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**In This Issue**

**September 2016**

[In the News](#)

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

[In The Works](#)

**WHAT'S NEW**

**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.*

**Committing Sociology - New book now available from the Environics Institute**

The Institute is marking its 10th anniversary with the publication of a new book, *Committing Sociology*. This volume includes a collection of selected short essays and commentaries written by the Institute and its collaborators that have appeared in such publications as *The Globe and Mail*, *Policy Options* and the *Literary Review of Canada* over the past decade.

The pieces draw from the Institute's research, and cover a range of themes such as social diversity, Canada and the US, and electoral politics. And there is commentary from notable public intellectuals Janice Stein, Doug Saunders and Tom Flanagan.

The book is available at \$24.95 in selected bookstores and online at [Committing Sociology-Amazon.ca](#)



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**New survey on democratic governance and reform**



The world is changing rapidly, due in large part to fundamental transformations brought about by globalization, the digital revolution and social trends. By comparison, the institutions of government in Canada have changed very little; they would easily be recognized by someone living 50 or even 100 years ago.

How do Canadians view the country's current institutions of government, what importance do they place on reform, and what types of changes would they like to see or be prepared to accept?

To answer these questions, the Environics Institute partnered with the [Institute on Governance](#) to conduct a national public opinion survey on Canadian democratic governance and reform. The survey looks at public perceptions about governance at the federal level, and support for reforms across a range of institutions, including Parliament, the electoral system and the Senate, as well as exploring such topics as engagement with Canadians, representation of Indigenous peoples, the use of digital technology, and governance of the sharing economy.

The study was publicly released on September 8, 2016, and has been featured in a series of in-depth articles by senior journalist Kathryn May in the *Ottawa Citizen*, and [commentary by Michael Adams in iPolitics](#).

[Read the full report.](#)

## Environics Institute celebrates 10th anniversary with Robert Putnam



On June 6, 2016, the Environics Institute celebrated its 10th anniversary with a special public event co-hosted with the University of Toronto's [Munk School of Global Affairs](#) and its Centre for the Study of the United States. The event, before a capacity crowd of close to 500 at the Isabel Bader Theatre in Toronto, featured **Dr. Robert Putnam**, Harvard political scientist and one of the leading social scientists of our time (perhaps best known for his seminal work on social capital, [Bowling Alone](#)).

Professor Putnam spoke about social change in the USA, and identified a series social, political and cultural trends (e.g., income equality, political collaboration, associational membership, immigration) in the USA that have no apparent connection but share a very similar trajectory (rising dramatically from around 1900 to the mid-1960s, and then declining just as rapidly to our present day). He posed the question about what might cause such seismic shifts over the 20th century, which represent a massive swing from individualism to communitarianism, and back again. This presentation marked the beginning of his exploration of an answer, and what it may tell us about what happens next in the USA (as well as lessons for Canada and other western democracies).

The presentation was followed by a panel discussion on a Canadian perspective to this topic, with two noted Canadian experts on social capital: Dr. Kwame McKenzie (Wellesley Institute) and Dr. Keith Banting (Queen's University). The panel was moderated by Rahul Bhardwaj (outgoing Toronto Foundation CEO).



## New survey on public knowledge and opinions about Indigenous Peoples



Canada's relationship with the Indigenous Peoples who first inhabited this land continues to be largely unresolved and fraught with controversy. The Truth and Reconciliation Commission provided the latest compelling evidence of a troubled history and its contemporary legacy. There are currently a host of persistent issues, ranging from education reform in Aboriginal communities, to proposed pipelines crossing native lands, to treaty rights

and land claims.

In this context, it is essential to take a proper reading of Canadian public opinion as it stands today. What is needed is a current, balanced and thoughtful understanding of the non-Aboriginal population in Canada, in terms of what it knows and thinks about Indigenous Peoples and the issues they are confronting. An important focus of this research is on understanding what reconciliation means to non-Aboriginal Canadians, and establishing the basis for measuring progress on reconciliation over time.

