



Canadians' Attitudes on Violence Against Indigenous Women



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Field Dates: May 23rd to June 1st, 2025

Table of Contents

Key Findings	3
Segmentation	4
Violence Against Indigenous Women	9
Methodology	14

Key Findings

- 1** Most Canadians (56%) think Indigenous women are more at risk of violence than women in general.

- 2** However, only 4-in-10 think governments should spend more on protecting Indigenous women from violence, a view more prevalent among those on the political Left.

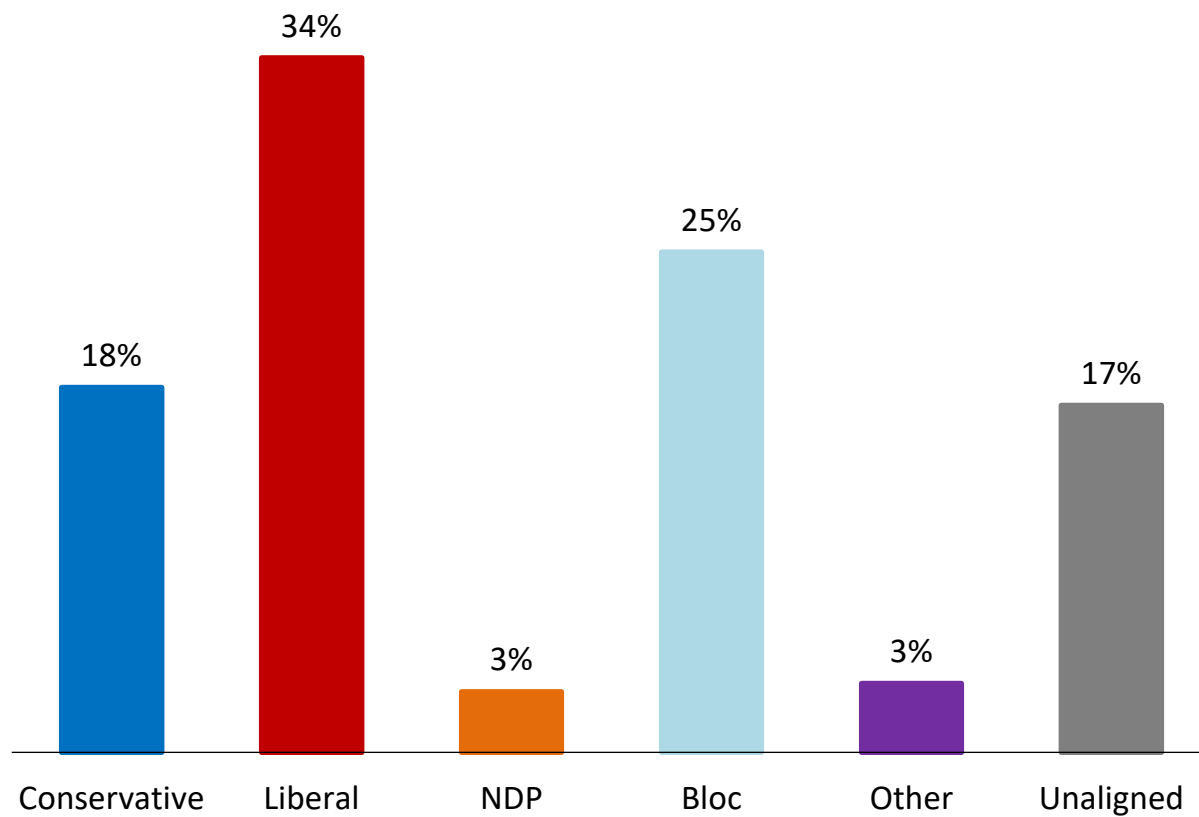
- 3** Violence against Indigenous women is perceived as a low-priority issue. 1% mention it as the most important Indigenous issue. Only 18% are familiar enough with it to know the meaning of Red Dress Day, which honors the lives of missing and murdered Indigenous women.

