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Tracking Canadian Attitudes on Indigenous issues

 **INNOVATIVE**
RESEARCH GROUP

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Field Dates: June 3, 2021 to June 8, 2021

Outrage is Driving Higher Awareness and Changes in Attitudes towards Indigenous Issues

- 1. Canadians are more engaged in Indigenous Issues.** Canadians are paying more attention to the discovery of the graves of 215 Indigenous children at the site of the former Kamloops residential school than they did to other major developments in Indigenous issues such as the Truth and Reconciliation Commission and the National Inquiry into Missing and Murdered Indigenous Women and Girls. Awareness of Indigenous issues generally is at a record high.
- 2. Canadians are angry about Residential Schools.** Non-Indigenous Canadians have now joined Indigenous Canadians in their anger over Residential Schools. More than 4-out-of-5 Canadians (81%) say they feel angry over the treatment of Indigenous children at residential schools.
- 3. Canadians are more likely to see a moral obligation to Indigenous Peoples.** Two-thirds (68%) believe Canada has a duty to resolve the massive inequalities that Indigenous people face, up 9 points from 2019. Majorities now agree that governments have failed so badly that indigenous people should take charge AND Indigenous people deserve compensation for the injustices they suffered.
- 4. Canadians are more supportive of indigenous rights.** While Canadians remains conflicted between having the same rights for all and recognizing special Indigenous rights, support for Indigenous rights is up 17 points since 2008.
- 5. Canadians expect more from the federal government.** Disapproval of the federal government's performance managing Indigenous issues is up 7 points to 46% while just 22% approve. Over 6-in-10 (63%) feel the government should do more to address problems facing Indigenous peoples. Seventy percent agree that governments needs to provide funding immediately to search for other undiscovered graves.

Residential Schools in Canada

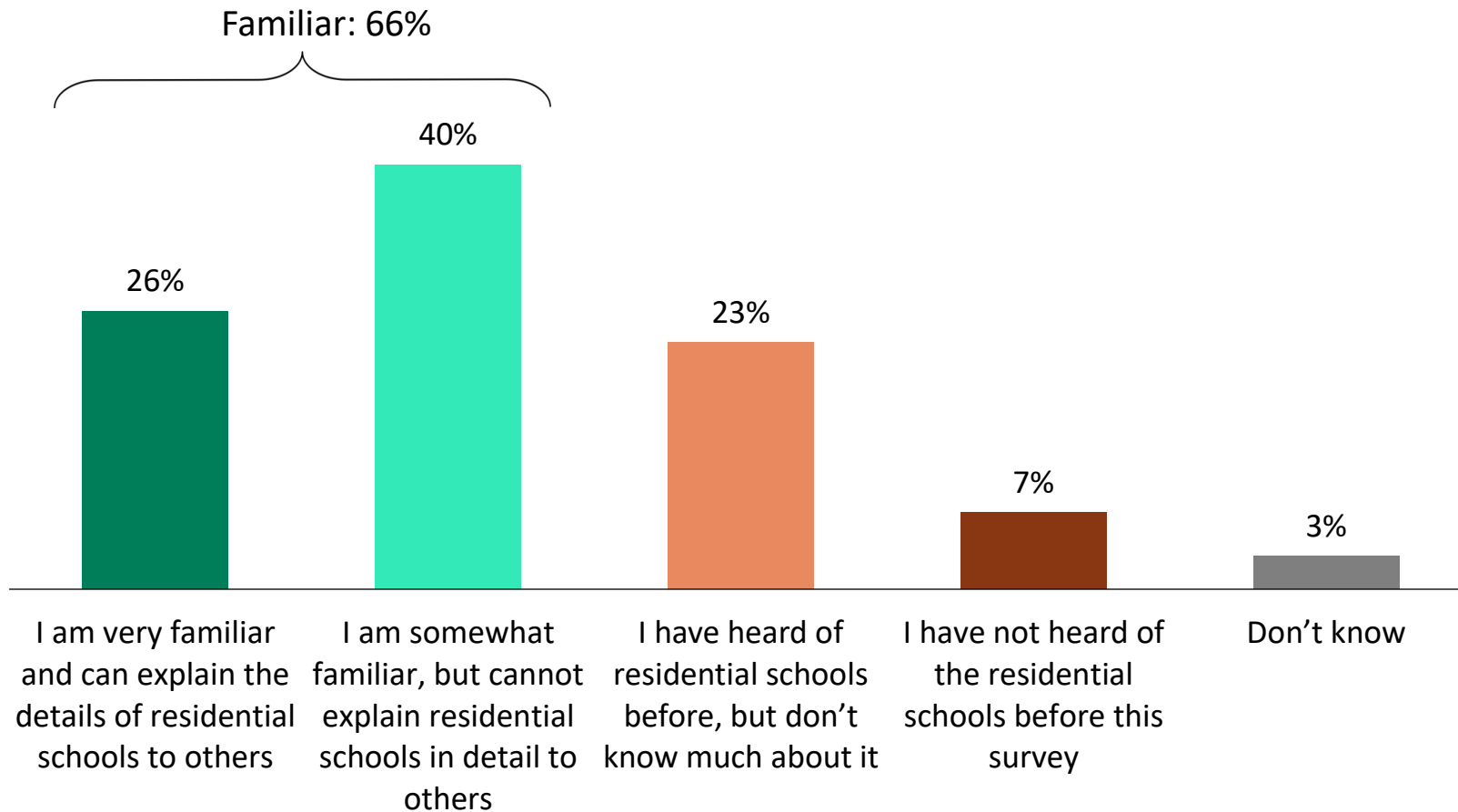
Although only 3-in-10 (26%) are very familiar with the history of residential schools for Indigenous people, 81% are angry about how Indigenous people were treated in these schools.

Familiarity with Residential Schools: Two thirds 6-in-10 (66%) are familiar with the history of residential schools for indigenous people



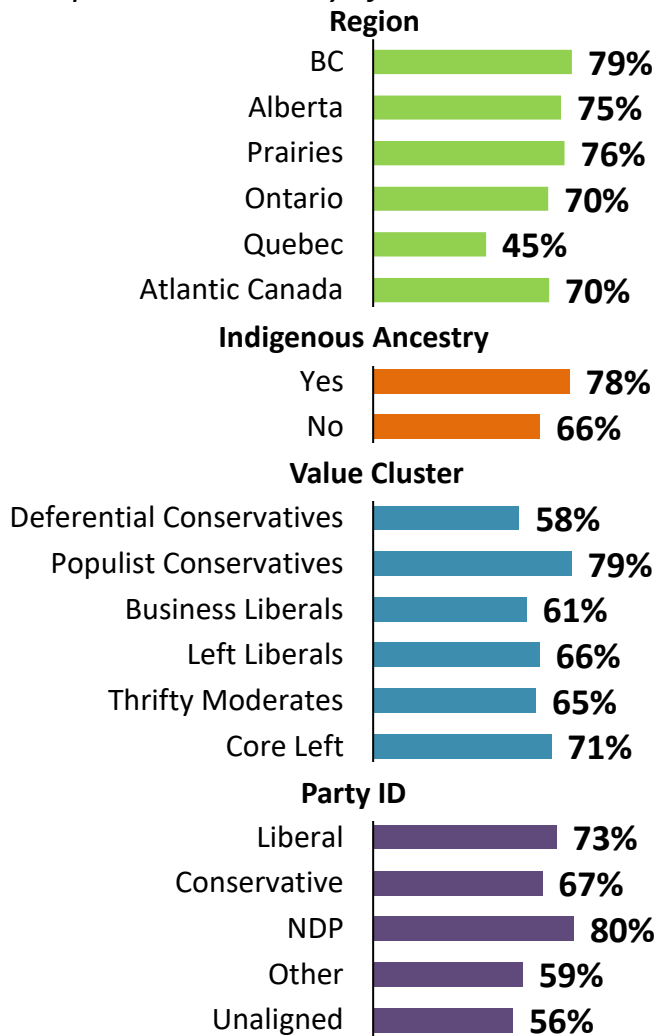
How familiar are you with the history of residential schools for Indigenous peoples in Canada?

[asked of all respondents; n=1,000]



Segmentation

Respondents who say "familiar"

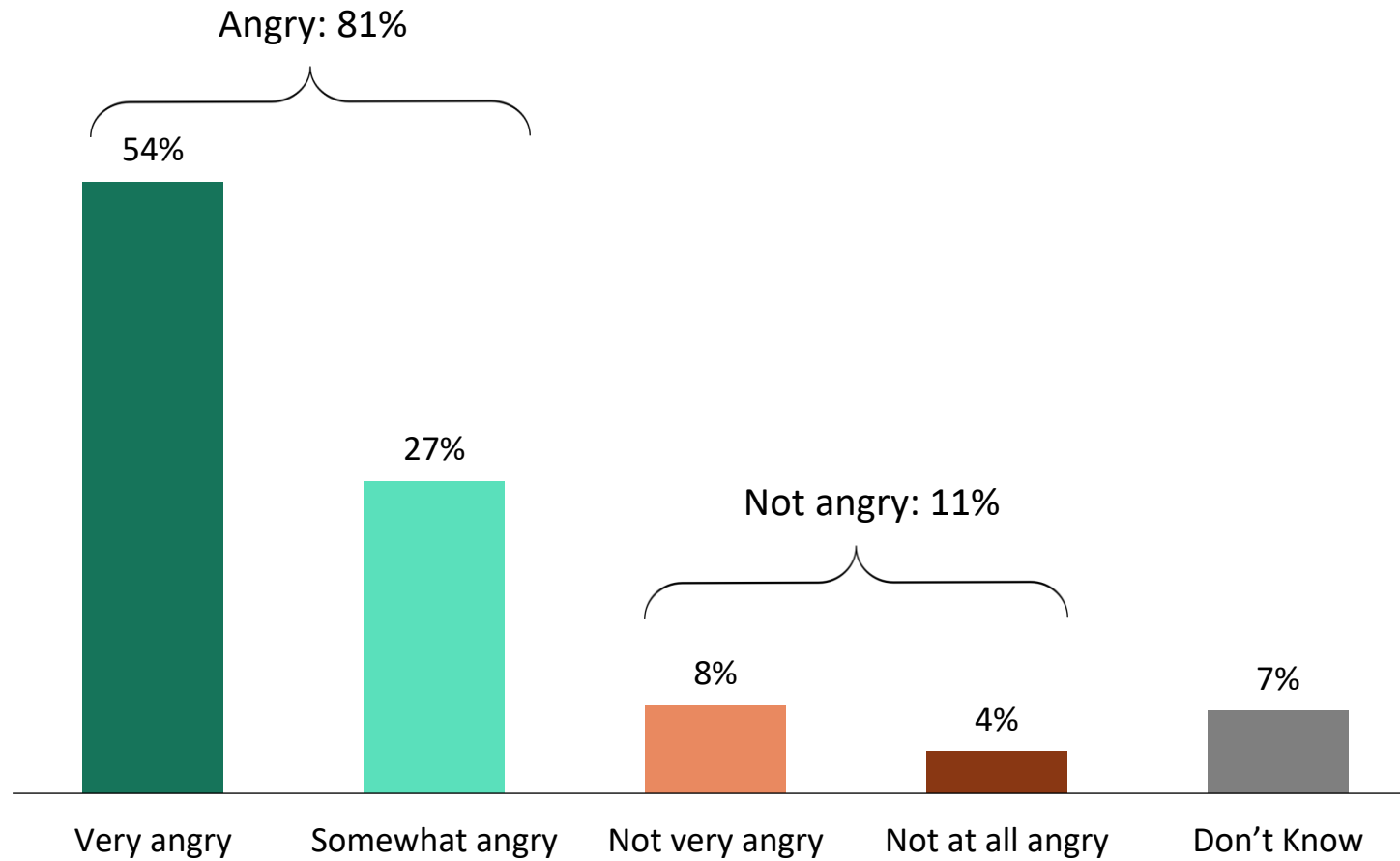


Treatment: 8-in-10 (81%) are left feeling angry when thinking about the treatment of Indigenous peoples in residential schools



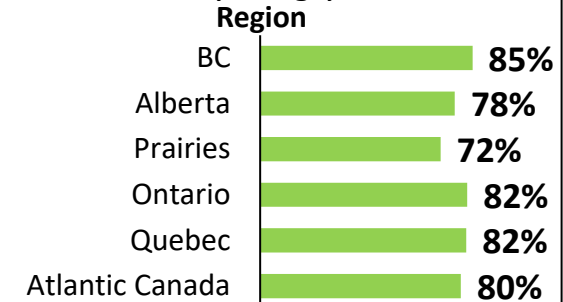
Thinking about treatment of Indigenous peoples in Canadian residential schools, how are you left feeling?

[asked of all respondents; n=1,000]



Segmentation

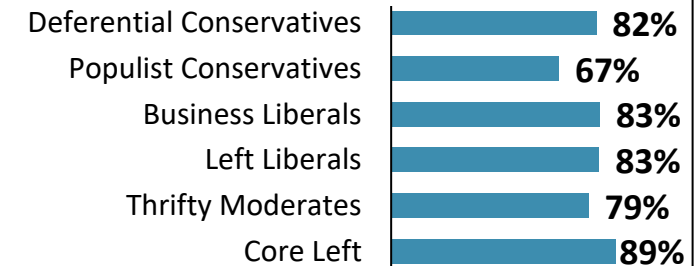
Respondents who say "angry"



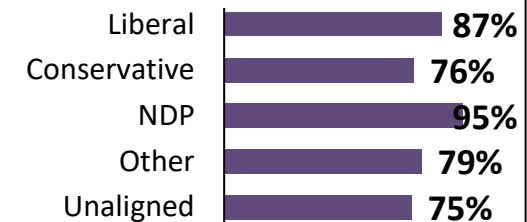
Indigenous Ancestry



Value Cluster



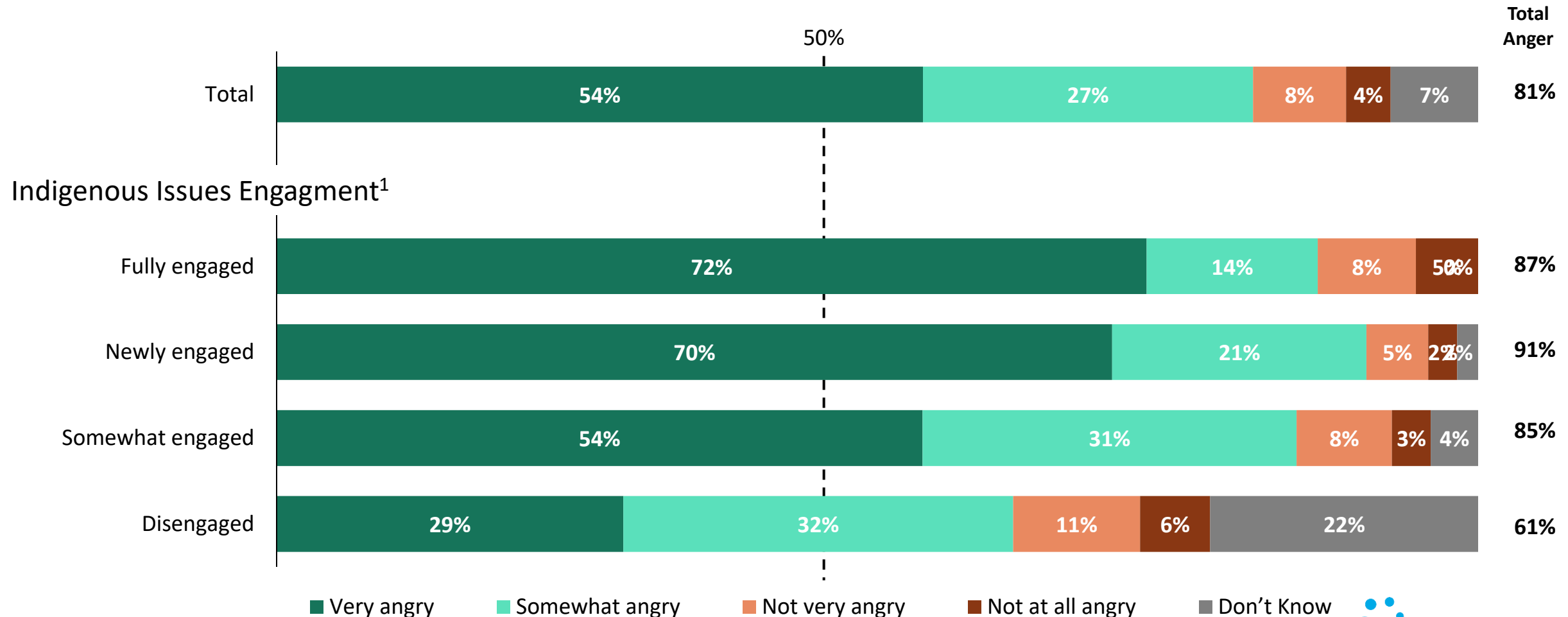
Party ID



Treatment: Those who are newly engaged (91%) are the most likely to be angry whereas only 61% of disengaged feel angry



Thinking about treatment of Indigenous peoples in Canadian residential schools, how are you left feeling? BY Indigenous Issues Engagement
[asked of all respondents; n=1,000]



Truth and Reconciliation Commission

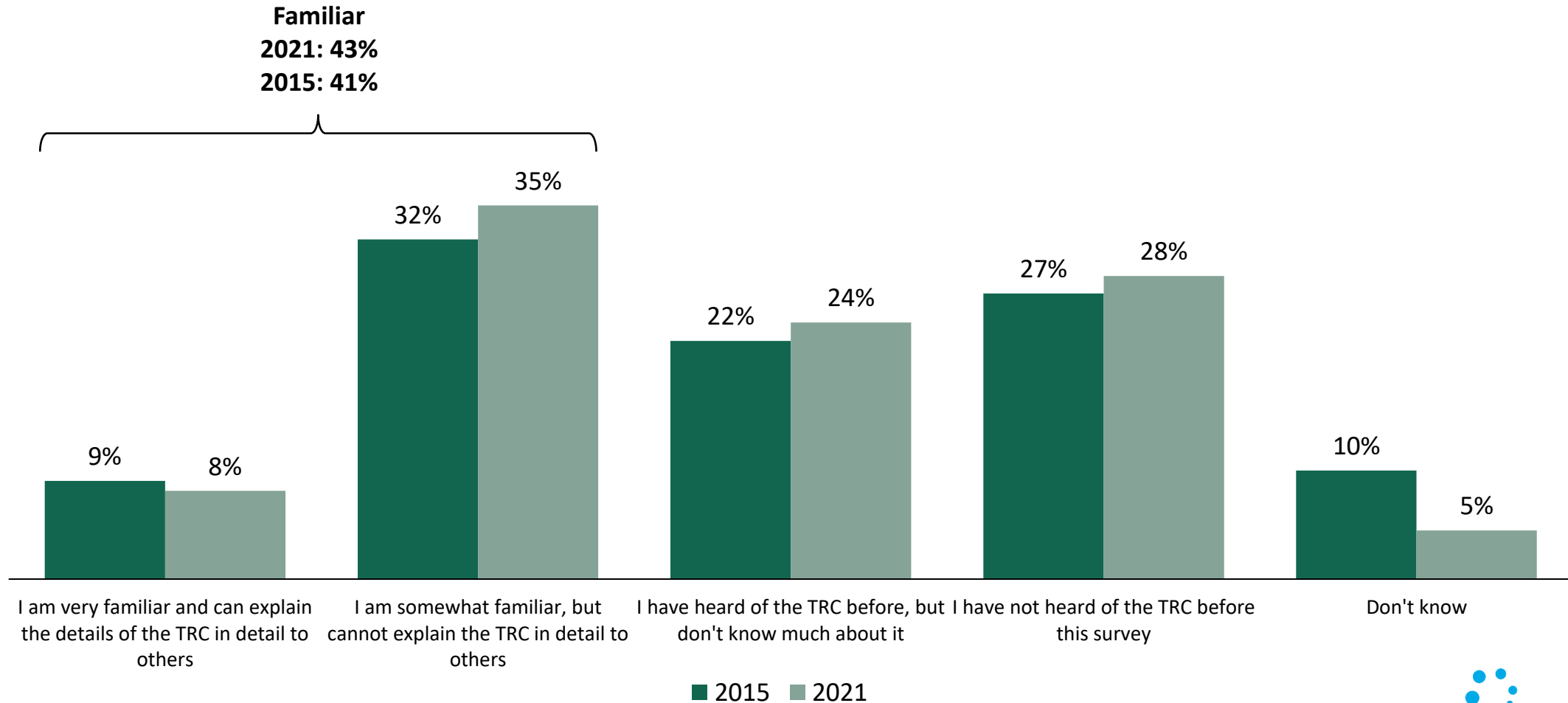
Familiarity with the Truth and Reconciliation Commission is at 43%, essentially the same as 2015. When it comes to the reparation and acknowledgments from government to residential school survivors, 52% feel that the government is doing too little.

TRC : 4-in-10 (43%) are familiar with the Truth and Reconciliation Commission, stable compared to 2015



How familiar are you with the “Truth and Reconciliation Commission” (TRC), which was mandated to inform Canadians about what happened in Indian residential Schools and to document the truth of anyone affected by the residential school experience? Would you say ...?

