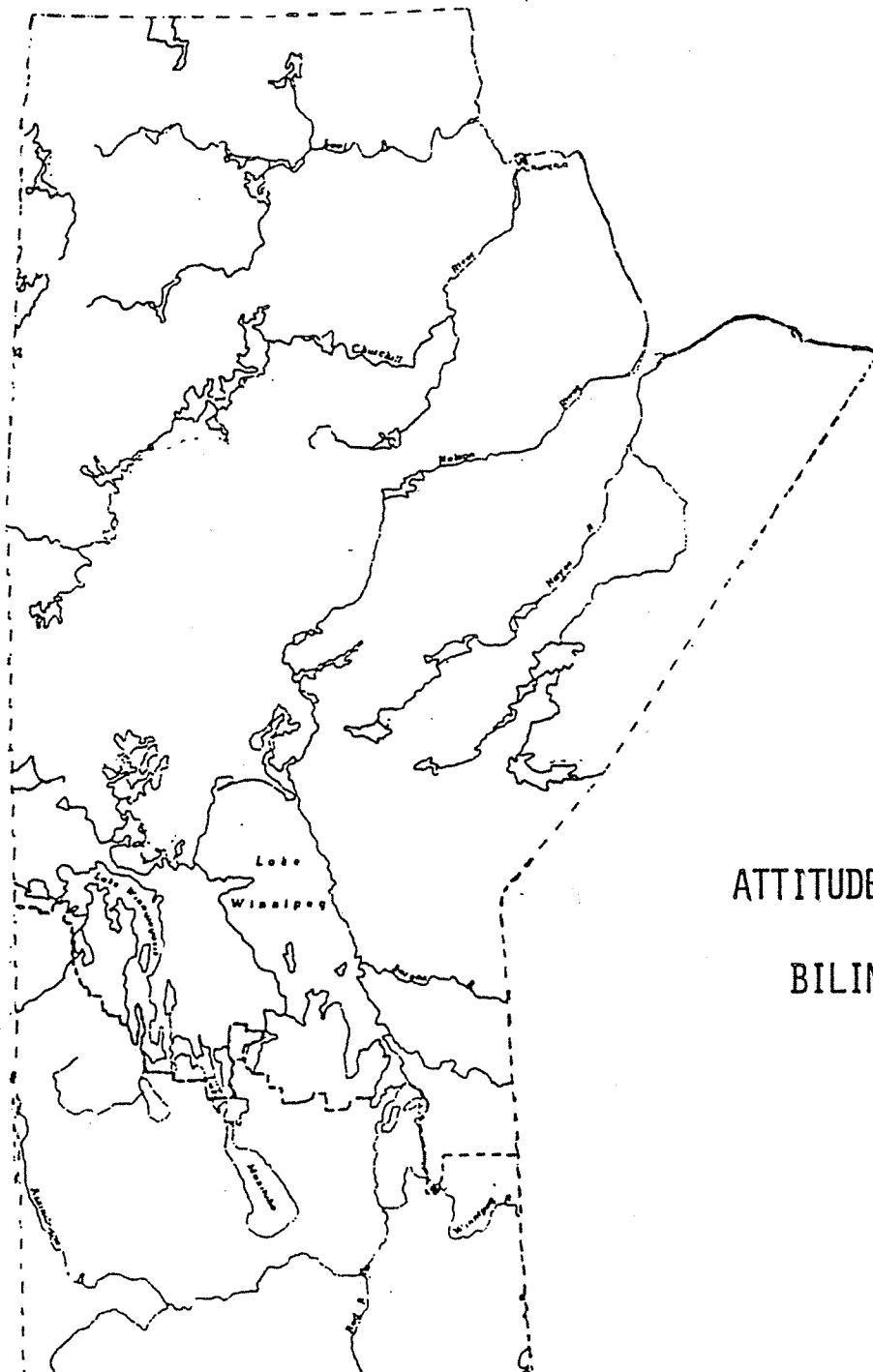


# RESEARCH BULLETIN

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PROFILES ON MANITOBA

ATTITUDES OF THE MANITOBA POPULATION  
TOWARD  
BILINGUALISM POLICIES PROPOSED  
BY THE  
PROVINCIAL GOVERNMENT

OCTOBER 27, 1983

VOLUME 1, NUMBER 1

## 1.0 INTRODUCTION

This is the first in what is intended to become a regular series on public attitudes toward major policy issues. These surveys, using random selection from the telephone directory, are designed to:

- achieve the highest possible standard of scientific precision and validity;
- prepare unbiased estimates of public opinion on crucial issues;
- provide insight into why the population holds certain views.

