



# NATIONAL ABORIGINAL DAY SURVEY REPORT 2016

prepared by Yukon Bureau of Statistics

for Community Services

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## Introduction

In the spring of 2016, the National Aboriginal Day Survey 2016 was conducted by the Yukon Bureau of Statistics (YBS) on behalf of the Government of Yukon, Department of Community Services. The objective of the survey was to understand the implications of declaring a Yukon *statutory* holiday to recognize the National Aboriginal Day. YBS conducted the survey using a public, online survey from May 15 to July 16, 2016. A total of 1,430 surveys were completed.

Appendices to this report contain the following information:

Appendix A: Results, and  
Appendix B: Questionnaire.

The following analyses provide a summary of results by survey question and are presented as percentages.

## Demographic Information

The goal of the survey was to determine how Yukoners felt about declaring the National Aboriginal Day a *statutory* holiday for Yukon. An analysis of the respondents' postal codes reveal that 96.2% respondents are residents of Yukon (Figure 1).

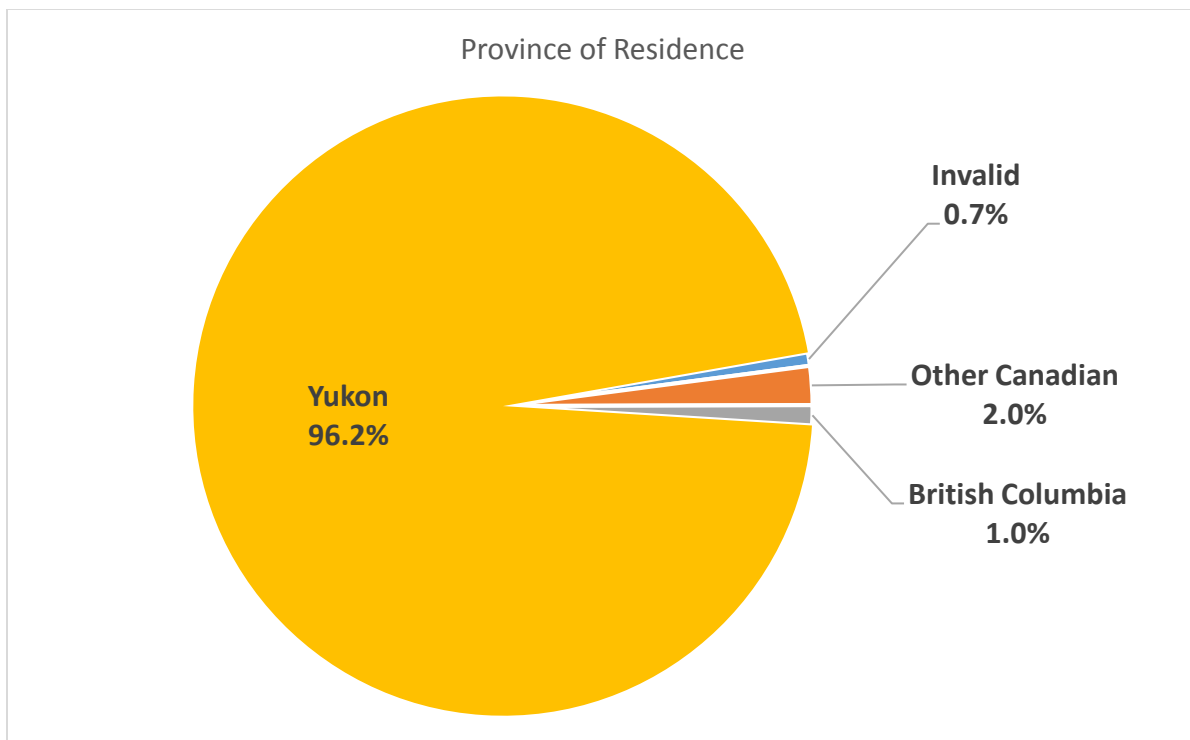


Figure 1. Province of Residence  
Respondents were asked their postal code.

The largest proportion (28.7%) of the respondents were between 30 and 39 years of age; however, more respondents (55.3%) were aged 40 years or more (Figure 2). As expected, the smallest represented age group (0.1%) was the youngest (less than 18 years old).

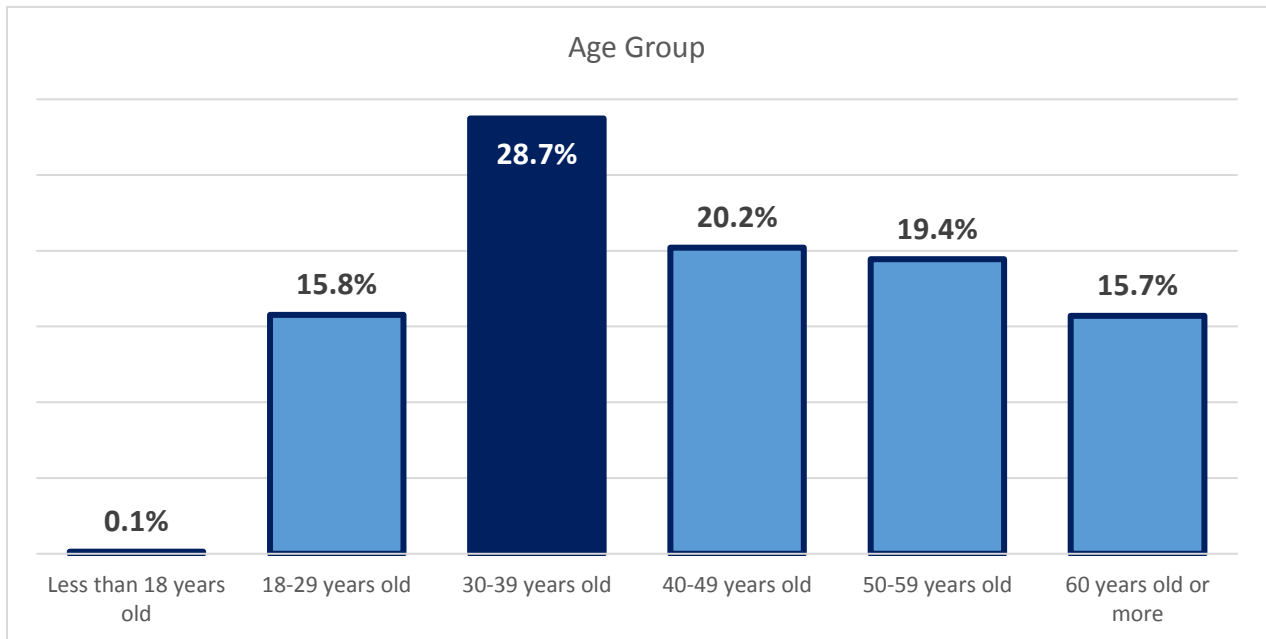


Figure 2. Age Group  
Respondents were asked their age group.

