



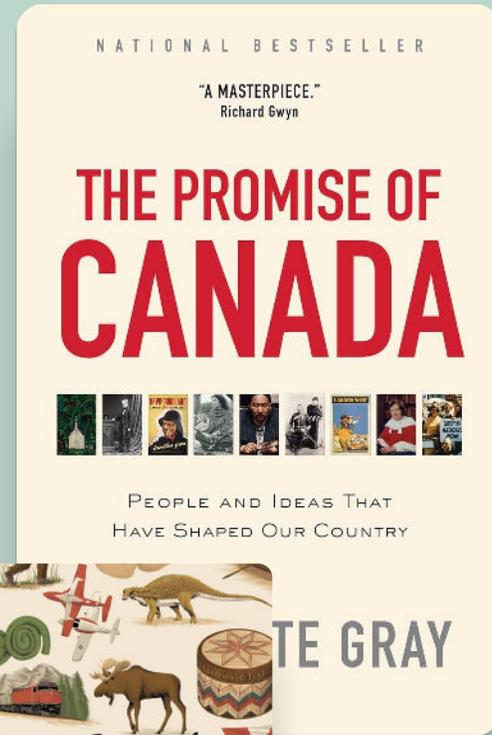
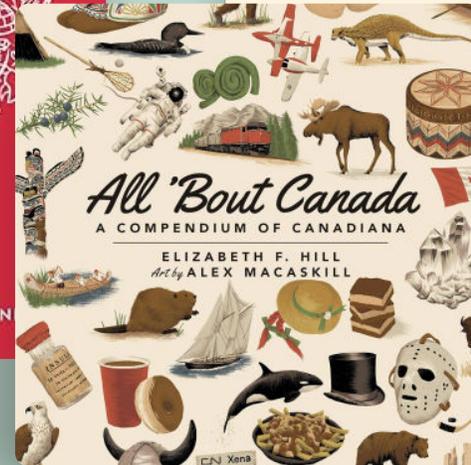
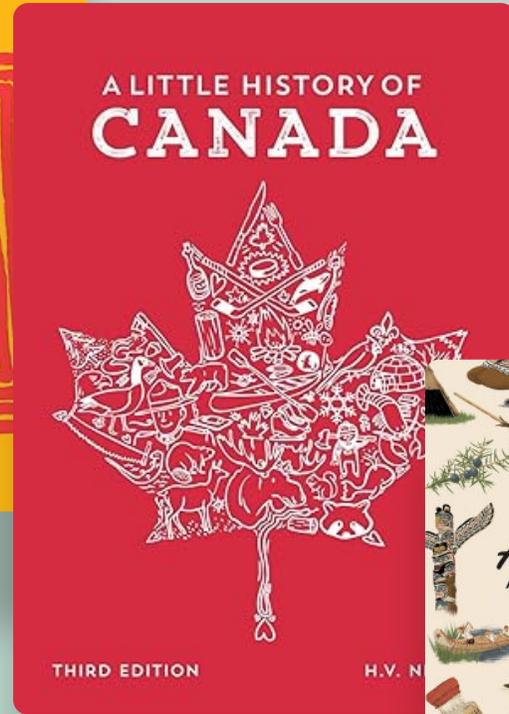
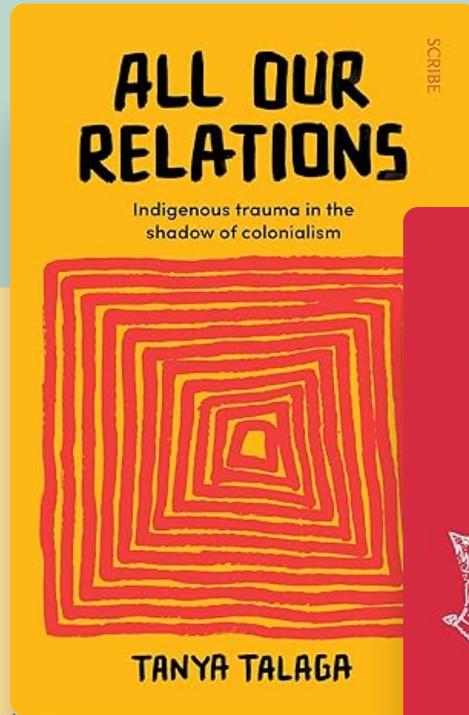
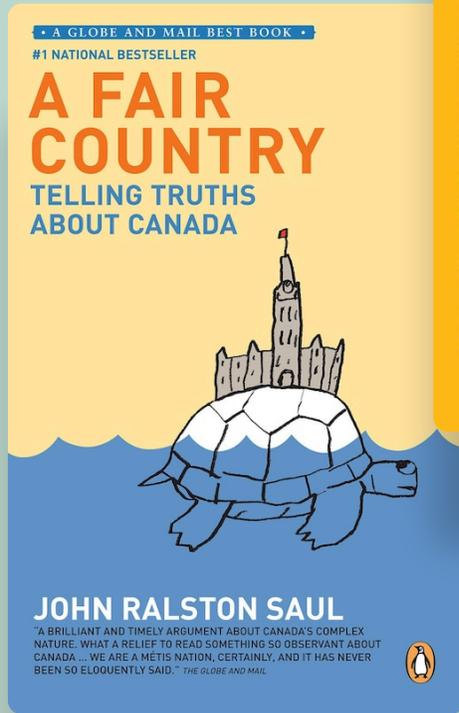
Seeing the Whole Picture

