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# Language and Society in New Brunswick

Prepared for  
the Office of the Commissioner of Official  
Languages for New Brunswick

OFFICE OF THE COMMISSIONER  
OF OFFICIAL LANGUAGES  
FOR NEW BRUNSWICK



COMMISSARIAT AUX  
LANGUES OFFICIELLES DU  
NOUVEAU-BRUNSWICK

**MQO**  
RESEARCH RECHERCHE

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# INTRODUCTION

In 1969, the Government of New Brunswick adopted the *Official Languages Act* giving recognition and status to English and French as New Brunswick's two official languages. In the more than 50 years since that time, there has been a recognition that both linguistic communities contribute to the province's dynamism and sense of identity, sometimes in unexpected ways. But questions still remain about how a policy of bilingualism and biculturalism has affected New Brunswick society and how it has been integrated into the identity of the province.

In 2009 the Office of the Commissioner of Official Languages for New Brunswick (OCOL) contracted Continuum Research to conduct research into the attitudes and opinions of New Brunswickers on the many facets of New Brunswick's unique status as a bilingual province. Specifically, the study probed attitudes towards bilingualism, the relationship between linguistic communities, the quality and importance of language instruction in public schools, perceptions of identity and the delivery of government services in either official language. The OCOL contracted MQO research to update the findings of the 2009 survey to gauge if and how attitudes and opinions regarding official languages and bilingualism in New Brunswick have shifted in the past decade.

To obtain the data for this study, MQO surveyed 800 residents of New Brunswick 18 years of age and older. Interviews were conducted between October 7<sup>th</sup> and 25<sup>th</sup>, 2021.

These results were weighted to create a representative provincial sample of 800. The margin of error province-wide for this research is  $\pm 3.46\%$  at a 95 percent level of confidence and  $\pm 6.28\%$  for each of the linguistic subsamples. Interviews were conducted in the official language of the respondent's choice and averaged 17.9 minutes in length. A copy of the questionnaire can be found in the appendix of this report.

This study uses five regions of New Brunswick in the analysis. Using county boundaries as the guide, the regions are determined as follows:

- Northeast (NE) - Gloucester, Northumberland, Restigouche
- Northwest (NW) - Carleton, Victoria, Madawaska
- Central (C) - Sunbury, Queens, York
- Southeast (SE) - Albert, Westmorland, Kent
- Southwest (SW) Saint John, Charlotte, Kings

The cities that are found in these counties are included in the regional groupings.

All work undertaken by MQO is conducted in accordance with the standards of practice established by the Canadian Research Insights Council (CRIC).

# LANGUAGE AND SOCIETY IN NEW BRUNSWICK

The Province of New Brunswick has the distinction of being the only province in Canada to hold legal bilingual status, which forms a rich part of the province's culture and history. A study conducted in 2015 by the Canadian Institute for Research on Linguistic Minorities explored the evolution of bilingualism in the province. This study demonstrated that while the incidence of bilingualism had increased substantially throughout the last century, it had stagnated over the past decade due to several factors such as a decline in the Francophone population and a decline in bilingualism among young adults.<sup>1</sup>

The present report provides an update on current perceptions of bilingualism in the province and identifies how perceptions may have changed over time by comparing 2021 results to benchmarking questions in the 2009 public opinion survey. In this survey, we find that a strong majority of New Brunswickers (81%) support the concept of official languages legislation and bilingualism in New Brunswick. Support is nearly unanimous among Francophone New Brunswickers (95%) and almost three-quarters of Anglophone New Brunswickers support bilingualism (73%). Majority of support for official languages legislation and bilingualism is found in every region of New Brunswick.

## **Bilingualism and the New Brunswick *Official Languages Act***

Support for the *Official Languages Act* and bilingualism centres on respect for both official languages whereas the opposition for bilingualism was primarily among Anglophones who cited increased cost of government services and perceived preference for French speakers as the primary reasons for their opposition to the *Official Languages Act* and bilingualism in New Brunswick. The notion of privilege for French speakers or bilingual New Brunswickers to access opportunities, especially employment opportunities within government, was reiterated throughout the survey. However, while this was a common theme in opposition to bilingualism it should be noted that it was expressed by a minority of survey responses and not reflective of New Brunswickers overall.

One-half of respondents (50%) answered they were hearing about the *Official Languages Act* for the first time during the survey and 41% reported to be generally familiar with the legislation but not its specifics. Those that were familiar with the legislation identified its main objective as ensuring that residents can receive services in the official language of their choice (34%), or more generally, to give equal respect to both official languages (27%).

## **Service in Preferred Language**

Most New Brunswickers were actively offered services in either English or French at both provincial government offices (87%) and federal government offices (85%). While a small portion may not have been actively offered services in either official language, nearly all New Brunswickers were able to receive service in their preferred language: 98% for provincial government services and 98% for federal government services.

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<sup>1</sup> [https://icrml.ca/images/stories/documents/en/bilingualism\\_eng.pdf](https://icrml.ca/images/stories/documents/en/bilingualism_eng.pdf)

Almost one half of respondents reported that they would not make a complaint or were unsure whom they would complain to if their language rights were not respected (48%).

### Language and Education

Survey respondents were asked if they had children in the public school system in New Brunswick enrolled in English-language programming, French Immersion, or French-language programming. There were notable differences throughout the province with French-language programming being more common in northern regions of the province.

There is widespread agreement among New Brunswickers that it is important that instruction in both official languages be available in New Brunswick schools (92%); however, Francophones felt even more strongly about language availability in schools than Anglophones (more Francophones said it was important, 96% vs. 89% for Anglophones, and Francophones more often said it was 'very important', 82% vs. 65% for Anglophones).

### Language and Society

Sixty percent of New Brunswickers surveyed felt that the relationship between Anglophones and Francophones in New Brunswick is more positive today than 10 years ago. The top reason given for perceived improvement in the relationship was attributed to greater awareness and understanding. Among the minority of New Brunswickers who felt the relationship between linguistic communities was not as positive as 10 years ago, top reasons for the breakdown in the relationship include perceived division in the community as well as unfairness in employment income or opportunities.

### Conclusion

This research provides some positive indicators of the success of the *Official Languages Act* and bilingualism in New Brunswick. Bilingualism is valued by most New Brunswickers, and Francophones are particularly supportive. However, there is some discontent for a small minority of Anglophones and Francophones. The main issues which could be addressed include: a perceived preference for Francophones or bilingual speakers, particularly for employment opportunities among a minority of Anglophones; a minority of Francophones who report that the quality of service received was worse than the service they would have received in the other official language at a provincial government office; general low awareness of the *Official Languages Act* in New Brunswick, with one half of the respondents having no awareness of the legislation's existence and awareness being generally lower among Anglophones than Francophones; a general unawareness of the existence of the Office of the Commissioner of Official Languages and of where to complain in case language rights are not respected; and the tendency for fewer Francophones to speak their maternal language at home compared to Anglophones, which may contribute to the decline of the French language.

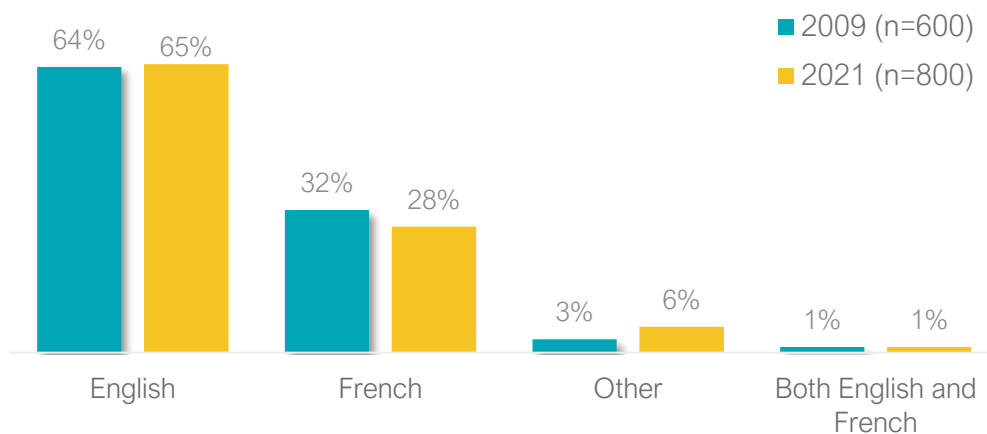
# LINGUISTIC PROFILE OF NEW BRUNSWICK

The percentage of respondents that state that their maternal language is English has not changed substantially in the last 10 years. In the present study, sixty-five percent (65%) of respondents stated that their maternal language is English compared to 64% in 2009. The proportion of respondents who stated that their maternal language is French has dropped slightly in the last decade. The current study found that French was the language first learned at home and still understood for 28%

of respondents, compared to 32% who reported their maternal language as French in 2009. Six percent (6%) of respondents claim a language other than English or French as the one they first learned in their home and still understand, and 1% percent of respondents stated that they learned English and French simultaneously as they grew up. According to the 2016 census data, Anglophones represent 65% and Francophones represent 32% of the New Brunswick population.

**Figure 1. Maternal Language**

Q1: What is your mother tongue, that is, the language that you first learned at home in childhood and still understand?



Significant regional variations continue to exist with regard to the language first learned in the home, with respondents in the northern regions of the province being more likely to claim French as their maternal language than respondents in central or southern regions of the province. Forty-seven percent (47%) of Northeast (NE) respondents and 50% of

Northwest (NW) indicated that French was their maternal language. The percentage of respondents who indicated French as their maternal language was 36% in Southeast (SE), 10% in Central (C) and 6% in Southwest (SW). This pattern of regional differences is similar to the findings of the 2009 study.

New Brunswickers were asked what language they speak most often at home, 72% reported speaking English most often at home and 22% spoke French most often at home. Almost all Anglophones reported speaking English most often at home (99%), whereas Francophones were more divergent with 76% most often speaking French, while 17% most often speak English and 7% most often speak both English and French.