"Profiles on Manitoba" are not commissioned nor supported by any level of government, agency, or group. This survey was funded from revenues generated by the Institute for Social and Economic Research in its workshops.

## 2.0 ATTITUDES TOWARD THE MANITOBA GOVERNMENT'S PROPOSAL FOR FRENCH-LANGUAGE SERVICES

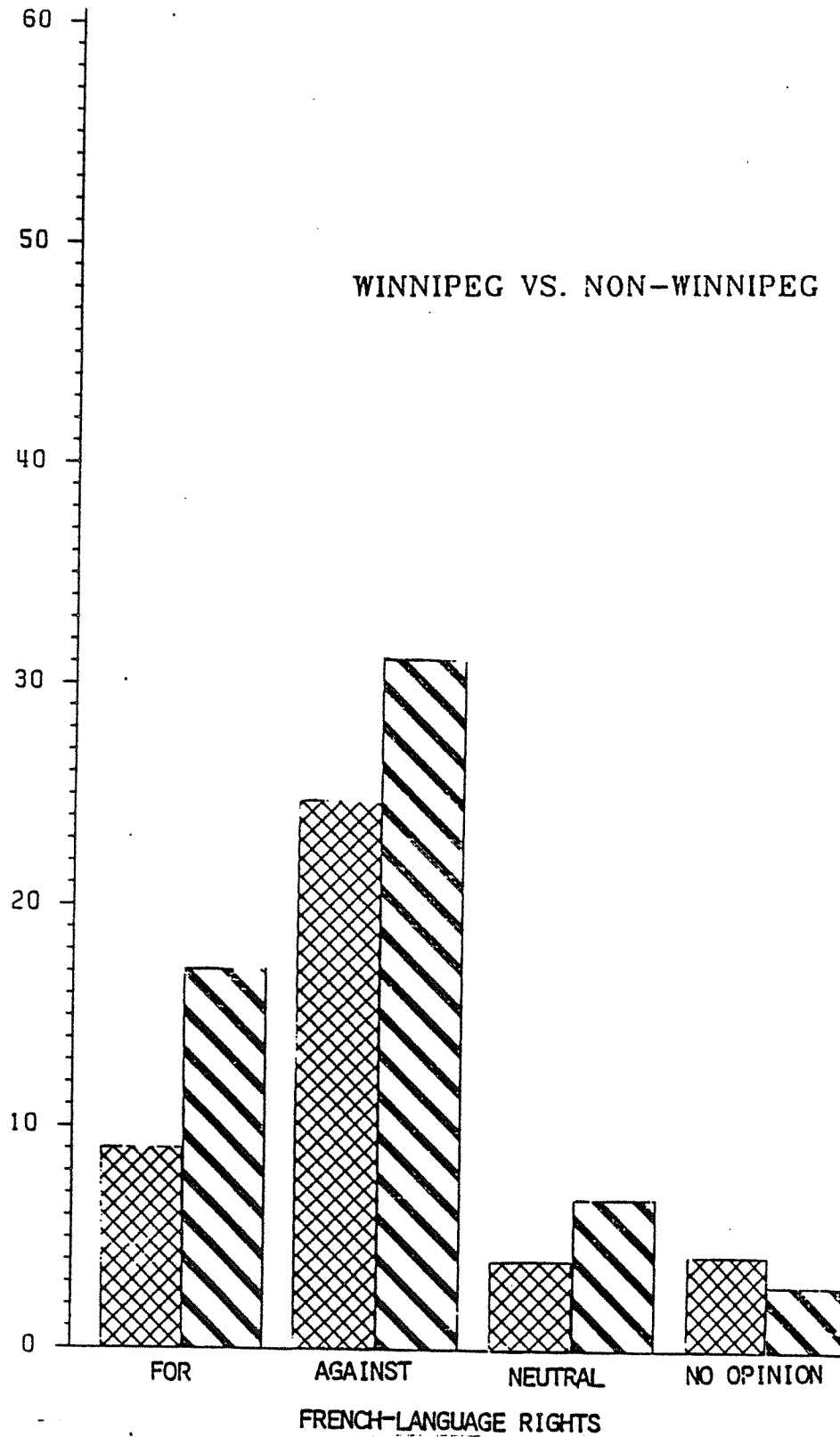
The basic issue is addressed by the following question:

