



# Urban Aboriginal Peoples Study

Survey of non-Aboriginal Canadians

Field dates: April 28 – May 15, 2009

*Prepared for:* The Environics Institute

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# Banner-Question Key

This detailed set of statistical Tables shows survey results for the total general population and also by various subgroups of interest. For this Table set there are five “banners” of subgroups, drawn from questions in the survey. The results have also been tested for significant differences within these subgroups. The statistical tests undertaken are an independent T-Test for means and independent Z-Test for percentages. The following key shows the questions used to create the banner subgroups and also what groups have been tested for significant differences in each of the banners.

In the tables that follow, **upper case letters** under the percentages indicate subgroup differences that are significant at the **95% level**.

BANNER 1

	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME					
=====	=====										=====	=====	=====					=====					
TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)		(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Subgroups tested for significant differences: BCDEFGHIJK/LM/NOPQR/STUVW																							

BANNER 2

	GENDER		AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
=====	=====		=====				=====		=====		=====	=====			=====			=====		
TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	occ.	Rar./Never	Yes	Ab in city	None/DK
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Subgroups tested for significant differences: BC/DEFG/HI/JK/L/MNO/PQR/STU																				

BANNER 3

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORINGAL PEOPLE	
=====	=====					=====	
TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	know many Ab people	Don't know many	
-----	-----	-----	-----	-----	-----	-----	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	
Subgroups tested for significant differences: BCDE/FG							

## TABLE OF QUESTIONS

- QS1 Are you an Aboriginal person; that is, First Nations, Métis or Inuit?
- Q2 What do you think makes Canada unique?
- Q3a Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada?  
*Aboriginal history and culture*
- Q3b Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada?  
*Bilingualism*
- Q3c Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada?  
*Multiculturalism*
- Q3d Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada?  
*Land and geography*
- Q3e Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada?  
*The health care system*
- Q4a Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*There is room for a variety of languages and cultures in this country*
- Q4b Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*We have to take steps to protect our cultural traditions from outside influences*
- Q4c Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*Learning other languages makes us forget our own cultural traditions*
- Q4d Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*I am concerned about losing my cultural identity*
- Q4e Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*I am very concerned that I will not have enough money to live comfortably in the future*
- Q4f Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*This country is prosperous and wealthy enough for everyone to feel secure*
- Q4g Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
*People's chances of being robbed, assaulted and even murdered are getting higher and higher*
- Q5 Overall, how much impact do you think people like you can have in making your city a better place to live?
- Q6 What first comes to mind when you think of Aboriginal people in Canada?
- Q7 Over the past few years, has your impression of Aboriginal people gotten better or worse, or stayed the same?
- Q8 Why do you say that? BETTER  
SUBSAMPLE: Those whose impression of Aboriginal people has gotten better
- Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?
- Q10 Which of the following two statements best represents how you think about Aboriginal people?

## TABLE OF QUESTIONS

- Q11 Do you think that most Aboriginal people want to...?
- Q13a How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
*Canada's national identity*
- Q13b How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
*Culture and the arts*
- Q13c How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
*Our connection with and respect for nature*
- Q14 In your opinion, how important is it for non-Aboriginal Canadians to understand the history and culture of Aboriginal people in Canada?
- Q15 Do you think that schools in Canada do an excellent, good, only fair or poor job of teaching students about  
*Aboriginal people and their history?*
- Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?
- Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?
- Q18 In your opinion, have Aboriginal people in Canada largely caused their own problems or have the problems been caused primarily by the attitudes of Canadians and the policies of governments?
- Q19 Have you read or heard anything about Indian Residential Schools?
- Q20 To what extent do you think that the challenges facing Aboriginal communities today are a result of Aboriginal peoples' experiences in residential schools?  
SUBSAMPLE: Those who have read or heard about Indian Residential Schools
- Q21 Would you describe the current relations between Aboriginal people and non-Aboriginal people in Canada today as very positive, somewhat positive, somewhat negative or very negative?
- Q22 Do you think relations between Aboriginal people and non-Aboriginal people in Canada are improving, deteriorating or staying about the same?
- Q23 Why do you say that? IMPROVING  
SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving
- Q24 Do you think Aboriginal people are often, sometimes, rarely or never the subject of discrimination in Canadian society today?
- Q25a In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups?  
*Jews*
- Q25c In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups?  
*Blacks*
- Q25d In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups?  
*Chinese*
- Q25e In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups?  
*Pakistanis or East Indians*
- Q25f In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups?  
*Muslims*

## TABLE OF QUESTIONS

- Q26 Would you say that Canada's justice system generally treats Aboriginal people fairly or unfairly?
- Q27 Some people say that the criminal justice system should incorporate a different approach for Aboriginal people, which respects Aboriginal concepts of justice, such as ...  
*Do you think this is a good idea or a bad idea?*
- Q28 Why do you say that? GOOD IDEA  
SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea
- Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?
- Q30 How much attention do you generally pay to news and issues about Aboriginal people?
- Q31a Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Attended an Aboriginal spiritual or cultural ceremony, such as a pow-wow, a potlatch, a smudging ceremony*
- Q31b Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Experienced a performance of Aboriginal dance, music or singing*
- Q31c Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Seen a museum exhibit about the lives and traditions of Aboriginal people*
- Q31d Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Read a fiction or non-fiction book about Aboriginal people*
- Q31e Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Visited a First Nations reserve*
- Q31f Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*Watched a movie or a television show about Aboriginal people*
- Q31\_s Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
*SUMMARY table*
- Q32 Do you personally have contact with Aboriginal people often, occasionally, rarely or never?
- Q33 Are you aware of an Aboriginal community in your city? By community, I mean either a physical area or neighbourhood, or a social community.
- Q34 To the best of your knowledge, are there any Aboriginal people living in your city?  
SUBSAMPLE: Those who are unaware of an Aboriginal community in their city
- N33\_34 Are you aware of an Aboriginal community in your city/Are there any Aboriginal people living in your city? NET Q33/Q34
- Q35 Do you think that this Aboriginal community/the presence of Aboriginal people is positive, neutral or negative for your city?  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city
- Q36 In what ways do you think Aboriginal people contribute to your city?  
SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city
- Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?  
SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

## TABLE OF QUESTIONS

- Q40a How many people living in your neighbourhood are Aboriginal?  
*Many, some, a few, or none?*  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city
- Q40b How many of your co-workers are Aboriginal?  
*Many, some, a few, or none?*  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city and who are currently employed.
- Q40c How many of your close friends are Aboriginal?  
*Many, some, a few, or none?*  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city
- Q41 Do you have any interest in having (more) Aboriginal friends?  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city
- Q42a Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*The opportunity to get a good education*
- Q42b Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*The opportunity to have meaningful employment*
- Q42c Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*Earning a good income*
- Q42d Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*Being connected to their culture and history*
- Q42e Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*Health care*
- Q42f Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
*Having access to needed government services*
- Q43a Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*The health care system*
- Q43b Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*Elementary and secondary schools*
- Q43c Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*Colleges and universities*
- Q43d Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*Employment and training services, to help people find work or upgrade their skills*
- Q43e Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*Social housing programs, to help people find housing*
- Q43f Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*The child welfare system, that could involve contact with social workers, group or foster care, and adoption services*

## TABLE OF QUESTIONS

- Q43g Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
*Social assistance programs funded by the government, that provide financial assistance to people in need*
- Q44 Are you aware of any Aboriginal organizations in your city, which are run by and provide services for Aboriginal people?  
SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city
- Q45 Looking to the future, are you optimistic or pessimistic that the quality of life for Aboriginal people in your city/living in cities will improve to the same level as non-Aboriginal people in the next generation?
- Q46 What do you think is the most important way [your city can help/to help] ensure a better quality of life for Aboriginal people [living in cities]?
- Q47 How important do you believe formal education is to improving the lives of Aboriginal people?
- QA What is the highest level of education you have attained?
- QB Are you currently in school or not?
- QC What grade or level of education are you enrolled in?  
SUBSAMPLE: Those who are currently attending school
- QD What is the primary source of funding for your current post-secondary education or training?  
SUBSAMPLE: Those who are currently receiving post-secondary education or training
- QE Do you have any other sources of funding?  
SUBSAMPLE: Those who are currently receiving post-secondary education or training
- QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED  
SUBSAMPLE: Those who are currently receiving post-secondary education or training
- QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?  
SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past
- QG Did you have any other sources of funding?  
SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past
- QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED  
SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past
- QH If you or someone you know wanted to go to college or university but didn't have enough money of their own to pay for it, do you think it would be a very good, good, bad or very bad idea to borrow money for school through a government student loan program?
- QI Do you have any children 17 years of age or younger?
- QJ Are you currently saving money to pay for your children's education after high school?  
SUBSAMPLE: Those who have children 17 years of age or younger
- QK In what year were you born? AGE CONVERTED
- QL Were you born in:
- QM What year did you come to live in Canada? CONVERTED  
SUBSAMPLE: Those who were born outside of Canada

## TABLE OF QUESTIONS

QN	And were your parents born in Canada or in another country?
QO	Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2008?
QQ	Would you like to receive information about the results of this study once they are released?
QS	GENDER
QT	LANGUAGE
QU	CMA
R	REGION



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QS1 Are you an Aboriginal person; that is, First Nations, Métis or Inuit?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
=====	=====											Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.													
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
No	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QS1 Are you an Aboriginal person; that is, First Nations, Métis or Inuit?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
=====	=====			=====				=====		=====		=====	=====			=====			=====		
TOTAL	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
-----	-----	-----		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
No	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q51 Are you an Aboriginal person; that is, First Nations, Métis or Inuit?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
No	100%	100%	100%	100%	100%	100%	100%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q2 What do you think makes Canada unique?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Multiculturalism/diversity	42%	40% J	42% J	39% J	34%	37% J	50% defJK b	56% EFIJK BCD	40% J	26%	36% J	49% M	39%	30%	31%	42% nO	61% NOP	54% NOP	33%	42% s	55% STVw	40%	45% s
Land/geography	12%	12% ei	9%	14% EI	5%	12% ei	11% e	10%	4%	16% ceHI	10%	12%	12%	10%	11%	14% q	7%	12%	15%	13%	10%	15%	11%
Friendly/humble/nice people	12%	10%	13% J	11%	14% J	22% DGhij BC	13% j	14% J	12%	6%	26% EGHIJ BCD	12%	12%	8%	15%	13%	10%	9%	12%	13%	10%	9%	12%
Freedom	8%	9%	9%	9%	7%	9%	7%	6%	6%	11% h	10%	8%	8%	18% oPQR	10% R	7%	6%	4%	12% w	8%	6%	6%	6%
Peace/peacefulness	5%	4%	5%	3%	3%	5%	1%	5%	6%	8% DeGK	2%	8% m	4%	8% O	3%	5%	5%	5%	3%	4%	3%	11% STUW	5%
Universal health care	5%	3%	5%	6%	6%	4%	5%	6%	6%	3%	5%	6%	4%	2%	4%	6% N	3%	5% n	3%	4%	3%	3%	11% STUV
Tolerance	4%	6% defIK c	2%	2%	1%	2%	5% I	4%	4%	6% defIK c	2%	5%	4%	5%	3%	4%	6%	5%	4%	4%	4%	3%	5%
Natural resources	4%	5% G	3% g	3%	3%	1%	1%	2%	5% g	8% EFGHK cd	2%	5%	4%	7% O	1%	5% O	3%	5% O	5%	3%	7% tVw	2%	4%
Weather/cold	4%	4%	5%	6%	4%	7%	5%	3%	2%	4%	4%	4%	4%	2%	7% r	4%	3%	3%	3%	4%	4%	4%	3%
Bilingualism/English and French	4%	2%	3%	2%	2%	4%	1%	2%	4%	10% FGHIK BCDE	3%	4%	4%	2%	5% Q	4% Q	4%	5% Q	3%	4%	5%	6%	3%
Political system	4%	4%	4%	1%	10% FHIJK bcd	3%	6% d	3%	1%	4%	3%	5%	3%	2%	2%	2%	4%	7% NOP	2%	5%	3%	2%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q2 What do you think makes Canada unique?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										Sub-urban		<H.S. grad	H.S. grad	Coll.	Some univ. grad	Univ. grad	=====				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	urban	(N)	(O)	(P)	(Q)	(R)	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)						(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Aboriginal/indigenous peoples/culture	2%	*%	1%	1%	1%	3%	1%	2%	*%	6% EGHIK BCD	2%	2%	3%	2%	2%	3%	1%	3%	1%	4%	1%	7% SUW	2%
Size/large country/small population	2%	1%	1%	1%	2%	4% C	1%	3%	1%	2%	2%	3%	2%	*%	2%	3% n	2%	2%	2%	1%	4%	2%	3%
wildlife/nature/beauty/cleanliness	2%	2%	3%	1%	2%	2%	2%	2%	9% FGHJK BCDE	1%	1%	3%	2%	2%	1%	2%	5%	3%	1%	2%	3% W	1%	*%
Quality of life/lifestyle	1%	*%	1%	*%	-	2% bg	*%	*%	4% CDGHK B	4% CDGHK B	1%	-	2%	*%	2%	1%	1%	1%	2%	1%	1%	1%	2%
Social system/programs	1%	1%	-	*%	1%	1%	1%	1%	3% Dfg	2%	1%	1%	1%	-	1%	1%	1%	2% p	1%	1%	*%	-	2%
History/culture	1%	2%	1%	1%	1%	1%	2%	1%	*%	1%	2%	1%	1%	-	1%	*%	3%	2%	1%	1%	*%	2%	1%
The North/the Arctic region	1%	-	*%	*%	*%	-	-	2%	3% CDEK	1%	*%	1%	1%	1%	2%	1%	*%	1%	2% Tu	*%	1%	*%	2% Tu
Values	1%	2%	3% h	1%	2%	2%	1%	*%	*%	1%	1%	*%	1%	-	1%	1%	*%	1%	1%	*%	3%	1%	1%
Safety/feelings of security	1%	2%	1%	1%	*%	1%	1%	1%	-	1%	*%	1%	1%	2%	-	*%	-	2% P	2%	1%	-	1%	1%
Stable economy/industry/development	1%	1%	1%	1%	*%	2%	2%	1%	*%	1%	2%	1%	1%	*%	*%	1%	1%	2%	1%	*%	1%	*%	2%
Symbols associated with Canada (various)	1%	-	4% FHIJK DE	*%	1%	1%	-	1%	1%	1%	1%	1%	1%	*%	1%	1% r	1%	*%	*%	1%	2% S	1%	-
Laws/human rights/equality	1%	*%	-	*%	*%	*%	*%	1%	-	1%	*%	1%	*%	-	1%	*%	4% OPR	*%	1%	1%	1%	*%	*%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q2      What do you think makes Canada unique?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Some coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Opportunities available/ to all	1%	1%	2% k	3% gjk	1%	2%	1%	-	-	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%
Nationalism/pride/unity	1%	1%	1%	-	-	1%	1%	1%	3% CFGHK B	-	1%	-	1%	1%	1% P	1%	1%	1%	1%	1%	1%	3% STUW	1%
Humanitarian aid	1%	-	-	1%	-	-	1%	1%	-	-	2%	1% M	1%	3% OqR	1%	-	1%	1%	1%	-	-	-	1%
Hockey	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Education	1%	-	-	1%	-	-	-	1%	-	1%	-	-	1%	-	-	1%	-	1%	-	-	-	1%	1%
Contrast to the U.S./ other countries/no self- identity	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Independence/ individuality/strong self-identity	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
Food	1%	-	-	-	-	-	-	1%	-	-	1%	-	1%	-	1% P	1%	-	-	1%	-	2% S	-	-
Young/relatively new country	1%	1%	1%	-	2% bCH	1%	-	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%
Attitude	1%	-	1%	-	1%	-	1%	-	4% CEGJ	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	1%
Canada's place in the world/reputation	1%	1%	1%	-	-	-	-	-	-	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%
Our media/CBC	1%	1%	-	-	-	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	1%	-	1%	-	1%	1%
Immigration laws/open- door policy	1%	1%	-	1%	-	-	-	1%	-	-	1%	-	1%	-	-	1%	1%	1%	-	-	1%	-	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q2 What do you think makes Canada unique?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Socialism	*%	-	-	-	-	-	*%	*%	-	-	-	-	*%	-	-	-	-	*%	-	-	-	-	1%
Tourism/landmarks	*%	-	-	-	-	-	-	-	*%	-	3% I	-	*%	-	*%	*%	-	-	-	-	-	-	-
Over-taxed	*%	-	-	1%	-	-	-	-	-	-	1%	-	*%	-	*%	*%	-	*%	-	-	*%	-	*%
Military	*%	*%	1%	-	-	-	-	-	-	-	*%	-	*%	-	-	*%	*%	*%	-	-	*%	-	*%
Other	1%	*%	1%	1%	3% bh	-	1%	*%	-	1%	-	1%	1%	2%	*%	1%	-	1%	2%	*%	-	*%	1%
None/nothing	*%	-	-	-	-	-	-	1%	-	*%	-	-	*%	-	1%	-	-	*%	1%	-	-	-	-
DK/NA	10%	14% H	11% H	14% H	12% H	18% CGHJ	10% h	4%	18% gH	11% H	15% H	4%	12% L	12%	15% qR	10% R	6%	5%	11%	12% u	5%	6%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q2      What do you think makes Canada unique?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Multiculturalism/ diversity	42%	40%	44%	58% eFG	47% FG	37% g	28%	39%	49% H	53%	48%	48%	39%	46% O	37%	43%	46% r	39%	42%	43%	41%
Land/geography	12%	14% c	10%	7%	12%	16% Dg	10%	13%	9%	11%	9%	11%	14%	13%	10%	9%	13%	13%	13%	11%	11%
Friendly/humble/nice people	12%	9%	15% B	8%	9%	13%	17% De	12%	12%	11%	13%	12%	16%	12%	9%	13%	13%	11%	13% U	15% U	4%
Freedom	8%	7%	10%	7%	4%	9% E	16% DEF	10% i	5%	8%	5%	7%	5%	7%	10% m	6%	10%	8%	8%	7%	10%
Peace/peacefulness	5%	5%	5%	3%	6%	5%	6%	5%	5%	4%	5%	5%	6%	4%	5%	5%	4%	5%	4%	4%	8% ST
Universal health care	5%	5%	4%	5%	8% fG	4% G	1%	5%	4%	3%	5%	4%	4%	4%	6%	5%	5%	5%	6% u	4%	3%
Tolerance	4%	4%	4%	3%	4%	5%	5%	4%	6%	5%	6%	6%	4%	4%	5%	4%	4%	4%	6% Tu	3%	3%
Natural resources	4%	5%	4%	2%	6% DG	5% g	2%	4%	3%	1%	4%	3%	4%	4%	4%	5%	5%	3%	4% t	2%	7% T
Weather/cold	4%	5%	4%	6%	3%	3%	5%	4%	4%	5%	4%	5%	5%	5%	3%	5%	3%	4%	4%	4%	3%
Bilingualism/English and French	4%	5%	3%	4%	3%	5%	4%	5% I	1%	-	2%	2%	1%	5% m	3%	1%	3%	5% P	3%	5%	4%
Political system	4%	4%	3%	2%	3%	5%	3%	3%	4%	-	5%	4%	6%	4%	2%	2%	3%	4%	5% U	3%	1%
Aboriginal/indigenous peoples/culture	2%	2%	3%	2%	2%	4%	2%	3%	1%	2%	1%	1%	1%	3%	2%	1%	2%	3%	3%	2%	3%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q2      What do you think makes Canada unique?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Size/large country/small population	2%	2%	2%	*%	3% D	2%	2%	2%	2%	*%	2%	2%	1%	2%	3%	2%	1%	3%	3%	2%	2%
Wildlife/nature/beauty/ cleanliness	2%	3%	1%	1%	3% g	3% g	*%	1%	4% h	3%	4%	2%	3%	2%	1%	2%	2%	2%	3% t	1%	1%
Quality of life/ lifestyle	1%	1%	1%	2%	*%	2% e	2%	1%	1%	-	2%	1%	*%	2% m	1%	1%	1%	2%	*%	1%	3% s
Social system/programs	1%	1%	1%	1%	2% g	1%	*%	1%	1%	-	1%	1%	*%	2% m	1%	1%	1%	2%	1%	1%	1%
History/culture	1%	1%	1%	2%	1%	1%	1%	1%	*%	-	*%	1%	1%	1%	1%	1%	2%	*%	2%	1%	-
The North/the Arctic region	1%	1%	1%	-	*%	1%	3% Ef	1%	1%	-	1%	1%	*%	1%	1%	*%	*%	2% Pq	1%	1%	1%
Values	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%
Safety/feelings of security	1%	1%	1%	1%	1%	1%	1%	*%	2% h	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
STABLE economy/industry/ development	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%	1%	1%	1%
Symbols associated with Canada (various)	1%	1%	*%	2%	1%	*%	*%	1%	1%	2%	*%	1%	*%	1%	1%	*%	*%	1%	1%	*%	1%
Laws/human rights/ equality	1%	*%	1%	2% EFG	*%	1%	*%	*%	1%	4% k	*%	1%	1%	*%	1% N	*%	*%	1% pq	1%	*%	1%
Opportunities available/ to all	1%	1%	1%	1%	1%	*%	1%	*%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%
Nationalism/pride/unity	1%	*%	1%	-	1%	-	1%	1%	*%	-	*%	*%	-	1% O	*%	*%	1% r	*%	1% T	*%	*%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q2      What do you think makes Canada unique?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Humanitarian aid	1%	1%	1% B	-	-	1%	2% F	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% ST
Hockey	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1% t	1%	-
Education	1%	1%	1% b	-	1%	-	1%	1%	1% h	-	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%
Contrast to the U.S./ other countries/no self- identity	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Independence/ individuality/strong self-identity	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Food	1%	1% C	1%	1%	1%	-	-	1%	-	-	-	-	-	1%	-	1% R	-	1%	1% T	1%	-
Young/relatively new country	1%	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Attitude	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Canada's place in the world/reputation	1%	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-
Our media/CBC	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Immigration laws/open- door policy	1%	1%	1%	1%	-	1%	1%	1%	-	-	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%
Socialism	1%	1%	1%	1%	-	1%	-	1%	-	-	-	-	-	1%	-	1%	-	1%	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q2      What do you think makes Canada unique?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Tourism/landmarks	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Over-taxed	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Military	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Other	1%	1%	1%	–	1%	1%	1%	1%	1%	1%	1%	1%	–	–	–	1%	1%	1%	1%	1%	1%
None/nothing	1%	–	–	–	–	–	–	–	–	1%	–	–	2% N	–	–	–	1%	–	–	–	–
DK/NA	9%	10%		9%	6%	10%	14% E	10%	8%	7%	9%	8%	12%	8%	11%	12%	8%	10%	8%	10%	12%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q2      What do you think makes Canada unique?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Multiculturalism/ diversity	42%	48% C	23%	52% C	44% C	43%	42%
Land/geography	12%	13%	10%	14%	9%	8%	12%
Friendly/humble/nice people	12%	13% C	8%	13%	11%	15%	12%
Freedom	8%	8% D	13% BD	2%	9% D	10%	8%
Peace/peacefulness	5%	3%	5%	8% B	8% b	4%	5%
Universal health care	5%	4%	5%	8% BCE	3%	3%	5%
Tolerance	4%	4%	4% e	7% bE	1%	1%	4% f
Natural resources	4%	4%	5%	3%	4%	3%	4%
weather/cold	4%	3%	6% b	5%	3%	8%	4%
Bilingualism/English and French	4%	3%	5%	4%	4%	1%	4% f
Political system	4%	3%	4%	5%	3%	1%	4% f
Aboriginal/indigenous peoples/culture	2%	2%	4% e	3%	1%	3%	2%
Size/large country/small population	2%	3%	1%	3%	1%	5%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q2      What do you think makes Canada unique?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
wildlife/nature/beauty/ cleanliness	2%	2%	2%	2%	1%	2%	2%
Quality of life/ lifestyle	1%	1%	2% B	1%	4% b	-	1%
Social system/programs	1%	1%	1%	1%	1%	1%	1%
History/culture	1%	1%	1%	2%	1%	1%	1%
The North/the Arctic region	1%	1%	1%	1%	3% c	-	1%
Values	1%	1%	1%	1%	1%	1%	1%
Safety/feelings of security	1%	1%	1%	1%	2%	1%	1%
STABLE economy/industry/ development	1%	1%	1%	1%	1%	-	1%
Symbols associated with Canada (various)	1%	1%	1%	-	1%	1%	1%
Laws/human rights/ equality	1%	1%	2% BD	1%	-	1%	1%
Opportunities available/ to all	1%	1%	1%	1%	1%	1%	1%
Nationalism/pride/unity	1%	1%	1%	1%	2% BC	1%	1%
Humanitarian aid	1%	1% CD	1%	1%	1%	-	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q2      What do you think makes Canada unique?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Hockey	%%	1%	%%	%%	%%	1%	%%
Education	%%	%%	%%	-	1%	-	%%
Contrast to the U.S./ other countries/no self- identity	%%	%%	%%	1%	%%	%%	%%
Independence/ individuality/strong self-identity	%%	%%	%%	%%	1%	%%	%%
Food	%%	1%	-	-	-	5% G	%%
Young/relatively new country	%%	%%	%%	%%	%%	1%	%%
Attitude	%%	%%	%%	%%	%%	%%	%%
Canada's place in the world/reputation	%%	%%	%%	%%	%%	-	%%
Our media/CBC	%%	%%	-	1%	-	-	%%
Immigration laws/open- door policy	%%	%%	-	%%	%%	-	%%
Socialism	%%	-	%%	-	-	-	%%
Tourism/landmarks	%%	%%	%%	-	-	-	%%
Over-taxed	%%	%%	%%	-	-	-	%%
Military	%%	-	%%	-	%%	1%	%%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q2      What do you think makes Canada unique?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Other	1%	1%	1%	-	1%	1%	1%
None/nothing	1%	-	1%	1%	-	-	1%
				C			
DK/NA	10%	8%	18%	5%	8%	12%	10%
			BDE				

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3a Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Aboriginal history and culture

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	45%	46% eFI	47% eFgI	38%	35%	31%	37%	49% DEFGI	32%	43% F	51% DEFGI	53% M	41%	49%	46%	41%	45%	47%	50% W	46% w	50% w	40%	38%
Somewhat important	42%	41%	44%	48%	47%	49% hk	48%	39%	48%	42%	39%	34%	45% L	31%	41%	48% N	43%	42% n	37%	43%	41%	50% s	46%
Not very important	9%	9%	5%	9%	11%	9%	11% c	8%	10%	10% c	7%	9%	8%	10%	8%	9%	10%	8%	8%	9%	6%	6%	11%
Not at all important	3%	3%	3%	3%	8% BCHJK	8% bCHJK	3%	2%	5% k	2%	*%	1%	3%	3%	3%	2%	1%	2%	2%	1%	2%	4%	5% t
TOP TWO BOX	87%	87%	90% EFI	86%	81%	81%	85%	88% f	80%	85%	91% EFIj	87%	87%	80%	86%	88% n	87%	89% n	87%	89%	91%	90%	84%
BOTTOM TWO BOX	11%	12%	8%	12%	18% CHK	17% ChK	14% cK	10%	15%	12% k	7%	10%	12%	13%	11%	11%	11%	10%	10%	10%	8%	10%	15%
DK/NA	2%	2%	2%	2%	*%	3% e	1%	2% e	5% bEG	3% eg	2% e	3%	2%	8% oPQR	2%	1%	1%	1%	3%	1%	*%	*%	1%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3a Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Aboriginal history and culture

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	45%	43%	46%	45%	49% g	44%	40%	42%	52% H	54%	52%	52%	62% NO	46% O	37%	51% R	45%	42%	45%	46%	44%
Somewhat important	42%	42%	42%	44%	41%	46% G	37%	46% I	33%	28%	33%	35%	23%	44% M	47% M	36%	43%	44% p	42%	44%	38%
Not very important	9%	10%	7%	8%	8%	6%	13% deF	8%	10%	13%	9%	9%	10%	7%	11%	10%	8%	9%	9%	8%	9%
Not at all important	3%	3%	2%	3%	1%	3%	3%	2%	3%	2%	3%	2%	1%	2%	5% n	2%	2%	3%	3%	2%	3%
TOP TWO BOX	87%	85%	88%	89% G	90% G	91% G	77%	88%	85%	81%	86%	87%	85%	90% O	83%	87%	88%	86%	87%	90% U	82%
BOTTOM TWO BOX	11%	14% C	9%	11%	9%	9%	16% EF	11%	13%	15%	12%	11%	11%	9%	15% N	12%	10%	11%	12%	9%	12%
DK/NA	2%	1%	3% b	1%	1%	*%	7% DEF	1%	2%	4%	2%	2%	5% NO	1%	1%	1%	1%	2% p	1%	1%	6% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3a Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Aboriginal history and culture

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	45%	60% CE	21%	54% CE	26%	54%	44%
Somewhat important	42%	35%	48% BD	37%	58% BD	29%	43% F
Not very important	9%	2%	21% BDE	8% B	10% B	9%	9%
Not at all important	3%	*%	7% BD	*%	5% bd	6%	2%
TOP TWO BOX	87%	95% CE	69%	91% C	84% C	83%	87%
BOTTOM TWO BOX	11%	2%	28% BDE	8% B	15% B	15%	11%
DK/NA	2%	3% DE	3% De	1%	*%	2%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q3b Do you think each of the following is very important, somewhat important, not very important or not at all important  
in defining Canada? Bilingualism

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	37%	30% f	26%	27%	23%	21%	29%	30% f	34% F	61% FGHIK BCDE	39% CDEFG	38%	37%	36%	31%	40% oQ	26% OQ	44% OQ	38%	42%	40%	33%	34%
Somewhat important	40%	36%	41% J	41% J	42% J	41% J	39% J	49% BgIJK	33%	28%	38% J	43%	38%	27%	44% N	41% N	49% N	40% N	36%	40%	43%	49% sw	38%
Not very important	14%	18% J	21% HJ	22% HJ	16% J	21% HJ	22% HJ	12%	22% hJ	7%	16% J	10%	15% I	15%	19% pr	11%	13%	12%	13%	11%	9%	13%	19% tU
Not at all important	6%	10% Jk	9% Jk	8% J	19% GHJK bcd	16% DgHJK c	8% J	5% J	9% j	1%	5% J	5%	7%	6%	3%	8%	11%	5%	5%	5%	7%	4%	9%
TOP TWO BOX	77%	66%	67%	68%	65%	63%	67%	80% DEFGI BC	67%	90% FGHIK BCDE	78% dEFGI BC	82% m	75%	63%	75% n	80% N	75%	83% No	75%	81% w	84% W	82% w	72%
BOTTOM TWO BOX	20%	28% HJ	30% HJK	31% HJK	35% HJK	37% HJK	30% HJK	17% J	30% HJ	7%	21% J	15%	22% L	21%	22%	19%	24%	17%	18%	16%	15%	18%	28% STUV
DK/NA	3%	6% DFgjk	3% F	1%	-	*%	2% f	4% F	3%	3% F	2%	4%	3%	16% OPQR	3% pR	1%	1%	*%	7% TUV	3% W	1%	-	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3b Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Bilingualism

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	37%	38%	37%	49% FG	42% FG	31%	30%	39%	34%	37%	33%	37%	45%	37%	37%	35%	35%	40%	35%	35%	44% st
Somewhat important	40%	36%	43% b	35%	40%	45% d	38%	40%	41%	44%	42%	42%	27%	44% M	38% m	37%	42%	40%	39%	41%	39%
Not very important	14%	18% C	10%	11%	12%	15%	17%	13%	15%	13%	15%	13%	15%	13%	15%	16%	14%	13%	16% U	13%	10%
Not at all important	6%	6%	6%	2%	6%	8% D	7%	6%	6%	3%	6%	6%	6%	6%	6%	10% R	7% r	4%	8% U	7% u	2%
TOP TWO BOX	77%	74%	79%	84% FG	82% fG	75% g	68%	78%	75%	81%	75%	78%	72%	81% m	75%	72%	77%	80% p	75%	76%	83% S
BOTTOM TWO BOX	20%	24% C	16%	14%	17%	22% D	24% D	19%	21%	17%	22%	19%	21%	19%	21%	26% R	22%	16%	24% U	20% u	12%
DK/NA	3%	2%	5% B	2% e	1%	3% E	9% DEF	2%	3%	2%	4%	3%	7% NO	1%	3% N	2%	1%	4% PQ	1%	4% S	5% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3b Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Bilingualism

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	37%	42% C	31%	38%	34%	39%	37%
Somewhat important	40%	40%	34%	43% C	44%	39%	40%
Not very important	14%	10%	21% Bde	14%	13%	10%	14%
Not at all important	6%	4%	10% B	5%	8%	8%	6%
TOP TWO BOX	77%	82% C	65%	81% C	77% C	78%	77%
BOTTOM TWO BOX	20%	14%	30% BDe	19%	21%	18%	20%
DK/NA	3%	4% D	5% DE	0%	2% D	4%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q3c Do you think each of the following is very important, somewhat important, not very important or not at all important  
in defining Canada? Multiculturalism

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	59%	55%	58%	53%	60% j	53%	59%	68% CDFgJ B	60%	50%	62% J	67% M	56%	42%	48%	60% NO	77% NOP	71% NOP	51%	58%	66% S	59%	66% S
Somewhat important	30%	30%	32% H	34% H	32%	33% H	30%	22%	31%	37% H	29%	23%	32% L	30%	40% pQR	31% QR	16%	22%	29%	31%	26%	35% w	24%
Not very important	6%	4%	6%	6%	4%	6%	5%	5%	5%	8%	7%	4%	6%	9%	6%	5%	2%	5%	5%	7%	6%	3%	6%
Not at all important	3%	4%	3%	4%	3%	8% CEHJK	4%	1%	3%	3%	2%	1%	4% L	4%	3%	3%	2%	2%	5%	3%	1%	2%	3%
TOP TWO BOX	88%	85%	89%	87%	92%	86%	88%	90%	91%	87%	91%	90%	88%	71%	88% N	90% N	94% N	93% N	80%	90% S	92% S	94% S	90% S
BOTTOM TWO BOX	9%	8%	9%	10%	7%	14% eH	9%	6%	8%	11% h	9%	5%	10% L	13%	9%	9%	4%	7%	10%	10%	7%	5%	9%
DK/NA	3%	6% dEGIJ C	2%	3% e	1%	-	3%	4% Ei	1%	2%	-	5% M	2%	16% OPQR	2%	1%	2%	1%	9% TUVW	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3c Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Multiculturalism

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	59%	60%	58%	80% EFG	67% FG	51% G	39%	56%	67% H	87% K	62%	66%	61%	58%	61%	62%	57%	59%	60%	58%	57%
Somewhat important	30%	28%	31%	17%	25% d	37% DE	38% DE	33% I	22%	6%	26% J	24%	24%	31%	29%	28%	29%	30%	29%	29%	33%
Not very important	6%	6%	5%	2%	6% d	6% d	7% d	6%	5%	6%	5%	4%	6%	6%	6%	5%	8%	5%	6%	8% u	3%
Not at all important	3%	4%	2%	*%	1%	5% DE	5% DE	3%	2%	*%	2%	3%	8% NO	2%	2%	3%	2%	3%	3%	3%	3%
TOP TWO BOX	88%	88%	88%	97% eFG	92% fG	87% G	77%	89%	89%	93%	88%	90%	85%	89%	90%	90%	86%	90%	89%	87%	89%
BOTTOM TWO BOX	9%	10%	7%	3%	7% d	11% D	13% De	9%	6%	6%	7%	7%	14% no	8%	7%	8%	10%	8%	8%	11%	6%
DK/NA	3%	2%	4% B	-	1%	2%	10% EF	2%	4% H	1%	6% j	3%	1%	2% m	2%	2%	3% p	2%	3%	2%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3c Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Multiculturalism

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	59%	69% CE	38%	72% CE	47%	64%	58%
Somewhat important	30%	23%	40% BD	24%	41% BD	24%	30%
Not very important	6%	3%	11% BD	3%	8%	3%	6%
Not at all important	3%	2%	5% bd	2%	2%	5%	3%
TOP TWO BOX	88%	92% C	78%	96% bce	87% c	88%	88%
BOTTOM TWO BOX	9%	5%	17% BD	4%	10%	8%	9%
DK/NA	3%	3% D	5% BDe	0%	3% D	4%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q3d Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Land and geography

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	63%	59%	67% GJ	71% BeGJ	60%	64%	56%	67% GJ	62%	56%	66% gj	61%	63%	51%	59%	66% N	65%	67% No	61%	59%	72% STW	61%	60%
Somewhat important	28%	27%	26%	24%	31%	28%	38% bCDfH	24%	34%	32% h	32%	28%	28%	23%	29%	28%	26%	29%	24%	30%	26%	29%	34% s
Not very important	5%	8% FGHIK D	4%	2%	6% dK	2%	2%	3%	2%	8% FGHIK D	1%	4%	5%	8% R	7% R	4%	7%	3%	6% U	6% U	1%	7% U	4% u
Not at all important	2%	1%	1%	2%	1%	3% E	1%	2% e	1%	3% E	1%	2%	2%	5% pR	3% R	1%	1%	1%	2%	4% UVW	1%	1%	1%
TOP TWO BOX	90%	87%	93% B	95% BJ	90%	92% B	93% B	91%	96% BJ	88%	97% CEFHJ B	89%	91%	74%	88% N	94% NO	91% N	96% NO	85%	89%	99% STVw	91%	94% ST
BOTTOM TWO BOX	7%	9% dGhIK	5%	4%	6%	5%	3%	5%	2%	11% FGHIK CD	2%	6%	7%	13% PR	10% PR	5%	8%	3%	8% U	10% UW	1%	8% U	5%
DK/NA	3%	5% DJK	2% K	1%	4% djk	3% K	3% K	4% DJK	2%	1%	1%	5% M	2%	13% OPQR	2%	1%	1%	1%	7% TUVW	1%	1%	1%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q3d Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Land and geography

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	63%	62%	63%	59%	66%	60%	62%	64%	59%	60%	58%	65%	69% O	68% O	52%	67% R	67% R	58%	66% u	63%	56%
Somewhat important	28%	29%	27%	32% G	30% g	28% g	22%	28%	29%	29%	30%	26%	21%	24%	38% MN	28%	23%	31% Q	25%	27%	34% S
Not very important	5%	6%	4%	7% E	2%	7% E	4%	5%	5%	8%	3%	3%	3%	4%	6%	2%	6% P	5% P	6%	4%	5%
Not at all important	2%	1%	2%	1%	2%	2%	2%	1%	3% H	-	4%	2%	4% N	1%	3%	1%	1%	3% PQ	1%	3% S	2%
TOP TWO BOX	90%	91%	90%	91% G	96% dFG	89% G	84%	92%	88%	89%	88%	91%	90%	92%	90%	96% QR	91%	89%	90%	90%	91%
BOTTOM TWO BOX	7%	7%	7%	8%	4%	10% E	7%	6%	8%	8%	8%	6%	7%	6%	9% N	3%	7% P	8% P	6%	7%	6%
DK/NA	3%	2%	4% B	1%	*%	2% e	10% DEF	2%	4%	3%	4%	3%	3%	2%	1%	2%	3%	2%	3%	2%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3d Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? Land and geography

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	63%	67% C	57%	64%	59%	65%	63%
Somewhat important	28%	27%	26%	28%	32%	27%	28%
Not very important	5%	3%	10% BDE	4%	3%	2%	5%
Not at all important	2%	1%	3% b	1%	3%	1%	2%
TOP TWO BOX	90%	94% C	83%	92% C	91% C	92%	90%
BOTTOM TWO BOX	7%	4%	13% BDE	6%	6%	3%	7%
DK/NA	3%	2%	4%	2%	3%	5%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q3e Do you think each of the following is very important, somewhat important, not very important or not at all important  
in defining Canada? The health care system

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	81%	79%	78%	86% cJ	90% BCfJ	81% J	82% J	88% BCJ	93% BCFGJ	71%	87% bcJ	80%	82%	84% r	87% pQR	81%	74%	76%	82% v	80%	83% v	73%	78%
Somewhat important	15%	15% I	18% EhI	13% I	8%	12% I	13% I	11% i	3%	23% FGHIK bDE	12% I	16%	15%	12%	9%	16% O	22% O	20% nO	13%	16%	15%	24% Su	16%
Not very important	2%	4% DhIK	2% ik	1%	1%	6% DEHIK c	4% DhIK	1%	1%	3% dIK	1%	2%	2%	2%	3%	2%	3%	2%	3%	3%	1%	2%	3%
Not at all important	1%	2%	2%	1%	1%	1%	1%	1%	1%	2% k	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	3%
TOP TWO BOX	96%	94%	96%	99% BFgJ	98% bf	93%	95%	98% BFgJ	96%	95%	100% CFGiJ B	96%	96%	97%	96%	97%	96%	96%	95%	97%	98%	97%	94%
BOTTOM TWO BOX	3%	6% DhIK	4% diK	1%	2%	7% DEHIK	5% DhIK	2%	1%	5% DeHIK	1%	4%	3%	3%	4%	3%	4%	4%	4%	3%	2%	3%	6% u
DK/NA	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3e Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? The health care system

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	81%	76%	86% B	80%	77%	83%	85% e	81%	81%	76%	82%	84%	84%	80%	82%	83%	79%	81%	80%	79%	86% t
Somewhat important	15%	20% C	11%	17%	20% fG	14%	11%	16%	14%	19%	13%	12%	11%	17%	14%	14%	17%	15%	17% U	18% U	8%
Not very important	2%	3%	2%	2%	2%	2%	3%	2%	3%	5%	3%	2%	4%	2%	3%	2%	2%	3%	2%	1%	4%
Not at all important	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
TOP TWO BOX	96%	96%	97%	97%	97%	96%	95%	97%	95%	94%	95%	96%	95%	97%	96%	97%	97%	96%	97%	97%	94%
BOTTOM TWO BOX	3%	4%	3%	3%	3%	3%	4%	3%	5%	6%	4%	3%	5%	3%	4%	3%	3%	4%	3%	3%	6%
DK/NA	*%	*%	*%	-	*%	*%	*%	*%	*%	-	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q3e Do you think each of the following is very important, somewhat important, not very important or not at all important in defining Canada? The health care system

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	81%	84% C	75%	79%	84% c	89% G	81%
Somewhat important	15%	13%	19% B	17%	15%	9%	16% f
Not very important	2%	2%	3%	2%	1%	1%	2%
Not at all important	1%	1%	2%	2%	*%	1%	1%
TOP TWO BOX	96%	97% C	94%	96%	98% c	98%	96%
BOTTOM TWO BOX	3%	3%	6% bE	4%	1%	2%	4%
DK/NA	*%	*%	*%	-	*%	-	*%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4a Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
There is room for a variety of languages and cultures in this country

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	54%	51%	55% D	43%	55% d	49%	59% Df	58% Df	63% bDf	52% d	65% BCDFJ	63% M	51%	35%	50% N	53% N	58% N	67% NOP	48%	53%	58%	52%	62% St
Agree somewhat	32%	32%	34% i	39% IK	32%	40% IK	33%	31%	22%	33%	27%	26%	35% L	42% OR	28%	36% R	34%	27%	36%	35%	33%	31%	29%
Disagree somewhat	8%	9% cF	5%	11% CeFK	5%	3%	6%	7% f	10% F	10% CFK	5%	5%	9% L	11% r	15% PQR	6%	5%	4%	10% U	7%	4%	15% TUV	6%
Totally disagree	4%	6%	6% g	5%	8% GH <i>i</i>	8% GH <i>ik</i>	2%	2%	2%	4%	3%	3%	4%	9% r	5%	3%	3%	2%	4%	5%	3%	2%	2%
TOP TWO BOX	87%	83%	89% d	82%	86%	89% d	92% BDJ	90% bd	86%	85%	91% BDJ	89%	86%	77%	78%	90% NO	92% NO	94% NO	84%	87%	91% sv	83%	92% SV
BOTTOM TWO BOX	12%	15% ghk	10%	16% Ghk	13%	11%	8%	9%	13%	14% Ghk	8%	8%	13% L	20% PqR	20% PQR	9%	8%	6%	15% uw	12%	7%	16% UW	8%
DK/NA	1%	2%	1%	2% k	1%	-	*%	2%	2%	1%	*%	2%	1%	3%	1%	1%	1%	*%	1%	*%	2%	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4a Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 There is room for a variety of languages and cultures in this country

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	54%	56%	53%	67% FG	64% FG	43%	44%	53%	59%	63%	58%	58%	52%	54%	58%	56%	55%	53%	59% U	53%	49%
Agree somewhat	32%	32%	33%	32%	26%	37% E	37% E	33%	31%	31%	30%	32%	31%	34%	30%	31%	30%	35%	29%	33%	37% S
Disagree somewhat	8%	7%	9%	1%	7% D	12% DE	10% D	9% I	5%	2%	6%	5%	9%	8%	8%	6%	10% p	8%	7%	10% S	8%
Totally disagree	4%	4%	4%	*%	1%	6% DE	7% DE	4%	4%	2%	5%	3%	7%	4%	3%	5%	5%	3%	4%	4%	4%
TOP TWO BOX	87%	88%	86%	99% EFG	90% FG	81%	80%	86%	90%	94%	88%	91%	83%	87%	88%	88%	85%	88%	88%	85%	87%
BOTTOM TWO BOX	12%	11%	13%	1%	9% D	19% DE	17% DE	13%	9%	4%	10%	8%	16%	12%	11%	11%	15%	11%	10%	14%	12%
DK/NA	1%	1%	1%	-	1%	*%	3% F	1%	1%	2%	1%	1%	1%	1%	1%	2% Q	*%	2% Q	1%	1%	2%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4a Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
There is room for a variety of languages and cultures in this country

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	54%	62%	37%	67%	44%	53%	55%
		CE		CE			
Agree somewhat	32%	30%	40%	23%	37%	35%	32%
		d	BD		D		
Disagree somewhat	8%	5%	11%	6%	15%	3%	8%
			BD		BD		F
Totally disagree	4%	1%	10%	4%	3%	5%	4%
			BDE	b			
TOP TWO BOX	87%	93%	77%	90%	81%	89%	87%
		CE		CE			
BOTTOM TWO BOX	12%	6%	21%	9%	18%	8%	12%
			BD		Bd		
DK/NA	1%	1%	2%	*%	1%	4%	1%
			d			G	

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4b Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 We have to take steps to protect our cultural traditions from outside influences

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	34%	25%	31%	29%	32%	20%	26%	32%	41%	45%	30%	33%	34%	43%	41%	38%	15%	22%	33%	40%	29%	39%	24%
			F	f	F			F	BFG	EFGHK	F			QR	QR	QR				uw		w	
Agree somewhat	35%	33%	34%	32%	34%	40%	36%	37%	35%	32%	40%	30%	37%	32%	37%	36%	33%	33%	36%	36%	41%	30%	34%
Disagree somewhat	18%	20%	21%	25%	13%	18%	20%	19%	9%	14%	20%	22%	17%	10%	10%	15%	42%	28%	19%	14%	16%	22%	27%
		I	Ij	EIJ		i	I	I			I						NOPR	NOP				STU	
Totally disagree	11%	18%	12%	11%	15%	17%	17%	10%	10%	8%	10%	13%	11%	12%	11%	8%	7%	16%	8%	9%	13%	8%	14%
		dHJk			j	hJ	hJ										P						
TOP TWO BOX	68%	58%	65%	62%	67%	60%	62%	70%	76%	77%	70%	64%	70%	75%	79%	74%	48%	56%	69%	75%	70%	69%	58%
								Bf	BDFG	CDeFG	Bf			QR	QR	QR			w	w	w	w	
BOTTOM TWO BOX	30%	38%	33%	36%	28%	35%	37%	29%	18%	22%	30%	35%	28%	22%	21%	23%	50%	43%	27%	23%	29%	30%	41%
		IJ	IJ	IJ		IJ	IJ	i			ij	m					NOP	NOP				STUV	
DK/NA	2%	4%	2%	2%	5%	5%	1%	1%	6%	1%	1%	1%	2%	3%	1%	3%	2%	1%	4%	2%	1%	1%	1%
		k	k		CGHJK	CGHJK			CGHJK							o							

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4b Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 We have to take steps to protect our cultural traditions from outside influences

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	34%	34%	33%	25%	30%	35% D	43% DEF	36% I	26%	23%	26%	30%	42% N	31%	35%	32%	33%	35%	25%	39% S	42% S
Agree somewhat	35%	35%	34%	36%	38%	34%	32%	35%	34%	43%	32%	34%	29%	40% MO	29%	35%	35%	35%	37%	33%	35%
Disagree somewhat	18%	19%	18%	27% FG	22% G	16% G	9%	17%	23% h	16%	25%	19%	13%	17%	23% MN	17%	20%	18%	22% tU	16%	15%
Totally disagree	11%	11%	12%	12%	10%	13%	13%	9%	16% H	16%	16%	16%	13%	11%	11%	13%	11%	11%	15% U	10%	8%
TOP TWO BOX	68%	69%	67%	61%	68%	69%	75% D	72% I	60%	67%	59%	63%	71%	70%	64%	67%	68%	70%	61%	71% S	76% S
BOTTOM TWO BOX	30%	30%	30%	39% fG	31% G	29% g	21%	27%	38% H	32%	40%	35%	26%	28%	34% n	30%	31%	28%	37% TU	26%	22%
DK/NA	2%	1%	3%	*%	1%	2% D	4% D	2%	1%	2%	1%	2%	2%	2%	1%	4% qr	1%	2%	2%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4b Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 We have to take steps to protect our cultural traditions from outside influences

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	34%	33%	35%	23%	45%	28%	34%
		D	D		BD		
Agree somewhat	35%	35%	36%	38%	28%	38%	35%
Disagree somewhat	18%	19%	14%	26%	16%	15%	19%
				bce			
Totally disagree	11%	11%	12%	12%	10%	12%	11%
TOP TWO BOX	68%	68%	71%	61%	73%	66%	69%
			D		D		
BOTTOM TWO BOX	30%	30%	26%	37%	26%	28%	30%
				Ce			
DK/NA	2%	2%	3%	2%	1%	7%	2%
						G	

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4c Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
Learning other languages makes us forget our own cultural traditions

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	6%	7%	8% DH	3%	4%	6%	7% dh	3%	7%	12% DEFHK b	5%	4%	7% l	10% qr	11% PQR	5%	3%	3%	11% UVW	7% W	4%	5% w	2%
Agree somewhat	13%	10%	10%	10%	11%	16% bGK	6%	12% g	12%	18% DeGhK BC	9%	17% M	11%	21% PQR	15%	11%	9%	10%	18% Uw	14% u	8%	15% u	11%
Disagree somewhat	24%	24%	27%	27%	19%	21%	24%	22%	25%	25%	23%	23%	24%	30% R	20%	29% OR	35% OR	17%	28% W	25% w	22%	27% w	17%
Totally disagree	56%	56% J	55% J	58% J	65% cJ	56% J	60% J	63% J	52%	44%	63% J	56%	56%	36%	53% N	55% N	53% N	69% NOPQ	39%	54% S	64% Stv	52% s	70% STV
TOP TWO BOX	19%	16%	18%	13%	15%	21% Dgk	14%	15%	18%	30% fGHIK BCDE	14%	21%	18%	31% PQR	26% PQR	16%	12%	13%	30% tuvw	21% UW	12%	20% uw	13%
BOTTOM TWO BOX	80%	81% J	82% J	86% fJ	84% J	77% j	85% fJ	84% fJ	77%	69%	86% FJ	79%	80%	65%	73%	84% NO	88% NO	87% NO	68%	79% S	87% St	80% S	87% STV
DK/NA	1%	3% chj	1%	2%	1%	1%	2% C	1%	4% Chj	1%	-	1%	1%	4%	1%	1%	1%	1%	3% t	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4c Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 Learning other languages makes us forget our own cultural traditions

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	6%	7%	6%	4%	5%	9% DE	7%	5%	9% h	7%	10%	7%	11% NO	6%	6%	5%	5%	8% q	5%	6%	10%
Agree somewhat	13%	14%	11%	15% f	14% f	9%	14%	13%	13%	24% K	10%	13%	9%	12%	16% Mn	12%	9%	16% pQ	11%	10%	19% ST
Disagree somewhat	24%	22%	26%	20%	23%	27% d	24%	25%	20%	13%	22%	19%	18%	25%	22%	29% R	24%	21%	24%	21%	28%
Totally disagree	56%	56%	56%	61%	57%	53%	52%	56%	57%	55%	57%	61%	61%	57%	54%	54%	62% pR	53%	59% U	61% U	43%
TOP TWO BOX	19%	21%	17%	19%	19%	18%	21%	18%	23%	31%	20%	19%	20%	18%	22%	17%	13%	24% PQ	16%	16%	28% ST
BOTTOM TWO BOX	80%	78%	82%	81%	81%	81%	77%	81%	76%	68%	79%	80%	79%	82% o	77%	83% R	86% R	75%	83% U	82% U	71%
DK/NA	1%	1%	1%	*%	1%	1%	2% D	1%	1%	*%	1%	1%	1%	*%	2% n	1%	1%	1%	*%	2% s	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4c Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 Learning other languages makes us forget our own cultural traditions

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	6%	5%	11% BDe	5%	6%	3%	7%
Agree somewhat	13%	11%	16% BD	10%	15%	10%	13%
Disagree somewhat	24%	23%	27% D	18%	30% D	36% G	23%
Totally disagree	56%	61% CE	44%	66% CE	49%	51%	56%
TOP TWO BOX	19%	15%	27% BD	16%	21%	13%	19%
BOTTOM TWO BOX	80%	84% C	71%	84% C	79%	87%	79%
DK/NA	1%	1%	2% De	1%	1%	1%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4d Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am concerned about losing my cultural identity

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	19%	14% EGk	12% eG	10%	6%	10% g	6%	12% eG	12%	43% FGHIK BCDE	8%	17%	20%	24% QR	29% PQR	20% qR	11%	12%	27% W	21% W	22% W	24% W	9%
Agree somewhat	20%	18%	22% deFk	15%	14%	13%	17%	20%	15%	25% EFgik D	14%	21%	19%	28% QR	20% Q	22% Qr	7%	17% Q	22% v	25% uVW	18%	13%	15%
Disagree somewhat	18%	20%	18%	17%	29% CDHJ	23% J	25% dJ	18%	23%	14%	25% dJ	18%	18%	17%	12%	18%	24% o	21% O	20%	17%	17%	21%	16%
Totally disagree	42%	45% J	48% J	57% BiJ	50% J	53% J	52% J	50% J	45% J	18%	52% J	43%	42%	29%	39%	39%	59% NOP	50% NOP	29%	37%	43% S	43% S	59% STUV
TOP TWO BOX	39%	32% EgK	34% dEFGK	24%	20%	24%	23%	32% Efgk	26%	67% FGHIK BCDE	22%	38%	40%	52% QR	48% QR	42% QR	17%	28% q	49% VW	47% vW	39% W	37% W	24%
BOTTOM TWO BOX	60%	66% J	66% J	75% cJ	79% BChJ	76% bCJ	77% BChJ	68% J	68% J	32%	77% BChJ	61%	60%	46%	51%	57% n	83% NOPr	71% NOP	49%	53%	61% s	63% St	76% STUV
DK/NA	1%	2%	-	1%	1%	*%	-	-	6% DEFJK b	1%	2%	1%	1%	2%	1%	1%	-	*%	2%	-	*%	-	*%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4d Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am concerned about losing my cultural identity

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	19%	19%	19%	17%	17%	22% e	22%	22% I	12%	9%	13%	14%	24% o	19%	17%	17%	17%	22%	15%	19%	27% St
Agree somewhat	20%	21%	19%	21%	20%	20%	20%	19%	23%	24%	23%	22%	18%	19%	23%	19%	21%	20%	16%	23% S	23% s
Disagree somewhat	18%	17%	19%	19%	19%	15%	20%	17%	20%	25%	18%	19%	14%	20%	17%	18%	16%	20%	21% T	13%	20% t
Totally disagree	42%	42%	42%	43%	44% g	43%	36%	41%	44%	41%	45%	45%	43%	41%	43%	44%	46% r	38%	47% U	44% U	30%
TOP TWO BOX	39%	41%	38%	38%	37%	42%	42%	41% i	35%	33%	36%	36%	42%	38%	40%	36%	38%	42%	31%	42% S	50% S
BOTTOM TWO BOX	60%	59%	61%	62%	63%	58%	56%	58%	65% h	67%	63%	64%	56%	61%	60%	63%	62%	58%	69% TU	57%	50%
DK/NA	1%	*%	1%	-	*%	*%	2% ef	1%	1%	-	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4d Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am concerned about losing my cultural identity

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	19%	16%	27% BD	13%	25% BD	13%	20% f
Agree somewhat	20%	22% cd	16%	16%	25% cd	24%	20%
Disagree somewhat	18%	18%	20%	18%	15%	15%	18%
Totally disagree	42%	44% c	36%	52% bCE	35%	46%	42%
TOP TWO BOX	39%	38% D	43% D	29%	50% BD	37%	39%
BOTTOM TWO BOX	60%	62% E	56%	70% BCE	50%	61%	60%
DK/NA	1%	1%	1%	1%	-	2% g	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4e Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am very concerned that I will not have enough money to live comfortably in the future

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	30%	34% DEFGH C	22%	23%	19%	19%	21%	23%	26%	46% FGHIK BCDE	32% dEFGH C	30%	31%	51% OPQR	38% QR	31% QR	18%	17%	42% UVW	41% UVW	24% W	30% W	12%
Agree somewhat	32%	30%	39% jk	31%	38%	34%	34%	34%	32%	29%	30%	27%	34% l	23%	33%	39% NQR	25%	30%	35%	27%	44% TVW	28%	30%
Disagree somewhat	19%	22% j	19%	25% j	21%	24% j	25% j	18%	20%	13%	24% j	20%	18%	9%	16%	15%	43% NOPR	25% NOP	14%	17%	20%	25% S	22% s
Totally disagree	16%	12%	19% bj	18% j	19% j	20% j	19% j	21% BJ	13%	11%	14%	21% m	15%	8%	12%	14%	14% NOPQ	27% NOPQ	7%	13%	11%	17% s	35% STUV
TOP TWO BOX	63%	64% f	62%	55%	57%	53%	55%	57%	59%	75% FGHIK BCDE	62%	57%	65% l	75% QR	70% QR	70% QR	43%	47%	76% VW	68% VW	68% W	58% W	42%
BOTTOM TWO BOX	35%	34% j	38% j	43% j	41% j	43% j	44% bj	39% j	34%	24%	38% j	41% m	33%	17%	28% n	29% N	57% NOP	52% NOP	21%	30% s	32% s	41% St	57% STUV
DK/NA	2%	2%	*%	2% c	2%	4% CgJ	1%	4% CgJ	8% EfgHJ BCD	1%	-	2%	2%	8% OPQR	2%	1%	*%	1%	3%	2%	*%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4e Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am very concerned that I will not have enough money to live comfortably in the future