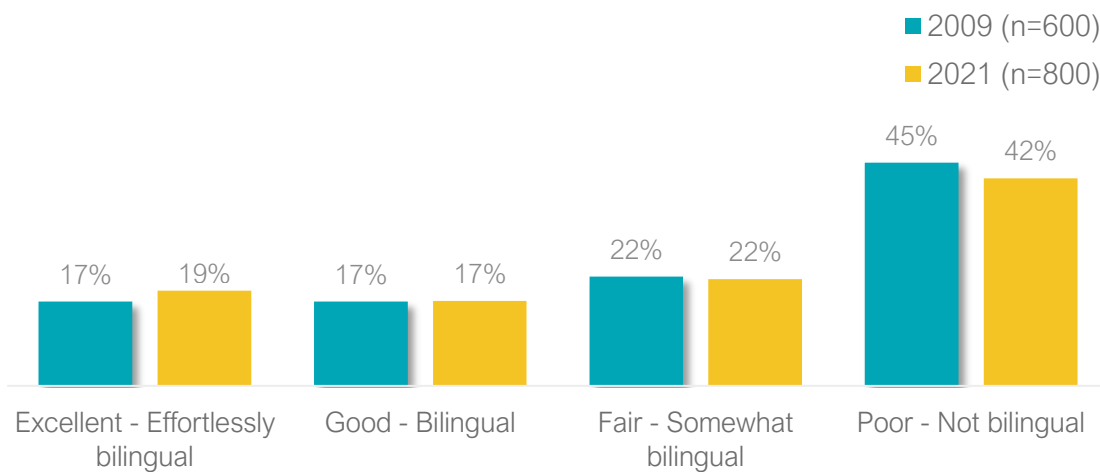
One-in-four respondents reported living in a community where their maternal language was in the minority (26%). Francophones more often reported living in a community where their maternal language is in the minority (39%, compared to 16% for Anglophones).

New Brunswick is the only province in Canada that is officially bilingual. Today, only a little over one-third of residents (36%) rate their ability to speak and understand English and French as 'excellent' or 'good'. The percent of New Brunswick residents who consider their level of bilingualism to be 'good' or 'excellent' has not changed meaningfully since 2009 when 34% of residents gave their bilingualism abilities a self-rating of 'good' or 'excellent'.

**36% OF NEW BRUNSWICKERS SELF-RATE THEIR ABILITY TO SPEAK AND UNDERSTAND ENGLISH AND FRENCH AS 'GOOD' OR 'EXCELLENT'**

**Figure 2. Self-Rated Bilingualism**

Q2: How would you rate your ability to speak and understand <English/French>?

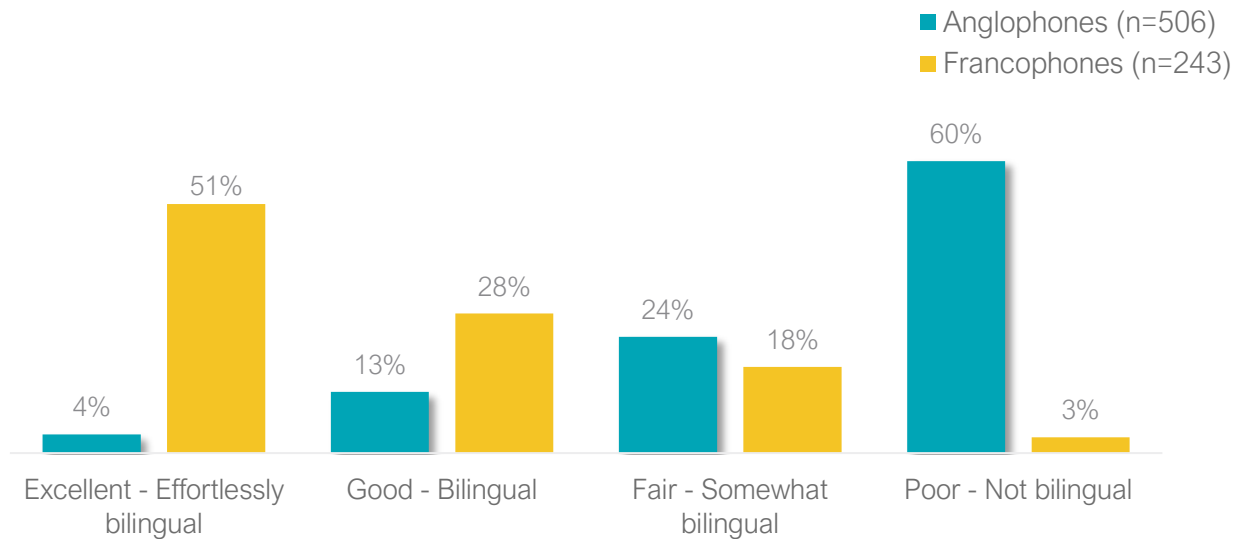


There is disparity between Anglophones and Francophones in terms of bilingualism in the province with eight-in-ten Francophones (79%) rating their bilingual abilities as 'excellent' (51%) or 'good' (28%) and only 16% of Anglophones rate their bilingual abilities as 'excellent' (4%) or 'good' (12%). Although the overall pattern of responses regarding self-rated bilingualism in the present survey mirror the 2009 results, there was an

11% increase in the percentage of French speakers who rated their bilingualism as 'excellent' (51%) compared to 2009. Only one-in-twenty-five Anglophones (4%) rate their level of bilingualism as 'excellent'. Almost two-thirds of Anglophones (60%) rate their ability to speak French as 'poor' or non-existent compared to only 3% of Francophones who similarly rate their ability to speak English.

**Figure 3. Self-Rated Bilingualism by Maternal Language**

Q2A/B: How would you rate your ability to speak and understand <your second language>?  
 SUBSET: Those whose maternal language is English or French



Less than half of respondents between the ages of 18 and 34 years of age (38%) self-report that their bilingual level is 'good' or 'excellent'. However, it is important to note the strong contrast between reported levels of bilingualism among Anglophone and Francophone New Brunswick residents. While only 25% of Anglophone respondents report that their bilingual level was 'good' or 'excellent', 77% of Francophones respondents

reported that their ability to speak and understand their second language was 'good' or 'excellent'. Table 1 shows differences in self-reported bilingualism by age and gender. The results illustrated that respondents who identify as female reported higher levels of bilingualism overall and within the language groups. Younger Anglophones are more likely to indicate a good level of bilingualism than their older counterparts.

**Table 1. Self-Rated Bilingualism by Age and Gender**

Q2A/B: How would you rate your ability to speak and understand <your second language>?

Table 1 shows combined % for 'excellent' and 'good' responses

Age/Gender	New Brunswick (n=800)	Anglophones (n=506)	Francophones (n=243)
18-34 years	38%	25%	77%
35-55 years	41%	20%	84%
55+	32%	9%	76%
Male Identifying	31%	14%	74%
Female Identifying	42%	19%	83%




# PERCEPTIONS OF OFFICIAL LANGUAGE LEGISLATION

Eight out of ten New Brunswickers (81%) support the concept of official language legislation that gives English and French equal status and rights. Although there is a significant difference in support based on maternal language. The majority of Anglophone and Francophone respondents support the concept of the *Official Languages Act* but the degree of support among Francophone respondents is significantly higher than among Anglophones. While nearly three-quarters of Anglophone respondents (73%) indicated that support the *Act*, almost all (95%) of Francophones support the idea.

Twenty-four percent (24%) of Anglophone respondents did indicate that they opposed the concept of the *Act*, this is similar to the 2009 results. Support and opposition for the *Official Languages Act* has not changed substantially in the past decade with 82% of respondents indicating support for the *Act* in

2009. These results mirror public opinion in 2009 with very similar support for the concept of official language legislation (82%) in support; 97% support among Francophones and 75% support among Anglophones in the previous survey.

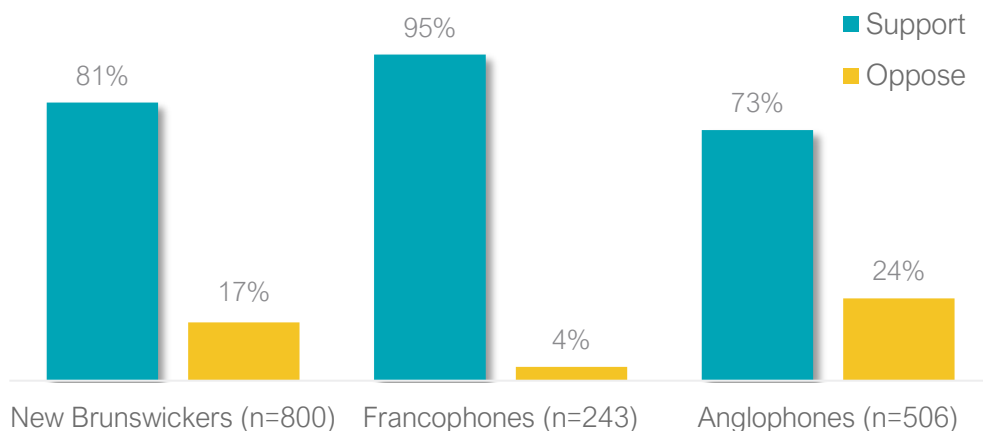


THERE IS STRONG SUPPORT FOR THE *OFFICIAL LANGUAGES ACT* AMONG ANGLOPHONE AND FRANCOPHONE NEW BRUNSWICKERS

Support for official languages legislation is strongest among those ages 18 to 34 (89% support) compared to respondents aged 35-54 (78% support) and respondents over 55 (79% support).

Figure 4. Support for the *Official Languages Act*

Q5: In general, do you support or oppose the concept of the *Official Languages Act*?



Although there is widespread support for the concept of the *Official Languages Act* across all the surveyed regions in New Brunswick, there is significant variation in the level of support region to region. Areas with the strongest support are also areas with a high concentration of Francophone residents.

The areas that reported the strongest support are the Northwest with 60% indicating strong support, Northeast with 57% indicating strong support and the Southeast with 59% indicating strong support. The lowest level of support

was recorded in Central, 39%, and Southwest, 41%. Although Central is the region with the second-highest incidence of non-supporters – almost one-in-five, the region has the highest presence of respondents that somewhat support the *Act*, four-in-ten.

The region with most respondents opposing the concept is Southwest. Thirteen percent (13%) somewhat oppose the concept, and another 13% strongly oppose it. More than one quarter of respondents in this region showed some level of opposition.

**Table 2. Support for the *Official Languages Act* by Region**

Q5: In general, do you support or oppose the concept of the *Official Languages Act*?

