



# Tracking Canadians' Attitudes on Indigenous Issues



Release Date: June 21<sup>st</sup>, 2024  
Field Dates: May 2<sup>nd</sup> to May 12<sup>th</sup>, 2024

# About This Survey

Since 2007, INNOVATIVE has been tracking Canadians' attitudes on Indigenous Issues. This report covers the following topics:

- Indigenous ancestry/personal connection
- Indigenous Impression
- Read, seen, heard Indigenous issues
- Residential schools and the Kamloops discovery
- Government approval
- United Nations Declaration on Rights of Indigenous Peoples (UNDRIP)
- Indigenous attitudes segmentation
- BC Mining rights

This year's results includes a sample of 2,830 Canadians (18 years and older), weighted to n=2,000. Please see slide 42 for a detailed survey methodology.

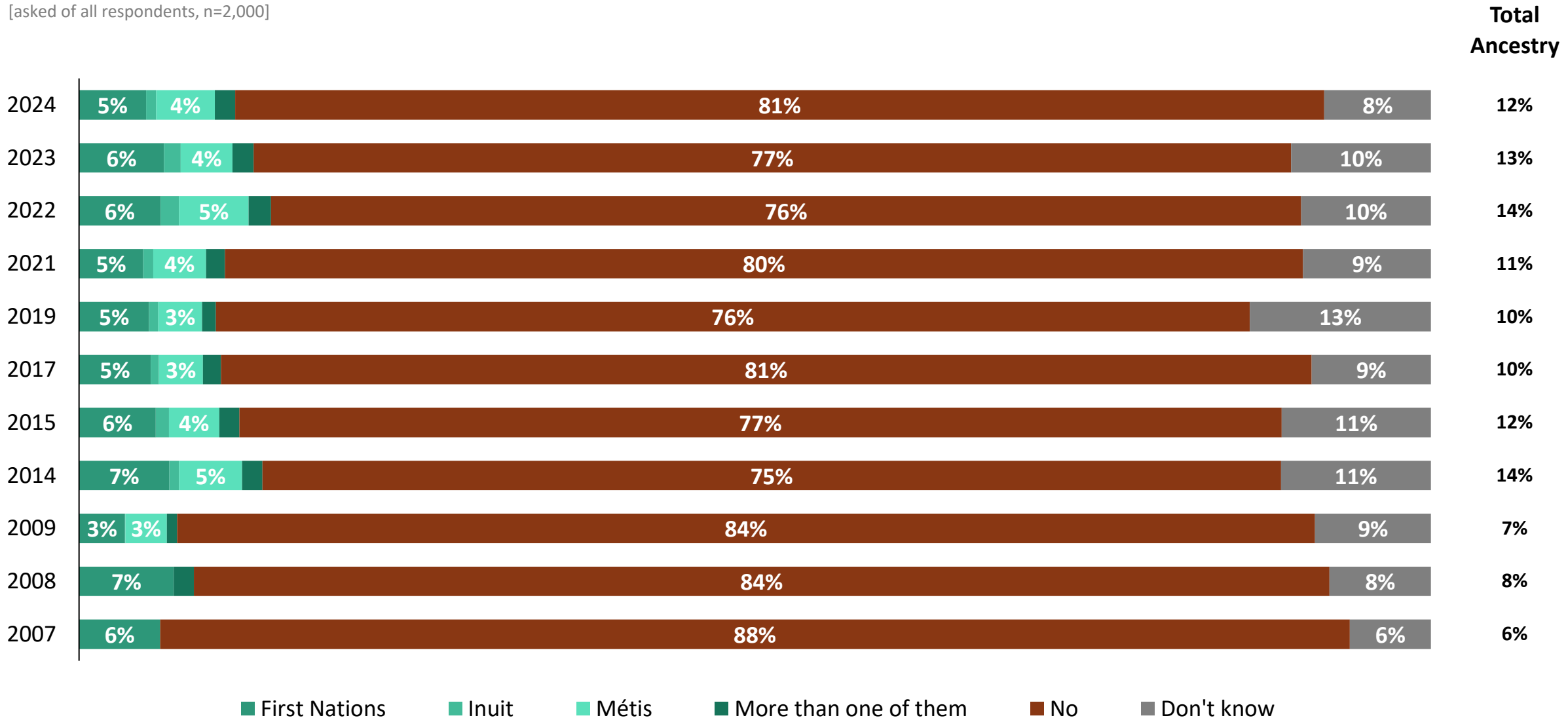
# **Indigenous Ancestry and Personal Connection**

# Ancestry:

## 12% of survey respondents report Indigenous ancestry, steady since last year



Do you have any First Nations, Inuit or Métis ancestry?  
[asked of all respondents, n=2,000]



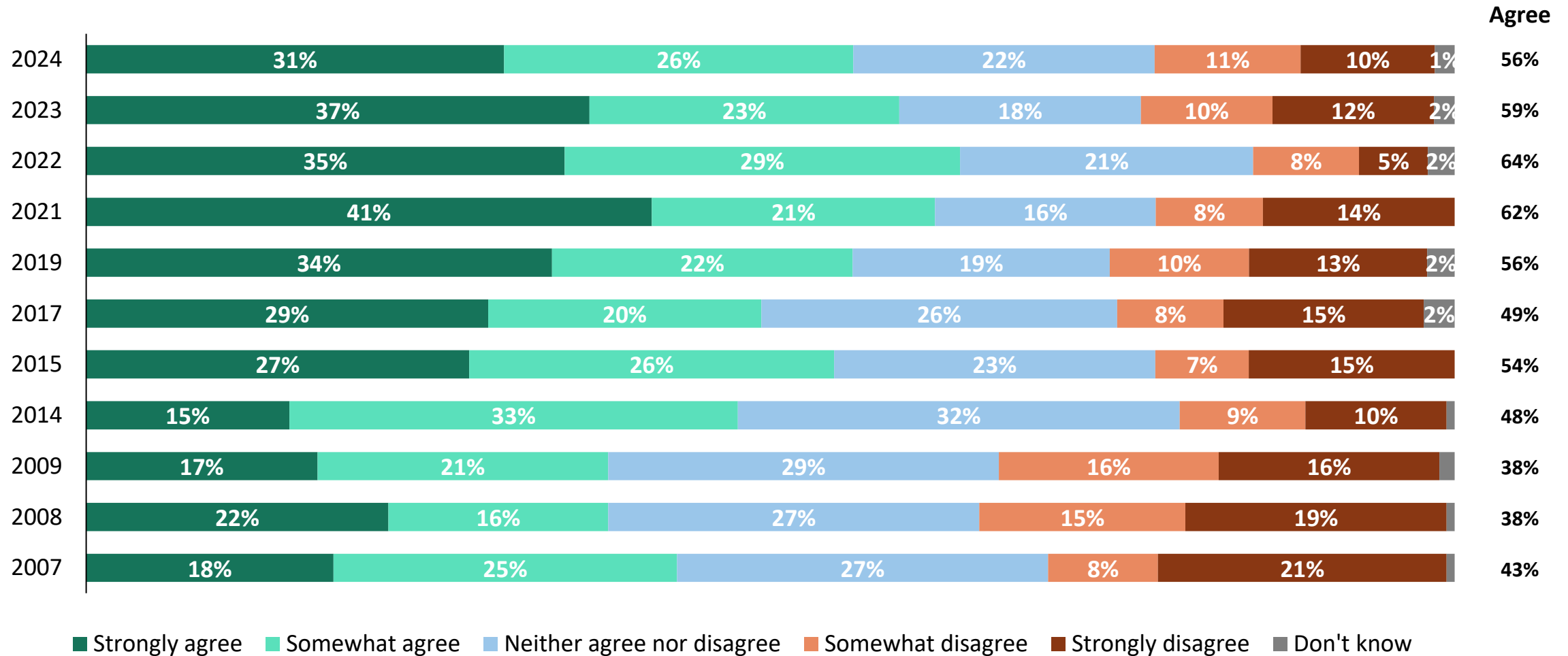
# Importance of Ancestry:

Agreement on Indigenous heritage importance is steady from last year



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 Indigenous ancestry, n=231]



NOTE: \*This indicates a n-size equal to or less than 30. Please treat results with caution.

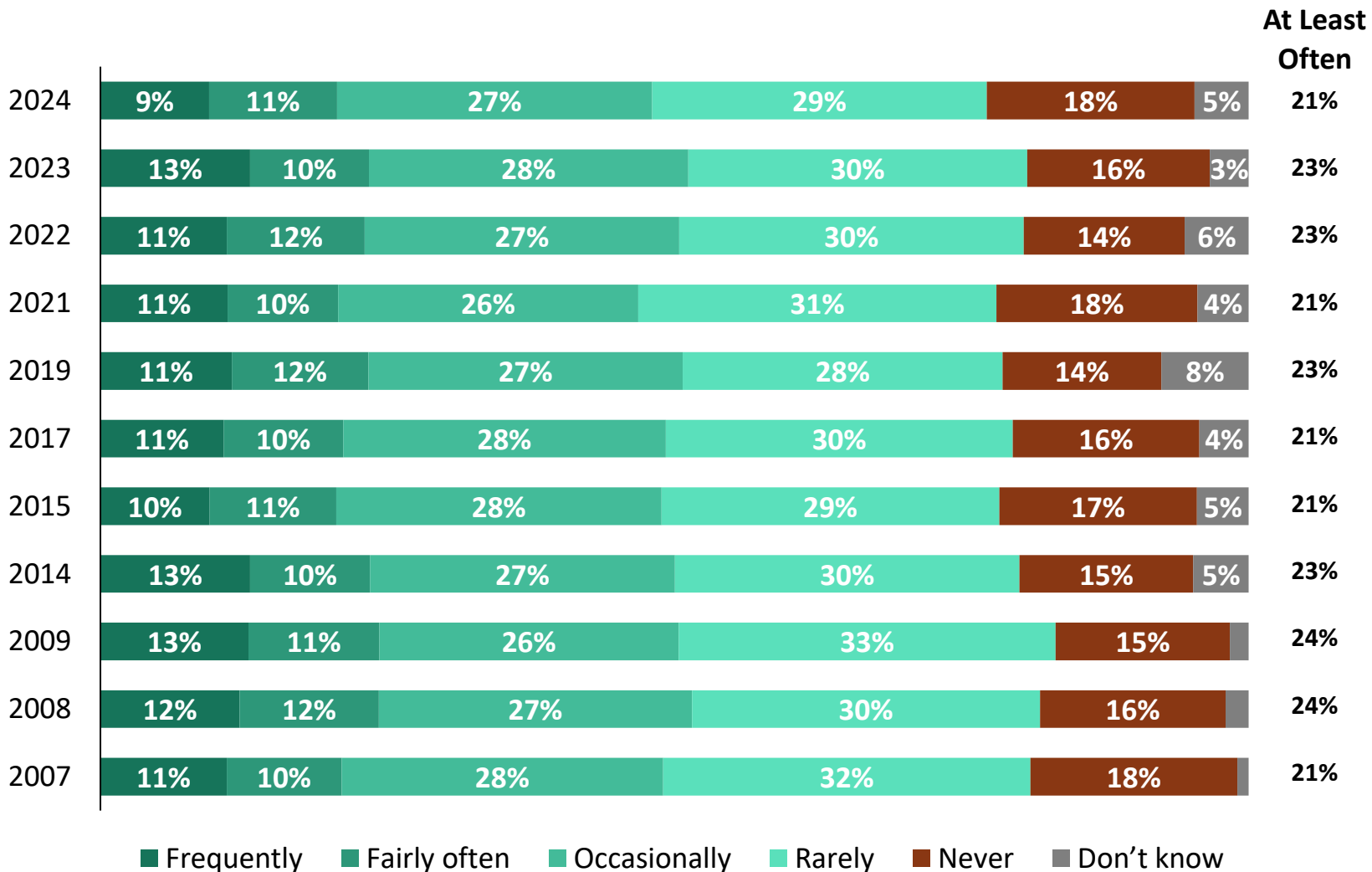
# Personal Connection:

## Personal connection and contact with Indigenous peoples is stable over time



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

[asked of all respondents, n=2,000]



### Segmentation: 2024

Respondents who say 'At least often'

#### Indigenous Ancestry

- Yes 37%
- No/Don't know 18%

#### Region

- British Columbia 30%
- Alberta 29%
- Prairies 43%
- Ontario 17%
- Québec 11%
- Atlantic 18%

#### Federal Party ID

- Liberal 19%
- Conservative 21%
- NDP 29%
- Green/Other 17%
- Unaligned 18%

#### Value Cluster

- Populist Conservatives 22%
- Deferential Conservatives 13%
- Business Liberals 18%
- Left Liberals 24%
- Core Left 27%
- Pay-as-you-go Moderates 18%

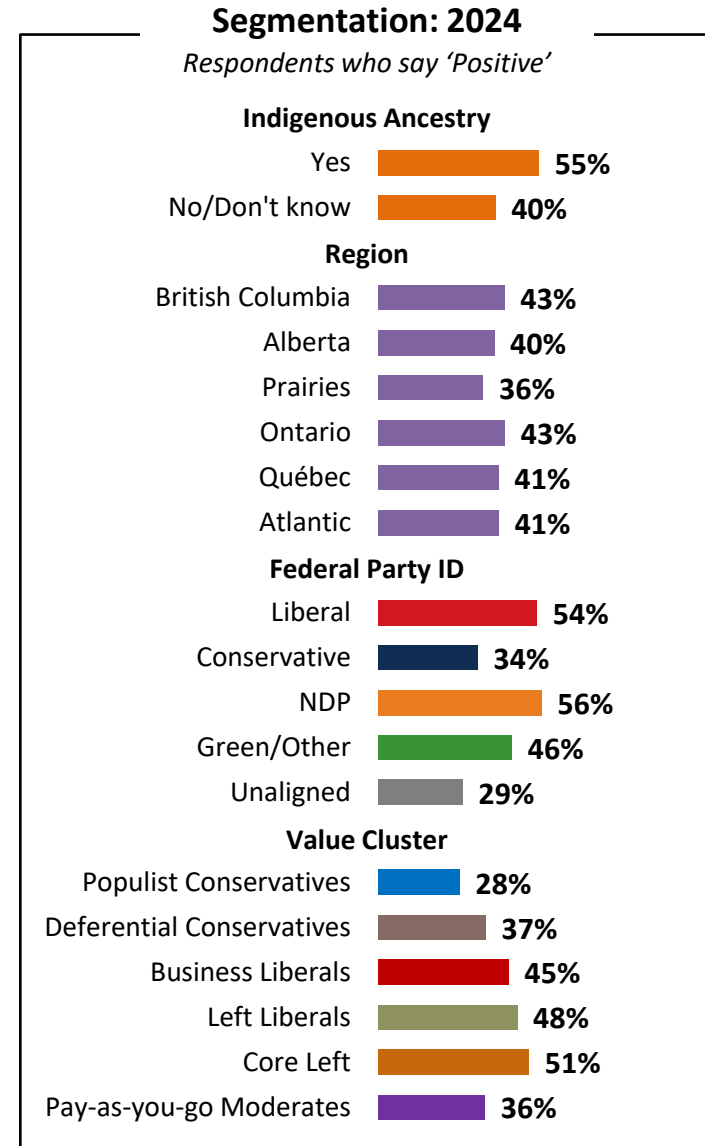
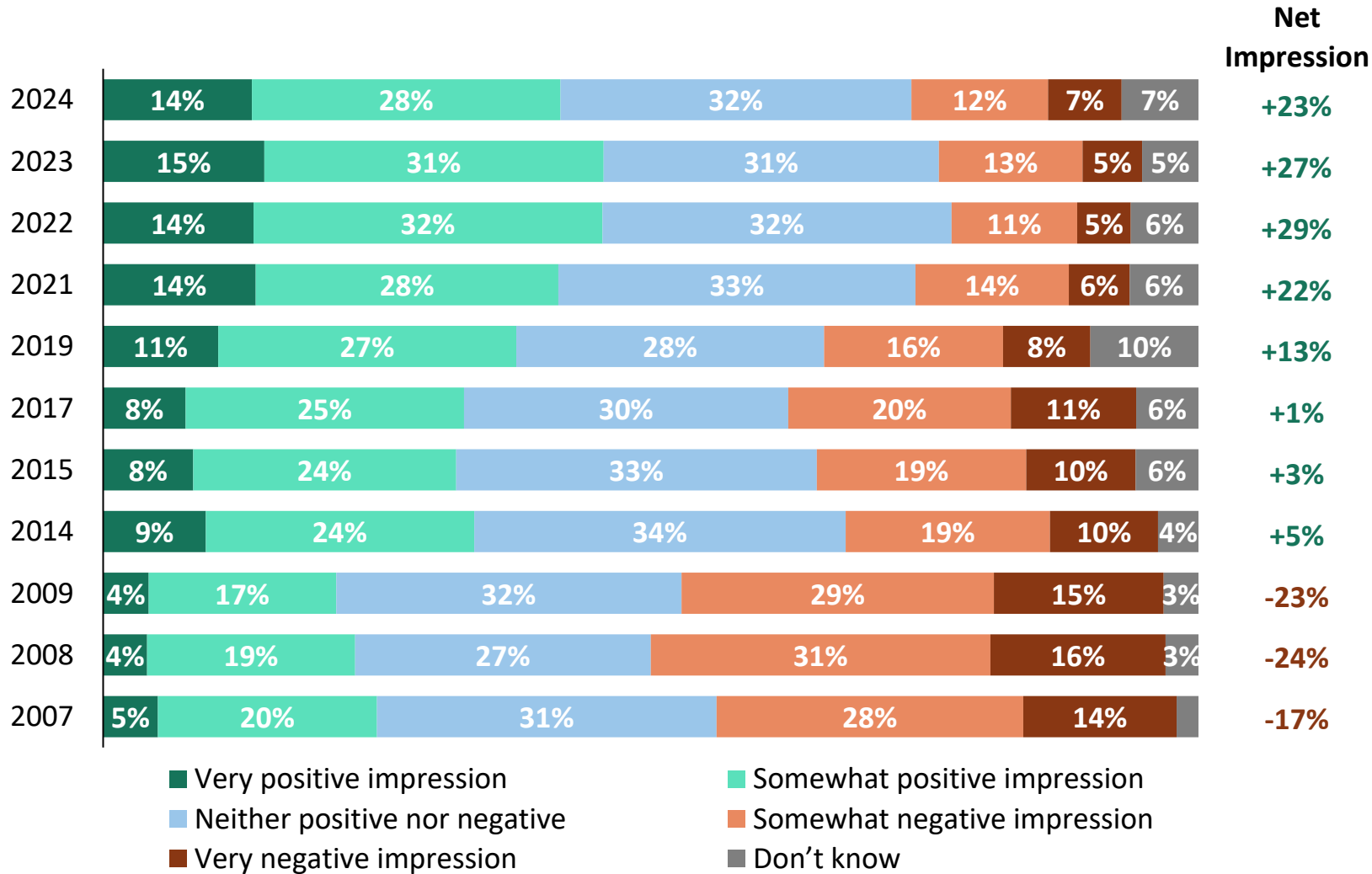
NOTE: Please see the appendix for a detailed explanation of the value clusters.

# Indigenous Impression

# Impression:

Net impression on Indigenous peoples' organizations down 5 pts at +23%

**Q** When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a...?  
[asked of all respondents, n=2,000]



NOTE: Please see the appendix for a detailed explanation of the value clusters.