[asked of all respondents n=1,000]

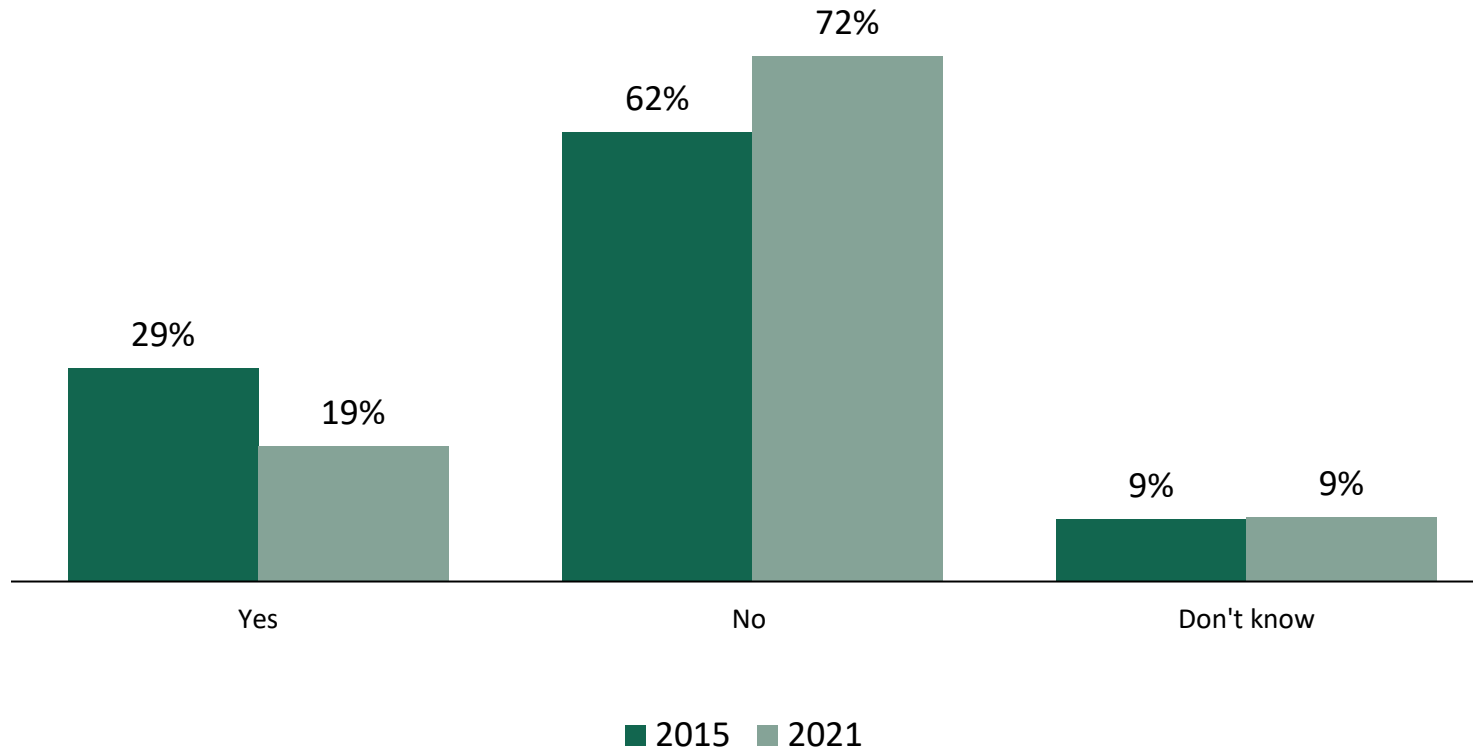


Read/Seen/Heard: Majority of respondents (72%) claim to have not heard anything about the executive summary of the TRC



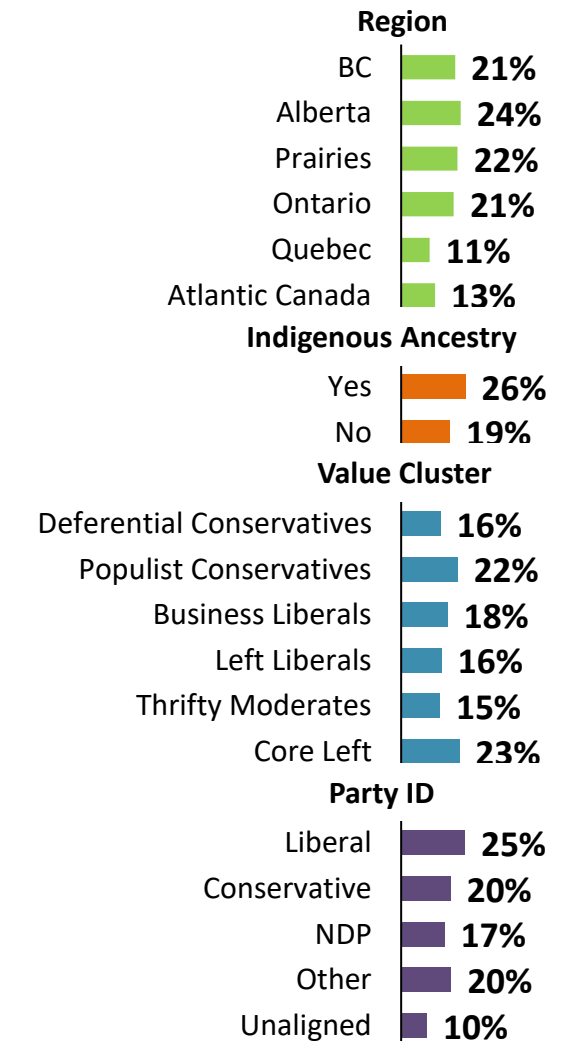
Have you read, seen or heard anything about the executive summary of the Truth and Reconciliation Commission's report that was released on June 2, 2015?

[asked of all respondents, n=1,000]



Segmentation

Respondents who say "yes" (2021)

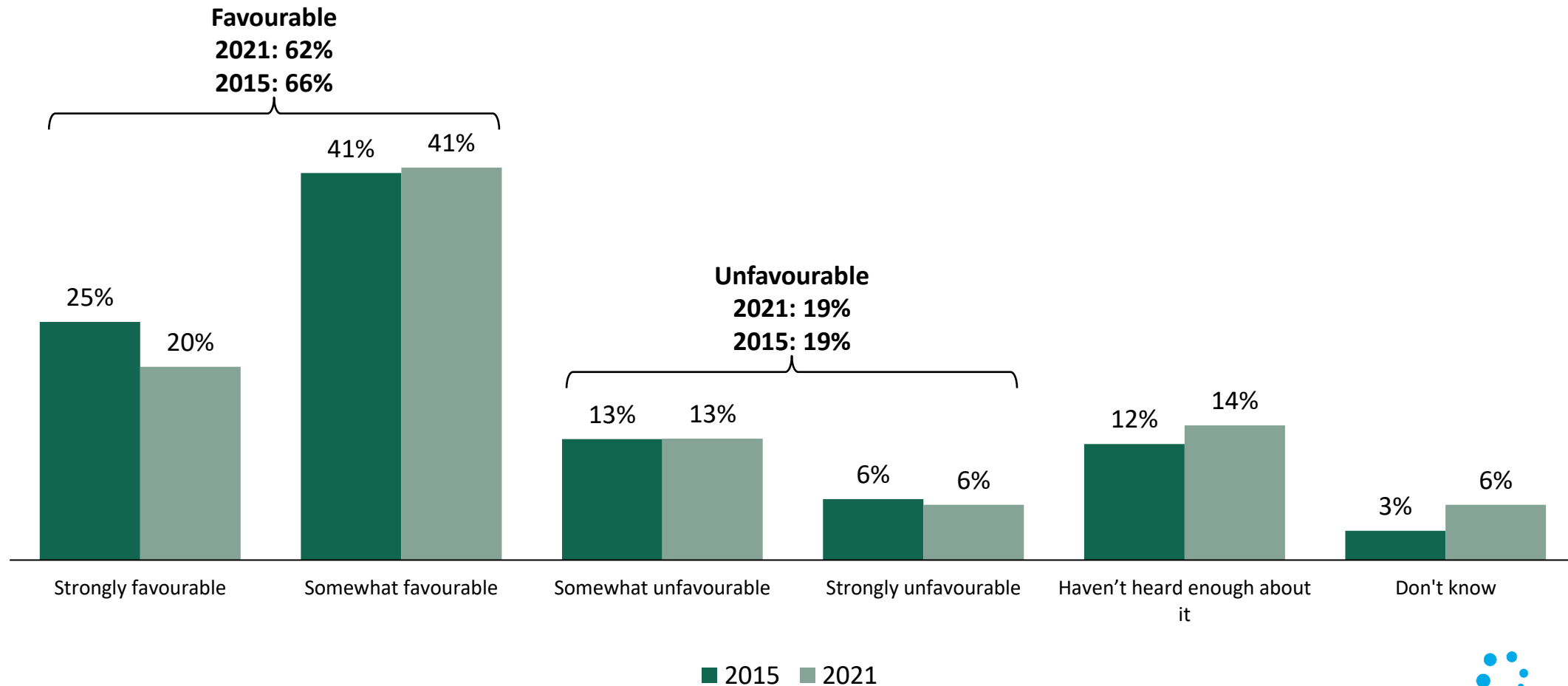


Impression of the TRC: Favourable impressions of the TRC are marginally lower than 2015 with more saying they Don't know



Thinking about your overall impression of the work of the Truth and Reconciliation Commission to date, do you have a strongly favourable, somewhat favourable, somewhat unfavourable or strongly unfavourable impression of the Truth and Reconciliation Commission, or would you say you haven't really heard enough about it to have a firm impression?

[asked only of respondents who have RSH about TRC, n=187]

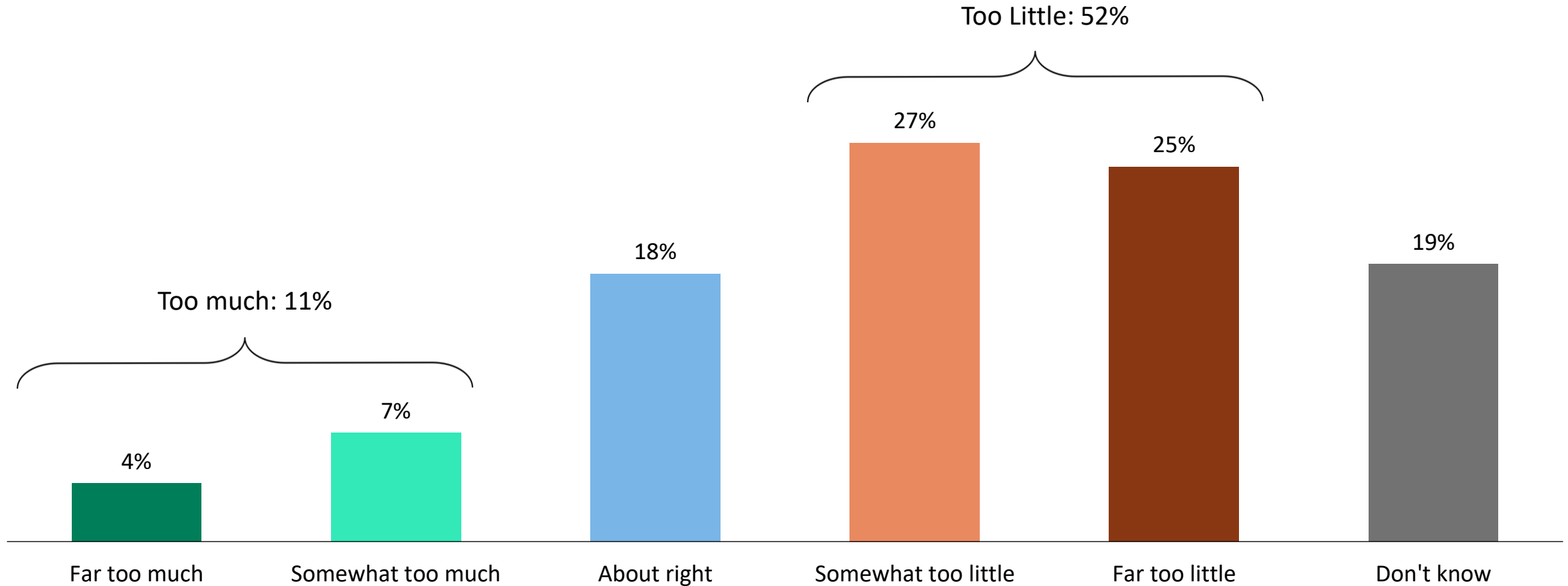


Government Efforts: More than half (52%) claim that the government efforts with respect to the res. school survivors have been too little ¹¹



When it comes to reparations and acknowledgements from government to residential school survivors, would you that that government efforts have been too little, too much or about right?

[asked of all respondents; n=1,000]



Kamloops

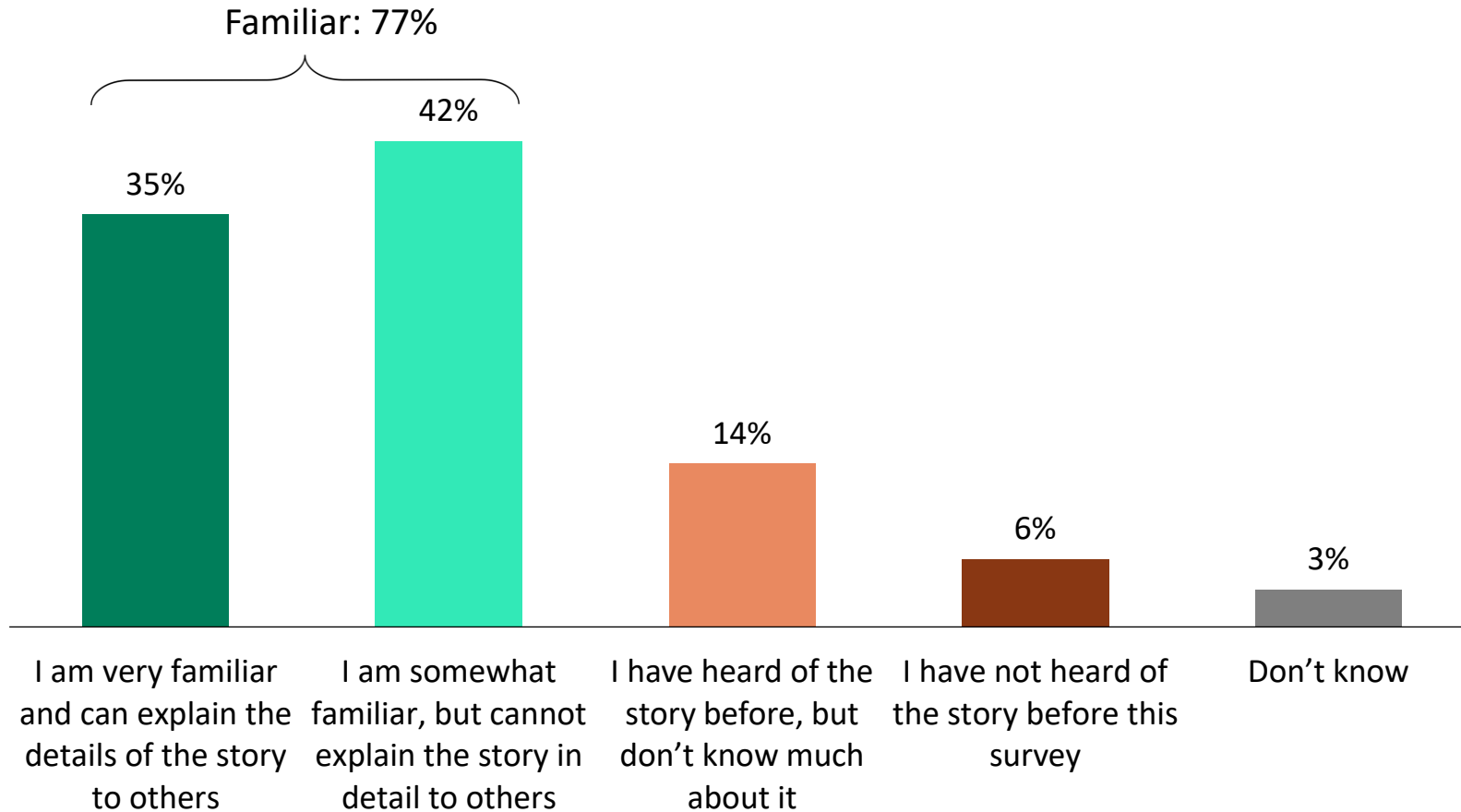
A large majority (77%) of respondents were familiar with the recent news of an estimated 215 Indigenous children's bodies being found. Two thirds (68%) of the respondents believe that the issues created by residential schools are not just in the past and still require a government response today.

Familiarity: 3-in-4 (77%) claim that they are familiar with the recent news of the 215 Indigenous children's bodies being found

Q

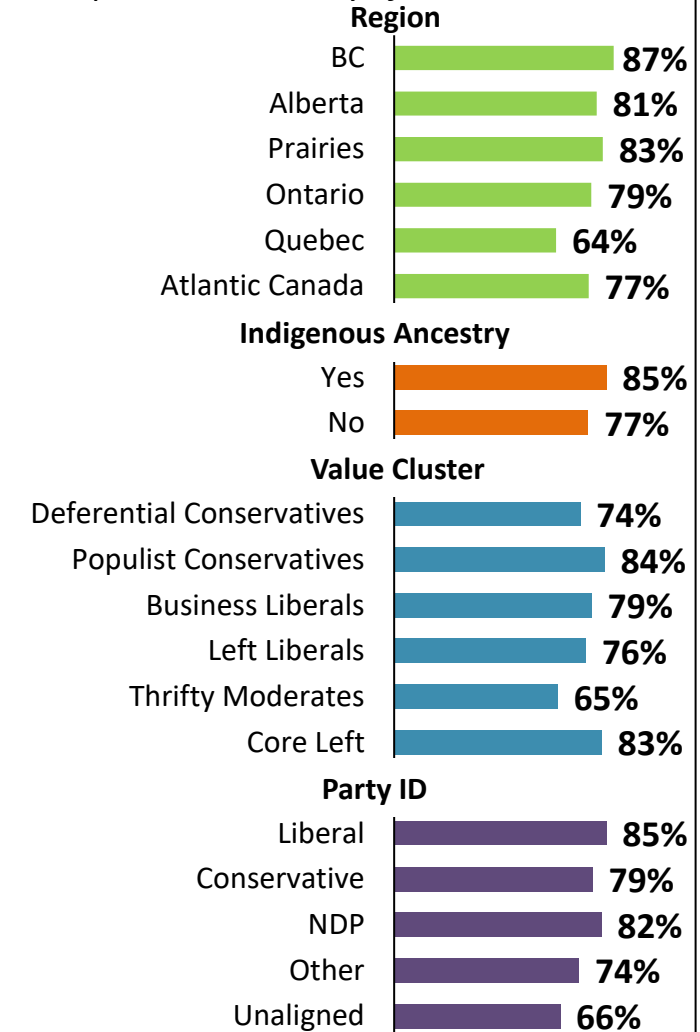
And how familiar are you with the recent news that the bodies of an estimated 215 Indigenous children were found on the site of the former Kamloops Indian Residential School on May 27th?

[asked of all respondents; n=1,000]



Segmentation

Respondents who say "familiar"

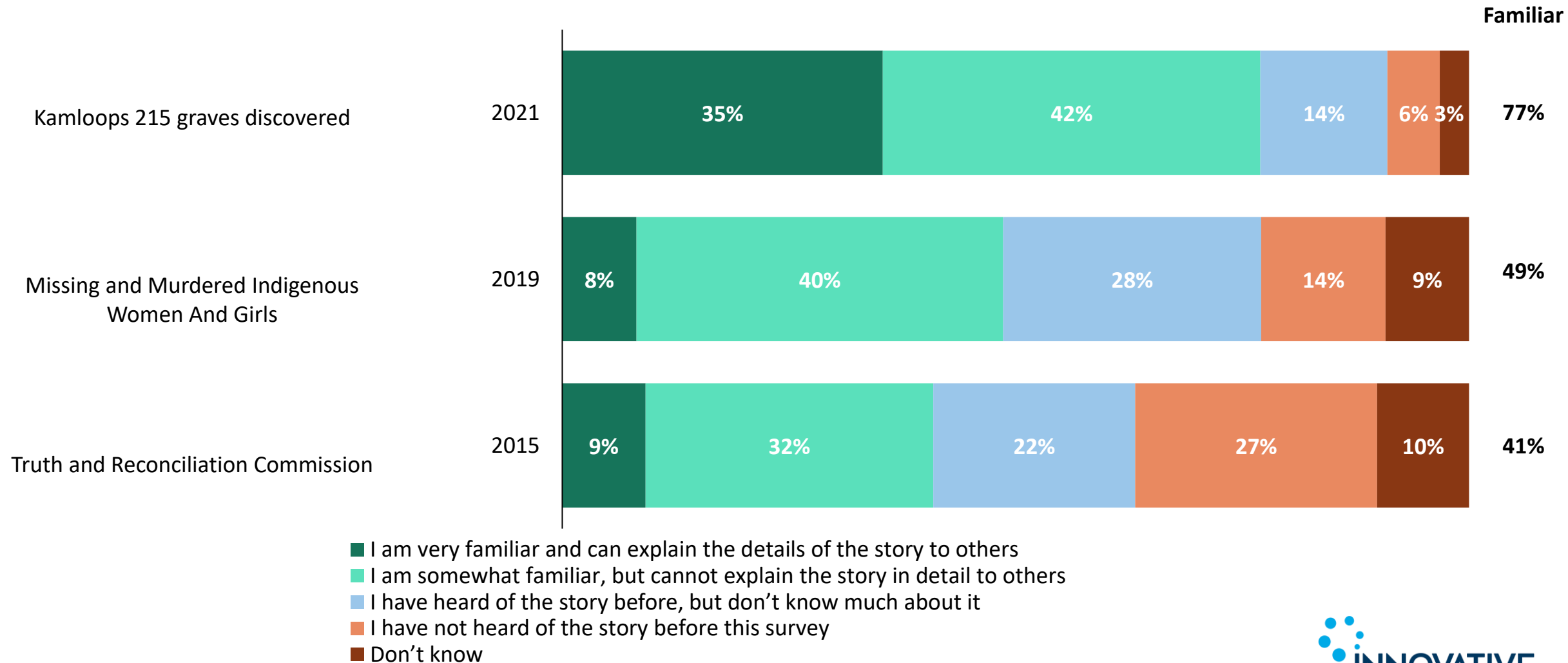


Familiarity: Familiarity with the discovery of the 215 graves is well beyond the familiarity with MMIW or TRC.



And how familiar are you with the recent news ...?

