



Tracking Canadians' Attitudes on Indigenous Issues



Release Date: June 20th, 2025
Field Dates: May 23rd to June 1st, 2025

Table of Contents

Key Findings	3
Segmentation	4
Indigenous Ancestry and Personal Connection	9
Attitudes, Values and Indigenous Impression	12
Government Approval	20
Read, Seen, Heard and Indigenous Issues	25
Methodology	30

Key Findings

1

Canadians have a largely positive impression of Indigenous people. Net impressions of Indigenous peoples and organizations are positive and stable compared to 2024, with 43% holding a positive view and only 19% a negative one. Impressions of Indigenous peoples are the least positive in the Prairies (26%), and also shaped by partisanship: only about 3 in 10 Conservatives and non-partisans have a positive view, compared to about 6 in 10 for Liberals and NDP supporters.

2

Support for distinct rights for Indigenous peoples is on the rise. Agreement with the proposition that Indigenous peoples should have rights that other Canadians do not have to protect their culture and heritage has risen by 7 points since 2024, reaching a majority at 54%. At the same time, even more Canadians still agree with the opposite position, with 69% saying that Indigenous people should have the same rights as any other Canadian. Canadians are conflicted on this issue, but those who strongly support equal treatment (43%) outnumber those who strongly support distinct rights (27%).

3

Approval of the federal and provincial governments is at its highest since 2008. While net approval of the federal and provincial governments' job in managing Indigenous issues is negative (-4% each), it is at its highest since 2008. Approval of the federal government's performance is partisan, with Liberals more likely to approve it (44%) than Conservatives (15%) and non-partisans (12%). Provincial government approval is highest in the Prairies (37%) and lowest in Quebec and Alberta, at 1-in-5 each.

4

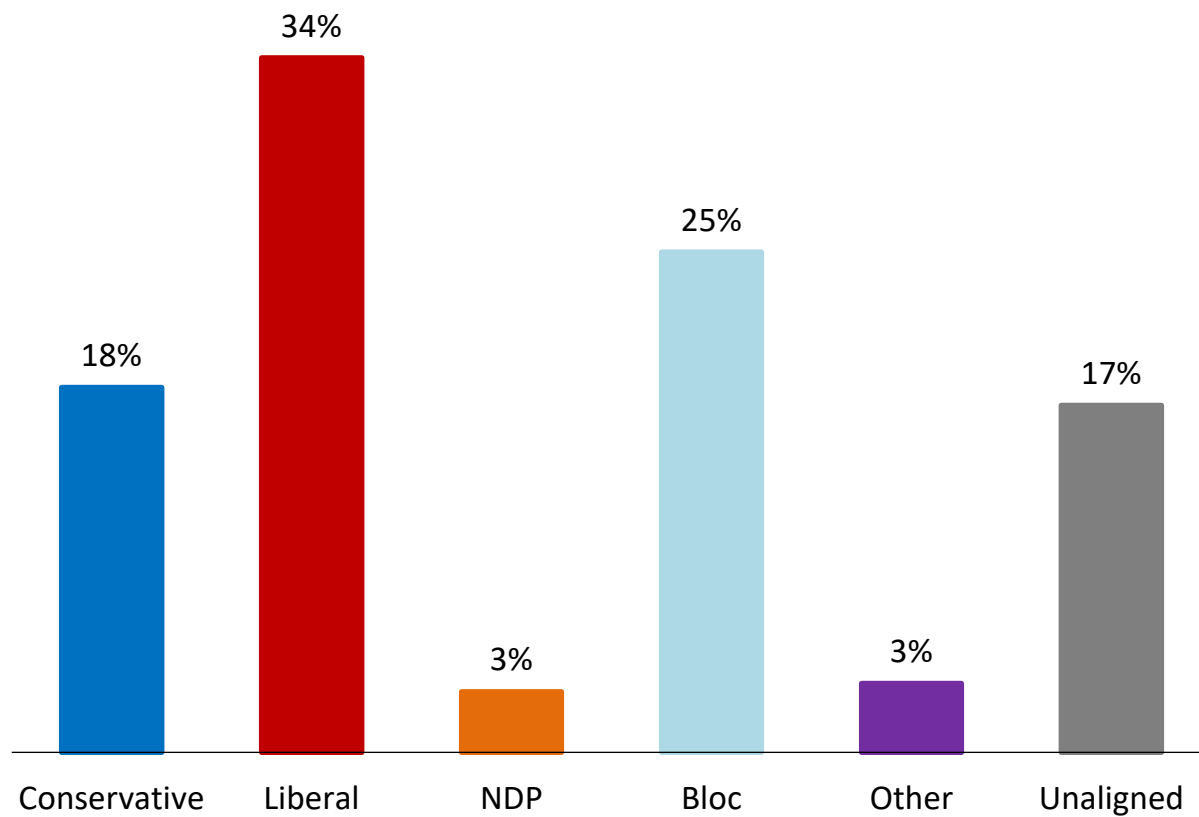
Land rights are perceived as the most important indigenous issue, but Indigenous issues remain among the lowest stated priorities for Canadians overall . Overall exposure to Indigenous topics is low, with only 19% of Canadians saying they have recently read, seen, or heard anything about Indigenous peoples. Among those who have, land rights and Alberta separatism are the most frequently mentioned topics. Among Canadians at large, land rights are also perceived as the most important Indigenous issue (14%), followed by access to clean water (9%).

Segmentation

Federal Party ID

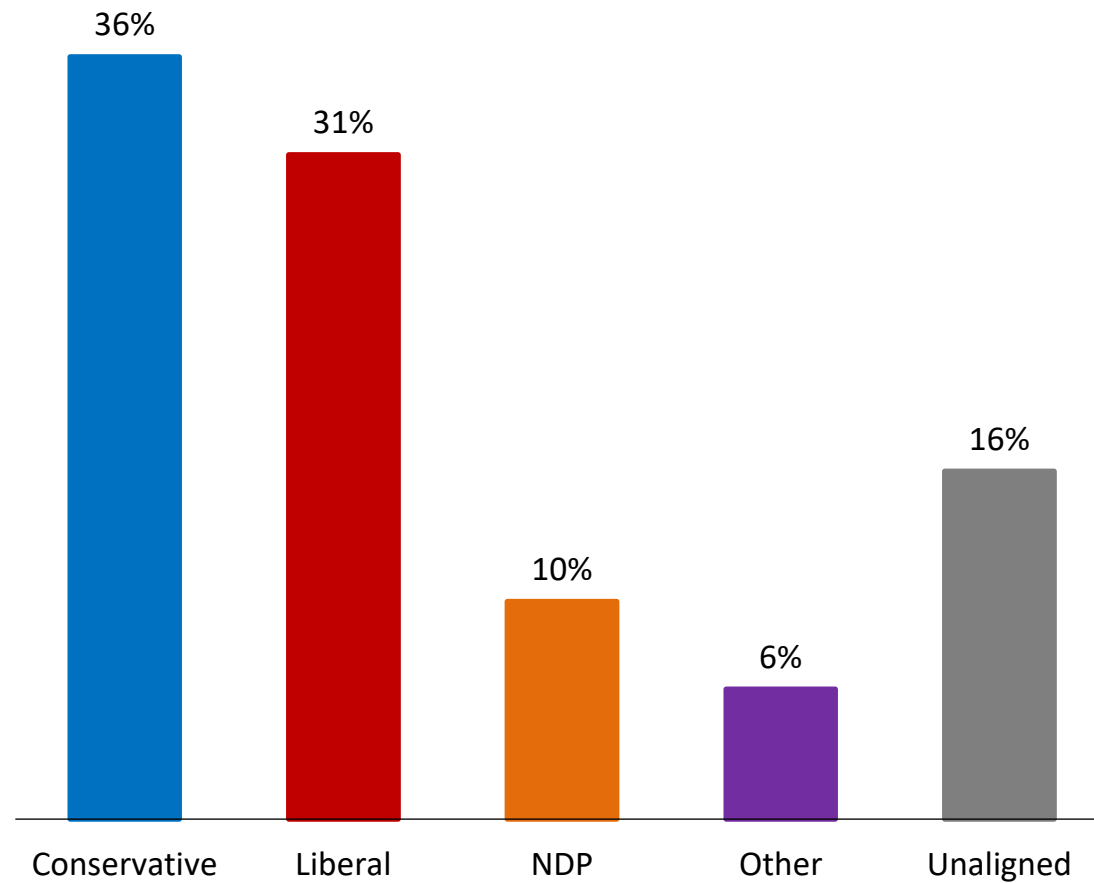
Party ID: Quebec

[Respondents in Quebec; n=288]



Party ID: Rest of Canada

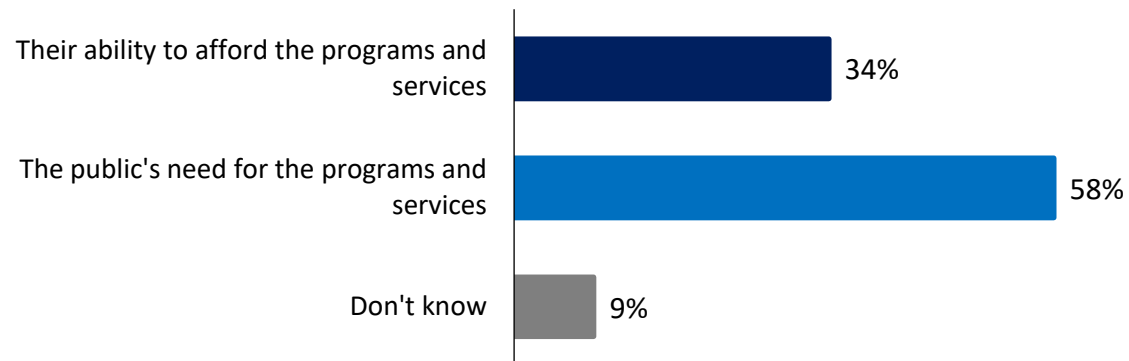
[Respondents in the rest of Canada; n=962]



Core Political Values

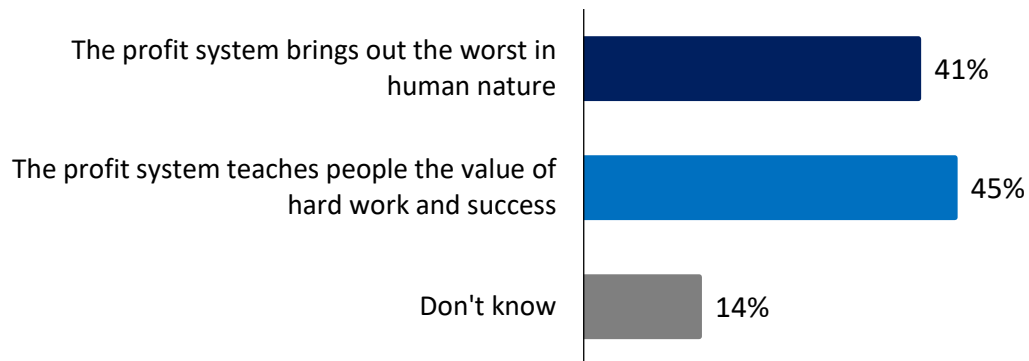
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

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



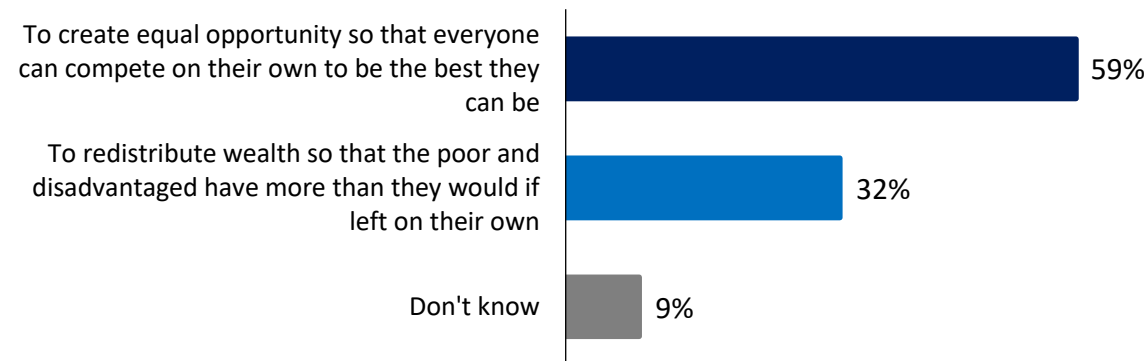
Q Which of the following statements comes closest to your view?

