



Urban Aboriginal Voices:

A Landmark Study of Canada's Urban Aboriginal Peoples
Winnipeg results

The Environics Institute

The Environics Institute is a non-profit foundation supporting original research on important issues of public policy and social change



- A track record of success in a number of studies, including groundbreaking studies of Canadian Muslims and the people of Afghanistan
- Mission includes public dissemination of results and encouraging public discourse
- Funded by federal, provincial, and city governments, private sector businesses, community and other foundations, and the media
- Research is syndicated and independent
 - Research design and interpretation is driven by the Institute and its independent advisors, not the funders
 - Executed by Environics Research Group, one of Canada's largest and most respected research firms



About the Urban Aboriginal Peoples Study

Objectives of UAPS

- Understand the experiences, identities, values and aspirations of urban Aboriginal peoples
- Use survey research to give voice to good news, positive narratives and hopeful scenarios for the future
- Provide new insights that help reframe the relationship between Aboriginal and non-Aboriginal people
- Build capacity to support further research and understanding of First Nations, Métis and Inuit living in Canadian cities

Execution

- The Research Team:

Dr. Jino Distasio, Susan Mulligan – Institute of Urban Studies,
University of Winnipeg (First Nations/Inuit surveys)

Dr. Rachel Eni – University of Manitoba & Louis Riel Institute
(Métis surveys)

Aboriginal community members and students as on-the-ground
interviewers

- City supervisors trained by the Institute of Urban Studies,
University of Winnipeg

Incorporated Aboriginal knowledge & expertise

- Required a high degree of involvement and cooperation among the City, local colleges and universities, Aboriginal Organizations, and Community Foundations
- On the ground expertise: Local project coordinators and Aboriginal student and community
- Contacted and consulted a wide range of stakeholders, early and often
- Study design and interpretation guided by an Advisory Circle of recognized experts from academia and the Aboriginal community
- Is independent of its funders, including INAC/federal government

UAPS Advisory Circle

- Allan Benoit Métis Nation
- John Berry Queen's University
- Ellen Bielawski University of Alberta
- Lewis Cardinal Cardinal Strategic Communications
- Hayden King McMaster University
- Peter Dinsdale National Association of Friendship Centres
- Calvin Helin Lawyer, author of *Dances with Dependency*
- Calvin Hanselmann Research Director, National Association of Friendship Centres
- Corinne Jetté President and CEO, Mount Pleasant Educational Services Inc.
- Caroline Krause Former principal Grandview Elementary School, Faculty of Educ., UBC
- Peter Menzies Centre for Addiction Mental Health
- Katherine Minich University of Toronto
- David Newhouse Trent University
- Andrew Parkin Canadian Millennium Scholarship Foundation
- John G. Paul Atlantic Policy Congress of First Nations Chiefs
- Evelyn Peters University of Saskatchewan
- Mark Podlasly N'laka'pmx First Nation / Harvard/Queens (fellow)
- Jennifer Rattray Peepeekisis First Nation / University of Winnipeg
- John Richards Simon Fraser University
- Pamela Sparklingeyes Aboriginal Learning Services, Edmonton Catholic School Board
- Noella Steinhauer National Aboriginal Achievement Foundation



JOHN LEFEBVRE

In-person survey with 2,614 urban Aboriginal peoples in 11 cities



Survey with non-Aboriginal Canadians



Telephone survey with 2,501 non-Aboriginal persons in same 10 cities

- Purpose: measure how the non-Aboriginal population in the 10 cities views the experience of the country's Aboriginal people
 - How their views may contribute to continuing barriers facing the Aboriginal community
 - Open up opportunities for a new dialogue and engagement

Pilot survey of National Aboriginal Achievement Foundation scholars

On-line pilot survey with representative sample of 182 NAAF scholarship recipients


- Purpose: identify/measure experiences and successes of scholars in their lives and careers

Since 1985, NAAF has awarded more than \$37-million in scholarships and bursaries to more than 9,800 First Nations, Métis and Inuit students nationwide.



Why we need to pay attention

- Growing presence in our cities today
- Canada has yet to come to terms with this reality
- Our focus has been on reserve issues and on problems



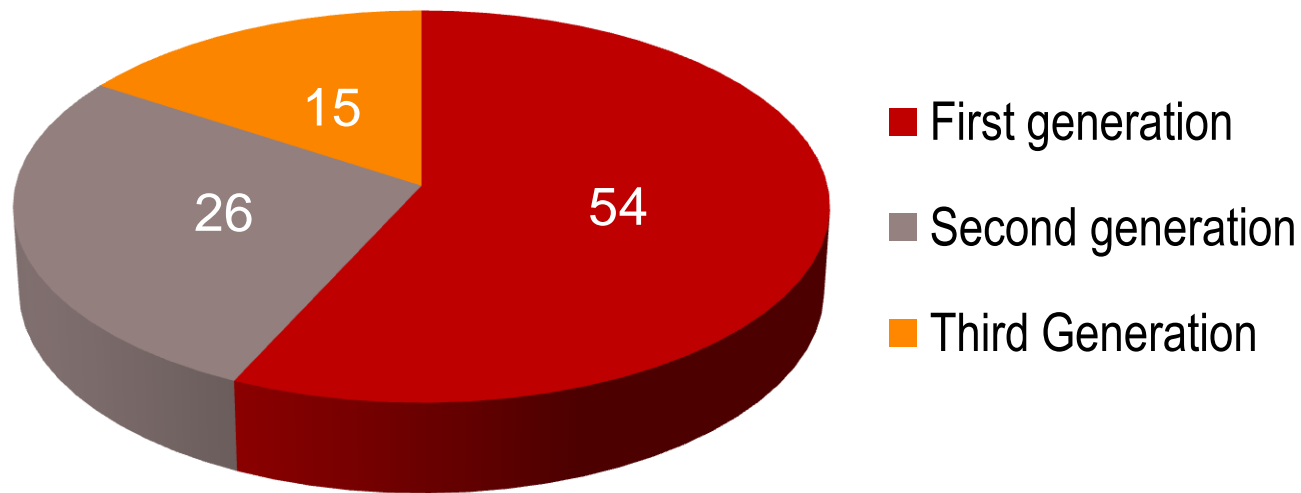
***“Canada is about to become a whole lot
different in the next couple of generations...”***

**Waubgeshig Rice
Broadcast journalist and writer
The Globe and Mail online (July 20, 2009)**

A stylized, light gray background graphic. On the left, there is a large, abstract face with a wide, open mouth and large eyes. To the right of the face, there is a silhouette of a city skyline with several buildings of varying heights. The entire graphic is rendered in a simple, line-art style.

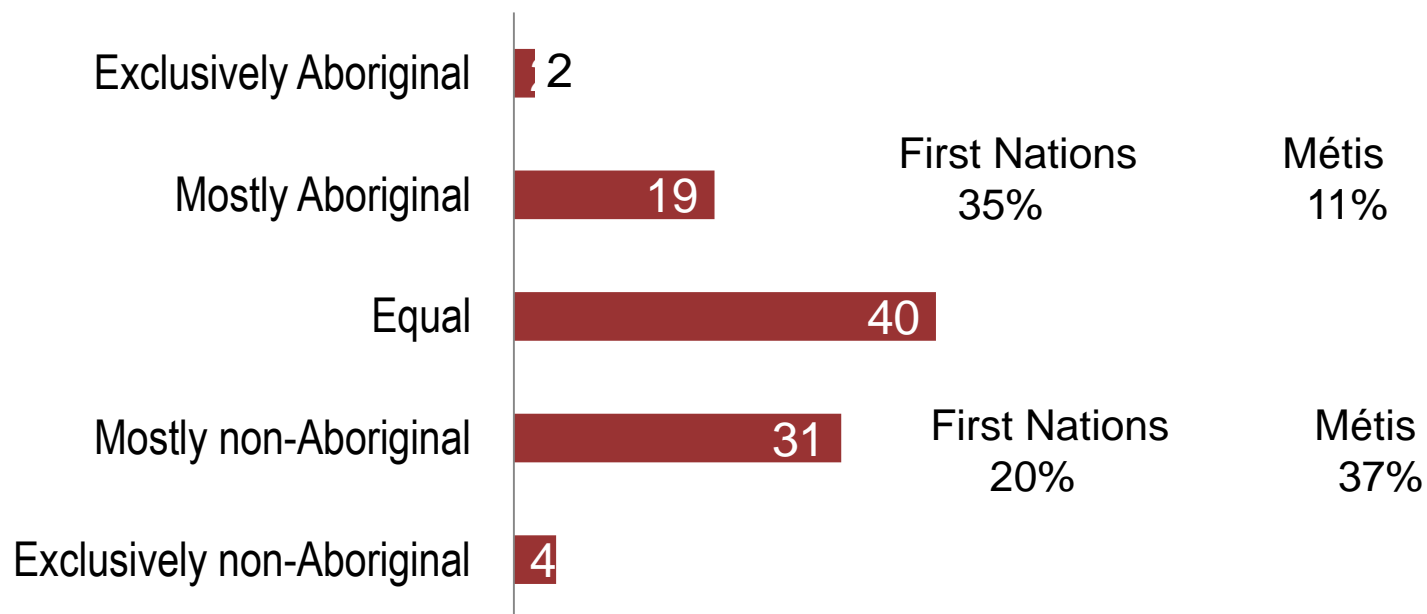
Research Findings for Winnipeg

The majority of UAPS Winnipeg participants are first generation residents.



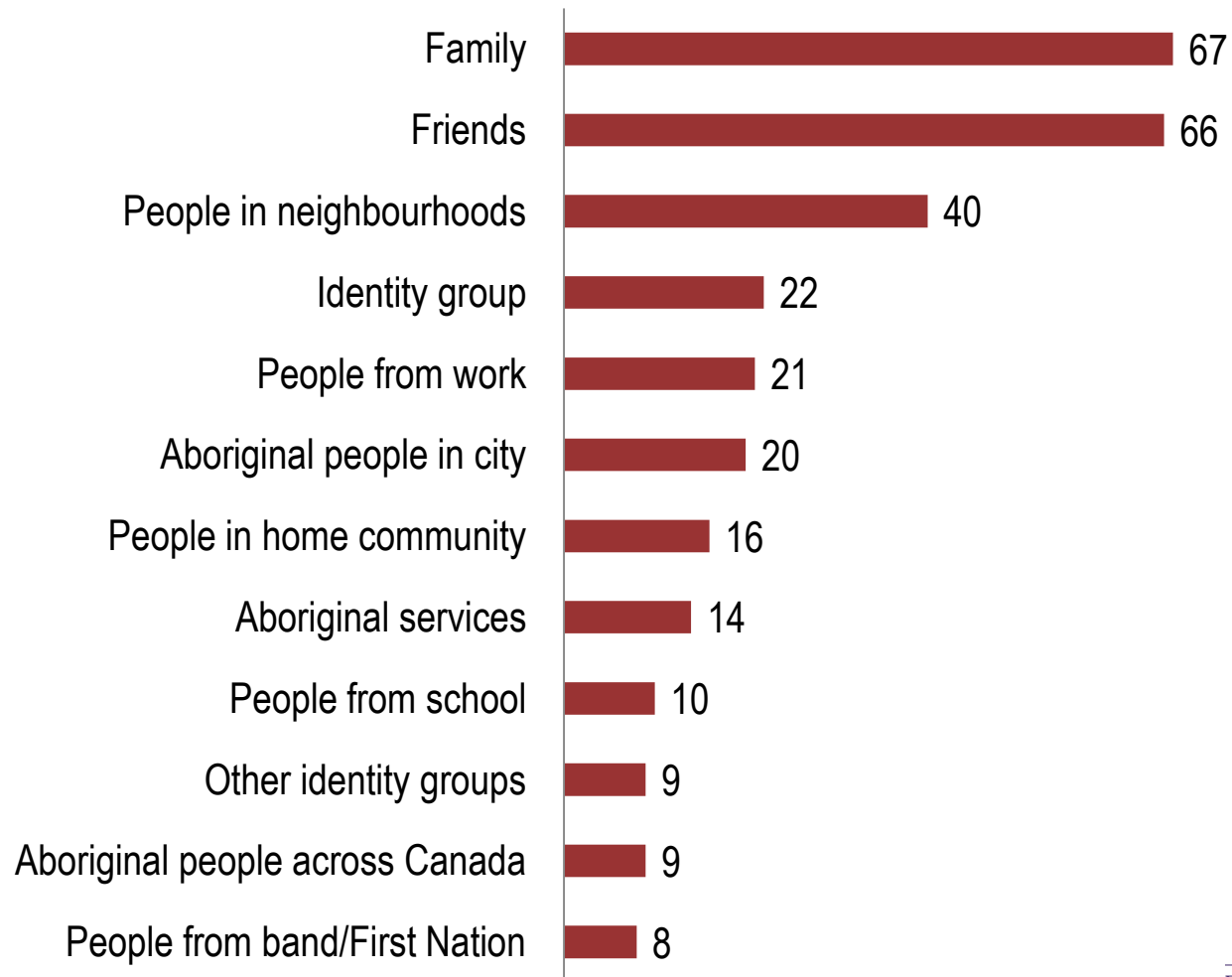
Many feel that they belong to a diverse community.