Three-quarters<sup>1</sup> (74.5%) of the respondents identified themselves as employees and one-quarter (24.8%) as First Nations citizens (Figure 3). Those who were members of the business community or employers accounted for 28.0% of the respondents. Respondents who participate in other community roles reported to be a(n)<sup>1</sup>:

- semi-retiree or retiree,
- Yukon resident,
- student or recent graduate,
- member of a visible minority,
- non-status First Nation,
- stay at home mother or homemaker,
- Caucasian,
- employee and business owner with First Nations group,
- First Nations relative,
- Canadian, and/or
- artist.

<sup>1</sup> Note: totals will not sum 100% because respondents were allowed to choose or list more than one option.

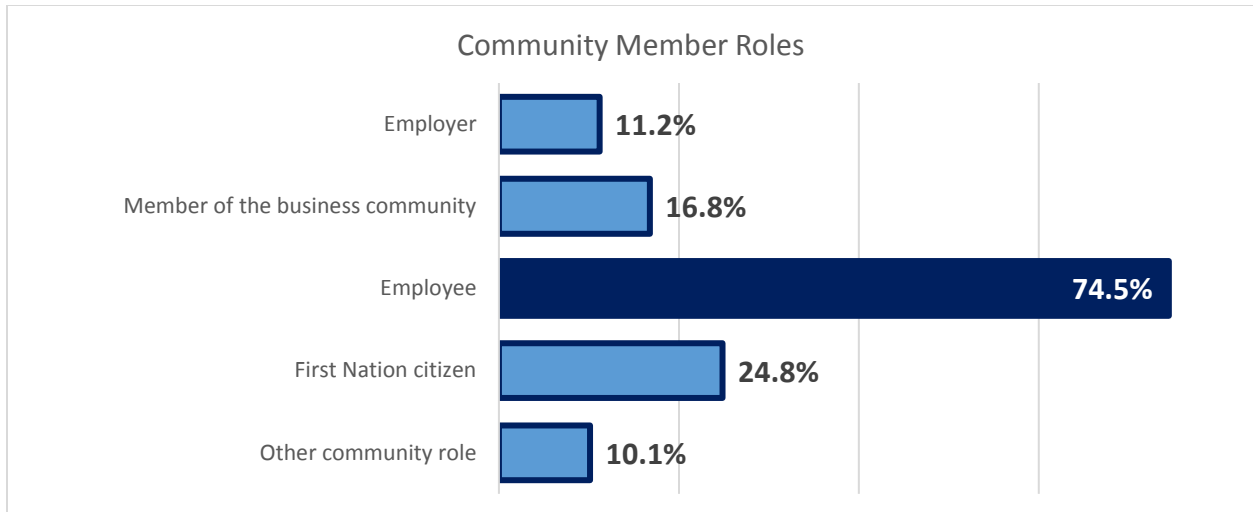


Figure 3. Community Member Roles  
 Respondents were asked how they participated in the community.

## Effect of National Aboriginal Day on Businesses

When asked how a statutory National Aboriginal Day holiday would affect their businesses operations and viability, nearly half (48.7%) of the responding employers and/or members of the business communities felt they would not (or only slightly) be affected (Figure 4). Over one-quarter (26.9%) of the responding employers and/or members of the business communities noted that businesses would be negatively affected through:

- loss of profit and competition;
- increased scheduling conflicts; and
- payroll cost.

One-fifth (20.2%) of the responding employers and/or members of the business communities thought businesses would be positively affected through:

- First Nations community support;
- pay for day already taken off as a holiday;
- content employees;
- increased profits; and
- tourism promotion.