Segmentation

Federal Party ID

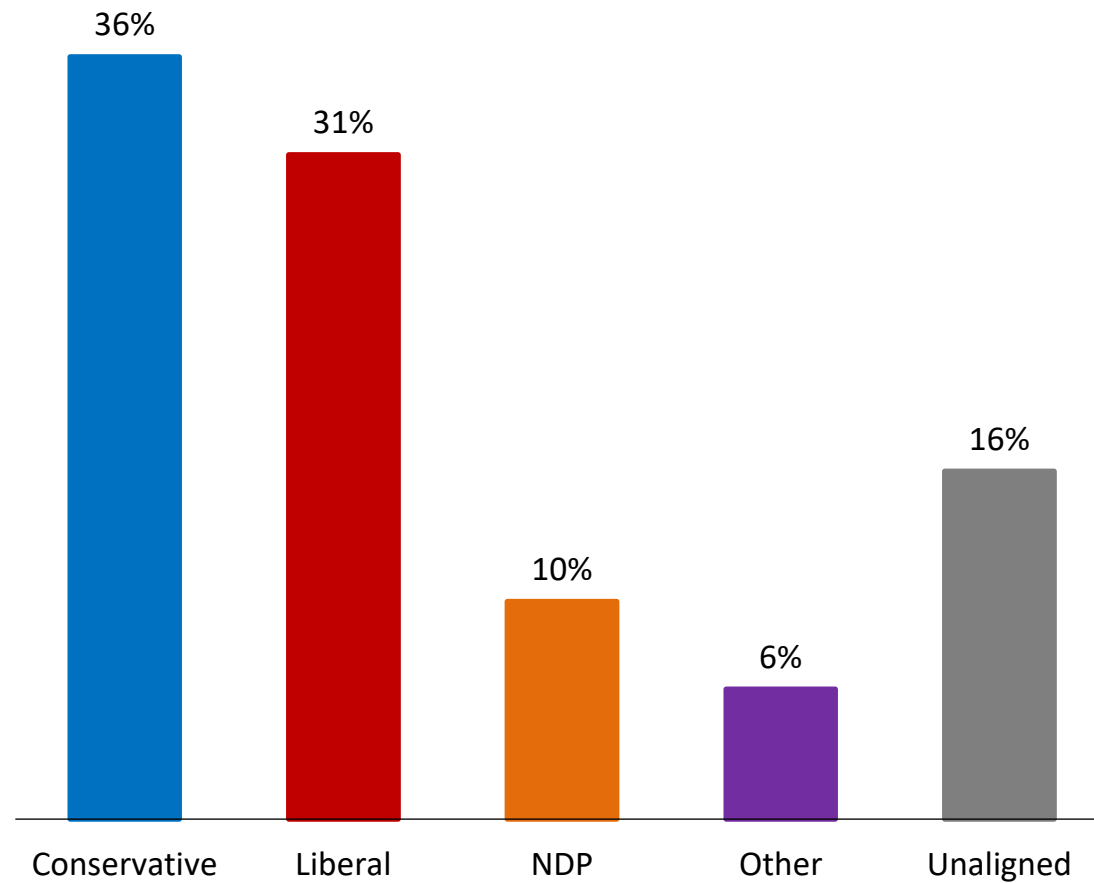
Party ID: Quebec

[Respondents in Quebec; n=288]



Party ID: Rest of Canada

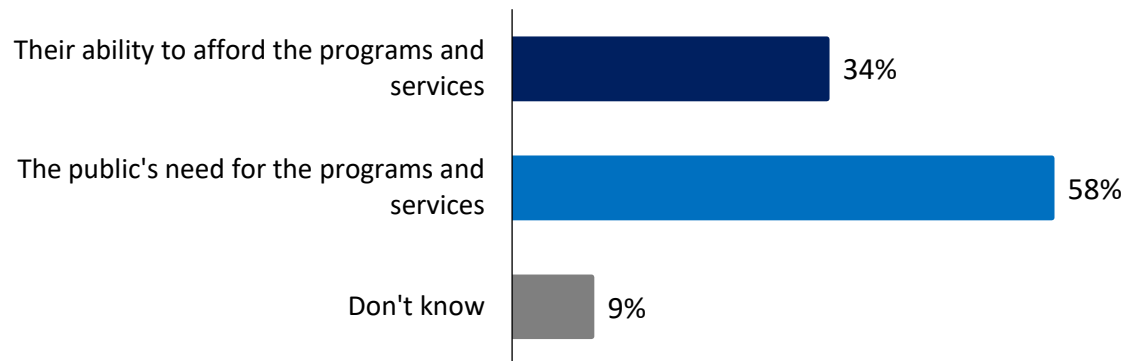
[Respondents in the rest of Canada; n=962]