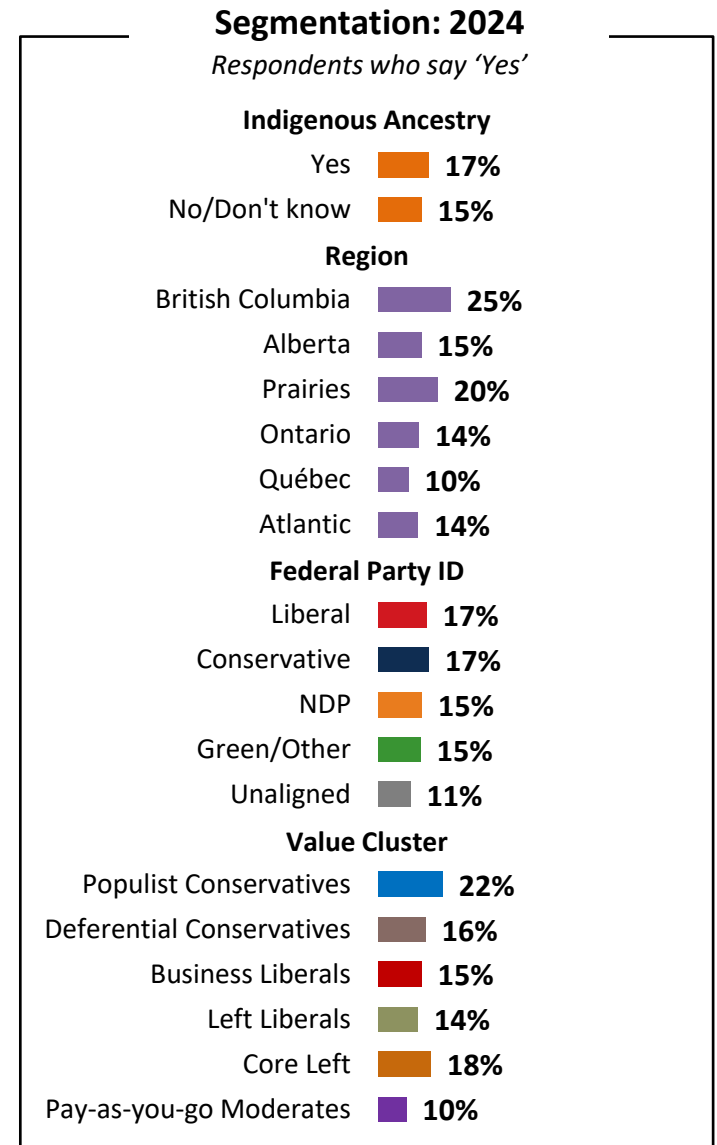
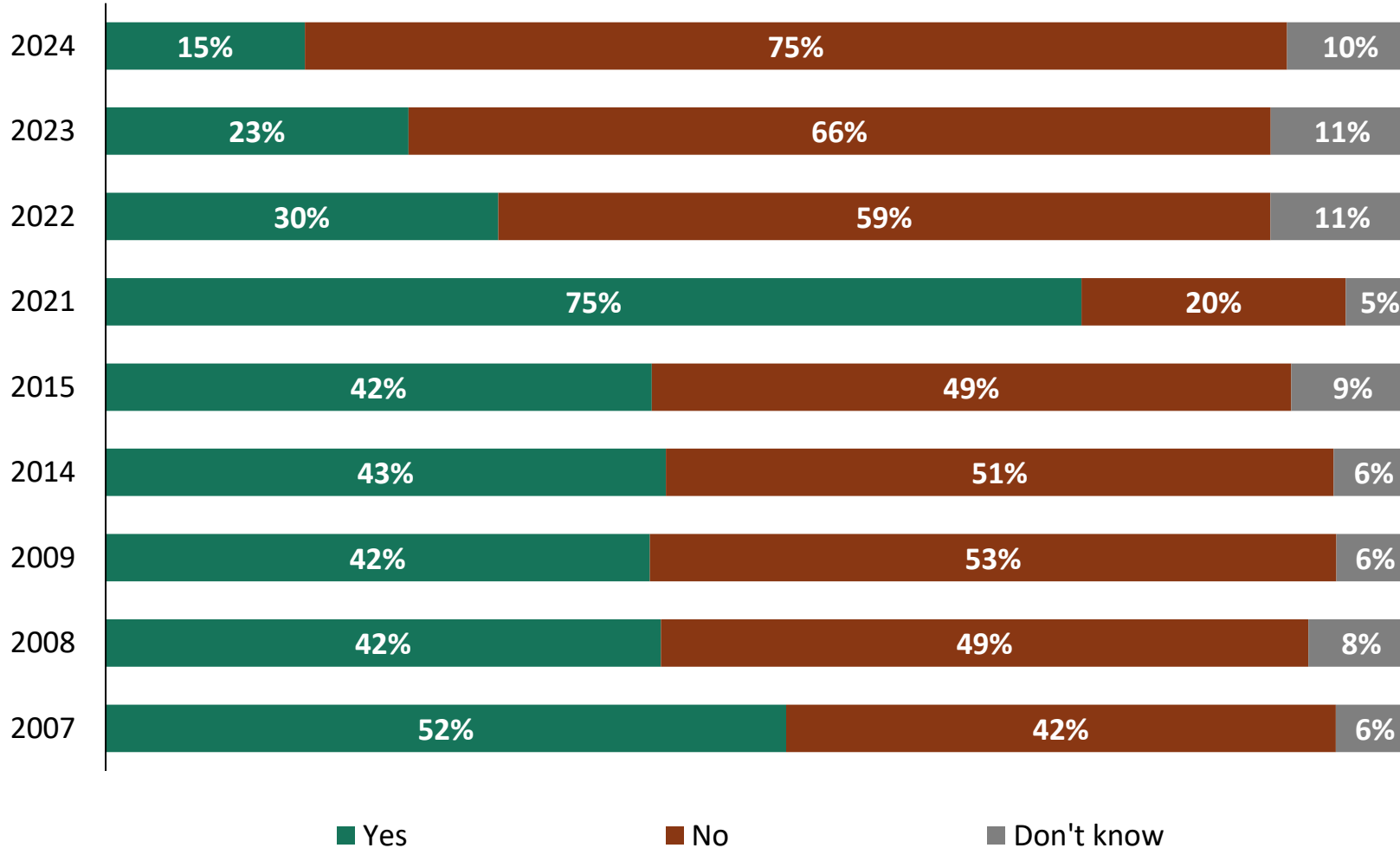


# **Read, Seen, Heard and Indigenous Issues**

# Read, Seen, Heard (RSH):

Only 15% of respondents have RSH recently about Indigenous peoples, down 8 points since last year

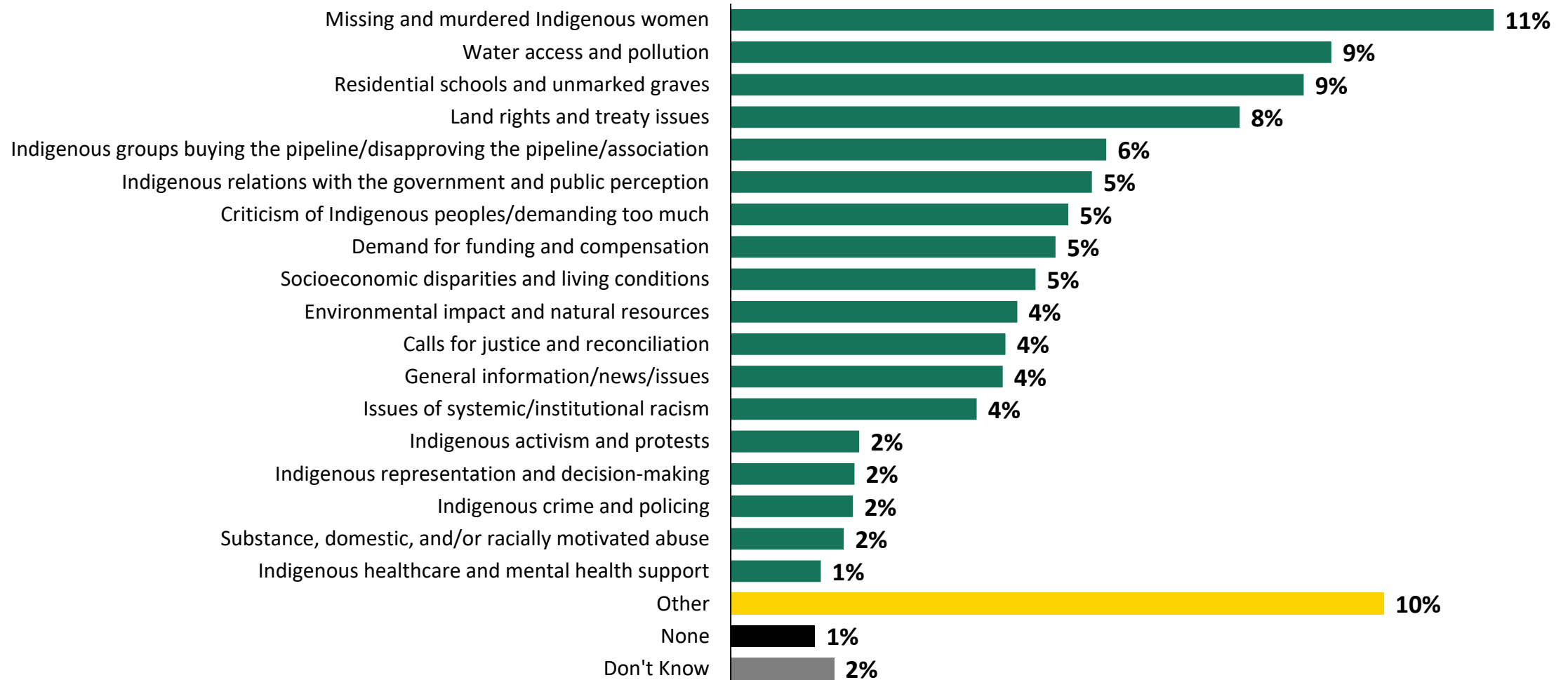
**Q** Have you read, seen or heard anything recently concerning Canada's Indigenous peoples?  
[asked of all respondents, n=2,000]



# Read, Seen, Heard (Open-Ended):

'Missing and murdered Indigenous women' is the most common topic read, seen or heard at 11%

Q And what have you read, seen or heard recently regarding Canada's Indigenous peoples?  
[asked of those who have read, seen or heard, n=304]



NOTE: Refused (<1%) is not shown.

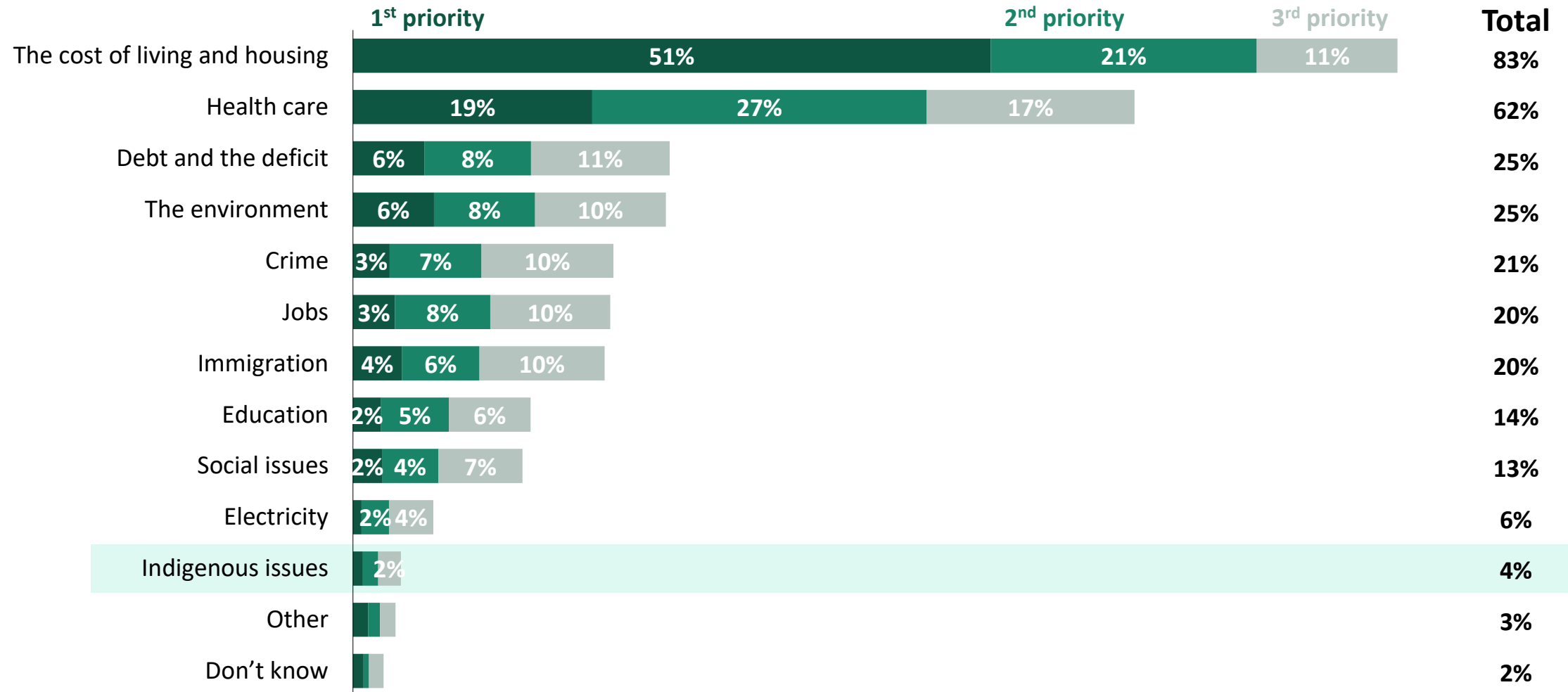
# Top-of-Mind Issues:

Indigenous issues remain a low priority for Canadians when it comes to issues



Which of the following issues is the most important issue to you?

[asked of all respondents, n=2,000]



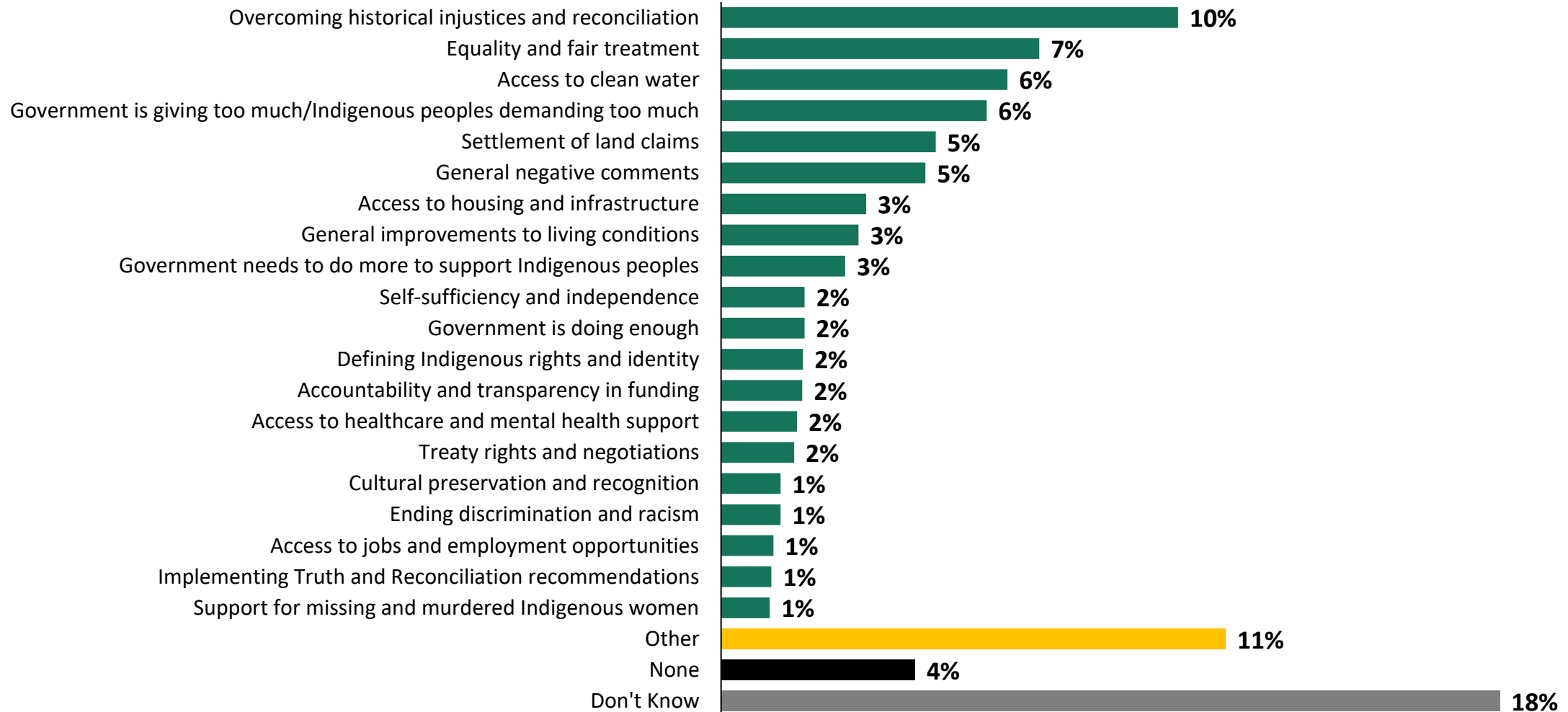
NOTE: 'No response' not shown. Respondents who say 'Don't know' are not asked to name further priorities.