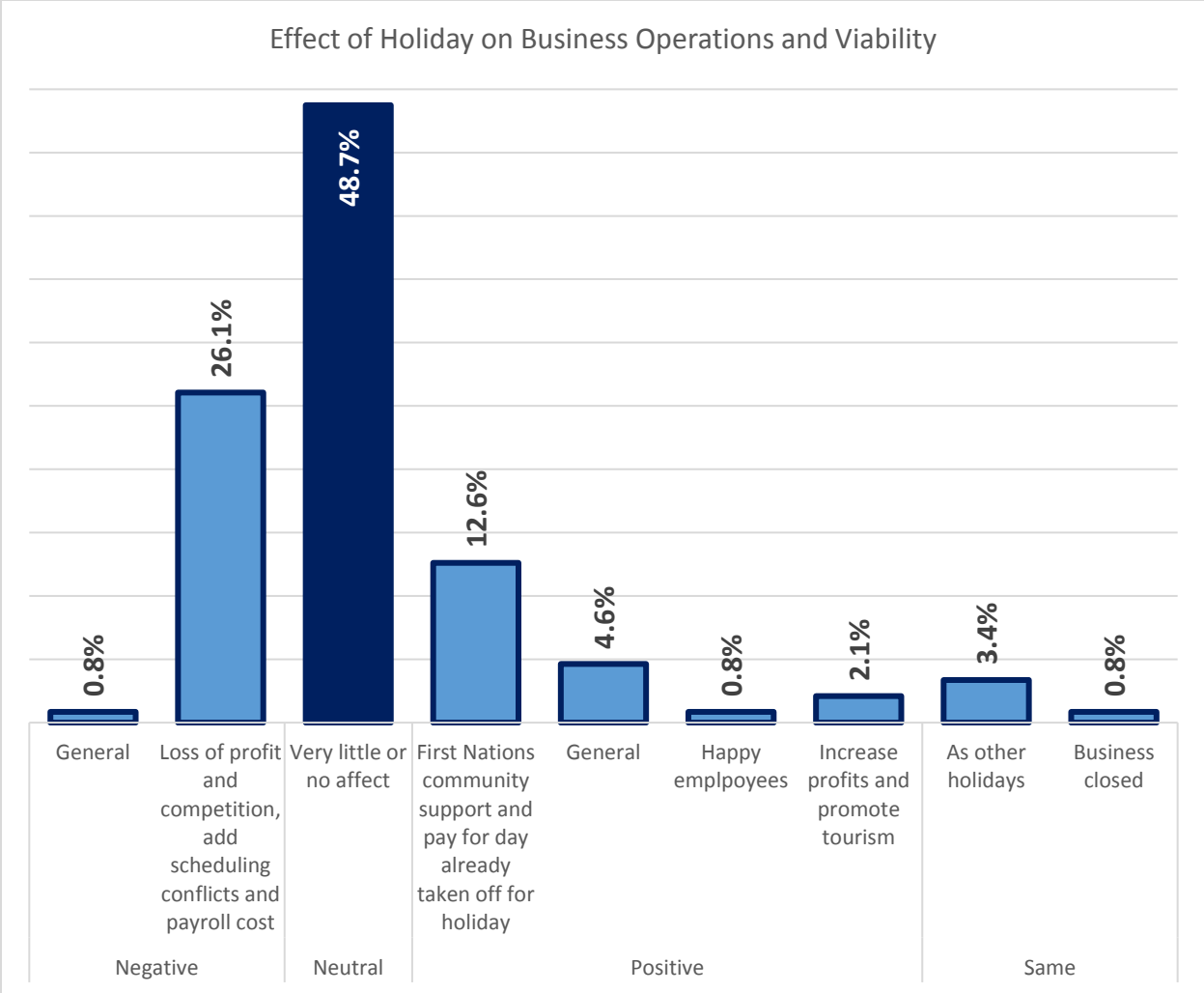


Figure 4. Effect of Holiday on Business Operations and Viability  
 Responding employers and/or members of the business communities were asked how the national holiday would affect their business operations and viability.

Of the responding employers and/or members of the business communities, 55.1% would not (or only slightly) experience a human resource or staffing issues due to the creation of a National Aboriginal Day statutory holiday. Just over one-quarter (26.1%) of the responding employers and/or members of the business communities thought businesses would be negatively affected primarily by:

- loss of productivity and profit;
- extra payroll costs; and
- staff shortage.

As noted by 15.0% of the responding employers and/or members of the business communities, positive effects on businesses due to the new holiday would include:

- content employees;
- encouragement and celebration of First Nations and family relationships; and
- extra productivity with extra staff.

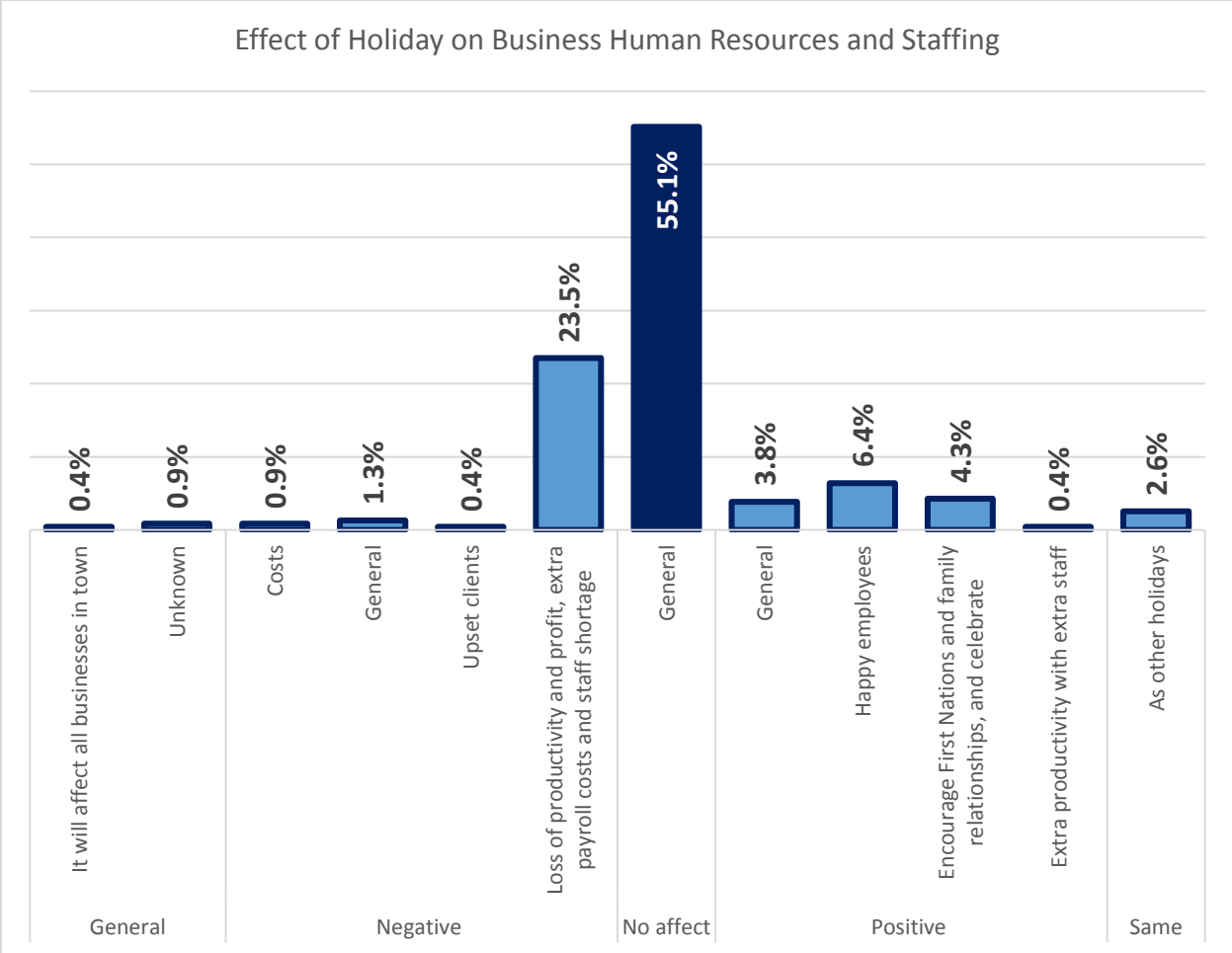


Figure 5. Effect of Holiday on Business Human Resources and Staffing  
 Respondents were asked how the national holiday would affect the business human resources and staffing.

