

Winter 2002 Survey of First Nations People Living On-Reserve

Final Report

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Indian and Northern Affairs
10 Wellington Street, Room 1900
Hull, Quebec
K1A 0H4

Submitted by:

EKOS Research Associates Inc.

Head Office: 99 Metcalfe Street, Suite 1100, Ottawa, Ontario K1P 6L7 – Tel: (613) 235-7215 – Fax: (613) 235-8498
Toronto Branch: 480 University Avenue, Suite 1006, Toronto, Ontario M5G 1V2 – Tel: (416) 598-8002 – Fax: (416) 598-2543
Edmonton Branch: 9925 109 Street NW, Suite 606, Edmonton, Alberta T5K 2J8 – Tel: (780) 408-5225 – Fax: (780) 408-5233
E-mail: pobox@ekos.com

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APPENDIX A: Questionnaire

APPENDIX B: Survey Response Rates

(Under Separate Cover)

APPENDIX C: Detailed Survey Result Tables

1 INTRODUCTION

This survey of First Nations people living on-reserve in Canada was designed to provide INAC, Communications Canada and Health Canada with a representative assessment of the views of First Nations people living on-reserve in a number of key issue areas. These include: 1) general attitudes regarding priorities and views about performance of the Government of Canada; 2) patterns of contact with the Government of Canada and service requirements, as well as satisfaction with service delivery; 3) optimal methods of communication from the Government of Canada; 4) view on a number of Aboriginal specific topics (e.g., treaties, self-government and self-sufficiency). Two specific programming areas were also explored: 1) an anti-smoking advertisement campaign; and 2) an Aboriginal radio series aired in Saskatchewan. The information flowing from this research will inform the Department's broader consultation strategies. This large, national survey is the first of its kind in Canada.

Three eligibility requirements were set for the survey:

- a member of an Indian Band or First Nation;
- resident (for at least some part of the year) on a reserve in Canada; and
- being 18 years of age or over.

The sample frame was built on the basis of selected postal codes in Canada. These postal codes were associated with all census sub-divisions (CSDs) identified by Statistics Canada as being a reserve or from the physical locations of the 630 or so Band offices across Canada. Once an exhaustive list of postal codes was created, the associated telephone numbers from all phone books in Canada were pulled. This list of telephone numbers

included approximately 120,000 telephone numbers. When compared to the population distribution of 368,000 or so First Nations people living on-reserve (from INAC), the sample frame appears to under represent residents of Quebec, Manitoba and Saskatchewan and over represent residents of British Columbia. Beyond the primary construction of the sample frame, there was some fine-tuning to exclude some postal codes that incurred, particularly high ineligibility rates during the first few days of data collection.

The survey sample contains a total of 1,423 completed interviews with First Nations residents of reserves. The maximum margin of error associated with the overall sample is +/- 2.6 per cent, at a 95 per cent confidence interval. The survey sample was stratified to include 150 completed interviews with residents in each province (although the Atlantic provinces were collapsed with 150 cases represented in the final sample for the whole region), with an additional oversample in Manitoba and Saskatchewan (for a total of 350 cases in each province). Interviews were not conducted in the territories. From the sample frame built, telephone numbers were randomly drawn within the specified stratification. Each of the seven provincial/regional strata of 150 cases carries a margin of error of a maximum of +/- 8.0 per cent, while Saskatchewan and Manitoba carry an error rate of 5.2

The questionnaire was designed in close consultation with each department (Appendix A). The questionnaire was thoroughly tested prior to starting data collection. This included a series of four focus groups (two in Peterborough and two north of Regina) to discuss the questions, wording, scales and flow with residents of two reserves. Once changes were made from this phase of the testing, the telephone questionnaire was tested with 22 individuals in a live pretest. The final questionnaire required an average of 18 minutes to complete over the telephone, using trained interviewers.

The survey was collected between March 5 and March 20. The overall response rate for the survey was 38 per cent. This response rate is quite high. In fact it is higher than obtained for most national, general public surveys conducted today, which typically range between 20 and 30 per cent. The rate of refusal was particularly low at 1.5 refusals per completed interview. In the general public there are typically three to four refusals per complete. Even in the first On-Reserve survey (where the response rate was 52 per cent), the rate of refusal was about 2.5 refusals per complete (Appendix B).

Results of the survey are presented in six thematic sections. Overall results are first presented graphically along with a brief discussion of the overall findings.

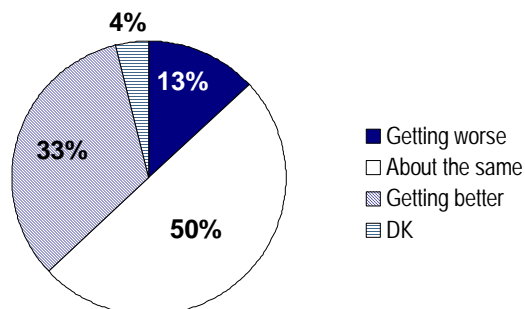
2 GENERAL ATTITUDES REGARDING GOVERNMENT ISSUES AND SERVICE DELIVERY

2.1 Perceived State of Relationship with Canadian Public

Half of the survey respondents (50 per cent) think that the relationship between Aboriginal people and other Canadians is about the same as in the past, while 33 per cent believe that the relationship is getting better and only 13 per cent think that it is getting worse.

Relationship between Aboriginal People and Other Canadians

"In general, do you think that the relationship between Aboriginal people and other Canadians is getting better or worse or about the same as in the past?"



- ❑ Views on this point vary by region. Residents from Atlantic Canada are most likely to think that this relationship is getting better while those from Quebec are most likely to think that it is about the same. The Quebec residents are also least likely to believe that relations are getting worse, whereas those from British Columbia are most likely to feel this way.
- ❑ Individuals with an annual income of \$10,000 to \$19,000 are most likely to think that this relationship is about the same as in the past and least likely to feel that it is getting better.
- ❑ The least educated– those with less than a high school education – are most likely to think that the relationship is staying the same and least likely to believe that it is getting better. Also, those who have used the Internet recently (in the past three months) are somewhat more likely to think that relations are getting better.
- ❑ Respondents who's mother tongue in English are more apt to view the relationship as better, while those with an Aboriginal mother tongue are more likely to say that the relationship is the same.
- ❑ Individuals employed in the service sector are more apt to report a positive change in this relationship.

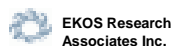
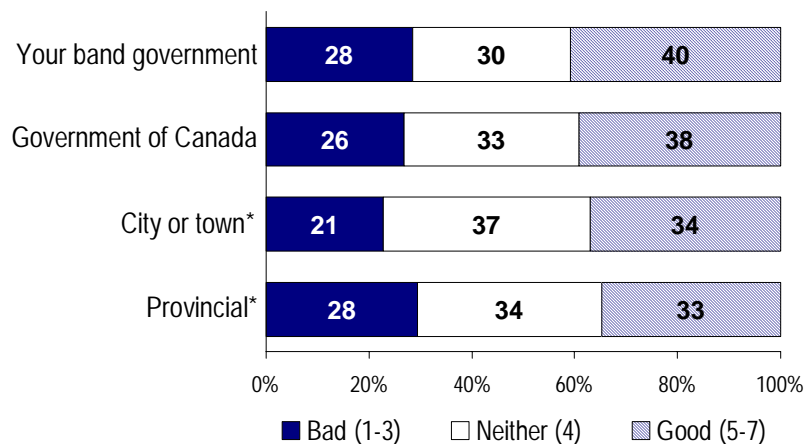
2.2 Perceived Performance of Governments

First Nations residents regard the performance of their Band government and the Government of Canada as somewhat better (40 per cent and 38 per cent, respectively, rated performance as good) than that of the city/town or provincial government (34 and 33 per cent, respectively), although all are viewed in essentially the same fashion.

The current rating of the performance of the Government of Canada is considerably higher than that measured in the baseline (summer of 2001), when only 25 per cent rated it as positive and 29 per cent rated it as negative (i.e., some of the neutral response from last year has been converted to a positive outlook this year). In fact, the current results are even more positive than expressed by the general public in the spring of 2001, when 33 per cent rated the Government of Canada's performance as positive (and 32 per cent rated it as negative).

Performance of Government

"I am going to ask you to rate the performance of a few levels of government...?"



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* ½ sample; Overall n=1423

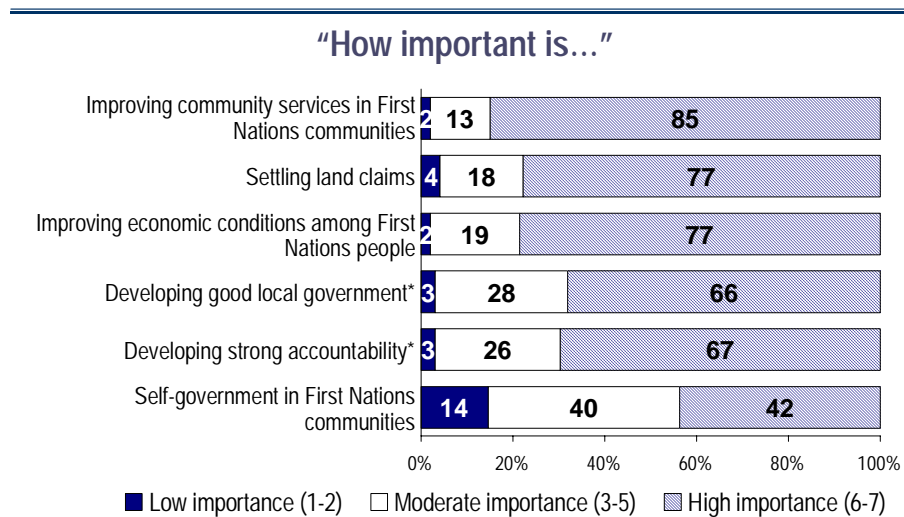
First Nations' Survey 2002

- ❑ With respect to the Band government, performance is viewed as better among residents of Quebec, Ontario and British Columbia, those who do not have children, people who feel that their relationship with the Canadian public has gotten better, and individuals who rated the performance of the federal government as good. The performance of the Band government is viewed as bad for a notably high proportion (42 per cent) of Alberta residents.
- ❑ The overall performance of the Government of Canada is viewed most favourably among residents of Atlantic Canada, those with an annual income of less than \$10,000, people with little education (less than or only some high school), youth (under 25 years of age), the unemployed or people not in the labour force, those who feel that their relationship with the Canadian public has gotten better, and individuals who rated the performance of their Band government as good. This is precisely the same profile as that obtained in the baseline survey.
- ❑ The performance of the city or town government is regarded as better among residents who feel that their relationship with the Canadian public has gotten better and those who rated the performance of the federal and Band government as good.
- ❑ The performance of the provincial government is regarded as better among youth (under 25), those who feel that their relationship with the Canadian public has gotten better, and people who rated the performance of the federal and their Band government as good. On the other hand, provincial government performance is viewed less positively among residents of British Columbia, persons with a high annual income of over \$50,000, those with a college education, individuals who are 35 or older, and those who rated their relationship with Canadians and the performance of the federal and Band government less favourably.

2.3 Priorities

Respondents were asked to rate the importance of a number of issues to them personally or to their community. Residents regard the improvement of services (85 per cent) in First Nations communities as very important, followed by settling land claims (77 per cent) and the improvement of economic conditions among First Nations people (77 per cent), but view self-government in First Nations communities as a comparatively less important issue (42 per cent).

Issue Importance



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* ½ sample; Overall n=1423

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- Improving community services is important to the highest proportion of residents. Individuals residing in the Atlantic provinces stand out in particular, as do parents with children at home and individuals who hold a poor view of the performance of the Government of Canada. Residents of Quebec, youth and the unemployed are slightly less likely to rate community services as a high priority.
- Settling land claims, while important to most people living on-reserve, is a high priority for an even greater proportion of Quebecers. Residents with a university level of education are also more apt to rate it as a priority, along with older individuals (45-54) and the employed. People who perceive the relationship with the broader Canadian public to be worse than in the past and rated the performance of the Government of Canada poorly are also more likely to see land claims as important, as are people who rated their own Band government positively.