[asked of all respondents in each year; 2021 n=1,000]

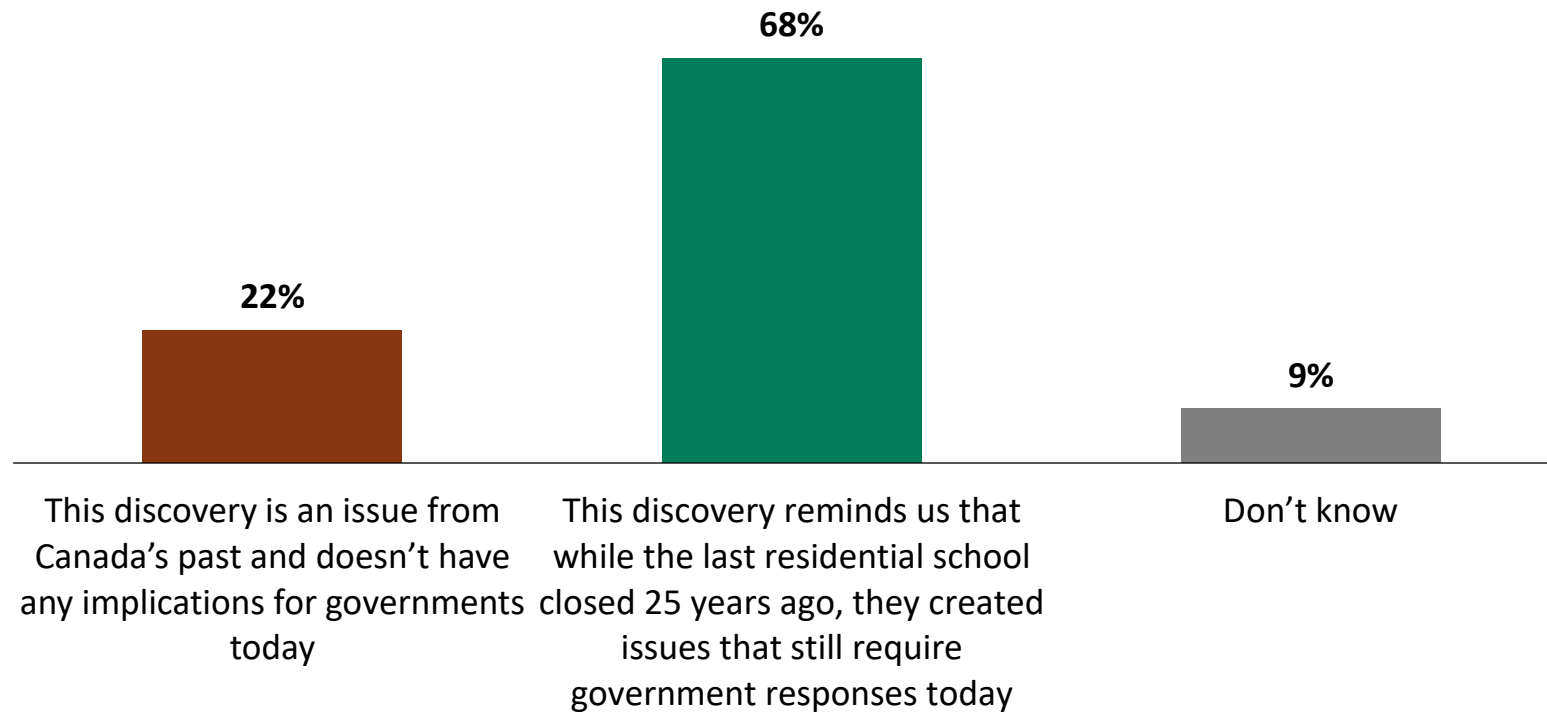


Issue from Past or for Present: Almost 7-in-10 (68%) say that the discovery raises issues that still require government responses today



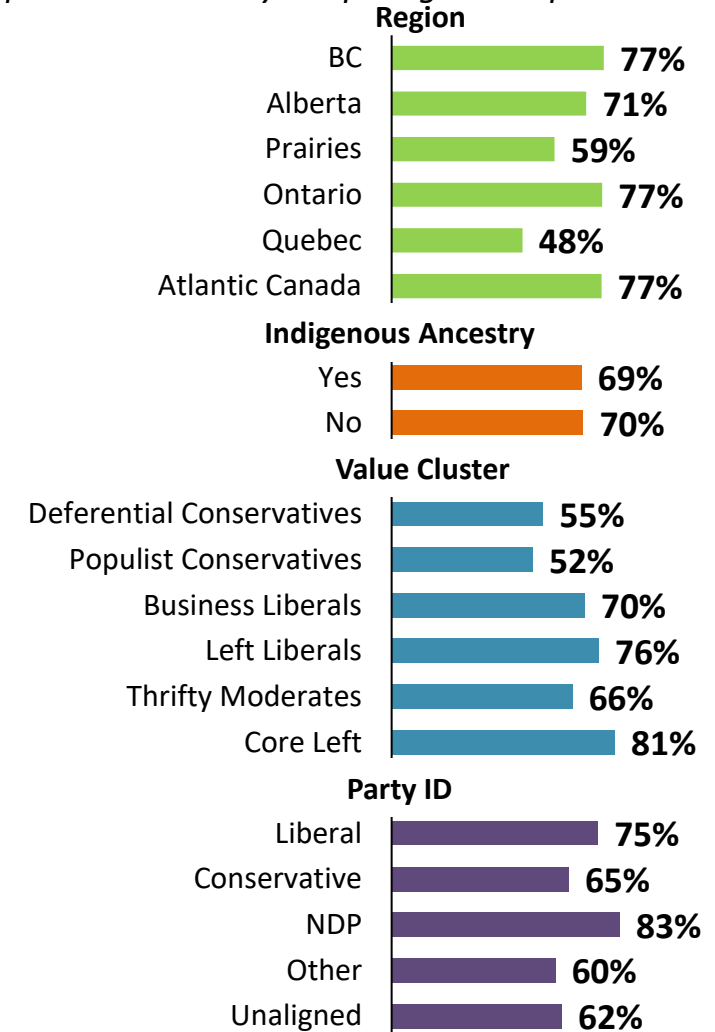
Which of the following comes closer to your point of view about the discovery of 215 graves on the site of the former Kamloops Indian Residential School?

[asked of all respondents; n=1,000]



Segmentation

Respondents who say "require gov't response"



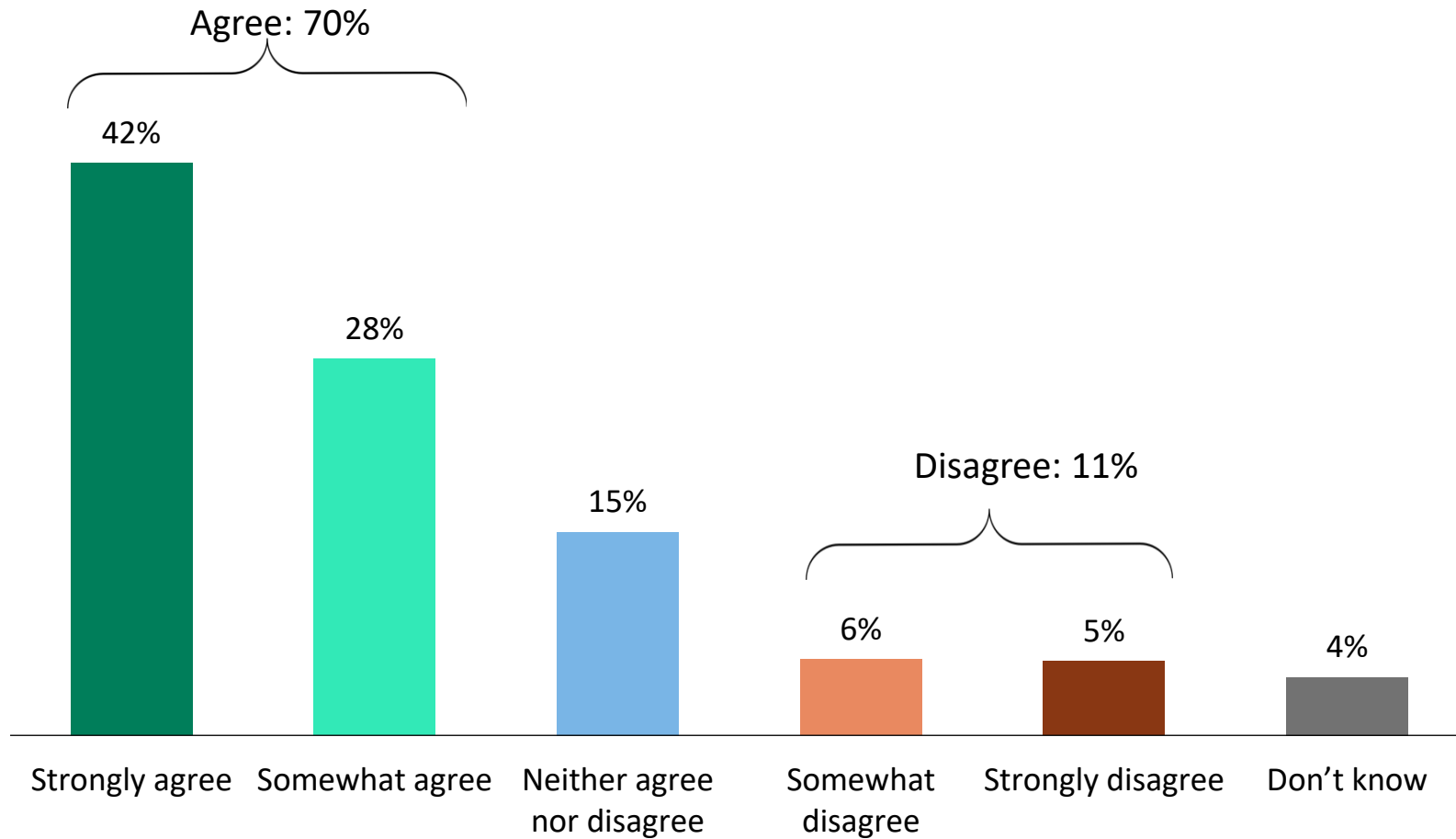
Funding More Discovery: 7-in-10 (70%) agree that the gov't needs to search other residential school sites for any other undiscovered graves



Do you agree or disagree with the following statement?

Government needs to move immediately to provide the funding necessary to search all other residential school sites for any other undiscovered graves of missing residential school children

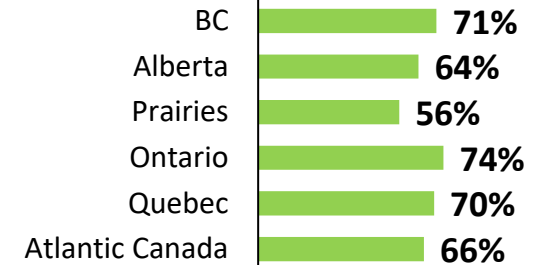
[asked of all respondents; n=1,000]



Segmentation

Respondents who say "agree"

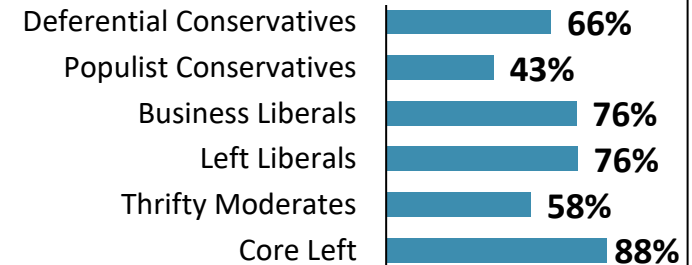
Region



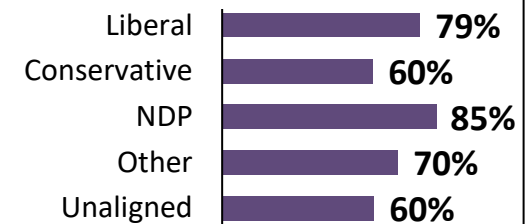
Indigenous Ancestry



Value Cluster



Party ID

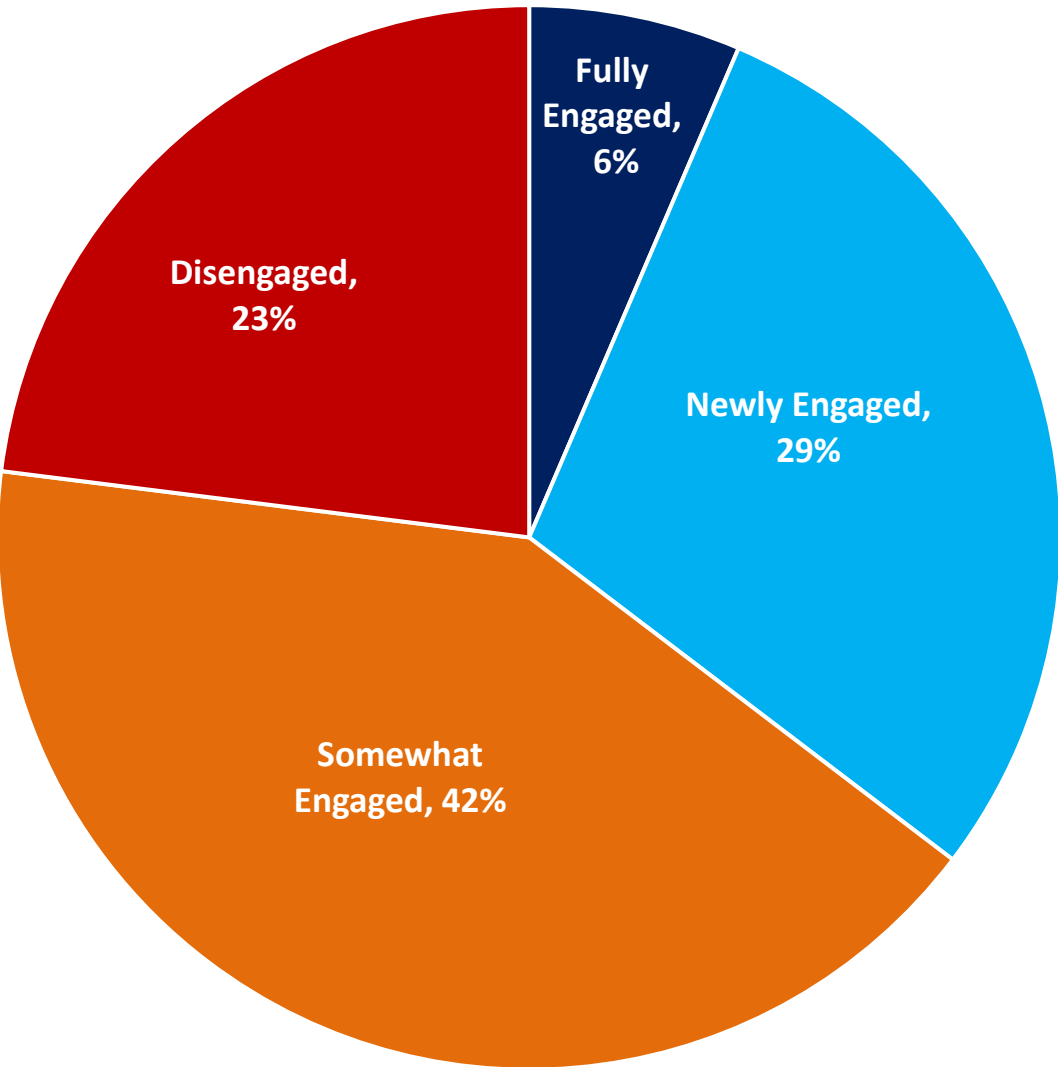


Awareness Segmentation

INNOVATIVE split Canadians into 4 different groups based on their familiarity towards the “Truth and Reconciliation Commission”, the Missing and Murdered Indigenous Women Inquiry, and the recent news about the bodies of an estimated 215 Indigenous children found on the site of the former Kamloops Indigenous Residential School. A plurality of Canadians are somewhat engaged (42%), while only 6% are fully engaged.

Awareness Segments: Only 6% of the respondents are fully engaged, while 2-in-10 (23%) are disengaged

We use the amount of familiarity respondents have towards the TRC and residential schools as well as familiarity with the discovery in Kamloops and created four different segments of the population.



Segment	Description
Fully Engaged	Very familiar with all three issues
Newly Engaged	Very familiar with the news of the 215 children who died, but not very familiar with the others
Somewhat Engaged	Somewhat familiar with the news of the 215 children
Disengaged	Not very familiar with the news on either issue

Top-of-Mind Issues

The most important issues for respondents are health care and the cost of living.

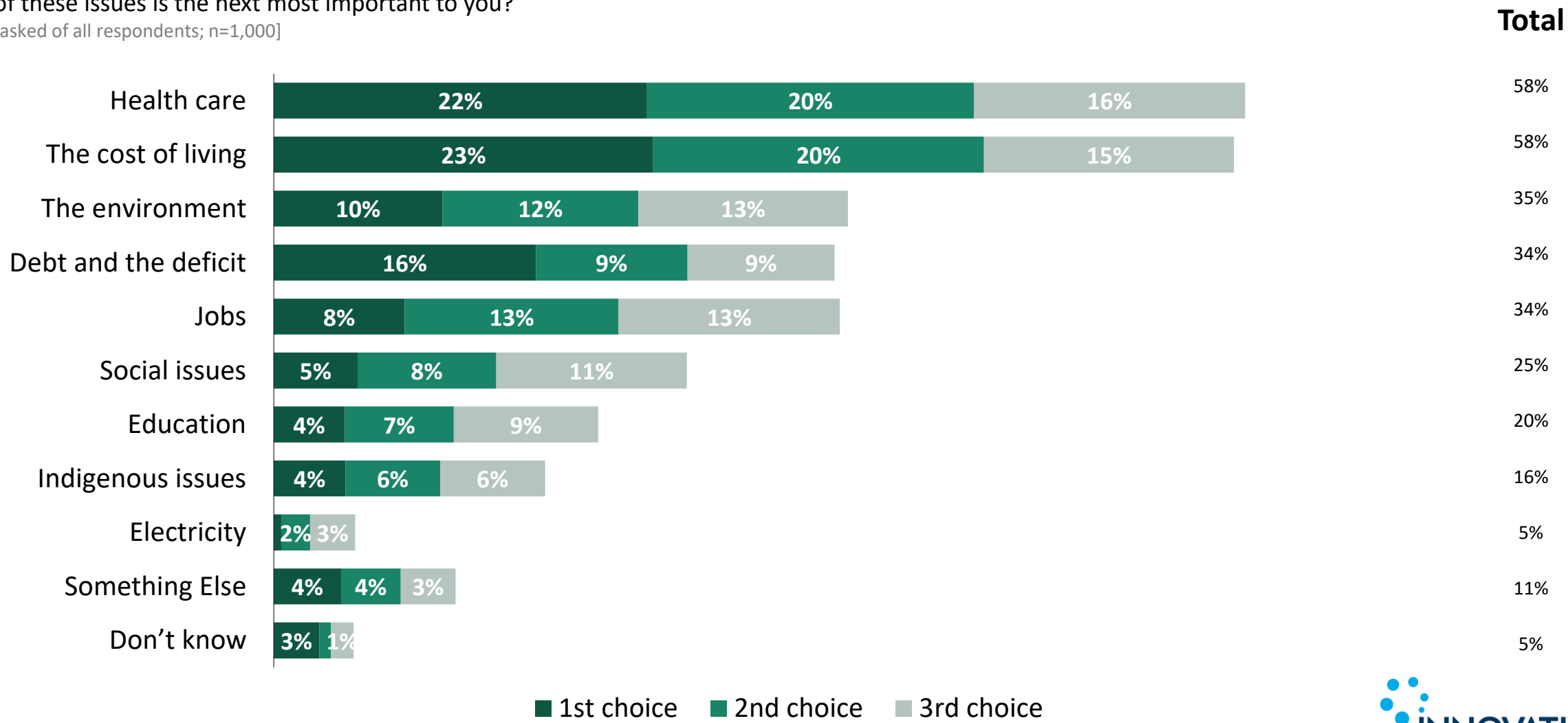
The importance of indigenous issues has gone up by 8 points since May. Those who are fully engaged and newly engaged have the highest priority for Indigenous issues.

Issue Importance: Almost 6-in-10 (58%) claim that the most important issues are health care and the cost of living²⁰



Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?

[asked of all respondents; n=1,000]



Note: 'No response' not shown. Respondents who say 'Don't know' do not get asked for further priorities.

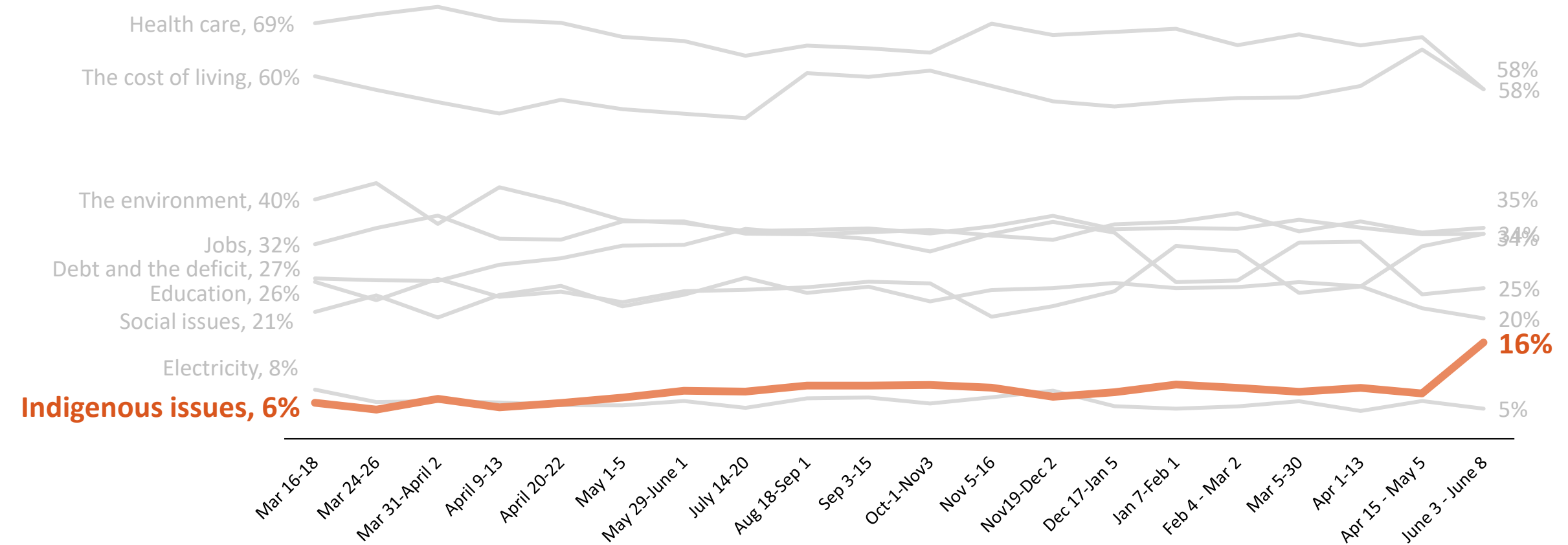
Issue Importance: Indigenous issues have usually been seen as one of the least important, but priority on them doubled from May to June

Q

Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?

[asked of all respondents; n=1,000]

Top 3 Priority (%)



Issue Importance: Those who are fully engaged and newly engaged have a higher priority for Indigenous issues



Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?