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



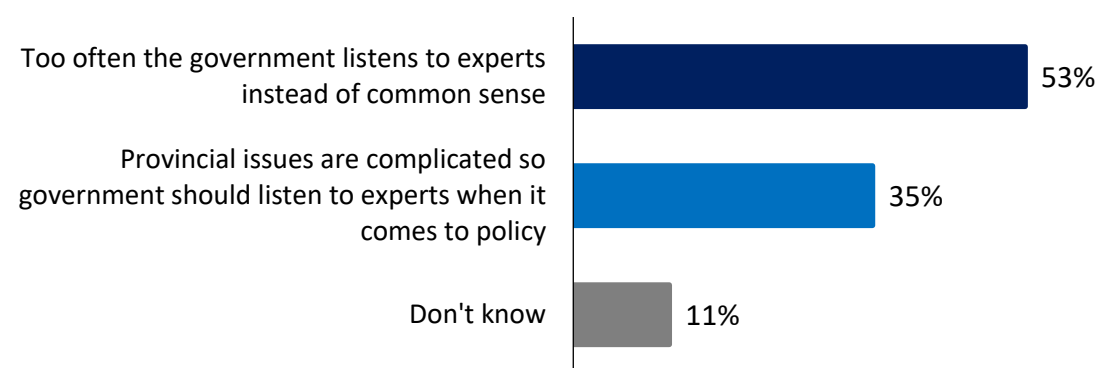
Q Is the main role of government to...?

[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]

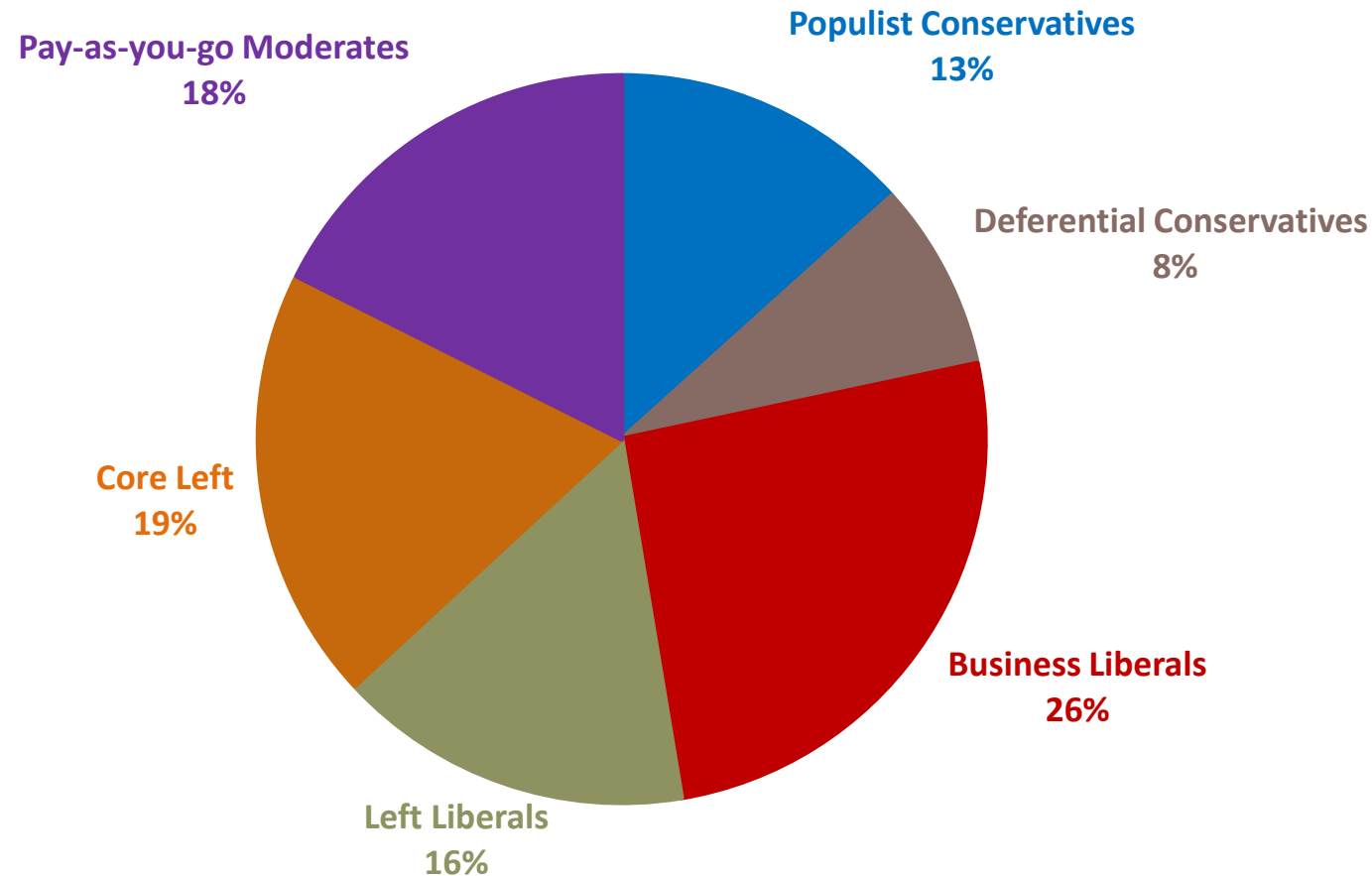


Value Clusters



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]

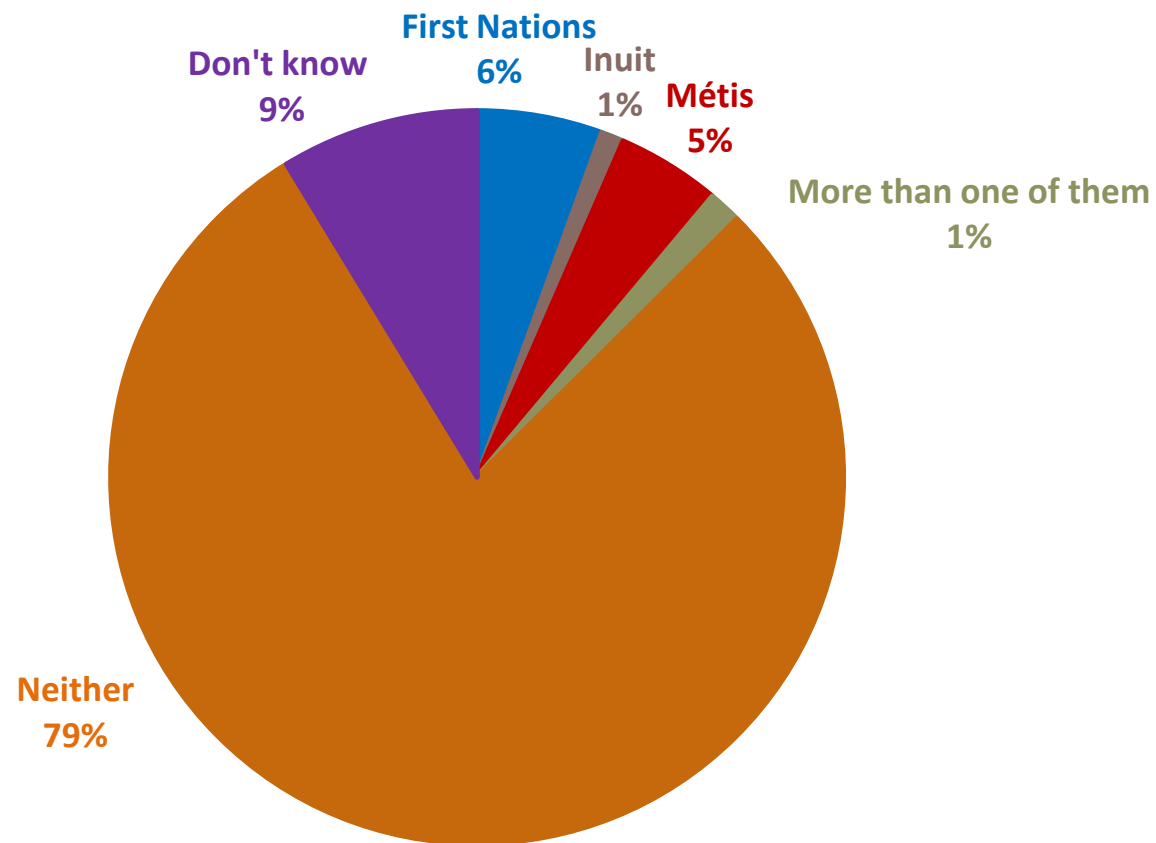


Ancestry Segmentation



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

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



Indigenous Ancestry and Personal Connection

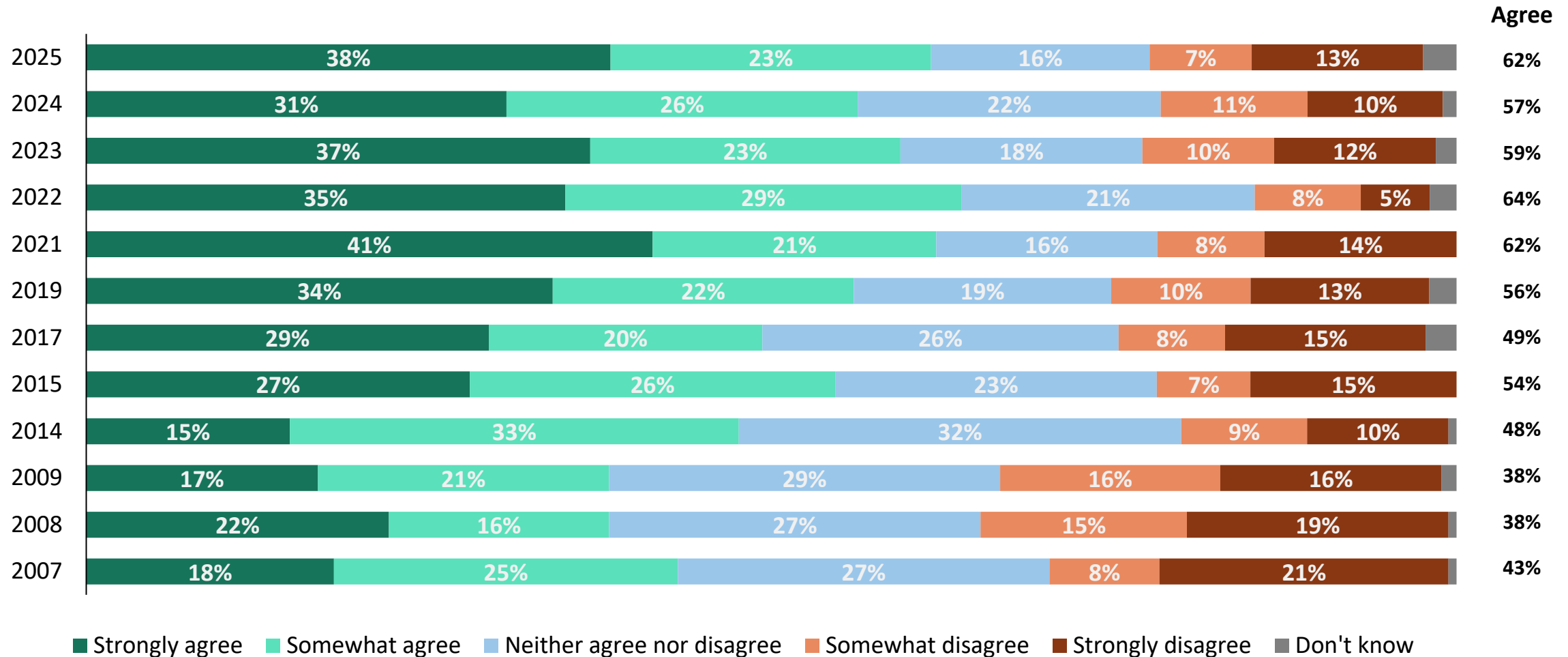
Importance of Ancestry

Importance of Indigenous heritage rebounds to 62% after recent dip, up 19 points since 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 those who have Indigenous ancestry, n=157]



NOTE: Data labels of 4% or less not shown.

