

Opinion on National Day for Truth and Reconciliation

A survey of Canadians

September 30, 2025



Methodology

Since 2021, September 30 has been the National Truth and Reconciliation Day in Canada, honouring Indigenous children who never returned from residential schools and supporting their families and communities. This week, we surveyed Canadians to understand their attitudes and actions they will be taking on this day.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,528**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **September 26 to September 29, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.51%**, (19 times out of 20) for the sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions






Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: aenns@leger360.com or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

Notes




A more detailed methodology is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada



CANADA 2025

| | LEGER POLL Published on April 26, 2025 | OFFICIALS RESULTS 2025 Canada Federal Election |
|--|--|--|
|  | 43% | 43.7% |
|  | 39% | 41.3% |
|  | 8% | 6.3% |
|  | 6% | 6.3% |
|  | 2% | 1.2% |

BRITISH COLUMBIA 2024

| | LEGER POLL Published on October 18, 2024 | OFFICIALS RESULTS 2024 British Columbia Provincial Election |
|---|--|---|
|  | 46% | 45% |
|  | 42% | 43% |
|  | 9% | 8% |
| Others | 3% | 4% |

UNITED STATES 2024

| | LEGER POLL Published on November 4, 2024 | OFFICIALS RESULTS 2024 United States Presidential Election |
|---|--|--|
|  | 49% | 50% |
|  | 49% | 48% |
| Others | 2% | 2% |

Key Highlights (1/2)

Some of **the key highlights** of our survey...

Government Action on Reconciliation

- Among the range of policy areas tested, reconciliation with Indigenous Peoples ranks comparatively low as a priority for Canadians. Fewer than half (44%) believe governments should be doing more on reconciliation, well below the levels seen for issues such as health care (88%) or cost of living (86%). Support for stronger action is higher among younger respondents (60%) and Ontarians (49%).

Awareness of Indigenous History

- Public awareness continues to rise. Nearly two-thirds of Canadians (64%) say they are more aware today of the history and treatment of Indigenous Peoples than they were four or five years ago, with more than one in four (27%) describing themselves as much more aware, an 11 points increase since the last measure. Young adults aged 18–34 are the most likely to report growing awareness (72%), while levels are somewhat lower among older Canadians.

Attitudes Toward Reconciliation

- A majority of Canadians (69%) now agree that they better understand why reconciliation is important for both Indigenous Peoples and the country as a whole. At the same time, more than half (54%) believe too much attention is being directed toward reconciliation compared with other challenges, and nearly half (46%) express frustration at the slow pace of progress.

Key Highlights (2/2)

Some of **the key highlights** of our survey...

Actions on Truth and Reconciliation Day

- Just over half of Canadians (53%) intend to take some form of action around September 30. The most common gestures include wearing orange (23%), listening to Indigenous voices (17%), and having conversations with family and friends (15%).
- Overall, one in four Canadians (25%) consider themselves personally involved in Truth and Reconciliation Day, while more than two-thirds (69%) say they are not involved. Younger Canadians are more engaged: 42% of those aged 18–34 plan to be involved in some way, compared to only 12% among those 55 and older.

