

Secondary Data Collection:

Top languages spoken at home in Peel, Mississauga, Brampton and Caledon

1. Multimedia outlet registration

Peel will accept multicultural media registration for outlets that publish in English as well as the top 15 languages most often spoken at home in Peel (purple shade). Peel will also accept registration for outlets that publish in any of the top 15 languages most often spoken in Mississauga, Brampton or Caledon that are not included in the top 15 in Peel (yellow shade) by request.

Top 15 non-official languages spoken most often at home

Peel			Mississauga			Brampton			Caledon		
1,375,800		Total responses	717,855		Total responses	591,670		Total responses	66,275		Total responses
1	94880	Punjabi/Panjabi	1	22885	Urdu	1	79705	Punjabi	1	2285	Punjabi/Panjabi
2	35935	Urdu	2	18080	Mandarin	2	12950	Urdu	2	1115	Italian
3	19960	Mandarin	3	16810	Arabic	3	10695	Gujarati	3	335	Polish
4	18915	Arabic	4	14980	Polish	4	8535	Tamil	4	325	Spanish
5	17655	Polish	5	12890	Punjabi/Panjabi	5	7350	Hindi	5	235	Portuguese
6	15620	Spanish	6	11420	Cantonese	6	5880	Spanish	6	165	Mandarin
7	14935	Tamil	7	9420	Spanish	7	4350	Portuguese	7	145	French
8	14890	Gujarati	8	8980	Tagalog/Pilipino/Filipino	8	4235	Tagalog/Pilipino/Filipino	8	140	Russian
9	13605	Cantonese	9	6770	Vietnamese	9	3100	Vietnamese	9	110	Hindi
10	13275	Tagalog/Pilipino/Filipino	10	6460	Portuguese	10	2340	Polish	10	100	Urdu
11	12250	Hindi	11	6315	Tamil	11	2255	French	11	95	Gujarati
12	11045	Portuguese	12	4795	Hindi	12	2130	Cantonese	12	85	Tamil
13	9925	Vietnamese	13	4100	Gujarati	13	2060	Arabic	13	80	Ukrainian
14	6370	Italian	14	3555	Ukrainian	14	1825	Persian/Farsi	14	75	Croatian
15	5725	French	15	3460	Italian	15	1795	Italian	15	65	Persian/Farsi

Table 1: All data taken from the Peel Data Centre – information gathered from the 2016 Canadian Census

2. Translation of key messages

It is recommended that all tactics be translated into 10 languages (Punjabi, Urdu, Chinese [Mandarin and Cantonese/ Simplified and Traditional], Arabic, Polish, Spanish, Gujarati, Tamil, Italian and French) if there is an identified need for wide distribution of the message and the message will be unchanged for a reasonable amount of time.

English and French were included as Canada's official languages. Other languages were chosen because **they represent at least 1.5 per cent** of the non-official languages most often spoken at home, based on information from the 2016 census, for either Peel (purple shade) or lower tier municipality (yellow shade) in order to capture significant language communities in Peel. Messages can be translated to other languages by request of the communications specialist.

Top 10 non-official languages spoken most often at home

	Peel	% of Peel	# of residents
1	Punjabi	7.89%	10,855
2	Urdu	2.99%	4114
3	Mandarin	1.66%	2284
4	Arabic	1.57%	2160
5	Polish	1.47%	2202
6	Spanish	1.30%	1789
7	Tamil	1.24%	1706
8	Gujarati	1.24%	1706
9	Cantonese	1.13%	1555
10	Tagalog	1.10%	1513

	Brampton	% of Bram.	# of residents
1	Punjabi	15.56%	9216
2	Urdu	2.53%	1497
3	Gujarati	2.09%	1237
4	Tamil	1.67%	988
5	Hindi	1.44%	852
6	Spanish	1.15%	680
7	Portuguese	0.85%	503
8	Tagalog	0.83%	491
9	Vietnamese	0.61%	361
10	Polish	0.46%	272

	Caledon	% of Cal.	# of residents
1	Punjabi	3.62%	240
2	Italian	1.76%	117
3	Polish	0.54%	36
4	Spanish	0.52%	34
5	Portuguese	0.37%	25
6	Mandarin	0.27%	18
7	Russian	0.21%	14
8	Hindi	0.17%	11
9	Urdu	0.16%	11
10	Gujarati	0.15%	10

	Mississauga	% of Miss.	# of residents
1	Urdu	3.65%	2620
2	Mandarin	2.88%	2067
3	Arabic	2.68%	1924
4	Polish	2.39%	1716
5	Punjabi	2.05%	1472
6	Cantonese	1.82%	1307
7	Spanish	1.50%	1077
8	Tagalog	1.43%	1027
9	Vietnamese	1.08%	775
10	Portuguese	1.03%	739

Table 2: All data taken from the Peel Data Centre – information gathered from the 2016 Canadian Census