## Benefits and Implications of a *Statutory* National Aboriginal Day

The majority of all respondents (88.0%) believe there are benefits to declaring a *statutory* (paid) holiday in Yukon to recognize the National Aboriginal Day (**Error! Reference source not found.**). However, more employees and First Nations citizens reported benefits in declaring the day statutory compared to employers and members of the business community.

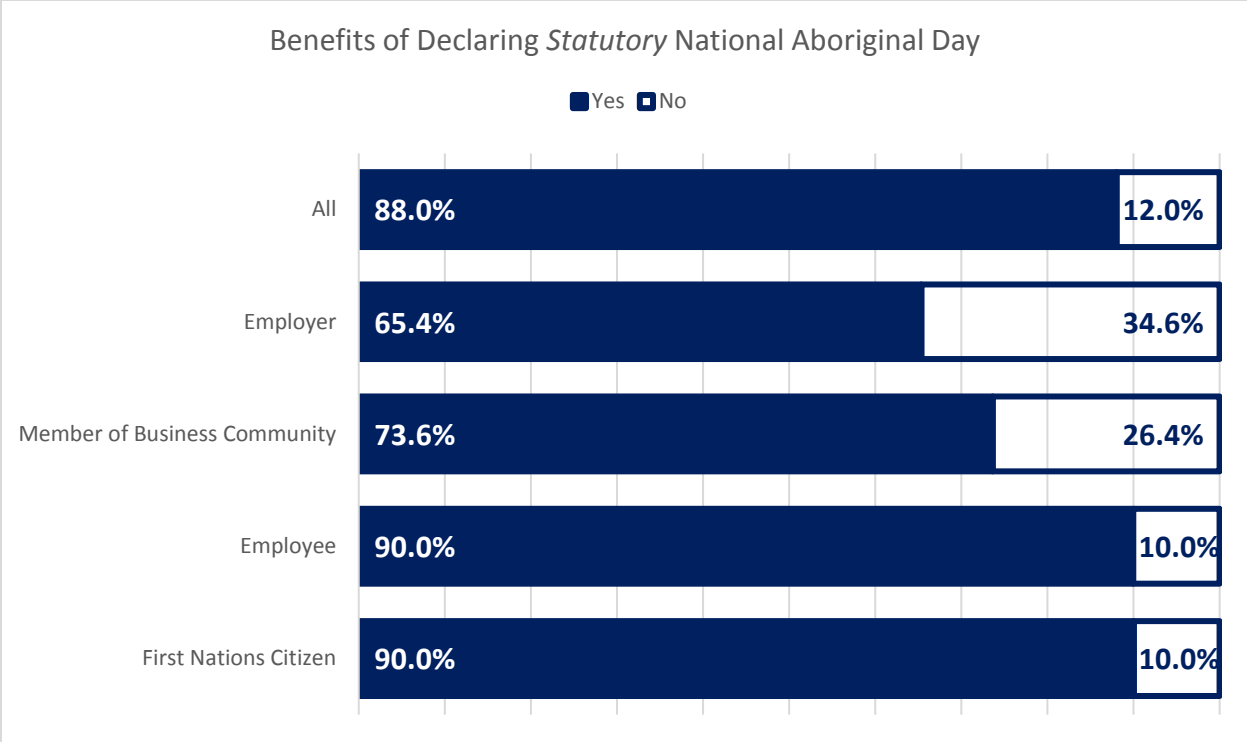


Figure 6. Benefits of Declaring Statutory National Aboriginal Day  
 Respondents were asked if there are any benefits of declaring a statutory (paid) holiday in Yukon to recognize National Aboriginal Day (celebrated annually on June 21).

One of the most common (reasons provided by 50.6% of the respondents for a statutory holiday on the National Aboriginal Day was Yukoners’ ability to celebrate, respect, acknowledge, understand and recognize the First Nations history, culture, and traditions (Figure 7). Other reported supporting reasons included:

- having a (paid) day off to celebrate and acknowledge First Nations people and summer (June and solstice);
- building overall goodwill, relationships, unity and community among Canadians and reducing racism;
- giving Yukon's First Nations people a chance to educate and showcase their culture and way of life;
- beginning the process of reconciliation as per the Truth and Reconciliation Commission recommendations;
- celebrating a more relevant holiday;
- allowing more Yukon citizens to participate in and support First Nations festivities;
- celebrating more family and friend time together;
- encouraging tourism spending and business growth for the territorial economy and local businesses;
- allowing First Nations to spend a day immersing themselves in the culture;
- fostering First Nations, Yukon and Canadian pride and awareness;
- developing a better work-life balance;
- encouraging engagement in social, emotional, physical health opportunities; and
- supporting equality for all and being more modern and progressive.