Perceived Importance of the Day

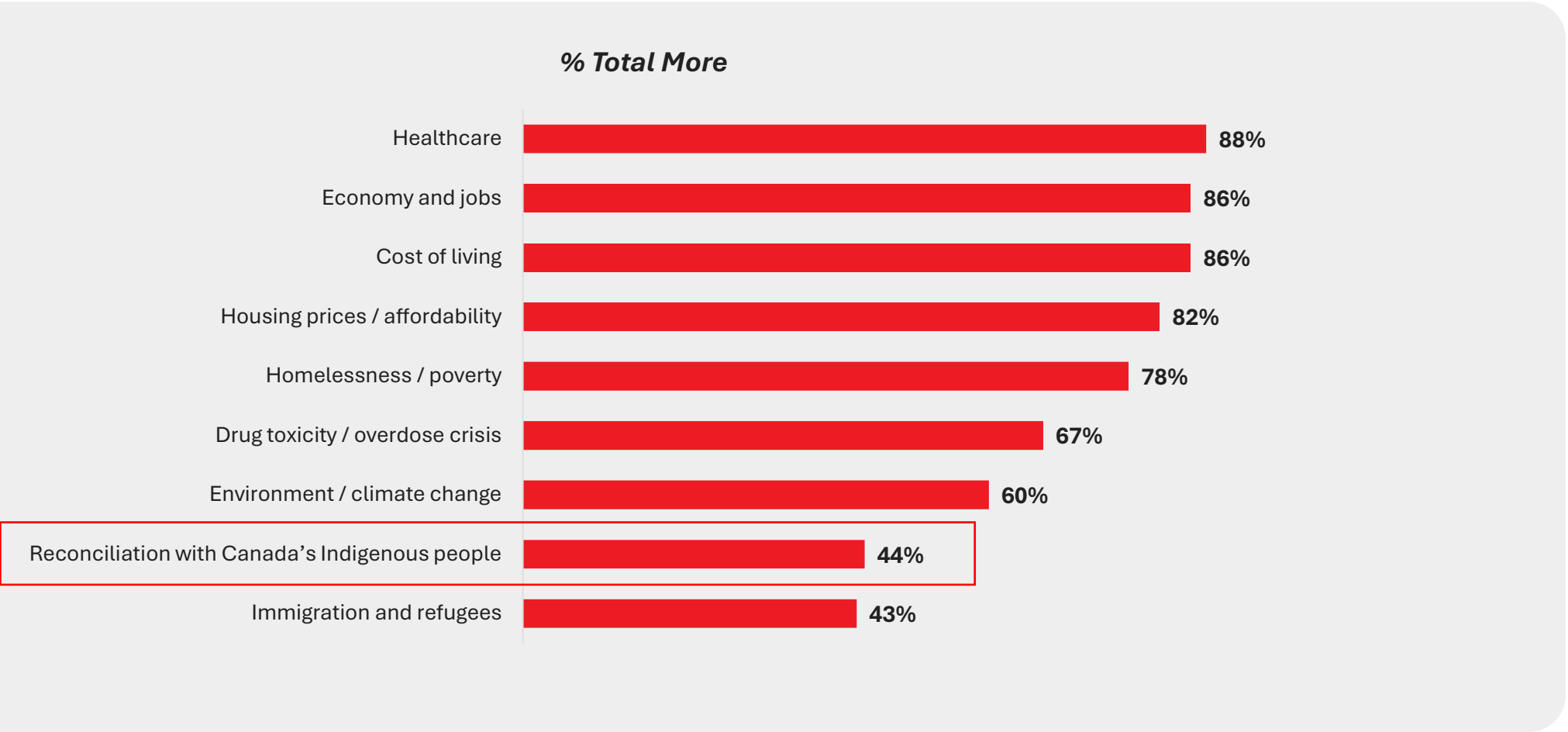
- Views remain divided on the personal significance of Truth and Reconciliation Day. One in five Canadians (19%) say it is a very important day to them personally, while 43% think it is good that the day exists but admit it does not hold strong personal importance. For nearly one-third of Canadians (32%), September 30 is viewed as just another day.

Detailed Results

Government Action on Key Issues in Canada (1/2)

Q1. Compared to what they are currently doing, should provincial and federal governments be doing more, less or about the same to address each of the following issues in Canada?

Base: All respondents (n=1,528)



Government Action on Key Issues in Canada (2/2)

Q1. Compared to what they are currently doing, should provincial and federal governments be doing more, less or about the same to address each of the following issues in Canada?

