

Report

Survey of Northern Canadians



DATE 2023-07-24 PROJECT NO. 16566-002



Doc ID: f4866d2135b29b0ab17b04d9547571ee566c054

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BACKGROUND AND METHODOLOGY

METHODOLOGY

Collège nordique francophone (CNF) commissioned Leger to conduct a survey of northern Canadians in order to find out about their issues and concerns, their perceptions of “northernness” and their perspectives and interests concerning education and training.

METHOD

A **telephone survey** was conducted among residents of Yukon, the Northwest Territories and Nunavut.

RESPONDENTS

Representative sample of **300 residents of northern Canada 18 years of age or older, able to speak English or French.**

WHEN?

The data were collected from **June 21 to July 4, 2023.**

MARGIN OF ERROR

For comparison purposes, the maximum margin of error for a sample of 300 respondents is $\pm 5.7\%$, 19 times out of 20.

WEIGHTING

Results were weighted **according to gender, age, mother tongue and region** in order to ensure a representative sample of the population.

SIGNIFICANT DIFFERENCES

Data in **bold red** characters indicate a significantly **lower** proportion than that of other respondents. Conversely, data in **bold green** characters indicate a significantly **higher** proportion than that of other respondents.

NOTES TO READERS

DK

In this report, “DK” stands for “Don’t know.”

BIPoC

In this report, “BIPoC” stands for “Black, Indigenous and people of colour.”

ROUNDED DATA

The data presented have been rounded. As a result, totals may differ slightly from 100%.

SIGNIFICANT DIFFERENCES

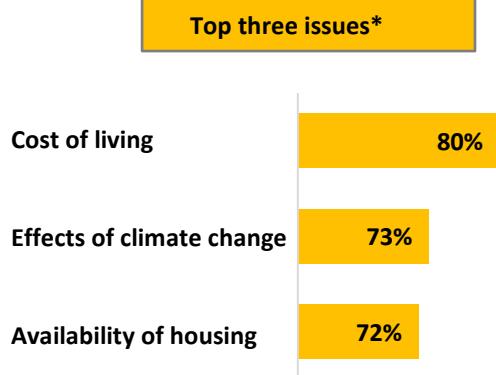
Results presenting significant and relevant differences are indicated in tables or in a text box next to the presentation of overall results.



HIGHLIGHTS

HIGHLIGHTS – KEY NUMBERS (1/2)

ISSUES AND CONCERNES



- The top three issues cited by respondents were the cost of living (80%), the effects of climate change (73%) and the availability of housing (72%).
- Women are more concerned about the cost of living than men (88% versus 77%).
- University graduates and persons with a household income of \$80K or more are more concerned about the effects of climate change (87% and 81%, respectively).

PERCEPTIONS OF CANADA'S NORTH

Advantages	Total advantage**
Natural beauty and unique landscapes	89%
Quality of life and tranquility	85%
Cultural richness and diversity	79%
Close-knit communities	76%
Employment opportunities	71%
More affordable cost of living	33%



Caucasians, university graduates and persons with a household income of \$80K or more are more likely to perceive the above aspects as advantages.

Childless respondents (40%) are more likely to describe the more affordable cost of living as an advantage.

Topics specific to the North	Average out of 10
Connection to nature	8.6
Adventure	8.2
Welcoming	7.9
Interconnections	7.5
Appreciation	7.2
Opportunities	6.8
Cycles	6.6



Of the aspects presented to respondents, the two main ones associated with “northernness” are connection to nature (rated on average at 8.6 points out of 10) and adventure (rated on average at 8.2 points out of 10).

HIGHLIGHTS – KEY FIGURES (2/2)

PERSPECTIVES AND INTERESTS – EDUCATION AND TRAINING

35

of respondents plan to pursue further education or participate in training in the next three years. The proportion is significantly higher (45%) among residents of the Northwest Territories.

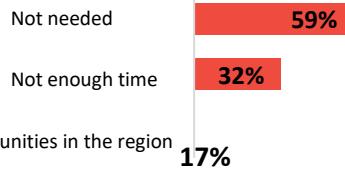
Three main reasons for pursuing further education or participating in training



63

of respondents do not plan to pursue further education or participate in training in the next three years.

Three main reasons for not pursuing further education or participating in training



* Total interested = % Very interested + % Somewhat interested.

Subjects	Total interested*
Indigenous culture and history	70%
Learning Indigenous languages	68%
Learning French	55%
Management training	50%
Diversity, equity and inclusion training	48%
Learning Spanish	47%
Psychology, social work, counselling	38%
Teaching	37%
Public relations	36%
Early childhood education	35%
Translation	34%
Learning English	28%

The most popular subjects are Indigenous culture and history (70%), Indigenous languages (68%) and French (55%). More women than men are interested in these subjects (80% versus 63% and 78% versus 56%, respectively).

Respondents are less interested in the following subjects: early childhood education (35%), translation (34%), learning English (28%) and first-year university (28%). However, persons from the BIPOC community and persons with a lower level of education (elementary/secondary) are more interested in these subjects compared to the rest of the population.

STRATEGIC CONCLUSIONS

1 “Northernness”

Among the topics listed by CNF, connection to nature and adventure are the ones that were most associated with “northernness.” This ties in with the fact that northerners in Canada say that natural beauty and unique landscapes, quality of life and tranquility are the biggest advantages to living in the region.

2 Issues and challenges

However, there are a number of challenges that are concerning to residents of Yukon, Nunavut and the Northwest Territories. They include the cost of living, the effects of climate change and the availability of housing.

3 Barriers to training

The main barriers to training are lack of need, lack of time and the few training options available in the region. By increasing the supply in Canada’s North, CNF can help strengthen the population’s access to education and training.

4 Interest in Indigenous culture and languages

There is considerable interest in education about Indigenous culture, as well as in learning Indigenous languages and French. It is therefore essential to make such training programs available and to promote them. On the other hand, some niche programs (e.g., translation, English, early childhood education) are of greater interest to persons from the BIPOC community and persons with a lower level of education (elementary or secondary). Such programs should not be neglected, given the needs of those groups.