Support	NB (n=800)	NE (n=167)	NW (n=100)	C (n=136)	SE (n=237)	SW (n=160)
Strongly support	51%	<b>57%</b>	<b>60%</b>	39%	<b>59%</b>	41%
Somewhat support	30%	27%	24%	39%	27%	30%
<b>Support</b>	<b>81%</b>	<b>84%</b>	<b>84%</b>	<b>78%</b>	<b>86%</b>	<b>71%</b>
Somewhat oppose	8%	7%	9%	9%	5%	13%
Strongly oppose	9%	7%	5%	10%	8%	13%
Don't know/No answer	2%	2%	2%	2%	1%	3%

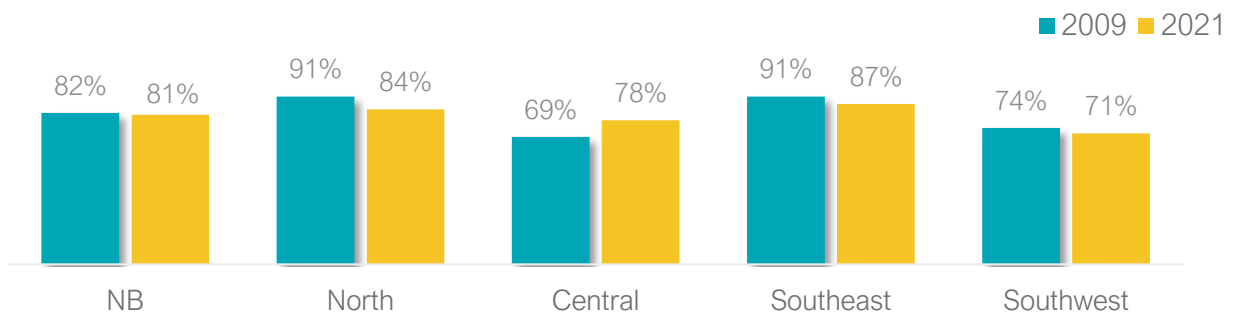
Figure 5 compares current support for the *Official Languages Act* with results from the 2009 survey. Overall, support remains very strong for the *Official Languages Act* across all regions, the two most notable changes are in Northern New Brunswick and Central New Brunswick. While support for the *Act* in

Northern New Brunswick in 2009 was 91%, a decade later support in this region has dropped to 84%. In the Central region, support for the *Official Languages Act* has increased with 78% of respondents indicating support for the *Act*, up from 69% in 2009.

**Figure 5. Support for the *Official Languages Act* by Region and Year**

Q5: In general, do you support or oppose the concept of the *Official Languages Act*?

Figure 5 shows combined % for 'strongly support' and 'somewhat support' responses



Respondents were also asked to give the main reason why they support or oppose official languages legislation. Among those who support this type of legislation, reported reasons for support in 2021 were similar to those reported in 2009. Forty-nine percent (49%) state that their main reason is that it

shows respect for both languages, and 16% say that it shows “respect for French.” Eleven percent (11%) say it is a “fact of life in New Brunswick,” another 11% say it recognizes “New Brunswick’s language heritage”, and 9% cite “fairness, quality, or equal opportunity.”

**Table 3. Support for the *Official Languages Act* – Open-Ended Question**

Q6: What would be the main reason why you support this concept?

SUBSET: Those who support the *Official Languages Act*

Reason for Support	2009	2021 (n=642) <sup>2</sup>
Respect for two languages	29%	49%
Respect for French	8%	16%
It just makes sense / Fact of life in NB	12%	11%
Recognizes our language heritage	7%	11%
Fairness / Equality / Equal opportunity	12%	9%
Good to be Bilingual / Multilingual	4%	7%
Unites our province	2%	4%
To receive services in preferred language	2%	4%
My family is French / Bilingual	4%	1%
It sets the example for others	1%	1%
Diversity enhancement	-	1%
Other/Don't know	18%	11%

<sup>2</sup> Percentages may exceed 100% due to multiple responses.

Opposition to the *Act* primarily comes from Anglophone respondents, with 24% saying they do not support the *Act*. Opposition to the *Official Languages Act* and bilingualism stem from perceived increase in the cost of

government services (30%), perceived preference for French speakers (27%), necessity to speak French in order to get government jobs (18%) or forcing people to be bilingual (18%).

**Table 4. Opposition to the *Official Languages Act* – Open-Ended Question**

Q7: What would be the main reason why you oppose this concept?

SUBSET: Respondents who oppose the *Official Languages Act*

Reason for Opposition	2009	2021 (n=128) <sup>3</sup>
It increases cost of government services	15%	30%
Gives preference / privilege to French speakers	13%	27%
Need to be bilingual / speak French to get government jobs	26%	18%
It forces people to become bilingual / learn French	11%	18%
It disrespects our English heritage	4%	9%
Higher taxes	4%	7%
It divides our province	1%	5%
It is a concession to special interests	1%	4%
Unfair / Unequal	16%	4%
Not enough French language learning opportunities in schools	-	2%
Other	6%	12%
Don't know/No answer	3%	3%

## RELATIONS BETWEEN LINGUISTIC COMMUNITIES

In addition to being asked about their support for the concept of official languages legislation and bilingualism, New Brunswickers were also asked about their own attitudes toward bilingualism and official languages as well as their perceptions of the relationship between Anglophones and Francophones.

Overall, a majority of New Brunswickers (55%) report that their attitudes toward bilingualism and official languages legislation have remained unchanged over the past 10 years. This view is lower among Anglophones (53%) compared to Francophones (63%). An increase can be seen among those who have a negative view towards bilingualism. In 2009, thirteen percent (13%) had a negative opinion about the matter; this number jumped to 24% in 2021.

<sup>3</sup> Percentages may exceed 100% due to multiple responses

This increase is largely due to an increased negative attitude among Anglophones. Three-in-ten Anglophones reported a more negative attitude towards bilingualism in the last 10

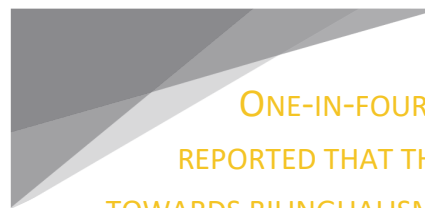
years (31%; 20% 'somewhat more negative' and 11% 'much more negative'), compared to only 12% of Francophones (9% 'somewhat more negative' and 3% 'much more negative').

**Figure 6. Attitude Toward Bilingualism and Official Languages in New Brunswick**

Q8: Over the past 10 years, would you say that your attitude toward bilingualism and official languages in New Brunswick has become \_\_\_\_?

Attitude Change	Overall		Anglophones		Francophones	
	2009 (n=600)	2021 (n=800)	2009 (n=384)	2021 (n=506)	2009 (n=192)	2021 (n=243)
Much more negative	7%	8%	9%	11%	2%	3%
Somewhat more negative	6%	16%	9%	20%	2%	9%
Remained unchanged	57%	55%	57%	53%	56%	63%
Somewhat more positive	16%	12%	15%	11%	17%	12%
Much more positive	13%	8%	9%	4%	22%	12%
Don't know/No answer	1%	0%	1%	1%	1%	0%

Francophones (24%) are more likely than Anglophones (15%) to report that their views on bilingualism have become more positive over the past 10 years, with Francophones more than three times more likely than Anglophones to say that their views have become 'much more positive' (12% and 4%, respectively).



**ONE-IN-FOUR RESPONDENTS  
REPORTED THAT THEIR ATTITUDES  
TOWARDS BILINGUALISM AND OFFICIAL  
LANGUAGES IN THE PROVINCE HAVE  
BECOME MORE NEGATIVE OVER THE  
PAST DECADE**

**Table 5. Attitude Toward Bilingualism in New Brunswick by Region**

Q8: Over the past 10 years, would you say that your attitude toward bilingualism and official languages in New Brunswick has become \_\_\_\_? (n=800)

Attitude Change	NE (n=167)	NW (n=100)	C (n=136)	SE (n=237)	SW (n=160)
Much more negative	10%	7%	9%	7%	9%
Somewhat more negative	18%	10%	18%	15%	16%
Remained unchanged	52%	68%	55%	52%	57%
Somewhat more positive	8%	8%	15%	16%	11%
Much more positive	13%	7%	2%	9%	6%
Don't know/No answer	0%	0%	1%	0%	1%

Examining changing attitudes across New Brunswick, the highest proportion of negative attitudes towards bilingualism are in the Northeast (28% ‘somewhat more negative’ or ‘much more negative’) and Central regions (27% ‘somewhat more negative’ or ‘much more negative’).

In comparison with the province as a whole, Northwestern New Brunswickers are the most likely to say that their attitudes towards bilingualism have remained unchanged in the last 10 years (68%).

## LANGUAGE OF SERVICE – NEW BRUNSWICK

In 2002, the New Brunswick *Official Languages Act* was amended to include a provision that people contacting the provincial government would be offered service in both official languages. This “active offer of service” usually takes the form of a bilingual greeting or

other response that would demonstrate the willingness and ability of the public servant to provide service in either official language. This active offer of service is also commonly used by the federal government and by federal and provincial Crown corporations.

**Table 6. Awareness of the *Official Languages Act***

Q9: A law regarding official languages in New Brunswick came into force in 2002. Thinking of your own awareness of this law...(n=800)

Awareness of the <i>Official Languages Act</i>	
Can you explain the details to others	1%
Are you familiar with the details	3%
Are you generally familiar with the law but not the specifics	41%
Did you first hear of it in this survey	50%
Don't know/No answer	5%

When asked about their awareness of the *Official Languages Act*, one half of respondents reported during the survey that it was the first time they were hearing about it. Four-in-ten said to be generally familiar with the *Act* but not aware of the specifics. Only 1% answered they were comfortable enough with the *Act* that they would be able to explain it to others.

Francophones were more familiar with the legislation (50%) than Anglophones (38%). Awareness levels were similar across the province, with 41%-45% of New Brunswickers reporting that they were generally familiar with the legislation, but not the specifics – except in Southwest New Brunswick where only 33% were generally familiar with the legislation, and 59% in this region reporting that they first heard of it in the survey.

Familiarity with the legislation varied as a function of age: the younger group (18-34) were the least aware of the legislation with 68% hearing about it for the first time in the survey, whereas only 51% of those between 25-54 and 40% for those over 55 years old reported hearing about the legislation for the first time in the survey.

To get a sense of New Brunswickers' understanding of the *Official Languages Act*, respondents who indicated they were at least generally familiar with the legislation were asked to describe its main objectives. Responses were largely positive. The majority (34%) of New Brunswickers agree that the main objective of the *Official Languages Act* is to ensure that residents can receive services in the official language of their choice. Over one quarter (27%) believe that the legislation functions to promote equal respect for both English and French in New Brunswick.



