



REPORT

Opinion on National Reconciliation Day

Survey of Canadians



DATE 2023-09-27



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,652).

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



When

September 22nd to September 24th, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.4\%$, (19 times out of 20) for the Canadian sample.



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.

Methodology



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 Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights (1/2)

Since 2021, September 30 has been the National Truth and Reconciliation Day in Canada, honoring indigenous children who never returned from residential schools and supporting their families and communities. From September 22 to 24, 2023, we surveyed Canadians to understand their attitudes and actions they will be taking on this day.

Some of the key highlights of our survey about Truth and Reconciliation Day include...

Canadians Feel They Are Less Aware of Indigenous Peoples' History

- 24% of Canadians think they are much more aware of the history of Indigenous peoples in Canada compared to 4 or 5 years ago, while 39% think they are a little more aware, 26% think they are more or less aware and 4% are less aware. Comparing this year's survey results to the 2022 survey on the same topic, fewer Canadians think they are a little more aware (42% in 2022 vs 39% in 2023) or much more aware (30% in 2022 vs 24% in 2023).
- 48% of Canadians believe moderate progress has been made in Indigenous reconciliation since the Truth and Reconciliation report.



Key highlights (2/2)

Half of Canadians won't recognize Truth and Reconciliation Day in Any Particular way

- While 57% of Canadians think there are bigger societal challenges in Canada, 65% agree that they are much more understanding of why reconciliation is important for Indigenous Peoples in Canada. 43% are frustrated that reconciliation is moving so slowly and that no real progress is being made. This proportion is higher among Canadians of 18 to 34 years of age (54%).
- On the Truth and Reconciliation Day, 23% of Canadians will wear orange to show their support, 15% will actively listen to Indigenous people speak about their issues, and 12% will have conversations about it with friends and family. However, 48% of Canadians say they won't be taking any specific action to recognize the day.



REPORT

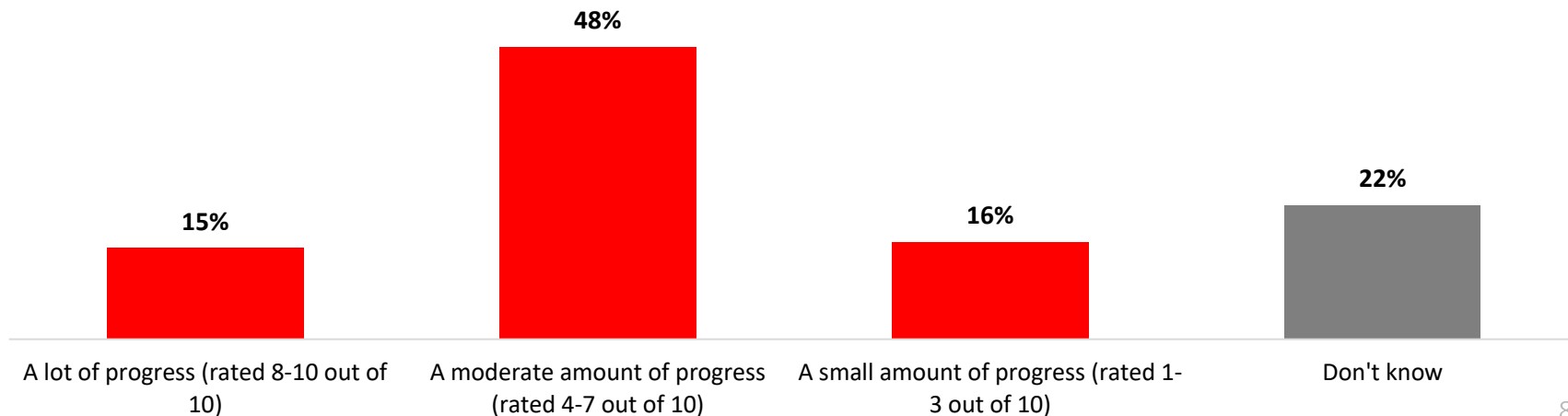
Detailed Results



Progress Made Since the Report (1/2)

Q1. It's been over 8 years since the Truth and Reconciliation Report was finalized and presented to the government. The report contained 94 recommendations to establish and maintain a mutually respectful relationship between Aboriginal and non-Aboriginal peoples in Canada. **In the 8 years since the report was presented, how much progress do you feel has been made regarding reconciliation with Canada's Indigenous People.** *Please use a scale of 1 to 10, where '1' means there has been very little meaningful progress made and '10' there has been a great deal of meaningful progress made.*

Base: All respondents (n=1,652)



Progress Made Since the Report (2/2)