- ❑ Improving economic conditions on-reserve is a higher priority in British Columbia and among residents reporting higher educations and incomes, as well as by those who are employed, particularly in management positions. On the other hand, it is a lower priority for youth (under 25), labourers, those from a lower socio-economic background, non Internet users, and individuals who rated the performance of the Government of Canada poorly.
- ❑ Developing good local government is a priority for a greater concentration of Atlantic residents, as well as those reporting higher levels of education and income, 45 to 54 year olds and the employed. Individuals who have had recent contact with the Government of Canada are also more likely to view good local government as important, as are those who view the performance of the Government of Canada positively. On the other hand, residents of Alberta, youth, as well as those without recent contact with the Government and/or a poor view of the Government are less apt to feel this way.
- ❑ Strong accountability in local government is seen as a high priority by a higher proportion of individuals with a college or university level of education, as well as by older residents (45-54). Youth and labourers stand out as rating these as lower priorities.
- ❑ Self government is a priority for the least proportion of people, however, it is important to a larger percentage of women, compared with men, and also to a larger proportion of those who view their Band government positively.

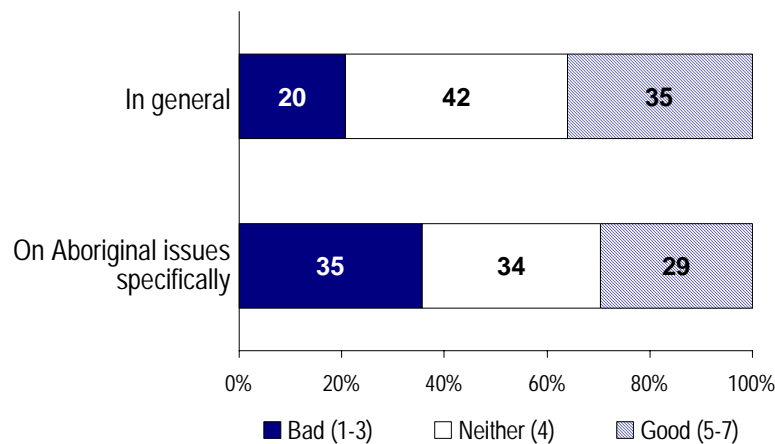
2.4 Quality of Service Delivered by the Government of Canada

Residents regard the quality of service, in general, from the Government of Canada to be somewhat better than the Government's service on Aboriginal issues specifically. For service in general, 35 per cent of respondents rated service as good and 20 per cent as bad. Service on Aboriginal issues fares a little bit worse, whereby 29 per cent rated service as good and 35 per cent rated it as bad.

The current rating of the service delivered by the Government of Canada is higher at 35 per cent than the 29 per cent garnered last year. Also, only 20 per cent currently rate the Government poorly, compared with 32 per cent in the baseline. Last year's numbers seem to be a closer fit to the Government's performance on Aboriginal issues in the current survey results. The results this time on general service levels, however, are not as positive as the results for the general public, where 48 per cent rate the government service as good.

Quality of Service

"How would you rate the Government of Canada on the quality of service it delivers...?"



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n=1423, * half sample n=710

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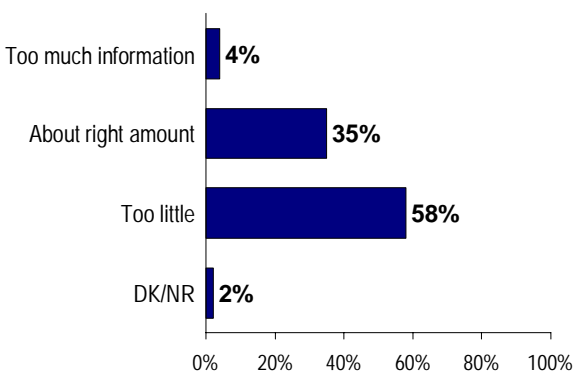
- The youngest residents – those under 25 years of age – are the most likely to regard the quality of government service in general and on Aboriginal issues as good. On the other hand, residents who are 35 years or older are the most likely to rate service as bad. In particular, residents in the 35 to 44 age range are most likely to regard government service related to Aboriginal issues as bad.
- Residents who are currently employed are more inclined to rate both types of government service as bad.
- Residents who rated the performance of the Canadian government and their Band government as bad are in turn more likely to rate the quality of government service in general and on Aboriginal issues as bad.
- Individuals with a high annual income of \$50,000 or more, those with a college or university education, and those who have recently used the Internet are more inclined to rate the quality of government service pertaining to Aboriginal issues as bad.


- This general pattern of responses is very similar to that obtained in the baseline survey last year.

Most First Nations residents on-reserve feel that they do not get enough information from the Government of Canada. The majority (58 per cent) indicated that they receive too little information, while only 35 per cent noted that they get the right amount of information. These results are very similar to those obtained in the baseline, last year.

Amount of Information

“Generally, thinking about the information you receive from the Government of Canada, would you say that you receive...?”



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n=1423

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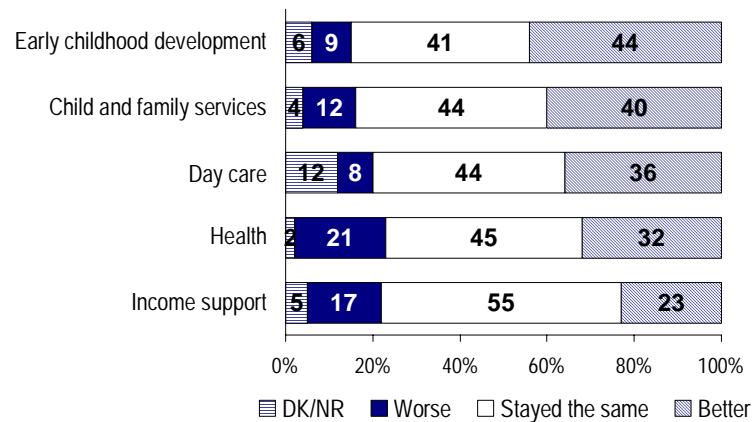
- Younger residents who are less than 35 years old are more inclined to feel that they receive the right amount of information, whereas residents who are older are more likely to think that they get too little information. This latter point is particularly true for residents aged 45 to 54 – 74 per cent of them feel that they receive too little information from the federal government.
- Individuals who rated the performance of the Canadian government and their Band government as bad are the most likely to feel that they receive too little information. On the other hand, those who rated the performance of these two levels of government as good are most inclined to believe that they get the right amount of information from the federal government.
- Respondents inquiring information regarding education were more likely to state that they had received too much information, even if those saying this still only account for ten per cent of those seeking such information. Those looking for information on issues relevant to health and housing were more likely to receive too little information. Those

looking for tax information are more likely to receive the right amount of information for their request.

Residents of Saskatchewan in particular were asked to indicate the direction that they think services are moving in a number of specific areas. Residents feel that federal government services related to children and families have improved the most over the past year. They rated government services as getting better in the areas of early childhood development (44 per cent), child and family services (40 per cent) and day care (36 per cent). For services related to health in general and income support, however, less improvement is perceived. Only 32 per cent and 23 per cent, respectively, rated health services and income support as better, while 21 per cent and 17 per cent, respectively, rated these services as worse.

Quality of Service on Issues

"In the past year or so, would you say that the quality of services you have received from the government of Canada in each of the following areas has gotten better, worse or stayed the same?"



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Overall n=335 (Saskatchewan only)

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- ❑ Individuals who are 25 to 34 years old, who have children, who have recently used the Internet, and who feel that their relationship with the Canadian public is better, are all more likely to believe that early childhood development services have improved. The latter group, which feels that relations with the Canadian public are better, is also more inclined to feel that day care services have improved.
- ❑ Residents who are not currently in the labour force are more likely to feel that child and family services have stayed the same and less likely to feel that they have gotten better. In addition, those who rated the performance of the federal government as bad

and who feel that their relationship with the Canadian public has gotten worse are more likely to feel that these services have gotten worse.

- ❑ Residents who rated the performance of the federal government as good are more likely to feel that health services have gotten better, while those who rated government performance as bad and those aged 35 to 44 years old are more inclined to think that these services have gotten worse.
- ❑ Residents with a low annual income of less than \$10,000, those who feel that relations with the Canadian public are worse, and who rated the performance of the federal government as bad are all more likely to feel that income support services have gotten worse.

3 RECENT CONTACT AND COMMUNICATIONS ISSUES

3.1 Recent Contact with the Federal Government

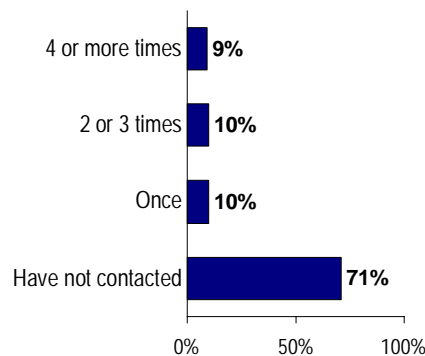
Survey respondents were asked to indicate whether they have contacted the federal government for service within the last three months. They were also asked to indicate whether they contacted the Government of Canada directly or by going through their Band or Tribal Council office. In the past three months, 41 per cent of residents living on-reserve reported that they contacted the Government of Canada for service, even though only 27 and 29 per cent have contacted the government using one method. This is much higher than the proportion that had recently contacted the federal government in the baseline survey (24 per cent). The baseline survey, however, did not specify method of contact, so presumably that first survey profiled direct contact only.

Respondents do not appear to favour one approach for contacting the federal government over another: a total of 29 per cent contacted the government directly (without going through the Band or Tribal Council office), while 26 per cent made contact by going through the Band or Tribal Council office.

Frequency of Contact

"In the past three months, approximately how many times have you contacted the Government of Canada for service..."

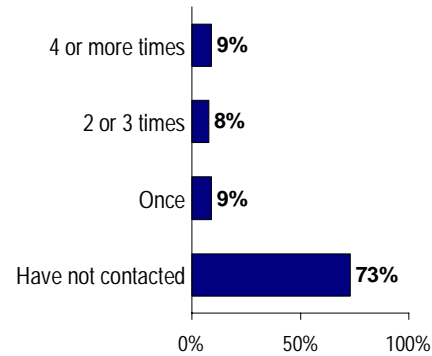
directly (without going through the band or Tribal Council office)



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n=1423

by going through the band or Tribal Council office?



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- First Nations people with higher levels of education and those in management positions are more likely to have made direct recent contact with the Government of Canada.
- The level of contact (either directly and through a Band or Council Office) is significantly lower among older (55 and over) individuals. Contact through a Band or Council Office is highest among youth (18-25), and direct contact is highest among those aged 25 to 34.
- People with children are more likely to have made direct contact in the last three months. Also, those who have used the Internet within the last three months are more likely to have contacted the Government of Canada recently, either directly or through a Band or tribal Council Office.
- Respondents who rated the federal government's performance as poor are more likely to have contacted the government in the last three months (using either approach). Those who rated the performance of their Band government as good are more likely to have made contact through their Band or Tribal Council office.

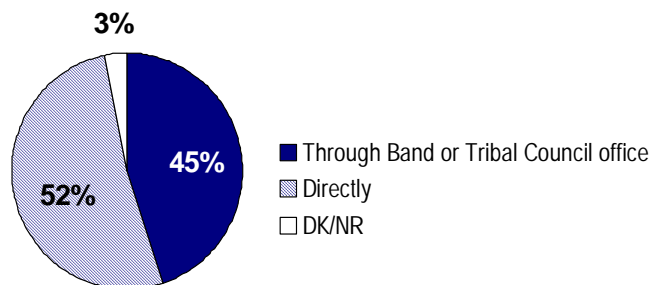
Among those who have contacted the Government of Canada, contact is quite frequent. Close to two-thirds of respondents who have made a request of the federal government in the last three months have done so more than once. Roughly one-third of those who have contacted the Government of Canada recently for service did so once, while one-third contacted the Government of Canada two or three times and one-third contacted the Government four or more times.