### Specific Benefits of a *Statutory* National Aboriginal Day Holiday

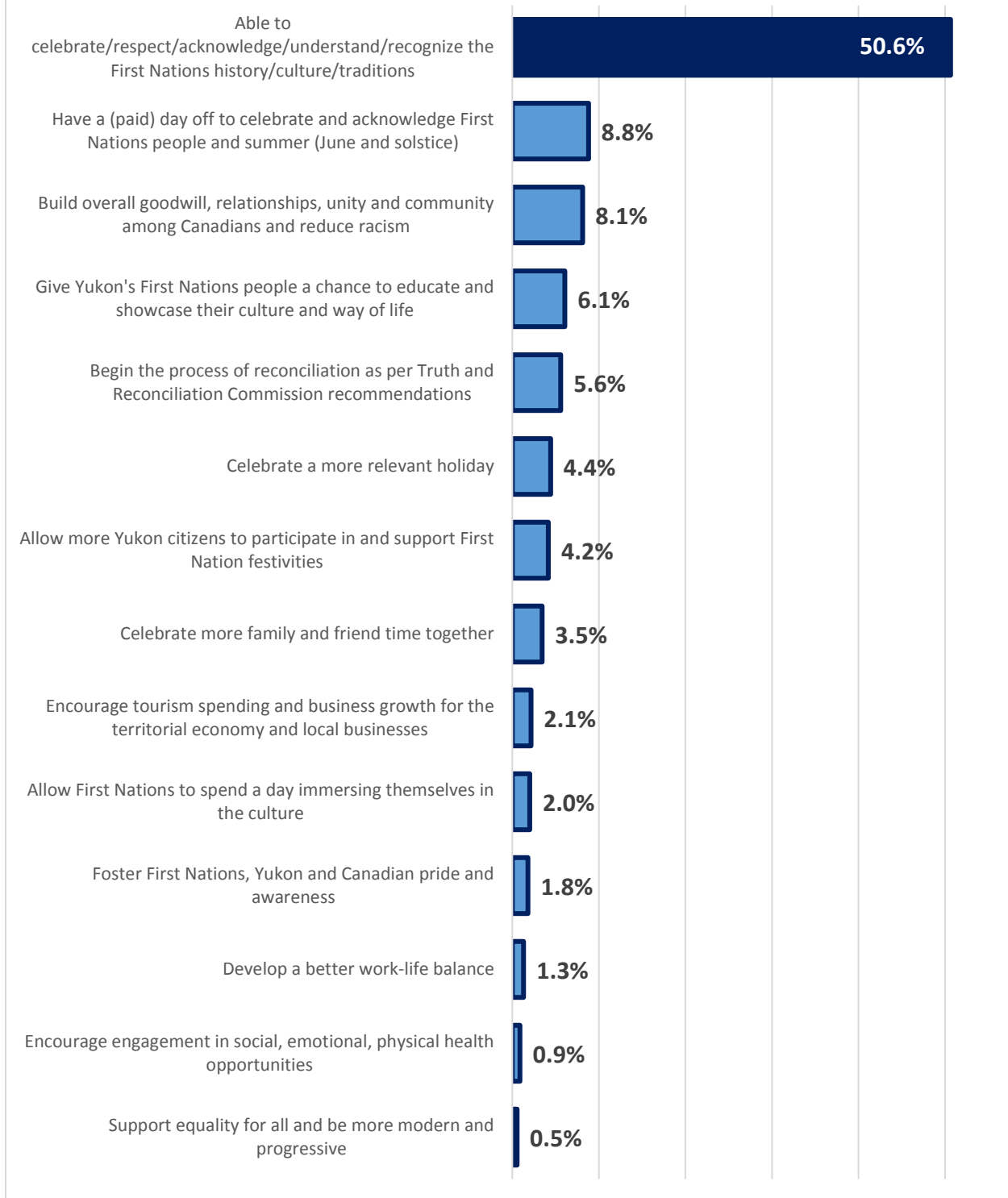


Figure 7. Specific Benefits of a Statutory National Aboriginal Day Holiday  
 Respondents were asked to list specific benefits gained by declaring National Aboriginal Day a statutory holiday.

Overall, most respondents (58.0%) felt there would be financial or economic implications caused by creating a new statutory holiday. Employers (61.3%) most strongly felt there would be financial or economic implications (Figure 8).

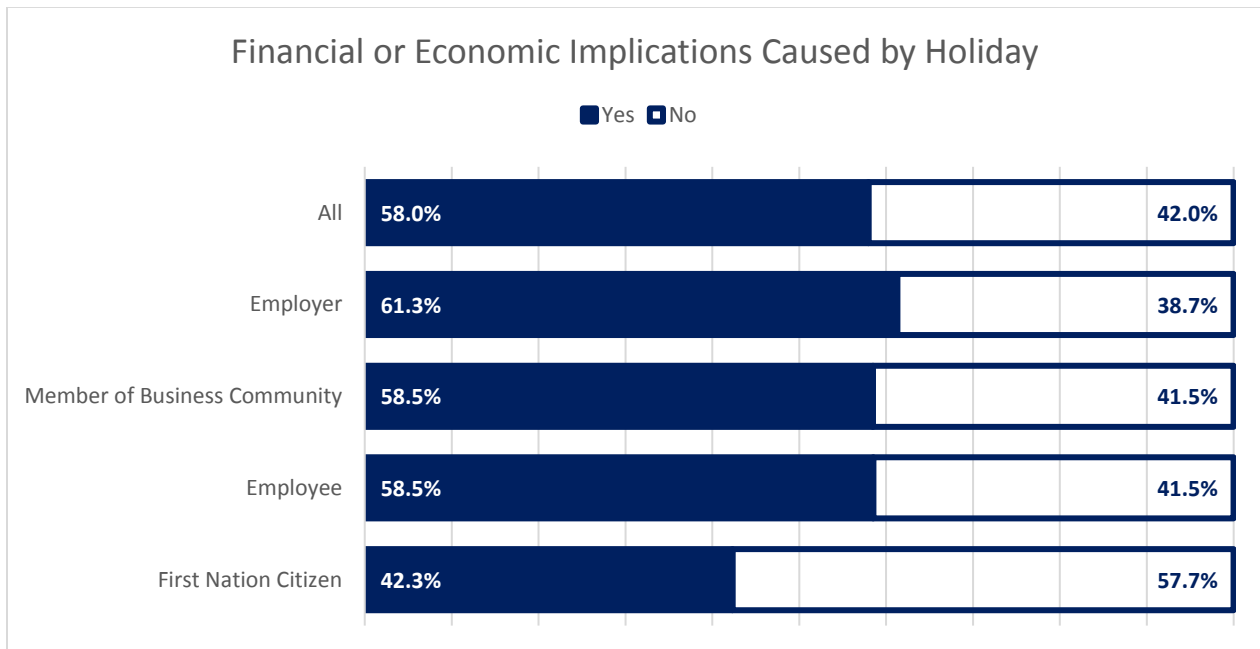


Figure 8. Financial or Economic Implications Caused by Holiday  
 Respondents were asked if in their opinion, would there be any financial or economic implications caused by a newly created statutory National Aboriginal Day holiday.

As shown in Figure 9, nearly half of the respondents (49.3%) felt a new statutory holiday would have *negative* financial or economic implications primarily due to:

- business or government closed for the day during tourist season;
- childcare costs;
- costs (general);
- government/business costs (payroll costs and lost profit/productivity);
- impact student learning;
- loss of a public sector business day impacts private sector;
- only employees of big business /government would have the holiday; or
- pay or job implications for (part time & seasonal) workers.

