

Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

www.innovativeresearch.ca



Canada This Month **Indigenous Issues**

Methodology & Demographics

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from May 29th to June 2nd, 2017.
- This online survey of 1607 adult Canadians was conducted on INNOVATIVE's Canada 20/20 national research panel. The results following for Canada only are weighted to n=1,200 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.
- Tracking results from are from previous polls conducted on INNOVATIVE's Canada 20/20 panel: July 24th to July 30th, 2015 n=2,000, June 26th to July 3rd, 2014 n=2,332, June 25th to July 6th, 2009 n=2,507; May 7th to June 4th, 2008 n= 4,893, May 31st to June 27th, 2007 n=5,060.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Regions: Where did respondents come from?

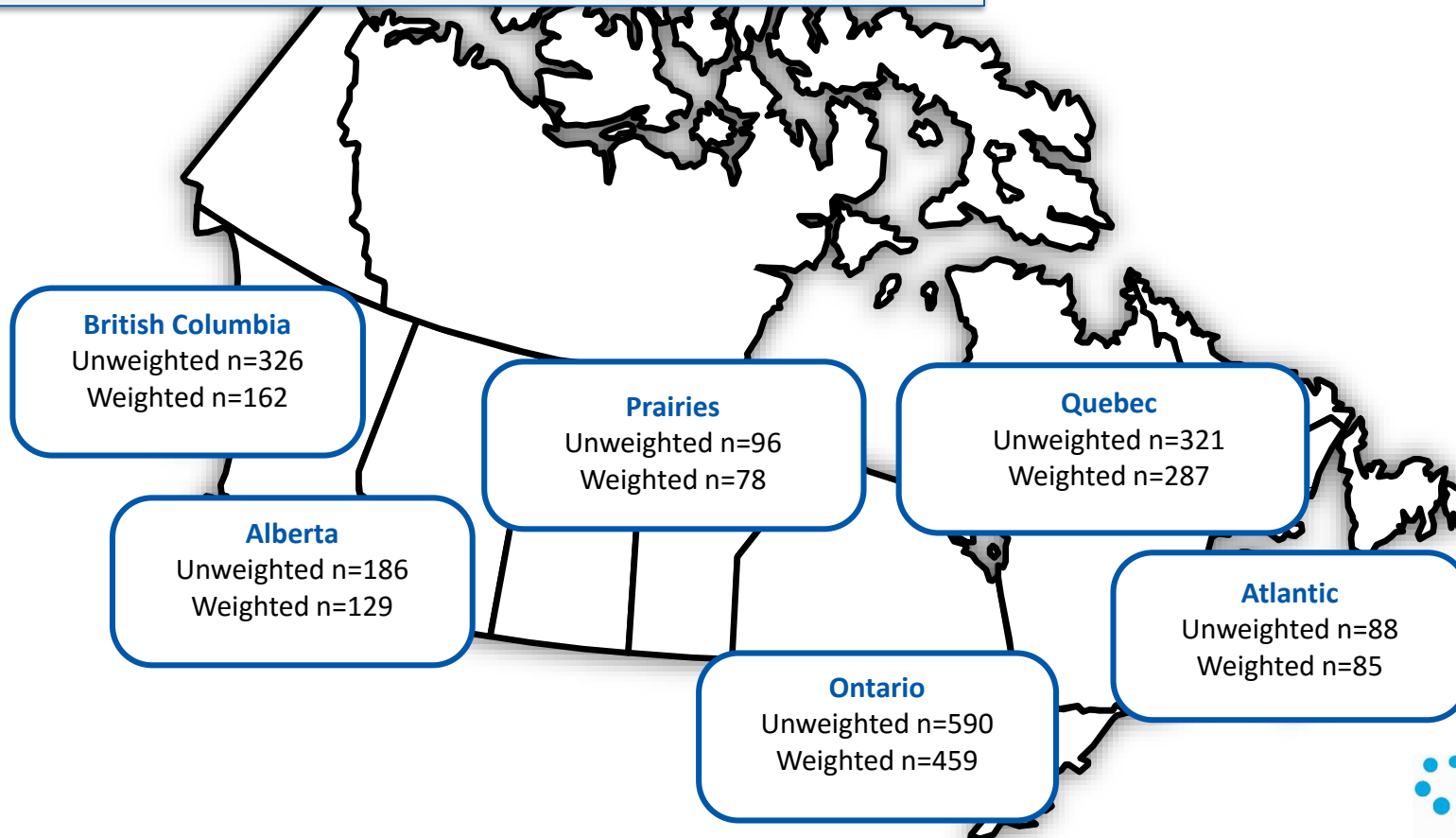
Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

National

Unweighted n=1,607

Weighted n=1,200



Party Identification

Party ID: around 1-in-3 ID as Liberal in Quebec and ROC, Conservative ID much lower in Quebec (13%) than ROC (28%)

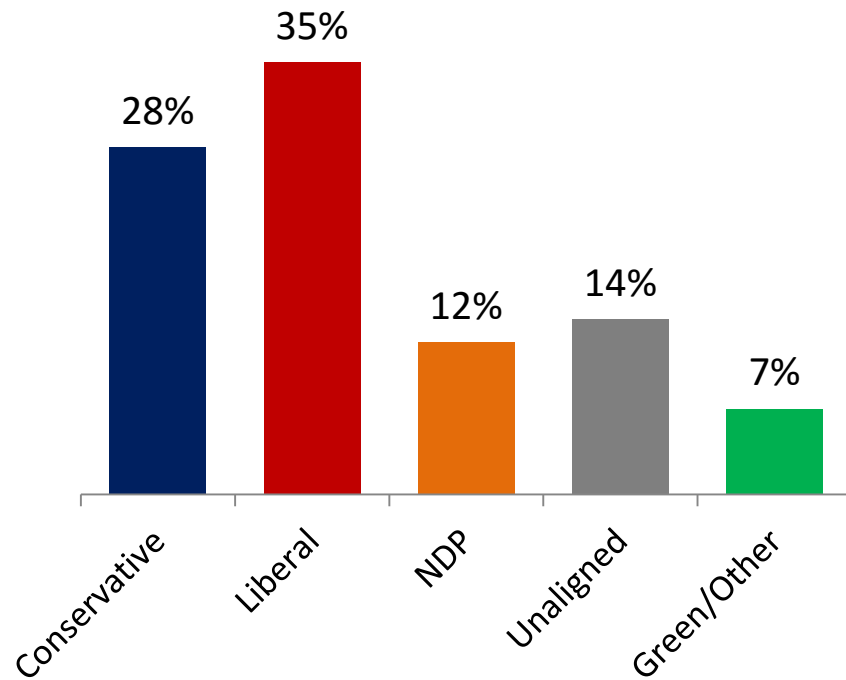
Q

Thinking about politics in CANADA, generally speaking do you think of yourself as a...

[asked of all respondents]

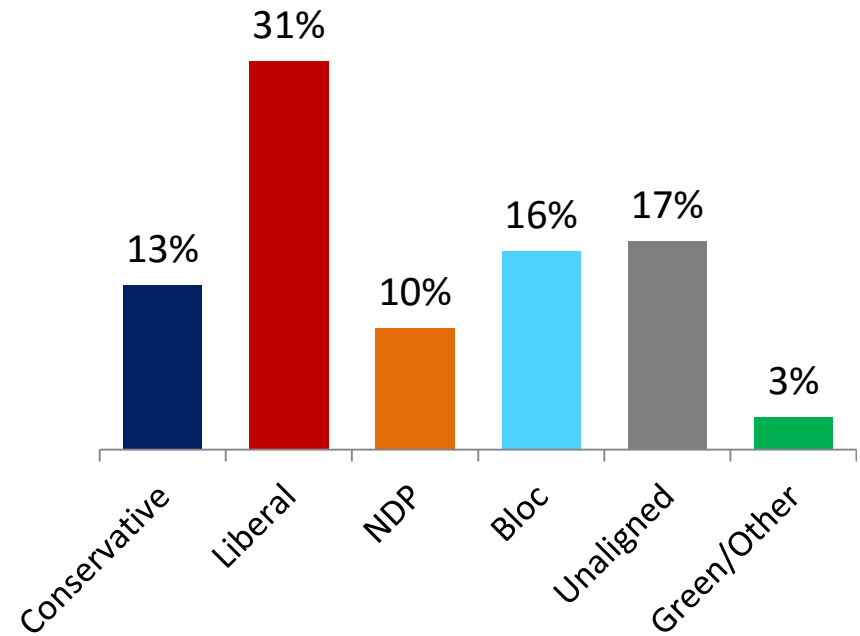
Rest of Canada

[n=913]



Quebec

[n=287]



Note: 'Don't know' (5% for ROC, 4% for Quebec) not shown.

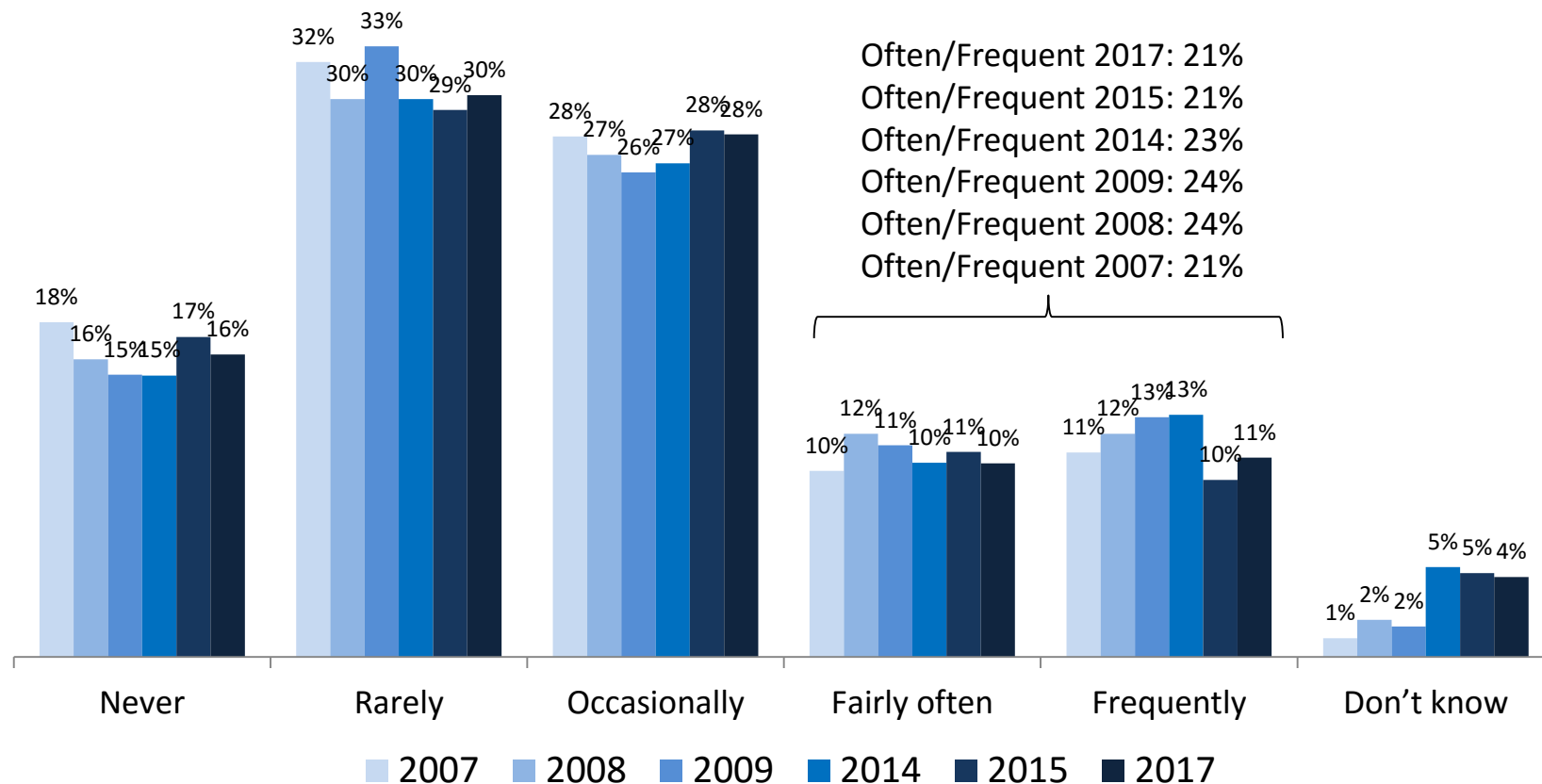
First Nations - Overview

Personal Connection: results remain consistent over time; with 21% having frequent/often contact

Q

How often would you say you personally have contact with Canada's Indigenous peoples? Would that be...?