3.2 Most Recent Contact with the Federal Government

Those who have contacted the Government of Canada both directly and through a Band or Tribal Council office in the last three months were asked how they made their most recent request. Just over half (52 per cent) made their most recent request directly, and slightly less than half (45 per cent) made their most recent request through a Band or Tribal Council Office.

Source of Recent Information Request

“Did you make your most recent request for information or services, through the Band or Tribal Council office or did you make it yourself?”



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n=216

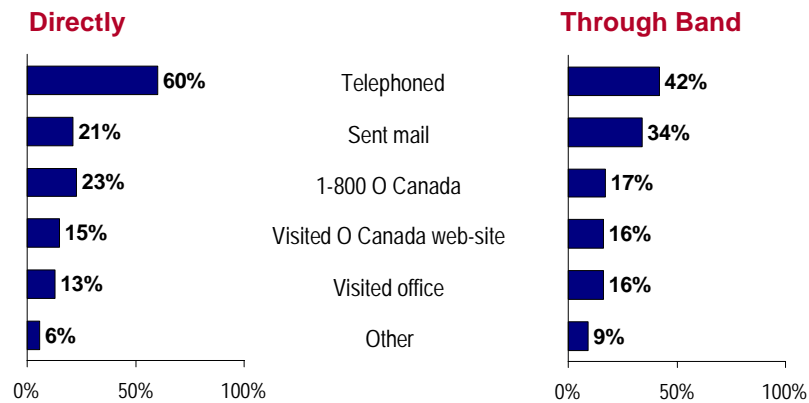
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- Residents of Saskatchewan were more likely than others across the country to contact the government directly, rather than through their Band office.

Survey respondents were also asked to indicate the means they used to contact the federal government in their most recent request. The pattern of contact is similar using direct means or going through a Band office. The most frequent means by which people contact the Government of Canada is by telephone. Over half (60 per cent) of those who contacted the government directly did so by telephone, while 42 per cent of those who contacted the government through a Band or Tribal Council office used the telephone. Mail, the government's 1-800 number, or an in-person visit to a government office are the next most common means used to contact the Government of Canada in the last three months.

Mode of Contact

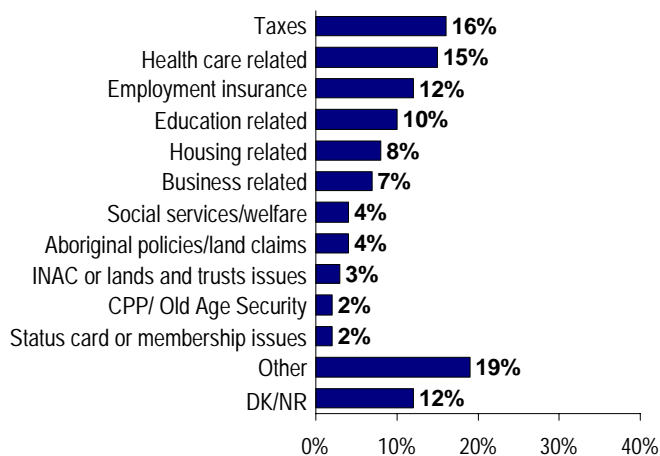
"How did you contact the Government of Canada (through your band/directly) in your most recent request for information or service?"



Respondents were asked to indicate what they were looking for in the most recent request they made to the Government of Canada. The two most common responses are taxes and health care related issues, followed by employment insurance and education-related issues. In addition to the most common responses, many other types of requests are mentioned (19 per cent of responses fall into the “other” category). These responses include general statistics or information (five per cent), general grants or funding (four per cent) birth or marriage certificates (one per cent), and infrastructure (two per cent).

Type of Information

“What were you looking for in your most recent request?”



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n=586

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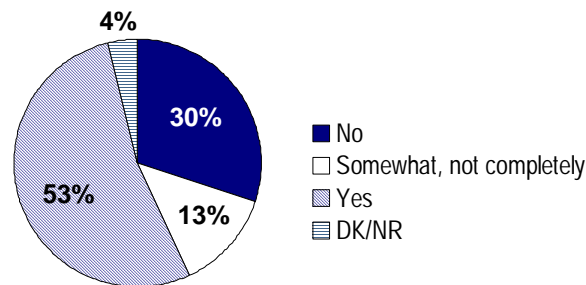
- Men are more likely than women to have indicated they were seeking information on employment insurance or infrastructure, while women are more likely to have been seeking information on social services.
- People who describe themselves as labourers are more likely to have been seeking information on housing or employment insurance, those in service occupations are more likely to have been looking for information on social services or welfare, and those in management positions are more likely to have had business-related requests.
- Those who rated the federal government's performance as neither good or bad are more likely to have made a recent request related to taxes. People who rated the government's performance poorly are more likely to have made business-related requests, or requests concerning Aboriginal policies or land claims, while those who rated the federal government's performance as good are more likely to have made a recent request concerning education.

3.3 Satisfaction with Service or Information Provided

Survey respondents were asked whether they received what they were looking for in their most recent request to the federal government. The response is mixed: over half (53 per cent) of those surveyed believe that they received what they were looking for in their most recent request to the federal government, while less than a third (30 per cent) feel their request was not fulfilled, and 13 per cent believe that their request was somewhat (but not completely) fulfilled.

Satisfaction with Recent Request

“Did you get what you were looking for in your most recent request?”



- People who identify English as their first language are significantly more likely to have reported that they received what they were looking for in their request to government (60 per cent), while those who identified an Aboriginal language as their mother tongue are far less likely to feel this way (48 per cent).
- Youth are more apt to believe that their request was fulfilled, compared with older individuals. Those aged 55 and over are least apt to believe that their request was fulfilled.
- People who rated the performance of the federal and Band governments as good and those who believe the relationship between Aboriginal people and Canadians has improved are more likely to have reported that their request to the federal government was met. This pattern suggests that people reporting a more positive view about the

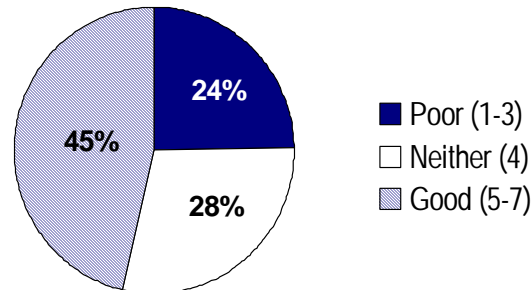
information they received generally hold a more positive view on most things covered in the survey.

- ❑ Those that went through the Band or council office for their last request were less likely to receive the information they were looking for, compared with respondents who accessed government directly.
- ❑ Requests for information on housing or health were less likely to result in the information they were looking for. Requests were more likely to be fulfilled for information regarding taxes and issues relevant to Human Resources Development Canada, such as Employment Insurance.
- ❑ Respondents that had used the website for their information request were less likely to receive the information they were searching for.
- ❑ As expected, receiving the information requested has a large impact on the perceptions of service provided by the government, in general and in the most recent request specifically, as well as on one's perception of whether the amount of information received is too much, too little or the right amount. It also has an influence on whether information received from the government is generally perceived as being useful. One factor to keep in mind, however, is that people who reported receiving the information they requested, also provided positive ratings in a wide variety of areas and may have been more inclined toward a more positive response in each of these areas.

To gauge satisfaction with the service or information provided by the federal government, respondents were also asked to rate the Government of Canada on the quality of service it delivered on their most recent request. Results indicate that people are moderately satisfied with the quality of service or information they received in their most recent request to the Government of Canada. While a total of 45 per cent of those who contacted the government said the information or service they received in their most recent request was good (a rating of between five and seven out of seven), almost one-quarter (23 per cent) rated the quality of information or service as poor (a rating of one to three out of seven). The remainder feels the quality of information or service was neither good nor bad. These results are slightly more positive than those received in the baseline survey, where only 35 per cent rated the quality of service or information as good and 42 per cent rated it as poor.

Quality of Service in Most Recent Request

“How would you rate the Government of Canada on the quality of service it delivered in the most recent request...?”



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n=1423, * half sample n=710

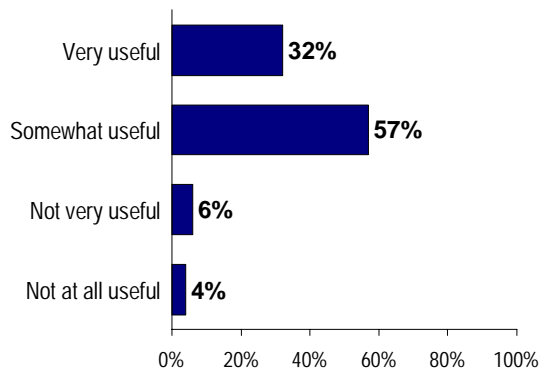
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- Youth are more likely to have rated the quality of service or information received from the federal government as good (56 per cent agree), while people 35 and older are less likely to agree.
- People who believe the relationship between Aboriginal people and other Canadians is getting worse and those who rated the performance of government (both federal and Band) poorly are more likely to have rated the quality of service or information received as bad.
- Respondents rated the quality of information or service received from their most recent request much more highly than the quality of service the Government of Canada delivers in general or the quality of service delivered specifically on Aboriginal issues.
- Respondents that sought information directly from the government rated the quality of information higher than those who searched for information through a Band or tribal council office.
- Those that sought information on health issues rated the quality of information as being less satisfactory in that most recent request. Those looking for tax information were more satisfied with the quality of information they received. It should be noted that the type of information request in the most recent search has an impact on service ratings in that most recent requests, but not on the ratings of service overall.

Finally, respondents were asked to evaluate the usefulness of the information they receive from the federal government in general. The majority (89 per cent) indicated that the information they receive from the Government of Canada is useful, and only 10 per cent feel that it is not useful.

Usefulness of Information

“Generally, thinking about the usefulness of the information you get, would you say it is very useful, somewhat useful, not very useful, or not at all useful?”



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n=556

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- Not surprisingly, those who rated the performance of the federal government and of their Band government as poor are more likely to view the information they receive from the federal government as not being useful.
- People who contacted the Government directly were more likely to view the information received as being very useful, compared with those who went through their Band office.
- Those that had contacted the Government of Canada by using the 1-800 O Canada hotline were more likely to rate the information they received as being very useful.

3.4 Preferred Methods of Communication

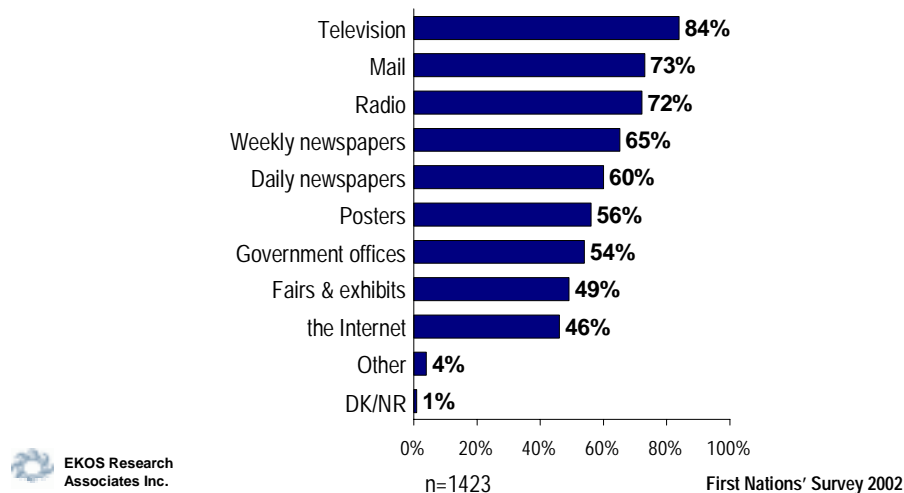
Respondents were asked to determine the usefulness of a number of different ways the Government of Canada can provide information to them. More specifically, they were asked to indicate whether a number of different methods of communication would be useful to them. As with the first survey, television is the method rated as useful by the greatest number of people (84 per cent in this survey and 77 per cent in the first survey). Close to three-quarters identified mail and radio as useful means of communication, while weekly and daily newspapers also garner high levels of support.

