

Report

THE LINGUISTIC SITUATION IN NEW BRUNSWICK

Survey conducted among residents
of New Brunswick

Report prepared for :



DATE 2023-01-16 PROJECT NUMBER 15928-004

Leger





CONTEXT, OBJECTIVES AND METHODOLOGY

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The Canadian Parents for French (CPF) commissioned Leger to survey the population of New Brunswick on linguistic issues that concern the province.

METHOD

A **Web-based survey** was conducted with **500 New Brunswickers** who could speak English or French.

WHEN?

Data were collected from **December 15 to 23, 2022**.

MARGIN OF ERROR

It is not possible to calculate a margin of error on a sample drawn from a panel, but as a comparison, the maximum margin of error for a sample of 500 respondents is \pm **4.4%**, 19 times out of 20.

WEIGHTING

Results were weighted by **gender, age, mother tongue, education, region, and presence of children in the household** to ensure a representative sample of the New Brunswick population.

NOTES TO READERS

ROUNDINGS

It should be noted that the numbers presented have been rounded. However, numbers before rounding have been used to calculate the sums presented. For this reason, these sums may not match manual summation of the numbers presented.

SIGNIFICANT DIFFERENCES

In this report, the numbers in **red** indicate a statistically significantly lower difference, while the numbers in **green** indicate a statistically significant higher difference from the complement.