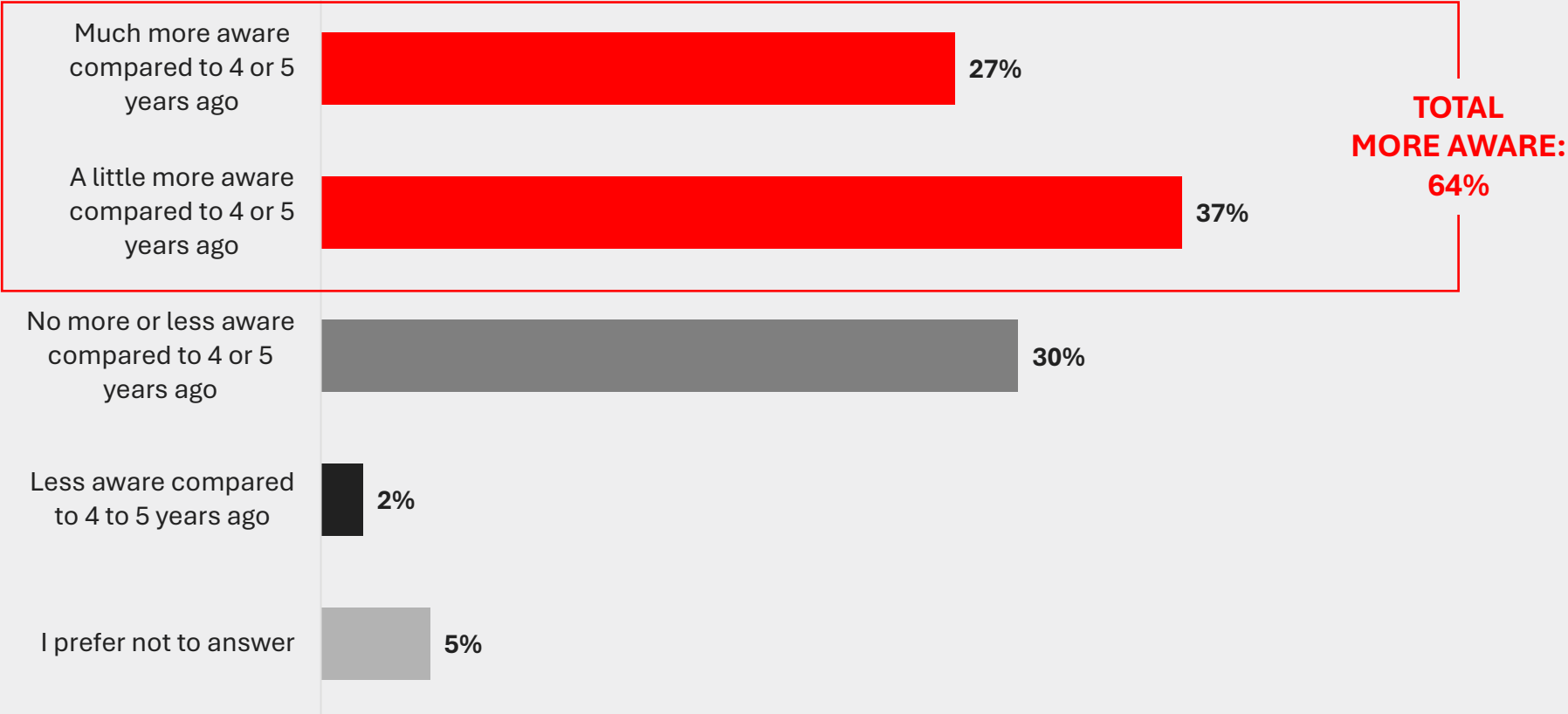
Base: All respondents (n=1,528)

| % <i>Total More presented</i> | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2024 | Gap |
|--|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,294 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 1,294 | |
| Healthcare | 88% | 91% | 90% | 86% | 85% | 96% | 87% | 86% | 90% | 81% | 87% | 94% | 89% | -1 |
| Economy and jobs | 86% | 89% | 83% | 85% | 85% | 93% | 87% | 84% | 88% | 83% | 84% | 89% | 81% | +5 |
| Cost of living | 86% | 85% | 86% | 87% | 85% | 92% | 82% | 82% | 91% | 85% | 87% | 87% | 88% | -2 |
| Housing prices / affordability | 82% | 81% | 86% | 82% | 77% | 85% | 76% | 79% | 86% | 84% | 83% | 80% | 86% | -4 |
| Homelessness / poverty | 78% | 84% | 80% | 77% | 69% | 78% | 75% | 73% | 82% | 74% | 78% | 80% | 81% | -3 |
| Drug toxicity / overdose crisis | 67% | 64% | 66% | 66% | 67% | 68% | 70% | 65% | 68% | 72% | 65% | 65% | 71% | -4 |
| Environment / climate change | 60% | 56% | 69% | 59% | 50% | 60% | 55% | 52% | 68% | 68% | 57% | 57% | 68% | -8 |
| Reconciliation with Canada's Indigenous people | 44% | 45% | 46% | 49% | 27% | 48% | 35% | 41% | 47% | 60% | 42% | 36% | 47% | -3 |
| Immigration and refugees | 43% | 38% | 38% | 46% | 40% | 49% | 46% | 43% | 44% | 54% | 42% | 37% | 56% | -13 |

Awareness of Indigenous History (1/2)

Q2. Compared to 4 or 5 years ago, which of the following answer choices below best reflects your awareness of the history of Indigenous Peoples in Canada, including their treatment by the various levels of government?