While preferred communication methods remain roughly the same as in the first survey, the proportion of people who find most methods useful is higher in this survey. Note the following:

- 73 per cent said mail is useful, as opposed to 66 per cent in the baseline survey;
- 72 per cent find radio useful, as opposed to 66 per cent last time;
- 56 per cent find posters useful, as opposed to 48 per cent last year; and
- 46 per cent find the Internet useful, as opposed to 40 per cent.

Ways of Providing Information

"There are a number of different ways the Government of Canada can provide information to Canadians. I am going to read you a list of ways and I'd like you to tell me for each one if it's useful to you?"

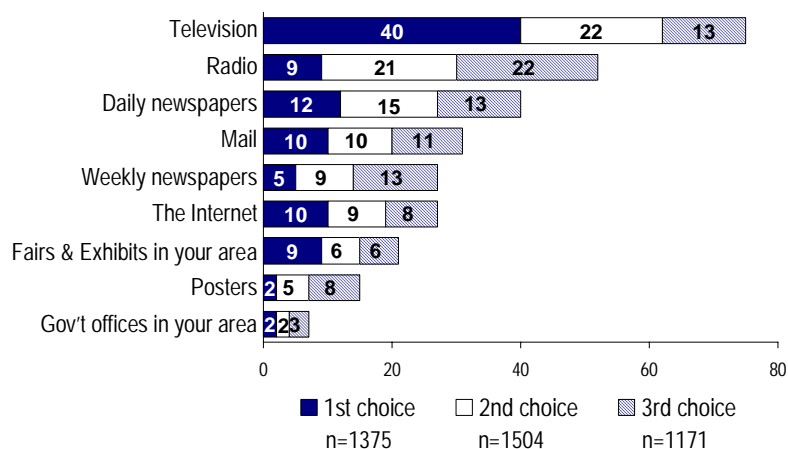


- Once again, the perceived usefulness of the Internet is higher among those with higher household incomes. There is a strong link between level of education and perceived usefulness of the Internet; people with less than a complete high school education are significantly less likely to consider the Internet a useful way for the federal government to communicate with them. Perceived usefulness of the Internet is also related to age: people under 35 are most likely to see the Internet as a useful means of communication, while those aged 45 and over are far less likely to do so. Finally, perceived usefulness of the Internet is also strongest among individuals in professional or managerial employment positions.
- Those with some high school education are more likely to consider radio a useful means for the government to communicate with them.

In order to gauge the relative usefulness and preferred means of communication with the Government of Canada, respondents were also asked to identify the first, second and third *most* useful way of receiving information from the federal government. Television is rated the highest by a large margin, with 40 per cent selecting it as the most useful means of receiving information from the federal government, 22 per cent rating it as the second most useful means, and another 13 per cent selecting it as the third most useful. Radio is the next most popular method, with 52 per cent overall choosing radio as the first, second or third most useful means of receiving information. Daily newspapers, the mail, weekly newspapers, the Internet, and government offices all received a fair amount of interest, although far less than the leading two choices.

Most Useful Way

“And of... the one’s you picked, which is the MOST useful?”



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Ratings of the three most useful sources of information are similar to the ratings received in the first survey. Television was also rated highest in the baseline survey followed by radio, and they received similar levels of support in both surveys. Television was rated among the top three ways the federal government can provide information by 77 per cent in the first survey (as opposed to 75 per cent in this one). Similarly, radio was rated among the top three communication methods by 57 per cent in the baseline survey and 52 per cent in the current survey. Additional communication methods were tested in this survey: government

offices (which was rated among the top three communication methods by 21 per cent) and fairs and exhibits (which was only rated as one of the top three ways by seven per cent).

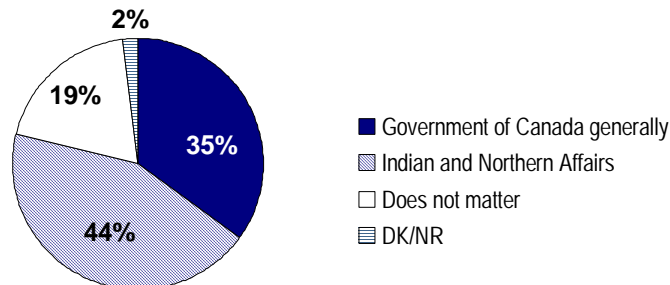
- ❑ As in the first survey, there are a few regional differences in the preferred means of communication. While television was consistently rated highest overall, radio is more popular in Saskatchewan and daily newspapers fare better in Alberta, Manitoba and Atlantic Canada.
- ❑ Again, interest in the Internet is highest among those with higher levels of income and education

3.5 Preferred Information Source

When receiving information from the federal government, respondents were asked whether they would prefer to receive it from the Government of Canada generally or from Indian and Northern Affairs specifically. People are fairly divided on this question, although more (44 per cent) prefer to receive information from Indian and Northern Affairs specifically, while 35 per cent prefer to receive information from the federal government generally.

Source of Information

“Of the information that you receive from the federal government, would you prefer to get it from the Government of Canada generally, or from Indian and Northern Affairs specifically?”



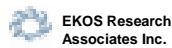
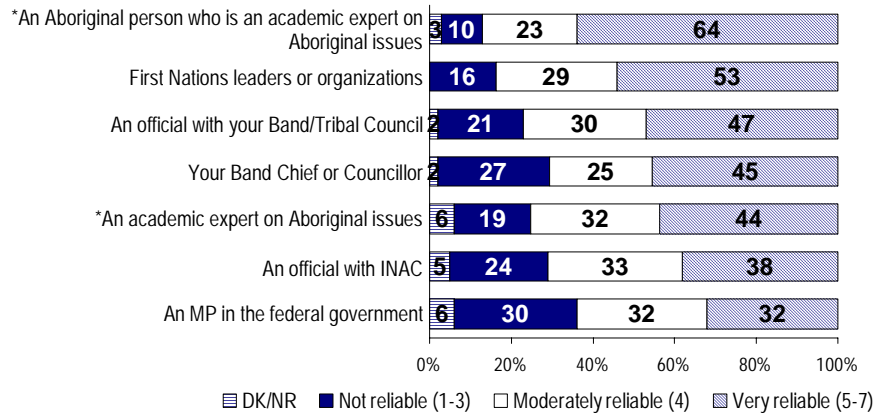
- ❑ Men are more likely than women to prefer to receive information from the Government of Canada generally.
- ❑ There are some regional differences on this question. Residents in Manitoba are more likely to prefer to receive information from the federal government in general, while those from Quebec are more likely to prefer to receive information from Indian and Northern Affairs.
- ❑ Individuals who rated the performance of both the Government of Canada and of their Band as good are much more likely to want to receive information from Indian and Northern Affairs specifically. The inverse is also true: those who rated the performance of both types of government poorly are more likely to prefer to receive information from the Government of Canada in general.
- ❑ Those that last contacted the government by going through a Band or council office would prefer information coming from Indian and Northern Affairs, while those who contacted the Government of Canada directly would prefer to receive information from the Government of Canada.
- ❑ People with a more positive view of the quality of service that can be received from the Government of Canada on Aboriginal issues specifically tend to prefer Indian and Northern Affairs as an information source.

3.6 Reliability of Information Sources

With respect to the reliability of a number of different potential information sources, Aboriginal sources clearly fare better. An Aboriginal person who is an academic expert on Aboriginal issues is considered the most reliable information source. This type of person was rated as very reliable by close to two-thirds of respondents (64 per cent). Just over half consider First Nations leaders or organizations to be a very reliable information source, and over forty per cent consider an official with a Band/Tribal Council, Band Chief to be very reliable sources. A councillor or academic expert on Aboriginal issues, who is not an Aboriginal person is seen as somewhat less reliable, as are representatives of the Government of Canada.

Reliability of Information

"I am going to read you a list of possible sources for receiving information. I'd like you to tell me how reliable you think that information is"



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Overall n=1423, * half sample n=705

First Nations' Survey 2002

- Those who rated the performance of the federal government and Band government as good, and those who believe the relationship between Aboriginal Canadians and other Canadians is getting better, are more likely to consider each of the potential information sources as very reliable.
- Residents of Quebec are more likely to consider their Band Chief or Councillor as very reliable, while those in Alberta and Saskatchewan are less likely to do so. Residents in British Columbia are more likely to consider a member of parliament to be unreliable.
- Individuals under 35 are more likely to consider a member of parliament to be very reliable. These same individuals are also more likely to consider an official with the Department of Indian and Northern Affairs, and an academic expert on Aboriginal issues to be very reliable.

4 ECONOMIC GROWTH AND STANDARD OF LIVING

First Nations residents were asked to consider five different arguments, rating each in terms of their agreement or disagreement. Most residents (86 per cent) agree that settling land claims provides First Nations people with the land and resources needed to expand economic opportunity. Only a slightly lower proportion (82 per cent) agree that First Nations people can only be self-reliant when they can exercise treaty rights such as fishing and hunting. The pattern of response in terms of who is more likely to agree, across the two statements, however, is quite different. Just under three in four agree that Band governments should have legal options if they are going to make their communities better.

Land Claims and Treaty Rights

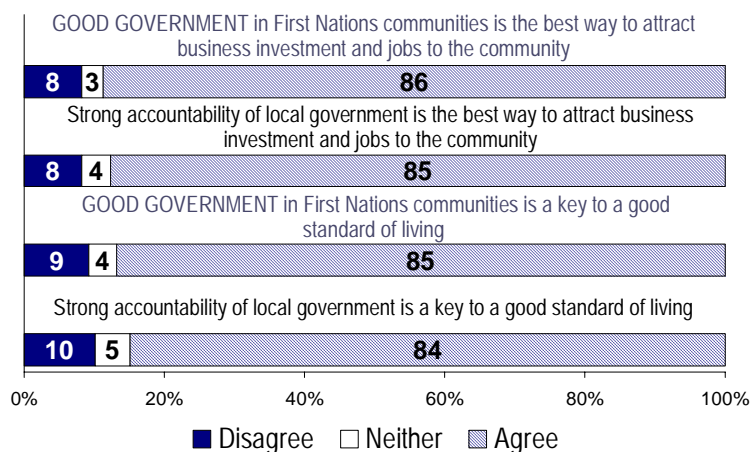


- ❑ With respect to settling land claims, 25 to 34 year old residents, those who reported usage of the Internet and individuals who rated their Band government highly are all more likely to agree (89 to 91 per cent). On the other hand, residents of reserves in British Columbia, older residents and those with a less positive view about the current relationship with the broader Canadian public are somewhat less apt to agree (78 to 81 per cent).
- ❑ Regarding the link between treaty rights and self-reliance, individuals reporting the lowest education levels (i.e., less than high school), those with a positive image of their Band government and people who do not currently use the Internet are all more apt to agree. Residents of the Atlantic, those with a college level of education, Internet users and residents with a poorer image of their Band government are less likely to agree with this statement.
- ❑ The granting of legal options to Band governments is of slightly less appeal to residents of First Nations in Quebec and individuals over the age of 55 (65 per agree with the statement, in each case). It is of greater appeal to people who rated their Band government highly, but this is also the case for individuals who rated the Government of Canada highly. In particular, 77 and 78 per cent of those with a positive image of these governments agree that their Band government should have legal options.

Residents were also asked about the linkage between good government or strong accountability and attracting business investment and jobs to the community, as well as a good standard of living. In the case of both the link to economic growth (i.e., attracting business investment and jobs) and standard of living most people agreed, irrespective of whether they were rating the statement using the term “good government” or “strong accountability”.

Linkages to Economic Growth and Standard of Living

“GOOD GOVERNMENT/STRONG ACCOUNTABILITY in First Nations communities is ...”