Core Political Values

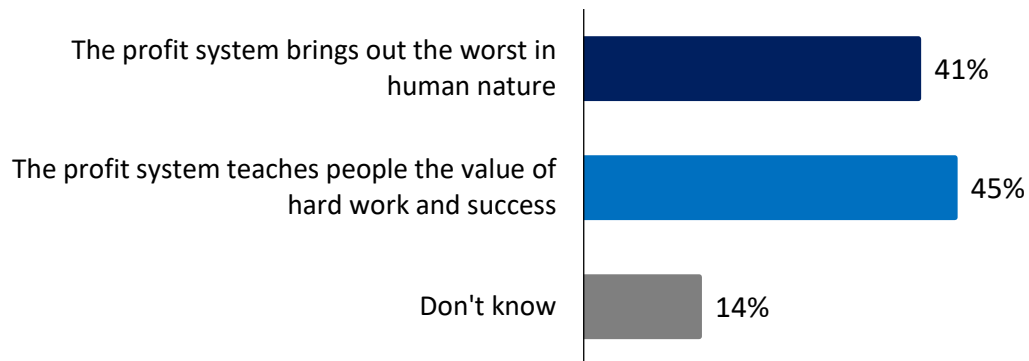
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1,250]



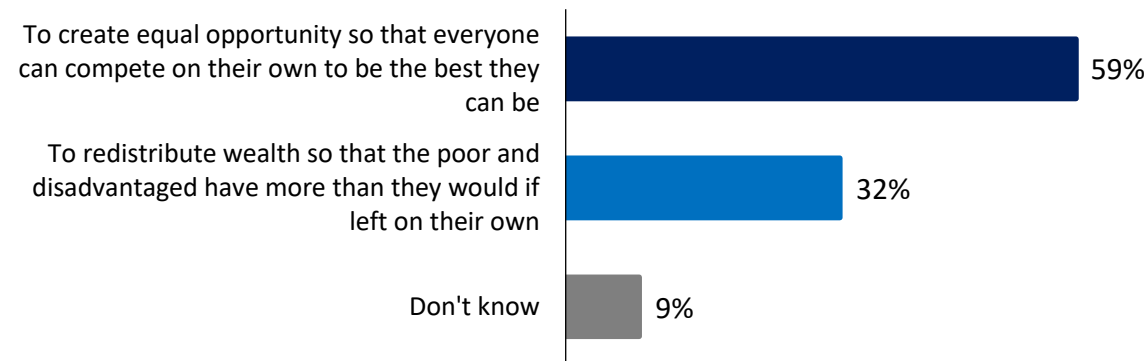
Q Which of the following statements comes closest to your view?

[asked of all respondents; n= 1,250]



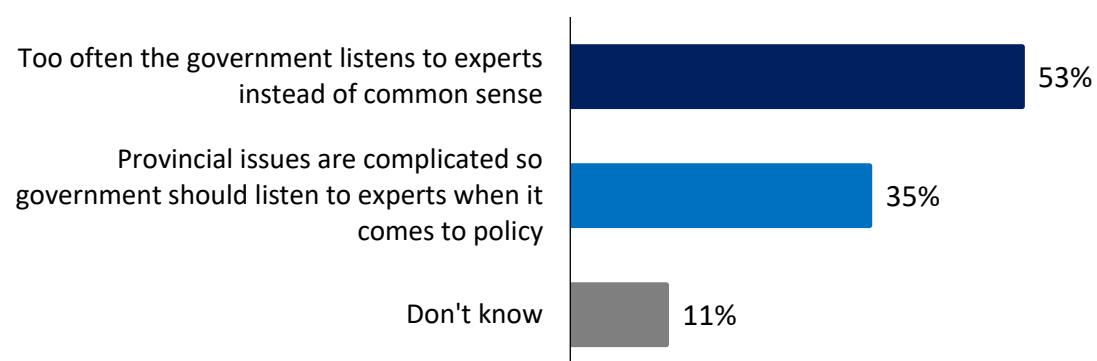
Q Is the main role of government to...?

[asked of all respondents; n= 1,250]



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

[asked of all respondents; n= 1,250]