**Table 7. Knowledge of the *Official Languages Act***

Q10: What is the main objective of the New Brunswick *Official Languages Act*?  
 SUBSET: Those who are at least generally familiar with the law (n=379)

Main Objective of the <i>Official Languages Act</i>	
To ensure that residents can receive services in the official language of choice	34%
To give equal respect to both English and French in New Brunswick	27%
To recognize the equality of French people in New Brunswick	9%
To make everyone in NB bilingual	7%
To give advantage to Francophones	2%
To create jobs for bilingual people	2%
To waste tax dollars	1%
Other	2%
Don't know/No answer	16%

There were variations across the province in understanding of the main objective of the *Official Languages Act*. Over one third of respondents in Central (42%), Northeast (36%) and Southeast (34%) New Brunswick indicated the *Act* functions to ensure that New Brunswickers can receive services in the official language of their choice. Other common responses were to give equal respect to both English and French in New Brunswick

(17% - 35% across regions) and to recognize the equality of French people in New Brunswick (high of 13% in Central). The top three responses for each region are highlighted in Table 8 below. It should be noted that in several regions, one-in-five respondents were unsure what the main objective of the *Official Languages Act* was, despite previously indicating that they were at least generally familiar with the *Act*.

**Table 8. Knowledge of the *Official Languages Act***

Q10: What is the main objective of the New Brunswick *Official Languages Act*?  
 SUBSET: Those who are at least generally familiar with the law (n=379)

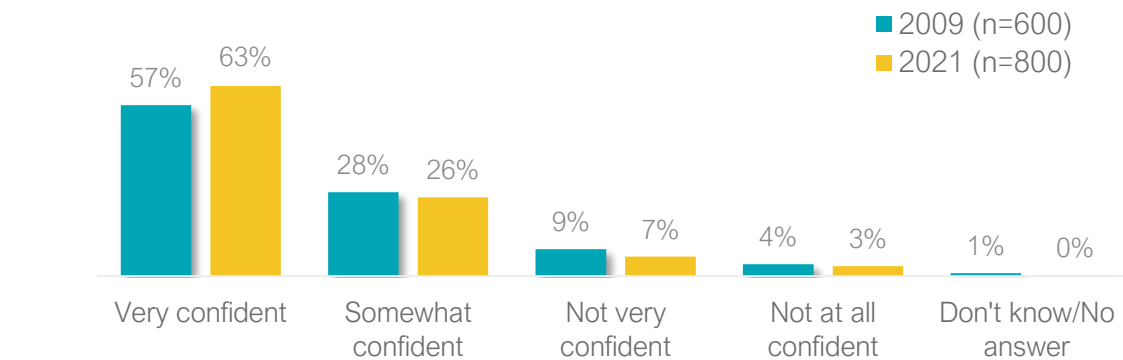
Main Objective of the <i>Official Languages Act</i>	NE	NW	C	SE	SW
To ensure that residents can receive services in the official language of choice	36%	26%	42%	34%	23%
To give equal respect to both English and French in New Brunswick	17%	33%	27%	29%	35%
To recognize the equality of French people in New Brunswick	9%	10%	13%	8%	6%
To make everyone in NB bilingual	12%	10%	4%	6%	5%
To give advantage to Francophones	2%	0%	3%	2%	5%
To create jobs for bilingual people	6%	0%	0%	1%	0%
To waste tax dollars	6%	0%	0%	1%	0%
Other	1%	0%	3%	1%	5%
Don't know/No answer	13%	21%	7%	20%	20%

The *Official Languages Act* serves to provide certainty that New Brunswickers will receive government services in the official language of their choice. In this regard, results reveal that there is little change from the 2009 results; in

2021 89% of New Brunswickers were at least somewhat confident that they can receive services in their official language of choice, compared to 85% in 2009.

**Figure 7. Confidence in Receiving Service in Preferred Language**

Q11: Would you say that you are \_\_\_\_ that you can receive service from provincial departments and agencies in your region in the official language of your choice?



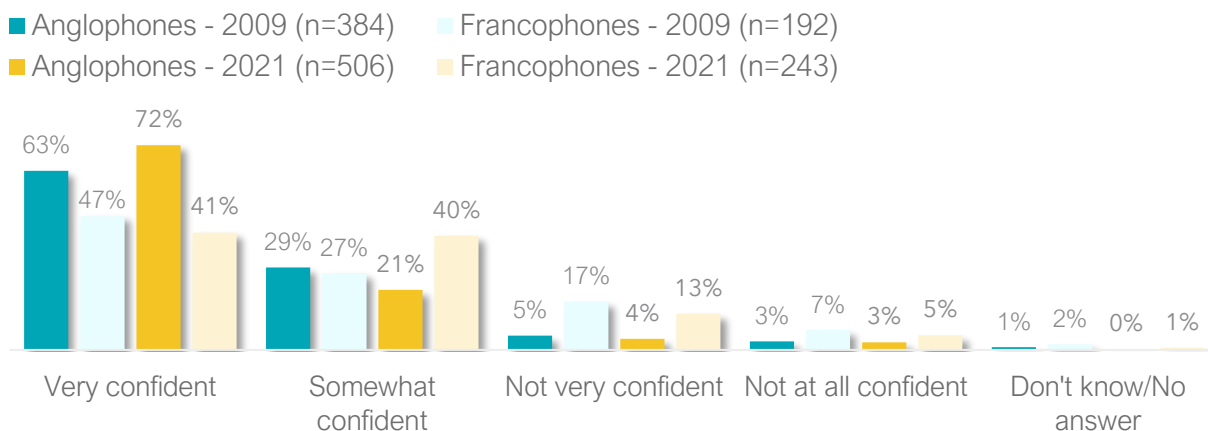
Francophones continue to be somewhat less confident that they can receive service from provincial departments and agencies in their official language of choice; however, results suggest some improvement.

service in their preferred language, compared to 74% in 2009. While this increase was not statistically significant, observationally it suggests that confidence in receiving services in preferred language is moving in the right direction – increasing, rather than decreasing, among Francophones.

In 2021, 81% of Francophones were at least somewhat confident that they could receive

**Figure 8. Service by Maternal Language**

Q11: Would you say that you are \_\_\_\_ that you can receive service from provincial departments and agencies in your region in the official language of your choice?



There are notable regional differences in the level of confidence of New Brunswickers in receiving government services in their language of choice. The Northeast region displayed the least amount of confidence in receiving services in their language of choice (overall 83% at least 'somewhat confident').

This is likely driven by the denser Francophone population in the Northeast region. Notably, outside of Northern regions of the province, at least 90% of New Brunswickers were at least somewhat confident that they could receive service in their preferred language.

**Table 9. Service by Region**

Q11: Would you say that you are \_\_\_\_ that you can receive service from provincial departments and agencies in your region in the official language of your choice? (n=800)

Confidence Level	NE (n=167)	NW (n=100)	C (n=136)	SE (n=237)	SW (n=160)
Very confident	54%	61%	73%	64%	65%
Somewhat confident	29%	26%	23%	26%	28%
<b>Confident</b>	<b>83%</b>	<b>87%</b>	<b>96%</b>	<b>90%</b>	<b>93%</b>
Not very confident	10%	8%	2%	6%	6%
Not at all confident	6%	4%	2%	4%	1%
Don't know/No answer	1%	1%	0%	0%	1%

It is important that New Brunswickers are knowledgeable about their language rights. The *Official Languages Act* provides a framework of service delivery that functions to preserve bilingualism in New Brunswick. In addition to measuring New Brunswickers'

awareness of the objectives of the *Act* and their confidence in it as a legal instrument, participants were asked to indicate which institutions and organizations they believe are legally bound to provide services in the official language of their choice.

**Table 10. Knowledge of the Rights**

Q12-Q18: Which of the following institutions or organizations have a legal obligation to provide you with services in the official language of your choice? (n=800)

	% Yes
Provincial government departments and agencies	94%
Federal government departments and agencies	93%
The police	93%
The courts	92%
Your local hospital	92%
NB Power	81%
Banks and credit unions	61%

The vast majority of respondents have confidence that the *Act* obligates provincial government departments and agencies (94%), federal government departments and agencies (93%), the police (93%), the courts (92%), and local hospitals (92%) to provide service in the public's official language of choice. Regional differences were minuscule among these institutions.

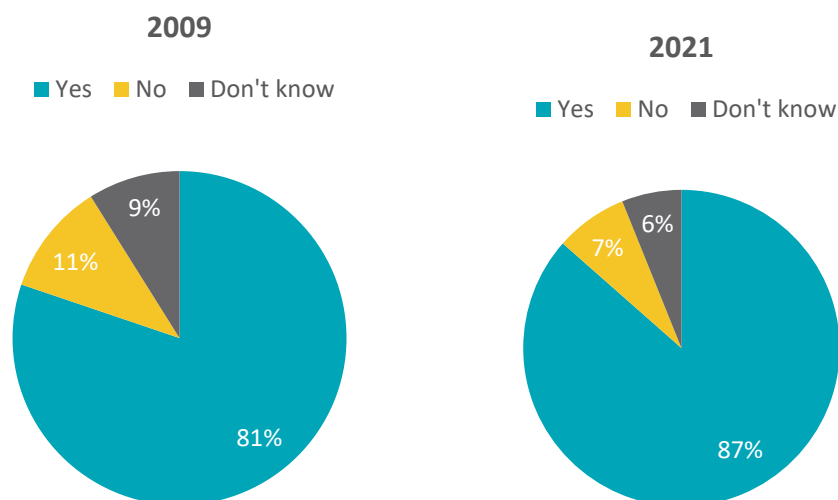
Respondents were more uncertain whether banks and credit unions or NB Power were required to provide service in their preferred official language (14% and 10%, respectively). Although not a startling high number, this rate of uncertainty is notably higher than the other institutions and organizations<sup>4</sup> (all others 3% - 7%). In terms of regional differences, there are notable disparities on whether banks and credit unions are included in the *Act*: a low of 49% of respondents in the Southwestern region and a high of 73% of respondents in the

Northeastern region reported that banks and credit unions have a legal obligation to provide service in the official language of your choice. Despite the regional differences, banks and credit unions do not have any obligations under the *Official Languages Act*.

In keeping with the 2002 amendments to the *Official Languages Act*, people contacting departmental or agency offices of the provincial government are to be proactively offered the opportunity of dealing with that office in either English or French. With an increase of 6% compared to 2009, almost nine-in-ten (87%) New Brunswickers recall that they were offered service in either language the last time that they contacted a provincial department or agency. Less than one-in-ten New Brunswickers (7%) stated that they did not receive this active offer of service, and a similar percentage (6%) was unable or unwilling to answer this question.

**Figure 9. Offer of Either Official Language (Government of New Brunswick Office)**

Q19: Thinking about the last time you contacted a Government of New Brunswick office, were you offered the opportunity to deal with that office in either English or French? (n=784)<sup>5</sup>



<sup>4</sup> Other organizations include local hospitals, the police, courts, and federal and provincial government departments and agencies.