DETAILED RESULTS

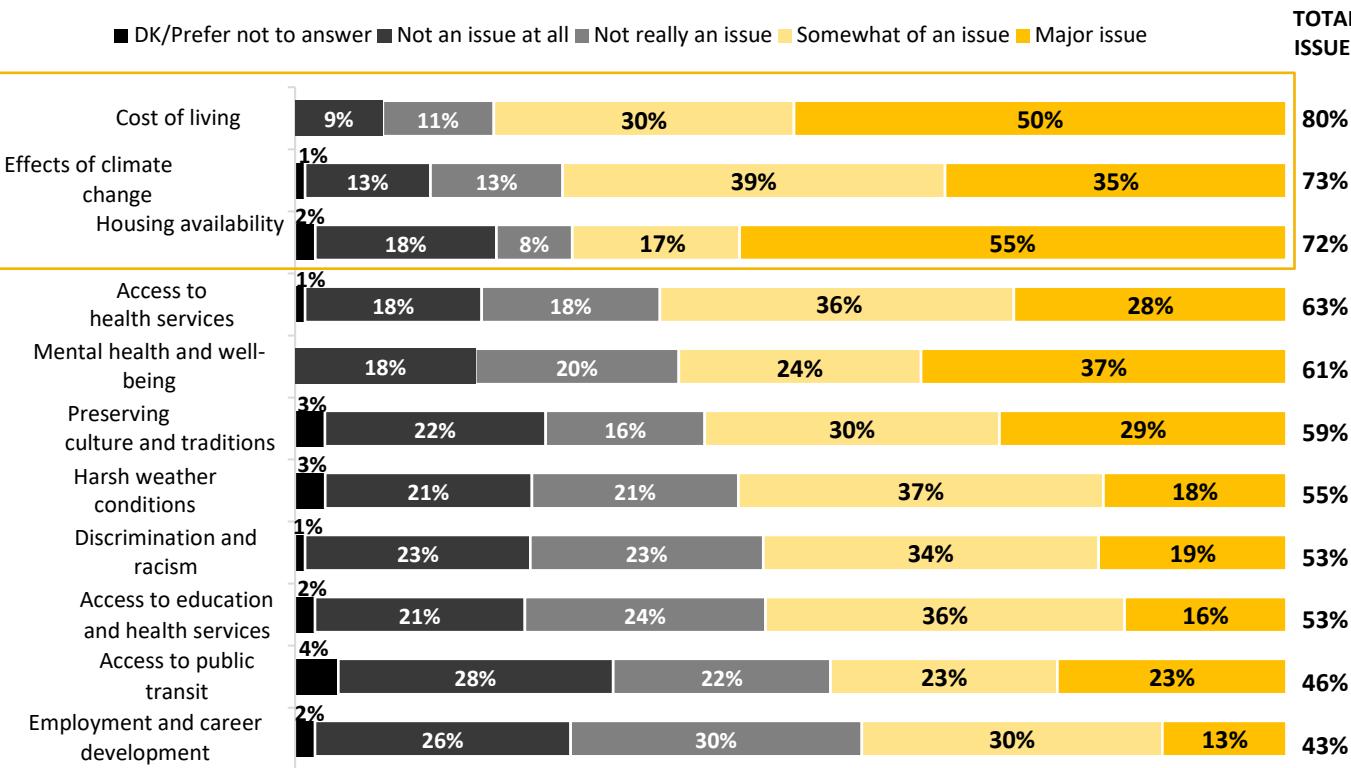
DETAILED RESULTS

1. Issues and concerns

ISSUES AND CONCERNs – (1/2)

Q1. I am going to read you a list of aspects. Please tell me whether each one is an issue for you, considering the territory where you live.

Base: All respondents (n=300)



The issues most often mentioned by residents of Canada's North are the cost of living (80%), the effects of climate change (73%) and the availability of housing (72%).

The perception of issues varies according to socio-demographic profile. For example, individuals aged 55 or over are more likely than others to describe the preservation of Indigenous culture and traditions as an issue (68%). Persons from the BIPOC community are more likely to describe employment and career development opportunities as an issue (54% versus 35% for Caucasians). The following page illustrates the differences between the subgroups.

Although more than half (53%) of all respondents said access to education is an issue, it came at the bottom of the list with discrimination and racism (53%), access to public transit (46%), and employment and career development opportunities (43%).

ISSUES AND CONCERNS – (2/2)

Q1. I am going to read you a list of aspects. Please tell me whether each one is an issue for you, considering the territory where you live.

Base: All respondents (n=300)

TOTAL ISSUE (Somewhat of an issue + Major issue)	TOTAL	Gender		Age			Ethnicity		Region			Education			Income		
		Male	Female	18–34	35–54	55+	Caucasian	BIPoC	NWT	Nunavut	Yukon	Elem/Sec	College	University	>\$40K	\$40K–\$79K	\$80K +
n = 300	138	158	38	95	167	187	106	150	45	105	79	71	146	40	57	163	
Cost of living	80%	71%	88%	66%	88%	84%	84%	75%	86%	74%	77%	72%	87%	83%	76%	80%	87%
Effects of climate change	73%	69%	77%	64%	76%	79%	80%	66%	74%	60%	81%	59%	71%	87%	52%	74%	81%
Availability of housing	72%	68%	74%	73%	75%	66%	73%	70%	69%	73%	73%	70%	75%	72%	65%	86%	72%
Access to health services	63%	62%	63%	53%	66%	71%	68%	57%	75%	58%	55%	58%	71%	63%	53%	61%	69%
Mental health and well-being	61%	61%	59%	50%	67%	65%	70%	51%	68%	46%	64%	47%	71%	68%	40%	59%	71%
Preserving Indigenous culture and traditions	59%	55%	60%	50%	58%	68%	67%	48%	57%	48%	68%	47%	59%	70%	42%	51%	70%
Harsh weather conditions	55%	51%	56%	53%	61%	50%	65%	43%	58%	46%	58%	41%	49%	69%	37%	39%	64%
Discrimination and racism	53%	44%	59%	43%	56%	58%	63%	41%	55%	43%	57%	38%	57%	64%	35%	45%	65%
Access to education and training services	53%	53%	50%	58%	57%	41%	50%	53%	60%	46%	50%	51%	52%	54%	38%	53%	54%
Access to public transit	46%	44%	49%	50%	44%	43%	52%	41%	45%	39%	52%	48%	39%	49%	41%	47%	49%
Employment and career development opportunities	43%	43%	44%	45%	46%	38%	35%	54%	53%	40%	35%	53%	45%	35%	48%	51%	39%