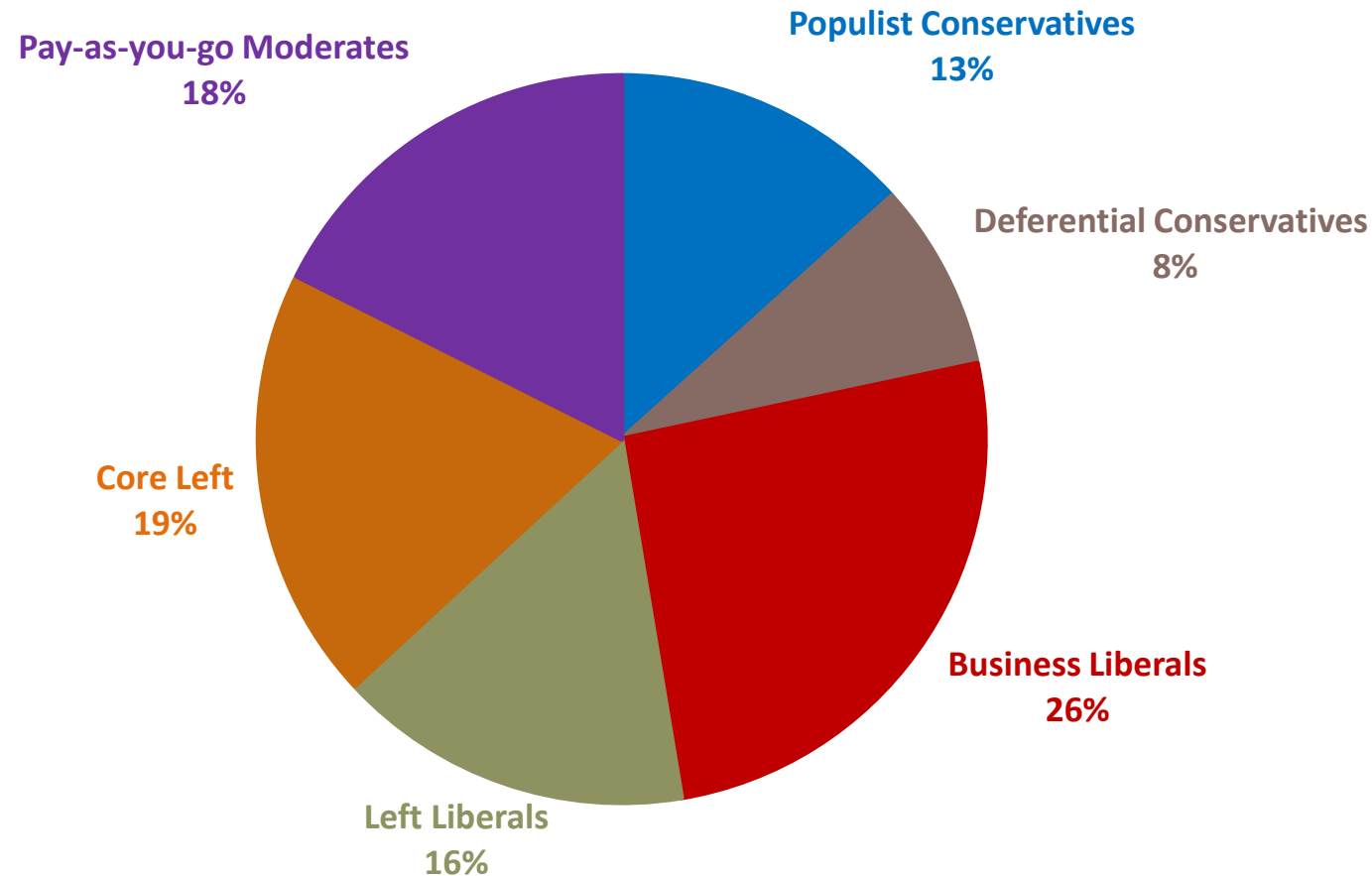


Value Clusters



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=1,250]