Base: All respondents (n=1,528)



Awareness of Indigenous History (2/2)

Q2. Compared to 4 or 5 years ago, which of the following answer choices below best reflects your awareness of the history of Indigenous Peoples in Canada, including their treatment by the various levels of government?

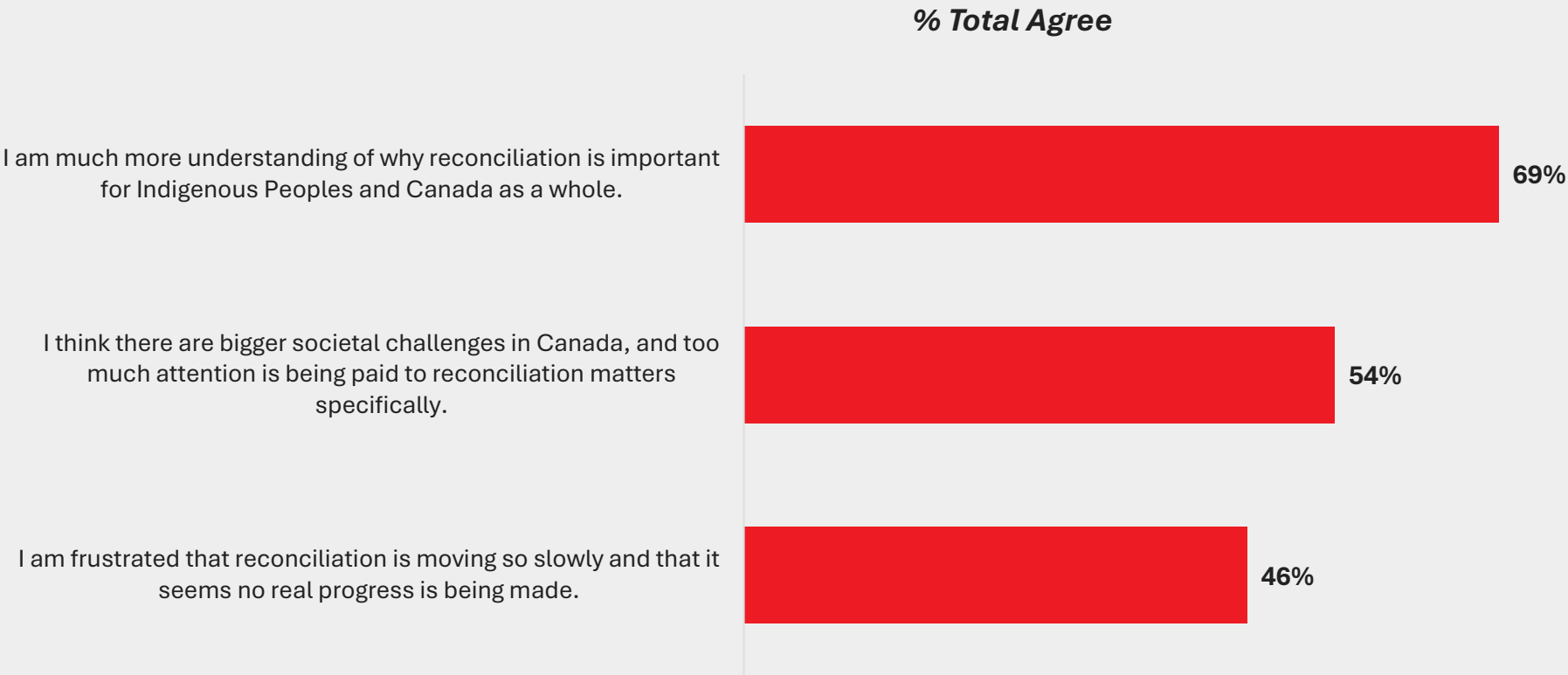
Base: All respondents (n=1,528)

| | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2024 | Gap |
|--|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,294 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 1,294 | |
| TOTAL MORE AWARE | 64% | 60% | 58% | 66% | 68% | 64% | 67% | 58% | 69% | 72% | 62% | 60% | 58% | +6 |
| Much more aware compared to 4 or 5 years ago | 27% | 33% | 19% | 29% | 31% | 31% | 28% | 24% | 30% | 35% | 23% | 25% | 16% | +11 |
| A little more aware compared to 4 or 5 years ago | 37% | 27% | 40% | 37% | 37% | 32% | 40% | 34% | 39% | 37% | 39% | 35% | 42% | -5 |
| No more or less aware compared to 4 or 5 years ago | 30% | 36% | 34% | 28% | 25% | 29% | 26% | 36% | 23% | 20% | 30% | 36% | 37% | -7 |
| Less aware compared to 4 to 5 years ago | 2% | 2% | 1% | 2% | 0% | 2% | 2% | 1% | 2% | 4% | 1% | 1% | 3% | -1 |
| I prefer not to answer | 5% | 3% | 7% | 4% | 7% | 5% | 4% | 4% | 5% | 5% | 7% | 3% | 2% | +3 |

Agreement with Statements on Truth and Reconciliation (1/2)

Q3. Below are a series of statements about the reconciliation process with Indigenous Peoples. Please indicate whether you personally agree or disagree with the statements.

Base: All respondents (n=1,528)



Agreement with Statements on Truth and Reconciliation (2/2)

Q3. Below are a series of statements about the reconciliation process with Indigenous Peoples. Please indicate whether you personally agree or disagree with the statements.

Base: All respondents (n=1,528)

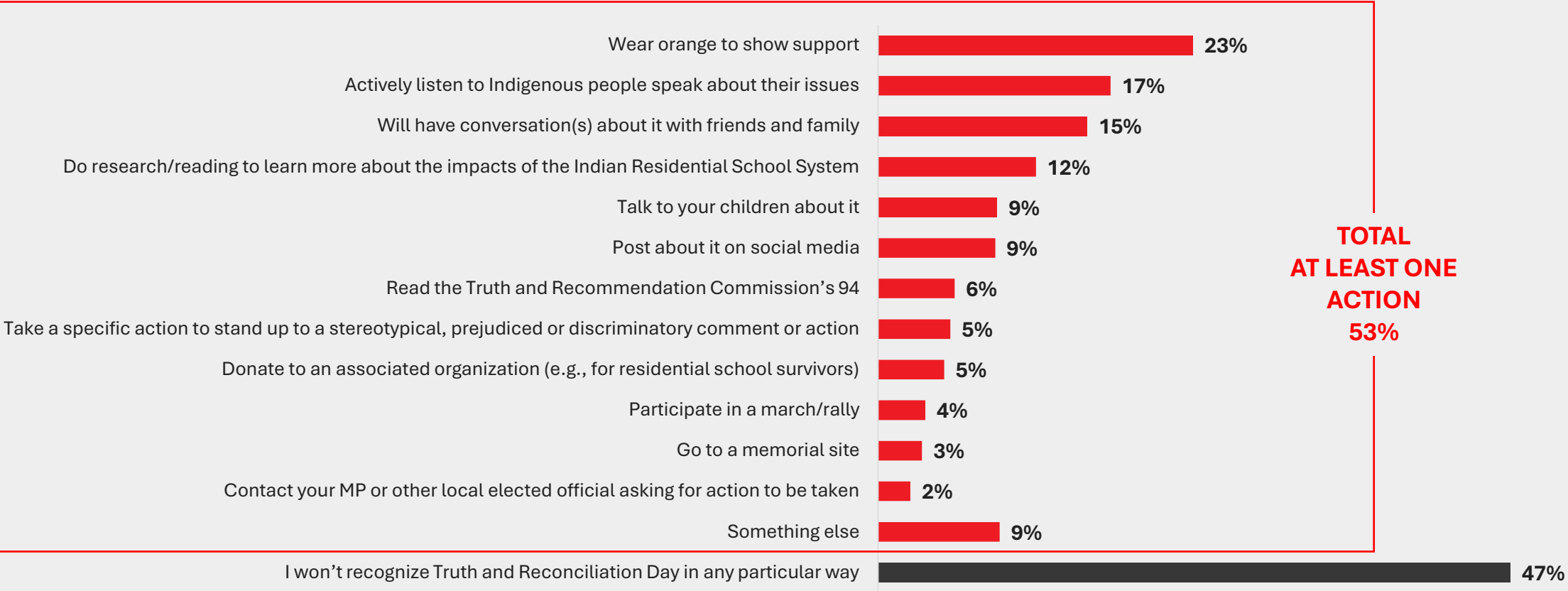
| % Total Agree presented | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2024* | Gap |
|--|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-------------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,229 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 974 | |
| I am much more understanding of why reconciliation is important for Indigenous Peoples and Canada as a whole. | 69% | 68% | 71% | 72% | 62% | 67% | 62% | 64% | 74% | 76% | 68% | 66% | 66% | +3 |
| I think there are bigger societal challenges in Canada, and too much attention is being paid to reconciliation matters specifically. | 54% | 55% | 53% | 49% | 67% | 56% | 58% | 61% | 47% | 48% | 54% | 57% | 62% | -6 |
| I am frustrated that reconciliation is moving so slowly and that it seems no real progress is being made. | 46% | 47% | 44% | 50% | 37% | 47% | 40% | 43% | 48% | 59% | 46% | 38% | 43% | +3 |