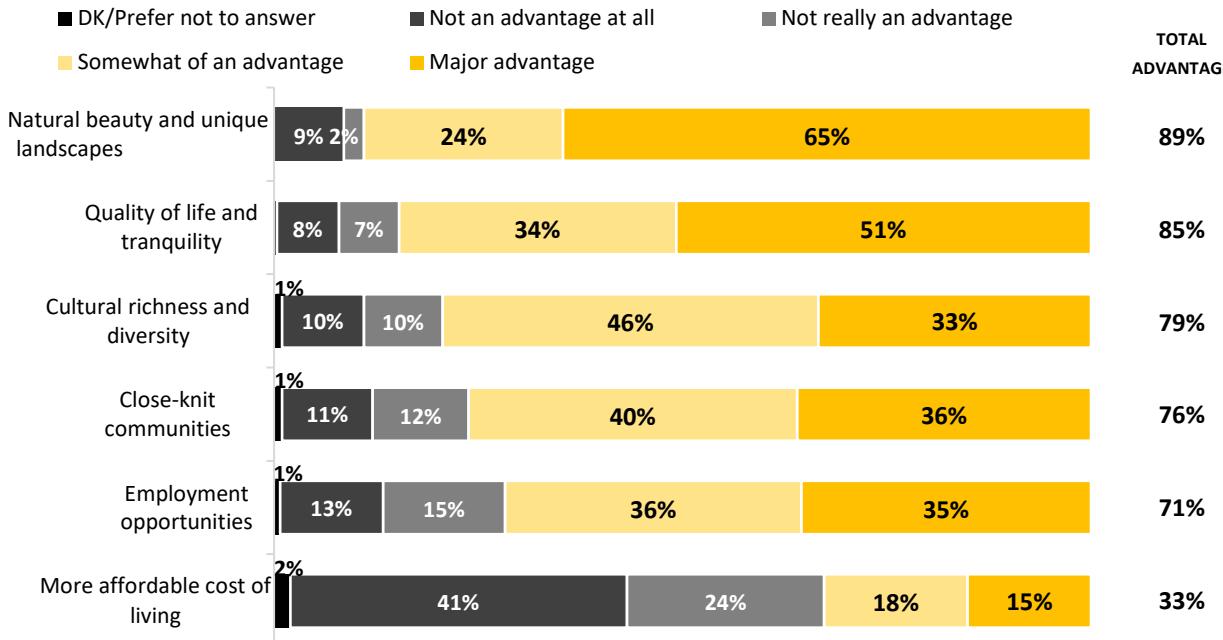
DETAILED RESULTS

2. Perceptions of Canada's North

ADVANTAGES, BY REGION (1/2)

Q6. I am going to read you a list of aspects. Please tell me whether, for each one, living in your region is an advantage.

Base: All respondents (n=300)



Most residents of Canada's North perceive many advantages to living there, such as the natural beauty and unique landscapes (89%), the quality of life and tranquility (85%), cultural richness and diversity (79%), the strong sense of community (76%) and employment opportunities (71%). However, the cost of living in the region does not seem to be an advantage (33%).

The perception of advantages varies according to socio-demographic profile. Childless persons are more likely than the rest of the population to see close-knit communities (83%) and the affordable cost of living (40%) in their region as advantages. Yukon residents are more likely than others to describe their quality of life (94%) and employment opportunities (82%) as advantages. Lastly, residents of the NWT are more likely than the others to describe the close-knit communities in their region as an advantage (84%).

Caucasians, university graduates and persons with a household income of \$80K or more are more likely to see the aspects on the list presented here as advantages.

ADVANTAGES, BY REGION (2/2)

Q6. I am going to read you a list of aspects. Please tell me whether, for each one, living in your region is an advantage.

Base: All respondents (n=300)

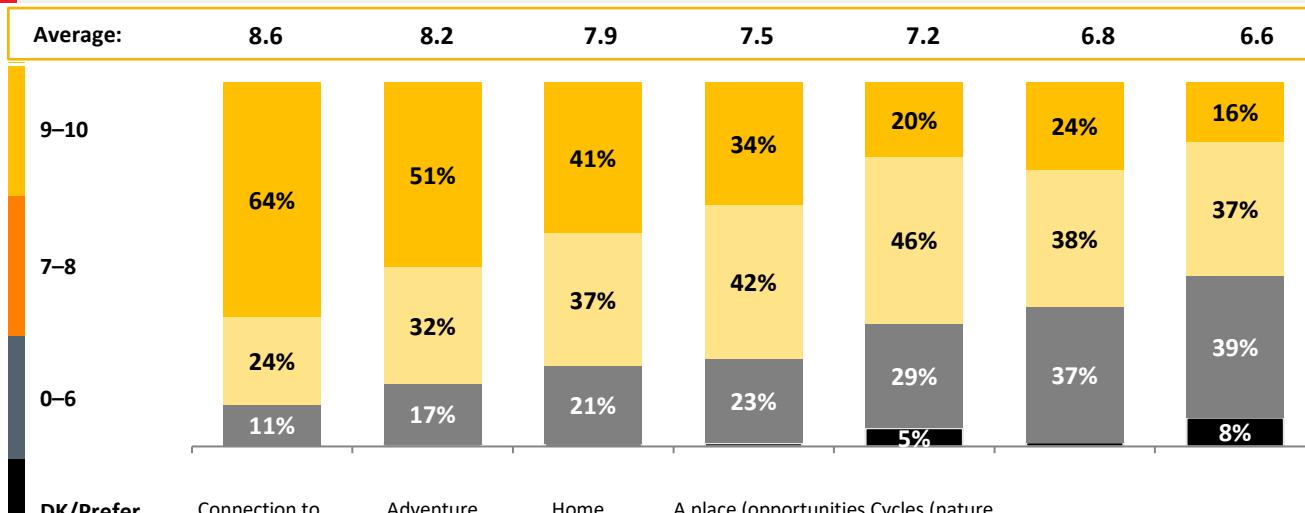
TOTAL ADVANTAGE (Somewhat of an advantage + Major advantage)	TOTAL	Gender		Age			Ethnicity		Region			Children		Education			Income		
		Male	Female	18–34	35–54	55+	Caucasian	BIPOC	NWT	Nunavut	Yukon	Yes	No	Elem/Sec	College	University	>\$40K	\$40K–\$79K	\$80K +
	n = 300	138	158	38	95	167	187	106	150	45	105	101	138	79	71	146	40	57	163
Natural beauty and unique landscapes	89%	86%	92%	84%	92%	90%	95%	83%	92%	83%	90%	87%	89%	82%	90%	94%	82%	93%	90%
Quality of life and tranquility	85%	81%	89%	77%	87%	90%	91%	78%	84%	71%	94%	82%	86%	74%	87%	93%	76%	91%	91%
Cultural richness and diversity	79%	75%	83%	76%	81%	81%	87%	71%	86%	62%	85%	78%	86%	70%	82%	88%	67%	68%	90%
Close-knit communities	76%	68%	82%	67%	78%	82%	86%	65%	84%	64%	75%	67%	83%	63%	77%	86%	76%	66%	83%
Employment opportunities	71%	78%	64%	69%	72%	72%	82%	57%	76%	48%	82%	73%	70%	57%	76%	80%	50%	53%	85%
More affordable cost of living	33%	39%	27%	29%	31%	38%	29%	37%	39%	25%	31%	23%	40%	43%	34%	23%	59%	38%	25%

DEFINITION OF “NORTHERNNESS”

Q7. For each of the topics I am about to read to you, please tell me which one best describes “northernness” and the experience of living in Canada’s North. You can use a scale from 0 to 10, with 0 meaning it does not reflect “northernness” at all, and 10 meaning it reflects “northernness” absolutely.

Northernness is...

Base: All respondents (n=300)



When asked about the meaning of “northernness” and their experience of living in Canada’s North, most respondents associated “northernness” with a strong connection to nature (8.6 out of 10 on average) and a spirit of adventure (8.2 out of 10 on average).

