

Diverse expressions of culture do not detract from common culture say Canadians

Jack Jedwab
Executive Director
Association for Canadian Studies
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For more information
Contact Jack Jedwab
514-925-3098

Tomorrow (April 2, 2008) Statistics Canada will release its findings on the number of persons identifying with ethnic and visible minority groups. Three things are safe to assume: first that there will be a rise in the percentage of Canadians identifying as visible minority, second that the percentage of persons reporting multiple ethnic origins will increase and third that the number and share reporting Canadian as either single or multiple ethnic origins will increase. Undoubtedly considerable attention will be directed at what all this means for Canadian identity and some will misconstrue the numbers and share of persons reporting Canadian ethnic origins as signaling a stronger sense of attachment to Canada as though persons not indicating Canadian ethnic origins possess a weaker sense of identification with the country. In fact a survey commissioned by the Association for Canadian Studies (with the support of la Fondation canadienne pour la dialogue des cultures et l'Institut des études canadiennes de l'Université de l'Alberta) and conducted by the firm Leger Marketing in early February 2008 reveals that a majority of Canadians (71%) agree that "...it is the diversity of Canadian culture that sets it apart and gives it its particular value." Some three in four Canadians agree "...that Canada's cultural life is enriched by people with different cultural backgrounds than the majority." Finally, the majority disagree that "...there is no common Canadian culture because Canadians are too different from one another" In short most Canadians do not agree that Canada's diversity detracts from possessing a share culture. The Leger Marketing Survey was conducted between February 6th and 11th, 2008 amongst 1500 Canadians age 18 and over and has a margin of error of 2.6 percent 19 times out of 20.

It is the diversity of Canadian culture that sets it apart and gives it its particular value

B1	Language				Province					
	Total	French	English	Other	Martimes	QC	ON	MB/SK	AB	BC
Total pondéré :	1501	327	865	309	112	357	579	99	154	200
Total absolu :	1501	611	774	116	97	513	515	121	112	143
TOTAL AGREE	71%	62%	73%	75%	70%	60%	76%	79%	71%	72%
Strongly agree	31%	17%	33%	39%	35%	22%	34%	40%	26%	35%
Somewhat agree	40%	45%	40%	36%	35%	38%	42%	39%	45%	38%
TOTAL DISAGREE	22%	31%	21%	15%	19%	33%	17%	14%	21%	21%
Somewhat disagree	13%	21%	13%	5%	7%	22%	8%	9%	12%	17%
Strongly disagree	9%	10%	8%	10%	12%	10%	9%	5%	9%	4%
I don't know / I prefer not answering	7%	7%	6%	10%	11%	7%	6%	7%	8%	7%

Table 2

Canada's cultural life is enriched by people with different cultural backgrounds than the majority

	Language				Province					
	Total	French	English	Other	Martimes	QC	ON	MB/SK	AB	BC
Total pondéré :	1501	327	865	309	112	357	579	99	154	200
Total absolu :	1501	611	774	116	97	513	515	121	112	143
TOTAL AGREE	75%	70%	76%	80%	70%	70%	77%	79%	86%	76%
Strongly agree	33%	18%	35%	42%	30%	23%	34%	48%	38%	39%
Somewhat agree	43%	52%	41%	38%	39%	47%	43%	32%	48%	37%
TOTAL DISAGREE	18%	24%	19%	11%	19%	23%	17%	12%	13%	20%
Somewhat disagree	12%	18%	10%	7%	9%	17%	10%	8%	9%	12%
Strongly disagree	7%	6%	8%	4%	10%	7%	8%	4%	4%	7%
I don't know / I prefer not answering	6%	6%	5%	9%	12%	7%	6%	9%	1%	5%

Table 3

There is no common Canadian culture because Canadians are too different from one another										
	Language					Province				
	Total	French	English	Other	Martimes	QC	ON	MB/SK	AB	BC
Total pondéré :	1501	327	865	309	112	357	579	99	154	200
Total absolu :	1501	611	774	116	97	513	515	121	112	143
TOTAL AGREE	39%	40%	38%	44%	34%	40%	41%	39%	42%	32%
Strongly agree	14%	12%	13%	18%	15%	13%	15%	7%	19%	10%
Somewhat agree	25%	27%	25%	26%	19%	27%	26%	33%	23%	22%
TOTAL DISAGREE	54%	53%	57%	49%	58%	51%	53%	55%	55%	62%
Somewhat disagree	30%	31%	31%	25%	29%	28%	28%	31%	30%	39%
Strongly disagree	25%	22%	26%	24%	29%	23%	25%	23%	25%	24%
I don't know / I prefer not answering	6%	7%	5%	7%	8%	9%	6%	6%	3%	5%