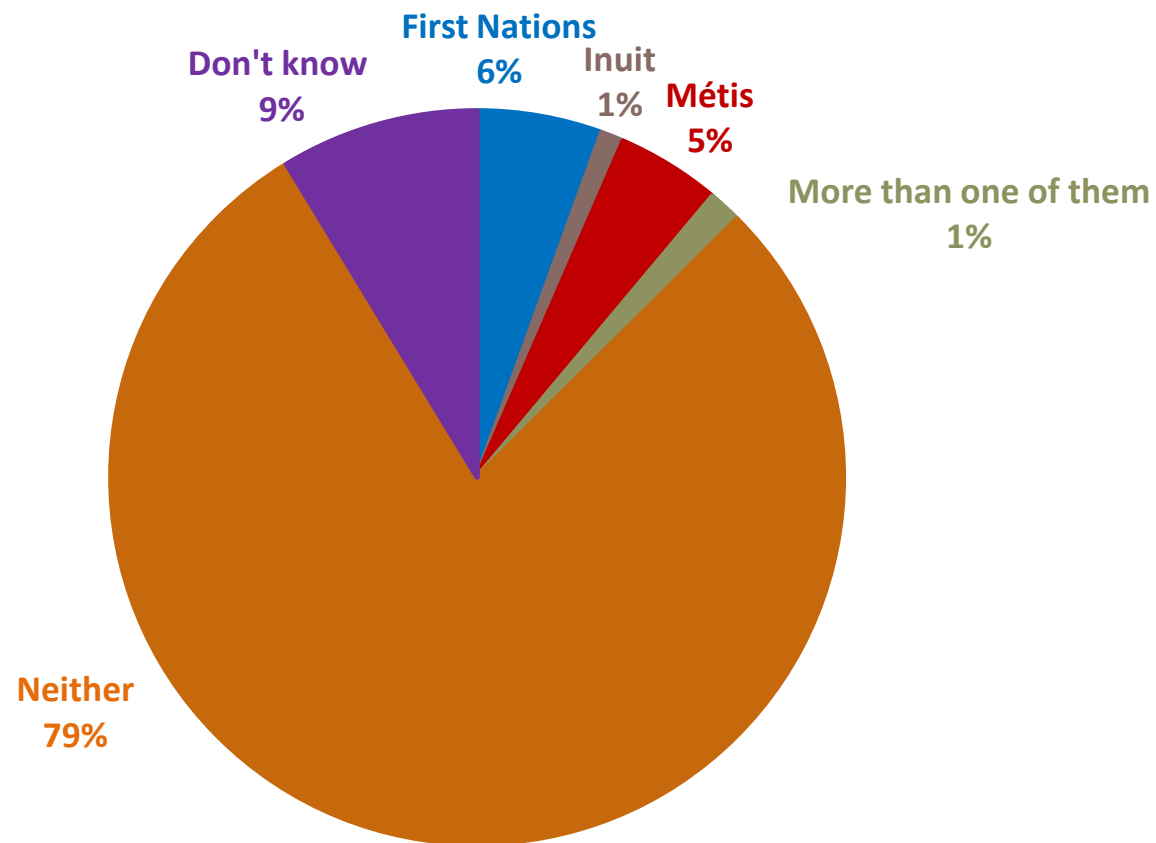


Ancestry Segmentation



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

[asked of all respondents, n=1,250]