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	30%	27%	34% B	21%	23%	39% DE	38% DE	31%	28%	18%	32% j	26%	26%	31%	30%	33%	28%	31%	25%	30%	40% ST
Agree somewhat	32%	34%	30%	37% fG	38% FG	28%	26%	34% i	28%	32%	25%	32%	31%	33%	32%	33%	34%	31%	32%	37% U	26%
Disagree somewhat	19%	19%	18%	23%	19%	16%	17%	18%	21%	26%	19%	20%	16%	19%	20%	18%	19%	19%	22% tu	16%	16%
Totally disagree	16%	18%	15%	17%	19%	14%	15%	15%	19%	25%	17%	18%	21%	16%	15%	15%	18%	16%	20% tu	14%	14%
TOP TWO BOX	63%	61%	64%	59%	61%	67%	64%	65% I	56%	49%	57%	59%	57%	65%	62%	65%	63%	62%	57%	67% S	66% S
BOTTOM TWO BOX	35%	37%	34%	41% F	38% f	30%	32%	33%	40%	51% k	36%	38%	36%	35%	35%	33%	37%	34%	42% TU	30%	30%
DK/NA	2%	2%	2%	1%	1%	3% De	4% De	1%	5% H	-	6%	4%	6% NO	1%	3% N	1%	1%	4% PQ	*%	3% S	4% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4e Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
I am very concerned that I will not have enough money to live comfortably in the future

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	30%	28% D	39% BD	21%	33% D	30%	30%
Agree somewhat	32%	35% C	28%	30%	34%	34%	32%
Disagree somewhat	19%	15%	16%	34% BCE	17%	27% g	18%
Totally disagree	16%	18%	15%	16%	15%	9%	17% f
TOP TWO BOX	63%	63% D	67% D	51%	67% D	64%	63%
BOTTOM TWO BOX	35%	33%	31%	49% BCE	32%	36%	35%
DK/NA	2%	4% DE	2% D	*%	*%	*%	2% F

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4f Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
This country is prosperous and wealthy enough for everyone to feel secure

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
=====	=====											Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
TOTAL	van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun. Bay	Mont.	Hal.													
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	41%	40%	35%	40%	37%	42%	35%	37%	31%	50% EGHIK bcd	37%	44%	39%	45%	35%	44% o	35%	41%	37%	43%	38%	42%	44%
Agree somewhat	42%	32%	47% BdJ	36% B	45% B	39%	50% BDFJ	49% BDFJ	43%	36%	42% b	41%	42%	24%	44% N	43% N	52% N	44% N	40%	41%	50%	43%	41%
Disagree somewhat	12%	19% cDFHJ	13%	11%	12%	12%	13%	10%	18% hJ	8%	13%	11%	12%	16%	14% p	8%	11%	10%	15% u	11%	7%	11%	11%
Totally disagree	5%	6%	5%	11% FGHJk CE	5%	5%	3%	4%	8%	4%	6%	4%	5%	9% q	6%	4%	1%	4%	6%	6%	5%	4%	3%
TOP TWO BOX	82%	71%	82% B	76% b	82% b	81% b	85% Bdi	86% BDI	74%	85% BDI	79%	84%	81%	69%	79%	87% NO	87% N	85% N	77%	83%	88% S	85%	86% s
BOTTOM TWO BOX	17%	26% efGHJ c	18%	22% HJ	17%	17%	15%	14%	26% ghJ	12%	19% j	15%	17%	25% Pqr	21% P	12%	12%	14%	21% u	17%	12%	15%	14%
DK/NA	1%	3% cGh	1%	2%	1%	2%	1%	1%	1%	2% gh	2%	1%	1%	6% OPOR	1%	1%	1%	1%	2%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4f Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
This country is prosperous and wealthy enough for everyone to feel secure

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	41%	42%	39%	36%	37%	39%	52% DEF	37%	49% H	45%	51%	45%	49% O	41%	36%	31%	42% P	43% P	38%	39%	47% S
Agree somewhat	42%	41%	42%	47% G	48% G	42% G	28%	44% I	35%	39%	33%	40%	32%	44% M	42% m	47% q	39%	42%	43%	43%	37%
Disagree somewhat	12%	10%	13%	12%	11%	10%	14%	12%	10%	12%	9%	11%	11%	11%	13%	16% R	12%	9%	12%	10%	12%
Totally disagree	5%	5%	5%	4%	4%	7%	4%	5%	4%	2%	5%	4%	8%	4%	5%	5%	6%	4%	5%	6%	3%
TOP TWO BOX	82%	83%	81%	84%	85%	80%	80%	81%	84%	84%	84%	85%	80%	85% O	78%	78%	80%	85% P	81%	82%	84%
BOTTOM TWO BOX	17%	15%	18%	16%	15%	18%	18%	18%	14%	14%	14%	14%	19%	15%	19%	21% R	18%	14%	17%	16%	16%
DK/NA	1%	1%	1%	-	*%	2%	2% e	1%	2%	2%	2%	1%	1%	*%	3% N	1%	1%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4f Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
This country is prosperous and wealthy enough for everyone to feel secure

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	41%	43%	38%	37%	42%	28%	41% F
Agree somewhat	42%	42%	39%	47%	40%	44%	41%
Disagree somewhat	12%	11%	12%	11%	13%	13%	12%
Totally disagree	5%	4%	7% b	5%	5%	14% G	4%
TOP TWO BOX	82%	85% C	77%	84% c	82%	72%	83% f
BOTTOM TWO BOX	17%	15%	20%	16%	18%	27% G	16%
DK/NA	1%	1%	3% BD	*%	-	1%	1%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q4g Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
People's chances of being robbed, assaulted and even murdered are getting higher and higher

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										=====	=====	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	=====				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban						<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)						(N)	(O)	(P)	(Q)	(R)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Totally agree	29%	38% fHJ	30%	38% fHJ	33% h	28%	35% H	23%	44% CFHJ	28%	36% Hj	24%	31% I	62% OPQR	38% PqR	25% R	25%	14%	43% UVW	35% UW	22% W	30% W	11%
Agree somewhat	35%	33%	41% dI	32%	37% I	42% dIj	32%	38% I	21%	32% i	36% I	35%	35%	18%	42% NR	40% NR	44% Nr	30% N	36%	33%	42%	33%	34%
Disagree somewhat	20%	16%	17%	18%	21%	18%	21% k	19%	24% k	27% CdFhK B	13%	18%	21%	6%	13% N	24% NO	22% N	28% NO	9%	18% S	23% S	22% S	32% STV
Totally disagree	14%	11%	11%	9%	7%	10%	10%	20% FGIJK BCDE	6%	11%	13%	22% M	10%	11%	7%	10%	9%	25% NOPQ	9%	12%	12%	14%	22% STUV
TOP TWO BOX	64%	70% hj	71% hJ	70% hj	69%	70% hj	67%	61%	65%	60%	72% HJ	59%	66% I	80% PR	79% PR	65% R	68% R	44%	79% TUVW	68% W	64% W	63% W	45%
BOTTOM TWO BOX	34%	27%	28%	28%	28%	28%	32%	39% CDefK B	30%	38% CDefK B	26%	40% M	32%	16%	21%	34% NO	31% N	54% NOPQ	17%	31% S	35% S	36% S	54% STUV
DK/NA	2%	3% h	2%	3%	2%	2%	1%	1%	5% qH	1%	2%	1%	2%	4% O	1%	1%	1%	2%	4%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4g Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 People's chances of being robbed, assaulted and even murdered are getting higher and higher

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Totally agree	29%	24%	34% B	18%	17%	37% DE	46% DEF	29%	29%	18%	33% J	27%	41% NO	27%	28%	35% R	30%	27%	28%	30%	32%
Agree somewhat	35%	34%	36%	44% FG	36%	32%	29%	35%	37%	48% K	32%	36%	25%	37% M	37% M	34%	35%	36%	30%	38% S	39% S
Disagree somewhat	20%	24% C	18%	27% G	23% G	21% G	11%	22%	18%	17%	18%	19%	14%	22% m	21%	19%	19%	22%	24% Tu	18%	18%
Totally disagree	14%	16% C	11%	9%	22% DFG	10%	12%	12%	16%	16%	16%	16%	19% o	13%	11%	12%	14%	13%	16% u	12%	11%
TOP TWO BOX	64%	58%	70% B	63%	53%	69% E	74% DE	64%	65%	66%	65%	64%	66%	64%	65%	69%	65%	63%	58%	68% S	71% S
BOTTOM TWO BOX	34%	40% C	29%	36% G	45% FG	30% g	23%	34%	34%	33%	34%	35%	33%	35%	33%	30%	33%	36%	41% TU	30%	29%
DK/NA	2%	2%	1%	1%	2%	1%	3% F	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q4g Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following opinions that we often hear expressed:  
 People's chances of being robbed, assaulted and even murdered are getting higher and higher

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Totally agree	29%	26%	40%	18%	35%	37%	29%
		D	BD		D		
Agree somewhat	35%	38%	31%	30%	38%	33%	35%
		cd					
Disagree somewhat	20%	20%	15%	28%	21%	15%	21%
				bc			
Totally disagree	14%	14%	12%	23%	6%	13%	14%
		E	e	BCE			
TOP TWO BOX	64%	64%	71%	47%	73%	70%	64%
		D	D		D		
BOTTOM TWO BOX	34%	34%	27%	51%	27%	28%	35%
		c		BCE			
DK/NA	2%	2%	2%	2%	*%	2%	1%
			e				

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q5 Overall, how much impact do you think people like you can have in making your city a better place to live?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
A big impact	27%	21%	29% fk	25%	30% k	20%	22%	30% fk	21%	31% BFgk	19%	31%	26%	26%	29%	26%	24%	29%	24%	28%	28%	28%	32%
A moderate impact	38%	36%	39%	31%	32%	42% Dj	40% d	42% Dj	40%	33%	47% bDEJ	40%	37%	27%	29%	41% NO	41%	46% NO	34%	37%	43%	32%	42%
A small impact	28%	31%	24%	37% CHijk	35% cj	33% c	33% c	26%	25%	26%	27%	24%	30% l	33% R	30% r	29% R	33% r	22%	29%	29%	24%	32% w	22%
No impact at all	6%	9% EFGH	7% fH	5%	3%	3%	3%	2%	9% fgH	9% dEFGH	6% H	5%	6%	10% PQR	11% PQR	3%	1%	3%	10% W	6%	4%	6%	4%
TOP TWO BOX	65%	58%	67% bD	56%	61%	63%	63%	71% BDe	62%	64%	66% d	70% m	63%	53%	58%	67% No	65%	75% NOP	59%	64%	71% s	60%	74% StV
BOTTOM TWO BOX	34%	40% H	31%	42% CH	38%	36%	36%	28%	34%	35%	34%	29%	36% l	43% pR	41% pR	32% r	34%	25%	39% W	35% w	29%	38% W	26%
DK/NA	1%	3% HK	2%	2%	1%	2%	1%	1%	4% eHjK	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2% W	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q5 Overall, how much impact do you think people like you can have in making your city a better place to live?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
A big impact	27%	26%	29%	36% fG	28% g	27%	20%	25%	34% H	39%	33%	30%	44% NO	26%	25%	26%	30%	27%	28%	27%	27%
A moderate impact	38%	40%	36%	38%	43% f	34%	35%	37%	40%	45%	38%	41%	29%	40% m	37%	38%	35%	39%	40%	35%	37%
A small impact	28%	28%	28%	22%	26%	32% D	32% d	31% I	21%	13%	23%	24%	21%	28%	31% m	29%	29%	27%	26%	30%	29%
No impact at all	6%	5%	6%	3%	4%	7% e	10% DE	6%	5%	1%	6% j	4%	3%	5%	6%	4%	5%	7%	6%	6%	5%
TOP TWO BOX	65%	66%	65%	74% FG	71% FG	60%	55%	62%	74% H	84% K	71%	71%	73% O	66%	62%	64%	65%	66%	68%	63%	65%
BOTTOM TWO BOX	34%	33%	34%	25%	29%	39% DE	41% DE	37% I	25%	14%	29% J	28%	25%	34% m	38% M	33%	34%	34%	31%	36%	35%
DK/NA	1%	1%	1%	*%	*%	1%	3% DEF	1%	1%	1%	1%	1%	3%	1%	1%	3% QR	1%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q5 Overall, how much impact do you think people like you can have in making your city a better place to live?

		UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
A big impact	27%	28%	22%	31%	30%	32%	27%
		C		C			
A moderate impact	38%	41%	29%	43%	35%	32%	38%
		C		C			
A small impact	28%	26%	35%	22%	29%	32%	28%
			BD				
No impact at all	6%	4%	11%	4%	5%	1%	6%
			BDe				
TOP TWO BOX	65%	69%	51%	74%	66%	65%	65%
		C		C	C		
BOTTOM TWO BOX	34%	30%	46%	26%	34%	33%	34%
			BDE				
DK/NA	1%	1%	3%	*/	*/	2%	1%
		d	bDE				

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
First inhabitants/native to Canada	18%	16%	14%	14%	12%	12%	18%	21% EFIK	10%	20% eFIK	12%	16%	19%	21% o	13%	20% o	20%	19% o	20%	21%	16%	18%	19%
First Nations/Metis/ Inuit/Indians/native (only)	12%	14% fj	13% fj	11%	9%	7%	8%	15% FgJ	13%	7% DEFGJ	19%	14%	11%	9%	16%	11%	11%	11%	11%	14%	13%	11%	11%
Mistreated/abused/ misunderstood by citizens/government (current/historically)	9%	8%	10% D	4%	5%	6%	6%	12% DEFik	5%	9% d	6%	16% M	7%	9%	5%	12% o	8%	12% o	9%	9%	11%	10%	7%
History/cultural traditions/art	9%	13% DIJ	11% dij	6%	11%	12% dij	8%	9%	4%	6%	9%	10%	8%	2%	9% N	6% n	25% NOPR	12% NP	6%	11%	9%	5%	9%
Reserves	8%	9% EFG	8% eg	11% EFG	3%	4%	4%	8% e	6%	9% EFG	10% EFG	11%	7%	6%	6%	12% NOR	12%	7%	3%	9% S	7%	12% S	11% S
Tax breaks/rights/ privileges	5%	5% eF	4% f	3%	1%	1%	4% eF	4% f	6% ef	9% EFGHK CD	4% f	3%	6% L	11% OPQR	4%	5%	2%	4%	2%	4%	5%	3%	7% Sv
Poverty/poor living conditions	5%	5%	4%	6%	6%	4%	8%	5%	3%	4%	6%	8%	4%	5%	5%	5%	8%	5%	4%	5%	5%	8%	5%
No different/same as any other Canadian citizen (neutral tone)	4%	4%	1%	7% CHK	11% BCHK	6% CHK	7% CHK	1%	8% CHK	6% CHK	1%	1%	5% L	7%	7% qR	3%	2%	2%	7% uW	4%	2%	6% w	2%
welfare/use of social assistance/ask for handouts	4%	4%	6% H	8% HJK	11% BHJK	8% HJK	11% BHJK	1%	6%	3%	3%	2%	4%	9% qr	4%	3%	1%	2%	4%	4%	2%	2%	5%
Alcoholism/substance abuse	4%	7% chjk	3%	3%	4%	3%	4%	3%	6%	3%	3%	5%	3%	5%	4%	4%	4%	2%	2%	5%	3%	4%	2%
Loss of culture/ assimilation/oppression	3%	1%	2%	3%	1%	1%	1%	6% CEFGj B	4%	2%	4%	5%	2%	*%	1%	3% n	1%	7% NOPQ	1%	4%	7% Sw	5% s	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Lazy/don't work/ contribute to society	3%	4% JK	6% hiJK	7% HiJK	5% JK	6% JK	4% jk	2%	2%	1%	1%	2%	3%	9% opqR	3%	3%	1%	1%	2%	2%	3%	4%	2%
Land/treaty claims/ disputes/protests	3%	4%	1%	1%	2%	3%	2%	3%	-	2%	4%	4%	2%	*%	1%	2%	3%	6% NOP	1%	1%	4%	8% STuW	3%
Family/friends	2%	2%	4% k	3%	3%	7% BHijk	5% jk	3%	2%	1%	1%	3%	2%	1%	6% npr	2%	2%	2%	1%	3%	5%	2%	3%
Diverse race/languages	2%	2%	4%	3%	5%	1%	2%	2%	6% f	2%	3%	3%	2%	-	2%	3%	1%	4%	1%	3%	1%	3%	3%
Isolated/segregated from society/refusal to adapt	2%	5% DFgK	3%	1%	3%	1%	1%	2%	4%	2%	1%	1%	3%	2%	1%	3%	2%	2%	1%	2%	3%	1%	3%
Lack of opportunity/ struggle to live/succeed	2%	2%	3%	3%	5% j	3%	5% jk	2%	4%	*%	1%	1%	2%	*%	2%	2%	2%	3% n	1%	1%	1%	1%	5% ST
Proud people/history/ culture	2%	1%	2%	-	2%	1%	3% jk bfiJK	4% JK	1%	*%	1%	3%	1%	*%	2%	1%	4%	3%	*%	1%	4% ST	4% S	2% S
Connection to the land/ nature/dependence for survival	2%	2%	*%	2% e	*%	1%	2%	3% ce	1%	1%	2%	4% M	1%	1%	2%	1%	1%	3% Np	1%	3% w	4% vw	1%	*%
Land taken by settlers/ government	2%	2%	1%	1%	1%	*%	2%	1%	*%	2% F	4% F	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	*%	1%
Good/unique/friendly people (general)	1%	1%	2%	3%	1%	1%	2%	1%	3% jk	1%	1%	1%	1%	*%	2%	2%	*%	*%	2%	2%	1%	1%	1%
Smuggling/cheap cigarettes	1%	-	-	-	-	-	-	-	-	5% K	*%	*%	2% L	-	3% qR	2% R	*%	*%	2%	1%	1%	1%	2%
Some good/some bad	1%	2%	1%	2% Hk	1%	1%	4% efHJK c	*%	4% h	1%	1%	*%	2% L	4%	1%	1%	*%	1%	2%	2%	*%	1%	*%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Lack of formal education/skills	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%
Citizens are not educated/knowledgeable about Aboriginal people	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	1%	1%
Increasing opportunities for work/education	1%	-	1%	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Physical determinants/race/skin color	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	2%
Residential schools	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Crime rate/violence	1%	1%	-	1%	4%	2%	1%	1%	5%	-	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Increasing population/moving to cities/integration	1%	-	-	1%	1%	2%	1%	-	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Poor health/lack of access to health care	1%	-	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Other	9%	9%	5%	8%	2%	8%	4%	6%	5%	17%	8%	10%	9%	9%	10%	9%	8%	10%	16%	7%	7%	11%	7%
None/nothing	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	2%
DK/NA	8%	8%	12%	12%	13%	17%	11%	6%	11%	7%	14%	5%	10%	13%	10%	8%	4%	6%	15%	5%	8%	6%	7%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
First inhabitants/native to Canada	18%	19%	18%	18%	21% g	18%	14%	16%	24% H	35% k	21%	19%	24% n	17%	19%	16%	18%	20%	15%	19%	22% s
First Nations/Metis/ Inuit/Indians/native (only)	12%	14%	11%	11%	13%	11%	13%	11%	16% h	23%	14%	16%	14%	12%	12%	10%	11%	14%	11%	10%	17% t
Mistreated/abused/ misunderstood by citizens/government (current/historically)	9%	9%	10%	9%	10%	7%	13% F	8%	11%	5%	13% j	11%	15% o	10% o	4%	7%	10%	9%	10%	9%	9%
History/cultural traditions/art	9%	8%	9%	13% fG	11% G	7%	4%	9%	8%	9%	8%	7%	6%	10%	8%	10%	10%	7%	10% u	9%	5%
Reserves	8%	9%	7%	9%	10% g	9% g	5%	10% I	3%	1%	4%	7%	7%	9%	8%	6%	9%	9%	10%	7%	7%
Tax breaks/rights/ privileges	5%	5%	6%	3%	6%	6%	5%	5%	5%	3%	5%	4%	3%	3%	10% MN	4%	4%	6%	2%	6% S	9% S
Poverty/poor living conditions	5%	5%	5%	3%	4%	6%	7%	4%	8% h	3%	9% j	6%	4%	6%	3%	4%	6%	5%	6%	5%	4%
No different/same as any other Canadian citizen (neutral tone)	4%	4%	4%	4%	2%	3%	6% E	5% I	1%	-	1%	2%	3%	4%	3%	5% r	6% R	2%	5% t	3%	3%
Welfare/use of social assistance/ask for handouts	4%	4%	4%	2%	3%	4%	5%	5% I	1%	-	1%	2%	3%	4%	4%	6%	4%	3%	3%	5% u	2%
Alcoholism/substance abuse	4%	3%	4%	3%	2%	4%	5% e	4%	3%	-	4%	3%	2%	4%	4%	5% r	5% R	2%	4%	4% u	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Loss of culture/ assimilation/oppression	3%	3%	3%	5% F	4% F	1%	3%	3%	5% h	4%	6%	4%	7% NO	3%	2%	2%	4%	3%	6% TU	2% u	*%
Lazy/don't work/ contribute to society	3%	2%	4%	2%	1%	5% E	4% e	3%	4%	2%	4%	3%	2%	3%	3%	3%	4%	2%	3%	3%	2%
Land/treaty claims/ disputes/protests	3%	3%	2%	1%	4% dG	4% G	*%	3%	2%	4%	2%	3%	5%	2%	3%	3%	3%	2%	3% T	1%	5% T
Family/friends	2%	2%	3%	1%	2%	5% D	2%	3% I	1%	1%	1%	1%	4%	3%	2%	6% QR	1%	2%	3%	2%	1%
Diverse race/languages	2%	2%	3%	4%	3%	2%	1%	3%	2%	1%	2%	3%	1%	3%	2%	6% qR	3%	1%	3%	3% u	1%
Isolated/segregated from society/refusal to adapt	2%	3%	2%	1%	2%	2%	3%	2%	3%	2%	4%	3%	2%	3%	2%	1%	2%	3% p	2%	1%	3%
Lack of opportunity/ struggle to live/succeed	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%
Proud people/history/ culture	2%	2%	2%	4% g	2%	1%	1%	2%	1%	3% k	*%	1%	4% O	2% O	*%	2%	4% pR	*%	2%	2%	1%
Connection to the land/ nature/dependence for survival	2%	2%	2%	2%	2%	1%	2%	2%	2%	-	3%	2%	1%	3% O	*%	1%	3%	2%	3% TU	1%	1%
Land taken by settlers/ government	2%	1%	2%	1%	1%	3% E	2%	2%	2%	1%	2%	1%	1%	3% O	*%	1%	2%	2%	2%	2%	1%
Good/unique/friendly people (general)	1%	1%	1%	1%	1%	*%	2%	1%	2%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
Smuggling/cheap cigarettes	1%	2%	1%	1%	1%	2%	1%	1%	1%	6%	-	1%	2%	1%	2%	1%	1%	2%	*%	1%	3% St

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Some good/some bad	1%	1%	1%	2%	%	%	3% e	1%	%	-	%	1%	%	1%	1%	2%	2%	1%	1%	2%	1%
Lack of formal education/skills	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	%
Citizens are not educated/knowledgeable about Aboriginal people	1%	%	1% B	1%	%	%	2% E	1% I	%	-	%	%	%	1%	-	%	%	1% PQ	%	%	2% t
Increasing opportunities for work/education	1%	1%	1%	%	1%	1%	1%	1%	%	-	1%	1%	1%	1%	%	1%	1%	1%	%	1%	-
Physical determinants/race/skin color	1%	1%	%	%	1%	1%	%	1%	%	1%	%	1%	-	%	1%	1%	%	1%	1%	%	1%
Residential schools	1%	%	1%	1%	%	1%	1%	1%	%	%	%	1%	1%	1%	%	1%	1%	%	1%	1%	-
Crime rate/violence	1%	%	1%	%	1%	%	%	1%	%	-	%	%	%	1%	%	1%	%	1%	1%	%	1%
Increasing population/moving to cities/integration	%	%	%	%	%	%	%	%	-	-	-	%	%	%	%	%	%	%	%	%	%
Poor health/lack of access to health care	%	%	%	%	%	%	%	%	%	-	%	%	%	%	%	%	%	%	%	%	%
other	9%	10%	9%	12% e	7%	10%	10%	11% I	6%	9%	5%	7%	7%	10%	8%	10%	7%	11%	9%	11%	8%
None/nothing	1%	1%	%	2%	%	1%	%	%	2% h	1%	2%	1%	-	%	2% n	%	%	1%	%	%	2%
DK/NA	8%	7%	9%	8%	8%	8%	10%	9%	8%	10%	7%	9%	7%	6%	13% mN	9%	7%	9%	7%	10%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q6      What first comes to mind when you think of Aboriginal people in Canada?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
First inhabitants/native to Canada	18%	20%	15%	21% C	15%	14%	18%
First Nations/Metis/ Inuit/Indians/native (only)	12%	13% d	10%	8%	18% CD	7%	12%
Mistreated/abused/ misunderstood by citizens/government (current/historically)	9%	11% Ce	5%	15% CE	5%	8%	10%
History/cultural traditions/art	9%	12% C	4%	9% C	7%	8%	9%
Reserves	8%	8%	10%	7%	7%	4%	8%
Tax breaks/rights/ privileges	5%	3%	8% BD	2%	9% bD	1%	5% f
Poverty/poor living conditions	5%	5%	4%	7%	6%	2%	5%
No different/same as any other Canadian citizen (neutral tone)	4%	5%	3%	5%	3%	11% G	3%
Welfare/use of social assistance/ask for handouts	4%	1%	10% BDE	3%	3%	5%	4%
Alcoholism/substance abuse	4%	3%	4%	2%	7%	5%	3%
Loss of culture/ assimilation/oppression	3%	3%	2%	8% BCE	2%	7% G	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q6      What first comes to mind when you think of Aboriginal people in Canada?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Lazy/don't work/ contribute to society	3%	*%	8% BD	2%	4%	3%	3%
Land/treaty claims/ disputes/protests	3%	2%	2%	3%	6%	3%	3%
Family/friends	2%	3%	2%	3%	3%	10% G	2%
Diverse race/languages	2%	3%	1%	4%	1%	3%	2%
Isolated/segregated from society/refusal to adapt	2%	1%	3%	4% b	1%	1%	2%
Lack of opportunity/ struggle to live/succeed	2%	2%	1%	4%	1%	3%	2%
Proud people/history/ culture	2%	3% CDE	1%	1%	*%	1%	2%
Connection to the land/ nature/dependence for survival	2%	2%	1%	3%	1%	1%	2%
Land taken by settlers/ government	2%	1%	2%	2%	1%	1%	2%
Good/unique/friendly people (general)	1%	2%	1%	1%	*%	1%	1%
Smuggling/cheap cigarettes	1%	1%	1%	1%	4% Bcd	-	1%
Some good/some bad	1%	1% d	2%	*%	1%	3%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q6 What first comes to mind when you think of Aboriginal people in Canada?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Lack of formal education/ skills	1%	1%	1%	3% b	1%	1%	1%
Citizens are not educated/knowledgeable about Aboriginal people	1%	1%	1%	1%	1%	1%	1%
Increasing opportunities for work/education	1%	1%	1%	1%	-	2%	1%
Physical determinants/ race/skin color	1%	1%	1%	2%	-	-	1%
Residential schools	1%	1%	1%	2% bc	1%	1%	1%
Crime rate/violence	1%	1%	1%	1%	1%	1%	1%
Increasing population/ moving to cities/ integration	1%	1%	1%	1%	-	1%	1%
Poor health/lack of access to health care	1%	1%	-	1%	1%	1%	1%
Other	9%	9%	9%	9%	12%	8%	9%
None/nothing	1%	1%	1%	-	2% B	2%	1%
DK/NA	8%	9% d	12% De	3%	6%	8%	8%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q7 Over the past few years, has your impression of Aboriginal people gotten better or worse, or stayed the same?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Better	21%	22%	23%	21%	24%	23%	23%	21%	21%	20%	17%	18%	22%	19%	19%	21%	23%	23%	20%	21%	24%	20%	21%
Worse	10%	5%	15%	16%	20%	14%	18%	8%	25%	10%	10%	4%	13%	11%	10%	10%	8%	10%	7%	7%	10%	11%	18%
			BH	BHK	BHJK	B	BHJK		cfHJK	b			L									STu	
Stayed the same	65%	67%	61%	60%	55%	61%	59%	67%	45%	67%	72%	72%	62%	65%	65%	66%	67%	65%	67%	67%	64%	68%	61%
		eI	I	I		I	i	eI		EI	DEFGI	M											
DK/NA	3%	7%	1%	2%	1%	3%	1%	5%	9%	2%	2%	6%	2%	5%	5%	3%	2%	2%	5%	5%	2%	1%	1%
		EFGJK						CEGJK	EFGJK			m		r	qR				VW	uVW			
		CD							CD														



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q7 Over the past few years, has your impression of Aboriginal people gotten better or worse, or stayed the same?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Better	21%	23%	19%	20%	19%	20%	27% ef	21%	21%	16%	23%	22%	28% O	23% O	14%	23%	19%	21%	23%	19%	20%
worse	10%	11%	10%	10%	9%	13%	8%	11%	8%	5%	9%	8%	8%	10%	11%	11%	12%	9%	10%	11%	9%
Stayed the same	65%	63%	67%	66%	70% g	64%	60%	67%	63%	67%	61%	65%	58%	64%	73% MN	62%	67%	66%	65%	66%	64%
DK/NA	3%	3%	4%	4%	2%	3%	5%	2%	9% H	12%	8%	5%	5% O	3%	2%	4%	2%	4%	2%	4% S	6% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q7 Over the past few years, has your impression of Aboriginal people gotten better or worse, or stayed the same?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Better	21%	27%	8%	29%	16%	21%	21%
		CE		CE	c		
Worse	10%	4%	24%	6%	12%	12%	10%
			BDE		b		
Stayed the same	65%	65%	64%	64%	68%	60%	66%
DK/NA	3%	4%	3%	1%	4%	6%	3%
		D	d				

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q8 Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME					
		TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	527	79	42	38	11	10	28	175	7	125	12	132	395	61	110	153	31	165	81	132	85	56	92	
UNWEIGHTED TOTAL	613	74	69	53	80	67	58	53	58	56	45	71	542	30	71	177	43	286	79	165	92	72	115	
NET: Positive	88%	86%	92% j	87%	93% j	89%	90%	90%	93%	81%	92%	85%	88%	66%	89% n	87% n	92% n	94% N	90%	84%	90%	92%	95% t	
Developed relationship/ friendship with an Aboriginal person	22%	24% J	35% JK	38% JK	37% JK	29% J	35% Jk	21% j	33% j	8%	14%	17%	24%	-	14%	31% o	38% o	23%	10%	28% s	37% Sv	15%	21%	
More visible presence in community/media	20%	8%	24% Bd	8%	17%	15%	14%	31% BD	22%	18%	22%	19%	21%	6%	31% N	18%	24%	20%	23%	11%	19%	27% t	36% T	
Shown progress/economic/ social/education	19%	31% dhjk	21%	12%	43% DgHJK C	41% DgHJK C	21%	14%	38% dk	15%	12%	16%	20%	29%	28%	12%	13%	16%	24%	20%	15%	11%	19%	
Increased knowledge/ better understanding of Aboriginal culture/ issues (unspecified)	13%	8%	7%	20% cF	8%	1%	13% F	12% F	8%	17% F	13% f	6%	15%	14%	11%	18% r	6%	9%	4%	23% SUW	4%	17% su	8%	
Learned more about Aboriginal culture through educational/ awareness courses	11%	4%	11%	10%	6%	12%	18% Bei	17% b	5%	7%	10%	21% M	8%	4%	1%	8% O	12%	24% NOP	18% w	8%	15%	12%	6%	
Respondent has grown up/ matured/more open- minded	5%	9% c	2%	5%	4%	-	-	3%	-	9%	4%	7%	5%	15% qr	8%	3%	1%	3%	7%	5%	1%	4%	8% u	
More recognition/ respected among citizens/government	5%	7%	1%	-	-	-	1%	2%	-	14% CGHK	2%	3%	6%	-	4%	8%	10%	5%	1%	3%	3%	18% STU	11% Stu	
More Government/social assistance/ opportunities available	4%	2%	3%	8% g	6%	11% GiJ	1%	7%	1%	1%	17% BCGIJ	3%	5%	6%	1%	7%	-	5%	6%	8% W	5%	3%	1%	

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	527	79	42	38	11	10	28	175	7	125	12	132	395	61	110	153	31	165	81	132	85	56	92
UNWEIGHTED TOTAL	613	74	69	53	80	67	58	53	58	56	45	71	542	30	71	177	43	286	79	165	92	72	115
They have better leadership/more into politics	3%	4%	3%	3%	1%	3%	1%	7% f	4%	1%	1%	9% m	1%	3%	1%	1%	1%	7% p	3%	3%	3%	3%	14% STUV
NET: Negative	6%	9%	2%	13% CgH	6%	8%	2%	1%	8%	11% ch	6%	4%	7%	8%	7%	8%	1%	4%	7%	5%	8%	2%	3%
Abuse privileges/take advantage of laws	2%	1%	1%	1%	1%	1%	1%	1%	1%	7%	1%	2%	2%	1%	3%	4% R	1%	3%	1%	3%	1%	1%	1%
Asking for handouts/do not contribute to society/no self-sufficiency	1%	2%	1%	3%	1%	1%	1%	3%	5%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	3%	2%	1%	3%
Refusal to integrate into society/protectionism of culture	1%	2%	1%	5%	3%	2%	1%	3%	3%	1%	6%	1%	1%	4%	1%	1%	1%	1%	1%	1%	3%	3%	1%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	1%	4%	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	3%	1%	1%	3%	6% tw	3%	1%	1%	3%
Involved in crime/attached to crime in media	1%	1%	1%	1%	1%	1%	1%	1%	5%	3%	1%	1%	1%	1%	3%	2%	3%	1%	1%	3%	3%	1%	1%
Negative portrayal in media/enforcing stereotypes (general)	1%	1%	1%	1%	1%	7% h	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	3%	3%	3%	1%	1%
Alcoholism/substance abuse/addictions	3%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	527	79	42	38	11	10	28	175	7	125	12	132	395	61	110	153	31	165	81	132	85	56	92
UNWEIGHTED TOTAL	613	74	69	53	80	67	58	53	58	56	45	71	542	30	71	177	43	286	79	165	92	72	115
Militant/protesting/ violent land claims/ demands	***	-	-	-	-	-	2%	-	-	-	-	-	***	-	-	-	-	***	-	-	-	1%	-
Negative personal experience with an Aboriginal person (general)	***	-	-	-	3%	-	***	-	1%	-	-	-	***	-	***	***	-	***	-	***	-	1%	-
Other	9%	6%	8%	4%	2%	1%	3%	7%	-	18% DEFGK b	***	8%	9%	12%	12%	8%	7%	5%	13%	11%	4%	9%	10%
DK/NA	3%	2%	-	1%	4%	2%	4%	7%	***	-	2%	9% M	1%	19% OPQR	1%	***	***	1%	-	2%	1%	2%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q8 Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	527	278	249	99	140	127	148	370	139	24	110	241	85	317	107	114	151	249	242	169	117
UNWEIGHTED TOTAL	613	316	297	75	105	190	230	504	101	18	80	239	135	367	103	200	223	186	418	146	49
NET: Positive	88%	87%	88%	92% G	96% fG	86%	78%	89%	89%	93%	90%	90%	86%	88%	96%	88%	85%	92%	90%	90%	80%
Developed relationship/ friendship with an Aboriginal person	22%	22%	22%	27%	30% g	19%	11%	26% i	13%	-	17%	20%	35% N	17%	28%	47% QR	27% R	9%	30% tU	16%	15%
More visible presence in community/media	20%	18%	23%	12%	22%	22%	24%	20%	23%	7%	27%	19%	23%	21%	20%	10%	19%	26% P	17%	26%	20%
Shown progress/economic/ social/education	19%	19%	19%	4%	14%	23% D	28% D	18%	23%	25%	24%	22%	14%	22%	13%	14%	18%	23%	18%	19%	21%
Increased knowledge/ better understanding of Aboriginal culture/ issues (unspecified)	13%	12%	14%	23% G	12%	15% g	5%	14%	11%	20%	8%	13%	4%	13% M	19% M	8%	8%	18% pQ	10%	8%	25% ST
Learned more about Aboriginal culture through educational/ awareness courses	11%	13%	9%	25% FG	16% fG	5%	1%	10%	15%	25%	13%	14%	10%	12%	10%	11%	10%	12%	15% U	13% U	1%
Respondent has grown up/ matured/more open- minded	5%	4%	7%	-	5%	2%	13% F	5%	6%	9%	6%	6%	1%	7% m	5%	*%	4%	9% P	2%	9% S	6%
More recognition/ respected among citizens/government	5%	8% C	2%	2%	12% DG	6% g	1%	4%	8%	4%	9%	5%	11% N	4%	5%	3%	9% Pr	4%	3%	8% S	6%
More Government/social assistance/ opportunities available	4%	6%	3%	2%	3%	7%	5%	4%	6%	18%	4%	8%	5%	5%	3%	1%	4%	6%	2%	7%	6%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q8 Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	527	278	249	99	140	127	148	370	139	24	110	241	85	317	107	114	151	249	242	169	117
UNWEIGHTED TOTAL	613	316	297	75	105	190	230	504	101	18	80	239	135	367	103	200	223	186	418	146	49
They have better leadership/more into politics	3%	4%	1%	-	8% f	1%	2%	1%	8% h	-	10%	1%	2%	1%	9% mN	1%	1%	5%	5%	1%	-
NET: Negative	6%	7%	5%	6%	4%	3%	10% f	6%	7%	2%	6%	7%	7%	7%	4%	7%	6%	6%	4%	6%	10%
Abuse privileges/take advantage of laws	2%	1%	3%	4%	-	1%	4% f	2%	2%	1%	2%	3%	1%	3% m	1%	-	3%	2%	1%	2%	5%
Asking for handouts/do not contribute to society/no self-sufficiency	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%
Refusal to integrate into society/protectionism of culture	1%	2%	1%	-	1%	1%	2%	1%	2%	-	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	1%	1%	1%	-	1%	1%	3% F	1%	2%	1%	3%	1%	6% NO	1%	1%	2%	-	1%	1%	1%	3%
Involved in crime/attached to crime in media	1%	1%	1%	4%	-	-	1%	1%	-	-	-	2%	1%	1%	-	1%	3% p	-	1%	2%	-
Negative portrayal in media/enforcing stereotypes (general)	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	3%	2%	1%	-	1%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	527	278	249	99	140	127	148	370	139	24	110	241	85	317	107	114	151	249	242	169	117
UNWEIGHTED TOTAL	613	316	297	75	105	190	230	504	101	18	80	239	135	367	103	200	223	186	418	146	49
Alcoholism/substance abuse/addictions	***	-	1%	-	-	1%	1%	***	1%	-	1%	***	-	1%	-	-	1%	-	-	1%	1%
Militant/protesting/ violent land claims/ demands	***	***	-	-	***	-	-	***	-	-	-	-	-	***	-	-	-	***	***	-	-
Negative personal experience with an Aboriginal person (general)	***	***	***	-	***	-	***	***	***	***	-	***	-	***	***	***	-	***	***	***	-
other	9%	10%	7%	1%	8%	13% D	9% D	7%	13%	9%	14%	10%	10% o	10% o	3%	10%	10%	7%	8%	8%	10%
DK/NA	3%	1%	5% b	***	-	2%	9% DF	1%	1%	***	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	9% ST



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q8 Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	527	302	49	120	56	33	494
UNWEIGHTED TOTAL	613	305	72	193	43	67	546
NET: Positive	88%	86%	74%	94% bC	92% C	85%	88%
Developed relationship/ friendship with an Aboriginal person	22%	20%	20%	34% bE	8%	49% G	20%
More visible presence in community/media	20%	19%	7%	31% bC	19%	13%	21%
Shown progress/economic/ social/education	19%	20%	32% E	16%	4%	12%	19%
Increased knowledge/ better understanding of Aboriginal culture/ issues (unspecified)	13%	15% Cd	2%	6%	21% Cd	11%	13%
Learned more about Aboriginal culture through educational/ awareness courses	11%	12% C	3%	13% C	11%	6%	12%
Respondent has grown up/ matured/more open- minded	5%	4%	1%	5%	16% BCD	1%	6%
More recognition/ respected among citizens/government	5%	4%	2%	6%	12% C	-	6%
More Government/social assistance/ opportunities available	4%	4%	13% bD	2%	3%	3%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      Why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	527	302	49	120	56	33	494
UNWEIGHTED TOTAL	613	305	72	193	43	67	546
They have better leadership/more into politics	3%	1%	2%	9% B	-	1%	3%
NET: Negative	6%	4%	20% BD	4%	8%	12%	6%
Abuse privileges/take advantage of laws	2%	1%	-	3%	7%	11% G	1%
Asking for handouts/do not contribute to society/no self- sufficiency	1%	1%	6%	-	1%	-	1%
Refusal to integrate into society/ protectionism of culture	1%	1%	3%	1%	-	1%	1%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	1%	-	10% D	*%	-	-	1%
Involved in crime/ attached to crime in media	1%	-	-	*%	7%	11% G	*%
Negative portrayal in media/enforcing stereotypes (general)	1%	1%	-	*%	-	-	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      why do you say that? BETTER

SUBSAMPLE: Those whose impression of Aboriginal people has gotten better

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	527	302	49	120	56	33	494
UNWEIGHTED TOTAL	613	305	72	193	43	67	546
Alcoholism/substance abuse/addictions	%%	1%	-	-	-	-	%%
Militant/protesting/ violent land claims/ demands	%%	%%	-	-	-	-	%%
Negative personal experience with an Aboriginal person (general)	%%	%%	-	%%	-	-	%%
Other	9%	10% e	7%	8%	%%	8%	9%
DK/NA	3%	5% d	1%	%%	-	-	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q8 Why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	253	17	27	29	9	6	22	65	8	64	7	28	225	34	56	75	12	73	30	41	35	31	80
UNWEIGHTED TOTAL	345	17	36	40	36	35	46	22	60	29	24	15	330	19	49	112	30	131	42	58	51	37	98
NET: Negative	84%	91%	88%	92%	96%	91%	86%	81%	88%	77%	97% j	69%	86%	81%	82%	91%	90%	81%	65%	98% SU	68%	92% Su	88% S
Asking for handouts/do not contribute to society/no self-sufficiency	19%	26%	36% h	36% h	32%	38% h	23%	10%	31%	-	50% gH	6%	20%	24%	16%	15%	31%	20%	22%	19%	7%	28%	15%
Militant/protesting/violent land claims/demands	15%	7%	4%	7%	2%	3%	7%	34% EFGIK bcd	2%	14%	4%	4%	17%	5%	16%	28% NR	-	10%	9%	3%	3%	14%	36% STUV
Involved in crime/attached to crime in media	15%	26% c	3%	28% Chj	60% FGHJK BCD	10%	22% c	6%	54% FGHJK bCd	7%	9%	-	17%	10%	19%	12%	24%	14%	17%	16%	7%	18%	13%
Abuse privileges/take advantage of laws	13%	13%	13% e	6%	*%	11%	13% E	6%	3%	28% DEHIK	7%	9%	14%	25% r	11%	12%	28% r	7%	23% w	12%	16%	12%	5%
Alcoholism/substance abuse/addictions	11%	37% EHIjk	34% GHIJK d	6%	2%	-	12%	4%	2%	7%	5%	12%	11%	7%	14%	9%	3%	14%	4%	23% SUV	3%	5%	12%
Negative portrayal in media/enforcing stereotypes (general)	9%	-	4%	1%	8%	-	5%	14%	3%	13%	15%	-	10%	-	14%	6%	3%	13%	4%	11%	20% SV	1%	8%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	9%	18%	11%	6%	14%	11%	14%	7%	3%	6%	4%	24%	7%	14%	4%	11%	6%	8%	6%	16%	13%	16%	4%
Refusal to integrate into society/protectionism of culture	7%	-	7%	9%	11%	-	2%	6%	4%	12%	14%	13%	7%	15%	4%	7%	1%	8%	-	17% u	2%	6%	6%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q8      Why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	253	17	27	29	9	6	22	65	8	64	7	28	225	34	56	75	12	73	30	41	35	31	80
UNWEIGHTED TOTAL	345	17	36	40	36	35	46	22	60	29	24	15	330	19	49	112	30	131	42	58	51	37	98
Negative personal experience with an Aboriginal person (general)	7%	7%	22% GHIJK E	10%	2%	29% GHIJK bdE	6%	2%	1%	3%	3%	4%	7%	7%	-	7%	13%	10%	3%	*%	6%	8%	9%
Financial scandals/band council corruption on reserves	1%	2%	1%	*%	4%	5%	*%	-	4%	-	17% g	1%	1%	-	1%	1%	9%	1%	3%	1%	*%	-	1%
NET: Positive	14%	13%	6%	3%	6%	9%	9%	19%	6%	21% dk	3%	32%	11%	15%	15% q	9%	1%	20% Q	29% TV	1%	32% TV	1%	14%
Developed relationship/friendship with an Aboriginal person	5%	3%	-	3%	-	4%	3%	4%	5%	9%	3%	-	5%	11%	*%	5%	1%	5%	13% TVw	*%	11%	1%	3%
More Government/social assistance/opportunities available	2%	*%	2%	-	1%	-	6%	-	-	5%	-	12%	1%	4%	6%	*%	-	1%	16% UW	-	*%	-	1%
Shown progress/economic/social/education	2%	-	2%	-	-	-	-	7%	1%	-	-	17% M	*%	-	8% r	-	-	1%	*%	-	13% SW	-	1%
More visible presence in community/media	2%	-	-	-	4%	-	-	4%	2%	3%	-	2%	2%	-	-	*%	-	6%	-	-	*%	*%	4%
Increased knowledge/better understanding of Aboriginal culture/issues (unspecified)	2%	8%	2%	-	1%	5%	-	3%	-	-	-	-	2%	-	-	-	-	6%	-	1%	*%	-	5%
More recognition/respected among citizens/government	1%	-	-	-	-	-	-	2%	-	4%	-	-	1%	-	-	3%	-	1%	-	-	7%	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q8      why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	253	17	27	29	9	6	22	65	8	64	7	28	225	34	56	75	12	73	30	41	35	31	80
UNWEIGHTED TOTAL	345	17	36	40	36	35	46	22	60	29	24	15	330	19	49	112	30	131	42	58	51	37	98
They have better leadership/more into politics	%%	1%	-	-	-	-	%%	-	-	1%	-	3%	%%	-	-	-	-	1%	-	-	-	-	1%
Learned more about Aboriginal culture through educational/ awareness courses	%%	-	-	-	2%	-	-	-	-	-	-	-	%%	-	-	-	-	%%	-	-	%%	-	-
Other	4%	%%	5%	7%	-	10%	8%	-	10%	6%	2%	12%	3%	4%	4%	6%	%%	3%	9%	9%	%%	5%	3%
DK/NA	1%	6%	2%	3%	-	-	-	-	2%	1%	-	-	1%	-	%%	%%	9%	2%	-	1%	-	3%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q8 Why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	253	126	127	48	67	81	44	200	50	7	43	85	23	141	85	52	96	105	103	96	55
UNWEIGHTED TOTAL	345	185	160	48	67	117	101	294	47	6	41	128	49	189	102	126	117	100	236	84	25
NET: Negative	84%	81%	88%	93% G	89% g	82%	70%	87%	74%	100% K	69%	80%	91%	86%	81%	90%	83%	83%	92% T	75%	88%
Asking for handouts/do not contribute to society/no self-sufficiency	19%	23%	14%	23%	7%	20%	21%	18%	17%	16%	17%	19%	38% o	21%	11%	31% R	19%	12%	31% tu	14%	3%
Militant/protesting/violent land claims/demands	15%	14%	16%	2%	28% DG	18% D	8%	19% I	3%	-	3%	4%	11%	7%	31% mN	3%	19% P	18% P	5%	20% S	24% s
Involved in crime/attached to crime in media	15%	13%	17%	20%	15%	11%	10%	16%	12%	8%	13%	25%	6%	17%	12%	23%	11%	15%	17%	13%	14%
Abuse privileges/take advantage of laws	13%	12%	14%	7%	7%	22% DE	14%	16% I	4%	-	5%	7%	26% O	19% O	1%	19% Q	5%	18% Q	11%	7%	28% st
Alcoholism/substance abuse/addictions	11%	12%	10%	32% eFG	13%	5%	1%	6%	30% H	53%	27%	16%	3%	14%	8%	8%	6%	17%	11%	14%	7%
Negative portrayal in media/enforcing stereotypes (general)	9%	7%	10%	4%	17%	9%	3%	8%	12%	31%	9%	5%	-	13%	4%	3%	9%	12% p	5%	8%	16%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	9%	10%	7%	5%	10%	3%	21% DF	7%	12%	-	14%	13%	11%	6%	10%	14%	9%	6%	12%	10%	-
Refusal to integrate into society/protectionism of culture	7%	6%	9%	*%	11%	9% D	5%	8%	5%	-	6%	3%	18% o	8%	3%	2%	12% p	6%	8% t	1%	17% t

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q8 Why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	253	126	127	48	67	81	44	200	50	7	43	85	23	141	85	52	96	105	103	96	55
UNWEIGHTED TOTAL	345	185	160	48	67	117	101	294	47	6	41	128	49	189	102	126	117	100	236	84	25
Negative personal experience with an Aboriginal person (general)	7%	7%	6%	21% eFG	3%	3%	3%	5%	12%	34%	8%	12%	6%	5%	10%	9% r	11% r	1%	7%	7%	4%
Financial scandals/band council corruption on reserves	1%	1%	1%	1%	1%	1%	2%	1%	*%	-	1%	1%	1%	1%	2%	1%	1%	1%	2%	*%	*%
NET: Positive	14%	17%	10%	9%	9%	17%	25% d	11%	24% h	-	28%	19%	6%	15%	14%	10%	16%	13%	9%	21% s	11%
Developed relationship/friendship with an Aboriginal person	5%	6%	3%	5%	3%	4%	9%	5%	1%	-	1%	1%	6%	3%	8%	4%	4%	6%	5%	3%	7%
More Government/social assistance/opportunities available	2%	3%	1%	-	-	5%	3%	1%	7% h	-	8%	6%	*%	4%	*%	-	1%	5%	*%	5%	-
Shown progress/economic/social/education	2%	*%	4%	-	1%	-	11% E	*%	10% H	-	12%	6%	-	3%	1%	*%	5% pr	*%	*%	5% s	-
More visible presence in community/media	2%	4%	*%	*%	5%	2%	*%	1%	6%	-	6%	1%	1%	*%	5%	3%	3%	1%	1%	4%	-
Increased knowledge/better understanding of Aboriginal culture/issues (unspecified)	2%	3%	*%	4%	*%	3%	-	2%	-	-	-	2%	-	3%	-	3%	-	2%	2%	2%	-
More recognition/respected among citizens/government	1%	1%	2%	-	-	3%	2%	1%	-	-	-	3%	-	2%	-	-	3%	-	-	1%	4%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	253	126	127	48	67	81	44	200	50	7	43	85	23	141	85	52	96	105	103	96	55
UNWEIGHTED TOTAL	345	185	160	48	67	117	101	294	47	6	41	128	49	189	102	126	117	100	236	84	25
They have better leadership/more into politics	1%	1%	1%	-	-	1%	1%	1%	-	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	-
Learned more about Aboriginal culture through educational/ awareness courses	1%	-	1%	1%	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	-
Other	4%	2%	6%	4%	8%	1%	6%	5%	-	-	-	2%	5%	3%	6%	4%	1%	7%	5%	5%	1%
DK/NA	1%	2%	1%	2%	-	2%	1%	1%	2%	-	3%	1%	1%	1%	2%	1%	-	2%	1%	2%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q8      why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	253	42	147	23	40	19	234
UNWEIGHTED TOTAL	345	58	213	42	32	49	296
NET: Negative	84%	89%	84%	91%	79%	95%	84%
Asking for handouts/do not contribute to society/no self- sufficiency	19%	15%	22%	25%	7%	23%	18%
Militant/protesting/ violent land claims/ demands	15%	14%	15%	-	26%	3%	16% F
Involved in crime/ attached to crime in media	15%	12%	18%	9%	10%	40% G	13%
Abuse privileges/take advantage of laws	13%	12%	11%	10%	25%	11%	13%
Alcoholism/substance abuse/addictions	11%	20%	9%	16%	5%	14%	11%
Negative portrayal in media/enforcing stereotypes (general)	9%	2%	12% B	12%	1%	-	9%
Not taking advantage of opportunities/to better selves/avoid/get out of poverty	9%	8%	7%	17%	10%	19%	8%
Refusal to integrate into society/ protectionism of culture	7%	4%	8%	5%	9%	6%	7%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q8      why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	253	42	147	23	40	19	234
UNWEIGHTED TOTAL	345	58	213	42	32	49	296
Negative personal experience with an Aboriginal person (general)	7%	11%	5%	19%	-	3%	7%
Financial scandals/band council corruption on reserves	1%	3%	1%	*%	*%	2%	1%
NET: Positive	14%	10%	12%	15%	21%	4%	14%
Developed relationship/ friendship with an Aboriginal person	5%	-	5%	3%	9%	1%	5%
More Government/social assistance/ opportunities available	2%	-	4%	*%	-	-	2%
Shown progress/economic/ social/education	2%	1%	*%	-	11% c	*%	2%
More visible presence in community/media	2%	7%	1%	1%	-	1%	2%
Increased knowledge/ better understanding of Aboriginal culture/ issues (unspecified)	2%	1%	1%	7%	-	1%	2%
More recognition/ respected among citizens/government	1%	-	2%	4%	-	-	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q8      why do you say that? WORSE