The remaining half of the respondents (50.3%) felt there would be *positive* financial or economic implications primarily through:

- content employees/people less sick days and more productive;
- employees receive pay for not working or extra pay for working;
- event spending;
- increased revenue and spending (e.g. tourism, crafts, events);
- model business/employer;
- more employment opportunities;
- reduce costs to society of disengaged people; or
- positive outweighs negative.

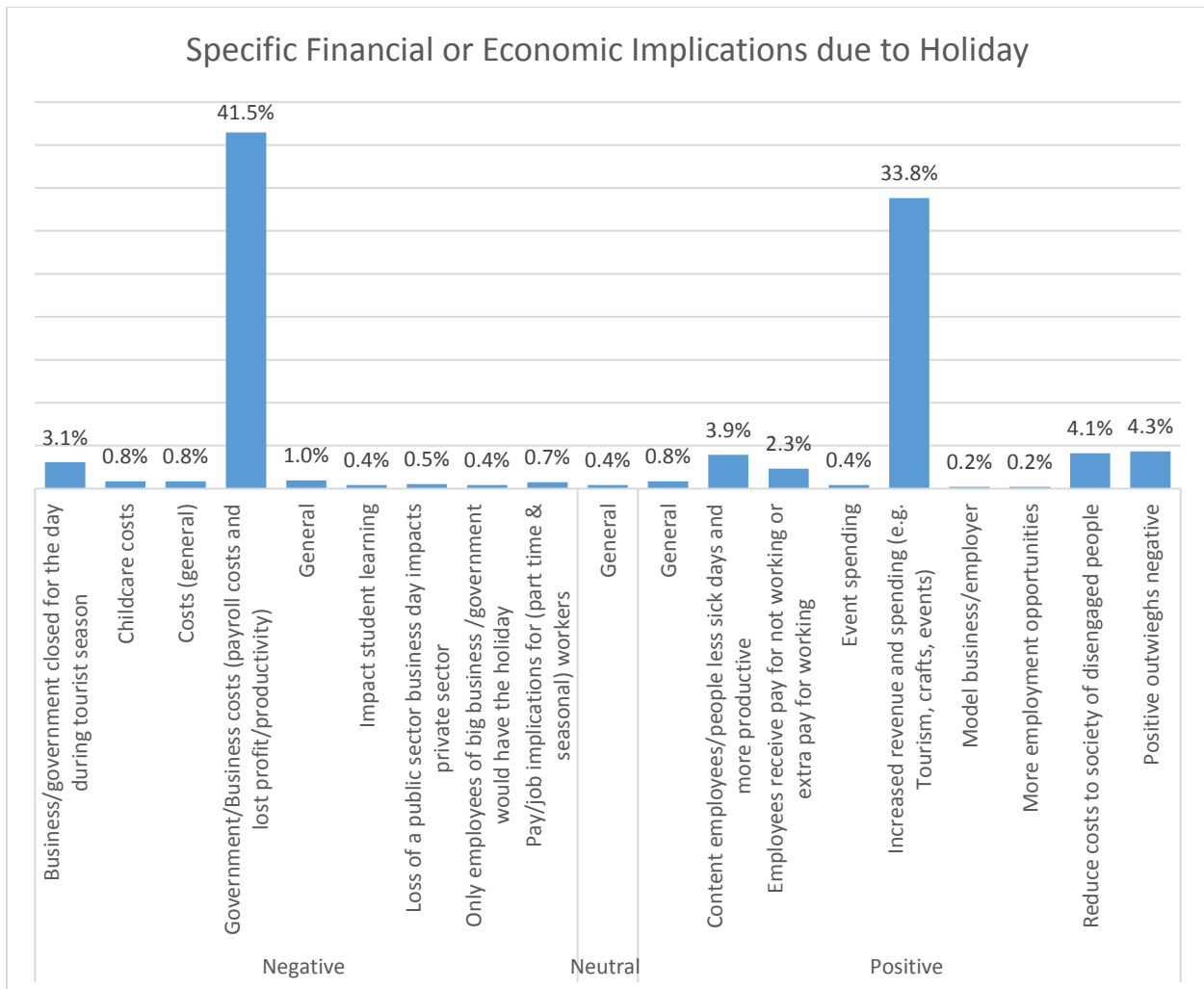


Figure 9. Specific Financial or Economic Implications due to Holiday  
 Respondents were asked, in their opinion, what financial or economic implications a new statutory holiday would have for Yukon.

## National Aboriginal Day Support

Most of the respondents (78.0%) chose *cultural importance* as the most important factor when ranking the effect of introducing a National Aboriginal Day (Figure 10). *Negative financial implications* (56.3%) was most often ranked second choice, *family and lifestyle* (76.0%) third, and *positive financial implications* (60.3%) fourth.