# Most Important Indigenous Issue:

'Overcoming historical injustices and reconciliation' is a leading issue, followed by 'equality and fair treatment'



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=2,000]



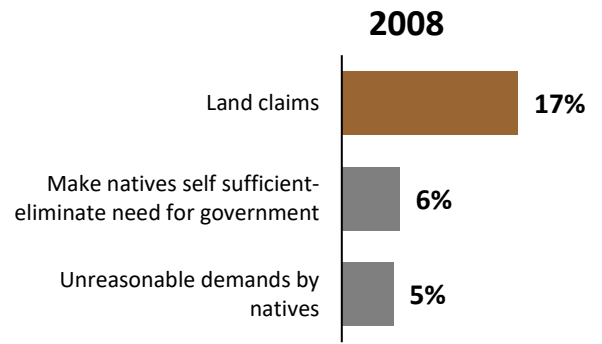
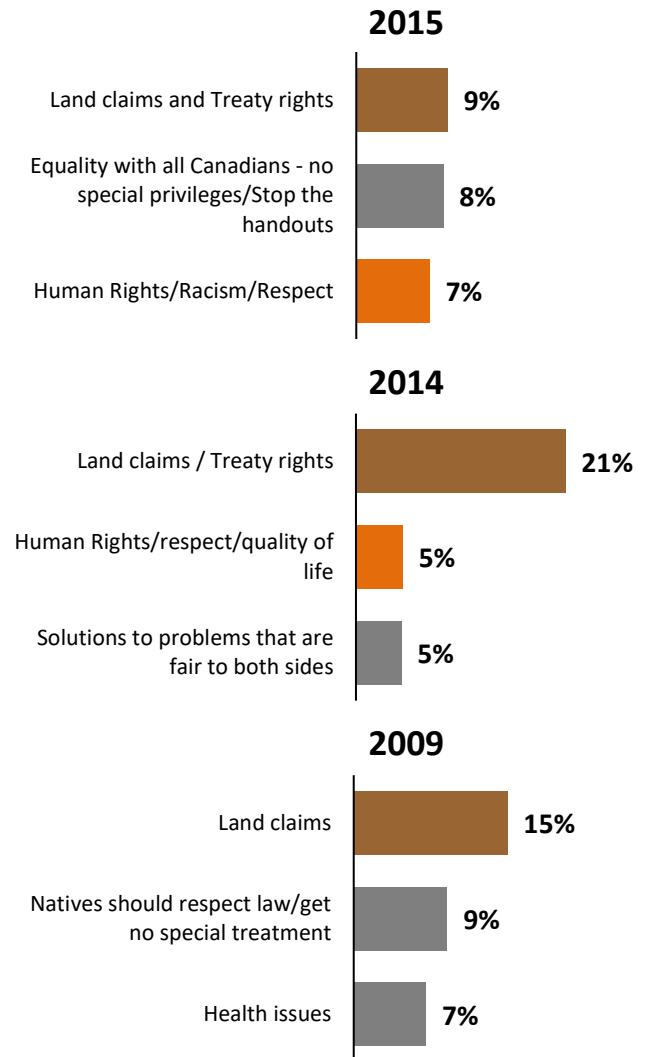
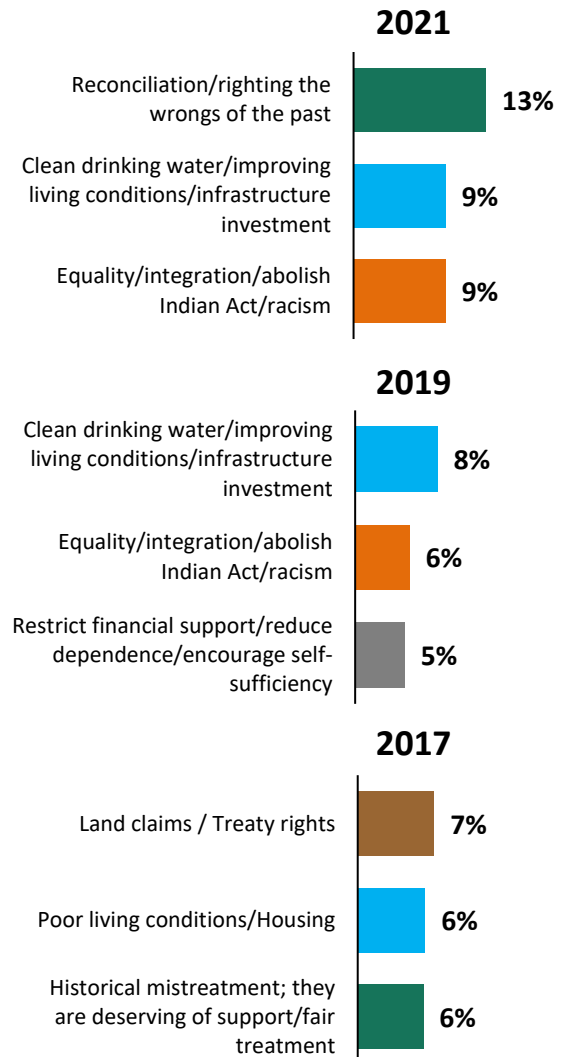
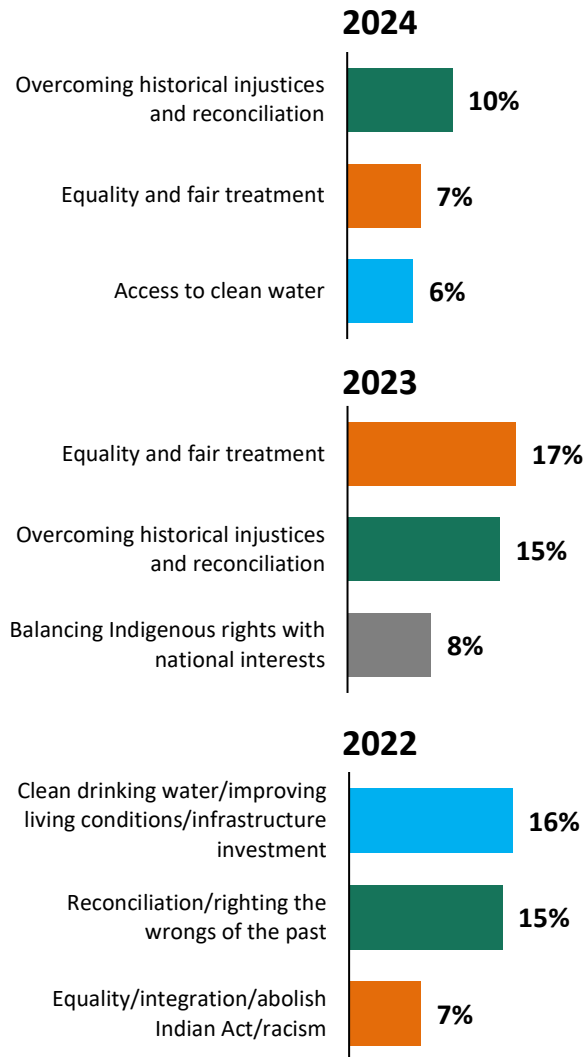
NOTE: Refused (1%) is not shown.

# Most Important Indigenous Issue | Top 3 (Tracking):

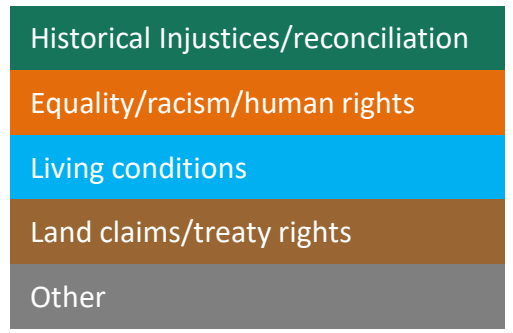
Themes around 'equality' were common in recent years while 'land claims' were common in earlier years



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=2,000]



## Themes

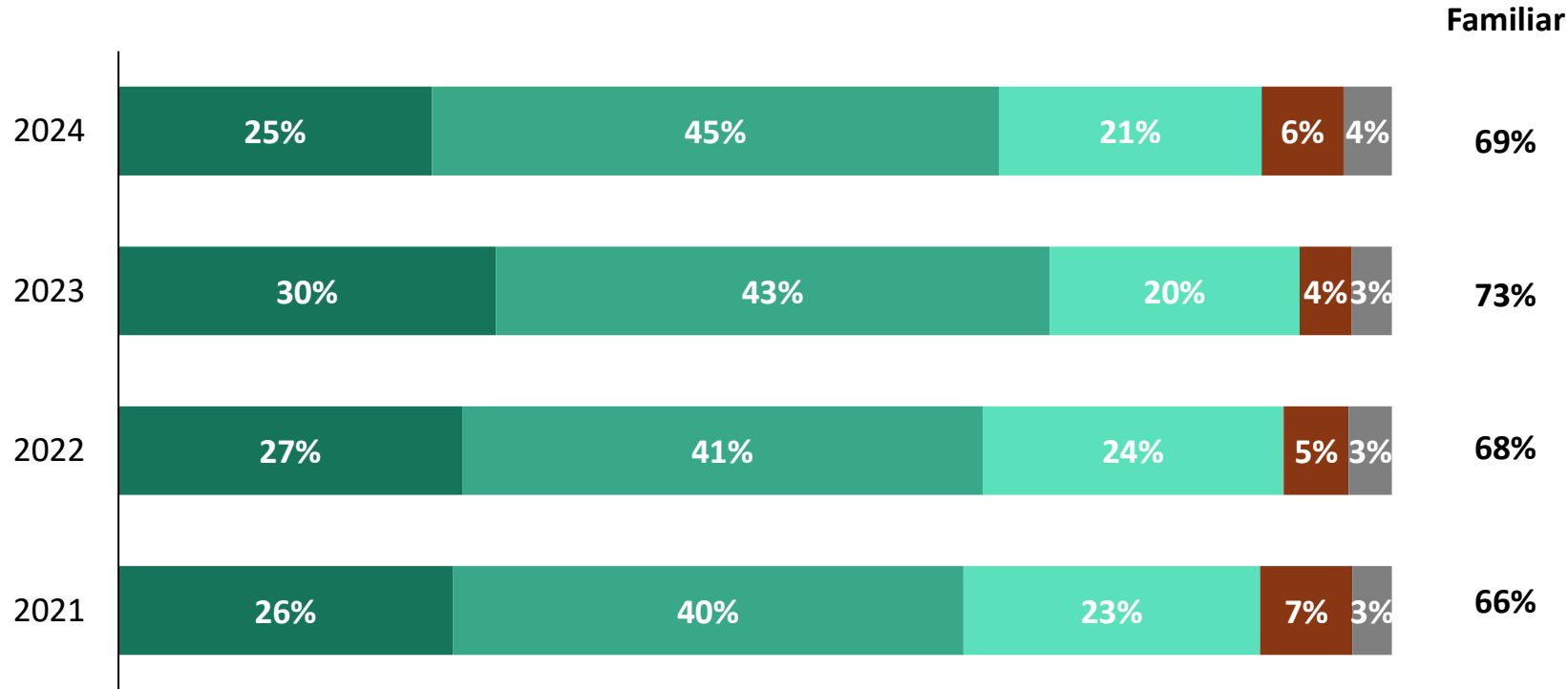


# Residential Schools

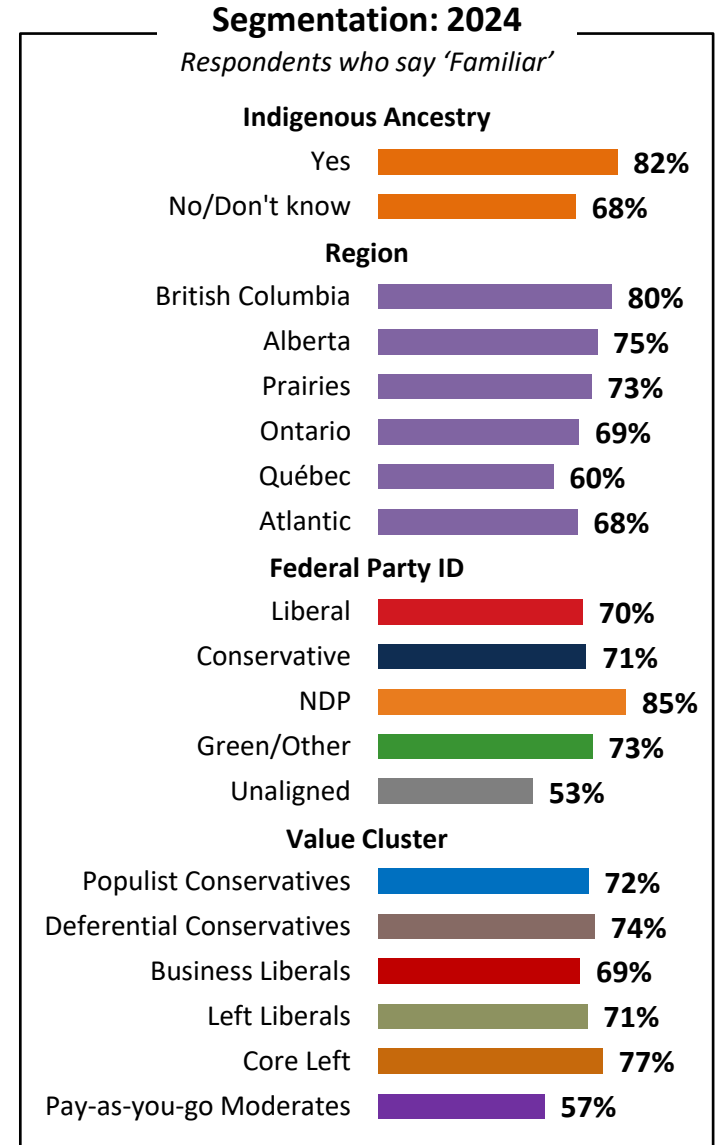
# Familiarity:

Familiarity with the history of residential schools down directionally 4 pts from last year

**Q** How familiar are you with the history of residential schools for Indigenous peoples in Canada?  
[asked of all respondents, n=2,000]



- I am very familiar and can explain the details of residential schools to others
- I am somewhat familiar, but cannot explain residential schools in detail to others
- I have heard of residential schools before, but don't know much about it
- I have not heard of the residential schools before this survey
- Don't know

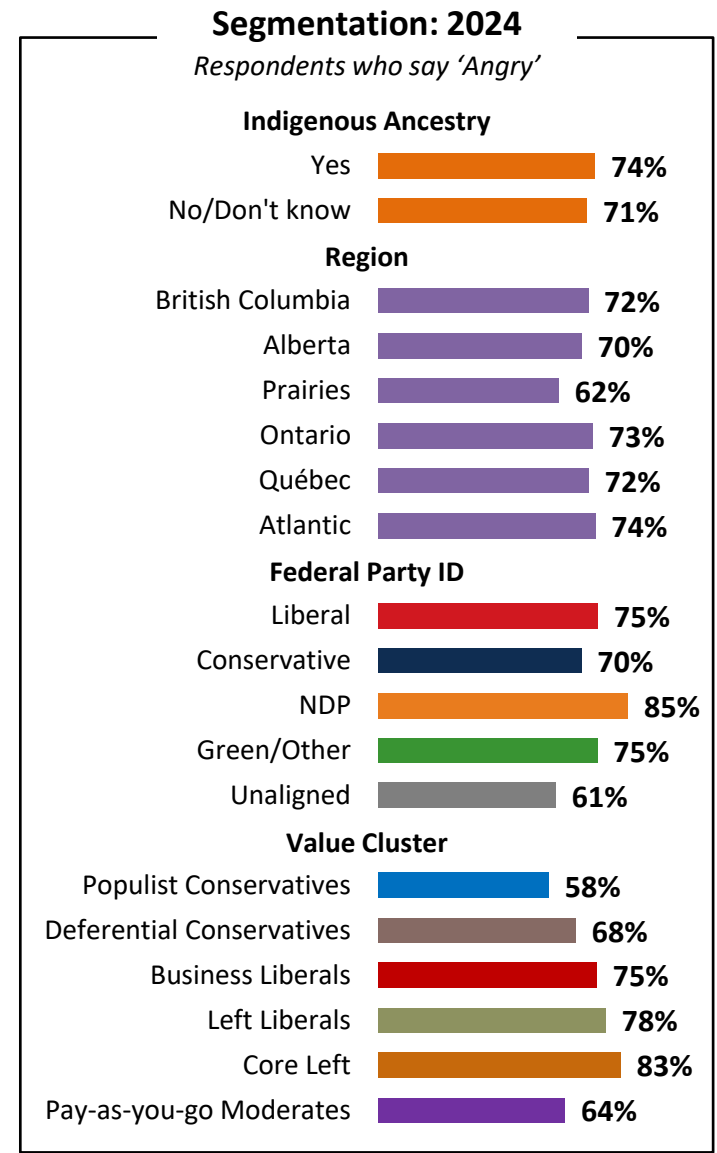
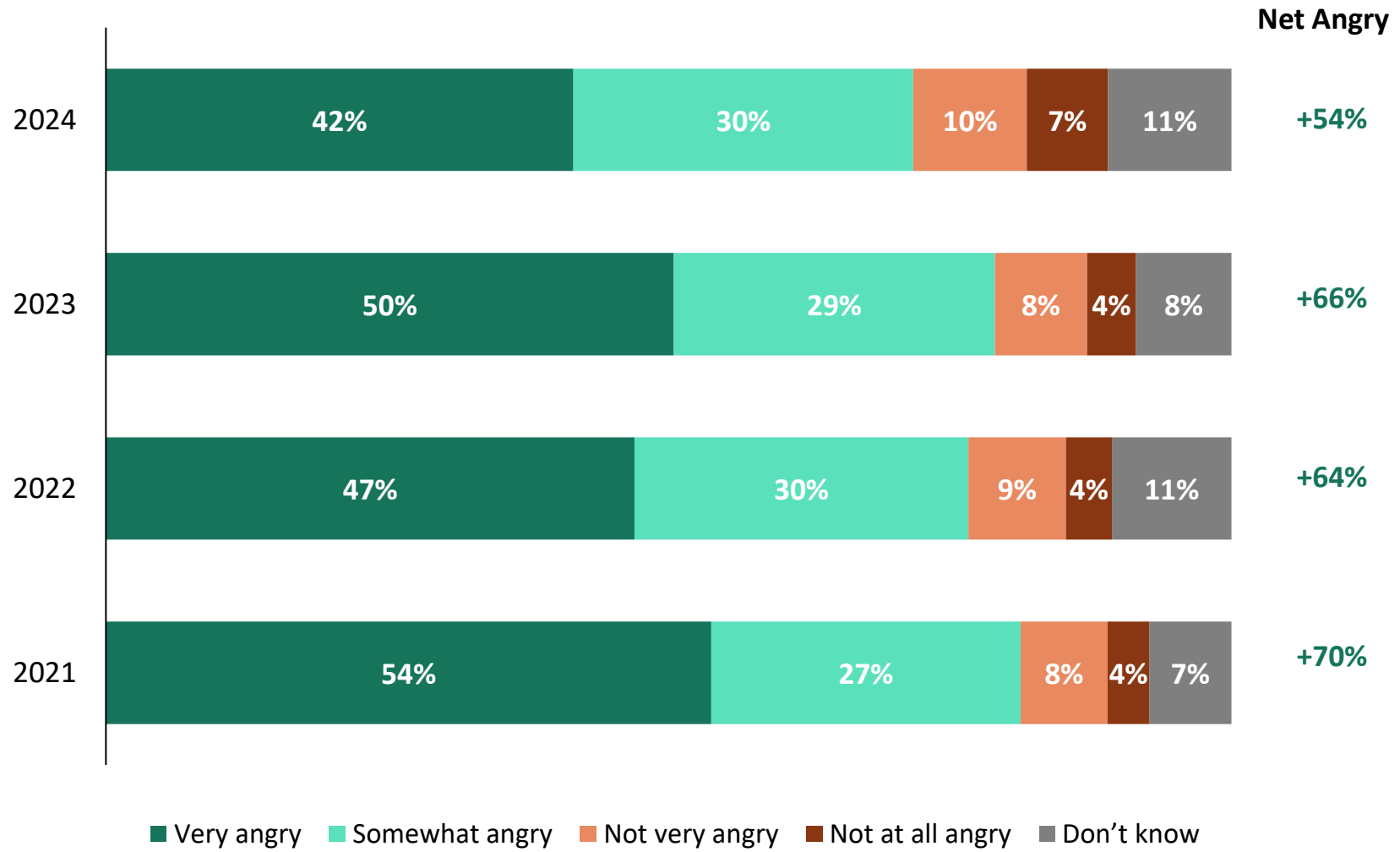




# Feeling about Treatment:

Net angry remains high at +54% this year but lower than last year (down 12 pts)