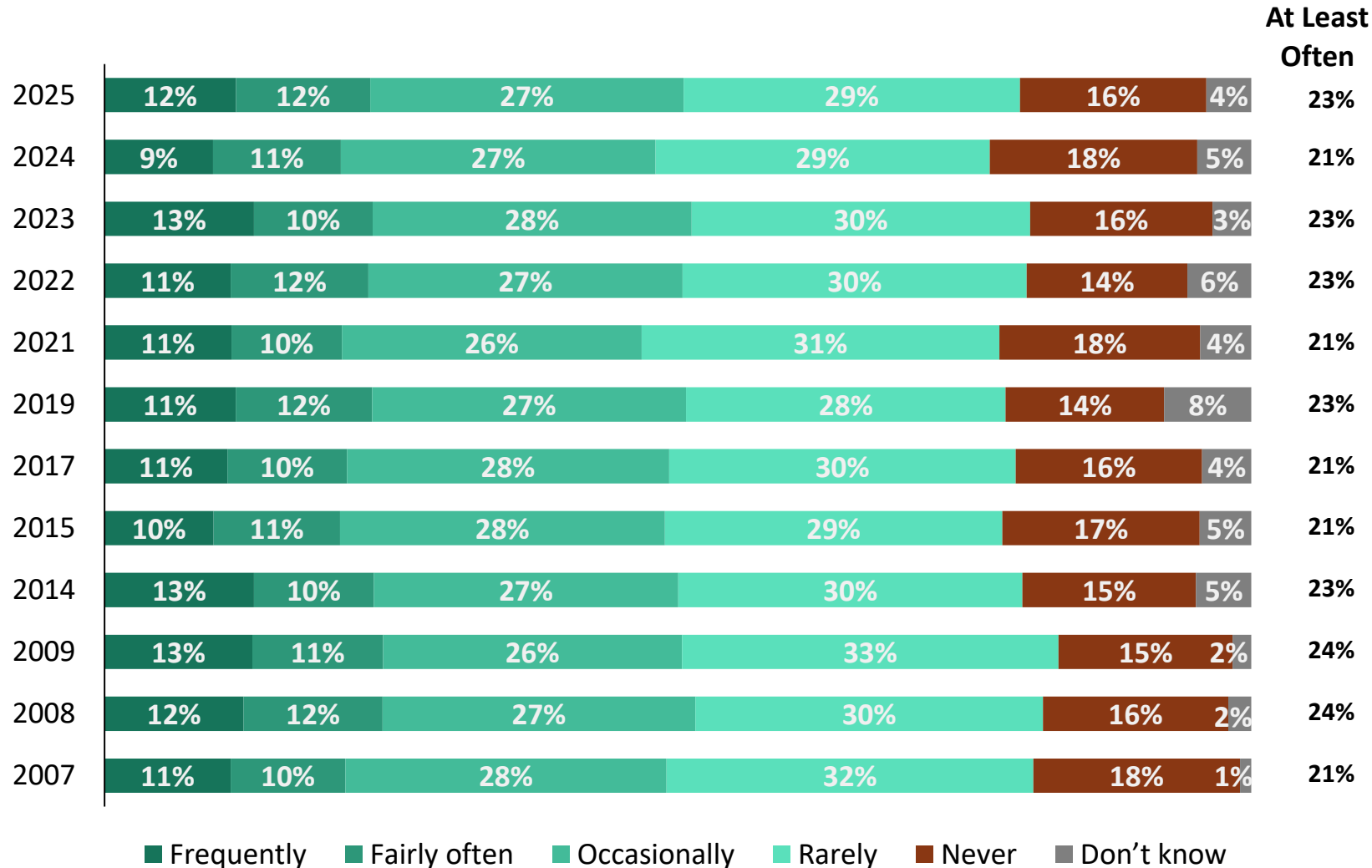
Personal Contact

Personal contact with Indigenous peoples is stable over time; highest in BC, Alberta and Prairies



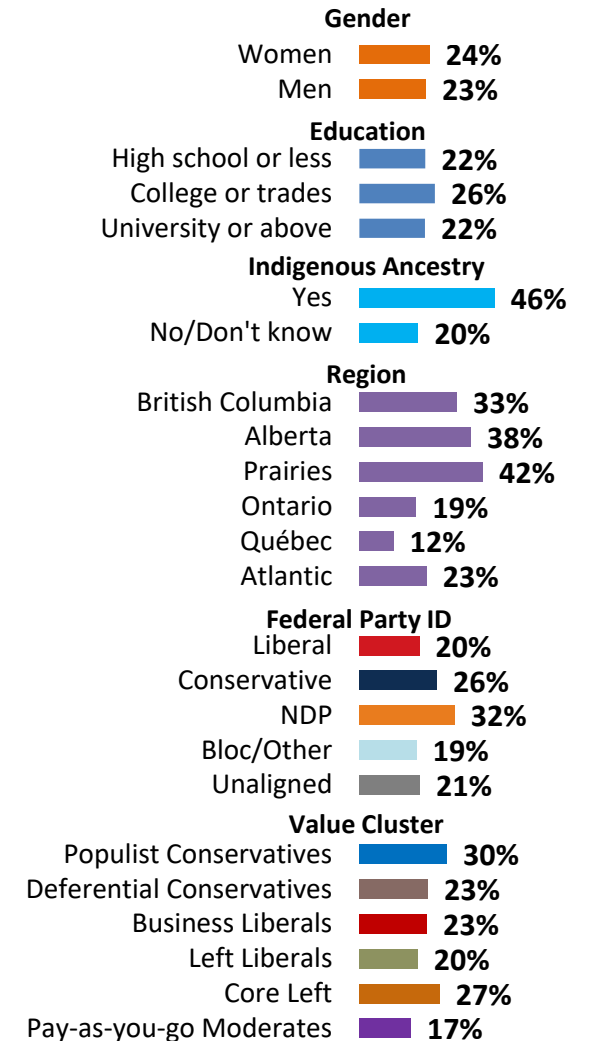
How often would you say you personally have contact with Canada's Indigenous peoples? Would that be...?

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



Segmentation: 2025

Respondents who say at least 'somewhat often'



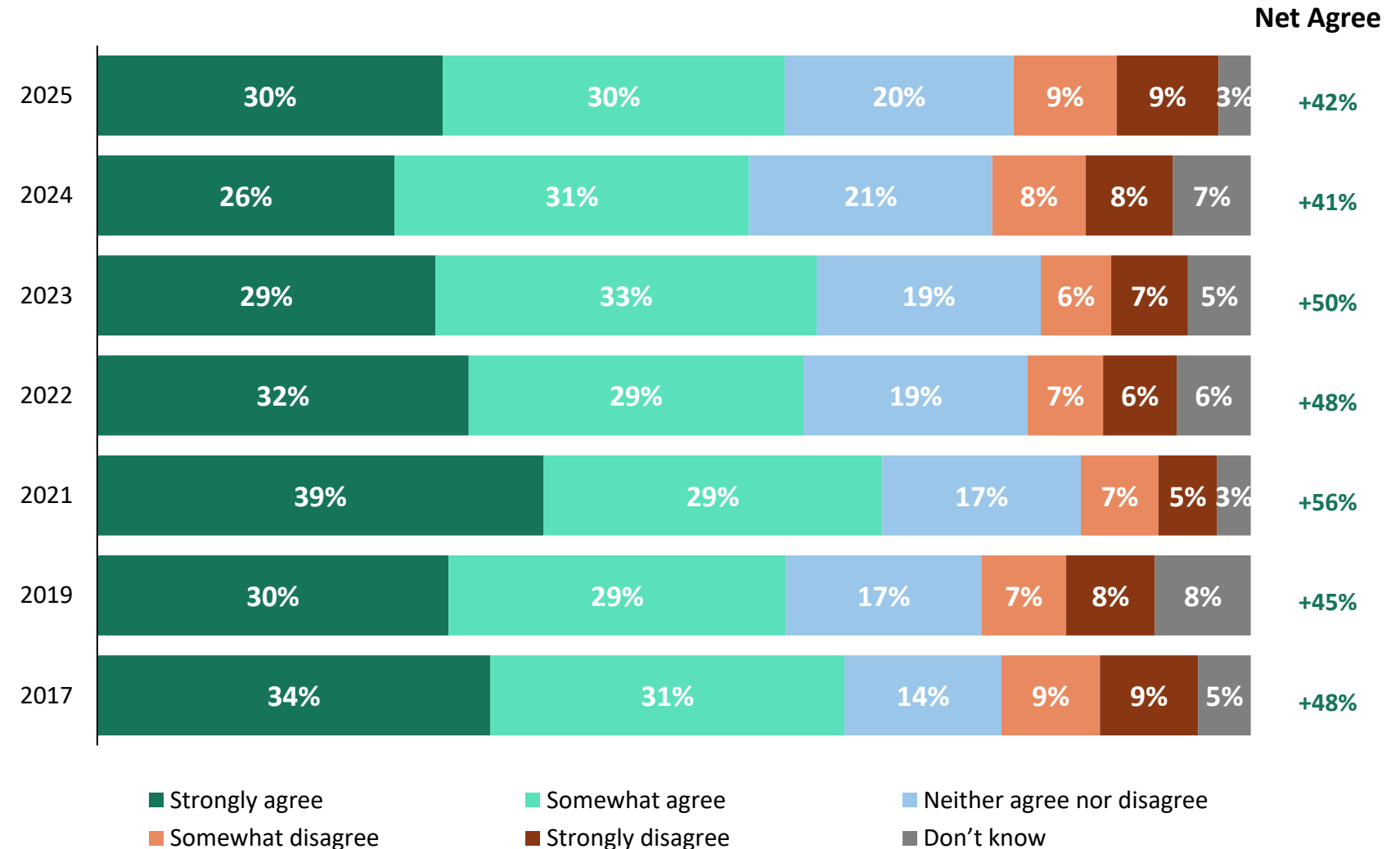
Attitudes, Values and Indigenous Impression

Attitudes and Values – Resolving Inequalities

Net agreement on duty to resolve inequalities Indigenous people face at 42%; stable after dropping in 2024

Q Please indicate if you agree or disagree with the following statements:
[asked of all respondents, n=1,250]

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

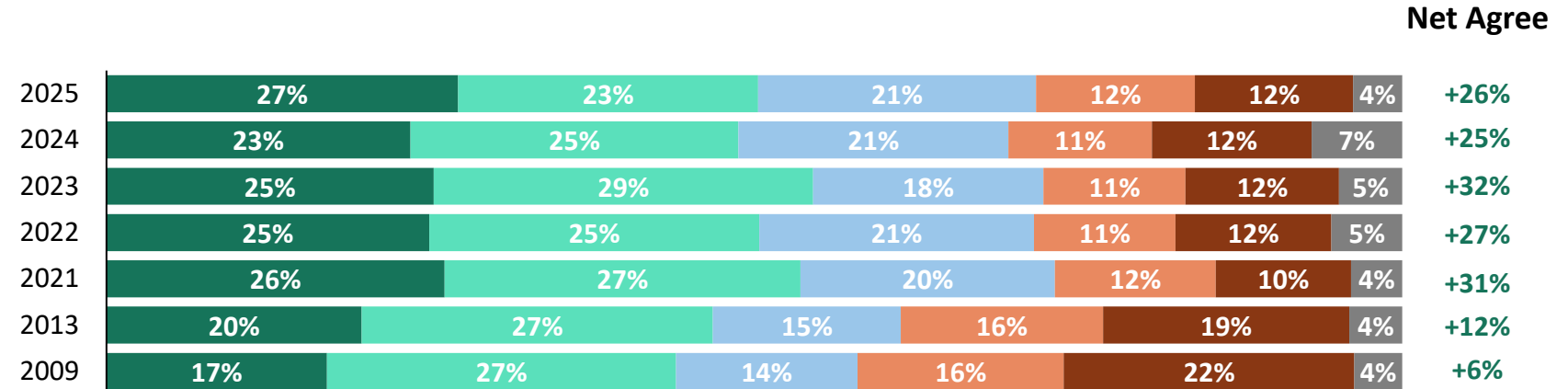


Attitudes and Values – Compensation and Self-Government

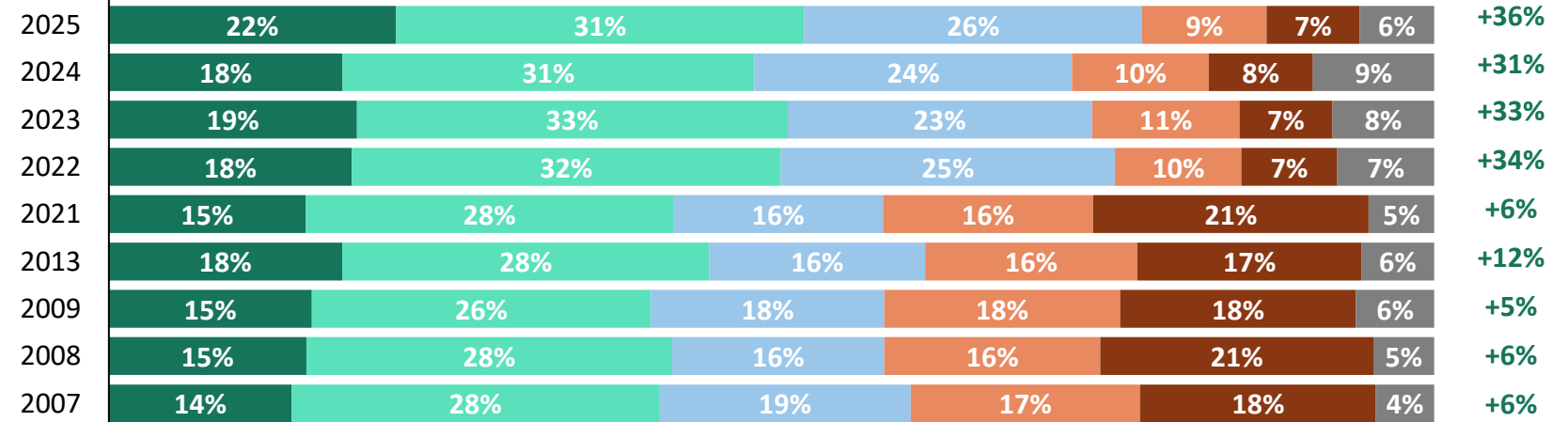
Net agreement on Indigenous people taking control of their own affairs at +36%; up 5 points since last year

Q Please indicate if you agree or disagree with the following statements:
[asked of all respondents, n=1,250]

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.