SUBSAMPLE: Those whose impression of Aboriginal people has gotten worse

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	253	42	147	23	40	19	234
UNWEIGHTED TOTAL	345	58	213	42	32	49	296
They have better leadership/more into politics	*%	1%	*%	-	-	-	*%
Learned more about Aboriginal culture through educational/ awareness courses	*%	*%	-	-	-	1%	-
Other	4%	13% C	3%	1%	1%	4%	4%
DK/NA	1%	-	2%	-	-	1%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Mentions of Aboriginal culture/traditions/practice/lifestyle/beliefs	31%	41% fGhIJ D	35% dI	26%	31% i	31% i	27%	31% i	18%	28%	41% fGHIJ De	38% M	29%	35% O	19%	31% O	42% O	39% OP	32%	28%	36%	32%	30%
Different constitutional rights/privileges/assistance sanctioned by the Government	12%	19% HJK	17% HK	21% HJK	14% h	18% HK	17% HK	7%	14%	11%	9%	9%	14% l	7%	13%	14% n	11%	13%	11%	10%	10%	14%	17% t
NET: Socio-economic disadvantage	11%	10% j	11% J	9%	11% j	7%	15% FJ	16% dFJK	12% j	4%	9% j	16% M	9%	1%	6% n	9% N	14% N	20% NOP	6%	10%	13%	11%	15% S
Lack of opportunity/housing/living in poverty	6%	4%	4%	3%	4%	3%	7%	10% DeFJK bc	8%	3%	4%	10% m	5%	1%	3%	4%	6%	13% NOPq	5%	7%	5%	5%	9%
Treated differently/poorly/discriminated	6%	6% J	6% J	6% J	8% J	4%	8% J	9% J	4%	1%	7% J	9% m	5%	*%	4% n	5% N	8% N	10% NOp	2%	7% s	7%	8%	6%
Poor health/lack of healthcare/medical assistance	*%	-	1%	-	-	*%	1%	*%	-	-	-	*%	*%	-	-	*%	3% PR	*%	-	*%	1%	-	*%
Live on reserves/trouble integrating into society	9%	6%	12% bF	8%	7%	4%	9%	11% F	7%	10% F	9%	10%	9%	3%	10% N	10% N	5%	13% NQ	7%	9%	10%	10%	12%
Lack of responsibility/no self drive/limited contribution to society	3%	3%	6%	1%	6%	3%	6%	2%	12% FgHJK BCDe	2%	2%	3%	3%	3%	4%	2%	4%	3%	1%	4%	3%	1%	4%
Lack of formal education/skills/forced into residential schools	2%	*%	3% b	4% b	1% BEhJK	6% b	4% b	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	4%	1%	2%
Genetic predisposition to alcoholism/substance abuse/disease	2%	3%	4% fgJ	2%	2%	1%	1%	3%	5% FgJ	1%	3%	3%	2%	2%	2%	2%	7% pr	2%	1%	6% SUVW	2%	*%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Physical determinants/ appearance	2%	1%	3%	1%	4%	3%	2%	2%	2%	1%	4% Dj	2%	2%	3%	1%	3% n	4%	1%	2%	3%	2%	1%	1%
Nice/peaceful/relaxed/ confident people	1%	2%	2%	1%	3%	2%	3%	1%	1%	1%	-	2%	1%	6% OPQR	1%	1%	3%	1%	1%	1%	3%	1%	2%
At risk of losing identity/culture/ language	1%	1%	-	3%	-	3%	1%	1%	1%	-	-	3%	1%	-	-	1%	3%	1%	-	1%	1%	3%	1%
Other	3%	3%	3%	3%	9% DGHK bc	6% dHK	2%	2%	2%	5%	2%	2%	3%	6% O	1%	3%	1%	4% o	2%	4%	2%	2%	4%
None/they are the same	31%	23%	19%	30% C	27%	26%	28% c	33% bcik	22%	41% FGHIK BCDE	24%	29%	32%	33% r	40% QR	33% R	26%	23%	36%	31%	26%	44% TUV	30%
DK/NA	7%	6%	9% j	13% bgHJ	8%	10% hJ	6%	5%	18% EFGHJ BC	5%	11% HJ	3%	8% L	8%	11% pqR	5%	3%	4%	11% vw	6% w	6%	4%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Mentions of Aboriginal culture/traditions/ practice/lifestyle/ beliefs	31%	35% C	29%	33%	32%	32%	29%	32%	30%	32%	29%	36%	33%	33%	28%	32%	34%	30%	36% U	30%	25%
Different constitutional rights/privileges/ assistance sanctioned by the Government	12%	12%	13%	12%	14% G	15% G	7%	14% I	8%	8%	7%	9%	8%	11%	17% MN	15%	11%	12%	13%	13%	11%
NET: Socio-economic disadvantage	11%	11%	11%	10%	12%	10%	10%	11%	11%	1%	14% J	10%	13%	12% O	8%	9%	13%	11%	14% U	12% U	4%
Lack of opportunity/ housing/living in poverty	6%	7%	5%	6%	8% F	4%	5%	6%	7%	1%	9% J	5%	6%	7% O	4%	4%	6%	7%	8% U	6% U	2%
Treated differently/ poorly/discriminated	6%	4%	7%	6%	6%	6%	5%	6%	5%	1%	6% J	5%	10%	6%	4%	5%	8%	4%	7% U	7% U	1%
Poor health/lack of healthcare/medical assistance	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Live on reserves/trouble integrating into society	9%	9%	10%	5%	11% D	8%	12% D	9%	10%	9%	11%	10%	10%	10%	9%	6%	9%	12% P	9%	8%	12%
Lack of responsibility/ no self drive/limited contribution to society	3%	3%	3%	1%	3%	4% D	4% d	3%	3%	2%	3%	3%	3%	4%	1%	4%	3%	3%	4%	3%	2%
Lack of formal education/ skills/forced into residential schools	2%	1%	3%	3%	1%	3%	3%	2%	4%	1%	4%	3%	2%	3%	1%	1%	2%	3%	3% U	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Genetic predisposition to alcoholism/substance abuse/disease	2%	2%	3%	1%	2%	3%	2%	3%	1%	-	1%	2%	6% No	2%	2%	3%	4% r	1%	3% U	2%	*%
Physical determinants/ appearance	2%	2%	2%	1%	2%	2%	1%	1%	3%	1%	4%	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%
Nice/peaceful/relaxed/ confident people	1%	1%	2% B	*%	*%	1%	4% DEF	1%	1%	3%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3% st
At risk of losing identity/culture/ language	1%	*%	1%	-	1%	1% g	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
Other	3%	3%	3%	2%	2%	4%	2%	3%	4%	4%	3%	3%	7%	2%	2%	5%	2%	3%	3%	3%	2%
None/they are the same	31%	31%	31%	38% F	33% f	25%	32%	32%	29%	37%	28%	28%	27%	30%	34%	33%	30%	31%	26%	33% S	39% S
DK/NA	7%	6%	7%	6%	5%	8%	7%	6%	8%	8%	9%	8%	7%	6%	8%	6%	6%	7%	6%	7%	9%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Mentions of Aboriginal culture/traditions/ practice/lifestyle/ beliefs	31%	34% C	24%	36% C	32%	27%	32%
Different constitutional rights/privileges/ assistance sanctioned by the Government	12%	8%	21% BDe	9%	13%	16%	12%
NET: Socio-economic disadvantage	11%	11% Ce	6%	22% BCE	5%	14%	11%
Lack of opportunity/ housing/living in poverty	6%	5%	5%	12% BCE	3%	9%	6%
Treated differently/ poorly/discriminated	6%	6% Ce	1%	14% BCE	2%	11%	5%
Poor health/lack of healthcare/medical assistance	*%	*%	*%	*%	-	1%	*%
Live on reserves/trouble integrating into society	9%	8%	10%	13% B	10%	4%	10% f
Lack of responsibility/ no self drive/limited contribution to society	3%	1%	5% b	2%	5%	3%	3%
Lack of formal education/ skills/forced into residential schools	2%	2%	3%	2%	2%	2%	2%
Genetic predisposition to alcoholism/substance abuse/disease	2%	2%	2%	5% Bce	1%	7% G	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q9 In what ways, if any, do you think Aboriginal people are different from non-Aboriginal people?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Physical determinants/ appearance	2%	2%	1%	1%	2%	1%	2%
Nice/peaceful/relaxed/ confident people	1%	2% d	1%	1%	1%	1%	1%
At risk of losing identity/culture/ language	1%	1%	-	1%	1%	1%	1%
Other	3%	3%	4%	2%	4%	3%	3%
None/they are the same	31%	34% CD	27%	26%	36% cd	35%	31%
DK/NA	7%	4%	13% BDE	4%	6%	11%	6%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q10 Which of the following two statements best represents how you think about Aboriginal people?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Aboriginal people are just like other cultural or ethnic groups in Canada's multicultural society	39%	40% j	42% J	55% BCHJK	55% BCHJK	47% hJ	50% bHJ	38%	52% bHJ	31%	44% J	31%	43% L	43%	42%	37%	50% r	35%	39%	36%	37%	48% t	43%
Aboriginal people have unique rights and privileges as the first inhabitants of Canada	54%	55% DEFGi	51% dE	41%	36%	44%	43%	55% DEFGi	41%	62% EFGIK CD	51% dE	63% M	50%	42%	49%	58% N	46% NOQ	62%	55%	59% V	52%	46%	52%
Both	3%	2%	1%	1%	2%	3%	*% g	4% DGK	1%	4% dGk	1%	2%	3%	2%	6% PQR	2%	*% r	2%	3%	1%	8% STVW	4% t	3% t
Neither	1%	*% BDGK	4%	1%	2%	2%	*%	-	1%	2% g	1%	*%	1%	-	2%	1%	1%	*%	1%	1%	1%	*%	1%
DK/NA	3%	2%	2%	3%	6% CJ	4%	6% bCJ	4%	5%	1%	4%	3%	3%	12% OPQR	1%	2%	3%	1%	3%	2%	2%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q10 Which of the following two statements best represents how you think about Aboriginal people?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Aboriginal people are just like other cultural or ethnic groups in Canada's multicultural society	39%	39%	39%	47% E	32%	40%	41% e	41%	36%	42%	34%	38%	27%	39% M	45% M	43% r	43% r	36%	39%	44% U	33%
Aboriginal people have unique rights and privileges as the first inhabitants of Canada	54%	56%	52%	49%	62% DFG	54%	49%	52%	59%	57%	60%	56%	63% O	55%	50%	49%	51%	59% PQ	56% t	49%	59% t
Both	3%	2%	3%	3%	4%	2%	3%	4% I	1%	-	1%	2%	4%	3%	2%	2%	4% R	2%	2%	3%	3%
Neither	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	*%	2%
DK/NA	3%	2%	4% B	1%	1%	3%	7% DEF	2%	4% h	1%	5% J	4%	5% NO	2%	2%	3%	2%	3%	2%	3%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q10 Which of the following two statements best represents how you think about Aboriginal people?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Aboriginal people are just like other cultural or ethnic groups in Canada's multicultural society	39%	37% D	54% BDE	26%	36%	39%	39%
Aboriginal people have unique rights and privileges as the first inhabitants of Canada	54%	56% C	38%	68% BC	60% C	49%	54%
Both	3%	3%	2%	3%	2%	5%	3%
Neither	1%	1%	1%	1%	2%	1%	1%
DK/NA	3%	4% dE	4% E	1%	1%	7%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q11 Do you think that most Aboriginal people want to...?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Give up their cultural practices and traditions and fully adopt the customs and way of life of other Canadians	5%	3%	6%	4%	4%	9% BDEgh	4%	4%	5%	6%	5%	4%	5%	7%	9% PqR	3%	3%	3%	9% TVW	3%	4%	4%	3%
Keep their cultural practices and traditions but actively participate in the larger Canadian society	76%	80% CefJ	70%	83% CEFGJ	70%	71%	75% J	85% EFGiJ C	74% j	63%	78% cJ	82% M	74%	71%	71%	77%	85% nO	82% NO	70%	77%	82% S	77%	78%
Preserve their cultural practices and traditions by having as little contact as possible with Canadian society	16%	13%	19% dHk	12%	15%	14%	15% h	8%	13%	28% FGHIK BCDE	13%	10%	18% L	20% qr	18% qr	18% qR	9%	11%	16%	19% u	11%	16%	17%
Depends	1%	-	1%	*%	-	1%	*%	*%	1%	2%	3% DGH	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	2%	1%
DK/NA	3%	3%	3%	2%	12% FGHJK BCD	5% jk	6% DhJK	2%	7% dJK	1%	1%	3%	2%	2%	3%	2%	3%	3%	4%	1%	2%	2%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q11 Do you think that most Aboriginal people want to...?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Give up their cultural practices and traditions and fully adopt the customs and way of life of other Canadians	4%	5%		5%	3%	3%	8% EF	4%	7%	4%	7%	5%	7% n	3%	7% N	4%	4%	6%	4%	5%	5%
Keep their cultural practices and traditions but actively participate in the larger Canadian society	75%	78%		81%	76%	76%	75%	76%	76%	78%	77%	80%	80% o	79% O	71%	77%	79%	74%	82% U	77% U	67%
Preserve their cultural practices and traditions by having as little contact as possible with Canadian society	17%	14%		11%	19% dg	18% d	13%	16%	14%	15%	13%	12%	12%	14%	20% mn	15%	13%	17%	12%	15%	24% ST
Depends	1%	1%		*%	1%	1%	1%	1%	1%	-	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	1%
DK/NA	3%	2%		2%	2%	2%	4%	3%	2%	3%	2%	3%	1%	3%	2%	3%	3%	2%	3%	2%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q11 Do you think that most Aboriginal people want to...?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Give up their cultural practices and traditions and fully adopt the customs and way of life of other Canadians	5%	1%	11% BD	1%	10% BD	4%	5%
Keep their cultural practices and traditions but actively participate in the larger Canadian society	76%	95% CE	40%	92% CE	61% C	78%	76%
Preserve their cultural practices and traditions by having as little contact as possible with Canadian society	16%	1%	44% BDE	3%	27% BD	16%	16%
Depends	1%	1%	1%	*%	1%	*%	1%
DK/NA	3%	2%	4%	4%	1%	2%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q13a How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
Canada's national identity

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
A major contribution	33%	32%	36% FI	29%	35% fi	24%	29%	37% FIj	22%	28%	34% fi	35%	32%	16%	35% N	35% N	36% N	37% N	28%	36%	46% StVW	29%	30%
A moderate contribution	38%	35%	37%	40% j	43% j	51% BCdhJ	45% j	40% j	45% j	31%	44% j	35%	39%	29%	38%	38%	30%	42% N	36%	35%	35%	47% tu	44% t
A minor contribution	21%	25% EHK	18%	27% CEHK	13%	19%	19%	16%	27% Ehk	29% EFGHK C	14%	22%	21%	35% OPR	22%	18%	27%	17%	27% UV	20%	15%	15%	23%
No contribution	4%	4%	4%	2%	4%	5%	5%	2%	3%	8% bDH	5%	3%	5%	7%	4%	5%	6%	3%	4%	3%	3%	8% tuw	3%
TOP TWO BOX	70%	67%	74% J	70% J	78% BJ	75% J	74% J	77% bJ	67%	60%	78% BdiJ	69%	71%	45%	73% N	73% N	66% N	79% Nq	64%	71%	81% St	76% s	74% s
BOTTOM TWO BOX	26%	29% EHK	22%	28% EHk	16%	24%	24%	18%	29% ehk	37% EFGHK C	19%	25%	26%	42% OPR	26%	23%	32% r	20%	31% U	23%	18%	23%	26%
DK/NA	4%	4% F	4% f	2%	5% dF	1%	2%	5% dF	3%	4% f	3%	6%	3%	14% OPQR	1%	4% OR	1%	2%	4% W	6% UVW	1%	1%	%%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q13a How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
Canada's national identity

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
A major contribution	34%	32%		46% EfG	33% G	36% G	18%	31%	37%	43%	36%	36%	40% O	36% O	24%	38% R	35%	29%	37% U	33% u	24%
A moderate contribution	38%	37%		29%	42% D	37%	39% d	39%	36%	26%	40% j	38%	36%	37%	40%	35%	39%	38%	36%	39%	38%
A minor contribution	21%	22%		20%	18%	20%	30% DEF	23% I	17%	23%	14%	18%	16%	20%	27% MN	20%	20%	24%	21%	21%	23%
No contribution	5%	4%		2%	4%	5%	5%	4%	4%	3%	4%	3%	3%	4%	5%	5%	4%	4%	3%	3%	7% st
TOP TWO BOX	72%	69%		75% G	75% G	73% G	57%	70%	73%	69%	76%	74%	76% O	73% O	64%	73%	74% r	67%	73% U	72% u	63%
BOTTOM TWO BOX	26%	26%		22%	22%	24%	36% DEF	28% I	21%	26%	18%	21%	19%	24%	32% MN	24%	24%	28%	25%	24%	30%
DK/NA	3%	5% B		2%	3%	2%	8% DEF	2%	6% H	6%	6%	5%	6%	3%	3%	3%	2%	5% pQ	2%	4%	7% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q13a How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
 Canada's national identity

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
A major contribution	33%	46% CdE	8%	38% CE	26% C	45% G	32%
A moderate contribution	38%	37%	34%	41%	42%	33%	38%
A minor contribution	21%	11%	41% BDE	18% B	27% B	11%	22% F
No contribution	4%	*%	13% BDE	2% B	5% B	5%	4%
TOP TWO BOX	70%	83% CE	41%	79% CE	67% C	78%	70%
BOTTOM TWO BOX	26%	11%	54% BDE	19% B	32% BD	16%	26% f
DK/NA	4%	6% DE	5% DE	1%	1%	5%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q13b How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
Culture and the arts

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
A major contribution	35%	47% GhIJK CDEF	29% f	32% F	31% f	20%	26%	36% FG	27%	32% F	30% f	40% m	32%	22%	35% N	34% N	43% N	40% N	35%	38%	37%	31%	33%
A moderate contribution	40%	32%	44% B	42% b	44% b	59% GHIJK BCDE	45% B	42% b	39%	37%	47% Bj	38%	41%	35%	43%	44%	37%	38%	38%	37%	48% t	48% t	38%
A minor contribution	19%	16%	21%	21%	15%	15%	24% bef	17%	26% bef	22%	18%	19%	19%	25%	17%	18%	17%	18%	19%	18%	14%	16%	27% STUV
No contribution	3%	3% g	2% g	3% g	4% Ghi	1%	1%	1%	5% cFGHI	3% G	1%	3% l	5%	2%	3%	2%	2%	2%	2%	2%	1%	4% uw	2%
TOP TWO BOX	75%	79% ij	73%	74%	75%	79% ij	71%	79% gIJ	67%	69%	77% ij	78%	74%	57%	77% N	78% N	80% N	78% N	73%	76%	85% Stw	80% w	70%
BOTTOM TWO BOX	22%	19%	23%	24%	18%	16%	24%	18%	26% f	27% beFH	20%	20%	22%	30% opr	19%	21%	19%	20%	21%	20%	15%	20%	28% tu
DK/NA	3%	3%	4%	2%	7% cdhjk B	5%	5%	3%	7% bdk	3%	2%	2%	4% l	13% OPQR	4%	1%	1%	2%	6% UVW	4% uVw	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q13b How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
 Culture and the arts

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
A major contribution	35%	34%	35%	40% g	38% g	32%	30%	35%	34%	29%	35%	34%	47% nO	37% O	27%	41% R	41% R	28%	41% tU	35% U	24%
A moderate contribution	40%	38%	43%	37%	37%	43%	43%	42%	37%	31%	38%	41%	28%	42% M	42% M	36%	41%	42%	39%	42%	40%
A minor contribution	19%	22% C	16%	19%	20%	19%	18%	19%	20%	28%	17%	18%	14%	18%	22% m	21%	15%	21% q	18%	18%	22%
No contribution	3%	4% c	2%	3%	3%	3%	2%	2%	3%	4%	3%	3%	4%	1%	5% N	2%	2%	3%	1%	1%	7% ST
TOP TWO BOX	75%	72%	78% b	77%	76%	75%	73%	77% i	70%	60%	73% j	75%	75%	79% O	69%	77%	81% R	71%	80% U	77% U	63%
BOTTOM TWO BOX	22%	26% C	17%	22%	22%	21%	21%	21%	24%	32%	21%	21%	18%	19%	27% mN	22%	17%	24% Q	19%	19%	30% ST
DK/NA	3%	2%	5% B	2%	2%	4% D	7% DEF	2%	6% H	8%	6%	4%	7% N	1%	4% N	1%	1%	5% PQ	1%	4% S	7% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q13b How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
 Culture and the arts

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
A major contribution	35%	48% CE	11%	45% CE	22% C	49% G	34%
A moderate contribution	40%	39%	37%	40%	51% bC	31%	41%
A minor contribution	19%	8%	41% BDE	13% b	22% Bd	17%	19%
No contribution	3%	1%	7% BD	*%	5% BD	1%	3% f
TOP TWO BOX	75%	87% CE	48%	85% CE	72% C	80%	75%
BOTTOM TWO BOX	22%	9%	48% BDE	14%	27% BD	18%	22%
DK/NA	3%	5% DE	4% de	1%	1%	2%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q13c How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
Our connection with and respect for nature

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
A major contribution	41%	37%	41% Fi	38%	31%	30%	34%	43% eFI	28%	45% EFGI	44% EFgI	45%	40%	29%	40%	47% N	40%	43% N	36%	47% SW	48% SW	44%	36%
A moderate contribution	37%	38% j	30%	34%	44% CJ	40% CJ	37%	43% CdJ	43% CJ	29%	37%	37%	37%	35%	42% p	34%	43%	35%	35%	39%	32%	38%	40%
A minor contribution	14%	16% H	24% beHJK	20% H	14%	21% H	20% H	8%	17% h	16% H	14% h	10%	16% L	20% o	11%	14%	10%	15%	16%	9%	14%	11%	19% T
No contribution	4%	4%	4%	5%	5%	6% H	5%	2%	6%	7% Hk	3%	3%	5%	6%	4%	3%	5%	4%	5%	3%	2%	6%	4%
TOP TWO BOX	78%	75%	71%	71%	75%	70%	71%	85% EFGIJ BCD	71%	74%	81% CDFG	81%	76%	64%	82% N	81% N	83% N	78% N	71%	85% SW	80%	82% S	76%
BOTTOM TWO BOX	19%	20% H	28% beHK	25% H	19% h	27% HK	25% H	10%	23% H	23% H	18% H	12%	21% L	27% op	15%	17%	15%	19%	21% t	12%	16%	17%	23% T
DK/NA	4%	5% CK	1%	4% ck	6% CjK	3%	4% ck	4% CK	6% ck	3%	1%	7% M	2%	10% oPQR	3%	2%	2%	3%	8% TUVW	2%	3%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q13c How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
 Our connection with and respect for nature

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
A major contribution	41%	42%	40%	41%	41%	44%	39%	41%	42%	43%	44%	41%	44% o	45% o	33%	43%	43%	39%	43%	41%	38%
A moderate contribution	37%	36%	37%	41%	35%	36%	36%	38%	34%	28%	36%	37%	37%	36%	40%	32%	37%	39%	38%	36%	36%
A minor contribution	14%	15%	14%	14%	15%	14%	13%	15%	13%	17%	10%	13%	12%	14%	17%	18%	13%	14%	13%	16%	13%
No contribution	4%	5%	4%	1%	6% D	5% d	4%	4%	4%	6%	3%	3%	3%	4%	6%	4%	4%	5%	3%	3%	8% ST
TOP TWO BOX	78%	78%	78%	82%	76%	80%	75%	79%	76%	70%	80%	78%	81% o	80% O	73%	75%	80%	78%	81%	76%	74%
BOTTOM TWO BOX	19%	20%	18%	16%	21%	19%	17%	19%	17%	22%	14%	16%	15%	17%	23% mn	22%	17%	18%	17%	19%	21%
DK/NA	4%	3%	5% b	3%	3%	2%	8% DEF	2%	7% H	7%	7%	6%	4%	3%	4%	2%	3%	4%	3%	4%	4%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q13c How much of a contribution do you think Aboriginal people and their culture have made in each of the following areas?  
 Our connection with and respect for nature

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
A major contribution	41%	55%	13%	51%	32%	43%	41%
		CE		CE	C		
A moderate contribution	37%	36%	34%	38%	41%	37%	37%
A minor contribution	14%	4%	32%	10%	22%	10%	15%
			BDe	B	BD		
No contribution	4%	*%	17%	*%	1%	4%	4%
			BDE				
TOP TWO BOX	78%	91%	48%	89%	73%	80%	78%
		CE		CE	C		
BOTTOM TWO BOX	19%	4%	49%	10%	23%	15%	19%
			BDE	B	BD		
DK/NA	4%	5%	3%	1%	5%	6%	4%
		D			D		

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q14 In your opinion, how important is it for non-Aboriginal Canadians to understand the history and culture of Aboriginal people in Canada?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	53%	51% DFg	54% DFG	39%	48%	38%	41%	58% DFGi	45%	55% DFG	54% DFG	65% M	48%	44%	49%	53%	58%	60% NO	53%	56%	58%	47%	50%
Somewhat important	40%	37%	38%	54% fHIJK BCE	40%	43%	50% BCHJ	38%	39%	39%	41%	32%	43% L	39%	45% R	42%	34%	35%	40%	36%	40%	46%	43%
Not very important	4%	9% dHJK	5% H	4%	6% h	13% eGHJK CD	6% H	1%	7% h	4% h	3%	2%	5% L	8%	3%	3%	6%	3%	4%	5%	1%	4%	5%
Not at all important	2%	2%	2%	2%	5% gHJ	6% bcGHJ	1%	1%	5% h	1%	3% h	2%	2% l	2%	1%	1%	1%	1%	2%	1%	1%	3%	2%
TOP TWO BOX	93%	89% f	93% Fi	93% FI	89% f	81%	91% F	96% BEFGI	84%	93% FI	95% BeFI	97% M	92%	83%	94% N	95% N	92%	95% N	93%	92%	98% t	93%	93%
BOTTOM TWO BOX	6%	11% dHJK	7% H	6% h	11% H	19% eGHJK bcd	7% H	1%	12% H	5% h	5% h	2%	7% L	11%	5%	4%	8%	5%	5%	6%	2%	7%	7%
DK/NA	1%	2%	2%	1%	1%	2%	2%	2%	4% Bde	1%	2%	1%	1%	6% OPR	1% r	2%	2%	2%	2%	2% W	2%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q14 In your opinion, how important is it for non-Aboriginal Canadians to understand the history and culture of Aboriginal people in Canada?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	53%	50%	56%	49%	59% dF	48%	56% f	51%	57%	63%	56%	56%	77% NO	56% O	38%	51%	57%	51%	56%	53%	49%
Somewhat important	40%	41%	39%	45% g	37%	42%	36%	42% i	35%	30%	36%	38%	16%	40% M	50% MN	42%	38%	41%	38%	40%	44%
Not very important	4%	6% C	2%	3%	3%	6%	4%	4%	4%	4%	4%	4%	2%	3%	7% mn	4%	4%	4%	5%	3%	4%
Not at all important	2%	2%	1%	1%	1%	3%	2%	2%	2%	3%	1%	1%	1%	1%	3%	3%	1%	1%	2%	1%	2%
TOP TWO BOX	93%	91%	94%	94% f	96% F	89%	92%	93%	92%	93%	92%	94%	93%	96% O	88%	93%	95%	92%	93%	92%	93%
BOTTOM TWO BOX	6%	8% C	3%	4%	4%	9% de	6%	6%	6%	7%	5%	5%	3%	4%	9% MN	7%	5%	5%	6%	5%	6%
DK/NA	1%	*% B	2% B	2% E	*% E	2% E	2% E	1%	2%	-	3%	1%	4% N	*% N	2% N	*% PQ	*% PQ	3% PQ	*% SU	3% SU	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q14 In your opinion, how important is it for non-Aboriginal Canadians to understand the history and culture of Aboriginal people in Canada?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	53%	69% CE	28%	67% CE	30%	51%	53%
Somewhat important	40%	28%	55% BD	31%	62% BD	41%	40%
Not very important	4%	1%	11% BDE	2%	3%	7%	4%
Not at all important	2%	1%	3% D	*%	3%	1%	2%
TOP TWO BOX	93%	97% C	83%	98% C	92% C	91%	93%
BOTTOM TWO BOX	6%	2%	15% BDE	2%	6%	8%	5%
DK/NA	1%	1%	2%	-	2%	*%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q15 Do you think that schools in Canada do an excellent, good, only fair or poor job of teaching students about Aboriginal people and their history?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	4%	7% J	4% j	8% J	6% j	7% J	6% j	4%	6% J	2%	7% hJ	3%	5% l	6%	6%	3%	8% P	4%	4%	6% V	7% V	1%	3%
Good	20%	23% H	21%	26% H	28% H	27% H	25% H	14%	20%	21% h	21%	11%	24% L	21%	20%	20%	14%	20%	19%	21%	16%	19%	22%
Only fair	34%	34%	36%	30%	35%	34%	33%	33%	26%	35%	38% i	38%	32%	32%	30%	36%	43% O	34%	33%	33%	41%	40%	33%
Poor	29%	18%	27% bEf	20%	16%	18%	19%	37% DEFGK Bc	30% bEFg	33% BDEFG	26% ef	34% m	27%	30%	31%	27%	27%	31%	32%	29%	29%	28%	27%
TOP TWO BOX	24%	31% H	25%	33% HJ	34% HJ	34% CHJ	30% H	18%	27%	23%	28% H	14%	29% L	27%	26%	23%	22%	24%	24%	27%	23%	20%	26%
BOTTOM TWO BOX	63%	52% bDefg	62%	51%	51%	51%	52%	70% DEFGi B	57%	68% DEFGi B	64% BDEFG	72% M	59%	62%	61%	63%	70%	65%	65%	62%	69%	67%	60%
DK/NA	13%	17% JK	12%	16% JK	15% jk	14% k	18% JK	12%	16%	9%	8%	14%	12%	12%	13%	14%	7%	12%	11%	11%	8%	12%	14% u

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q15 Do you think that schools in Canada do an excellent, good, only fair or poor job of teaching students about Aboriginal people and their history?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	3%	5%		10% EFG	4%	4%	1%	3%	8% H	18% K	5%	6%	10% NO	3%	5%	6%	4%	4%	5%	3%	5%
Good	21%	19%		26% G	22% G	18%	13%	19%	21%	23%	20%	21%	16%	19%	24%	22%	20%	19%	18%	21%	21%
Only fair	35%	33%		40% f	34%	31%	31%	36%	30%	32%	30%	32%	23%	36% M	35% M	29%	32%	37% P	34%	34%	33%
Poor	31%	27%		22%	29%	32% D	34% D	31%	25%	10%	30% J	28%	44% NO	29%	25%	32%	30%	28%	30%	29%	28%
TOP TWO BOX	24%	24%		36% eFG	26% G	22% G	15%	22%	29% h	41% k	26%	27%	27%	22%	29% n	28%	24%	23%	23%	25%	26%
BOTTOM TWO BOX	66% c	60%		62%	63%	62%	66%	66% I	55%	41%	60% J	59%	68%	65%	59%	60%	63%	65%	64%	63%	61%
DK/NA	9%	16% B		2%	11% D	15% D	20% DE	11%	15%	18%	15%	13%	6%	13% M	12%	11%	13%	12%	12%	12%	13%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q15 Do you think that schools in Canada do an excellent, good, only fair or poor job of teaching students about Aboriginal people and their history?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	4%	5% d	4%	2%	5%	6%	4%
Good	20%	19%	24% D	15%	22%	19%	20%
Only fair	34%	34% c	28%	41% C	34%	37%	34%
Poor	29%	30%	28%	33% e	24%	29%	29%
TOP TWO BOX	24%	24% d	28% D	17%	27% d	25%	24%
BOTTOM TWO BOX	63%	64% C	56%	74% BCE	58%	65%	63%
DK/NA	13%	11%	16% D	9%	15%	10%	13%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Land claims/territory rights	13%	10% EFG	7% F	6% F	3%	1%	3%	16% EFGIK CD	6%	19% EFGIK BCD	6% F	17% M	11%	12%	13%	16% QR	7%	12%	8%	18% SW	16% SW	13% S	10%
Threat to culture and traditions/self-identity	12%	18% EFGIJ C	8%	12%	8%	7%	9%	14% ceF	9%	10%	11%	13%	12%	15% o	7%	13% o	15%	14% O	13%	11%	10%	14%	13%
Alcohol/drug abuse/addiction	7%	8% h	15% GHIJK BEF	12% FGHi	6%	6%	4%	4%	5%	8% h	8% h	5%	8% l	5%	7%	8%	7%	7%	6%	7%	9%	8%	8%
Equality/discrimination	7%	6%	4%	8%	10% c	6%	9% c	8%	12% Cj	6%	8%	8%	6%	7%	7%	8%	11%	5%	5%	8%	5%	7%	7%
Lack of education/dropping out of school	6%	4%	6%	8%	11% bJ	9% j	7%	8% j	9%	3%	5%	7%	6%	3%	5%	8%	8%	6%	5%	4%	9%	4%	7%
Poverty/homelessness	6%	6%	8%	3%	9%	15% DHIJK BC	10% di	6%	3%	5%	8%	8%	5%	2%	4%	5%	9%	10% NOP	4%	5%	5%	6%	9%
Social issues/isolation/inability to integrate	5%	4%	7% DEK	3%	1%	5%	6% e	4%	5%	8% bDEK	3%	7%	4%	7%	5%	6%	3%	4%	6%	4%	9% t	5%	4%
Acknowledgement/recognition/Treaty Act	5%	7% def	4%	2%	2%	2%	4%	6% ef	3%	5%	5%	6%	5%	4%	8% p	3%	5%	5%	5%	8% W	6%	5%	2%
Unemployment/lack of job opportunities	4%	2%	3%	3%	9% BCj	6%	9% BCdhJ	4%	4%	3%	8% BCdJ	3%	4%	2%	3%	4%	2%	6%	3%	4%	4%	3%	5%
Poor health care system/health issues	2%	3%	2%	2%	1%	3%	5%	2%	2%	2%	4%	2%	2%	*%	2%	2%	5% n	4% N	1%	2%	3%	3%	4%
Housing issues/poor living conditions	2%	2%	4% j	3%	6% j	2%	3%	2%	5% j	1%	3%	3%	2%	3%	3%	2%	*%	2%	3%	3%	2%	2%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Self-government/ independence	2%	4%	3%	4%	1%	2%	4%	1%	1%	2%	3%	1%	3%	1%	2%	3%	1%	3% n	1%	3%	2%	4%	3%
Crime/violence	2%	-	1%	3% eg	1%	2%	1%	1%	3% CEGHK	4% EFGHK	1%	2%	1%	1%	4% NPQR	1%	1%	1%	2%	1%	1%	3% U	1%
Overcoming the past/ looking to the future	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	3% oPq	1%	1%	1%	1%	4% STUV
Dependent on government/ social assistance	1%	-	2% j	1%	1%	1%	2%	2%	1%	1%	-	2%	1%	1%	1%	1%	8% NOPR	1%	3% Tu	1%	1%	-	1%
Lack of leadership/self- sufficiency	1%	1%	2%	1%	1%	3%	3% bhk	1%	3% BDHK	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Lack of understanding/ negative public opinion	1%	-	2% k	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	1%	-	1%
Lack of self-esteem/ motivation	1%	1%	1%	1%	3% Hk	1%	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Environment	1%	1%	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	-	1%	1%
The reserve system	1%	-	-	-	1%	1%	1%	1%	1%	-	1%	-	1%	-	1% PR	1%	1%	1%	-	1%	1%	-	2% TU
No one's listening to them (gov/citizens)	1%	1%	1%	-	-	-	-	1%	1%	-	-	-	1%	-	1%	1%	-	-	1% t	1%	-	-	1%
Suicide/mental health issue	1%	-	-	-	-	-	1%	-	1%	1%	2%	1%	1%	-	-	1%	3%	1%	-	1%	1%	-	1%
Lack of government funding/support	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%
Government	1%	-	-	1%	-	-	-	1%	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Their image/not redefining themselves	***	***	***	***	-	-	1%	***	-	***	-	***	***	-	-	1%	-	***	-	***	-	-	1%
Lack of community/no family unit	***	1%	-	-	***	***	-	-	-	-	-	-	***	-	1%	***	***	-	-	1%	-	-	-
Residential schools	***	-	-	-	-	1%	-	***	-	-	***	***	***	-	***	-	-	1%	***	-	-	***	***
Youth issues	***	***	1%	***	1%	***	-	-	-	-	***	***	***	-	***	***	***	***	***	***	***	-	***
Pride/attitude	***	-	-	1%	-	-	-	-	-	-	***	-	***	1%	-	***	***	***	***	***	***	-	***
Themselves/Band Councils	***	-	***	-	1%	***	***	-	3% CeFG	-	-	-	***	-	***	***	-	***	***	***	-	***	***
Lack of clean/fresh water	***	-	-	***	-	***	-	-	***	***	***	***	***	-	-	-	-	***	-	***	***	-	***
Survival/day-to-day living	***	-	-	***	-	-	-	-	-	-	***	-	***	-	-	***	-	***	***	-	***	-	-
Limited contribution to society/lack of responsibility	***	-	-	-	-	***	***	-	-	-	-	-	***	-	-	***	-	-	-	***	-	-	***
Birth control/sex awareness	***	***	-	-	-	-	-	-	***	-	-	***	***	-	-	***	-	***	-	-	***	-	-
Their status	***	***	-	-	-	***	-	-	***	-	-	-	***	-	-	-	***	***	-	***	-	-	***
Other	1%	***	2% eg	2%	***	4% dEGHj B	***	1%	3% BEGH	2%	-	1%	1%	2%	1%	***	1%	1% p	2%	1%	1%	1%	***
DK/NA	18%	20%	15%	23% Ch	25% CgH	19%	17%	16%	17%	18%	20%	10%	21% L	33% PQR	23% PQR	14%	11%	11%	28% TUVW	15%	15%	17%	12%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Land claims/territory rights	13%	12%	14%	13%	19% dFG	12% g	8%	13%	13%	5%	15% J	12%	7%	15% M	12% m	14%	14%	12%	11%	16% S	14%
Threat to culture and traditions/self-identity	12%	15% C	10%	14%	12%	11%	13%	12%	15%	19%	14%	15%	13%	12%	13%	13%	10%	14%	14%	10%	13%
Alcohol/drug abuse/addiction	7%	7%	7%	8%	7%	8%	6%	8% I	4%	4%	4%	6%	7%	8% o	5%	8%	7%	7%	6%	8%	7%
Equality/discrimination	7%	7%	7%	10% e	5%	7%	8%	7%	6%	6%	6%	9%	10% o	8% o	4%	10% qR	6%	5%	9% T	5%	7%
Lack of education/dropping out of school	6%	5%	7%	6%	6%	4%	10% f	7%	5%	4%	4%	7%	4%	8% o	4%	6%	7%	6%	7%	7%	5%
Poverty/homelessness	6%	6%	6%	5%	6%	7%	5%	6%	7%	5%	8%	6%	8%	6%	6%	6%	7%	6%	8%	6%	4%
Social issues/isolation/inability to integrate	5%	7% C	4%	3%	5%	4%	9% DeF	5%	5%	5%	5%	6%	5%	4%	6%	5%	6%	5%	6%	6%	4%
Acknowledgement/recognition/Treaty Act	5%	3%	7% B	5%	4%	7%	6%	5%	7%	9%	6%	5%	11% NO	5% O	2%	3%	8% PR	4%	4%	6%	5%
Unemployment/lack of job opportunities	4%	6% c	2%	3%	5%	5%	2%	4%	3%	5%	3%	3%	4%	4%	4%	4%	5%	4%	5% u	4%	2%
Poor health care system/health issues	2%	1%	3% b	2%	2%	4%	2%	2%	2%	4%	2%	2%	1%	2%	3%	3%	2%	3%	3%	2%	3%
Housing issues/poor living conditions	2%	2%	3%	2%	1%	3%	4%	2%	1%	1%	2%	3%	4%	2%	3%	2%	2%	2%	2%	2%	3%
Self-government/independence	2%	3%	1%	2%	2%	2%	2%	3% i	1%	-	1%	2%	1%	2%	2%	3%	3%	1%	3%	2%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Crime/violence	2%	2%	2%	3% E	%	2% E	2% E	2%	2%	4%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%
Overcoming the past/ looking to the future	1%	2% C	%	%	2% Df	1%	1%	1%	1%	1%	1%	1%	3% NO	1%	1%	1%	2%	1%	2% U	1%	%
Dependent on government/ social assistance	1%	1%	1%	2% g	1%	1%	1%	1%	2% H	2%	3%	2%	%	2% MO	%	%	1%	1%	1%	1%	2% St
Lack of leadership/self- sufficiency	1%	1%	%	1%	1%	1%	1%	1%	%	1%	%	1%	%	1%	%	1%	1%	1%	1%	%	%
Lack of understanding/ negative public opinion	%	%	1%	1%	%	1%	%	1%	-	-	-	%	1%	%	%	1%	1%	%	1% t	%	%
Lack of self-esteem/ motivation	%	1%	%	-	1%	1%	%	%	%	%	%	%	%	%	1%	1%	%	%	1%	%	-
Environment	%	%	1%	%	1%	-	%	1%	-	-	-	%	1%	%	%	%	%	%	%	%	%
The reserve system	%	1%	%	2% EFg	%	%	%	%	1% H	-	2%	1%	%	%	1% N	%	%	1%	%	%	1% ST
No one's listening to them (gov/citizens)	%	%	%	%	-	%	1% f	%	1%	-	1%	%	-	%	%	%	%	%	1%	-	-
Suicide/mental health issue	%	%	%	1%	%	%	-	%	%	-	%	%	1%	%	%	%	%	%	1%	%	-
Lack of government funding/support	%	%	%	%	-	1%	%	%	%	-	%	%	1%	%	%	1%	%	%	1%	%	%
Government	%	%	%	%	1%	-	%	%	%	-	%	%	1%	%	%	%	-	1%	%	1%	-
Their image/not redefining themselves	%	%	%	-	%	1% g	%	%	%	-	-	%	%	%	1%	%	%	%	%	%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Lack of community/no family unit	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Residential schools	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Youth issues	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pride/attitude	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Themselves/Band Councils	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Lack of clean/fresh water	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Survival/day-to-day living	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Limited contribution to society/lack of responsibility	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Birth control/sex awareness	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Their status	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DK/NA	18%	15%	20%	17%	18%	19%	17%	17%	20%	23%	20%	17%	12%	14%	26%	14%	15%	21%	12%	21%	23%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Land claims/territory rights	13%	14% C	9%	11%	19% CD	10%	13%
Threat to culture and traditions/self-identity	12%	15%	11%	10%	10%	6%	13% f
Alcohol/drug abuse/ addiction	7%	5%	10% b	8%	8%	5%	7%
Equality/discrimination	7%	9% CE	4%	11% CE	1%	12%	7%
Lack of education/ dropping out of school	6%	7%	5%	7%	4%	8%	6%
Poverty/homelessness	6%	6% e	5%	11% E	2%	2%	6%
Social issues/isolation/ inability to integrate	5%	4%	7%	5%	6%	9%	5%
Acknowledgement/ recognition/Treaty Act	5%	6% C	3%	6% c	4%	7%	5%
Unemployment/lack of job opportunities	4%	3%	4%	5%	4%	4%	4%
Poor health care system/ health issues	2%	2%	2%	2%	3%	2%	2%
Housing issues/poor living conditions	2%	2%	3% E	3%	*%	*%	2%
Self-government/ independence	2%	2%	3%	4%	2%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Crime/violence	2%	1%	2%	1%	2%	1%	2%
Overcoming the past/ looking to the future	1%	1%	*%	1%	1%	1%	1%
Dependent on government/ social assistance	1%	2%	2%	-	-	*%	1%
Lack of leadership/self- sufficiency	1%	*%	1%	1%	1%	*%	1%
Lack of understanding/ negative public opinion	*%	1%	*%	*%	*%	1%	*%
Lack of self-esteem/ motivation	*%	*%	*%	1%	1%	1%	*%
Environment	*%	*%	*%	1%	-	-	*%
The reserve system	*%	*%	-	*%	2% BD	*%	*%
No one's listening to them (gov/citizens)	*%	-	-	1%	1%	*%	*%
Suicide/mental health issue	*%	*%	-	1%	-	1%	*%
Lack of government funding/support	*%	*%	*%	1%	-	*%	*%
Government	*%	*%	*%	1% BC	-	-	*%
Their image/not redefining themselves	*%	*%	*%	*%	-	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q16 In your opinion, what is the most important issue facing Aboriginal people in Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Lack of community/no family unit	%%	-	1%	%%	-	-	%%
Residential schools	%%	%%	-	%%	-	%%	%%
Youth issues	%%	%%	%%	%%	%%	%%	%%
Pride/attitude	%%	%%	%%	-	%%	%%	%%
Themselves/Band Councils	%%	%%	%%	%%	%%	%%	%%
Lack of clean/fresh water	%%	%%	%%	-	%%	-	%%
Survival/day-to-day living	%%	%%	-	%%	-	-	%%
Limited contribution to society/lack of responsibility	%%	-	%%	-	-	-	%%
Birth control/sex awareness	%%	%%	%%	-	-	-	%%
Their status	%%	-	%%	%%	-	-	%%
Other	1%	2%	%%	1%	%%	1%	1%
DK/NA	18%	15% D	26% BD	6%	27% BD	25%	17%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S.	H.S.	Some	Univ.		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Equality/discrimination	12%	8%	17% EFghk B	13%	8%	10%	10%	10%	13%	15% BEf	11%	12%	12%	12%	13%	14% R	16%	9%	8%	14% S	19% SW	14%	9%
Threat to culture and traditions/self-identity	10%	14% CdEfG	8%	7%	4%	8%	6%	9% e	11% e	11% Eg	17% DEFGH C	10%	10%	6%	8%	10%	13%	14% NO	10%	6%	11%	12% t	16% T
Social issues/isolation/inability to integrate	9%	5%	3%	6%	6%	6%	6%	13% EFGjk BCD	16% EFGjk BCd	8%	3%	10%	8%	6%	8%	10% q	4%	9%	3%	10% S	9% s	17% StuW	7%
Poverty/homelessness	8%	10% jk	13% JK	8%	10%	10% jk	13% JK	9% Jk	8%	4%	4%	11%	8%	9%	6%	6%	6%	13% OPq	5%	8%	9%	10%	11% s
Unemployment/lack of job opportunities	8%	8%	6%	12% cJ	12% j	15% bCJ	9%	10% j	8%	4%	10% J	8%	8%	7%	7%	7%	7%	11%	5%	9%	10%	6%	9%
Alcohol/drug abuse/addiction	6%	10% Hij	14% GHIJK EF	13% gHIJK F	6%	5%	6%	2%	4%	5%	5%	5%	7%	4%	8%	7%	5%	4%	3%	7%	5%	3%	10% Sv
Lack of education/dropping out of school	4%	3%	4%	2%	7% dij	9% BDIJ	5%	5%	1%	2%	5%	3%	4%	2%	1%	5% o	8%	5% o	4%	5%	3%	2%	2%
Housing issues/poor living conditions	2%	2%	2%	4%	11% DHIJK BC	7% BCHJK	6% hJ	2%	2%	1%	2%	2%	2%	3%	2%	3%	1%	2%	3%	3%	2%	2%	1%
Acknowledgement/recognition/Treaty Act	1%	1%	2%	1%	-	1%	2%	1%	1%	3% bF	1%	1%	2%	2%	1%	2%	1%	1%	4% TUVw	1%	2%	-	1%
Their image/not redefining themselves	1%	1%	1%	-	4% bcfhj	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%
Dependent on government/social assistance	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	9% OPR	1%	4% TUV	1%	1%	-	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun. Bay	Mont.	Hal.	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)												
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Lack of community/no family unit	1%	-	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	2%	1%	1%	3% STVW	1% t	1%
Crime/violence	1%	1%	1%	3%	5% Bi	6% BCGI	1%	-	1%	-	-	-	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%
Lack of self-esteem/motivation	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	3% tu	1%	1%	1%	1%
Poor health care system/health issues	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	-	1%	1%	5% OPR	1%	1%	1%	1%	1%	1%
Self-government/independence	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1% W	1%	1%
Land claims/territory rights	1%	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%
Lack of government funding/support	1%	-	-	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	2% uW	1%
Lack of understanding/negative public opinion	1%	1%	1%	-	-	-	2%	-	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%
Lack of leadership/self-sufficiency	1%	-	1%	1%	4% FGHIK Cd	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
The reserve system	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%
No one's listening to them (gov/citizens)	1%	1%	-	1%	-	-	-	1%	-	-	-	-	1%	-	1%	1%	-	1%	1%	-	-	-	1%
Overcoming the past/looking to the future	1%	1%	-	1%	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	1%	-	1%	1%	-	1%
Suicide/mental health issue	1%	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	-	1%	-	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Survival/day-to-day living	***	***	***	-	-	-	-	-	-	***	-	***	***	-	-	***	***	***	-	-	***	***	-
Youth issues	***	-	***	-	-	2%	-	-	1%	-	-	-	***	***	***	-	-	***	***	-	***	-	***
Culture shock/living in both cultures	***	***	-	-	-	-	-	-	***	-	***	***	***	-	-	-	-	***	***	***	***	-	***
Limited contribution to society/lack of responsibility	***	-	-	-	***	***	-	-	-	-	-	-	***	-	-	***	-	***	-	***	***	-	-
Residential schools	***	-	-	-	-	***	-	-	-	-	-	-	***	-	-	-	-	***	-	-	***	-	-
Birth control/sex awareness	***	-	-	-	***	-	-	-	-	-	-	-	***	-	-	***	-	-	-	***	-	-	-
Pride/attitude	***	-	-	-	***	-	-	-	-	-	-	-	***	-	-	***	-	-	-	-	-	-	***
Other	1%	1%	1%	-	2% h	-	2%	***	4% bcH	1%	-	1%	1%	***	***	1%	1%	1%	***	1%	***	1%	1%
DK/NA	31%	33% CEFG	22%	24% f	21%	17%	24%	30% ceF	26% f	39% EFGH CD	36% DEFG 1C	29%	32%	43% PQR	41% PQR	27%	19%	23%	45% TUVW	30% u	22%	26%	27%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Equality/discrimination	12%	13%	11%	18% Fg	12%	10%	11%	12%	11%	12%	12%	12%	10%	13%	11%	13%	15% R	10%	11%	12%	13%
Threat to culture and traditions/self-identity	10%	11%	10%	13% G	12% G	11% G	5%	11% i	7%	10%	7%	9%	10%	12% o	8%	12%	9%	11%	11%	11%	8%
Social issues/isolation/inability to integrate	9%	11% C	6%	6%	10%	9%	10%	9%	8%	12%	7%	9%	9%	10%	7%	9%	12% R	6%	7%	9%	12% s
Poverty/homelessness	8%	10%	7%	7%	12% f	6%	8%	9%	6%	2%	8% j	9%	8%	8%	8%	10%	10%	7%	11% U	8%	6%
Unemployment/lack of job opportunities	8%	10%	7%	7%	9%	9%	7%	8%	9%	12%	8%	9%	11%	9%	6%	9%	8%	8%	11% U	8%	4%
Alcohol/drug abuse/addiction	6%	6%	6%	4%	5%	7%	8%	7%	4%	*%	5% j	5%	11% O	6%	4%	8%	6%	5%	8% U	6%	3%
Lack of education/dropping out of school	4%	3%	4%	2%	4%	4%	4%	4%	3%	7%	2%	3%	4%	4%	2%	3%	5%	3%	4%	4%	3%
Housing issues/poor living conditions	2%	2%	2%	1%	1%	2%	4%	3%	1%	-	2%	2%	4%	2%	2%	3%	3%	1%	3%	3%	1%
Acknowledgement/recognition/Treaty Act	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%
Their image/not redefining themselves	1%	1%	1%	1%	*%	1%	1%	1%	*%	-	*%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%
Dependent on government/social assistance	1%	*%	1%	3% EFG	*%	*%	1%	*%	2% H	1%	3%	1%	1%	1%	*%	1%	*%	1%	*%	*%	2% ST
Lack of community/no family unit	1%	*%	1% B	2% EFG	1%	*%	1%	1%	2% H	-	2%	1%	*%	1%	*%	*%	*%	1% PQ	1%	1%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Crime/violence	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Lack of self-esteem/ motivation	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Poor health care system/ health issues	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Self-government/ independence	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Land claims/territory rights	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-
Lack of government funding/support	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%
Lack of understanding/ negative public opinion	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Lack of leadership/self- sufficiency	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
The reserve system	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
No one's listening to them (gov/citizens)	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	1%	1%	-
Overcoming the past/ looking to the future	1%	1%	1%	1%	1%	1%	-	1%	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	-	-
Suicide/mental health issue	1%	-	1%	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	1%	-	1%	-	-
Survival/day-to-day living	1%	1%	-	-	-	1%	1%	1%	-	-	-	1%	-	1%	1%	1%	1%	-	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Youth issues	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Culture shock/living in both cultures	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Limited contribution to society/lack of responsibility	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Residential schools	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Birth control/sex awareness	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pride/attitude	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DK/NA	31%	26%	36%	29%	29%	34%	32%	28%	38%	36%	38%	31%	21%	25%	44%	24%	22%	39%	24%	32%	41%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Equality/discrimination	12%	11%	11%	20% BCE	6%	16%	12%
Threat to culture and traditions/self-identity	10%	13% C	5%	10%	10%	9%	10%
Social issues/isolation/inability to integrate	9%	9%	9%	9%	7%	6%	9%
Poverty/homelessness	8%	10%	6%	11%	6%	7%	9%
Unemployment/lack of job opportunities	8%	7%	8%	11%	10%	13%	8%
Alcohol/drug abuse/addiction	6%	6%	8% e	9% E	2%	11%	6%
Lack of education/dropping out of school	4%	5%	2%	3%	2%	1%	4%
Housing issues/poor living conditions	2%	3% e	1%	2%	1%	3%	2%
Acknowledgement/recognition/Treaty Act	1%	1%	1%	1%	2%	1%	1%
Their image/not redefining themselves	1%	1%	*%	1%	-	1%	1%
Dependent on government/social assistance	1%	1% D	1%	*%	*%	1%	1%
Lack of community/no family unit	1%	1%	-	1%	1%	-	1%
Crime/violence	1%	*%	2%	*%	*%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Lack of self-esteem/ motivation	1%	1%	1%	1%	1%	1%	1%
Poor health care system/ health issues	1%	1%	1%	1%	-	1%	1%
Self-government/ independence	1%	1%	1%	-	1%	-	1%
Land claims/territory rights	1%	1%	1%	1%	-	1%	1%
Lack of government funding/support	1%	1%	1%	1%	2% BCd	1%	1%
Lack of understanding/ negative public opinion	1%	1%	1%	1%	-	1%	1%
Lack of leadership/self- sufficiency	1%	1%	1%	1%	1%	1%	1%
The reserve system	1%	1%	1%	1%	-	-	1%
No one's listening to them (gov/citizens)	1%	1%	-	1%	1% b	-	1%
Overcoming the past/ looking to the future	1%	-	-	1%	-	-	1%
Suicide/mental health issue	1%	1%	-	-	-	-	1%
Survival/day-to-day living	1%	-	1%	-	1%	-	1%
Youth issues	1%	1%	1%	1%	1%	1%	1%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q17 What is the most important issue facing Aboriginal people living in cities across Canada today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Culture shock/living in both cultures	%%	%%	-	-	%%	-	%%
Limited contribution to society/lack of responsibility	%%	%%	%%	-	-	-	%%
Residential schools	%%	-	-	%%	-	-	%%
Birth control/sex awareness	%%	-	-	%%	-	%%	-
Pride/attitude	%%	-	-	-	%%	-	%%
Other	1%	1%	%%	1%	%%	%%	1%
DK/NA	31%	26% D	40% BD	16%	48% BD	27%	31%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q18 In your opinion, have Aboriginal people in Canada largely caused their own problems or have the problems been caused primarily by the attitudes of Canadians and the policies of governments?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Aboriginal people in Canada have largely caused their own problems	24%	32% HJK	32% HJK	35% HJK	32% HJK	31% HJK	41% fHIJK bc	18%	27% h	18%	21%	15%	28% L	36% PR	29% pR	20%	24%	18%	25%	22%	17%	31% U	25%
The problems have been caused primarily by the attitudes of Canadians and the policies of governments	52%	50% dEFG	44% EF	39%	31%	33%	37%	59% DEFGi bc	47% EF	54% cDEFG	52% DEFG	65% M	46%	50%	46%	55%	50%	53%	53%	64% suVW	52%	46%	44%
Both equally	17%	11%	14%	13%	20% bg	26% DGHik BC	12%	15%	14%	25% DGHik BC	16%	13%	18%	9%	14%	19% N	19%	20% No	14%	10%	24% sT	18%	23% sT
Neither	2%	1%	1%	3%	5%	4% j	3%	2%	4%	1%	4%	3%	1%	*%	1%	2%	3%	3% n	1%	1%	1%	3%	3%
Other	*%	-	1%	-	-	-	-	-	-	-	-	-	*%	-	-	*%	-	-	-	-	-	-	-
DK/NA	6%	7% j	9% j	10% j	12% FghJk b	6% j	7% j	7% j	8% j	1%	7% j	4%	7%	5%	10% Pr	4%	4%	5%	7%	3%	6%	3%	6%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q18 In your opinion, have Aboriginal people in Canada largely caused their own problems or have the problems been caused primarily by the attitudes of Canadians and the policies of governments?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Aboriginal people in Canada have largely caused their own problems	24%	25%	23%	24%	21%	25%	26%	24%	23%	20%	23%	23%	19%	21%	32% MN	28%	22%	24%	24%	23%	26%
The problems have been caused primarily by the attitudes of Canadians and the policies of governments	52%	48%	54% b	55%	51%	51%	54%	50%	55%	53%	56%	53%	61% O	54% O	43%	51%	54%	50%	53%	50%	50%
Both equally	17%	19%	15%	15%	20%	15%	15%	19% I	12%	11%	13%	15%	15%	17%	17%	10%	17% p	19% P	14%	19%	17%
Neither	2%	2%	2%	3%	1%	3%	1%	2%	1%	3%	1%	1%	1%	2%	1%	3% r	2%	1%	3%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DK/NA	6%	6%	6%	4%	6%	7%	5%	5%	9% h	13%	8%	7%	5%	5%	7%	7%	5%	6%	7%	5%	6%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q18 In your opinion, have Aboriginal people in Canada largely caused their own problems or have the problems been caused primarily by the attitudes of Canadians and the policies of governments?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Aboriginal people in Canada have largely caused their own problems	24%	12%	54% BDE	12%	24% BD	29%	24%
The problems have been caused primarily by the attitudes of Canadians and the policies of governments	52%	64% CE	23%	65% CE	43% C	42%	52%
Both equally	17%	14%	16%	18%	24% B	16%	17%
Neither	2%	3%	1%	2%	1%	1%	2%
Other	1%	1%	1%	1%	1%	1%	1%
DK/NA	6%	7% d	5%	3%	7%	13% G	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q19 Have you read or heard anything about Indian Residential Schools?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S.	H.S.	Some	Univ.		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	54%	64% hjk	61% J	63% hjk	82% CDHJK B	81% CDHJK B	75% CDHJK B	55% J	77% CDHJK B	33%	54% J	59% m	52%	33%	46% n	51% N	64% NOP	71% NOP	46%	49%	55%	52%	68% STUV
No	45%	36% EFGI	39% EFGI	37% EFGI	18%	19%	24%	44% bEFGI	19%	67% FGHIK BCDE	46% dEFGI B	39%	48% L	64% PQR	54% QR	48% qR	36%	29%	53% W	51% W	44% W	48% W	32%
DK/NA	1%	1%	-	-	%%	%%	1%	1%	4% bEFgh	-	-	2% M	%%	4% OPR	%%	%%	-	%%	1%	%%	%%	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q19 Have you read or heard anything about Indian Residential Schools?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	52%	56%		42%	53% D	56% D	61% De	57% I	47%	32%	51% J	52%	64% O	62% O	37%	67% QR	56% R	48%	73% TU	47% U	31%
No	48%	43%		58% EFG	46% G	44% g	37%	42%	53% H	68% K	49%	48%	36%	38%	63% MN	33%	43% P	52% PQ	27%	53% S	67% ST
DK/NA	1%	1% b		-	1%	1%	2% EF	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q19 Have you read or heard anything about Indian Residential Schools?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	54%	56%	47%	72%	38%	65%	53%
		CE		BCE		G	
No	45%	43%	53%	28%	62%	33%	46%
		D	BD		BD		F
DK/NA	1%	1%	*%	-	*%	1%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q20 To what extent do you think that the challenges facing Aboriginal communities today are a result of Aboriginal peoples' experiences in residential schools?

SUBSAMPLE: Those who have read or heard about Indian Residential Schools

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1352	234	113	113	37	34	92	463	24	205	37	436	916	106	261	373	88	510	184	307	198	146	305
UNWEIGHTED TOTAL	1849	194	176	189	220	221	212	160	206	105	166	205	1644	70	191	513	159	900	220	418	282	213	420
Great extent	28%	33% dEFGK	29% EFk	22%	15%	16%	21%	31% EFgk	30% eF	26% ef	19%	31%	26%	24%	24%	30%	26%	30%	22%	37% SUW	23%	29%	24%
Some extent	45%	46%	40%	44%	46%	50%	49%	41%	38%	53% ci	55% Chi	47%	44%	57%	47%	42%	46%	44%	60% TVW	38%	53% t	42%	42%
A little	18%	12%	16%	22% b	20%	23% B	23% b	21%	24% b	15%	22% b	13%	21% L	8%	17%	20% N	19%	19% n	10%	20%	20%	17%	25% S
Not at all	5%	4%	8% jK	8% jK	7%	8% jK	6%	4%	6%	2%	2%	4%	5%	2%	6%	3%	6%	6%	1%	3%	2%	9% S	7% s
TOP TWO BOX	73%	78% DEF	69%	66%	61%	66%	70%	72%	68%	80% CDEF	74% e	78% m	71%	81%	71%	73%	72%	74%	82% W	76%	76%	72%	66%
BOTTOM TWO BOX	23%	17%	24%	31% BJ	27%	31% BJ	28% Bj	25%	30% b	18%	24%	17%	26% L	11%	24% n	23% n	25% n	24% N	11%	22% s	22%	26% S	31% S
DK/NA	4%	5%	7% Gjk	4%	12% GHIJK BCDF	4%	1%	3%	2%	3%	2%	5%	3%	8%	6%	4%	3%	2%	7%	2%	2%	3%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q20 To what extent do you think that the challenges facing Aboriginal communities today are a result of Aboriginal peoples' experiences in residential schools?

