



Racism and Discrimination

Public Opinion Research

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Field Dates: June 17–30, 2020



Racism and Discrimination in Canada

Many Canadians often take pride in the country's multiculturalism. However, recent years have seen more and more discussion about the ongoing impact of racism in Canada.

Today we are releasing initial results from a new survey on public attitudes around racism, diversity, and immigration.

We find that across a number of measures, negative attitudes towards diversity, immigration, and minority groups are declining. However, even as we see this decline, more and more Canadians are saying that discrimination is still a serious issue in Canada today.

These results come from an online survey conducted from June 17th to June 30th with a weighted sample size of 1,500 Canadian residents. Detailed methodology is provided in the appendix.

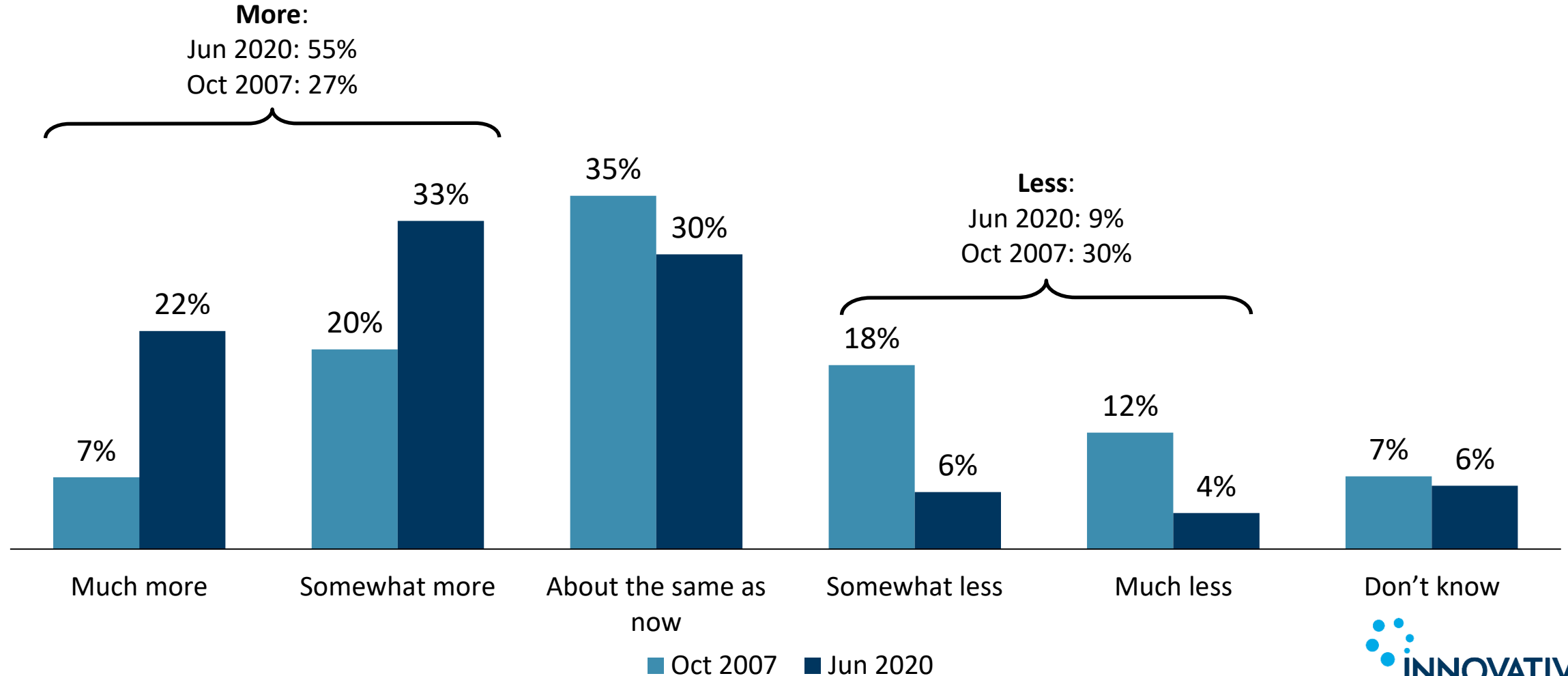
Attitudes on diversity and immigration

Across a variety of measures, Canadians are expressing more support for and more positive attitudes towards recent immigrants and marginalized communities in Canada than in the past.

Twice as many Canadians say *more* should be done for racial minorities (55%) in 2020 as in 2007; those saying *less* down 21-pts



How much do you think should be done for racial minorities?
[asked of all respondents]