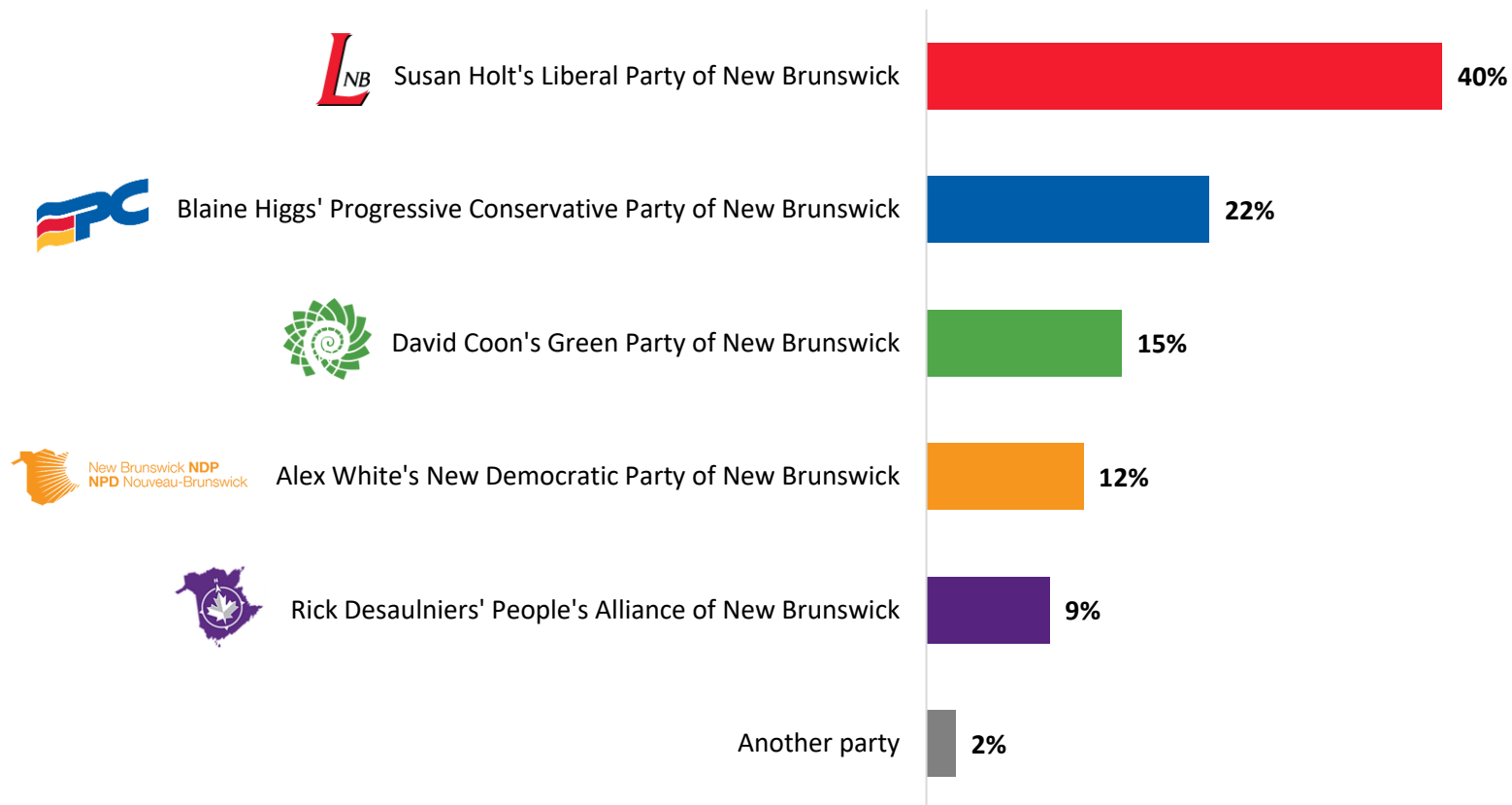
HOW TO

Reference to "DNK" in the report means "Don't know."



DETAILED RESULTS

VOTING INTENTIONS (1/2)



Q8. If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

+

Q9. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

Base: All respondents (n=500)

VOTING INTENTIONS (2/2)

	n=	Eligible Voters**	Decided Voters**	SEX		AGE			MOTHER TONGUE			NEW BRUNSWICK REGION			
				M	W	18-34	35-54	55+	French	English	Both	Moncton	St John	Fredericton	Other
	500	361		152	209	64	105	192	138	196	23*	117	53	57	134
Susan Holt's Liberal Party of New Brunswick	29%	40%		41%	38%	30%	36%	45%	73%	22%	60%	35%	30%	19%	51%
Blaine Higgs' Progressive Conservative Party of New Brunswick	16%	22%		26%	17%	11%	21%	26%	5%	31%	7%	22%	27%	34%	16%
David Coon's Green Party of New Brunswick	11%	15%		12%	19%	19%	11%	16%	10%	16%	20%	12%	11%	29%	13%
Alex White's New Democratic Party of New Brunswick	9%	12%		10%	15%	21%	16%	7%	8%	14%	10%	21%	19%	3%	8%
Rick Desautniers' People's Alliance of New Brunswick	7%	9%		10%	9%	15%	11%	6%	2%	13%	4%	7%	8%	15%	10%
Another party	2%	2%		2%	3%	3%	4%	1%	2%	3%	0%	3%	4%	0%	2%
I would not vote	7%	-		-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	0%	-		-	-	-	-	-	-	-	-	-	-	-	-
I don't know	16%	-		-	-	-	-	-	-	-	-	-	-	-	-
I prefer not to answer	2%	-		-	-	-	-	-	-	-	-	-	-	-	-

Q8. If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

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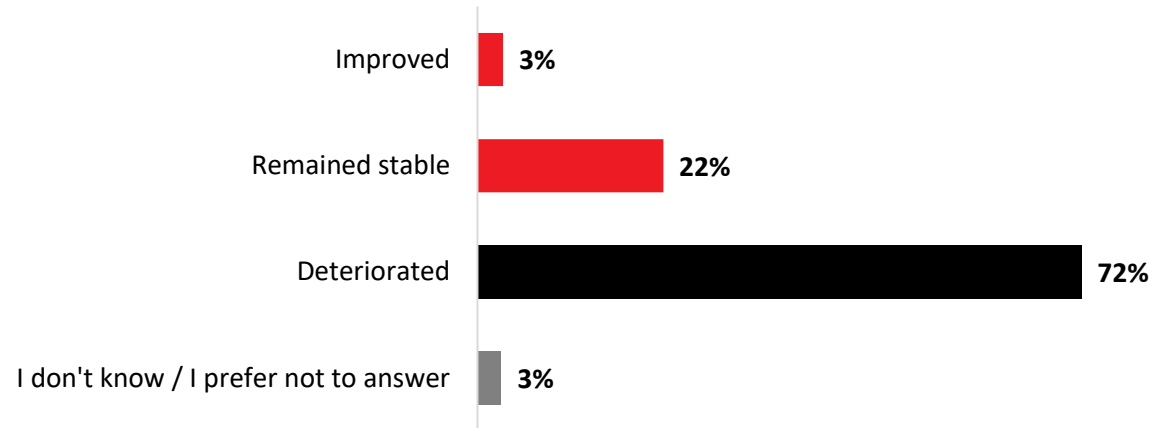
Q9. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