SUBSAMPLE: Those who have read or heard about Indian Residential Schools

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	often	occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1352	617	735	204	399	362	335	1030	309	47	246	575	191	862	284	329	456	566	758	412	183
UNWEIGHTED TOTAL	1849	911	938	189	365	614	628	1546	288	37	239	707	337	1113	383	651	672	520	1309	430	110
Great extent	28%	23%	32% B	29%	28%	27%	30%	27%	33%	7%	39% J	32%	39% O	29% O	17%	34% qr	26%	26%	31% u	27%	19%
Some extent	45%	43%	47%	49%	44%	40%	49% f	46%	42%	72% K	35%	43%	45%	48% o	38%	37%	49% P	47% p	43%	49%	44%
A little	18%	23% C	14%	16%	21% g	22% G	12%	18%	20%	14%	21%	18%	12%	17%	27% MN	20%	15%	20%	17%	16%	29% ST
Not at all	5%	6%	4%	4%	4%	5%	5%	5%	2%	4%	2%	4%	2%	4%	9%	5%	6%	3%	5%	5%	4%
TOP TWO BOX	73%	66%	79% B	78% f	72%	67%	79% F	72%	75%	80%	74%	75%	83% O	77% O	55%	72%	75%	72%	74%	76% u	63%
BOTTOM TWO BOX	23%	29% C	18%	20%	25%	28% G	17%	23%	22%	19%	23%	23%	15%	21%	36% MN	25%	22%	23%	22%	20%	33% St
DK/NA	4%	5%	3%	1%	3%	6% d	4%	4%	2%	2%	2%	3%	2%	2%	9% MN	3%	3%	4%	4%	3%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q20 To what extent do you think that the challenges facing Aboriginal communities today are a result of Aboriginal peoples' experiences in residential schools?

SUBSAMPLE: Those who have read or heard about Indian Residential Schools

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1352	636	286	299	131	102	1250
UNWEIGHTED TOTAL	1849	747	474	502	126	212	1637
Great extent	28%	31% C	12%	40% bCE	22% c	43% G	27%
Some extent	45%	47%	42%	43%	47%	34%	46%
A little	18%	16%	27% BD	13%	25%	11%	19%
Not at all	5%	2%	13% BD	2%	6%	4%	5%
TOP TWO BOX	73%	78% C	54%	83% Ce	69% c	77%	73%
BOTTOM TWO BOX	23%	18%	40% BD	15%	30% bD	15%	24%
DK/NA	4%	5%	6% DE	2%	*%	8%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q21 Would you describe the current relations between Aboriginal people and non-Aboriginal people in Canada today as very positive, somewhat positive, somewhat negative or very negative?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very positive	2%	1%	1%	2%	1%	1%	1%	2%	5% CEFG <b>h</b>	4% cf <b>g</b>	5% CEFG <b>h</b>	3%	2%	1%	4% n <b>r</b>	3% R	3%	1%	3%	1%	3%	3%	1%
Somewhat positive	45%	56% EFGI <b>J</b> C <b>D</b>	41%	32%	42%	44% D	41%	49% D	38%	40%	51% cD <b>g</b> i <b>J</b>	45%	45%	43%	53% P <b>r</b>	41%	52%	44%	50%	44%	51% w	44%	41%
Somewhat negative	41%	33%	47% B	56% BFH <b>J</b> K	50% B <b>j</b> k	40%	49% B <b>h</b> j <b>k</b>	40%	48% B	40%	39%	39%	42%	32%	32%	46% N <b>O</b>	41%	48% N <b>O</b>	28%	44% S	41% S	45% S	52% S <b>u</b>
Very negative	5%	5%	8%	6%	3%	9% e <b>k</b>	6%	5%	7%	6%	4%	7%	5%	9%	5%	5%	4%	5%	6%	5%	3%	4%	5%
TOP TWO BOX	48%	58% EFGI <b>J</b> C <b>D</b>	42%	35%	43%	45% d	42%	50% D	43%	44% d	56% E <b>f</b> G <b>i</b> <b>J</b> C <b>D</b>	48%	47%	43%	57% N <b>P</b> R	44%	54%	45%	52% w	45%	54% w	47%	42%
BOTTOM TWO BOX	47%	38%	55% B <b>H</b> <b>J</b> K	62% BFH <b>J</b> K	54% B <b>k</b>	49% b	55% B <b>h</b> <b>j</b> K	44%	55% B <b>k</b>	46%	42%	46%	47%	41%	37%	52% n <b>O</b>	45%	52% n <b>O</b>	34%	49% S	44%	49% S	57% S <b>U</b>
Neither positive/ negative	2%	1%	-	1%	1%	1%	1%	1%	1% F <b>G</b> H <b>I</b> K B <b>D</b> E	6% F <b>G</b> H <b>I</b> K B <b>D</b> E	1%	2%	2%	2%	2%	2%	-	1%	6% T <b>U</b> V <b>W</b>	1%	1%	2%	1%
DK/NA	4%	4% k	2%	3%	3%	6% c <b>g</b> i <b>k</b>	3%	4% K	1%	4% K	1%	5%	4%	14% O <b>P</b> Q <b>R</b>	4%	2%	1%	2%	7% U <b>V</b> W	4% U <b>W</b>	1%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q21 Would you describe the current relations between Aboriginal people and non-Aboriginal people in Canada today as very positive, somewhat positive, somewhat negative or very negative?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very positive	2%	3%	2%	4%	2%	2%	1%	2%	3%	5%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%
Somewhat positive	45%	45%	46%	49%	45%	43%	46%	44%	49%	55%	48%	47%	43%	49% O	40%	44%	50%	43%	48%	44%	43%
Somewhat negative	41%	42%	40%	41%	43% g	45% G	34%	44% i	36%	31%	37%	41%	38%	41%	45%	41%	41%	42%	42%	41%	39%
Very negative	5%	6%	5%	6%	6%	3%	7%	6% i	3%	3%	3%	4%	7%	5%	7%	9% Q	3%	6% q	6%	5%	5%
TOP TWO BOX	48%	47%	48%	52%	47%	45%	48%	46%	52%	60%	50%	49%	46%	52% O	42%	47%	52% r	45%	50%	47%	45%
BOTTOM TWO BOX	47%	49%	45%	47%	49%	49%	41%	50% I	39%	33%	40%	45%	45%	45%	52%	50%	44%	48%	48%	46%	45%
Neither positive/ negative	2%	2%	2%	*%	1%	2% D	4% DE	2%	2%	-	2%	1%	2%	2%	2%	1%	2% p	2%	*%	3% S	2% s
DK/NA	4%	3%	5% b	1%	3%	4% D	7% DEF	2%	8% H	7%	8%	5%	7% No	2%	4% n	2%	1%	5% PQ	2%	4%	8% St

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q21 Would you describe the current relations between Aboriginal people and non-Aboriginal people in Canada today as very positive, somewhat positive, somewhat negative or very negative?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very positive	2%	2%	3% D	1%	4%	5%	2%
Somewhat positive	45%	51% CD	31%	38%	60% CD	53%	45%
Somewhat negative	41%	38%	46% BE	53% BE	30%	33%	42%
Very negative	5%	2%	13% BdE	7% BE	2%	4%	6%
TOP TWO BOX	48%	53% CD	35%	38%	64% bCD	58% g	47%
BOTTOM TWO BOX	47%	40%	59% BE	60% BE	32%	37%	47%
Neither positive/ negative	2%	2%	3% D	1%	3%	4%	2%
DK/NA	4%	6% DE	4% De	1%	1%	4%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q22 Do you think relations between Aboriginal people and non-Aboriginal people in Canada are improving, deteriorating or staying about the same?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Improving	29%	41%	25%	21%	41%	40%	33%	26%	32%	25%	30%	30%	28%	27%	30%	28%	34%	27%	36%	30%	24%	23%	25%
		CDHJK			CDHJK	CDHJK	D		d		d								uvw				
Deteriorating	10%	7%	11%	10%	10%	8%	14%	11%	20%	8%	7%	7%	11%	13%	11%	8%	9%	9%	12%	9%	8%	9%	13%
							bjk		eFhJK				l										
							Bcd		Bcd														
About the same	58%	48%	62%	67%	43%	47%	49%	58%	43%	64%	62%	58%	58%	49%	57%	59%	56%	61%	47%	58%	67%	64%	60%
			BEFGI	EFghI				EfI	BEFGI	BEFGI							n		S	S	S	S	S
				B																			
DK/NA	4%	3%	3%	2%	6%	5%	4%	5%	4%	4%	2%	6%	3%	11%	2%	4%	1%	2%	5%	3%	1%	4%	2%
					CDK	K		k						OpQR					u				

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q22 Do you think relations between Aboriginal people and non-Aboriginal people in Canada are improving, deteriorating or staying about the same?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Improving	29%	27%	30%	29%	25%	29%	34% e	28%	30%	28%	30%	30%	34% o	31% o	23%	31%	31%	26%	31%	29%	24%
Deteriorating	10%	10%	9%	12%	7%	10%	10%	10%	8%	7%	8%	8%	13%	8%	12% n	13% r	10%	8%	10%	10%	9%
About the same	58%	61%	55%	58% g	66% fG	57% G	47%	59%	55%	58%	54%	57%	50%	58%	61% m	54%	56%	61%	57%	58%	58%
DK/NA	4%	2%	5% B	1%	3%	4% d	8% DEF	2%	8% H	7%	9%	5%	3%	4%	3%	1%	3%	5% P	2%	3%	9% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q22 Do you think relations between Aboriginal people and non-Aboriginal people in Canada are improving, deteriorating or staying about the same?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Improving	29%	35% Ce	16%	32% C	26% c	48% G	27%
Deteriorating	10%	7%	16% BD	5%	13% bD	7%	10%
About the same	58%	52%	64% B	61% b	61%	45%	59% F
DK/NA	4%	6% DE	4% E	2%	*%	1%	4%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	716	152	45	37	18	17	40	223	10	153	21	220	496	87	173	205	47	198	143	188	87	65	114
UNWEIGHTED TOTAL	863	114	69	66	111	115	93	67	85	64	79	106	757	51	97	265	74	369	136	228	111	91	153
NET: Positive/Improving	88%	90% j	88%	94% j	93% j	91% j	90% j	91% j	94% j	77%	95% j	85%	89%	86%	88%	89%	80%	89%	78%	89% s	81%	95% s	92% s
More interaction/ dialogue/integration/ visibility in society	25%	21%	14%	19%	23%	26%	24%	25%	33% c	33% C	25%	18%	28%	31% q	33% Q	22%	11%	20%	24%	30%	28%	27%	19%
Canadian citizens becoming more accepting of different cultures/ values	22%	24% eJ	17%	30% EJ	11%	21% J	17%	30% EJk	36% EfGJK c	8%	16%	23%	21%	10%	24%	23%	25%	22%	13%	25% s	15%	23%	20%
Personal experience/ observation	10%	14% j	12%	8%	15%	11%	20% hIJ	9%	3%	5%	20% dhIJ	7%	12%	12%	18% qr	9%	2%	6%	9%	11%	6%	11%	12%
Public awareness/ education/understanding of Aboriginal people's issues (gen./unspec.)	10%	12% cFk	3%	9%	8%	3%	5%	14% cf	5%	9%	3%	15%	8%	10%	9%	8%	5%	15% p	5%	8%	28% STVW	10%	11%
Aboriginal people are better educated/more schooling opportunities than in the past	10%	6%	4%	14%	18% bCJ	15% Cj	14% c	14% c	9%	4%	17% bCJ	11%	9%	11%	9%	4%	17%	14% p	6%	7%	16%	16%	10%
Increasing awareness through positive media exposure/creating recognition/respect	9%	7%	13% FJ	6% dFgIJ	17% b	3%	6%	14% FJ	5%	2%	14% fJ	9%	9%	2%	11%	12% N	3%	8%	9%	9%	18%	7%	7%
Land claim/settlements made between Aboriginal groups and government	7%	9% dEg	7%	1%	1%	3%	2%	10%	5%	6%	5%	10%	6%	13% o	1%	7% o	3%	12% o	10% t	3%	3%	12%	13% tu

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	716	152	45	37	18	17	40	223	10	153	21	220	496	87	173	205	47	198	143	188	87	65	114
UNWEIGHTED TOTAL	863	114	69	66	111	115	93	67	85	64	79	106	757	51	97	265	74	369	136	228	111	91	153
Residential schools apology/claims settlement/Government to make amends	6%	9%	5%	13% efgj	2%	3%	3%	4%	12% e	3%	7%	5%	6%	2%	2%	4%	10%	11% NOP	6%	5%	2%	5%	12% U
Aboriginal history/culture now taught in public schools/reaching public	4%	9% c	2%	2%	8%	4%	11% C	3%	3%	-	5%	4%	4%	1%	1%	3%	8%	8% no	3%	6%	2%	5%	7%
More employment opportunities for Aboriginal people	4%	6%	7%	10% h	9%	10% Hj	6%	1%	2%	2%	8% HJ	2%	5%	10%	1%	4%	8%	4%	9%	3%	1%	1%	5%
Aboriginals have improved themselves/become self sufficient/stronger work ethics	4%	11% GHIJK D	5%	1%	4%	4%	1%	1%	3%	1%	2%	5%	5%	12% OPR	3%	3%	13% r	1%	5%	4%	2%	1%	1%
Youth/next generation get along/integrate	2%	1%	2%	5% k	2%	3%	1%	2%	-	2%	1%	2%	2%	2%	3%	2%	-	1%	-	2%	1%	3%	1%
Not much media exposure/hear nothing bad about them	2%	5%	3%	-	2%	3%	-	-	-	2%	2%	1%	2%	6%	1%	3%	1%	1%	1%	3%	4%	-	3%
Aboriginal leadership has improved/Aboriginal people in politics	2%	3%	1%	1%	2%	2%	7% k	1%	3%	-	1%	3%	1%	1%	3%	3%	1%	1%	3%	2%	2%	2%	1%
NET: Negative/Deteriorating	3%	5%	1%	2%	2%	1%	1%	1%	1%	5%	2%	5%	2%	4%	2%	3%	5%	2%	1%	8% SV	3%	1%	2%
Loss of Aboriginal culture	1%	2%	-	-	-	-	-	1%	-	-	-	2%	1%	-	-	2%	-	1%	-	2%	-	-	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====											=====	=====					=====				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	716	152	45	37	18	17	40	223	10	153	21	220	496	87	173	205	47	198	143	188	87	65	114
UNWEIGHTED TOTAL	863	114	69	66	111	115	93	67	85	64	79	106	757	51	97	265	74	369	136	228	111	91	153
Too stuck in the past/ can't let go of old issues	1%	-	1%	-	-	-	1%	-	1%	3%	1%	2%	1%	-	-	1%	4%	1%	-	1%	3%	-	1%
Negative media exposure	1%	-	-	-	-	-	-	-	-	2%	-	2%	-	4%	-	-	-	-	-	2%	-	-	-
Aboriginal people entitled to too much/ too many special privileges	1%	2%	-	-	-	-	-	-	-	-	-	-	1%	-	2%	-	-	-	-	2%	-	-	-
People uncaring/ discrimination towards Aboriginal people	1%	1%	-	1%	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	1%	-	1%	-	1%	1%
Involvement in crime	1%	-	-	-	2%	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	1%	-	-	-
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	1%	-	-	1%	-	1%	-	-	-	-	-	-	1%	-	-	1%	1%	-	-	1%	-	-	-
Substance abuse still rampant	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-
Militant/protesting/ demanding more rights/ land	1%	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	1%	-	-	-	-
Lazy/do not want to help themselves/looking for handouts	1%	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-
Other	3%	5%	6%	4%	3%	4%	1%	1%	4%	4%	2%	2%	4%	4%	2%	2%	8%	3%	3%	1%	2%	6%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23    why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	716	152	45	37	18	17	40	223	10	153	21	220	496	87	173	205	47	198	143	188	87	65	114
UNWEIGHTED TOTAL	863	114	69	66	111	115	93	67	85	64	79	106	757	51	97	265	74	369	136	228	111	91	153
DK/NA	8%	3%	11% Bd	2%	4%	7%	8%	8%	4%	14% bd	4%	9%	7%	6%	8%	7%	14%	9%	19% TVW	3%	17% tvw	3%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	716	319	397	139	187	184	189	513	195	42	144	334	100	428	177	153	247	312	323	253	140
UNWEIGHTED TOTAL	863	406	457	93	155	287	311	711	145	21	118	348	175	501	175	308	332	217	575	225	63
NET: Positive/Improving	88%	86%	89%	87%	91%	87%	84%	89%	85%	81%	86%	88%	97% NO	87%	85%	86%	90%	87%	88%	87%	88%
More interaction/ dialogue/integration/ visibility in society	25%	21%	28%	17%	22%	28%	30%	26%	22%	12%	25%	22%	38% no	23%	19%	14%	26% p	29% P	23%	31%	19%
Canadian citizens becoming more accepting of different cultures/ values	22%	26% c	18%	24%	24%	26% G	13%	21%	23%	25%	23%	23%	8%	29% MO	11%	22%	25%	19%	27% t	17%	18%
Personal experience/ observation	10%	9%	11%	15%	6%	8%	13%	9%	11%	8%	13%	12%	17%	8%	12%	17% q	8%	9%	8%	14%	9%
Public awareness/ education/understanding of Aboriginal people's issues (gen./unspec.)	10%	9%	11%	11%	11%	11%	8%	11%	9%	2%	10%	8%	7%	11%	11%	6%	11%	12%	12%	10%	7%
Aboriginal people are better educated/more schooling opportunities than in the past	10%	9%	10%	5%	10%	9%	13%	9%	13%	12%	12%	12%	6%	12%	7%	7%	9%	11%	9%	9%	14%
Increasing awareness through positive media exposure/creating recognition/respect	9%	7%	10%	13% f	10%	4%	7%	9%	8%	-	10%	8%	11%	7%	11%	5%	6%	13% p	5%	13% s	10%
Land claim/settlements made between Aboriginal groups and government	7%	13% C	3%	*%	17% DFG	6% d	5%	8%	7%	-	7%	8%	10%	6%	9%	8%	8%	5%	8%	5%	9%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	716	319	397	139	187	184	189	513	195	42	144	334	100	428	177	153	247	312	323	253	140
UNWEIGHTED TOTAL	863	406	457	93	155	287	311	711	145	21	118	348	175	501	175	308	332	217	575	225	63
Residential schools apology/claims settlement/Government to make amends	6%	5%	6%	5%	7%	5%	5%	6%	4%	10%	3%	5%	6%	5%	6%	7%	8%	3%	8% U	5%	1%
Aboriginal history/culture now taught in public schools/reaching public	4%	3%	5%	6%	6%	3%	3%	3%	6%	5%	7%	5%	4%	3%	6%	5%	6%	3%	5%	5%	-
More employment opportunities for Aboriginal people	4%	2%	6%	3%	2%	4%	6%	4%	3%	11%	1%	3%	3%	3%	5%	5%	4%	4%	4%	4%	5%
Aboriginals have improved themselves/become self sufficient/stronger work ethics	4%	3%	4%	4%	2%	1%	9% EF	3%	7%	11%	5%	5%	3%	3%	3%	3%	4%	4%	2%	5%	5%
Youth/next generation get along/integrate	2%	2%	2%	*%	3%	3%	1%	3%	*%	*%	*%	2%	2%	3%	-	*%	4%	1%	4%	1%	-
Not much media exposure/hear nothing bad about them	2%	2%	2%	3%	2%	1%	3%	2%	3%	*%	4%	3%	*%	3%	1%	*%	2%	3%	1%	3%	3%
Aboriginal leadership has improved/Aboriginal people in politics	2%	2%	2%	*%	1%	1%	3%	2%	2%	-	2%	2%	3%	1%	3%	1%	3%	2%	2%	2%	-
NET: Negative/Deteriorating	3%	3%	3%	3%	2%	2%	5%	2%	5%	-	6%	3%	*%	3%	4%	1%	4%	3%	1%	5% s	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23    Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	716	319	397	139	187	184	189	513	195	42	144	334	100	428	177	153	247	312	323	253	140
UNWEIGHTED TOTAL	863	406	457	93	155	287	311	711	145	21	118	348	175	501	175	308	332	217	575	225	63
Loss of Aboriginal culture	1%	1%	1%	3%	-	1%	-	1%	1%	-	2%	1%	-	1%	1%	1%	2%	-	1%	2%	-
Too stuck in the past/ can't let go of old issues	1%	1%	1%	-	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	1%	1%	2%	-
Negative media exposure	1%	-	1%	-	-	-	2%	1%	-	-	-	-	-	-	2%	-	-	1%	-	1%	-
Aboriginal people entitled to too much/ too many special privileges	1%	-	1%	-	-	-	2%	-	2%	-	2%	1%	-	1%	-	-	-	1%	-	-	2%
People uncaring/ discrimination towards Aboriginal people	1%	1%	1%	-	-	1%	1%	1%	-	-	-	1%	-	1%	-	1%	1%	1%	1%	-	-
Involvement in crime	1%	1%	-	-	-	-	1%	1%	-	-	-	1%	1%	-	-	-	1%	-	1%	-	-
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	1%	1%	-	-	-	1%	1%	1%	-	-	-	1%	-	1%	1%	1%	1%	-	1%	-	1%
Substance abuse still rampant	1%	-	1%	-	-	-	1%	-	1%	-	1%	1%	-	1%	-	-	1%	-	-	1%	-
Militant/protesting/ demanding more rights/ land	1%	-	1%	-	1%	-	-	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS APRIL/MAY 2009

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	716	319	397	139	187	184	189	513	195	42	144	334	100	428	177	153	247	312	323	253	140
UNWEIGHTED TOTAL	863	406	457	93	155	287	311	711	145	21	118	348	175	501	175	308	332	217	575	225	63
Lazy/do not want to help themselves/looking for handouts	***	-	***	-	-	***	-	***	-	-	-	-	-	-	***	-	-	-	***	-	-
Other	3%	2%	4%	1%	2%	2%	6%	4%	2%	3%	2%	2%	4%	3%	4%	4%	2%	4%	4%	1%	4%
DK/NA	8%	10%	6%	11%	7%	10%	6%	7%	10%	18%	8%	8%	2%	9%	9%	12%	6%	7%	9%	8%	5%

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# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q23    Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	716	398	97	133	89	74	642
UNWEIGHTED TOTAL	863	432	145	233	53	115	748
NET: Positive/Improving	88%	89%	85%	91%	84%	73%	90% F
More interaction/ dialogue/integration/ visibility in society	25%	24%	31%	23%	26%	19%	26%
Canadian citizens becoming more accepting of different cultures/ values	22%	24% C	12%	26% C	15%	28%	21%
Personal experience/ observation	10%	8%	5%	13%	24% bC	13%	10%
Public awareness/ education/understanding of Aboriginal people's issues (gen./unspec.)	10%	12% E	10% e	10%	*%	1%	11% F
Aboriginal people are better educated/more schooling opportunities than in the past	10%	9%	13%	12%	4%	3%	10%
Increasing awareness through positive media exposure/creating recognition/respect	9%	10% C	1%	12% C	5%	6%	9%
Land claim/settlements made between Aboriginal groups and government	7%	8%	8%	6%	6%	2%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	716	398	97	133	89	74	642
UNWEIGHTED TOTAL	863	432	145	233	53	115	748
Residential schools apology/claims settlement/Government to make amends	6%	5%	6%	6%	6%	1%	6%
Aboriginal history/ culture now taught in public schools/reaching public	4%	4%	2%	6%	2%	5%	4%
More employment opportunities for Aboriginal people	4%	5%	3%	5%	2%	3%	4%
Aboriginals have improved themselves/ become self sufficient/ stronger work ethics	4%	3%	3%	7%	6%	2%	4%
Youth/next generation get along/integrate	2%	2%	*%	1%	6%	*%	2%
Not much media exposure/ hear nothing bad about them	2%	1%	4%	4% b	2%	-	2%
Aboriginal leadership has improved/Aboriginal people in politics	2%	2%	1%	1%	*%	1%	2%
NET: Negative/ Deteriorating	3%	3%	1%	3%	3%	1%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	716	398	97	133	89	74	642
UNWEIGHTED TOTAL	863	432	145	233	53	115	748
Loss of Aboriginal culture	1%	1%	-	-	3%	-	1%
Too stuck in the past/ can't let go of old issues	1%	1%	1%	2%	-	1%	1%
Negative media exposure	1%	1%	-	-	-	-	1%
Aboriginal people entitled to too much/ too many special privileges	1%	1%	-	-	-	-	1%
People uncaring/ discrimination towards Aboriginal people	1%	1%	-	1%	-	-	1%
Involvement in crime	1%	-	1%	-	-	-	1%
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	1%	1%	-	-	-	-	1%
Substance abuse still rampant	1%	1%	-	-	-	-	1%
Militant/protesting/ demanding more rights/ land	1%	1%	-	-	-	-	1%
Lazy/do not want to help themselves/looking for handouts	1%	-	1%	-	-	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 why do you say that? IMPROVING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are improving

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	716	398	97	133	89	74	642
UNWEIGHTED TOTAL	863	432	145	233	53	115	748
Other	3%	4%	*%	2%	4%	*%	3%
DK/NA	8%	7%	14%	7%	9%	26%	6%

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# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q23    Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	241	27	20	19	5	3	17	92	6	48	5	51	190	40	60	61	12	65	47	53	27	24	56
UNWEIGHTED TOTAL	262	18	32	26	22	23	34	29	42	18	18	16	246	14	32	77	23	113	34	46	44	28	73
NET: Negative/ Deteriorating	73%	56%	85% bDij	53%	85% d	67%	84% Dij	88% bDIJ	58%	54%	72%	70%	74%	73%	70%	75%	59%	77%	53%	70%	78%	80%	90% S
Militant/protesting/ demanding more rights/ land	22%	8%	19% dg	*%	22% dfG	3%	*%	47% FGIJK BCDe	13%	4%	14%	27%	21%	28%	37% Pq	10%	11%	19%	28%	17%	20%	26%	24%
People uncaring/ discrimination towards Aboriginal people	17%	6%	23% f	10%	4%	4%	36% BdEFh	12%	19%	29% bef	12%	18%	17%	31%	5%	19%	10%	18%	12%	21%	8%	2%	22%
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	15%	11%	6%	10%	20%	28% c	19%	18%	17%	17%	13%	19%	14%	1%	15%	23% n	22%	15%	4%	12%	6%	7%	38% STUV
Negative media exposure	11%	17%	18%	17%	21%	11%	16%	11%	8%	-	12%	12%	10%	6%	8%	16%	16%	10%	4%	3%	31% STW	29%	7%
Lazy/do not want to help themselves/looking for handouts	8%	7%	13%	16%	7%	11%	21%	3%	6%	8%	12%	-	10%	7%	4%	9%	7%	12%	5%	7%	7%	14%	11%
Isolation/poor communication	5%	6%	5%	*%	*%	4%	5%	3%	*%	10%	-	15%	2%	-	8%	5%	*%	6%	-	19% UVW	*%	4%	1%
Aboriginal people entitled to too much/ too many special privileges	4%	-	9%	13%	-	4%	3%	2%	1%	6%	7%	-	5%	-	-	5%	1%	10%	-	7%	5%	1%	5%
Tax breaks/citizens paying the way for Aboriginal people	3%	6%	17% e	1%	1%	3%	-	-	7%	-	16%	-	3%	-	3%	4%	11%	2%	*%	2%	14%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	241	27	20	19	5	3	17	92	6	48	5	51	190	40	60	61	12	65	47	53	27	24	56
UNWEIGHTED TOTAL	262	18	32	26	22	23	34	29	42	18	18	16	246	14	32	77	23	113	34	46	44	28	73
Involvement in crime	3%	5%	13%	*%	23% d	7%	5%	-	8%	-	-	-	3%	1%	2%	3%	2%	4%	1%	2%	6%	1%	4%
Substance abuse still rampant	2%	5%	4%	11%	-	5%	-	-	-	-	3%	-	2%	-	-	1%	1%	6%	-	3%	1%	-	2%
Loss of Aboriginal culture	1%	-	-	-	5%	-	-	1%	-	-	-	-	1%	-	-	*%	-	2%	-	-	-	-	-
Too stuck in the past/ can't let go of old issues	*%	-	-	-	-	-	1%	-	-	-	-	-	*%	-	-	*%	-	-	*%	-	-	-	-
NET: Positive/Improving	11%	22%	6%	36% CEGiK	4%	23%	7%	-	9%	19%	6%	4%	12%	20%	6%	5%	25% p	13%	19%	13%	5%	12%	5%
Personal experience/ observation	8%	13%	2%	31% CGi	-	16%	4%	-	8%	19%	-	4%	10%	20%	6%	2%	-	11%	18%	8%	5%	8%	4%
Youth/next generation get along/integrate	1%	9%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	20%	-	-	5%	-	-	-
Aboriginals have improved themselves/ become self sufficient/ stronger work ethics	1%	-	-	5%	-	-	-	-	-	-	6%	-	1%	-	-	2%	-	-	-	1%	-	4%	-
More interaction/ dialogue/integration/ visibility in society	*%	-	3%	-	-	-	-	-	1%	-	-	-	*%	-	-	*%	-	1%	*%	-	*%	-	1%
Aboriginal leadership has improved/Aboriginal people in politics	*%	-	-	-	-	-	3%	-	-	-	-	-	*%	-	-	-	5%	-	-	-	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	241	27	20	19	5	3	17	92	6	48	5	51	190	40	60	61	12	65	47	53	27	24	56
UNWEIGHTED TOTAL	262	18	32	26	22	23	34	29	42	18	18	16	246	14	32	77	23	113	34	46	44	28	73
Land claim/settlements made between Aboriginal groups and government	***	-	-	-	4%	3%	-	-	-	-	-	-	***	-	-	***	-	-	***	-	-	-	***
Aboriginal people are better educated/more schooling opportunities than in the past	***	-	-	-	-	5%	-	-	-	-	-	-	***	-	-	-	-	***	***	-	-	-	-
More employment opportunities for Aboriginal people	***	-	-	-	-	5%	-	-	-	-	-	-	***	-	-	-	-	***	***	-	-	-	-
Not much media exposure/hear nothing bad about them	***	-	1%	-	-	-	-	-	-	-	-	-	***	-	-	-	-	***	-	-	-	-	***
Residential schools apology/claims settlement/Government to make amends	***	-	-	-	-	3%	-	-	-	-	-	-	***	-	-	-	-	***	***	-	-	-	-
Other	5%	1%	14% i	-	***	3%	4%	8%	***	-	3%	7%	4%	-	-	8%	10%	9%	-	11%	7%	12%	2%
DK/NA	14%	21%	-	21%	10%	10%	5%	8%	33% eFGH	27%	22%	19%	13%	12%	23%	13%	16%	8%	32% W	11%	10%	8%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	241	119	123	58	49	68	57	186	50	10	38	85	39	108	91	63	81	98	103	86	52
UNWEIGHTED TOTAL	262	146	116	37	53	96	66	225	31	8	22	86	47	134	78	113	83	66	165	75	22
NET: Negative/ Deteriorating	73%	69%	77%	64%	82%	77%	68%	72%	73%	66%	79%	64%	76%	75%	69%	65%	84%	69%	72%	76%	71%
Militant/protesting/ demanding more rights/ land	22%	21%	23%	6%	2%	30% DE	46% DE	16%	46% H	10%	58% J	28%	34%	26%	14%	15%	23%	27%	25%	12%	35% t
People uncaring/ discrimination towards Aboriginal people	17%	18%	16%	30% fg	24%	10%	6%	19%	10%	24%	7%	17%	24%	15%	16%	17%	16%	18%	16%	20%	13%
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	15%	11%	20%	14%	36% dfG	12%	*%	18%	5%	23%	-	15%	6%	8%	27% mN	15%	20%	12%	12%	23%	9%
Negative media exposure	11%	12%	10%	15%	5%	15%	5%	10%	9%	9%	10%	7%	3%	15% m	9%	7%	18%	7%	9%	12%	11%
Lazy/do not want to help themselves/looking for handouts	8%	5%	11%	8%	11%	8%	7%	9%	5%	10%	4%	4%	10%	11%	4%	8%	9%	7%	11%	10%	-
Isolation/poor communication	5%	1%	8%	10%	5%	*%	5%	6%	2%	9%	-	4%	*%	5%	6%	3%	1%	9%	11% T	*%	-
Aboriginal people entitled to too much/ too many special privileges	4%	6%	2%	2%	10%	4%	1%	5%	-	-	-	1%	13%	2%	1%	6%	2%	5%	3%	3%	8%
Tax breaks/citizens paying the way for Aboriginal people	3%	3%	3%	-	3%	6%	*%	4%	-	-	-	*%	4%	3%	3%	3%	2%	3%	3%	4%	-



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23    Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	241	119	123	58	49	68	57	186	50	10	38	85	39	108	91	63	81	98	103	86	52
UNWEIGHTED TOTAL	262	146	116	37	53	96	66	225	31	8	22	86	47	134	78	113	83	66	165	75	22
Involvement in crime	3%	3%	3%	3%	3%	4%	1%	3%	2%	-	3%	3%	-	5%	1%	2%	4%	3%	5%	2%	-
Substance abuse still rampant	2%	1%	3%	1%	3%	2%	1%	2%	3%	-	4%	3%	-	2%	3%	2%	2%	2%	3%	1%	-
Loss of Aboriginal culture	1%	1%	3%	-	3%	-	2%	3%	-	-	-	-	-	1%	-	3%	1%	-	3%	1%	-
Too stuck in the past/ can't let go of old issues	3%	-	3%	-	-	3%	-	3%	-	-	-	-	-	-	3%	3%	-	-	-	3%	-
NET: Positive/Improving	11%	12%	9%	16%	11%	9%	9%	10%	16%	24%	9%	18%	9%	11%	12%	13%	4%	14%	9%	12%	10%
Personal experience/ observation	8%	8%	9%	12%	8%	7%	9%	8%	10%	-	8%	13%	9%	8%	8%	10%	3%	12%	5%	12%	10%
Youth/next generation get along/integrate	1%	2%	-	4%	-	-	-	-	5%	24%	-	3%	-	-	3%	-	-	2%	2%	-	-
Aboriginals have improved themselves/ become self sufficient/ stronger work ethics	1%	1%	-	-	2%	-	-	1%	-	-	-	1%	-	1%	-	2%	-	-	1%	-	-
More interaction/ dialogue/integration/ visibility in society	3%	1%	-	-	-	1%	3%	3%	-	-	-	1%	-	3%	1%	-	1%	-	3%	1%	-
Aboriginal leadership has improved/Aboriginal people in politics	3%	3%	-	-	-	1%	-	-	1%	-	1%	1%	-	1%	-	1%	-	-	1%	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	241	119	123	58	49	68	57	186	50	10	38	85	39	108	91	63	81	98	103	86	52
UNWEIGHTED TOTAL	262	146	116	37	53	96	66	225	31	8	22	86	47	134	78	113	83	66	165	75	22
Land claim/settlements made between Aboriginal groups and government	%%	%%	%%	-	-	%%	-	%%	-	-	-	%%	-	%%	%%	%%	%%	-	%%	-	-
Aboriginal people are better educated/more schooling opportunities than in the past	%%	%%	-	-	%%	-	-	%%	-	-	-	-	-	%%	-	-	%%	-	-	%%	-
More employment opportunities for Aboriginal people	%%	%%	-	-	%%	-	-	%%	-	-	-	-	-	%%	-	-	%%	-	-	%%	-
Not much media exposure/hear nothing bad about them	%%	%%	-	-	-	-	%%	%%	-	-	-	-	-	%%	-	-	-	%%	%%	-	-
Residential schools apology/claims settlement/Government to make amends	%%	%%	-	%%	-	-	-	%%	-	-	-	-	-	-	%%	%%	-	-	-	%%	-
Other	5%	4%	6%	3%	6%	8%	1%	4%	7%	-	10%	5%	4%	7%	3%	%%	8%	5%	7%	5%	-
DK/NA	14%	15%	13%	17%	7%	8%	26%	18%	4%	10%	3%	14%	14%	12%	18%	22%	10%	13%	14%	10%	22%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	241	77	97	21	47	11	231
UNWEIGHTED TOTAL	262	58	134	46	24	32	230
NET: Negative/ Deteriorating	73%	77%	73%	73%	66%	53%	74%
Militant/protesting/ demanding more rights/ land	22%	22%	22%	21%	25%	19%	22%
People uncaring/ discrimination towards Aboriginal people	17%	34% CE	9%	26%	3%	11%	17%
Resentful attitude/ racist towards non- Aboriginal people/place blame on others	15%	8%	18% d	4%	27%	21%	15%
Negative media exposure	11%	14%	11%	2%	8%	7%	11%
Lazy/do not want to help themselves/looking for handouts	8%	9%	9%	8%	3%	2%	8%
Isolation/poor communication	5%	7%	5%	5%	-	-	5%
Aboriginal people entitled to too much/ too many special privileges	4%	6%	5%	*%	-	1%	4%
Tax breaks/citizens paying the way for Aboriginal people	3%	2%	4%	8%	1%	*%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	241	77	97	21	47	11	231
UNWEIGHTED TOTAL	262	58	134	46	24	32	230
Involvement in crime	3%	2%	3%	10%	1%	-	3%
Substance abuse still rampant	2%	1%	3%	6%	-	1%	2%
Loss of Aboriginal culture	1%	-	1%	5%	-	2%	1%
Too stuck in the past/ can't let go of old issues	1%	1%	-	-	-	2%	-
NET: Positive/Improving	11%	7%	10%	7%	20%	31% g	10%
Personal experience/ observation	8%	7%	7%	7%	15%	27% G	8%
Youth/next generation get along/integrate	1%	-	-	-	5%	-	1%
Aboriginals have improved themselves/ become self sufficient/ stronger work ethics	1%	-	1%	-	-	-	1%
More interaction/ dialogue/integration/ visibility in society	1%	1%	1%	-	-	-	1%
Aboriginal leadership has improved/Aboriginal people in politics	1%	-	1%	-	-	-	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q23 Why do you say that? DETERIORATING

SUBSAMPLE: Those who think relations between Aboriginal people and non-Aboriginal people are deteriorating

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	241	77	97	21	47	11	231
UNWEIGHTED TOTAL	262	58	134	46	24	32	230
Land claim/settlements made between Aboriginal groups and government	**%	-	**%	-	-	3%	-
Aboriginal people are better educated/more schooling opportunities than in the past	**%	-	**%	-	-	2%	-
More employment opportunities for Aboriginal people	**%	-	**%	-	-	2%	-
Not much media exposure/ hear nothing bad about them	**%	-	**%	-	-	-	**%
Residential schools apology/claims settlement/Government to make amends	**%	**%	-	-	-	1%	-
Other	5%	6%	6%	1%	1%	3%	5%
DK/NA	14%	11%	17%	19%	12%	16%	14%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q24 Do you think Aboriginal people are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Often	39%	41%	50% HJ	44% h	52% bHJ	42%	46% Hj	34%	53% bHJ	36%	43%	41%	38%	29%	34%	39%	41%	47% NOp	27%	47% Sw	40% s	43% S	37%
Sometimes	44%	42%	40%	43%	38%	45%	43%	45%	39%	45%	46%	39%	46%	42%	46%	47%	37%	41%	46%	42%	47%	40%	46%
Rarely	9%	7%	5%	6%	3%	5%	6%	10% cE	6%	12% dEFgi C	7%	10%	8%	8%	11%	7%	15% nPR	8%	14% T	7%	9%	9%	9%
Never	4%	4% EFK	2% e	3% EFK	*%	1%	3% e	7% dEFGK C	-	4% EFK	*%	5%	4%	11% OPQR	5% r	4% r	4% r	2%	7% TU	2%	2%	4%	5% TU
TOP TWO BOX	83%	83%	90% bHJ	86% h	90% bHJ	87% H	89% HJ	79%	92% BHJ	81%	89% HJ	80%	84%	71%	80% n	86% Noq	78%	87% NOQ	73%	89% Sw	87% S	83% S	83% S
BOTTOM TWO BOX	13%	11% Ei	7%	9% e	3%	6%	9% e	17% EFGIK CD	6%	15% EFGIK Cd	7%	15%	12%	19% PR	16% pR	11%	19% PR	10%	21% TUVw	9%	11%	13%	15% T
DK/NA	4%	6%	3%	5%	7% CGi	7% CGIjk	3%	4%	2%	3%	4%	5%	4%	10% opqr	4%	3%	3%	3%	6% tw	3%	2%	4%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q24 Do you think Aboriginal people are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Often	39%	42%	36%	40%	36%	43%	37%	42% I	32%	26%	34%	38%	54% NO	42% O	28%	51% QR	37%	35%	47% TU	37% u	28%
Sometimes	44%	46%	42%	42%	48%	42%	43%	45%	43%	44%	41%	42%	32%	44% M	49% M	39%	47% p	44%	41%	46%	47%
Rarely	9%	7%	10%	14% EFG	8%	8%	7%	8%	12% H	17%	11%	10%	5%	8%	12% M	6%	7%	11% Pq	6%	9%	13% S
Never	4%	2%	6% B	3%	5% d	3%	5%	3%	7% H	6%	7%	5%	*% M	3% M	8% MN	1%	5% P	5% P	4%	4%	6%
TOP TWO BOX	83%	88% C	78%	82%	84%	85% g	79%	87% I	74%	69%	75%	79%	87% O	86% O	77%	90% QR	84%	80%	87% TU	82% u	74%
BOTTOM TWO BOX	13%	10%	16% B	17% f	13%	11%	12%	11%	19% H	23%	18%	15%	6%	11% M	20% MN	8%	12% P	16% P	10%	13% s	19% S
DK/NA	4%	2%	6% B	1%	3%	4% d	9% DEF	2%	6% H	8%	6%	5%	8% NO	3%	3%	3%	4%	4%	3%	4%	7% s

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q24 Do you think Aboriginal people are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Often	39%	38% CE	29% E	74% BCE	17%	48%	38%
Sometimes	44%	48% D	46% D	25%	50% D	38%	44%
Rarely	9%	7% D	11% bD	1%	19% BD	5%	9%
Never	4%	2%	8% B	-	11% B	3%	4%
TOP TWO BOX	83%	86% CE	75%	99% BCE	67%	86%	82%
BOTTOM TWO BOX	13%	9% D	19% BD	1%	30% BCD	8%	13%
DK/NA	4%	5% D	5% D	0%	3%	6%	4%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25a In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Jews

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
More	35%	39% J bH	49% iJK	45% HJ	49% HJK	49% HJK	48% HJK	30%	37%	27%	36% j	36%	34%	19%	30% n	32% N	48% NOP	47% NOP	25%	36% s	31%	42% S	45% StU
Less	29%	23%	22%	18%	16%	18%	21%	31% DEFGI bc	16%	38% EFGIK BCD	24%	27%	29%	41% OQR	28% q	32% QR	17%	22%	33%	30%	27%	30%	25%
Same amount	27%	27%	20%	25%	22%	21%	23%	30% Cf	26%	27%	32% CeFg	28%	26%	21%	33% nR	28%	30%	23%	29%	25%	37% TVW	22%	23%
DK/NA	10%	11%	9%	12%	14% jk	13% jk	9%	9%	22% fGHJK BCd	8%	7%	9%	10%	18% oPQR	9%	8%	5%	8%	13% Uw	9%	5%	6%	6%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25a In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Jews

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
More	35%	38%	32%	35%	39% G	37% g	28%	36%	33%	30%	34%	33%	44% O	36%	31%	43% R	39% R	29%	45% TU	34% U	19%
Less	29%	27%	30%	30%	27%	25%	34% F	30%	25%	28%	23%	27%	22%	29%	31% M	27%	27%	31%	23%	27%	41% ST
Same amount	27%	27%	27%	29%	28%	27%	25%	27%	27%	26%	28%	28%	18%	28% M	30% M	22%	29% p	28% p	24%	29%	29%
DK/NA	10%	8%	11%	6%	6%	12% DE	13% DE	7%	15% H	16%	15%	13%	17% NO	8%	8%	8%	5%	12% Q	8%	10%	12%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25a In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Jews

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
More	35%	24% E	29% E	98% BCE	4%	38%	35%
Less	29%	25%	24%	-	83% BC	31%	28%
Same amount	27%	36% DE	36% DE	1%	11% D	21%	27%
DK/NA	10%	14% DE	11% DE	1%	1%	9%	10%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25c In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Blacks

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
More	25%	31% hJk	34% HJK	38% HJK	46% BCHJK	38% HJK	39% HJK	21%	35% HJk	17%	22%	27%	25%	15%	22%	24%	28%	34% NOP	23%	22%	26%	29%	31% t
Less	24%	16%	15%	14%	15%	12%	16%	27% CDEFG B	18%	35% FGhIK BCDE	23% cdF	21%	26%	20%	34% NPQR	25% R	18%	19%	23%	25%	28%	29%	21%
Same amount	42%	40% E	44% Eg	39% e	27%	36%	35%	45% Efg	37%	43% E	49% dEFGi	44%	42%	48%	38%	44%	49%	40%	42%	47% v	43%	37%	43%
DK/NA	8%	13% chJK	6%	9%	12% jk	15% CdHJK	10%	7%	9%	6%	6%	8%	8%	16% OPQR	6%	6%	6%	7%	12% UW	6%	3%	6%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25c In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Blacks

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
More	25%	29%	22%	24%	32%	23%	21%	27%	21%	11%	23%	24%	42%	22%	25%	35%	25%	22%	34%	22%	16%
		c			fG			i			j		NO			QR			TU		
Less	24%	22%	27%	30%	20%	25%	25%	25%	24%	31%	22%	24%	16%	26%	25%	21%	28%	23%	19%	26%	31%
			b	E										M	M		p		S	S	
Same amount	42%	43%	42%	42%	43%	45%	40%	41%	47%	44%	47%	43%	35%	45%	42%	35%	41%	47%	40%	45%	43%
													m				p				
DK/NA	8%	7%	9%	5%	5%	6%	14%	7%	9%	14%	8%	9%	7%	7%	7%	8%	6%	8%	7%	7%	10%
							DEF														

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25c In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Blacks

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
More	25%	17% E	21% E	76% BCE	1%	36% g	25%
Less	24%	16% D	17% D	*% BCD	92% BCD	21%	25%
Same amount	42%	55% DE	53% DE	23% E	7%	36%	43%
DK/NA	8%	12% DE	9% DE	1%	*%	7%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25d In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Chinese

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
More	34%	33%	39% h	39% h	54% DHIJK BC	44% bHJK	52% DHIJK BC	29%	34%	31%	31%	40% M	31%	25%	25%	33%	40% no	44% NOP	23%	34% s	34%	32%	45% STuV
Less	24%	21% eG	28% DEFG	18%	12%	14%	12%	25% EFG	22% eg	28% DEFG	25% EFG	17%	27% L	27% r	29% R	25% R	23%	17%	24%	28% w	22%	25%	21%
Same amount	34%	36% eFg	30%	38% EFG	25%	23%	26%	38% cEFG	35% f	31%	37% EFG	34%	34%	31%	40% r	34%	33%	31%	39%	32%	40% w	35%	30%
DK/NA	8%	10% cd	4%	5%	9%	18% GHIJK BCDE	10% cd	7%	8%	10% Cd	7%	9%	8%	17% OPQR	6%	7%	4%	7%	14% TUV	6%	4%	8%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25d In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Chinese

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
More	34%	38% C	30%	32%	39% G	33%	28%	34%	33%	24%	35%	31%	43% no	34%	30%	37%	35%	32%	41% tu	34% u	21%
Less	24%	21%	26% b	28%	21%	26%	22%	24%	23%	35% k	21%	22%	25%	24%	24%	29% r	24%	22%	21%	24%	29% s
Same amount	34%	34%	34%	37%	33%	33%	35%	35%	34%	31%	35%	38%	23%	35% M	37% M	27%	36% P	36% P	32%	35%	37%
DK/NA	8%	7%	10%	3%	7% d	8% D	15% DEF	7%	10%	10%	10%	9%	9%	7%	8%	7%	5%	10% q	7%	7%	13% st



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25d In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Chinese

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
More	34%	21% E	32% BE	97% BCE	4%	37%	33%
Less	24%	25% CD	16% D	*/	64% BCD	23%	24%
Same amount	34%	42% DE	43% DE	3%	31% D	32%	34%
DK/NA	8%	13% DE	10% DE	*/	1%	8%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25e In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Pakistanis or East Indians

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
More	18%	21%	21%	15%	22%	25% dhJ	29% cDHJK	17%	25% j	15%	16%	21%	17%	14%	14%	16%	27% nop	24% NOP	16%	18%	18%	16%	24%
Less	32%	29% fG	30% eFG	28% fG	20%	19%	15%	35% EFGI	22%	36% EFGI	36% EFGI	28%	34% I	25%	42% NR	35% R	30%	25%	28%	34%	35%	37%	29%
Same amount	41%	42%	40%	50% chJK	43%	43%	44%	39%	41%	39%	37%	43%	40%	42%	34%	42%	40%	44% o	42%	38%	42%	41%	43%
DK/NA	9%	8%	9%	7%	14% bD	14% D	12% d	9%	12%	10%	10%	9%	10%	19% oPQR	10% q	7%	3%	8%	14% UVW	10% W	5%	6%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25e In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Pakistanis or East Indians

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
More	18%	22%	15%	15%	22%	19%	15%	18%	18%	20%	16%	16%	29% NO	18%	14%	24% Qr	16%	17%	23% TU	15%	13%
Less	32%	28%	36% B	44% EFG	29%	26%	32%	32%	32%	40%	30%	33%	20%	31% M	39% MN	30%	33%	32%	26%	34% S	40% S
Same amount	41%	42%	39%	36%	43%	43%	40%	42%	36%	25%	40% j	39%	34%	42%	41%	38%	44%	39%	44% u	40%	35%
DK/NA	9%	8%	10%	5%	6%	12% DE	13% DE	7%	15% H	15%	14%	12%	17% NO	10%	6%	8%	7%	11% q	7%	11%	12%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25e In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Pakistanis or East Indians

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
More	18%	5%	20% B	66% BC	-	30% G	17%
Less	32%	32% CD	16% D	2%	95% BCD	20%	33% F
Same amount	41%	50% DE	52% DE	29% E	4%	44%	40%
DK/NA	9%	13% DE	12% DE	3%	1%	7%	10%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25f In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Muslims

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
More	17%	18%	24% HJK	18%	24% hjk	22%	26% bHJK	14%	19%	15%	14%	19%	16%	21%	15%	14%	22%	19%	15%	18%	13%	20%	19%
Less	38%	33%	33% g	35% fG	26%	25%	24%	40% EFGI	28%	45% DEFGI BC	44% CEFGI B	32%	41% L	37%	45% R	39% r	42%	32%	38%	38%	45% w	41%	35%
Same amount	37%	37%	35%	41%	32%	37%	41%	38%	36%	33%	35%	40%	36%	30%	32%	40% nq	28%	42% Noq	35%	37%	38%	31%	41%
DK/NA	8%	12% djk	8%	6%	17% DGHJK C	16% DGHJK C	9%	7%	16% DhJK	6%	7%	10%	8%	12%	7%	7%	8%	8%	12% Uw	7%	4%	7%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25f In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Muslims

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
More	17%	21%	13%	15%	18%	18%	17%	18%	12%	18%	10%	15%	27%	16%	14%	21%	17%	15%	21%	16%	12%
		C						i					NO			r			U		
Less	38%	33%	43%	47%	33%	39%	36%	39%	37%	29%	39%	37%	32%	39%	39%	39%	36%	39%	32%	41%	46%
			B	EG															S	S	
Same amount	37%	39%	35%	33%	44%	34%	34%	36%	40%	37%	41%	37%	34%	37%	40%	32%	40%	37%	40%	35%	34%
					dFG												p				
DK/NA	8%	7%	9%	4%	5%	8%	14%	7%	11%	16%	10%	10%	8%	8%	7%	8%	7%	9%	8%	8%	9%
							DEF														

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q25f In Canada, do you think Aboriginal people are subject to more, less or about the same amount of discrimination as each of the following groups? Muslims

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
More	17%	7%	16% B	61% BC	-	23%	17%
Less	38%	38% CD	24% D	7%	98% BCD	31%	38%
Same amount	37%	44% DE	49% DE	30% E	1%	35%	37%
DK/NA	8%	11% DE	11% DE	2%	1%	10%	8%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q26 Would you say that Canada's justice system generally treats Aboriginal people fairly or unfairly?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Fairly	58%	54%	56%	62%	74% gHijk BCD	69% BCHjk	63%	56%	61%	59%	57%	49%	62% L	53%	63%	60%	56%	55%	54%	60%	55%	64%	60%
Unfairly	25%	26% E	27% dEf	18%	14%	18%	26% Ef	25% E	26% e	27% DEF	31% DEF	31% M	23%	30%	25%	24%	25%	25%	33% W	25%	30% W	24%	19%
DK/NA	17%	20% EGk	17%	20% EGk	12%	14%	11%	18% g	13%	14%	12%	20%	15%	17%	12%	16%	19%	20% O	13%	15%	15%	12%	21% StV



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q26 Would you say that Canada's justice system generally treats Aboriginal people fairly or unfairly?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Fairly	62% C	54%		60% G	64% fG	56%	49%	60%	54%	65% k	50%	55%	51%	60%	60%	57%	60%	57%	55%	60%	60%
Unfairly	25%	26%		24%	21%	27%	31% E	25%	26%	11%	32% J	27%	34% nO	25%	22%	28%	27%	23%	29% T	21%	24%
DK/NA	13%	20% B		16%	15%	16%	20%	15%	19%	24%	18%	19%	15%	15%	18%	15%	13%	19% Q	15%	19%	16%

**URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS**  
**APRIL/MAY 2009**

Q26     Would you say that Canada's justice system generally treats Aboriginal people fairly or unfairly?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Fairly	58%	51% d	72% BD	42%	76% BD	55%	58%
Unfairly	25%	27% CE	18% E	43% BCE	10%	30%	25%
DK/NA	17%	22% CdE	10%	16%	13%	15%	17%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q27 Some people say that the criminal justice system should incorporate a different approach for Aboriginal people, which respects Aboriginal concepts of justice, such as ... Do you think this is a good idea or a bad idea?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Good idea	38%	37% dE	38% DE	26%	24%	31%	33%	38% DE	33%	47% FGHIK bcDE	32%	46% M	35%	40%	33%	36%	44%	44% OP	45%	40%	41%	35%	36%
Bad idea	54%	55% j	51% bcghj	66% J	59% J	62% cJ	56% J	56% J	56%	45%	61% cJ	46%	57% L	46%	59% nr	57% n	50%	50%	43%	53% s	54% s	62% s	59% s
DK/NA	8%	8%	11% h	8%	17% DFHJK Bc	7%	11% hk	6%	11%	8%	6%	7%	8%	14% pqR	8%	7%	5%	5%	12% UVW	8%	5%	3%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q27 Some people say that the criminal justice system should incorporate a different approach for Aboriginal people, which respects Aboriginal concepts of justice, such as ... Do you think this is a good idea or a bad idea?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Good idea	38%	41%	36%	38%	38%	37%	42%	39%	39%	39%	39%	39%	50% nO	40% O	32%	28%	39% P	43% P	39%	40%	36%
Bad idea	54%	54%	53%	56% g	58% G	55% g	46%	54%	52%	53%	52%	53%	39%	54% M	60% Mn	63% R	57% R	48%	54%	50%	58%
DK/NA	8%	5%	11% B	6%	5%	8%	12% DE	7%	9%	8%	9%	8%	12% n	7%	7%	9% q	5%	9% Q	7%	10%	6%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q27 Some people say that the criminal justice system should incorporate a different approach for Aboriginal people, which respects Aboriginal concepts of justice, such as ... Do you think this is a good idea or a bad idea?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Good idea	38%	44%	28%	48%	28%	32%	39%
		CE		CE			
Bad idea	54%	48%	64%	46%	65%	58%	54%
			BD		BD		
DK/NA	8%	9%	8%	5%	7%	10%	8%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q28     why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	959	135	69	46	11	13	40	322	10	288	22	342	617	127	187	260	61	318	180	246	148	97	160
UNWEIGHTED TOTAL	940	104	99	81	83	82	92	99	95	113	92	145	795	53	84	243	84	470	145	232	161	118	167
NET: Positive	71%	66%	74% j	77% j	74%	81% bjk	77% j	79% bjk	90% BCJK	61%	64%	73%	70%	40%	59% n	78% NO	88% NO	82% NO	57%	75% S	91% STVW	76% S	66%
Culture/history is different/should be judged within own value system/by own peers	43%	41%	41%	48%	38%	38%	41%	50% j	65% CEFGJ b	35%	45%	47%	40%	24%	31%	46% No	67% NO	50% NO	36%	43%	64% STVW	44%	36%
Current justice system is not effective for Aboriginal people/need an alternative	12%	19% j	18% j	14%	27% HJK	17%	16%	11%	21% j	6%	11%	12%	12%	3%	15% n	12%	8%	15% n	5%	12%	12%	26% St	17%
Provides rehabilitation/healing rather than punishment/pro-active approach	10%	6%	15%	10%	9%	18%	15%	9%	17%	11%	9%	11%	10%	9%	11%	9%	9%	12%	12%	9%	6%	5%	11%
Non-Aboriginals will develop a better understanding of/ respect for their culture/traditions	8%	4%	7%	2%	5%	6%	8%	11% dIK	*% ik	8%	2%	8%	8%	4%	6%	13% nR	11%	6%	7%	9%	13% Vw	2%	5%
Healing circles are effective (general)	6%	3%	5%	8%	1%	10% e	12% Ej	10% Ej	1%	3%	4%	2%	9% L	1%	1%	8% no	3%	11% NO	3%	9% s	8%	8%	4%
NET: Negative	11%	10% cdfi	3%	3%	16% DFGHI C	3%	4%	6%	2%	20% FGHIK BCD	10% cdfI	9%	11%	11%	24% nPR	6%	20% PR	5%	19% Uvw	12% U	1%	10% U	7% u
Should be treated the same as everyone else/ avoids discrimination	10%	10% CdFi	1%	3%	7%	2%	4%	6% c	2%	19% FGHIK bcDE	10% CdFI	9%	10%	11%	22% PR	6%	20% PR	4%	17% UW	12% U	*%	9% U	7% U