[asked of all respondents; n=1,000]

% Selected within **top 3** issues by Indigenous Issues Engagement¹

Issues	Total	Fully Engaged	Newly Engaged	Partially Engaged	Disengaged
Health care	58%	44%	58%	59%	63%
The cost of living	58%	47%	55%	55%	69%
The environment	35%	49%	37%	36%	23%
Debt and the deficit	34%	26%	37%	36%	28%
Jobs	34%	35%	31%	33%	39%
Social issues	25%	36%	22%	26%	22%
Education	20%	22%	14%	22%	20%
Indigenous issues	16%	23%	23%	14%	10%
Electricity	5%	1%	4%	6%	6%
Something else	11%	17%	15%	9%	8%
Don't know	5%	0%	2%	3%	13%

Indigenous Issues and Government Approval

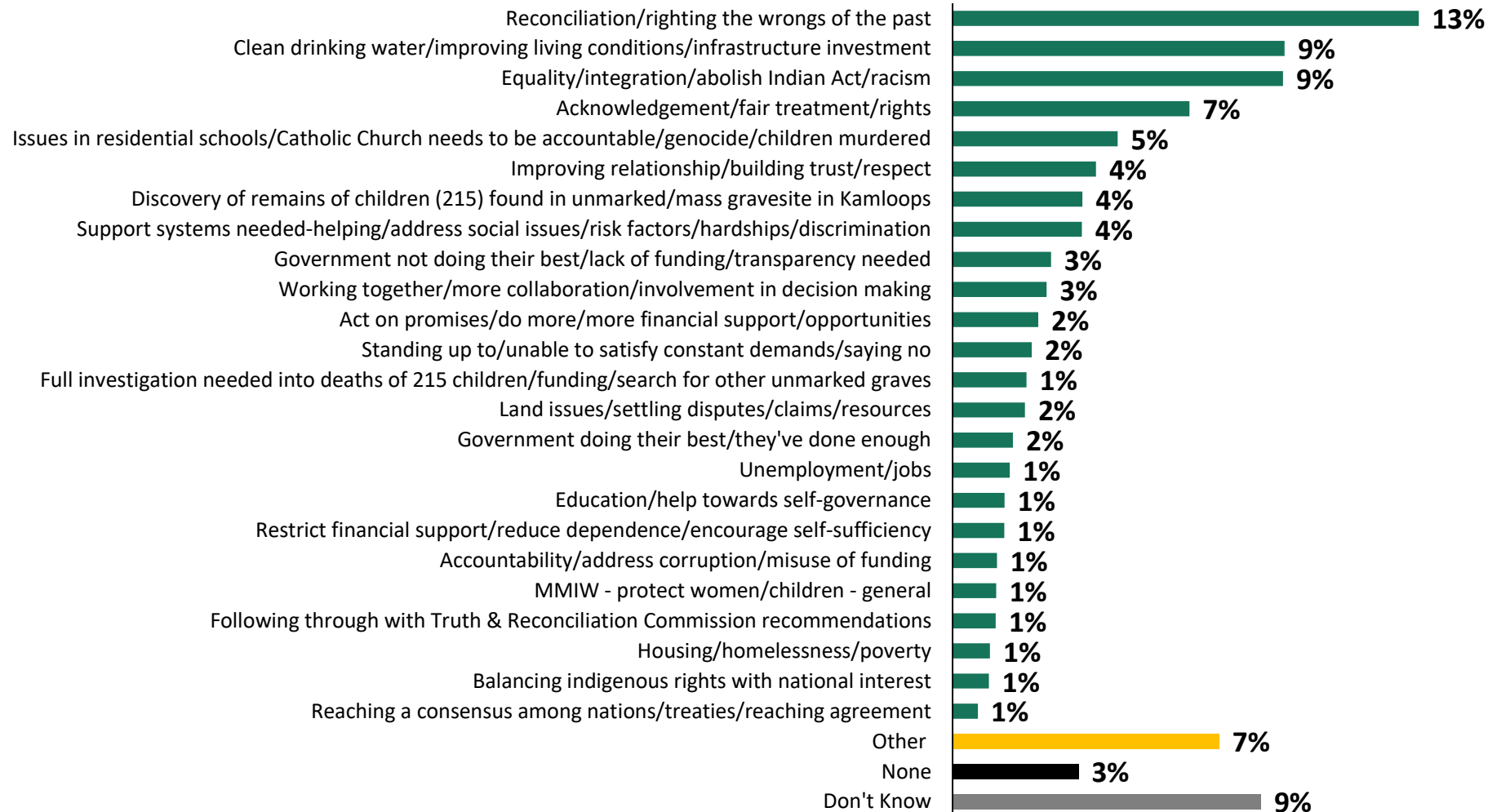
Disapproval of the federal government's job managing Canada's Indigenous people's issue is up since 2019. 6-in-10 (63%) of Canadians feel that the federal government should be doing more; 70% of those who are fully engaged agree

Important Issue: The most important issue facing the federal gov't when it comes to Canada's Indigenous peoples is reconciliation (13%)



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?

[asked of all respondents; n=1,000]



Important Issue: Fully engaged see improving living conditions as the most important issue; disengaged say equality is most important



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?

[asked of all respondents; n=1,000]

Fully Engaged

Newly Engaged

Partially Engaged

Disengaged

Reconciliation/righting the wrongs of the past

14%

Reconciliation/righting the wrongs of the past

17%

Reconciliation/righting the wrongs of the past

14%

Reconciliation/righting the wrongs of the past

6%

Clean drinking water/improving living conditions/infrastructure investment

18%

Clean drinking water/improving living conditions/infrastructure investment

14%

Clean drinking water/improving living conditions/infrastructure investment

8%

Clean drinking water/improving living conditions/infrastructure investment

2%

Equality/integration/abolish Indian Act/racism

6%

Equality/integration/abolish Indian Act/racism

5%

Equality/integration/abolish Indian Act/racism

10%

Equality/integration/abolish Indian Act/racism

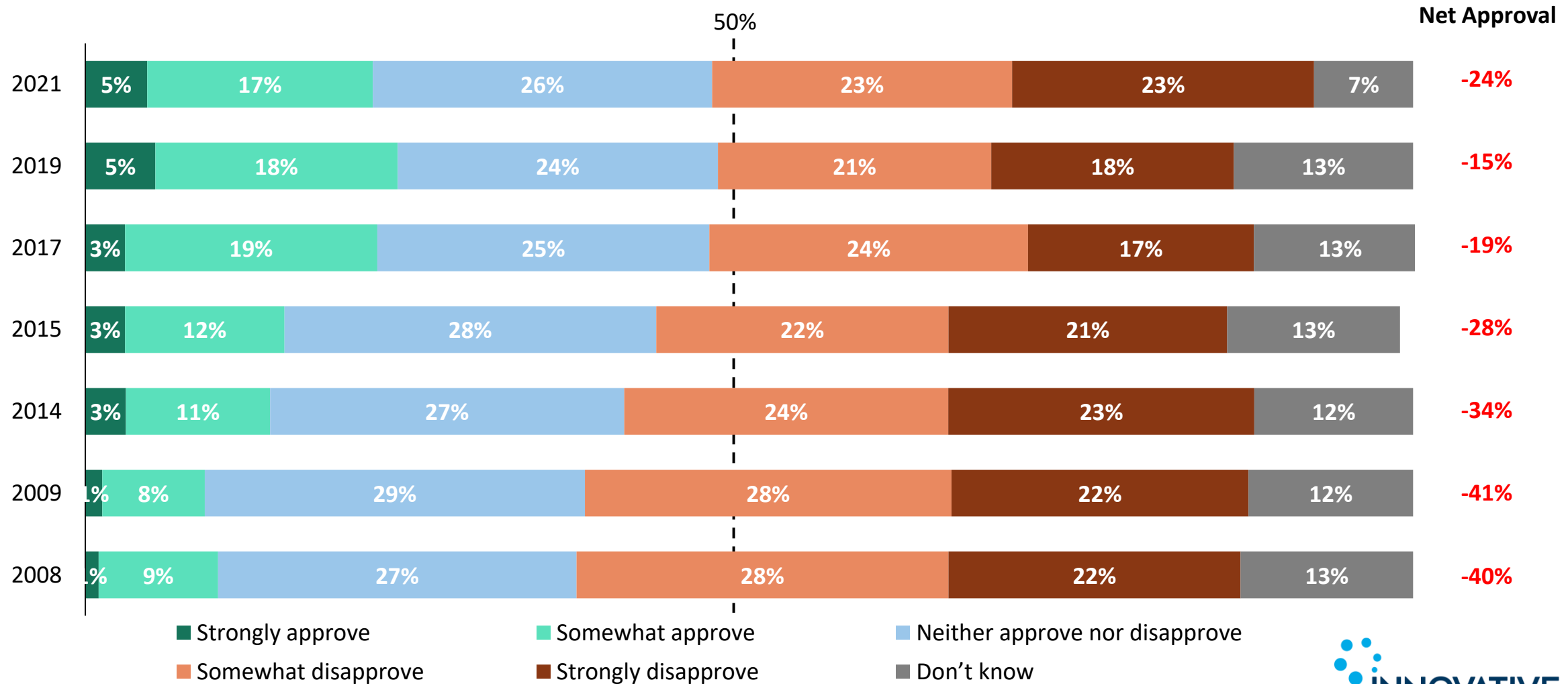
13%

Federal Government: Disapproval growing on the job the federal gov't is doing managing Canada's Indigenous people's issues



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

[asked of all respondents, n=1,000]



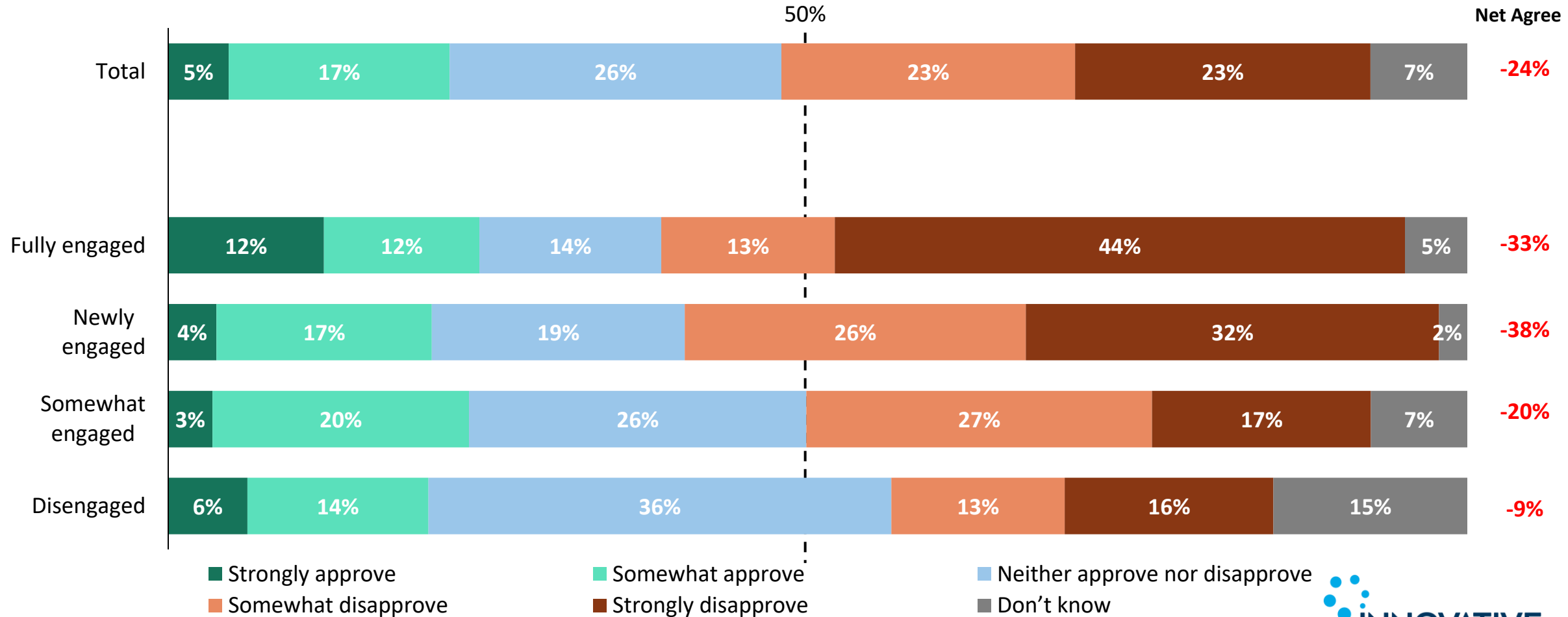
Federal Government: Newly engaged have the highest net disapproval

of how the federal gov't is managing Canada's Indigenous issues



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

[asked of all respondents, n=1,000]

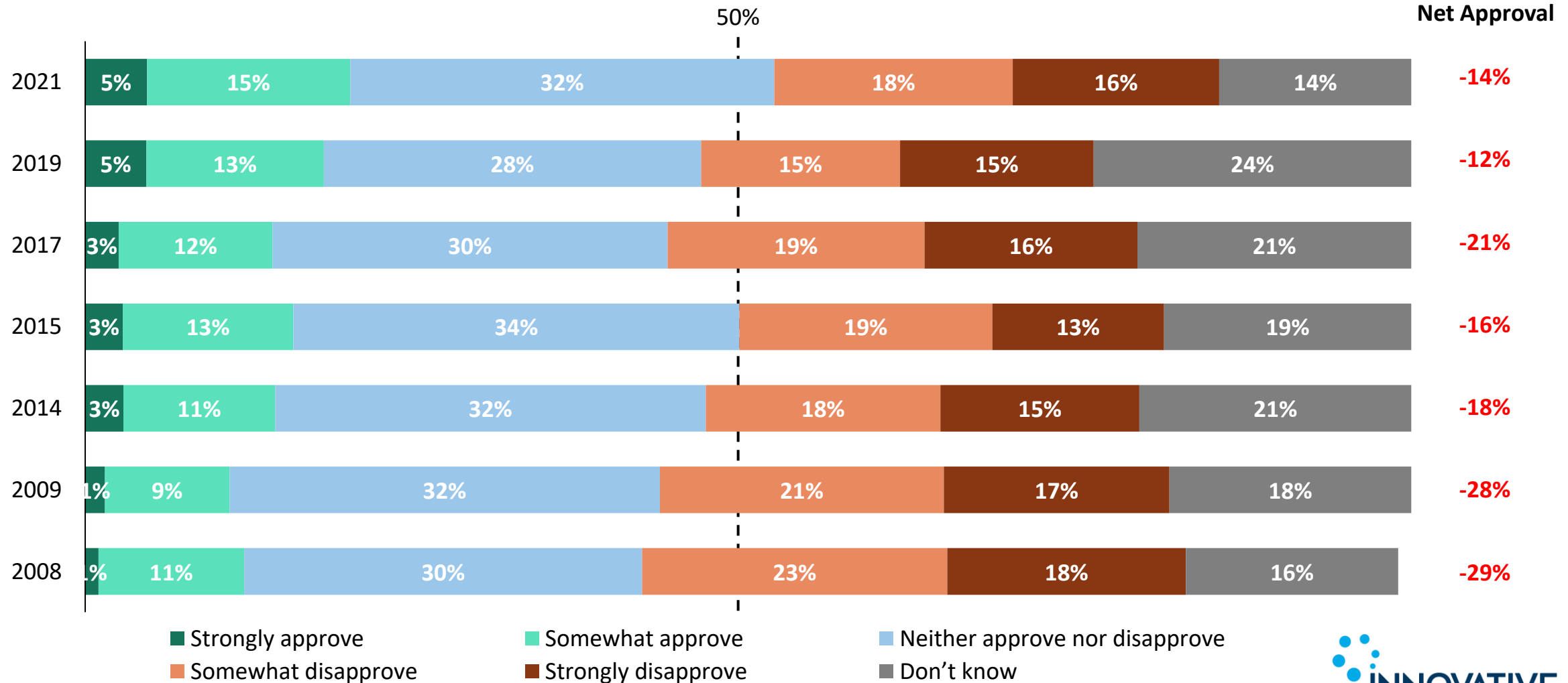


Provincial Government: Net disapproval with the prov. gov'ts on managing Indigenous people's issues has been fairly steady since 2019



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

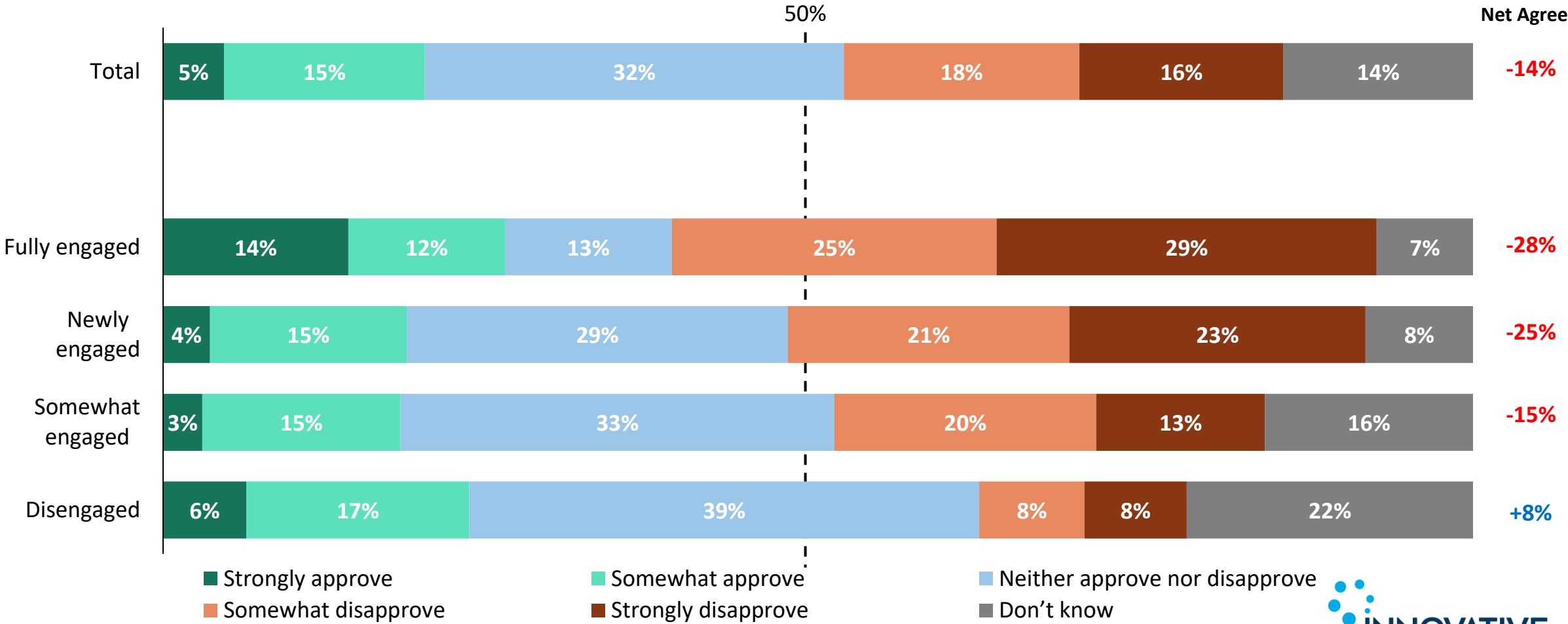
[asked of all respondents, n=1,000]



Provincial Government: Highest disapproval among fully engaged; while those who are disengaged are more likely to agree than disagree



Do you approve or disapprove of the job the **PROVINCIAL GOVERNMENT** is doing managing Canada's Indigenous peoples' issues?
[asked of all respondents, n=1,000]

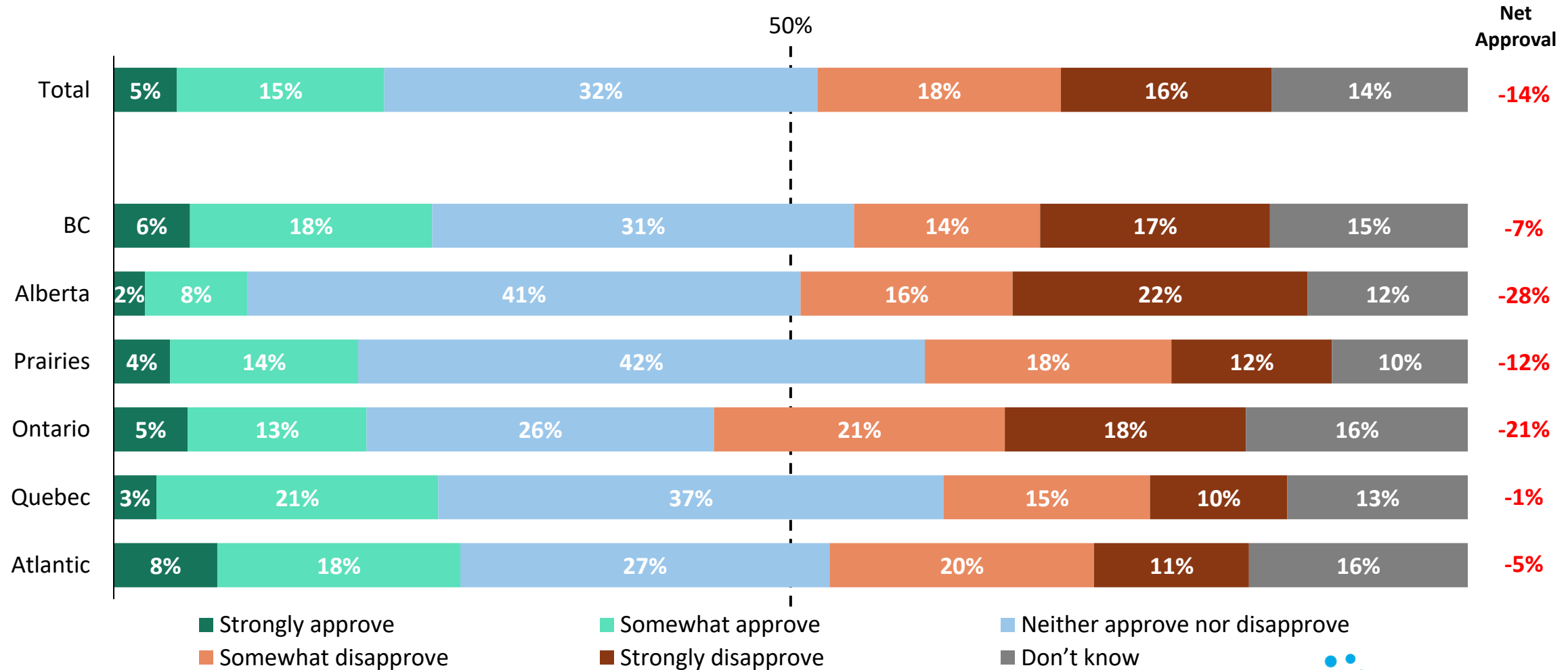


Provincial Government: Net approval on prov. governments managing Canada's Indigenous people's issues is lowest in Alberta and Quebec



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

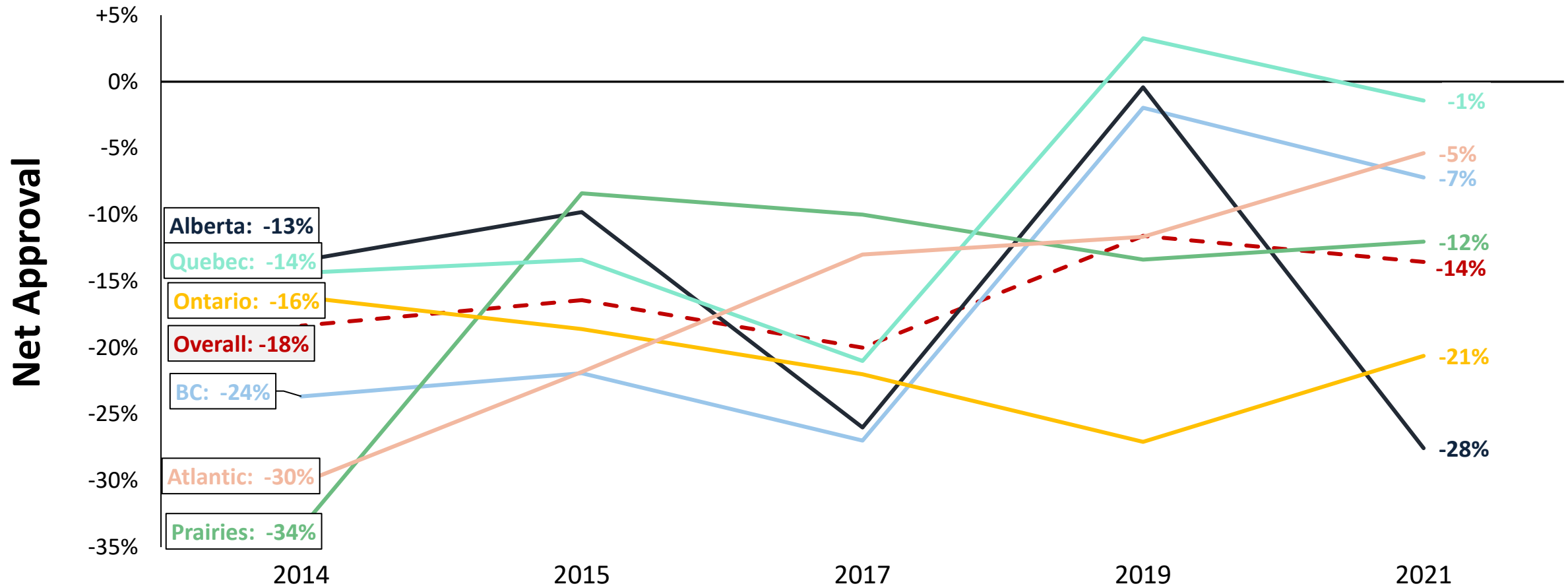
[asked of all respondents, n=1,000]