"IN GENERAL, ARE YOU FOR OR AGAINST THE MANITOBA GOVERNMENT'S PROPOSAL TO SECURE FRENCH-LANGUAGE RIGHTS IN THIS PROVINCE?"			
	WINNIPEG	NON-WINNIPEG (percent)	TOTAL
FOR	29.4	21.6	26.2
AGAINST	53.7	58.9	55.9
NEUTRAL	11.8	9.5	10.8
DON'T KNOW	5.1	10.0	7.0

ARE YOU FOR OR AGAINST THE MANITOBA GOVERNMENT PROPOSAL TO  
SECURE FRENCH-LANGUAGE RIGHTS?

PERCENTAGE

WINNIPEG VS. NON-WINNIPEG

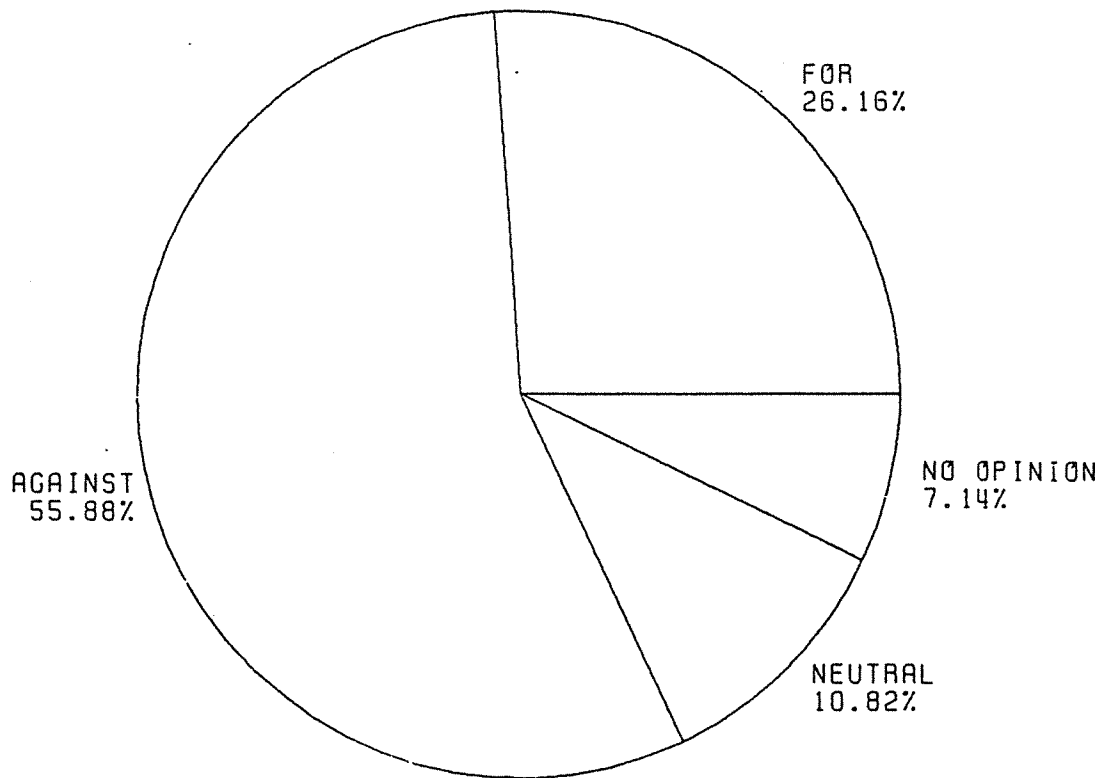


LEGEND: LOCATION

WINNIPEG

NON WINNIPEG

ARE YOU FOR OR AGAINST THE MANITOBA GOVERNMENT PROPOSAL TO SECURE  
FRENCH-LANGUAGE RIGHTS?