Base: All respondents (n=500)

*Given the small number of respondents (n<30), data are presented for illustrative purposes only.

**Decided voters represent the total number of respondents after the distribution of undecided voters. Those who have been removed correspond to respondents who answered the following choices : "I would not vote", "I would cancel my vote", "I don't know" and "I prefer not to answer".

OPINION ON BLAINE HIGGS IN THE PAST FEW MONTHS



	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
	n= 462	65	153	42	24*	57
Improved	3%	15%	0%	0%	0%	0%
Remained stable	22%	62%	7%	22%	30%	9%
Deteriorated	72%	23%	93%	78%	63%	88%
I don't know / I prefer not to answer	3%	0%	0%	0%	7%	3%

Q11. Over the past few months, has your opinion of Blaine Higgs improved, remained stable or deteriorated?

Base: Respondents who know Blaine Higgs (n=462)

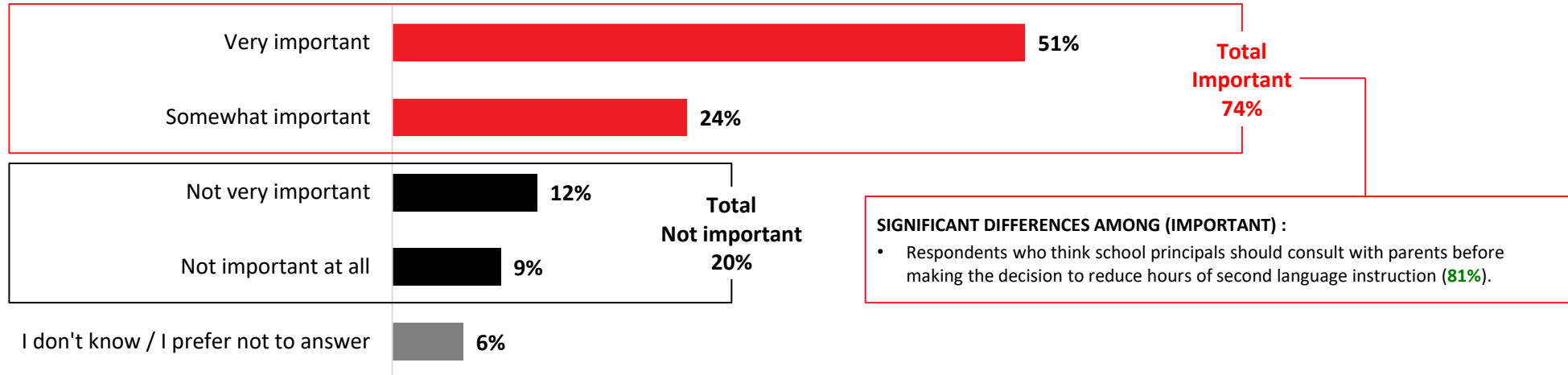
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FRENCH IMMERSION PROGRAMS

IMPORTANCE OF TEACHING FRENCH IN NB SCHOOLS

(1/2)



