



# INDIGENOUS VOICES OMNIBUS SURVEY 2017

VIEWS ON CULTURAL EROSION



RESEARCH INC.

## METHODOLOGY

Since 2004, Probe Research Inc. has surveyed thousands of First Nations and Métis people across Manitoba. This 2017 Indigenous Voices survey marks the sixth wave of Probe's large-scale, dedicated survey of Indigenous people – their views, preferences and experiences.

## SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with clients and with advice and guidance from Probe's Indigenous Advisory Committee.

## SAMPLE FRAMEWORK

Between March 6 and 29, 2017, Probe Research conducted telephone interviews with 500 First Nations and Métis people in Manitoba. Probe Research employed a multi-model sampling strategy to access this defined sub-population.



A total of 224 eligible respondents were identified based on previous Probe surveys in which respondents defined themselves as Indigenous people.



To ensure a representative proportion of on- and off-reserve First Nations people were included in the sampling, data collection was augmented by targeted in-bound calling to selected northern and remote First Nations communities as well as to residents of urban areas with higher proportions of Indigenous peoples, as defined by the 2011 National Household Survey. This netted a further 247 respondents.



Finally, 29 respondents were contacted based on personal referrals from among the 471 respondents noted above.

FOR MORE  
INFORMATION:



MARY AGNES  
WELCH

RESEARCH ASSOCIATE



850 – 125 Garry St.  
Winnipeg, MB  
R3C 3P2

(204) 926-6563  
maryagnes@probe-research.com

## METHODOLOGY (CONTINUED)



Due to the mixed methodology used to ensure a representative sample was collected, calculating margins-of-error would not apply here. However, if random sampling had been applied, the margin-of-error for a sample of this size (n=500) would typically be +/- 4.38 percent (19 times out of 20). Minor statistical weighting was applied to ensure the sample corresponds with the demographic characteristics of the province's Indigenous peoples as a whole, as defined by the 2011 National Household Survey.



As an incentive for survey participants, interested respondents were entered into a draw to win one of five \$100 Visa gift cards. Once reached by telephone, respondents were offered a chance to complete the survey online. Thirty-six respondents did so.



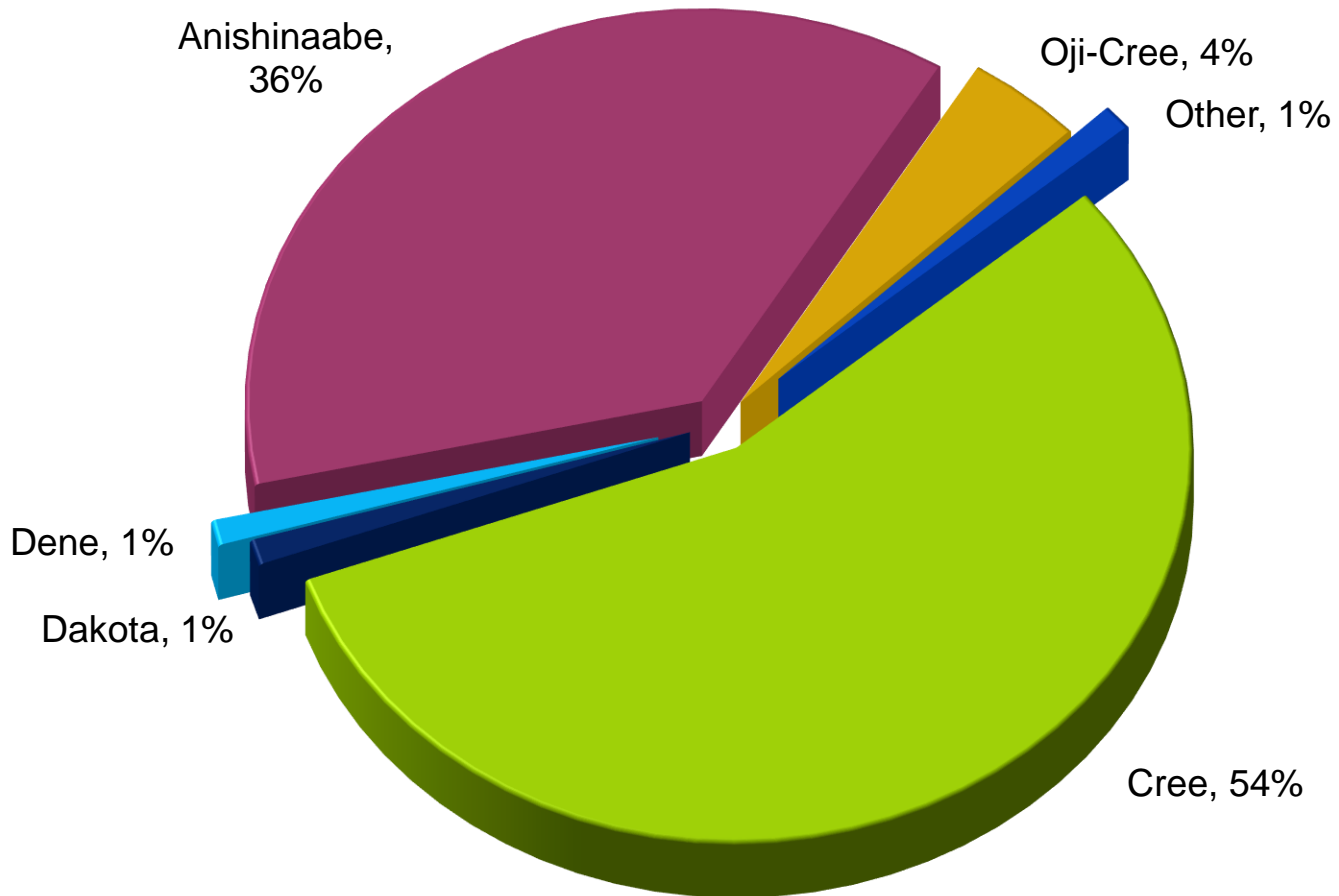
Data results for the inbound telephone interviewing portion of the study were collected using a Computer Assisted Telephone Interviewing (CATI) system. Random digit dialing was used to ensure all Indigenous adults in Manitoba with residential land-lines and mobile phones would have an equal opportunity to participate in the survey.