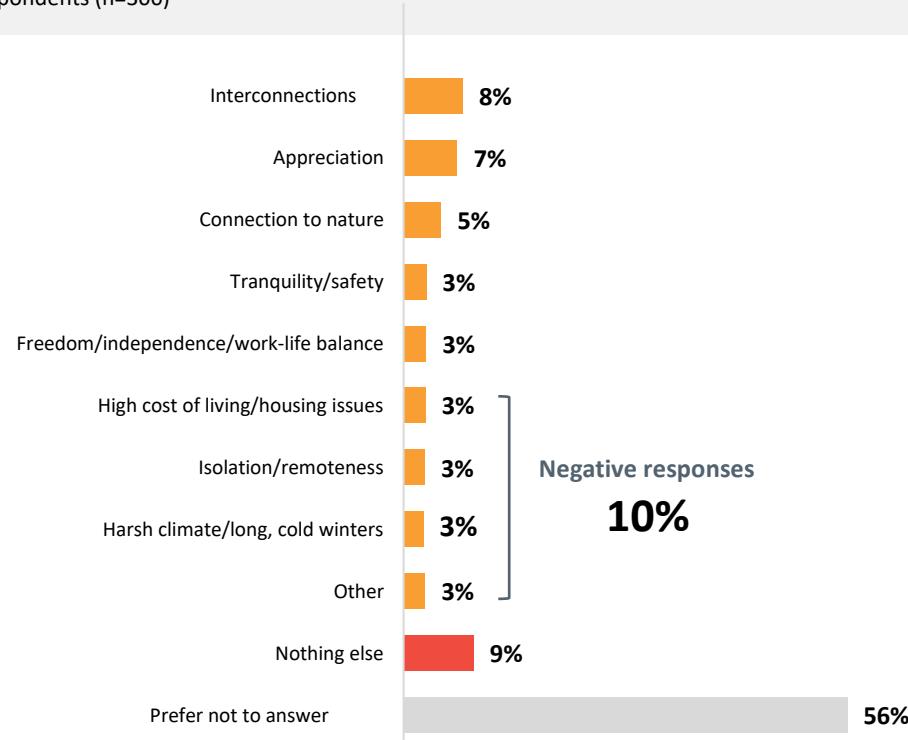
The topic of cycles (nature, career, immigration, between others) is the one with less among respondents

genous peoples, human encounters, career, (6.6 out of 10 on average).
active and history, career, immigration, etc.)
supportive human potential, etc.)
community) etc.)

OTHER ASPECTS THAT DESCRIBE NORTHERNNESS

Q8. Are there any other aspects that come to mind when you think of “northernness” or the experience of living in Canada’s North?*

Base: All respondents (n=300)



When asked about other topics associated with “northernness” or their experience of living in Canada’s North, respondents had differing views.

Just under one in 10 (8%) respondents said that “northernness” refers to a place where everything is connected. For example, they said *“The North is like one big family where everyone knows each other,”* *“Northernness is the community, the connection between everyone and the land.”*

For 7% of respondents, “northernness” means appreciation, with some participants declaring, *“Northernness is beauty,”* *“Northernness means opportunities and a unique experience.”*

One respondent out of 10 (10%) had something negative to say about “northernness.” They cited the cost of living, isolation, the harsh weather, the lack of local services, social problems and the poor quality of infrastructure.

Lastly, almost one in 10 respondents (9%) said that they had nothing else to add to the list of topics given earlier. And, more than half (56%) declined to comment.

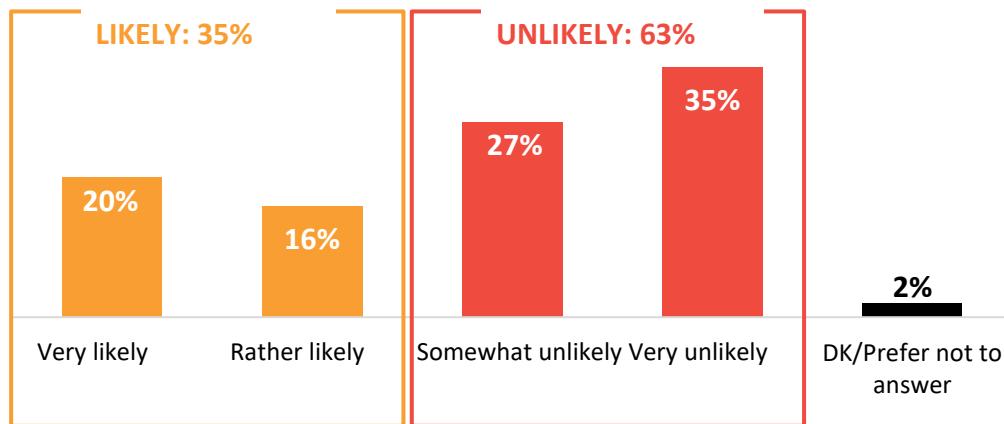
DETAILED RESULTS

3. Perspectives and interests – education and training

FURTHER EDUCATION AND TRAINING IN THE NEXT THREE YEARS – (1/2)

Q2. Do you plan to pursue further education or participate in training in the next three years?

Base: All respondents (n=300)



Just over one third of respondents (35%) are likely to pursue further education or participate in training. The proportion is higher (45%) among residents of the Northwest Territories.

Almost two thirds of respondents (63%) do not plan to pursue further education or participate in training in the next three years. Of those, 35% considered that possibility very unlikely. The proportion is higher among persons aged 55 or over (57%) and persons with a total household income of \$80K or more (44%).

FURTHER EDUCATION AND TRAINING IN THE NEXT THREE YEARS – (2/2)

Leger

Q2. Do you plan to pursue further education or participate in training in the next three years?

Base: All respondents (n=300)

	Gender	Age			Region			Language			Other	Children		Income				
		Male	Female	18-34	35-54	55+	NWT	Nunavut	Yukon	French	English	Yes	No	>\$40K	\$40K-\$79K	\$80K +		
n=	TOTAL	138	158	38	95	167	150	45	105	21*	238	36	36	101	138	40	57	163
LIKELY	35%	32%	40%	47%	33%	26%	45%	31%	28%	31%	37%	34%	40%	32%	42%	41%	41%	34%
Very likely	20%	17%	22%	29%	18%	12%	23%	13%	21%	27%	22%	13%	19%	21%	25%	19%	22%	20%
Quite likely	16%	14%	18%	18%	15%	14%	22%	18%	7%	4%	15%	21%	21%	12%	17%	22%	19%	14%
UNLIKELY	63%	66%	58%	51%	65%	71%	53%	66%	71%	68%	61%	59%	56%	66%	54%	56%	57%	63%
Rather unlikely	27%	30%	23%	35%	33%	14%	14%	45%	30%	39%	21%	41%	26%	34%	16%	31%	24%	19%
Very unlikely	35%	36%	35%	16%	32%	57%	39%	21%	41%	29%	40%	18%	30%	32%	38%	25%	33%	44%
DK/Prefer not to answer	2%	3%	2%	2%	2%	3%	2%	3%	1%	1%	2%	8%	4%	2%	3%	3%	2%	3%