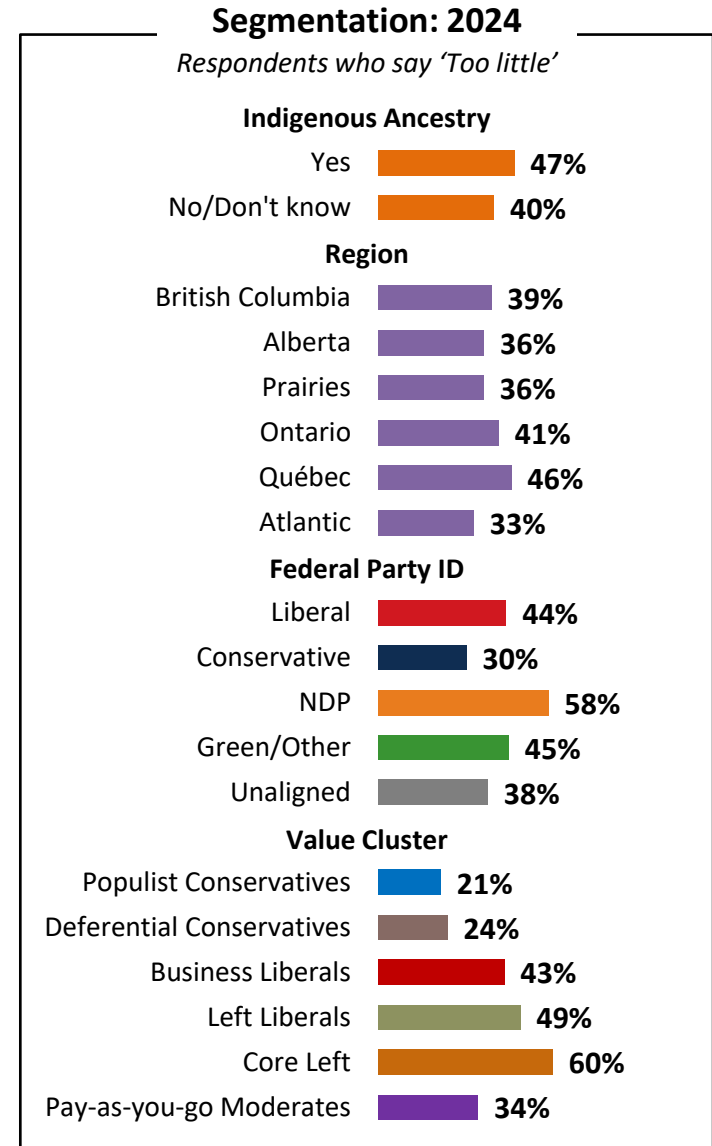
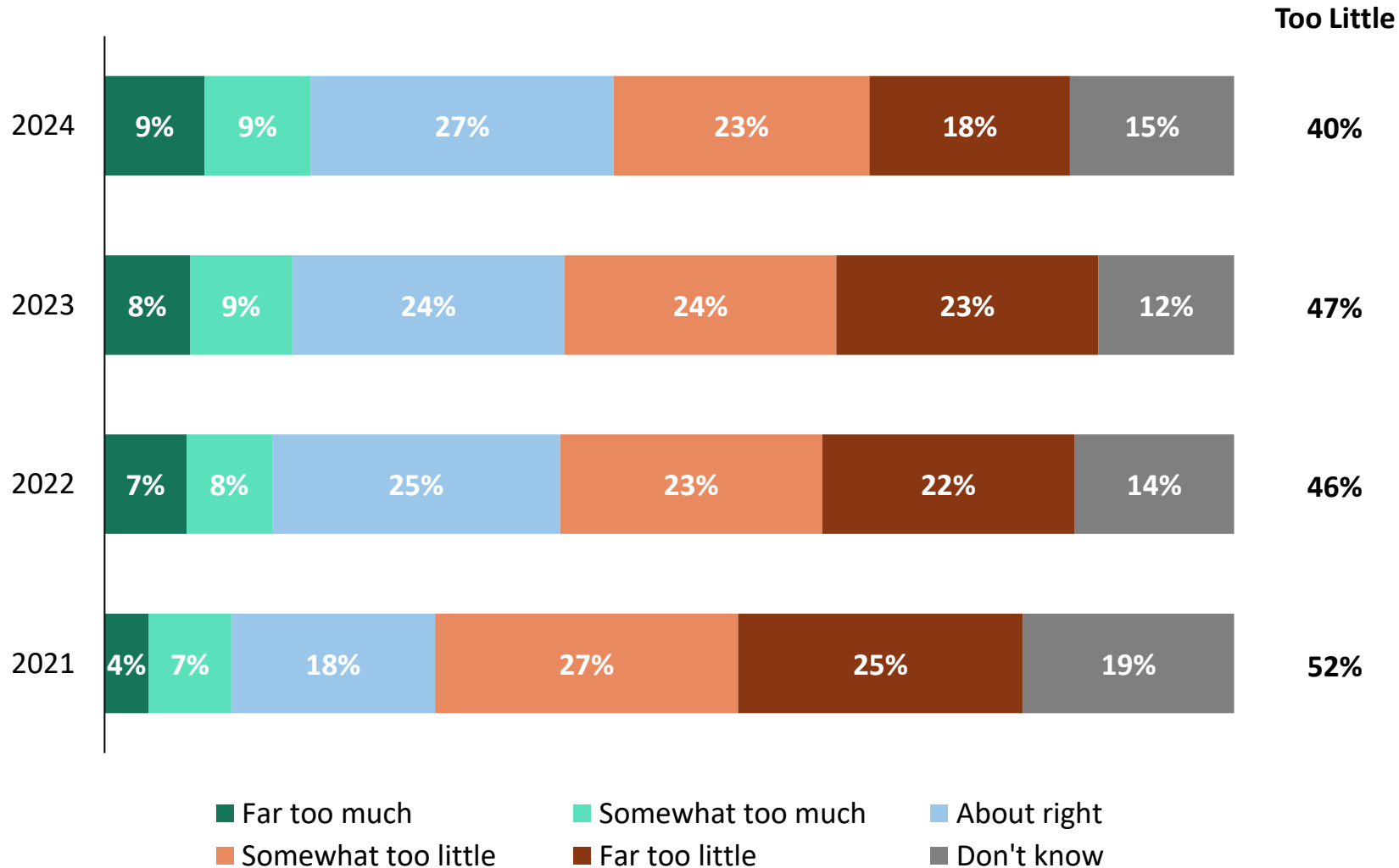
**Q** Thinking about the treatment of Indigenous peoples in Canadian residential schools, how are you left feeling?  
[asked of all respondents, n=2,000]



# Government Efforts:

2-in-5 say the government is doing too little; highest among those who identify as NDP and Core Left cluster

**Q** When it comes to reparations and acknowledgements from government to residential school survivors, would you say that that government efforts have been too little, too much or about right?  
[asked of all respondents, n=2,000]

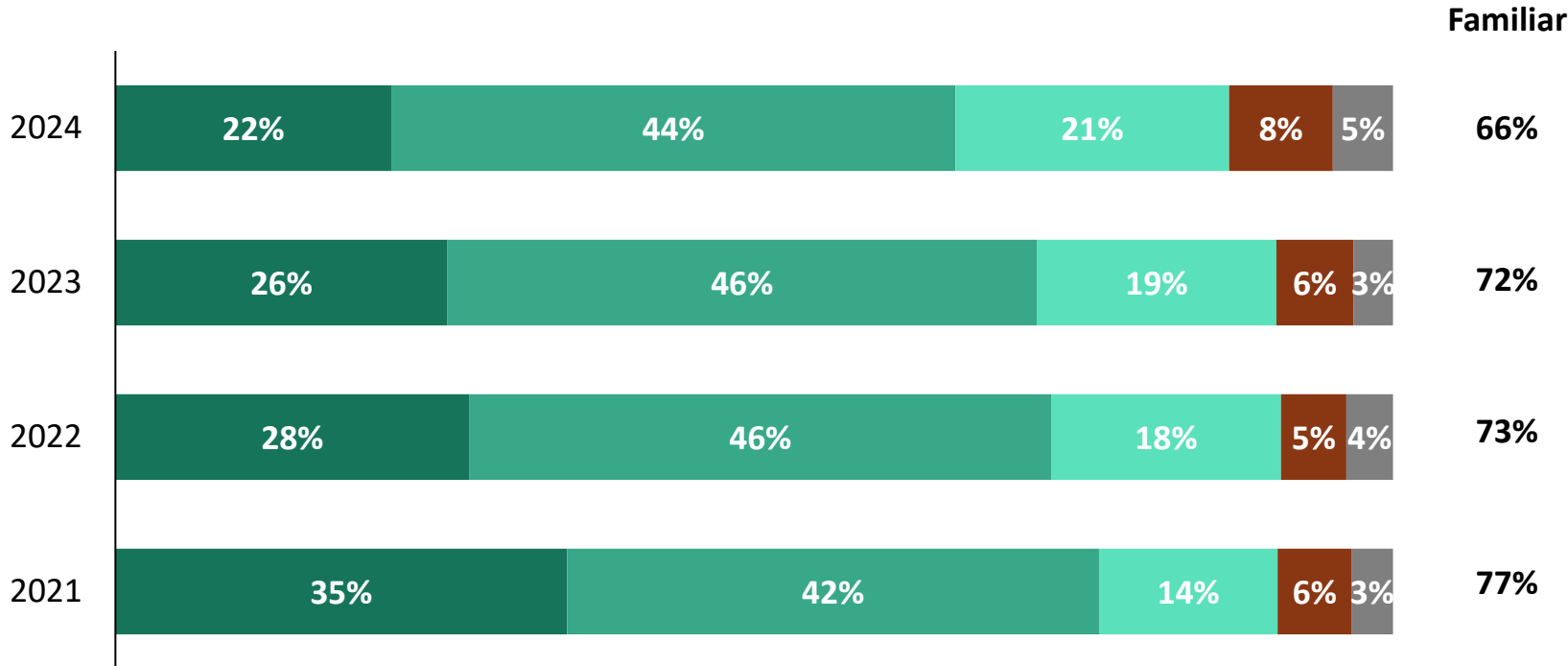


# Kamloops

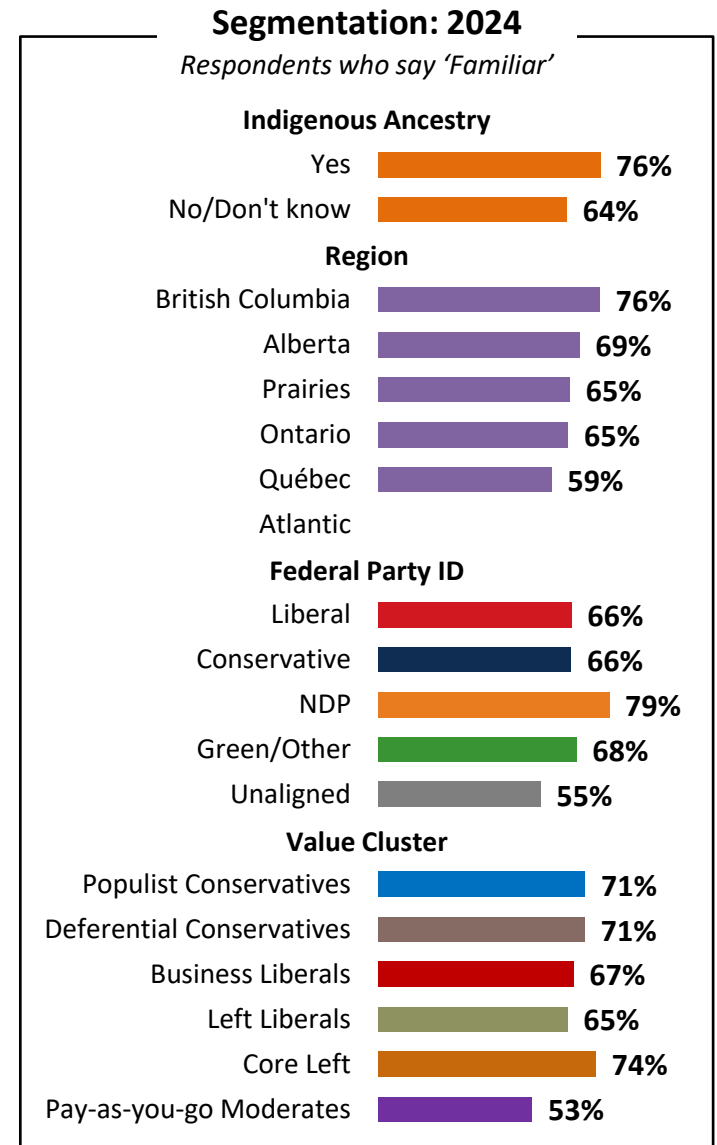
# Familiarity:

Familiarity with the discovery of the bodies is down 6 pts from last year; highest among those who identify as NDP

**Q** And how familiar are you with the discovery of the bodies of an estimated 215 Indigenous children were found on the site of the former Kamloops Indian Residential School on May 27<sup>th</sup>, 2021?  
[asked of all respondents, n=2,000]



- I am very familiar and can explain the details of the story to others
- I am somewhat familiar, but cannot explain the story in detail to others
- I have heard of the story before, but don't know much about it
- I have not heard of the story before this survey
- Don't know

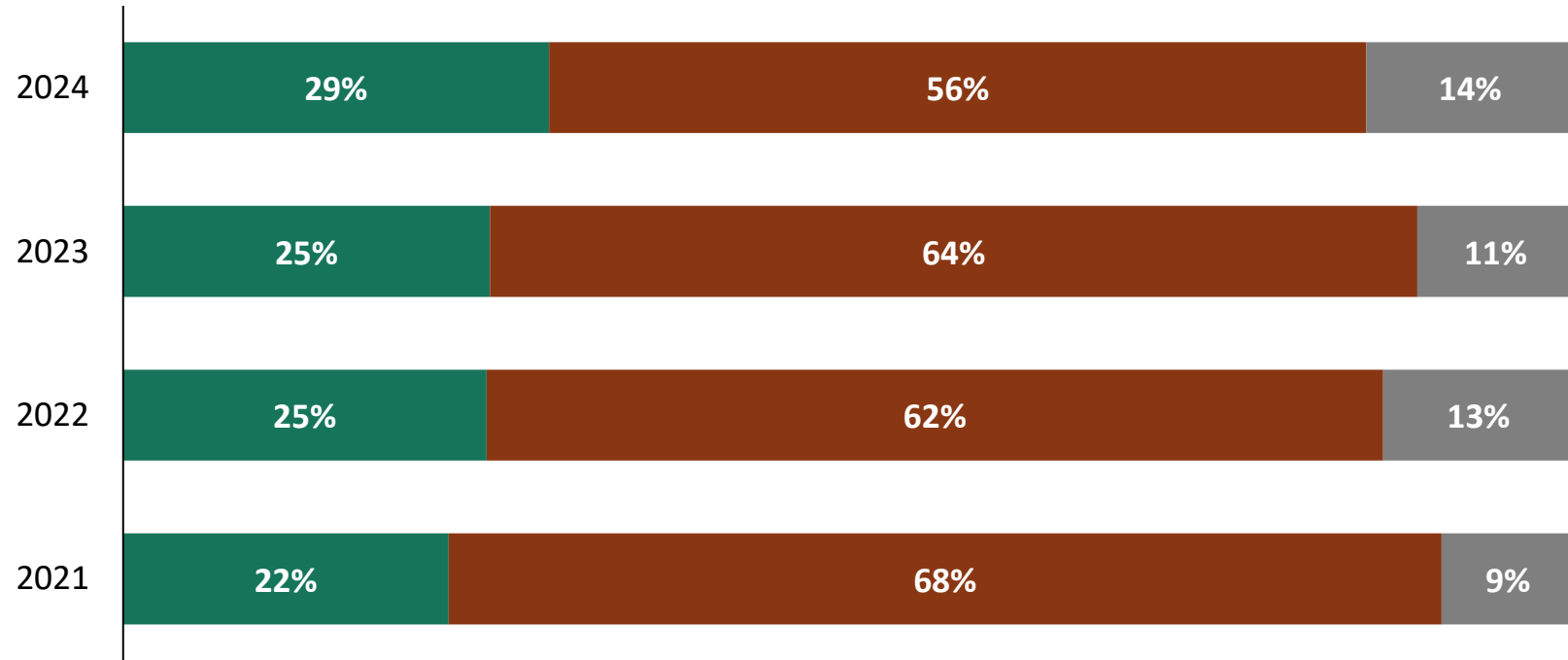


# Issue from Past or Present:

Over half (56%) believe the discovery is a present issue, higher among those who identify as NDP (72%)



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=2,000]



- This discovery is an issue from Canada's past and doesn't have any implications for governments today
- This discovery reminds us that while the last residential school closed 25 years ago, they created issues that still require government responses today
- Don't know

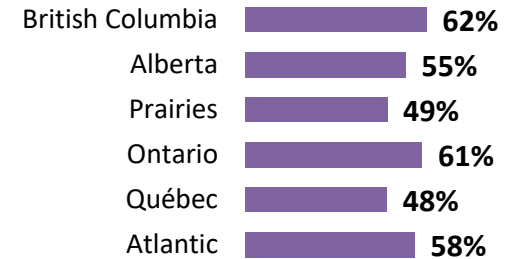
## Segmentation: 2024

Respondents who say 'Present'

