

A Tale of Two Celebrations: Respective Levels of Attachment Fete Nationale and Canada day for Quebec's Language Groups

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A survey commissioned by the Association for Canadian Studies and conducted by Leger Marketing reveals that the that Fête Nationale (Quebec's annual celebration) is far more likely to strengthen the attachment of Quebec Francophones to the province while Canada Day is far more likely to strengthen the attachment of Quebec's non-Francophone population to the country. The survey was conducted on line with 1003 Quebecers between June 17th and 19th, 2014 with a probabilistic margin of error of 2.9 percentage points 19 times out of 20.

Table1

Net Agree % The celebration of	Total	18-24	25-34	35-44	45-54	55-64	65 +	Fr	Non-Fr	Mtl RMR
the Fete Nationale strengthens my sense of attachment to Quebec.	56%	53%	49%	51%	59%	63%	57%	63%	27%	47%
Canada day strengthens my sense of attachment to Canada	39%	35%	27%	36%	39%	41%	50%	31%	67%	40%

In total, 56% of those surveyed indicated the Fête Nationale strengthens their sense of attachment to Quebec, while 39% indicated Canada Day strengthens their attachment to Canada. Amongst Quebec Francophones, 63% indicate that the Fête Nationale strengthens their attachment to Quebec, whereas 67% of non-Francophones feel Canada Day strengthens their attachment to Canada.

Table 2

I strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements; The celebration of the Fete Nationale strengthens my sense of attachment to Quebec.															
		Âge						Francophone		Région					
	Total	18-24	25-34	35-44	45-54	55-64	65+	Oui	Non	Mtl RMR	Qc RMR	Est	Centre	Ouest	Est/Centre/Ouest
NET AGREE	56%	53%	49%	51%	59%	63%	57%	63%	27%	47%	56%	68%	66%	63%	65%
Strongly agree	23%	23%	24%	22%	21%	25%	25%	28%	7%	20%	16%	32%	30%	25%	28%
Somewhat agree	32%	30%	25%	28%	38%	38%	32%	36%	21%	27%	40%	36%	36%	38%	37%
NET DISAGREE	38%	35%	42%	43%	36%	35%	39%	31%	65%	48%	40%	32%	31%	23%	28%
Somewhat disagree	21%	17%	22%	21%	20%	26%	22%	20%	26%	22%	25%	24%	22%	16%	20%
Strongly disagree	17%	18%	20%	23%	16%	9%	17%	11%	39%	26%	15%	8%	10%	7%	8%
I don't know / no answer	6%	12%	9%	6%	6%	2%	4%	5%	8%	6%	4%	0%	3%	14%	7%

Table 3

**I strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements;
The celebration of Canada Day strengthens my sense of attachment to Canada**

BB1	Total	Âge						Francophone		Région					
		18-24	25-34	35-44	45-54	55-64	65+	Oui	Non	Mtl RMR	Qc RMR	Est	Centre	Ouest	Est/Centre/Ouest
NET AGREE	39%	35%	27%	36%	39%	41%	50%	31%	67%	40%	36%	27%	47%	37%	39%
Strongly agree	15%	13%	11%	12%	13%	18%	21%	8%	40%	20%	8%	6%	17%	8%	11%
Somewhat agree	24%	22%	17%	24%	26%	23%	29%	23%	28%	19%	28%	21%	30%	29%	28%
NET DISAGREE	54%	56%	62%	57%	55%	55%	43%	63%	23%	55%	58%	68%	48%	50%	53%
Somewhat disagree	24%	29%	22%	29%	20%	24%	21%	27%	11%	22%	34%	23%	27%	20%	23%
Strongly disagree	31%	27%	41%	28%	35%	32%	22%	36%	12%	33%	25%	45%	22%	30%	30%
I don't know / I prefer not to answer	7%	9%	11%	7%	6%	4%	6%	6%	9%	6%	6%	5%	5%	13%	9%