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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.*

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November 2015

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

WHAT'S NEW

Black Experience Project completes data collection

The surveys are finally in! Underway since February, the Black Experience Project team has been busy conducting 1,500 in-depth one-on-one interviews with members of the Black community across the Greater Toronto Area. Interviews averaged 1.5 hours to complete but participants appreciated the opportunity to share their story, and some pointed out additional questions we might have asked. Check out our video showcasing the experiences of some of our interviewees.



The study findings will be released to the public in March 2016.

The Black Experience Project is a groundbreaking research study of the "lived experience" of individuals across the Greater Toronto Area who self-identify as Black or of African heritage. The study focuses on the contributions, successes, experiences and challenges of the people from this diverse set of communities. The research will provide valuable direction in identifying policies and other initiatives that will contribute to the health and vibrancy of the Black community, and by doing so, the health and vibrancy of the entire GTA community.

The Environics Institute is conducting the research in partnership with [Ryerson's Diversity Institute](#), the [United Way Toronto & York Region](#), and the [YMCA of Greater Toronto](#). The project is also being supported by a number of other leading organizations as [Collaborating Partners](#), including the African Canadian Development Council, the Black Artists Network Dialogue, the Jamaica Canadian Association, the Region of Peel, and Redemption and Reintegration Services. Major sponsors include TD Bank, the Ontario Trillium Foundation, and the Ontario Ministry of Children and Youth Services.

Survey on Muslims in Canada launches this month

Later this month, the Institute will begin interviewing for a new national survey of



Muslims in Canada, almost 10 years after conducting the first such survey ever conducted. The new survey will update the previous findings to identify how Muslims' experiences and attitudes have changed over the past decade, as well as address emerging issues. This study is part of the Institute's ongoing Focus Canada research program, and the results will be publicly released in early Spring 2016.

The project is a partnership between the Institute and the [Tessellate Institute](#), the [Olive Tree Foundation](#), the [Inspirit Foundation](#), the [Canadian Race Relations Foundation](#), and Calgary-based [Think for Actions](#). The project is being made possible by the generous support from organizations and individuals both within and outside of the Muslim community.

Discovering what Canadians know about Aboriginal Peoples

Also as part of the Focus Canada research program, the Institute will soon be launching a new national survey on Canadian public opinion as it relates to Aboriginal Peoples.

Canada's relationship with the Aboriginal Peoples who first inhabited this land has a troubled history, and remains unresolved. Sound survey research is needed to provide credible empirical evidence about where the general public stands on Aboriginal issues, to inform the media, decision-makers, opinion leaders and others in both the Aboriginal and non-Aboriginal communities. Such information can help address misconceptions about public sentiment that hinder progress toward reconciliation.



A focus of this new research will be on understanding what reconciliation means to non-Aboriginal Canadians, and establishing the basis for measuring progress on reconciliation over time. The results will be released in Spring 2016.

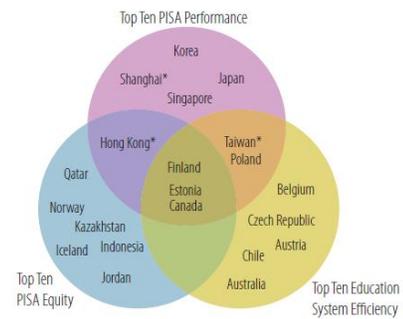
The Institute is conducting the research in partnership with [Tides Canada](#), the [Institute on Governance](#) and [The Circle on Philanthropy and Aboriginal Peoples in Canada](#) [Canadians for a New Partnership](#), the [Inspirit Foundation](#), and the [National Centre for Truth and Reconciliation](#).

PROJECT UPDATE

Evaluating Canada's public education system in an international context

In June, the Institute released a new report on how Canada's public education system is performing in the context of other OECD countries. The impetus for this work came from various concerns being raised about Canada's performance, based on ostensibly declining test scores and increasing competition from other countries.

The report was prepared by Dr. Andrew Parkin (formerly Director General at the Council of Ministers of Education Canada), and contains a concise analysis of Canada's public education system in a comparative context, to identify the strengths and weaknesses, address misconceptions, and identify current challenges. The underlying premise is that Canada's demographic profile is unique, and education performance must take into account the country's linguistic, cultural and geographic diversity.



Want to know the details? [Read the report here.](#)

Are Canadians ready for serious action on climate change?

As international leaders gather in Paris in search of an elusive global agreement on climate change, where does the Canadian public stand on the issue. Do they believe the science is now conclusive, and are they looking for their country to join



with others to forge a global agreement on reducing greenhouse gas emissions? Would they support a carbon tax in their province?