Do you feel that the community you belong to is...?



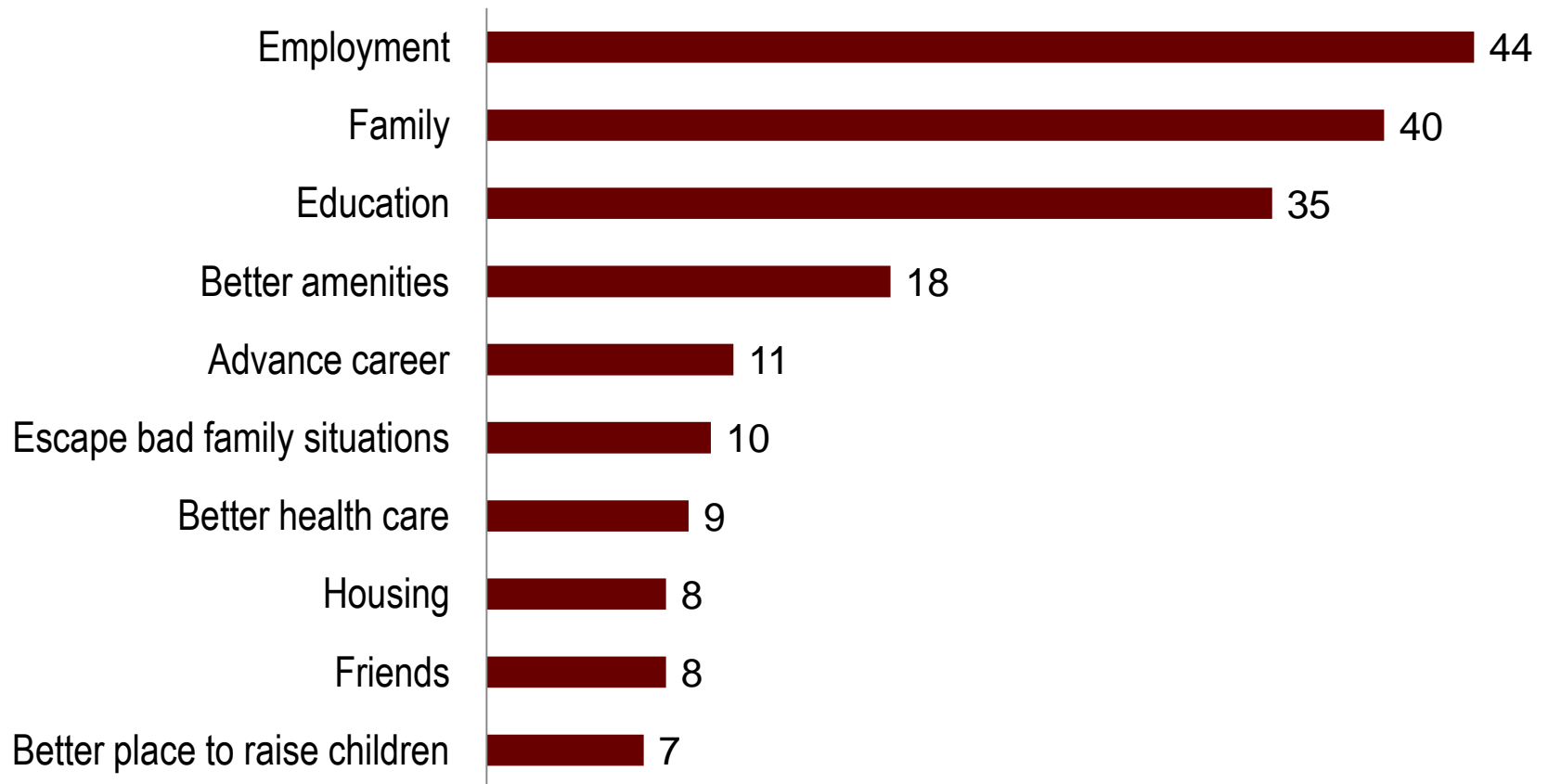
Definitions the urban community for Winnipeggers

Who or what do you consider to be a part of your community?



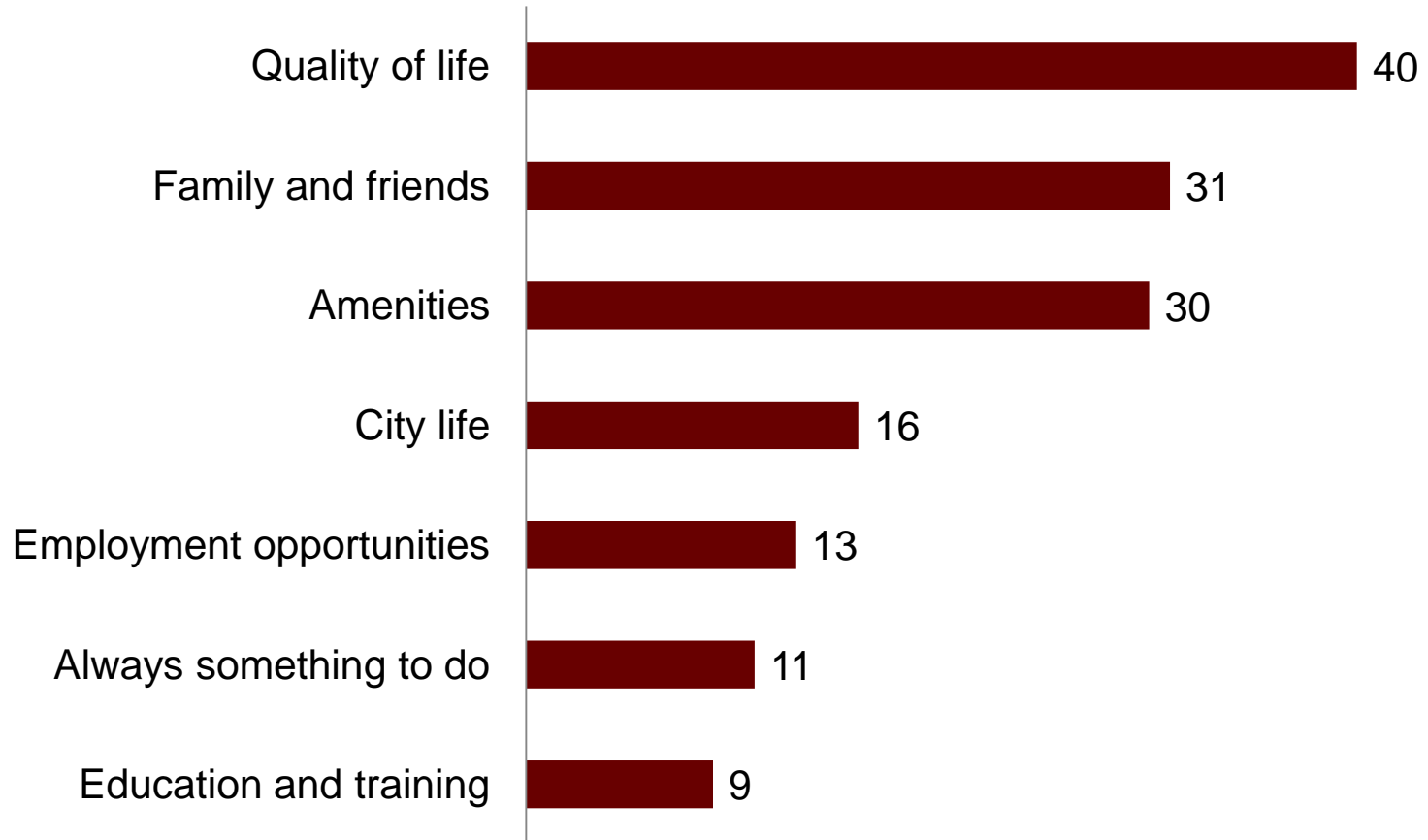
Seeking opportunities is the main reason for moving to Winnipeg.

Why did you first move to Winnipeg?



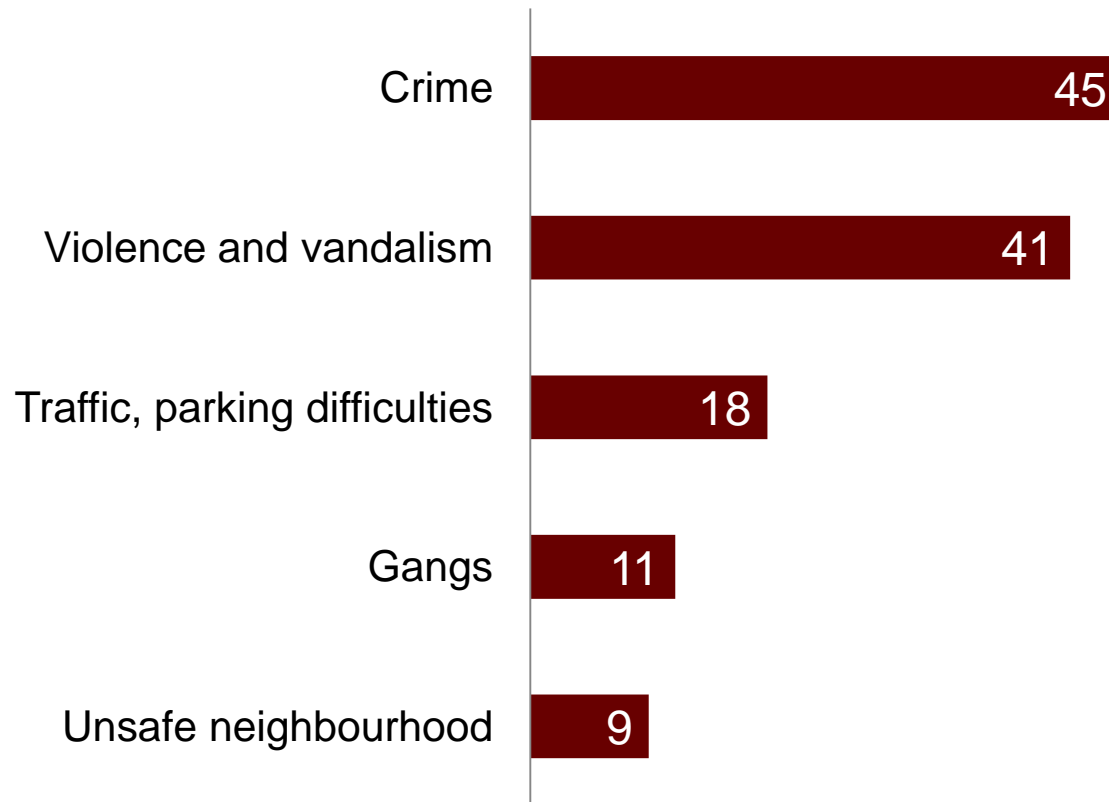
Many enjoy the big city life...

What do you enjoy most about life in Winnipeg?



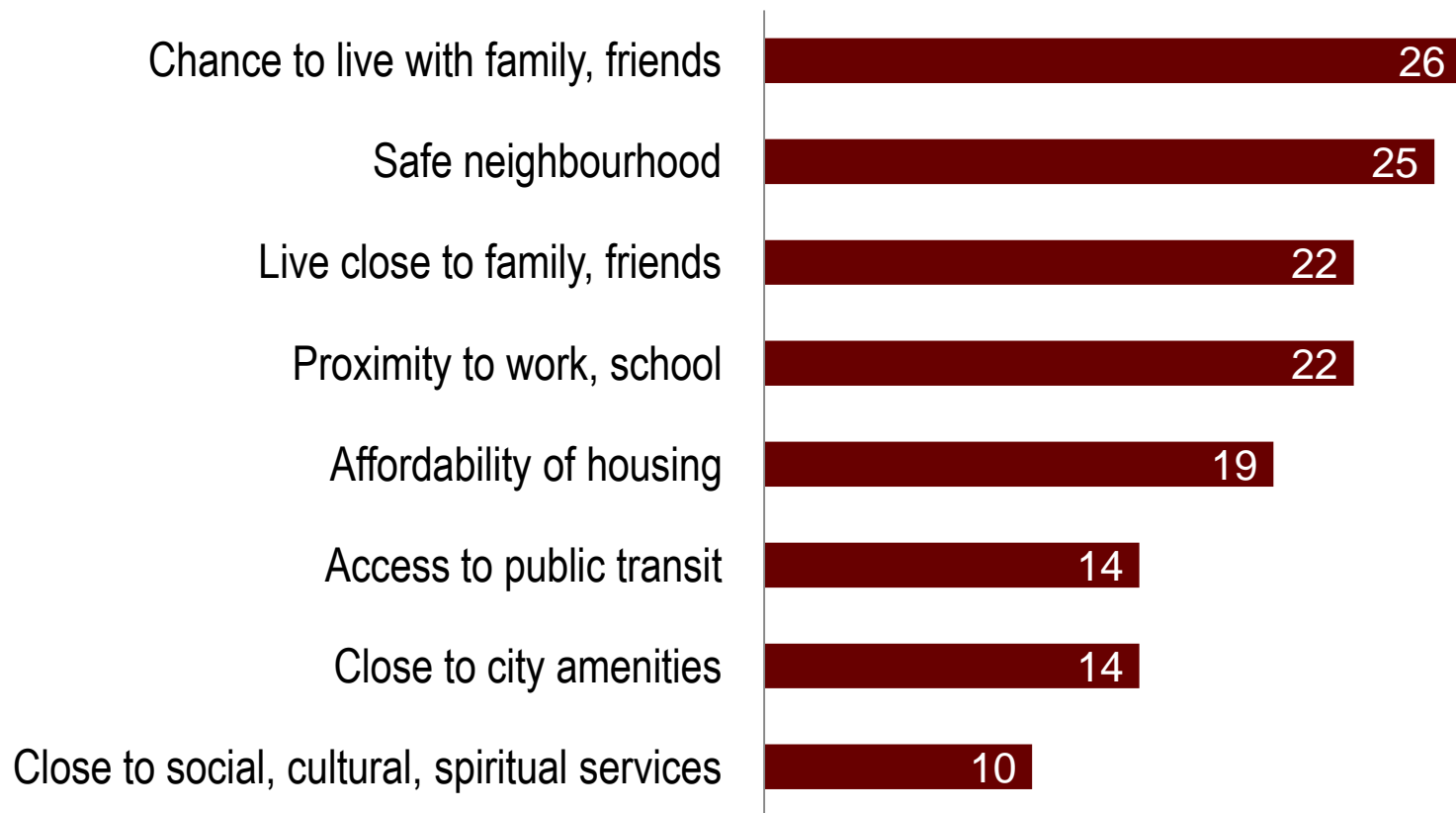
...but do not feel particularly safe.