*In 2024, the question was asked only to respondents who did not identify as Indigenous. The comparison is presented for informational purposes only.

Actions taken on the Day for Truth and Reconciliation (1/2)

Q4. The National Day for Truth and reconciliation is September 30. Which of the following, if any, do you personally plan on doing in and around this day? *Select all that apply.*

Base: All respondents (n=1,528)



Actions taken on the Day for Truth and Reconciliation (2/2)

Q4. The National Day for Truth and reconciliation is September 30. Which of the following, if any, do you personally plan on doing in and around this day? *Select all that apply.*

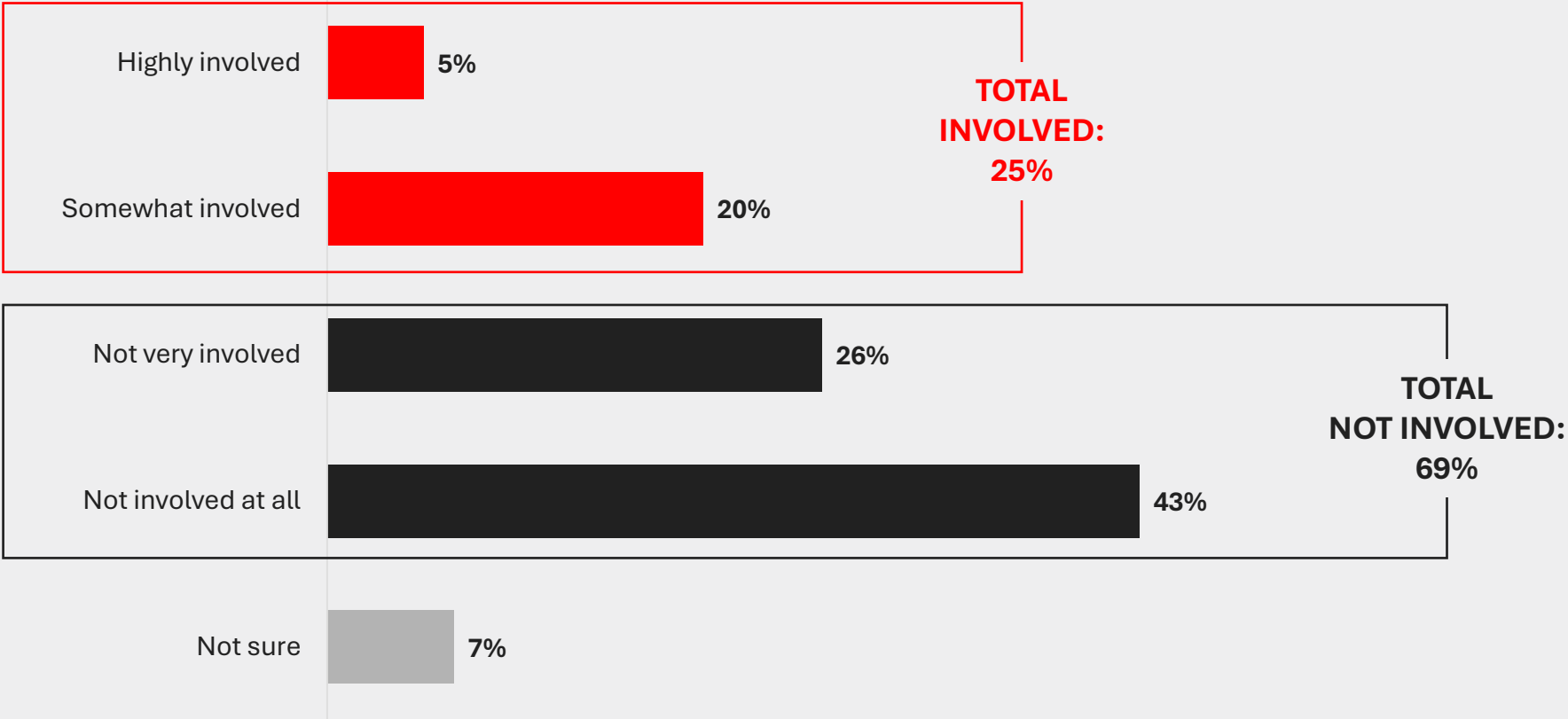
Base: All respondents (n=1,528)

| | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2023 | Gap |
|---|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|------------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,652 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 1,652 | |
| Wear orange to show support | 23% | 25% | 12% | 27% | 25% | 26% | 28% | 17% | 30% | 29% | 24% | 19% | 23% | = |
| Actively listen to Indigenous people speak about their issues | 17% | 20% | 14% | 19% | 12% | 18% | 18% | 14% | 20% | 24% | 19% | 11% | 15% | +2 |
| Will have conversation(s) about it with friends and family | 15% | 20% | 16% | 15% | 10% | 17% | 16% | 12% | 19% | 21% | 14% | 13% | 12% | +3 |
| Do research/reading to learn more about the impacts of the Indian Residential School System | 12% | 19% | 9% | 13% | 8% | 11% | 12% | 10% | 13% | 21% | 10% | 7% | 9% | +3 |
| Talk to your children about it | 9% | 12% | 8% | 11% | 8% | 4% | 7% | 8% | 10% | 10% | 15% | 3% | 10% | -1 |
| Post about it on social media | 9% | 12% | 5% | 10% | 4% | 11% | 8% | 9% | 8% | 11% | 9% | 6% | 7% | +2 |
| Read the Truth and Recommendation Commission's 94 | 6% | 8% | 3% | 6% | 6% | 8% | 6% | 7% | 5% | 12% | 6% | 2% | 5% | +1 |
| Take a specific action to stand up to a stereotypical, prejudiced or discriminatory comment or action | 5% | 5% | 3% | 7% | 2% | 4% | 9% | 6% | 5% | 8% | 6% | 3% | 4% | +1 |
| Donate to an associated organization (e.g., for residential school survivors) | 5% | 2% | 3% | 6% | 2% | 3% | 8% | 5% | 5% | 10% | 5% | 2% | 5% | = |
| Participate in a march/rally | 4% | 4% | 3% | 4% | 2% | 4% | 3% | 5% | 2% | 6% | 4% | 2% | 3% | +1 |
| Go to a memorial site | 3% | 4% | 2% | 4% | 3% | 2% | 3% | 5% | 2% | 7% | 3% | 1% | 3% | = |
| Contact your MP or other local elected official asking for action to be taken | 2% | 4% | 2% | 3% | 1% | 1% | 2% | 3% | 2% | 6% | 2% | 0% | 2% | = |
| Something else | 9% | 13% | 3% | 12% | 8% | 12% | 8% | 9% | 9% | 8% | 11% | 8% | 8% | +1 |
| I won't recognize Truth and Reconciliation Day in any particular way | 47% | 44% | 59% | 39% | 55% | 46% | 47% | 50% | 44% | 29% | 44% | 60% | 48% | -1 |

Personal Involvement in Truth and Reconciliation Day (1/2)

Q5. As you may know, September 30 is National Day for Truth and Reconciliation in Canada. It is intended to promote reconciliation between Indigenous and non-Indigenous Canadians and to honour the children who never returned home and survivors of residential schools, as well as their families and communities. On a personal level, how involved are you in participating in this day?