Provincial Government: Key change in provincial approval seen in Alberta's decline



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=1,000]

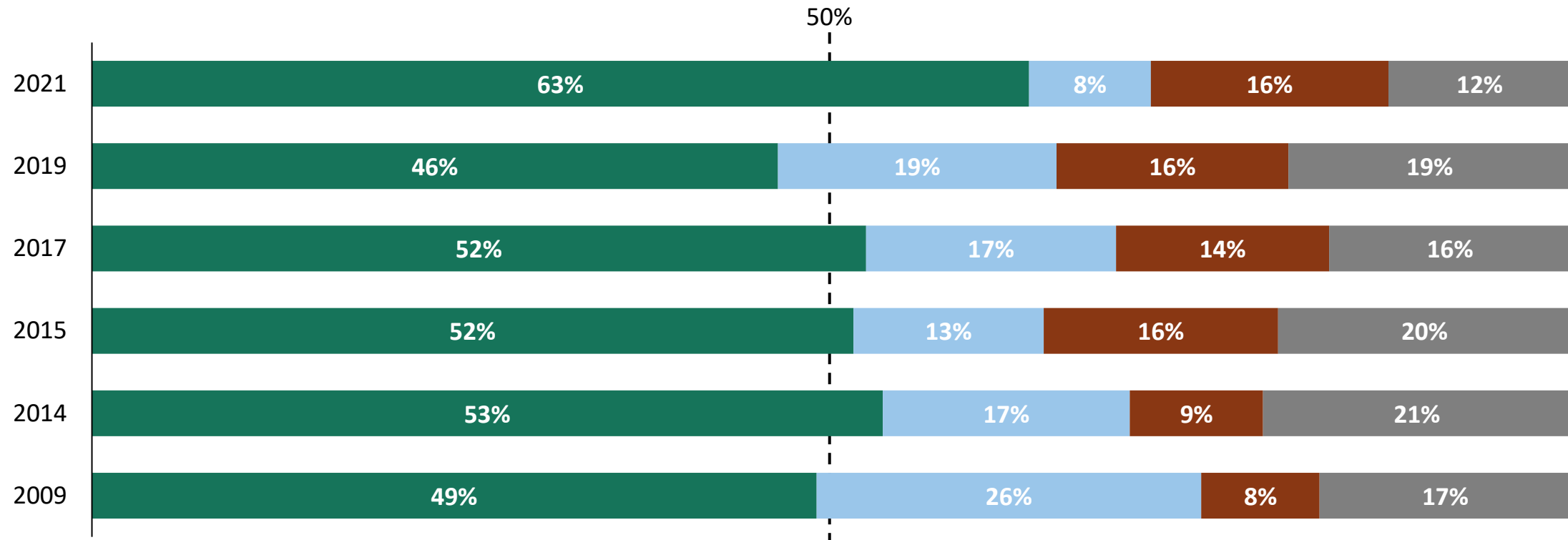


Federal Government: The share of respondents saying the federal government should be doing more is up by 17 pts since 2019



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

[asked of all respondents, n=1,000]



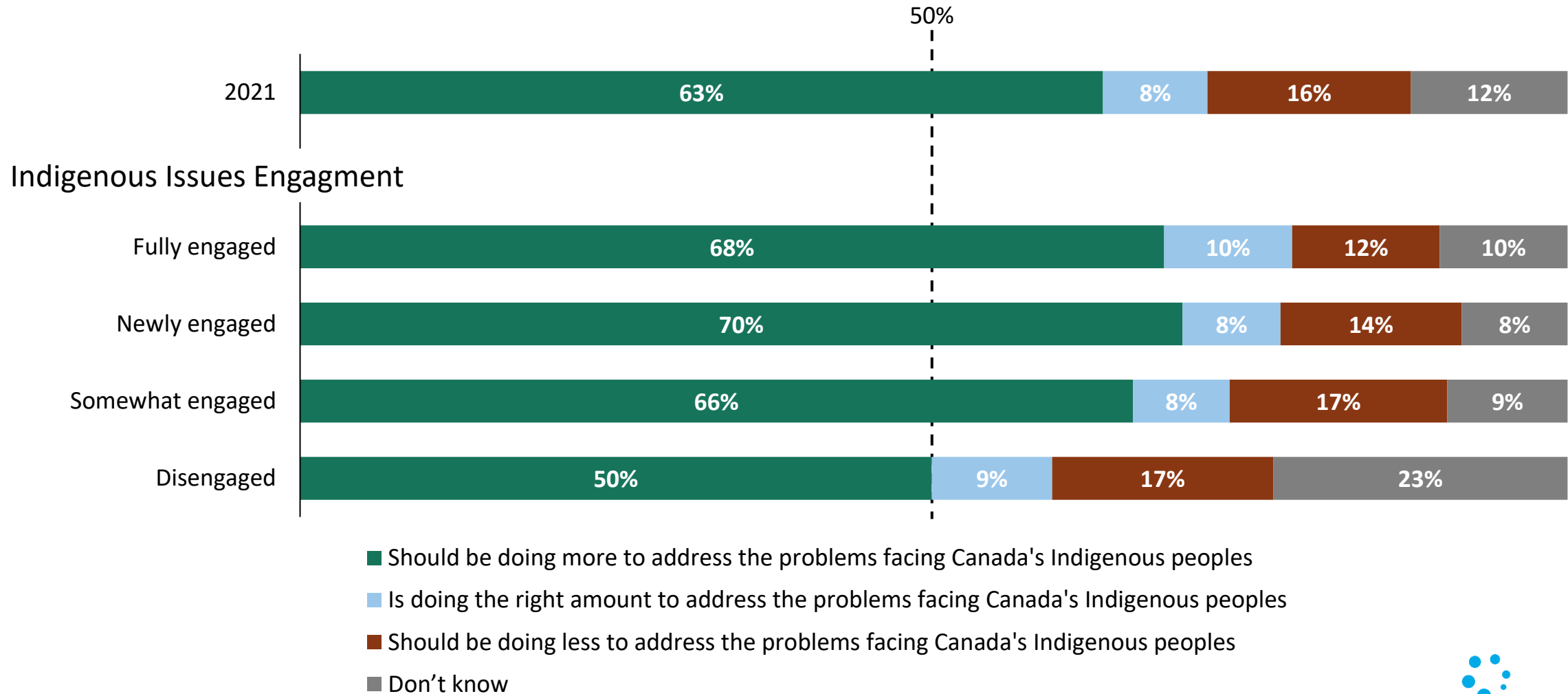
- Should be doing more to address the problems facing Canada's Indigenous peoples
- Is doing the right amount to address the problems facing Canada's Indigenous peoples
- Should be doing less to address the problems facing Canada's Indigenous peoples
- Don't know

Federal Government: All groups at least somewhat engaged have a strong majority that believe that the fed gov't should do more



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

[asked of all respondents, n=1,000]



Federal Government: Ontarians are more likely to say the federal gov't should be doing more, while Prairies & QC are more likely to say less ³⁴



Regardless of who is responsible for the current situation facing Canada’s Indigenous peoples, do you think the federal government . . . ?
[asked of all respondents, n=1,000]

	Canada	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Should be doing more to address the problems facing Canada's Indigenous peoples	63%	64%	58%	49%	71%	60%	56%
Is doing the right amount to address the problems facing Canada's Indigenous peoples	8%	11%	10%	14%	7%	8%	8%
Should be doing less to address the problems facing Canada's Indigenous peoples	16%	14%	16%	22%	12%	23%	14%
Don't know	12%	12%	17%	15%	11%	10%	21%

RSH Canada's Indigenous People

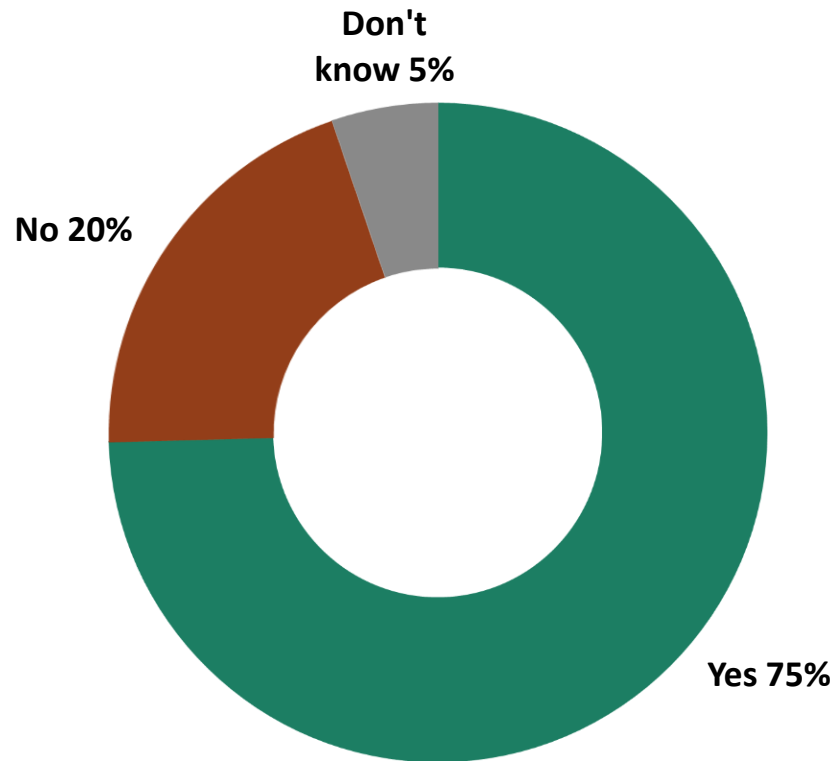
3-in-4 (75%) of Canadians have read/seen/heard something recently concerning Canada's Indigenous peoples. Positive impression of Canada's Indigenous peoples' group/organization is highest amongst fully engaged individuals (60%). Among those who have an Indigenous ancestry, 62% believe their heritage is an important part of who they are as a person, which is at an all time high since 2007.

RSH: Over 7-in-10 (75%) have RSH something recently concerning Canada's Indigenous peoples; highest among Fully Engaged (96%)

Q

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

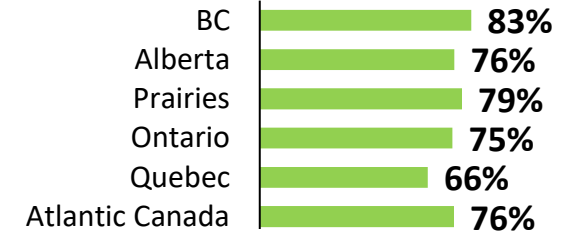
[asked of all respondents, n=1,000]



Segmentation

Respondents who say "yes"

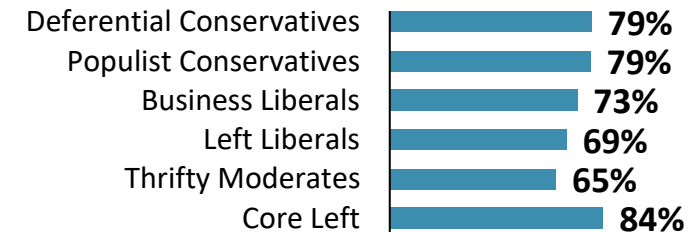
Region



Indigenous Ancestry



Value Cluster



Party ID



Awareness

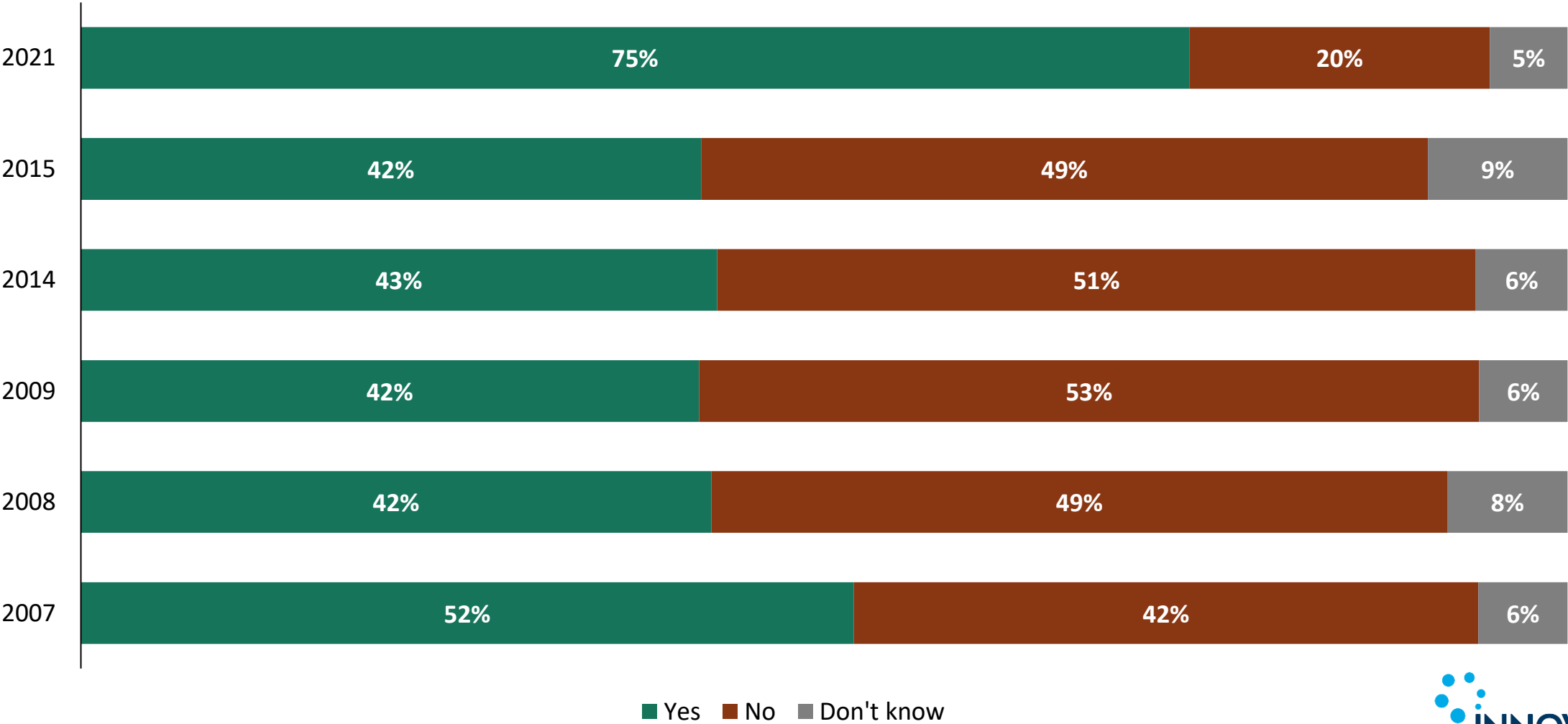


Read/Seen/Heard: RSH about Canada's Indigenous peoples is at an all time high since tracking began in 2007 ³⁷



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

[asked of all respondents, n=1,000]

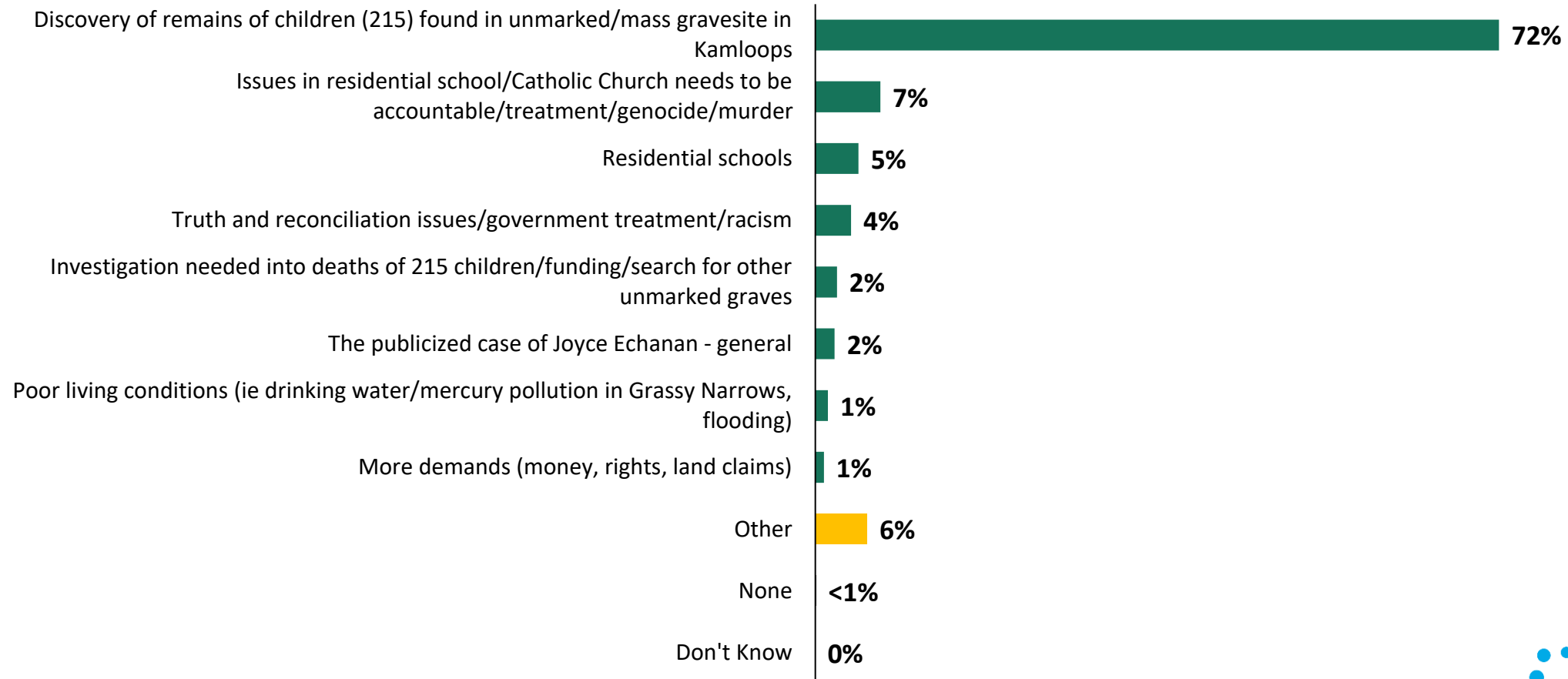


RSH: Almost 90% of all comments referenced the Kamloops discovery or residential schools more generally



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

[asked of all respondents who RSH; n=746]

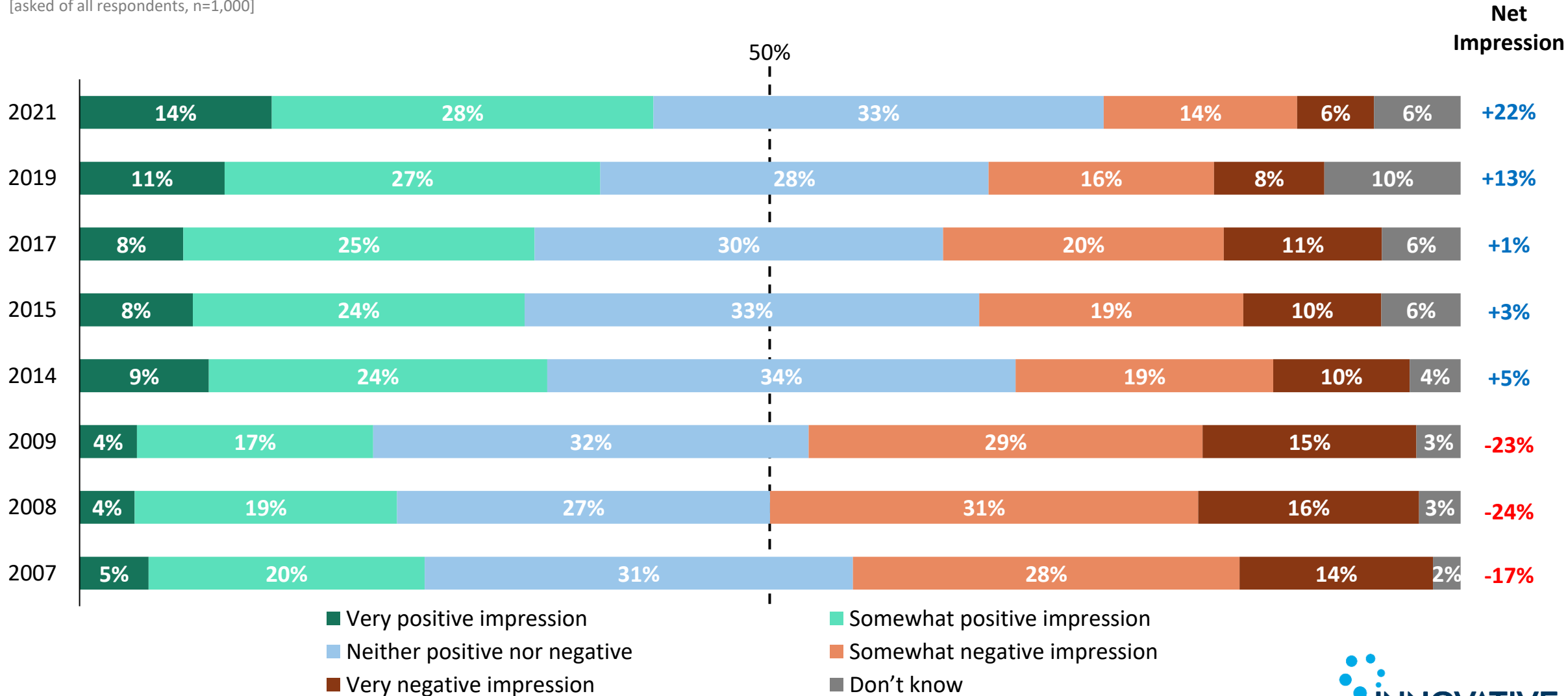


Impression: Positive impressions are up since 2019, while negative impressions have dropped; net impression is now +22%