What do you like least about living in Winnipeg?



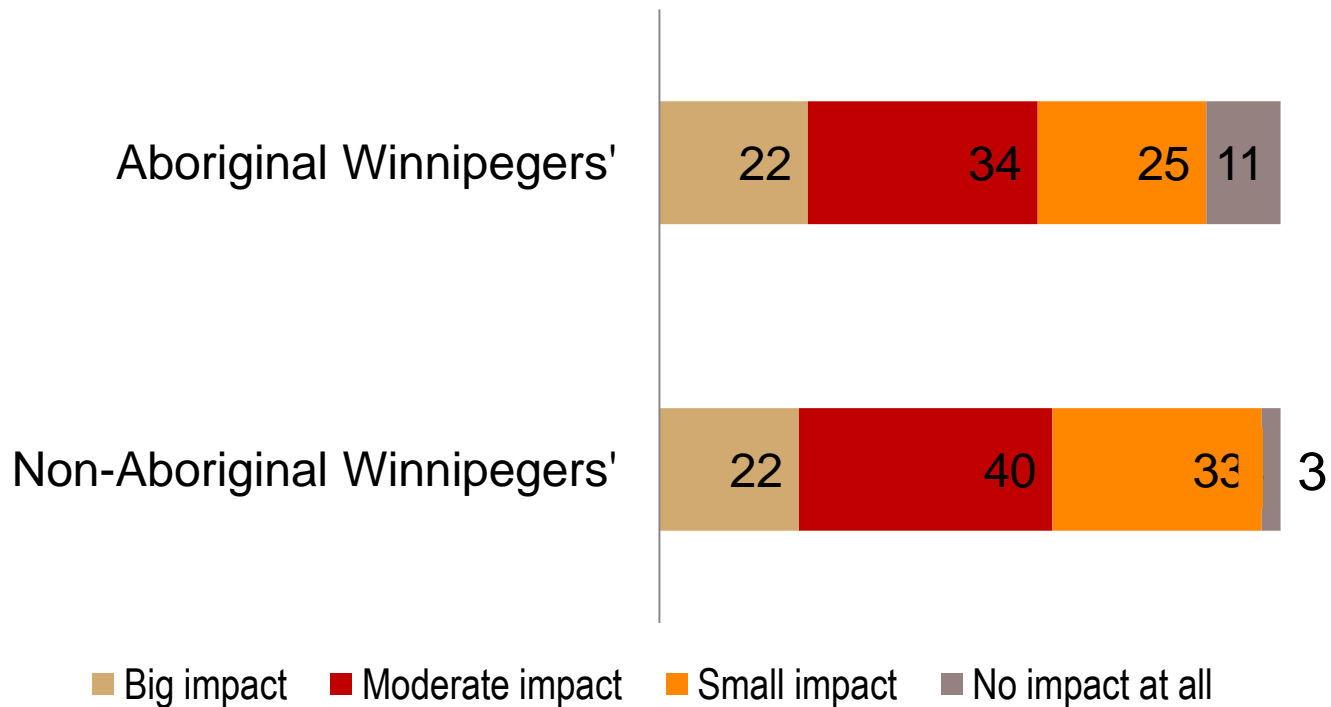
Neighbourhood choice is influenced by a sense of community.

Why do you live in the neighbourhood you do?



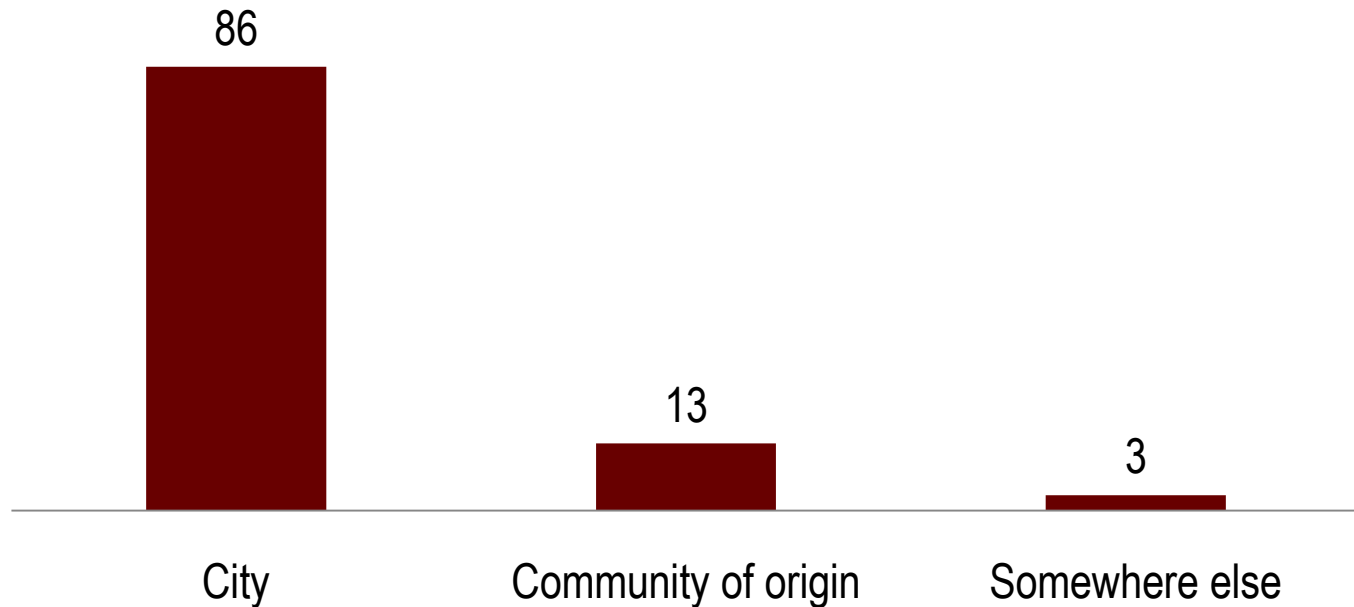
They feel they can make their city a better place to live.

Impact on making city a better place to live...



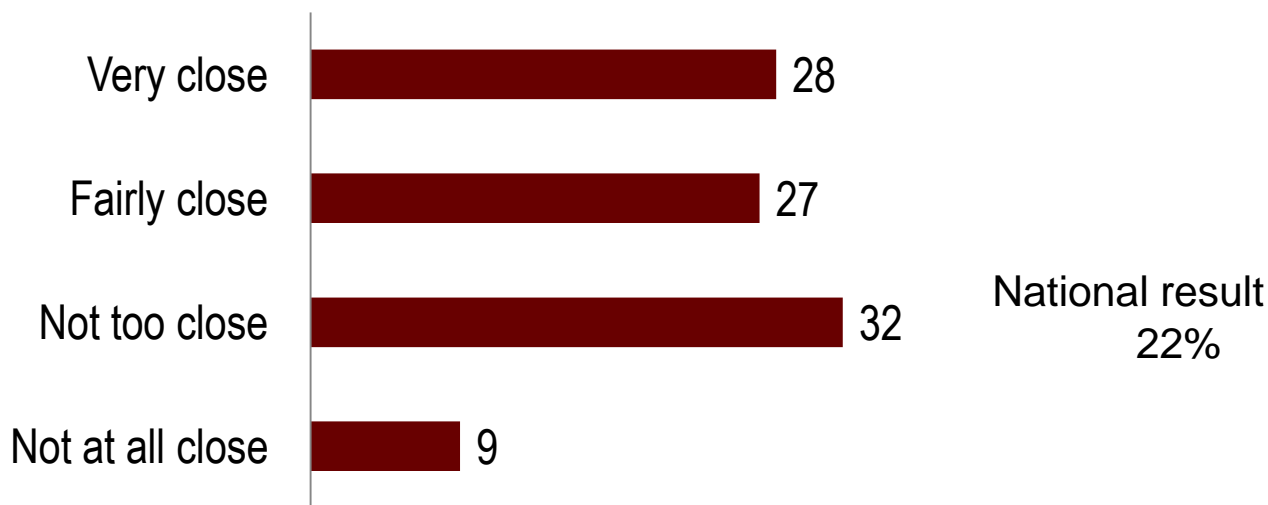
Most feel the city of Winnipeg is home...

Where is *home* for you? Is it your city of residence, your home community, or somewhere else?



The connection to *home* remains strong, but there is disconnect.

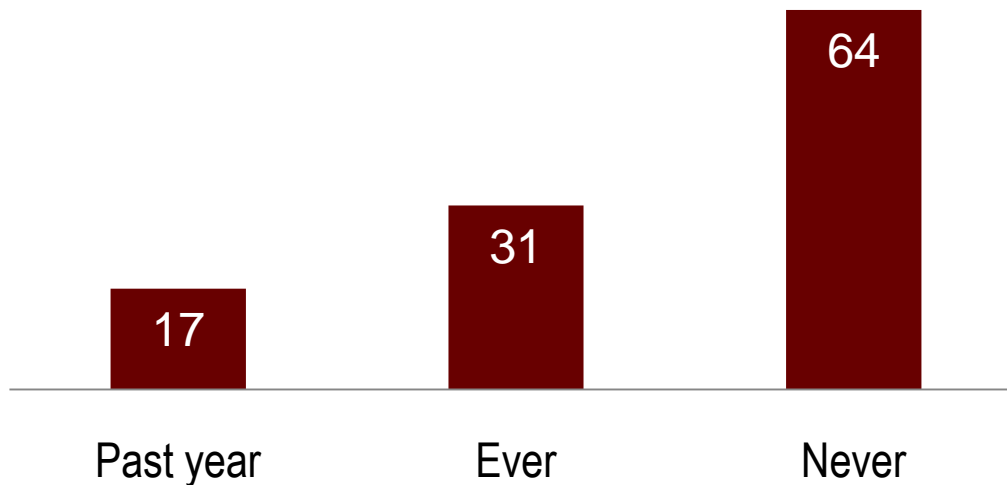
How close a connection do you feel to your home community?
How close a connection do you feel to *the place where your parents and grandparents are from?*



* Among first and second generation Aboriginal residents

A majority have never moved back to their community since moving to Winnipeg.