[asked of all respondents, 2017 n=1,200]

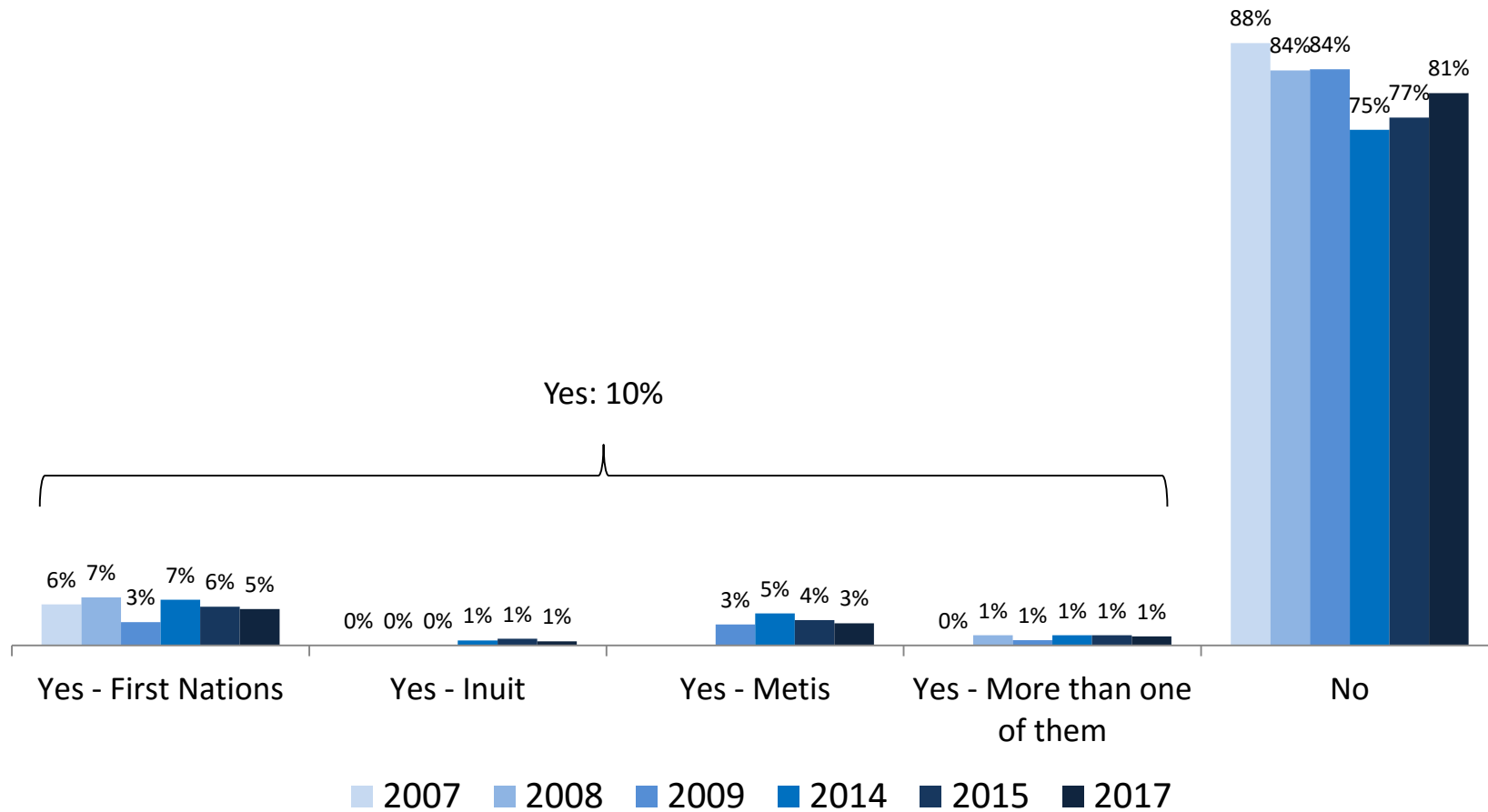


Ancestry: 10% of respondents report having First Nations, Inuit or Métis ancestry

Q

Do you have any First Nations, Inuit or Métis ancestry?

[asked of all respondents, 2017 n=1,200]



Note: 'Don't know' (9%) not shown.
Question did not include *Métis* in 2007 or 2008.

Ancestry importance: Agreement dropped 5 points since 2015 to 49%

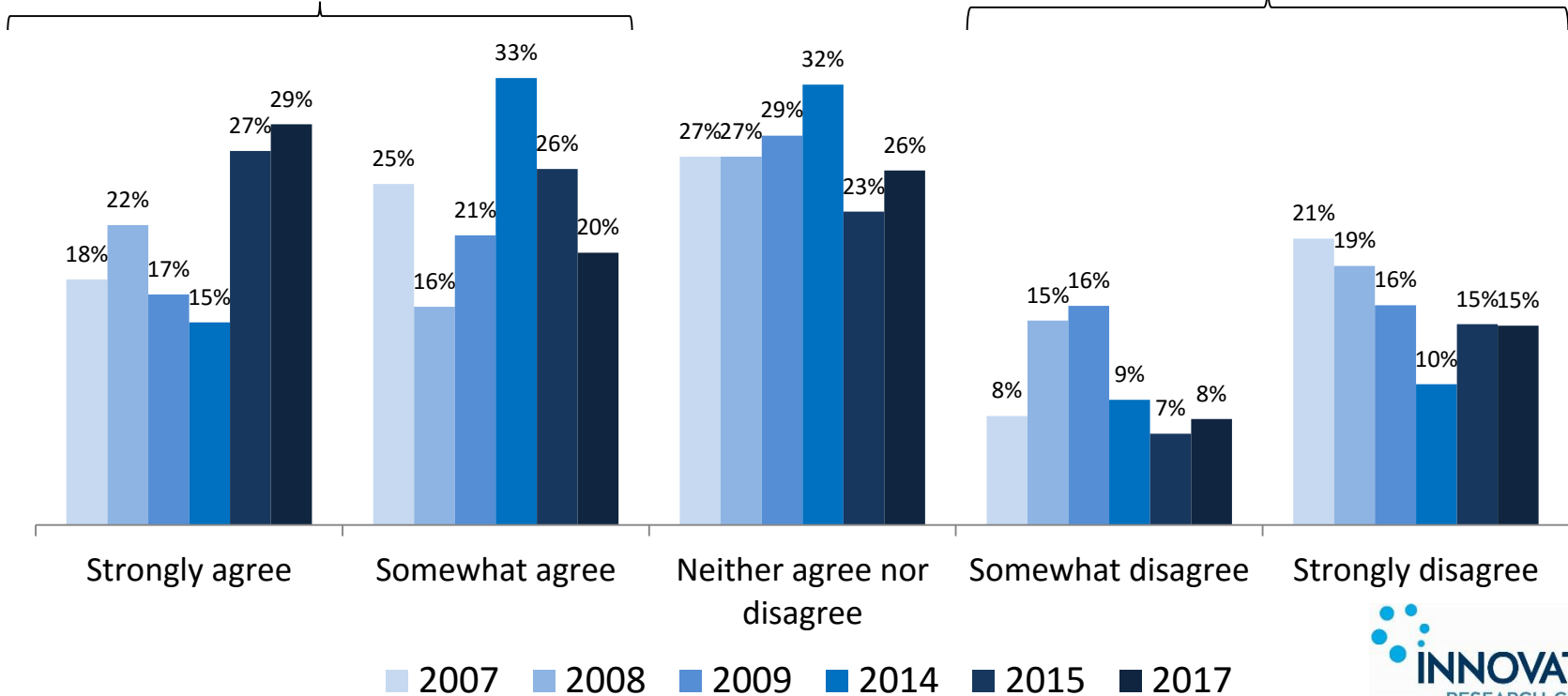


Do you agree or disagree with the following statement: “My First Nations / Inuit / Métis heritage is an important part of who I am as a person”

[asked of those who have First Nations, Inuit or Metis ancestry, 2017 n=126]

Agree 2017: 49%
 Agree 2015: 54%
 Agree 2014: 48%
 Agree 2009: 38%
 Agree 2008: 38%
 Agree 2007: 43%

Disagree 2017: 22%
 Disagree 2015: 21%
 Disagree 2014: 20%
 Disagree 2009: 32%
 Disagree 2008: 34%
 Disagree 2007: 29%



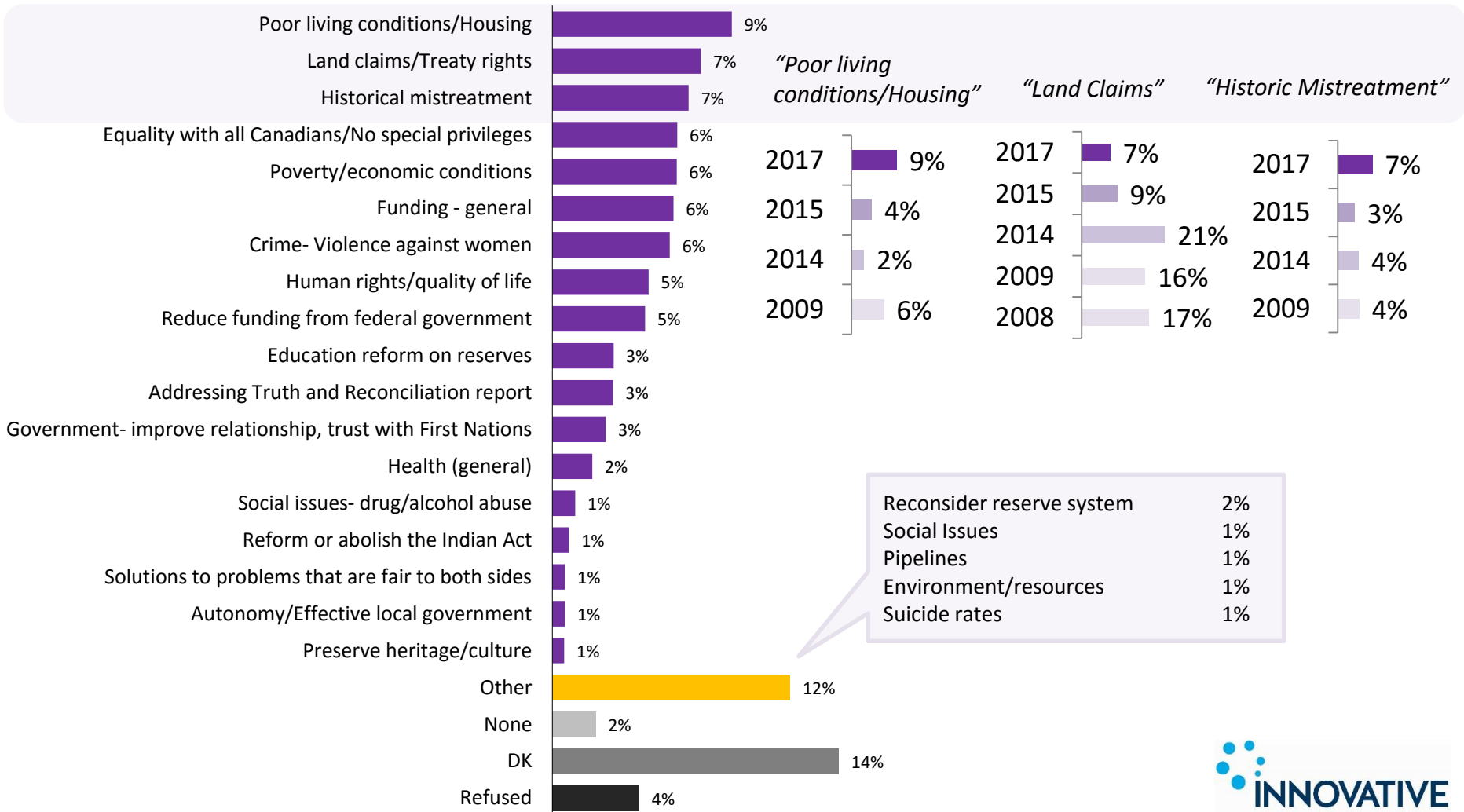
Note: 'Don't know' (2%) not shown.