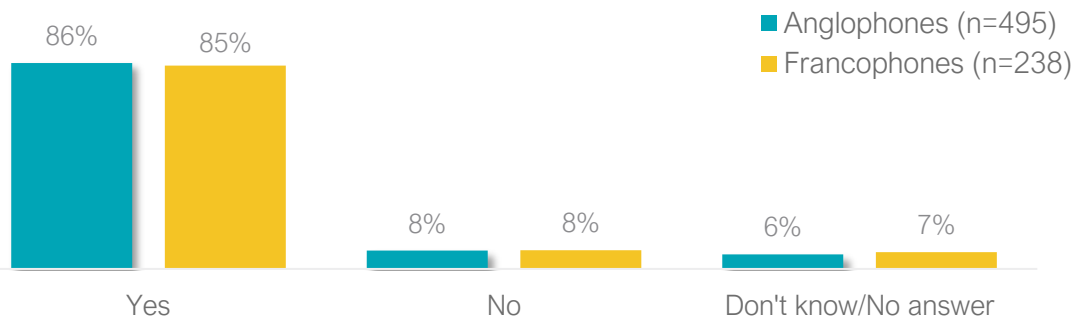
<sup>5</sup> Excludes those who had never contacted a Government of New Brunswick Office.

Almost the same percentage of Anglophones (86%) and Francophones (85%) answered they were offered the opportunity to deal with that office in their preferred language. This is a

slight, not statistically significant, increase for both Anglophones and Francophones compared to 2009 (6% and 3%, respectively).

**Figure 10. Offer of Either Official Language by Maternal Language (Government of New Brunswick Office)**

Q19: Thinking about the last time you contacted a Government of New Brunswick office, were you offered the opportunity to deal with that office in either English or French?

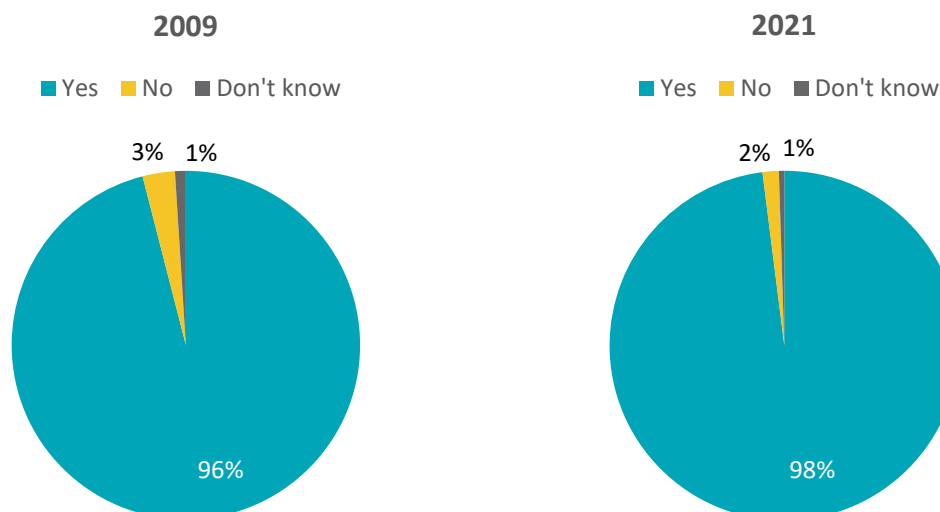


Responses were fairly consistent across regions, with most respondents indicating that they were offered the opportunity to communicate with a Government of New Brunswick office in either English or French. Similarly, almost all survey respondents reported that they were able to receive service

in their language of choice (98%), up slightly from 2009. The lowest responses were from the Northeastern region; however, even in that region a staggering 95% reported that they were able to receive service in their preferred official language.

**Figure 11. Equal Language Access (Government of New Brunswick Office)**

Q20: Were you able to receive service in the official language of your choice? (n=737)



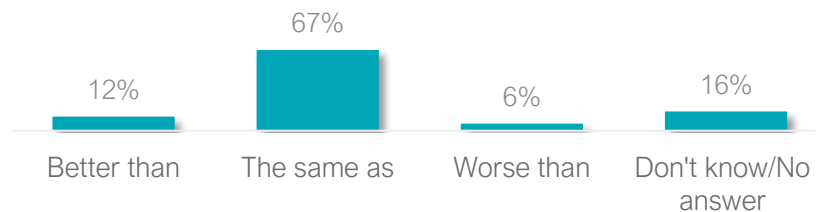
Nearly seven-in-ten (67%) reported that they thought the quality of the service they received was the same they would receive if they had chosen the other language. One-in-ten (12%)

think that the service they received was better than they would have received in a different language. Six percent (6%) said it was worse, and 16% were unsure.

**Figure 12. Perception of Equal Service (Government of New Brunswick Office)**

Q21: Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

SUBSET: Those who were able to receive service in the official language of their choice (GNB office) (n = 722)



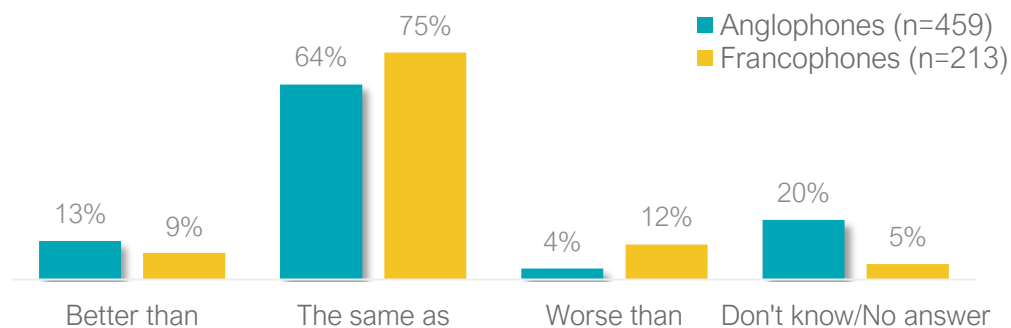
Three quarters (75%) of Francophones who received service in their preferred language reported that the quality of the service was the same compared to the service they would have received in English. Fewer Anglophones (64%) reported that the quality of service they received in English would have been the same as the quality of service they would have received in French. Francophones more often reported that the service they received in their preferred language was worse than the quality

of service they would have received in the other official language (12%), compared to Anglophones (4%). Anglophones more often reported being unsure whether the quality of service they received in their preferred language would be better, the same as, or worse than the quality of service they would receive in the other official language (20%, compared to 5% of Francophones who were unsure).

**Figure 13. Perception of Equal Service by Maternal Language (Government of New Brunswick Office)**

Q21: Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

SUBSET: Those who were able to receive service in the official language of their choice (GNB office)



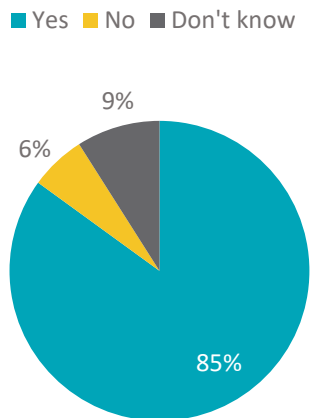
Respondents were also asked to evaluate their experience with Government of Canada offices. The results resemble those seen for the provincial government offices. Most respondents (85%) answered that the office they contacted offered to serve them in either English or French. The number is nearly the same as respondents who answered they were offered service in English or French by Government of New Brunswick offices (87%). Similar to the results for provincial government offices, a minority of respondents reported that they were not offered the opportunity to interact in either English and French (6% for

federal government offices, 7% for provincial government offices). Responses were similar for Anglophones and Francophones.

Responses varied among regions of the province with 10% of those in the Northeast and Northwest reporting that they were not actively offered to have service in their official language of choice. This proportion was notably higher than other regions of the province (2% in Central, 4% in Southeast, and 6% in Southwest); however, not all comparisons were statistically significant.

**Figure 14. Offer of Either Official Language (Government of Canada Office)**

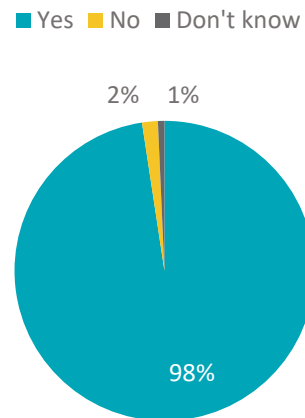
Q22: Thinking about the last time you contacted a Government of Canada office, were you offered the opportunity to deal with that office in either English or French? (n=722)



Although 85% of respondents answered they were offered to pick their language, 98% reported being able to receive service in their language of choice. Only 2% answered they were not able to receive service in their preferred language, and 1% were unsure. These results are virtually the same as for provincial government offices.

**Figure 15. Equal Language Access (Government of Canada Office)**

Q23: Were you able to receive service in the official language of your choice? (n=701)

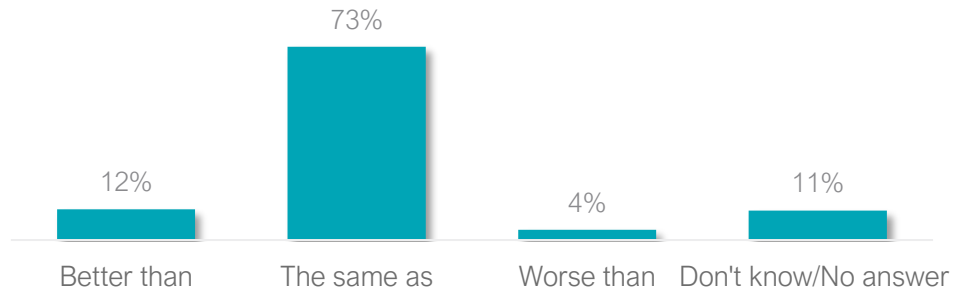


When asked to compare the quality of the service provided by the federal government for the different languages, nearly three quarters (73%) of respondents felt that the quality of service would be the same if they had picked a different official language. This is higher than the proportion who felt that quality of service from provincial government office would be the same in their non-preferred language (67%).

**Figure 16. Perception of Equal Service (Government of Canada Office)**

Q24: Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

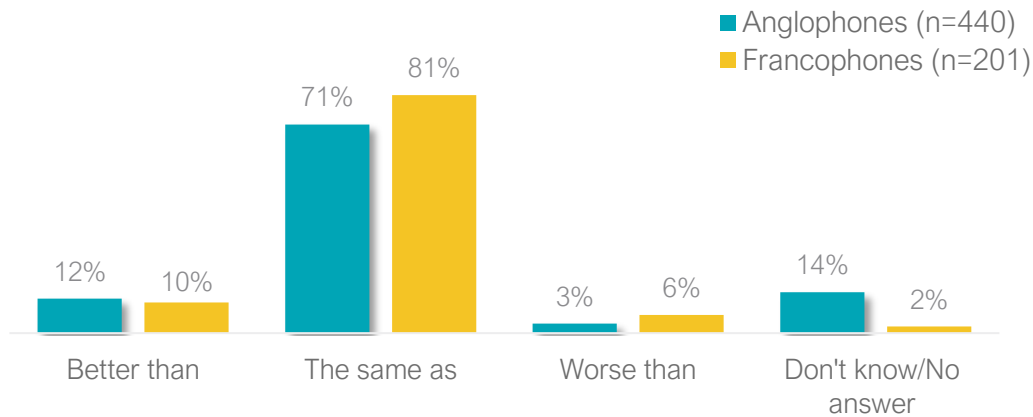
SUBSET: Those who were able to receive service in the official language of their choice (Gov. of Canada office) (n=686)



**Figure 17. Perception of Equal Service by Maternal Language (Government of Canada Office)**

Q24: Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

SUBSET: Those who were able to receive service in the official language of their choice (Gov. of Canada office)



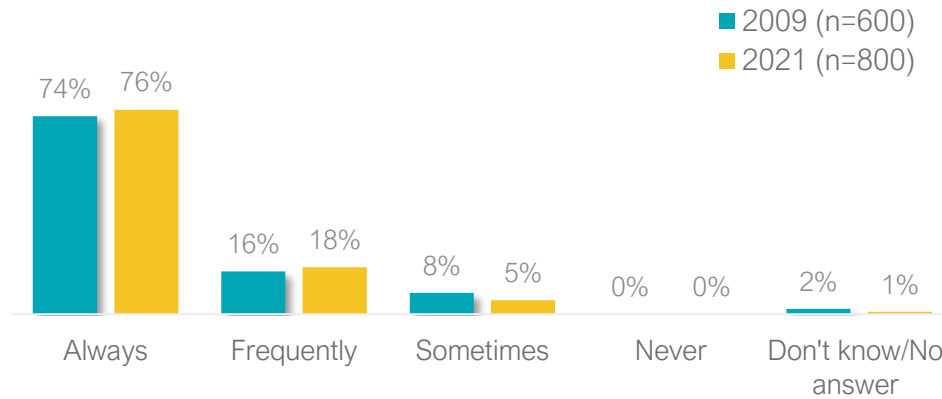
Survey results indicate that New Brunswickers perceived the quality of services offered by the federal government as more standardized despite the language being used than the quality of service offered by provincial government offices. This pattern held for both Anglophones and Francophones. Anglophones more often reported that the quality of service would be the same in their

non-preferred language at a federal government office (71%) compared to provincial government office (64%); results were similar for Francophones, but not significantly different: 81% reported they would receive the same quality of service in their non-preferred language at a federal government office and 75% for a provincial government office.



**Figure 18. Equal Language Access – First Contact (Provincial Government)**

Q25: One change in the 2002 *Official Languages Act* is that you must be offered service in either English or French when you first contact a provincial organization. In general, when you contact a provincial government department or agency, police service or hospital, how often are you able to receive service in your language of choice?

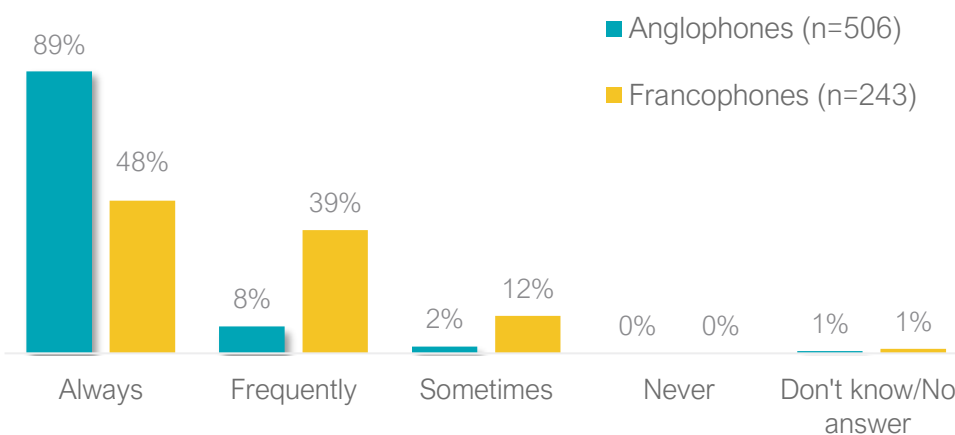


When explained that you must be offered service in either English or French when you first contact a provincial organization, there were no major differences between 2009 and 2021 responses. Three quarters (76%) of

respondents answered they are always offered service in their preferred language, two-in-ten (18%) say they frequently are offered, 5% answered that sometimes they are offered, and 1% did not know or did not answer.

**Figure 19. Equal Language Access – First Contact by Maternal Language (Provincial Government)**

Q25: One change in the 2002 *Official Languages Act* is that you must be offered service in either English or French when you first contact a provincial organization. In general, when you contact a provincial government department or agency, police service or hospital, how often are you able to receive service in your language of choice?



When asked how often they are offered to choose their preferred language, there are significant discrepancies between Anglophones and Francophones when they contact a provincial organization. Anglophones more often report that they are always able to receive service in their preferred language (89%) compared to slightly less than half (48%) of Francophones who report the

same. It is noteworthy that for Francophones, this represents an 8% decrease compared to 2009 (56%). The majority of Francophones (87%) are frequently or always able to receive service in their preferred language, a decrease from 2009 when 94% of Francophones reported that they were frequently or always able to receive service in their preferred language.

**Table 11. Complaint Submission**

Q26: If your language rights were not respected and you decided to make a complaint, who would you complain to? (n=800) <sup>6</sup>

	NB Total (n=800)	Anglophones (n=506)	Francophones (n=243)
The PROVINCIAL Office of the Commissioner of Official Languages	16%	15%	19%
An elected official (MLA, MP, Mayor, etc.) *	15%	19%	8%
A supervisor or manager with the respective organization	12%	13%	9%
The FEDERAL Office of the Commissioner of Official Languages	5%	4%	7%
Ombudsman	3%	3%	4%
Office of the Commissioner of Official Languages (unspecified)	2%	2%	4%
Human rights organization	2%	2%	2%
Police	1%	1%	1%
Friends, family, or neighbours	1%	1%	0%
Lawyer	1%	-	1%
Other	3%	2%	3%
No one/Would not make a complaint	9%	8%	12%
Don't know/No answer	39%	36%	42%

\* Denotes significant difference between Anglophones and Francophones

When asked what they would do in case their language rights were not respected, nearly four-in-ten respondents answered they were unsure (39%) and 9% reported that they would not make a complaint or talk to anyone. Top responses were: reach out to the provincial Office of the Commissioner of Official Languages (16%); contact an elected official such as a mayor or Member of Parliament

(15%); or contact a supervisor or manager in the organization where they were receiving service (12%). Anglophones were more likely than Francophones to report that they would contact an elected official (19% and 8%, respectively).

<sup>6</sup> Percentages may exceed 100% due to multiple responses.

# LANGUAGE AND EDUCATION

There has been a great deal of discussion and debate over the quality of language instruction in both English and French in New Brunswick's education system, including student access to instruction in their non-maternal language. In this section of the study, we look at the importance of offering instruction in the other official language in the Anglophone and Francophone school systems in the province.

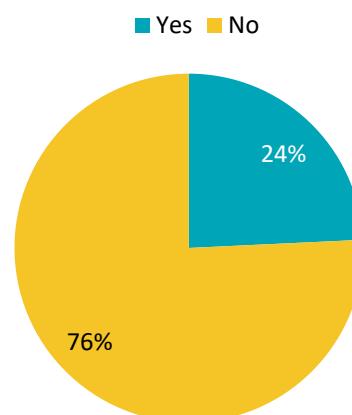
Nearly one quarter (24%) of the respondents answered they have children currently attending the public school system in New Brunswick. Out of these, 42% said their children are enrolled in an English-language program, 38% reported they are enrolled in a French Immersion program, and 23% answered their kids are in a French-language program.

Looking at the regional data, enrollment in French-language programs is highest for children in northern regions of the province (43% in Northeast and 38% in Northwest).

Other regions favour French Immersion (39% - 45%) or English language (35% - 59%)

**Figure 20. Public School Attendance**

Q27: Do you have children currently attending the public school system in New Brunswick? (n=800)



programs over French-language programs (4% - 28%). The Central region was evenly split in enrollment in English language (46%) and French Immersion programs (45%), whereas the Southeast slightly favoured French Immersion programming (44% vs. 35%) and the Southwest slightly favoured English-language programming (59% vs. 39%).

**Table 12. School Program Enrollment by Region**

Q28: Are they enrolled in an English-language program, a French immersion program, or in a French-language program?

SUBSET: Those who have children currently attending the public school system in New Brunswick (n=182)

	NB Total	NE	NW	C	SE	SW
English-language program	42%	35%	27%	46%	35%	59%
French Immersion program	38%	22%	35%	45%	44%	39%
French-language program	23%	43%	38%	16% *	28%	4% **
Don't know/No answer	1%	3%	-	-	-	2%

\* Denotes significant difference with NE

\*\* Denotes significant difference with NE & NW

New Brunswickers were asked to assess the quality of language instruction in the province's public school system. The results point to a more positive perception of English teaching compared to French teaching.

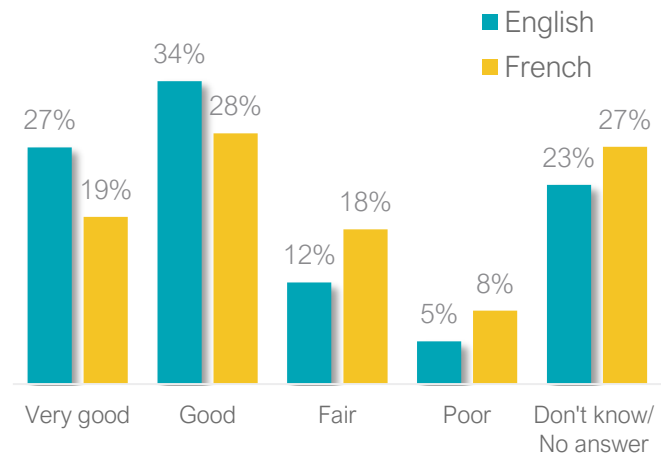
Six-in-ten (61%) assessed English teaching positively, with 27% saying it is 'very good' and 34% responding it is 'good'. This is in contrast with less than half (47%) of respondents assessing French teaching positively, with 19% saying it was 'very good' and 28% saying it was 'good'.