Lessons from Indigenous Research on Trust, Access, and Inclusion

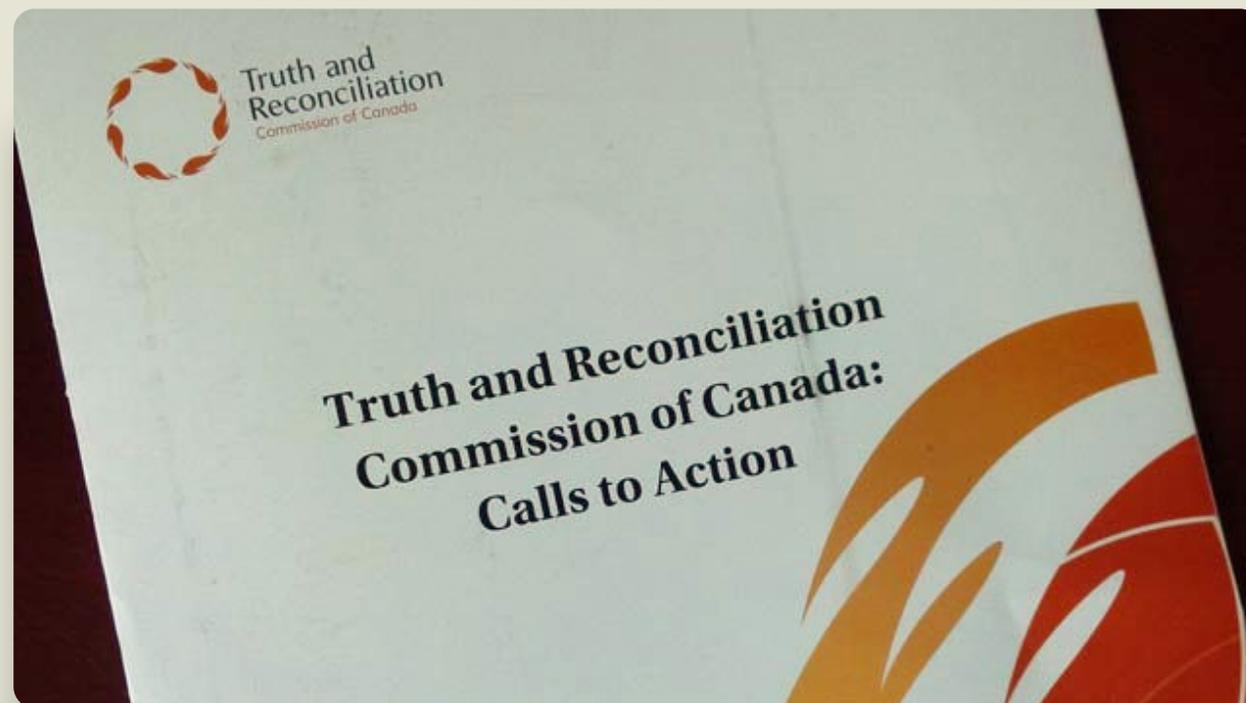


How Did I Get Here?