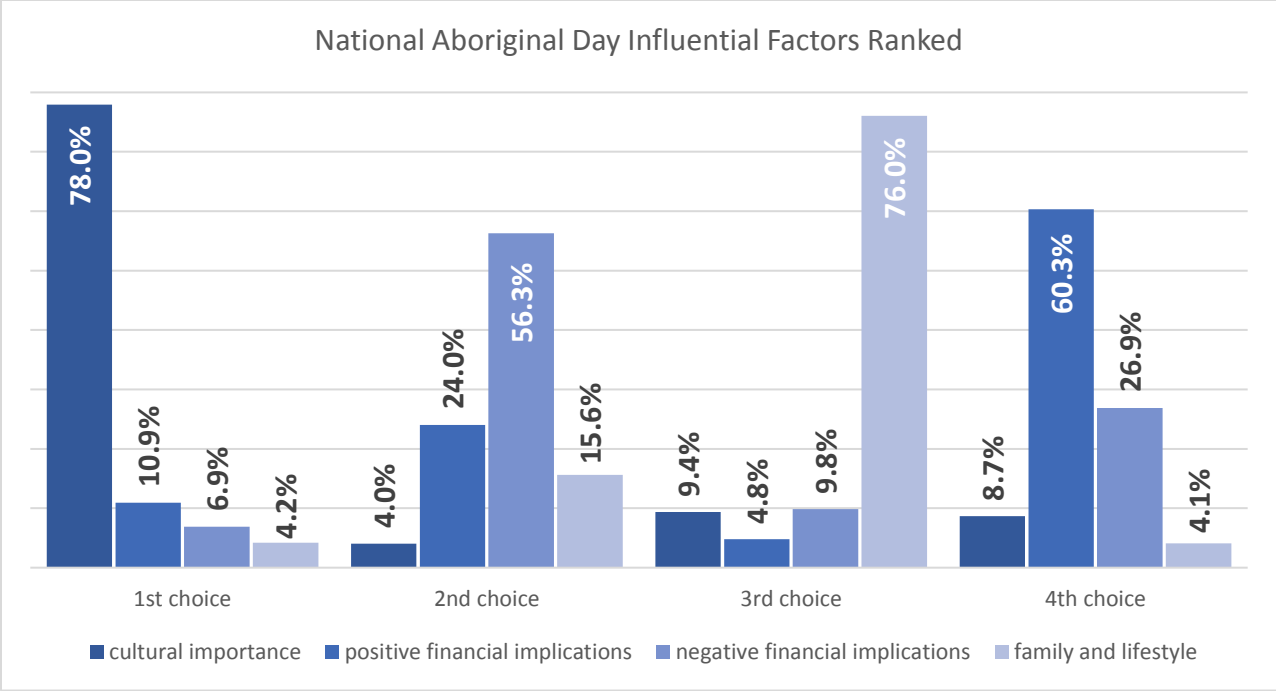


Figure 10. National Aboriginal Day Influential Factors Ranked  
 Respondents were asked to consider the effect of a statutory holiday for National Aboriginal Day, then rank four factors in order of importance.

As shown in Figure 11, 83.3% of the respondents *strongly support* or *support* a statutory holiday on the National Aboriginal Day. Those who are *against* or *strongly against* constitute another 13.3%. The remaining 3.4% of the respondents were *neutral*. First Nation citizens were the most (91.7%) supportive, followed by employees, members of the business community, and employers.

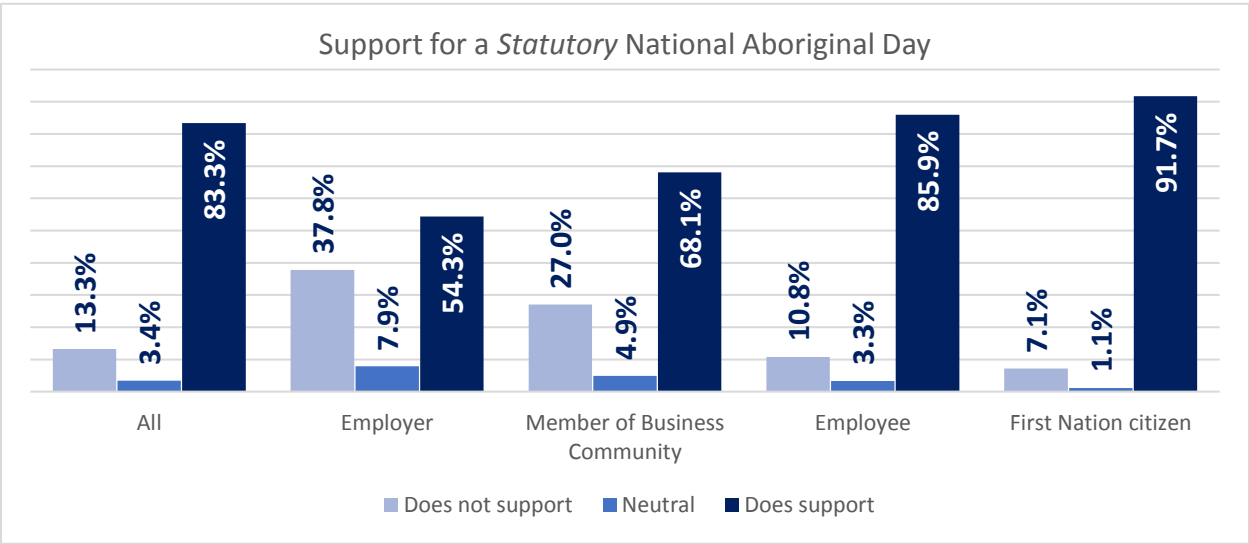


Figure 11. Support for a Statutory National Aboriginal Day  
 Respondents were asked if they support a statutory (paid) holiday in Yukon for National Aboriginal Day.

## Appendix A – Results

What is your postal code?

	Percent
Yukon	96.2%
Other Canadian	2.0%
British Columbia	1.0%
Invalid	0.7%

Which age group do you belong to?

	Percent
Less than 18 years old	0.1%
18-29 years old	15.8%
30-39 years old	28.7%
40-49 years old	20.2%
50-59 years old	19.4%
60 years old or more	15.7%

Are you ...

	Percent
Are you an employer?	11.2%
Are you a member of the business community?	16.8%
Are you an employee?	74.5%
Are you a First Nation citizen?	24.8%
Are you "other - please specify"?	10.1%

Are you ...

Semi-/retiree
Yukon resident
Student or recent graduate
Member of a visible minority
Non-status first nation
Stay at home mom/homemaker
Caucasian
Employee and business owner with first nations group
First nations relative
Canadian
Artist

How would a statutory holiday for National Aboriginal Day affect your business' operations and viability (the capacity to operate or be sustained)?

	Percent
<b>Negative</b>	<b>26.9%</b>
General	0.8%
Loss of profit and competition, add scheduling conflicts and payroll cost	26.1%
<b>Neutral</b>	<b>48.7%</b>
Very little or no affect	48.7%
<b>Positive</b>	<b>20.2%</b>
First Nations community support and pay for day already taken off for holiday	12.6%
General	4.6%
Happy employees	0.8%
Increase profits and promote tourism	2.1%
<b>Same</b>	<b>4.2%</b>
As other holidays	3.4%
Business closed	0.8%

How would a statutory holiday for National Aboriginal Day affect your businesses human resources and staffing?

	Percent
<b>Negative</b>	<b>26.1%</b>
Costs	0.9%
General	1.3%
Upset clients	0.4%
Loss of productivity and profit, extra payroll costs and staff shortage	23.5%
<b>No affect</b>	<b>55.1%</b>
General	55.1%
<b>Positive</b>	<b>15.0%</b>
General	3.8%
Happy employees	6.4%
Encourage First Nations and family relationships, and celebrate	4.3%
Extra productivity with extra staff	0.4%
<b>Same</b>	<b>2.6%</b>
As other holidays	2.6%
<b>General</b>	<b>1.3%</b>
It will affect all businesses in town	0.4%
Unknown	0.9%

In your opinion, are there any benefits of declaring a statutory (paid) holiday in Yukon to recognize National Aboriginal Day (celebrated annually on June 21)?