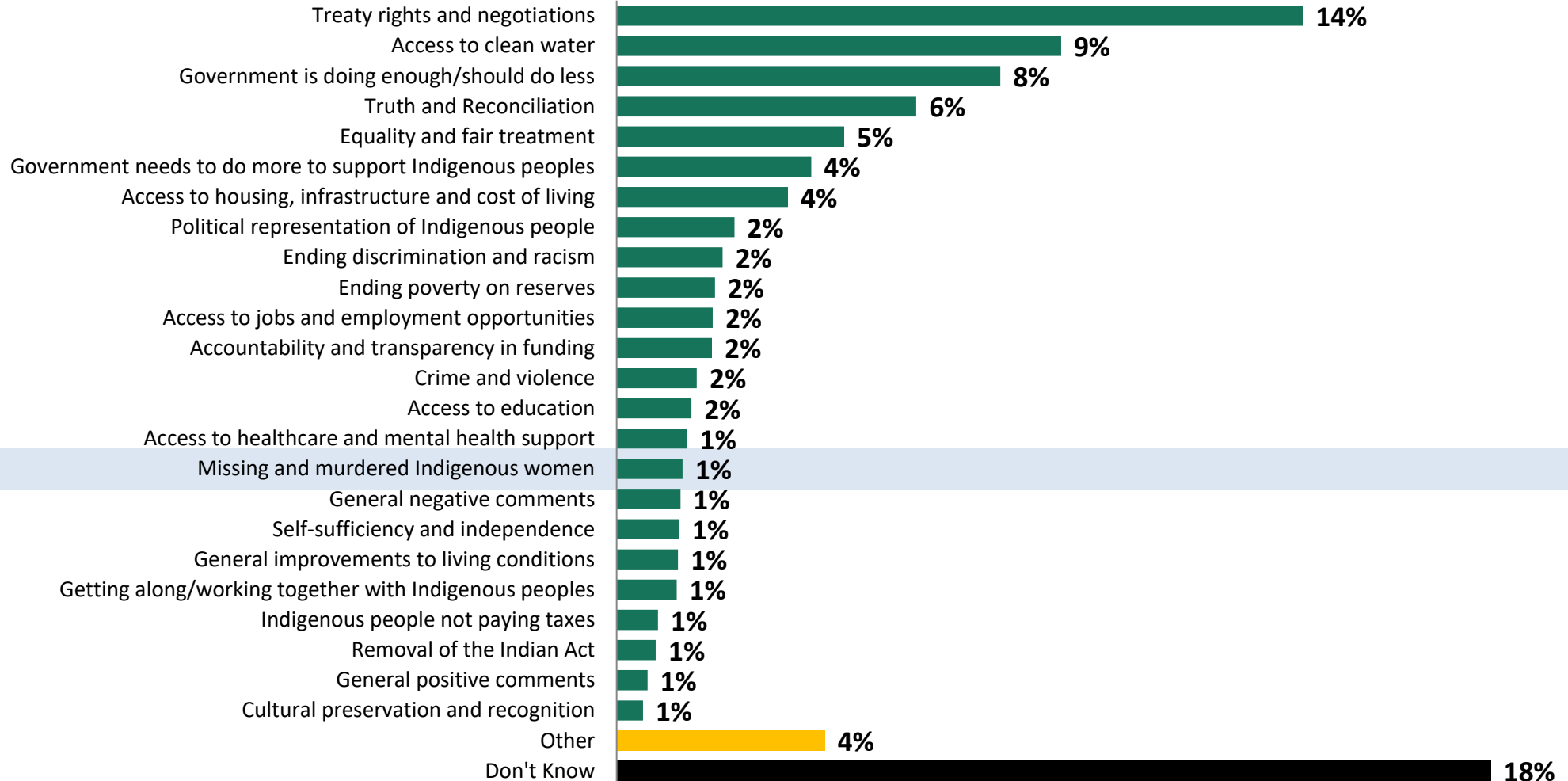
Violence against Women

Importance of Violence Against Indigenous Women

Violence against Indigenous women is a low-priority issue (1%) relative to other Indigenous issues



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=1,250]