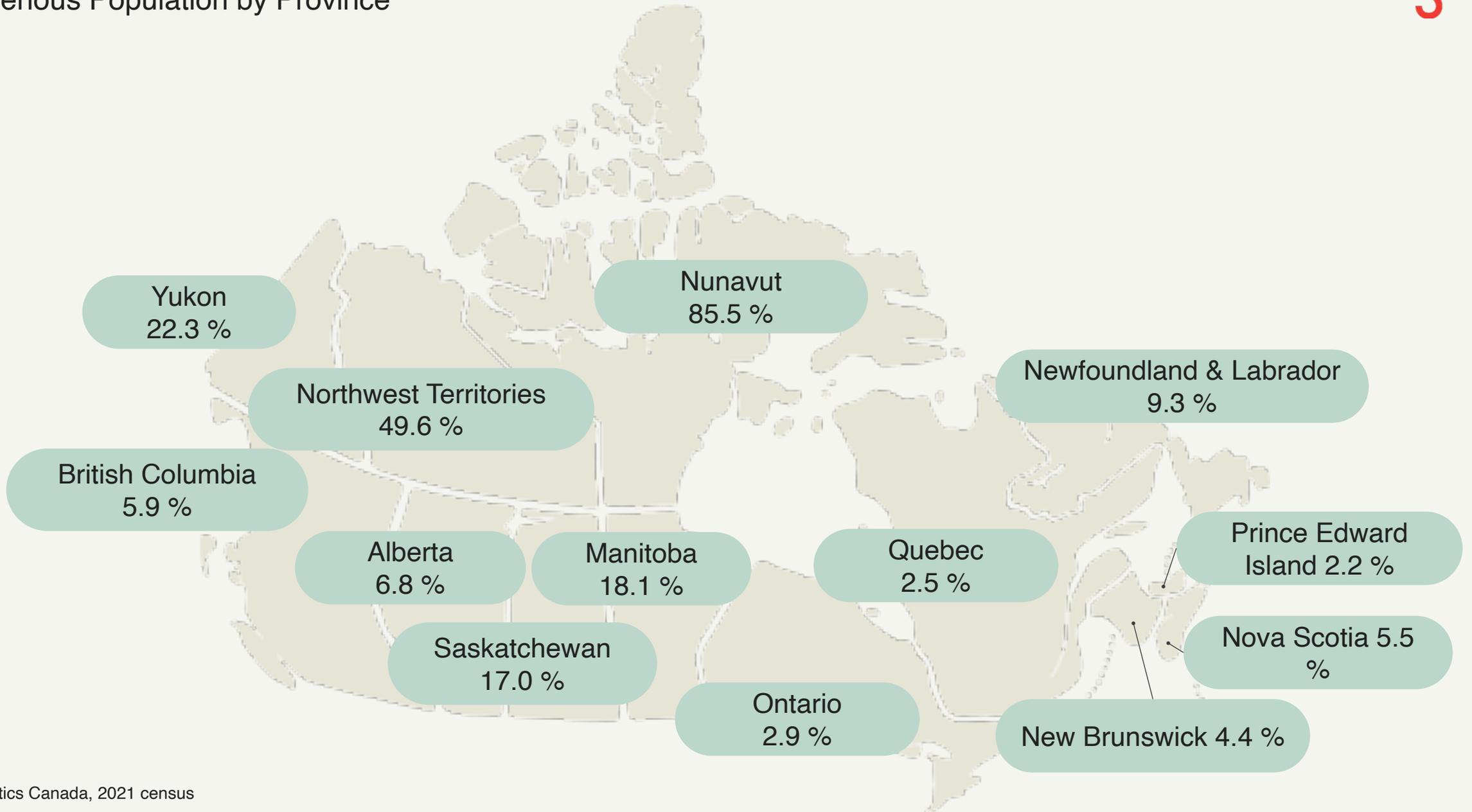
From the Spicer Commission to Truth and Reconciliation