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

[asked of all respondents, n=1,000]

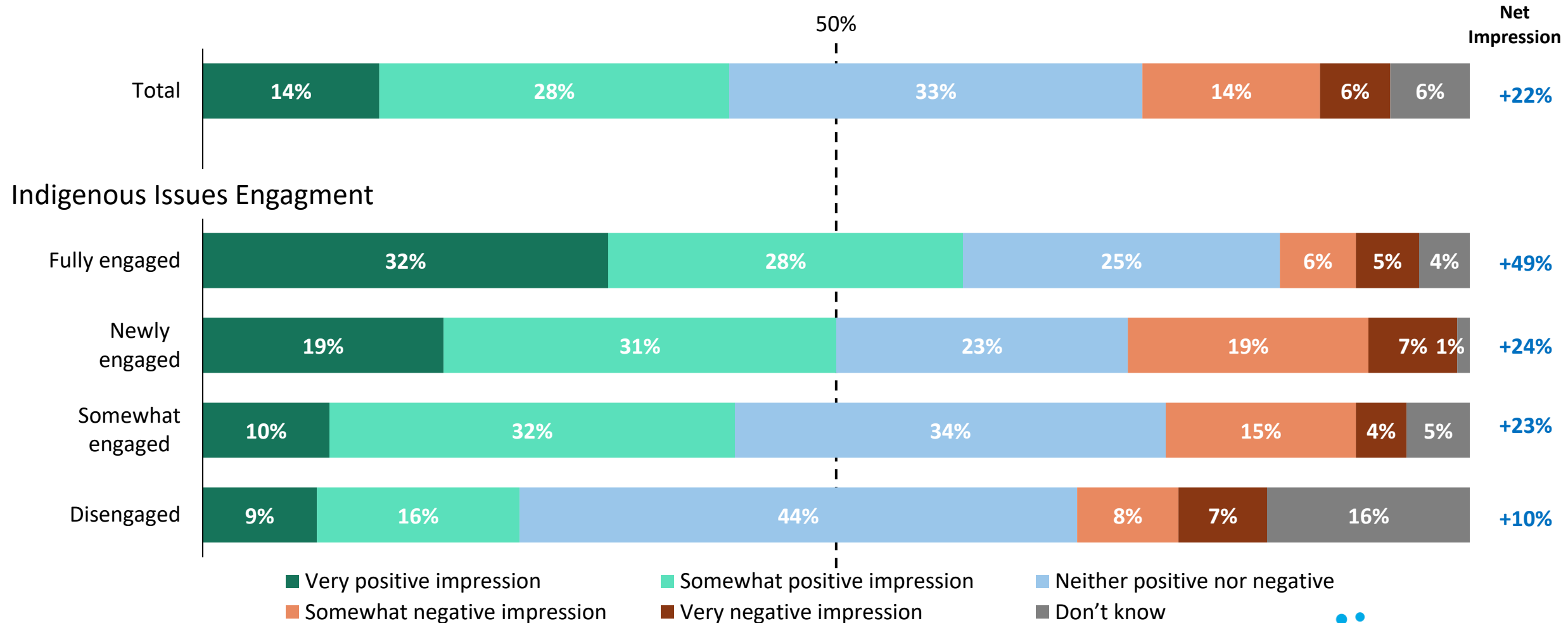


Impression: When thinking about Canada's Indigenous people, those who are fully engaged have a higher positive impression (60%)



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

[asked of all respondents, n=1,000]



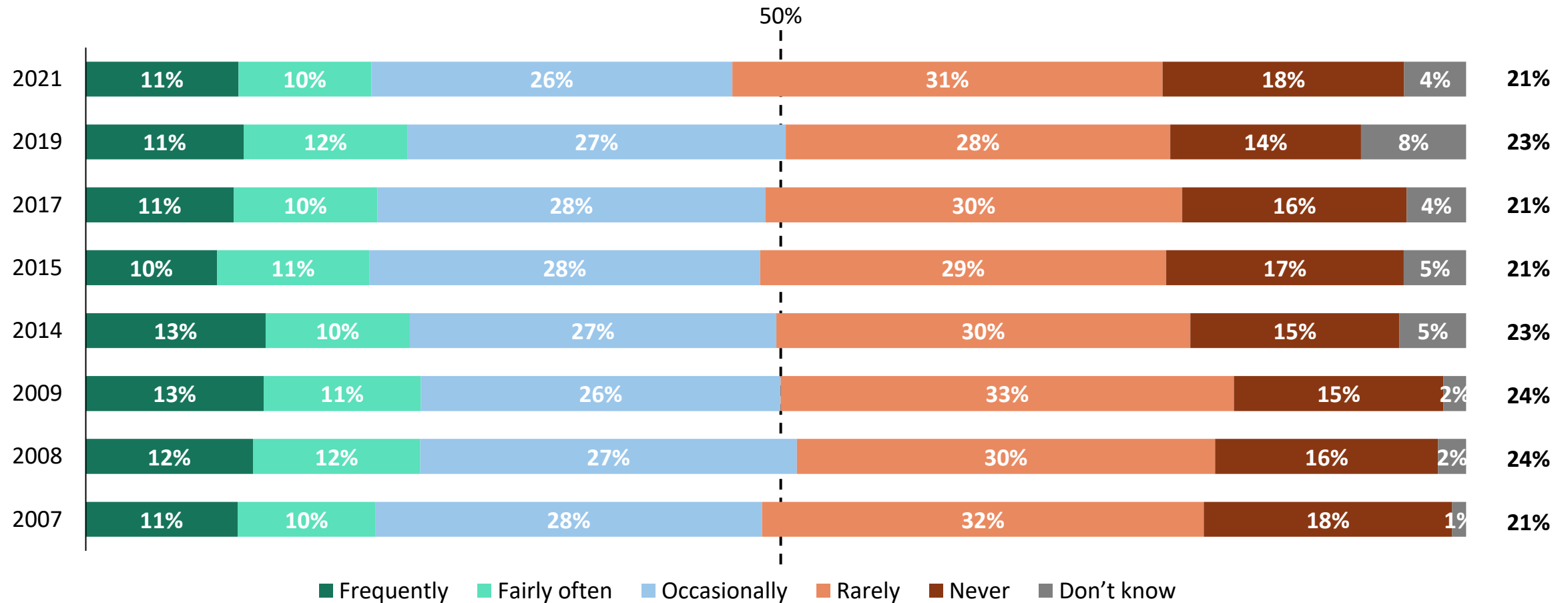
Personal Connection: 1-in-5 (21%) respondents say that they are often or frequently in contact with indigenous people, fairly steady since 2008



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

[asked of all respondents, n=1,000]

Frequent or Often

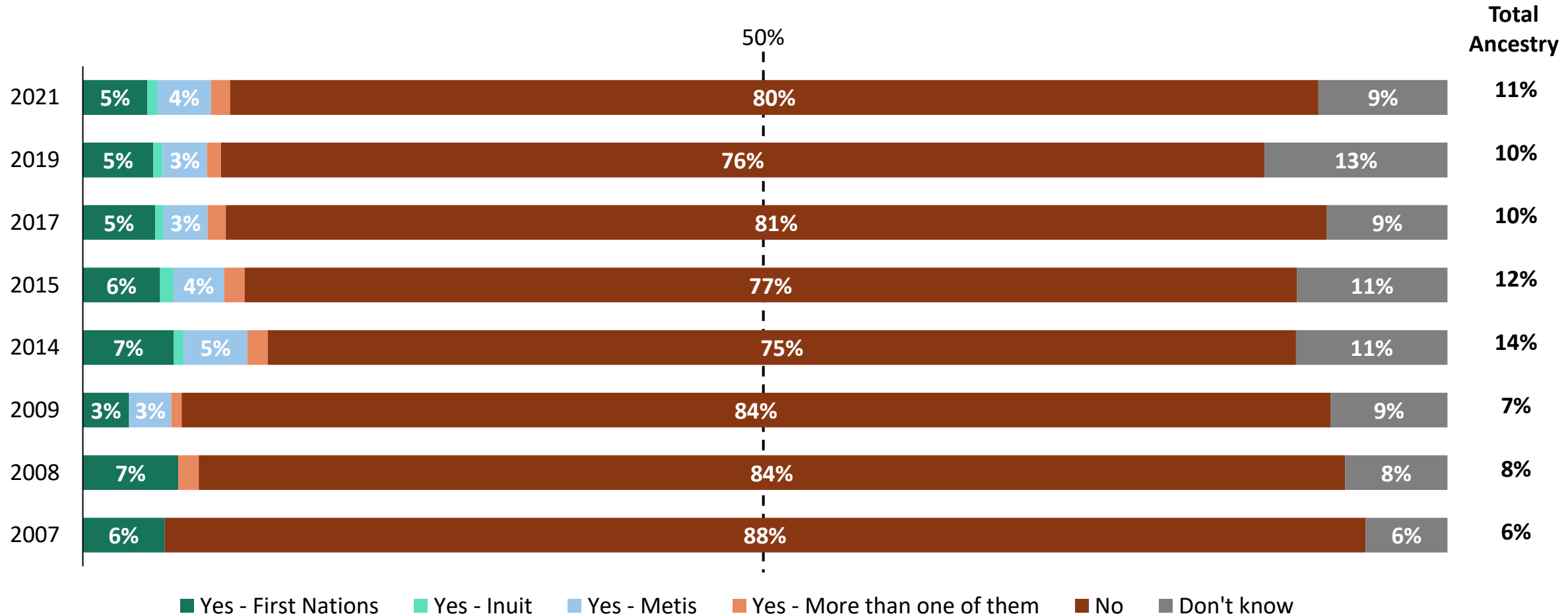


Ancestry: One-in-ten Canadians claims some Indigenous ancestry, stable since 2015



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

[asked of all respondents, n=1,000]

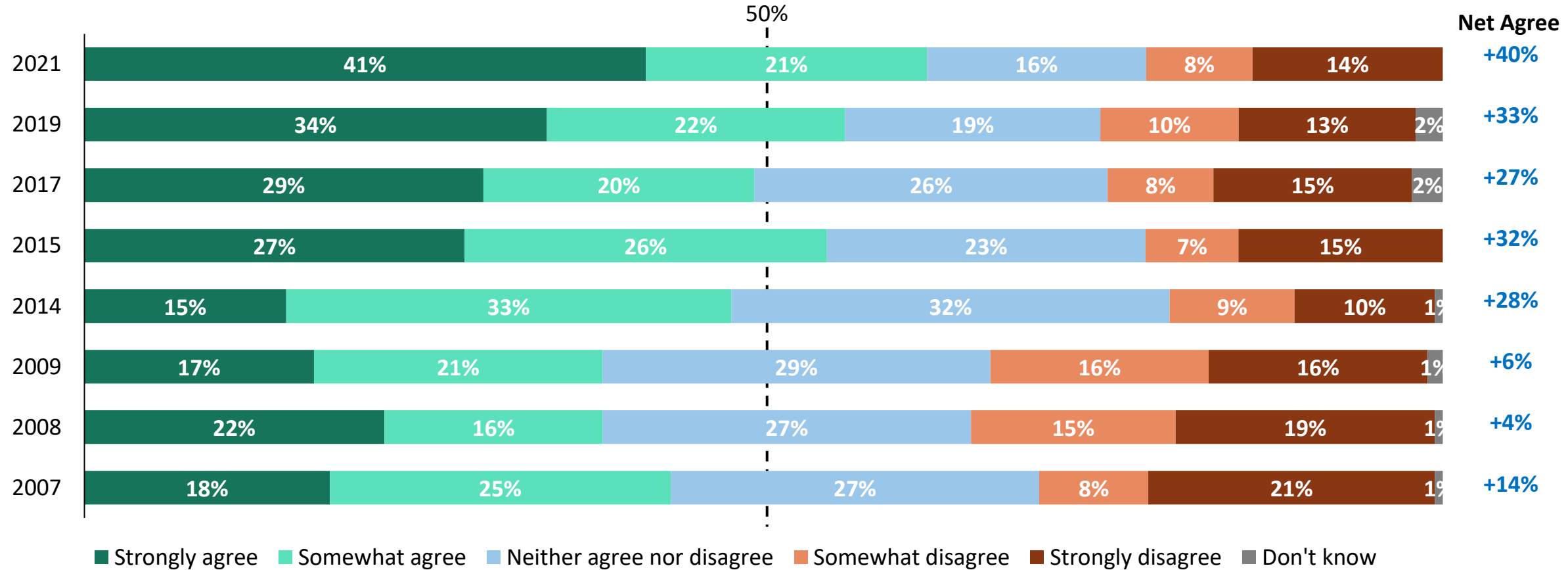


Ancestry Importance: Agreement is up by 6 points since 2019; overall net agreement at its highest point since tracking began in 2007



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 all respondents with indigenous ancestry, n=108]



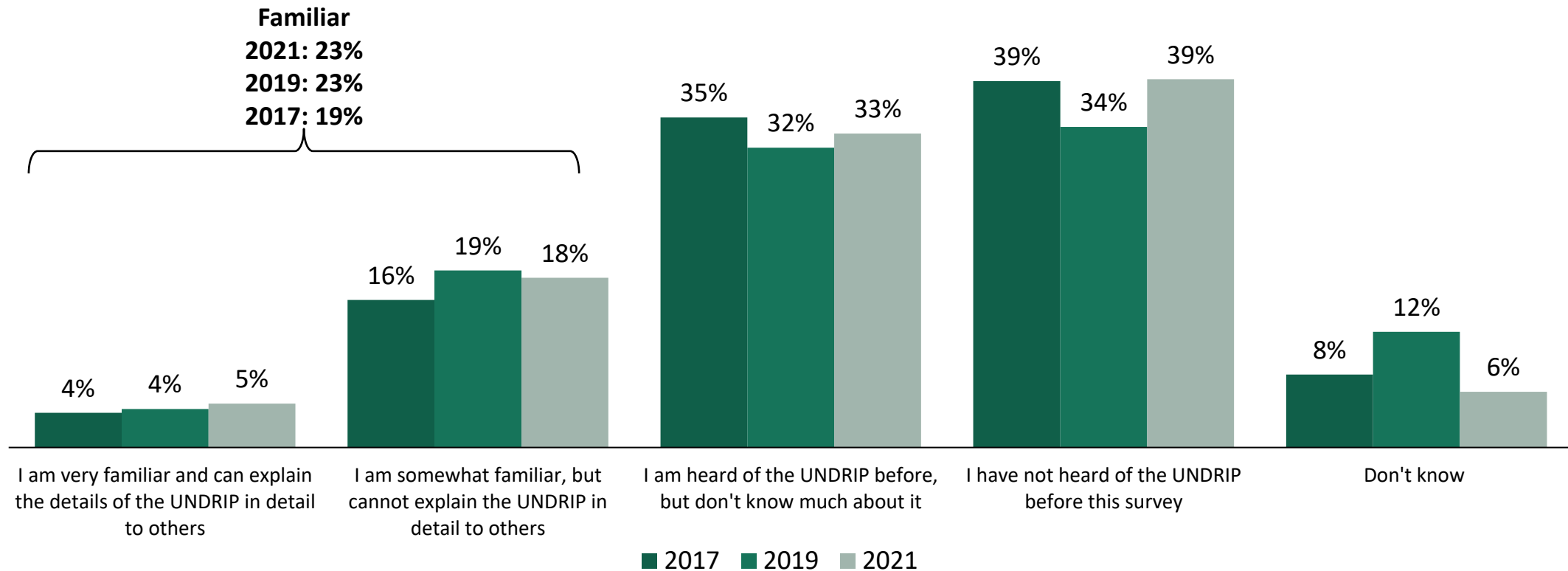
United Nations Declaration on Rights of Indigenous Peoples (UNDRIP)

63% of Canadians feel that implementing the UNDRIP is a good idea, up 9 points since 2017. Compared to 2008, more people now believe that Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do not have.

Those who are fully engaged (77%) agree that Canadians have a duty to help resolve the massive inequalities that Indigenous people face in Canada.

Familiarity: Less than 1-in-4 (23%) say they are at least somewhat familiar with the UN Declaration on the Rights of Indigenous Peoples

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=1,000]

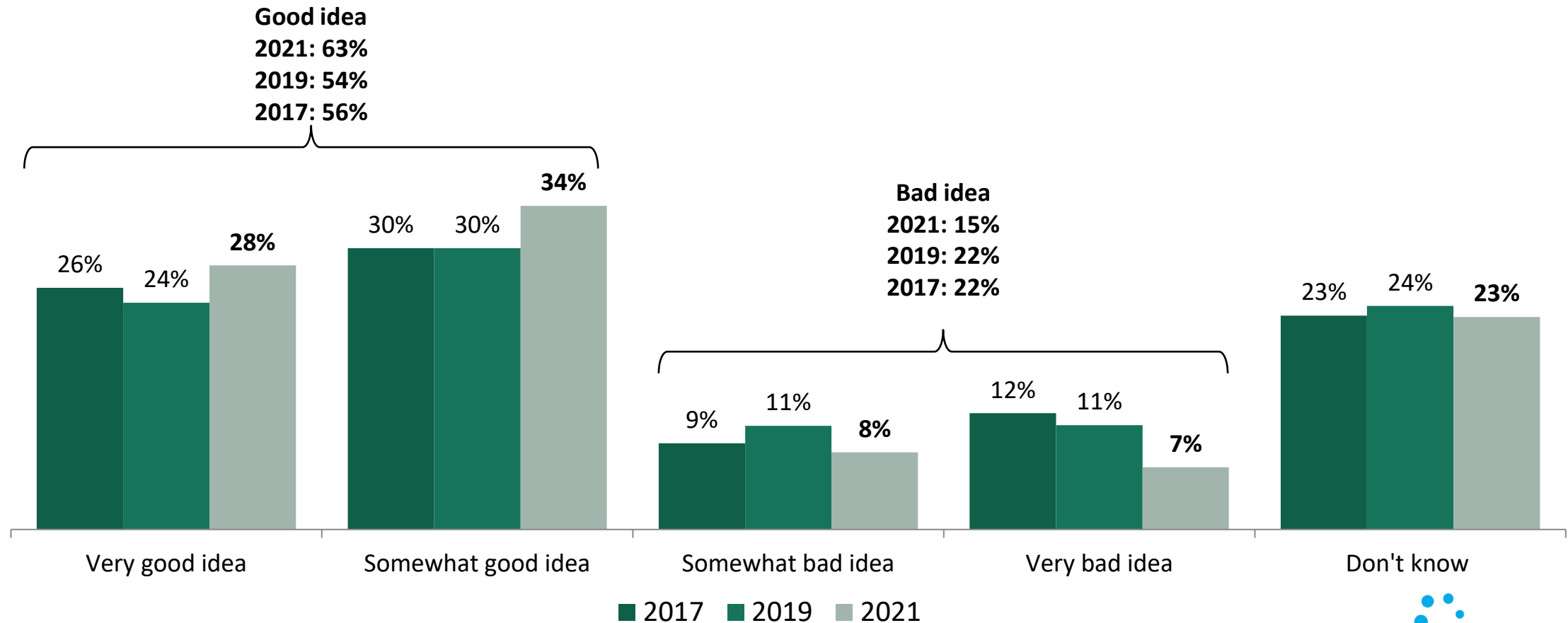


Support: Majority (63%) believe implementing the UNDRIP is a good idea, highest since tracking began in 2017



The UN declaration includes language that would require “free, prior and informed consent” of Indigenous groups in Canada before adopting and policies that may affect them. On April 24th, 2017, Canada’s Minister of Indigenous and Northern Affairs, Carolyn Bennett, announced that Canada would fully adopt and implement the UN Declaration on the Rights of Indigenous Peoples. 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=1,000]

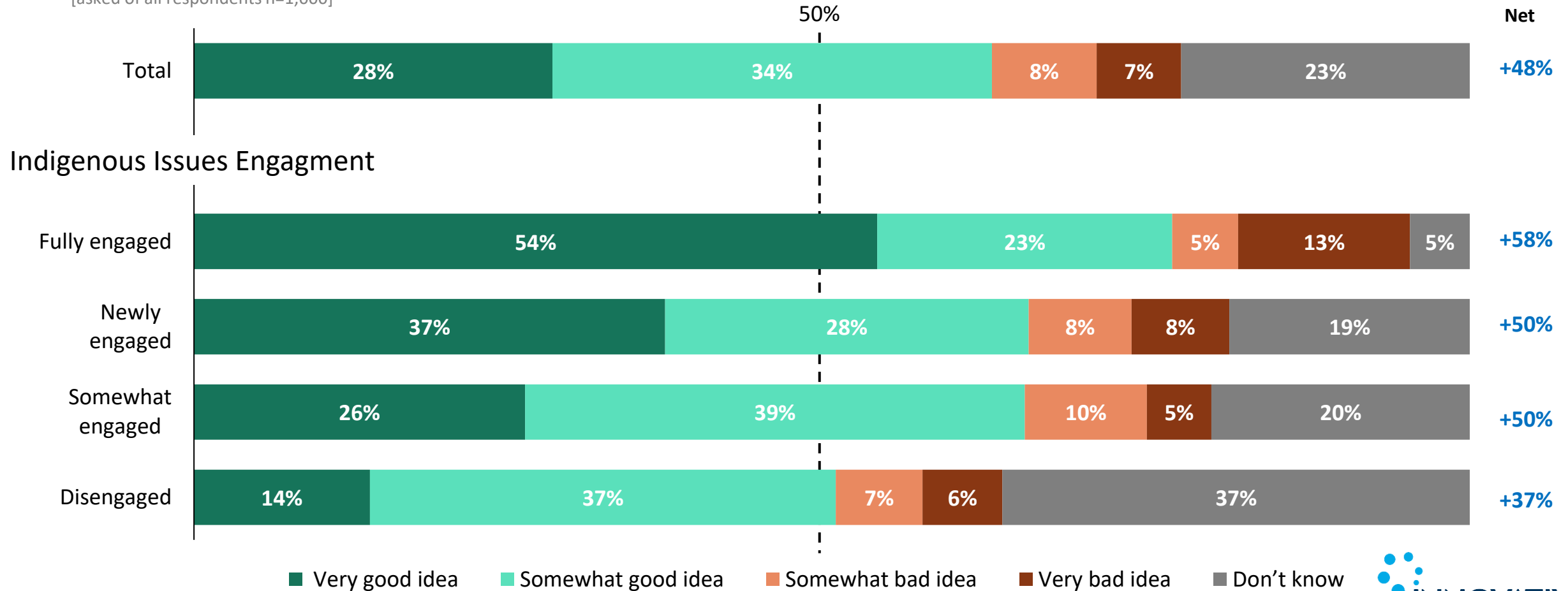


Support: Those who are fully engaged (77%) are more likely to say that implementing the UNDRIP is a good idea