On June 8, 2016, the Environics Institute published a major survey of non-Aboriginal Canadians on what they know and think about Indigenous Peoples in Canada. The research was conducted in partnership with seven leading Indigenous and non-Aboriginal organizations: [Circle on Philanthropy and Aboriginal Peoples in Canada](#), [Tides Canada](#), [the Institute on Governance](#), [Canadians for a New Partnership](#), [the National Centre for Truth and Reconciliation](#), [the Inspirit Foundation](#), and [Reconciliation Canada](#). Sponsorship was also generously provided by [Birch Hill Equity Partners](#).

[Read the full report](#)

[Listen to CBC Podcast Interview with Research Director Keith Neuman](#)

## PROJECT UPDATE

### Understanding Canada's millennial generation

The Institute is now in the final stages of completing a ground-breaking study of Canada's millennial generation, in partnership with [The Counselling Foundation of Canada](#), [RBC](#), the [J.W. McConnell Family Foundation](#), and [Apathy is Boring](#).



Canada's millennials (born between 1980 and 1995) are coming of age and arguably 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.

This study breaks new ground in revealing how members of this generation are realizing their place in society as citizens in such areas as civic engagement, community involvement, career aspirations and life goals. A central feature of the research is an examination of these topics through the lens of millennial's distinct social values tribes, building upon the social values research showcased in Michael Adams' groundbreaking book *Sex in the Snow* which in 1997 charted the social values tribes of Elders, Boomers and Gen-Xers.

Stay tuned for the public release of this important study in January 2017

### Black Experience Project to be released in early 2017



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, the Jamaica Canadian Association, the Region of Peel, the City of Toronto, 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 between February and December 2015. Analysis of the results is underway, and the study findings are scheduled to be released at a major public event hosted by [TD Bank](#) in February 2017 (coinciding with Black History Month).

## IN THE WORKS

### How Canadians feel about immigration and multiculturalism



Multiculturalism has become a defining part of Canada's reality in the 21st century, and we appear to stand out among nations in welcoming immigrants and refugees. But is the largest global refugee crisis since the Second World War now having an impact on the Canadian public's support for our current policies of immigration and multiculturalism?

To answer this question, the Environics Institute is conducting a new national public opinion survey on immigration and multiculturalism, in partnership with the [Canadian Race Relations Foundation](#). This new research will update previous Environics' Focus Canada surveys to identify how opinions have changed (or not) over the past year and across decades. Results will be published later this year.

### Upcoming global survey on social values

This fall the Environics Institute will launch the first of a new series of global surveys on selected topics, in partnership with RIWI, using this company's state-of-the-art digital technology platform. The first survey will cover 60 countries, and look at public attitudes towards underlying social values pertaining to such topics as patriarchy and gender equality. Stay tuned for results later this year.



## AT THE INSTITUTE

### Michael Adams



Over the past few months, Michael has published commentary pieces in *The Globe and Mail* and elsewhere on a number of topics, including Canadians' views about [reform of our democratic institutions](#), [screening immigrants for anti-Canadian values](#), [the values challenge facing federal Conservatives](#), [public openness for reconciliation with Indigenous Peoples](#), and [why Muslims are proud Canadians](#) (co-authored with Dr. Kathy Bullock).

In August he gave an invited address at the [2016 Queen's International Institute on Social Policy Conference](#) in Kingston on building social cohesion in Canada. In November he will be presenting the Institute's latest research on Indigenous Peoples at the [Sharing the Land, Shaping a Future National Forum](#), in Winnipeg in early November.

### Keith Neuman

Executive Director Keith Neuman was recently elected as a Fellow to the [Marketing Research and Intelligence Association \(MRIA\)](#). MRIA is the professional association representing the country's marketing and public opinion organizations and individuals, and Fellowship is the highest honour it can bestow upon a member. The awarding of Fellowship status confirms achievement of the high standards and expectations of the profession, and that the individual's contributions stand as a model for others within the profession.



In August, Keith gave an invited address at the [2016 Couchiching Institute for Public Affairs Summer Conference](#) in Orillia Ontario on the themes of citizenship, inclusion and diversity. On October 26, he will be participating as a speaker at the [Canadian Race Relations Foundation 2016 National Conference](#) in Toronto.



#### 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](#)

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