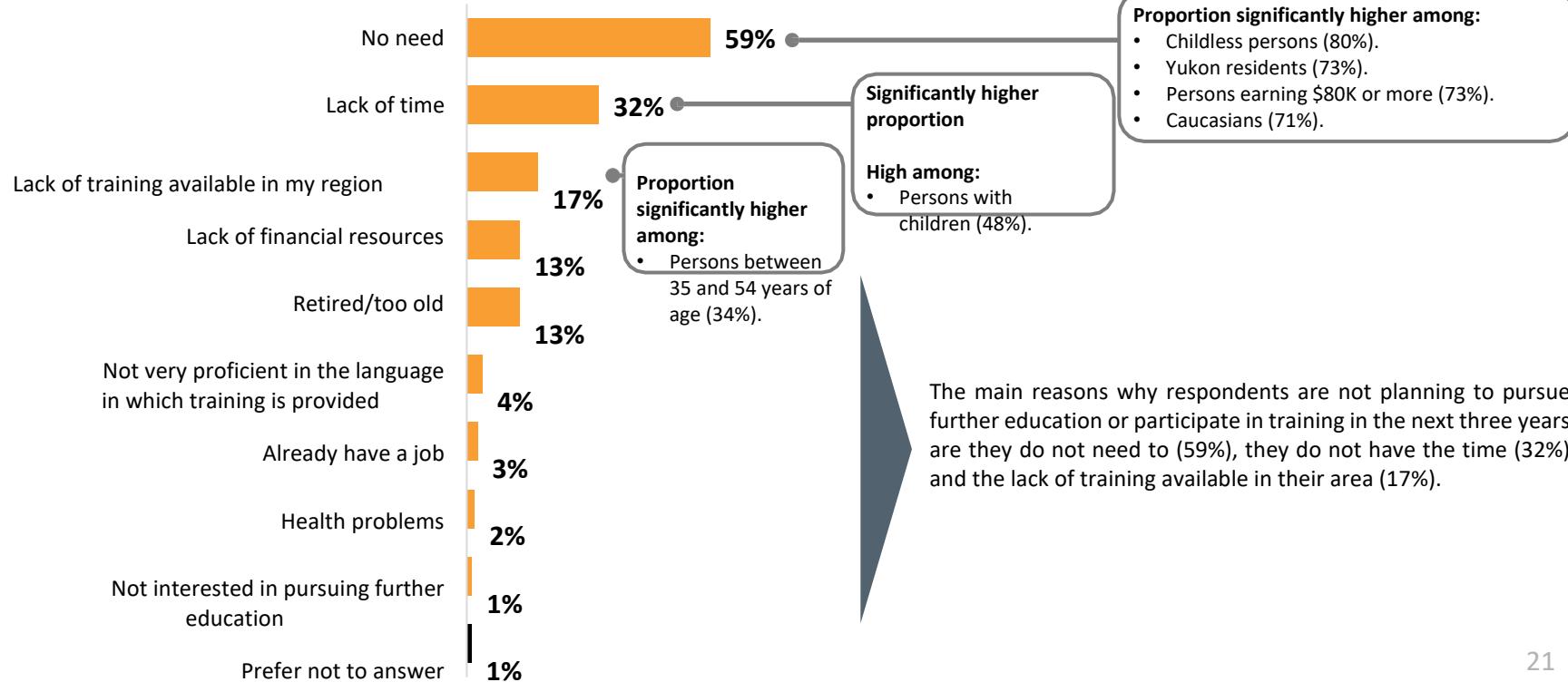
*Given the small number of respondents (n<30), the data are presented for information purposes only.

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KEY FACTORS IN NOT PURSUING FURTHER EDUCATION OR PARTICIPATING IN TRAINING

Q3. Why are you not planning to pursue further education or participate in training in the next three years?

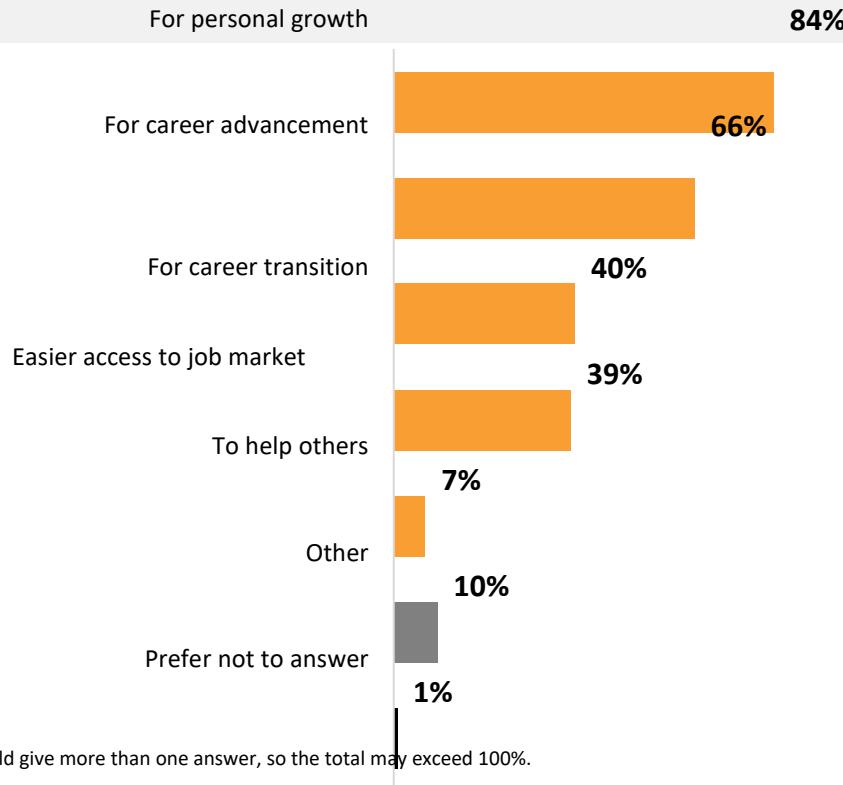
Base: Respondents who do not plan to pursue further education or participate in training in the next three years (n=208) – Multiple answers possible*



KEY FACTORS IN PURSUING FURTHER EDUCATION OR PARTICIPATING IN TRAINING

Q4. Why would you like to pursue further education or participate in training?