The UN declaration includes language that would require “free, prior and informed consent” of Indigenous groups in Canada before adopting and policies that may affect them. On April 24th, 2017, Canada’s Minister of Indigenous and Northern Affairs, Carolyn Bennett, announced that Canada would fully adopt and implement the UN Declaration on the Rights of Indigenous Peoples. 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=1,000]

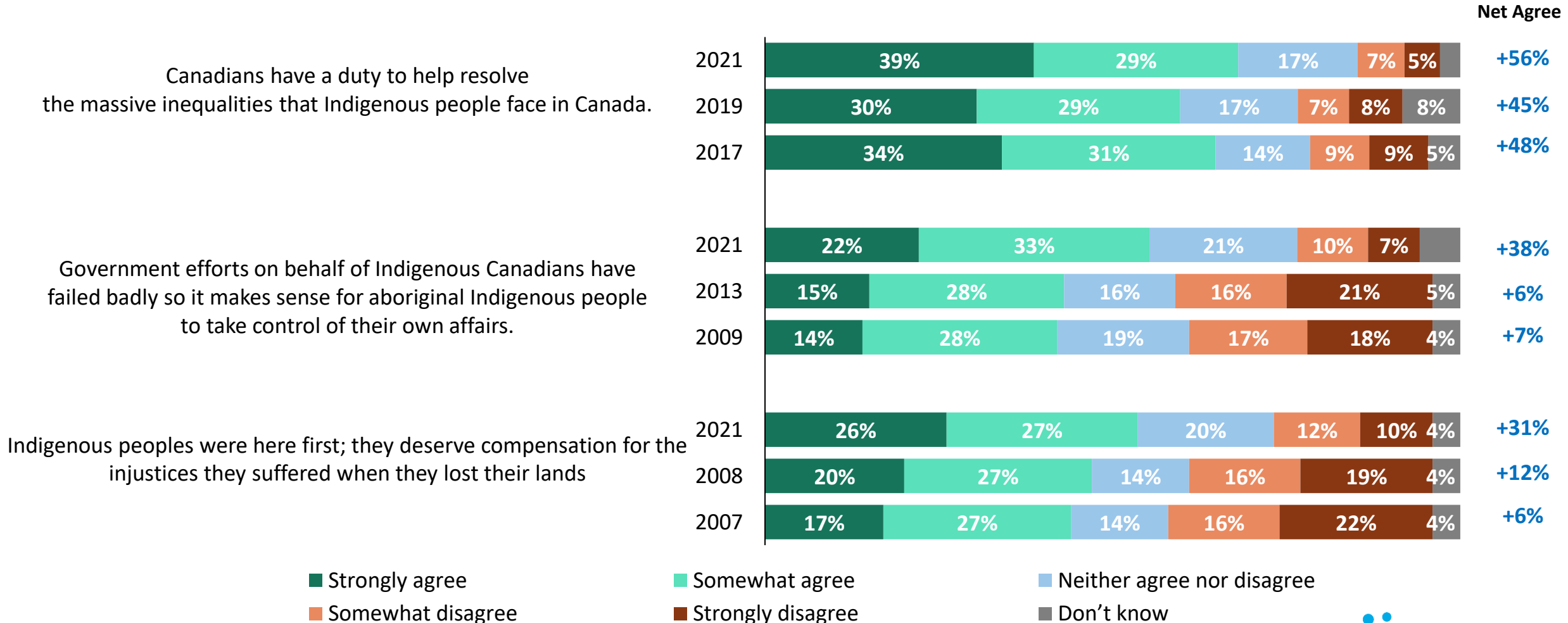


Attitudes and Values: Canadians are more likely to see a moral obligation to Indigenous peoples



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

[asked of all respondents, n=1,000]



Attitudes and Values: While Canadians remains conflicted on Indigenous rights, 51% now open to special rights for Indigenous peoples⁴⁹

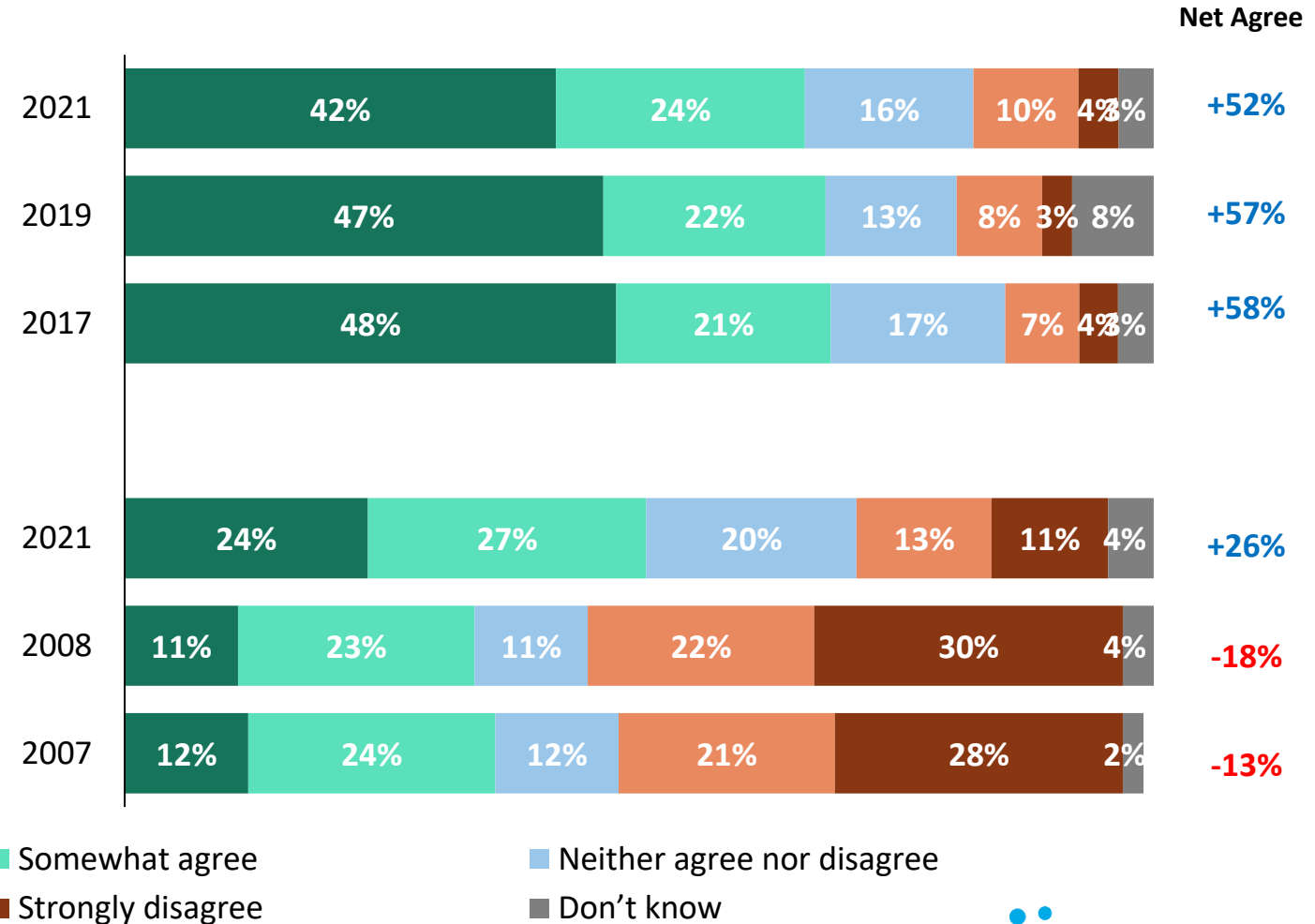


Please tell me if you agree or disagree with the following statements about the UN declaration:

[asked of all respondents, n=1,000]

Canada's Indigenous peoples should have the same rights as any other Canadian, no more and no less.

Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do not have.



Attitudes and Values: Canadians are more supportive of Indigenous peoples having the final say on projects



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

[asked of all respondents, n=1,000]

As long as it is environmentally safe,
the government, not Canada's Indigenous peoples,
should have the final say on where projects are built in my
community.

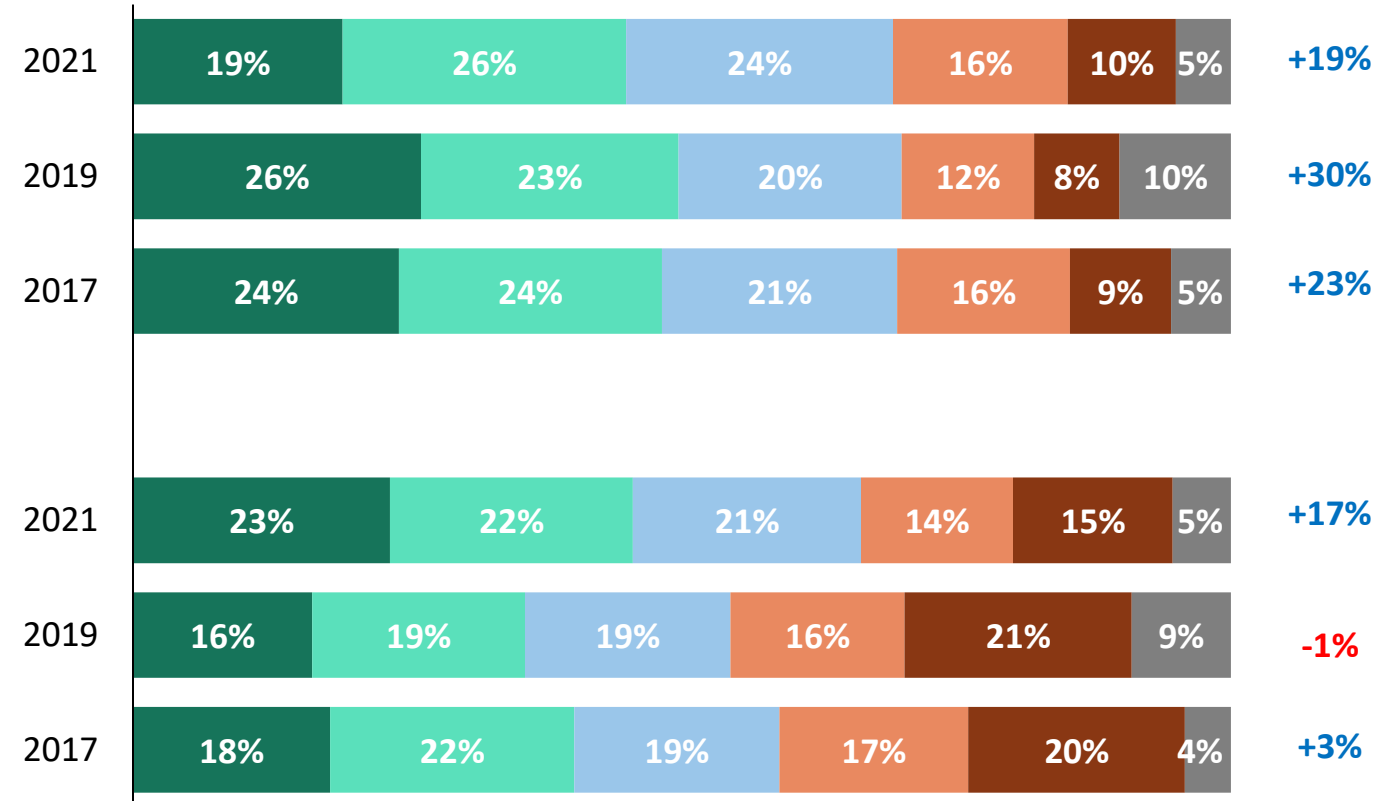
Canada's Indigenous peoples should have final say on
whether or not projects like pipelines will proceed because
the pipeline will run through their traditional Nations
territories

Strongly agree
Somewhat disagree

Somewhat agree
Strongly disagree

Neither agree nor disagree
Don't know

Net Agree



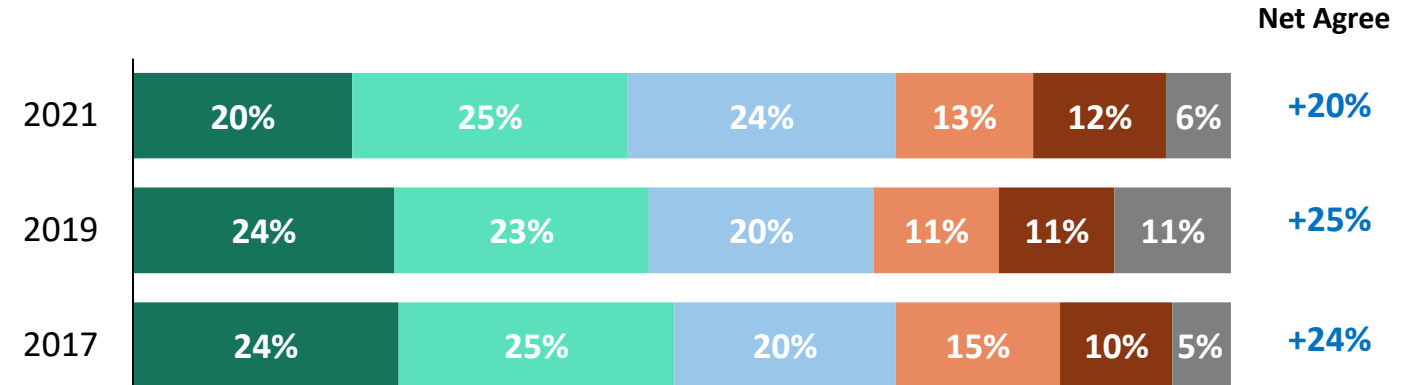
Attitudes and Values: The economic impact of Indigenous rights remains⁵¹ a concern for a plurality of Canadians



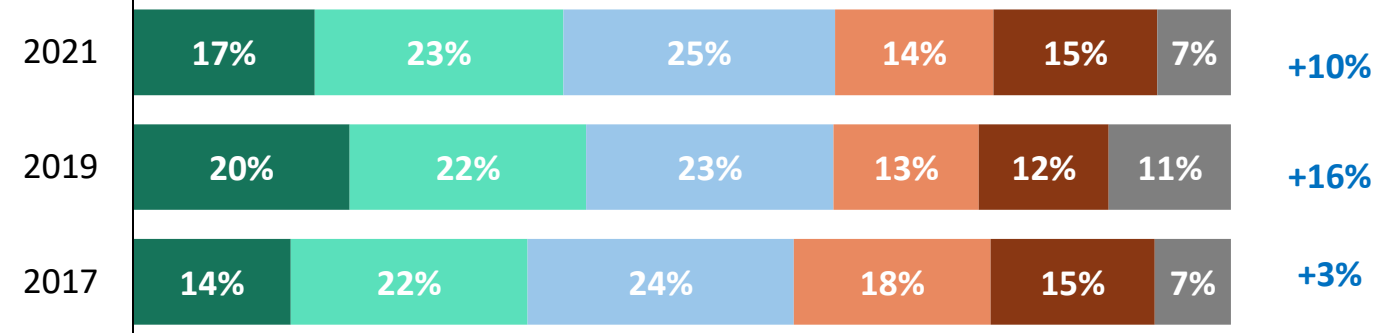
Please tell me if you agree or disagree with the following statements about the UN declaration:

[asked of all respondents, n=1,000]

I'm concerned that allowing Canada's Indigenous peoples a potential veto over new economic activity anywhere in my province would slow down development.



I'm worried that if we hand over project approval rights to Canada's Indigenous peoples, it will threaten jobs and economic development in my community.



Strongly agree

Somewhat disagree

Somewhat agree

Strongly disagree

Neither agree nor disagree

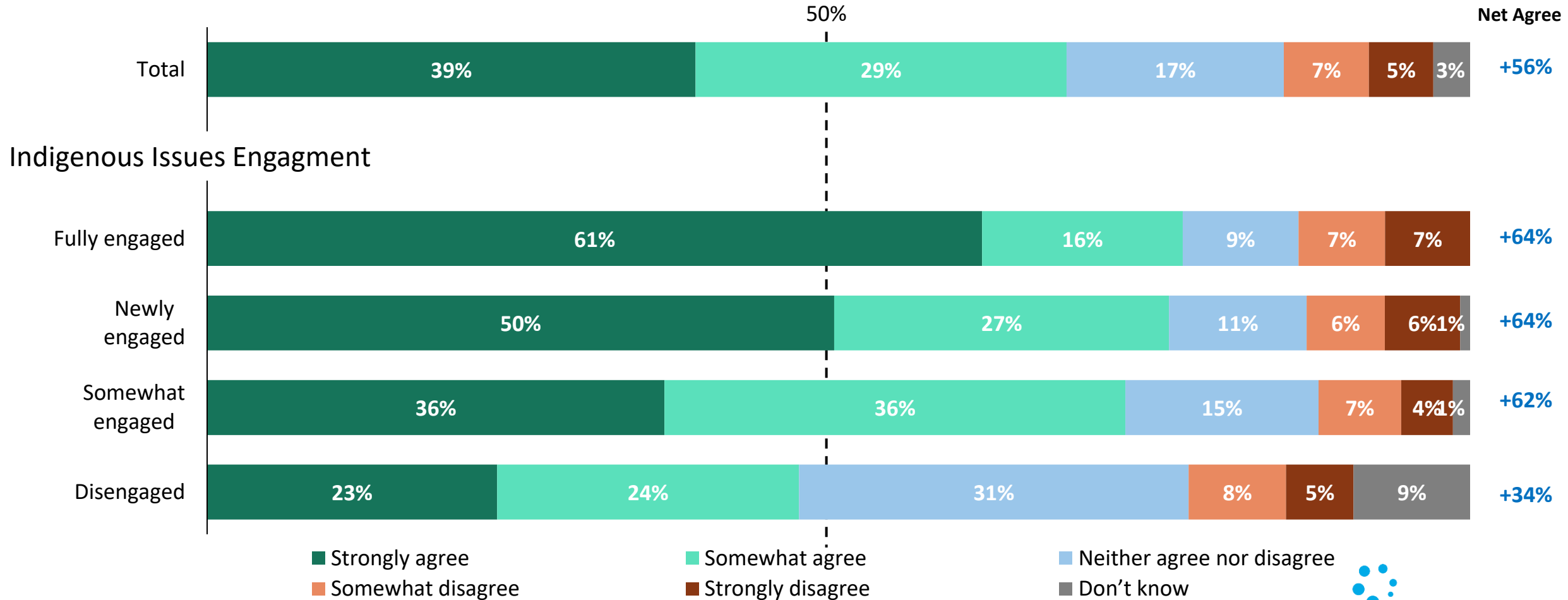
Don't know

Attitudes and Values: 77% of the fully engaged segment agree that Canadians have a duty to help resolve the massive inequalities



Please tell me if you agree or disagree with the following statements about the UN declaration: ***Canadians have a duty to help resolve the massive inequalities that Indigenous people face in Canada BY Engagement with Residential Schools***

[asked of all respondents, n=1,000]



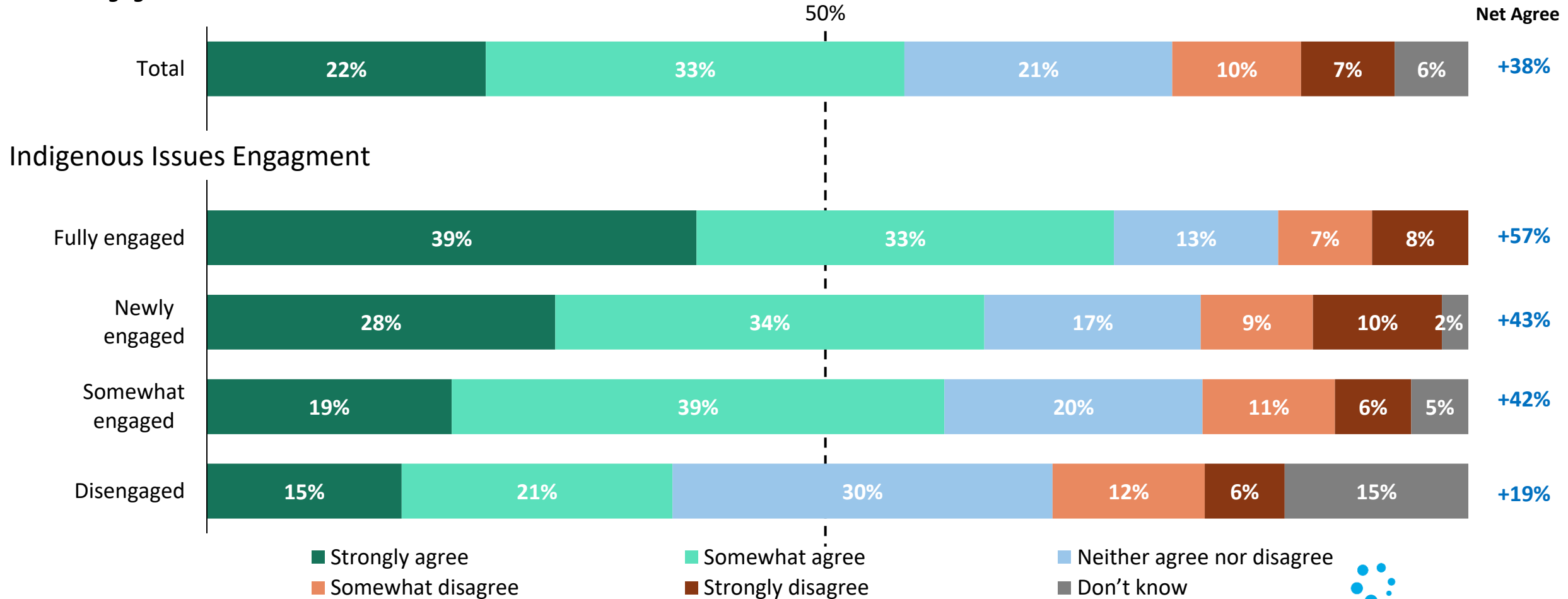
Attitudes and Values: Over 7-in-10 (72%) of those who are fully engaged agree that government effort failed badly



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

[asked of all respondents, n=1,000]

Government efforts on behalf of Indigenous Canadians have failed badly so it makes sense for Indigenous people to take control of their own affairs
BY Engagement with Residential Schools