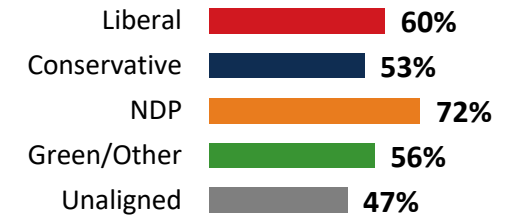
### Indigenous Ancestry



### Region



### Federal Party ID



### Value Cluster

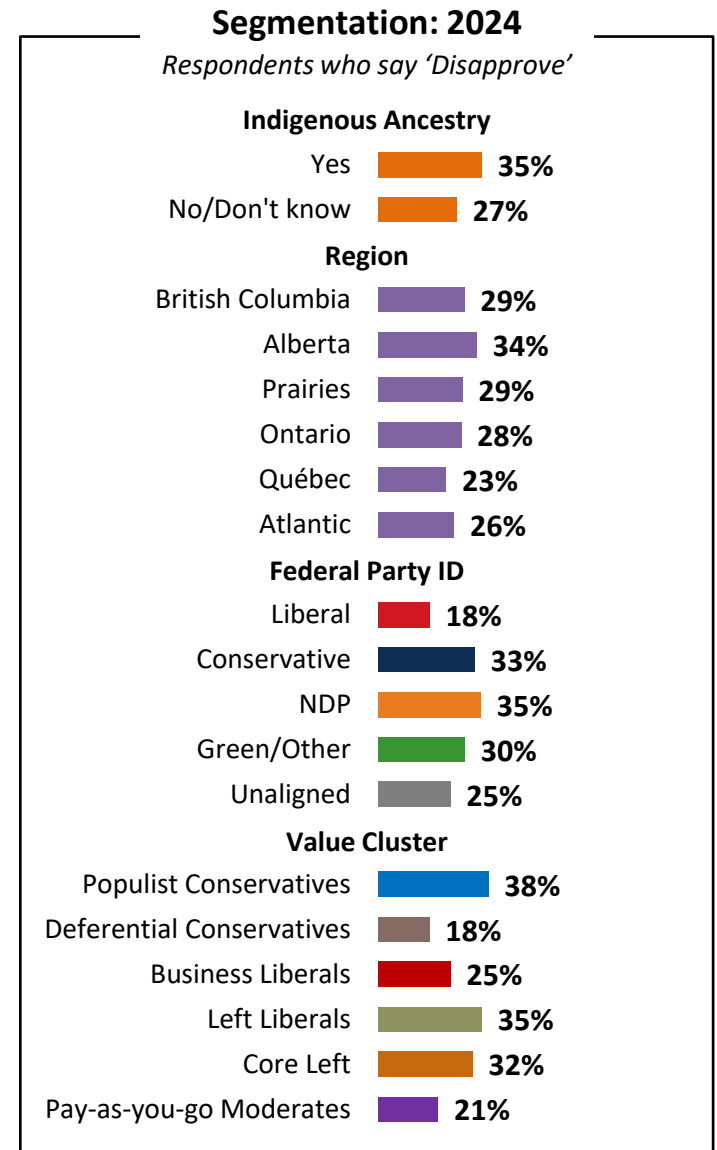
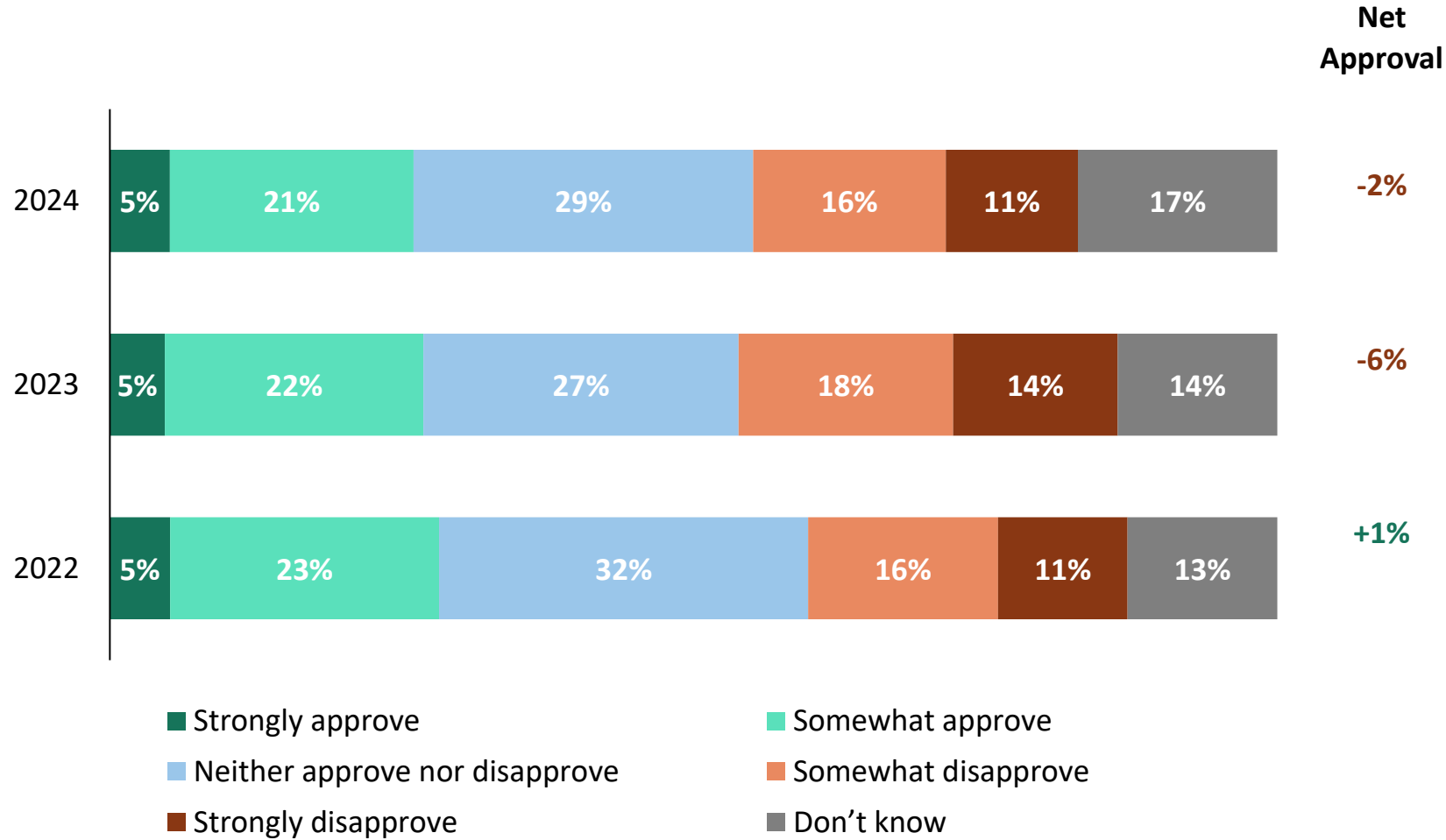


# Government Response:

Net approval of government response up 4 points, now negative at -2%



Do you approve or disapprove of the way the federal government has responded to this issue in the years since the graves were discovered?  
[asked of all respondents, n=2,000]



# Government Approval

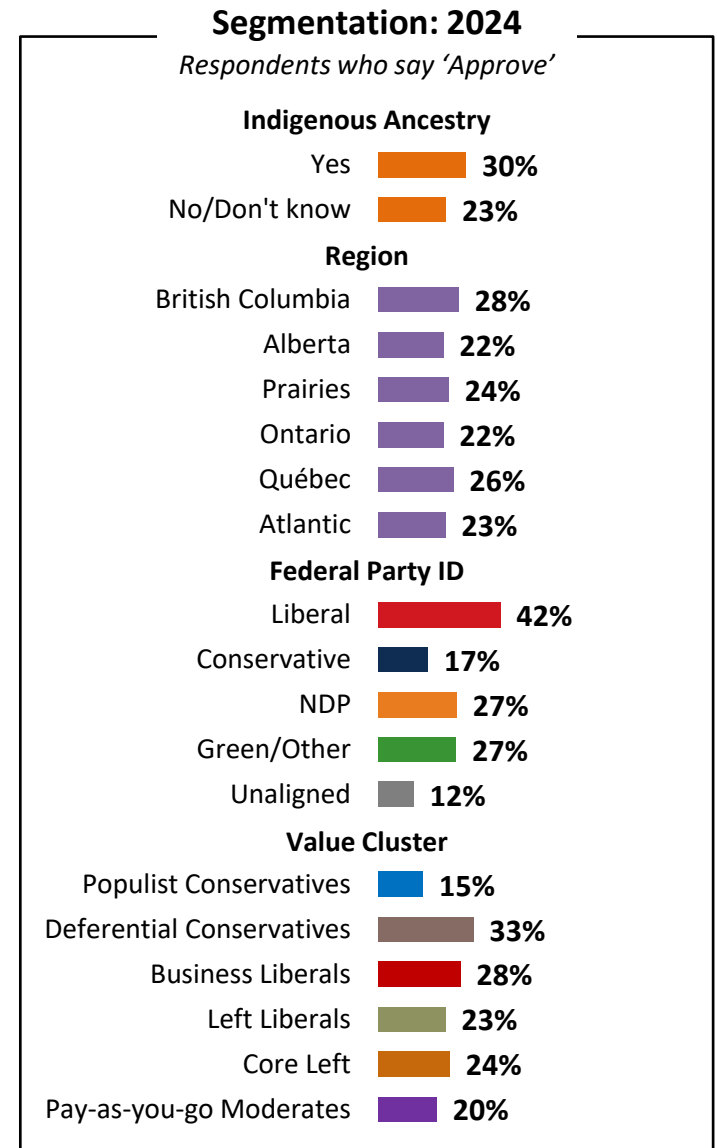
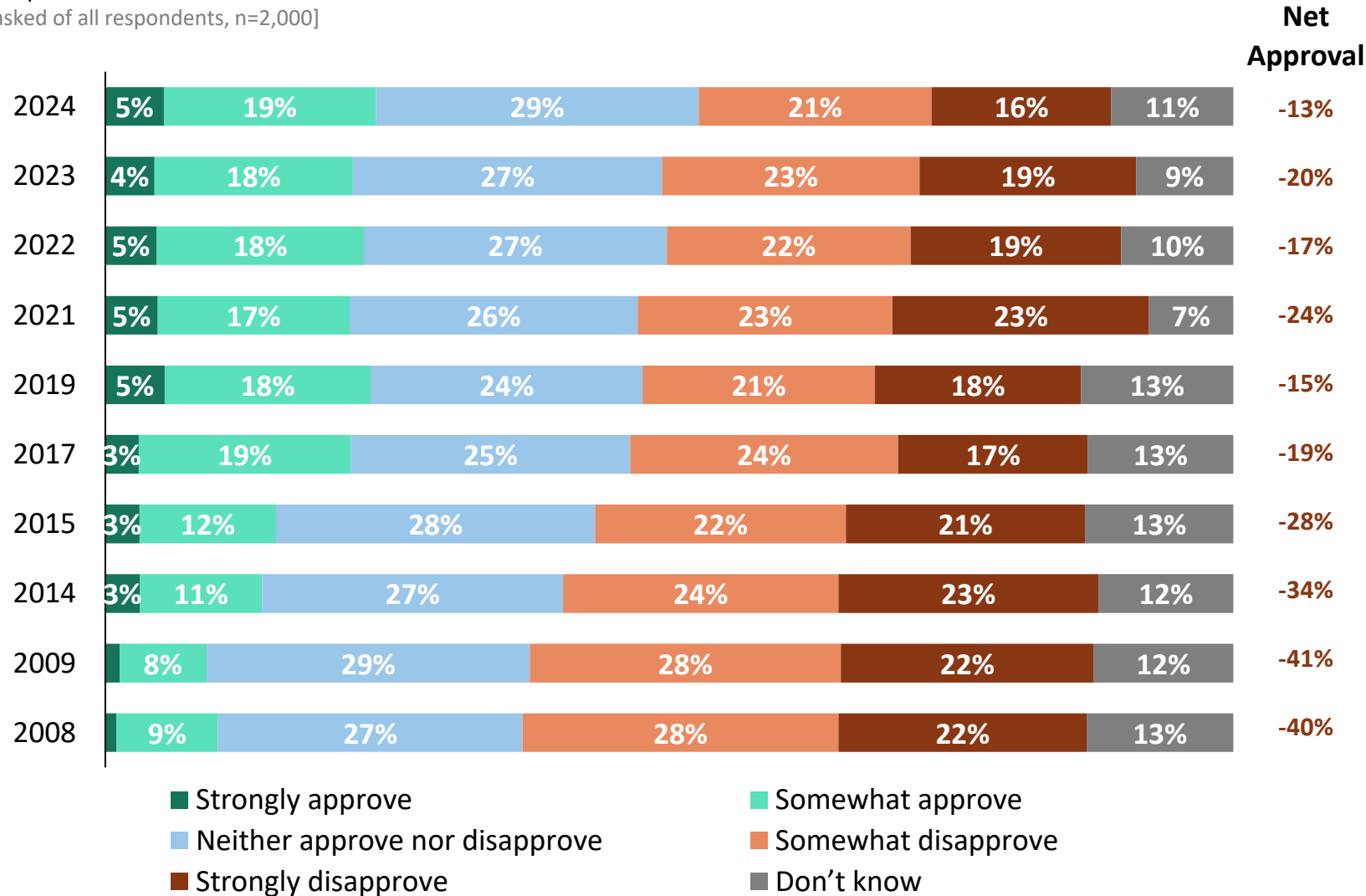
# Federal Government Approval:

Net federal gov't approval is up 7 pts from last year; approval highest among those who identify as Liberal (42%)



Do you approve or disapprove of the job the federal government is doing in managing Canada's Indigenous peoples' issues?

[asked of all respondents, n=2,000]





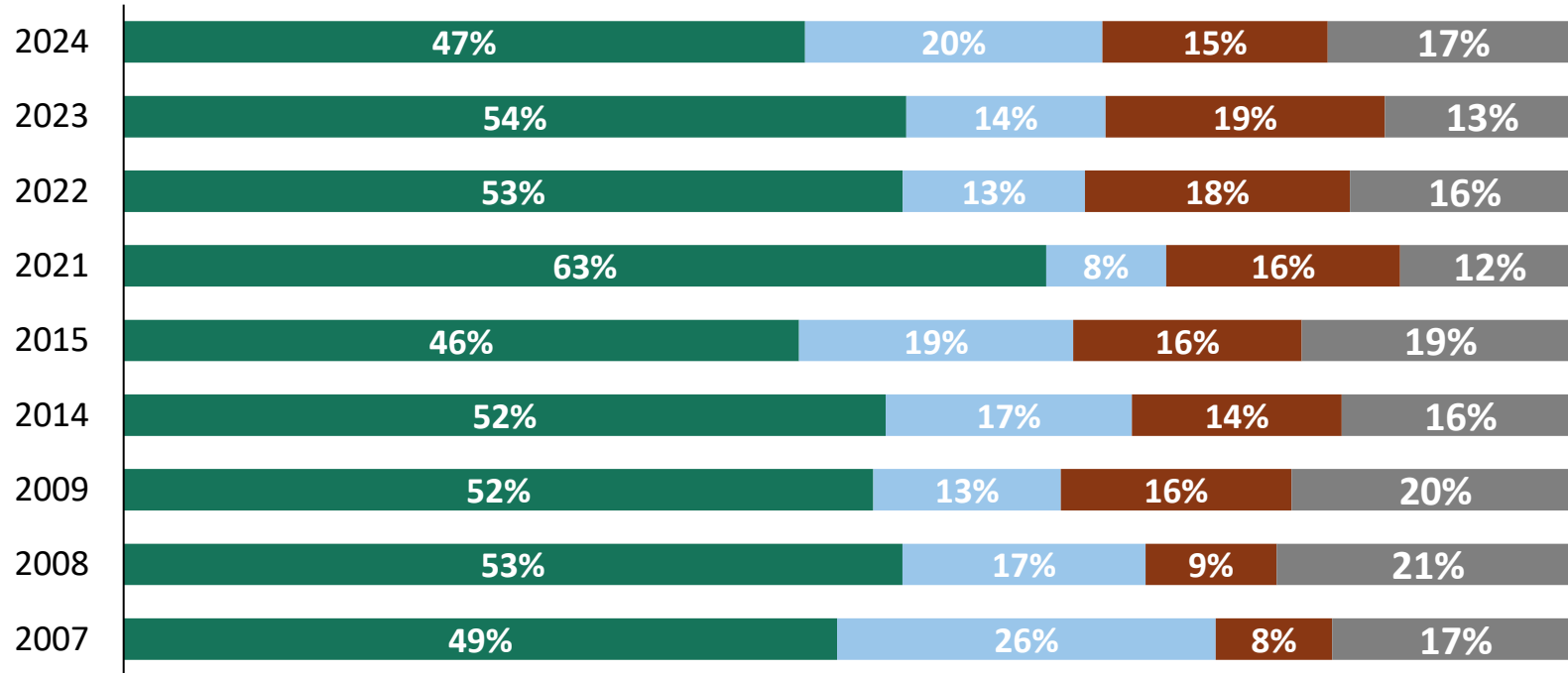
# Federal Government Responsibility:

Less than half (47%) think federal government should be doing more, down 7 pts from last year



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=2,000]



- 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

## Segmentation: 2024

Respondents who say 'Doing more'

### Indigenous Ancestry

- Yes 55%
- No/Don't know 46%

### Region

- British Columbia 43%
- Alberta 41%
- Prairies 42%
- Ontario 51%
- Québec 48%
- Atlantic 38%

### Federal Party ID

- Liberal 52%
- Conservative 38%
- NDP 61%
- Green/Other 49%
- Unaligned 43%

### Value Cluster

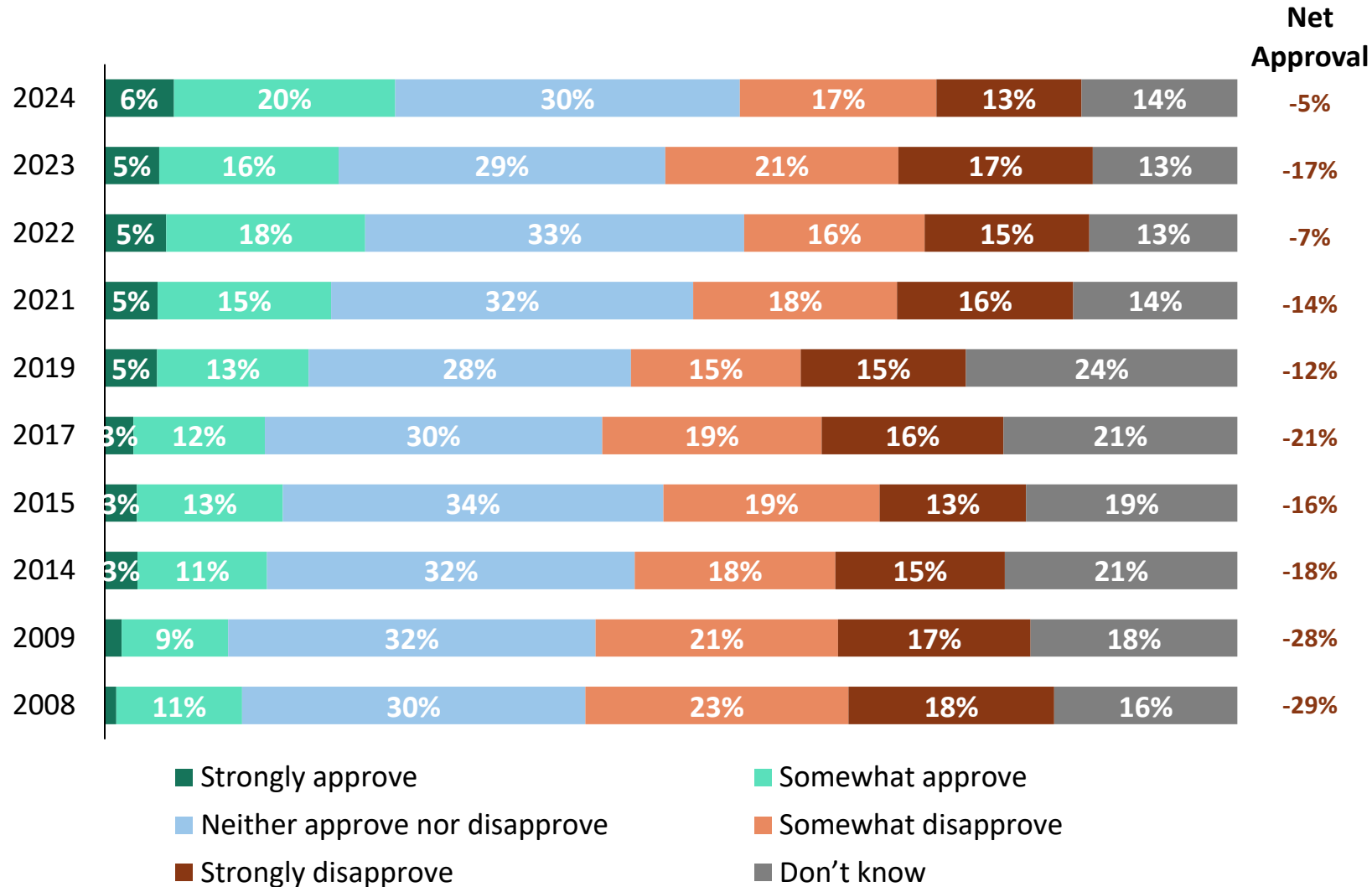
- Populist Conservatives 33%
- Deferential Conservatives 39%
- Business Liberals 49%
- Left Liberals 56%
- Core Left 61%
- Pay-as-you-go Moderates 37%