Base: Respondents who plan to pursue further education or participate in training in the next three years (n=87) – Multiple answers possible*



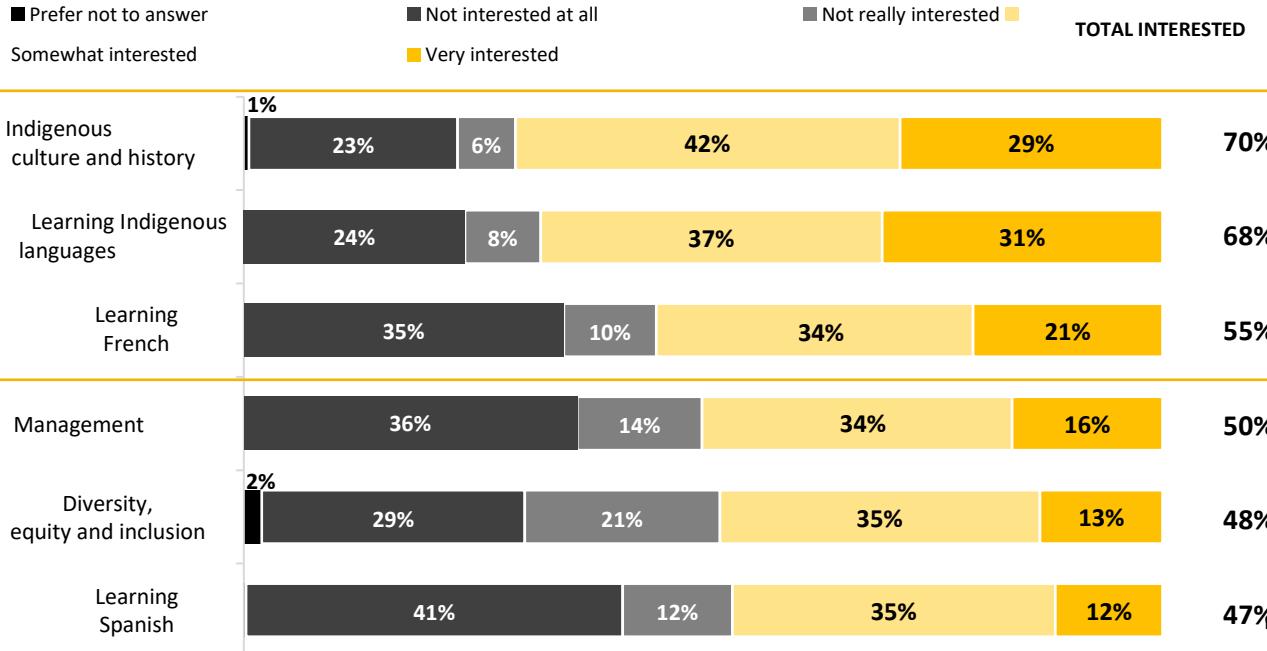
The main reasons why respondents plan to pursue further education or participate in training over the next three years are personal growth (84%), career advancement (66%), career transition (40%), and easier access to the job market (39%).

There was no significant difference between the groups of respondents.

INTEREST IN TRAINING PROGRAMS (1/3)

Q5[?]. I am going to read you a list of training programs. For each one, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking them if they were available in your area?

Base: All respondents (n=300)



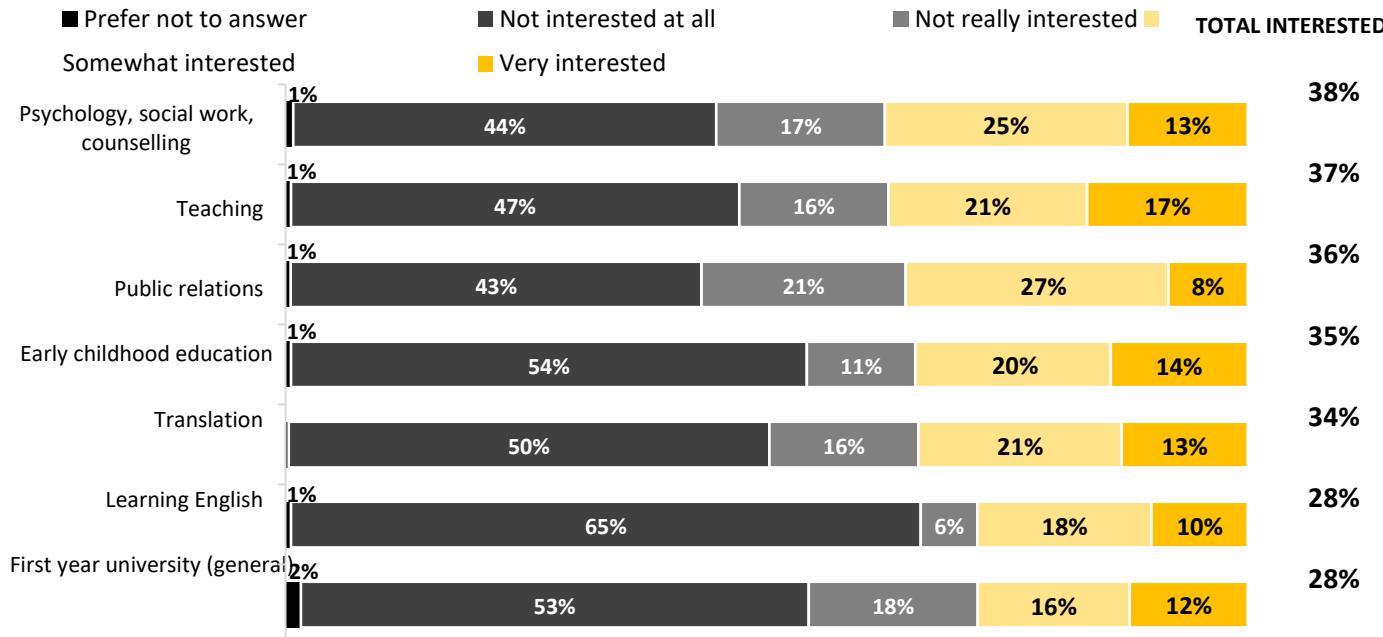
Among the list of training programs presented to participants, the ones that aroused the most interest were Indigenous culture and history (70%), learning Indigenous languages (68%), and learning French (55%). Women showed greater interest than men in the first two training programs (80% and 78%, respectively).

Continued on next page >>>

INTEREST IN TRAINING PROGRAMS (2/3)

Q5[?]. I am going to read you a list of training programs. For each one, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking them if they were available in your area?

Base: All respondents (n=300)



The three courses that aroused the least interest among respondents were translation (34%), learning English (28%) and first year university (general) (28%).

Persons from the BIPOC community and persons with a lower level of education (elementary or secondary) are more likely to be interested in early childhood education (51% and 50%, respectively), translation (49% and 51%, respectively), learning English (50% and 51%, respectively) and first year university (45% and 51%, respectively).

INTEREST IN TRAINING PROGRAMS (3/3)

Q5[?]. I am going to read you a list of training programs. For each one, please tell me if you would be very interested, somewhat interested, not really interested or not interested at all in taking them if they were available in your area?