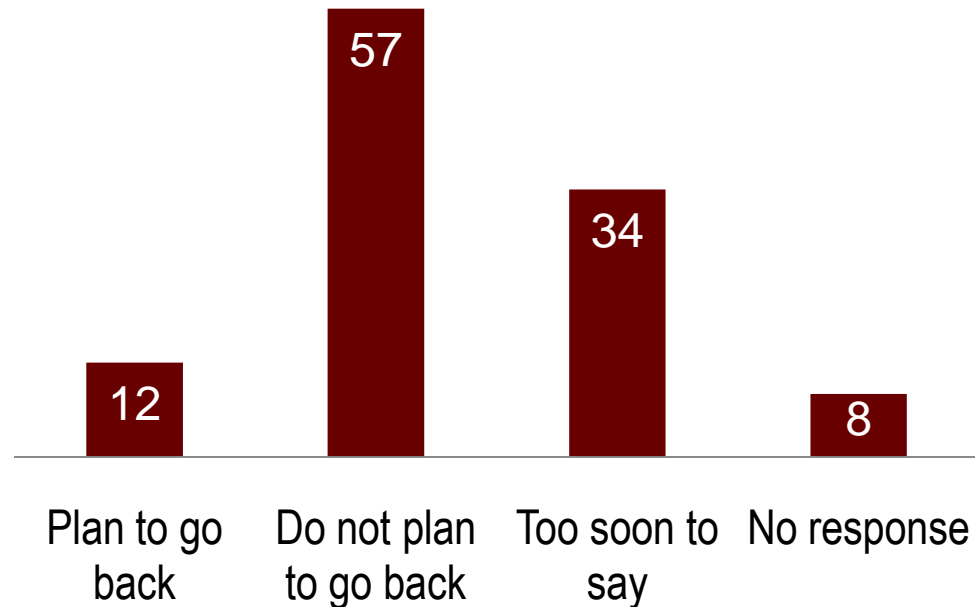
Since you first moved to Winnipeg, have you ever moved back to your home community? *



*Asked to first generation residents

Only a minority plan to return to their home communities permanently.

Do you plan to go back to live in your home community/community of origin permanently one day, or not?*



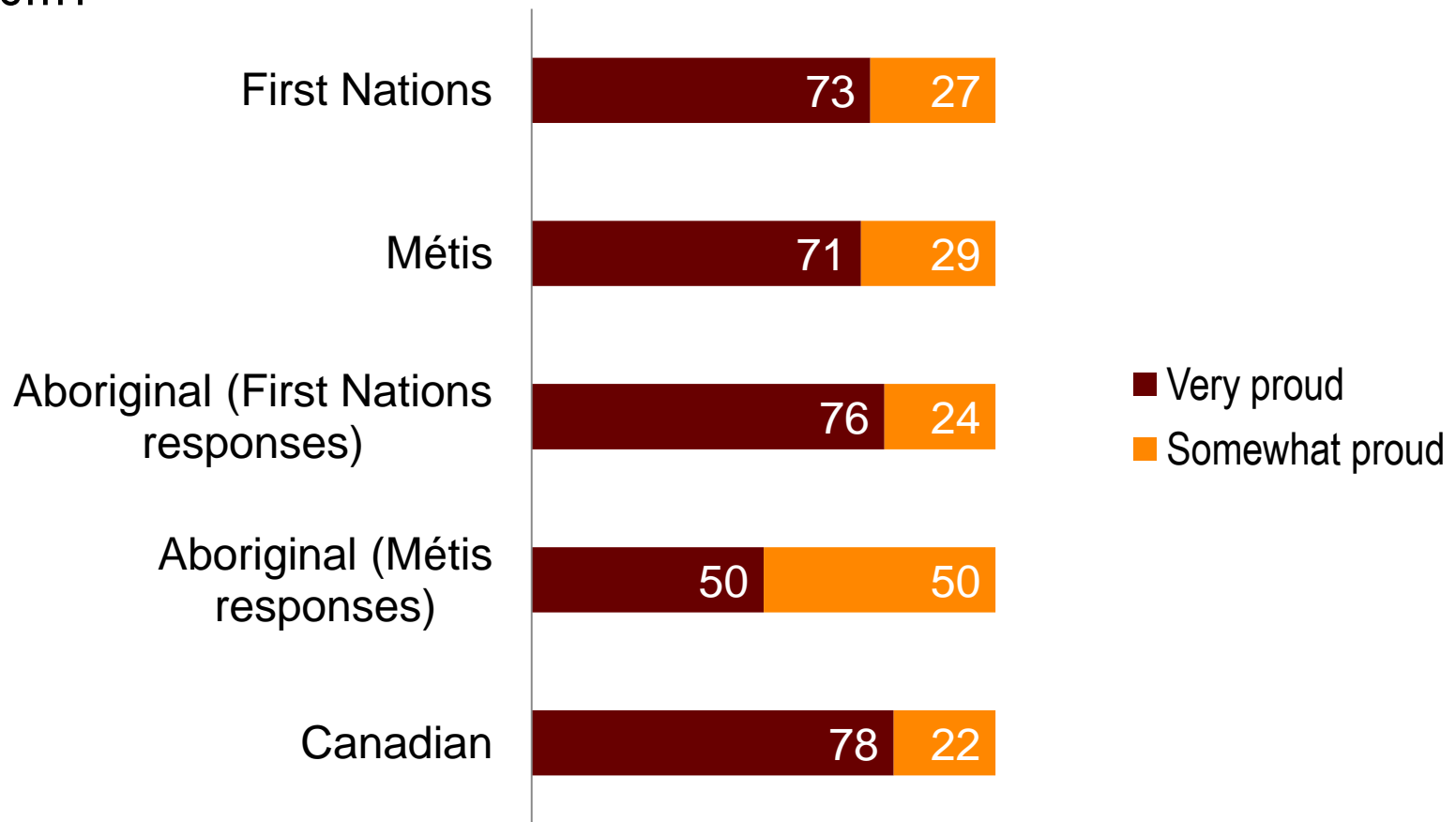
*Subsample: First and second generation UAPS participants.



Identity and culture

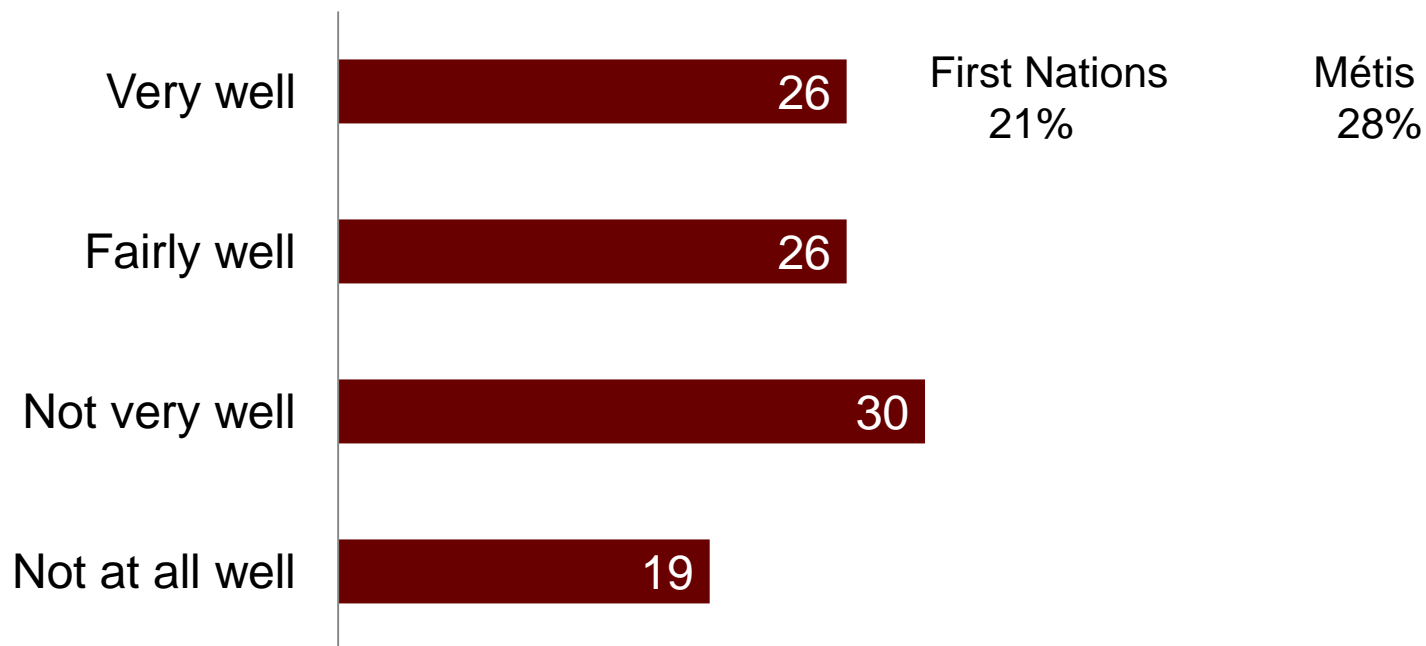
There is strong Indigenous pride... ...and pride in Canada.

Would you say you are very, somewhat, not very or not at all proud to be...?



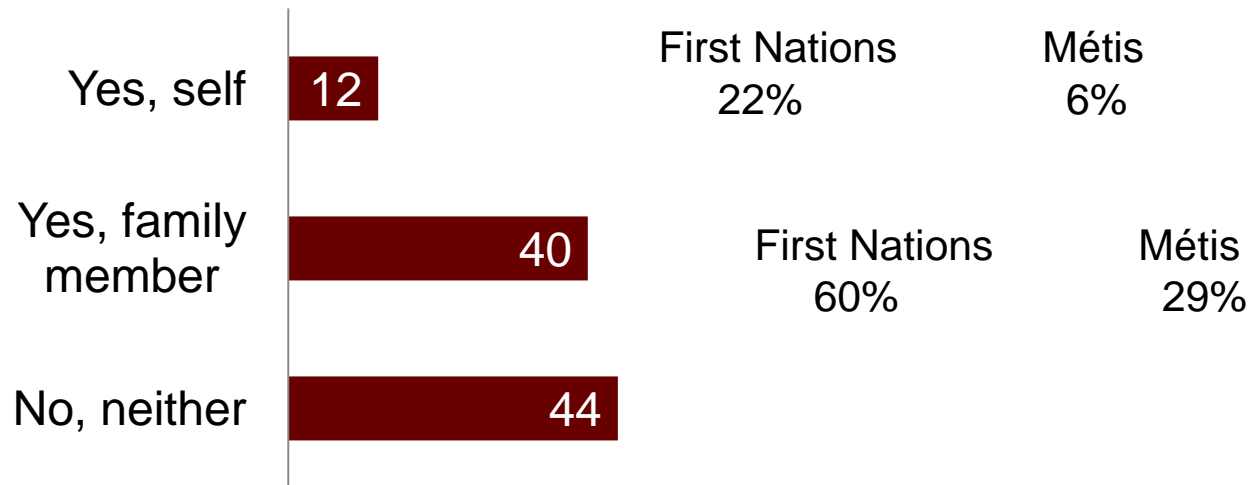
And the majority has a connection to their heritage, although some do not.

Knowledge of family tree



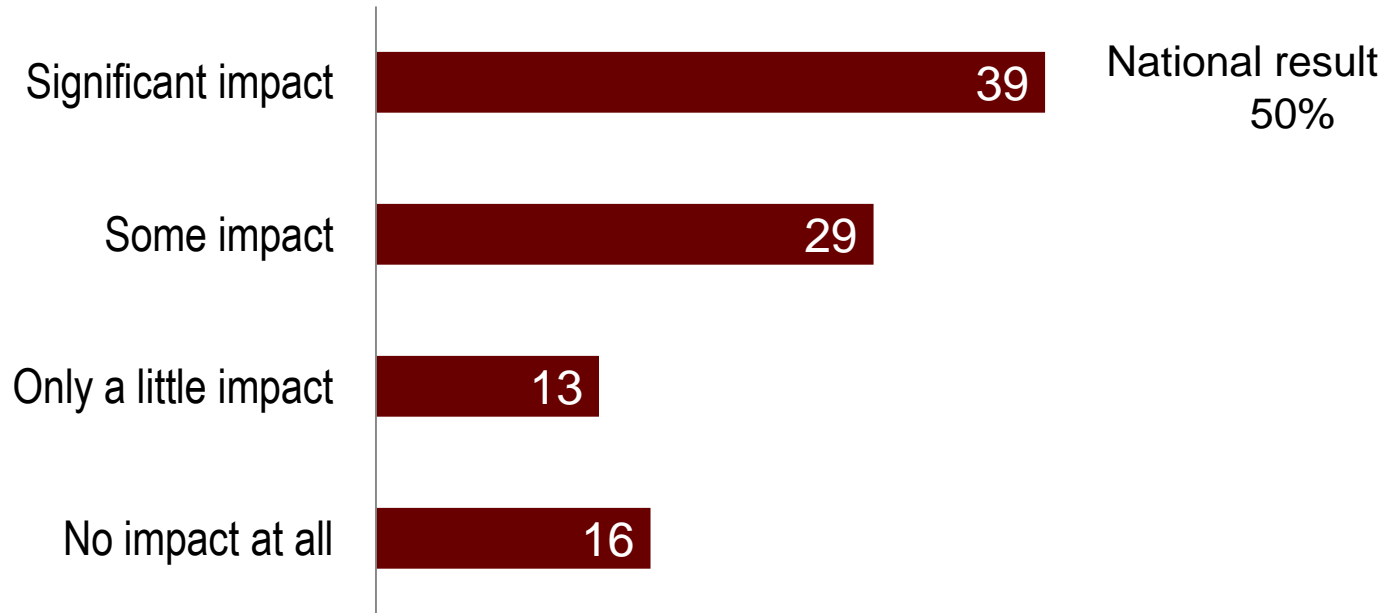
Residential schools have had a lasting effect.