# Provincial Government Approval:

Net provincial government approval up 13 pts since last year, now at -5%



Do you approve or disapprove of the job the provincial government is doing in managing Canada's Indigenous peoples' issues?  
[asked of all respondents, n=2,000]



## Segmentation: 2024

Respondents who say 'Approve'

### Indigenous Ancestry

- Yes: 31%
- No/Don't know: 25%

### Region

- British Columbia: 36%
- Alberta: 29%
- Prairies: 27%
- Ontario: 20%
- Québec: 26%
- Atlantic: 28%

### Federal Party ID

- Liberal: 32%
- Conservative: 28%
- NDP: 23%
- Green/Other: 32%
- Unaligned: 13%

### Value Cluster

- Populist Conservatives: 25%
- Deferential Conservatives: 38%
- Business Liberals: 30%
- Left Liberals: 21%
- Core Left: 19%
- Pay-as-you-go Moderates: 24%

# Provincial Government Approval by Region (Tracking):

After being in the lead since 2019, Quebec falls to -2% in net approval while BC takes the lead at +8%

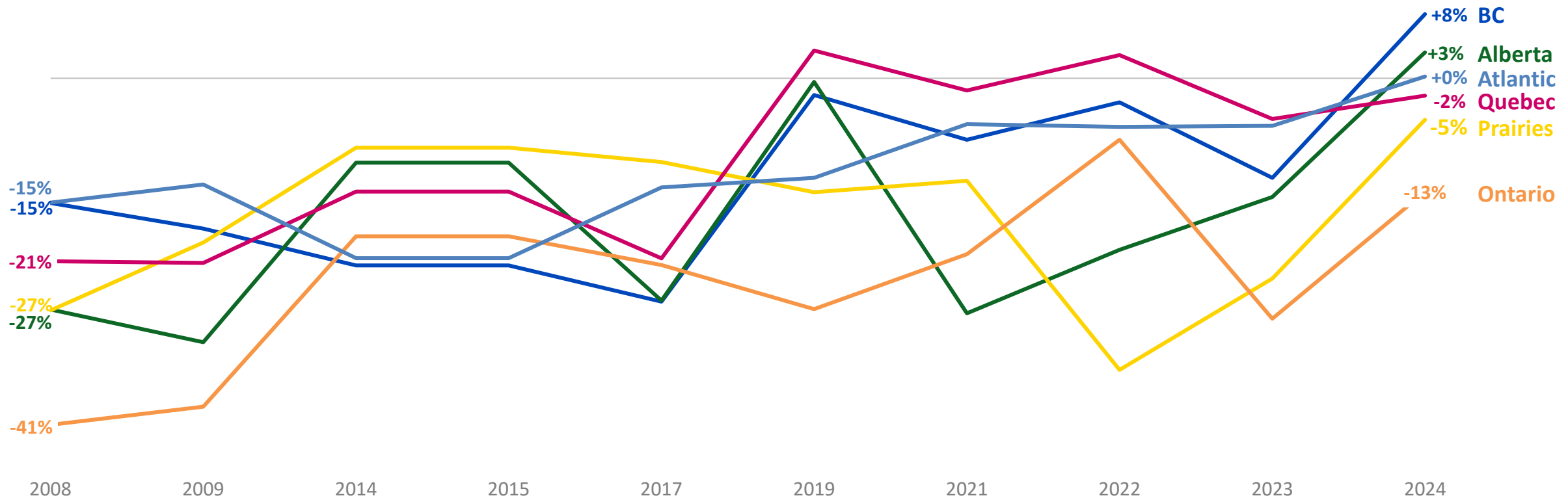


Do you approve or disapprove of the job the provincial government is doing in managing Canada's Indigenous peoples' issues?

[asked of all respondents, n=2,000]

## Net Approval

[Strongly approve + Somewhat approve] – [Strongly disapprove + Somewhat disapprove]



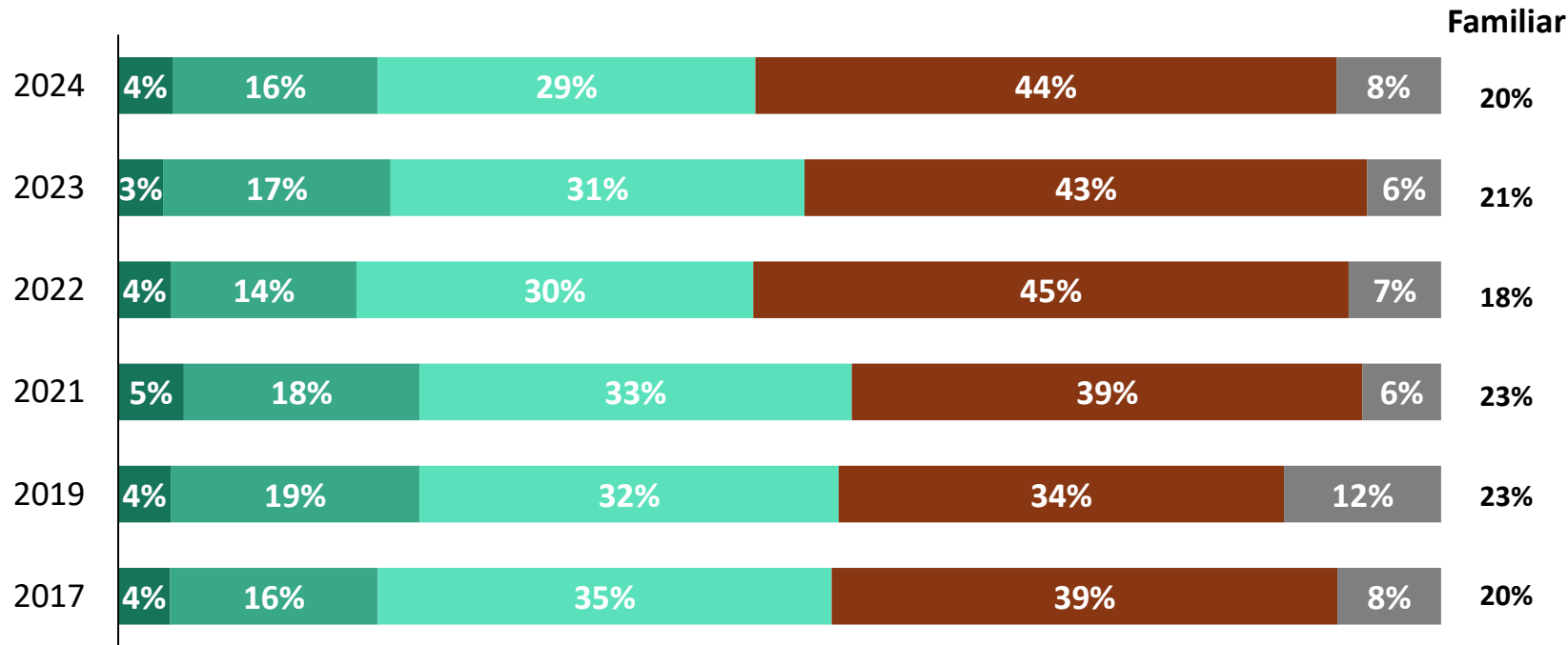
# **United Nations Declaration on Rights of Indigenous Peoples (UNDRIP)**

# Familiarity:

Only 1-in-5 are familiar with UNDRIP; steady from last year



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=2,000]



- I am very familiar and can explain the details of the UNDRIP in detail to others
- I am somewhat familiar, but cannot explain the UNDRIP in detail to others
- I have heard of the UNDRIP before, but don't know much about it
- I have not heard of the UNDRIP before this survey
- Don't know

## Segmentation: 2024

Respondents who say 'Familiar'

### Indigenous Ancestry

- Yes ■ 40%
- No/Don't know ■ 17%

### Region

- British Columbia ■ 28%
- Alberta ■ 20%
- Prairies ■ 17%
- Ontario ■ 19%
- Québec ■ 15%
- Atlantic ■ 21%

### Federal Party ID

- Liberal ■ 23%
- Conservative ■ 21%
- NDP ■ 21%
- Green/Other ■ 25%
- Unaligned ■ 11%

### Value Cluster

- Populist Conservatives ■ 23%
- Deferential Conservatives ■ 22%
- Business Liberals ■ 18%
- Left Liberals ■ 17%
- Core Left ■ 18%
- Pay-as-you-go Moderates ■ 22%

# Support:

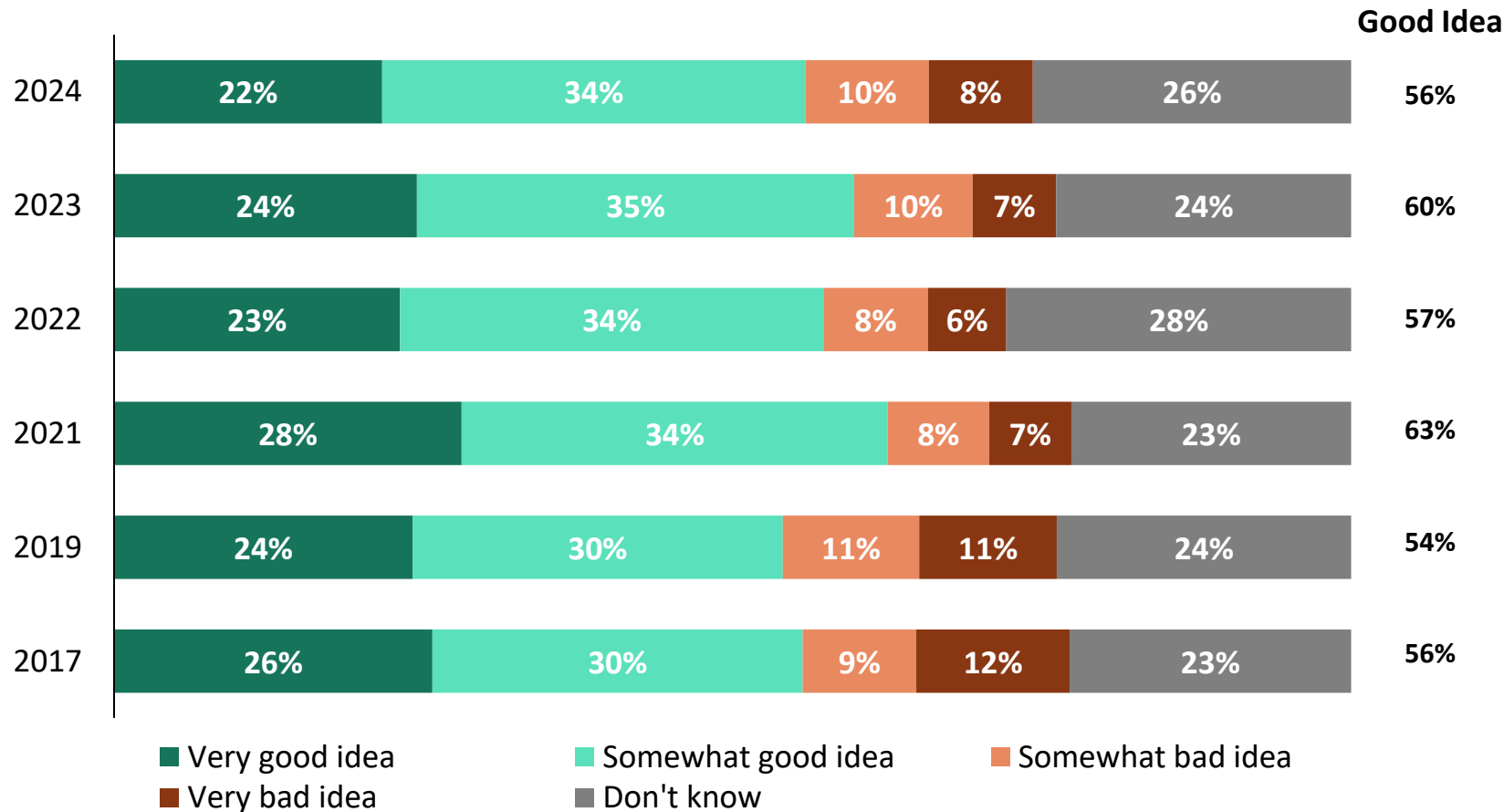
Over half (56%) think fully adopting and implementing UNDRIP is a good idea, down 4 pts directionally



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 24<sup>th</sup>, 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=2,000]



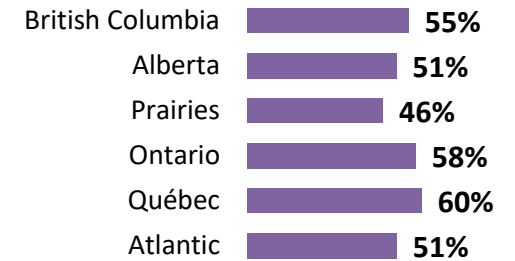
## Segmentation: 2024

Respondents who say 'Familiar'

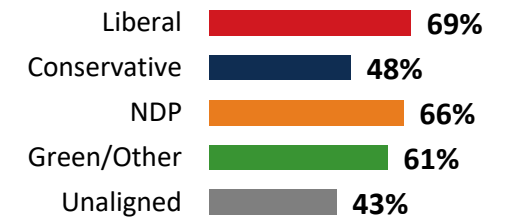
### Indigenous Ancestry



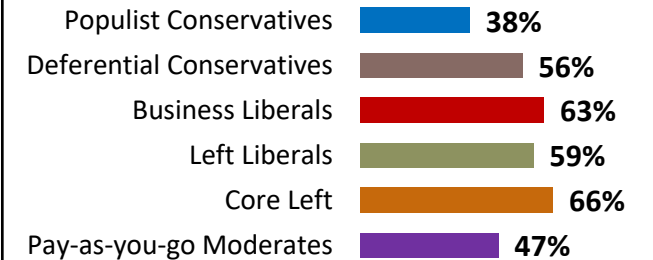
### Region



### Federal Party ID



### Value Cluster

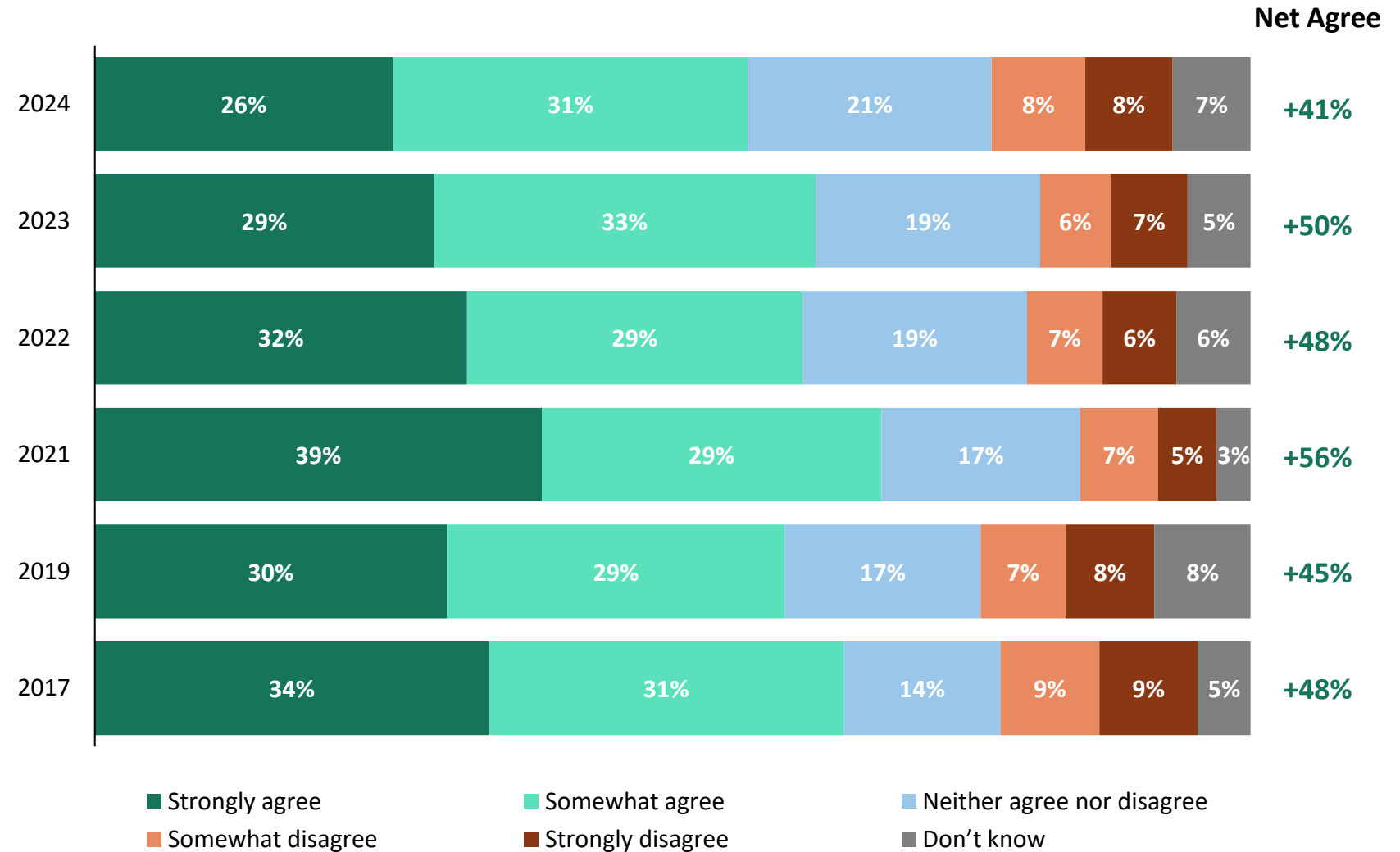


# Attitudes and Values – Moral Obligations:

## Canadians' sense of moral obligation towards Indigenous peoples is declining

**Q** Please indicate if you agree or disagree with the following statements about the UN declaration:  
[asked of all respondents, n=2,000]

Canadians have a duty to help resolve the massive inequalities that Indigenous people face in Canada.