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n=721

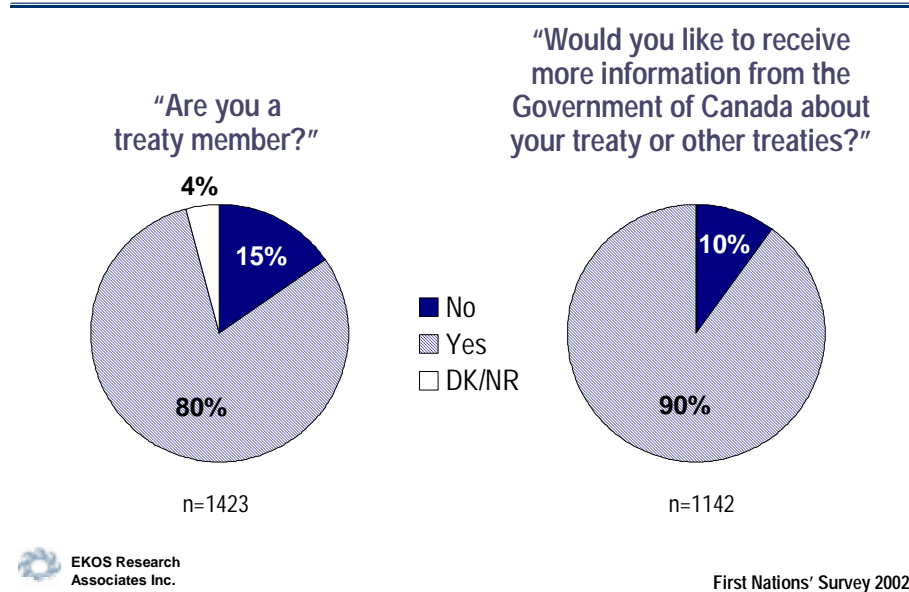
First Nations' Survey 2002

- ❑ With respect to the linkage to economic growth, while the terms good government and strong accountability result in the same overall results, good government does yield slightly different patterns of results across a few demographic groupings. Residents of Manitoba are more likely to agree (91 per cent), while those living on reserves in Ontario or Quebec are less apt to agree (79 and 75 per cent, respectively). Those with higher household incomes (\$30,000-\$50,000) are also more apt to agree. This is also the case with individuals who rated their Band government highly, compared with individuals who do not see their Band government as positively.
- ❑ With the term strong accountability, only people who view the relationship with the broader Canadian public more positively are more apt to agree, however, this is the only noticeable difference in agreement levels across key groupings of respondents.
- ❑ With respect to the linkage to a good standard of living, usage of the term “good government” produces only minor fluctuations. Residents of First Nations who rated the Government of Canada and their own Band government negatively are less likely to agree with this linkage (using this terminology). The term “strong accountability”

results in a slight variation in agreement based on reported household income and education (with those at the lower end on each being the least likely to agree). Also, there is a difference in views, depending on whether or not the respondent has children in the home. People who do are more likely to agree with the statement.

When asked if respondents are treaty members, 80 per cent indicated that they are, while 15 per cent said that they are not and four per cent reported that they are unsure (or refused to answer).

Treaty Membership



- ❑ There is a much higher concentration of treaty members in Alberta, Saskatchewan and Manitoba. Only one in three residents of First Nations in Quebec are treaty members, as are 45 per cent of British Columbia residents.
- ❑ There is a variation in reported treaty membership in the survey based on income, with those who reported household incomes of \$50,000 or more being less apt to report treaty membership.
- ❑ Also, those with children in the household are more likely to have reported treaty membership than individuals who do not have children at home.
- ❑ People whose first language is an Aboriginal language are also more likely to have reported treaty membership, compared with those whose mother tongues are English or French.

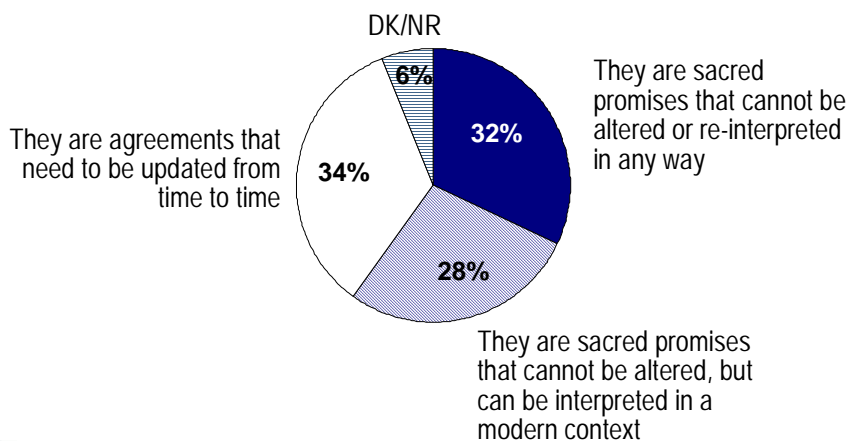
Respondents who identified themselves as treaty members were then asked if they would like to receive more information from the Government of Canada about their treaty or other treaties (shown in previous chart). Virtually everyone agreed that they would like additional information (90 per cent).

- Although more than eight in ten individuals from all survey subgroups indicated that they would like to receive more information, there is a slightly lower than average demand in Atlantic Canada (81 per cent). This is also the case from among respondents with a university degree.

The survey also explored First Nations residents' views regarding the ability of treaties to be changed over time. Respondents were read three choices, relating to extent of change possible to these documents and asked to pick the one that most closely represents their own view. As shown, the results are very divided, with roughly one in three indicating that treaties cannot be changed or re-interpreted in any way, one third saying that they can be changed or updated over time and just over one in four sitting in the middle.

Historical Treaties

"Which of the following statements comes closest to your view about historical treaties?"



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n=1423

First Nations' Survey 2002

- Individuals who believe that treaties cannot be changed or interpreted in any way are more likely to be 35 to 44 years of age and have a poor view of current relationships of Aboriginal people with the broader Canadian population, and poor view of the

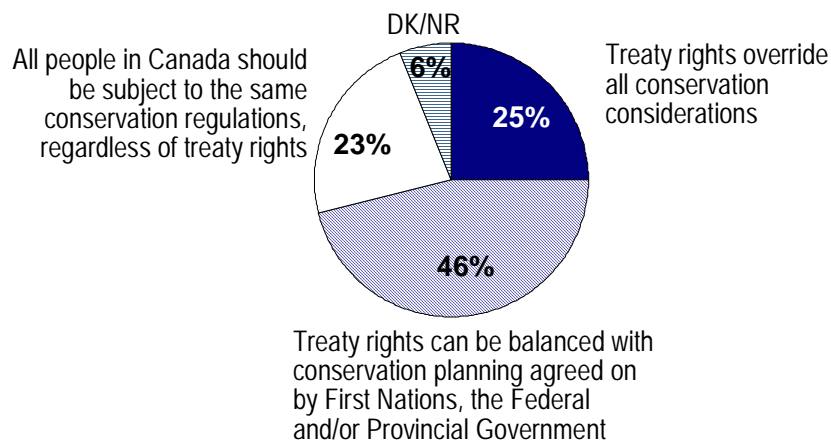
performance of both the Government of Canada and their own Band government on-reserve.

- ❑ People who believe that treaties cannot be changed, but can be re-interpreted in a modern context are more apt to have reported a higher household income and personal education. They are more likely than people who selected either of the other two choices to be working in a professional capacity.
- ❑ Residents of reserves who indicated that treaties can be updated from time to time are more apt to have a lower socio-economic background (in terms of both education and income). They are also over represented by younger people (under 25 years of age). A higher proportion said that they work as labourers or are unemployed. There is also a greater propensity for people who view the Government of Canada more positively to be more receptive to changes in treaties.

The survey also asked whether residents of First Nations believe that treaty rights override all conservation considerations or whether all Canadians should be bound by the same conservation regulations. Almost half of respondents answered somewhere in the middle (46 per cent), indicating that treaty rights should be balanced with conservation planning, agreed upon by a number of different parties. (Note that all three statements were read to respondents and they were asked to select the one view which most closely reflects their own perspective.)

Treaty Rights and Environment

“Which of the following statements comes closest to your view about historical treaties?”



- ❑ People believing that treaties override other considerations are more likely to reside in Alberta and to have reported a lower level of education and household income. They are also more likely to have children living at home and to have used the Internet in the past three months. Those who believe that treaties should override other conservation considerations are more apt to have a negative view of both the Government of Canada and their own Band government.
- ❑ Residents who believe that all Canadians should be subject to the same regulations also tend to be of lower education and income. There is also a higher proportion coming from the unemployed and those who reported an Aboriginal language as a mother tongue. These individuals are less likely to have used the Internet in the past three months and have a more positive view of the Government of Canada.
- ❑ Individuals who tend towards the more balanced option reported higher incomes and levels of education. They are more likely to be employed and working in a professional capacity. They are also more apt to be Internet users.

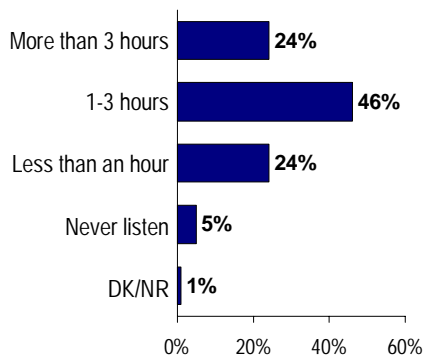
5 SEEDS OF SUCCESS

5.1 Radio Listening Habits

Almost half (46 per cent) of First Nations residents living on-reserve in Saskatchewan spend one to three hours per day listening the radio, and about one-quarter listen for either less than one hour (24 per cent) or for more than three hours (24 per cent). Only five per cent of residents indicated that they never listen to the radio.

Radio Listening Habits

“How much time do you spend listening to the radio each day?”



- Residents who have recently used the Internet, as well as those who regard the performance of their Band government as poor are more likely to listen to the radio for less than one hour daily.

The radio stations most commonly listened to by Saskatchewan residents include NBC Aboriginal Radio (24 per cent), MBC (18 per cent), CBC (eight per cent) and CJLR (six per cent).

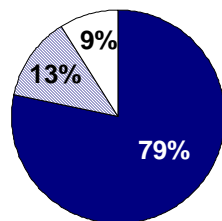
- ❑ Not surprisingly, residents whose first language is an Aboriginal language are the most likely to listen to NBC Aboriginal Radio.
- ❑ Residents who rated the performance of the Government of Canada as poor are more likely to listen to CBC radio.

5.2 Seeds of Success

Very few Saskatchewan residents have heard the radio ad called “Seeds of Success”. Only 13 per cent of respondents indicated that they have heard this ad, while the rest either have not heard it (79 per cent) or could not recall it at the time (nine per cent).

Seeds of Success

“While listening to the radio, have you heard a radio ad called “Seeds of Success”?”

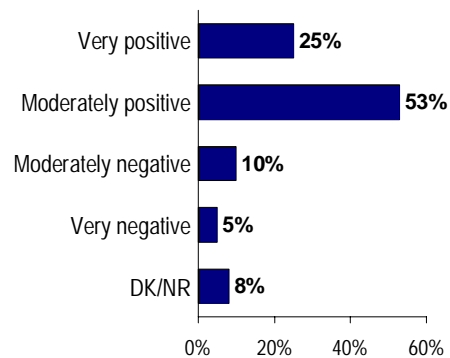


■ No
 ■ Yes
 □ Do not recall

n=318

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“What are your impressions of the stories you have heard through the ‘Seeds of Success’ advertisements?”



n=40

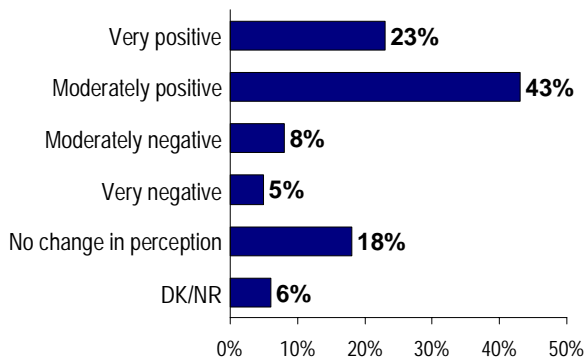
First Nations' Survey 2002

For those residents who have heard “Seeds of Success”, most feel that the stories in the ad are moderately positive (53 per cent) or very positive (25 per cent). Only 15 per cent view the stories as negative.