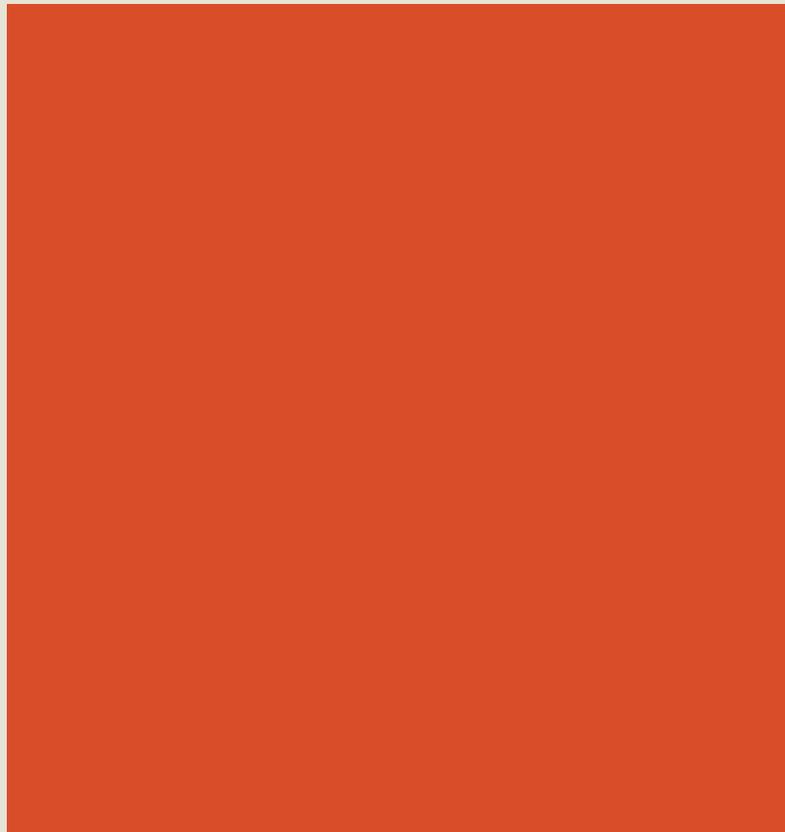
Canada's story isn't
complete without
Indigenous voices.