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

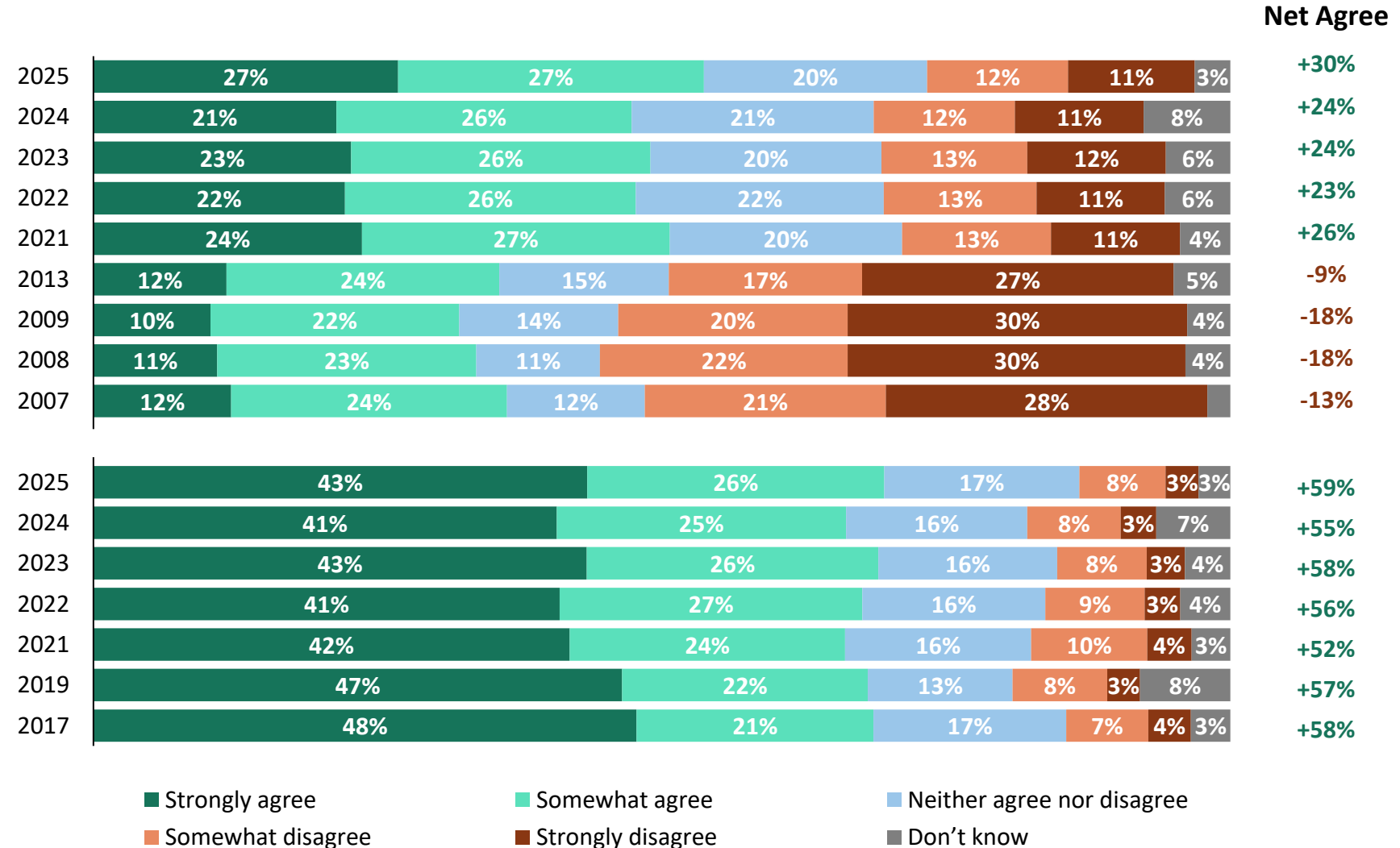
Don't know

Attitudes and Values – Indigenous Rights

Net agreement on granting distinct rights increased to +30%; still lower than not granting special rights (+59%)

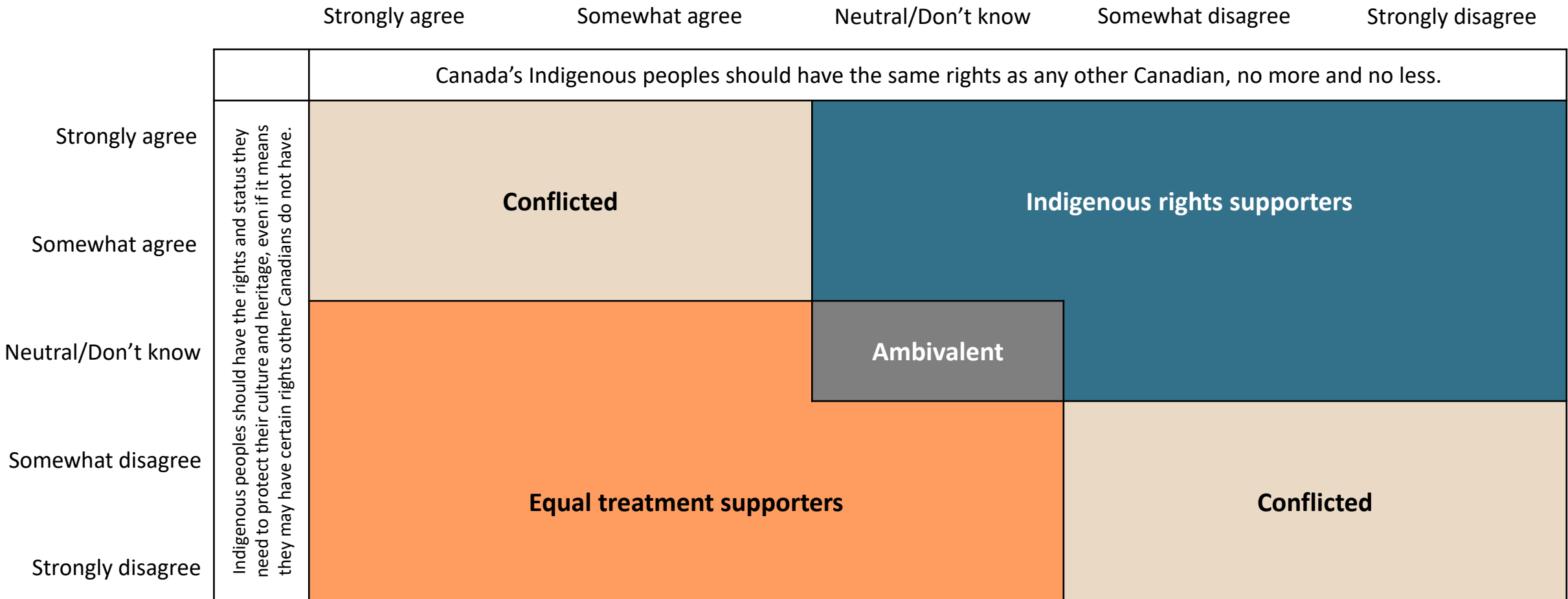
Q Please indicate if you agree or disagree with the following statements:
[asked of all respondents, n=1,250]

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.

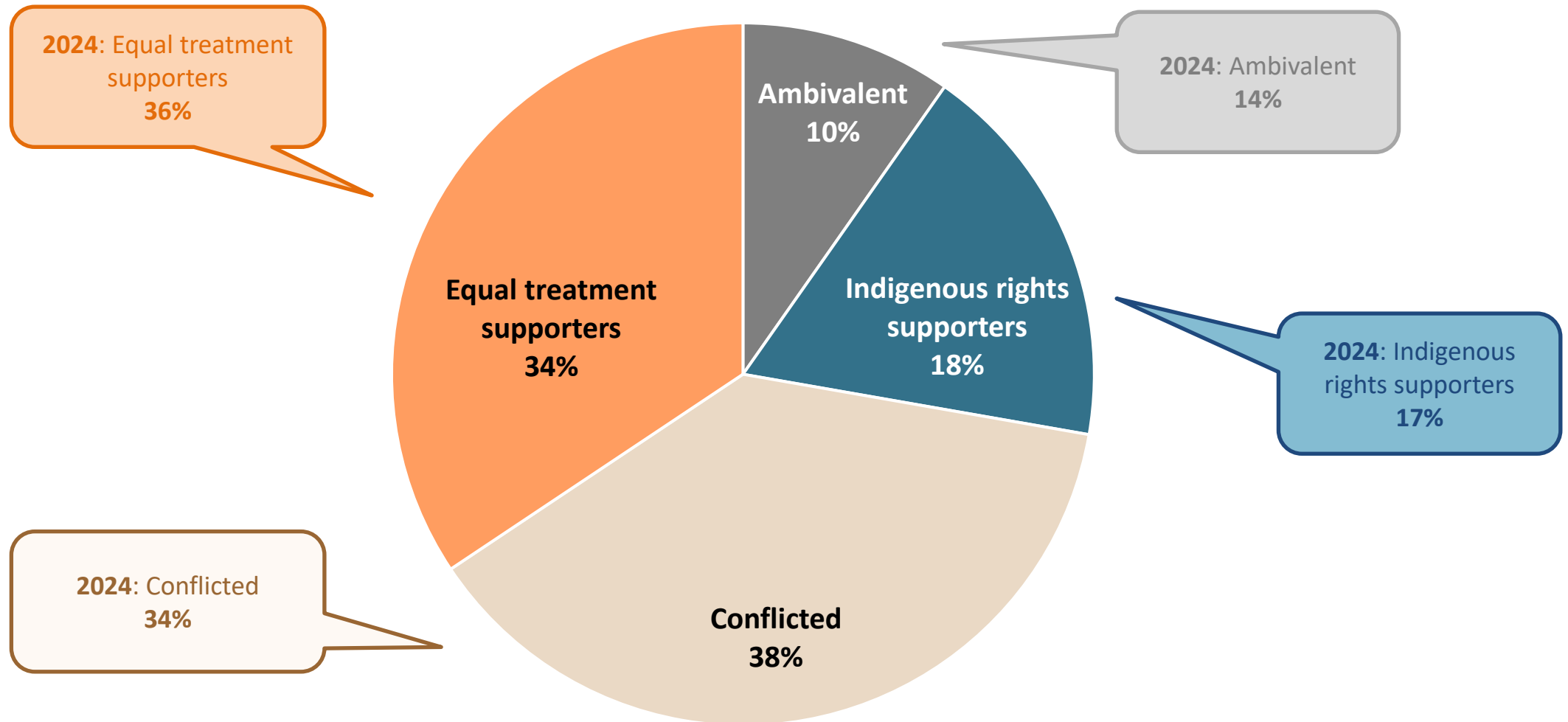
Based on the two statements “Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less” and “Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do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



Indigenous Attitudes Segmentation

38% of Canadians are conflicted; 1-in-3 are equal treatment supporters; Stable compared to last year

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.

