

## Canadian Youth Reconciliation Barometer

### RESEARCH PROSPECTUS

#### Background

Canada's relationship with the Indigenous Peoples who first inhabited this land continues to be largely unresolved and fraught with controversy. While today's reality is much improved from that of previous generations, there are currently a host of unresolved issues, ranging education reform in Aboriginal communities, proposed pipelines crossing native lands, treaty rights and land claims.

Significant steps have been taken over the past decade (Federal government apology in 2008, release of the TRC Calls to Action in 2015, Trudeau Government commitments given in 2015-16) that have created a window of opportunity and hope for true progress down the path of reconciliation.

In 2018, where do we stand? The past few years have witnessed many expressed commitments of good will and intent, dialogues and discussions have taken place, and programs launched. At the same time, it is unclear what impact these efforts have had, and what progress has been achieved with respect to the awareness, attitudes and actions of individuals, both Indigenous and non-Indigenous. And, perhaps most importantly, what is the perspective of the country's youth – the emerging generation on whose shoulders the promise and challenges of reconciliation rests most directly?

What is missing is empirically-based credible evidence that can serve as indicators of the current situation, and how progress is or is not being made over time. This includes measures of the collective beliefs, attitudes and experiences of Canadians both Indigenous and non-Indigenous. This prospectus outlines a new research study to address this gap.

#### Canadian Youth Reconciliation Barometer

The Canadian Youth Reconciliation Barometer is a new social research study intended to establish benchmark indicators for the state of reconciliation among the country's youth (ages 16 to 29), that can also provide a foundation for monitoring progress over time. The primary focus of this research will be on beliefs, attitudes, priorities, behaviors and experiences as they pertain to relevant dimensions of Indigenous-Non-indigenous relations, and reconciliation in particular. This initiative is a joint venture of the Enviro Institute for Survey Research and the Canadian Roots Exchange (CRE).

The primary objective of this research is to generate credible independent empirically-derived evidence that will be broadly accepted across Canadian sectors and communities. Such information will serve as point of common ground that brings different stakeholders together, and also as a means of measuring progress (or the lack of) over time. The research will be national in scope, and also applicable to relevant subpopulations, such as region and demographic subgroups. This research will provide information metrics to organizations in the public, private and non-profit sectors who are working to promote reconciliation.

The Canadian Youth Reconciliation Barometer is a unique initiative; nothing like it has been done in Canada or elsewhere. The closest models are the “reconciliation barometer” studies that have been conducted over the past decade in South Africa and Australia (in both cases the research focuses on the relations between Indigenous and settler populations).

This research will establish a benchmark to provide a definitive measure of the state of reconciliation among Canada’s youth as a whole and within specific population segments. It will produce a set of indicators that can then be used in future surveys to build upon the benchmark as a means of charting trends at a national level, as well as within specific communities of interest. A key feature of this initiative is to build “open source” indicators, that will be available to any organization choosing to do research in this area.

## Research Methodology

The research will consist of a survey to be conducted online with representative samples of Indigenous and non-Indigenous youth (ages 16 to 29), distributed across the country, including the 10 provinces and three territories. The core survey sample will be 600 individuals in each population (600 Indigenous and 600 non-Indigenous youth). The sample composition will be constructed to provide representation by region, community type (urban-rural, on-reserve and off-reserve), age sub-cohort, and Indigenous group (First Nations, Métis, Inuit). The sample may be augmented

The sampling strategy will be conducted in two stages. Stage one will consist of recruiting eligible Indigenous and non-Indigenous youth through two established online panels offered by companies that specialize in research with Indigenous populations. Stage two will entail further recruitment of Indigenous youth through networks that have been developed by CRE and similar organizations. This second stage will be used to complete sample quotas not fully filled using the panel sources.

The sample composition for both Indigenous and non-Indigenous youth will be based on the most current population statistics (2016 Census), and the final data will be weighted so that the national results are proportionate the population by key dimensions (e.g., region, community size, Indigenous group)

## Deliverables

The following project deliverables will include:

- Final Report. A comprehensive final report on the benchmark survey will be prepared, along with an executive summary. Once sponsors have been fully briefed, this report will be released publicly, with a media plan and media sponsors to enhance coverage and impact.
- Presentation package. Complementary presentation materials will be prepared, and the study partners will provide briefings and presentations to organizations and groups on request (with some proactive promotion also taking place).
- Data and Research tools. Materials will be made publicly available to other organizations interested in doing further analysis and/or research on the Barometer.

Additional analysis, reporting and briefings will be provided to project sponsors, on a cost-recovery basis.

## Project Timetable

The project timetable is contingent upon confirmation of funding. The following is a provisional timetable, based on confirmation of funding by October 30, 2018.

- Project start November 5, 2018
- Research design January 14, 2019
- Fieldwork begins February 4
- Fieldwork completed April 26
- Analysis/reporting May 31
- Public release To be determined

## Project Budget

The total project budget is \$135,000 (plus applicable taxes), based on the sample size and final research design outlined above. This amount covers direct research costs, and does not include professional fees or any form of mark-up or profit by the lead partners.

## Sponsorship Opportunities

The Environics Institute and the Canadian Roots Exchange are investing seed amounts toward the project costs, and seeking funding from other organizations in all sectors as sponsors to fund the balance of the research costs. Being involved from the outset offers a unique opportunity to demonstrate leadership in the promotion of reconciliation in Canada, with a particular focus on youth and the future.

In consideration for their support, sponsors will receive full recognition for their generous support, a pre-release briefing, and access to all data and analysis. Sponsors will also have an opportunity to augment the core survey sample with specific youth populations of interest.

## For more information:

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**The Environics Institute for Survey Research** conducts original public opinion and social research related to issues of public policy and social change. The Institute's primary mission is to survey those not usually heard from, using questions not usually asked. Survey research - properly conducted and published - helps all of us better understand our world as it is today, how it's changing, and where it may be heading.

<https://www.environicsinstitute.org/>

**The Canadian Roots Exchange (CRE)** is a community of Indigenous and non-Indigenous youth committed to building honest and equitable relationships. Since 2009 CRE has collaborated with dozens of host communities to organize experiential educational programs that build face-to-face relationships between Indigenous and non-Indigenous youth. Some exchanges have become annual traditions, and others are organized upon the request of passionate local youth. <http://canadianroots.ca/>

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