Top of Mind: ‘Poor living conditions (9%) top of mind (9%), ‘Land Claims” next highest at 7%



Thinking about Canada’s Indigenous peoples, what do you feel is the most important issue facing the *Federal Government* when it comes to Canada’s Indigenous peoples? [OPEN ENDED]

[asked of all respondents, 2017 n=1,200]



Note: Question asked about *First Nations’ and Inuit peoples* in 2009, 2014, and 2015.

Federal Government: net approval up 9 points to -18%; plurality still disapprove (41%); 39% don't know or neutral.

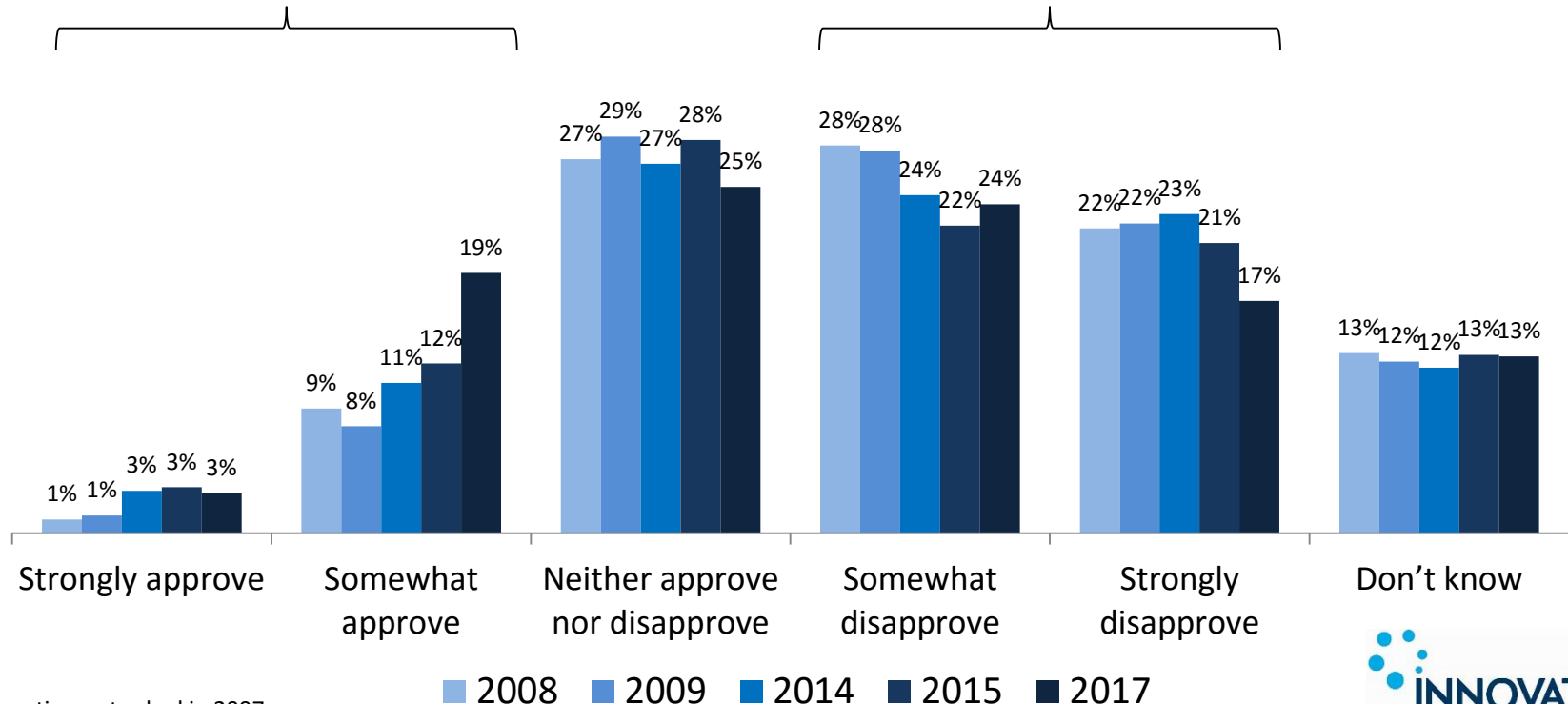


Do you approve or disapprove of the job the *Federal Government* is doing managing Canada's Indigenous peoples' issues?

[asked of all respondents, 2017 n=1,200]

Approve 2017: 22%
 Approve 2015: 16%
 Approve 2014: 14%
 Approve 2009: 9%
 Approve 2008: 10%

Disapprove 2017: 41%
 Disapprove 2015: 43%
 Disapprove 2014: 47%
 Disapprove 2009: 50%
 Disapprove 2008: 50%



Note: Question not asked in 2007

Note: Question asked about *First Nations'* issues in 2008, 2009, 2014, and 2015.

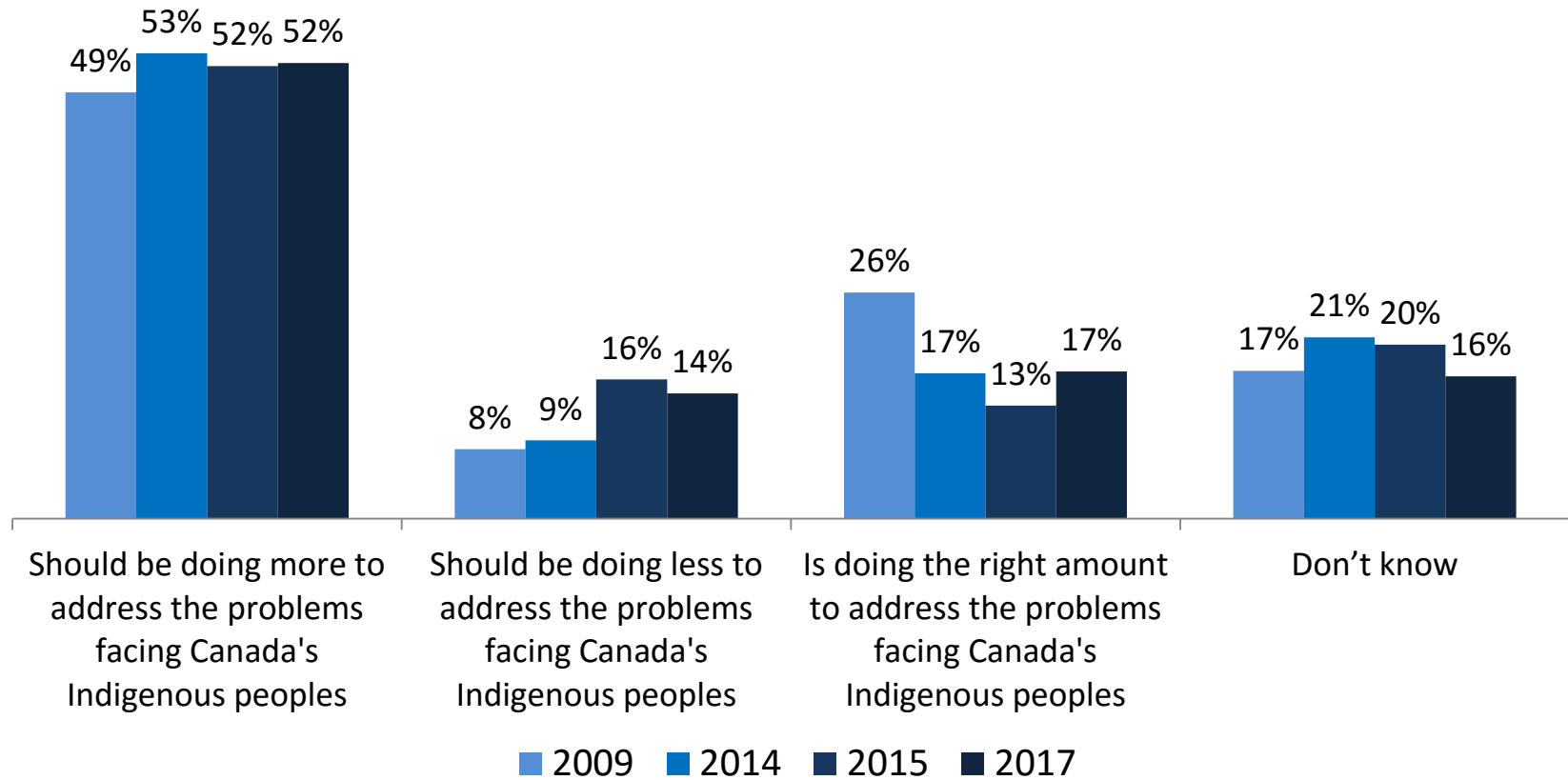


Federal Government: Majority of respondents (52%) believe the federal government should be doing more

Q

Regardless of who is responsible for the current situation facing Canada's Indigenous peoples, do you think the federal government . . . ?

[asked of all respondents, 2017 n=1,200]



Note: Question not asked in 2007 and 2008.
Questions asked about *First Nations* in 2009, 2014, and 2015.

Provincial Government: net approval down 5 points to -21%

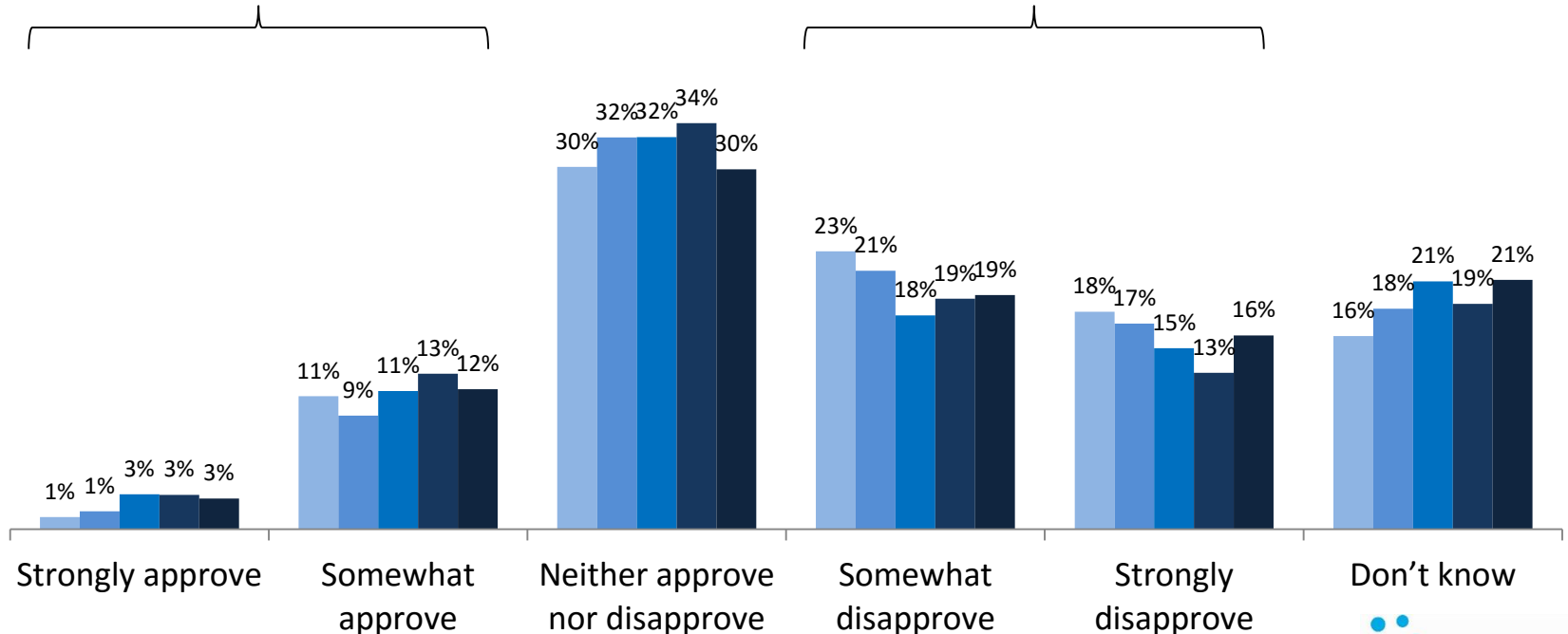


Do you approve or disapprove of the job your PROVINCIAL GOVERNMENT is doing managing Canada's Indigenous peoples' issues?

