

In This Issue

[In the News](#)

[In The Works](#)

[At The Institute](#)

Our vision

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.

[Join Our Mailing List](#)

[Forward To A Friend](#)

Stay Connected

Follow us on [twitter](#)

April 2014

Welcome to the latest news from the Environics Institute for Survey Research.

In the News

Black Experience Project in the GTA: Phase 2 Research launches with a party

The Institute's major research initiative with the GTA Black community officially launched the research phase with a public event on March 24, 2014 at the Central YMCA in Toronto.



Close to 200 people - including partners, project volunteers and community trailblazers - gathered to celebrate, network, groove to cool jazz by Brooke Blackburn, enjoy African/Caribbean cuisine, and learn more about this groundbreaking community research initiative.

[The Black Experience Project](#) is a partnership of the Environics Institute, [Ryerson University's Diversity Institute](#), [the United Way of Greater Toronto](#), and the [YMCA of Greater Toronto](#). The project is also supported by many leading organizations as Collaborating Partners, including the African Canadian Development Council, the Black Artists Network Dialogue, the Jamaica Canadian Association, the Region of Peel, Redemption and Reintegration Services, the City of Toronto, Tropicana Community Services and Black Artists Network Dialogue (BAND). CBC Toronto is the primary media partner, and now has a dedicated [webpage](#) for the project.

The research will consist of in-depth interviews with 1,000 to 2,000 individuals across the GTA who self-identify as Black. The fieldwork is scheduled to begin this summer and be completed by the end of 2014. The study results and conclusions will be released in mid-2015.

The Institute welcomes two new individuals, who join the BEP Phase 2 team at the end of April:



Suelyn Knight joins as the Project Manager Phase 2 Research. Suelyn's primary responsibility will be to organize and coordinate the survey administration, including recruitment and supervision of the community youth who will be hired to conduct the in-person interviews. Suelyn comes with extensive experience in project management and community development, most recently as a Community Outreach Coordinator at United Way Peel Region.



Mikayla Allen joins as a Research Intern for a 12 week placement, and will be assisting both the Project Team and the Research Team. Mikayla is completing her Research Analyst post-graduate program at Humber College, and has an undergraduate degree in communication studies and linguistic cognitive science. Although she considers market research to be important for a well-rounded career, her interests are primarily focused on social issues and policy

research.

Current Projects

Institute launches new study on governance and the public service

The Environics Institute is partnering with the Ottawa-based [Institute on Governance](#) to conduct a landmark public opinion study on governance and the public sector in Canada.



Institute on
Governance
LEADING EXPERTISE

Institut sur
la gouvernance
EXPERTISE DE POINTE

Governments face unprecedented challenges in the early 21st century, stemming from global and domestic pressures. Elected officials are front and centre in taking ultimate responsibility for government policy, but behind the scenes is the public service that is responsible for making government run and for the implementation of policy and the delivery of services.

What do Canadians know and think of their country's public sector institutions, and the people who run them? Anecdotal evidence is helpful, but research is required to accurately reveal current public awareness, knowledge, perceptions, expectations and priorities of Canadians generally, as well as across important segments of the population (by region, demographics, engagement in public affairs). The research launches in May, with results to be publicly released this Fall.

In The Works

Update on Survey of Muslims in Canada

In 2006, the Environics Institute's inaugural project was [the first-ever national survey to examine the relationship between Canadian Muslims and Canadian society-at-large](#). The Institute is now gearing up to conduct a second national survey to update the 2006 findings and expand the scope of the research.



On this project the Institute is partnering with the [Tessellate Institute](#), [the Olive Tree Foundation](#), and [the Inspirit Foundation](#).

The project is being made possible by the generous support from several organizations and individuals, but additional financial resources are still needed to launch the project in Fall 2014. Contributions are tax deductible (contact [Keith Neuman](#) for details).

New Research on Canadian Millennials

Generations matter, and today the focus is squarely on Millennials, Canadians aged 19 to 34 (those born between 1980 and 1995). Understanding this generation (what it thinks, what it cares about, what it will buy, how it networks and how it participates in civil society) is of critical importance to many organizations. Like generations before them, Millennials cannot be lumped into a single entity linked only by birth date; this leads to over-simplification and misleading stereotypes. But how exactly do they differ?



This challenge provides the impetus for a new Environics Institute initiative to map the distinct social values "tribes" of today's Canadian Millennials. This work will build upon the social values work pioneered by the Environics Research Group, and showcased in Michael Adams' groundbreaking book [Sex in the Snow](#), which in 1997 charted the trajectory of social change for Elders, Boomers and Gen-Xers. This new research will examine Canadian Millennials through the lens of distinct social values tribes, with a focus on their social life, civic engagement, public policy priorities, and aspirations for

the future.

Outreach and Education

Michael Adams

In the past two months, Michael has given invited presentations on social values trends in Canada and the USA to a diverse range of audiences, including RBC's Brand and Communications Group, the [Canada Institute of the Woodrow Wilson International Center](#) (in Washington DC), and the [2014 "Staying Tuned" Media Research Symposium](#) organized by the Bureau of Broadcast Measurement (BBM).



In May, Michael will give a keynote address at a conference organized by the [Institute of Governmental Studies](#) at UC Berkeley on "[Canadianizing the United States? Public Opinion across the 49th Parallel.](#)"

Keith Neuman



Keith continues his ongoing partnership with the [National Justice Institute](#). In February he was in Mont Tremblant to present on the social context to the NJI's Winter 2014 Seminar for Newly-appointed Federal Judges. In March he travelled to Winnipeg to present on the Institute's landmark [Urban Aboriginal Peoples Study](#) to the Aboriginal Law Seminar that drew together more than 50 senior court justices from across the country.

In May Keith will attend the [69th Annual Conference of the American Association of Public Opinion Research](#) (AAPOR) in Anaheim CA where he will moderate a panel discussion among industry leaders to address the following question: Is there still a role for credible, non-partisan public opinion research in the age of sound bites, social media and politically-driven polling? As in previous years, he will also be at the conference representing the [Marketing Research and Intelligence Association](#) (MRIA) and then providing a follow-up report to the MRIA's Executive Board.

Follow the Institute on Twitter!



In addition to providing updates on Institute activities, our tweets keep followers up to date with the latest public opinion and social research from across Canada and around the world - most of which is never covered by traditional media. Follow us [@Environics Inst](#)

Environics Institute

Text | [Link](#)