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q28 Why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	959	135	69	46	11	13	40	322	10	288	22	342	617	127	187	260	61	318	180	246	148	97	160
UNWEIGHTED TOTAL	940	104	99	81	83	82	92	99	95	113	92	145	795	53	84	243	84	470	145	232	161	118	167
Healing circles are not effective/not a punishment/deterrent/abuse of system	1%	-	1%	-	9% CFJ	1%	-	-	-	1%	-	-	1%	-	2%	1%	-	1%	2%	1%	1%	1%	1%
Other cultural groups will demand their own laws/processes	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	4%	-
Depends on the nature of the crime/where crime takes place	5%	3%	1%	15% BCehJ	4%	6%	5%	5%	8%	4%	10% C	5%	4%	5%	1%	4%	3%	8% O	4%	3%	3%	2%	13% stv
Should incorporate both justice systems/blend benefits/ideals of both systems	3%	3%	7% j	4%	7%	6%	7%	4%	2%	1%	8% j	2%	4%	2%	1%	3%	3%	5%	2%	3%	3%	3%	6%
Other	7%	9%	3%	3%	5%	2%	5%	11% cfi	1%	5%	17% eFGIJ CD	7%	8%	15% QR	12% QR	7% q	1%	4%	17% TuV	3%	6%	4%	12% t
DK/NA	9%	11%	15% DfH	6%	10%	6%	10%	5%	-	11%	-	8%	9%	28% OPQR	8%	6%	4%	3%	9%	8% w	2%	12% UW	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q28      Why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	959	487	471	185	282	241	229	700	254	59	189	432	148	556	247	137	313	508	405	346	207
UNWEIGHTED TOTAL	940	462	478	98	200	319	301	751	184	35	144	384	196	560	179	284	323	331	607	246	87
NET: Positive	71%	68%	74%	75% G	78% G	74% G	55%	69%	77%	75%	79%	75%	75% O	77% O	57%	83% R	73%	67%	79% U	70%	59%
Culture/history is different/should be judged within own value system/by own peers	43%	35%	51% B	49%	44%	40%	38%	40%	49%	30%	56% J	46%	32%	53% MO	27%	49%	41%	42%	48% u	42%	33%
Current justice system is not effective for Aboriginal people/need an alternative	12%	12%	12%	7%	13%	13%	13%	12%	13%	8%	15%	11%	13%	13%	10%	19% q	9%	12%	17% u	10%	7%
Provides rehabilitation/ healing rather than punishment/pro-active approach	10%	9%	11%	6%	13%	12%	8%	11%	9%	16%	7%	10%	19% O	10%	6%	12%	9%	10%	12%	9%	8%
Non-Aboriginals will develop a better understanding of/ respect for their culture/traditions	8%	11% C	5%	11% g	7%	9%	4%	8%	8%	16%	6%	10%	15% N	6%	8%	5%	13% PR	5%	6%	11%	7%
Healing circles are effective (general)	6%	6%	7%	9% g	8% g	8% g	1%	5%	10%	12%	10%	8%	7%	6%	7%	6%	8%	5%	7%	7%	5%
NET: Negative	11%	10%	11%	19% EF	5%	6%	15% EF	10%	11%	10%	11%	8%	14%	9%	13%	9%	8%	13%	8%	9%	20% ST
Should be treated the same as everyone else/ avoids discrimination	10%	9%	11%	19% EF	5%	6%	13% EF	9%	11%	10%	11%	8%	12%	8%	13%	7%	7%	12% pq	6%	8%	20% ST



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q28      Why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	959	487	471	185	282	241	229	700	254	59	189	432	148	556	247	137	313	508	405	346	207
UNWEIGHTED TOTAL	940	462	478	98	200	319	301	751	184	35	144	384	196	560	179	284	323	331	607	246	87
Healing circles are not effective/not a punishment/deterrent/abuse of system	1%	*%	1%	-	*%	*%	1%	1%	-	-	-	*%	2%	*%	*%	2% R	*%	*%	1%	*%	-
Other cultural groups will demand their own laws/processes	*%	-	1%	2%	-	-	-	*%	-	-	-	-	-	-	1%	3%	-	-	1%	-	-
Depends on the nature of the crime/where crime takes place	5%	6%	3%	2%	7%	4%	5%	6% i	1%	-	2%	3%	7%	4%	4%	4%	6%	4%	8% TU	2%	1%
Should incorporate both justice systems/blend benefits/ideals of both systems	3%	3%	3%	4%	4%	3%	3%	3%	3%	2%	3%	4%	4%	4%	2%	4%	3%	3%	5%	3%	-
Other	7%	7%	8%	8%	4%	7%	12% e	8%	5%	-	7%	8%	4%	10% o	4%	2%	5%	11% Pq	4%	9%	13% s
DK/NA	9%	9%	8%	8%	4%	10% e	13% E	8%	10%	14%	7%	9%	1%	3%	24% MN	3%	8% p	10% P	2%	12% S	14% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q28      Why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	959	494	167	200	96	49	909
UNWEIGHTED TOTAL	940	455	134	298	53	104	836
NET: Positive	71%	75% CE	53%	87% BCE	46%	83% g	70%
Culture/history is different/should be judged within own value system/by own peers	43%	53% CE	27%	44% CE	15%	46%	42%
Current justice system is not effective for Aboriginal people/need an alternative	12%	8%	13%	21% B	14%	17%	12%
Provides rehabilitation/ healing rather than punishment/pro-active approach	10%	10%	8%	13%	7%	10%	10%
Non-Aboriginals will develop a better understanding of/ respect for their culture/traditions	8%	6%	5%	12% bc	11%	11%	8%
Healing circles are effective (general)	6%	9% CE	3%	6%	*%	7%	6%
NET: Negative	11%	9%	17% bD	6%	15%	13%	10%
Should be treated the same as everyone else/ avoids discrimination	10%	9%	17% bD	5%	15%	13%	10%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q28    Why do you say that? GOOD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a good idea

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	959	494	167	200	96	49	909
UNWEIGHTED TOTAL	940	455	134	298	53	104	836
Healing circles are not effective/not a punishment/deterrent/abuse of system	1%	1%	*%	1%	-	-	1%
Other cultural groups will demand their own laws/processes	*%	-	-	2%	-	7%	-
Depends on the nature of the crime/where crime takes place	5%	6%	2%	6%	2%	5%	5%
Should incorporate both justice systems/blend benefits/ideals of both systems	3%	3%	3%	6%	2%	2%	3%
Other	7%	7% d	10% D	1%	18% D	*%	8% F
DK/NA	9%	7% D	19% BD	*%	16% D	7%	9%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q28      Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1347	202	94	118	26	26	68	476	18	276	42	343	1004	148	335	416	69	364	170	328	193	175	265
UNWEIGHTED TOTAL	1363	124	128	151	144	155	135	134	134	115	143	127	1236	74	197	449	107	521	149	304	199	152	324
NET: Negative	91%	90%	91%	91%	90%	95% k	93%	91%	96%	89%	87%	91%	90%	84%	94% Q	92% Q	74%	92% Q	87%	88%	87%	99% STU	94%
Should be treated the same as everyone else/ avoids discrimination	80%	79%	85%	76%	76%	84%	81%	82%	91% bDej	79%	81%	80%	81%	81% Q	86% QR	83% Q	61%	76% q	82%	77%	81%	84%	82%
Other cultural groups will demand their own laws/processes	7%	6% i	2%	7% CI	2%	4%	5%	12% FgIJK CE	1%	4%	6% i	12% M	6%	3%	8%	5%	6%	11% NP	2%	9% S	6%	11% S	8% s
Healing circles are not effective/not a punishment/deterrent/ abuse of system	4%	1% BGHIK	11% BGHIK	12% BGHIK	8% BH	7% bH	2%	1%	3%	5% h	4%	2%	5%	3%	4%	4%	3%	3%	4%	3%	4%	2%	5%
Two-tier legal system/ difficult to manage/ control/fund	4%	7% Ci	1%	3%	6%	5%	6% C	3%	1%	3%	2%	3%	4%	4%	1%	1%	6%	9% nOP	1%	6%	4%	4%	5%
Healing circles/ Aboriginal law are outdated/need to modernize/need to move forward	1%	1%	1%	*%	1%	-	2%	1%	1%	-	1%	1%	1%	-	*%	1%	*%	1%	*%	1%	*%	2%	*%
The current justice system is effective/no need to change/benefits all	1%	3%	1%	-	1%	-	1%	-	-	-	3%	-	1%	-	2%	*%	-	1%	-	*%	1%	1%	-
Depends on the nature of the crime/where crime takes place	3%	*%	6% b	3%	2%	1%	3%	3%	2%	4% b	2%	1%	4%	-	4%	2%	8% p	5%	4%	2%	8% TV	1%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q28 Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1347	202	94	118	26	26	68	476	18	276	42	343	1004	148	335	416	69	364	170	328	193	175	265
UNWEIGHTED TOTAL	1363	124	128	151	144	155	135	134	134	115	143	127	1236	74	197	449	107	521	149	304	199	152	324
NET: Positive	2%	1%	1%	2%	-	1%	2%	2%	1%	3%	2%	-	2%	2%	1%	1%	4%	0	5%	1%	5%	1%	1%
Culture/history is different/should be judged within own value system/by own peers	1%	1%	-	1%	-	-	1%	2%	1%	1%	1%	-	1%	-	1%	1%	-	3%	2%	1%	5%	-	1%
Current justice system is not effective for Aboriginal people/need an alternative	1%	1%	1%	1%	-	1%	-	-	-	1%	2%	-	1%	2%	1%	1%	1%	1%	3%	1%	-	1%	1%
Healing circles are effective (general)	1%	1%	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	1%
Provides rehabilitation/healing rather than punishment/pro-active approach	1%	-	-	1%	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	1%
Should incorporate both justice systems/blend benefits/ideals of both systems	1%	3%	2%	1%	1%	-	1%	1%	-	1%	-	2%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%
Other	3%	3%	2%	8%	4%	5%	4%	2%	1%	3%	7%	2%	3%	8%	3%	2%	1%	4%	4%	4%	1%	1%	5%
DK/NA	4%	6%	1%	2%	4%	1%	1%	5%	3%	4%	5%	6%	3%	7%	3%	3%	16%	2%	4%	6%	5%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q28      Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1347	646	701	270	431	351	254	974	345	78	251	588	115	752	460	307	457	571	568	442	337
UNWEIGHTED TOTAL	1363	716	647	201	315	433	374	1117	228	44	173	504	171	752	424	447	506	408	846	380	137
NET: Negative	91%	91%	90%	82%	95% D	92% D	91% d	91%	88%	76%	91% J	89%	92%	92% O	87%	93%	92%	88%	92%	91%	86%
Should be treated the same as everyone else/ avoids discrimination	80%	82%	79%	72%	80%	86% D	84% d	81%	77%	69%	80%	79%	73%	82%	80%	84%	81%	77%	80%	82%	79%
Other cultural groups will demand their own laws/processes	7%	5%	9% B	5%	9% G	11% DG	2%	7%	7%	*%	9% j	7%	16% NO	6%	7%	5%	10% p	6%	7%	7%	8%
Healing circles are not effective/not a punishment/deterrent/ abuse of system	4%	3%	5%	5%	2%	2%	6%	4%	4%	-	5%	4%	5%	4%	3%	3%	5%	4%	5%	4%	2%
Two-tier legal system/ difficult to manage/ control/fund	4%	5%	2%	4%	6%	1%	2%	3%	5%	7%	4%	4%	2%	5%	2%	4%	4%	3%	4%	6%	-
Healing circles/ Aboriginal law are outdated/need to modernize/need to move forward	1%	1%	1%	1%	1%	*%	1%	1%	1%	-	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
The current justice system is effective/no need to change/benefits all	1%	1%	*%	1%	1%	*%	*%	*%	1%	-	2%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%
Depends on the nature of the crime/where crime takes place	3%	4%	3%	5%	1%	3%	6% e	4% i	1%	-	1%	3%	5%	4%	1%	2%	2%	4%	2%	4%	3%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q28 Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1347	646	701	270	431	351	254	974	345	78	251	588	115	752	460	307	457	571	568	442	337
UNWEIGHTED TOTAL	1363	716	647	201	315	433	374	1117	228	44	173	504	171	752	424	447	506	408	846	380	137
NET: Positive	2%	2%	1%	4% eg	1%	2%	1%	2%	1%	-	1%	2%	1%	3% o	1%	3%	1%	3% Q	1%	3% s	1%
Culture/history is different/should be judged within own value system/by own peers	1%	2%	1%	4% EFG	1%	1%	1%	1%	1%	-	1%	2%	-	2% O	1%	1%	1%	2% Q	1%	3% SU	1%
Current justice system is not effective for Aboriginal people/need an alternative	1%	1%	1%	1%	-	2%	1%	1%	-	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Healing circles are effective (general)	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-
Provides rehabilitation/healing rather than punishment/pro-active approach	1%	1%	1%	-	1%	1%	-	1%	-	-	-	1%	-	1%	-	1%	-	1%	1%	-	-
Should incorporate both justice systems/blend benefits/ideals of both systems	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Other	3%	4%	2%	4%	2%	1%	5%	3%	3%	-	4%	4%	4%	2%	5% n	2%	2%	4%	3%	4%	3%
DK/NA	4%	2%	6% B	9% EFG	2%	3%	2%	2%	9% H	24% K	4%	6%	-	2%	8% N	1%	4% P	5% P	3%	2%	8% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q28 Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1347	540	390	192	226	91	1255
UNWEIGHTED TOTAL	1363	471	507	244	141	138	1225
NET: Negative	91%	92% e	91%	93% e	84%	93%	90%
Should be treated the same as everyone else/ avoids discrimination	80%	81%	83%	76%	77%	79%	80%
Other cultural groups will demand their own laws/processes	7%	9% CE	5%	12% CE	3%	12%	7%
Healing circles are not effective/not a punishment/deterrent/ abuse of system	4%	4%	4%	6%	2%	1%	4%
Two-tier legal system/ difficult to manage/ control/fund	4%	4%	1%	7% c	4%	1%	4%
Healing circles/ Aboriginal law are outdated/need to modernize/need to move forward	1%	*%	1%	2%	2%	2%	1%
The current justice system is effective/no need to change/benefits all	1%	1%	1%	*%	-	-	1%
Depends on the nature of the crime/where crime takes place	3%	3%	1%	4%	6%	2%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q28      Why do you say that? BAD IDEA

SUBSAMPLE: Those who think having a different approach to justice for Aboriginal people is a bad idea

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1347	540	390	192	226	91	1255
UNWEIGHTED TOTAL	1363	471	507	244	141	138	1225
NET: Positive	2%	*%	2%	1%	6% BCD	1%	2%
Culture/history is different/should be judged within own value system/by own peers	1%	*%	1%	*%	4% BCD	*%	1%
Current justice system is not effective for Aboriginal people/need an alternative	1%	*%	1%	-	2%	1%	1%
Healing circles are effective (general)	*%	*%	-	1%	-	-	*%
Provides rehabilitation/ healing rather than punishment/pro-active approach	*%	*%	-	-	*%	-	*%
Should incorporate both justice systems/blend benefits/ideals of both systems	1%	1%	1%	*%	2%	1%	1%
Other	3%	2%	4%	4%	5%	2%	3%
DK/NA	4%	4%	5% D	1%	4%	3%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Media/television/ newspapers	51%	45% F	42% f	37%	43% f	32%	47% dF	61% FGIjk BCDE	36%	51% CDFI	51% DFI	59% M	47%	43%	47%	53%	48%	56% No	49%	51%	55%	57%	51%
NET: Personal contact	48%	55% HJ	66% BHJK	66% BHJK	68% BHJK	67% BHJK	68% BHJK	36%	70% BHJK	42%	46% h	43%	50% l	51%	45%	51%	43%	46%	42%	53% s	49%	46%	49%
Had contact with Aboriginal people	28%	32% h	38% HJK	36% HJK	39% HJK	43% bHJK	43% bHJK	21%	38% HJK	25%	23%	22%	31% L	26%	25%	32%	25%	29%	24%	33%	24%	27%	33%
Have Aboriginal friends/ neighbours/co-workers	27%	31% H	37% Hjk	39% Hjk	40% HJK	36% HJ	40% HJK	20%	50% dFHJK Bc	23%	29% h	24%	29%	31%	28%	28%	24%	25%	21%	30%	32% s	27%	25%
Married/related to an Aboriginal person	1%	2% e	1%	2%	1%	1%	-	1%	1%	1%	3% EHJ	1%	1%	3%	1%	1%	1%	1%	2% v	1%	1%	1%	1%
School	39%	42% GI	36% CfGIJ	48% CfGIJ	39%	38%	30%	41% GI	27%	35%	47% cGIJ	37%	40%	24%	34%	41% N	51% NO	47% NO	27%	40% S	35%	47% S	49% StU
Books	20%	16%	21% fi	20%	16%	13%	14%	21% fi	12%	21% FI	20% fi	20%	19%	13%	14%	21% o	18%	26% NO	20%	17%	23%	20%	21%
From what family/friends have told me	17%	26% EhIJK D	21% ij	17% j	16% j	24% Ijk	19% j	18% j	12%	7%	16% j	17%	17%	19%	15%	14%	21%	19%	22% v	17%	16%	13%	18%
Museums	4%	3% i	2%	2%	2%	1%	2%	4% fI	1%	6% DFGI	3% i	7% M	2%	2%	3%	3%	4%	5% n	3%	4% v	4%	2%	4%
Movies/films	3%	2%	2%	1%	1%	2%	1%	3%	1%	6% EFGIk CD	2%	3%	3%	2%	2%	5% O	1%	4%	3%	3%	4%	2%	4%
Cultural performances/ dance/music/art exhibits	2%	2%	2%	1%	1%	2%	2%	4% e	2%	1%	1%	4%	2%	1%	1%	3% q	1%	4% noQ	1%	4%	2%	1%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Internet	2%	2%	2%	2%	1%	1%	3% EiK	2%	1%	1%	1%	2%	2%	-	3% p	1%	1%	3% P	1%	2%	4% Svw	1%	1%
Work (unspecified)	1%	2%	1%	3% ChJk	2%	2%	4% CHJk	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%
Myself/general knowledge/ observation	1%	1%	1%	-	-	4% bChIJ	-	1%	1%	1%	3% cj	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Church	1%	1%	-	-	-	1%	1%	1%	3% BFHJk	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-
Aboriginal awareness training/workshop	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
No one/don't know anything	1%	1%	1%	1%	-	-	2%	1%	-	1%	2%	1%	1%	2%	1%	1%	-	1%	1%	1%	2% v	1%	1%
DK/NA	1%	3% j	1%	2%	2% FJ	1%	2%	1%	1%	1%	1%	1%	2% L	5% oPqr	1%	1%	1%	1%	2%	2% UW	1%	-	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Media/television/newspapers	51%	51%	51%	40%	54% D	53% D	56% D	49%	55%	38%	60% J	53%	50%	55% O	45%	27%	54% P	59% P	49%	52%	53%
NET: Personal contact	48%	52% C	44%	43%	45%	53% de	49%	53% I	36%	33%	37%	43%	55% O	50% O	41%	74% QR	55% R	32%	59% TU	45% U	32%
Had contact with Aboriginal people	28%	32% C	25%	24%	25%	32%	30%	30%	24%	29%	23%	27%	38% O	31% O	19%	41% R	33% R	20%	37% TU	22%	21%
Have Aboriginal friends/neighbours/co-workers	27%	28%	27%	25%	24%	31%	28%	31% I	17%	6%	20% J	24%	26%	29%	26%	48% QR	30% R	17%	31% U	29% U	16%
Married/related to an Aboriginal person	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1% o	1%	3% QR	1%	1%	1%	1%	1%
School	39%	39%	39%	65% EFG	45% FG	33% G	17%	43% I	29%	40% k	25%	35%	26%	36% m	51% MN	42%	40%	38%	40%	39%	37%
Books	20%	17%	22%	18%	18%	21%	21%	16%	29% H	25%	31%	24%	20% o	24% O	11%	13%	21% P	22% P	21%	19%	18%
From what family/friends have told me	17%	12%	21% B	19%	20% f	13%	14%	18%	13%	7%	15%	16%	19%	18%	14%	24% R	20% R	11%	22% TU	14%	11%
Museums	4%	2%	5% B	3%	4%	4%	3%	4%	3%	4%	2%	3%	7% nO	4% o	2%	1%	5% P	4% P	5% t	3%	3%
Movies/films	3%	3%	3%	3%	3%	4%	3%	3%	4%	4%	5%	4%	4%	4% O	2%	2%	2%	4% p	2%	3%	5%
Cultural performances/dance/music/art exhibits	2%	1%	3%	1%	3% D	3% d	3% d	2%	2%	-	3%	3%	5% O	3% O	1%	2%	3%	2%	4% Tu	1%	1%
Internet	2%	3% C	1%	1%	3% G	1%	1%	1%	4% H	6%	4%	3%	2%	2%	1%	1%	3%	1%	2%	1%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
work (unspecified)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	3% qR	1%	1%	2% T	1%	-
Myself/general knowledge/observation	1%	1%	1%	1%	1%	1%	2% f	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Church	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aboriginal awareness training/workshop	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
No one/don't know anything	1%	1%	1%	1%	2% DF	1%	1% df	1%	1%	5%	1%	2%	-	1%	1%	1%	-	2% P	1%	1%	3% st
DK/NA	1%	1%	1%	1%	2%	2% D	1%	1%	4% H	5%	4%	3%	4% NO	1%	1%	1%	2% PQ	1%	3% S	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Media/television/ newspapers	51%	52%	45%	56% C	52%	28%	53% F
NET: Personal contact	48%	48%	46%	55% CE	40%	74% G	46%
Had contact with Aboriginal people	28%	27%	26%	35% bc	29%	39% g	27%
Have Aboriginal friends/ neighbours/co-workers	27%	27%	28% e	34% E	18%	51% G	26%
Married/related to an Aboriginal person	1%	1%	1%	1%	1%	1%	1%
School	39%	40%	35%	37%	48% Cd	27%	40% F
Books	20%	23% C	15%	18%	16%	7%	20% F
From what family/friends have told me	17%	16%	15%	18%	19%	25% g	16%
Museums	4%	4% C	1%	7% bC	4%	6% G	3%
Movies/films	3%	2%	2%	6% BC	4%	1%	3% F
Cultural performances/ dance/music/art exhibits	2%	3%	1%	4% CE	1%	10% G	2%
Internet	2%	3% CdE	1%	1%	1%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q29 From where or from whom have you learned what you know about Aboriginal people and their culture?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
work (unspecified)	1%	1%	2%	1%	1%	1%	1%
Myself/general knowledge/ observation	1%	1%	1%	1%	1%	1%	1%
Church	1%	1%	1%	1%	1%	1%	1%
Aboriginal awareness training/workshop	1%	1%	1%	1%	1%	1%	1%
other	1%	1%	1%	1%	1%	1%	1%
No one/don't know anything	1%	1%	2%	1%	1%	1%	1%
DK/NA	1%	2%	2%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q30 How much attention do you generally pay to news and issues about Aboriginal people?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ. grad	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
A great deal of attention	12%	13%	10%	9%	14%	13%	14%	11%	11%	13%	15%	11%	12%	14%	11%	10%	11%	14%	13%	15%	11%	10%	11%
Some attention	56%	56%	55%	49%	55%	50%	55%	59% df	70% eFGJK BCD	54%	54%	59%	55%	47%	57%	58% n	53%	58% n	56%	57%	63% w	60%	51%
Only a little attention	24%	23%	27% I	30% gI	22%	32% eGhIk b	22%	23%	15%	25% i	24%	21%	26%	21%	24%	26%	24%	24%	19%	22%	23%	21%	36% STUV
None at all	6%	5%	7%	9% FI	6%	4%	7%	5%	3%	7%	5%	7%	6%	12% PR	7%	4%	11% PR	4%	10% tUW	5% W	3%	9% UW	2%
TOP TWO BOX	68%	68% D	65%	58%	69% d	63%	69% D	70% D	82% FGhJK BCDe	68% d	70% D	70%	67%	60%	68%	68%	64%	72% n	68%	72% W	74% W	70%	62%
BOTTOM TWO BOX	30%	28%	34% I	39% egHIK B	28%	36% I	29% i	29% i	18%	32% I	29% i	27%	32%	33%	32%	31%	35%	28%	28%	27%	26%	30%	37% STU
DK/NA	2%	4% cgI	1%	3% I	2% i	1%	1%	2%	1%	-	2%	3%	1%	7% OPQR	1%	1%	1%	1%	3% tUV	1%	1%	1%	1%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q30 How much attention do you generally pay to news and issues about Aboriginal people?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
A great deal of attention	12%	13%	11%	4%	12% D	15% D	14% D	11%	13%	11%	15%	12%	100%	-	-	15% R	15% R	8%	15% t	10%	10%
Some attention	56%	55%	57%	52%	56%	59%	58%	56%	57%	47%	60%	56%	-	100%	-	62% r	58%	53%	62% TU	53%	49%
Only a little attention	24%	27%	22%	31% FG	28% fg	21%	19%	26%	21%	18%	21%	24%	-	-	80%	18%	22%	29% PQ	19%	30% S	27% s
None at all	6%	5%	7%	13% EFG	4%	4%	5%	5%	8% h	23% K	4%	8%	-	-	20%	3%	4%	9% PQ	3%	6%	11% ST
TOP TWO BOX	68%	67%	68%	56%	67% D	74% D	72% D	67%	70%	58%	74% J	68%	100%	100%	-	76% R	73% R	62%	76% TU	63%	60%
BOTTOM TWO BOX	30%	32%	29%	44% EFG	32% fg	25%	24%	31%	29%	41% K	25%	31%	-	-	100%	21%	26%	38% PQ	22%	35% S	38% S
DK/NA	2%	1%	3% B	*%	*%	1%	4% DEF	1%	1%	1%	1%	1%	-	-	-	3% QR	1%	1%	1%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q30      How much attention do you generally pay to news and issues about Aboriginal people?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
A great deal of attention	12%	12%	9%	18% CE	8%	20%	11%
Some attention	56%	56%	52%	61% C	55%	52%	56%
Only a little attention	24%	25%	26%	20%	26%	19%	25%
None at all	6%	4% D	11% BD	1%	11% BD	6%	6%
TOP TWO BOX	68%	69% C	62%	79% BCE	63%	72%	68%
BOTTOM TWO BOX	30%	29% D	36% bD	21%	37% D	24%	31%
DK/NA	2%	2% DE	2% De	%%	%%	4%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31a Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Attended an Aboriginal spiritual or cultural ceremony, such as a pow-wow, a potlatch, a smudging ceremony

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	7%	14% HJK	9% J	8% J	13% hjk	14% HJK	11% J	6%	21% DgHJK C	2%	5%	6%	8%	3%	5%	8% n	5%	11% No	8%	7%	7%	6%	8%
Over 12 months ago	22%	26% JK	31% HJK	28% JK	38% bHJK	30% hJK	41% DfHJK BC	20% J	43% DfHJK BC	11%	15%	20%	23%	11%	22% n	20%	28% N	27% Np	15%	22%	25%	19%	26% s
Never	70%	56% I	57% I	64% EfGI	49%	52% I	49% i	72% CEFGI B	36% FGHIK BCDE	87% BCDE	80% DEFGI BC	72%	69%	78% R	74% R	72% R	66%	62%	73%	71%	68%	75%	65%
DK/NA	1%	3% DI	2% i	*%	-	4% DhI	-	2%	*%	-	-	2%	1%	8% PQR	-	*%	1%	1%	3% TUVW	*%	*%	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31a Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Attended an Aboriginal spiritual or cultural ceremony, such as a pow-wow, a potlatch, a smudging ceremony

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	7%	6%	8%	9%	9% g	6%	4%	8%	6%	4%	5%	6%	14% nO	7%	5%	18% QR	8% R	3%	12% TU	6% U	1%
Over 12 months ago	22%	24%	20%	20%	23%	21%	22%	24%	18%	4%	22% J	19%	34% nO	24% O	14%	34% QR	25% R	15%	33% TU	17% u	10%
Never	70%	69%	70%	71%	68%	71%	71%	68%	75% h	90% K	72%	75%	52%	69% M	81% MN	47%	65% P	82% PQ	55%	76% S	87% ST
DK/NA	1%	1%	1%	1%	*%	1% E	3% DEF	1%	1%	2%	*%	*%	*%	1%	*%	1%	2% PR	*%	1%	1%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31a Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Attended an Aboriginal spiritual or cultural ceremony, such as a pow-wow, a potlatch, a smudging ceremony

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	7%	8%	6%	10%	5%	19% G	6%
Over 12 months ago	22%	23% e	19%	31% bCE	13%	43% G	20%
Never	70%	68% D	75% bD	58%	82% BD	37%	72% F
DK/NA	1%	2%	1%	1%	-	*%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q31b Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
Experienced a performance of Aboriginal dance, music or singing

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	25%	32% J	35% HJk	34% HJ	38% HJk	33% hJ	37% HJK	24% J	32% J	13%	27% J	28%	24%	19%	22%	24%	26%	32% NOp	21%	20%	33% sT	28%	28%
Over 12 months ago	38%	37% j	42% J	47% bJ	42% J	53% egHJK Bc	42% J	41% J	53% BchJK	27%	41% J	36%	39%	22%	38% N	38% N	39% n	43% N	27%	36%	41% S	35%	48% STV
Never	36%	30% DeFGI	23% Fi	18%	20%	14%	20%	33% DEFGI C	14%	60% FGHIK BCDE	32% DEFGI C	34%	37%	54% OPQR	39% R	36% R	35% r	25%	48% UVW	44% UW	26%	37% uW	25%
DK/NA	1%	2% ck	*%	1%	-	1%	1%	2% CjK	*%	*%	*%	3% M	1%	5% PQR	-	1%	*%	*%	3% w	1%	-	-	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31b Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Experienced a performance of Aboriginal dance, music or singing

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	25%	25%	25%	24%	27%	22%	25%	25%	26%	16%	28% j	26%	35% O	27% O	19%	36% qR	28% R	19%	33% TU	23% u	15%
Over 12 months ago	38%	38%	38%	32%	39%	41%	36%	41% I	29%	17%	33% J	33%	35%	41% O	33%	44% R	43% R	32%	46% TU	37% U	23%
Never	36%	36%	36%	44% E	32%	37%	36%	33%	44% H	67% K	39%	40%	30%	31%	47% MN	19%	28% P	49% PQ	21%	39% S	59% ST
DK/NA	1%	1%	1%	-	1%	*%	4% EF	1%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	3% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31b Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Experienced a performance of Aboriginal dance, music or singing

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	25%	26%	20%	30%	26%	35%	24%
				C		g	
Over 12 months ago	38%	37%	35%	52%	28%	43%	37%
				BCE			
Never	36%	35%	45%	17%	46%	21%	37%
		D	BD		BD		F
DK/NA	1%	2%	*%	*%	-	*%	1%
		CD					



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31c Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Seen a museum exhibit about the lives and traditions of Aboriginal people

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	23%	27% J	32% GJ	24% J	45% GHIJK BCDF	27% J	21%	25% J	24%	15%	29% J	21%	24%	9%	20% N	21% N	23% N	35% NOPq	15%	21%	36% STV	18%	28% S
Over 12 months ago	50%	51% E	50% E	57% EJ	35%	51% E	51% E	52% E	46%	48% E	50% E	51%	50%	35%	51% N	55% N	56% N	51% N	42%	52%	51%	52%	59% S
Never	26%	20%	16%	18%	20%	19%	28% CDefk	24% c	29% Cd	38% EFGHK BCD	19%	28%	25%	54% OPQR	30% qR	23% R	18%	14%	41% TUVW	28% UW	13%	29% UW	13%
DK/NA	1%	2% e	1%	1%	*%	2% E	1%	-	1%	-	2%	-	1%	2%	*%	*%	2%	*%	2% w	*%	*%	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31c Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Seen a museum exhibit about the lives and traditions of Aboriginal people

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	23%	24%	23%	23%	25%	24%	20%	24%	24%	25%	22%	23%	29% O	28% O	13%	31% R	26% R	19%	35% TU	19% U	9%
Over 12 months ago	50%	51%	50%	48%	57% G	53% G	42%	53% i	45%	17%	53% J	49%	49%	54% O	45%	51%	50%	50%	49%	54%	46%
Never	26%	24%	27%	29% Ef	17%	22%	39% DEF	23%	31% H	56% K	24%	27%	21%	17%	41% MN	17%	22% p	31% PQ	15%	26% S	44% ST
DK/NA	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31c Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Seen a museum exhibit about the lives and traditions of Aboriginal people

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	23%	26% c	19%	24%	20%	30%	23%
Over 12 months ago	50%	51% e	48%	60% bCE	40%	41%	51%
Never	26%	22% D	31% BD	16%	39% BD	28%	25%
DK/NA	1%	*%	2% b	-	-	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31d Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Read a fiction or non-fiction book about Aboriginal people

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	16%	17%	25% HJk	21% Hj	24% HJ	26% bHJK	20% h	11%	29% bHJK	13%	16%	14%	16%	9%	13%	13%	17%	22% NOP	13%	17%	20%	15%	12%
Over 12 months ago	38%	35%	43% fIJ	41% IJ	41% IJ	32%	49% BFIJ	44% FIJ	26%	28%	43% FIJ	38%	38%	19%	36% N	35% N	47% N	51% NOP	30%	35%	46% St	34%	51% STV
Never	45%	44% CG	32%	37%	35%	39%	31%	44% CG	42%	58% FGHIK BCDE	40% g	47%	44%	68% OPQR	51% QR	50% QR	35%	27%	55% UW	48% UW	35%	51% UW	35%
DK/NA	1%	4% CdGhK	*%	1%	-	4% CDGHK	1%	1%	4% k	-	*%	1%	1%	4% r	-	2% R	1%	*%	3% TUV	*%	*%	*%	3% TUV

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31d Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Read a fiction or non-fiction book about Aboriginal people

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	16%	14%	17%	15%	15%	16%	15%	15%	16%	9%	19%	16%	23% O	17% O	9%	24% qR	17% r	11%	22% TU	13%	9%
Over 12 months ago	38%	41%	36%	41% G	39% g	43% G	30%	39%	38%	27%	41% j	37%	47% O	43% O	27%	39%	43% R	35%	44% tU	37% u	28%
Never	45%	45%	45%	44%	44%	41%	52% eF	44%	46%	64% K	40%	46%	29%	40% M	62% MN	35%	37%	54% PQ	33%	48% S	62% ST
DK/NA	1%	1%	2% B	1%	1%	1%	3% dF	1% i	1%	1%	1%	1%	1%	1%	2% N	2% r	2% R	1%	2% su	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31d Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Read a fiction or non-fiction book about Aboriginal people

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	16%	20% CE	9%	19% CE	9%	20%	15%
Over 12 months ago	38%	39% C	30%	51% BCE	34%	38%	38%
Never	45%	41% D	59% BD	30%	54% BD	38%	46%
DK/NA	1%	1%	2%	*%	3% BD	4% G	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31e Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Visited a First Nations reserve

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	18%	26% HJ	26% HJ	20%	28% HJ	31% DGHJ	20%	13%	46% FGHJK BCDE	14%	24% HJ	16%	19%	7%	16% n	21% N	24% N	21% N	13%	20%	19%	20%	22% s
Over 12 months ago	37%	38% i	35%	45% CHIK	38% i	37% i	38% I	33%	25%	39% I	31%	35%	37%	34%	39% q	40% Q	24%	35%	35%	37%	31%	36%	46% SU
Never	44%	35%	37%	34%	33%	32%	41% fI	52% DEFGI BC	29%	46% cDEFI B	44% bdeFI	47%	43%	56% oPr	42%	39%	52% p	44%	50% W	43% W	49% W	44% W	32%
DK/NA	1%	2% k	2% K	1%	1%	1%	1%	1%	***	-	***	2% m	1%	3%	2% r	***	1%	***	2%	***	2% w	-	***

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31e Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Visited a First Nations reserve

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	18%	22%	15%	22%	18%	20%	11%	20%	15%	12%	15%	16%	26%	20%	13%	36%	20%	10%	27%	14%	11%
		C		G	g	G							O	O		QR	R		TU		
Over 12 months ago	37%	37%	36%	20%	41%	41%	42%	43%	20%	8%	24%	28%	40%	40%	30%	39%	39%	34%	41%	36%	31%
				D	D	D	D	I			J		o	O					U		
Never	44%	40%	47%	58%	41%	38%	44%	37%	62%	78%	58%	54%	34%	39%	57%	23%	40%	55%	32%	50%	58%
			B	EFG					H	K					MN		P	PQ	S	S	
DK/NA	1%	1%	1%	1%	1%	1%	3%	1%	2%	2%	3%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		a	b				DEF		H					O		r					



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31e Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Visited a First Nations reserve

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	18%	20%	15%	23%	16%	42%	17%
				c		G	
Over 12 months ago	37%	35%	37%	46%	31%	26%	37%
				BCE			f
Never	44%	45%	47%	31%	52%	28%	45%
		D	D		D		F
DK/NA	1%	1%	1%	1%	1%	4%	1%
						G	

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q31f Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Watched a movie or a television show about Aboriginal people

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Past 12 months	54%	52%	53%	61% hj	53%	63% bCHj	65% CeHJk B	51%	61%	52%	55%	51%	55%	37%	55% N	54% N	50%	61% Np	50%	53%	60%	66% STw	54%
Over 12 months ago	29%	28%	33% fG	32% fG	35% FGi	23%	21%	30% g	24%	28%	35% FGi	29%	29%	28%	22%	33% O	36% o	31% O	26%	29%	32%	22%	36% SV
Never	15%	18% cDeFK	11% D	5%	10%	10% D	12% D	15% Dk	10%	19% EFGiK CD	9%	17%	14%	27% PQR	21% PQR	12% r	12%	8%	22% UVW	18% UW	7%	12%	10%
DK/NA	2%	2% j	3% Jk	2%	2%	4% JK	2%	3% Jk	5% Jk	***	1%	4% M	1%	8% OPqR	2%	1%	2%	***	2%	***	1%	***	***

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31f Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Watched a movie or a television show about Aboriginal people

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Past 12 months	54%	61%	47%	57%	54%	56%	48%	55%	51%	52%	52%	52%	69%	60%	38%	65%	57%	47%	60%	53%	43%
		C											nO	O		qR	R		TU	u	
Over 12 months ago	29%	25%	33%	27%	34%	30%	24%	30%	27%	19%	30%	29%	23%	27%	36%	23%	30%	31%	30%	32%	24%
			B		G						j				MN		p	P	u		
Never	15%	11%	18%	16%	11%	13%	22%	13%	20%	28%	17%	17%	6%	12%	23%	10%	11%	20%	8%	14%	28%
			B				dEF		H	k				M	MN			PQ	S		ST
DK/NA	2%	2%	2%	*%	1%	1%	6%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	1%	1%	5%
							DEF							N							ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31f Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.  
 Watched a movie or a television show about Aboriginal people

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Past 12 months	54%	59%	46%	55%	48%	62%	53%
		Ce		C			
Over 12 months ago	29%	25%	31%	40%	28%	28%	29%
				BCe			
Never	15%	12%	21%	5%	24%	7%	15%
		D	BD		BD		F
DK/NA	2%	4%	2%	%%	%%	3%	2%
		DE					

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q31\_s Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
=====	=====											=====		=====					=====				
TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)		(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Any past 12 months	71%	75% J	79% HJ	79% HJ	81% HJ	78% hJ	81% HJ	69%	83% HJ	62%	79% hJ	69%	72%	53%	68% N	70% N	75% N	81% NOP	63%	69%	81% STW	78% St	72% s
Any ever	94%	95%	95% j	99% CGHIJB	98% HJ	100% CGHIJB	95% j	93%	94%	91%	99% CGHIJB	91%	95% L	83%	91% n	97% NO	93% N	98% NOQ	88%	92%	99% STV	94% S	98% STV
None ever/DK/NA	6%	5% DFK	5% DFK	1%	2%	*%	5% DFK	7% DEFK	6% DFK	9% DEFgK C	1%	9% M	5%	17% oPQR	9% PR	3%	7% R	2%	12% UVW	8% UW	1%	6% UW	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31\_s Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
=====	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
-----	-----	-----		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Any past 12 months	71%	76% C	67%	71%	74% G	70%	65%	72%	68%	64%	70%	68%	83% O	77% O	55%	83% R	79% R	62%	81% TU	68% U	57%
Any ever	94%	95% C	92%	92% G	98% DfG	96% dG	87%	95% I	91%	79%	94% J	92%	99% NO	96% O	89%	98% QR	95% R	92%	98% TU	94% U	87%
None ever/DK/NA	6%	5% B	8%	8% Ef	2%	4% e	13% DEF	5%	9% H	21% K	6%	8%	1%	4% M	11% MN	2%	5% P	8% PQ	2%	6% S	13% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q31\_s Please tell me if you have done each of the following activities in the past 12 months, over 12 months ago, or never.

		UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Any past 12 months	71%	77% CE	62%	73% C	66%	87% G	70%
Any ever	94%	95% CE	90%	99% BCE	89%	95%	94%
None ever/DK/NA	6%	5% D	10% BD	1%	11% BD	5%	6%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q32 Do you personally have contact with Aboriginal people often, occasionally, rarely or never?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S.	H.S.	Some	Univ.		<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Often	20%	28% HJK	24% HJ	39% BCHJK	48% BCHJK	48% BCHJK	45% BCHJK	10%	51% CdHJK B	10%	18% HJ	13%	22% L	19%	18%	21%	24%	18%	19%	22%	17%	21%	19%
Occasionally	32%	32%	44% EghIJ B	38% J	31%	39% J	33% j	34% j	28%	24%	41% ij	33%	32%	29%	32%	34%	34%	32%	25%	32%	42% Sw	37% s	31%
Rarely	25%	25% DeFG	25% DEFG	15% F	15% F	7%	11%	28% DEFGi	19% F	30% DEFGI	28% DEFGi	26%	25%	17%	23%	25% n	23%	32% NOp	19%	24%	29% s	22%	35% STV
Never	22%	15% CdEFI	8% I	8% I	4%	6%	11% EfI	27% EFGIK BCD	2%	35% FGHIK BCDE	13% EFI	27% m	20%	31% PQR	27% PQR	19%	18%	18%	37% TUVW	22% UW	12%	20% u	15%
TOP TWO BOX	52%	60% HJ	67% HJ	76% BCHJK	79% BCHJK	87% DgHJK BC	78% BCHJK	44% j	79% BCHJK	35%	59% HJ	46%	54% L	49%	50%	55%	59%	50%	43%	54% s	59% S	58% S	50%
BOTTOM TWO BOX	48%	40% DEFGI	33% deFGI	23% F	20%	13%	22% F	55% EFGIK BCD	20%	65% FGHIK BCDE	41% DEFGI	52%	46%	48%	50%	45%	41%	50%	56% tUV	46%	41%	42%	50%
DK/NA	1%	*%	-	1%	1%	*%	-	1%	*%	*%	-	2% m	*%	3% PR	-	*%	-	1%	1%	*%	*%	-	*%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q32 Do you personally have contact with Aboriginal people often, occasionally, rarely or never?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
often	19%	20%		21% g	23% G	20% G	11%	23% I	10%	5%	11%	16%	24% o	21% O	13%	100%	-	-	31% TU	16% U	5%
occasionally	34%	30%		30%	31%	38% g	30%	34% i	27%	22%	29%	28%	42% O	33%	28%	-	100%	-	39% U	35% U	17%
Rarely	29% C	22%		31%	25%	24%	23%	24%	30%	31%	29%	28%	16%	26% M	30% M	-	-	53%	24%	27%	26%
Never	18%	26% B		18%	22%	18%	33% DEF	19%	33% H	42%	30%	28%	18%	20%	29% MN	-	-	47%	6%	22% S	51% ST
TOP TWO BOX	53%	51%		51% g	53% G	58% G	41%	57% I	37%	27%	40%	44%	66% NO	55% O	41%	100%	100%	-	69% TU	51% U	22%
BOTTOM TWO BOX	47%	48%		49%	47%	41%	56% EF	43%	62% H	73% k	59%	55%	34%	45% M	59% MN	-	-	100%	30%	49% S	76% ST
DK/NA	1%	1%		-	-	1%	2% F	1%	1%	-	1%	1%	1%	1%	1%	-	-	-	1%	1%	2% St

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q32 Do you personally have contact with Aboriginal people often, occasionally, rarely or never?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Often	20%	19%	22% e	25% E	12%	67% G	16%
Occasionally	32%	33% c	26%	36% C	36% c	27%	33%
Rarely	25%	26%	24%	26%	27%	5%	27% F
Never	22%	21% D	28% BD	13%	26% D	1%	24% F
TOP TWO BOX	52%	52%	48%	61% BCE	48%	94% G	49%
BOTTOM TWO BOX	48%	47% D	52% D	39%	52% D	6%	50% F
DK/NA	1%	1%	*%	-	-	*%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q33 Are you aware of an Aboriginal community in your city? By community, I mean either a physical area or neighbourhood, or a social community.

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	42%	62% HJ	54% HJ	59% HJ	77% DGHJK BC	73% CDHJK B	66% CHJK	31% j	90% FGHJK BCDE	22%	56% HJ	45%	40%	33%	36%	38%	63% NOPR	50% NOP	34%	37%	45% s	45%	47% St
No	57%	35% EFI	46% bEFGI	40% EFI	21% I	24% I	33% EfI	69% EFGIK BCD	9% EFGIK BCD	75% EFGIK BCD	43% EFgI	52%	59%	67% QR	62% QR	60% QR	35%	49% Q	63% w	60%	54%	53%	53%
DK/NA	1%	3% k	1%	1%	2%	3% CdGHK	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	3%	3% u	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q33 Are you aware of an Aboriginal community in your city? By community, I mean either a physical area or neighbourhood, or a social community.

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	42%	43%	41%	38%	42% g	49% DG	32%	45% I	34%	23%	35%	37%	51% O	46% O	31%	66% QR	50% R	27%	100%	-	-
No	57%	57%	57%	61% F	57%	50%	65% eF	54%	65% H	76%	63%	62%	47%	53%	68% MN	33%	49% P	72% PQ	-	97%	98%
DK/NA	1%	1%	2% b	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	-	3%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q33 Are you aware of an Aboriginal community in your city? By community, I mean either a physical area or neighbourhood, or a social community.

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	42%	40% e	40% e	61% BCE	29%	76% G	39%
No	57%	58% D	59% D	39%	71% BCD	24%	59% F
DK/NA	1%	2% D	2% d	%%	%%	%%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q34 To the best of your knowledge, are there any Aboriginal people living in your city?

SUBSAMPLE: Those who are unaware of an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1458	139	85	73	10	12	42	587	3	477	30	403	1055	217	365	449	51	364	263	389	196	153	236
UNWEIGHTED TOTAL	940	78	109	106	41	47	72	172	25	186	104	137	803	83	143	290	49	362	159	223	134	102	167
Yes	60%	72% J	95% BdHJK	86% BHJK	96% BdHJK	86% bHJ	94% BHJK	60% J	91% BHJK	40%	75% HJ	66%	58%	49%	60%	58%	56%	70% NoP	48%	61% s	74% Stv	58%	68% s
No	32%	20% CG	5%	12% G	-	14% G	1%	30% DFGIK C	9%	51% FGHIK BCD	19% CG	25%	35% L	43% oR	29%	32%	44%	28%	46% TUW	28%	23%	36%	30%
DK/NA	8%	8%	-	2%	4%	-	5%	10% D	-	8% D	6%	9%	7%	7%	11% QR	10% QR	*%	3%	6%	11% UW	3%	6% w	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q34 To the best of your knowledge, are there any Aboriginal people living in your city?

SUBSAMPLE: Those who are unaware of an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1458	680	778	301	433	326	372	992	436	114	314	703	145	756	529	167	403	873	-	876	581
UNWEIGHTED TOTAL	940	445	495	138	211	236	329	677	244	60	179	423	103	515	307	156	308	470	-	697	243
Yes	60%	61%	59%	68% G	61% g	61% g	50%	63% i	54%	45%	57%	59%	59%	62%	58%	83% R	76% R	49%	-	100%	-
No	32%	31%	33%	27%	31%	33%	39% D	31%	36%	48% k	32%	33%	35%	29%	37%	15%	22%	40% PQ	-	-	81%
DK/NA	8%	7%	8%	5%	8%	6%	11% DF	6%	10%	6%	11%	8%	6%	9%	5%	1%	2%	10% PQ	-	-	19%

**URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS**  
**APRIL/MAY 2009**

Q34 To the best of your knowledge, are there any Aboriginal people living in your city?

SUBSAMPLE: Those who are unaware of an Aboriginal community in their city

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1458	680	367	163	248	38	1420
UNWEIGHTED TOTAL	940	399	279	153	109	45	895
Yes	60%	60%	55%	81%	54%	100%	59%
				BCE		G	
No	32%	29%	37%	18%	43%	-	33%
		D	bD		BD		
DK/NA	8%	11%	8%	1%	4%	-	8%
		DE	D				



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

N33\_34 Are you aware of an Aboriginal community in your city/Are there any Aboriginal people living in your city? NET Q33/Q34

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	77%	90% HJ	98% BHJK	94% bHJk	99% DFHJK B	96% BHJK	98% BdHJK	73% J	99% DFHJK B	54%	89% HJ	81% M	75%	66%	74%	74%	84% NOP	85% NOP	66%	75% S	86% STV	77% S	83% STV
Neither	23%	10% dEFGI C	2%	6% EgI	1%	4% EI	2%	27% EFGIK BCD	1%	46% FGHIK BCDE	11% dEFGI C	19%	25% L	34% QR	26% QR	26% QR	16%	15%	34% TUVW	25% UW	14%	23% Uw	17%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

N33\_34 Are you aware of an Aboriginal community in your city/Are there any Aboriginal people living in your city? NET Q33/Q34

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	78%	76%		80% G	78% G	80% G	66%	80% I	70%	58%	72% J	74%	80% O	79% O	71%	94% QR	88% R	63%	100%	100%	-
Neither	22%	24%		20%	22%	20%	34% DEF	20%	30% H	42% K	28%	26%	20%	21%	29% MN	6%	12% P	37% PQ	-	-	100%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

N33\_34 Are you aware of an Aboriginal community in your city/Are there any Aboriginal people living in your city? NET Q33/Q34

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	77%	76% E	73%	92% BCE	67%	100% G	75%
Neither	23%	24% D	27% D	8%	33% BD	-	25%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q35 Do you think that this Aboriginal community/the presence of Aboriginal people is positive, neutral or negative for your city?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1920	329	180	168	45	41	120	615	31	329	61	602	1318	212	421	537	115	611	262	469	307	216	373
UNWEIGHTED TOTAL	2258	233	245	239	249	246	245	186	249	143	223	260	1998	115	270	668	192	988	279	524	351	263	483
Positive	44%	41% EG	36%	32%	27%	37%	29%	57% FGIJK BCDE	44% EG	44% dEG	39% eg	57% M	39%	46%	38%	48% o	40%	46%	54% V	48% V	46%	34%	43%
Neutral	45%	49% Eh	50% EfHi	49% Eh	33%	40%	45% e	38%	38%	49% Eh	49% Eh	37%	48% L	39%	49%	43%	46%	45%	35%	44%	45%	51% S	45%
Negative	9%	8%	12% H	15% BHJK	34% gHIJK BCDF	19% BCHJK	24% CdHJK B	3%	16% bHjK	7%	7%	4%	12% L	13%	12%	7%	11%	8%	9%	7%	7%	12%	11%
DK/NA	2%	3%	2%	4% J	5% J	4% j	3%	1%	2%	*%	4% hJ	2%	2%	2%	1%	2%	3%	2%	3%	1%	1%	3%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q35 Do you think that this Aboriginal community/the presence of Aboriginal people is positive, neutral or negative for your city?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	often	occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1920	925	995	387	580	517	364	1437	459	86	352	827	237	1112	541	460	709	745	1043	876	-
UNWEIGHTED TOTAL	2258	1139	1119	294	501	737	655	1854	378	68	295	868	365	1293	574	780	837	631	1561	697	-
Positive	44%	41%	47% b	35%	49% Df	41%	53% DF	42%	51% h	42%	54%	50%	61% NO	46% O	33%	47%	45%	41%	49% T	38%	-
Neutral	45%	48% C	41%	57% EFG	42%	46% G	35%	46%	40%	53% k	37%	41%	24%	44% M	54% MN	38%	47% P	47% P	36% S	55% S	-
Negative	9%	9%	9%	7%	8%	10%	10%	10% i	6%	1%	6%	7%	13%	8%	11%	13% Q	6%	10%	13% T	5%	-
DK/NA	2%	1%	3%	1%	1%	3%	2%	1%	4%	4%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q35 Do you think that this Aboriginal community/the presence of Aboriginal people is positive, neutral or negative for your city?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1920	863	442	383	232	156	1763
UNWEIGHTED TOTAL	2258	916	622	556	164	261	1997
Positive	44%	52%	20%	56%	42%	44%	44%
		C		Ce	C		
Neutral	45%	39%	58%	35%	54%	44%	45%
			BD		BD		
Negative	9%	7%	18%	7%	4%	11%	9%
			BDE				
DK/NA	2%	1%	3%	3%	1%	1%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	849	135	64	54	12	15	35	353	14	144	24	341	508	98	159	257	46	283	141	224	141	73	162
UNWEIGHTED TOTAL	911	107	99	81	82	102	83	98	102	65	92	138	773	51	89	268	69	427	122	225	138	109	184
Displaying/teaching culture/heritage/artwork/traditions/awareness	36%	35%	34% j	41% j	29%	29%	40% j	42% ij	23%	21%	32%	46% M	29%	26%	20%	38% o	36%	46% no	31%	32%	47%	29%	41%
Cultural diversity/different perspective/creates cultural mosaic	30%	24%	30%	32%	25%	25%	32%	30%	20%	35%	25%	33%	28%	9%	16%	29% N	36% NO	45% NOP	13%	27% s	30% s	47% St	34% S
Employees/employers of local businesses	13%	11%	27% BdHJ	14%	29% BHJ	33% DHijk B	26% BhJ	12%	14%	6%	20% j	8%	17% L	24%	20%	10%	18%	9%	19%	19%	12%	5%	11%
Contribute to society/citizens/same as anyone else	13%	8%	9%	13%	22% Bc	11%	13%	16%	16%	15%	16%	15%	12%	12%	12%	13%	20%	14%	16%	16%	8%	17%	13%
Friendly/good neighbors/socializing/integrating	7%	8%	4%	5%	3%	8%	7%	5%	9%	15% ce	7%	7%	7%	2%	8%	9%	6%	7%	4%	10%	7%	8%	7%
Participate in/run Aboriginal outreach/community programs/act as role models	7%	12%	8%	5%	9%	7%	17% D	6%	23% CDeFH	-	15% d	5%	9%	4%	11%	4%	12%	8%	7%	2%	15% t	7%	6%
Stimulating economy/commerce/pay taxes	6%	6%	7%	7%	8%	11%	7%	4%	14%	6%	8%	3%	8%	8%	7%	3%	5%	7%	3%	8%	2%	3%	9%
Environmental knowledge/activism/protecting local natural habitat	4%	8% dkg	10% EGijk D	*%	3%	-	*%	4%	1%	3%	1%	6%	3%	-	1%	4%	12% O	7% O	1%	6%	5%	10% sw	2%
Obtaining education/attending school	2%	1%	3%	1%	5%	2%	4%	1%	10% Bdfh	-	4%	*%	2%	1%	4%	1%	2%	1%	1%	*%	2%	*%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	849	135	64	54	12	15	35	353	14	144	24	341	508	98	159	257	46	283	141	224	141	73	162
UNWEIGHTED TOTAL	911	107	99	81	82	102	83	98	102	65	92	138	773	51	89	268	69	427	122	225	138	109	184
Political involvement/ activism	1%	2%	2%	-	3%	-	2%	1%	1%	-	-	1%	1%	-	1%	1%	-	2%	-	1%	1%	1%	1%
Other	4%	6%	4%	4%	3%	4%	9%	2%	4%	5%	5%	4%	4%	8%	4%	2%	4%	4%	7%	3%	2%	5%	2%
None/nothing	1%	1%	1%	1%	-	1%	-	-	-	3%	1%	-	1%	4%	-	1%	-	1%	-	2%	-	-	1%
DK/NA	18%	20% k	14%	19%	11%	21% k	12%	19%	21%	19%	10%	12%	23% L	30% QR	30% QR	19% QR	5%	8%	17%	28% VW	20%	10%	12%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	849	377	471	136	285	211	193	610	233	36	192	411	145	510	180	214	322	308	512	337	-
UNWEIGHTED TOTAL	911	429	482	92	194	320	281	739	165	25	136	363	201	529	168	346	359	199	681	230	-
Displaying/teaching culture/heritage/artwork/traditions/awareness	36%	39%	33%	33%	43% g	36%	28%	34%	41%	28%	45%	35%	47% O	37%	25%	36%	41%	31%	47% T	18%	-
Cultural diversity/different perspective/creates cultural mosaic	30%	28%	31%	36% g	32% g	34% G	17%	31%	28%	31%	28%	29%	33%	33% o	20%	29%	28%	32%	32%	26%	-
Employees/employers of local businesses	13%	15%	13%	8%	14%	10%	20%	15%	9%	1%	11%	15%	7%	14%	15%	19%	14%	10%	9%	20% s	-
Contribute to society/citizens/same as anyone else	13%	14%	13%	14%	16%	10%	13%	12%	16%	31%	13%	15%	8%	15%	13%	12%	15%	12%	10%	18%	-
Friendly/good neighbors/socializing/integrating	7%	6%	8%	3%	5%	10% d	9%	8%	6%	-	7%	5%	12%	7%	4%	11%	5%	6%	7%	8%	-
Participate in/run Aboriginal outreach/community programs/act as role models	7%	8%	6%	10%	7%	6%	4%	8%	6%	11%	5%	8%	6%	9%	3%	13% q	4%	6%	10% T	3%	-
Stimulating economy/commerce/pay taxes	6%	7%	5%	6%	4%	4%	9%	5%	7%	-	9%	6%	1%	8%	2%	6%	3%	8%	5%	7%	-
Environmental knowledge/activism/protecting local natural habitat	4%	3%	5%	3%	7%	4%	3%	5%	3%	8%	3%	3%	13% NO	3%	1%	3%	8% pR	2%	6% T	1%	-
Obtaining education/attending school	2%	2%	1%	*%	*%	1%	4%	1%	3%	-	3%	2%	1%	2%	*%	2%	1%	2%	1%	2%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	849	377	471	136	285	211	193	610	233	36	192	411	145	510	180	214	322	308	512	337	-
UNWEIGHTED TOTAL	911	429	482	92	194	320	281	739	165	25	136	363	201	529	168	346	359	199	681	230	-
Political involvement/ activism	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	-	*%	1%	1%	*%	1%	1%	1%	1%	*%	-
Other	4%	3%	4%	*%	3%	4%	8% d	4%	3%	3%	3%	4%	5%	4%	3%	4%	3%	4%	4%	3%	-
None/nothing	1%	2%	*%	*%	1%	-	2%	1%	1%	-	*%	*%	-	*%	2%	1%	*%	1%	*%	1%	-
DK/NA	18%	15%	21%	24%	13%	22% e	19%	18%	20%	8%	22%	20%	15%	15%	30% MN	12%	19%	22% p	13%	27% S	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	849	450	88	215	96	69	780
UNWEIGHTED TOTAL	911	434	133	278	66	113	798
Displaying/teaching culture/heritage/artwork/ traditions/awareness	36%	39% Ce	21%	42% Ce	21%	48%	35%
Cultural diversity/ different perspective/ creates cultural mosaic	30%	30% C	13%	33% C	36% C	28%	30%
Employees/employers of local businesses	13%	13%	14%	18%	4%	7%	14%
Contribute to society/ citizens/same as anyone else	13%	12%	15%	13%	18%	11%	14%
Friendly/good neighbors/ socializing/integrating	7%	6%	9%	11%	2%	9%	7%
Participate in/run Aboriginal outreach/ community programs/act as role models	7%	9%	7%	5%	2%	16%	6%
Stimulating economy/ commerce/pay taxes	6%	5%	11%	8%	1%	1%	6%
Environmental knowledge/ activism/protecting local natural habitat	4%	3%	*%	9% bCE	1%	17% G	3%
Obtaining education/ attending school	2%	1%	1%	3%	*%	3%	1%

**URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS**  
**APRIL/MAY 2009**

(Continued)

Q36 In what ways do you think Aboriginal people contribute to your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is positive for their city

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	849	450	88	215	96	69	780
UNWEIGHTED TOTAL	911	434	133	278	66	113	798
Political involvement/ activism	1%	*%	*%	2%	-	*%	1%
Other	4%	3%	11% Bde	3%	3%	8%	3%
None/nothing	1%	*%	7% B	-	-	-	1%
DK/NA	18%	19% d	25% D	12%	22%	20%	18%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	179	25	22	26	15	8	28	21	5	24	4	26	153	28	50	39	13	46	23	34	22	26	40
UNWEIGHTED TOTAL	313	18	26	37	70	48	51	9	32	9	13	17	296	18	47	93	27	124	34	64	50	37	66
Increased in crime/ violence/gangs	29%	5%	24%	58% BCHJK	49% BCHJK	49% BCHJK	38% BHjk	4%	80% CGHJK B	14%	8%	3%	33% L	13%	41% n	31%	35%	21%	29%	21%	34%	8%	41% v
Poverty/homelessness/ housing issue	17%	4%	18%	36% bk	17%	16%	28%	18%	10%	-	7%	19%	17%	11%	9%	19%	7%	32% O	1%	22%	27% s	17%	26% s
Alcohol/drug abuse	16%	18%	12%	30% fhk	15%	10%	13%	4%	23%	21%	4%	3%	18%	26% q	10%	10%	1%	23% Q	5%	27% v	12%	6%	23% v
Isolation/inability to integrate/social issues	6%	11%	6%	10%	8% g	2%	1%	4%	2%	-	23% FG	3%	6%	4%	9%	7%	-	5%	1%	4%	1%	2%	11%
Strain on social programs/welfare	5%	9%	5%	5%	3%	3%	5%	5%	20%	-	4%	12%	4%	-	5%	4%	2%	7%	*%	6%	6%	3%	4%
Unemployment rates increase	5%	5%	-	2%	13%	3%	15%	-	5%	-	-	5%	5%	9%	4%	1%	4%	7%	-	2%	11%	3%	4%
Land issue	4%	14%	9%	-	7%	-	-	-	20% E	-	5%	7%	4%	-	-	7%	8%	7%	7%	-	4%	1%	2%
Education	3%	-	-	8%	8%	12%	5%	-	2%	-	-	-	4%	2%	4%	4%	4%	2%	1%	4%	-	1%	7%
Healthcare resources	3%	5%	9%	6%	1%	5%	*%	-	-	-	-	5%	3%	-	1%	4%	2%	7%	-	1%	6%	6%	2%
Financial cost/economics	3%	5%	-	7%	1%	2%	4%	-	6%	-	-	5%	2%	5%	-	6%	-	3%	-	4%	1%	4%	2%
Keeping the city clean	2%	-	3%	-	*%	5%	11% E	-	*%	-	-	-	3%	5%	5%	2%	1%	-	4%	4%	2%	5%	1%
Communication/share/ learn more about their culture	2%	-	5%	-	1%	-	-	13%	*%	-	-	-	3%	-	*%	3%	-	6%	-	1%	*%	-	7% t

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	179	25	22	26	15	8	28	21	5	24	4	26	153	28	50	39	13	46	23	34	22	26	40
UNWEIGHTED TOTAL	313	18	26	37	70	48	51	9	32	9	13	17	296	18	47	93	27	124	34	64	50	37	66
Negative reputation towards the city	2%	6%	-	-	2%	1%	4%	-	1%	-	-	-	2%	-	-	1%	9%	3%	-	3%	-	1%	4%
Racism/discrimination	2%	-	8%	3%	1%	-	-	-	4%	-	-	-	2%	-	3%	1%	-	2%	1%	5%	4%	-	1%
City is being divided/no unity	1%	-	-	-	7%	4%	-	-	1%	-	8%	-	1%	-	1%	1%	2%	2%	1%	2%	-	-	-
Child care	1%	-	-	-	1%	-	2%	-	-	-	-	-	1%	-	-	2%	-	1%	-	-	1%	2%	1%
Youth issues	1%	-	-	-	1%	3%	1%	-	-	-	-	-	1%	-	-	1%	-	1%	1%	1%	1%	-	-
Other	14%	-	7%	12%	1%	21% EG	4%	35% Egi	4%	42% CEGi	-	45% M	9%	-	22% R	26% R	13%	6%	18%	12%	20%	22%	12%
None/nothing	2%	-	-	4%	-	-	-	-	-	14%	-	-	3%	-	7%	-	8%	-	-	10%	-	4%	-
DK/NA	20%	45% DEFIC	17% i	5%	10%	4%	28% DeFI	30%	1%	9%	44% DeFIj	17%	21%	53% OPR	13%	7%	30% P	16%	43% T	7%	16%	35% Tw	14%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	179	87	92	28	44	54	38	149	26	1	21	60	30	89	58	62	44	72	133	45	-
UNWEIGHTED TOTAL	313	161	152	39	63	99	97	277	31	2	26	101	49	171	90	119	98	95	246	67	-
Increased in crime/violence/gangs	29%	23%	35%	28%	30%	24%	33%	31%	14%	-	18%	29%	31%	32%	24%	36%	20%	29%	32%	20%	-
Poverty/homelessness/housing issue	17%	18%	17%	15%	35% fg	11%	9%	19%	9%	-	12%	19%	24%	16%	17%	20%	9%	20%	14%	27%	-
Alcohol/drug abuse	16%	15%	17%	22%	11%	17%	16%	17%	15%	-	18%	20%	23%	14%	16%	21%	16%	12%	13%	25%	-
Isolation/inability to integrate/social issues	6%	4%	7%	-	8%	7%	3%	5%	7%	31%	-	5%	6%	5%	7%	5%	8%	5%	6%	6%	-
Strain on social programs/welfare	5%	8%	2%	5%	3%	4%	7%	4%	8%	-	5%	3%	3%	6%	5%	7%	4%	4%	6%	1%	-
Unemployment rates increase	5%	7%	3%	2%	8%	2%	5%	4%	8%	31%	3%	5%	9%	3%	6%	9%	3%	2%	5%	5%	-
Land issue	4%	4%	5%	6%	7%	2%	3%	4%	7%	-	-	6%	3%	4%	4%	2%	5%	6%	6%	-	-
Education	3%	4%	2%	3%	2%	5%	2%	4%	1%	31%	3%	4%	3%	3%	5%	4%	1%	3%	2%	5%	-
Healthcare resources	3%	5%	1%	5%	6%	2%	1%	3%	4%	-	-	1%	3%	2%	6%	4%	2%	2%	2%	4%	-
Financial cost/economics	3%	5%	1%	-	5%	2%	4%	2%	9%	-	6%	4%	4%	1%	3%	5%	2%	2%	3%	3%	-
Keeping the city clean	2%	2%	3%	4%	1%	1%	6%	3%	-	-	-	2%	2%	2%	4%	3%	4%	1%	3%	3%	-
Communication/share/learn more about their culture	2%	4% c	3%	-	6% Fg	3%	1%	3%	-	-	-	5%	3%	3%	-	2%	3%	4%	3%	1%	-
Negative reputation towards the city	2%	2%	1%	10%	3%	3%	-	1%	6%	-	7%	2%	-	1%	3%	5%	3%	3%	1%	3%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	179	87	92	28	44	54	38	149	26	1	21	60	30	89	58	62	44	72	133	45	-
UNWEIGHTED TOTAL	313	161	152	39	63	99	97	277	31	2	26	101	49	171	90	119	98	95	246	67	-
Racism/discrimination	2%	3%	3%	7%	2%	3%	-	2%	3%	-	1%	3%	3%	3%	-	4%	3%	3%	1%	4%	-
City is being divided/no unity	1%	1%	1%	1%	1%	-	3%	1%	-	-	-	3%	-	3%	2%	2%	1%	3%	1%	3%	-
Child care	3%	3%	1%	3%	-	1%	-	1%	-	-	-	1%	2%	3%	-	1%	3%	-	1%	-	-
Youth issues	3%	3%	3%	-	1%	3%	3%	3%	3%	-	3%	3%	3%	3%	-	3%	3%	3%	3%	-	-
Other	14%	9%	19% b	2%	18% D	13%	23% D	14%	19%	-	23%	17%	3%	18% M	14%	13%	20%	11%	19% T	3%	-
None/nothing	2%	5%	-	4%	-	-	9%	2%	4%	-	5%	2%	11% O	-	2%	-	-	6%	1%	7% S	-
DK/NA	20%	23%	18%	17%	6%	38% DE	21%	19%	26%	69%	30%	16%	9%	23% m	21%	13%	24%	24%	19%	24%	-



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	179	63	82	25	9	18	161
UNWEIGHTED TOTAL	313	85	142	69	17	36	277
Increased in crime/ violence/gangs	29%	22%	32%	38%	31%	18%	30%
Poverty/homelessness/ housing issue	17%	17%	14%	34% cE	2%	11%	18%
Alcohol/drug abuse	16%	17%	13%	16%	33%	11%	17%
Isolation/inability to integrate/social issues	6%	8%	6%	2%	-	3%	6%
Strain on social programs/welfare	5%	3%	6%	9%	-	1%	5%
Unemployment rates increase	5%	4%	4%	9%	6%	5%	5%
Land issue	4%	3%	6%	-	10%	-	5%
Education	3%	5%	1%	5%	6%	6%	3%
Healthcare resources	3%	2%	1%	10% c	-	*%	3%
Financial cost/economics	3%	3%	2%	5%	1%	-	3%
Keeping the city clean	2%	-	2%	5%	16% c	3%	2%
Communication/share/ learn more about their culture	2%	5%	1%	*%	-	6%	2%

**URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS**  
**APRIL/MAY 2009**

(Continued)

Q37 What challenges does this Aboriginal community/the presence of Aboriginal people mean for your city?

SUBSAMPLE: Those who think the presence of Aboriginals/an Aboriginal community is negative for their city

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	179	63	82	25	9	18	161
UNWEIGHTED TOTAL	313	85	142	69	17	36	277
Negative reputation towards the city	2%	3%	3%	5%	19% bc	-	2%
Racism/discrimination	2%	3%	1%	1%	-	10%	1%
City is being divided/no unity	1%	3%	2%	-	-	2%	1%
Child care	3%	3%	1%	3%	-	4%	3%
Youth issues	3%	3%	3%	1%	-	3%	3%
Other	14%	6%	21% B	13%	16%	36% G	12%
None/nothing	2%	5% C	1%	-	-	-	3%
DK/NA	20%	21%	21%	19%	12%	13%	21%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40a How many people living in your neighbourhood are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1920	329	180	168	45	41	120	615	31	329	61	602	1318	212	421	537	115	611	262	469	307	216	373
UNWEIGHTED TOTAL	2258	233	245	239	249	246	245	186	249	143	223	260	1998	115	270	668	192	988	279	524	351	263	483
Many	5%	4%	4%	8% HJK	15% CdHJK	13% BCHJK	16% CDHJK	2%	18% CDHJK	3%	4%	4%	6%	9%	4%	5%	9%	4%	9% w	7% w	7%	3%	1%
Some	13%	14% JK	15% JK	14% JK	22% HJK	21% HJK	24% CDHJK	11%	21% JK	6%	7%	11%	13%	12%	17% R	17% R	12%	7%	15%	16%	13%	10%	10%
A few	37%	38%	31%	38%	35%	41% c	31%	33%	44% cg	44% CGh	43% Cgh	35%	38%	28%	37%	40%	32%	37%	45% w	36%	41%	38%	31%
None	34%	35% EFGI	37% EFGI	33% EFGI	18%	20%	20%	37% EFGI	16%	38% EFGI	35% EFGI	38%	32%	42% op	29%	29%	35%	40% OP	26%	32%	29%	38% s	41% Stu
TOP TWO BOX	18%	18% Jk	19% JK	22% hJK	37% CDHJK	35% CDHJK	40% CDHJK	14%	39% CDHJK	9%	10%	15%	19%	21%	21% R	21% R	21% r	11%	24% vw	22% vw	20%	13%	11%
BOTTOM TWO BOX	71%	73% EFGI	68% EG	71% EFG	52%	61%	51%	70% EG	60%	83% EFGHI	78% CEFGI	73%	70%	70%	66%	69%	68%	77% Op	71%	67%	70%	76%	72%
DK/NA	11%	9% I	12% dFI	6% I	11% fI	5% i	8% I	17% DFGI	1% j	9% I	12% FI	12%	11%	9%	13%	10%	12%	12%	5%	11%	9%	11%	17% STUV

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40a How many people living in your neighbourhood are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1920	925	995	387	580	517	364	1437	459	86	352	827	237	1112	541	460	709	745	1043	876	-
UNWEIGHTED TOTAL	2258	1139	1119	294	501	737	655	1854	378	68	295	868	365	1293	574	780	837	631	1561	697	-
Many	5%	5%	6%	6%	6%	4%	3%	6%	3%	6%	3%	3%	7%	4%	6%	12% QR	5% r	1%	7% T	2%	-
Some	13%	12%	13%	11%	16%	12%	11%	14% I	8%	12%	7%	12%	16%	14% o	9%	19% R	13%	8%	15% T	10%	-
A few	37%	41% C	32%	42% g	38%	35%	31%	38%	33%	33%	35%	31%	37%	36%	38%	37%	41% R	32%	35%	38%	-
None	34%	33%	35%	30%	29%	38% e	42% DE	32%	42% H	35%	42%	41%	34%	35%	33%	23%	30%	45% PQ	35%	33%	-
TOP TWO BOX	18%	17%	19%	18%	22% g	16%	14%	20% I	11%	17%	9%	14%	23%	18%	15%	31% QR	18% R	10%	23% T	12%	-
BOTTOM TWO BOX	71%	74% c	68%	72%	67%	73%	73%	70%	75%	67%	77%	73%	71%	71%	72%	60%	71% P	77% Pq	70%	71%	-
DK/NA	11%	9%	13% b	10%	11%	11%	13%	10%	14%	16%	14%	13%	6%	11% m	14% M	8%	12%	13% p	7%	17% S	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q40a How many people living in your neighbourhood are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1920	863	442	383	232	156	1763
UNWEIGHTED TOTAL	2258	916	622	556	164	261	1997
Many	5%	4%	8% e	6%	1%	63%	-
Some	13%	15%	12%	11%	11%	5%	13% F
A few	37%	38%	33%	41%	30%	24%	38% F
None	34%	31%	38%	31%	47% BD	6%	37% F
TOP TWO BOX	18%	19%	20%	16%	12%	67% G	13%
BOTTOM TWO BOX	71%	69%	71%	72%	76%	30%	74% F
DK/NA	11%	12%	9%	12%	12%	3%	12% F

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40b How many of your co-workers are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city and who are currently employed.

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1661	287	163	144	34	32	96	550	24	276	55	534	1127	153	333	477	105	576	176	400	282	207	352
UNWEIGHTED TOTAL	1813	191	213	192	191	197	174	161	179	118	197	220	1593	70	206	535	157	825	174	401	295	235	451
Many	2%	2%	2%	4% K	11% DH IJK	9% dH IJK	8% CH IJK	1%	1%	1%	*%	1%	3%	2%	2%	3%	3%	2%	3%	3%	1%	1%	1%
Some	10%	9% J	10% J	18% Bch J K	19% Bch J K	21% BCH J K	18% Bch J K	9% J	26% BCH J K	3%	5%	9%	10%	11%	7%	9%	7%	12%	8%	10%	11%	11%	8%
A few	30%	33% J	29% cFh J k	40% cFh J k	43% CFH J K	27%	35% J	29%	31%	20%	30%	27%	31%	24%	35%	30%	28%	29%	20%	29%	33%	36% S	30%
None	54%	55% DEFGI	56% DEFGI	37% e	25%	39% E	33%	55% DEFGI	36%	73% FGHI k	62% DEFGI	57%	53%	58%	54%	54%	62%	53%	66% v	57%	53%	50%	55%
TOP TWO BOX	12%	11% J	12% J k	21% BCH J K	30% BCH J K	30% BCH J K	26% BCH J K	10% J	27% BCH J K	4%	6%	10%	13%	13%	9%	12%	10%	14%	11%	14%	13%	12%	9%
BOTTOM TWO BOX	84%	88% DEFGI	85% dEFGI	77% f	68%	66%	68%	84% EFGI	67%	94% EFGHI	92% EFGHI	84%	84%	82%	89%	84%	89%	82%	86%	85%	86%	86%	85%
DK/NA	4%	1%	3%	2%	2%	4%	6%	6%	6% b	3%	2%	6% m	2%	4%	2%	4%	1%	4%	2%	1%	2%	3%	6% T

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40b How many of your co-workers are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city and who are currently employed.

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1661	839	822	372	559	470	202	1244	398	78	299	712	194	960	488	417	633	609	922	739	-
UNWEIGHTED TOTAL	1813	964	849	277	484	656	338	1479	314	64	236	671	270	1038	487	670	668	469	1262	551	-
Many	2%	2%	2%	3%	2%	2%	2%	3%	1%	1%	1%	2%	3%	2%	2%	6% QR	2%	*%	2%	2%	-
Some	10%	10%	10%	7%	13%	9%	9%	11%	8%	12%	7%	9%	16%	10%	7%	17% R	11% R	4%	13% T	7%	-
A few	30%	34% C	25%	27%	31%	31%	25%	31%	26%	16%	28%	31%	30%	29%	30%	44% QR	34% R	15%	30%	30%	-
None	54%	50%	59% B	58%	50%	55%	62% e	53%	60%	63%	60%	53%	49%	54%	59%	31%	50% P	75% PQ	52%	57%	-
TOP TWO BOX	12%	12%	12%	11%	15%	10%	11%	13%	9%	13%	8%	11%	19%	12%	9%	23% QR	13% R	4%	15% t	9%	-
BOTTOM TWO BOX	84%	84%	84%	85%	81%	87%	87%	84%	86%	78%	87%	84%	79%	83%	89% n	76%	84% P	90% Pq	82%	87%	-
DK/NA	4%	4%	3%	4%	4%	3%	3%	3%	5%	9%	4%	5%	2%	5% O	2%	1%	3%	6% P	3%	4%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q40b How many of your co-workers are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city and who are currently employed.

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1661	753	377	335	198	140	1521
UNWEIGHTED TOTAL	1813	720	496	459	138	223	1590
Many	2%	3%	2%	2%	3%	27%	-
Some	10%	8%	10%	12%	14%	19%	9%
A few	30%	34%	27%	29%	21%	30%	30%
None	54%	51%	59%	53%	60%	21%	58%
TOP TWO BOX	12%	11%	12%	14%	17%	46%	9%
BOTTOM TWO BOX	84%	85%	86%	82%	81%	51%	87%
DK/NA	4%	4%	2%	5%	1%	2%	4%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40c How many of your close friends are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun. Bay	Mont.	Hal.	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	1920	329	180	168	45	41	120	615	31	329	61	602	1318	212	421	537	115	611	262	469	307	216	373
UNWEIGHTED TOTAL	2258	233	245	239	249	246	245	186	249	143	223	260	1998	115	270	668	192	988	279	524	351	263	483
Many	2%	3%	2%	4% k	8% CHK	3%	3%	2%	4%	-	1%	2%	3%	1%	5% R	3%	1%	1%	3%	3%	3%	2%	1%
Some	9%	7%	14% bHJ	15% BHJ	19% BHJK	24% CdHJK B	19% BHJK	6%	21% BHJK	5%	10% j	3%	12% L	11%	14% r	9%	9%	7%	13%	9%	11%	11%	5%
A few	34%	37%	33%	42% CHJ	44% CHJ	45% CHJ	46% CHJK	31%	44% hJ	28%	36%	30%	36%	40% r	38% R	38% R	34%	27%	38%	32%	37%	34%	35%
None	53%	53% DEFGI	50% DEFGI	37% F	29%	26%	30%	61% DEFGI C	29%	67% EFGIK BCD	53% DEFGI	65% M	48%	46%	43%	50%	56% o	66% NOP	45%	55%	49%	53%	60% S
TOP TWO BOX	12%	10%	16% HJ	19% BHJK	27% BCHJK	27% BCHJK	22% BHJK	8%	26% BHJK	5%	11% J	5%	15% L	12%	19% R	12%	10%	7%	16% w	13% w	13%	13%	5%
BOTTOM TWO BOX	88%	90% DEFGI C	82% eF	80% f	73%	70%	76%	92% DEFGI C	73%	95% EFGIK CD	89% DEFGI	95% M	84%	86%	81%	88%	90%	93% O	84%	87%	86%	87%	94% su
DK/NA	1%	1%	2% b	1%	-	2% BK	2%	-	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	-	1%	

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q40c How many of your close friends are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1920	925	995	387	580	517	364	1437	459	86	352	827	237	1112	541	460	709	745	1043	876	-
UNWEIGHTED TOTAL	2258	1139	1119	294	501	737	655	1854	378	68	295	868	365	1293	574	780	837	631	1561	697	-
Many	2%	3%	2%	2%	2%	2%	2%	3% I	1%	-	1%	2%	6% O	3% O	1%	9% QR	1%	1%	4% T	1%	-
Some	9%	9%	10%	8%	8%	11%	9%	10%	7%	7%	7%	8%	18% NO	9%	7%	21% QR	9% R	3%	11%	8%	-
A few	34%	36%	33%	37%	35%	34%	31%	37% I	25%	13%	29% J	31%	33%	35%	34%	50% R	43% R	17%	37%	31%	-
None	53%	52%	54%	53%	55%	51%	57%	49% H	66% H	77%	63%	59%	43%	54% m	58% M	19%	47% P	81% PQ	48%	60% S	-
TOP TWO BOX	12%	11%	12%	9%	11%	14%	11%	13% i	7%	7%	8%	10%	24% NO	11%	8%	30% QR	9% R	3%	15% T	8%	-
BOTTOM TWO BOX	88%	88%	88%	90%	89%	86%	88%	87%	91%	91%	92%	89%	76%	88% M	92% M	69%	90% P	97% PQ	85%	91% S	-
DK/NA	1%	1%	1%	1%	-	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q40c How many of your close friends are Aboriginal? Many, some, a few, or none?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1920	863	442	383	232	156	1763
UNWEIGHTED TOTAL	2258	916	622	556	164	261	1997
Many	2%	3%	1%	2%	2%	28%	-
		C					
Some	9%	9%	10%	10%	8%	22%	8%
						G	
A few	34%	36%	28%	35%	39%	35%	34%
		C					
None	53%	51%	61%	51%	51%	15%	57%
			Bd				F
TOP TWO BOX	12%	12%	11%	13%	10%	50%	8%
						G	
BOTTOM TWO BOX	88%	87%	89%	87%	90%	50%	91%
							F
DK/NA	*%	*%	1%	1%	-	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q41 Do you have any interest in having (more) Aboriginal friends?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1920	329	180	168	45	41	120	615	31	329	61	602	1318	212	421	537	115	611	262	469	307	216	373
UNWEIGHTED TOTAL	2258	233	245	239	249	246	245	186	249	143	223	260	1998	115	270	668	192	988	279	524	351	263	483
Yes	60%	57% E	49%	51%	43%	51%	47%	67% DEFGI C	49%	69% DEFGI BC	62% dEfGi C	66% M	57%	44%	58%	56%	65% N	70% NOP	66%	61%	67%	59%	59%
No	9%	5%	11% b	14% BH	12%	12% b	14% BH	6%	8%	9%	10%	7%	9%	23% OPQR	8%	6%	6%	6%	15% Uv	11% u	3%	6%	8%
Depends	27%	34% HJK	34% HJK	30% j	33% hJk	31% j	31% J	23%	29%	20%	23%	23%	29%	29%	27%	34% R	24%	21%	16%	26% s	25%	33% S	29% S
DK/NA	5%	3%	6% j	5%	11% BdHJK	6% J	7% j	5%	14% DfHJK BC	2%	5%	5%	5%	3%	8%	4%	5%	3%	3%	2%	6%	3%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q41 Do you have any interest in having (more) Aboriginal friends?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1920	925	995	387	580	517	364	1437	459	86	352	827	237	1112	541	460	709	745	1043	876	-
UNWEIGHTED TOTAL	2258	1139	1119	294	501	737	655	1854	378	68	295	868	365	1293	574	780	837	631	1561	697	-
Yes	60%	61%	59%	66% G	66% G	60% G	46%	59%	63%	64%	64%	61%	76% NO	64% O	46%	65% q	56%	60%	64% T	54%	-
No	9%	9%	8%	3%	4%	8%	21% DEF	8%	9%	5%	10%	9%	8%	7%	11%	7%	7%	11%	8%	9%	-
Depends	27%	25%	28%	23%	27%	29%	29%	27%	26%	27%	25%	28%	14%	25% M	37% MN	22%	33% Pr	25%	24%	31% s	-
DK/NA	5%	4%	5%	8%	3%	3%	4%	5%	2%	4%	2%	3%	2%	4%	7%	5%	4%	5%	4%	6%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q41 Do you have any interest in having (more) Aboriginal friends?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1920	863	442	383	232	156	1763
UNWEIGHTED TOTAL	2258	916	622	556	164	261	1997
Yes	60%	66%	47%	62%	57%	66%	59%
		C	C	C	C		
No	9%	6%	19%	4%	6%	16%	8%
			BDE			g	
Depends	27%	24%	28%	31%	31%	17%	28%
							F
DK/NA	5%	5%	5%	3%	6%	1%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42a Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
The opportunity to get a good education

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	77%	79%	75%	83% h	85% chj	83% h	81%	75%	89% CHJK	76%	79%	74%	79%	79% r	81% R	79% R	79%	71%	82%	75%	82%	75%	75%
Better	21%	24% h	26% HJ	26% HJ	41% CDHJK B	39% CDHJK B	43% CDHJK B	15%	46% CDHJK B	17%	19%	14%	24% L	16%	20%	25%	18%	21%	25%	24%	17%	16%	22%
About the same as non-Aboriginal people	56%	55% eFGi	49% G	57% eFGi	44%	43%	38%	60% CEFGI	43% CEFGI	59% CEFGI	60% CEFGI	60%	54%	63% R	62% R	54%	62%	50%	57%	52%	65% Tw	59%	53%
Worse	18%	17% i	20% eI	16% i	12%	16% i	17% I	20% I	6%	18% I	14%	20%	17%	9%	14%	17% N	18%	26% NOP	16%	21%	14%	21%	23% u
DK/NA	5%	4%	4%	1%	3%	2%	2%	5% df	5%	6% DFG	7% DEFG	5%	5%	12% OPQR	5%	4%	3%	3%	2%	4%	4%	4%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42a Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
The opportunity to get a good education

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	77%	77%	77%	82% E	73%	80% e	76%	79%	75%	76%	75%	79%	67%	77% M	82% M	79%	80%	76%	78%	76%	79%
Better	21%	22%	21%	24% g	23% g	21%	15%	22%	20%	30% k	18%	23%	24%	20%	22%	29% R	22%	18%	23%	18%	24%
About the same as non-Aboriginal people	56%	55%	57%	58%	50%	59% E	61% E	57%	54%	46%	57%	56%	43%	57% M	60% M	50%	58%	58% p	55%	58%	55%
worse	18%	18%	18%	15%	24% DFg	15%	17%	18%	20%	19%	20%	16%	26% O	19% O	13%	17%	18%	18%	19%	19%	14%
DK/NA	5%	5%	5%	3%	3%	5%	7% DE	4%	5%	5%	6%	5%	7% n	3%	5%	4%	2%	6% Q	3%	5% s	7% S



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42a Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 The opportunity to get a good education

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	77%	78%	81%	65%	86%	74%	78%
		D	D		bd		
Better	21%	22%	24%	20%	14%	25%	21%
			e				
About the same as non- Aboriginal people	56%	55%	57%	45%	72%	50%	57%
		D	D		BCD		
Worse	18%	16%	16%	32%	12%	20%	18%
				BCE			
DK/NA	5%	6%	4%	4%	2%	6%	5%
		CE					

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q42b Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
The opportunity to have meaningful employment

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	65%	65%	65%	74% gHj	80% CGHij B	72% H	64%	61%	66%	65%	72% H	52%	70% L	72% R	72% R	67% R	62%	54%	71% uW	64%	58%	73% uW	58%
Better	10%	11%	9%	7% DHijk BC	27% CDHJK B	25% CDHJK B	23% CDHJK B	7%	17% CDH	11%	11%	7%	12% L	12%	10%	10%	12%	10%	14%	10%	8%	13%	7%
About the same as non-Aboriginal people	54%	53% G	56% G	67% FGHIJ BCE	53% g	47%	41%	54% G	49%	53% G	61% FGi	45%	58% L	61% R	62% R	57% R	50%	44%	57%	54%	51%	59%	51%
worse	30%	30% Ek	33% EK	25%	17%	24%	31% Ek	32% EK	29%	28% e	21%	40% M	25%	14%	21%	30% NO	35% No	43% NOP	23%	31%	37% S	27%	38% Sv
DK/NA	6%	5% d	2%	1%	3%	3%	5%	7% CDe	5%	7% CDEf	7% CDE	8%	5%	14% oPQR	7% r	4%	3%	3%	6% V	5% V	5% V	*%	4% v

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42b Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
The opportunity to have meaningful employment

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	65%	62%	67%	69%	61%	69% eg	61%	66%	62%	67%	61%	66%	62%	60%	75% MN	71% R	66%	62%	62%	64%	71% S
Better	10%	10%	10%	11%	8%	12%	10%	9%	13%	17%	12%	10%	13%	10%	10%	13%	11%	9%	9%	10%	13%
About the same as non-Aboriginal people	54%	52%	57%	57%	53%	57%	51%	57% i	49%	49%	49%	56%	49%	50%	65% MN	58%	55%	53%	52%	54%	58%
worse	30%	32%	27%	28%	36% fG	28%	25%	30%	31%	26%	31%	29%	36% O	34% O	20%	25%	31%	31%	36% U	29% U	19%
DK/NA	6%	5%	6%	3%	3%	3%	14% DEF	4%	7%	7%	8%	5%	2%	6% m	5%	4%	3%	7% pQ	3%	7% S	10% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42b Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
The opportunity to have meaningful employment

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	65%	67%	71%	37%	80%	69%	64%
		D	D		BCD		
Better	10%	10%	14%	7%	8%	11%	10%
			D				
About the same as non- Aboriginal people	54%	56%	57%	30%	72%	58%	54%
		D	D		BCD		
Worse	30%	27%	23%	56%	18%	25%	30%
		e		BCE			
DK/NA	6%	7%	5%	7%	2%	6%	6%
		E	e	E			

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42c Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Earning a good income

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	56%	52%	53%	65% BCgH	62% h	59%	54%	51%	57%	64% BCgH	59%	44%	61% L	60% R	66% pR	58% R	62% R	44%	63% W	60% W	53%	65% uW	46%
Better	7%	6%	5%	2%	13% bCDh	13% BCDHk	9% D	6%	14% bCDh	10% CD	8% D	6%	8%	10%	7%	7%	9%	6%	8%	9% u	3%	11% U	6%
About the same as non-Aboriginal people	49%	46%	48%	63% GHIjk BCEF	49%	46%	45%	45%	43%	53%	52%	38%	53% L	50% r	59% R	51% R	53% R	38%	55% W	51% W	50%	55% W	40%
Worse	36%	40% JK	41% deJK	32%	31%	35%	39% jk	41% JK	35%	29%	28%	47% M	32%	24%	23%	37% NO	34%	52% NOPQ	28%	35%	42% Sv	29%	49% STV
DK/NA	8%	8% d	6%	3%	7%	6%	7%	8% d	8%	8% D	13% CDEFG b	9%	7%	16% PQR	11% PqR	5%	4%	4%	9%	5%	4%	5%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42c Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Earning a good income

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	56%	54%	58%	60%	56%	58%	52%	58% i	51%	58%	50%	57%	52%	52%	66% MN	63% qR	55%	54%	50%	56%	67% ST
Better	7%	9%	6%	9%	7%	7%	6%	6%	12% H	21% K	10%	9%	9%	7%	8%	7%	8%	7%	5%	7%	12% St
About the same as non-Aboriginal people	49%	46%	51%	51%	49%	50%	45%	53% I	39%	38%	40%	48%	43%	46%	58% MN	56% qr	48%	47%	45%	49%	55% s
worse	36%	39%	34%	37%	39%	36%	32%	36%	38%	32%	39%	35%	41% O	41% O	27%	32%	38%	37%	45% TU	36% U	20%
DK/NA	8%	7%	8%	3%	5%	6% d	17% DEF	6%	10% H	10%	11%	8%	7%	6%	7%	5%	7%	9% P	4%	8% S	13% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42c Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Earning a good income

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	56%	54%	62%	36%	75%	55%	56%
		D	bD		BCD		
Better	7%	7%	11%	4%	6%	9%	7%
		d	D				
About the same as non- Aboriginal people	49%	47%	51%	32%	69%	46%	49%
		D	D		BCD		
Worse	36%	37%	29%	58%	21%	35%	36%
		cE		BCE			
DK/NA	8%	9%	9%	6%	4%	10%	7%
		E	E				

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42d Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Being connected to their culture and history

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	77%	88% CfghJ	79% J	87% HJ	84% HJ	81% J	80% J	74%	86% HJ	70%	82% hJ	75%	78%	78%	85% PR	75%	82%	73%	72%	78%	74%	83% s	84% Su
Better	24%	32% HJ	39% DHJ	27% H	33% HJ	38% dHJ	37% dHJ	16%	32% HJ	20%	31% HJ	19%	26% l	24%	21%	23%	30%	27%	21%	26%	23%	30%	26%
About the same as non-Aboriginal people	53%	56% CFG	40%	59% CFG	52% c	43%	42%	58% CFG	53% c	50% C	51% C	56%	52%	55%	63% PR	52%	52%	46%	52%	52%	52%	53%	58%
worse	15%	5%	13% BE	12% be	4%	9%	12% bE	19% BEFIK	8%	22% EFGIK BCD	10%	16%	15%	8%	9%	18% NO	12%	22% NOQ	17%	18%	20% w	13%	12%
DK/NA	7%	6% d	8% D	1%	12% bD	11% D	8% D	8% D	7%	7% D	8% D	9%	6%	14% opqR	6%	6%	6%	5%	10% TvW	4%	6%	4%	4%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42d Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Being connected to their culture and history

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	77%	78%	77%	78%	79%	78%	74%	79%	75%	65%	77% j	78%	79%	75%	82% N	83% r	77%	76%	81% u	78% u	69%
Better	24%	25%	24%	25%	26%	25%	20%	26%	20%	21%	19%	22%	28%	24%	25%	32% R	25%	21%	31% TU	20%	19%
About the same as non-Aboriginal people	53%	53%	53%	53%	53%	52%	55%	53%	55%	44%	58% j	56%	52%	52%	58%	51%	52%	55%	50%	58% s	51%
worse	15%	15%	16%	19%	16%	15%	14%	15%	18%	27% k	15%	16%	15%	18% O	12%	12%	15%	17% p	13%	14%	22% St
DK/NA	7%	7%	7%	3%	5%	8% D	12% DE	6%	7%	8%	7%	6%	6%	7%	6%	5%	8%	6%	6%	8%	9%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42d Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Being connected to their culture and history

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	77%	76%	80% D	72%	85% BD	83%	77%
Better	24%	22%	24%	30% b	24%	33%	24%
About the same as non- Aboriginal people	53%	53% D	56% D	42%	62% D	50%	53%
Worse	15%	16%	13%	22% bCE	11%	10%	16%
DK/NA	7%	8% E	7%	6%	4%	8%	7%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q42e Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
Health care

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	80%	78%	77%	79%	82%	87% bc	82%	80%	78%	81%	82%	77%	81%	67%	84% NR	87% NR	81% n	76%	76%	80%	83%	85%	80%
Better	13%	18% HK	14% K	20% HjK	22% HJK	19% HK	18% HK	9%	21% HK	13% k	7%	11%	14%	11%	15%	15%	15%	11%	9%	19% SUW	8%	14%	11%
About the same as non-Aboriginal people	67%	60%	63%	59%	60%	68%	64%	71% bDei	57%	68% d	75% CDEGI B	66%	67%	56%	70% N	72% N	65%	65%	67%	61%	75% T	71% t	69%
Worse	11%	16% fJ	17% FgJK	12%	12%	8%	10%	12%	13%	7%	9%	16% m	10%	11%	7%	7%	14%	19% NOP	11%	11%	12%	7%	15% v
DK/NA	9%	6%	6%	9%	6%	5%	8%	8%	9%	12% BCEf	8%	8%	9%	22% OPQR	8%	7%	6%	5%	13% UW	8%	5%	8%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42e Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Health care

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	80%	81%	79%	85% G	82% g	80%	74%	82%	77%	85%	75%	82%	71%	80% m	86% Mn	82%	77%	82%	78%	82%	81%
Better	13%	12%	15%	14%	12%	13%	14%	12%	16%	21%	14%	15%	15%	14%	13%	22% QR	13%	11%	13%	12%	17%
About the same as non-Aboriginal people	67%	69%	65%	71% g	70% G	67%	60%	69% i	62%	64%	61%	67%	56%	66% m	73% Mn	60%	64%	71% Pq	65%	70%	65%
worse	11%	11%	12%	11%	12%	13%	9%	12%	11%	6%	12%	10%	22% NO	12% O	7%	11%	17% pR	8%	17% TU	9%	5%
DK/NA	9%	8%	9%	4%	6%	7%	17% DEF	7%	12% h	9%	12%	8%	7%	8%	8%	7%	6%	10% q	6%	9%	13% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42e Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Health care

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	80%	79%	78%	76%	91%	67%	81%
					BCD		F
Better	13%	12%	17%	10%	14%	15%	13%
			D				
About the same as non- Aboriginal people	67%	66%	61%	66%	77%	52%	68%
					bCd		F
Worse	11%	10%	12%	19%	5%	21%	11%
		e	E	BCE		G	
DK/NA	9%	11%	10%	5%	4%	12%	8%
		DE	DE				

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42f Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Having access to needed government services

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
NET: Same or better	83%	80%	84%	89% bfhj	90% BCFHJ	81%	84%	81%	87%	82%	85%	79%	84%	77%	85%	85%	81%	81%	80%	83%	79%	81%	87%
Better	29%	29%	31%	38% bhJK	34% jk	36% JK	43% BCHJK	29%	37% JK	23%	24%	26%	30%	29%	25%	31%	40% or	27%	25%	31%	25%	28%	33%
About the same as non-Aboriginal people	53%	52% g	53% G	50%	56% fG	45%	41%	52% g	49%	59% FG	61% bdFGi	53%	54%	48%	60% nQ	53%	42%	54%	55%	53%	54%	53%	54%
worse	10%	9%	11% e	9%	5%	13% E	9%	10%	8%	9%	10%	10%	9%	7%	9%	8%	12%	13% P	11%	11%	12%	13%	7%
DK/NA	8%	10% De	5%	3%	5%	7%	6%	8% d	6%	9% De	5%	11% m	7%	16% OpqR	6%	8%	7%	6%	9%	6%	9%	6%	7%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42f Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Having access to needed government services

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
NET: Same or better	83%	84%	81%	81%	82%	86% g	79%	83%	82%	82%	81%	82%	78%	82%	86% m	85%	83%	82%	80%	84%	84%
Better	29%	32%	27%	35% g	28%	28%	25%	29%	30%	35%	27%	30%	24%	30%	30%	34% R	32% r	25%	29%	30%	27%
About the same as non-Aboriginal people	53%	52%	55%	46%	55%	58% D	54%	55%	52%	47%	54%	51%	53%	52%	56%	50%	51%	57%	51%	54%	57%
worse	10%	10%	9%	14% G	10%	9%	7%	10%	9%	10%	8%	10%	15% O	11% O	6%	10%	11%	9%	14% TU	7%	7%
DK/NA	8%	6%	9% b	5%	7%	5%	14% DEF	6%	10%	8%	11%	9%	7%	7%	8%	6%	7%	9%	6%	9%	9%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q42f Do you think that the situation of Aboriginal people in your city/living in cities is better, worse, or about the same as that of non-Aboriginal people in each of the following ways?  
 Having access to needed government services

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
NET: Same or better	83%	80%	86%	77%	91%	82%	83%
			BD		BD		
Better	29%	27%	33%	24%	37%	26%	29%
			D		bd		
About the same as non- Aboriginal people	53%	54%	53%	53%	53%	56%	53%
Worse	10%	11%	6%	15%	6%	7%	10%
		Ce		CE			
DK/NA	8%	9%	7%	9%	3%	11%	8%
		E	e	E			



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43a Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The health care system

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	13%	12%	12%	17% k	22% BCgHK	21% BCgHK	13%	11%	22% bcgHK	16%	10%	10%	15% l	10%	17% R	13%	18%	10%	16% u	11%	8%	16% u	14%
Good	45%	44%	42%	50%	46%	53% Chj	57% BCHJk	43%	52%	43%	47%	38%	48% L	45%	41%	49%	48%	43%	43%	46%	46%	55% sw	40%
Only fair	26%	22%	33% EFGIJ BD	20%	15%	17%	21%	30% DEFgI	16%	23% e	26% Efi	31% m	23%	23%	24%	25%	26%	29%	26%	24%	34% tv	20%	26%
Poor	5%	11% EFGHi CD	5%	5%	2%	3%	3%	2%	5%	8% EFGH	6% h	6%	5%	9% P	8% P	3%	3%	5%	8% w	8% W	5%	4%	3%
TOP TWO BOX	58%	56%	54%	67% bCHk	68% bCHjk	74% BCHJK	69% BCHJK	54%	74% BCHJK	59%	57%	48%	62% L	55%	59%	63% R	66% r	52%	59%	57%	54%	71% STUW	55%
BOTTOM TWO BOX	31%	33% EFgI	37% DEFGI	25%	17%	19%	24%	32% EFi	21%	31% EFi	32% EFi	37% M	29%	32%	32%	27%	29%	35% p	34%	32%	39% Vw	25%	29%
DK/NA	11%	11%	9%	8%	15% CDFGI	6%	7%	14% dFGI	5%	10%	11% f	16% M	9%	13% q	10%	10%	5%	13% Q	7%	11% V	8%	4%	16% StUV

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43a Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The health care system

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	13%	13%	13%	15%	11%	16%	11%	13%	13%	16%	11%	14%	15%	13%	13%	17%	13%	12%	14%	10%	16% t
Good	45%	44%	45%	42%	47%	45%	44%	45%	45%	48%	45%	45%	44%	47%	42%	47%	46%	44%	46%	43%	45%
Only fair	26%	25%	26%	30% f	28% f	21%	25%	26%	25%	23%	26%	26%	30%	24%	28%	23%	27%	26%	24%	30% SU	21%
Poor	5%	6%	5%	6%	4%	7%	5%	6%	4%	4%	3%	4%	6%	5%	6%	7%	6%	4%	6%	6%	4%
TOP TWO BOX	58%	58%	58%	57%	58%	60%	56%	59%	57%	64%	55%	59%	58%	60%	55%	63% r	58%	56%	61% t	53%	61%
BOTTOM TWO BOX	31%	31%	31%	35%	32%	28%	30%	32%	29%	27%	30%	30%	36%	29%	33%	30%	33%	30%	30%	36% SU	25%
DK/NA	11%	11%	11%	8%	10%	12%	14% D	9%	14%	9%	15%	12%	6%	11% M	12% M	6%	8%	14% PQ	9%	11%	15% S

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43a Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The health care system

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	13%	11%	18% Bd	12%	15%	15%	13%
Good	45%	47%	43%	41%	44%	45%	45%
Only fair	26%	26% c	20%	30% C	27%	25%	26%
Poor	5%	4%	9% BdE	5%	3%	11% g	5%
TOP TWO BOX	58%	58%	61% d	53%	59%	60%	58%
BOTTOM TWO BOX	31%	31%	29%	35%	31%	36%	31%
DK/NA	11%	11%	10%	13%	10%	4%	11% F

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43b Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Elementary and secondary schools

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	10%	11%	9%	15% Hk	18% CHK	23% dGHJK BC	13% h	7%	24% dGHJK BC	11%	8%	6%	12% L	8%	15% pr	9%	10%	9%	8%	9%	11%	12%	13%
Good	44%	45%	47%	48%	54% HJ	49% j	55% bHJ	42%	48%	40%	49% j	35%	47% L	45%	43%	45%	57% oR	39%	51% w	42%	41%	55% TuW	40%
Only fair	24%	22% Ef	21% E	19% E	8%	14%	17% e	28% dEFGI	14%	25% EFgI	21% Ef	29% m	22%	21%	18%	29% O	20%	26% O	23%	27%	29% v	19%	23%
Poor	6%	6%	8% Fg	5%	4%	2%	3%	7% f	3%	7% f	7% f	8%	6%	2%	10% NP	3%	6%	8% NP	4%	8%	5%	7%	8%
TOP TWO BOX	54%	56%	56%	62% HJ	72% BCHJK	72% CdHJK B	68% BCHJK	49%	72% BCHJK	51%	57%	41%	59% L	53%	59% R	54%	67% pR	48%	59%	51%	52%	67% TUW	53%
BOTTOM TWO BOX	30%	28% EFi	29% EFgI	23% E	12%	16%	20%	35% DEFGI	17%	32% dEFGI	29% EFgi	37% M	27%	23%	28%	32% n	26%	34% N	27%	35%	34%	26%	31%
DK/NA	16%	16%	15%	15%	17%	11%	13%	17%	11%	17%	15%	22% M	13%	24% OPQ	13%	14%	7%	18% Q	15% v	14% v	14%	7%	17% v

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43b Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Elementary and secondary schools

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	10%	12%	9%	12%	10%	10%	10%	10%	10%	12%	9%	11%	8%	11%	10%	16% QR	9%	9%	12%	8%	11%
Good	44%	42%	45%	45%	42%	47%	41%	46% i	39%	41%	38%	40%	49%	45%	40%	45%	46%	42%	43%	44%	45%
Only fair	24%	23%	24%	26%	28% g	22%	20%	24%	24%	26%	24%	24%	25%	23%	25%	23%	26%	23%	24%	26%	20%
Poor	6%	6%	7%	8%	7%	6%	5%	6%	8%	5%	9%	7%	6%	6%	8%	6%	6%	7%	7%	6%	6%
TOP TWO BOX	54%	54%	54%	57%	52%	57%	51%	56% i	49%	54%	47%	51%	57%	56%	50%	60% R	54%	52%	54%	52%	56%
BOTTOM TWO BOX	30%	29%	31%	34%	34% G	28%	25%	30%	32%	31%	32%	31%	30%	29%	33%	30%	32%	29%	31%	32%	26%
DK/NA	16%	17%	15%	9%	14%	15% d	24% DEF	14%	19%	15%	20%	18%	12%	15%	18%	10%	13%	19% PQ	14%	16%	18%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43b Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Elementary and secondary schools

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	10%	8%	16% BD	5%	12%	18%	10%
Good	44%	45%	41%	42%	45%	37%	44%
Only fair	24%	24%	22%	28%	22%	32%	23%
Poor	6%	5%	8% b	8%	7%	6%	6%
TOP TWO BOX	54%	54%	57% D	47%	58% d	55%	54%
BOTTOM TWO BOX	30%	28%	30%	36% b	30%	38%	30%
DK/NA	16%	18%	13%	17%	13%	7%	17% F

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43c Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Colleges and universities

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	12%	14% H	10%	18% CH	31% DGHJK BC	24% BCHJK	18% CHK	7%	29% dghJK BC	13% H	11%	8%	14% L	9%	14%	11%	17%	12%	10%	10%	10%	15%	14%
Good	41%	36%	37%	43%	40%	44%	44%	44%	50% bc	40%	44%	41%	41%	40%	39%	42%	44%	43%	41%	41%	45%	45%	41%
Only fair	25%	27% EfgI	29% EFGI	26% EI	14%	18%	19%	25% EI	12%	24% EI	21% i	24%	25%	26%	26%	27% q	17%	23%	29%	25%	28%	20%	22%
Poor	7%	8% EFI	8% EFI	6% fi	2%	1%	5% i	9% EFI	1%	5% i	6% i	8%	6%	4%	7%	6%	13% n	9% N	4%	9%	7%	10%	7%
TOP TWO BOX	53%	50%	47%	60% bCh	71% CdHJK B	68% BCHJK	62% BCHj	51%	79% fGHJK BCD	52%	55%	49%	55%	48%	53%	52%	61%	55%	52%	52%	54%	61%	55%
BOTTOM TWO BOX	31%	36% EFGIK	36% FGIjk E	32% EFI	16%	20%	24% I	34% EFGI	12%	28% EfI	27% EI	33%	31%	29%	33%	33%	29%	31%	33%	34%	35%	31%	29%
DK/NA	15%	14%	16% Di	8%	13%	12%	14% d	15% d	8%	19% DeFI	18% DfI	18%	14%	22% Q	14%	15%	10%	14%	16%	15%	11%	9%	16% v

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43c Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Colleges and universities

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	12%	14%	10%	16% g	11%	13%	8%	13% i	8%	10%	8%	11%	11%	12%	12%	19% qR	12%	10%	15% tu	10%	9%
Good	41%	42%	41%	38%	46% g	41%	37%	43%	37%	46%	35%	40%	50% no	41%	39%	41%	43%	40%	42%	38%	44%
Only fair	25%	23%	26%	30% E	20%	26%	24%	24%	26%	24%	26%	25%	18%	26% m	24%	24%	26%	24%	24%	25%	25%
Poor	7%	7%	7%	8%	7%	5%	8%	6%	10% h	9%	10%	9%	6%	7%	8%	6%	7%	8%	6%	9% u	4%
TOP TWO BOX	53%	55%	51%	54%	57% G	54% g	45%	56% I	46%	56%	44%	50%	62% o	53%	52%	59% R	55%	50%	57% T	48%	53%
BOTTOM TWO BOX	31%	30%	33%	38% E	28%	31%	33%	30%	36%	33%	36%	34%	24%	33% m	32%	30%	33%	31%	30%	34%	30%
DK/NA	15%	14%	16%	8%	15% D	15% D	22% DEF	13%	18%	12%	20%	15%	15%	14%	16%	11%	11%	19% PQ	12%	18% S	17%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43c Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Colleges and universities

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	12%	11%	16%	12%	8%	20%	11%
Good	41%	42%	40%	36%	45%	38%	41%
Only fair	25%	23%	23%	28%	28%	26%	24%
Poor	7%	7%	7%	8%	5%	7%	7%
TOP TWO BOX	53%	53%	56%	49%	54%	58%	53%
BOTTOM TWO BOX	31%	30%	30%	36%	33%	32%	31%
DK/NA	15%	17%	14%	16%	13%	10%	16%

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# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43d Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Employment and training services, to help people find work or upgrade their skills

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										=====	=====	=====					=====				
	TOTAL	van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	11%	10%	12% h	15% H	25% DGHJK BC	21% CgHJK B	13% h	7%	16% h	11%	11%	9%	11%	11%	14% R	11%	11%	7%	10%	10%	8%	10%	12%
Good	40%	33%	40%	45% B	48% Bh	49% Bh	50% BCH	38%	46% b	43% b	42% b	30%	44% L	41%	35%	44% o	40%	41%	39%	45% w	36%	52% SUW	35%
Only fair	27%	31% dEFGJ	27%	22%	20%	19%	20%	31% dEFGJ	22%	21%	24%	31%	25%	24%	24%	26%	32%	30%	28% v	26%	37% tv	18%	30% v
Poor	8%	12% DEFG	10% DEF	3%	1%	2%	6%	7% e	7%	8% dEF	7% ef	12% M	6%	9% q	12% PQ	4%	2%	8% pq	9%	8%	8%	5%	5%
TOP TWO BOX	51%	44%	52%	59% BH	73% CDHJK B	70% CdHJK B	63% BCHj	45%	62% BH	54% bh	54% b	39%	56% L	52%	49%	55% r	51%	47%	49%	56% u	44%	62% SUW	47%
BOTTOM TWO BOX	34%	44% FGIJK DE	37% DEFGj	25%	21%	22%	26%	38% DEFGj	28%	29%	31% ef	43% M	31%	33%	36%	31%	34%	38% p	37% v	34% v	45% tvW	24%	35% v
DK/NA	15%	13% e	10%	15% Ef	6%	9%	11%	17% EF	10%	17% CEf	15% Ef	18%	14%	15%	15%	14%	15%	15%	14%	10%	11%	14%	18% T

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43d Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Employment and training services, to help people find work or upgrade their skills

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	11%	12%	10%	14% e	7%	12%	10%	11%	10%	17% K	7%	10%	13%	11%	10%	16% R	11%	8%	12% t	8%	12%
Good	40%	41%	40%	40%	43% g	42%	34%	42% i	35%	32%	37%	38%	52% NO	39%	39%	41%	42%	39%	40%	37%	46% t
Only fair	27%	28%	26%	29%	30%	24%	24%	26%	29%	32%	28%	29%	18%	28% M	28% M	24%	30%	26%	27% U	31% U	19%
Poor	8%	7%	9%	7%	8%	5%	10% f	7%	9%	7%	10%	8%	6%	7%	8%	11% Qr	6%	7%	9%	8%	6%
TOP TWO BOX	51%	52%	49%	54% g	50%	54% G	44%	53% I	45%	49%	44%	47%	65% NO	49%	49%	57% R	52%	48%	52% t	44%	58% T
BOTTOM TWO BOX	34%	34%	34%	36%	38% f	30%	34%	33%	39%	39%	38%	37%	24%	36% M	36% M	36%	36%	33%	36% U	39% U	25%
DK/NA	15%	13%	16%	10%	12%	16% d	21% DE	14%	17%	12%	18%	16%	11%	15%	15%	8%	12%	19% PQ	12%	17% s	17%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43d Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Employment and training services, to help people find work or upgrade their skills

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	11%	9%	15% BD	7%	12%	14%	10%
Good	40%	42%	38%	34%	46% d	51% g	39%
Only fair	27%	28% C	21%	32% C	24%	20%	27%
Poor	8%	6%	11% BE	11% be	4%	7%	8%
TOP TWO BOX	51%	51% d	53% D	41%	58% D	65% G	50%
BOTTOM TWO BOX	34%	34%	32%	43% bCE	28%	27%	35%
DK/NA	15%	15%	14%	16%	14%	8%	15% F

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43e Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Social housing programs, to help people find housing

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	8%	8%	11% gHk	11% h	14% bGHK	15% bGHK	6%	6%	25% fGHJK BCDe	10% h	6%	6%	9%	8%	9%	9%	13%	6%	7%	8%	7%	11%	11%
Good	29%	19%	29% B	30% B	38% Bh	35% B	37% B	28% b	35% B	32% B	35% B	24%	31% L	30%	32%	30%	27%	26%	34% w	28%	29%	35% w	25%
Only fair	30%	32% I	26% i	26% i	25%	25% i	31% I	34% cfI	15%	27% I	31% I	32%	29%	32%	27%	34%	34%	28%	29%	31%	34%	32%	30%
Poor	14%	22% gHIJK Ef	18% Ik	16%	11%	13%	13%	12%	10%	12%	11%	17%	13%	15%	16% p	9%	11%	18% P	19%	15%	16%	13%	13%
TOP TWO BOX	38%	27%	40% B	41% B	53% BcdHk	50% BCH	43% Bh	34%	60% DGHJK BC	42% Bh	41% B	30%	41% L	39%	41% r	39%	39%	32%	41%	36%	36%	46% w	35%
BOTTOM TWO BOX	44%	54% EFIJK CD	44% I	42% I	36%	39% I	44% I	47% eI	25%	39% I	42% I	49%	43%	47%	43%	43%	45%	46%	48%	46%	50%	45%	43%
DK/NA	18%	19% ef	16%	17%	12%	11%	13%	19% ef	16%	18% f	17%	21%	17%	14%	16%	18%	15%	21%	11%	18% sv	14%	10%	22% sv

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43e Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Social housing programs, to help people find housing