Were you, or any member of your family, ever a student at a federal residential school or a provincial day school?



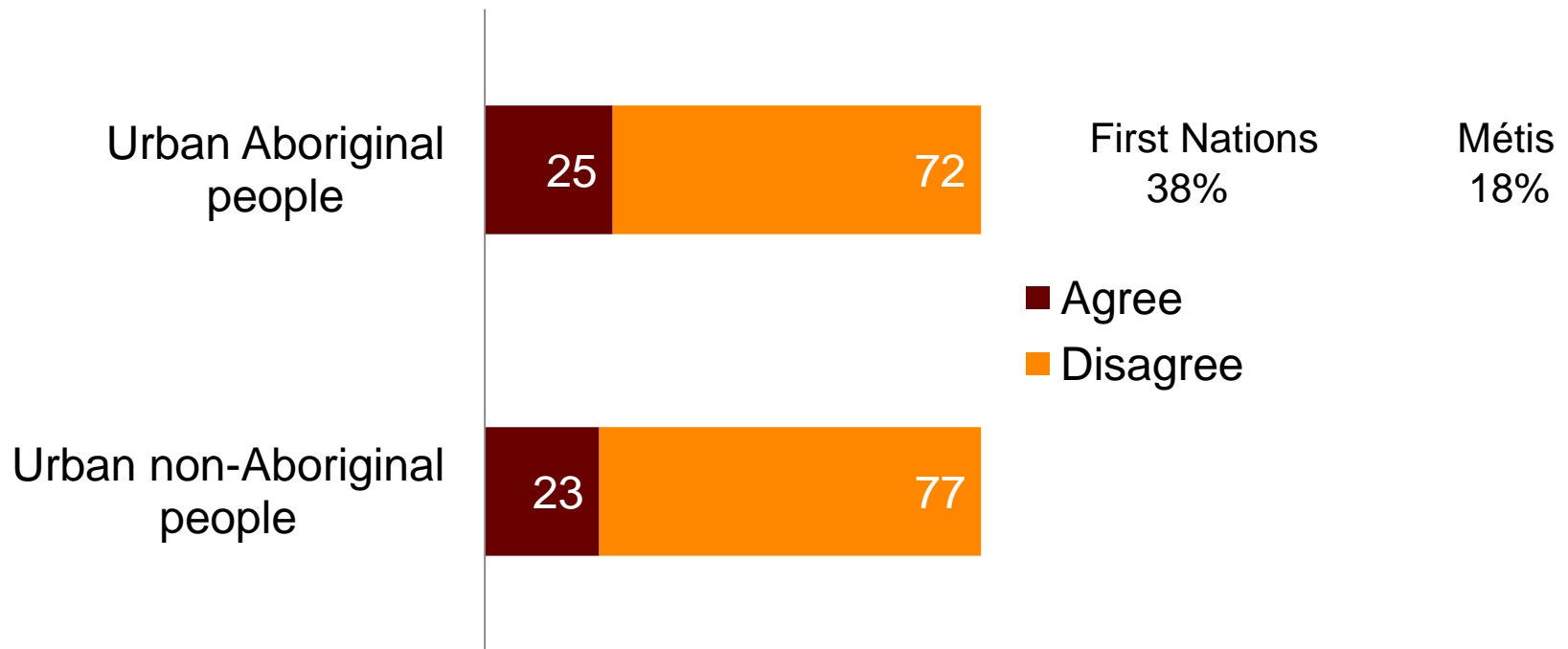
And many feel its impact today

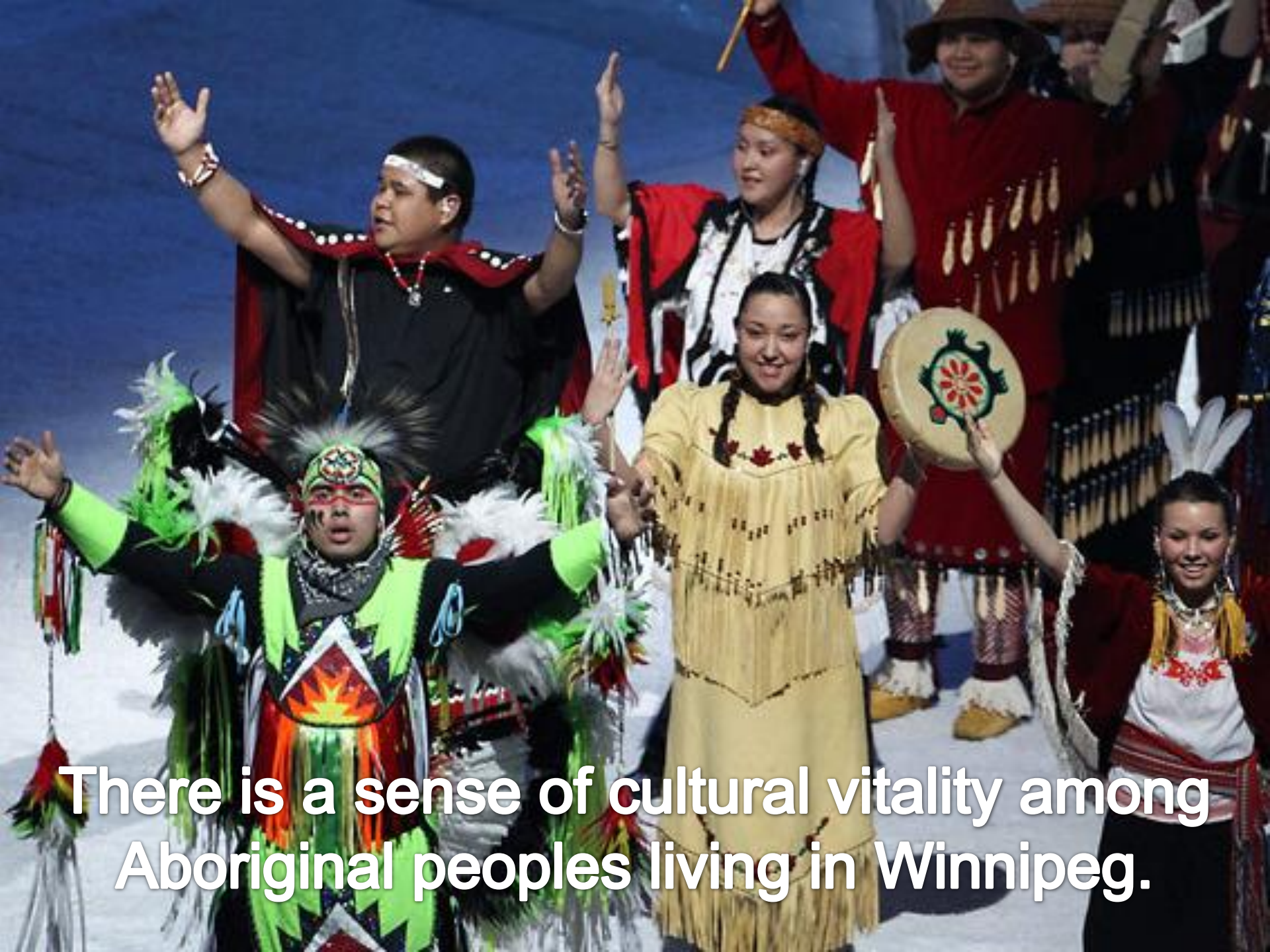
To what extent has this experience shaped your life and who you are today?



Those who say they are concerned about *losing* their cultures are in the minority...

“I am concerned about losing my cultural identity”

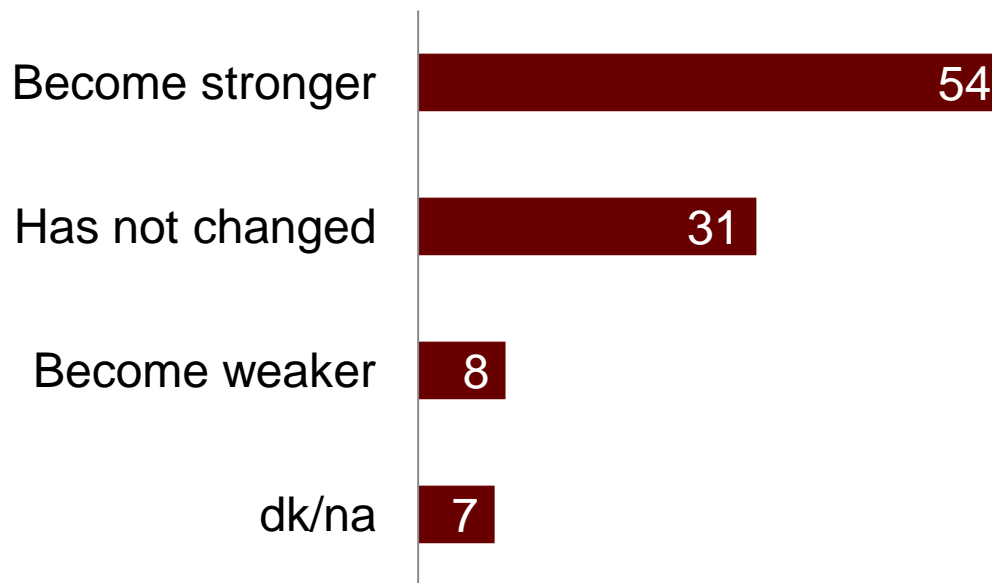




There is a sense of cultural vitality among
Aboriginal peoples living in Winnipeg.

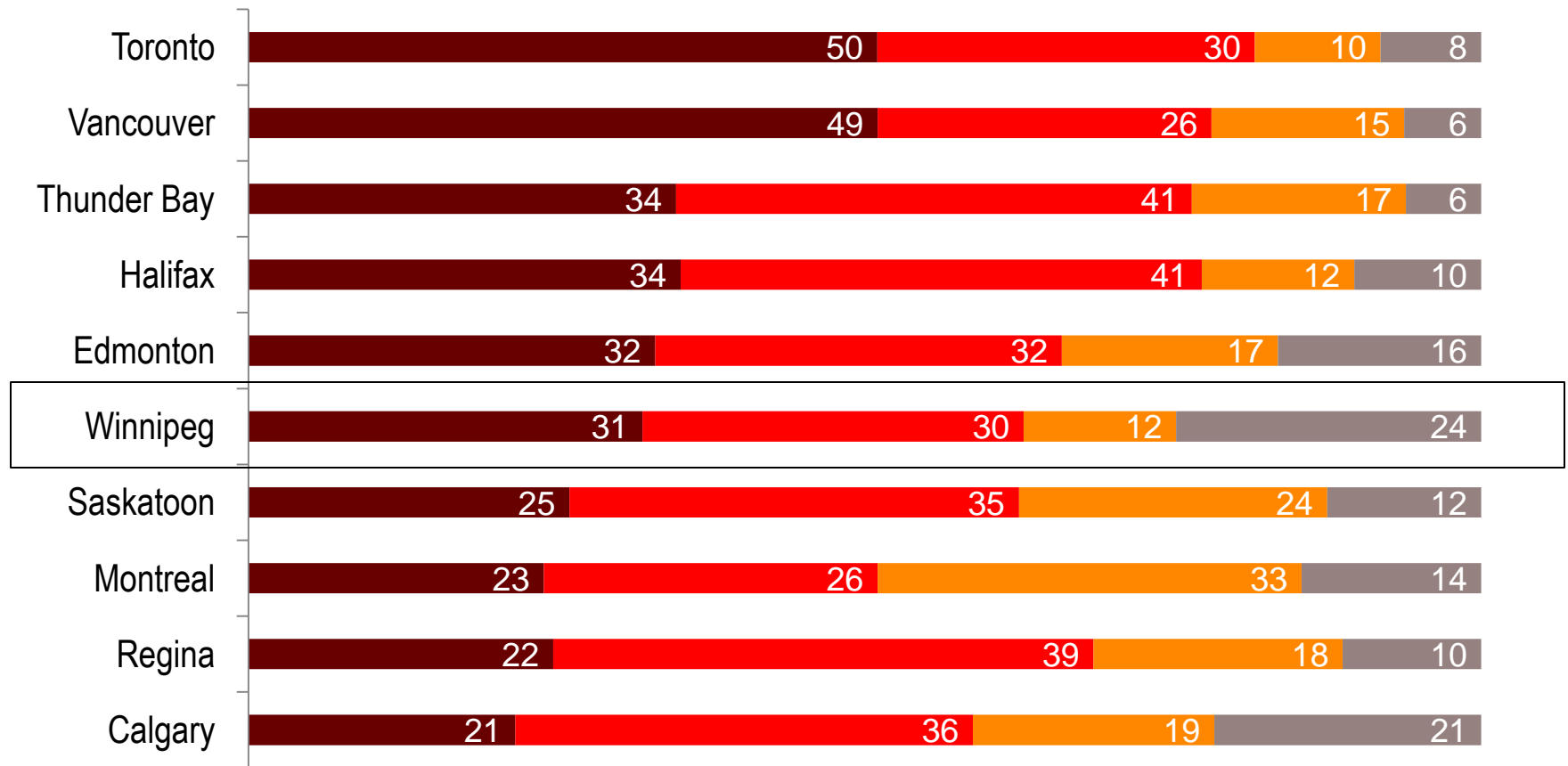
Aboriginal Winnipeggers are much more likely to think Aboriginal culture has grown stronger than weaker.