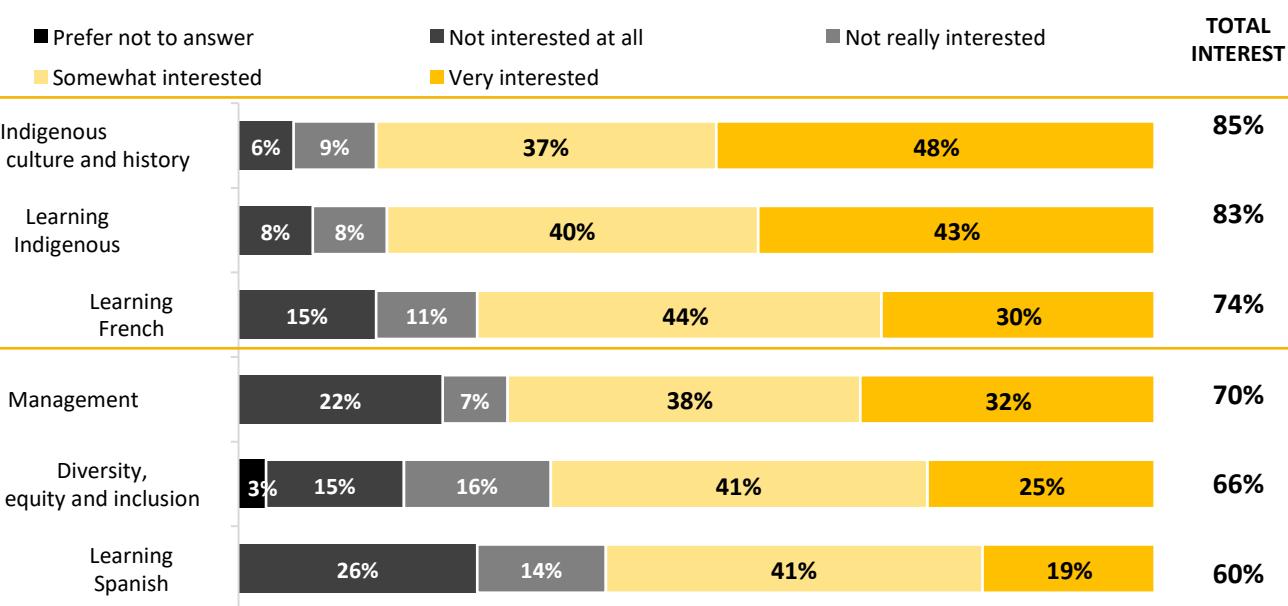
Base: All respondents (n=300)

TOTAL INTERESTED (Somewhat interested + Very interested)	TOTAL n = 300	Gender		Age			Ethnicity		Region			Education			Children	
		Male	Female	18-34	35-54	55+	Caucasian	BIPOC	NWT	Nunavut	Yukon	Elem/Sec	College	University	Yes	No
		138	158	38	95	167	187	106	150	45	105	79	71	146	101	138
Indigenous culture and history	70%	63%	80%	90%	65%	58%	67%	77%	72%	71%	68%	75%	51%	75%	77%	71%
Learning Indigenous languages	68%	56%	78%	88%	68%	48%	61%	73%	63%	81%	63%	70%	58%	72%	76%	60%
Learning French	55%	52%	60%	73%	53%	40%	52%	60%	59%	47%	56%	62%	44%	53%	62%	52%
Management training	50%	50%	48%	74%	50%	26%	40%	58%	55%	50%	45%	54%	55%	46%	59%	46%
Diversity, equity and inclusion training	48%	41%	57%	63%	43%	40%	52%	46%	59%	29%	50%	41%	36%	59%	46%	56%
Learning Spanish	47%	47%	49%	66%	35%	42%	49%	46%	51%	32%	52%	41%	45%	51%	43%	51%
Psychology, social work, counselling	38%	34%	43%	62%	30%	23%	37%	40%	41%	27%	42%	39%	32%	39%	44%	35%
Teaching	37%	31%	45%	50%	33%	30%	31%	46%	50%	39%	23%	39%	30%	37%	43%	38%
Public relations	36%	31%	37%	47%	38%	22%	23%	45%	35%	46%	29%	37%	32%	36%	39%	34%
Early childhood education	35%	30%	41%	64%	26%	17%	21%	51%	34%	48%	25%	50%	17%	28%	41%	34%
Translation	34%	35%	34%	52%	32%	20%	22%	49%	33%	45%	28%	51%	22%	25%	37%	40%
Learning English	28%	35%	22%	52%	19%	16%	8%	50%	24%	48%	19%	51%	21%	12%	32%	28%
First year university	28%	29%	28%	51%	22%	13%	12%	45%	32%	36%	18%	51%	29%	8%	30%	31%

INTEREST IN TRAINING PROGRAMS AMONG PERSONS WHO WANT TO PURSUE FURTHER EDUCATION OR PARTICIPATE IN TRAINING (1/2)

Q5[?]. I am going to read you a list of training programs. For each one, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking them if they were available in your area?

Base: Respondents who plan to pursue further education or participate in training in the next three years {n=87}

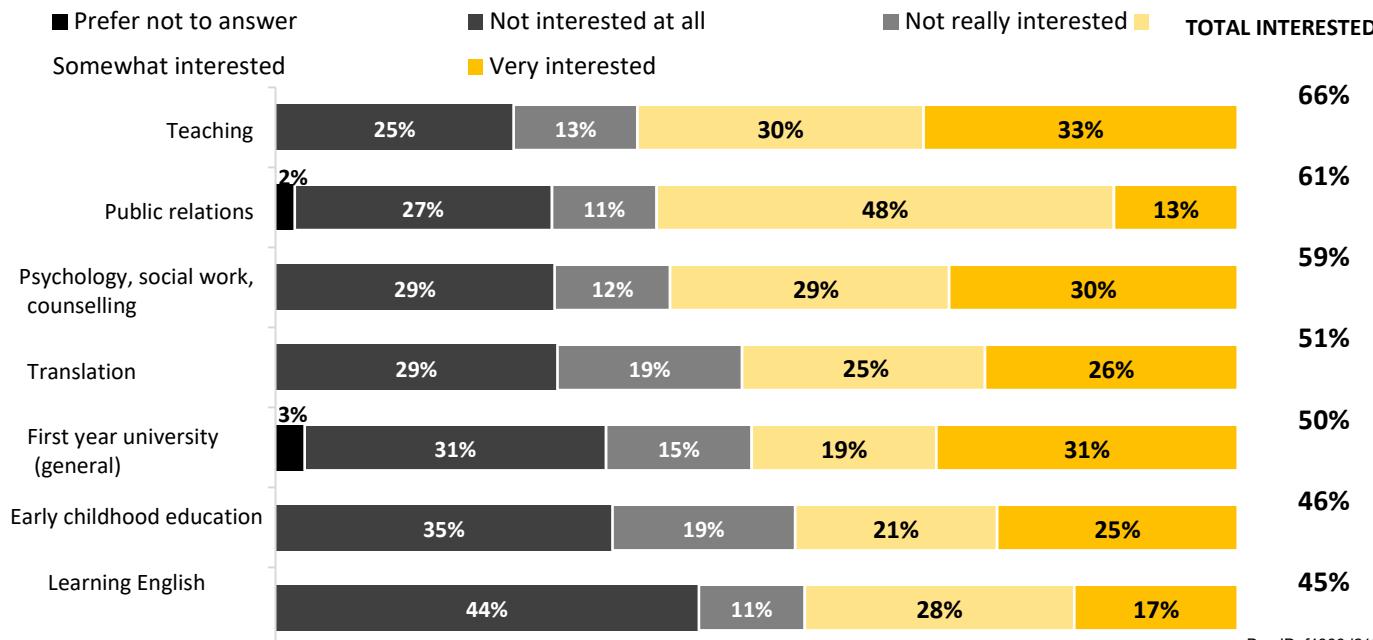


Among the list of training programs presented to the respondents wishing to pursue further education or participate in training in the next three years, the ones that aroused the most interest were the same as those that appealed to all respondents: Indigenous culture and history (85%), learning Indigenous languages (83%) and learning French (74%).