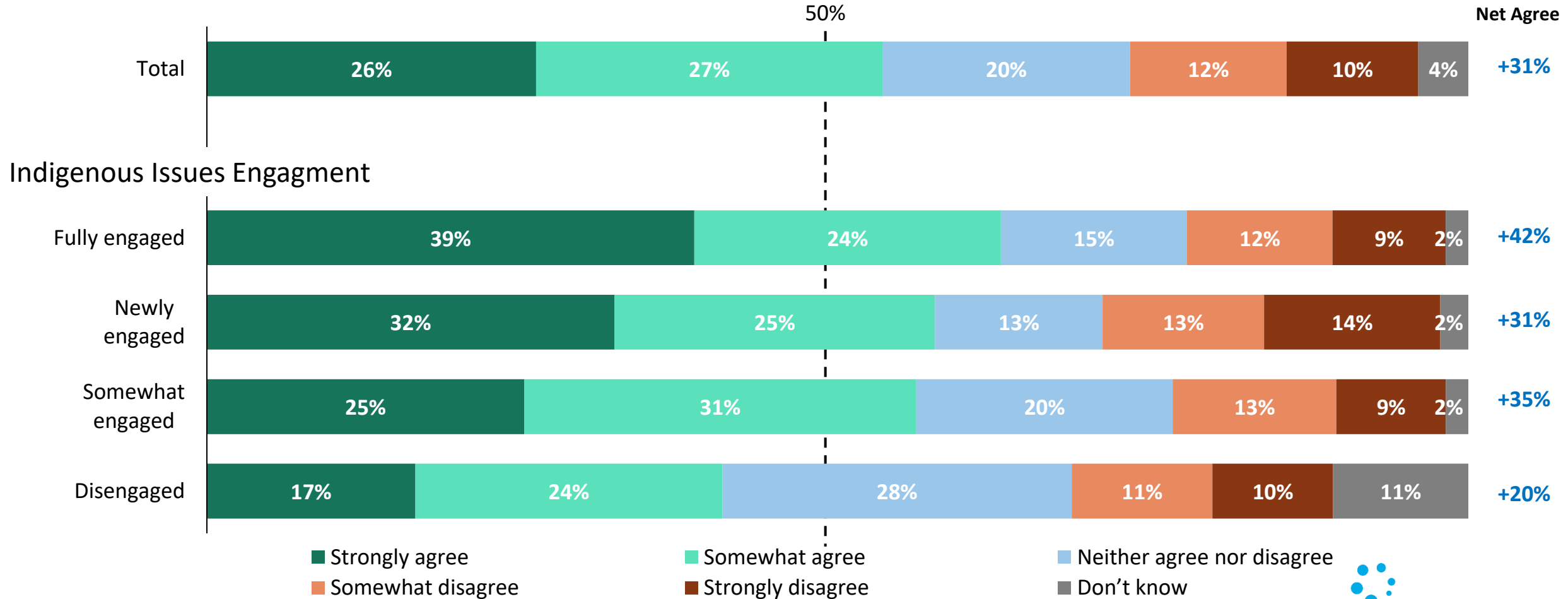
Attitudes and Values: The majority of those who are fully engaged (63%)⁵⁴ agree that the Indigenous deserve compensation



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

[asked of all respondents, n=1,000]

Indigenous peoples were here first; they deserve compensation for the injustices they suffered when they lost their lands BY Engagement with Residential Schools



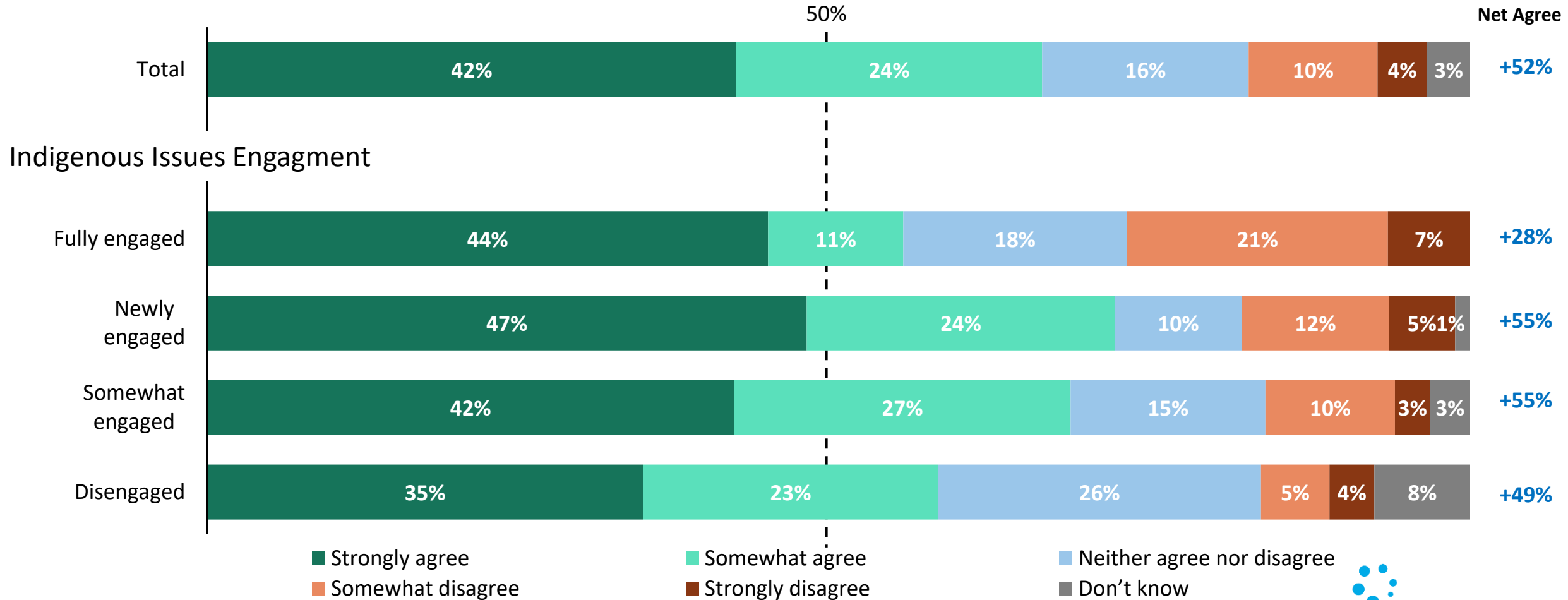
Attitudes and Values: Newly engaged are more likely to agree that Indigenous people should have the same rights as any other Canadian



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

[asked of all respondents, n=1,000]

Canada's Indigenous peoples should have the same rights as any other Canadian, no more and no less BY Engagement with Residential Schools



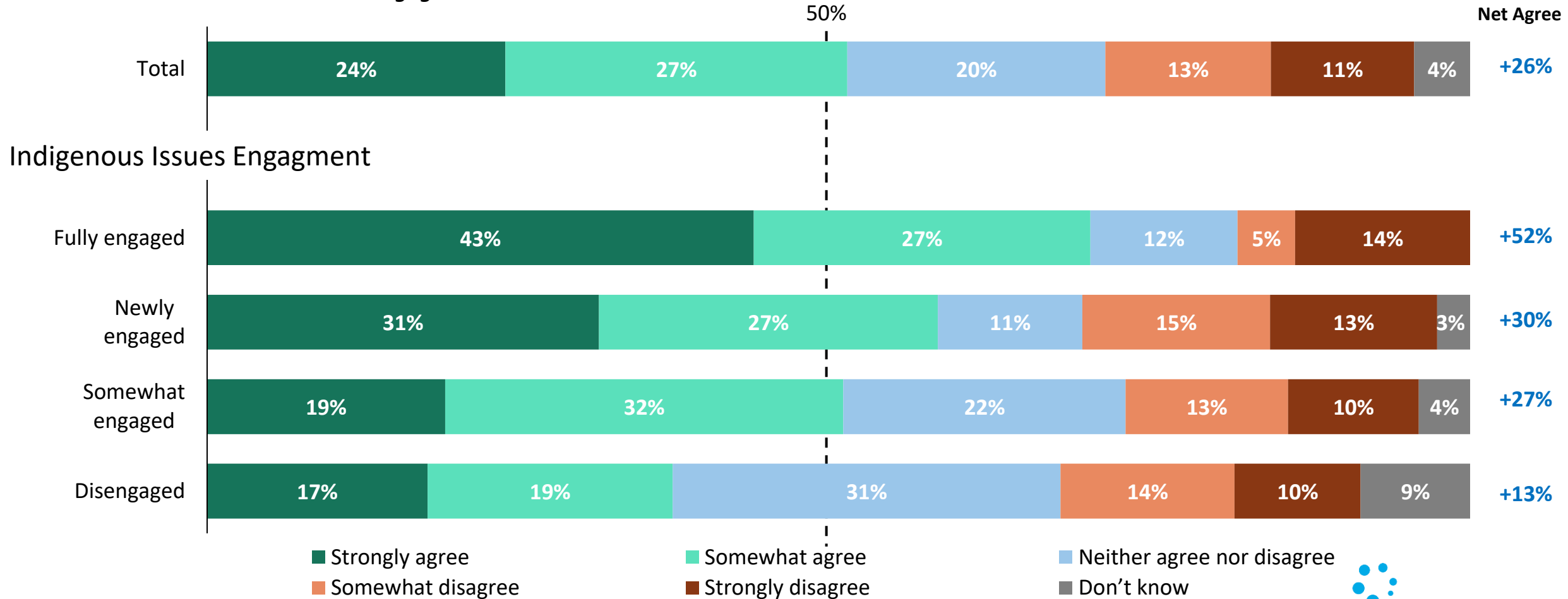
Attitudes and Values: Fully engaged are highest on net agreement (52%)⁹⁶ about Indigenous peoples having the rights and status they need



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

[asked of all respondents, n=1,000]

Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do not have
BY Engagement with Residential Schools



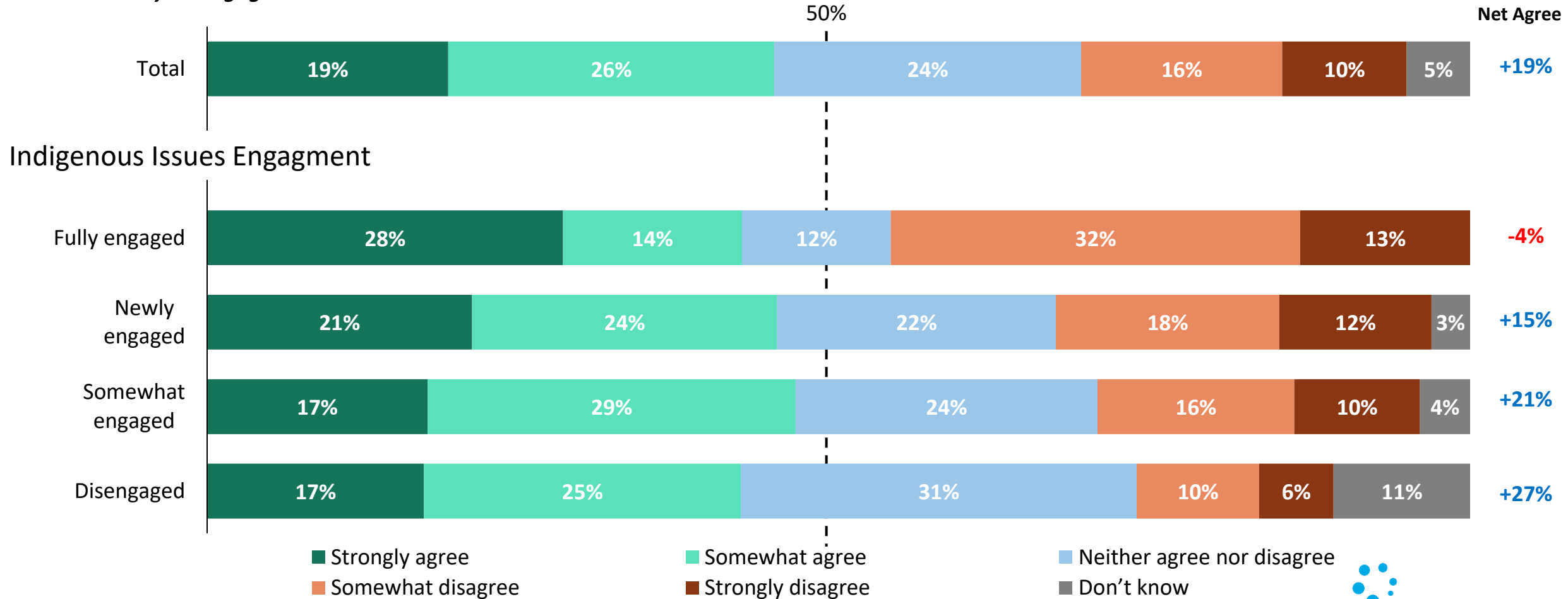
Attitudes and Values: Almost 5-in-10 (45%) of fully engaged disagree about the fact that gov't should have final say on where projects are built



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

[asked of all respondents, n=1,000]

As long as it is environmentally safe, the government, not Canada's Indigenous peoples, should have the final say on where projects are built in my community BY Engagement with Residential Schools



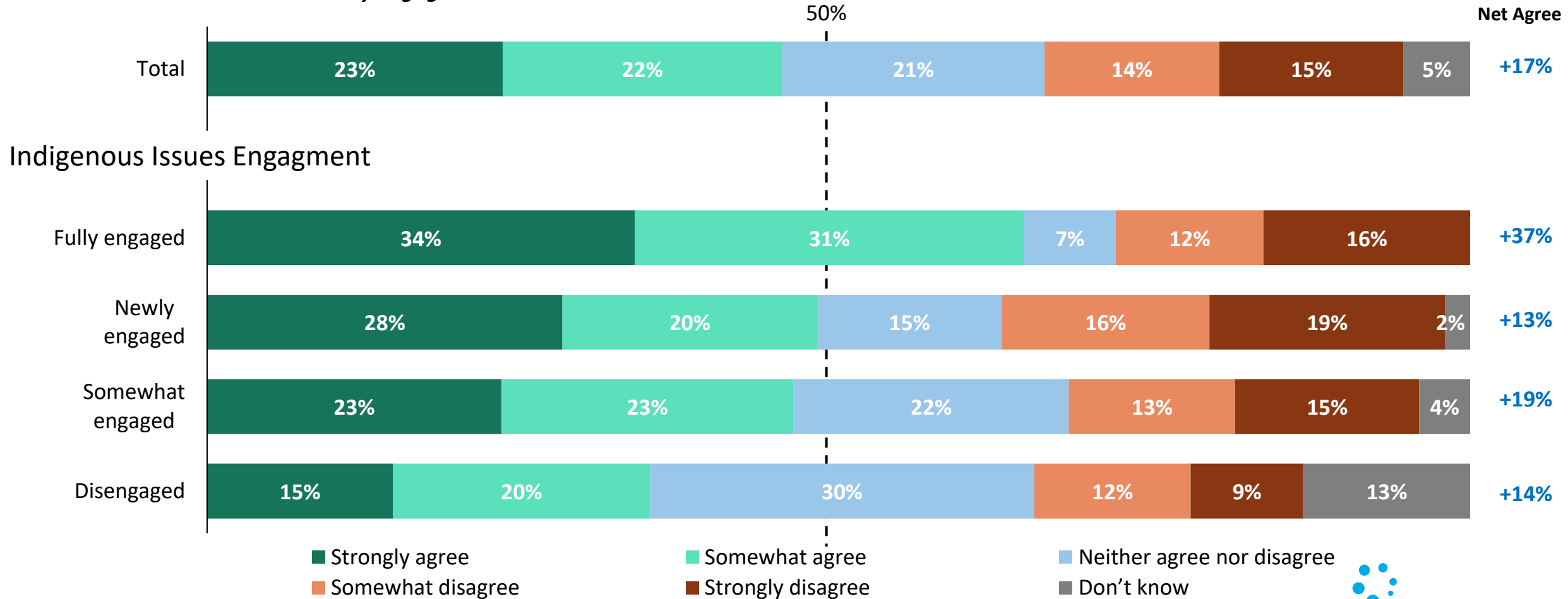
Attitudes and Values: Unlike other segments, the majority of fully engaged agree on indigenous people having the final say on their land



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

[asked of all respondents, n=1,000]

Canada's Indigenous peoples should have final say on whether or not projects like pipelines will proceed because the pipeline will run through their traditional Nations territories By Engagement with Residential Schools



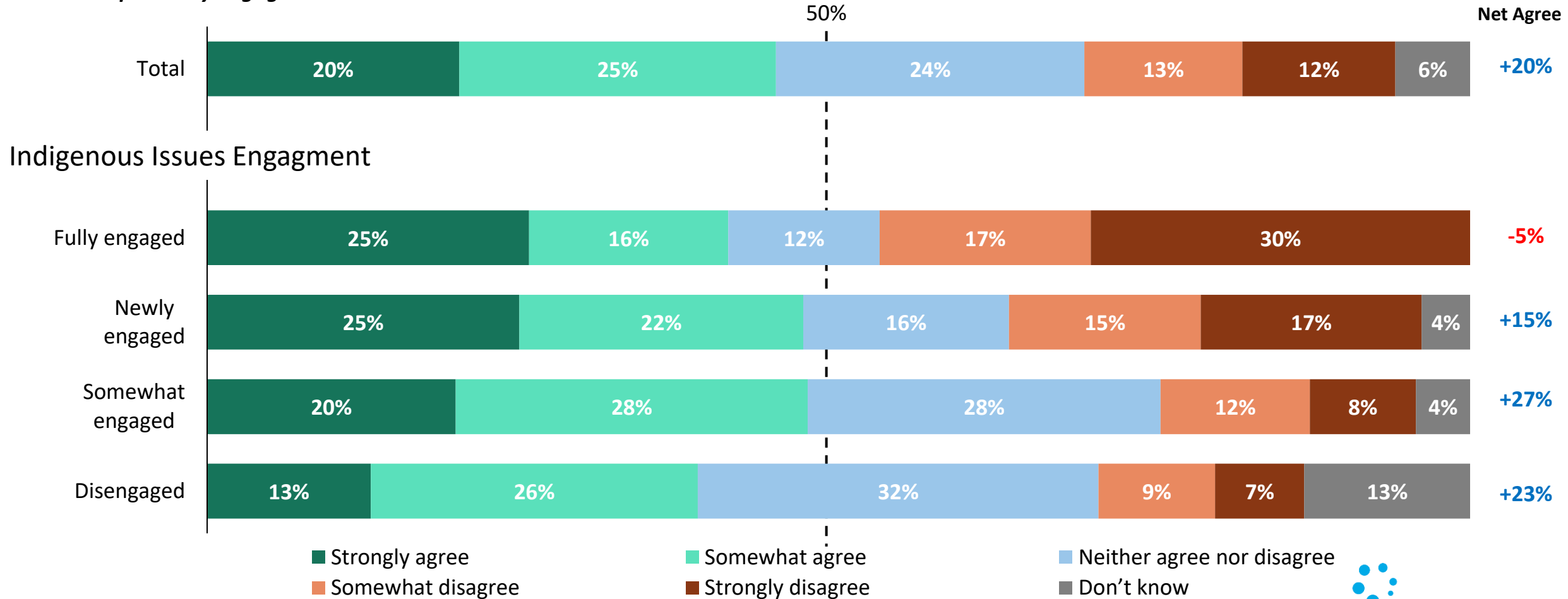
Attitudes and Values: Those who are somewhat engaged, are the most concerned with Canada's Indigenous peoples having a potential veto



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

[asked of all respondents, n=1,000]

I'm concerned that allowing Canada's Indigenous peoples a potential veto over new economic activity anywhere in my province would slow down development By Engagement with Residential Schools



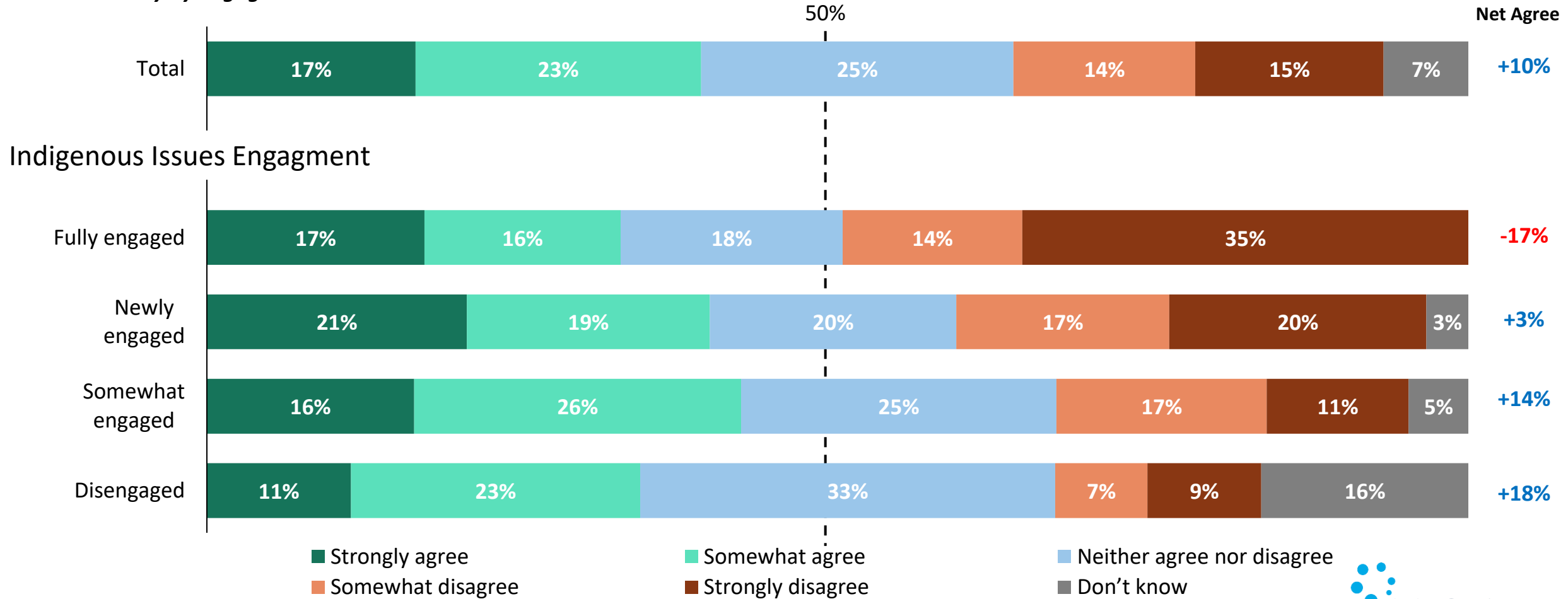
Attitudes and Values: Half (49%) of fully engaged disagree that they are⁶⁰ worried about handing over approval rights to Indigenous peoples



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

[asked of all respondents, n=1,000]

I'm worried that if we hand over project approval rights to Canada's Indigenous peoples, it will threaten jobs and economic development in my community By Engagement with Residential Schools



Survey Methodology

These are the results of an online survey conducted between June 3rd and June 8th, 2021.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. 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.

Sample Size: n=1,043 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: June 3rd and June 8th, 2021.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

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

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	105	10.1%	131	13.2%
Men 35-54	160	15.5%	167	16.9%
Men 55+	219	21.2%	180	18.2%
Women 18-34	153	14.8%	136	13.7%
Women 35-54	174	16.8%	173	17.5%
Women 55+	224	21.6%	204	20.6%
BC	147	14.1%	137	13.7%
AB	119	11.4%	114	11.4%
Prairies	72	6.9%	65	6.5%
ON	390	37.4%	386	38.6%
QC	242	23.2%	229	22.9%
Atlantic	73	7.0%	69	6.9%

For more information, please contact:

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(e) glyle@innovativeresearch.ca

Building Understanding.