In the last five years, do you think that Aboriginal culture in your community has become stronger, become weaker, or has not changed?



Many are aware of cultural activities within the city, although some are not.

Are there any, a lot, some, a few, or no Aboriginal cultural activities available in your community?

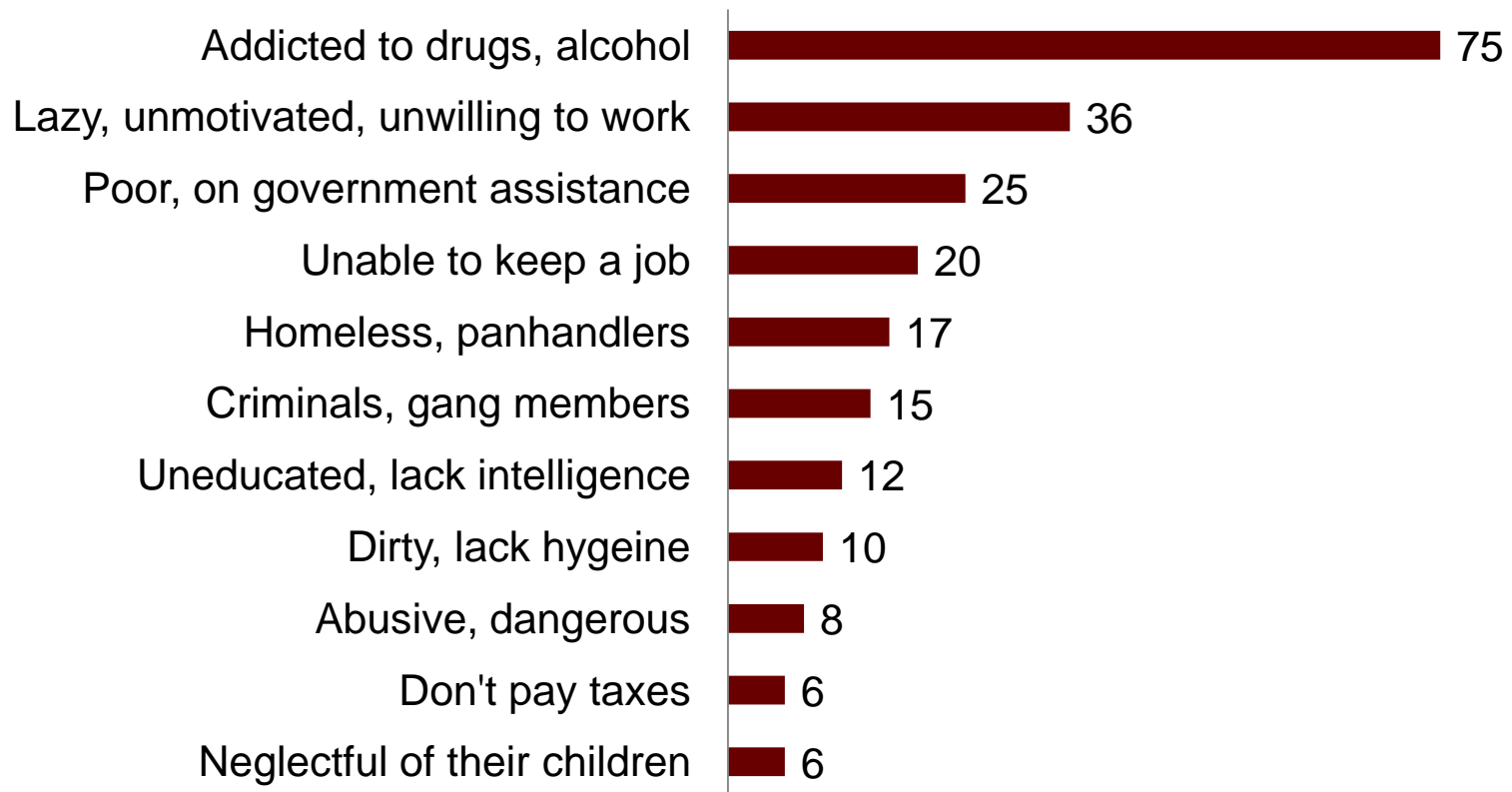




Perceptions of others

Many Aboriginal people feel they are perceived negatively...

What do you believe are the most common stereotypes that non-Aboriginal people hold about Aboriginal people, if any?

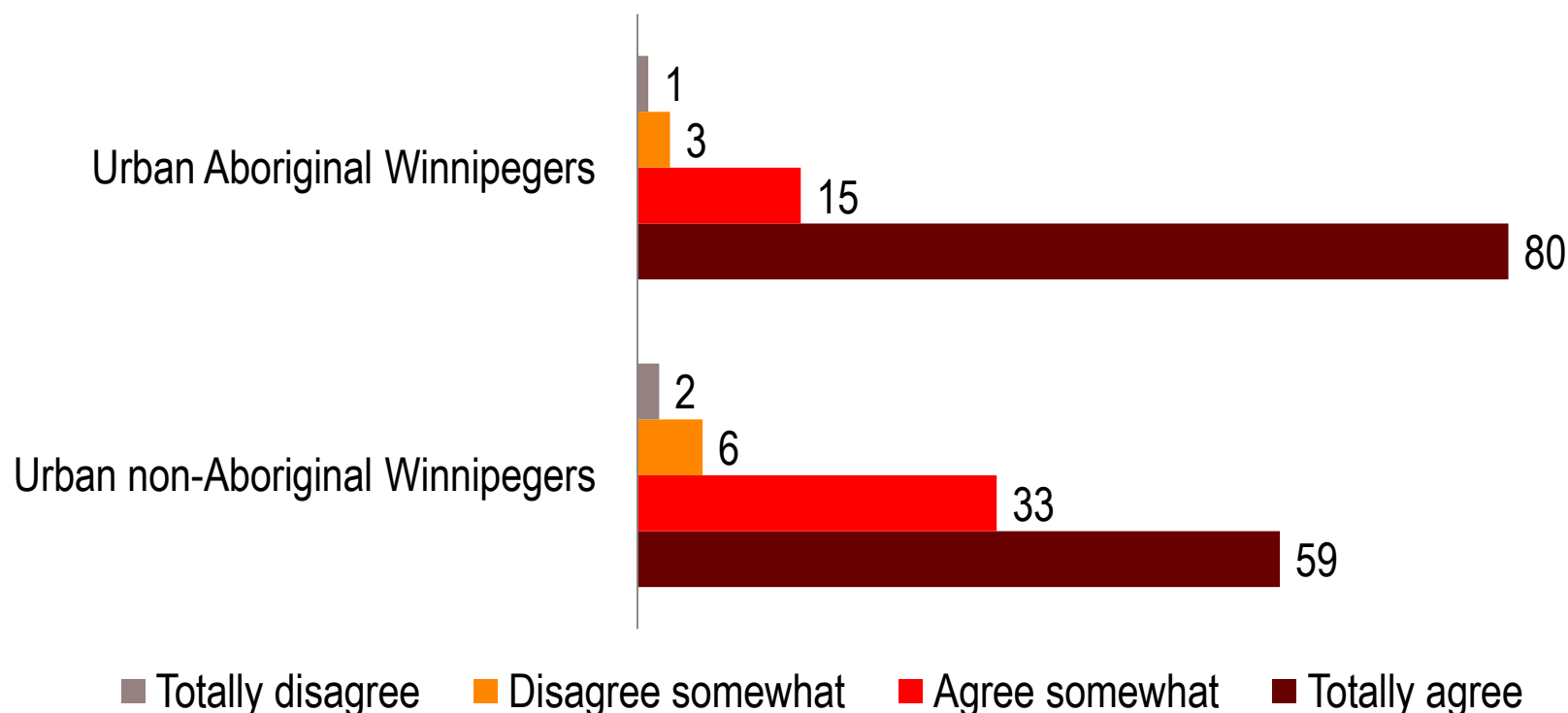


...and experience discrimination.

| | % Agree | % Disagree |
|--|------------|---------------|
| "I think others behave in an unfair/negative way toward Aboriginal people" | 93 | 7 |
| "I have been teased/insulted because of my Aboriginal background" | 66 | 44 |

... and a large majority embrace pluralism... even more so than non-Aboriginal Canadians.

“There is room for a variety of languages and cultures in this country”



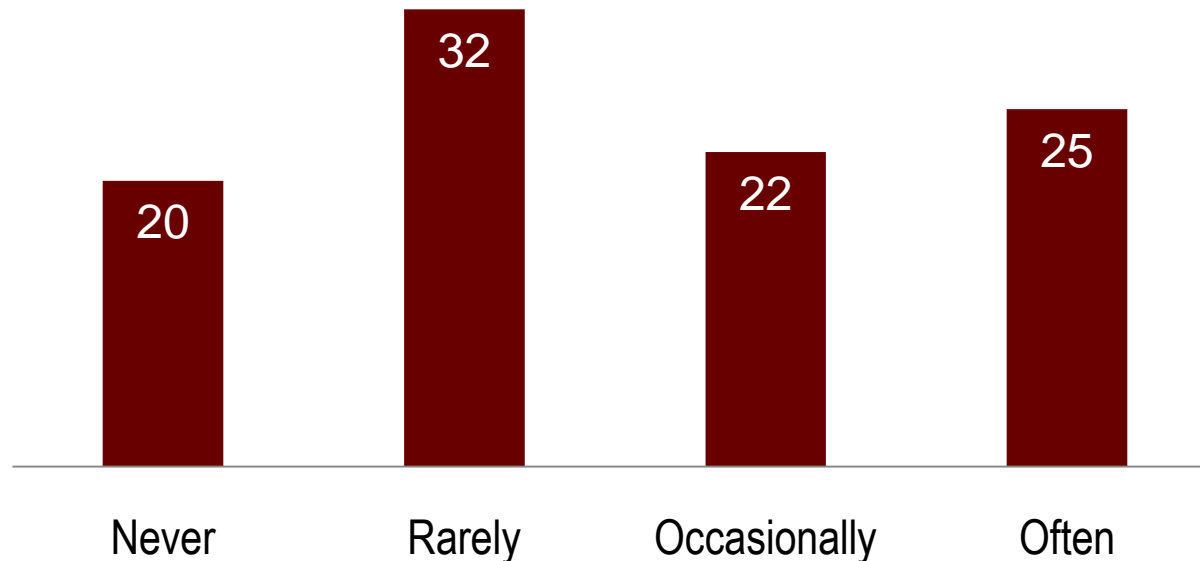
■ Totally disagree ■ Disagree somewhat ■ Agree somewhat ■ Totally agree



Organization and Political affiliations

Half of urban Aboriginal peoples use and rely at least occasionally on Aboriginal services and organizations...

How often do you use or rely upon Aboriginal services or organizations in Winnipeg?



... and value a variety of services and organizations.

What kinds of Aboriginal services or organizations have you found to be particularly useful?



They identify with a diverse array of political organizations.