# Profile of Respondents

	Total	Gender		Age			Region			Indigenous Identity	
	Total Indigenous (500)	Men (236)	Women (264)	18 – 34 (199)	35 – 54 (190)	55+ (93)	Winnipeg (185)	South/ West (145)	North (170)	First Nation (297)	Métis (182)
<b>Gender</b>											
<b>Men</b>	47%	100%	0%	48%	47%	46%	46%	46%	49%	45%	50%
<b>Women</b>	53%	0%	100%	52%	53%	54%	54%	54%	51%	55%	50%
<b>Age</b>											
<b>18 – 24</b>	15%	19%	12%	38%	0%	0%	15%	15%	15%	18%	11%
<b>25 – 34</b>	25%	22%	28%	62%	0%	0%	27%	21%	26%	30%	18%
<b>35 – 44</b>	18%	17%	19%	0%	48%	0%	18%	16%	20%	18%	19%
<b>45 – 54</b>	20%	20%	19%	0%	52%	0%	19%	22%	19%	18%	22%
<b>55 – 64</b>	10%	11%	9%	0%	0%	53%	9%	12%	9%	8%	12%
<b>65+</b>	9%	7%	10%	0%	0%	47%	9%	9%	8%	5%	13%
<b>Region</b>											
<b>Winnipeg</b>	37%	36%	38%	38%	36%	36%	100%	0%	0%	30%	49%
<b>South/West</b>	29%	28%	30%	26%	29%	33%	0%	100%	0%	24%	36%
<b>North</b>	34%	36%	33%	35%	35%	31%	0%	0%	100%	46%	15%
<b>Indigenous Identity</b>											
<b>First Nations</b>	59%	57%	61%	71%	56%	44%	48%	49%	81%	100%	0%
<b>Métis</b>	36%	38%	35%	27%	39%	49%	48%	46%	16%	0%	100%
<b>Inuit/Multiple</b>	4%	4%	4%	3%	5%	7%	4%	5%	4%	0%	0%

# First Nations Identity

**S7.** "Please tell me a little more about your First Nations identity. Are you...?" (n=297)



# Anxiety Regarding Cultural Erosion

- 2011/12 to 2017 -

**C8c.** "...I am worried that Indigenous cultures and traditions may gradually disappear."