Among the few residents of Saskatchewan who have heard “Seeds of Success”, most reported that the success stories in the ad changed their impression of Aboriginal people in a moderately positive (43 per cent) or very positive way (23 per cent). Only 18 per cent indicated no change and just 13 per cent a negative change in their impression of Aboriginal people.

Impact of ‘Seeds of Success’

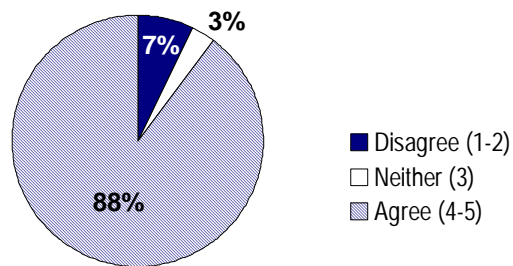
“How have the success stories changed your impression of Aboriginal people?”



The vast majority of Saskatchewan residents (88 per cent) agree that there is a need to highlight more Aboriginal success stories in the media.

Importance of Aboriginal Stories

“There is a need to highlight more Aboriginal success stories through the media.”



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n=335

First Nations' Survey 2002

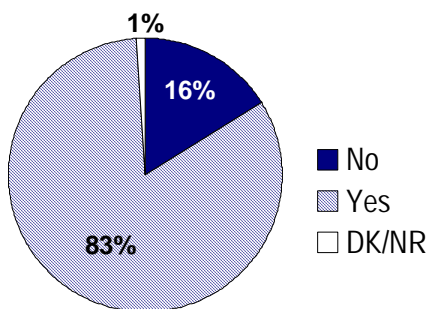
- Fewer older individuals (55 years old or more) agreed on this point than younger residents.

6 SMOKING ADVERTISEMENTS

Survey respondents were asked whether they could recall seeing or hearing any advertisements about not smoking over the past weeks, including television, billboard, radio, newspaper or magazine advertisements. The vast majority (83 per cent) did recall seeing such advertisements.

Recall of Anti-Smoking Ads

“On another topic, do you recall reading, seeing, or hearing any ads about not smoking over the past weeks?”

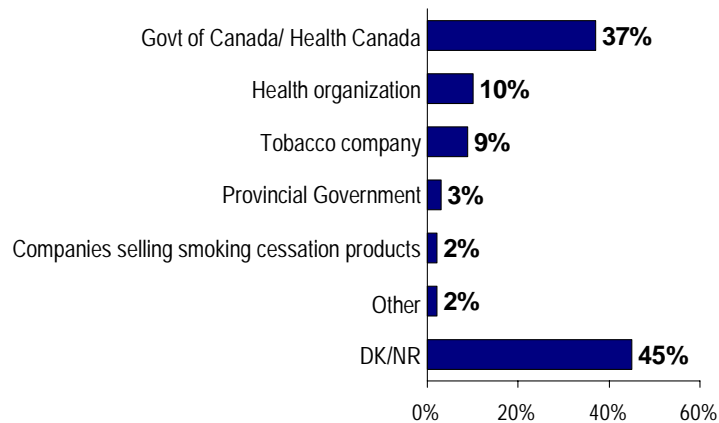



- Recall of advertising is lowest among people who have no high school education (only 69 per cent can recall seeing ads about not smoking).
- Recall of advertisements is slightly higher among smokers than non-smokers (86 and 81 per cent can recall advertisements, respectively).

Among those individuals who recall an ad, they were also asked if they could recall who sponsored these advertisements. A large proportion (45 per cent) could not recall whom the advertisements were from. Of those who could recall, most stated that the federal government or Health Canada specifically, sponsored the ads. Others identified a health organization or a tobacco company as the sponsor of the advertisement (nine and ten per cent, respectively).

Sponsor of Anti-Smoking Ads

“Do you recall who these ads were from? Any others?”



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n=1184

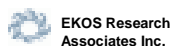
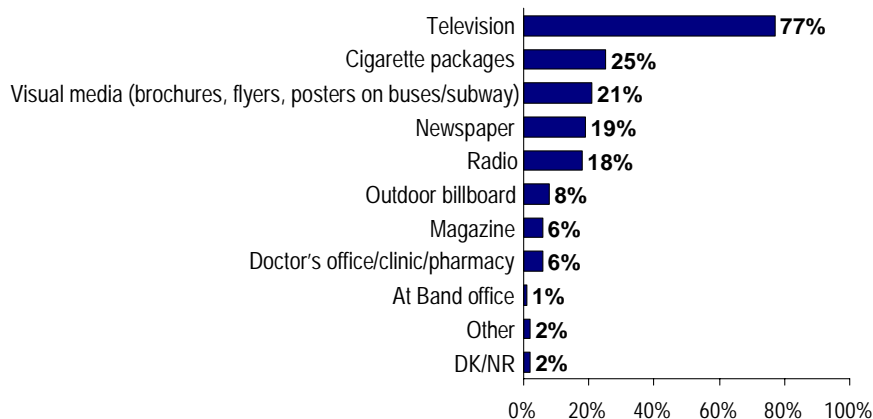
First Nations' Survey 2002

- ☐ People with a college or university education are more likely to have identified the federal government or Health Canada as the source of the advertisement (47 and 45 per cent, respectively).

With respect to where they have seen or heard advertisements about not smoking in recent weeks, just over three-quarters identified television as the medium where they saw these advertisements. Much smaller numbers of individuals could recall seeing or hearing anti-smoking advertisements on cigarette packages, in visual media or newspapers or on radio.

Medium of Anti-Smoking Ads

“Where did you see or hear these ads?
[multiple responses accepted]”



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n=422

First Nations' Survey 2002

People were also asked to describe scenes or phrases from advertisements they could recall. A wide variety of scenes or phrases were recalled, each by a small number of respondents. The scenes or phrases recalled most frequently include:

- Warnings on cigarette packages (mentioned by 12 per cent);
- Advertisements featuring diseases caused by smoking (seven per cent);
- Pictures of bodies in the morgue with the tag line “over 45,000 die each year from smoking” (five per cent);
- Ad warning that smoking while pregnant can harm the foetus (five per cent);
- A television ad in which Canadian figure skater Elvis Stojko talks about his decision not to smoke (four per cent);
- Poster or billboard warning that smoking can kill you (four per cent);
- General anti-smoking ads targeted at teenagers (four per cent); and
- Advertisement warning of the effects of second-hand smoke (three per cent).

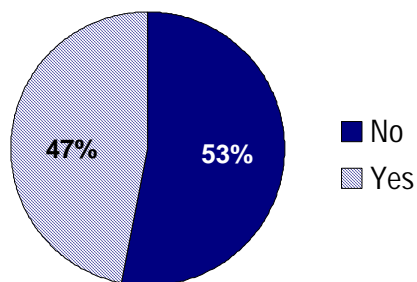
7 PROFILE

7.1 Internet Use

Just under half of residents living on-reserve are recent Internet users (47 per cent). This is exactly the same result (48 per cent) as obtained in the baseline measurement last summer.

Internet Use

“Have you used the Internet in the past three months?”



- The highest concentration of Internet users can be found in Quebec and the Atlantic, as well as among those with higher educations and incomes, and the employed, particularly people in management or professional positions. On the other hand, usage is also higher in younger residents (under 35 years of age). It is higher among parents

and those who reported recent contact with the Government of Canada and a positive view of recent relationships with the Canadian public, but a negative view of performance of the Government of Canada.

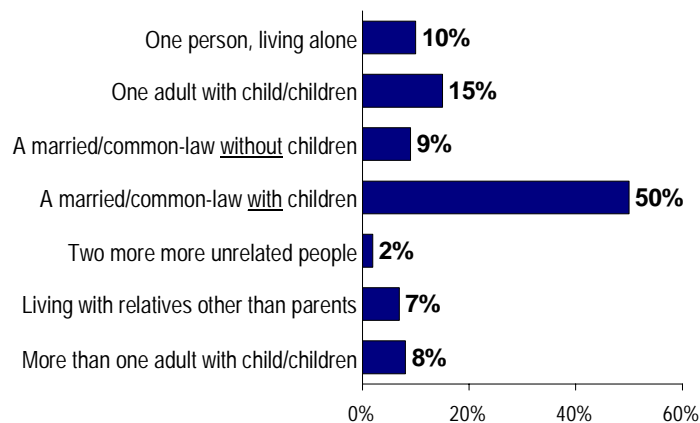
- In particular, residents of Manitoba, individuals reporting an Aboriginal language as a mother tongue, and older people (over 45 years of age), as well as individuals with a lower socio-economic status are least likely to be Internet users.

7.2 Demographic Characteristics

With respect to more demographic characteristics of the sample, 73 per cent of respondents indicated that they have children living at home. A slightly higher proportion indicated, however that they have at least one children under the age of 18 living at home in another question (79 per cent). This proportion is considerably higher than the 60 per cent who indicated that they had a child(ren) living at home in the last survey. It is, however, much closer to the projected population figures available through INAC (which do not limit the upper age of the child living at home).

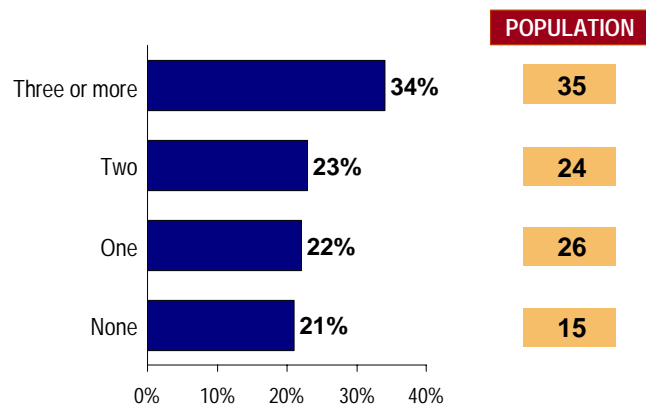
Household Type

“Which of the following types best describes your current household?”



Youth in the Household

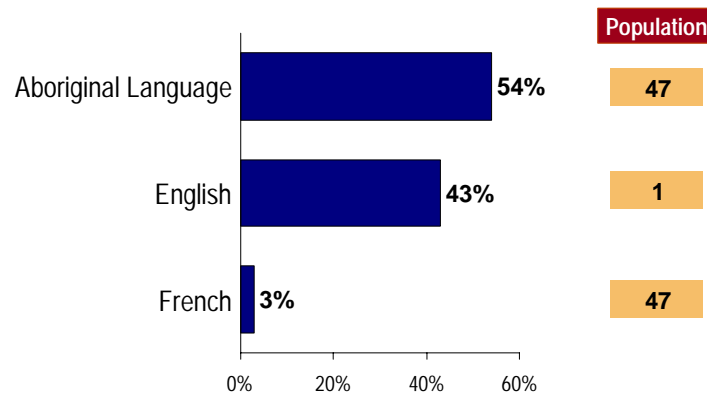
"Of the people in your household, how many are under the age of 18 years or older?"



In terms of mother tongue, 43 per cent spoke English as a first language, three per cent French and 54 per cent an Aboriginal language (including Cree, Mic Mac, Ojibway and other languages). This is a slightly higher proportion of residents learning an Aboriginal language first, compared with the baseline conducted last year (in which only 45 per cent reported an Aboriginal language as their mother tongue) or with the population figures provided by the Department (47 per cent).

First Language Learned

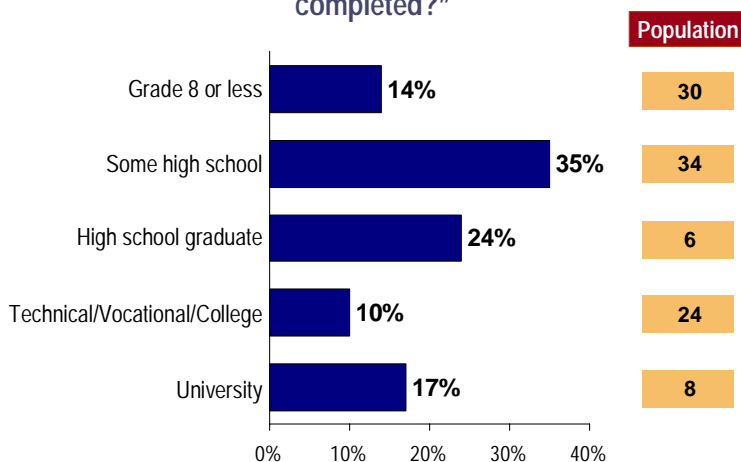
“What is the language you first learned in childhood and still understand?”