Base: All respondents (n=1,528)



Personal Involvement in Truth and Reconciliation Day (2/2)

Q5. As you may know, September 30 is National Day for Truth and Reconciliation in Canada. It is intended to promote reconciliation between Indigenous and non-Indigenous Canadians and to honour the children who never returned home and survivors of residential schools, as well as their families and communities. On a personal level, how involved are you in participating in this day?

Base: All respondents (n=1,528)

| | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2024 | Gap |
|---------------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,294 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 1,294 | |
| TOTAL INVOLVED | 25% | 23% | 22% | 28% | 21% | 21% | 25% | 25% | 25% | 42% | 27% | 12% | 29% | -4 |
| Highly involved | 5% | 5% | 6% | 5% | 4% | 5% | 4% | 6% | 4% | 12% | 5% | 1% | 6% | -1 |
| Somewhat involved | 20% | 18% | 17% | 23% | 17% | 16% | 21% | 18% | 21% | 30% | 22% | 11% | 23% | -3 |
| TOTAL NOT INVOLVED | 69% | 74% | 69% | 65% | 67% | 73% | 73% | 69% | 68% | 49% | 66% | 83% | 64% | +5 |
| Not very involved | 26% | 28% | 29% | 27% | 14% | 24% | 24% | 22% | 29% | 26% | 28% | 25% | 28% | -2 |
| Not involved at all | 43% | 46% | 40% | 38% | 53% | 49% | 49% | 47% | 39% | 23% | 38% | 58% | 36% | +7 |
| Not sure | 7% | 3% | 9% | 7% | 12% | 6% | 1% | 6% | 7% | 9% | 7% | 5% | 6% | +1 |

Opinions on National Day for Truth and Reconciliation

Q6. Which of the following best represents your opinion about National Day for Truth and Reconciliation?

Base: All respondents (n=1,528)



| | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total Sept. 2024* | Gap |
|--|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-------------------------|-----|
| Weighted n= | 1,528 | 103 | 353 | 592 | 98 | 170 | 213 | 745 | 783 | 408 | 485 | 636 | 1,229 | |
| Unweighted n= | 1,528 | 100 | 417 | 602 | 129 | 129 | 151 | 817 | 711 | 394 | 484 | 650 | 974 | |
| It's a very important day that matters to me personally | 19% | 21% | 13% | 22% | 16% | 18% | 23% | 17% | 21% | 25% | 20% | 15% | 17% | +2 |
| It's good that Canada has a National Day for Truth and Reconciliation, but it's not that important to me | 43% | 44% | 43% | 45% | 41% | 42% | 38% | 40% | 45% | 48% | 43% | 40% | 52% | -9 |
| It's just like any other day for me | 32% | 30% | 39% | 25% | 39% | 35% | 37% | 38% | 27% | 21% | 32% | 40% | 25% | +7 |
| Not sure | 6% | 5% | 5% | 8% | 5% | 5% | 2% | 5% | 6% | 6% | 6% | 6% | 6% | = |

*In 2024, the question was asked only to respondents who did not identify as Indigenous. The comparison is presented for informational purposes only.

Respondent Profile

Respondent profiles

(Base n=1,528)

The table below presents the Canadian distribution of respondents before weighting.

Gender

| | Unweighted | Weighted |
|--------|------------|----------|
| Male | 817 | 745 |
| Female | 711 | 783 |

Language (Mother Tongue)

| | Unweighted | Weighted |
|---------|------------|----------|
| French | 375 | 301 |
| English | 992 | 1,076 |
| Other | 161 | 150 |

Identify as Indigenous

| | Unweighted | Weighted |
|-----|------------|----------|
| Yes | 47 | 56 |
| No | 1,481 | 1,481 |

Age

| | Unweighted | Weighted |
|----------|------------|----------|
| 18 to 34 | 394 | 408 |
| 35 to 54 | 484 | 485 |
| 55+ | 650 | 636 |

Province

| | Unweighted | Weighted |
|-----------------------|------------|----------|
| British Columbia | 151 | 213 |
| Alberta | 129 | 170 |
| Manitoba/Saskatchewan | 129 | 98 |
| Ontario | 602 | 592 |
| Quebec | 417 | 353 |
| Atlantic | 100 | 103 |

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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