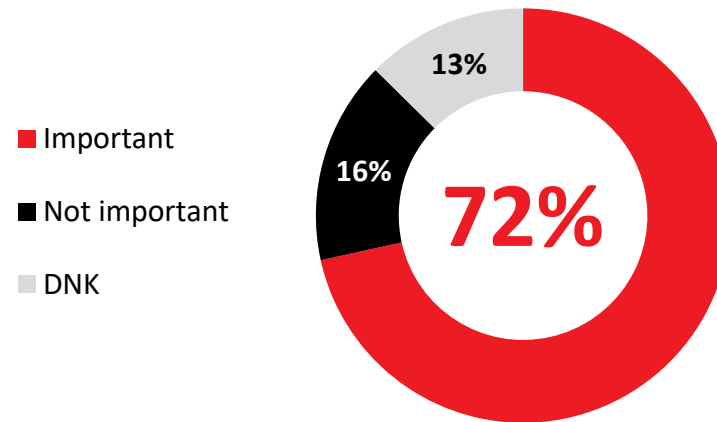
	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
n=	500	67	156	46	24*	60
TOTAL IMPORTANT	74%	60%	90%	80%	59%	79%
Very important	51%	31%	76%	41%	19%	51%
Somewhat important	24%	28%	14%	40%	40%	29%
TOTAL NOT IMPORTANT	20%	40%	10%	20%	34%	20%
Not very important	12%	24%	3%	15%	20%	17%
Not important at all	9%	17%	6%	5%	14%	2%
I don't know / I prefer not to answer	6%	0%	0%	0%	7%	1%

Q18. How important is the teaching of French in New Brunswick schools to the future of New Brunswick? In your opinion, is this...

Base: All respondents (n=500)

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OPPORTUNITY FOR ANGLOPHONE PARENTS TO SEND CHILDREN IN FRENCH IMMERSION SCHOOL



SIGNIFICANT DIFFERENCES AMONG (IMPORTANT) :

- Respondents who think it is important to teach French in school for the province’s future (**89%**);
- Respondents who think school principals should consult with parents before making the decision to reduce hours of second language instruction (**79%**).

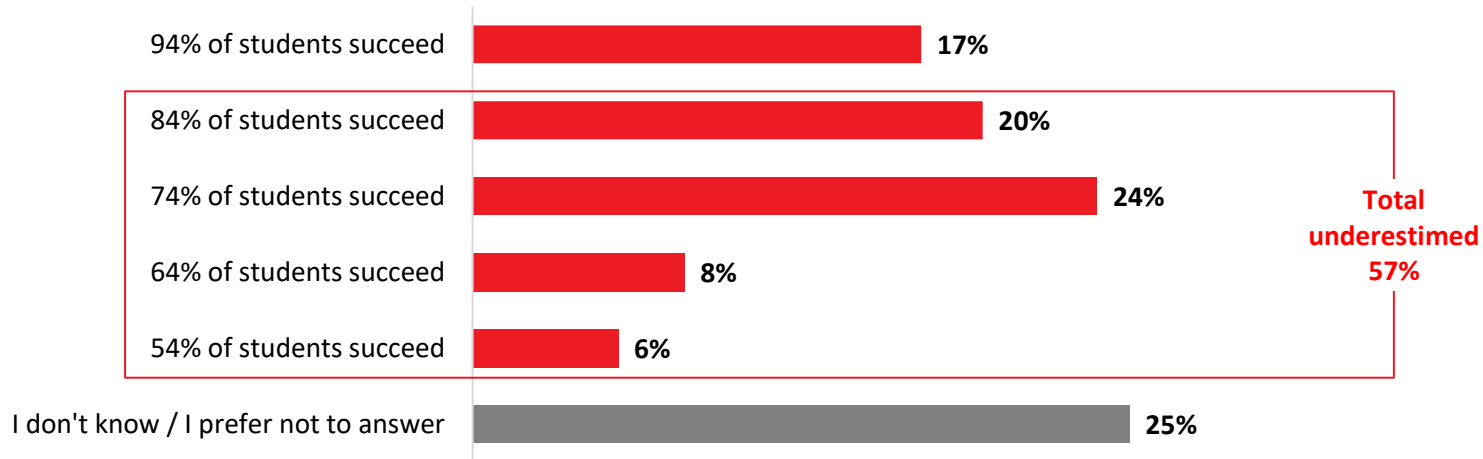
	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
n=	500	67	156	46	24*	60
Important	72%	61%	88%	71%	65%	78%
Not important	16%	25%	9%	19%	24%	15%
I don't know / I prefer not to answer	13%	14%	3%	9%	11%	7%

Q22. In your opinion, is it important for anglophone parents in New Brunswick to have the opportunity to send their child(ren) to a French immersion school? Do you think it is...