[asked of all respondents, 2017 n=1,200]

Approve 2017: 14%
 Approve 2015: 16%
 Approve 2014: 14%
 Approve 2009: 11%
 Approve 2008: 12%

Disapprove 2017: 35%
 Disapprove 2015: 32%
 Disapprove 2014: 33%
 Disapprove 2009: 38%
 Disapprove 2008: 41%



■ 2008 ■ 2009 ■ 2014 ■ 2015 ■ 2017

Note: Question not asked in 2007

Note: Question asked about *First Nations'* issues in 2008, 2009, 2014, and 2015.

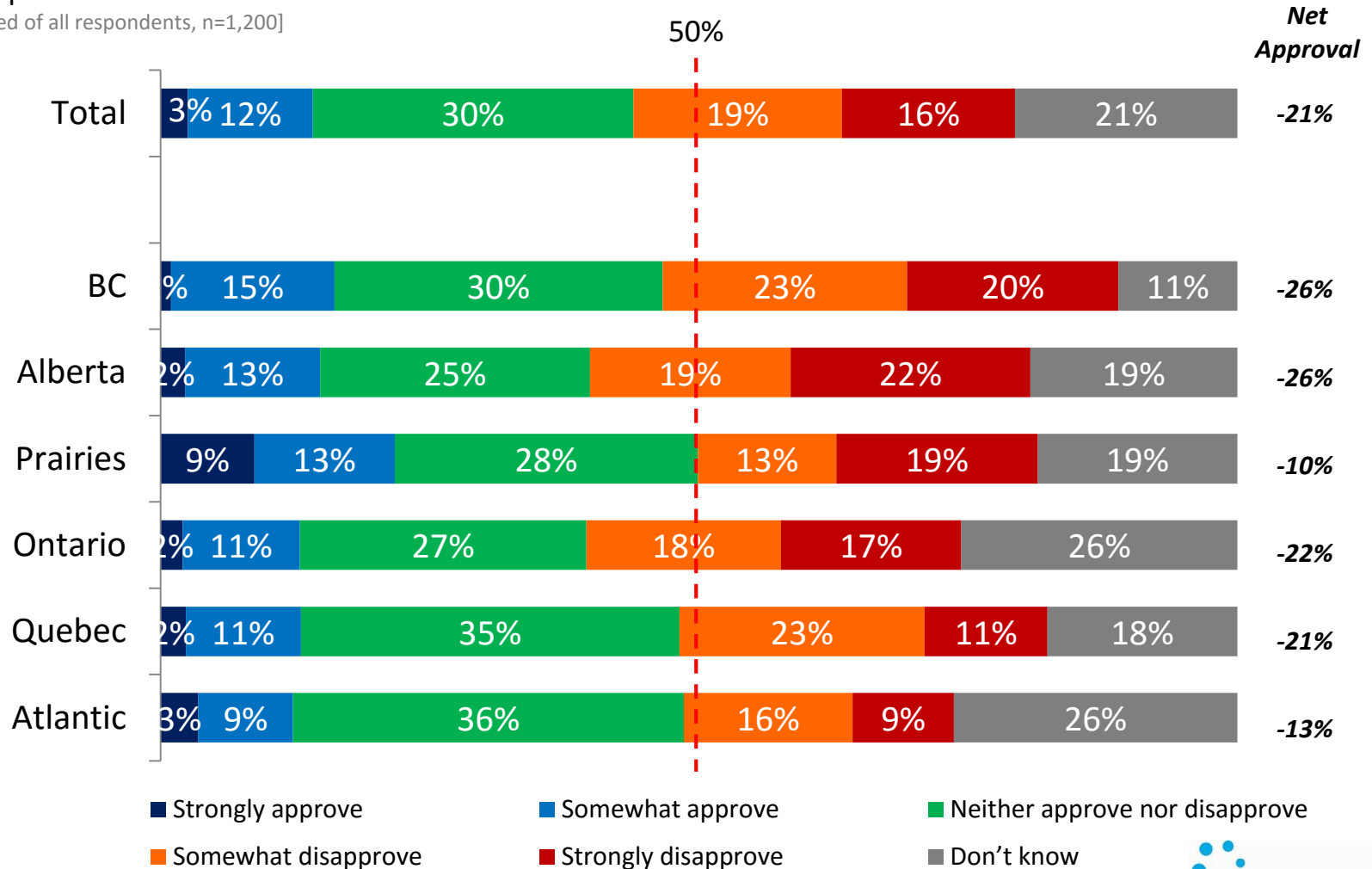


Provincial Government: net approval highest in the Prairies (-10%), lowest in BC (-26%)

Q

Do you approve or disapprove of the job your PROVINCIAL GOVERNMENT is doing managing Canada's Indigenous peoples' issues?

[asked of all respondents, n=1,200]

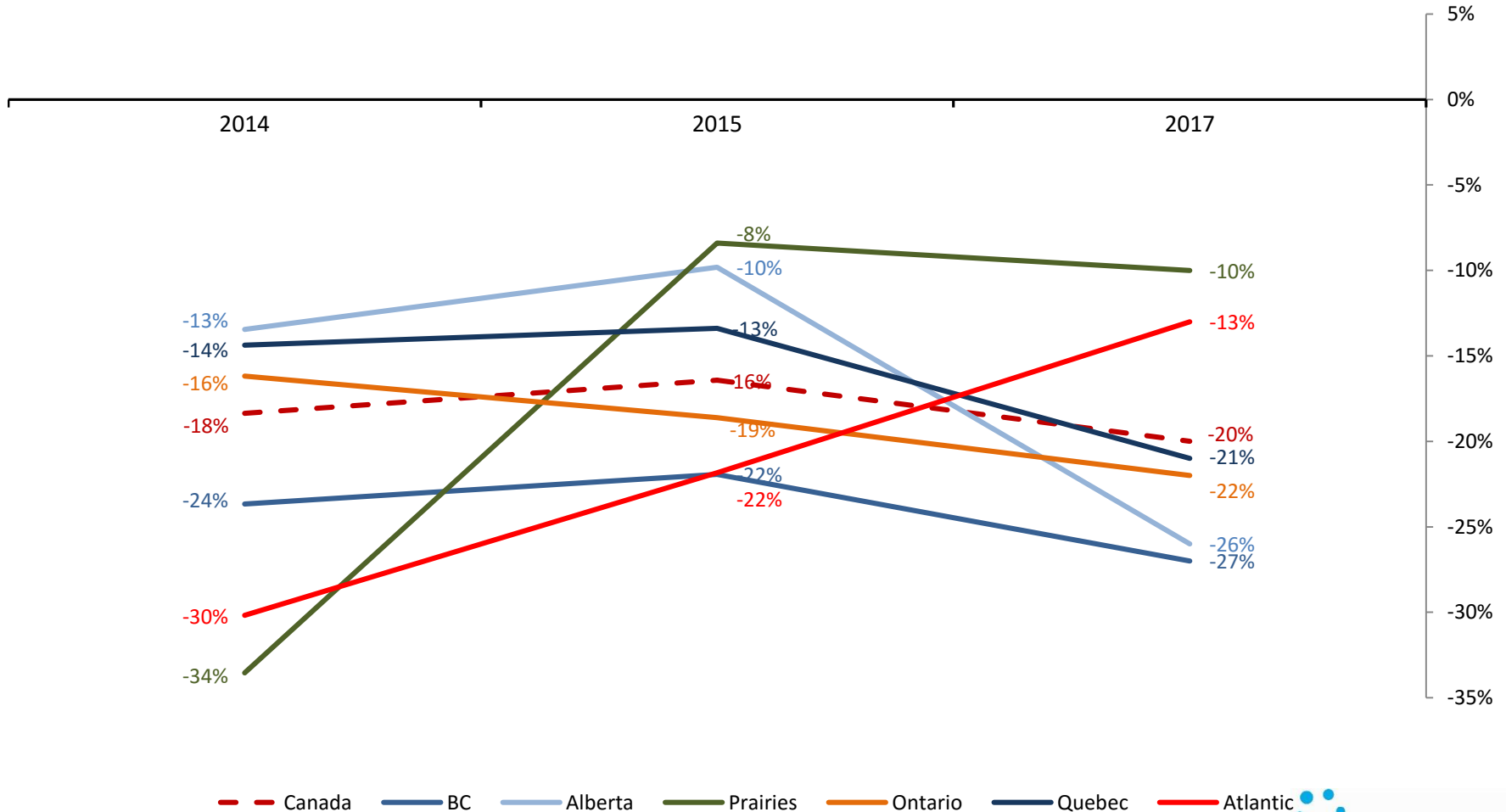


Provincial Government: net approval lowest in BC (-27%), Alberta net down 16 points since 2015

Q

Do you approve or disapprove of the job your PROVINCIAL GOVERNMENT is doing managing Canada's Indigenous peoples' issues? **Net Approve**

[asked of all respondents, n=1,200]



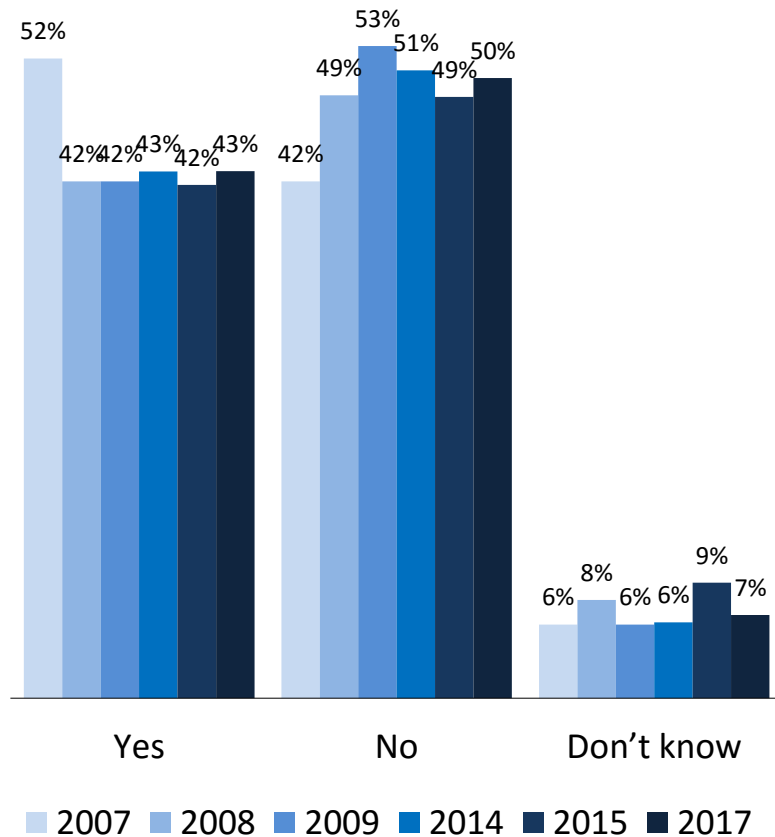
— Canada — BC — Alberta — Prairies — Ontario — Quebec — Atlantic

Read, seen, heard: 43% have RSH about Indigenous peoples,¹⁷ with 34% citing the disappearance of First Nations women

Q

Have you read, seen or heard anything recently concerning Canada's Indigenous peoples?

