



INDIGENOUS VOICES OMNIBUS SURVEY 2017

VIEWS ON CANADIAN IDENTITY



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.



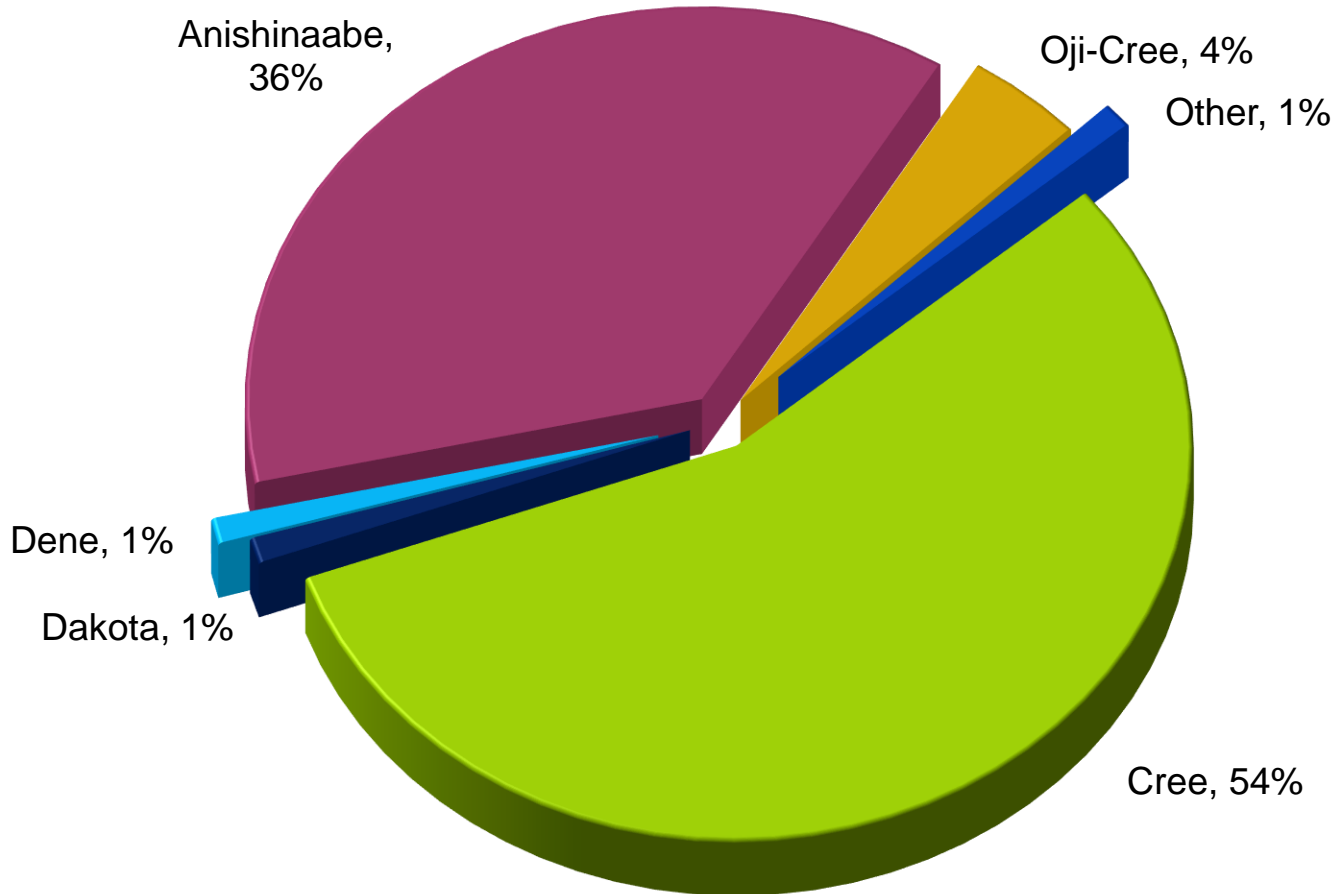
Data results for the inbound telephone interviewing portion of the study were collected using a Computer Assisted Telephone Interviewing (CATI) system. Random digit dialing was used to ensure all Indigenous adults in Manitoba with residential land-lines and mobile phones would have an equal opportunity 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)
Gender											
Men	47%	100%	0%	48%	47%	46%	46%	46%	49%	45%	50%
Women	53%	0%	100%	52%	53%	54%	54%	54%	51%	55%	50%
Age											
18 – 24	15%	19%	12%	38%	0%	0%	15%	15%	15%	18%	11%
25 – 34	25%	22%	28%	62%	0%	0%	27%	21%	26%	30%	18%
35 – 44	18%	17%	19%	0%	48%	0%	18%	16%	20%	18%	19%
45 – 54	20%	20%	19%	0%	52%	0%	19%	22%	19%	18%	22%
55 – 64	10%	11%	9%	0%	0%	53%	9%	12%	9%	8%	12%
65+	9%	7%	10%	0%	0%	47%	9%	9%	8%	5%	13%
Region											
Winnipeg	37%	36%	38%	38%	36%	36%	100%	0%	0%	30%	49%
South/West	29%	28%	30%	26%	29%	33%	0%	100%	0%	24%	36%
North	34%	36%	33%	35%	35%	31%	0%	0%	100%	46%	15%
Indigenous Identity											
First Nations	59%	57%	61%	71%	56%	44%	48%	49%	81%	100%	0%
Métis	36%	38%	35%	27%	39%	49%	48%	46%	16%	0%	100%
Inuit/Multiple	4%	4%	4%	3%	5%	7%	4%	5%	4%	0%	0%