Base: All respondents (n=500)

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PROGRAM SUCCESS RATE



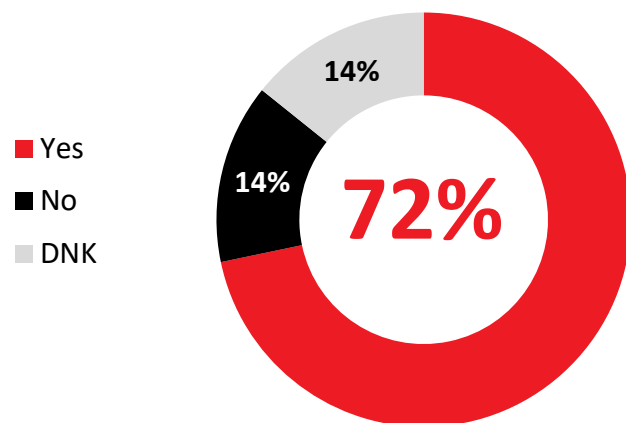
	VOTING INTENTIONS					
	TOTAL	PCNB	NBLA	NDPNB	PANB	GPNB
<i>n=</i> 500		67	156	46	24*	60
94% of students succeed	17%	25%	20%	15%	6%	10%
84% of students succeed	20%	24%	16%	22%	24%	31%
74% of students succeed	24%	24%	26%	26%	27%	21%
64% of students succeed	8%	6%	9%	7%	0%	14%
54% of students succeed	6%	5%	8%	11%	5%	3%
I don't know / I prefer not to answer	25%	17%	23%	20%	39%	21%

Q24. Currently, many anglophone students are in French Immersion programs in New Brunswick schools. What student % should successfully complete the program in order to qualify the program as successful?

Base: All respondents (n=500)

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CONSULTING WITH PARENTS BEFORE MAKING DECISIONS



SIGNIFICANT DIFFERENCES AMONG :

- Respondents who think it is important that anglophone parents should have the opportunity to send their children in French immersion school (79%);
- Respondents who think it is important to teach French in schools for the province's future (78%).

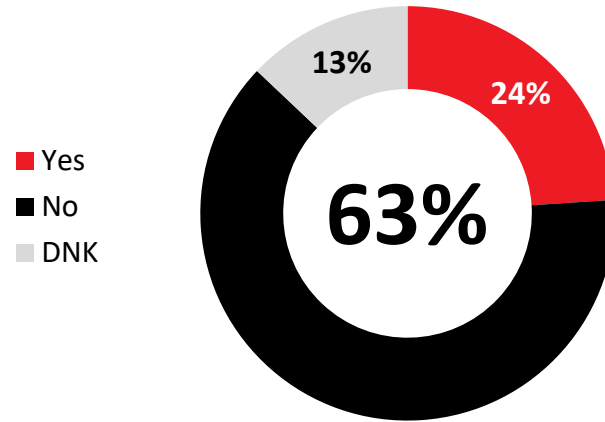
	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
	n= 500	67	156	46	24*	60
Yes	72%	61%	83%	70%	56%	74%
No	14%	28%	10%	19%	20%	20%
I don't know / I prefer not to answer	14%	11%	7%	11%	23%	6%

Q25. In your opinion, should New Brunswick school principals who want to reduce the hours of second language instruction in schools consult with parents before making the decision?

Base: All respondents (n=500)

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ABOLITION OF FRENCH IMMERSION PROGRAMS IN NB



SIGNIFICANT DIFFERENCES AMONG (AGAINST ABOLITION) :

- Respondents who think it is important that anglophone parents should have the opportunity to send their children in French Immersion school (82%);
- Respondents who think school principals should consult with parents before making the decision to reduce second language instruction hours (73%).