[asked of all respondents, 2017 n=1,200]

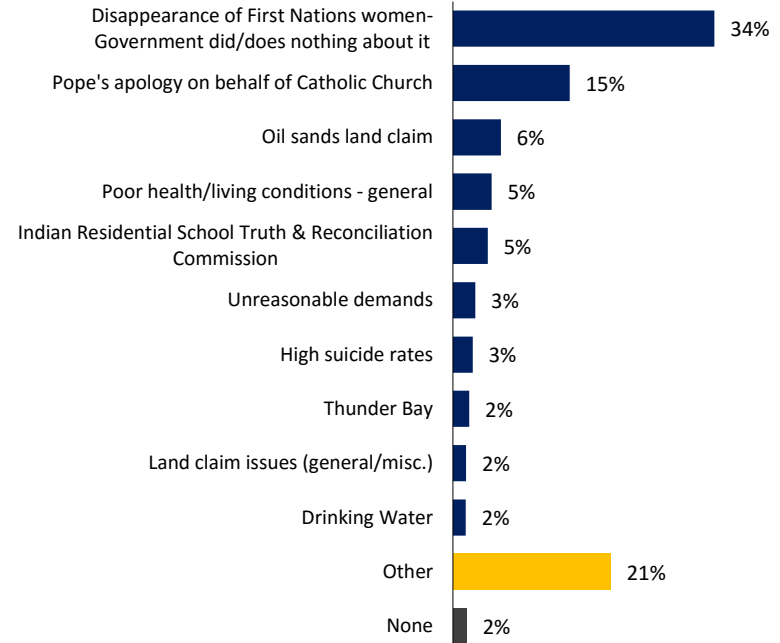


Q

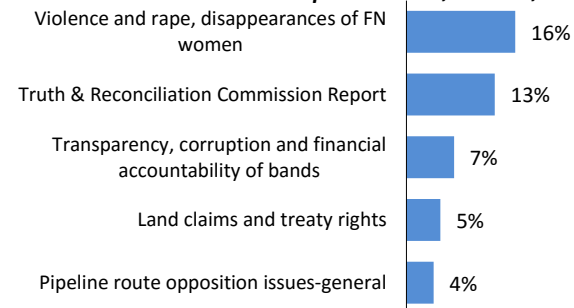
And what have you read, seen or heard recently regarding Canada's Indigenous peoples?

[asked of those who had read, seen or heard something, 2017 n=510]

2017: Top Read, Seen, or Heard



2015: Top 5 Read, Seen, or Heard



Note: Questions asked about *First Nations and Inuit* peoples in 2007, 2008, 2009, 2014, and 2015. In open-end, "Refused (1%) and "Don't know" (0%) not shown.

Impression: negative impressions (32%) up slightly since 2015, positive impressions remains steady (33%)

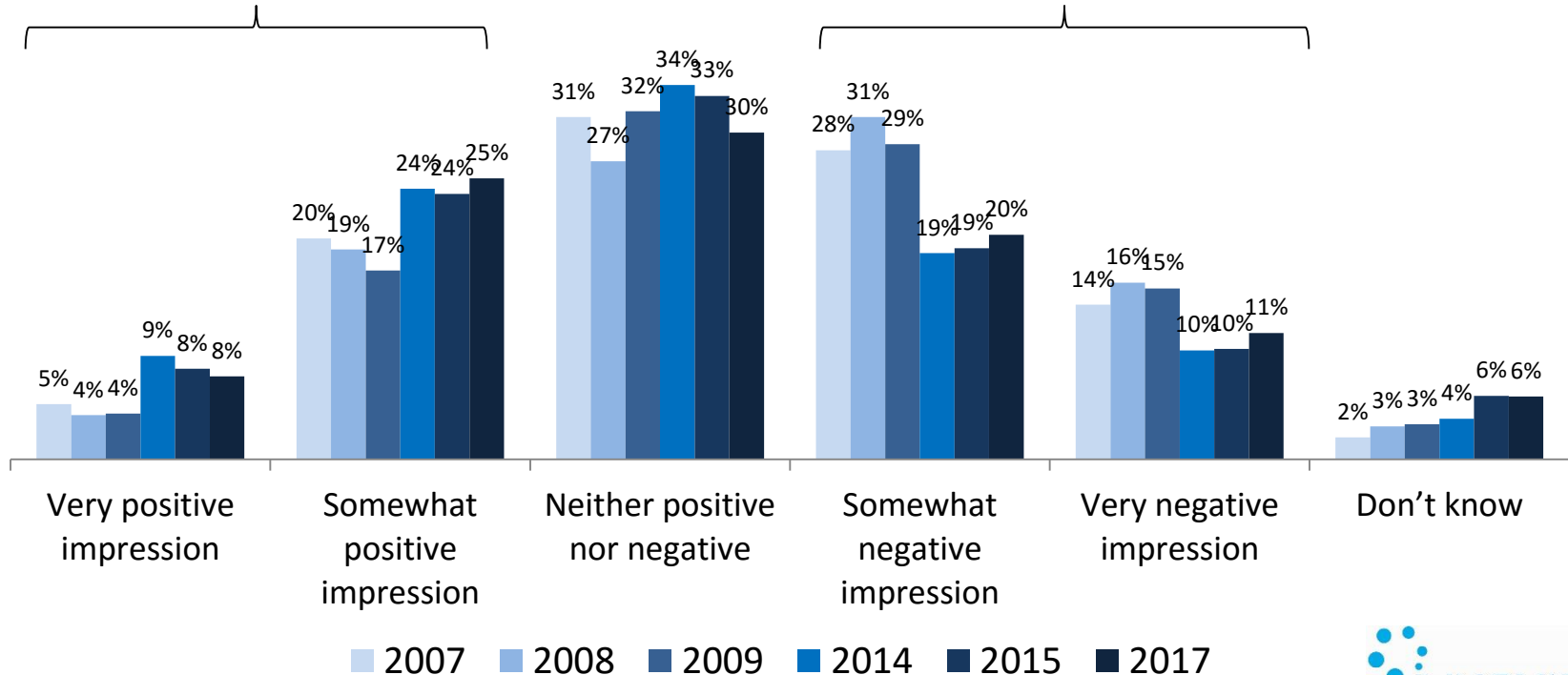
Q

When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a . . . ?

[asked of all respondents, 2017 n=1,200]

Positive 2017: 33%
 Positive 2015: 32%
 Positive 2014: 34%
 Positive 2009: 21%
 Positive 2008: 23%
 Positive 2007: 25%

Negative 2017: 32%
 Negative 2015: 29%
 Negative 2014: 29%
 Negative 2009: 44%
 Negative 2008: 47%
 Negative 2007: 42%



Note: Questions asked about *Aboriginal or First Nations* groups in 2007, 2008, 2009, 2014, and 2015.

Federal Government: British Columbians most likely to believe federal government should do more (57%)

Q

Regardless of who is responsible for the current situation facing Canada's Indigenous peoples, do you think the federal government . . . ?

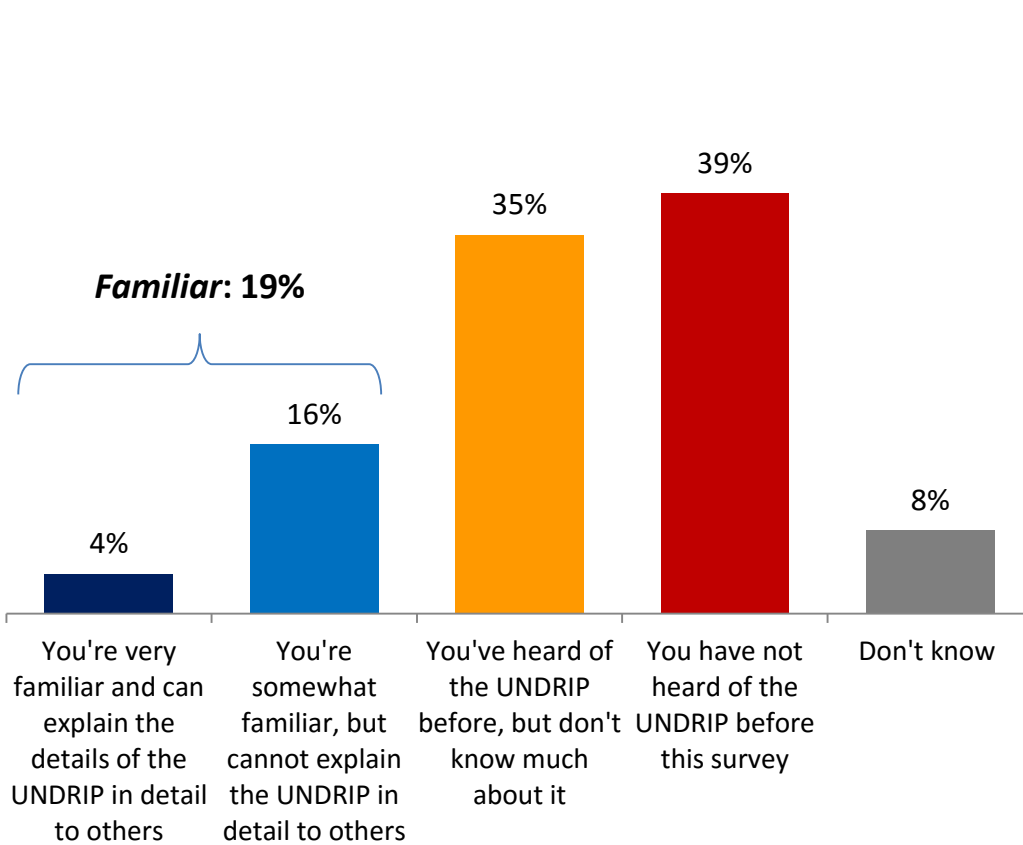
[asked of all respondents, 2017 n=1,200]

	Canada	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Should be doing more to address the problems facing Canada's Indigenous peoples	52%	57%	48%	41%	54%	53%	52%
Should be doing less to address the problems facing Canada's Indigenous peoples	14%	14%	24%	19%	15%	9%	9%
Is doing the right amount to address the problems facing Canada's Indigenous peoples	17%	12%	13%	21%	16%	22%	18%
Don't know	16%	16%	16%	19%	15%	16%	21%