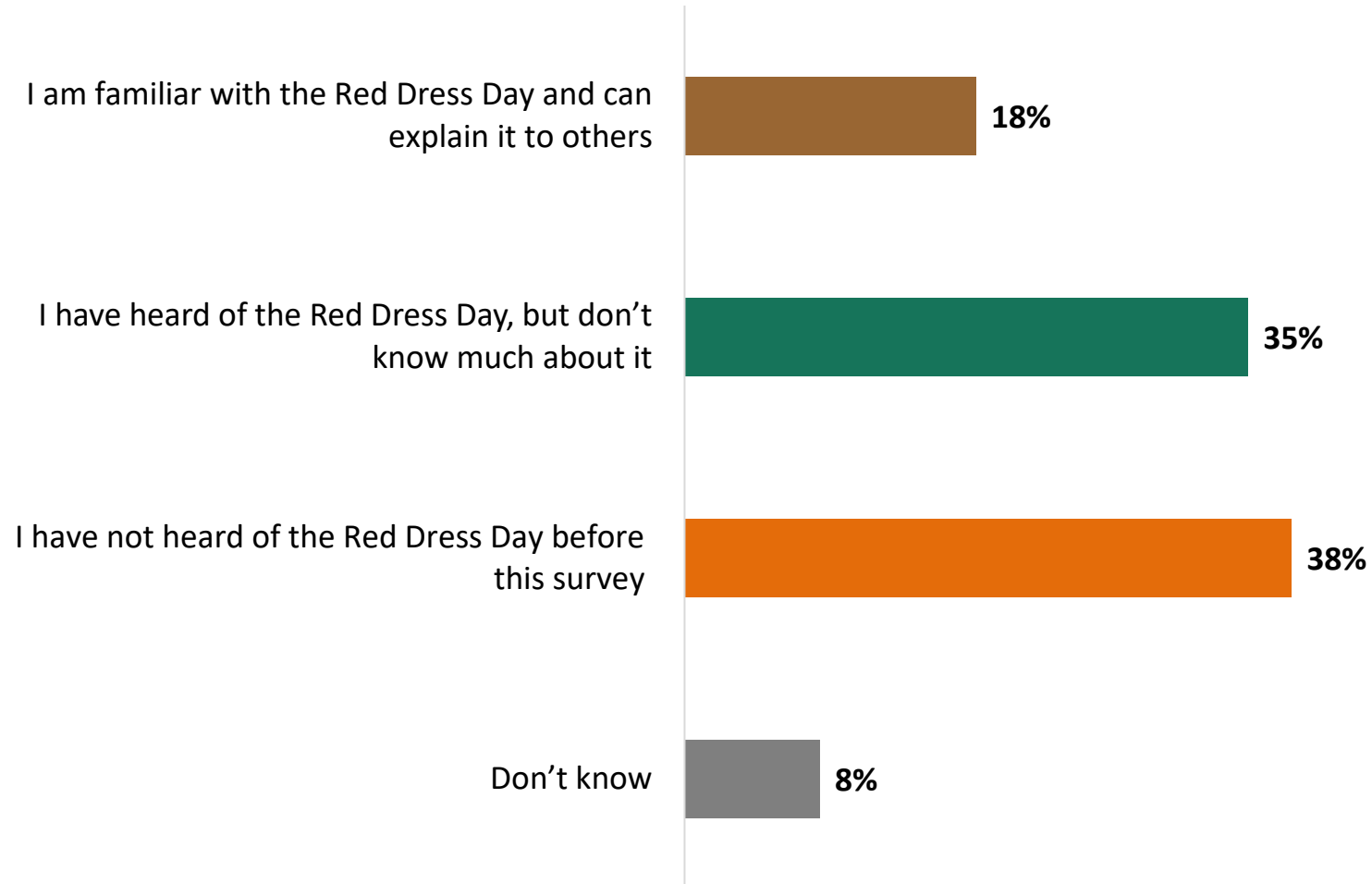


NOTE: Refused (1%) and None (3%) are not shown.

Familiarity with Red Dress Day

Only 18% of respondents are familiar with Red Dress Day; highest in the Prairies and among NDP partisans (28%)

Q How familiar are you with the history of the Red Dress Day in Canada?
[asked of all respondents, n=1,250]



Segmentation: 2025

Respondents who 'Have heard/can explain'

Gender

Women	21%
Men	15%

Education

High school or less	15%
College or trades	17%
University or above	24%

Indigenous Ancestry

Yes	28%
No/Don't know	17%

Region

British Columbia	27%
Alberta	28%
Prairies	32%
Ontario	15%
Québec	7%
Atlantic	25%

Federal Party ID

Liberal	19%
Conservative	18%
NDP	28%
Bloc/Other	13%
Unaligned	17%

Value Cluster

Populist Conservatives	20%
Deferential Conservatives	9%
Business Liberals	19%
Left Liberals	18%
Core Left	25%
Pay-as-you-go Moderates	13%

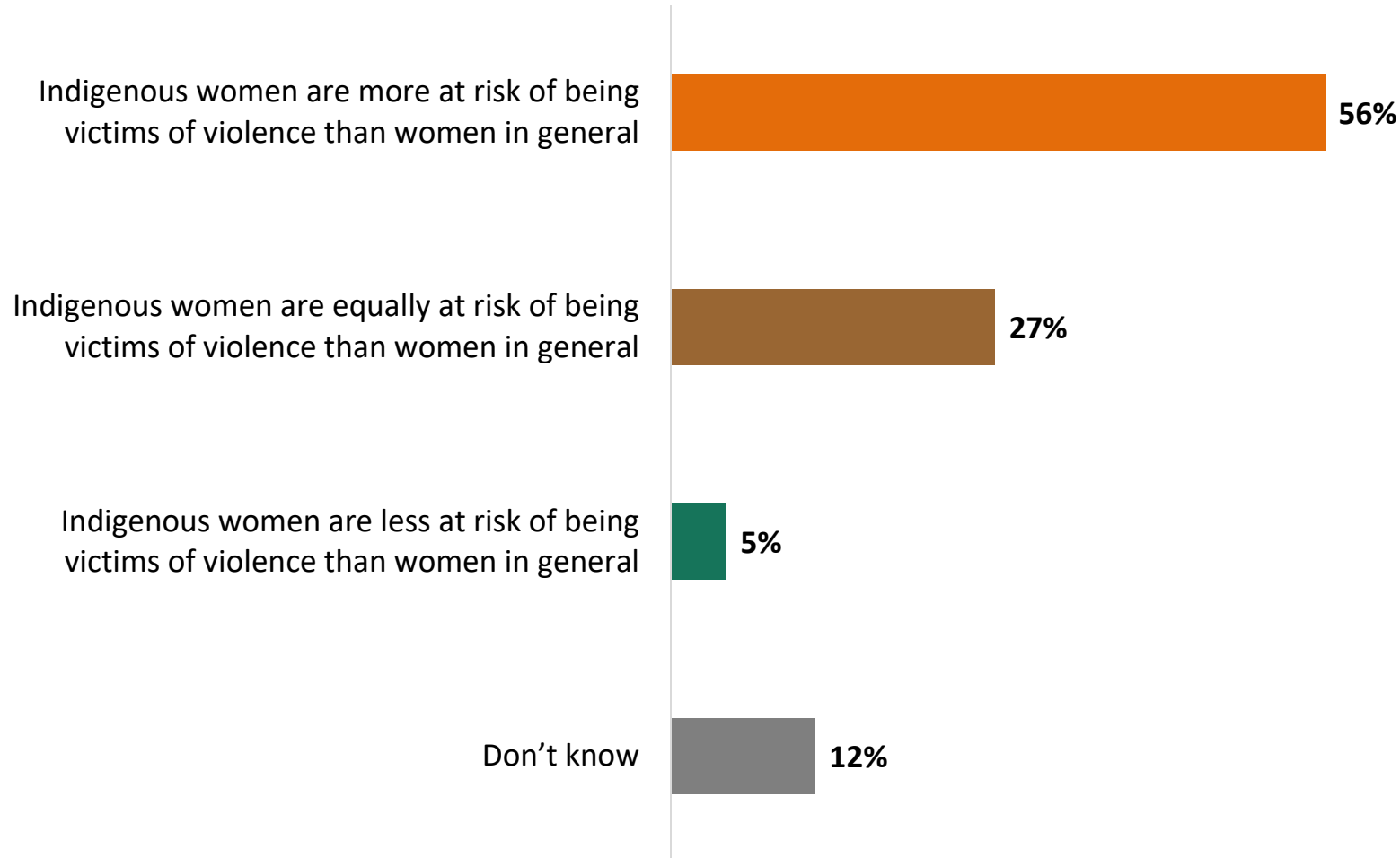
Perceived Risk of Violence for Indigenous Women