Education is low in this population, with 49 per cent indicating less than high school completion. A total of 27 per cent of the sample reported a post-secondary level of education. These figures are very similar to those obtained in the baseline, last year. On the other hand, both surveys seem to over represent residents with higher levels of education, compared with population figures provided by the Department. Population figures show 64 per cent of residents of reserves with less than a high school education and only six per cent with a high school certificate. While population figures also indicate 32 per cent with PSE, most of these are listed as college level, rather than university level.

Education

“What is the highest level of formal education that you have completed?”



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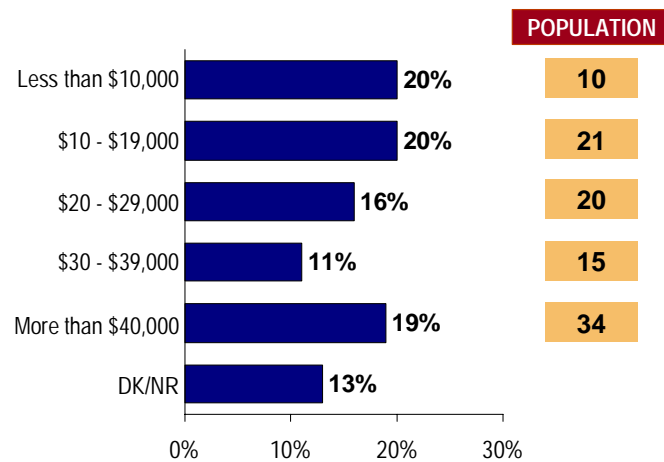
n=1423

First Nations' Survey 2002

With respect to income, two in five households reported less than \$20,000. One in five reported top incomes of \$40,000 and above. These results are almost identical to the results from the baseline survey. On the other hand, comparison to population figures provided by the Department would suggest that both surveys have slightly over represented lower SES echelons (under \$10,000).

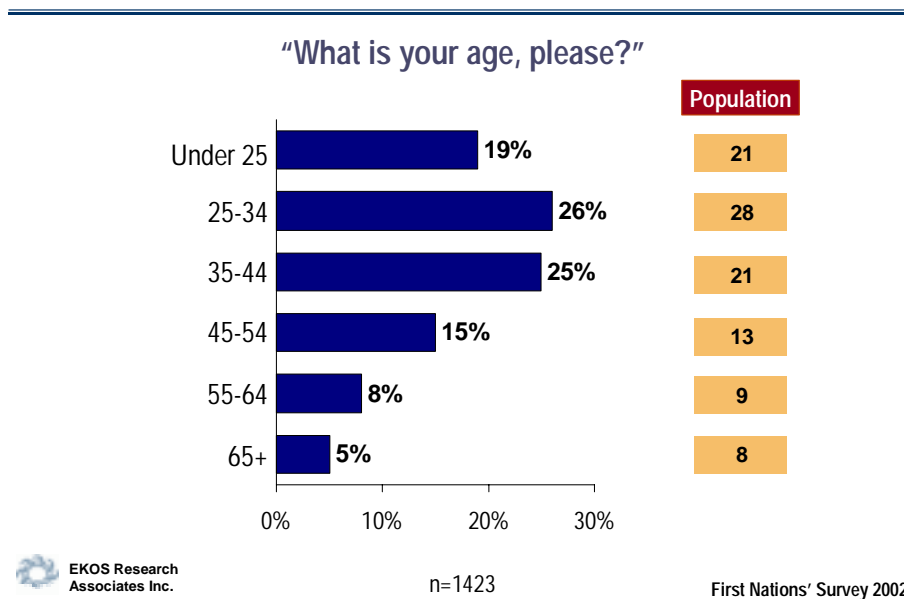
Income

“What is your annual household income from all sources?”



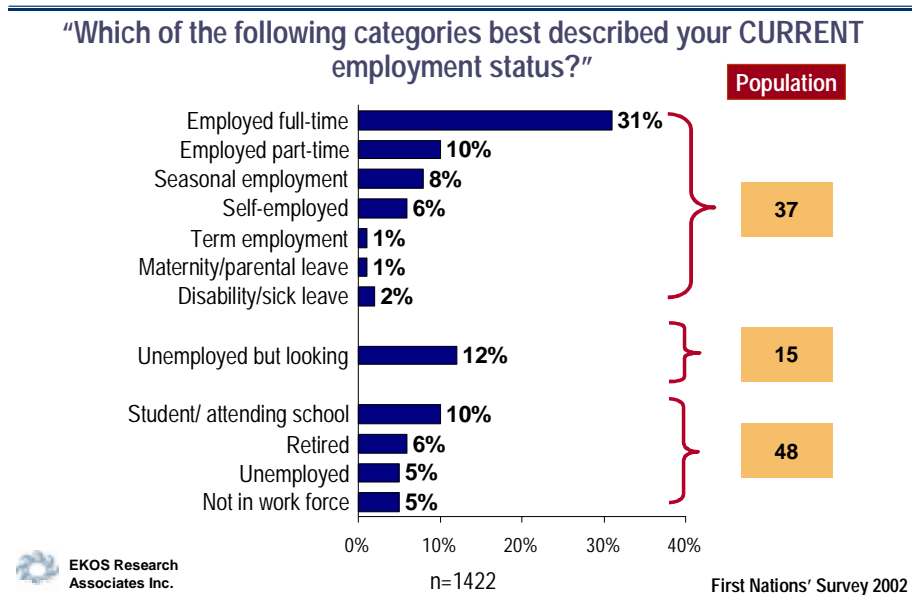
The age distribution indicates 19 per cent youth (under 25), 51 per cent between 25 and 44, 15 per cent between 45 and 54 and 13 per cent over that age. These figures are very similar to the population figures provided by INAC.

Age



In terms of employment, 59 per cent of the sample indicated that they are currently employed in some capacity, 12 per cent are unemployed (but in the labour force), 10 are students, and 11 per cent are out of the work force (retired or homemakers) and five per cent are unemployed but not in the labour force. This is essentially the distribution obtained in the baseline. On the other hand, population figures (from 1995) suggest that only 37 per cent of reserve residents are employed, 15 unemployed and the remainder (48 per cent) are not in the labour force.

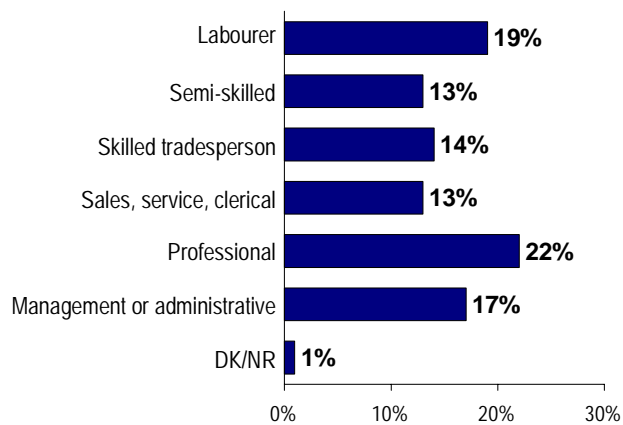
Employment Status



Of those residents who are employed in some capacity, 19 per cent are labourers, 27 per cent skilled and semi-skilled workers, 13 per cent work in sales, service or clerical capacities, and 39 in professional or managerial positions. These are also the results from the baseline survey. Population figures for type of position categorize results in a very different fashion, making comparison almost impossible.

Occupation

“Which of the following categories best describes your job?”



8 SUMMARY

8.1 Relationship with Canadians and Public Governments

The survey results suggest that First Nations people living on-reserve are feeling fairly positive about the direction that their relationship with the broader Canadian public is taking. At least one in three believe that this relationship is improving compared to only one in eight who believe that it is deteriorating. For the one in two who say that the relationship is the same as in the past, it is difficult to interpret what they believe the current (and previous) state of affairs to be or how satisfied they are about it. It would be interesting to explore the perceived nature and quality of the current relationship with both First Nations and broader the Canadian public in future surveys.

The image of the performance of the Government of Canada is very positive. It is not only far more positive than the baseline measure last year, but also more positive than measured in the general public last year. The perceived performance of the federal government is similar to the rating of the performance of the local Band government and is more favourable than views of the performance of the municipal and provincial governments. The profile of who views the federal government performance more positively follows a similar pattern to the baseline, where youth, lower SES, non-Internet users and those who have not had recent contact with the government are more positive. These same respondents hold systematically more positive on many things throughout the survey. Like the baseline, those having more negative views about government performance are individuals with more education and income, greater contact with the government and world beyond the

reserve (i.e., recent contact with government, Internet users, employed with a high proportion in management positions).

There are a number of factors that might explain the dramatic increase in image of government performance, however, only a few of them seem plausible. It is unlikely, given the timeframe since the last survey, that government performance has improved dramatically. It is equally unlikely, given the similar sample profile between the two surveys, that the current sample is very different in their characteristics and, therefore, their views. Two changes were made to the questionnaire, however, which are likely to have had an impact. First, there was a global addition across the questionnaire, reminding respondents that their answers are confidential and will not be seen by anyone outside of the research team. This may have given respondents additional comfort to respond more candidly than they might have in the first survey. Perhaps more importantly, the question on government performance included Health Canada and Indian and Northern Affairs as examples of what was meant by the “Government of Canada”. If, in the first survey, respondents interpreted “Government of Canada” to mean politicians, the change in wording is likely a large factor in the more positive response this time.

By way of contrast, the image of the Band government is as positive as ratings provided for the federal government. People who view the Government of Canada performance in a positive way are also more apt to view the Band government positively. Conversely, those who view one negatively, view both negatively. More positive responses vis-à-vis performance of the Band government, however, can be seen in certain parts of the country (Quebec, Ontario and British Columbia).

8.2 Service Delivery

Views about the quality of service delivered by the Government of Canada are more positive at the general level than when focusing on Aboriginal issues specifically. This image is also marginally better now than in the baseline (up six points from 29 to 35 per cent who have a positive view of the quality of service). The rating of quality of service is, nonetheless, still lower compared to the half of Canadians in general who view government

service in a positive way. The same type of divide that exists in views about performance occurs in the ratings of quality of service, with youth, lower SES and those with a generally more positive view providing higher ratings. It is interesting to note that it is people with lower levels of education and income who have comparatively lower ratings of the quality of government service in the area of Aboriginal issues.

Another interesting point is that views of service quality provided by the Government of Canada are more positive when provided within the context of a recent contact. That is, when asked about the quality of service delivery in general, proportionately more people provide a negative response. When asked about a specific service that they received over the past few months (asking respondents to recall how they contacted the government, what they contacted the government for and so on), the rating of service is more positive.

In Saskatchewan, residents of reserves hold fairly positive views of the service that they receive in areas related to family/social services. Their views about income support, however, are quite low. This is not surprising in any population where there is a lower level of household income and lower rates of employment.

8.3 Contact with the Government of Canada

Although only 27 to 29 per cent of this population indicated contacting the Government of Canada either directly or through their Band over the past three months, the combined contact rate (through one or the other means) is actually 41 per cent. This is just slightly higher than found in the general public at 37 per cent. The baseline survey found that only one in four in this population had had contact with the Government of Canada over a similar time period; a rate that is much lower than the general public. The first survey did not specify contact directly or through their Band office, however, so presumably the large increase in contact with the government since the last survey is explained by the additional percentage of residents living on-reserve who contact the Government of Canada through their Band (but would not have thought to include this in their response).

The profile of individuals who have had recent contact with the federal government, however, is still quite similar to that of the first survey. Those with lower income and education, little or no use of the Internet, the unemployed, and people over 55 are the least likely to have contacted the Government of Canada. Contact with the government is also linked to a more negative view of performance and service in general.

