



The Human Intelligence Network  
Enhancing Knowledge  
For  
Actively Engaging Communities Through  
Research and Interaction Offering New Solutions

# Canadian Community Engagement Study

## Project Charter Document



Royal Canadian  
Mounted Police  
Gendarmerie  
Royale du Canada





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# Canadian Community Engagement Study

## Why are we doing the survey?

We want to understand how Canadians think and feel about Muslims, as well as how they are interacting with community members.

For Muslim respondents, the survey aims to understand their experience in Canada and their perceptions of how fellow Canadians perceive them.

We can then draw on these responses in an effort to formulate a level of understanding about public opinion.

## Who can participate?

All Canadians 18 years and older.

## Why should Canadians participate?

Express views; Assist policy makers gain insight into the diversity of public opinion;

Make an impact; provide results that lead to positive change.

## Objective and Outcome of the Study:

- To assess the communication gap between Canadians Muslims and fellow Canadians;
- To find areas where communication and understanding can be improved;
- To identify ways to help promote education and dialogue between Canadians;
- To open the communication channel so that people are comfortable asking questions on sensitive issues;
- To identify and address fear and hate towards Islam and Muslims in Canada;
- To work with institutions, organizations, and policy makers in creating a stronger, safer Canada.

## Methodology:

The survey is designed as a non-discriminative snowball sampling approach. As snowball sampling is a non-probability sampling technique, Results are not necessarily representative of all Canadians, however insights from the research can be used to inform future, more in-depth research efforts.

## Survey Design and Collaboration:

Think for Actions and Insights Matter, a Calgary-based market research firm, created a short survey about 10 minutes in length. Responses are confidential, anonymous, and collected by Think for Actions who will independently aggregate the data. Individual data is not tracked.

To capture an unbiased sample of Canadian opinion, Think for Actions will be contacting 3000+ organizations throughout Canada to collaborate on the study. Major communities we will be working with are as follows: Churches, Synagogues, Mandirs, Gurdwaras, Masjids, Temples, LGBT, Inuit, First Nations, immigrant and refugee support groups, civil liberties groups, and multicultural and newcomer serving agencies among others.

# Investigators

## Principal Investigator:

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*Chairman, Think for Actions*  
*Founder, The Western Minaret and The Platform Project*

## Co- Principal Investigators:

- Dr. Derek Blair, PH.D.  
 Professional Cognitive Anthropologist and an expert in research design, execution and analysis.  
 President: Insights Matter

## Co- Investigators:

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 Associate Professor  
 School of Public Policy and Administration (Law Stream)  
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- Arman Chak, Forensic Law  
Law Society of Alberta, York University  
He currently serves on the Executive of the Alberta CBA Administrative Law Section as well as the National Constitutional and Human Rights Law Section.
- Dr. Fouad Nadim Matraji BA, MBA, PhD  
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Community Activist and Founder of Syrian Refugee Support Group Calgary
- Dr. Lori Wilkinson, Ph.D.  
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Chaplain and youth counselor at the City of Calgary  
Muslim chaplain with the Calgary Police Services
- Cst Bassam EL-ASMAR,  
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### Director National Study

- Dr. Ahmed Makhdoom



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## **Research Assistants**

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