56% believe Indigenous women are more at risk of violence than women in general; highest among NDP partisans



Do you think Indigenous women are more, less or equally at risk of being victims of violence than women in general?

[asked of all respondents, n=1,250]



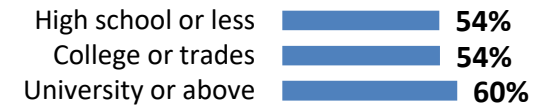
Segmentation: 2025

Respondents who say 'More at risk'

Gender



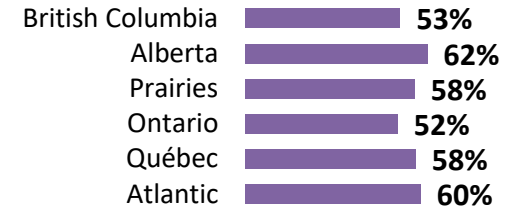
Education



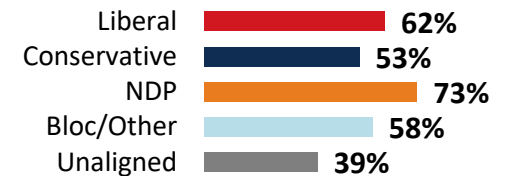
Indigenous Ancestry



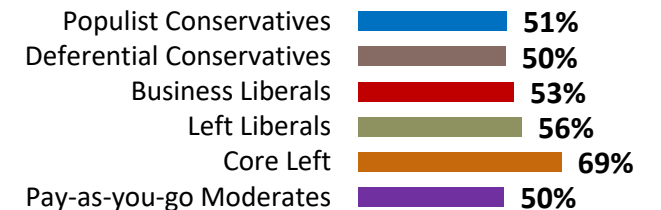
Region



Federal Party ID



Value Cluster



Government Spending on Indigenous Women Protection

43% say gov. should spend more on protecting Indigenous women from violence; highest among the Left



Do you think governments should spend more, less, or about the same on protecting Indigenous women from violence?

[asked of all respondents, n=1,250]



Segmentation: 2025

Respondents who say 'Spend more'

Gender

Women 44%

Men 42%

Education

High school or less 42%

College or trades 40%

University or above 48%

Indigenous Ancestry

Yes 54%

No/Don't know 42%

Region

British Columbia 37%

Alberta 44%

Prairies 32%

Ontario 45%

Québec 46%

Atlantic 46%

Federal Party ID

Liberal 52%

Conservative 34%

NDP 60%

Bloc/Other 50%

Unaligned 31%

Value Cluster

Populist Conservatives 29%

Deferential Conservatives 36%

Business Liberals 45%

Left Liberals 48%

Core Left 58%

Pay-as-you-go Moderates 34%

Methodology

Survey Methodology



These are the results of an online survey conducted between May 23rd to June 1st, 2025.

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=1927 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,250 based on Census data from Statistics Canada.

Field Dates: May 23rd to June 1st, 2025.

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. 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	185	9.6%	168	13.5%
Men 35-54	268	14.0%	198	15.9%
Men 55+	471	24.5%	238	19.1%
Women 18-34	208	10.8%	164	13.2%
Women 35-54	317	16.5%	208	16.7%
Women 55+	472	24.6%	269	21.6%
BC	295	15.3%	175	14.0%
AB	251	13.0%	139	11.1%
Prairies	145	7.5%	82	6.6%
ON	713	37.0%	483	38.6%
QC	382	19.8%	288	23.0%
Atlantic	141	7.3%	84	6.7%



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Building Understanding.