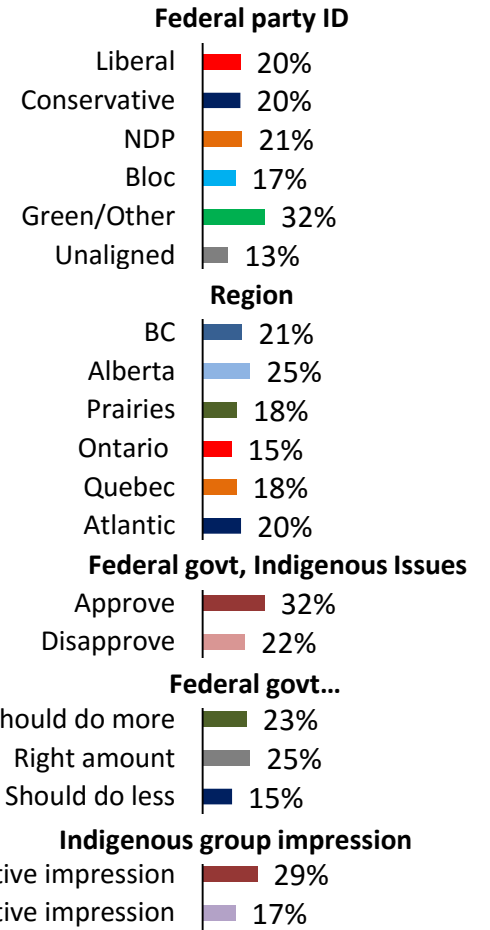
United Nations Declaration on Rights of Indigenous Peoples (UNDRIP)

Familiarity: Only 19% of respondents familiar with the UNDRIP

Q How familiar are you with the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), a set of recommendations drafted at the UN to help guide how governments interact with Indigenous peoples?
 [asked of all respondents n=1,200]



Segmentation ▶▶ Those who say "Familiar":

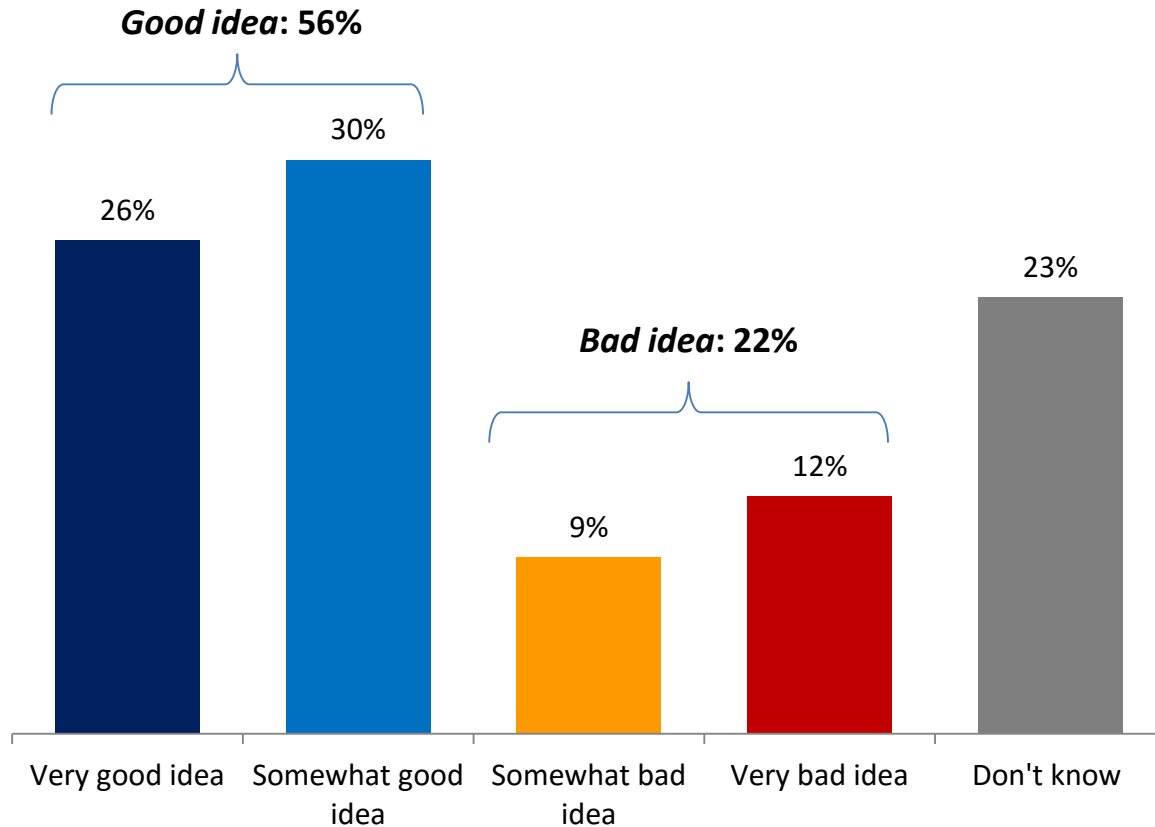


Support: Majority (56%) support implementing the UNDRIP, highest among NDP Supporters (84%)

Q

Do you think fully adopting and implementing the United Nations Declaration on the Rights of Indigenous Peoples is a good idea or a bad idea?

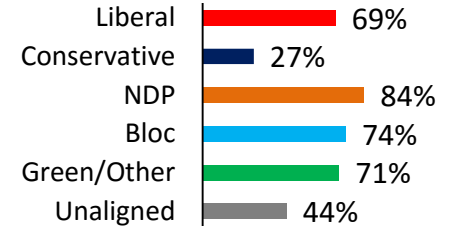
[asked of all respondents n=1,200]



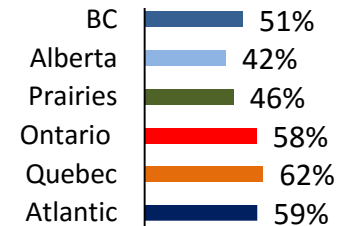
Segmentation ▶▶

Those who say "Good idea":

Federal party ID



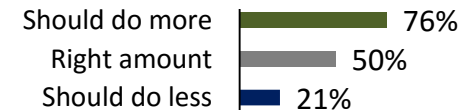
Region



Federal govt, Indigenous Issues



Federal govt...

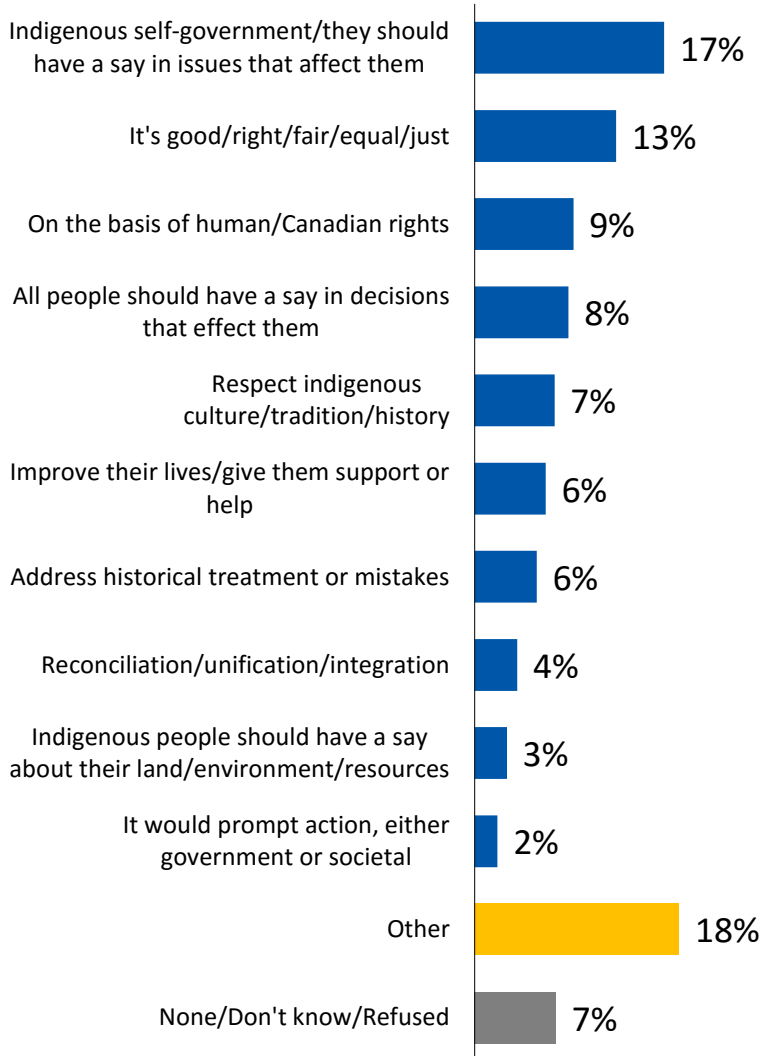


Indigenous group impression

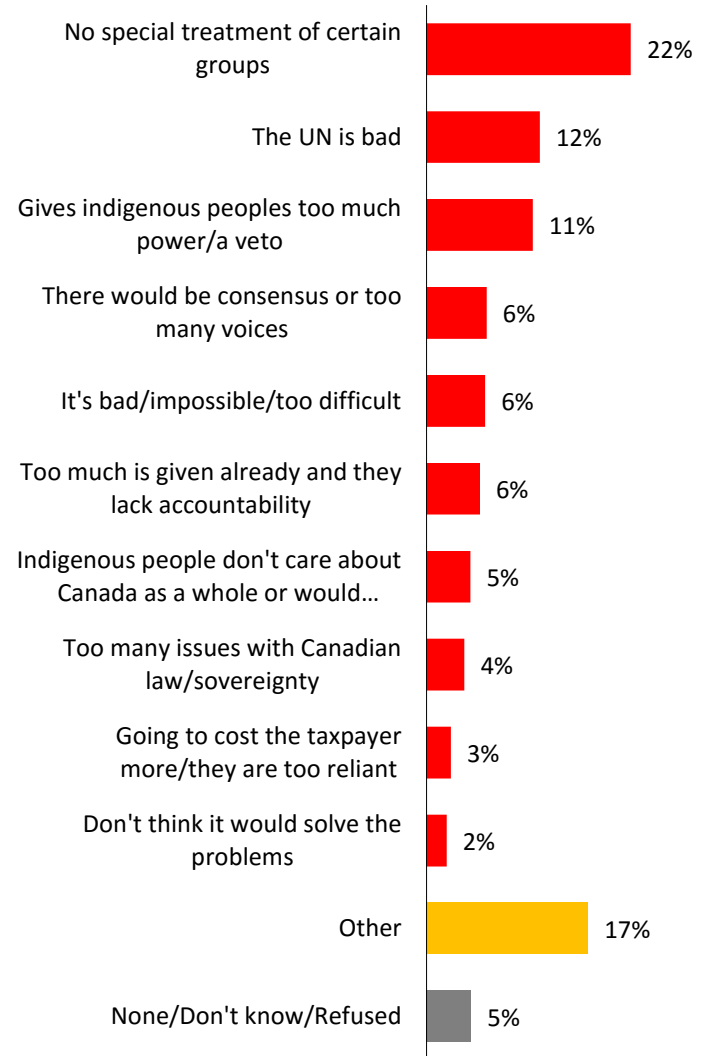


Good or bad idea: 17% of UNDRIP supporters cite Indigenous groups should have a say in issues that affect them²³

Q And why do you think it is a good idea?
[asked only of respondents who said it was a good idea, n=668]



Q And why do you think it is a bad idea?
[asked only of respondents who said it was a bad idea, n=259]