The important point about this result is that there are statistically significant differences between Winnipeg and Non-Winnipeg attitudes, with Non-Winnipeg respondents more opposed to the proposal as they understand it. Note, no attempt was made to explain the proposal to the respondent. Also, the emotive word "entrench" is replaced by the more neutral term "secure."

Of those who are for the proposal (249 of the total sample of 954), the following reasons were given for this support:

	(percent)
HISTORICAL/CONSTITUTIONAL RIGHTS	52
BENEFITS OF SPEAKING MORE THAN ONE LANGUAGE	42
BENEFITS TO OTHER ETHNIC MINORITIES	3
OTHER	3

Of those who oppose the proposal (532 of the total sample), the following reasons were given: (one or more responses were allowed)

	(percent)
UNFAIR TO OTHER ETHNIC MINORITIES	29
COST TO TAXPAYER	23
THE ISSUE IS BEING FORCED BY THE GOVERNMENT	18
THE PROPOSAL IS DIVISIVE (CANADA NEEDS A UNIVERSAL LANGUAGE)	14
NO NEED, SINCE MAJORITY OF MANITOBANS SPEAK ENGLISH	17
WILL AFFECT EMPLOYMENT PROJECTS	3
OTHER	2

To gain insight as to why respondents were either for or against the proposal, they were presented with the completely open-ended question "Can you briefly tell me why?" Interviewers recorded the response verbatim or, if appropriate, coded the response within pre-designated response categories derived from a pre-test of the questionnaire. All responses were then coded and tabulated as displayed above.

The next question probes whether the respondent feels he/she will be personally affected by the proposed legislation:

"DO YOU THINK YOU WILL BE PERSONALLY AFFECTED IF FRENCH-LANGUAGE RIGHTS ARE SECURED IN THIS PROVINCE?"			
	THOSE AGAINST	THOSE FOR (percent)	TOTAL
YES	43	29	35
NO	53	69	60
DON'T KNOW	4	2	5
(Of those who answered "yes"):			
"HOW DO YOU THINK YOU WILL BE AFFECTED?"			
		(percent)	
COST TO TAXPAYER WILL INCREASE		31	
MORE EXPOSURE TO FRENCH IN DAILY LIFE		24	
EMPLOYMENT PROSPECTS INFLUENCED (REDUCED)		24	
NEED TO LEARN FRENCH		18	
OTHER (for example, affect business, force children to learn French in school)		12	

While most surveys on this issue have identified significant oppositions to the proposed legislation, it appears that Manitobans are very supportive of essential services being available in French. The survey confirms this:

"DO YOU THINK SERVICES LIKE THOSE PROVIDED BY THE POLICE, THE COURTS, HOSPITALS, OR AUTOPAC SHOULD BE AVAILABLE IN FRENCH, WHEN REQUESTED?"	
	(percent)
YES	61
NO	32
DON'T KNOW	7

One area of concern commonly expressed about the proposed legislation is that many may feel they will be forced to learn French. This is confirmed in the survey:

"IF FRENCH-LANGUAGE RIGHTS ARE SECURED IN THIS PROVINCE, DO YOU THINK MANY PEOPLE WILL HAVE TO LEARN TO SPEAK FRENCH?"	
	(percent)
YES	61
NO	32
DON'T KNOW	6

Clearly, this question is closely related to emerging trends at the national level and also local responses to and perceptions of French immersion programming in schools.