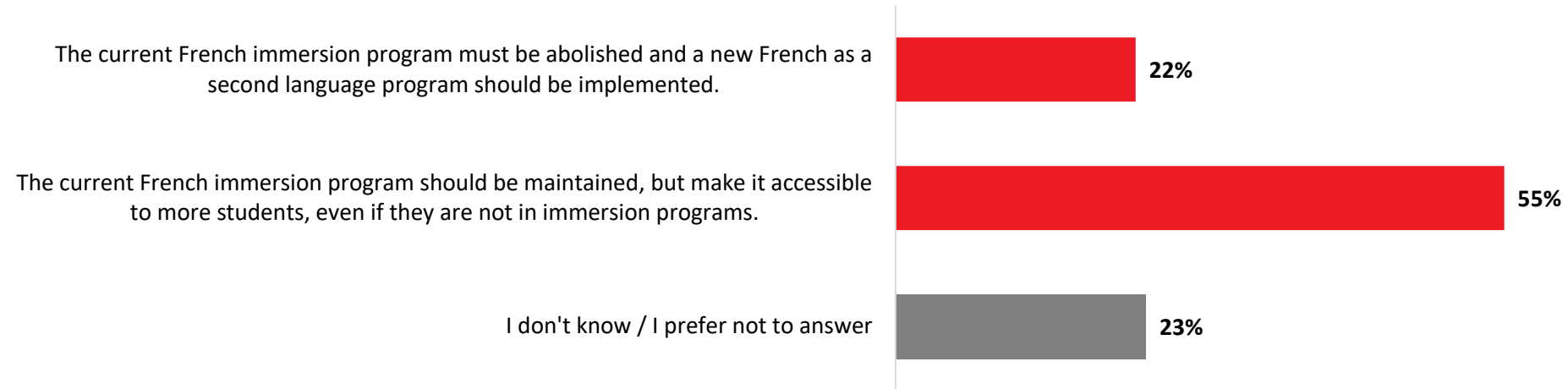
	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
	n= 500	67	156	46	24*	60
Yes, in favour of abolishing French immersion	24%	47%	12%	28%	32%	20%
No, against abolishing French immersion	63%	42%	83%	65%	42%	70%
I don't know / I prefer not to answer	13%	11%	5%	7%	27%	11%

Q26. Would you be in favour of or against abolishing French immersion programs in New Brunswick schools?

Base: All respondents (n=500)

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THOUGHTS ON FRENCH IMMERSION PROGRAMS IN NB



	TOTAL	VOTING INTENTIONS				
		PCNB	NBLA	NDPNB	PANB	GPNB
n=	500	67	156	46	24*	60
The current French immersion program must be abolished and a new French as a second language program should be implemented.	22%	42%	15%	20%	26%	23%
The current French immersion program should be maintained , but make it accessible to more students, even if they are not in immersion programs.	55%	38%	67%	64%	52%	59%
I don't know / I prefer not to answer	23%	20%	18%	16%	22%	19%

Q27. Which of the following statements best reflects what you personally think?

Base: All respondents (n=500)

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RESPONDENT'S PROFIL

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Base : All respondents

TOTAL

n= 500

GENDER

Male	49%
Female	51%

AGE

18-24	6%
25-34	13%
35-44	16%
45-54	19%
55-64	19%
65+	28%

NEW BRUNSWICK REGION

Moncton	20%
St-Jean	17%
Fredericton	14%
Other	49%

LANGUAGE

French	30%
English	60%
Both	10%

Base : All respondents

TOTAL

n= 500

KIDS IN HOUSEHOLD

Yes	25%
No	73%

INCOME 2021

Less than \$40 000	29%
Between \$40 000 and \$79 999	31%
Between \$80 000 and \$99 999	12%
Between \$100 000 and \$149 999	13%
\$150 000 or more	5%

EDUCATION

Elementary / High school	32%
College	45%
University	22%

LABOUR FORCE

Full or part-time worker	54%
Student	2%
Unemployed	9%
Retired	32%




TEAM


TEAM

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Marc-Etienne Laflamme, Research analyst

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