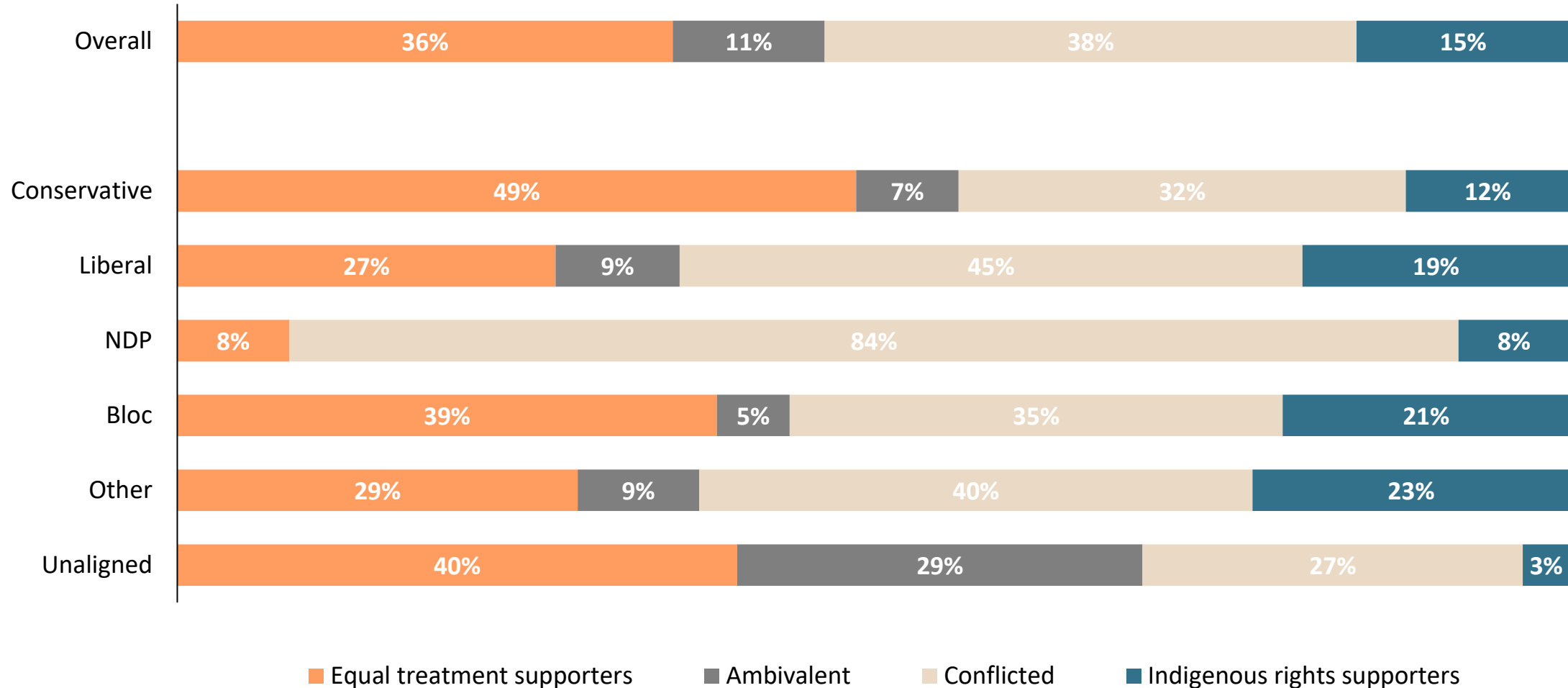


Indigenous Attitudes Segmentation BY Federal Party ID (Quebec)

In Quebec, Bloc partisans are more likely to be equal treatment supporters than Liberals are

Quebec: Indigenous Attitudes Segmentation BY Federal Party ID

[Respondents in Quebec; n=288]



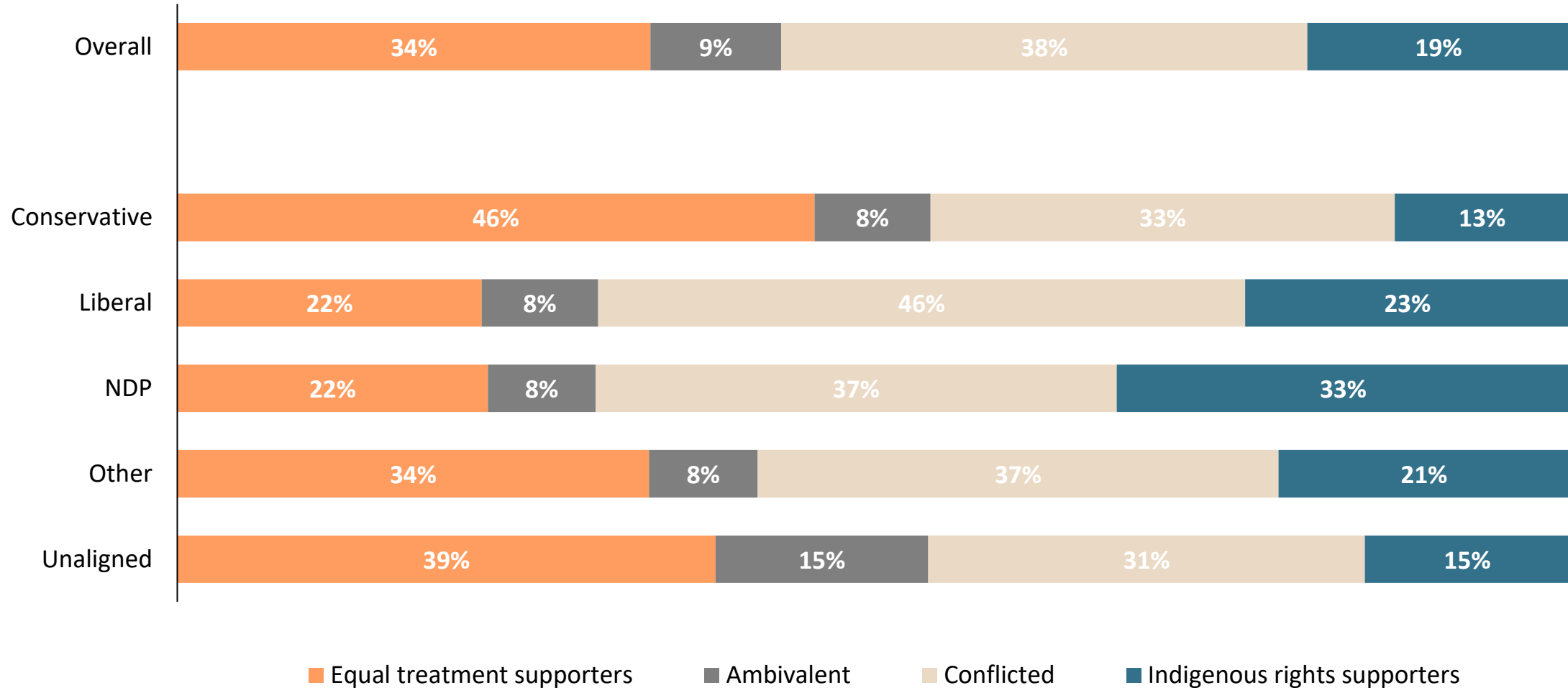
NOTE: Low sample size for NDP (N=9) and Other (N=10).

Indigenous Attitudes Segmentation BY Federal Party ID (ROC)

In ROC, Conservatives most likely to support equal treatment, NDP most likely to be Indigenous rights supporters

ROC: Indigenous Attitudes Segmentation BY Federal Party ID

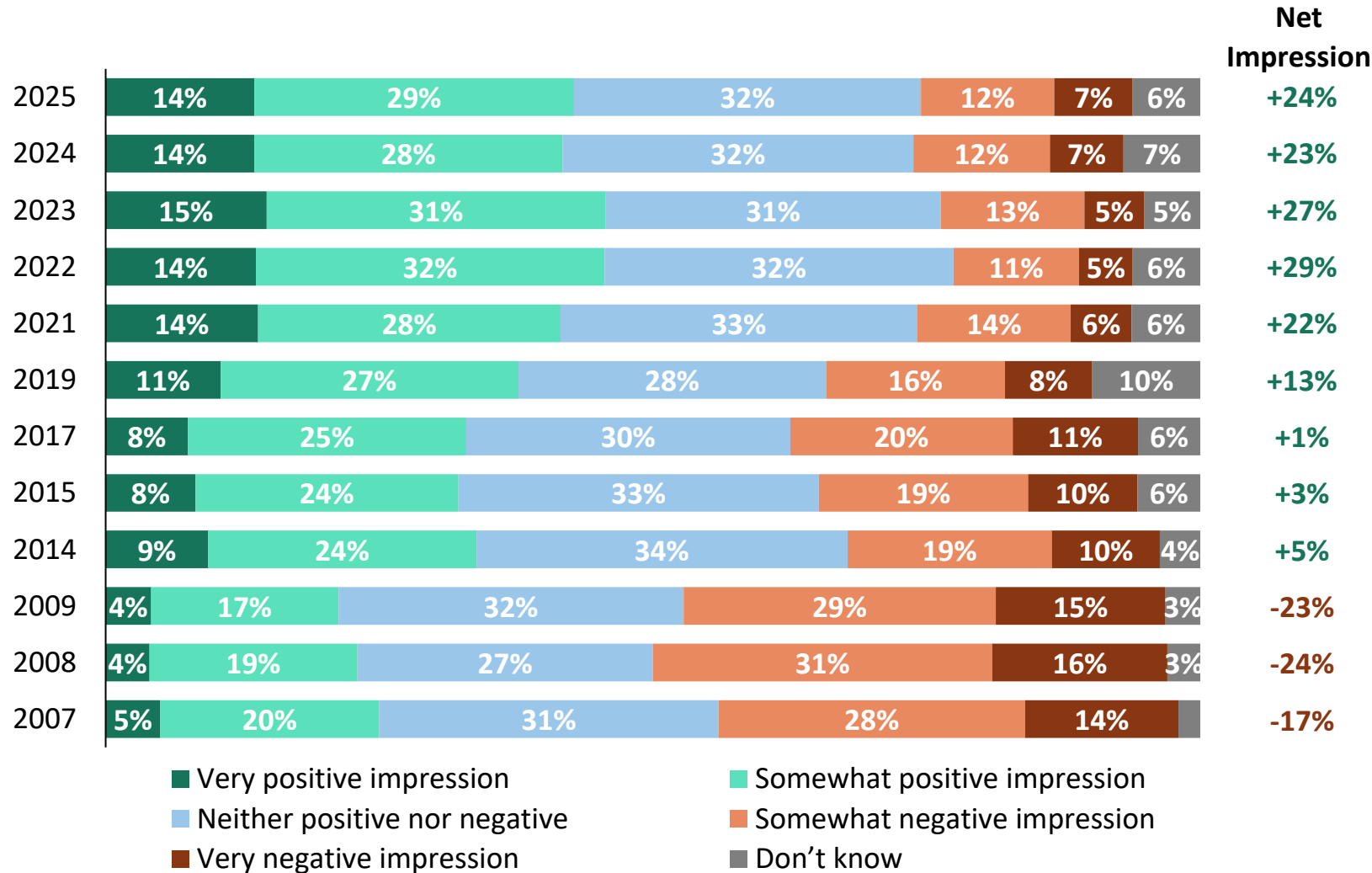
[Respondents in rest of Canada; n=962]



Indigenous Impressions

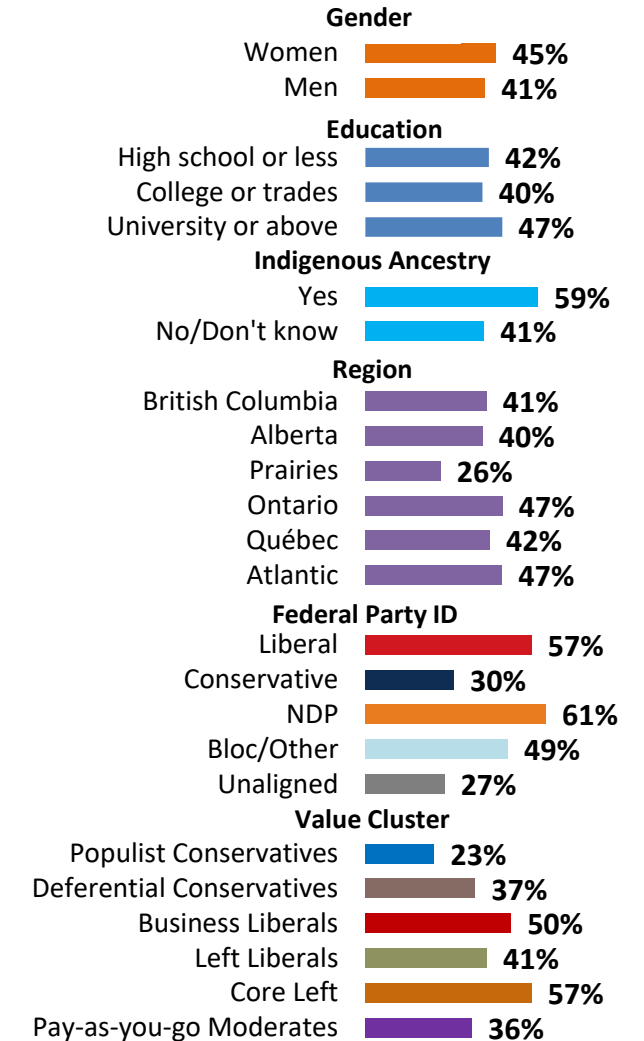
Net Indigenous impressions are positive (+24%) and stable compared to 2024; less positive among Conservatives