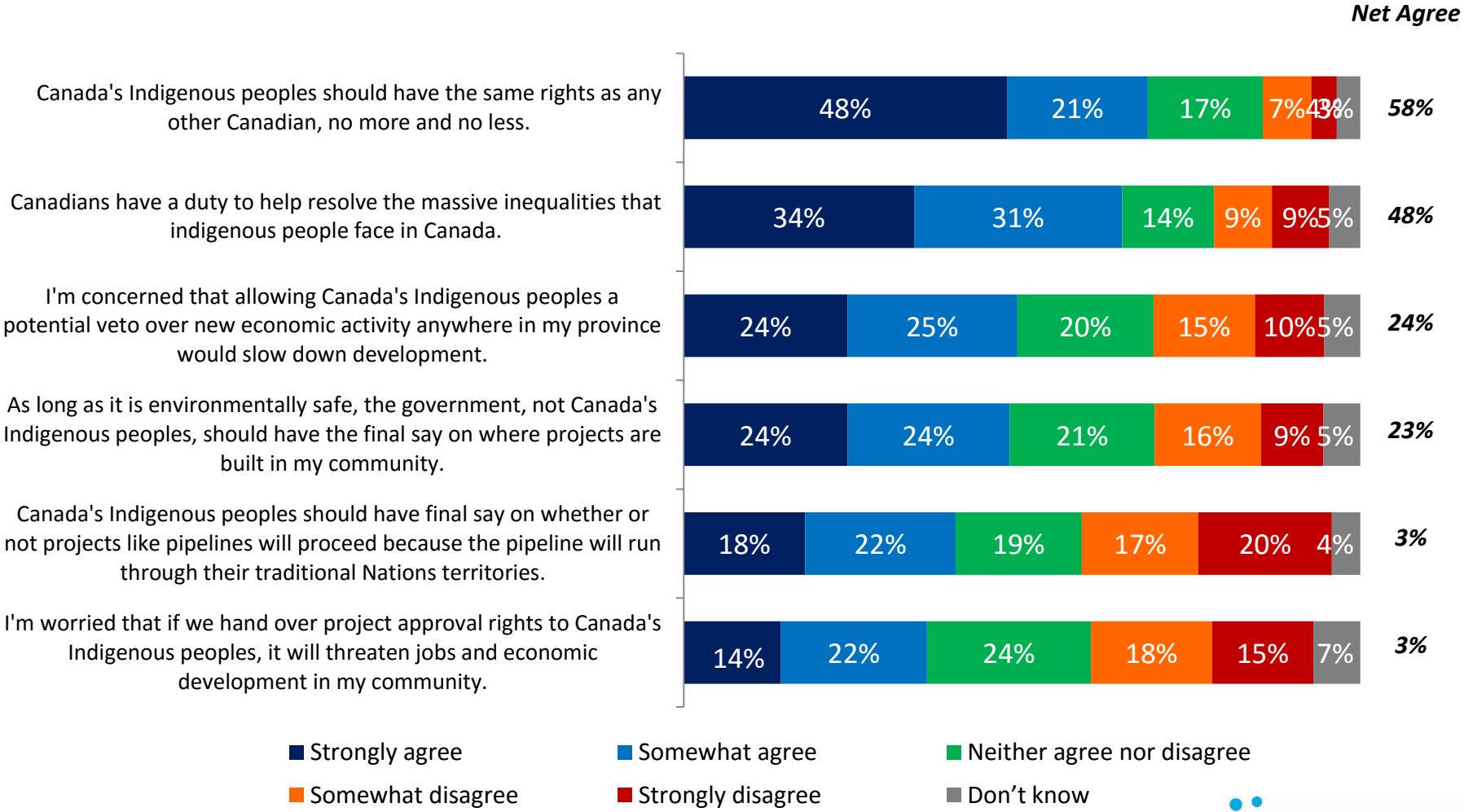


Attitudes and Values: 69% agree Canada's Indigenous peoples shouldn't have more or less rights than others



Please tell me if you agree or disagree with the following statements about the UN declaration:

[asked of all respondents, n=1,200]



Values by Demos: NDP agree the most that Canada has a duty to resolve inequality, Conservatives agree the least

Attitudes and Values by Gender, Age, Income and Federal Party ID

	Gender		Age			Income			Federal Party ID					
	Men	Women	18-34	35-54	55+	<\$60k	\$60 to \$100k	>\$100k	Liberal	Con-servative	NDP	Bloc	Green/Other	Unalign-ed
Indigenous peoples should have same rights	59%	56%	49%	53%	69%	53%	56%	62%	55%	78%	32%	61%	45%	56%
Canada has a duty to resolve inequality	46%	50%	59%	41%	45%	60%	48%	36%	71%	6%	82%	73%	41%	37%
Concerned Indigenous veto would slow down development	34%	15%	10%	26%	34%	10%	26%	41%	9%	64%	-6%	0%	14%	27%
As long as environmentally safe, govt should have final say	34%	13%	11%	25%	31%	25%	14%	26%	20%	51%	0%	-6%	3%	21%
Indigenous peoples should have final say	-6%	12%	29%	1%	-16%	17%	2%	-13%	17%	-47%	52%	49%	23%	-1%
Worried handover will threaten jobs	8%	-2%	4%	2%	3%	-5%	5%	11%	-5%	32%	-25%	-21%	-3%	3%

Values by Demos and Attitudes: Western Canada

disagrees that Indigenous peoples should have final say

Values by Region and Attitudes

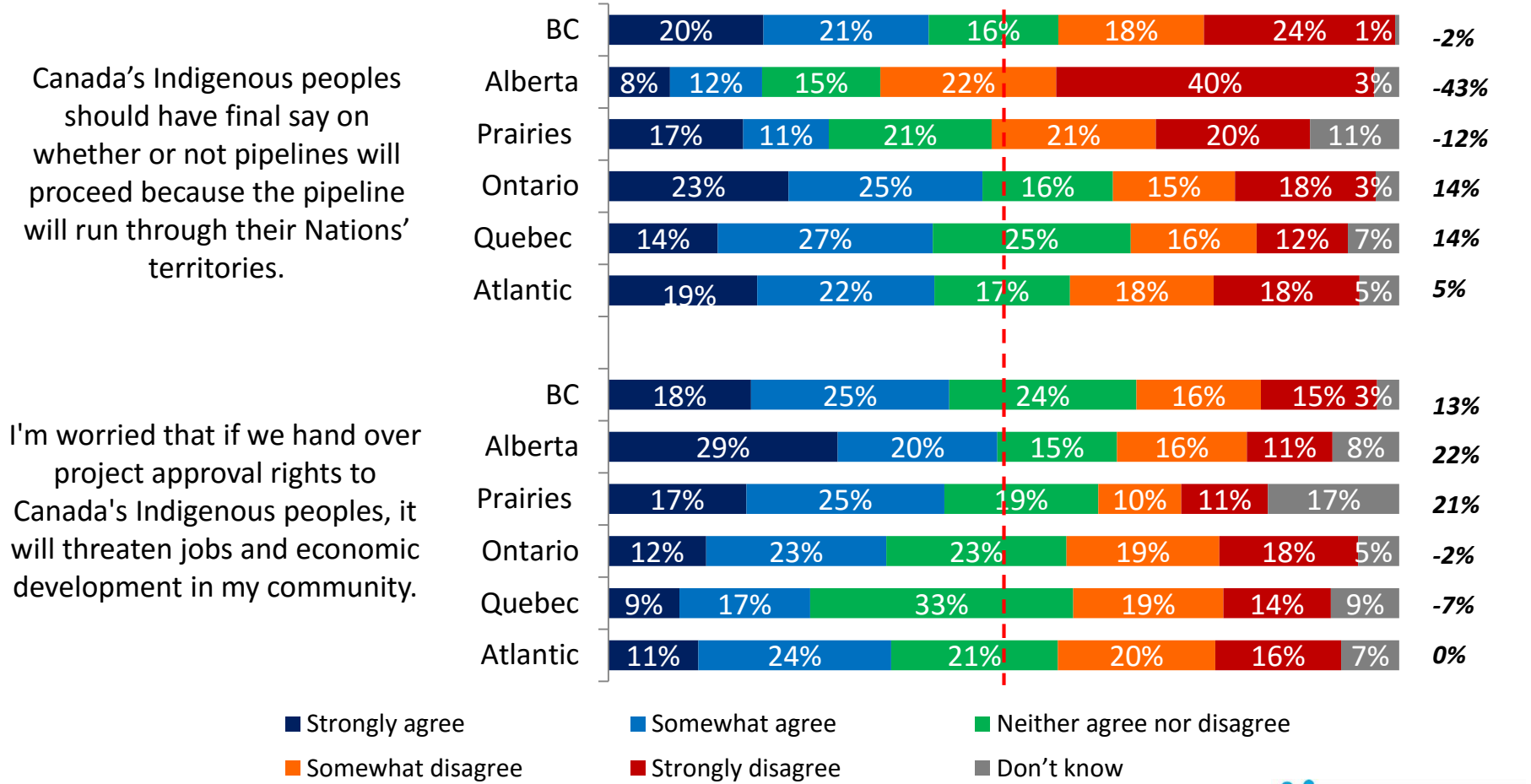
	Region						Federal govt should...			Federal govt on Indigenous...		Indigenous group impression	
	BC	Alberta	Prairies	Ontario	Quebec	Atlantic	Do more	Right amount	Should do less	Approve	Disapprove	Positive	Negative
Indigenous peoples should have same rights	56%	73%	61%	51%	58%	66%	47%	66%	82%	55%	59%	38%	80%
Canada has a duty to resolve inequality	52%	24%	33%	48%	59%	50%	83%	45%	-51%	86%	36%	88%	4%
Concerned Indigenous veto would slow down development	21%	61%	37%	19%	13%	27%	-3%	41%	78%	12%	25%	-12%	63%
As long as environmentally safe, govt should have final say	17%	48%	32%	20%	20%	17%	7%	41%	61%	28%	19%	-4%	49%
Indigenous peoples should have final say	-2%	-43%	-12%	14%	14%	5%	34%	-16%	-56%	31%	-8%	50%	-47%
Worried handover will threaten jobs	13%	22%	21%	-2%	-7%	0%	-21%	26%	49%	-11%	0%	-32%	34%

Attitudes and Values: A majority of Albertans disagree with Indigenous final say, believe it threatens jobs and economics



Please tell me if you agree or disagree with the following statements about the UN declaration:

[asked of all respondents, showing regional breakdown]