	All	Employer	Member of Business Community	Employee	First nation Citizen
	Percent	Percent	Percent	Percent	Percent
<b>Yes</b>	88.0%	65.4%	73.6%	90.0%	90.0%
<b>No</b>	12.0%	34.6%	26.4%	10.0%	10.0%

Specific benefits of declaring a statutory (paid) holiday in Yukon to recognize National Aboriginal Day.

	Percent
Able to celebrate/respect/acknowledge/understand/recognize the First Nations history/culture/traditions	50.6%
Have a (paid) day off to celebrate and acknowledge First Nations people and summer (June and solstice)	8.8%
Build overall goodwill, relationships, unity and community among Canadians and reduce racism	8.1%
Give Yukon's First Nations people a chance to educate and showcase their culture and way of life	6.1%
Begin the process of reconciliation as per Truth and Reconciliation Commission recommendations	5.6%
Celebrate a more relevant holiday	4.4%
Allow more Yukon citizens to participate in and support First Nation festivities	4.2%
Celebrate more family and friend time together	3.5%
Encourage tourism spending and business growth for the territorial economy and local businesses	2.2%
Allow First Nations to spend a day immersing themselves in the culture	2.0%
Foster First Nations, Yukon and Canadian pride and awareness	1.8%
Develop a better work-life balance	1.3%
Encourage engagement in social, emotional, physical health opportunities	0.9%
Support equality for all and be more modern and progressive	0.6%

In your opinion, are there any financial or economic implications that a new statutory holiday would have for Yukon?

	All	Employer	Member of Business Community	Employee	First nation Citizen
	Percent	Percent	Percent	Percent	Percent
<b>Yes</b>	58.0%	61.3%	58.5%	58.5%	42.3%
<b>No</b>	42.0%	38.7%	41.5%	41.5%	57.7%

Specific financial or economic implications that a new statutory holiday would have for Yukon.

	Percent
<b>Negative</b>	<b>49.3%</b>
Business/government closed for the day during tourist season	3.1%
Childcare costs	0.8%
Costs (general)	0.8%
Government/Business costs (payroll costs and lost profit/productivity)	41.5%
General	1.0%
Impact student learning	0.4%
Loss of a public sector business day impacts private sector	0.5%
Only employees of big business /government would have the holiday	0.4%
Pay/job implications for (part time & seasonal) workers	0.7%
<b>Neutral</b>	<b>0.4%</b>
General	0.4%
<b>Positive</b>	<b>50.3%</b>
General	0.8%
Content employees/people less sick days and more productive	3.9%
Employees receive pay for not working or extra pay for working	2.3%
Event spending	0.4%
Increased revenue and spending (e.g. Tourism, crafts, events)	33.8%
Model business/employer	0.2%
More employment opportunities	0.2%
Reduce costs to society of disengaged people	4.1%
Positive outweighs negative	4.3%

Rank the following National Aboriginal Day factors.

	1st Choice	2nd Choice	3rd Choice	4th Choice
	Percent	Percent	Percent	Percent
<b>cultural importance</b>	78.0%	4.0%	9.4%	8.7%
<b>positive financial implications</b>	10.9%	24.0%	4.8%	60.3%
<b>negative financial implications</b>	6.9%	56.3%	9.8%	26.9%
<b>family and lifestyle</b>	4.2%	15.6%	76.0%	4.1%

To what degree do you support a statutory (paid) holiday in Yukon for National Aboriginal Day?

	All	Employer	Member of Business Community	Employee	First nation Citizen
	Percent	Percent	Percent	Percent	Percent
<b>Strongly against</b>	11.2%	34.6%	24.5%	8.8%	6.8%
<b>Against</b>	2.1%	3.1%	2.5%	2.0%	0.4%
<b>Neutral</b>	3.4%	7.9%	4.9%	3.3%	1.1%
<b>Support</b>	12.6%	8.7%	9.8%	13.8%	9.0%
<b>Strongly support</b>	70.7%	45.7%	58.3%	72.1%	82.7%

# Appendix B – Questionnaire

## National Aboriginal Day Survey

The Government of Yukon is seeking to understand the implications of a possible Yukon *statutory* holiday to recognize National Aboriginal Day. We are looking for your feedback to help us understand what these implications might look like for you. Please provide your feedback by completing the survey.

1. What is your postal code? \_\_\_\_\_
  
2. Which of the following age group do you belong to?
  - 18-29 years old
  - 30-39 years old
  - 40-49 years old
  - 50-59 years old
  - 60 years old or more
  - None of the above
  
3. Are you (check all that apply):
  - an employer? **[go to 3a & 3b]**
  - a member of the business community? **[go to 3a & 3b]**
  - an employee?
  - a First Nation citizen?
  - other? (please specify) \_\_\_\_\_

3a. How would a *statutory* holiday for National Aboriginal Day affect your businesses operations and viability?

3b. How would a *statutory* holiday for National Aboriginal Day affect your businesses human resources and staffing?

4. In your opinion, are there any benefits of declaring a *statutory* (paid) holiday in Yukon to recognize National Aboriginal Day (celebrated annually on June 21)?

- Yes  No

If yes, what are the benefits? (maximum 5)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



5. In your opinion, are there any financial or economic implications that a new *statutory* holiday would have for Yukon?

Yes  No

If yes, what are the implications? (maximum 5)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. When considering the effect of a *statutory* holiday for National Aboriginal Day, please rank the following factors from most important to least important to you (from 1 to 4):

a. cultural importance (e.g., celebration of First Nations heritage and achievements)	
b. positive financial implications (e.g., possible increase in sales for some businesses, paid holiday for employees)	
c. negative financial implications (e.g., increased costs, reduced income, reduced productivity)	
d. family and lifestyle (e.g., an extra day with family and friends, and for leisure activities)	

7. On a scale of 1 to 5, to what degree do you support a *statutory* (paid) holiday in Yukon for National Aboriginal Day?

<b>Strongly against</b>		<b>Neither against nor support</b>		<b>Strongly support</b>
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Thank you for participating in the survey.**

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