A significant share of participants (23% for English teaching and 27% for French teaching) were unsure of the quality of language instruction.

Both Anglophones and Francophones reported positive views of English instruction; however, responses diverged for their assessment of French instruction. Two thirds of Francophones reported that French language instruction was 'good' or 'very good' (66%), significantly more than the proportion of Anglophones who reported French

**Figure 21. Perception of Language Education Quality by Maternal Language**

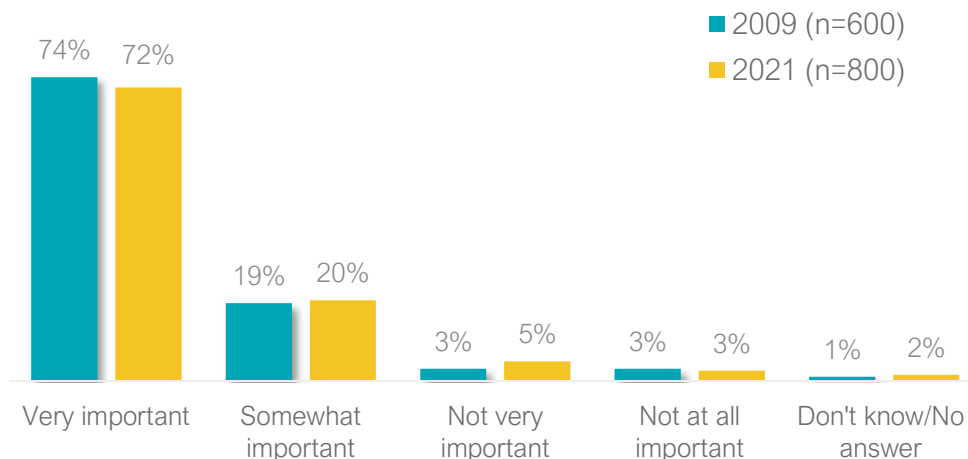
Q29/30: How would you assess the quality of language instruction in English/French in our public schools? Is it...? (n=800)



language instruction was 'good' or 'very good' (40%). This discrepancy is largely due to a higher proportion of Anglophones who were unsure of the quality of French language instruction (31%, compared to 14% for Francophones).

**Figure 22. Perception of Language Education Quality by Year**

Q31: Do you think it is \_\_\_ that instruction in the other official language is available in New Brunswick schools?



The majority (92%) of surveyed New Brunswickers felt that it was important that instruction in the other official language is available in New Brunswick schools (72% very important and 20% somewhat important). While both Anglophones and Francophones agreed that it was important to have instruction available in the other official language – more Francophones said it was important (96% vs. 89% for Anglophones) and more often said it

was ‘very important’ (82%, compared to 65% for Anglophones), whereas Anglophones more often said it was ‘somewhat important’ (24%, compared to 13% for Francophones). Responses were similar to 2009 when 93% of respondents felt that it was important that instruction be available in the other official language (91% among Anglophones and 99% among Francophones).

**Table 13. Importance of Language Instruction Availability by Maternal Language**

Q31: Do you think it is \_\_\_ that instruction in the other official language is available in New Brunswick schools? (n=800)

	NB Total	Anglophones	Francophones
Very important *	72%	65%	82%
Somewhat important *	20%	24%	13%
<b>Important *</b>	<b>92%</b>	<b>89%</b>	<b>96%</b>
Not very important	5%	6%	4%
Not at all important	2%	4%	0%
Don't know/No answer	2%	2%	0%

\* Denotes significant difference between Anglophones and Francophones

# ATTITUDINAL QUESTIONS ON LANGUAGE AND SOCIETY

This study also provided an opportunity to probe a number of attitudes toward language and society in New Brunswick. The first question of this section asked respondents the extent to which they agree with the following affirmation “The relationship between

Anglophones and Francophones in New Brunswick is more positive today than it was 10 years ago.”

Overall, six-in-ten (60%) agreed with the affirmation.

**Table 14. Attitudes on Relationship Between Anglophones and Francophones by Maternal Language**

Q32: To what extent do you agree or disagree that the relationship between Anglophones and Francophones in New Brunswick is more positive today than it was 10 years ago? Do you...?

	NB Total (n=800)	Anglophones (n=506)	Francophones (n=243)
Strongly agree *	17%	14%	23%
Somewhat agree	43%	44%	43%
<b>Agree *</b>	<b>60%</b>	<b>58%</b>	<b>66%</b>
Somewhat disagree	21%	21%	22%
Strongly disagree	9%	10%	9%
Don't know/No answer *	10%	11%	3%

\* Denotes significant difference between Anglophones and Francophones

Out of the respondents who felt that the relationship between Anglophones and Francophones in New Brunswick improved in the last decade (n=481), one third felt that the relationship was more positive because there is now more awareness and understanding (34%). Other common reasons given for why

the relationship was more positive now than 10 years ago include: more people being bilingual (15%) and improved communication (10%). Francophones more often cited more people becoming bilingual as a reason for the improvement of the relationship (22% among Francophones, 12% among Anglophones).

**Table 15. Reasons Why Relationship Between Anglophones and Francophones has Improved by Maternal Language**

Q33: Why do you feel that the relationship between Anglophones and Francophones in New Brunswick is more positive today than 10 years ago?

SUBSET: Those who feel the relationship is more positive today than 10 years ago. (n=481)

	NB Total (n=481)	Anglophones (n=290)	Francophones (n=161)
There is more awareness and understanding	34%	36%	31%
More people are becoming bilingual *	15%	12%	22%
Improved communication	10%	9%	13%
There are now more services and information in both languages	8%	9%	6%
Encouragement and enforcement from government on bilingualism	6%	5%	7%
Technological advancement	2%	2%	1%
Other	18%	16%	19%
Don't know/No answer	20%	23%	16%

\* Denotes significant difference between Anglophones and Francophones

For the respondents who think the relationship between the two communities did not improve in the past decade, over one third (36%) think the reason behind this is a division in the community and systems – this response was more often given by Francophones (48%) compared to Anglophones (30%). Nearly two-in-ten (17%) think that the relationship did not improve because of unfairness in employment income/opportunity associated with language discrimination – this response was more often

given by Anglophones (22%) compared to Francophones (6%). Other common responses include members of the other official language community are being entitled (11%), there is a lack of mutual acceptance and understanding in the province (9%), there is a forced mandate on bilingualism (7%), and discrimination against members of either community (7%). All other responses were provided by less than 5% of respondents.

**Table 16. Reasons Why Relationship Between Anglophones and Francophones has not Improved by Maternal Language**

Q34: Why do you feel that the relationship between Anglophones and Francophones in New Brunswick is not as positive today as it was 10 years ago?

SUBSET: Those who feel the relationship is not as positive today than 10 years ago. (n=249)

	NB Total (n=249)	Anglophones (n=165)	Francophones (n=75)
Division in the community and systems *	36%	30%	48%
Unfairness in employment income/opportunity associating with language discrimination *	17%	22%	6%
The Anglophones/Francophones are being entitled	11%	13%	4%
Lack of mutual acceptance and understanding	9%	7%	14%
Discriminate against Anglophones/Francophones	7%	7%	8%
Because there is a forced mandate on bilingualism	7%	8%	3%
There are not enough services and information in both languages *	4%	2%	9%
Lack of education on the English/French language	4%	5%	2%
Other	1%	1%	0%
Don't know/No answer	5%	5%	5%

\* Denotes significant difference between Anglophones and Francophones

Respondents were asked the extent to which they agreed with various statements regarding New Brunswick and bilingualism. At least eight-in-ten respondents agreed with the following statements: I love living in New Brunswick (92%), adult English or French as second language courses should be accessible to all NB residents at no cost (91%), I would recommend New Brunswick as a place to live (88%), and New Brunswick students should have a working knowledge of both official languages by graduation (80%). While overall agreement was high for these four statements, Francophones expressed

higher levels of agreement than Anglophones. Agreement was fairly low for three statements: having two official languages creates no advantage for New Brunswick (30%), the future of the French language in New Brunswick is threatened (35%), and the future of the French language in Canada is threatened (37%). Agreement was often higher among Francophones, compared to Anglophones with the exception of one statement: having two official languages creates no advantage for New Brunswick (37% of Anglophones agreed, compared to just 16% of Francophones).



**Table 17. Attitudes about New Brunswick and Bilingualism**

Q35-Q47: For each of the following statements, please indicate if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

The table shows the percentage of respondents who answered strongly agree or agree.

	NB Total (n=800)	Anglophones (n=506)	Francophones (n=243)
I love living in New Brunswick *	92%	89%	98%
Adult English or French as a second language courses should be accessible to all New Brunswick residents at no cost *	91%	89%	96%
I would recommend New Brunswick as a place to live *	88%	85%	95%
New Brunswick students should have working knowledge of both official languages by graduation *	80%	76%	89%
I am concerned with the wellbeing of New Brunswick	76%	78%	75%
I am proud to live in Canada's only officially bilingual province *	75%	66%	95%
The language rights of both English and French are respected in New Brunswick	72%	73%	67%
New Brunswick's bilingualism is a source of cultural enrichment for me *	71%	59%	94%
I do not or did not feel pressured to learn French	65%	65%	-
I do not or did not feel pressured to learn English	62%	-	62%
The future of the French language in Canada is threatened *	37%	25%	66%
The future of the French language in New Brunswick is threatened *	35%	21%	68%
Having two official languages creates no advantage for New Brunswick *	30%	37%	16%

\* Denotes significant difference between Anglophones and Francophones

## CONCLUSION

This research provides some positive indicators for the success of the *Official Languages Act* and bilingualism in New Brunswick. Bilingualism remains valued by most New Brunswickers, both Anglophones and Francophones alike.