Q When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a...?
[asked of all respondents, n=1,250]



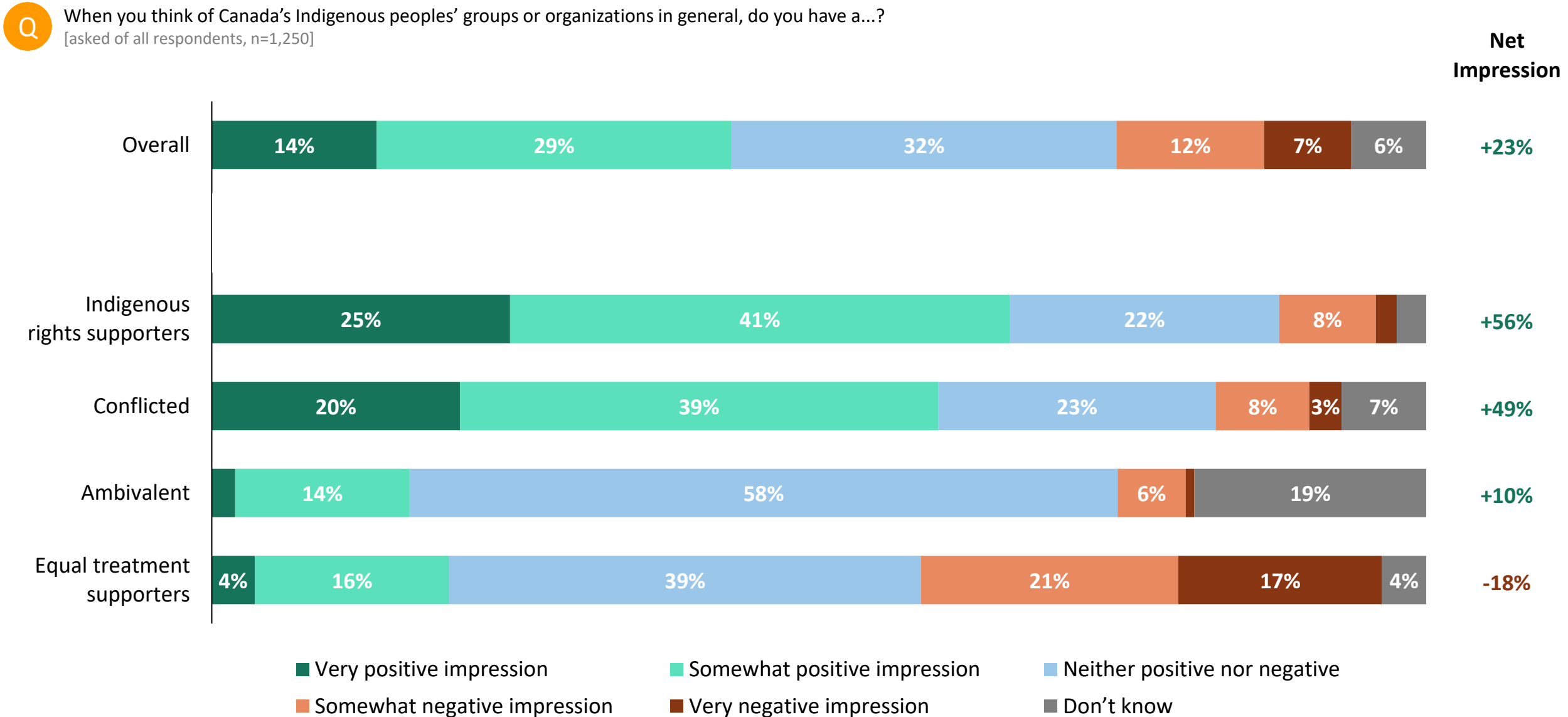
Segmentation: 2025

Respondents who say 'Positive'



Impression by Indigenous Attitudes Segmentation

Indigenous rights supporters and those who are conflicted tend to have more positive Indigenous impressions



Government Approval

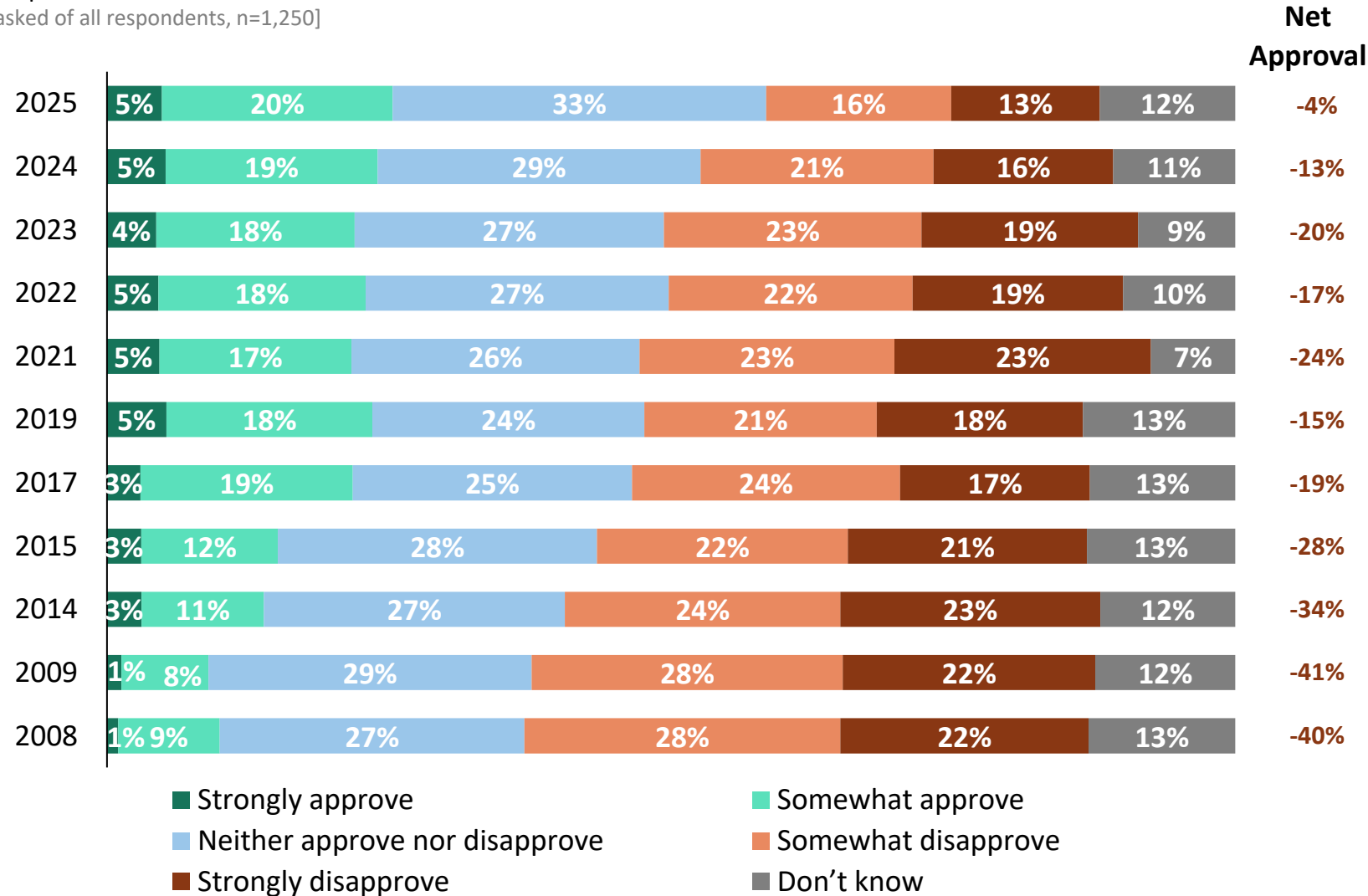
Federal Government Approval

Net federal gov't approval at -4%, the highest since 2008; approval highest among Liberal partisans (44%)

Q

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=1,250]



Segmentation: 2025

Respondents who say 'Approve'

Gender

Women 23%

Men 27%

Education

High school or less 20%

College or trades 23%

University or above 33%

Indigenous Ancestry

Yes 29%

No/Don't know 25%

Region

British Columbia 23%

Alberta 22%

Prairies 26%

Ontario 29%

Québec 22%

Atlantic 23%

Federal Party ID

Liberal 44%

Conservative 15%

NDP 25%

Bloc/Other 22%

Unaligned 12%

Value Cluster

Populist Conservatives 9%

Deferential Conservatives 31%

Business Liberals 36%

Left Liberals 21%

Core Left 28%

Pay-as-you-go Moderates 21%

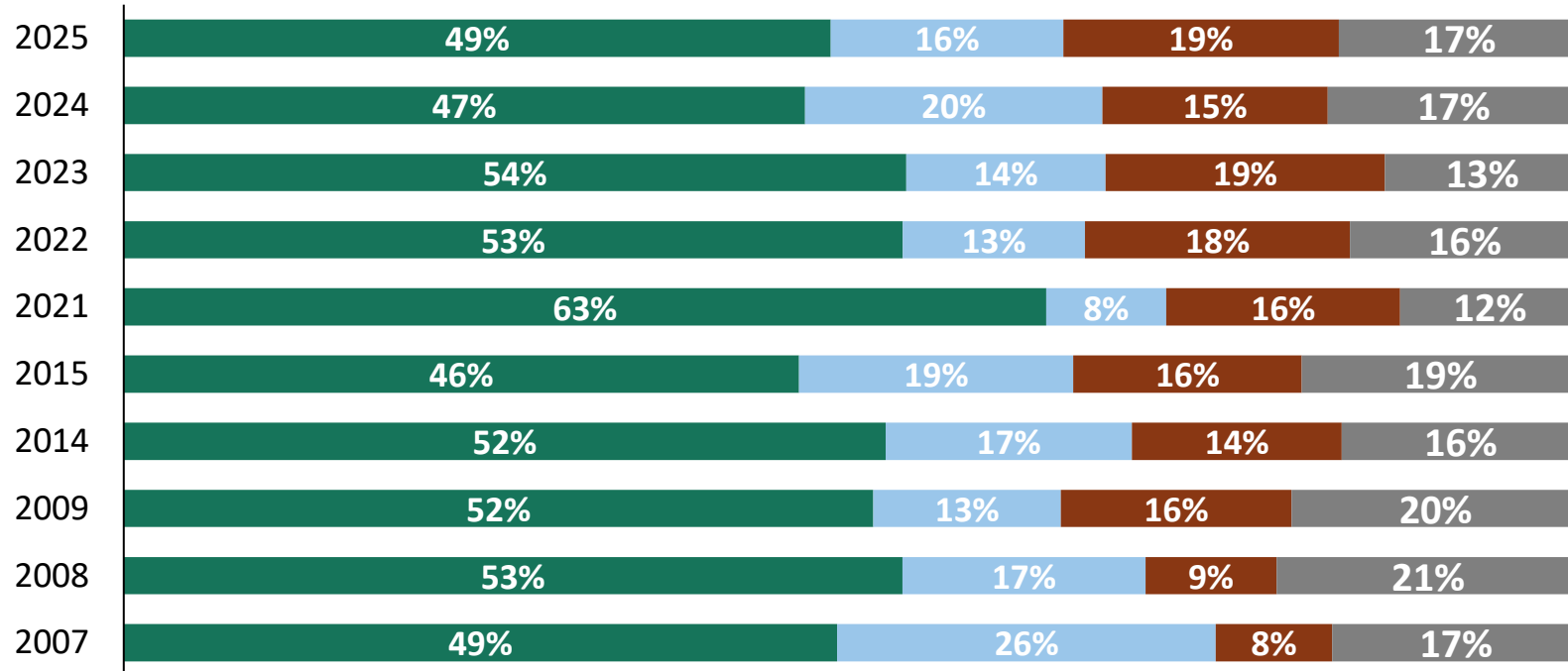
Federal Government Support

Half of Canadians think federal gov't should do more; lowest among Conservatives (38%) and non-partisans



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=1,250]



- 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

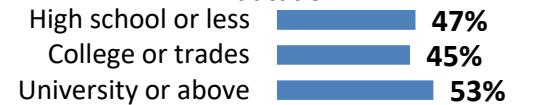
Segmentation: 2025

Respondents who say 'Doing more'