Q1. It's been over 8 years since the Truth and Reconciliation Report was finalized and presented to the government. The report contained 94 recommendations to establish and maintain a mutually respectful relationship between Aboriginal and non-Aboriginal peoples in Canada. **In the 8 years since the report was presented, how much progress do you feel has been made regarding reconciliation with Canada's Indigenous People.** *Please use a scale of 1 to 10, where '1' means there has been very little meaningful progress made and '10' there has been a great deal of meaningful progress made.*

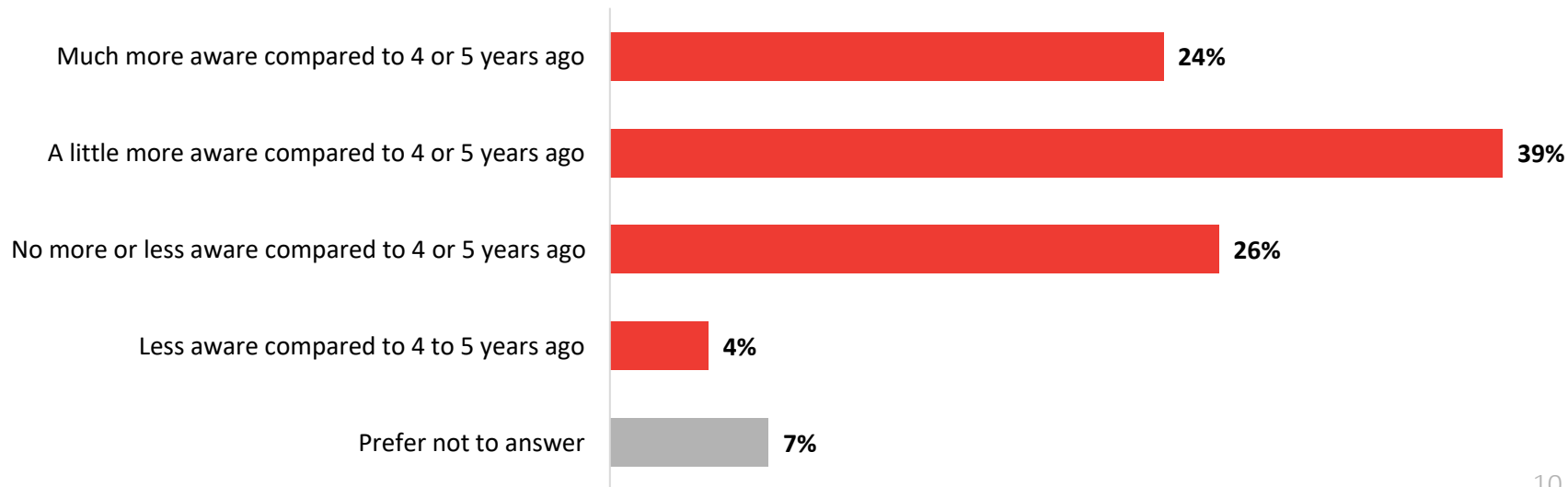
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Total 2022	Gap
Weighted n=	1,652	111	382	641	105	184	229	438	533	681	804	848	1,512	
Unweighted n=	1,652	106	436	640	142	152	176	377	622	653	851	801	1,512	
A lot of progress (rated 8-10 out of 10)	15%	13%	11%	14%	17%	20%	19%	12%	18%	14%	15%	14%	15%	-
A moderate amount of progress (rated 4-7 out of 10)	48%	44%	55%	49%	45%	46%	37%	53%	42%	48%	47%	49%	50%	-2
A small amount of progress (rated 1-3 out of 10)	16%	13%	15%	17%	13%	15%	16%	14%	15%	17%	17%	15%	18%	-2
Don't know	22%	30%	20%	20%	24%	19%	28%	21%	25%	20%	21%	23%	17%	+5

Awareness of the History of Indigenous Peoples in Canada (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=1,652)



Awareness of the History of Indigenous Peoples in Canada (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?