However, there is some discontent for a small minority of Anglophones and Francophones. Some issues which could be addressed include:

- 1) A perceived preference for Francophones or bilingual speakers, particularly for employment opportunities, among a minority of Anglophones.
- 2) Standardizing quality of service in both official languages at provincial government offices. A minority of Francophones reported that the quality of service received at a provincial government office was worse than the service they would have received in the other official language, but this was not seen as an issue of the same magnitude at federal government offices.
- 3) A general low awareness of the *Official Languages Act* in New Brunswick. One-half of the respondents did not know of the legislation's existence. Awareness was generally lower among Anglophones than Francophones.
- 4) A general unawareness of the existence of the Office of the Commissioner of Official Languages and of where to complain in case language rights are not respected in New Brunswick.
- 5) The tendency for fewer Francophones to speak their maternal language at home compared to Anglophones, which may contribute to the decline of the French language.

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## APPENDIX

1. What is your mother tongue, that is, the language that you first learned at home in childhood and still understand?
  - 01 - English
  - 02 - French
  - 03 - Other
  - 99 - DK/NA [VOL]
  
2. How would you rate your ability to speak and understand [NON-Maternal Language from Q.1]?
  - 01 - Excellent / Effortlessly bilingual
  - 02 - Good / Bilingual
  - 03 - Fair / Somewhat bilingual
  - 04 - Poor / Not bilingual SKIP TO Q.4
  - 99 - DK/NA [VOL]
  
3. What language do you speak most often at home?
  - 01 - English
  - 02 - French
  - 03 - Other
  - 99 - DK/NA [VOL]
  
4. Do you live in a community where your maternal language is in the minority?
  - 01 - Yes
  - 02 - No
  - 03 - It's about equal [VOL]
  - 99 - DK/NA [VOL]

- 
5. In 1969, the provincial government passed the *Official Languages Act*, which recognized both English and French as official languages for the province and having equal status and rights. In general, do you support or oppose the concept of the *Official Languages Act*? Would that be strongly or somewhat?

01 - Strongly support

02 - Somewhat support

03 - Somewhat oppose

04 - Strongly oppose

99 - DK/NA

SKIP TO Q.14

6. [IF SUPPORT, ASK] What would be the main reason why you support this concept? DO NOT READ - PRE-CODED OPEN-END

01 - It just makes sense / Fact of life in NB

02 - Respect for two languages

03 - Recognizes our linguistic heritage

04 - Respect for French

05 - It sets the example for others

06 - Unites our province

97 - Other (Specify)

98 - None

99 - DK/NA [VOL]

7. [IF OPPOSE, ASK] What would be the main reason why you oppose this concept? DO NOT READ - PRE-CODED OPEN-END

- 01 - It increases cost of government services
- 02 - Higher taxes
- 03 - Need to be bilingual / speak French to get Government jobs
- 04 - It forces people to become bilingual / learn French
- 05 - Give preference / privilege for French speakers
- 06 - It divides our province
- 07 - It disrespects our English heritage
- 08 - It is a concession to special interests
- 97 - Other (Specify)
- 98 - None
- 99 - DK/NA [VOL]

8. Over the past 10 years, would you say that your attitude toward bilingualism and official languages in New Brunswick has become much more positive, more positive, more negative, much more negative or has your attitude remained unchanged?

- 01 - Much more positive
- 02 - Somewhat more positive
- 03 - Remained unchanged
- 04 - Somewhat more negative
- 05 - Much more negative
- 99 - DK/NA [VOL]

9. A law regarding official languages in New Brunswick came into force in 2002. Thinking of your own awareness of this law are you...? READ

01 - Able to explain the details to others

02 - Familiar with the details

03 - Generally familiar with the law but not the specifics

04 - Hearing about this law for the first time in this survey

99 - DK/NA [VOL]

10. What is the main objective of the New Brunswick *Official Languages Act*? DO NOT READ - PRE-CODED OPEN-END / ACCEPT ONLY ONE RESPONSE

01 - To ensure that residents can receive services in the official language of choice

02 - To make everyone in NB bilingual

03 - To create jobs for bilingual people

04 - To give equal respect to both English and French in New Brunswick

05 - To recognize the equality of French people in New Brunswick

06 - To waste tax dollars

97 - Other (Specify)

98 - None

99 - DK/NA [VOL]

11. The main objective of the provincial *Official Languages Act* is to ensure that residents of New Brunswick can receive government services in either official language. Would you say that you are very, somewhat, not very or not at all confident that you can receive service from provincial departments and agencies in your region in the official language of your choice?

01 - Very confident

02 - Somewhat confident

03 - Not very confident

04 - Not at all confident

99 - DK/NA [VOL]

Please tell me if each of the following institutions or organizations have a legal obligation to provide you with services in the official language of your choice? How about...?

12. NB Power

13. Your local hospital

14. The police

15. Banks and credit unions

16. The courts

17. Federal government departments and agencies

18. Provincial government departments and agencies

01 - Yes

02 - No

99 - DK/NA

19. Thinking about the last time you contacted a Government of New Brunswick office, were you offered the opportunity to deal with that office in either English or French?

01 - Yes

02 - No

99 - DK/NA

SKIP TO Q.28

20. Were you able to receive service in the official language of your choice?

01 - Yes

02 - No

99 - DK/NA

SKIP TO Q.22

SKIP TO Q.22

21. Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

01 - Better than

02 - The same as

03 - Worse than

99 - DK/NA

22. Thinking about the last time you contacted a Government of Canada office, were you offered the opportunity to deal with that office in either English or French?

01 - Yes

02 - No

99 - DK/NA

SKIP TO Q.25

23. Were you able to receive service in the language of your choice?

01 - Yes

02 - No

99 - DK/NA

SKIP TO Q.25

SKIP TO Q.25

24. Did you think that the quality of service you received was better than, the same as, or worse than the service you would have received in the other official language?

01 - Better than

02 - The same as

03 - Worse than

99 - DK/NA [VOL]



25. One change in the 2002 *Official Languages Act* is that you must be offered service in either English or French when you first contact a provincial organization. In general, when you contact a provincial government department or agency, police service or hospital, how often are you able to receive service in your language of choice? Would it be always, frequently, sometimes, or never?

01 - Always

02 - Frequently

03 - Sometimes

04 - Never

99 - DK/NA [VOL]

26. If your language rights were not respected and you decided to make a complaint, who would you complain to? DO NOT READ - PRE-CODED OPEN-END

01 - The PROVINCIAL Office of the Commissioner of Official Languages

02 - The FEDERAL Office of the Commissioner of Official Languages

03 - An elected official (MLA, MP, Mayor, etc.)

04 - A supervisor or manager with the respective organization

05 - The media

97 - Other (Specify)

98 - No one

99 - DK/NA

27. Do you have children currently attending the public school system in New Brunswick?

01 - Yes

02 - No

SKIP TO Q.29/30

99 - DK/NA

SKIP TO Q.29/30

28. [IF "YES" ASK] Are they enrolled in an English-language program, a French immersion program or in a French-language program?\*

01 - English-language program

02 - French Immersion program

03 - French-language program

99 - DK/NA

29. How would you assess the quality of language instruction in English in our public schools? Is it... READ

01 - Very good

02 - Good

03 - Fair

04 - Poor

99 - DK/NA

30. How would you assess the quality of language instruction in French in our public schools? Is it... READ

01 - Very good

02 - Good

03 - Fair

04 - Poor

99 - DK/NA

31. Do you think it is very important, somewhat important, not very important or not at all important that instruction in the other official language is available in New Brunswick schools?

01 - Very important

02 - Somewhat important

03 - Not very important

04 - Not at all important

99 - DK/NA

32. To what extent do you agree or disagree that the relationship between Anglophones and Francophones in New Brunswick are more positive today than they were 10 years ago.

01 - Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 - Strongly disagree

99 - DK/NA

33. [If = 01 or 02] Why do you feel that the relationship between Anglophones and Francophones in New Brunswick is more positive today than 10 years ago?

34. [If = 03 or 04] Why do you feel that the relationship between Anglophones and Francophones in New Brunswick is not as positive today as it was 10 years ago?

Please tell me to what extent you agree or disagree with the following statements, [read statement]  
Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

35. I am proud to live in Canada's only officially bilingual province.

36. The linguistic rights of both English and French are respected in New Brunswick.

37. [ASK ENGLISH ONLY] I do not feel pressured to learn French.

38. [ASK FRENCH ONLY] I do not feel pressured to learn English.

39. Having two official languages creates no advantage for New Brunswick.

40. New Brunswick students should have working knowledge of both official languages by graduation.

41. Adult English or French as a second language courses should be accessible to all New Brunswick residents at no cost.

42. The future of the French language in Canada is threatened.

43. The future of the French language in New Brunswick is threatened.

44. New Brunswick's bilingualism is a source of cultural enrichment for me.

45. I would recommend New Brunswick as a place to live.

46. I am concerned with the wellbeing of New Brunswick.

47. I love living in New Brunswick.

- 01 - Strongly agree
- 02 - Somewhat agree
- 03 - Neither agree nor disagree
- 04 - Somewhat disagree
- 05 - Strongly disagree
- 99 - DK/NA

#### DEMOGRAPHICS

48. What is the highest level of education that you have reached?\*

- 01 - Some elementary
- 02 - Completed elementary
- 03 - Some high school
- 04 - Completed high school
- 05 - Community college/ vocational/ trade school/ commercial/ CEGEP
- 06 - Some university
- 07 - Completed university
- 08 - Post graduate university/professional school
- 99 - DK/NA

49. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2020? READ

01 - Under \$20,000

02 - \$20,000 to \$30,000

03 - \$30,000 to \$40,000

04 - \$40,000 to \$60,000

05 - \$60,000 to \$80,000

06 - \$80,000 to \$100,000

07 - \$100,000 to \$120,000

08 - \$120,000-\$150,000

09 - \$150,000 or more

99 - REFUSE/DK/NA

50. In what year were you born?

51. Did you attend public school (kindergarten to grade 12) in New Brunswick?

01 - Yes

02 - No

99 - DK/NA

52. How long have you lived in New Brunswick?

01 - Less than 1 year

02 - 1 year to just under 2 years

03 - 2 years to just under 5 years

04 - 5 years to just under 10 years

05 - 10 years or more

99 - DK/NA

53. GENDER (OBSERVATION ONLY)

01 - Male

02 – Female

54. Approximately how many people live in your town/city?

01 - Fewer than 5,000

02 - 5,000 to 25,000

03 - 25,000 to 100,000

04 - More than 100,000

55. Do you live in:

01 - Northeast (NE) - Gloucester, Northumberland, Restigouche

02 - Northwest (NW) – Carleton, Victoria, Madawaska

03 - Central (C) - Sunbury, Queens, York

04 - Southeast (SE) – Albert, Westmorland, Kent

05 - Southwest (SW) – Saint John, Charlotte, Kings

56. Census metropolitan areas:

01 - Moncton

02 - Saint John

03 - Fredericton