Gender



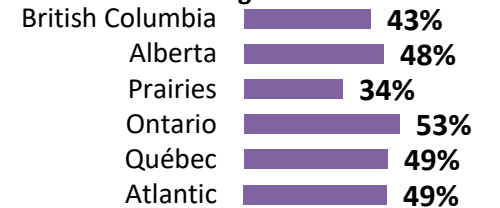
Education



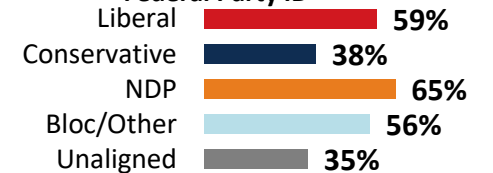
Indigenous Ancestry



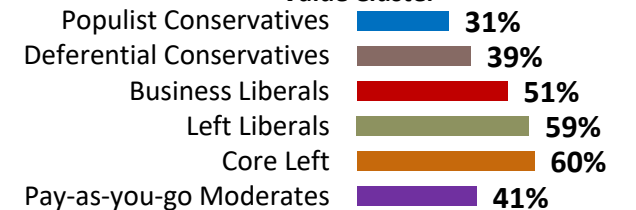
Region



Federal Party ID



Value Cluster

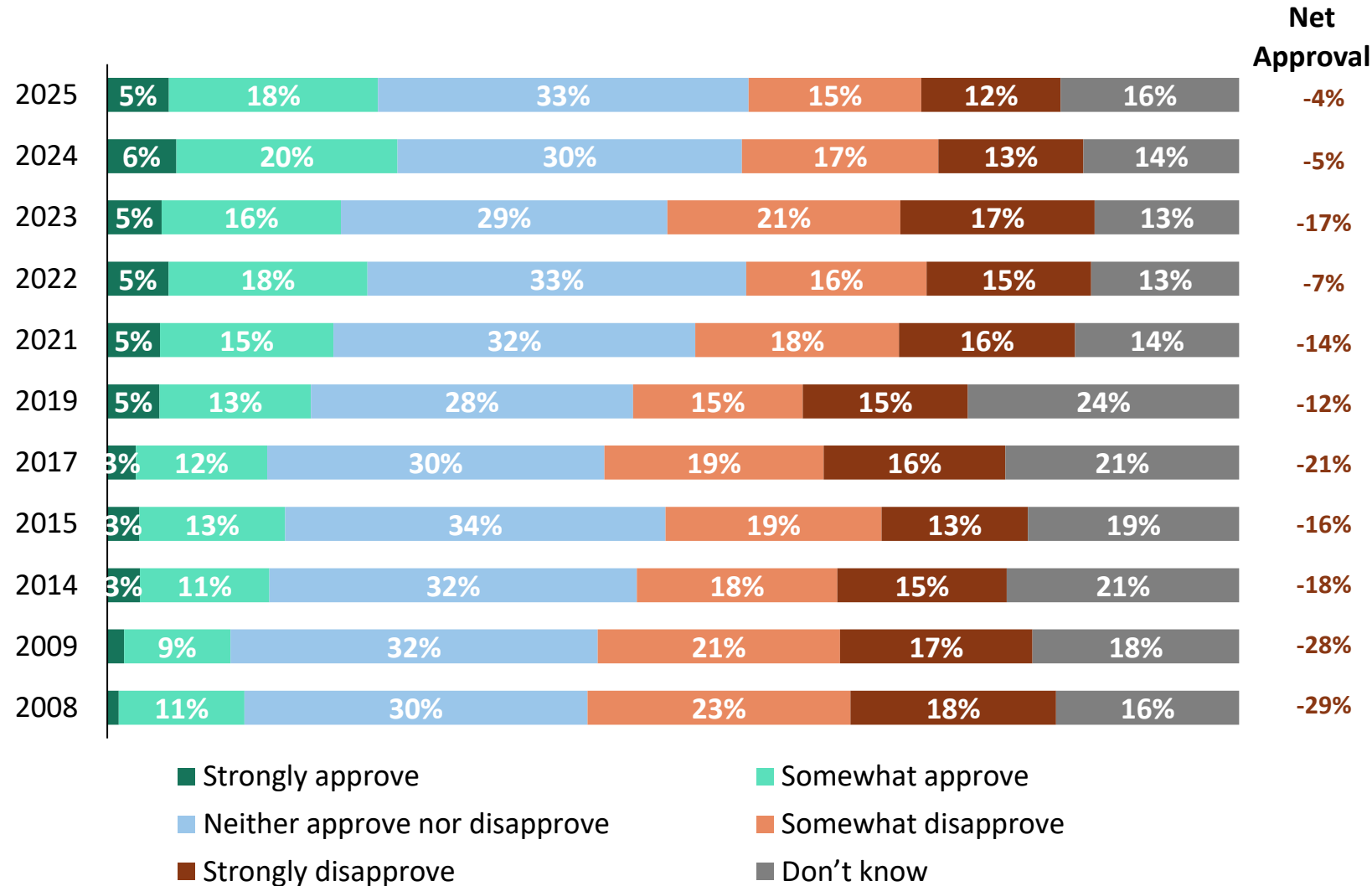


Provincial Government Approval

Net provincial gov't approval at -4%, the highest since 2008; approval lowest in Quebec (19%) and Alberta (20%)



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=1,250]



Segmentation: 2025

Respondents who say 'Approve'

Gender

Women 21%
Men 27%

Education

High school or less 21%
College or trades 23%
University or above 29%

Indigenous Ancestry

Yes 29%
No/Don't know 23%

Region

British Columbia 25%
Alberta 20%
Prairies 37%
Ontario 24%
Québec 19%
Atlantic 30%

Federal Party ID

Liberal 31%
Conservative 25%
NDP 17%
Bloc/Other 23%
Unaligned 13%

Value Cluster

Populist Conservatives 20%
Deferential Conservatives 26%
Business Liberals 33%
Left Liberals 23%
Core Left 19%
Pay-as-you-go Moderates 19%

Provincial Government Approval by Region (Tracking)

Compared to last year, net approval in the Prairies surged by 20 points; while it dropped by 22 points in Alberta

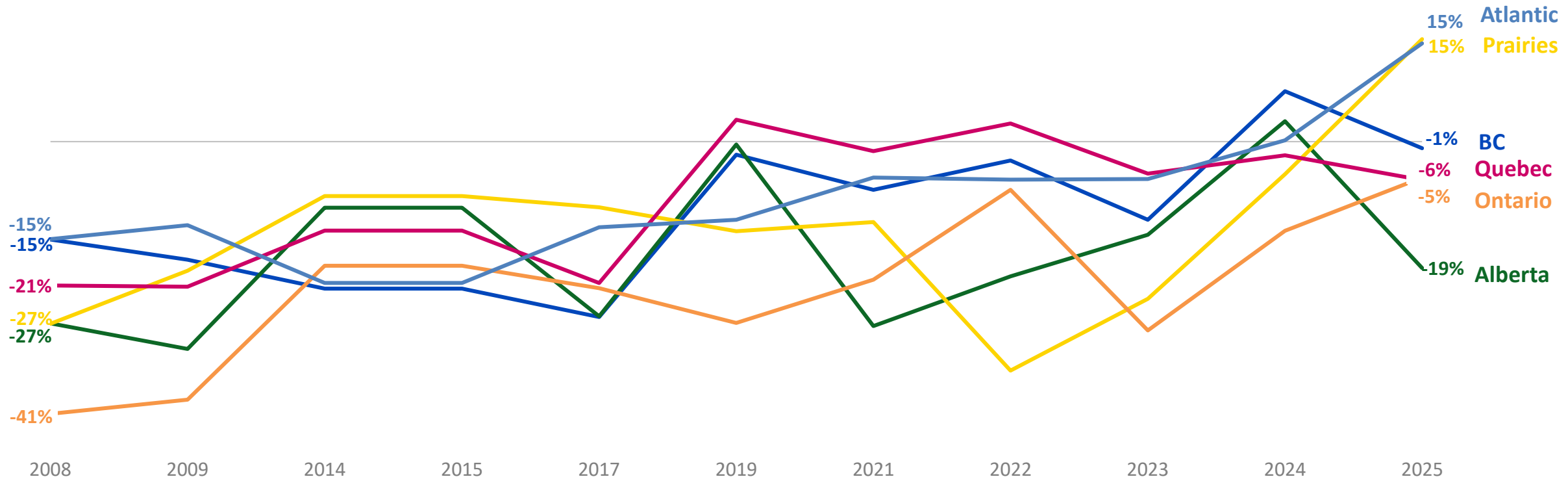


Do you approve or disapprove of the job the provincial government is doing in managing Canada's Indigenous peoples' issues?

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

Net Approval

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

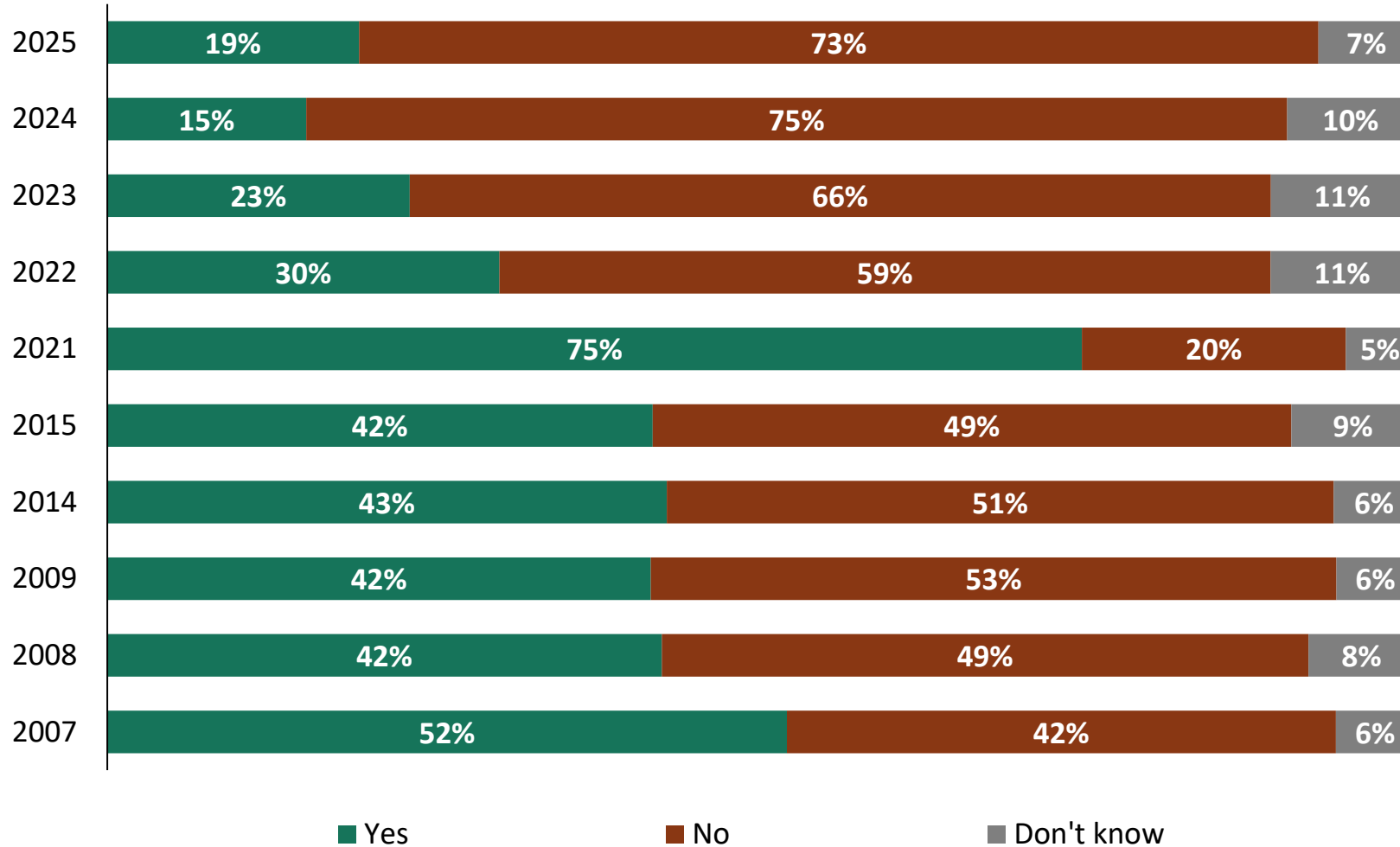


Read, Seen, Heard and Indigenous Issues

Read, Seen, Heard

1-in-5 have read, seen or heard anything recently about Indigenous peoples; higher among more educated

