



Quebecers Attachment to Canada: One year after the 150th

JACK JEDWAB AND JEAN-PHILIPPE WARREN

JULY 2018

Introduction

- ▶ This weekend marks the 151st birthday of Canada and around the country there will be celebrations of Canada Day. Last year's 150th anniversary of Confederation saw considerable commemorative activity around July 1st although participation in Quebec remained relatively lower profile than it elsewhere in the country. It's difficult to assess the impact of the anniversary on attachment to Canada in Quebec or elsewhere though some surveys initially suggested a boost in such feeling. One year later the Association for Canadian Studies-QCGN-Leger Marketing survey points to a pattern of continued stability in levels of attachment to Canada on the part of Quebecers and a persistent gap between francophones and non-francophones in that regard.

Methodology

- ▶ The survey was conducted by the firm Leger Marketing for the Association for Canadian Studies and the Quebec Community Groups Network with a national sample 1226 Quebecers 871 francophones 275 anglophones and 106 allophones and was conducted between May 14th and may 17th 2018 via web panel with a probabilistic margin of error of 3.5 points 19 times out of 20

Quebecers Attachment to Canada in 2018: Six points ahead of the benchmark for C21

Quebec Attachment to Canada	Very Attached	Somewhat Attached	Total Attachment
2000	40	35	75
2001	40	39	79
2003	38	37	75
2005	32	39	71
2006	34	36	70
January 2009	28	32	60
May 2010	30	31	61
May 2011	32	34	66
November 2012	35	35	70
March 2013	33	36	69
June 2013	31	43	74
Feb-March 2014	34	33	67
October 2014	29	42	71
June 2015	34	35	69
January 2016	36	33	69
March 2017	39	40	79
June 2017	32	42	74
May 2018	38	39	77
Benchmark 18 surveys 2000-2018	34	37	71

Twenty Point gap in attachment to Canada between francophone and anglophone Quebecers and 40 point difference amongst the very attached

Canada	French	English	Other	Total
Very attached	27.6%	67.2%	51.1%	38.0%
Somewhat attached	43.4%	25.5%	35.6%	39.5%
Not very attached	18.7%	4.7%	11.1%	14.8%
Not attached at all	9.8%	2.1%	2.2%	7.3%
I prefer not to answer	.5%	.5%		.4%
Total	100.0%	100.0%	100.0%	100.0%

Attachment to Canada on the part of francophone Quebecers is highest amongst 65 and over

		Between 18 and 24	Between n 25 and 34	Between n 35 and 44	Between n 45 and 54	Between n 55 and 64	Between n 65 and 74	75 or older	Total
French Canada	Very attached	26.1%	14.4%	27.9%	23.7%	28.2%	35.2%	46.7%	27.6%
	Somewhat attached	44.3%	52.9%	39.5%	48.1%	41.1%	39.4%	37.8%	43.4%
Total		70.5%	67.3%	67.3%	71.8%	69.3%	74.6%	84.4%	71.0%

Attachment to Canada and Quebec: Gap Lowest amongst amongst francophones 18-24 and 35-44; Amongst anglophones gap is roughly consistent across the age spectrum

French Very attached to...	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74	75 or older	Total
Canada	26.1%	14.4%	27.9%	23.7%	28.2%	35.2%	46.7%	27.6%
Quebec	43.2%	42.3%	44.9%	45.5%	66.9%	71.1%	75.6%	54.8%

English Very attached to...	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74	75 or older	Total
Canada	50.0%	62.5%	65.2%	59.4%	78.8%	80.6%	71.4%	67.2%
Quebec	10.0%	16.7%	26.1%	18.8%	21.2%	38.9%	50.0%	24.5%

Allophone	Very attached	Somewhat attached	Total Attached
Canada	51	36	87
Quebec	45	20	65

On Cultural and Civic Markers of Identity, Language is especially dominant amongst anglophones and francophones; Religion is especially low amongst francophones

My city or town	French	English	Total
Very attached	30.8%	30.2%	31.3%
Somewhat attached	50.2%	51.6%	50.4%

My religious group	French	English	Total
Very attached	8.9%	20.3%	12.1%
Somewhat attached	16.7%	22.4%	18.9%

My ethnic group	French	English	Total
Very attached	26.9%	31.3%	27.5%
Somewhat attached	40.0%	38.0%	40.4%

My language group	French	English	Total
Very attached	50.7%	57.3%	49.7%
Somewhat attached	35.0%	32.8%	35.6%

Quebecers that are very attached and not attached at all to Canada are most likely to be attached to Quebec

		My country-Canada			
		Very attached	Somewhat attached	Not very attached	Not attached at all
My province-Quebec	Very attached	52.4%	33.9%	46.7%	66.3%
	Somewhat attached	31.8%	50.8%	31.3%	15.7%
	Not very attached	11.8%	11.6%	14.8%	6.7%
	Not attached at all	4.1%	3.5%	7.1%	11.2%
	I prefer not to answer		.2%		
Total		100.0%	100.0%	100.0%	100.0%

Quebec francophones with positive views around English-French Relations are most likely to feel attached to Canada

		The relationships between English-speaking Quebecers/French-speaking Quebecers			
		Very positive	Somewhat positive	Somewhat negative	Very negative
French My country- Canada	Very attached	47.1%	26.3%	22.5%	21.7%
	Somewhat attached	38.2%	49.6%	36.7%	8.7%
	Not very attached	11.8%	18.3%	22.1%	21.7%
	Not attached at all	2.9%	5.0%	18.8%	47.8%
	I prefer not to answer		.8%		
Total		100.0%	100.0%	100.0%	100.0%



Quebec francophones with positive views about anglophones are most likely to feel attached to Canada

		Anglophone Quebecers			
		Very positive	Somewhat positive	Somewhat negative	Very negative
French My country- Canada	Very attached	54.2%	25.8%	18.6%	19.0%
	Somewhat attached	27.1%	49.1%	39.7%	19.0%
	Not very attached	13.1%	18.7%	20.6%	28.6%
	Not attached at all	4.7%	5.7%	21.1%	33.3%
	I prefer not to answer	.9%	.6%		
Total		100.0%	100.0%	100.0%	100.0%



Anglophone Quebecers most attached to Quebec are most likely to have a positive view of francophones

		My province-Quebec			
		Very attached	Somewhat attached	Not very attached	Not attached at all
English					
Francophone Quebecers	Very positive	46.8%	39.7%	22.2%	11.8%
	Somewhat positive	40.4%	50.7%	48.1%	17.6%
	Somewhat negative	8.5%	8.2%	24.1%	41.2%
	Very negative	4.3%	1.4%	5.6%	29.4%
Total		100.0%	100.0%	100.0%	100.0%

Anglophone Quebecers most attached to Quebec are most likely to have a positive view of relations between English and French speaking Quebecers

		My province-Quebec			
		Very attached	Somewhat attached	Not very attached	Not attached at all
English					
The relationships between English-speaking Quebecers/French-speaking Quebecers	Very positive	36.2%	21.9%	9.3%	5.9%
	Somewhat positive	42.6%	56.2%	53.7%	17.6%
	Somewhat negative	8.5%	20.5%	31.5%	58.8%
	Very negative	12.8%	1.4%	5.6%	17.6%
Total		100.0%	100.0%	100.0%	100.0%