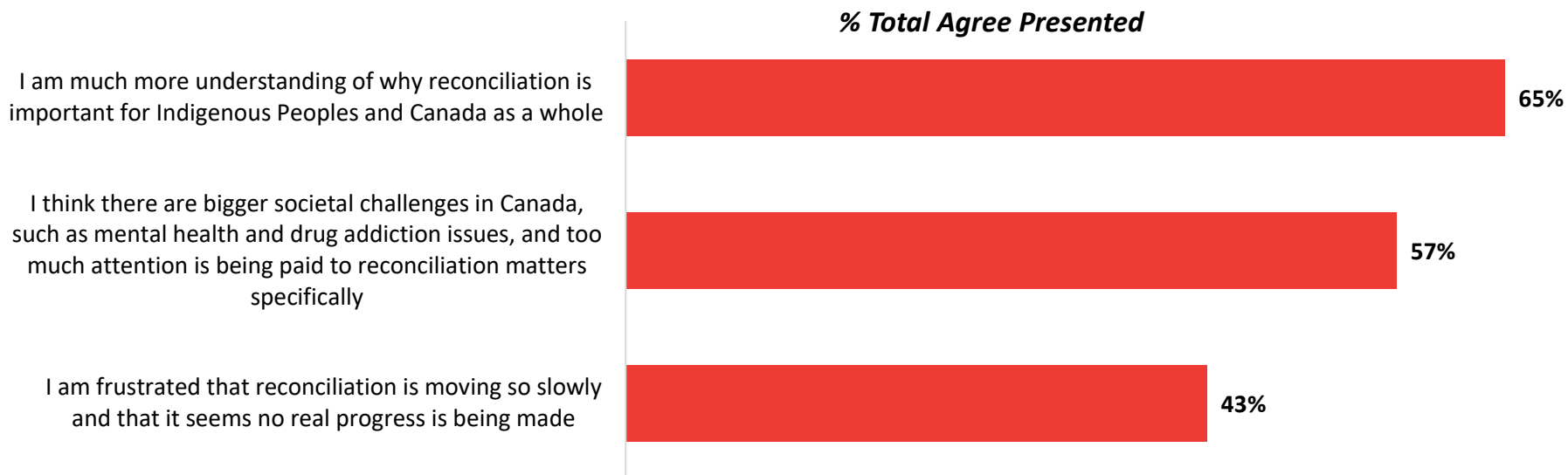
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Total 2022	Gap
Weighted n=	1,652	111	382	641	105	184	229	438	533	681	804	848	1,512	
Unweighted n=	1,652	106	436	640	142	152	176	377	622	653	851	801	1,512	
Much more aware compared to 4 or 5 years ago	24%	24%	16%	23%	28%	30%	35%	22%	24%	25%	23%	25%	30%	-6
A little more aware compared to 4 or 5 years ago	39%	42%	40%	40%	37%	31%	38%	41%	38%	37%	39%	38%	42%	-3
No more or less aware compared to 4 or 5 years ago	26%	28%	33%	26%	23%	28%	16%	23%	25%	30%	29%	24%	21%	+5
Less aware compared to 4 to 5 years ago	4%	5%	4%	4%	6%	3%	5%	4%	5%	4%	5%	4%	1%	+3
Prefer not to answer	7%	0%	7%	8%	6%	9%	6%	10%	7%	4%	5%	9%	6%	+1

Level of Agreement on the Reconciliation Process (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=1,652)



Level of Agreement on the Reconciliation Process (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

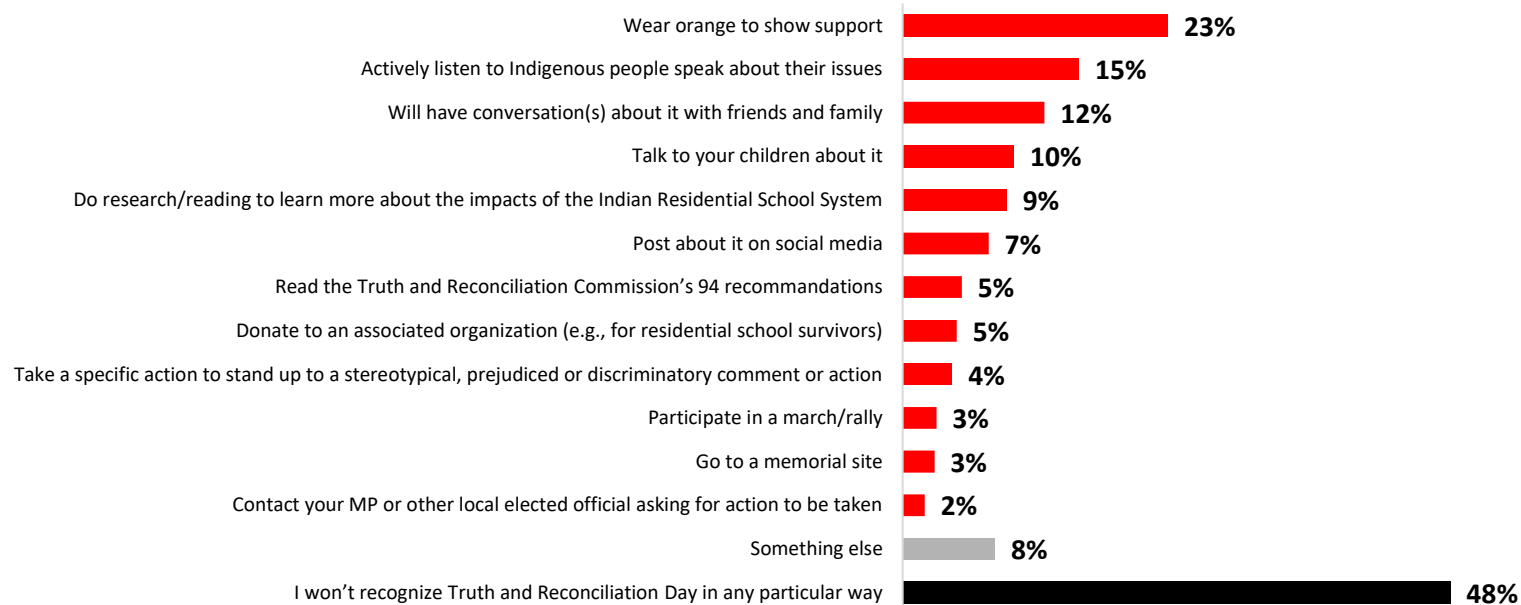
<i>% Total Agree Presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Total 2022	Gap
Weighted n=	1,652	111	382	641	105	184	229	438	533	681	804	848	1,512	
Unweighted n=	1,652	106	436	640	142	152	176	377	622	653	851	801	1,512	
I am much more understanding of why reconciliation is important for Indigenous Peoples and Canada as a whole	65%	70%	65%	66%	61%	56%	68%	65%	63%	67%	63%	67%	72%	-7
I think there are bigger societal challenges in Canada, such as mental health and drug addiction issues, and too much attention is being paid to reconciliation matters specifically	57%	55%	56%	54%	70%	68%	56%	54%	57%	60%	62%	53%	54%	+3
I am frustrated that reconciliation is moving so slowly and that it seems no real progress is being made	43%	41%	46%	44%	41%	37%	39%	54%	38%	39%	44%	42%	49%	-6