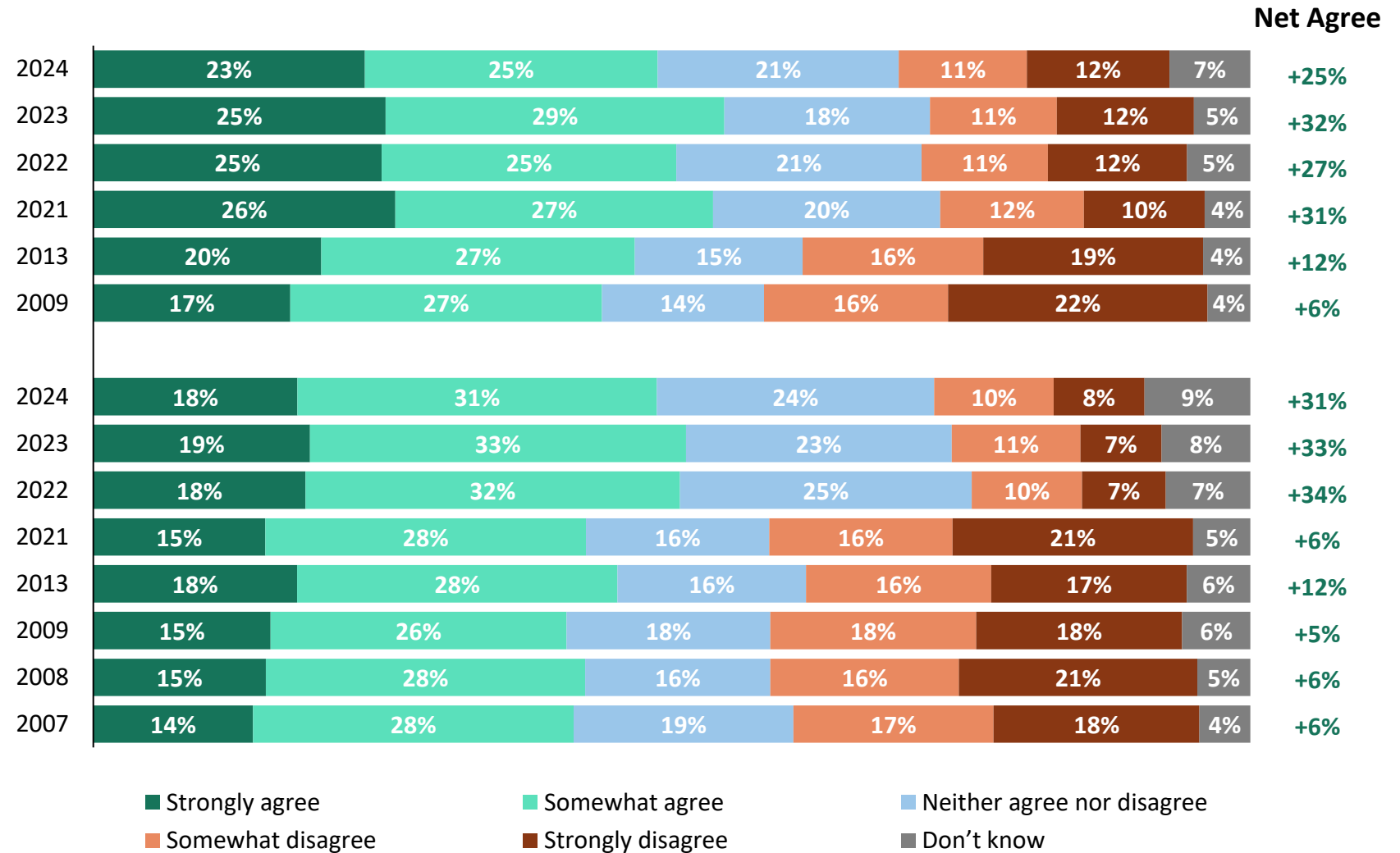
# Attitudes and Values – Compensation and control:

## Canadians' continue to belief governments have failed Indigenous peoples badly

**Q** Please indicate if you agree or disagree with the following statements about the UN declaration:  
[asked of all respondents, n=2,000]

Indigenous peoples were here first; they deserve compensation for the injustices they suffered when they lost their lands.

Government efforts on behalf of Indigenous Canadians have failed badly, so it makes sense for Indigenous people to take control of their own affairs.



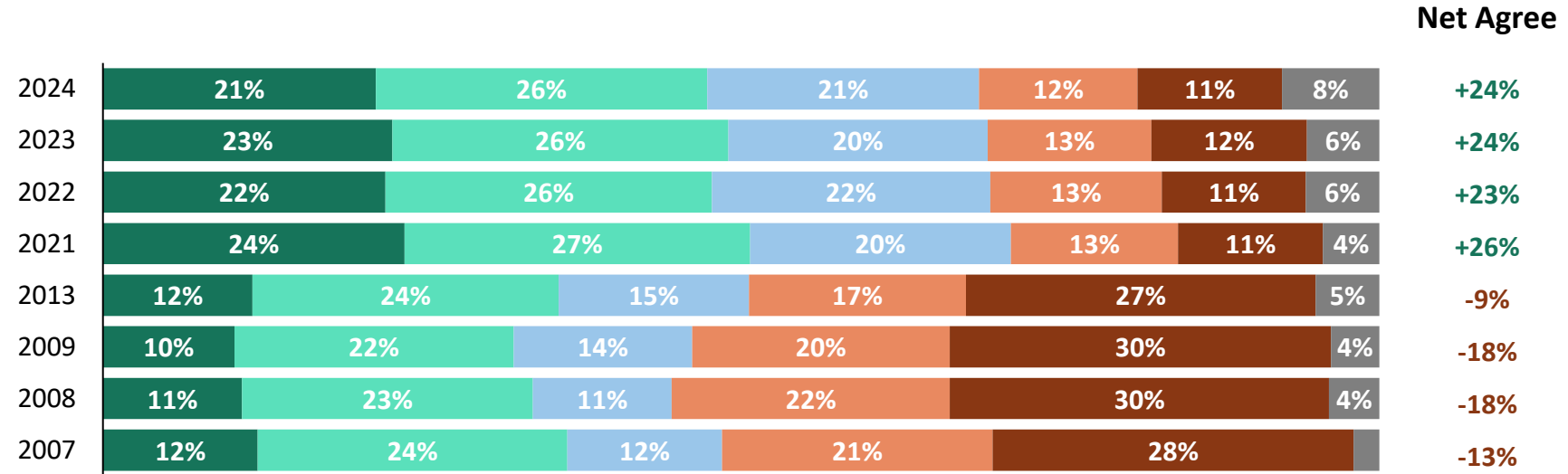


# Attitudes and Values – Rights:

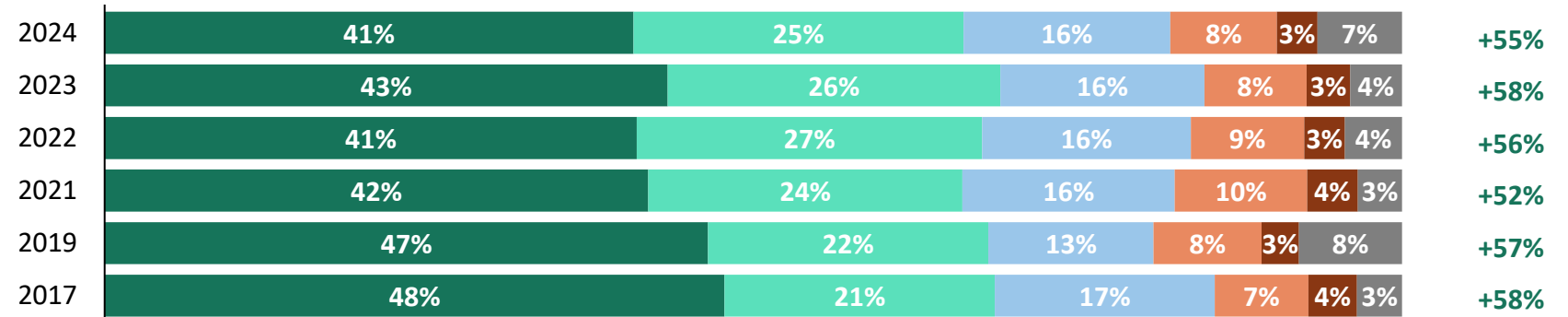
Attitudes around rights have been relatively stable over the past few years

**Q** Please indicate if you agree or disagree with the following statements about the UN declaration:  
[asked of all respondents, n=2,000]

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.



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

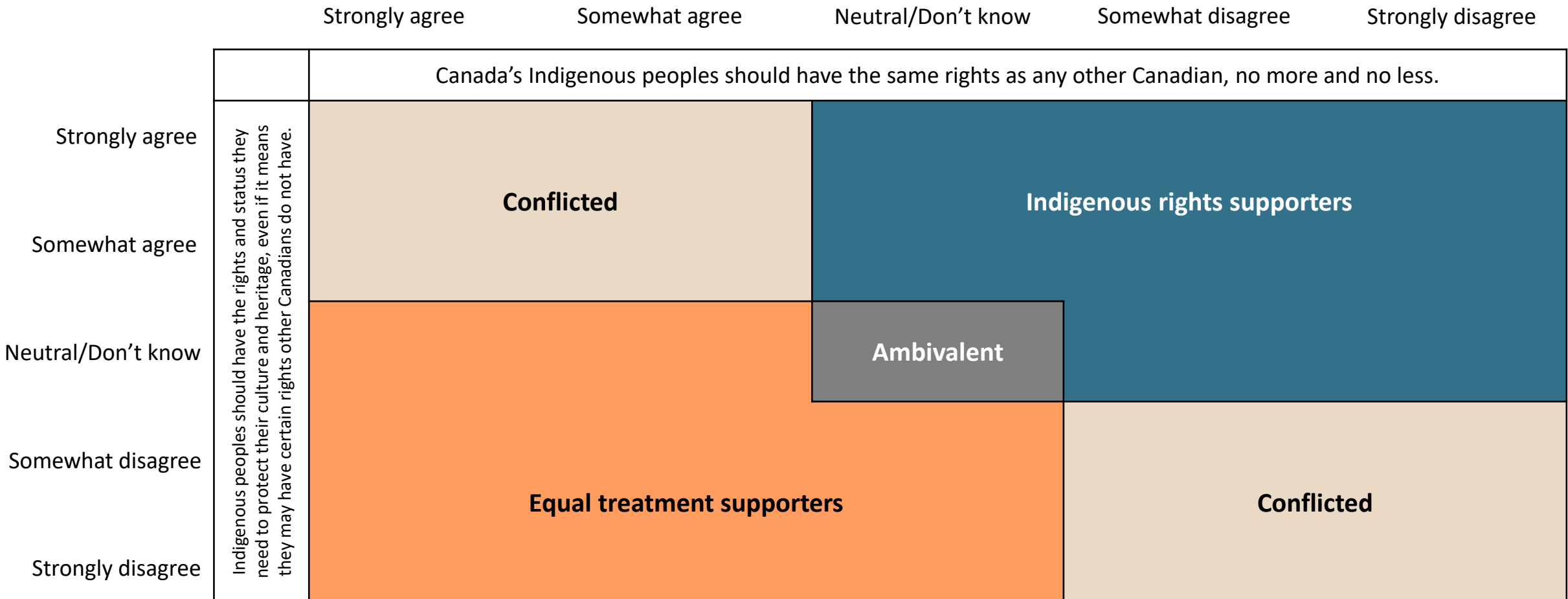


■ Strongly agree     
 ■ Somewhat agree     
 ■ Neither agree nor disagree  
■ Somewhat disagree     
 ■ Strongly disagree     
 ■ Don't know

# Indigenous Rights Segmentation

# Indigenous Rights Segmentation

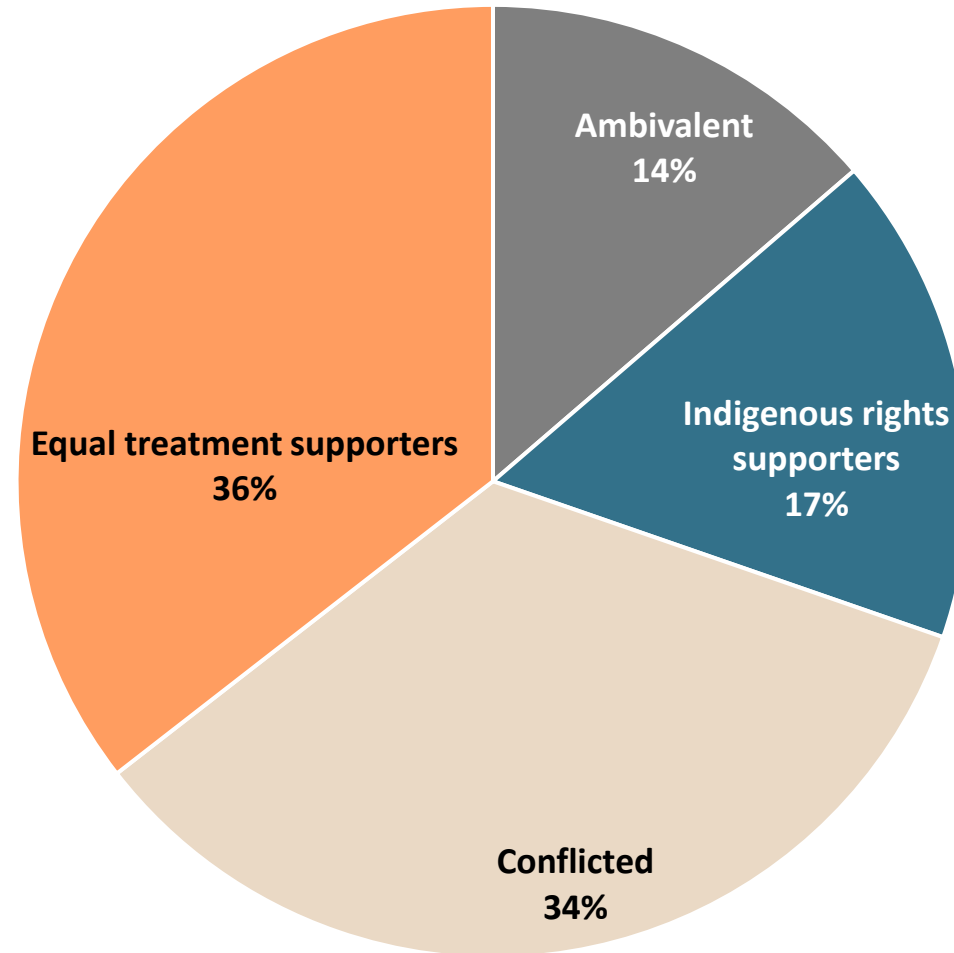
Based on the two statements “Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less” and “Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do not have,” we have segmented the population by their attitudes towards Indigenous rights.



# Indigenous Attitudes Segmentation:

Most Canadians are either *equal treatment supporters* (36%) or *conflicted* (34%)

Based on the two statements “Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less” and “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,” we have segmented the population by their attitudes towards Indigenous rights.



# Moral Obligations by Indigenous Attitudes Segmentation:

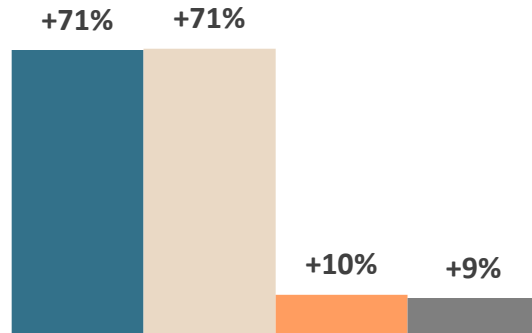
*Indigenous rights supporters and Conflicted are much more likely to sense moral obligations than other segments*

Q Please indicate if you agree or disagree with the following statements about the UN declaration:  
[asked of all respondents, n=2,000]

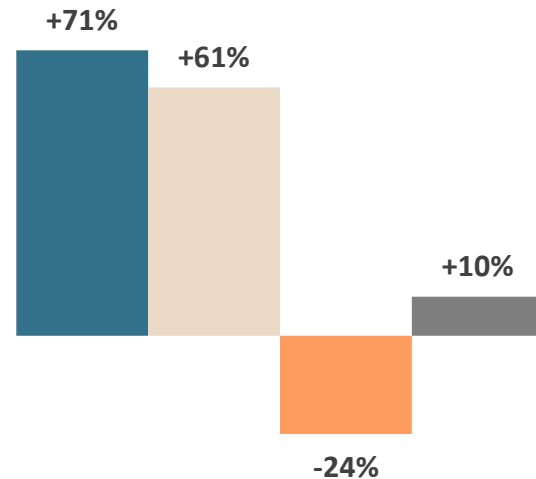
## Net Agreement

[(Strongly agree + Somewhat agree) – (Strongly disagree + Somewhat disagree)]

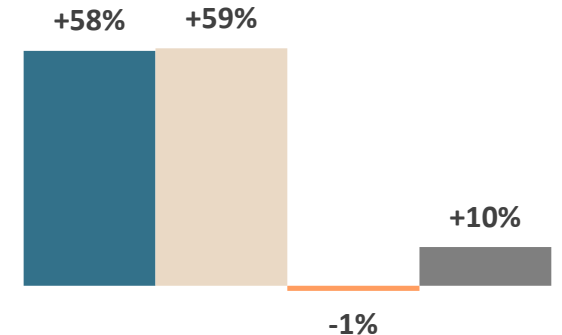
Canadians have a duty to help resolve the massive inequalities that Indigenous people face in Canada.



Indigenous peoples were here first; they deserve compensation for the injustices they suffered when they lost their lands.



Government efforts on behalf of Indigenous Canadians have failed badly, so it makes sense for Indigenous people to take control of their own affairs.



■ Indigenous rights supporters ■ Conflicted ■ Equal treatment supporters ■ Ambivalent

# Rights by Indigenous Attitudes Segmentation:

Indigenous rights supporters are more likely to disagree on the *same rights* for Indigenous peoples and Canadians

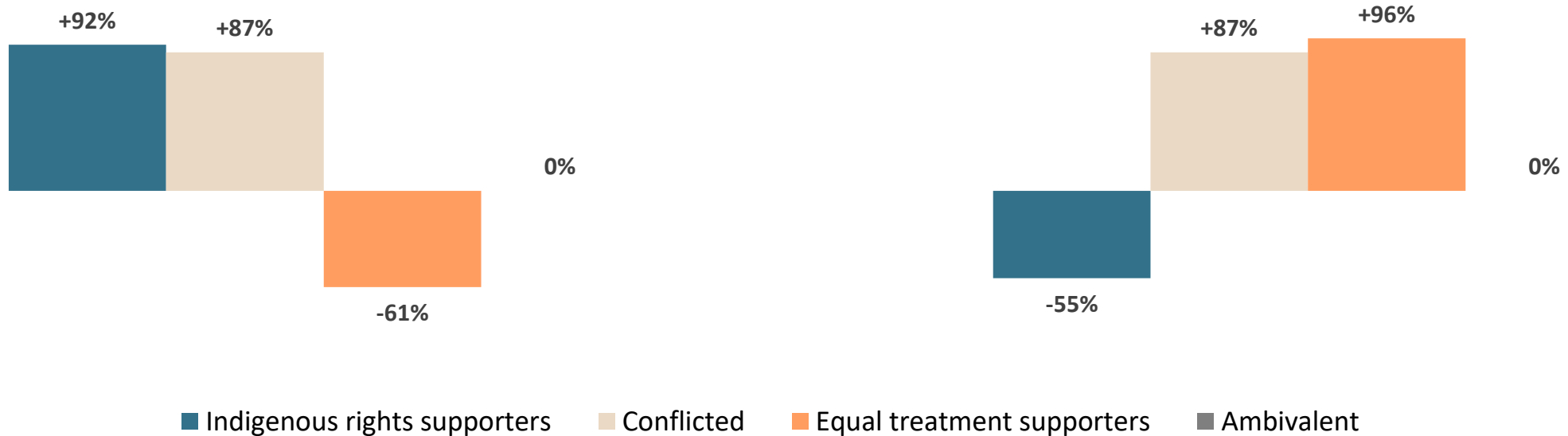
Q Please indicate if you agree or disagree with the following statements about the UN declaration:  
[asked of all respondents, n=2,000]

## Net Agreement

[(Strongly agree + Somewhat agree) – (Strongly disagree + Somewhat disagree)]

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.