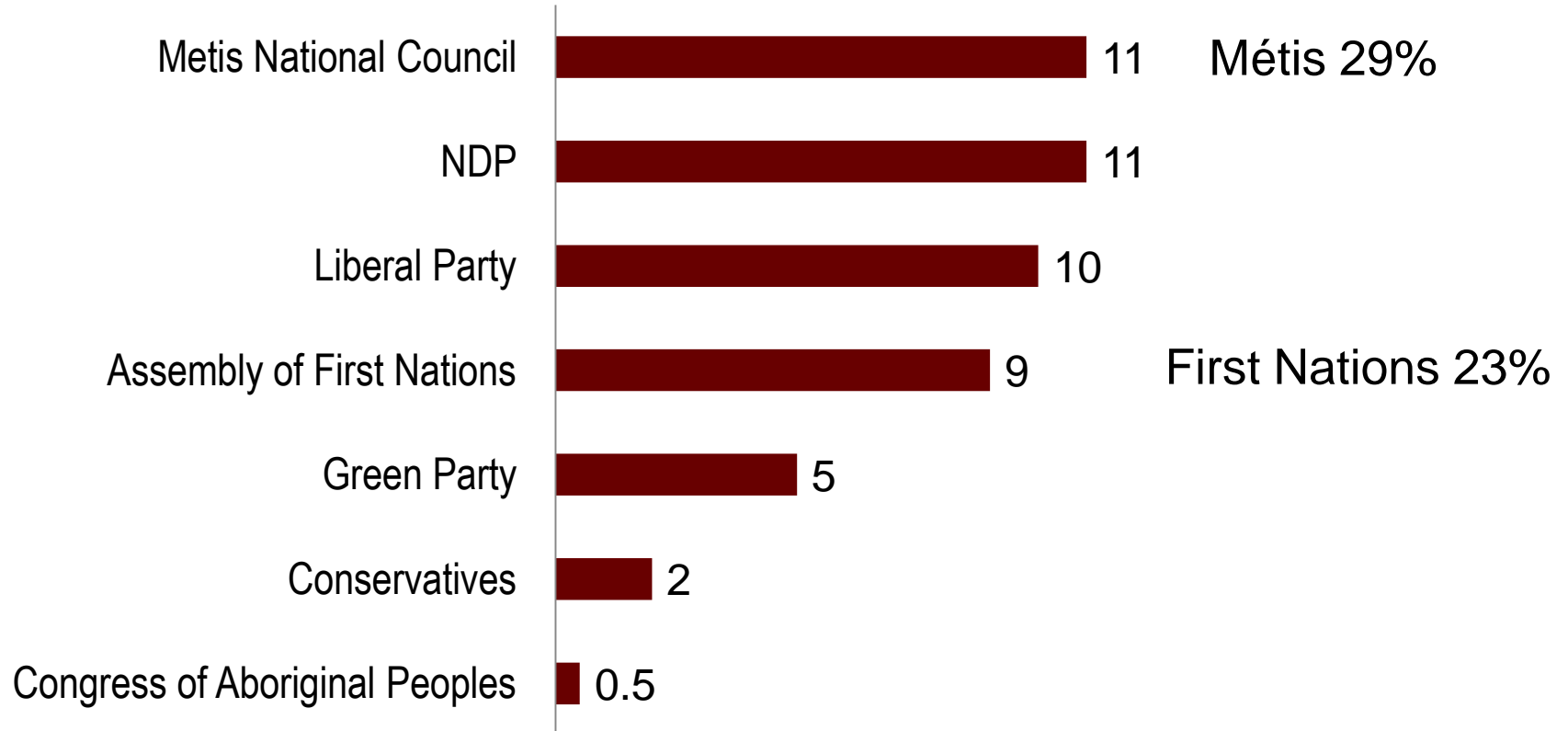


But a significant minority feel *no* political organization or party best represents them.

Thinking about *both* Aboriginal political organizations and Canadian political parties, is there one that you feel *best* represents you?



The AFN and MNC top the list among those named that best represent them.

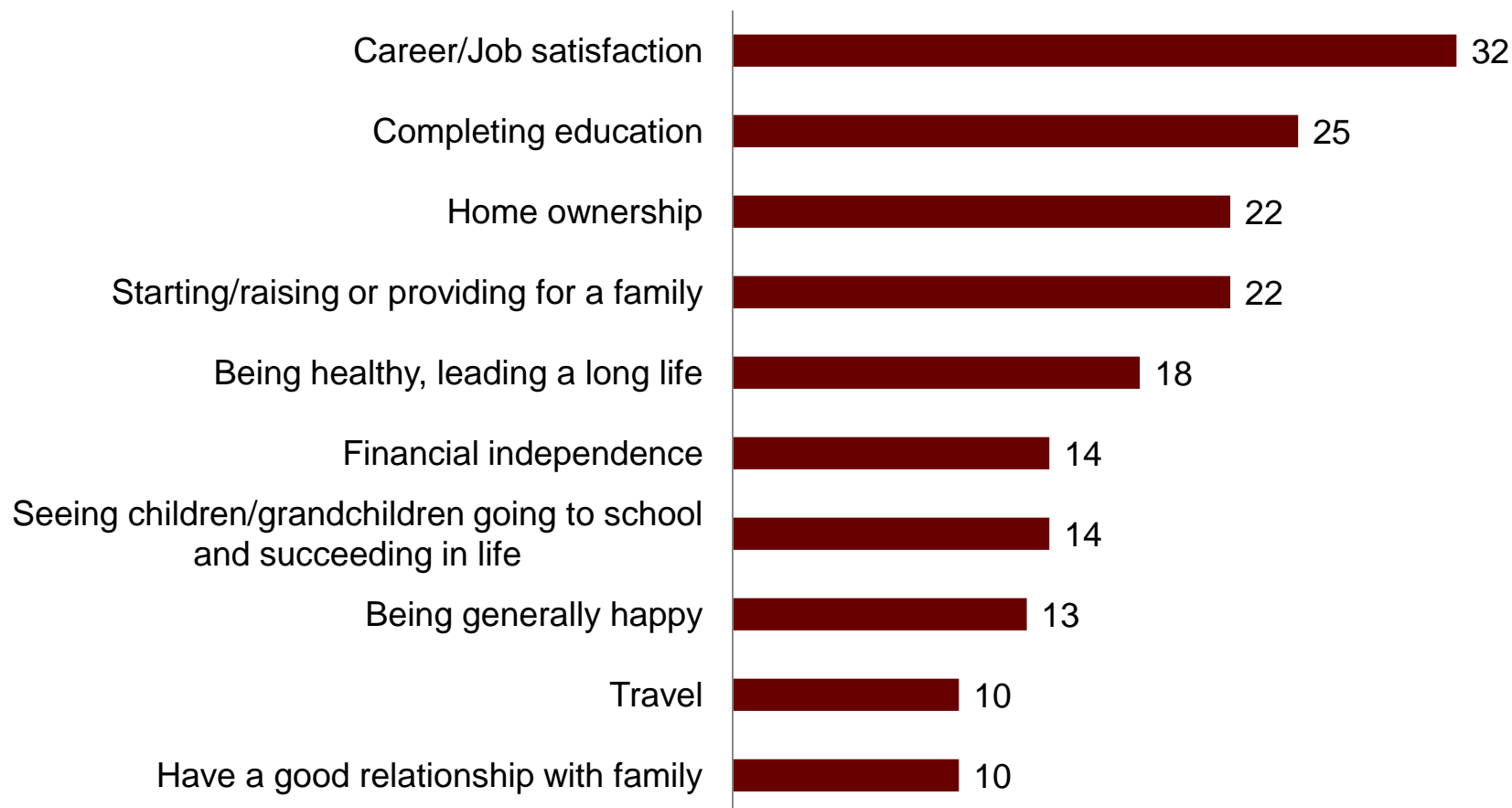




Aspirations for a good life

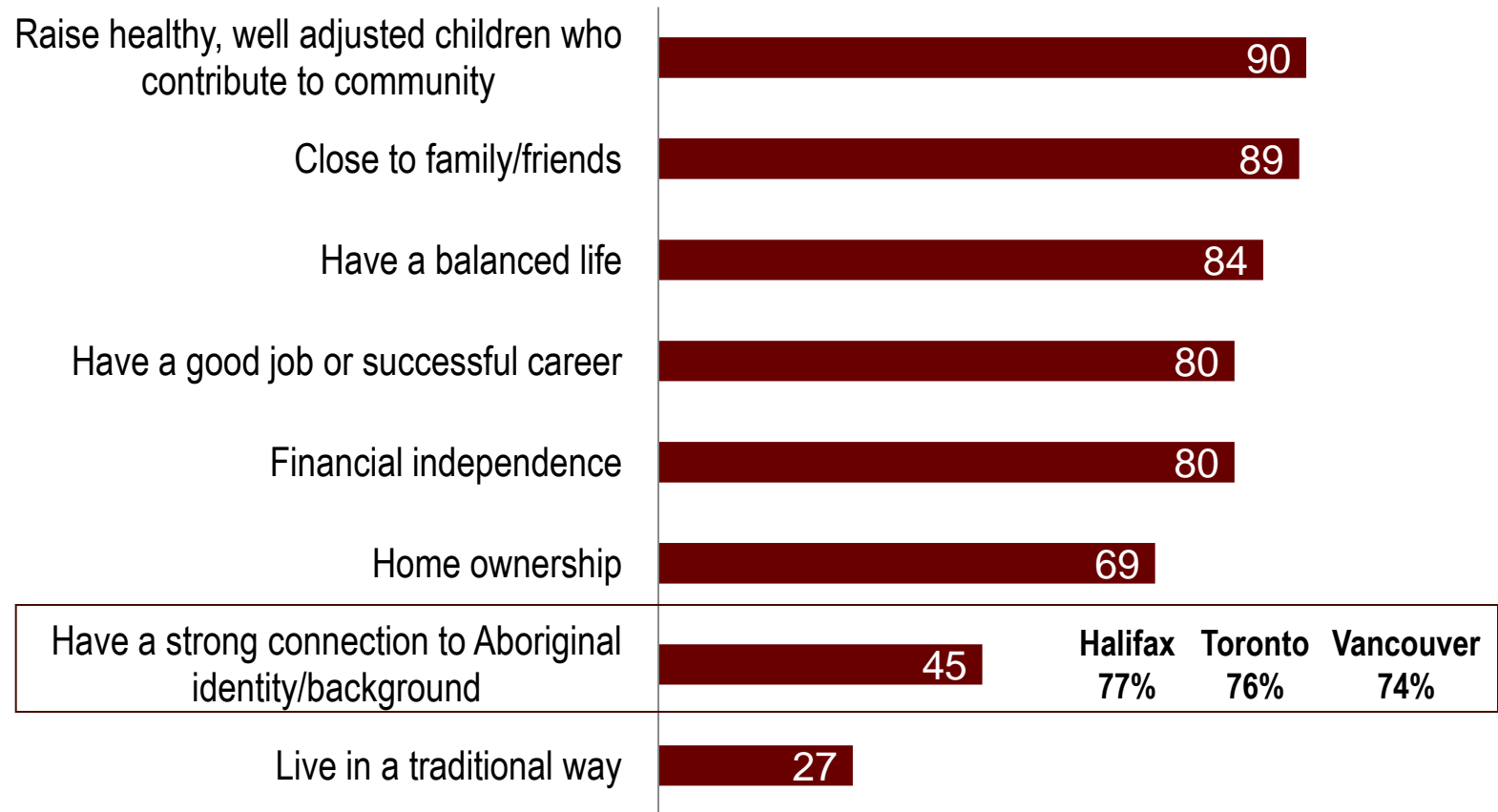
Aboriginal Winnipeggers desire to be successful in mainstream ways...

What are the things you most want to achieve in your lifetime? (top mentions)



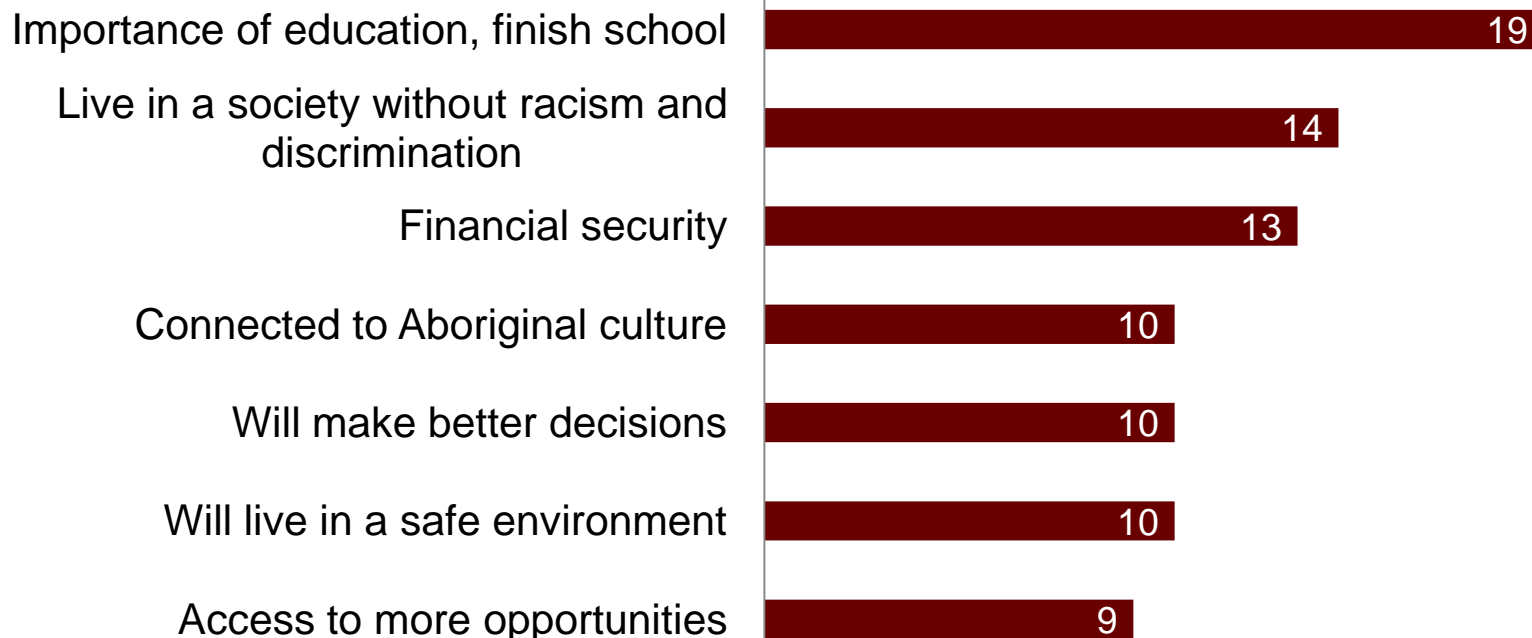
... and share universal definitions of a successful life.