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	8%	10%	7%	11%	9%	8%	6%	9%	7%	12% k	5%	8%	7%	8%	10%	10%	9%	7%	9%	6%	10%
Good	29%	31%	27%	32%	31%	29%	24%	30%	27%	42% K	23%	28%	30%	28%	32%	26%	30%	30%	28%	31%	29%
Only fair	30%	29%	31%	32%	29%	29%	34%	31%	29%	20%	31%	32%	26%	33%	27%	30%	31%	30%	29%	30%	33%
Poor	14%	14%	14%	12%	17%	13%	14%	13%	17%	7%	20% J	14%	20% o	15%	11%	21% QR	14%	12%	18% U	15% U	7%
TOP TWO BOX	38%	41% C	35%	43% G	40% G	36%	30%	39%	34%	55% K	28%	36%	38%	36%	42%	37%	40%	37%	37%	37%	40%
BOTTOM TWO BOX	44%	44%	45%	44%	46%	42%	48%	45%	46%	27%	51% J	45%	47%	48% O	39%	51% r	45%	42%	47%	45%	40%
DK/NA	18%	16%	20% b	14%	14%	21% DE	22% dE	16%	20%	18%	21%	18%	16%	17%	19%	13%	16%	21% P	16%	18%	20%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43e Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Social housing programs, to help people find housing

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	8%	6%	14% BD	6%	9%	14%	8%
Good	29%	27%	30%	29%	36%	31%	29%
Only fair	30%	32%	27%	29%	32%	29%	30%
Poor	14%	15% E	13% E	20% CE	6%	13%	14%
TOP TWO BOX	38%	33%	44% Bd	35%	44% b	46%	37%
BOTTOM TWO BOX	44%	47%	41%	49% ce	38%	42%	45%
DK/NA	18%	20%	15%	16%	18%	12%	18%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43f Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The child welfare system, that could involve contact with social workers, group or foster care, and adoption services

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	7%	7% k	10% hK	11% hK	8% k	10% K	9% hK	5%	22% FGHJK BCDE	9% K	3%	6%	8%	5%	9%	9%	7%	6%	4%	8%	5%	10%	9%
Good	29%	29%	28%	35% H	35% H	37% CH	30%	24%	35% h	33% H	37% CH	19%	33% L	32%	32% r	31% r	32%	23%	33%	29%	28%	33%	26%
Only fair	28%	28% i	26% i	23%	24%	26%	24%	34% DgIJ	16%	23%	30% I	30%	27%	23%	24%	29%	34%	31%	27%	31%	32%	27%	28%
Poor	12%	14% i	15% Ik	15% i	10%	10%	22% FHIJK E	10%	6%	13% i	9%	15%	11%	11%	14%	12%	11%	13%	16%	12%	16%	12%	11%
TOP TWO BOX	36%	36%	38% h	46% bH	44% H	47% BCH	39% H	29%	57% eGHJK BC	41% H	40% H	25%	41% L	37%	41% R	39% R	38%	30%	37%	37%	32%	43%	36%
BOTTOM TWO BOX	40%	42% I	41% I	37% I	34%	35% I	46% efIj	44% I	22%	36% I	38% I	45%	38%	34%	38%	40%	44%	44% n	43%	43%	48%	39%	39%
DK/NA	23%	22%	21%	17%	22% g	17%	15%	28% DFG	20%	23% g	22%	30% M	20%	29%	21%	21%	18%	26%	20%	20%	20%	18%	25%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43f Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The child welfare system, that could involve contact with social workers, group or foster care, and adoption services

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	7%	9%	6%	11% g	7%	8%	4%	7%	8%	14% K	6%	7%	7%	7%	8%	10%	7%	7%	8%	7%	8%
Good	29%	29%	29%	33% G	28%	33% G	22%	30%	27%	39% K	23%	26%	33%	30%	27%	34% r	29%	27%	29%	28%	30%
Only fair	28%	28%	28%	29%	32% f	24%	28%	29%	25%	17%	28% j	28%	23%	29%	28%	24%	31% p	27%	25%	30%	29%
Poor	12%	10%	14%	11%	13%	10%	16% f	13%	11%	4%	13% J	12%	15%	13%	11%	19% QR	12%	10%	16% tU	11%	8%
TOP TWO BOX	36%	38%	35%	43% G	35% g	41% G	26%	37%	35%	54% K	29%	33%	40%	37%	35%	44% R	36%	34%	37%	35%	38%
BOTTOM TWO BOX	40%	39%	42%	40%	45% F	34%	44% F	42%	37%	20%	42% J	40%	38%	41%	39%	43%	44%	37%	41%	42%	36%
DK/NA	23%	23%	23%	17%	20%	25% D	30% DE	20%	29% H	26%	30%	26%	22%	22%	25%	13%	20% P	29% PQ	21%	24%	26%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43f Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
The child welfare system, that could involve contact with social workers, group or foster care, and adoption services

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	7%	7%	10% D	5%	9%	7%	8%
Good	29%	30% D	33% D	19%	31% D	34%	29%
Only fair	28%	26%	23%	32% c	36% bC	22%	28%
Poor	12%	11% E	14% E	20% BE	5%	22% g	12%
TOP TWO BOX	36%	37% D	43% D	23%	40% D	41%	36%
BOTTOM TWO BOX	40%	37%	38%	52% BCe	40%	44%	40%
DK/NA	23%	26% c	19%	25%	20%	16%	24% f

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q43g Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
Social assistance programs funded by the government, that provide financial assistance to people in need

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Excellent	14%	13%	15% k	19% HK	26% CgHJK B	25% CgHJK B	17% hk	10%	19% k	16% hk	9%	13%	14%	13%	17% r	13%	22% pR	10%	14%	14%	8%	11%	17% u
Good	35%	27%	37% b	39% B	41% Bh	36% b	43% BH	30%	42% Bh	43% BH	41% BH	28%	39% L	36%	29%	40% O	28%	37%	33%	41% U	27%	45% sU	36%
Only fair	27%	31% dEfiJ	28% EJ	22%	17%	21%	23%	33% EFgIJ D	20%	19%	27% ej	29%	26%	23%	28%	27%	35%	27%	25%	26%	40% STVW	29%	23%
Poor	9%	12% CEFIK	4%	8% i	5%	3%	8% i	8% i	2%	9% cFI	7%	12% M	7%	9% q	10% pQ	6%	3%	12% PQ	13%	7%	12%	6%	9%
TOP TWO BOX	49%	40%	52% BH	58% BH	67% BCHK	61% BHK	59% BH	40%	61% BH	59% BHK	50% bh	40%	53% L	50%	46%	53%	50%	47%	47% u	55% U	35%	56% U	53% U
BOTTOM TWO BOX	35%	44% FGIJK CDE	33% ei	30%	22%	24%	31%	41% EFgIJ D	22%	29%	34% Efi	42% M	33%	33%	37%	32%	38%	39%	37%	33%	52% STVW	35%	32%
DK/NA	15%	16% g	15%	13%	11%	15%	10%	19% eG	17%	12%	16%	18%	14%	18%	16%	15%	12%	14%	16%	12%	12%	9%	15%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43g Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Social assistance programs funded by the government, that provide financial assistance to people in need

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Excellent	14%	16%	12%	15%	13%	15%	11%	14%	12%	22% K	9%	13%	12%	12%	18% n	19% r	13%	13%	14%	12%	16%
Good	35%	37%	34%	31%	41% dG	38% g	30%	37%	33%	37%	33%	32%	40%	35%	34%	33%	34%	37%	34%	34%	41%
Only fair	27%	25%	29%	37% EFG	26%	23%	26%	25%	33% h	24%	34%	31%	21%	28%	27%	28%	31% R	24%	26%	30%	23%
Poor	9%	9%	8%	6%	11%	7%	10%	9%	8%	9%	8%	8%	15% nO	8%	7%	11%	8%	8%	11% U	9% U	3%
TOP TWO BOX	49%	53% C	46%	46%	54% G	53% G	41%	51%	45%	59% K	41%	45%	52%	48%	52%	52%	47%	50%	48%	46%	57% ST
BOTTOM TWO BOX	35%	34%	37%	44% F	36%	30%	35%	34%	41%	33%	42%	39%	36%	36%	34%	39%	39%	32%	38% U	39% U	26%
DK/NA	15%	13%	17%	11%	10%	17% dE	24% DEF	15%	15%	8%	17%	16%	13%	16%	14%	10%	14%	18% P	15%	15%	17%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q43g Are each of the following services doing an excellent, good, only fair or poor job at responding to the needs of Aboriginal people living in your city/living in cities?  
 Social assistance programs funded by the government, that provide financial assistance to people in need

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Excellent	14%	9%	26% BDE	10%	13%	21%	13%
Good	35%	37%	34%	34%	34%	43%	35%
Only fair	27%	29% C	18%	29% C	33% C	21%	27%
Poor	9%	8%	10% E	12% E	3%	6%	9%
TOP TWO BOX	49%	46%	59% BDE	44%	47%	64% G	48%
BOTTOM TWO BOX	35%	37% C	28%	41% C	37%	27%	36%
DK/NA	15%	17%	13%	15%	16%	9%	16% f

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q44 Are you aware of any Aboriginal organizations in your city, which are run by and provide services for Aboriginal people?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1920	329	180	168	45	41	120	615	31	329	61	602	1318	212	421	537	115	611	262	469	307	216	373
UNWEIGHTED TOTAL	2258	233	245	239	249	246	245	186	249	143	223	260	1998	115	270	668	192	988	279	524	351	263	483
Yes	37%	38% J	44% hJ	46% hJ	61% CDHJK B	65% CDHJK B	63% CDHJK B	34% J	75% EgHJK BCD	11%	39% J	39%	35%	22%	26%	35% n	58% NOPr	46% NOP	30%	33%	42%	34%	47% STV
No	61%	59% EFGI	54% EFGI	50% EFGI	35%	34%	32%	65% DEFGI C	25%	88% FGHIK BCDE	59% EFGI	60%	62%	76% pQR	70% QR	64% QR	40%	53% Q	67% W	65% W	57%	66% W	51%
DK/NA	2%	4%	1%	4% fhij	4% fhiJ	1%	5% CFHIJ	1%	1%	1%	3%	1%	2%	2%	4%	1%	3%	1%	3%	2%	2%	1%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q44 Are you aware of any Aboriginal organizations in your city, which are run by and provide services for Aboriginal people?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	often	occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1920	925	995	387	580	517	364	1437	459	86	352	827	237	1112	541	460	709	745	1043	876	-
UNWEIGHTED TOTAL	2258	1139	1119	294	501	737	655	1854	378	68	295	868	365	1293	574	780	837	631	1561	697	-
Yes	37%	35%	38%	33%	40% G	39% G	28%	38%	31%	26%	32%	36%	54% NO	38% O	26%	54% QR	37% R	26%	54% T	16%	-
No	61%	64%	59%	66%	58%	58%	69% eF	60%	66%	70%	66%	62%	44%	60% M	72% MN	43%	63% P	72% Pq	44%	82% S	-
DK/NA	2%	1%	3% B	*%	2%	2% D	3% d	2%	3%	4%	2%	2%	2%	2%	1%	3% Q	1%	3% q	2%	2%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q44 Are you aware of any Aboriginal organizations in your city, which are run by and provide services for Aboriginal people?

SUBSAMPLE: Those who are aware of Aboriginals/an Aboriginal community in their city

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORINGAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1920	863	442	383	232	156	1763
UNWEIGHTED TOTAL	2258	916	622	556	164	261	1997
Yes	37%	38%	34%	48%	17%	60%	34%
		E	E	BCE		G	
No	61%	60%	62%	51%	82%	36%	64%
		d	D		BCD		F
DK/NA	2%	2%	3%	1%	*%	3%	2%
			de				



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q45 Looking to the future, are you optimistic or pessimistic that the quality of life for Aboriginal people in your city/living in cities will improve to the same level as non-Aboriginal people in the next generation?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Optimistic	66%	65%	59%	63%	62%	66%	63%	68% C	59%	68% C	70% C	64%	67%	61%	71%	65%	69%	65%	66%	69%	69%	68%	63%
Pessimistic	27%	30%	36% HJK	30%	29%	28%	31%	24%	35%	25%	24%	30%	26%	25%	23%	28%	30%	29%	25%	27%	28%	26%	30%
Already as good/better	1%	*%	1%	1%	*%	1%	-	*%	-	3% cdEHk B	1%	1%	1%	2%	*%	2%	-	1%	1%	2%	*%	*%	1%
Depends	1%	1%	1%	1%	4% BCDFK	1%	-	-	3% dk	4% bcdFK	1%	1%	2%	3%	2%	1%	*%	1%	3% tU	1%	*%	4% TUW	1%
DK/NA	4%	4% j	3%	6% J	5% J	3%	6% J	7% cfJ	3%	1%	5% J	4%	5%	9% Q	4%	4%	1%	3%	5%	2%	4%	2%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q45 Looking to the future, are you optimistic or pessimistic that the quality of life for Aboriginal people in your city/living in cities will improve to the same level as non-Aboriginal people in the next generation?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Optimistic	66%	64%	68%	76% EFg	64%	64%	65%	67%	65%	74%	64%	69%	63%	68%	65%	62%	64%	70% p	62%	69% s	69%
Pessimistic	27%	29%	26%	22%	28%	29%	27%	27%	28%	19%	29%	26%	31%	26%	29%	30%	30%	24%	31% tu	24%	24%
Already as good/better	1%	1%	1%	*%	1%	2%	-	1%	1%	-	1%	1%	*%	1% mo	*%	3% qR	1%	*%	1%	1%	*%
Depends	1%	2%	1%	-	2% f	*%	3% F	2%	1%	2%	*%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%
DK/NA	4%	4%	5%	1%	5% D	5% D	5% D	3%	5%	4%	6%	3%	4%	3%	4%	4%	3%	4%	4%	4%	6%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q45 Looking to the future, are you optimistic or pessimistic that the quality of life for Aboriginal people in your city/living in cities will improve to the same level as non-Aboriginal people in the next generation?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Optimistic	66%	74% CD	54%	57%	71% CD	67%	66%
Pessimistic	27%	19%	35% BE	42% BE	21%	25%	27%
Already as good/better	1%	1%	3% BD	1%	1%	1%	1%
Depends	1%	1%	2% d	1%	3% d	1%	1%
DK/NA	4%	5% D	6% D	1%	4% D	7%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Education opportunities (unspecified)	16%	15% j	12%	17% J	16% j	11%	20% cfJ	22% CFJk	15%	8%	14% j	19%	15%	10%	9%	17% nO	31% NOPr	20% NO	14%	12%	21% t	14%	18%
To treat them fairly/ give them equal opportunity regardless of race/culture	14%	14% j	17% FJ	18% eFJ	10%	9%	14% j	17% fJ	19% eFJ	8%	15% j	14%	14%	10%	16%	16%	14%	12%	11%	15%	16%	18%	14%
Promote respect/ acceptance of cultural differences	10%	7%	8%	8%	7%	10% g	4%	12% G	7%	11% G	11% G	13%	9%	7%	8%	10%	6%	13%	6%	12% SU	3%	11% U	17% SU
Community/social outreach programs/ funding	8%	8%	9%	7%	7%	6%	7%	12% fiJ	4%	5%	9%	10%	7%	4%	8%	8%	16% Np	10% n	9%	8%	9%	10%	10%
Employment opportunities/ job training	8%	9%	11% J	7%	10%	14% dhJk	8%	8%	11%	5%	8%	12% M	6%	9%	4%	7%	22% NOPR	8%	11%	7%	10%	5%	5%
Move away from reserves/ integrate/amalgamate them into society	6%	4% e	2%	5% E	*%	2%	2%	4% e	3%	15% FGHIK BCDE	3%	9% m	5%	9% q	5%	5%	3%	8% opQ	5%	7%	8%	6%	4%
Create public awareness/ understanding of their situation/culture	6%	5%	4%	2%	5%	3%	2%	8% DFGIK C	2%	5% g	3%	7%	5%	3%	4%	7% N	6%	7% n	6%	5%	8%	9% w	4%
Communication/listen to Aboriginal needs/culture/ co-operating	5%	4%	5%	4%	5%	3%	4%	5%	4%	3%	8% fj	4%	5%	3%	2%	7% O	2%	5%	4%	6%	4%	5%	6%
Assist/encourage them to become self-sufficient/ independent/take advantage of opportunities	5%	3%	4% FHIJK BC	9% ik	8% ik	4%	11% FHIJK BC	4%	2%	4%	2%	3%	5%	8%	4%	4%	2%	4%	4%	4%	4%	3%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Provide quality/ affordable housing	4%	6% hj	9% HIJK	8% HJK	8% hjk	9% HJK	7% hjk	2%	4%	2%	2%	3%	4%	6%	2%	4%	4%	5%	6%	4%	3%	2%	3%
Currently doing everything possible/ continue as is	3%	4% dGk	2%	1%	7% FGHJK CD	3%	1%	3%	5%	2%	1%	1%	3% L	5%	5% R	3%	1%	1%	4%	2%	1%	6% tu	2%
Provide healthcare	2%	3% d	1%	*%	1%	2%	1%	4% CDGj	1%	1%	2%	5% M	1%	-	2%	2%	6%	4% p	2%	3%	2%	2%	3%
Alcohol/substance abuse programs	2%	5% FGHJK CD	2%	1%	5% fGHjk cd	1%	1%	2% j	5% fGHjk cd	*%	1%	3% M	1%	5% OPQR	1%	1%	*%	2%	*%	1%	2%	1%	2%
Stop giving them assistance/welfare/not city's responsibility	2%	2%	3% j	7% GHIJK B	3%	4% j	2%	1%	1%	*%	2% j	1%	2%	2%	1%	1%	4%	2%	1%	1%	1%	2%	3%
Organize an Aboriginal event/festival/encourage celebration of culture	1%	-	-	-	-	-	*%	1%	1%	4% GHik	*%	2%	1%	*%	3% Nr	2%	-	1%	1%	2%	3% SW	2%	1%
Better representation/ involvement at the government level/ decision-making	1%	3%	1%	1%	1%	2%	1%	1%	4% ceghj	1%	2%	2%	1%	*%	*%	2%	3%	2%	*%	2%	2%	2%	*%
Help them change their attitude/be more positive/move forward	1%	*%	2%	1%	*%	2%	1%	*%	*%	3% dhk	*%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	2%	*%
Counseling/support programs (i.e. youth, parenting, etc.)	1%	4% fk	1%	1%	5% cdFgk	*%	1%	-	1%	-	*%	1%	1%	2%	*%	*%	1%	1%	*%	-	*%	1%	1%
Let them be/leave them alone	1%	*%	-	1%	-	*%	2%	1% b	1%	*%	-	1% m	*%	4% OPQR	*%	*%	*%	*%	*%	-	*%	-	*%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Positive images of Aboriginals in the media/ role models/visibility	%%	%%	%%	%%	%%	1%	-	-	-	1%	%%	%%	1%	-	-	%%	%%	1% p	%%	%%	2%	%%	1%
Revitalize cities/ improve infrastructure/ reduce crime	%%	%%	-	%%	1%	2% bd	3% bd	-	%%	1%	-	%%	1%	%%	%%	%%	%%	1%	%%	%%	%%	%%	1%
Address/deal with issues of poverty	%%	%%	-	%%	%%	2%	1%	%%	-	%%	1%	%%	%%	-	%%	%%	%%	1%	%%	%%	%%	%%	%%
Other	6%	6%	9% DFk	2%	10% DFhik	4%	7%	5%	4%	9% Df	4%	8%	5%	7%	8%	5%	3%	7%	9%	6%	6%	6%	6%
None/nothing	1%	1%	%%	1%	%%	%%	2%	-	3% CDEF	2%	-	-	1%	2%	1%	1%	1%	1%	-	2% U	%%	2% u	%%
DK/NA	25%	29%	25%	26%	25%	30%	23%	24%	28%	25%	30%	24%	26%	39% PQR	32% pQR	23%	16%	18%	33% UVW	27%	21%	20%	20%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Education opportunities (unspecified)	16%	13%	18% B	19%	16%	14%	16%	14%	21% H	25%	18%	17%	19%	16%	13%	15%	17%	15%	16%	13%	20% t
To treat them fairly/ give them equal opportunity regardless of race/culture	14%	17% C	12%	20% efg	12%	13%	12%	14%	16%	13%	17%	17%	9%	14%	16% m	16%	15%	13%	12%	19% SU	10%
Promote respect/ acceptance of cultural differences	10%	12% c	8%	8%	14% dFG	8%	8%	11%	8%	11%	7%	12%	16% NO	9%	9%	7%	11% p	10%	11%	10%	8%
Community/social outreach programs/ funding	8%	8%	8%	12%	8%	6%	8%	9%	6%	5%	6%	9%	6%	10%	7%	8%	9%	8%	8%	9%	7%
Employment opportunities/ job training	8%	7%	9%	10%	8%	7%	7%	6%	13% H	17%	12%	9%	11%	8%	6%	4%	11% P	7%	8%	8%	7%
Move away from reserves/ integrate/amalgamate them into society	6%	6%	6%	6%	4%	6%	9% E	5%	7%	15% K	5%	6%	7%	6%	5%	3%	4%	8% PQ	5%	3%	12% ST
Create public awareness/ understanding of their situation/culture	6%	6%	5%	3%	8% dG	6%	4%	5%	7%	4%	8%	8%	5%	6%	5%	5%	7%	5%	6%	5%	6%
Communication/listen to Aboriginal needs/culture/ co-operating	5%	5%	4%	5%	5%	4%	4%	4%	5%	6%	5%	6%	5%	6% o	3%	4%	4%	5%	6%	3%	5%
Assist/encourage them to become self-sufficient/ independent/take advantage of opportunities	5%	5%	4%	1%	3%	5% D	9% DE	4%	3%	2%	3%	3%	4%	4%	4%	4%	4%	4%	5%	3%	7%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Provide quality/ affordable housing	4%	3%	4%	3%	3%	4%	5%	3%	5%	8%	4%	5%	7% o	4%	2%	5%	6% r	2%	5% u	4%	2%
Currently doing everything possible/ continue as is	3%	3%	3%	2%	3%	2%	3%	3% i	1%	1%	1%	2%	3%	2%	3%	2%	4%	2%	4%	2%	2%
Provide healthcare	2%	1%	4% B	4% G	3% G	2% g	*%	2%	4% h	12% K	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%
Alcohol/substance abuse programs	2%	1%	2%	2%	1%	1%	3% F	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	2%
Stop giving them assistance/welfare/not city's responsibility	2%	2%	1%	1%	2%	2%	1%	2%	*%	1%	*%	1%	2%	2%	2%	4%	1%	1%	2% u	2%	*%
Organize an Aboriginal event/festival/encourage celebration of culture	1%	1%	2%	2% G	1% g	2% G	*%	2% I	*%	-	*%	*%	*%	2% M	1%	1%	1%	2% PQ	1%	2% u	1%
Better representation/ involvement at the government level/ decision-making	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	3%	1%	1%	1%	2% r	1%	2% t	1%	-
Help them change their attitude/be more positive/move forward	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	2%
Counseling/support programs (i.e. youth, parenting, etc.)	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	2% r	*%	2% t	*%	*%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great	Some	Lit./	Often	Occ.	Rar./	Yes	Ab in	None/
	TOTAL	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Let them be/leave them alone	1%	1%	1%	-	1%	1%	2%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%
Positive images of Aboriginals in the media/ role models/visibility	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Revitalize cities/ improve infrastructure/ reduce crime	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Address/deal with issues of poverty	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
other	6%	7%	6%	2%	7%	8%	7%	7%	6%	4%	7%	5%	8%	7%	4%	8%	6%	6%	8%	5%	5%
None/nothing	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%
DK/NA	25%	23%	27%	27%	25%	24%	25%	25%	25%	18%	28%	23%	19%	22%	33%	25%	22%	28%	21%	27%	31%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORINGAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Education opportunities (unspecified)	16%	20% CE	11%	17%	10%	18%	16%
To treat them fairly/ give them equal opportunity regardless of race/culture	14%	12%	14%	17%	17%	12%	14%
Promote respect/ acceptance of cultural differences	10%	9% C	5%	17% BC	13% C	10%	10%
Community/social outreach programs/ funding	8%	11% CE	7%	8%	3%	3%	9% f
Employment opportunities/ job training	8%	8%	6%	11% e	4%	6%	8%
Move away from reserves/ integrate/amalgamate them into society	6%	7%	6%	6%	5%	*%	7% F
Create public awareness/ understanding of their situation/culture	6%	7% C	1%	6% C	10% C	2%	6%
Communication/listen to Aboriginal needs/culture/ co-operating	5%	6% Ce	2%	5%	3%	4%	5%
Assist/encourage them to become self-sufficient/ independent/take advantage of opportunities	5%	3%	8% B	5%	3%	8%	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Provide quality/ affordable housing	4%	5% e	3%	5% e	1%	5%	4%
Currently doing everything possible/ continue as is	3%	2%	4%	2%	5%	2%	3%
Provide healthcare	2%	4% C	1%	3%	-	2%	2%
Alcohol/substance abuse programs	2%	2%	2%	1%	1%	1%	2%
Stop giving them assistance/welfare/not city's responsibility	2%	1%	4% BD	*%	1%	4%	1%
Organize an Aboriginal event/festival/encourage celebration of culture	1%	1%	1%	-	3%	*%	1%
Better representation/ involvement at the government level/ decision-making	1%	1%	1%	2%	1%	1%	1%
Help them change their attitude/be more positive/move forward	1%	1%	*%	2%	1%	1%	1%
Counseling/support programs (i.e. youth, parenting, etc.)	1%	*%	1%	2%	*%	*%	1%
Let them be/leave them alone	1%	1%	1%	-	*%	*%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

Q46    what do you think is the most important way [your city can help/to help] ensure a better quality of life for  
 Aboriginal people [living in cities]?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Positive images of Aboriginals in the media/ role models/visibility	%%	1%	%%	%%	-	%%	%%
Revitalize cities/ improve infrastructure/ reduce crime	%%	%%	-	1%	%%	1%	%%
Address/deal with issues of poverty	%%	%%	%%	2%	-	%%	%%
Other	6%	5%	6%	10% BC	5%	4%	6%
None/nothing	1%	%%	3% BD	%%	1%	-	1%
DK/NA	25%	27% D	30% D	13%	28% D	35% g	25%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q47 How important do you believe formal education is to improving the lives of Aboriginal people?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very important	82%	79%	84% d	77%	80%	78%	86% dfjk	84% d	87% dfk	79%	78%	84%	80%	70%	79%	83% N	84% n	87% NO	82%	77%	84% tv	76%	86% TV
Somewhat important	16%	17% I	15% i	22% cGHI	16% i	16% I	13%	14% i	7%	18% I	18% I	15%	17%	24% PqR	20% R	14%	12%	12%	16%	22% W	15%	21% W	10%
Not very important	1%	1%	1%	1%	3% CDJk	1%	-	1%	1%	1%	1%	1%	1%	-	1%	2% r	2%	1%	1%	1%	1%	1%	3% STUV
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOP TWO BOX	98%	96%	99% EFiJK b	99% beFIK	97%	95%	99% beFIK	99% FIK	94%	97%	95%	99%	97%	94%	99% n	98%	96%	99% N	98%	99%	99% w	97%	97%
BOTTOM TWO BOX	1%	2%	1%	1%	3% CDJ	3% DJ	-	1%	1%	1%	2% dj	1%	1%	-	1%	2% R	2%	1%	1%	1%	1%	1%	3% STu
DK/NA	1%	2% h	-	1%	1%	3% DEGH	1%	1%	5% DEGH	3% deH	2% deH	1%	2%	6% OPR	1%	1%	3%	1%	2%	1%	2%	2% Uw	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q47 How important do you believe formal education is to improving the lives of Aboriginal people?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very important	82%	84% c	79%	83%	79%	79%	85% ef	80%	85%	92% k	83%	84%	86% o	83% o	76%	77%	82%	83% p	82% t	77%	87% T
Somewhat important	16%	14%	18% b	16%	18% G	19% G	11%	17%	14%	8%	16%	14%	13%	15%	21% mn	20%	16%	15%	16%	20% U	11%
Not very important	1%	1%	1%	1%	2% dG	1%	1%	1%	1%	-	1%	1%	1%	1%	2% mn	1%	2% R	1%	1%	1% u	1%
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOP TWO BOX	98%	98%	97%	100% eG	98%	98%	96%	97%	99%	100%	99%	99%	100% O	98%	97%	97%	98%	98%	98%	98%	98%
BOTTOM TWO BOX	1%	1%	1%	1%	2% dG	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2% r	1%	1%	1%	1%
DK/NA	1%	1%	1%	1%	1%	1%	3% DEF	1%	1%	1%	1%	1%	1%	1%	2%	2% q	1%	1%	1%	1%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q47     How important do you believe formal education is to improving the lives of Aboriginal people?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very important	82%	87% Ce	73%	81% C	79%	84%	81%
Somewhat important	16%	13%	21% B	18%	17%	15%	16%
Not very important	1%	*%	*%	1%	3% BC	*%	1%
Not at all important	*%	*%	*%	-	*%	*%	*%
TOP TWO BOX	98%	99% Ce	95%	99% C	96%	99%	98%
BOTTOM TWO BOX	1%	*%	1%	1%	3% b	*%	1%
DK/NA	1%	*%	5% BDE	*%	1%	1%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QA What is the highest level of education you have attained?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Some elementary (Grades 1-6)	1%	-	-	-	-	1%	-	-	1%	2%	2%	-	1%	4%	-	-	-	-	2% t	1%	-	-	-
Completed elementary (Grades 7-8)	2%	-	2%	2%	5% dH	4% H	5% cDHj	1%	3%	2%	4% dH	1%	2% L	15%	-	-	-	-	7% TV	2% V	-	1%	-
Some high school (Grades 9-11)	10%	14% HK	11% H	15% CHK	12% H	13% HK	13% H	4%	11% H	15% CHK	9% H	10%	10%	81%	-	-	-	-	27% TUVW	11% UVW	2%	6% UW	1%
Completed high school (Grades 12 or 13 or OAC)	23%	24%	22%	23%	26% k	21%	24%	24%	18%	21%	19%	19%	24% L	-	100%	-	-	-	28% VW	25% VW	25% VW	18%	15%
Some trade, technical or vocational school, or business college	3%	3%	2%	4%	2%	3%	2%	3%	1%	4% k	1%	2%	4% l	-	-	10%	-	-	1%	4%	2%	3%	3%
Some community college, CEGEP or nursing school	7%	5% f	6% F	3%	3%	1%	4%	6% F	3%	13% FGHIK BCDE	3%	6%	7%	-	-	24%	-	-	8%	10% W	6%	9%	4%
Some university	5%	10% hJ	6% J	6% J	7% J	14% CDHJ	9% J	5% J	10% hJ	1% CDeHJ	15% CDeHJ	7%	5%	-	-	-	100%	-	6%	6%	5%	7%	3%
Diploma or certificate from trade, technical or vocational school, or business college	7%	7%	9% J	11% J	12% J	10% J	5%	8% j	6%	3%	6%	6%	7%	-	-	24%	-	-	3%	9% s	8%	8%	7%
Diploma or certificate from community college, CEGEP or nursing school	12%	9%	13% E	13% E	5%	7%	11% e	13% E	11%	15% EF	14% EF	14%	11%	-	-	42%	-	-	5%	13% S	17% S	16% S	13% S
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	19%	20%	19%	14%	21%	12%	16%	23% dFI	10%	16%	15%	21%	18%	-	-	-	-	66%	8%	13%	24% St	24% St	33% ST



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QA      What is the highest level of education you have attained?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc)	1%	1%	1%	*%	*%	2%	*%	1%	1%	2%	1%	2%	1%	-	-	-	-	3%	1%	1%	*%	1%	1%
Masters (M.A., M.Sc., M.Ed.)	7%	6%	7%	7%	2%	8% e	4%	10% Eg	6%	5%	7%	9%	6%	-	-	-	-	25%	2%	4%	10% S	6%	15% STV
Doctorate (Ph.D., D.Sc., D.Ed.)	1%	1%	1%	*%	1%	1%	3%	3%	*%	1%	2%	3%	1%	-	-	-	-	5%	1%	*%	*%	2%	5% STU
REFUSE/NA	1%	1%	2%	1%	4% DFHJK BC	2% HJ	3% dHJ	*%	19% FGHJK BCDE	*%	1%	*%	1%	-	-	-	-	-	-	*%	*%	*%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QA      What is the highest level of education you have attained?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Some elementary (Grades 1-6)	1%	1%	1%	-	-	1%	2% F	1%	-	-	-	-	1%	1%	1%	1%	1%	1% q	1%	1%	1%
Completed elementary (Grades 7-8)	2%	1%	3% B	-	1%	2% E	6% EF	2%	3%	-	4%	2%	6% NO	1%	2%	1%	1%	3% PQ	1%	2% s	3%
Some high school (Grades 9-11)	10%	10%	11%	5%	5%	7%	26% DEF	11% I	7%	5%	8%	8%	8%	9%	11%	12%	11%	9%	9%	9%	14% st
Completed high school (Grades 12 or 13 or OAC)	23%	21%	25%	27% E	11%	28% E	31% E	24%	20%	18%	22%	21%	22%	23%	24%	22%	22%	24%	20%	25% s	25% s
Some trade, technical or vocational school, or business college	3%	4%	3%	2%	4%	3%	3%	4%	2%	1%	2%	2%	3%	3%	4%	3%	4%	2%	2%	4%	4%
Some community college, CEGEP or nursing school	7%	5%	8% b	8%	8%	7%	5%	7%	7%	6%	8%	7%	7%	7%	6%	8%	6%	7%	5%	7%	10% s
Some university	5%	4%	7%	15% EFG	3%	4%	3%	5%	8%	12%	6%	6%	5%	5%	6%	7%	6%	5%	8% TU	3%	4%
Diploma or certificate from trade, technical or vocational school, or business college	7%	9% c	5%	4%	9%	8%	5%	7%	7%	11%	4%	6%	5%	7%	7%	8%	9%	5%	7%	7%	7%
Diploma or certificate from community college, CEGEP or nursing school	12%	13%	12%	12%	15% G	14% g	8%	14% I	9%	5%	10%	13%	9%	13%	12%	12%	12%	13%	13%	12%	12%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	19%	22% c	16%	19% G	30% DFG	17% G	6%	18%	23%	30%	21%	23%	17%	20%	18%	20%	16%	21%	22% U	19%	14%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QA      What is the highest level of education you have attained?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc)	1%	1%	1%	1%	2%	*%	1%	1%	1%	3%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
Masters (M.A., M.Sc., M.Ed.)	7%	7%	8%	6%	10% G	9% G	2%	6%	12% h	10%	11%	9%	12%	7%	6%	5%	8%	8%	9%	8%	4%
Doctorate (Ph.D., D.Sc., D.Ed.)	1%	2%	1%	1%	3% f	*%	1%	1%	2%	-	3%	1%	4%	1%	1%	2%	3% R	*%	2% U	1%	*%
REFUSE/NA	1%	1%	1%	*%	-	*%	1%	1%	*%	*%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QA      What is the highest level of education you have attained?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Some elementary (Grades 1-6)	1%	*%	2% B	-	-	-	1%
Completed elementary (Grades 7-8)	2%	2% D	2% D	*%	2%	*%	2%
Some high school (Grades 9-11)	10%	10% D	17% BDE	5%	8%	13%	10%
Completed high school (Grades 12 or 13 or OAC)	23%	20%	24%	19%	32% BCD	27%	22%
Some trade, technical or vocational school, or business college	3%	2%	4%	2%	6% bd	4%	3%
Some community college, CEGEP or nursing school	7%	9% C	4%	6%	5%	8%	7%
Some university	5%	7%	5%	6%	3%	9%	5%
Diploma or certificate from trade, technical or vocational school, or business college	7%	7%	7%	7%	8%	5%	7%
Diploma or certificate from community college, CEGEP or nursing school	12%	14% c	9%	13%	13%	11%	12%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	19%	18%	17%	25% c	19%	9%	20% f
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc)	1%	1%	1%	1%	*%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QA      What is the highest level of education you have attained?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Masters (M.A., M.Sc., M.Ed.)	7%	7%	5%	14% BCE	4%	9%	7%
Doctorate (Ph.D., D.Sc., D.Ed.)	1%	2%	1%	1%	1%	2%	1%
REFUSE/NA	1%	*%	3% BD	*%	1%	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QB Are you currently in school or not?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	10%	11% K	8% k	10% K	9%	10% K	9% K	10% K	6%	14% cIK	4%	11%	10%	6%	7%	9%	39% NOPR	12% NO	12%	11%	9%	9%	10%
No	89%	88%	91%	89%	86%	90%	90%	89%	91%	86%	95% EfgHJ BCD	87%	89%	91% Q	93% QR	91% Qr	60%	88% Q	87%	89%	91%	91%	90%
DK/NA	1%	1%	1%	1%	5% DFGHK BC	1%	1%	1%	3% FGh	-	1%	1%	1%	4% OPR	1%	1%	1%	1%	1%	1%	1%	1%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QB Are you currently in school or not?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great	Some	Lit./	Often	Occ.	Rar./	Yes	Ab in	None/
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	10%	9%	11%	41% EFG	7% FG	2%	*%	9%	16% H	37% K	9%	14%	3%	8% M	18% MN	9%	10%	12%	10%	12% u	8%
No	89%	90%	87%	59%	93% D	98% DE	98% DE	91% I	84%	61%	91% J	86%	96% nO	91% O	81%	90%	89%	88%	89%	87%	90%
DK/NA	1%	*%	1% b	*%	*%	*%	2% DEF	*%	*%	2%	-	*%	1%	*%	1%	*%	1%	*%	1%	1%	2% s

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QB Are you currently in school or not?

		UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	10%	11% C	6%	10%	16% Cd	6%	11%
No	89%	88%	93% BE	90%	84%	93%	88%
DK/NA	1%	1%	1%	1%	*%	1%	1%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QC      What grade or level of education are you enrolled in?

SUBSAMPLE: Those who are currently attending school

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	262	40	15	17	4	4	11	83	2	84	3	83	180	18	40	64	54	87	49	69	34	24	43
UNWEIGHTED TOTAL	171	22	15	17	16	21	13	15	15	27	10	27	144	6	9	31	37	87	33	43	28	18	23
High school (Grades 9 through 12 or 13 or OAC)	15%	*%	33% BDJ	6%	20%	-	36% BDJ	28% Bdj	17% b	6%	-	19%	13%	72% Q	64% Q	-	2%	-	-	23% U	1%	6%	22% u
Trade, technical or vocational school, or business college	9%	-	-	15%	10%	-	-	6%	-	17%	5%	3%	11%	28%	12%	16%	-	3%	33% T	*%	-	26% T	-
Community college, CEGEP or nursing school	17%	21%	6%	6%	-	18%	3%	13%	14%	28% CDG	-	11%	20%	-	24%	45% QR	10%	3%	4%	25% SV	7%	4%	33% SUV
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	37%	51%	32%	31%	39%	48%	24%	33%	38%	36%	54%	47%	32%	-	1%	33% o	84% OPR	35% O	56%	39%	30%	41%	32%
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc.)	2%	-	6%	-	-	8%	5%	-	-	3%	-	3%	1%	-	-	-	-	5%	*%	5%	2%	-	-
Masters (M.A., M.Sc., M.Ed.)	16%	16%	23%	20%	2%	15%	26%	20%	24%	9%	33%	16%	16%	-	-	-	2%	48% Q	7%	6%	51% STW	19%	9%
Doctorate (Ph.D., D.Sc., D.Ed)	1%	-	-	6%	3%	2%	6%	-	8%	-	-	-	1%	-	-	-	-	2%	-	*%	2%	3%	1%
DK/NA	3%	12%	*%	16%	26% C	8%	-	-	-	-	8%	1%	4%	-	-	6%	2%	5%	-	2%	7%	1%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QC What grade or level of education are you enrolled in?

SUBSAMPLE: Those who are currently attending school

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	262	113	150	197	52	10	0	160	102	55	45	152	10	115	137	45	80	137	108	108	46
UNWEIGHTED TOTAL	171	73	98	108	41	14	5	122	49	24	24	79	20	86	65	52	55	64	104	54	13
High school (Grades 9 through 12 or 13 or OAC)	15%	16%	15%	20% E	*%	-	-	16%	13%	18%	8%	18%	-	9%	21% n	22%	16%	13%	3%	22% S	28% S
Trade, technical or vocational school, or business college	9%	17% C	2%	8%	7%	24%	25%	12%	3%	6%	*%	5%	1%	7%	10%	*%	21% PR	4%	6%	11%	8%
Community college, CEGEP or nursing school	17%	15%	19%	11%	41% D	22%	-	17%	19%	24%	14%	16%	38% no	16%	17%	19%	18%	17%	8%	24% s	23%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	37%	36%	38%	43% e	18%	21%	65%	38%	35%	41%	31%	35%	23%	32%	42%	29%	35%	41%	46%	28%	39%
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc.)	2%	1%	2%	2%	1%	-	-	2%	1%	-	1%	1%	-	3%	*%	2%	4%	-	4%	*%	-
Masters (M.A., M.Sc., M.Ed.)	16%	13%	19%	14%	22%	26%	2%	11%	25%	7%	42% J	20%	23%	28% O	6%	17%	5%	22%	27% U	11%	2%
Doctorate (Ph.D., D.Sc., D.Ed)	1%	1%	1%	*%	3%	3%	7%	1%	1%	-	2%	*%	1%	1%	*%	1%	*%	1%	1%	*%	-
DK/NA	3%	2%	4%	1%	7%	4%	2%	4%	3%	4%	2%	5%	13%	2%	4%	9%	1%	3%	4%	4%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QC      What grade or level of education are you enrolled in?

SUBSAMPLE: Those who are currently attending school

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	262	128	37	41	56	10	253
UNWEIGHTED TOTAL	171	81	30	44	16	18	153
High school (Grades 9 through 12 or 13 or OAC)	15%	14%	9%	5%	28% d	5%	15%
Trade, technical or vocational school, or business college	9%	11%	3%	12%	4%	-	9%
Community college, CEGEP or nursing school	17%	10%	15%	15%	38% b	15%	18%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., L.L.B., B.Ed.)	37%	41% e	48% e	45% e	15%	63%	36%
Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc.)	2%	2%	2%	2%	-	4%	1%
Masters (M.A., M.Sc., M.Ed.)	16%	18%	12%	18%	14%	11%	16%
Doctorate (Ph.D., D.Sc., D.Ed)	1%	1%	1%	2%	-	2%	1%
DK/NA	3%	4%	10%	1%	1%	-	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QD What is the primary source of funding for your current post-secondary education or training?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	214	35	10	13	2	4	7	60	2	79	2	66	148	5	14	60	52	83	49	52	31	22	32
UNWEIGHTED TOTAL	147	18	12	13	13	19	11	12	14	26	9	24	123	1	4	28	34	80	33	39	22	14	20
Employment/job income	25%	20%	56% bhIj	48% I	24%	26% i	41% I	19%	5%	22%	30%	26%	24%	-	33%	24%	26%	24%	23%	13%	39%	67% STW	10%
Government student loans	20%	27%	13%	24%	52% CGJK	23%	14%	26%	26%	12%	7%	22%	19%	-	-	32%	30%	10%	29%	19%	9%	6%	35% v
Personal savings	15%	30%	23%	16%	11%	12%	7%	10%	10%	11%	48% fghij e	-	22%	-	35%	8%	12%	19%	8%	1%	14%	42% TV	
Family support (excluding loans)	12%	12%	-	6%	-	9%	-	14%	13%	15%	-	29% M	5%	-	-	12%	15%	13%	8%	19%	-	27% w	1%
Scholarships	9%	7%	-	-	6%	21% j	12%	22%	19%	3%	10%	8%	10%	-	-	-	5%	21% q	1%	13%	33% SW	-	4%
Band or Aboriginal funding	5%	-	-	-	-	-	-	-	-	13%	-	-	7%	-	32%	10%	-	-	12%	9%	-	-	-
Government program assistance (e.g., Employment Insurance)	4%	-	-	6%	-	-	-	-	18%	9%	-	4%	4%	100% PR	-	4%	-	4%	11%	5%	2%	-	-
Bank/credit union loan	2%	-	8%	-	-	8%	8%	-	-	3%	-	-	3%	-	-	1%	-	4%	-	5%	3%	-	-
RESP/other educational savings plans	2%	-	-	-	8%	-	-	-	-	5%	-	-	3%	-	-	6%	-	4%	-	7%	-	-	-
Bursaries	2%	-	-	-	-	-	-	-	1%	5%	-	-	2%	-	-	6%	4%	-	-	-	-	-	11%
Social/income assistance (welfare)	4%	-	-	-	-	-	-	-	8%	-	-	-	4%	-	-	4%	-	-	4%	-	-	-	-
Other	4%	-	-	-	-	-	5%	-	-	-	5%	-	4%	-	-	4%	-	4%	1%	-	-	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QD What is the primary source of funding for your current post-secondary education or training?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	214	35	10	13	2	4	7	60	2	79	2	66	148	5	14	60	52	83	49	52	31	22	32
UNWEIGHTED TOTAL	147	18	12	13	13	19	11	12	14	26	9	24	123	1	4	28	34	80	33	39	22	14	20
DK/NA	5%	4%	-	-	-	-	12%	9%	-	3%	-	11%	2%	-	-	-	12%	4%	7%	10%	-	-	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QD What is the primary source of funding for your current post-secondary education or training?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
Employment/job income	25%	33%	19%	25%	19%	48%	-	37% I	6%	5%	7%	13%	14%	25%	25%	32%	38% r	15%	33% U	23%	3%
Government student loans	20%	14%	24%	17%	34%	-	2%	12%	31% h	41%	23%	25%	33%	13%	25%	29%	28%	13%	8%	35% S	19%
Personal savings	15%	19%	12%	11%	25%	23%	73% d	15%	14%	19%	10%	16%	32%	15%	13%	23%	7%	17%	20%	9%	14%
Family support (excluding loans)	12%	11%	13%	15%	5%	-	-	12%	12%	5%	15%	15%	-	14%	11%	-	8%	18%	12%	12%	11%
Scholarships	9%	10%	9%	13%	1%	-	-	3%	19% h	6%	33% J	14%	-	17% o	3%	2%	2%	16% p	18% t	3%	-
Band or Aboriginal funding	5%	5%	5%	2%	10%	25% D	-	5%	4%	9%	-	3%	-	4%	6%	-	4%	7%	-	-	32%
Government program assistance (e.g., Employment Insurance)	4%	5%	3%	5%	2%	-	-	6%	1%	-	2%	1%	2%	3%	5%	1%	11% r	1%	3%	6%	-
Bank/credit union loan	2%	3%	1%	2%	1%	-	-	3%	1%	-	1%	1%	-	4%	-	2%	2%	2%	4%	1%	-
RESP/other educational savings plans	2%	-	3%	2%	-	-	-	3%	-	-	-	3%	2%	-	4%	-	1%	3%	-	5%	-
Bursaries	2%	-	3%	2%	-	1%	-	1%	4%	-	9%	3%	1%	-	4%	-	1%	3%	1%	5%	-
Social/income assistance (welfare)	1%	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	1%	-	-	1%	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QD What is the primary source of funding for your current post-secondary education or training?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER		AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY			
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Never	Yes	Ab in city	None/DK
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
Other	%	%	%	-	-	4%	25%	%	%	-	%	%	1%	%	-	-	-	%	%	-	%
DK/NA	5%	-	8%	5%	3%	-	-	2%	8%	16%	-	7%	16%	3%	5%	10%	-	6%	1%	3%	20%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QD What is the primary source of funding for your current post-secondary education or training?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	214	105	30	39	40	9	205
UNWEIGHTED TOTAL	147	69	25	41	12	15	132
Employment/job income	25%	29% e	16%	40% E	5%	70% g	23%
Government student loans	20%	13%	30%	17%	33%	9%	20%
Personal savings	15%	16%	10%	18%	12%	-	16%
Family support (excluding loans)	12%	12%	12%	13%	11%	-	13%
Scholarships	9%	10%	8%	3%	14%	14%	9%
Band or Aboriginal funding	5%	3%	15% b	-	6%	-	5%
Government program assistance (e.g., Employment Insurance)	4%	7%	-	2%	-	3%	4%
Bank/credit union loan	2%	2%	2%	3%	-	-	2%
RESP/other educational savings plans	2%	-	-	3%	9%	-	2%
Bursaries	2%	-	-	3%	9%	-	2%
Social/income assistance (welfare)	3%	-	3%	-	-	-	3%
Other	3%	3%	-	1%	-	4%	3%
DK/NA	5%	6%	7%	2%	-	-	5%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QE Do you have any other sources of funding?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	214	35	10	13	2	4	7	60	2	79	2	66	148	5	14	60	52	83	49	52	31	22	32
UNWEIGHTED TOTAL	147	18	12	13	13	19	11	12	14	26	9	24	123	1	4	28	34	80	33	39	22	14	20
Employment/job income	25%	33% j	18%	18%	28%	12%	-	49% dFJ	44% FJ	9%	-	22%	26%	-	-	34%	31%	21%	21%	18%	43% v	11%	36%
Family support (excluding loans)	15%	13%	9%	-	3%	22%	8%	9%	5%	25% e	27% e	10%	18%	-	33%	25% R	19%	3%	4%	9%	20%	-	24%
Government student loans	6%	14%	8%	-	-	-	-	-	-	8%	10%	10%	4%	-	-	-	9%	9%	-	13%	11%	11%	-
Bursaries	6%	14%	-	-	-	8%	-	-	-	9%	-	9%	4%	-	-	12%	10%	-	8%	-	8%	11%	11%
Government program assistance (e.g., Employment Insurance)	6%	-	-	-	-	-	-	8%	-	9%	-	8%	5%	-	32%	4%	10%	-	5%	18% S	-	-	-
Personal savings	5%	-	8%	10%	7%	-	11%	5%	9%	4%	-	10%	2%	-	-	6%	2%	7%	2%	13%	1%	-	6%
Scholarships	4%	14%	-	-	20%	-	-	6%	9%	-	-	9%	2%	-	-	1%	10%	4%	1%	-	1%	-	8%
RESP/other educational savings plans	2%	7%	13%	-	-	8%	-	-	-	-	-	4%	1%	-	-	2%	5%	-	3%	1%	-	11%	-
Personal loans (i.e., from friends, relatives, etc.)	1%	-	-	-	-	2%	12%	-	-	-	-	-	1%	-	-	-	-	1%	-	1%	-	-	-
Other	1%	-	-	-	-	-	-	-	5%	-	-	-	1%	-	-	-	-	1%	-	1%	-	-	-
None	39%	36%	44%	73% BHij	42%	56%	68% bhj	29%	36%	37%	53%	38%	39%	100% OPQR	2%	29%	28%	55% Oq	56% t	25%	32%	57% t	26%
DK/NA	4%	4%	8%	-	-	-	-	-	-	7%	11%	2%	5%	-	33%	-	-	4%	3%	3%	3%	21% st	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QE Do you have any other sources of funding?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
Employment/job income	25%	10%	37% B	27%	25%	10%	2%	16%	39% H	26%	55%	31%	50%	24%	25%	19%	24%	27%	18%	32%	30%
Family support (excluding loans)	15%	9%	20%	20% E	3%	-	2%	13%	19%	16%	22%	17%	10%	9%	22%	19%	13%	15%	14%	17%	14%
Government student loans	6%	10%	3%	7%	5%	-	-	6%	6%	6%	6%	7%	28% NO	8%	2%	1%	12%	4%	6%	9%	-
Bursaries	6%	6%	6%	8%	-	-	-	8%	3%	6%	-	2%	31% no	7%	2%	1%	7%	6%	10%	3%	-
Government program assistance (e.g., Employment Insurance)	6%	10% C	2%	3%	10%	25% D	-	9%	-	-	-	4%	-	9% o	2%	-	11%	4%	5%	-	21%
Personal savings	5%	11% C	*%	3%	11%	-	-	2%	8%	8%	8%	6%	2%	5%	5%	6%	2%	6%	6%	5%	-
Scholarships	4%	3%	5%	6%	-	-	-	4%	4%	-	9%	3%	-	6%	3%	-	4%	6%	6%	4%	-
RESP/other educational savings plans	2%	3%	1%	3%	-	-	-	3%	-	-	-	-	-	-	4%	-	6%	*%	2%	2%	-
Personal loans (i.e., from friends, relatives, etc.)	*%	1%	*%	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	1%	*%	1%	*%	-
Other	*%	-	*%	-	*%	-	-	-	*%	-	*%	*%	-	*%	-	-	*%	-	*%	-	-
None	39%	43%	36%	36%	42%	54%	98% de	40%	37%	46%	24%	42%	11%	38%	42%	67% QR	27%	38%	36%	46%	30%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QE Do you have any other sources of funding?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER		AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY			
	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
DK/NA	4%	7%	1%	3%	5%	11%	-	5%	2%	3%	-	1%	28% no	5%	1%	-	9%	2%	7%	-	4%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QE Do you have any other sources of funding?