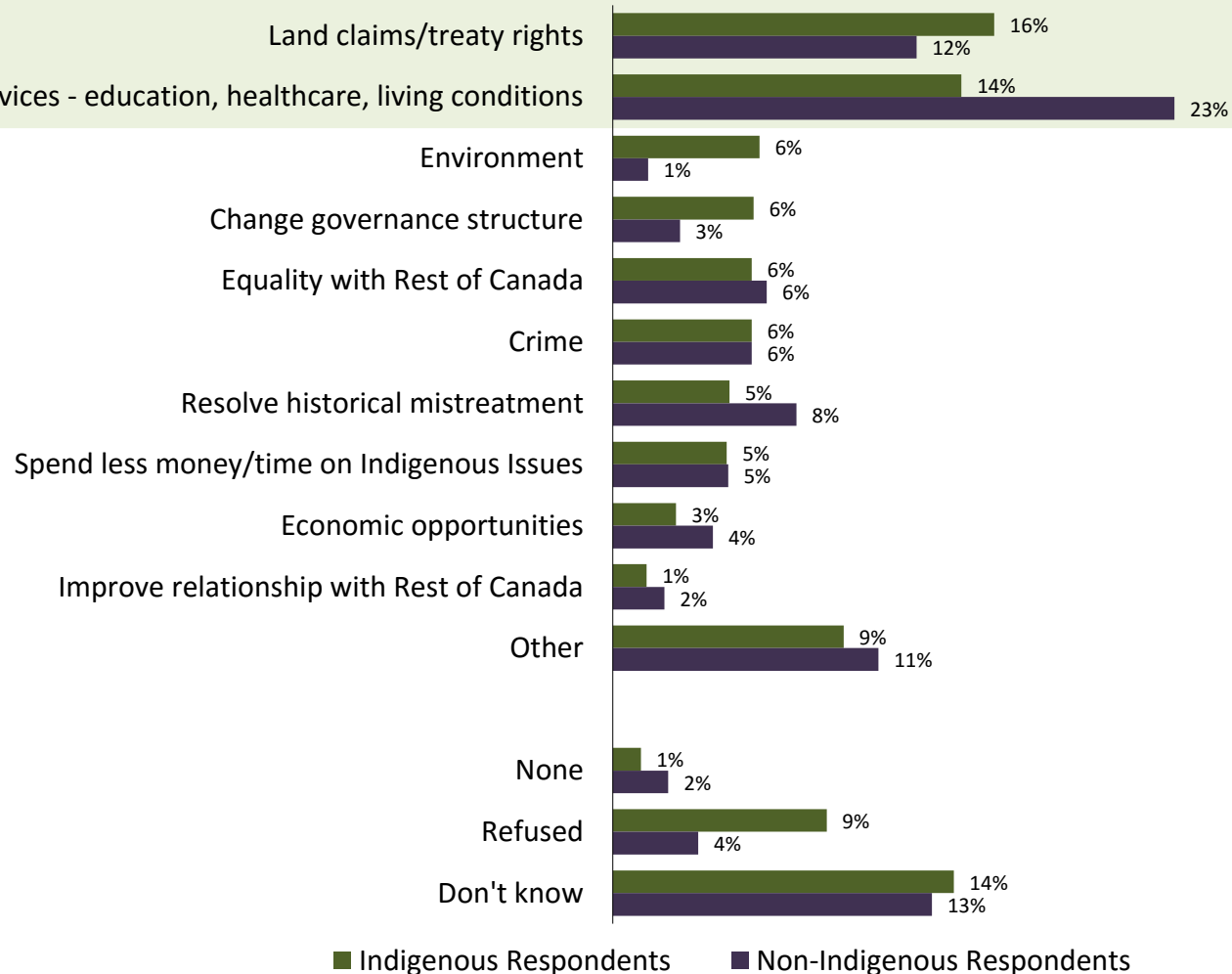
Indigenous and Non-Indigenous Canadians

Top of Mind: Non-Indigenous Canadians say social services are top of mind; Indigenous Canadians say treaty rights

Q

Thinking about Canada's Indigenous peoples, what do you feel is the most important issue facing the FEDERAL GOVERNMENT when it comes to Canada's Indigenous peoples? [OPEN ENDED]

[Indigenous peoples n = 126, non-Indigenous n=968]



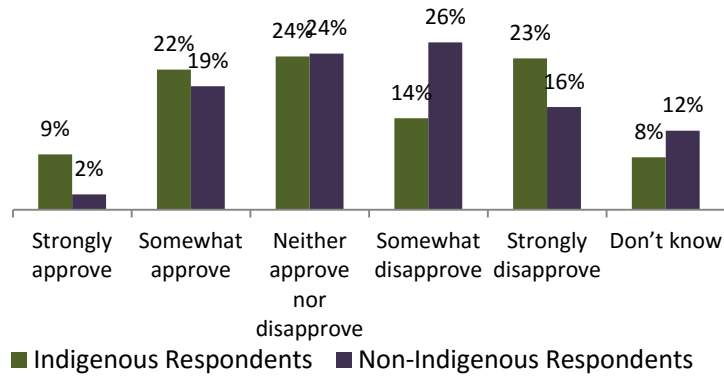
Those who cited "don't know" for their ancestry (9%) included in overall.

Governments and Indigenous Groups: More Indigenous respondents approve of federal government management



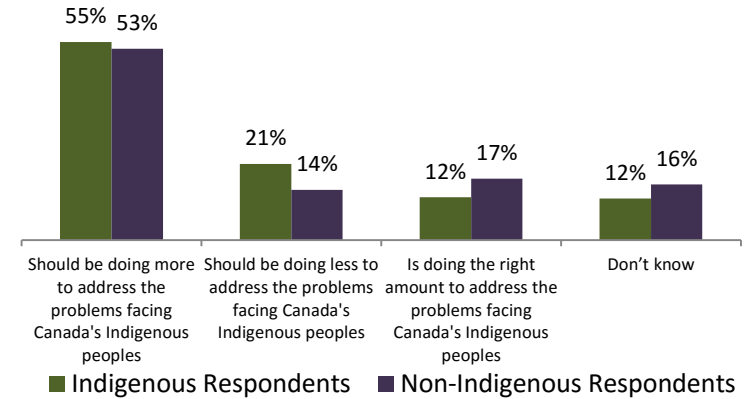
Do you approve or disapprove of the job the FEDERAL GOVERNMENT is doing managing Canada's Indigenous peoples' issues?

[Indigenous peoples n = 126, non-Indigenous n=968]



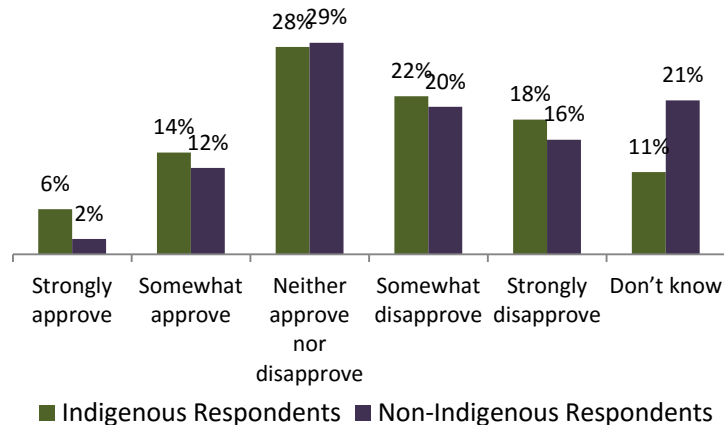
Regardless of who is responsible for the current situation facing Canada's Indigenous peoples, do you think the federal government . . . ?

[Indigenous peoples n = 126, non-Indigenous n=968]



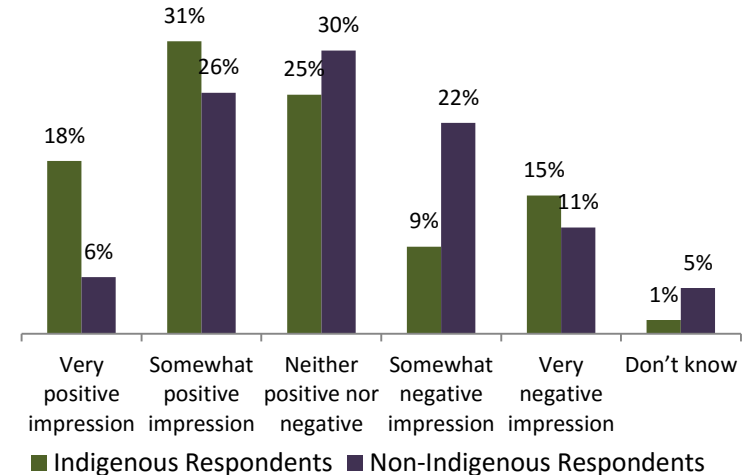
Do you approve or disapprove of the job your PROVINCIAL GOVERNMENT is doing managing Canada's Indigenous peoples' issues?

[Indigenous peoples n = 126, non-Indigenous n=968]



When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a . . . ?

[Indigenous peoples n = 126, non-Indigenous n=968]



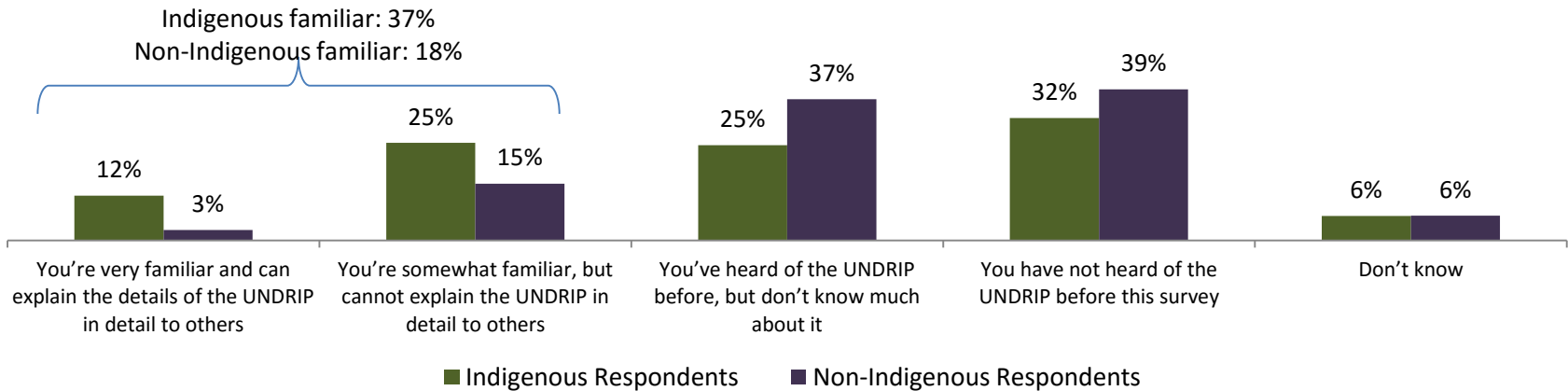
Those who cited "don't know" for their ancestry (9%) not included.

UNDRIP: Indigenous respondents much more aware of the UNDRIP; also more strongly support adopting it

Q

How familiar are you with the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), a set of recommendations drafted at the UN to help guide how governments interact with Indigenous peoples?

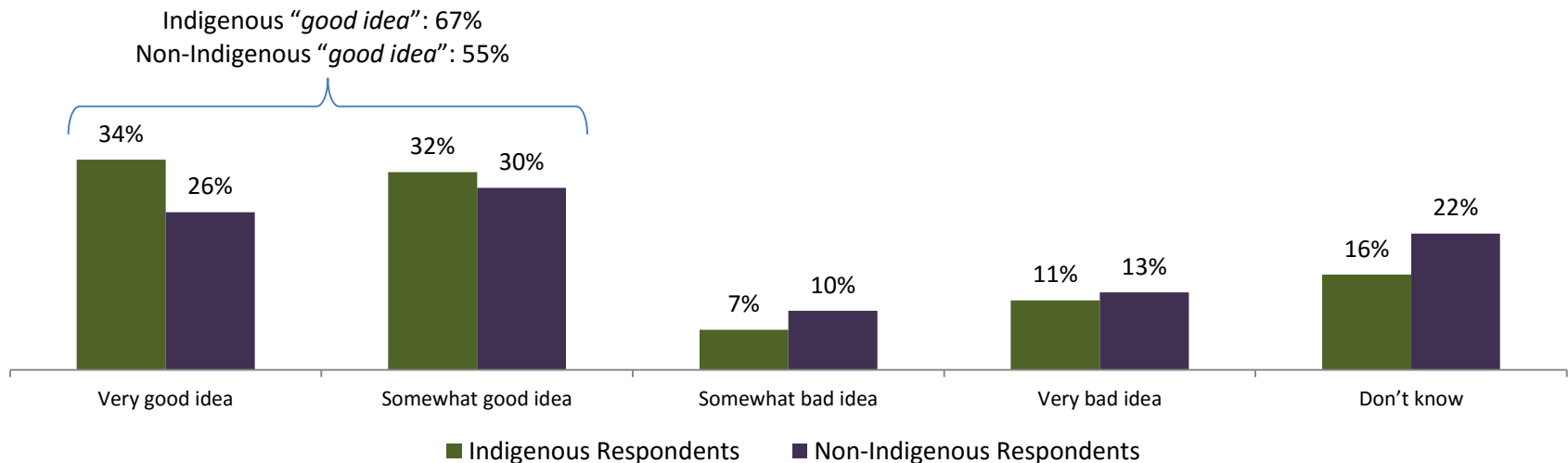
[Indigenous respondents n = 132, non-Indigenous respondents n=956]



Q

Do you think fully adopting and implementing the United Nations Declaration on the Rights of Indigenous Peoples is a good idea or a bad idea?

[Indigenous respondents n = 132, non-Indigenous respondents n=956]





Building Understanding.

Personalized research to connect you and your audiences.

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca