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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 2013

Welcome to the latest news from the Environics Institute.

In the News

New survey just released in lead-up to 10th anniversary Trudeau Foundation policy conference

What is current Canadian public opinion as it relates to people and their environment, human rights and dignity, responsible citizenship, and Canada's role in the world?



These themes are explored in the latest Environics Institute national survey, just released by the [Pierre Elliott Trudeau Foundation](#) in celebration of its 10th anniversary annual [conference](#) on public policy. Environics has partnered with the Trudeau Foundation on an annual survey since 2006, and this year is also collaborating with scientific advisors from Montreal's four universities. The survey is in four separate parts, each addressing one of the Foundation themes.

The conference takes place in Montreal November 21-23, 2013, and Institute Executive Director Keith Neuman will be presenting the survey results to conference delegates on the final day.

[For more information on the survey results](#)

Do Canadians believe in climate change?



As international leaders meet in Warsaw 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 more likely than before to link extreme weather events to global warming?

These questions and others are answered in a new Focus Canada survey just released 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.

[Read the summary report](#)

See op-ed published in the [Globe and Mail](#), co-authored by Keith Neuman and Ian Bruce.

Current Projects

Black Experience Project gearing up to launch Phase 2 research



The Environics Institute, in partnership with Ryerson University's Diversity Institute, the United Way of Greater Toronto, and the YMCA of Greater Toronto, is undertaking a ground-breaking [research study](#) focusing on the Black community in the Greater Toronto Area.

The project has now completed Phase One, which has been underway since 2011. Phase One involved extensive engagement with the

Black community across the GTA to ensure the research focuses on the issues and questions of greatest relevance to the community, and will contribute to strengthening its capacity.

The final Phase One report will be released in January 2014, which will also serve as the kick-off to the research study in Phase Two. CBC Toronto is now confirmed as the project's primary media partner, and major project sponsors will be announced shortly.

For more information about the Black Experience Project, contact [Keith Neuman](#).

Focus Canada finds a new partner with the Centre for the Study of Democratic Citizenship

The Institute is pleased to announce a new partnership with the [Centre for the Study of Democratic Citizenship](#) on its Focus Canada research program. The Centre is a consortium of the Quebec universities, focusing on cross-disciplinary perspectives on the challenges facing democratic citizenship in a rapidly changing world. This partnership will allow the research to tap the expertise of some of the country's leading political scientists, while making it more accessible to students at these universities and beyond.



[Focus Canada](#) is the country's leading national public opinion research program on public affairs, public policy and social trends. This public interest research builds on the syndicated FOCUS CANADA research program conducted by Environics Research for more than three decades (1976 - 2009).

The next annual Focus Canada survey will be conducted in Spring 2014.

In The Works

New partnerships for upcoming research on Canada's Aboriginal Peoples

Plans are underway to launch a new national survey to better understand Canadian public opinion on the country's Aboriginal Peoples, as a way to inform media, decision-makers and others in the non-Aboriginal and Aboriginal communities.

The survey will address the need for a current, balanced and thoughtful understanding of the non-Aboriginal population in Canada, in terms of:

- What they know and do not know about the Aboriginal community, and the issues it faces;
- Perceptions and attitudes about Aboriginal Peoples, and how they have changed (or not) over the past decade; and
- How perspectives vary across the population, based on region, demographics and social values.



The Institute is partnering with the [Circle on Philanthropy and Aboriginal Peoples in Canada](#), [Tides Canada](#) and the [Institute on Governance](#), and is currently exploring further partnerships on this important research. The survey is scheduled to launch early in 2014.

Understanding youth mental health in Ontario

The Environics Institute is partnering with the [Centre for Addiction and Mental Health \(CAMH\)](#) and [Children's Mental Health Ontario \(CMHO\)](#), to launch an innovative new research study to capture the "lived experience" of Ontario youth with respect to mental health and mental illness.



Mental health is now recognized as one of the principal public health challenges of our time, but the institutional response remains fragmented, and much about mental illness and its impacts remains poorly understood. One of the outstanding gaps is our understanding of the "lived experience" of individuals who are dealing with mental health challenges, in terms of its impact on their lives, their families, and how this might inform education, policy and treatment. Moreover, the evidence now points to the formative years between 12 and 24 as the critical period for mental health development, suggesting that greater attention needs to be directed at the experience of youth.

The proposed study will entail an in-depth survey with a broadly representative sample of youth across Ontario, based on the unique research model developed by the Environics Institute for the Urban Aboriginal Peoples in Canada and upcoming Black Experience Project in the GTA.

The initial scoping phase is scheduled to launch early in 2014. For more information, contact [Keith Neuman](#).

Update on Muslims in Canada Survey



The Institute is partnering with the [Tessellate Institute](#) to launch a national public opinion survey of Muslims in Canada in Spring 2014. The purpose of this research is to provide a long-overdue update of the first-ever national survey of Muslims in Canada which was conducted by the Environics Institute in 2006. The two Institutes are currently seeking sponsors to help support the launch of this important initiative.

The project has been formally endorsed by Fareed Amin (Director, Islamic Institute of Toronto), Shaikh Ahmad Kutty (resident scholar at the Islamic Institute of Toronto), the National Council of Canadian Muslims (NCCM), Samira Kanji (President, Noor Cultural Centre), and Sheema Khan (Globe and Mail columnist).

For more information about the Survey of Muslims, contact [Keith Neuman](#).

Environics Institute joins with Toronto Community Foundation on new research on social capital in Toronto

The Institute is partnering with the [Toronto Community Foundation](#) on a new research initiative to map the level of social trust and community engagement among Toronto residents, and provide a foundation for strengthening the social capital of the city.



"Social capital" is the term used to describe the vibrancy of social networks and the extent to which there is trust and reciprocity within a community and among individuals. It is the essential "lubricant" that makes it possible for societies to function, and for people to get along peacefully even when they have little in common. To what extent do Torontonians feel connected to, and actively engage with, their neighbours and community organizations? How well do they trust their neighbours? These questions matter because social trust and engagement are critical to a good quality of life, a healthy population, safe streets, and economic prosperity.

Based on the principle of "you can only manage what you measure", this project will provide the public, private, not-for-profit, and philanthropic sectors with the empirical basis for data-driven policies, programs initiatives, and investments that will sustain and strengthen the community's social capital, social cohesion and subjective well-being, and the benefits that flow from them.

The project is scheduled to kick off in 2014 with an initial scoping phase. For more information, contact [Keith Neuman](#).

At The Institute

Michael Adams to present at Canada House in London

On November 25th, Institute Founder and President Michael Adams will give an invited address at the [High Commission of Canada in the UK](#) (Canada House) in London, sponsored by the Royal Bank of Canada.

In 2003, The Economist pronounced Canada to be "cool." Michael will review the evidence to see if this is still the case, through an in-depth analysis of evolving social values in both Canada and the USA.



Institute's First Intern



In September, the Institute welcomed Kristen Pue as its first intern.

Kristen holds a B.A. (Hon) in Political Science from the University of Alberta and is a Master of Global Affairs candidate at the University of Toronto. She is a Joseph-Armand Bombardier CGS Masters Scholar and a Lupina Foundation CPHS Social Determinants of Health Masters Fellow for 2013-2014.

Kristen is interested in the nexus between public opinion, public pressure, and social change. She is the Research Director for BeSmart, an organization that aims to inculcate habits of conscious consumption through information dissemination and outreach programming. Prior to beginning graduate studies, Kristen researched at the Centre for Constitutional Studies, writing on Canadian constitutional law and politics. There, she acquired an interest in Canadian history and social debates, which she is eager to cultivate at the Environics Institute.

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](https://twitter.com/Environics_Inst)

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