Are the following very important to your idea of a successful life?



Education is a top priority for the next generation.

Are there ways in which you hope your childrens' and grandchildrens' lives will be different from yours?

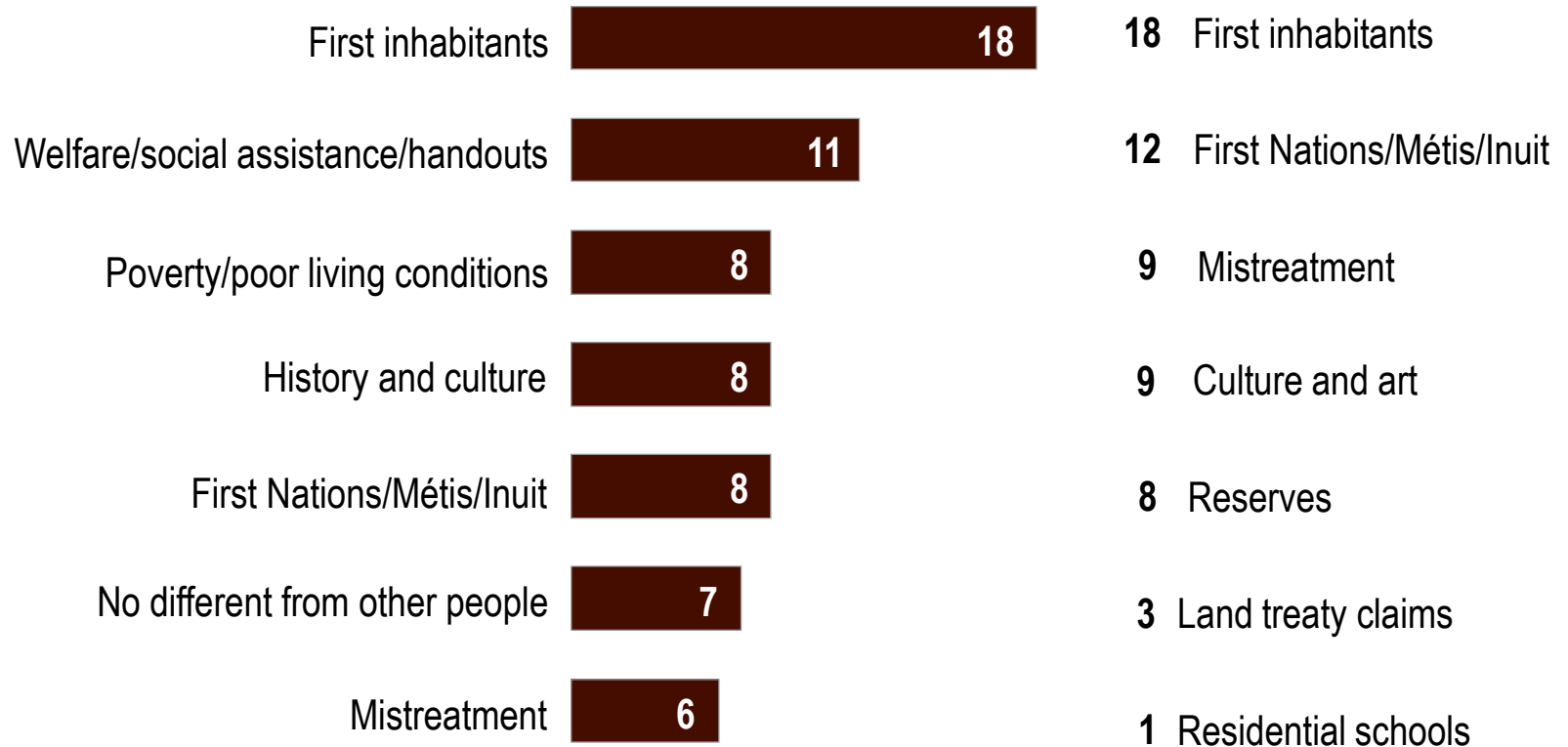




Non-Aboriginal perspectives

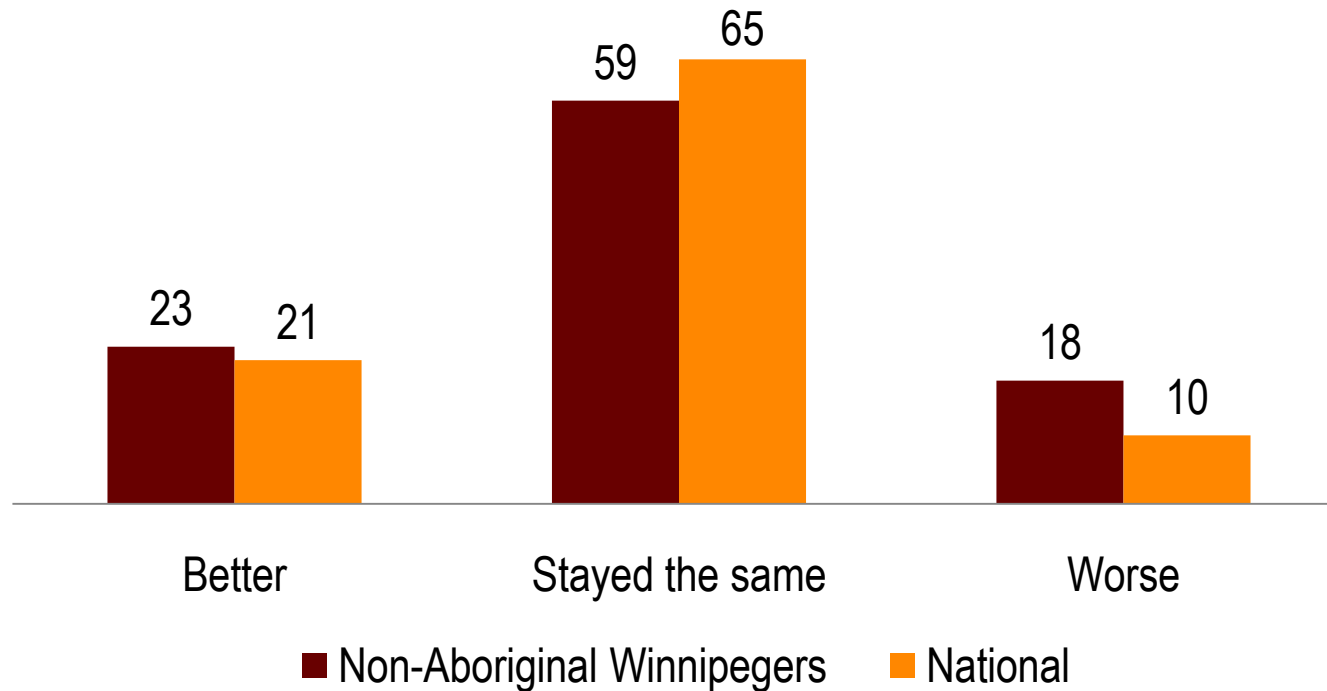
NA urban Winnipeggers' first impressions are both positive and negative...

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



... But the impressions are not changing too much.

Over the past few years, has your impression of Aboriginal people gotten...



And they do possess distinct perspectives, some more negative than others.

Dismissive Naysayers

(34%) (32%)

Tend to view Aboriginal peoples and communities negatively, i.e., entitled and isolated from Canadian society.

Cultural Romantics

(34%) (45%)

Idealistic and optimistic, they have a strong belief in Aboriginal peoples' artistic and cultural contributions.

Inattentive Sceptics

(4%) (14%)

Uninformed and unaware, they typically think Aboriginal peoples are no different from other Canadians.

Connected Advocates

(30%) (17%)

High level of contact and strong belief that Aboriginal peoples often experience discrimination.



Not just another study

Urban aboriginals strive to make significant difference in their communities, report says

But many first nations people feel negative preconceptions persist about addiction and poverty

BY KIM PEMBERTON, VANCOUVER SUN APRIL 7, 2010

Globe editorial

Canada's urban aboriginals are gaining confidence

A detailed survey on urban aboriginals is encouraging evidence of their adaptation to contemporary society as a whole, and of eagerness to pursue education.

The city is home



THE OTTAWA CITIZEN APRIL 13, 2010

A funny thing happened when interviewers set out in cities to talk to Metis, Inuit and First Nations residents: they discovered a sense of optimism.

CANADA
Hope in the city

Most urban aboriginal people opt to stay in city

The Urban Aboriginal Peoples Study from the Environics Institute provides a picture of aboriginal Canadians that shatters stereotypes.

Last Updated: Tuesday, April 6, 2010 | 10:48 AM ET Comments  290 Recommend  146
CBC News

Winnipeg Free Press - PRINT EDITION

Urban natives content: study

Survey shows happiness in white society, lingering stereotype fears

NEWS: Nunavut April 06, 2010 - 2:58 pm

Urban Inuit aspire to the "good life," study says
Most have no plans to return to north

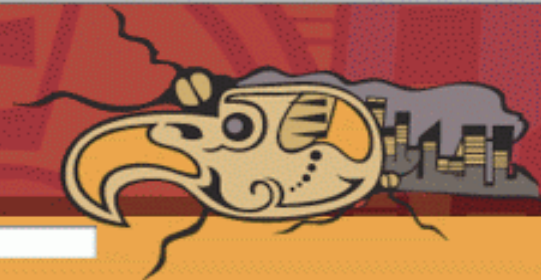
Aboriginal urbanites aspire first to higher education

Environics research finds that postsecondary learning is viewed as route to empowerment.

Evidence of success

- Successful completion of the research
- Legitimacy with Aboriginal community
- Policy impact to date
- Building Aboriginal research capacity

Urban Aboriginal Peoples Study



[Home](#) | [About UAPS](#) | [UAPS Sponsors](#) | [Knowledge](#) | [Surveys / Data](#) | [Media](#) |



UAPS participant voices, produced by INCA,
First Nations University

[See All Videos »](#)

This study is about the future, not the past.

The Urban Aboriginal Peoples Study is an extensive new research study that has gone beyond the numbers to capture the values, experiences and aspirations of Aboriginal peoples living in Vancouver, Edmonton, Calgary, Regina, Saskatoon, Winnipeg, Thunder Bay, Toronto, Montreal, Halifax and Ottawa.

Speaking directly with a representative group of 2,614 First Nations peoples, Métis and Inuit living in these major Canadian cities, as well as 2,501 non-Aboriginal Canadians, the Environics Institute, led by [Michael Adams](#), has released the Urban Aboriginal Peoples Study, which offers Canadians a new perspective of their Aboriginal neighbours. Guided by an Advisory Circle, Aboriginal people designed the research themes, methodology, and executed the main survey.

[Click here](#) for the UAPS report summary, full report, or quick key findings from the study.

UPCOMING EVENTS

- **UN PERMANENT FORUM**
April 21, 2010
United Nations, New York » [more](#)
- **INCLUSION WORKS 2010**
April 29, 2010
Aboriginal Human Resources Council, Toronto
» [more](#)

[» See All Events](#)

NEWS

- **IT'S TIME FOR US TO WORK TOGETHER WITH OUR ABORIGINAL NEIGHBOURS**
Globe and Mail, April 23, 2010 » [more](#)
- **NATIVE IDENTITY DOES NOT GET LOST IN THE CITY**
Globe and Mail, April 19, 2010 » [more](#)

[» See All News](#)

REGISTER FOR EMAILS

Email:

www.uaps.ca



**Some meaningful city differences
exist.**

City differences

Who is **most** satisfied with life in their city?

Vancouver and Halifax

Who is **most** likely to believe they can make their city a better place to live?

Toronto and Vancouver

Who is **least** likely to say Aboriginal cultural activities are available?

Calgary, Winnipeg, Saskatoon, Regina

Who is **least** confident in the criminal justice system?

Edmonton and Toronto

Who is **most** likely to believe they are perceived negatively?

Edmonton

Who is **least** likely to feel accepted by their non-Aboriginal neighbours?

Saskatoon and Regina

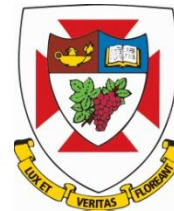
UAPS Winnipeg respondent profile

| | Actual (Unweighted)(#) | Weighted (%) |
|-----------------------|---------------------------|-----------------|
| First Nations | 127 | 35 |
| Métis | 122 | 65 |
| Inuit | 3 | * |
| 18-24 | 54 | 20 |
| 25-44 | 120 | 46 |
| 45+ | 78 | 35 |
| Men | 113 | 45 |
| Women | 139 | 55 |
| No degree | 72 | 34 |
| High school completed | 70 | 28 |
| College diploma | 59 | 29 |
| University degree | 51 | 9 |

Thank-you to our Winnipeg Sponsors!



Indian and Northern
Affairs Canada



THE UNIVERSITY OF
WINNIPEG



ENVIRONICS
• INSTITUTE •

Canada 