INTEREST IN TRAINING PROGRAMS AMONG PERSONS WISHING TO PURSUE FURTHER EDUCATION OR PARTICIPATE IN TRAINING (2/2)

Q5[?]. I am going to read you a list of training programs. For each one, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking them if they were available in your area?

Base: Respondents who plan to pursue further education or participate in training in the next three years {n=87}



Interest in other training programs differs between persons who plan to pursue further education or participate in training in the next three years and all respondents. Teaching (66%) and public relations (61%) aroused more interest than psychology, social work and counselling (59%). Translation (51%) and first year university (50%) also sparked more interest than early childhood education (46%) and learning English (45%), which are at the bottom of all the respondents' interest lists.



RESPONDENT PROFILE

SOCIO-DEMOGRAPHIC PROFILE

Weighted profile

Base: All respondents

TOTAL
(n=300)

GENDER

Male	49%
Female	48%

AGE

18–34	31%
35–54	38%
55 or over	31%

REGION

Northwest Territories	38%
Nunavut	25%
Yukon	37%

ETHNICITY

Caucasian	49%
BIPoC*	47%

LANGUAGE

French	6%
English	68%
Indigenous language(s)	21%
Other	15%

Base: All respondents

TOTAL
(n=300)

CHILDREN

Yes	56%
No	44%

OCCUPATION

Employed	70%
Student	2%
Retired	15%
Other	12%

HOUSEHOLD INCOME

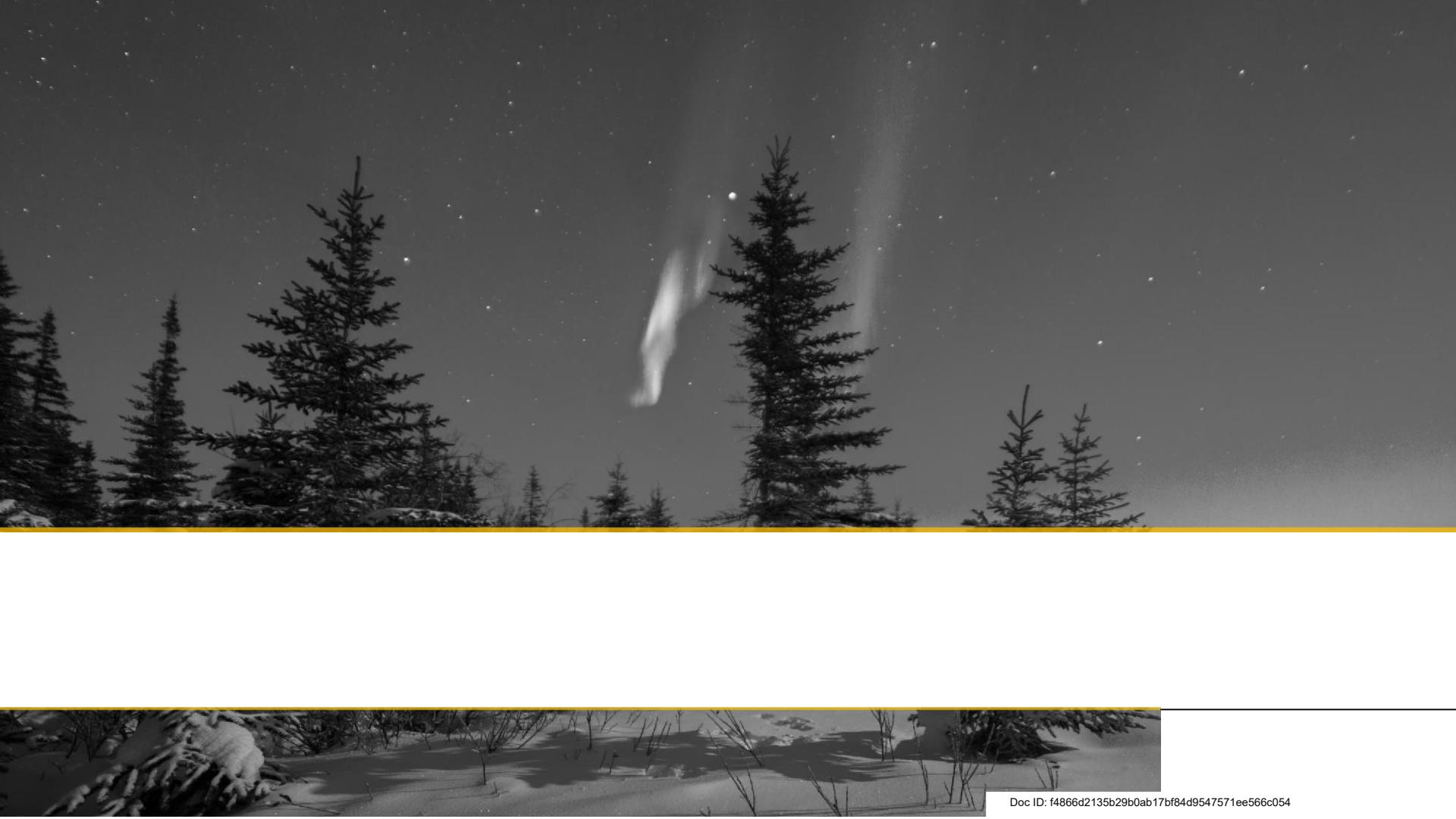
Less than \$40K	17%
\$40K–\$79K	17%
\$80K or over	51%

EDUCATION

Elementary/secondary	35%
College	21%
University	43%

N.B.: For each profile category, the remainder to 100% corresponds to “Don’t know,” “Not applicable” and “Refusal.”

*Black, Indigenous and people of colour.



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TEAM

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Project team

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OUR SERVICES

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Marketing research and polling

- **Leger Metrics**

Customer Experience Consulting

- **Leger Analytics (LEA)**

Data modelling and analysis

- **Leger Opinion (LEO)**

Panel management

- **Leger Communities**

Online community management

- **Leger Digital**

Digital strategy and user experience

- **International research**

Worldwide Independent Network (WIN)

600

EMPLOYEES



185

CONSULTANTS



8

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