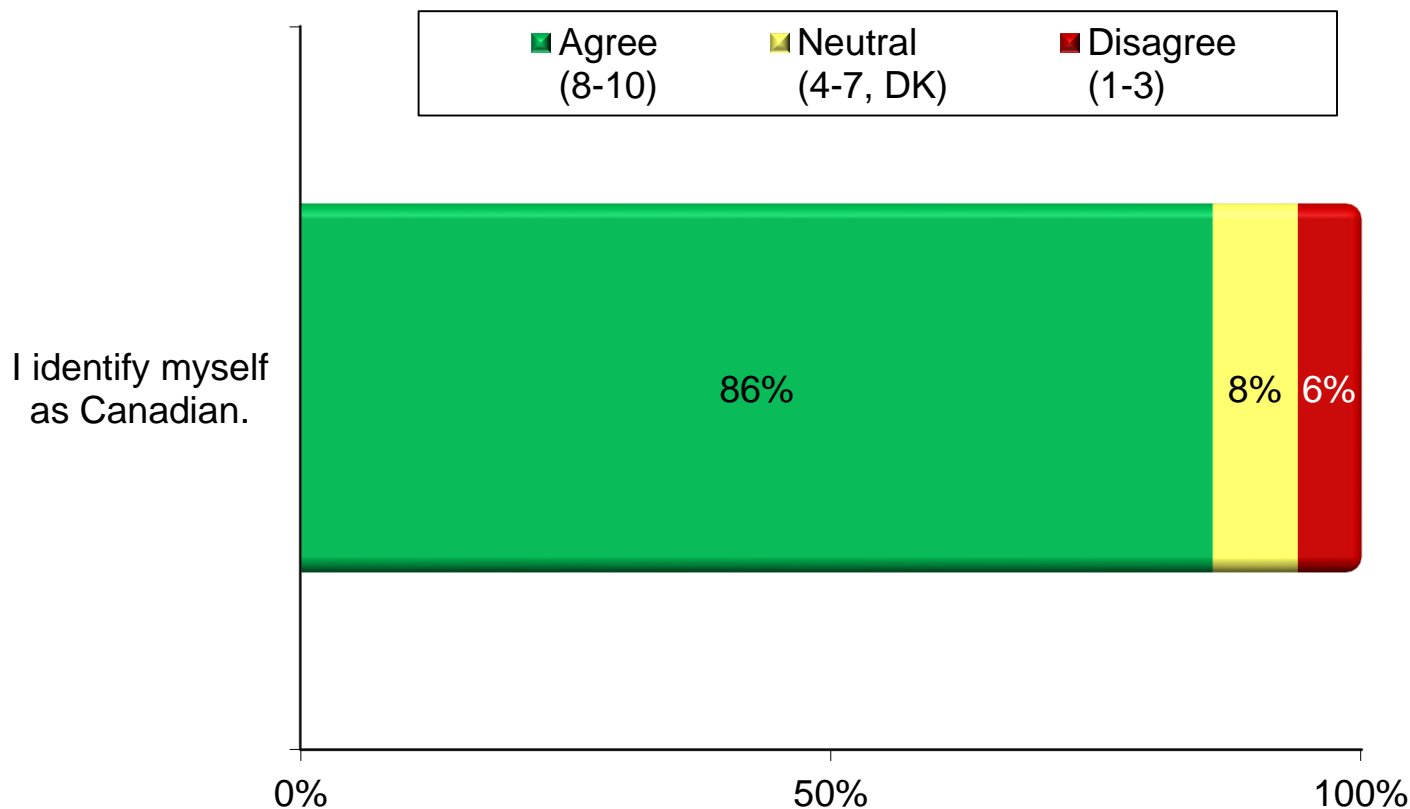
First Nations Identity

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



Manitoba Indigenous Peoples' Views on Identity and Discrimination

CBCC8j. *“People have many different views when it comes to Indigenous issues. I want to read you a few statements about these kinds of issues and, for each one, I’d like to find out if you agree or disagree. Again, using our ten-point scale where a 1 means you strongly disagree and a 10 means you strongly agree, please rate yourself on each statement. OK, the first statement is...” (RANDOMIZED) (n=500)*



Manitoba Indigenous Peoples' Views on Canadian Identity

- Across Socio-Demographic Subgroups -

CBCC8j. "...using a ten-point scale where a 1 means you strongly disagree and a 10 means you strongly agree, please rate yourself on each statement: **I identify myself as Canadian.**" (n=500)

% "Agree" (8-10)