Indigenous Population by Province



76%

of Indigenous people think
the government should do
more to reconcile



47%

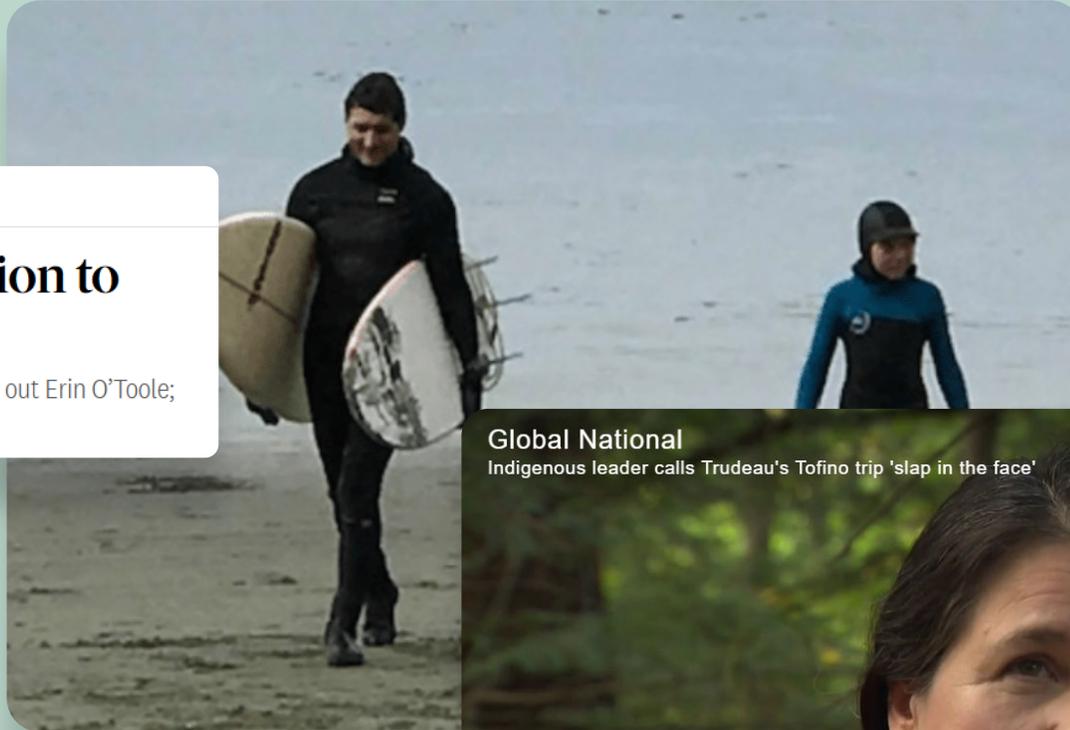
of Canadians think the
government should do
more to reconcile



MACLEAN'S

Justin Trudeau's ill-timed vacation to Tofino

Politics Insider for Oct. 1, 2021: Tofino or bust; a failed effort to take out Erin O'Toole; vaccine breakdown



Global National

Indigenous leader calls Trudeau's Tofino trip 'slap in the face'



