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February 2017

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

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.

WHAT'S NEW

Understanding Canada's Millennial generation and their social values



Earlier this month the Institute released a major study painting a bold portrait of Canada's Millennials (those born between 1980 and 1995). This study breaks new ground in presenting the social values of this generation, and the distinct segments that help make sense of the different and often contradictory stereotypes that so frequently are applied to today's young adults.

The Institute conducted this study in partnership with [The Counselling Foundation of Canada](#), [RBC](#), the [J.W. McConnell Family Foundation](#), and [Apathy is Boring](#).

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The study built on the foundation of Environics Research's leading-edge social values research to better understand how Millennials are taking their place in society through the lens of their social values, with a focus on their life goals and what it means to be an adult, career aspirations and work experience, and political and social engagement.

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The results show that Millennials cannot be lumped into a single group defined by their age, or by other demographic characteristics such as gender, region or socio-economic status. They are a diverse part of the Canadian society, made up of six social values "tribes", each reflecting a distinct worldview and approach to life. While Millennials may share some common experiences and aspirations as befits their stage in life, there are notable differences in outlook and life path across these tribes, be they "Engaged Idealists," "Bros and Brittany's," or "Lone Wolves."

[Quick Link](#)

[FIND OUT MORE](#)

[Read Michael Adams' commentary on Millennials](#)

Institute releases new global survey on women as national leaders

Throughout history, politics has been largely a man's world. The 20th century witnessed significant changes, through women's suffrage and the emergence of women as leaders of parties and nations, albeit at a slow pace and unevenly across the globe. Even today only a handful of countries have had women as political leaders. A few short months ago, a woman candidate fell just short of becoming the USA's first female President.





The absence of women as national leaders is an undisputed reality, but what lies behind this? How much of it is a function of political systems and institutional barriers, and how much is due to culture and public opinion?

The Environics Institute examined the latter dimension through a public opinion survey conducted in 60 countries, including Canada and the USA, at the end of 2016. The survey asked the public in each country if they agreed or disagreed that women are just as qualified as men to lead their country. The final report is now available and the findings may surprise you.

[READ THE FULL STORY](#)

Michael Adams to publish new book on US and Canadian social values in era of xenophobic populist backlash



Amidst an international scene convulsed by populist political uprisings, Canada appears placid, at least on its surface. As the US, Britain, and other societies retrench, the international media have taken notice of Canada's apparent calm. After more than a year in power, Canada's centrist federal government continues to enjoy majority approval, suggesting an electorate not as bitterly split as those elsewhere. Open on

immigration, rational on climate, and unapologetic on gender equity, the Trudeau Liberals cleave to principles that seemed relatively safe in many Western societies a few years ago but are under threat in many places today.

As skeptics point out, however, Brexit and a Trump presidency were unthinkable until they happened, and Canada may not be immune to the forces of populism, social fracture, and backlash. The recent shooting at a Quebec City mosque offered a grim window into an extremist subculture, and two Conservative leadership candidates are drawing inspiration from the Trump worldview.

In a new book to be published by Simon and Shuster in Fall 2017, Institute Founder and President Michael Adams takes Canadians into the examining room to see whether we are at risk of coming down with the malaise affecting other Western democracies. Drawing on major social values surveys of Canadians and Americans in 2016--as well as decades of tracking data in both countries--Adams reflects on the question, *Could it happen here?*

PROJECT UPDATE

Black Experience Project nearing completion



In 2011, the Environics Institute launched The Black Experience Project in the Greater Toronto Area, a groundbreaking research study of the "lived experience" of individuals 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 study is being conducted in partnership with [Ryerson's Diversity Institute](#), the [United Way of Toronto and 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, and Tropicana Community Services. The research consisted of in-depth one-on-one interviews with a sample of 1,504 individuals from across the GTA, conducted by a team of mostly youth from across the Black community.

The final report is now in the last stages of completion, and the study is scheduled for public release later this Spring. Stay tuned for further details [here](#).

AmericasBarometer 2017 - Public attitudes about democracy and civic engagement across the western hemisphere

- How do Canadians feel about democracy in Canada today?
- What tolerance do Canadians have for political dissent?
- How much confidence does the public have in the justice system and other key institutions?
- How have such opinions among Canadians changed over the past few years?
- And how do such opinions compare with those of Americans, Mexicans, and citizens in other countries in Latin America and the Caribbean?



These are among the central questions addressed in the next wave of a 29 country survey called the AmericasBarometer (www.AmericasBarometer.org). The research focuses on democratic values, attitudes and behaviours in the Americas, and is conducted every two or three years by a consortium of academic and think tank partners in the hemisphere. The Environics Institute has been the Canadian partner in this research program since 2012, and will be updating the Canadian findings that stretch back to 2008.

The 2017 survey is now underway, with results scheduled to be released later this Spring.

IN THE WORKS

Survey of Jews in Canada



The Environics Institute is partnering with Dr. Robert Brym (SD Clark Chair of Sociology at the University of Toronto) to conduct a landmark national survey of Jews in Canada in 2017. The purpose of this research is to provide the first-ever national scale study to provide a substantive understanding about Jewish identity, priorities, attitudes and values.

In 2013, the Pew Research Center completed a comprehensive survey of American Jews that addressed many of these questions for the American community. This research provides a valuable portrait of the Jewish population in the USA, and raises important questions about the extent to which its findings may or may not characterize the Canadian Jewish community.

Canada's Jewish population has historic roots stretching back to the times of earliest European settlement of this continent, and today it is diverse and consists of numerous distinct religious and cultural communities. Within the next few years, Canada's Jewish population is expected to exceed 400,000, which would make it the largest Jewish community outside of Israel and the United States.

[READ MORE](#)

Canada's World Survey

In 2008, the Environics Institute released the first-ever [Canada's World Survey](#), that revealed how Canadians see their own place in the world, and that of their country (not simply what they believe their governments should be doing).

In 2017, the Institute will be updating this research, this time in collaboration with [SFU Public Square](#) at Simon Fraser University, the [Canadian International Council](#), and the [Bill Graham Centre for Contemporary International History](#).



This survey will update findings from the 2008 study to learn how public attitudes, priorities and actions have evolved over the past decade, as well address emerging issues.

The research will be conducted in 2017, for release later in the year.

AT THE INSTITUTE

Michael Adams awarded the Order of Canada



On December 30, 2016, Michael Adams was one of more than 100 prominent Canadians to be named by the Governor General to the Order of Canada. Established in 1967, it is one of the country's highest civilian honours and recognizes Canadians who have been high achievers in their fields, or have shown dedication or service to their community and country.

Michael was recognized for his work in public opinion research, but his accomplishments extend in other areas. Over the past forty plus years, he has built a remarkable career, one marked by success in business but even more notably by his dedication and achievements as one of the country's leading social thinkers and writers. Michael, more than anyone else over this period, has through his research, publications and public speaking, contributed to helping Canadians understand who they are as a country and a people.

Keith Neuman

In January, Executive Director Keith Neuman presented the results of the Millennial Social Values Study at [Cannexus 17](#) in Ottawa. Cannexus is Canada's national career development conference, attracting more than 1,000 participants from across the country to explore innovative approaches to career development.



On March 15, Keith will be presenting as part of a panel at the [19th National Metropolis Conference](#) in Montreal. He will address the topic of Canadian inclusion and identity @150.



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