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	214	105	30	39	40	9	205
UNWEIGHTED TOTAL	147	69	25	41	12	15	132
Employment/job income	25%	25%	21%	9%	44% d	5%	26%
Family support (excluding loans)	15%	16% D	9%	1%	30% d	61% G	13%
Government student loans	6%	6%	-	3%	12%	-	6%
Bursaries	6%	6%	-	10%	6%	-	6%
Government program assistance (e.g., Employment Insurance)	6%	-	15%	13%	6%	-	6%
Personal savings	5%	1%	-	14% b	8%	2%	5%
Scholarships	4%	8%	-	1%	-	-	4%
RESP/other educational savings plans	2%	4%	-	-	-	-	2%
Personal loans (i.e., from friends, relatives, etc.)	%%	-	-	3%	-	10%	%%
Other	%%	%%	-	-	-	1%	-
None	39%	46% e	55% E	34%	11%	24%	39%
DK/NA	4%	3%	-	14% b	-	-	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	214	35	10	13	2	4	7	60	2	79	2	66	148	5	14	60	52	83	49	52	31	22	32
UNWEIGHTED TOTAL	147	18	12	13	13	19	11	12	14	26	9	24	123	1	4	28	34	80	33	39	22	14	20
Employment/job income	50%	53%	73% FJK	66% J	52%	38%	41%	67% J	49%	31%	30%	48%	51%	-	33%	58%	57%	46%	43%	31%	82% ST	77% ST	47%
Family support (excluding loans)	27%	25% e	9%	6%	3%	32% cdE	8%	23%	18%	40% CDEG	27% e	39%	22%	-	33%	37%	34%	16%	12%	28%	20%	27%	25%
Government student loans	25%	34%	21%	24%	52% Gj	23%	14%	26%	26%	20%	17%	33%	21%	-	-	32%	34%	19%	29%	31%	12%	17%	35%
Personal savings	20%	30%	31%	25%	18%	12%	18%	16%	20%	15%	48% fj	10%	24%	-	35%	14%	14%	25%	10%	14%	15%	-%	48% sv
Scholarships	14%	21% j	-	-	26% j	21% j	12%	28% j	28% j	3%	10%	18%	12%	-	-	-%	16%	25% P	1%	13%	34% S	-	8%
Government program assistance (e.g., Employment Insurance)	10%	-	-	6%	-	-	-	8%	18%	18%	-	11%	9%	100% OPQR	32%	4%	10%	4%	15%	24% u	2%	-	-
Bursaries	8%	14%	-	-	-	8%	-	-	1%	14%	-	9%	7%	-	-	18%	10%	-	8%	-	8%	11%	23%
Band or Aboriginal funding	5%	-	-	-	-	-	-	-	-	13%	-	-	7%	-	32%	10%	-	-	12%	9%	-	-	-
RESP/other educational savings plans	4%	7%	13%	-	8%	8%	-	-	-	5%	-	4%	4%	-	-	8%	5%	-%	3%	8%	-	11%	-
Bank/credit union loan	2%	-	8%	-	-	8%	8%	-	-	3%	-	-	3%	-	-	1%	-	4%	-	5%	3%	-	-
Personal loans (i.e., from friends, relatives, etc.)	-%	-	-	-	-	2%	12%	-	-	-	-	-	1%	-	-	-	-	1%	-	-%	-	-	-
Social/income assistance (welfare)	-%	-	-	-	-	-	-	-	8%	-	-	-	-%	-	-	-%	-	-	-%	-	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME					
=====	=====										=====		=====					=====					
TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)		(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	214	35	10	13	2	4	7	60	2	79	2	66	148	5	14	60	52	83	49	52	31	22	32
UNWEIGHTED TOTAL	147	18	12	13	13	19	11	12	14	26	9	24	123	1	4	28	34	80	33	39	22	14	20
Other	=%	-	-	-	-	-	5%	-	5%	-	5%	-	=%	-	-	=%	-	1%	1%	=%	-	-	-
DK/NA	5%	4%	-	-	-	-	12%	9%	-	3%	-	11%	2%	-	-	-	12%	4%	7%	10%	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
Employment/job income	50%	42%	56%	51%	44%	58%	2%	53%	45%	31%	62%	44%	64%	49%	50%	52%	62%	42%	52%	54%	33%
Family support (excluding loans)	27%	20%	33%	35% E	8%	-	2%	25%	31%	22%	36%	31%	10%	23%	33%	19%	21%	33%	26%	29%	26%
Government student loans	25%	22%	27%	22%	39%	-	2%	18%	34%	41%	29%	29%	33%	21%	28%	30%	36%	17%	14%	40% S	19%
Personal savings	20%	29%	12%	14%	36%	23%	73%	18%	22%	27%	19%	22%	33%	20%	18%	29%	9%	23%	26%	14%	14%
Scholarships	14%	13%	15%	19% E	1%	-	-	8%	23% h	6%	42% J	17%	-	23% o	6%	2%	6%	21% P	23% t	8%	-
Government program assistance (e.g., Employment Insurance)	10%	16% c	5%	8%	11%	25%	-	15% I	1%	-	2%	4%	2%	13%	7%	1%	22% PR	5%	8%	6%	21%
Bursaries	8%	6%	9%	10%	-	*%	-	8%	7%	6%	9%	5%	31% o	7%	6%	1%	7%	9%	10%	8%	-
Band or Aboriginal funding	5%	5%	5%	2%	10%	25% D	-	5%	4%	9%	-	3%	-	4%	6%	-	4%	7%	-	-	32%
RESP/other educational savings plans	4%	3%	5%	5%	-	-	-	6%	-	-	-	3%	2%	-	7%	-	6%	3%	2%	7%	-
Bank/credit union loan	2%	3%	1%	2%	1%	-	-	3%	1%	-	1%	1%	-	4%	-	2%	2%	2%	4%	*%	-
Personal loans (i.e., from friends, relatives, etc.)	*%	1%	*%	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	1%	*%	1%	*%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	214	93	121	155	48	9	0	129	85	43	41	117	9	102	103	31	67	116	100	81	33
UNWEIGHTED TOTAL	147	63	84	93	37	12	4	106	41	19	21	66	17	79	51	44	48	55	93	43	11
Social/income assistance (welfare)	***	***	-	-	***	-	-	***	-	-	-	-	-	-	***	***	-	-	***	-	-
Other	***	***	***	-	***	4%	25%	***	***	-	1%	***	1%	***	-	-	***	***	***	-	***
DK/NA	5%	-	8%	5%	3%	-	-	2%	8%	16%	-	7%	16%	3%	5%	10%	-	6%	1%	3%	20%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	214	105	30	39	40	9	205
UNWEIGHTED TOTAL	147	69	25	41	12	15	132
Employment/job income	50%	54%	37%	49%	50%	75%	49%
Family support (excluding loans)	27%	28%	21%	14%	42%	61%	26%
Government student loans	25%	20%	30%	20%	39%	9%	25%
Personal savings	20%	17%	10%	33%	20%	2%	20%
Scholarships	14%	19%	8%	5%	14%	14%	14%
Government program assistance (e.g., Employment Insurance)	10%	7%	15%	15%	6%	3%	10%
Bursaries	8%	6%	-	10%	15%	-	8%
Band or Aboriginal funding	5%	3%	15% b	-	6%	-	5%
RESP/other educational savings plans	4%	4%	-	10%	9%	-	4%
Bank/credit union loan	2%	2%	2%	3%	-	-	2%
Personal loans (i.e., from friends, relatives, etc.)	10%	-	-	3%	-	10%	10%
Social/income assistance (welfare)	10%	-	10%	-	-	-	10%
Other	10%	10%	-	1%	-	5%	10%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QD/E What are your sources of funding for your current post-secondary education or training? QD AND QE COMBINED

SUBSAMPLE: Those who are currently receiving post-secondary education or training

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	214	105	30	39	40	9	205
UNWEIGHTED TOTAL	147	69	25	41	12	15	132
DK/NA	5%	6%	7%	2%	-	-	5%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
Personal savings	28%	33% j	31% j	25%	33% j	30%	35% j	28%	34%	20%	28%	27%	28%	-	-	31%	30%	24%	16%	31% s	26%	30%	24%
Employment/job income	25%	24%	21%	25%	31% f	17%	27%	21%	27%	33% CFHK	21%	19%	27% L	-	-	24%	28%	25%	10%	19%	31% st	32% ST	28% S
Family support (excluding loans)	17%	11%	14%	12%	11%	16%	11%	18%	17%	25% DEfGK BC	12%	19%	16%	-	-	16%	13%	20%	25% UV	14%	8%	12%	26% TUV
Government student loans	16%	17% j	17% j	22% gJ	15%	23% gJ	13%	18% j	14%	7% eGhiJ bc	26%	20%	14%	-	-	13%	19%	18%	25%	22% w	13%	14%	13%
Government program assistance (e.g., Employment Insurance)	6%	3%	4%	5%	3%	5%	6%	7% b	3%	5%	7%	5%	6%	-	-	9% QR	1%	2%	14% UVW	8% w	3%	4%	4%
Scholarships	2%	4% j	3%	2%	3%	4% j	2%	3%	1%	1%	2%	5% m	2%	-	-	2%	4%	2%	1%	1%	8% STVW	2%	1%
Bank/credit union loan	2%	-	2%	2%	1%	3% k	3% k	2%	2%	1%	1%	1%	2% l	-	-	1%	2%	2%	1%	1%	5% tw	1%	1%
Bursaries	1%	1%	*%	1%	*%	*%	*%	-	1%	5% BCEFG	-	2%	1%	-	-	1%	-	2%	1%	2% w	2%	2%	*%
Personal loans (i.e., from friends, relatives, etc.)	1%	1%	*%	1%	*%	1%	*%	1%	-	1%	1%	2%	*%	-	-	*%	1%	2% P	1%	*%	2% T	*%	1%
RESP/other educational savings plans	*%	-	-	-	*%	-	-	-	-	1%	-	*%	*%	-	-	-	-	*%	-	1%	-	*%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
Not for profit organization	%%	-	1%	-	%%	-	-	-	-	-	-	-	%%	-	-	%%	-	%%	-	-	-	1%	-
Social/income assistance (welfare)	%%	-	-	-	%%	%%	-	-	-	-	1%	-	%%	-	-	%%	-	-	%%	%%	-	-	-
Other	%%	-	1%	-	1%	-	-	-	1%	1%	1%	1%	%%	-	-	%%	%%	%%	-	%%	%%	-	-
DK/NA	2%	6%	6%	4%	2%	1%	3%	1%	1%	1%	%%	1%	3%	-	-	3%	3%	2%	6%	1%	1%	2%	1%
		FH	IJK	FH	IJK	e							1										

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	often	occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Personal savings	28%	24%	32% B	22%	17%	41% DE	36% DE	29%	25%	23%	25%	26%	30%	30% O	20%	30%	30%	25%	32% tu	25%	23%
Employment/job income	25%	30% C	19%	18%	26%	23%	30% d	27% I	19%	15%	20%	21%	20%	23%	30% mn	24%	25%	24%	23%	24%	28%
Family support (excluding loans)	17%	17%	17%	16%	19%	14%	20%	16%	20%	21%	19%	18%	17%	15%	22% n	10%	14%	23% PQ	15%	17%	21%
Government student loans	16%	12%	19% B	20% G	21% FG	11% g	5%	15%	18%	15%	18%	17%	20% o	17% o	11%	23% R	17% r	11%	20% Tu	11%	13%
Government program assistance (e.g., Employment Insurance)	6%	8% C	3%	5%	8% G	5% g	2%	5%	7%	8%	8%	6%	3%	7%	5%	5%	5%	6%	2%	9% S	7% s
Scholarships	2%	3%	2%	7% F	2%	1%	3%	3%	2%	-	2%	3%	2%	1%	5% N	3%	4% r	1%	3% u	4% U	*%
Bank/credit union loan	2%	2%	2%	6% eFG	1%	1%	*%	2% I	*%	-	*%	2%	2%	2%	2%	1%	1%	3% pQ	1%	3% Su	1%
Bursaries	1%	1%	1%	-	2% f	*%	2%	1%	2%	6%	1%	2%	1%	2%	1%	1%	*%	2%	1%	2%	1%
Personal loans (i.e., from friends, relatives, etc.)	1%	1%	1%	1%	1%	1%	*%	*%	2%	-	2%	1%	-	1%	*%	*%	2% p	1%	1%	2%	-
RESP/other educational savings plans	*%	*%	-	-	*%	*%	-	*%	-	-	-	-	1% n	*%	-	*%	-	*%	*%	*%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	often	occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Not for profit organization	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Social/income assistance (welfare)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DK/NA	2%	2%	3%	4%	1%	3%	2%	1%	5%	10%	4%	3%	2%	2%	3%	3%	1%	3%	1%	2%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT	WITH
						ABORINGAL	PEOPLE
	=====	Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Personal savings	28%	28%	31%	25%	23%	19%	28%
Employment/job income	25%	21%	30% b	24%	29%	30%	24%
Family support (excluding loans)	17%	16%	16%	20%	19%	4%	18% F
Government student loans	16%	16%	11%	21% C	14%	31% G	15%
Government program assistance (e.g., Employment Insurance)	6%	8% cDE	4%	2%	3%	12% g	5%
Scholarships	2%	4% Ce	*%	3%	1%	*%	3%
Bank/credit union loan	2%	2%	*%	1%	6% BCD	1%	2%
Bursaries	1%	1%	1%	1%	1%	-	1%
Personal loans (i.e., from friends, relatives, etc.)	1%	1%	1%	1%	2%	-	1%
RESP/other educational savings plans	*%	*%	-	1%	-	-	*%
Not for profit organization	*%	*%	-	-	-	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QF You mentioned that you have some post-secondary education or training. What was the primary source of funding for this post-secondary education or training?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Social/income assistance (welfare)	**%	**%	**%	-	-	**%	**%
Other	**%	1%	-	-	-	**%	**%
DK/NA	2%	2%	5% D	1%	2%	3%	2%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
Employment/job income	11%	10%	11%	11%	8%	6%	10%	7%	16% fh	20% EFGHK BCD	9%	10%	12%	-	-	9%	2%	14% pQ	12%	13%	15%	9%	11%
Family support (excluding loans)	10%	8%	12%	7%	10%	9%	6%	12%	5%	10%	12%	10%	10%	-	-	7%	8%	14% P	7%	10%	9%	10%	13%
Government student loans	9%	7%	8%	8%	12% j	10% j	8%	13% bJK	11% j	4%	6%	13% m	7%	-	-	4%	14% p	13% P	3%	7%	12% s	7%	14% STV
Personal savings	6%	6%	3%	4%	4%	5%	6%	6%	5%	8%	7%	9%	5%	-	-	5%	5%	7%	3%	5%	9% v	1%	10% stV
Scholarships	4%	9% eghIk c	4%	6%	3%	5%	4%	4%	2%	-	4%	6%	3%	-	-	1%	1%	8% PQ	1%	3%	2%	4%	8% su
Bursaries	3%	1%	1%	1%	1%	1%	1%	4% bceg	1%	6% DEFGi BC	3%	4%	2%	-	-	2%	5%	4% P	1%	4%	8% SW	-	2%
Government program assistance (e.g., Employment Insurance)	3%	5% Cf	1%	4% C	2%	2%	-	3%	2%	2%	5% Cf	3%	3%	-	-	4% r	2%	2%	2%	3%	1%	4%	4%
Personal loans (i.e., from friends, relatives, etc.)	2%	1%	1%	1%	1%	1%	-	4% CDefi B	1%	-	-	1%	2% l	-	-	3% r	1%	1%	1%	3% s	1%	2%	2%
Bank/credit union loan	1%	2%	-	4% EFgHi	1%	1%	1%	1%	1%	3% eh	2%	3%	1%	-	-	1%	3%	2%	-	2%	1%	1%	2%
RESP/other educational savings plans	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	1%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
Not for profit organization	***	1%	-	-	1%	-	-	-	-	-	-	***	***	-	-	-	-	***	-	-	1%	-	***
Social/income assistance (welfare)	***	-	-	-	-	1%	-	-	-	-	-	-	***	-	-	-	-	***	-	-	-	***	-
Other	***	-	1%	1%	-	-	-	-	***	***	-	-	***	-	-	-	1%	***	-	-	***	-	***
None	56%	58%	62% j	59%	62%	63% j	66% hJ	54%	65% j	50%	57%	52%	57%	-	-	65% R	58%	45%	69% UW	57% W	49%	62% W	44%
DK/NA	2%	1%	2% h	1%	***	***	1%	***	-	5% EFGHk bd	1%	1%	2%	-	-	2%	4%	1%	3%	2%	-	3%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====		=====				=====		=====		=====	=====			=====			=====		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Employment/job income	11%	12%	11%	10%	15% G	9%	7%	11%	12%	8%	13%	12%	14%	11%	10%	7%	12%	12%	12%	9%	12%
Family support (excluding loans)	10%	9%	11%	8%	10%	11%	11%	11%	9%	12%	9%	10%	7%	11%	11%	6%	11%	11%	8%	15% SU	8%
Government student loans	9%	12% C	6%	12% G	9% G	10% G	1%	9%	8%	*%	10% J	9%	10%	9%	8%	6%	8%	11% p	12% tU	8%	4%
Personal savings	6%	8% C	4%	12% FG	8% FG	3%	1%	6%	5%	8%	4%	6%	11% N	3%	10% N	4%	10% PR	4%	7%	7%	4%
Scholarships	4%	3%	5%	6%	5%	4%	2%	4%	4%	3%	5%	4%	2%	5%	4%	4%	4%	4%	6% U	3%	1%
Bursaries	3%	3%	3%	2%	4% g	2%	1%	2%	5% h	*%	7% j	3%	2%	4%	2%	2%	6% PR	1%	5% T	1%	2%
Government program assistance (e.g., Employment Insurance)	3%	3%	3%	1%	3% d	2%	4% D	2%	4%	11% k	2%	3%	1%	2%	4% m	3%	3%	3%	4% tu	2%	2%
Personal loans (i.e., from friends, relatives, etc.)	2%	1%	3%	1%	2% G	3% G	1%	2%	1%	2%	1%	2%	*%	2% M	2%	5% QR	1%	1%	1%	2%	5% ST
Bank/credit union loan	1%	1%	1%	1%	2%	2% g	*%	2% i	*%	*%	*%	1%	3%	1%	1%	2%	1%	1%	2%	1%	*%
RESP/other educational savings plans	*%	-	*%	-	-	-	1%	*%	-	-	-	-	-	-	1%	1%	-	-	-	*%	-

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Not for profit organization	***	***	***	-	***	-	***	***	***	-	1%	***	***	***	-	1%	***	-	***	-	-
Social/income assistance (welfare)	***	-	***	-	***	-	-	***	-	-	-	-	-	***	-	***	-	-	***	-	-
Other	***	***	***	-	-	1%	-	***	***	-	***	***	1%	***	-	***	***	***	***	***	-
None	56%	53%	58%	52%	50%	57%	71% DEF	55%	57%	54%	57%	57%	57%	57%	51%	62% q	53%	54%	53%	55%	61%
DK/NA	2%	2%	1%	3%	1%	1%	3% EF	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Employment/job income	11%	12%	9%	13%	7%	8%	11%
Family support (excluding loans)	10%	11% C	5%	13% C	10%	4%	11%
Government student loans	9%	8%	6%	14% bc	8%	3%	9%
Personal savings	6%	9% CE	4%	5%	1%	4%	6%
Scholarships	4%	4%	6%	5%	2%	4%	4%
Bursaries	3%	4% Ce	2%	3%	1%	1%	3% F
Government program assistance (e.g., Employment Insurance)	3%	3%	3%	3%	3%	3%	3%
Personal loans (i.e., from friends, relatives, etc.)	2%	3% CD	1%	1%	2% d	1%	2%
Bank/credit union loan	1%	1%	1%	4% bc	0%	0%	1%
RESP/other educational savings plans	1%	1%	0%	0%	0%	0%	1%
Not for profit organization	1%	0%	0%	1%	0%	0%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QG Did you have any other sources of funding?

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural	Dismissive	Connected	Disconnected	Know many	Don't know
	TOTAL	romantics	naysayers	advocates	skeptics	Ab people	many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Social/income assistance (welfare)	*%	-	*%	-	-	-	*%
Other	*%	-	1%	*%	-	1%	*%
None	56%	52%	65% BD	49%	66% BD	74% G	54%
DK/NA	2%	1%	2%	2%	4%	1%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
Employment/job income	36%	34% f	33% f	35% f	39% F	23%	37% F	28%	42% Fh	53% eFGHK BCD	30%	29%	39% L	-	-	33%	30%	39%	22%	32%	47% St	40% S	39% S
Personal savings	33%	40% J	34%	30%	37%	35%	41% dJ	34%	39%	27%	36%	35%	33%	-	-	36%	35%	31%	19%	36% s	34%	32%	34% s
Family support (excluding loans)	27%	19%	25%	19%	21%	25%	17%	30% BdG	21%	34% DeGik B	24%	29%	27%	-	-	23%	20%	33% Pq	32% u	24%	17%	22%	39% TUV
Government student loans	24%	24% J	24% J	30% J	27% J	32% gJ	22% J	31% gJ	25% J	10%	32% gJ	32% M	21%	-	-	17%	34% P	31% P	28%	29%	25%	20%	28%
Government program assistance (e.g., Employment Insurance)	8%	8%	4%	10% C	5%	6%	6%	10% c	5%	7%	12% Ceg	8%	9%	-	-	13% QR	3%	4%	16% U	11% u	5%	8%	7%
Scholarships	7%	14% GhIJK c	7% J	8% J	7%	8% J	6% J	7% J	3%	1%	6% J	10% m	5%	-	-	3%	4%	10% PQ	2%	4%	10% st	6%	9% s
Bursaries	4%	1%	1%	2%	1%	1%	1%	4% c	1%	11% FGHIK BCDE	3%	6%	3%	-	-	2%	5%	6% P	1%	6% w	10% SVW	2%	2%
Bank/credit union loan	3%	2%	2%	6% bCe	1%	4%	4%	3%	2%	4%	2%	3%	3%	-	-	2%	6%	4% p	1%	4%	5%	2%	3%
Personal loans (i.e., from friends, relatives, etc.)	3%	2%	1%	2%	1%	2%	1%	5% fGIJK CdE	1%	1%	1%	3%	3%	-	-	3%	1%	3%	1%	3%	3%	2%	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

(Continued)

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1381	186	106	87	21	20	60	540	14	304	42	450	931	-	-	663	84	634	99	330	226	193	346
UNWEIGHTED TOTAL	1860	192	190	187	185	179	184	198	187	159	199	223	1637	-	-	717	162	981	175	409	300	237	461
RESP/other educational savings plans	1%	-	-	-	1%	-	-	-	-	1%	-	1%	1%	-	-	1%	-	1%	-	1%	-	1%	-
Not for profit organization	1%	1%	1%	-	1%	-	-	-	-	-	-	1%	1%	-	-	1%	-	1%	-	-	1%	1%	1%
Social/income assistance (welfare)	1%	-	-	-	1%	1%	-	-	-	-	1%	-	1%	-	-	1%	-	1%	1%	1%	-	1%	-
Other	1%	-	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	-	1%
DK/NA	2%	6%	6%	4%	2%	1%	3%	1%	1%	1%	1%	1%	3%	-	-	3%	3%	2%	6%	1%	1%	2%	1%
		FHIJK	FHIJK	e									1										



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	often	occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Employment/job income	36%	41% C	29%	28%	40% f	32%	36%	38%	30%	23%	33%	33%	34%	34%	40%	31%	37%	37%	35%	34%	41%
Personal savings	33%	32%	35%	34%	25%	44% E	38% E	35%	29%	30%	28%	31%	40%	33%	30%	34%	40% R	28%	39% tU	31%	26%
Family support (excluding loans)	27%	27%	28%	24%	30%	24%	31%	27%	29%	33%	28%	28%	24%	26%	33% n	17%	25% p	34% PQ	23%	32% s	29%
Government student loans	24%	24%	25%	33% fG	31% FG	21% G	6%	24%	26%	15%	29% j	25%	30% o	26% o	19%	28%	26%	22%	32% TU	19%	17%
Government program assistance (e.g., Employment Insurance)	8%	11% C	5%	5%	11% dg	7%	6%	7%	11%	19%	9%	9%	4%	9%	9%	8%	8%	9%	7%	10%	9%
Scholarships	7%	6%	8%	12% f	7%	5%	5%	7%	6%	3%	7%	7%	4%	6%	9%	6%	8%	6%	9% U	7% u	1%
Bursaries	4%	4%	4%	2%	6% dF	3%	4%	3%	7% H	6%	8%	5%	3%	5% o	3%	3%	6% pr	3%	6% T	3%	3%
Bank/credit union loan	3%	3%	3%	8% fG	3% g	2% g	*%	4% I	*%	*%	*%	3%	5%	3%	2%	3%	2%	4% q	3%	4%	2%
Personal loans (i.e., from friends, relatives, etc.)	3%	3%	3%	2%	4% G	3% G	1%	3%	3%	2%	4%	3%	*%	4% M	2%	5% qR	3%	2%	1%	3% s	5% S
RESP/other educational savings plans	*%	*%	*%	-	*%	*%	1% F	*%	-	-	-	-	1% n	*%	1%	1%	-	*%	*%	*%	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	often	occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1381	723	658	182	578	391	186	996	375	75	278	638	179	818	371	280	466	630	621	462	298
UNWEIGHTED TOTAL	1860	981	879	162	457	653	544	1510	338	55	268	730	312	1081	448	608	676	567	1215	487	158
Not for profit organization	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Social/income assistance (welfare)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DK/NA	2%	2%	3%	4%	1%	3%	2%	1%	5%	10%	4%	3%	2%	2%	3%	3%	1%	3%	1%	2%	5%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Employment/job income	36%	34%	39%	37%	36%	37%	36%
Personal savings	33%	36% e	36% e	30%	23%	24%	34%
Family support (excluding loans)	27%	27%	21%	34% C	29%	8%	28% F
Government student loans	24%	24%	18%	34% BCe	22%	34%	24%
Government program assistance (e.g., Employment Insurance)	8%	11% D	7%	5%	5%	14%	8%
Scholarships	7%	7%	6%	8%	2%	4%	7%
Bursaries	4%	6% C	3%	4%	1%	*%	5% F
Bank/credit union loan	3%	3%	1%	4% c	6% bC	1%	3%
Personal loans (i.e., from friends, relatives, etc.)	3%	4% CD	1%	1%	4%	1%	3%
RESP/other educational savings plans	*%	*%	-	1%	-	-	*%
Not for profit organization	*%	*%	-	1%	-	*%	*%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

(Continued)

QF/G You mentioned that you have some post-secondary education or training. What were your sources of funding for this post-secondary education or training? QF AND QG COMBINED

SUBSAMPLE: Those who are not currently in school but who received post-secondary education or training in the past

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	1381	651	288	278	163	82	1299
UNWEIGHTED TOTAL	1860	753	496	473	138	180	1680
Social/income assistance (welfare)	%%	%%	%%	-	-	%%	%%
Other	%%	1%	1%	%%	-	1%	%%
DK/NA	2%	2%	5% D	1%	2%	3%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QH If you or someone you know wanted to go to college or university but didn't have enough money of their own to pay for it, do you think it would be a very good, good, bad or very bad idea to borrow money for school through a government student loan program?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Very good	36%	27%	39% BEK	36% bEK	20%	35% EK	33% Ek	40% BEK	32% e	39% BEK	23%	35%	37%	22%	37% N	34% N	32% NoPQ	46%	29%	35%	35%	43% S	49% STU
Good	51%	57% cJ	47%	52% dFhJk C	63%	48%	54%	52%	51%	46%	52%	52%	51%	54%	50%	56% R	56%	46%	57% vw	54%	55%	44%	45%
Bad	6%	9% H	6% h	7% H	7%	10% H	7% H	2%	8% h	6% h	11% Hj	5%	6%	10%	6%	4%	7%	4%	7%	7% w	3%	7%	3%
Very bad	2%	2%	3% D	*%	2%	2%	1%	1%	4%	4% Dh	5% Dgh	3%	2%	2%	3%	2%	1%	2%	3%	2%	3%	1%	*%
TOP TWO BOX	87%	84%	86% K	88% K	83%	83%	86% K	92% FgIJK BCE	82%	85% K	76%	86%	88%	76%	87% n	90% N	87% N	92% N	87%	88%	90%	87%	94% stv
BOTTOM TWO BOX	8%	11% H	10% H	7%	9%	12% H	8% h	3%	11% H	10% H	15% DegHj C	8%	8%	12%	9%	6%	7%	6%	10% w	9% W	6%	8%	3%
Depends	2%	4% g	1%	3%	1%	3% g	*%	1%	1%	3%	5% ceGHI	2%	2%	4% r	1%	3% R	4%	*%	2%	2%	1%	4%	2%
DK/NA	3%	2%	3%	1% DFHJk BC	8%	1%	5% d	3%	6% df	2%	4% Df	4%	2%	7% PqR	3%	1%	2%	1%	2%	*%	3%	*%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QH If you or someone you know wanted to go to college or university but didn't have enough money of their own to pay for it, do you think it would be a very good, good, bad or very bad idea to borrow money for school through a government student loan program?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Very good	36%	39%	34%	38% G	42% G	36% G	27%	37%	34%	47% K	30%	36%	34%	39%	34%	30%	40% P	36%	33%	38%	39%
Good	51%	51%	51%	54%	47%	52%	54%	51%	53%	42%	58% j	53%	52%	50%	53%	53%	49%	53%	55%	48%	49%
Bad	6%	4%	7% B	3%	5%	6%	7%	6%	5%	3%	4%	5%	7%	4%	7%	8%	5%	5%	5%	6%	5%
Very bad	2%	2%	2%	2%	2%	1%	3%	1%	5% H	1%	5%	2%	2%	2%	2%	3%	1%	3% q	2%	3%	2%
TOP TWO BOX	87%	90% C	85%	92% G	89% G	89% G	81%	89%	87%	89%	87%	89%	86%	89%	86%	83%	89% p	89% p	88%	86%	88%
BOTTOM TWO BOX	8%	6%	10% B	5%	8%	8%	10% d	7%	9%	5%	10%	7%	9%	7%	9%	11% q	6%	7%	7%	9%	7%
Depends	2%	3%	2%	1%	2%	2%	4% d	2%	2%	6%	1%	2%	3%	3%	1%	2%	3%	2%	2%	2%	2%
DK/NA	3%	2%	3%	3%	1%	2%	5% Ef	2%	1%	1%	1%	1%	2%	2%	4%	4%	2%	2%	3%	3%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QH If you or someone you know wanted to go to college or university but didn't have enough money of their own to pay for it, do you think it would be a very good, good, bad or very bad idea to borrow money for school through a government student loan program?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Very good	36%	37%	38%	31%	37%	24%	37% F
Good	51%	52% C	44%	58% C	53%	58%	51%
Bad	6%	4%	9% Bd	5%	6%	5%	6%
Very bad	2%	2%	2%	2%	1%	3%	2%
TOP TWO BOX	87%	89% C	82%	89% C	90% C	82%	88%
BOTTOM TWO BOX	8%	6%	12% B	7%	7%	9%	8%
Depends	2%	2%	3%	3%	3%	1%	2%
DK/NA	3%	3%	4%	1%	3%	8% G	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

Q1 Do you have any children 17 years of age or younger?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	29%	24%	37% EFGH I B	35% BGI	25%	28%	24%	28%	21%	29%	31%	23%	31% L	12%	14%	39% NOQ	24% n	37% NOQ	18%	23%	30% S	39% ST	43% STU
No	71%	73% Cd	62%	64%	69%	72% c	76% CDK	72% C	76% Cd	71% c	65%	77% M	68%	87% PR	84% PR	60%	76% PR	62%	81% UVW	76% VW	70% W	61%	57%
DK/NA	1%	2% J	2%	2%	5% BCDGJ	-	1%	-	3% GJ	*%	4% GJ	1%	1%	1%	2%	*%	-	*%	1%	1%	-	-	-



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q1 Do you have any children 17 years of age or younger?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	29%	32% C	26%	13% G	60% DFG	27% DG	2%	27%	33%	37%	32%	31%	29%	29%	29%	35% qr	27%	27%	29%	28%	29%
No	71%	68%	73% b	86% EF	40%	73% E	97% DEF	72%	66%	63%	68%	68%	68%	71%	70%	64%	72% P	72% P	70%	72%	70%
DK/NA	1%	1%	1%	1% f	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q1 Do you have any children 17 years of age or younger?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	29%	29%	31%	28%	24%	34%	28%
No	71%	71%	67%	70%	75%	62%	71%
DK/NA	1%	*%	2% b	2% B	1%	5% G	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QJ Are you currently saving money to pay for your children's education after high school?

SUBSAMPLE: Those who have children 17 years of age or younger

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	713	89	67	62	11	12	29	239	7	177	21	167	546	40	81	287	33	270	70	146	108	110	193
UNWEIGHTED TOTAL	659	57	81	71	61	66	48	69	54	70	82	63	596	19	52	222	38	326	60	120	103	100	207
Yes	75%	70%	83% fJK	76%	69%	67%	96% FHJK BCDE	82% fJK	76%	64%	63%	78%	74%	44%	64%	73% n	77%	86% NOP	51%	65%	80% S	85% ST	87% ST
No	24%	30% Gh	17% G	22% G	31% Gh	33% CGH	4%	16% g	24% g	36% CGH	37% CdGH	22%	25%	54% pR	36% r	27% R	23%	14%	49% UVW	33% vW	20%	15%	13%
DK/NA	1%	-	-	2%	-	-	-	1%	-	-	-	-	1%	3%	-	1%	-	1%	-	2%	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QJ Are you currently saving money to pay for your children's education after high school?

SUBSAMPLE: Those who have children 17 years of age or younger

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	713	375	338	63	447	177	13	491	218	56	154	343	86	401	222	169	219	323	301	243	168
UNWEIGHTED TOTAL	659	350	309	64	344	220	18	507	147	47	95	265	85	373	194	240	217	200	402	191	66
Yes	75%	75%	76%	78% g	76% g	76% g	36%	75%	76%	67%	80%	82%	67%	76%	77%	65%	83% p	75%	76%	76%	72%
No	24%	25%	24%	22%	24%	24%	44%	25%	22%	33%	19%	18%	32%	23%	23%	34% q	17%	24%	24%	23%	26%
DK/NA	1%	1%	1%	-	-	-	19%	-	1%	-	2%	1%	1%	1%	-	1%	*%	1%	-	1%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QJ Are you currently saving money to pay for your children's education after high school?

SUBSAMPLE: Those who have children 17 years of age or younger

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	713	326	188	116	84	53	660
UNWEIGHTED TOTAL	659	255	182	169	53	78	581
Yes	75%	76%	75%	80%	67%	52%	77% F
No	24%	23%	25%	19%	33%	46% G	22%
DK/NA	1%	1%	-	1%	-	2%	1%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QK In what year were you born? AGE CONVERTED

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
18-24	12%	12%	13% i	14% i	10%	14% I	12%	12%	8%	11%	12%	13%	11%	5%	17% NPR	11% Nr	40% NOPR	7%	12% w	15% W	10%	12%	7%
25-34	17%	17% i	20% eI	18% I	12%	16%	16%	18% I	9%	17% i	16%	16%	18%	4%	10% N	20% NO	16% N	28% NOPQ	8%	20% S	31% STVW	19% S	21% S
35-44	20%	20%	21% i	19%	13%	16%	18%	22% ei	12%	20% i	18%	23%	19%	12%	10%	24% NOQ	11% NopQ	30% NopQ	17%	16%	21%	27% sT	30% STu
45-54	19%	19%	20%	19%	14%	18%	19%	19%	14%	19%	18%	16%	20%	12%	20% n	22% N	14%	20% n	11%	20% S	16%	24% S	27% StU
55-64	13%	14%	12%	12%	9%	11%	13%	13%	16%	14%	13%	11%	14%	19% R	21% PQR	13% r	8%	7%	13%	17% W	13%	14%	9%
65+	15%	16%	9%	14%	12%	15%	18% C	15%	19% C	17% C	14%	19%	14%	46% OPQR	20% PQR	10%	7%	5%	36% TUVW	11% V	7%	4%	6%
DK/NA	3%	2%	5% HJ	4% hJ	29% GHIJK BCDF	9% CDGHJ B	4% J	1%	22% FGHJK BCD	1%	9% CDGHJ B	1%	4%	2%	2%	2%	5%	4% P	2%	1%	1%	1%	%%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QK In what year were you born? AGE CONVERTED

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
18-24	12%	13%	11%	61%	-	-	-	10%	16% H	40% K	10%	15%	2%	10% M	20% MN	12%	11%	13%	11%	13%	12%
25-34	17%	22% C	13%	39%	33%	-	-	19%	15%	20%	15%	17%	16%	17%	19%	18%	19%	17%	17%	19%	16%
35-44	20%	24% C	16%	-	67%	-	-	19%	24%	33% k	19%	22%	17%	20%	21%	25% Q	17%	20%	20%	22%	17%
45-54	19%	18%	21%	-	-	74%	-	20%	17%	5%	21% J	15%	25% O	21% O	14%	22%	23% R	16%	23% TU	17%	16%
55-64	13%	13%	14%	-	-	26%	31%	14%	13%	*%	17% J	12%	16%	14%	11%	11%	14%	14%	14%	13%	13%
65+	15%	9%	21% B	-	-	-	69%	16%	12%	-	16%	16%	18%	15%	13%	7%	14% P	18% P	10%	14%	26% ST
DK/NA	3%	2%	4% b	-	-	-	-	2%	2%	1%	2%	2%	6%	3%	2%	5% r	3%	2%	5% tu	2%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QK      In what year were you born? AGE CONVERTED

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
18-24	12%	13% C	7%	12% C	18% C	18% g	11%
25-34	17%	19% C	14%	16%	19%	23%	17%
35-44	20%	20%	21% e	25% E	14%	18%	20%
45-54	19%	19%	22% e	21%	14%	16%	19%
55-64	13%	12%	14%	16%	12%	6%	14%
65+	15%	15% D	18% D	7%	21% D	11%	16%
DK/NA	3%	2%	5%	3%	3%	7%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QL Were you born in:

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S.	H.S.	Some	Univ.		<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Canada	72%	65%	68%	86% BCH	89% BCHJ	88% BCHJ	83% BCH	62%	88% BCHj	80% BCH	87% BCH	64%	75% L	75% qR	76% QR	78% QR	62%	64%	71%	74%	72%	73%	76%
United States	1%	1%	3% d	*%	1%	1%	2%	2%	1%	*%	1%	2%	1%	-	1%	1%	1%	2%	*%	*%	1%	4% ST	1%
Great Britain	3%	3%	2%	4% eJ	1%	6% Egijk	2%	6% EJ	1%	*%	2%	5%	3%	4%	5% P	1%	2%	4%	5%	3%	3%	2%	3%
Another European country	8%	8% eFik	7% eFk	4%	3%	1%	5% F	12% EFGIK D	3%	7% Fk	3%	9%	8%	13% OQ	4%	10% OQ	4%	8% Oq	7%	8%	10%	9%	8%
Another country, outside Europe and Canada and the U.S.	14%	20% FGIJK DE	17% EFGIK D	3%	2%	3% i	6% I	17% EFGIK D	*%	12% EFGIK D	3%	19% M	12%	3%	13% N	10% N	30% NOPR	20% NOP	17%	14%	13%	11%	11%
REFUSE/NA	2%	2%	2% j	2% j	4% cFhJ	1%	3% J	2%	6% DFGHJ BC	*%	4% cFhJ	2%	2%	5% pr	1%	*%	1%	1%	*%	1%	*%	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QL      Were you born in:

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Canada	72%	72%	72%	68%	71%	77% D	73%	100%	-	-	-	46%	66%	73%	74%	85% QR	76% R	65%	78% tU	72% u	63%
United States	1%	2%	1%	1%	1%	2%	1%	-	5%	3%	5%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%
Great Britain	3%	3%	4%	*%	2%	3% d	7% DEF	-	12%	1%	15% J	6%	4%	3%	2%	4%	4%	3%	4%	3%	2%
Another European country	8%	8%	8%	3%	9% D	9% D	11% D	-	31%	23%	34% J	18%	10%	9% O	6%	3%	9% P	9% P	7%	10% s	8%
Another country, outside Europe and Canada and the U.S.	14%	14%	13%	28% EFG	16% FG	9% G	3%	-	52%	74% K	45%	28%	15%	12%	16% n	6%	7%	21% PQ	9%	12%	24% ST
REFUSE/NA	2%	1%	3% B	-	-	-	4%	-	-	-	-	1%	4% NO	1%	1%	1%	2%	1%	1%	1%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QL      Were you born in:

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Canada	72%	70%	75%	74%	70%	87% G	71%
United States	1%	2%	*%	1%	1%	1%	1%
Great Britain	3%	3%	4%	3%	3%	2%	3%
Another European country	8%	9%	7%	8%	8%	1%	9% F
Another country, outside Europe and Canada and the U.S.	14%	14%	12%	12%	17%	6%	14% F
REFUSE/NA	2%	2%	2%	1%	1%	3%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QM What year did you come to live in Canada? CONVERTED

SUBSAMPLE: Those are were born outside of Canada

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S.	H.S.	Some	Univ.		<30k	30k-60k	60k-80k	80k-100k	100k+
	TOTAL	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	658	121	55	20	3	5	18	311	2	119	6	253	405	64	132	158	50	251	115	158	98	75	105
UNWEIGHTED TOTAL	454	80	64	39	20	17	33	101	22	49	29	98	356	22	46	113	30	239	68	102	63	54	85
Less than 5 years	8%	12%	10%	8%	3%	4%	13%	5%	-	10%	15%	9%	8%	-	7%	10%	7%	10%	13%	9%	1%	10%	12% u
5-9	15%	12%	22% hI	18%	6%	9%	28% bHI	11%	5%	22% i	11%	12%	16%	11%	13%	10%	29%	16%	18% w	21% w	13%	12%	5%
10-19	23%	29% FGk	32% FGhk	16%	39% FGk	4%	4%	18% G	25% g	30% FGk	11%	15%	28% L	7%	31% N	25% n	20%	22%	16%	23%	19%	20%	37% Su
20-29	12%	6%	13%	3%	2%	14%	11%	14% b	6%	14%	8%	13%	12%	19%	6%	5%	22% p	17% oP	13%	6%	21% T	10%	12%
30-39	15%	11%	13%	22% jk	18%	13%	9%	23% JK	11%	3%	2%	22% m	11%	19%	17%	10%	3%	20% p	5%	16%	25% s	19%	24% S
40-49	9%	3%	1%	19% bc	23%	3%	8%	11% c	14%	8%	26% BC	11%	7%	1%	9%	17% N	3%	7%	7%	12%	2%	15%	7%
50 years or more	15%	14%	9%	9%	9%	54% CDEHJ B	27%	16%	40% bcdhJ	10%	27%	13%	16%	43% qR	17%	18% R	11%	4%	28% w	14%	18%	14%	3%
DK/NA	4%	13% HJ	-	5%	-	-	-	2%	-	2%	-	6%	2%	-	-	6%	4%	5%	-	-	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QM What year did you come to live in Canada? CONVERTED

SUBSAMPLE: Those are were born outside of Canada

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	658	325	334	154	213	148	129	-	658	149	486	595	89	373	191	67	178	411	222	236	200
UNWEIGHTED TOTAL	454	240	214	60	122	123	135	-	454	88	349	409	78	258	112	85	145	222	210	168	76
Less than 5 years	8%	12%	4%	16%	12%	1%	-	-	8%	36%	-	9%	8%	7%	10%	5%	6%	10%	7%	5%	12%
		C		f	F																
5-9	15%	13%	16%	31%	19%	4%	-	-	15%	64%	-	16%	11%	12%	22%	6%	12%	17%	8%	17%	19%
				F	F													p			s
10-19	23%	24%	21%	36%	28%	19%	3%	-	23%	-	31%	24%	24%	20%	28%	29%	21%	23%	12%	28%	30%
				fG	G	G													s	s	
20-29	12%	9%	16%	18%	11%	19%	2%	-	12%	-	17%	13%	6%	15%	9%	8%	11%	13%	17%	8%	12%
				G	g	G													t		
30-39	15%	19%	12%	-	17%	29%	15%	-	15%	-	21%	14%	20%	15%	14%	10%	17%	16%	19%	18%	8%
																			u	u	
40-49	9%	7%	11%	-	6%	15%	16%	-	9%	-	12%	8%	7%	11%	5%	11%	10%	8%	10%	8%	7%
50 years or more	15%	12%	17%	-	-	9%	63%	-	15%	-	20%	15%	23%	17%	6%	18%	21%	11%	19%	14%	9%
							F						o	o							
DK/NA	4%	4%	3%	-	7%	4%	2%	-	4%	-	-	1%	1%	4%	5%	11%	1%	3%	7%	2%	2%
																Qr			t		

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QM What year did you come to live in Canada? CONVERTED

SUBSAMPLE: Those are were born outside of Canada

	UAPS NON-ABORIGINAL SEGMENTATION					CONTACT WITH ABORINGAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	658	316	139	103	100	16	642
UNWEIGHTED TOTAL	454	192	128	88	46	32	422
Less than 5 years	8%	9%	5%	7%	10%	20%	8%
5-9	15%	14%	20%	11%	12%	11%	15%
10-19	23%	22%	19%	18%	35%	14%	23%
20-29	12%	15% dE	18% DE	5%	3%	15%	12%
30-39	15%	15% e	7%	38% BCE	5%	18%	15%
40-49	9%	9%	9%	5%	10%	11%	9%
50 years or more	15%	13%	13%	13%	22%	10%	15%
DK/NA	4%	2%	8%	4%	2%	-	4%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QN And were your parents born in Canada or in another country?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME					
	=====	=====										=====		=====					=====					
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762		322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207		147	312	748	199	1068	331	578	384	285	520
Both parents in Canada	53%	39%	55% BH	58% BH	62% BH	68% BCdGH	56% BH	37%	63% BH	75% DEGH BC	74% CDEGH B	44%	56% L		57% r	58% R	55% R	49%	45%	55%	57%	51%	52%	53%
One parent in Canada/one in another country	10%	13% J	8% J	21% FgHJK bc	15% Jk	10% J	13% J	12% J	13% J	2%	8% j	10%	10%		6%	13%	12%	7%	8%	8%	11%	6%	10%	16% SU
Both parents in another country	34%	39% FgIJK DE	35% EFIJK D	19%	16%	20%	29% dEfik	49% FGIJK bCDE	17%	23% k	16%	42% M	31%		30%	27%	32%	42% O	44% NOP	36%	33%	43% tW	38%	31%
NA/REFUSE	3%	9% FGHJK CD	2% j	2% j	7% FGHJK CD	2% J	3% J	2%	6% FGHJK CD	1% *	3% J	4%	2%		7% Op	1%	1%	2%	2%	2%	1% *	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QN      And were your parents born in Canada or in another country?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Both parents in Canada	53%	50%	55%	47%	52%	62% DEG	51%	71% I	7%	1%	9% J	-	53%	53%	52%	60% R	59% R	46%	58% Tu	50%	48%
One parent in Canada/one in another country	10%	10%	10%	10%	9%	6%	16% eF	13% I	2%	1%	3%	22%	8%	10%	10%	16% QR	8%	9%	12% U	12% U	4%
Both parents in another country	34%	37%	32%	43% FG	36% f	30%	31%	15%	88% H	98% K	88%	78%	36%	34%	36%	21%	31% P	43% PQ	28%	36% S	45% St
NA/REFUSE	3%	3%	3%	-	2%	3%	3%	1%	3%	-	-	-	3%	2%	2%	3%	2%	2%	3%	2%	3%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q9 And were your parents born in Canada or in another country?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Both parents in Canada	53%	51%	59% Be	53%	48%	67% G	52%
One parent in Canada/one in another country	10%	9%	10%	14% b	8%	7%	10%
Both parents in another country	34%	38% Cd	26%	30%	43% CD	23%	35% F
NA/REFUSE	3%	3%	4% e	2%	1%	4%	3%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q0      which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2008?

		CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Under \$30,000	16%	17% CH	11%	16% h	19% CH	20% CH	17% h	9%	16%	25% DGHik BC	18% CH	16%	16%	45% OPQR	20% PR	10%	19% pR	6%	100%	-	-	-	-
\$30,000 to \$60,000	25%	28% De	22%	16%	18%	21%	26% D	23%	27% d	30% cDEFh	26% D	25%	25%	26% r	28% R	30% R	28% r	16%	-	100%	-	-	-
\$60,000 to \$80,000	14%	12%	14%	17% J	17%	14%	15%	18% J	16%	10%	16%	13%	15%	2%	16% N	16% N	14% N	17% N	-	-	100%	-	-
\$80,000 to \$100,000	11%	9%	12% ei	13% EI	5%	8%	9%	12% ei	5%	11% ei	12% ei	11%	12%	6%	9%	14% No	14%	13% N	-	-	-	100%	-
\$100,000 and over	18%	16% EGIJK b	25% EIJk	23% EIJk	11%	18%	15%	23% EgIJK	9%	11%	13%	15%	19%	*%	12% N	17% N	10% N	33% NOPQ	-	-	-	-	100%
REFUSE/DK/NA	16%	18%	16%	15%	30% FGHJK BCD	19% j	20% j	15%	27% CDHJK	13%	16%	20% m	14%	21% p	16%	12%	16%	14%	-	-	-	-	-

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q0      which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2008?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Male	Fem.	18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Under \$30,000	16%	12%	20% B	16% f	10%	9%	33% DEF	16%	17%	24%	16%	16%	17%	16%	15%	15%	12%	19% Q	13%	14%	24% ST
\$30,000 to \$60,000	25%	23%	27%	26%	26%	27%	23%	26%	24%	31%	23%	24%	31% o	25%	22%	28%	25%	24%	22%	27%	26%
\$60,000 to \$80,000	14%	16%	13%	23% eFG	15% g	13%	9%	14%	15%	10%	17%	16%	14%	16%	12%	13%	18% pR	12%	16% U	17% U	9%
\$80,000 to \$100,000	11%	13% c	9%	10%	15% G	14% G	5%	11%	11%	11%	12%	12%	9%	12%	11%	12%	13%	10%	12%	10%	11%
\$100,000 and over	18%	22% C	14%	13%	27% DG	23% DG	7%	19%	16%	12%	18%	19%	16%	16%	22% n	18%	17%	19%	20% U	18%	13%
REFUSE/DK/NA	16%	14%	17%	13% e	7%	15% E	23% DEF	14%	16%	12%	13%	13%	13%	14%	18%	14%	15%	16%	17%	14%	17%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

Q0      which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2008?

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Under \$30,000	16%	17% D	20% D	10%	14%	21%	16%
\$30,000 to \$60,000	25%	27%	22%	26%	23%	33%	24%
\$60,000 to \$80,000	14%	17% C	11%	12%	14%	19%	14%
\$80,000 to \$100,000	11%	9%	11%	14%	16% b	7%	12%
\$100,000 and over	18%	15%	19%	24% B	17%	6%	19% F
REFUSE/DK/NA	16%	15%	17%	15%	16%	14%	16%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QQ Would you like to receive information about the results of this study once they are released?

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Some coll.	Univ. grad		<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Yes	44%	44%	43%	47% eK	36%	45% k	42%	47% eK	48% k	40%	35%	39%	46%	52% O	37%	44%	40%	47% o	46%	52%	46%	43%	46%
No	54%	49%	54%	50%	62% BdI	55%	55%	52%	47%	60% BdI	63% BDhI	59%	52%	47%	60% nR	55%	58%	50%	54%	47%	54%	57% t	53%
DK/NA	2%	8% CdeHK	2%	3%	3%	-	3%	2%	5% h	-	2%	2%	2%	1%	2%	2%	2%	3%	*%	1% s	1%	*%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QQ Would you like to receive information about the results of this study once they are released?

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Yes	44%	45%	43%	42%	52% dF	38%	45%	43%	46%	43%	49%	46%	53% O	46% O	36%	49% r	44%	41%	47% u	43%	38%
No	54%	53%	55%	58% E	46%	59% E	54%	56%	51%	53%	51%	53%	45%	52%	62% MN	48%	55%	56% P	50%	55%	60% S
DK/NA	2%	3%	2%	*%	2%	2% d	1%	1%	3%	4%	*%	1%	2%	2%	2%	3%	1%	3%	3%	2%	2%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QQ      Would you like to receive information about the results of this study once they are released?

		UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Yes	44%	48%	34%	53%	35%	61%	43%
		CE		CE		G	
No	54%	50%	62%	45%	64%	35%	55%
			BD		BD		F
DK/NA	2%	2%	3%	2%	1%	4%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QS GENDER

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)		(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Male	47%	47%	50% ei	49%	38%	46%	47%	48%	38%	48%	45%	47%	48%	41%	43%	50% q	38%	53% noQ	35%	44%	53% S	56% ST	59% ST
Female	53%	53%	50%	51%	62% c	54%	53%	52%	62% c	52%	55%	53%	52%	59% r	57% r	50%	62% pR	47%	65% UVW	56% VW	47%	44%	41%



# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QS GENDER

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Male	47%	100%	-	53% fG	60% FG	43% G	34%	47%	49%	55%	47%	50%	51%	46%	50%	45%	51%	47%	49%	48%	45%
Female	53%	-	100%	47%	40%	57% dE	66% DEF	53%	51%	45%	53%	50%	49%	54%	50%	55%	49%	53%	51%	52%	55%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QS GENDER

		UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Male	47%	45%	49%	54% b	44%	48%	47%
Female	53%	55% d	51%	46%	56%	52%	53%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QT LANGUAGE

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun.	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
English	79%	100% J	100% J	100% J	100% J	100% J	100% J	100% J	100% J	14%	100% J	81%	78%	65%	82% NP	74% n	97% NOPR	83% NP	66%	74% s	86% ST	81% ST	87% STV
French	21%	-	-	-	-	-	-	-	-	86%	-	19%	22%	35% OpQR	18% Q	26% OQR	3%	17% Q	34% tUVW	26% UVW	14%	19% w	13%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QT LANGUAGE

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1187	1314		483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	1253	1248		319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
English	79%	79%	79%	80%	80%	78%	76%	76%	87% H	78%	89% J	90%	75%	80%	77%	90% QR	85% R	70%	91% TU	81% U	54%
French	21%	21%	21%	20%	20%	22%	24%	24% I	13%	22% K	11%	10%	25%	20%	23%	10%	15% P	30% PQ	9%	19% S	46% ST

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QT LANGUAGE

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
English	79%	83%	72%	88%	67%	92%	78%
		CE		BCE		G	
French	21%	17%	28%	12%	33%	8%	22%
		D	BD		BD		F

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QU CMA

	CMA											AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
	=====	=====										=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
	TOTAL	Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub- urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k- 60k	60k- 80k	80k- 100k	100k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Vancouver	15%	100%	-	-	-	-	-	-	-	-	-	17%	14%	16%	15%	12%	27% NOPR	14%	16%	16%	13%	12%	13%
Calgary	7%	-	100%	-	-	-	-	-	-	-	-	-	10%	8%	7%	8%	8%	7%	5%	6%	7%	8%	10%
Edmonton	7%	-	-	100%	-	-	-	-	-	-	-	-	10%	10%	7%	7%	7%	5%	7%	5%	9%	8%	9%
Regina	2%	-	-	-	100%	-	-	-	-	-	-	-	3%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%
Saskatoon	2%	-	-	-	-	100%	-	-	-	-	-	-	2%	2%	2%	1%	4%	1%	2%	1%	2%	1%	2%
Winnipeg	5%	-	-	-	-	-	100%	-	-	-	-	-	7%	7%	5%	4%	8%	4%	5%	5%	5%	4%	4%
Toronto	34%	-	-	-	-	-	-	100%	-	-	-	60% M	23%	13%	36% Nq	34% N	29% N	43% NOPQ	20%	31% S	42% ST	37% St	43% ST
Thunder Bay	1%	-	-	-	-	-	-	-	100%	-	-	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Montreal	25%	-	-	-	-	-	-	-	-	100%	-	23%	25%	37% OQR	23% Q	29% OQR	3%	20% Q	38% TUVW	30% UW	17%	25% UW	15%
Halifax	3%	-	-	-	-	-	-	-	-	-	100%	-	4%	3%	2%	2%	8%	2%	3%	3%	3%	3%	2%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

QU CMA

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./None	Often	Occ.	Rar./Never	Yes	Ab in city	None/DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Vancouver	15%	15%	15%	16%	14%	15%	16%	13%	18% h	19%	16%	17%	16%	15%	13%	21% QR	15%	12%	22% TU	11% u	7%
Calgary	7%	8%	7%	9%	7%	8%	4%	7%	8%	12%	8%	7%	6%	7%	8%	9%	10% r	5%	10% U	9% U	1%
Edmonton	7%	7%	7%	8%	6%	7%	7%	9% I	3%	3%	3%	6%	5%	6%	9%	14% QR	8% r	3%	10% U	7% U	2%
Regina	2%	1%	2%	2%	1%	1%	1%	2%	*%	*%	1%	1%	2%	2%	2%	4%	2%	1%	3% u	1%	*%
Saskatoon	2%	2%	2%	2%	1%	2%	2%	2%	1%	*%	1%	1%	2%	1%	2%	4%	2%	*%	3%	1%	*%
winnipeg	5%	5%	5%	5%	4%	5%	5%	6%	3%	5%	2%	5%	6%	5%	5%	11% QR	5%	2%	8% U	4% u	*%
Toronto	34%	34%	34%	32%	38% D	34%	33%	29%	47% H	33%	53% J	46%	30%	36% mo	32%	17%	35% P	39% P	25%	41% S	40% S
Thunder Bay	1%	1%	2%	1%	1%	1%	2%	2%	*%	*%	*%	1%	1%	2%	1%	3%	1%	1%	3%	*%	*%
Montreal	25%	25%	24%	22%	25%	25%	28%	27% I	18%	26%	16%	14%	28%	24%	26%	13%	19% P	34% PQ	13%	22% S	49% ST
Halifax	3%	3%	3%	3%	2%	3%	3%	3%	1%	1%	1%	1%	4%	3%	3%	3%	3%	2%	4%	3%	1%

# **URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS** **APRIL/MAY 2009**

QU CMA

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORIGINAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	TOTAL						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Vancouver	15%	15%	15%	17%	11%	17%	15%
Calgary	7%	6%	10% E	10% e	3%	7%	7%
Edmonton	7%	6%	11% E	8%	2%	13%	7%
Regina	2%	1%	2%	3%	1%	7%	1%
Saskatoon	2%	1%	3%	2%	1%	5%	1%
winnipeg	5%	4%	6% e	9% bE	1%	16% G	4%
Toronto	34%	41% CD	18%	31% C	41% CD	20%	35% F
Thunder Bay	1%	1%	2%	1%	1%	4%	1%
Montreal	25%	20% d	31% BD	16%	37% BD	8%	26% F
Halifax	3%	3%	3%	2%	2%	2%	3%



# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

R	REGION	CMA										AREA OF CMA		LEVEL OF EDUCATION					HOUSEHOLD INCOME				
		Van.	Calg.	Edm.	Reg.	Sask.	Winn.	Tor.	Thun. Bay	Mont.	Hal.	Urban	Sub-urban	<H.S. grad	H.S. grad	Coll.	Some univ.	Univ. grad	<30k	30k-60k	60k-80k	80k-100k	100k+
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	2501	367	184	178	45	42	123	847	32	613	69	739	1762	322	569	727	137	721	399	622	358	281	447
UNWEIGHTED TOTAL	2501	250	250	251	250	250	250	250	250	250	250	294	2207	147	312	748	199	1068	331	578	384	285	520
Nova Scotia	3%	-	-	-	-	-	-	-	-	-	100%	-	4%	3%	2%	2%	8%	2%	3%	3%	3%	3%	2%
Quebec	25%	-	-	-	-	-	-	-	-	100%	-	23%	25%	37% OQR	23% Q	29% OQR	3%	20% Q	38% TUVW	30% UW	17%	25% UW	15%
Ontario	35%	-	-	-	-	-	-	100%	100%	-	-	60% M	25%	14%	37% N	35% N	32% N	44% NoPQ	21%	32% S	43% ST	38% S	44% ST
Manitoba	5%	-	-	-	-	-	100%	-	-	-	-	-	7%	7%	5%	4%	8%	4%	5%	5%	5%	4%	4%
Saskatchewan	3%	-	-	-	100%	100%	-	-	-	-	-	-	5%	5%	4%	3%	7%	3%	4%	3%	4%	2%	3%
Alberta	14%	-	100%	100%	-	-	-	-	-	-	-	-	21%	17%	14%	15%	16%	13%	12%	11%	16%	16%	19% t
British Columbia	15%	100%	-	-	-	-	-	-	-	-	-	17%	14%	16%	15%	12%	27% NOPR	14%	16%	16%	13%	12%	13%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

R REGION

	GENDER			AGE				BIRTHPLACE		YEARS IN CANADA		FIRST GEN.	ATTENTION TO NEWS			CONTACT WITH ABORIGINAL PEOPLE			AWARE OF ABORIGINAL COMMUNITY		
	Male	Fem.		18-29	30-44	45-59	60+	Can.	Other	<10	10+	Yes	Great deal	Some	Lit./ None	Often	Occ.	Rar./ Never	Yes	Ab in city	None/ DK
	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	2501	1187	1314	483	747	644	551	1801	658	149	486	1112	297	1400	762	488	807	1189	1043	876	581
UNWEIGHTED TOTAL	2501	1253	1248	319	554	800	752	2015	454	88	349	978	394	1421	656	789	889	811	1561	697	243
Nova Scotia	3%	3%	3%	3%	2%	3%	3%	3%	1%	1%	1%	1%	4%	3%	3%	3%	3%	2%	4%	3%	1%
Quebec	25%	25%	24%	22%	25%	25%	28%	27% I	18%	26%	16%	14%	28%	24%	26%	13%	19% P	34% PQ	13%	22% S	49% ST
Ontario	35%	35%	35%	32%	39%	35%	35%	31%	47% H	33%	53% J	47%	31%	37%	32%	21%	36% P	40% P	28%	41% S	40% S
Manitoba	5%	5%	5%	5%	4%	5%	5%	6%	3%	5%	2%	5%	6%	5%	5%	11% QR	5%	2%	8% U	4% u	*%
Saskatchewan	3%	3%	4%	3%	3%	3%	3%	4%	1%	1%	1%	2%	4%	3%	4%	9% R	4%	1%	6% U	2%	*%
Alberta	14%	15%	14%	18%	14%	15%	11%	16%	11%	15%	11%	13%	12%	13%	17%	23% R	18% R	9%	20% U	16% U	2%
British Columbia	15%	15%	15%	16%	14%	15%	16%	13%	18% h	19%	16%	17%	16%	15%	13%	21% QR	15%	12%	22% TU	11% u	7%

# URBAN ABORIGINAL PEOPLES STUDY – SURVEY OF NON-ABORIGINAL CANADIANS

## APRIL/MAY 2009

R REGION

	=====	UAPS NON-ABORIGINAL SEGMENTATION				CONTACT WITH ABORINGAL PEOPLE	
		Cultural romantics	Dismissive naysayers	Connected advocates	Disconnected skeptics	Know many Ab people	Don't know many
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	2501	1132	608	414	347	156	2345
UNWEIGHTED TOTAL	2501	1019	699	578	205	261	2240
Nova Scotia	3%	3%	3%	2%	2%	2%	3%
Quebec	25%	20% d	31% BD	16%	37% BD	8%	26% F
Ontario	35%	43% CD	20%	32% C	42% Cd	24%	36% F
Manitoba	5%	4%	6% e	9% bE	1%	16% G	4%
Saskatchewan	3%	3%	5%	5%	1%	12%	3%
Alberta	14%	13% e	20% BE	18% E	6%	20%	14%
British Columbia	15%	15%	15%	17%	11%	17%	15%