Indigenous leaders upset at Trudeau's Tofino trip

**Global
NATIONAL**

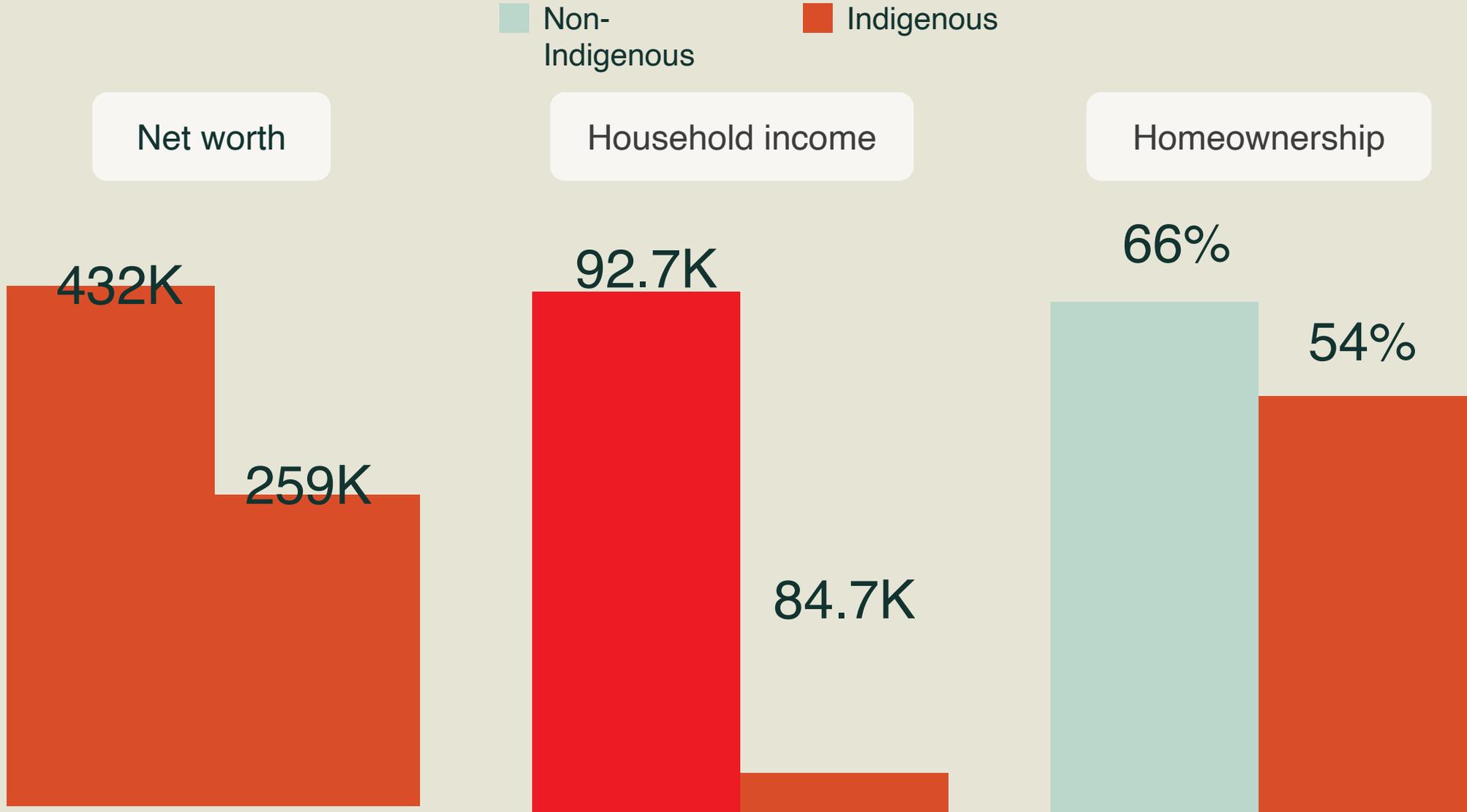


Inclusive & multi-mode
sampling

Respectful tone
and language

Continuous
improvement

The Starting Line Sits Farther Back



Connected But Not Equal

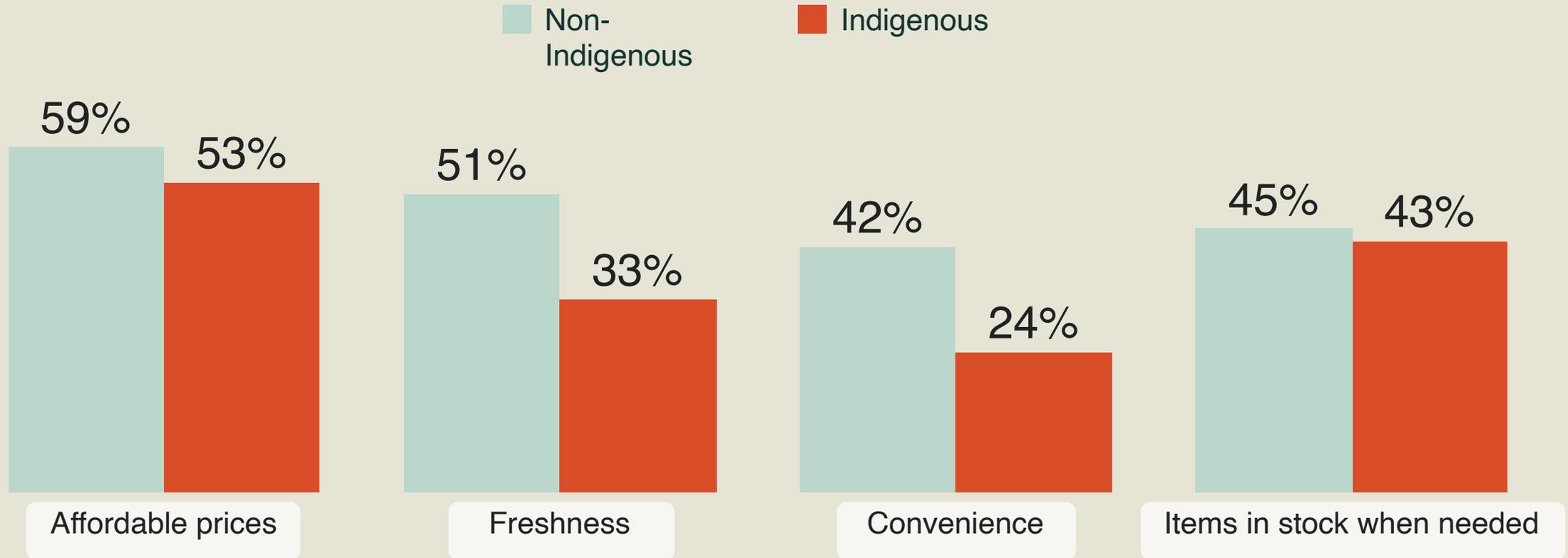


33% more likely
to have rural or
fixed internet

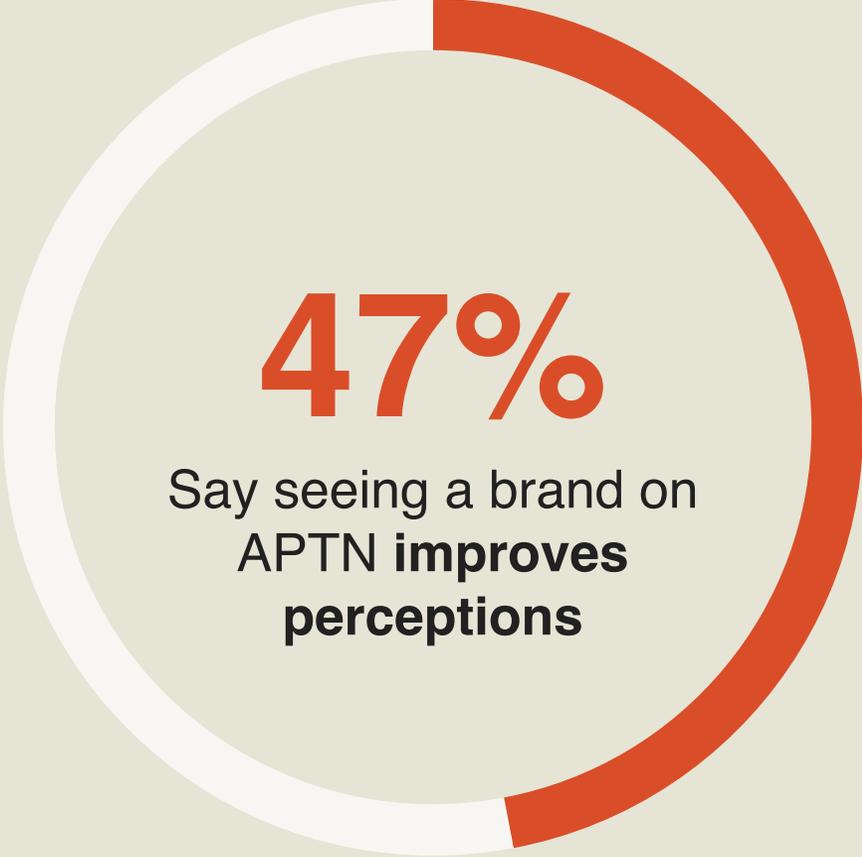


50% more
likely to use
prepaid or
pay as you go

Different Value Equations



Representation Builds Trust and Belonging



47%

Say seeing a brand on
APT_N improves
perceptions



51%

Are **more likely to**
purchase from these
brands

When Inclusion is Visible

82%

of Indigenous viewers of APTN believe
it's important for brands to support
Indigenous representation in the media.



Privilege Hides in Assumptions



True Inclusion Starts at the Brief

Our invitation:

Build research and marketing frameworks that listen first, co-design second, and act with reciprocity.



Leger

We Know Canadians