NEW QUESTION

Actions taken on the Day for Truth and Reconciliation (1/3)

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? *Choose as many as apply*

Base: All respondents (n=1,652)



NEW QUESTION

Actions taken on the Day for Truth and Reconciliation (2/3)

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? *Choose as many as apply*

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,652	111	382	641	105	184	229	438	533	681	804	848
Unweighted n=	1,652	106	436	640	142	152	176	377	622	653	851	801
Wear orange to show support	23%	27%	10%	27%	30%	25%	29%	28%	29%	15%	17%	29%
Actively listen to Indigenous people speak about their issues	15%	11%	15%	15%	22%	14%	16%	15%	16%	15%	14%	17%
Will have conversation(s) about it with friends and family	12%	21%	11%	11%	13%	12%	12%	16%	13%	9%	11%	13%
Talk to your children about it	10%	12%	8%	10%	7%	14%	7%	8%	18%	4%	9%	11%
Do research/reading to learn more about the impacts of the Indian Residential School System	9%	8%	7%	10%	11%	10%	10%	12%	11%	5%	7%	11%
Post about it on social media	7%	8%	7%	8%	5%	5%	10%	11%	8%	5%	6%	9%
Read the Truth and Reconciliation Commission's 94 recommendations	5%	5%	3%	7%	3%	4%	6%	8%	5%	3%	5%	5%
Donate to an associated organization (e.g., for residential school survivors)	5%	5%	4%	6%	4%	3%	5%	9%	5%	2%	4%	5%

NEW QUESTION

Actions taken on the Day for Truth and Reconciliation (3/3)

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? *Choose as many as apply*

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,652	111	382	641	105	184	229	438	533	681	804	848
Unweighted n=	1,652	106	436	640	142	152	176	377	622	653	851	801
Take a specific action to stand up to a stereotypical, prejudiced or discriminatory comment or action	4%	4%	4%	3%	13%	4%	6%	6%	5%	3%	6%	3%
Participate in a march/rally	3%	3%	2%	3%	7%	1%	6%	5%	3%	2%	3%	3%
Go to a memorial site	3%	4%	3%	3%	4%	3%	3%	4%	4%	1%	3%	3%
Contact your MP or other local elected official asking for action to be taken	2%	2%	1%	2%	2%	3%	2%	4%	2%	1%	2%	1%
Something else	8%	10%	5%	10%	4%	8%	7%	7%	7%	10%	9%	7%
I won't recognize Truth and Reconciliation Day in any particular way	48%	49%	55%	43%	48%	50%	45%	39%	43%	57%	52%	44%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	1,652	1,652
British Columbia	176	229
Alberta	152	184
Manitoba/Saskatchewan	142	105
Ontario	640	641
Quebec	436	382
Atlantic	106	111

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
Gender	1,652	1,652
Male	804	851
Female	848	801
Age	1,652	1,652
18 to 34	377	438
35 to 54	622	533
55+	653	681
Language (Mother tongue)	1,652	1,652
English	1,036	1,118
French	397	327
Other	216	202

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