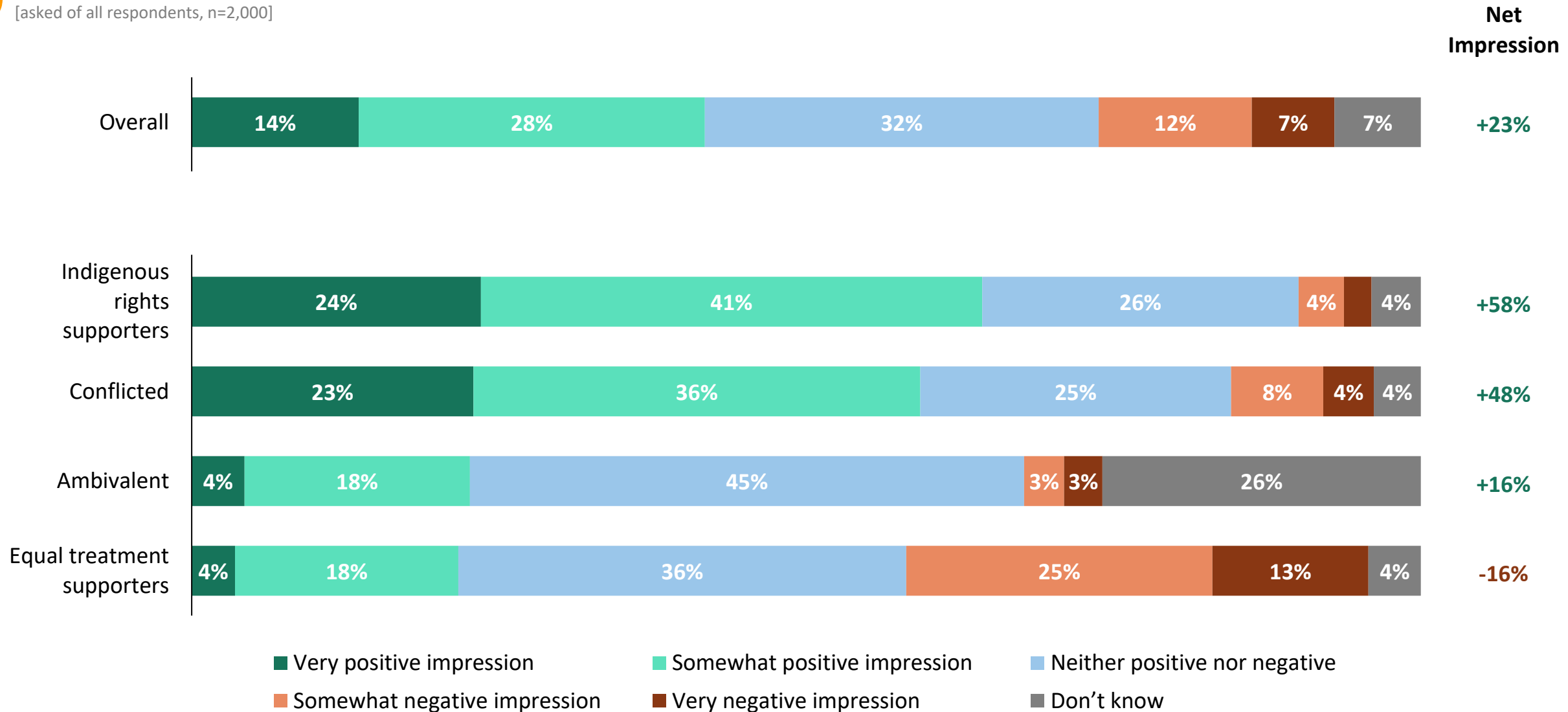
Canada's Indigenous peoples should have the same rights as any other Canadian, no more and no less.



# Impression by Indigenous Attitudes Segmentation:

*Indigenous rights supporters far more likely than equal treatment supporters to have a positive impression*

Q When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a...?  
[asked of all respondents, n=2,000]



# **Mining Rights**



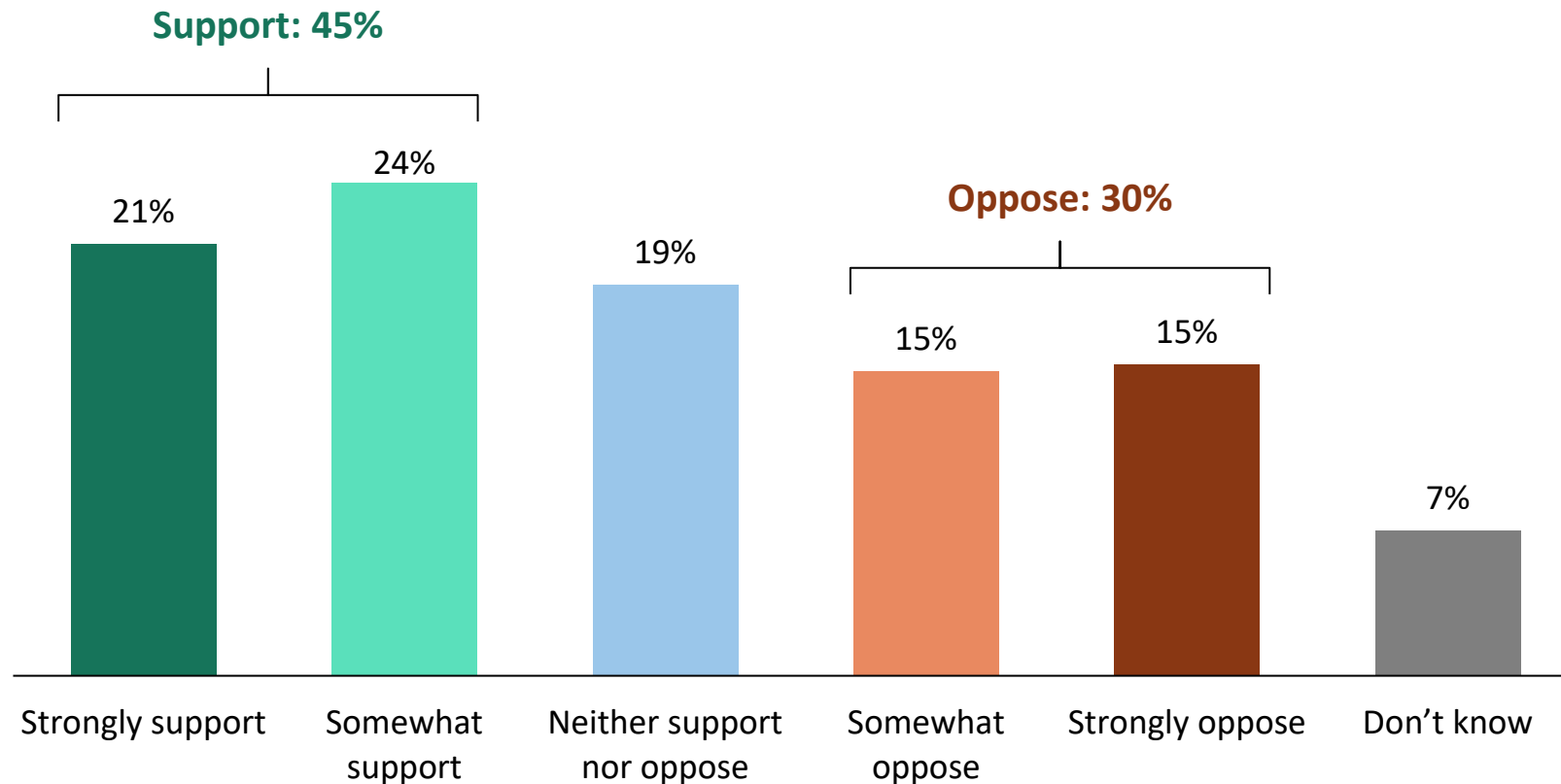
# Restrictions on Mining Permits:

A plurality (45%) support restrictions on mining permits while 30% oppose; support is highest among *Core Left*



Earlier this year, the BC government announced an interim order placing restrictions on previously-issued mining permits in two BC First Nation traditional territories. These measures prevented mineral developers and prospectors to exercise their permit rights without the consent of the respective Nations. Do you support or oppose the BC government's interim order of placing restrictions on mining permits unless local First Nations agree to the activities?

[only asked of BC respondents, n=278]



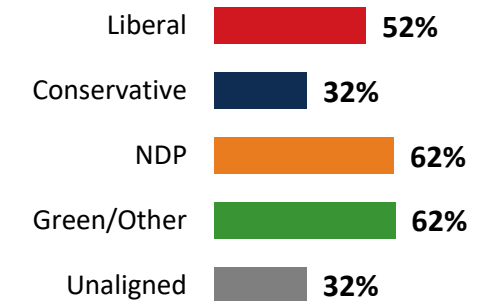
## Segmentation: 2024

Respondents who say 'Support'

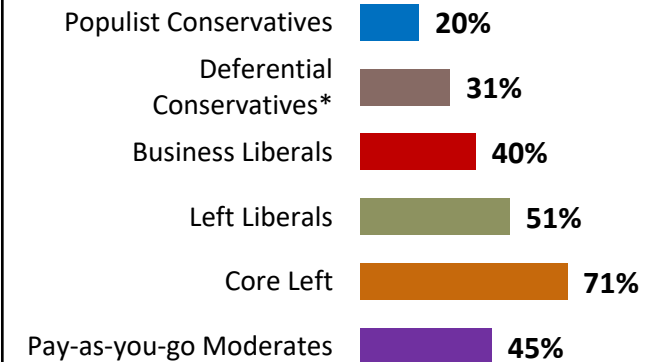
### Indigenous Ancestry



### Federal Party ID



### Value Cluster



NOTE: \*This indicates a n-size equal to or less than 30. Please treat results with caution.

# Methodology

# Survey Methodology



These are the results of an online survey conducted between May 2<sup>nd</sup> and May 12<sup>th</sup>, 2024.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. 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=2,830 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** May 2<sup>nd</sup> and May 12<sup>th</sup>, 2024.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote 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 (%)
<b>Men 18-34</b>	319	11.3%	268	13.5%
<b>Men 35-54</b>	410	14.5%	315	15.8%
<b>Men 55+</b>	629	22.3%	384	19.3%
<b>Women 18-34</b>	348	12.3%	263	13.2%
<b>Women 35-54</b>	452	16.0%	328	16.5%
<b>Women 55+</b>	662	23.5%	432	21.7%
<b>Region</b>				
<b>BC</b>	456	16.1%	280	14.0%
<b>AB</b>	374	13.2%	224	11.2%
<b>Prairies</b>	259	9.2%	130	6.5%
<b>ON</b>	945	33.4%	772	38.6%
<b>QC</b>	572	20.2%	460	23.0%
<b>Atlantic</b>	224	7.9%	134	6.7%

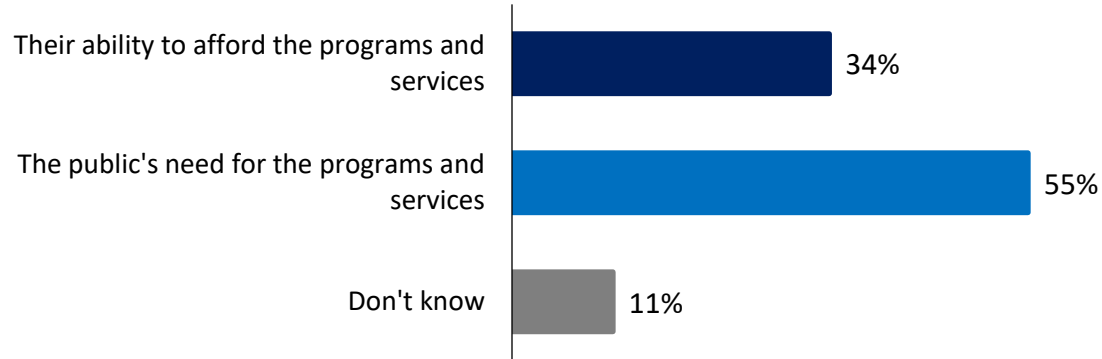
# Appendix: Value Clusters

# Core Political Values:

Almost 3-in-5 (58%) say that the main role of the government is *“to create equal opportunity”*

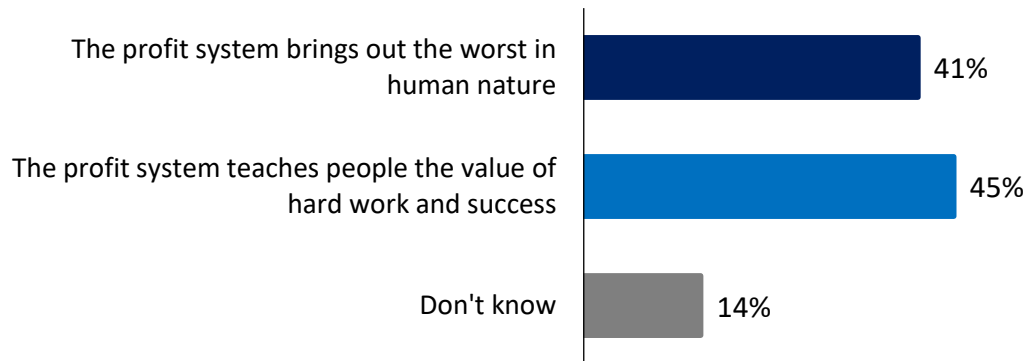
**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=2,000]



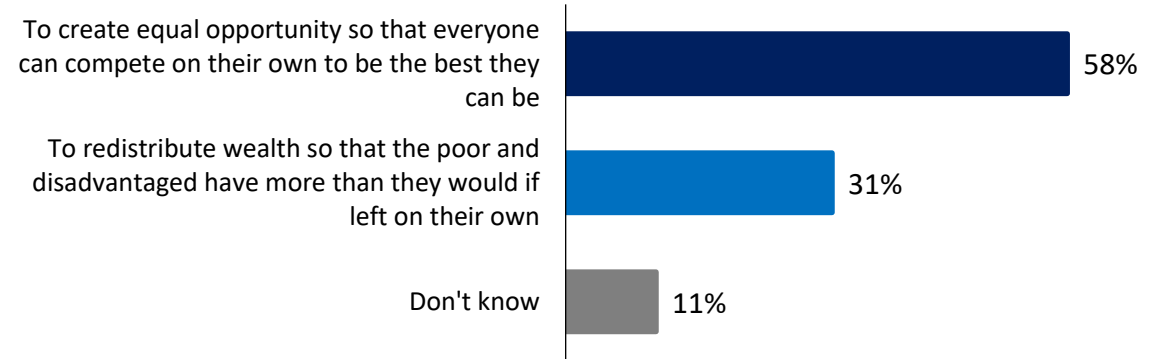
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n= 2,000]



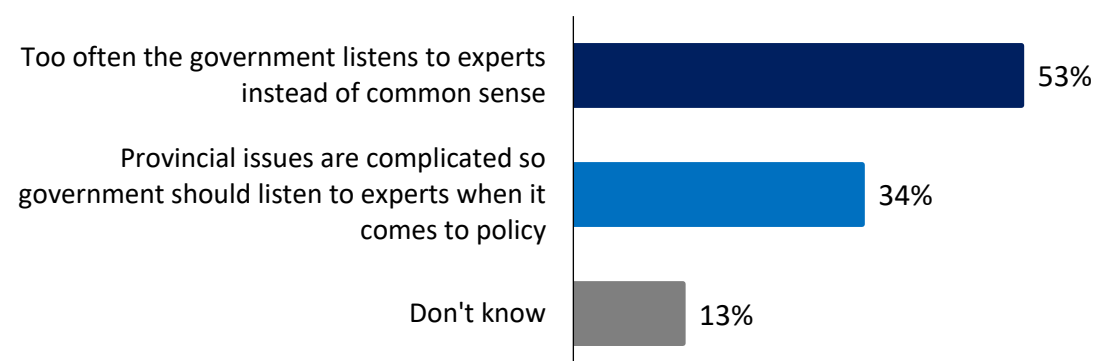
**Q** Is the main role of government to...?

[asked of all respondents; n= 2,000]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

[asked of all respondents; n= 2,000]



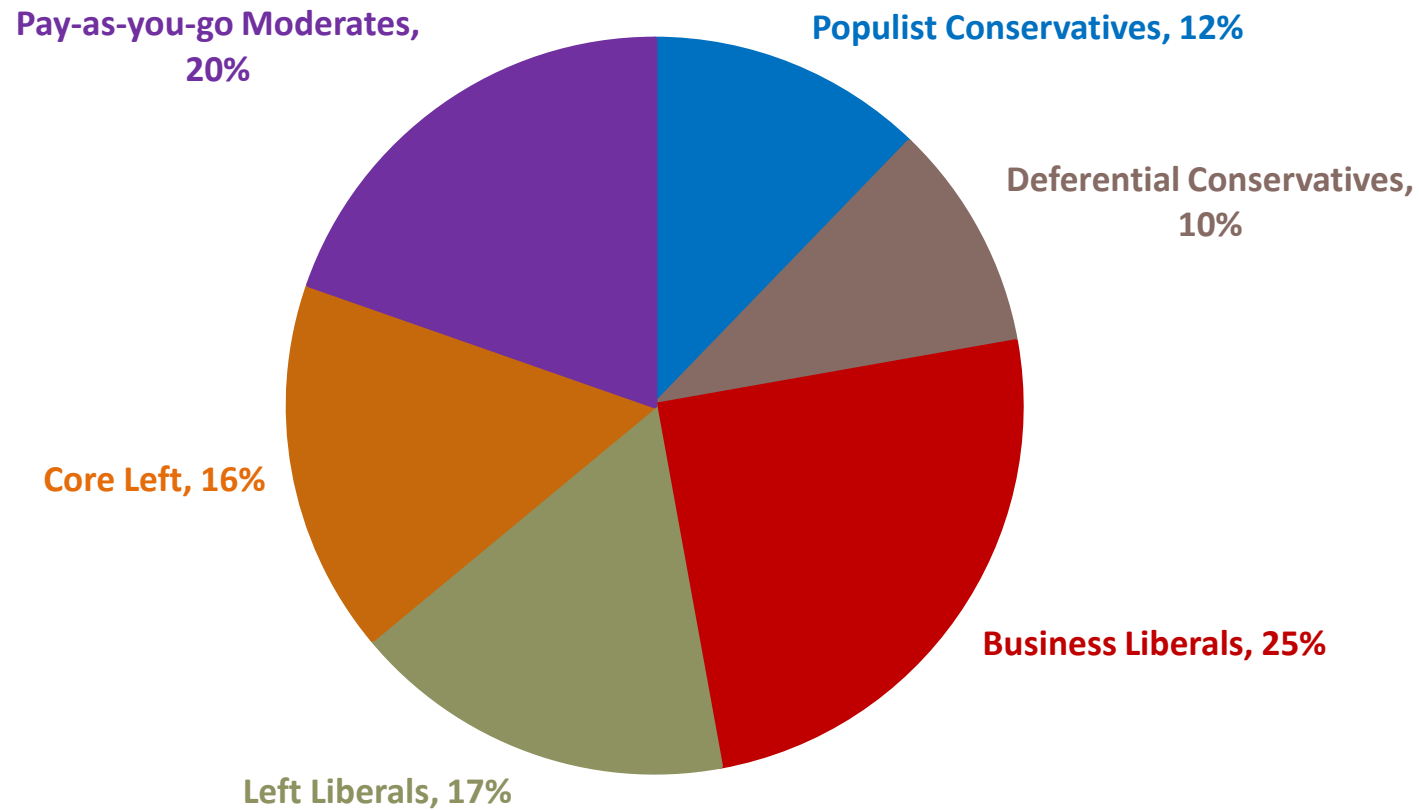
# Value Clusters:

A quarter of Canadians are Business Liberals while 1-in-5 are Pay-as-you-go Moderates



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents, n=2,000]





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**Building Understanding.**