One of the most interesting results in this survey is how the issue should ultimately be decided:

	THOSE AGAINST	THOSE FOR	TOTAL
SUPREME COURT	9	14	10
PROVINCIAL LEGISLATURE	6	25	12
PUBLIC VOTE	69	36	56
NO OPINION	16	24	21

A number of interesting correlations are evident from the results. For example, those who are bilingual in another language have a somewhat different set of views than those who are unilingual:

	BILINGUAL (any language) (44% of sample)	NON-BILINGUAL (56% of sample)
	(percent)	
FOR	32.7	20.9
AGAINST	50.6	60.3
NEUTRAL	10.8	11.0
DON'T KNOW	6.0	7.9

When bilingualism is examined further, a startling difference is discovered. Quite naturally, those who claim French as their second language are strongly in favour of the proposed legislation. Those who have another second language (most commonly Ukranian or German) are strongly against the legislation:

	BILINGUAL - FRENCH (25% of those who are bilingual)	BILINGUAL - OTHER (75% of those who are bilingual)
	(percent)	
FOR	66.4	21.5
AGAINST	22.1	60.0
NEUTRAL	7.7	12.4
DON'T KNOW	3.9	6.5

The survey does not allow one to infer why this difference exists. It is interesting to note that there is no significant "extra" support for the proposed legislation from those who have a second language other than French, compared to those who are unilingual.



One final result which emerges from the research, and which is the result of more complex analysis (available on request), is that length of residence in Manitoba is strongly correlated with opposition to the proposed legislation. Clearly, length of residence in the province is very closely related to age of the respondent. In general, it may be summarized that newcomers to the province (within the last five years) are more supportive of the proposed legislation than those who have lived here for a long time.

#### ACKNOWLEDGEMENT

The Institute for Social and Economic Research would like to express its appreciation to Steve Stastook and Ron Davis at the Manitoba Telephone System office for their help in drawing the random telephone numbers for the sample.

APPENDIX 1  
METHODOLOGY

A simple random sampling procedure was used to obtain 1,500 residential telephone numbers from within Manitoba. Numbers which did not produce an immediate response were re-introduced into the sample frame, thereby ensuring that those included in the survey were not simply those individuals who answered their telephone first.

Field operations were conducted between the hours of 5:00 p.m. and 9:30 p.m. from October 17 to October 21, 1983. Survey information was computerized by October 22, 1983, and the analysis finalized on Monday, October 24. All survey forms have been destroyed and all data is under password-protected security.

APPENDIX 2  
SAMPLE QUALITY

The sample size of 954 for a population of 1.2 million provides an error level of less than 3%, 19 times out of 20. This level of precision exceeds that provided in the Gallup polls.

To measure sample quality, the most useful test is to compare attributes of the sample against other information such as Revenue Canada or Statistics Canada data. (Note; totals may not add to 100 due to rounding)

1. GENDER	INSTITUTE FOR SOCIAL AND ECONOMIC RESEARCH SURVEY	STATISTICS CANADA
	(percent)	
FEMALE	59.9	51
MALE	40.1	48

The greater proportion of females is due to the fact that telephone surveys tend to produce more female respondents. There was no significant difference in responses to the questions on the basis of gender and income, implying that these variables are not significant in determining attitudes.

2. MEDIAN INCOME	INSTITUTE FOR SOCIAL AND ECONOMIC RESEARCH SURVEY	REVENUE CANADA
	(percent)	
OVER \$20,000	49	50
UNDER \$20,000	41	50
EQUAL TO \$20,000	4	
NO ANSWER	5	

This question produced very high response levels. When compared with the fact that Revenue Canada reported a median household income of \$20,000 for the 1982 tax year, these results conform closely to that produced by tax information.

3. WINNIPEG/NON-WINNIPEG POPULATION	INSTITUTE FOR SOCIAL AND ECONOMIC RESEARCH SURVEY	1981 CENSUS
	(percent)	
WINNIPEG	58	55
NON-WINNIPEG	42	45

These results are also very close to the actual figures produced by the 1981 Census. The slight discrepancy is accounted for by the general rural - urban migration which has persisted in the last two years, and by sampling error.

In summary, using attributes of the sample generated by random selection from the phone directory, the sample is shown to be closely representative of the province as a whole.