Q Have you read, seen or heard anything recently concerning Canada's Indigenous peoples?
[asked of all respondents, n=1,250]



Segmentation: 2025

Respondents who say 'Yes'

Gender

Women 18%
Men 21%

Education

High school or less 14%
College or trades 20%
University or above 25%

Indigenous Ancestry

Yes 22%
No/Don't know 19%

Region

British Columbia 23%
Alberta 30%
Prairies 15%
Ontario 19%
Québec 15%
Atlantic 16%

Federal Party ID

Liberal 20%
Conservative 18%
NDP 23%
Bloc/Other 22%
Unaligned 16%

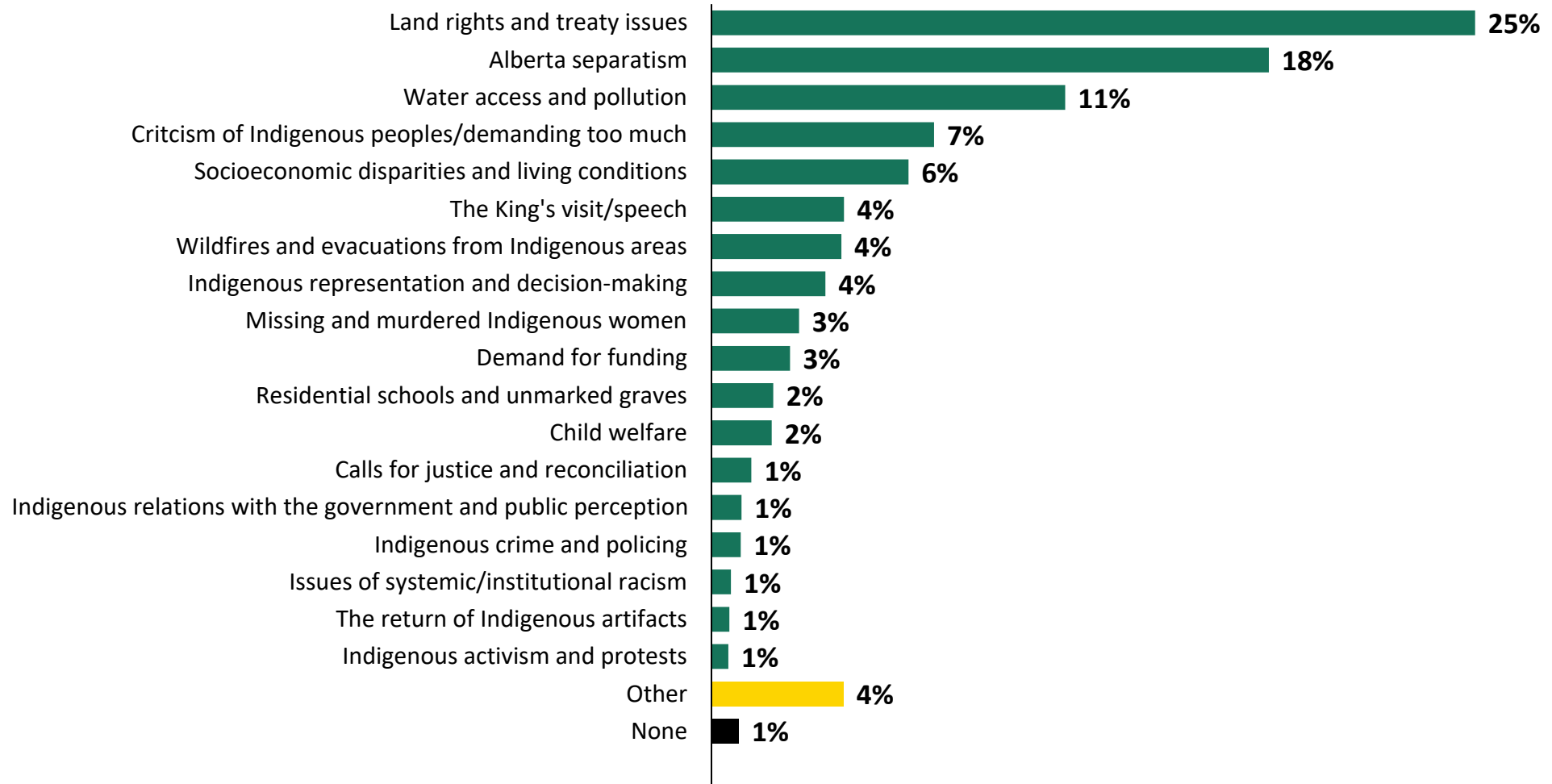
Value Cluster

Populist Conservatives 25%
Deferential Conservatives 19%
Business Liberals 18%
Left Liberals 17%
Core Left 23%
Pay-as-you-go Moderates 16%

Read, Seen, Heard: Topics

Land rights and treaty issues is the most common topic at 1-in-4, followed by Alberta separatism (18%)

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=241]



NOTE: Don't know (<1%) not shown.

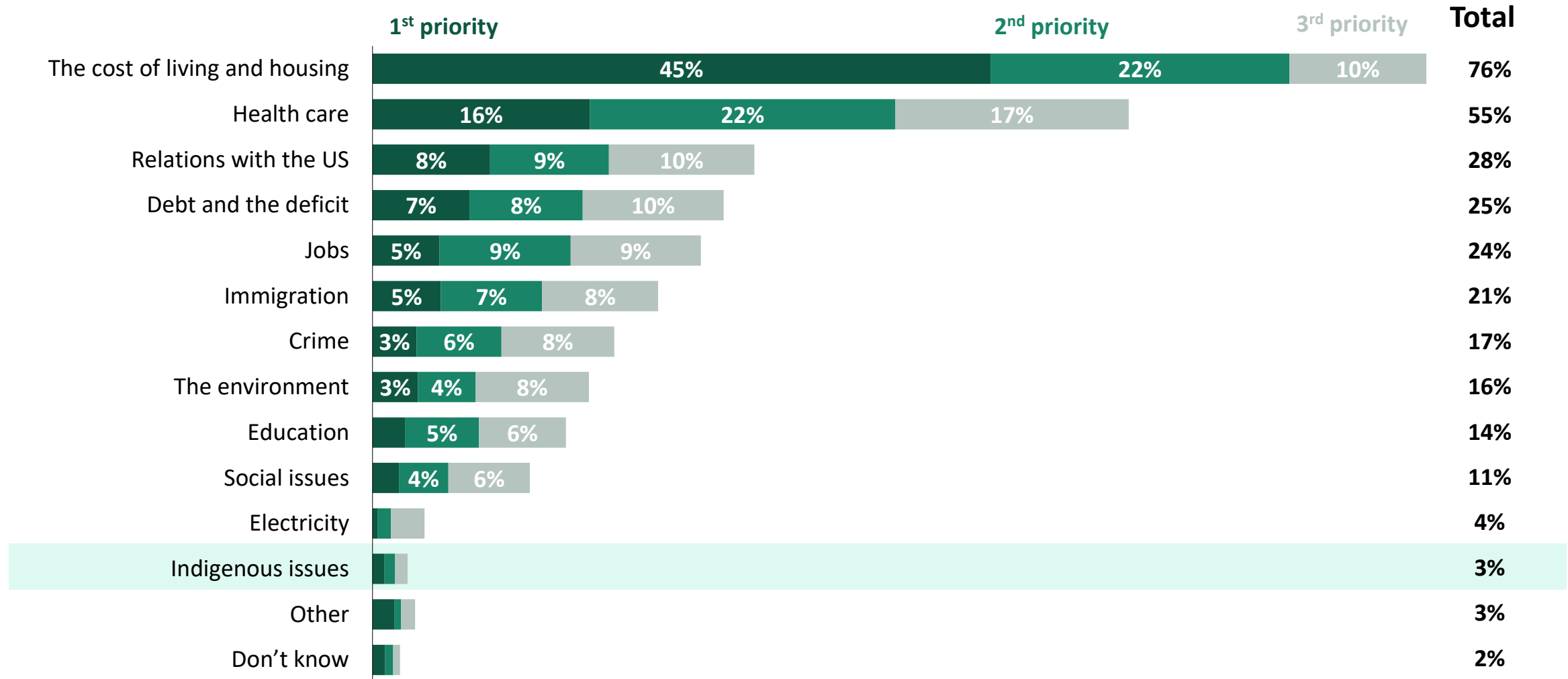
Top-of-Mind Issues

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=1,250]



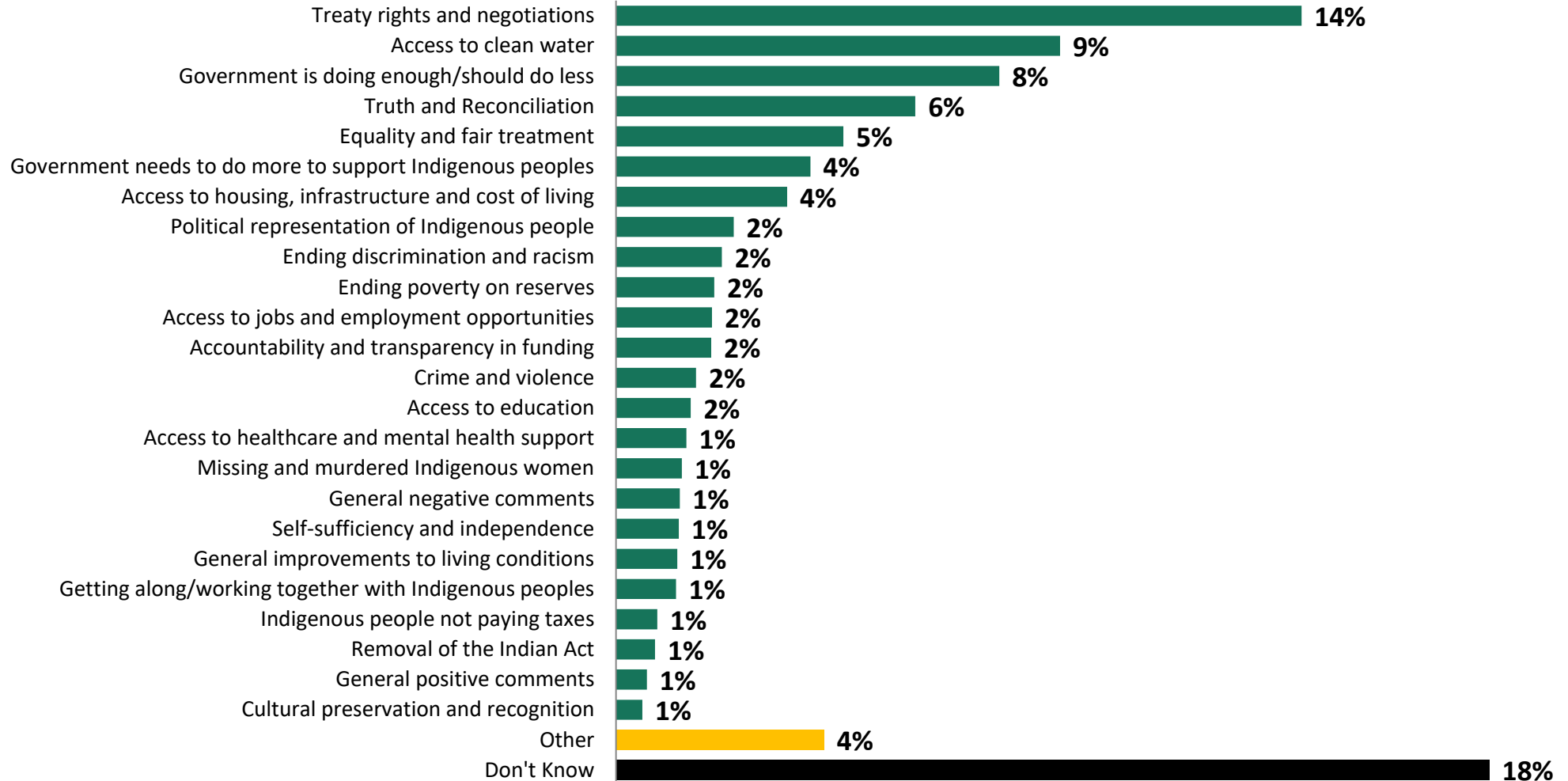
NOTE: Data labels of 2% or less not shown. Respondents who say 'Don't know' are not asked to name further priorities.

Most Important Indigenous Issue

Canadians perceive treaty rights as the most important issue (14%), followed by access to clean water (9%)



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.

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%



For more information, please contact:

Greg Lyle

President

(416) 642-6429

glyle@innovativeresearch.ca

Sarah Lachance

Consultant

slachance@innovativeresearch.ca

Other Contributors

Ziting Lin, Intern

Jia He, Research Analyst

Building Understanding.

