%	3.3%
Unsure	Count	57	39	7	12	25	140
		11.6%	15.9%	8.8%	9.1%	51.0%	14.0%
Total	Count	491	245	80	132	49	997
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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