Overall, results suggest that those who contacted the government directly, as opposed to contacting the government by going through the Band or council office, have a better perception of the information delivery service they received. Those that had contacted the Government in order to obtain information on tax policy, education and issues related to Human Resources Development Canada, such as Employment Insurance viewed their information gathering experiences more positively, especially when compared to those searching for information regarding housing and health care.

8.4 Communications

As with the baseline, the current survey results show that television is seen as far and away the best medium by which to reach people, followed by radio as a distant second. Again, like the first survey, there is a high demand for more information from the Government of Canada, particularly from those who have had contact with the government in the recent past.

Indian and Northern Affairs is the preferred source for information by a slightly higher proportion compared with those choosing the “Government of Canada generally”. The potential to interpret “Government of Canada” to mean federal politicians may at least partially explain this preference.

On the whole, it would appear that those who prefer to receive information from Indian and Northern Affairs hold more positive views, not only of the information that they have received, but also of the Government of Canada in general. It is difficult to know, however, if this expressed preference is based on recent contact with the government or not.

With respect to potential spokespersons, Aboriginal sources are seen as much more reliable than non-Aboriginal sources. The “expert in Aboriginal issues” is a case in point. This source of information was rated as reliable by the largest proportion of the sample, when that expert was specified to be Aboriginal, but dismissed by a moderate percentage when the expert was not specified as being of Aboriginal descent.

8.5 Priorities, Aboriginal Issues and Treaties

In terms of priorities, as in the previous survey, daily concerns such as services in the community and economic conditions are at the fore of people’s minds. Settling land claims is also seen as important and is among the top tier of priorities for most people. Good government and strong accountability of government are secondary concerns. As with the baseline, self-government is not an important issue for these communities as they struggle to address the challenges of social conditions in the community, a depressed economy and lower levels of education.

Settling land claims is viewed as a means of obtaining much needed resources in First Nations communities, particularly among those 25-34 years of age and Internet users. The ability to exercise treaty rights means self-sufficiency to most people living on-reserve. The profile of those agreeing with the latter argument includes individuals with a lower SES and non-Internet users. Legal options for Band governments are also salient options for many, but with somewhat lower level of agreement than for the previous two statements.

Most First Nations people make a connection between “good government”/ “strong accountability of local government” and economic growth and partnerships in their communities. They also see a link between the quality of local government and standard of living. When making these kinds of statements, there does not appear to be one term (“good government” or “strong accountability of local government”) that is more likely to cement the link.

As with other information provided by the Government of Canada, there is a significant interest in information about treaties. Virtually everyone who is a treaty member in the sample indicated that they would like to receive additional information on this issue.

There is mixed opinion about how much treaties can or cannot be changed. Higher proportions believe that they can either be updated from time to time (one in three), or at least re-interpreted in a modern context (one in three), but nonetheless 28 per cent said that they should not be altered or re-interpreted in any way.

When asked about approaches to conservation in connection with treaty rights, roughly half of residents of reserves believe that a balanced approach that is agreed upon by the different key players is the best route to take. One in four believe that First Nations people should be subject to the same rules as other Canadians and one in four believe that treaty rights override other factors.

It should be noted that both of these last questions pertaining specifically to treaties represent a first attempt to measure opinion on very complex issues. These results would perhaps be best used as a starting point to developing more detailed sets of questions in future surveys to get a better understanding of the different elements that come into play in formulating people's points of view on these issues.

8.6 Other Areas of Study

The current survey also examined awareness of a radio series in Saskatchewan called *Seeds of Success*. There is relatively low awareness of this series, however, this is an overall recall rate for the province that is not linked to the specific geographic areas in which the series airs. It is possible that the responses could be further isolated to represent a better match of the market area covered, yielding a truer picture of recall for that area. Among those who have seen the series, the view is positive. Irrespective of having seen this particular series or not, there is a strong consensus that this type of effort, designed to highlight Aboriginal stories in the media, is a good idea and fulfills a need.

Survey respondents were also asked about recall of non-smoking advertisements that were part of an advertising campaign in February across Canada. Recall levels were very high and, interestingly, higher among smokers. There is also a high level of recall of Health Canada/Government of Canada as the sponsoring organization. Television advertisements had the highest level of recall, with respondents citing a wide variety of different story lines and themes that they could remember.

APPENDIX A

Questionnaire

In general, do you think that the relationship between Aboriginal people and other Canadians is getting better or worse or about the same as in the past?

Now I'd like you to tell me how important you think that each of the following are/is to First Nations people/to you personally today. In each case, rate your answer on a scale where 1 is not at all important, 7 is very important and 4 is somewhat important.

How important isto First Nations people/to you personally

Settling land claims

Self-government in First Nations communities.

Improving economic conditions among First Nations people

Improving community services such as housing, water and sewers

Developing good local government/strong accountability of local government in First Nations communities

I am going to ask you to rate the performance of a few levels of government. Please rate your response on a scale from 1, very bad to 7, excellent with 4 meaning neither good nor bad. Remember that no one will know what you said individually. Answers will be reported all together for the hundreds of people we speak to in your province. How would you rate....

the overall performance of the government of Canada? By government of Canada I mean government departments, such as Indian and Northern Affairs and Health Canada

the overall performance of your provincial government/the city or town government nearest you?

the overall performance of your band government?

In the past three months, approximately how many times have you contacted the Government of Canada directly (without going through the Band or Tribal Council office) for service? This could be anyone in Parliament or a government department

In the past three months, approximately how many times have you contacted the Government of Canada for service, by going through your Band or Tribal Council office?

Did you make your most recent request for government information or services, through the Band or Tribal Council office or did you make it yourself directly?

How did you contact the Government of Canada through the Band or Tribal Council office/directly in your most recent request for information or service?

What were you looking for in your most recent request?

Did you get what you were looking for in your most recent request?

How would you rate the Government of Canada on the quality of the service it delivers on a scale where 1 is very bad, 7 is excellent and 4 is neither. Remember that no one will know what you said individually. Answers will be reported by province only

On the same scale, how would you rate the Government of Canada on the overall quality of the service it delivers on Aboriginal issues specifically.

And, how would you rate the overall quality of the service or information you received in your most recent request on the same scale?

Generally, thinking about the information you receive from the Government of Canada, would you say that you receive Too much information Too little information or about the right amount of information

Now thinking about the usefulness of the information you get, would you say is very useful, somewhat useful, not very useful or not at all useful?

There are a number of different ways the Government of Canada can provide information to Canadians. I am going to read you a list of ways, and I'd like you to tell me for each one if it's useful to you.

And ofthe one's you just picked, which one is the MOST useful?

And of the one's you picked, which one is the second MOST useful?

And of the one's you picked, which one is the third MOST useful?

Of the information that you receive from the federal government, would you prefer to get it from the Government of Canada generally, or from Indian and Northern Affairs specifically?

I am going to read you a list of possible sources for receiving information. For each one, I'd like you to tell me how reliable you think that information is from each one. Rate your answer on a scale where 1 is not at all reliable, 7 is completely reliable and the midpoint 4 is moderately reliable. Remember that no one will know what you said individually. The answers are reported by province only.

First Nations leaders or organizations

Your Band Chief or Councillor

A Member of Parliament in the federal government

An official with the federal department of Indian and Northern Affairs

An academic expert/ Aboriginal person who is an academic expert on Aboriginal issues

An official with your Band or Tribal Council Office

In the past year or so, would you say that the quality of services you have received from the Government of Canada in each of the following areas has gotten better, worse or stayed about the same?

Would you say that services from the Government in... has gotten better, worse, or Stayed about the same

Health Services

Child and family services

Early childhood development

Day care

Income support

How much time do you spend listening to the radio each day?

What radio stations do you most often listen to?

While listening to the radio, have you ever heard a radio ad called "Seeds of Success"?

What are your impressions of the stories you have heard through the "Seeds of Success" advertisements?

How have the success stories changed your perception of Aboriginal people?

I would like to read to you a number of statements that might be made about Aboriginal issues. For each, please tell me whether you agree or disagree with the statement. In each case, I will also ask you if you agree or disagree strongly or mildly and you can also pick neither agree nor disagree.

Would you agree or disagree that.....

There is a need to highlight more Aboriginal success stories through the media

Settling land claims provides First Nations people with the land and resources needed for expanding economic opportunity

Only when First Nation's people can exercise treaty rights, in areas like hunting and fishing for sustenance, can they be more self-reliant and have a better life.

If Band governments are going to make their communities better, they should have legal options like being able to enter into contracts, own property, borrow money and sue someone.

Good government/strong accountability in First Nations communities is the best way to attract business investment and jobs to the community.

Good government/strong accountability in First Nations communities is a key to a good standard of living.

Are you a treaty member?

Would you like to receive more information from the Government of Canada about your treaty or other treaties?

Which of the following statements comes closest to your view about historical treaties?

They are sacred promises that CANNOT BE ALTERED or re-interpreted in any way.....

They are sacred promises that cannot be altered, BUT CAN BE INTERPRETED in a modern context.....

They are agreements that need to be UPDATED FROM TIME TO TIME

Which of the following statements comes closest to your view?

Treaty rights override all conservation considerations

Treaty rights can be balanced with conservation planning agreed on by the First Nation, Federal and or Provincial Government.....

All people in Canada should be subject to the same conservation regulations, regardless of treaty rights.....

On another topic, do you recall reading, seeing or hearing any ads about not smoking over the past weeks? This includes television, billboards, radio, newspaper, or magazine.

Do you recall who these ads were from? Any others?

Where did you see or hear these ads?

What ads do you recall? Please describe some scenes or phrases. Do you recall any other ads?

These last questions will help us with our research and remember that no one will identify who you are or give your answers individually, only totals for each province.

Have you used the Internet in the past three months?

Which of the following categories best describes your CURRENT employment status?

- Self-employed.....
- Employed full-time.....
- Employed part-time.....
- Seasonal employment.....
- Term employment.....
- Unemployed.....
- Unemployed but looking for work.....
- Student/Attending school full-time.....
- Retired.....
- Not in work force/Full-time Homemaker.....
- Disability / sick leave.....
- Maternity / paternal leave.....
- Other (please specify).....

Which of the following categories best describes your job?

- Labourer.....
- Semi-skilled.....
- Skilled tradesperson.....
- Sales, service, clerical.....
- Professional.....
- Management or administrative.....
- Other (please specify).....

Do you currently smoke cigarettes?

Which of the following types best describes your current household?

- One person, living alone.....
- One adult with child/children.....
- A married or common-law couple, without children.....
- A married or common-law couple, with children.....
- Two or more unrelated persons.....
- Living with relatives other than parents.....
- More than one adult with child/children.....
- Other (specify).....

Of the people in your household, how many are under the age of 18 years of age?

What is your own age, please?

What is the language you first learned in childhood and still understand?

What is the highest level of formal education that you have completed?

What is your annual household INCOME from all sources?

We would like to be able to do a survey like this one, 3-4 times a year with First Nations people living on-reserve. Could we call you again in 3-4 months for another 15 minutes or so?

APPENDIX B

Survey Response Rates

Survey Response Rate

Total Sample	16503
Numbers not in service	3515
Duplicates	20
Non-residential numbers	389
Numbers blocked by Phone companies	5
Total functional sample	12574
No answers	5375
Unavailable	15
Retired	70
Language difficulty	120
Other	9
Referred to Client	3
Total Asked	6982
Refusals	2208
Cooperative Calls	4774
Completes	1423
Non-status respondent	2868
Non-reserve resident	480
Other Ineligible	3
Response Rate (Cooperative calls out of total functional sample)	38%

As indicated in Chapter one, the response rate for this survey is quite high, particularly compared with national general public surveys. The refusal rate is particularly good. The 38 per cent is in large part determined by the level of incidence of finding First Nations people living on-reserve in the sample. For the current survey, this incidence rate is 30 per cent (i.e., the number of completed interviews out of the number of cooperative calls). In the first On-Reserve survey the refusal rate was higher (roughly 2.5 refusals per completed interviews), although still lower than the average for the general public. Nonetheless, the calculated response rate for the first survey was 52 per cent, largely because the incidence of finding respondents who fit the criteria the first time was roughly 11 per cent.