These questions and others are answered in the latest Focus Canada survey released in September by the Institute, in partnership with the [David Suzuki Foundation](#). This survey updates trends on key indicator questions that have been asked on Environics surveys every year since 2007.

Results from the latest survey reveal that Canadians are not yet having their "climate moment, but are now expressing increased support, if not expectations, for government leadership and concrete policy actions to address the growing challenge posed by global warming. A rising majority voice support for Canada to participate in a new international agreement on climate change, even if this might result in job losses in some industries or higher costs to consumers. There is also solid majority support across most of the country for the type of carbon tax now well-established in British Columbia.

[Read the full report here.](#)

Canada's millennial generation - social values and citizenship

Canada's millennials (born between 1980 and 1995) are coming of age and at the same time are the least well understood generation of our time. Like generations before them, millennials cannot be lumped into a single entity linked only by birthdate; this leads to over simplification and misleading stereotypes. Nor can we

hope to understand them solely through their preferences for products and services.



The Institute is now launching a new research study to understand how members of this generation are realizing their place in society as citizens, addressing such areas as civic engagement, community involvement, career aspirations and life goals. A central feature of the research will be to examine these topics through the lens of millennial's distinct social values tribes. 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 social values tribes of Elders, Boomers and Gen-Xers.

The research is now underway, and is being conducted in partnership with [The Counselling Foundation of Canada](#), [RBC](#), and [The J.W. McConnell Family Foundation](#).

IN THE WORKS

Institute to celebrate its 10th anniversary in 2016

2016 will mark the 10th anniversary of the Environics Institute, and plans are now underway to celebrate the milestone with a book and an event.

In early spring, the Institute will publish a compendium of commentary pieces authored by Michael Adams, Keith Neuman and co-authors that have appeared in *The Globe and Mail*, *Policy Options*, and other publications over the past decade. These pieces offer concise thinking about topical issues of the day, offering an evidence-based perspective on Canada and Canadians.



The book is organized by substantive themes around which the Institute has been most active, including social and cultural change, electoral politics, and Canada and the USA. The purpose of this work is to present a rich narrative that adds to our understanding of the country through the eyes of its people.

Plans are also underway for a public event to be held in May 2016 to be held in collaboration with the [Munk School of Global Affairs](#). The event will bring together thought leaders on social research and public policy. Stay tuned for further details.

AT THE INSTITUTE

Tom Kierans joins the Institute Board



In June, Thomas Kierans was appointed to the Institute's Board of Directors. Tom Kierans (O.C., LL.D, M.B.A, F.ICD, Senior Fellow at Massey College) is a sought-after advisor with a distinguished career that spans many areas of Canadian life. He began his career as an investment banker, eventually becoming president of McLeod, Young, Weir. He has served on over twenty private-sector corporate boards, and was made a Fellow of the Institute of Corporate Directors.

Many organizations have benefited from Tom's volunteerism and philanthropy, especially those in the fields of education, scientific research, and healthcare. Among other roles, he has served as director of Mount Sinai Hospital and as deputy chair of the Lunenfeld Tanenbaum Biomedical Research Institute, one of the world's leading centres in biomedical research. A committed philanthropist, Tom has also made substantial contributions to a number of research chairs and fellowships.

Tom is a passionate advocate for research and educational excellence in Canada. He is Chairman Emeritus of the Social Sciences and Humanities Research Council, Executive Chairman Emeritus of the Canadian Institute for Advanced Research, and an advisor to the Schulich School of Business at York University. Tom holds four honorary degrees, has been awarded the Golden and Diamond Jubilee Medals, and is an Officer of the Order of Canada.

Michael Adams

Over the past several months, Michael has published commentary pieces in *The Globe and Mail* on a range of topics, including [on how boomers' spending will reflect their values, which Conservative party will you vote for, values as the deciding factor in the recent federal election, why politicians are fixated on the ethnic vote, and why dad rules when sex-ed and religion collide.](#)



In May he published a full article in the *Literary Review of Canada* entitled [Listening in: What recent populist victories tell us about Canada.](#)

Keith Neuman

This fall, Keith participated in two major events. In September, he was one of five speakers on a panel discussion on the urban agenda organized by the Canadian Race Relations Foundation at the [National Summit on Racial Inclusion](#) (organized by Mayor of Winnipeg). This month he presented at the [All My Relations Gathering](#) (hosted by the Circle on Philanthropy and Aboriginal Peoples, also in Winnipeg) on the role of social research in supporting the path toward reconciliation.



In May, Keith published an article in *VUE* (the magazine of the Marketing Research and Intelligence Association) entitled [Putting the public back into public opinion research.](#)



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