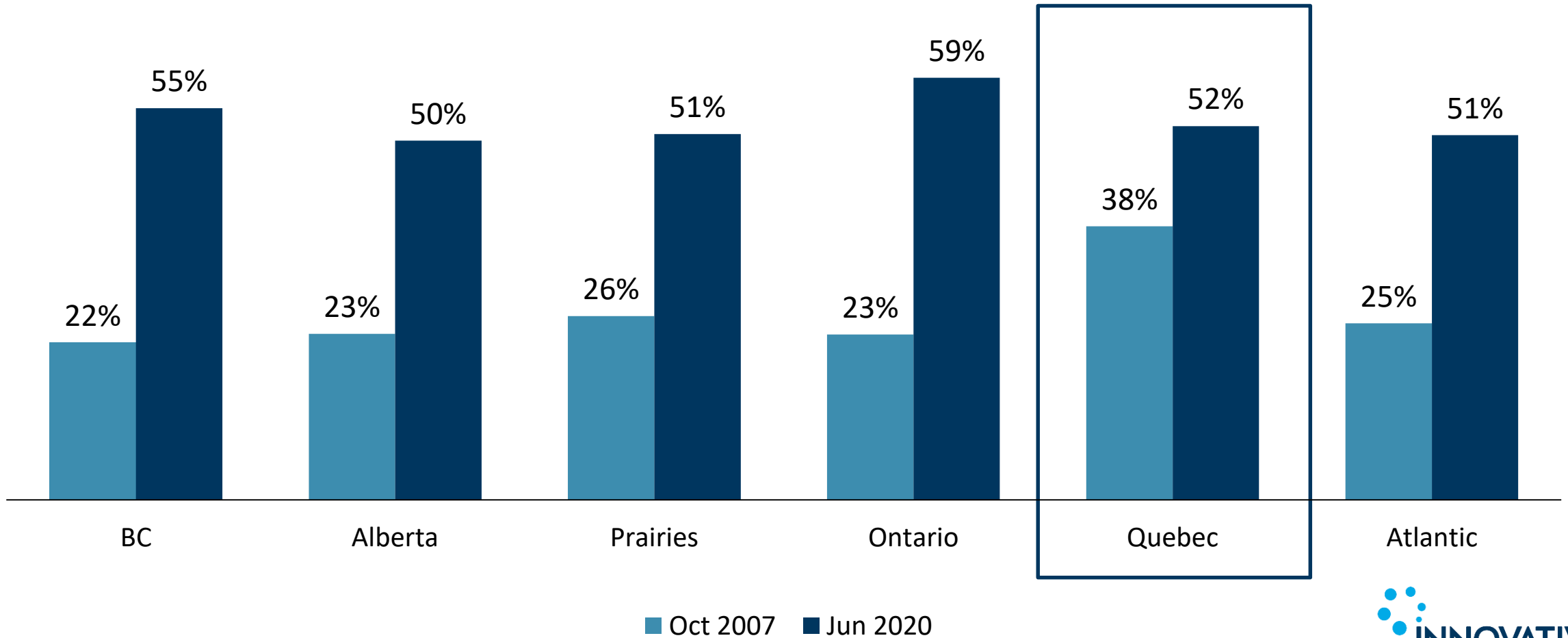


Across all regions, more Canadians now say more should be done for racial minorities



How much do you think should be done for racial minorities?
[asked of all respondents]

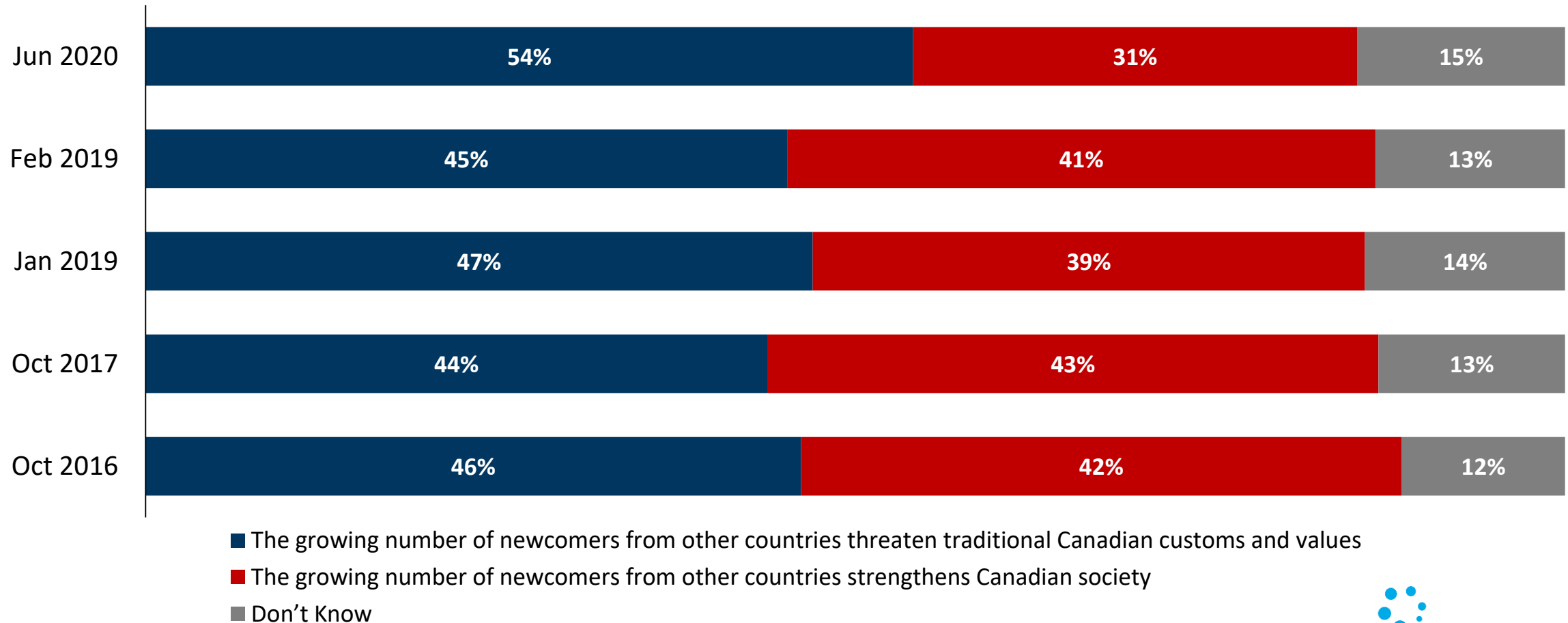
Those who say “More”



After being steady from 2016 to 2019, the view that newcomers strengthen Canadian society is up 9-points over the last 16 months



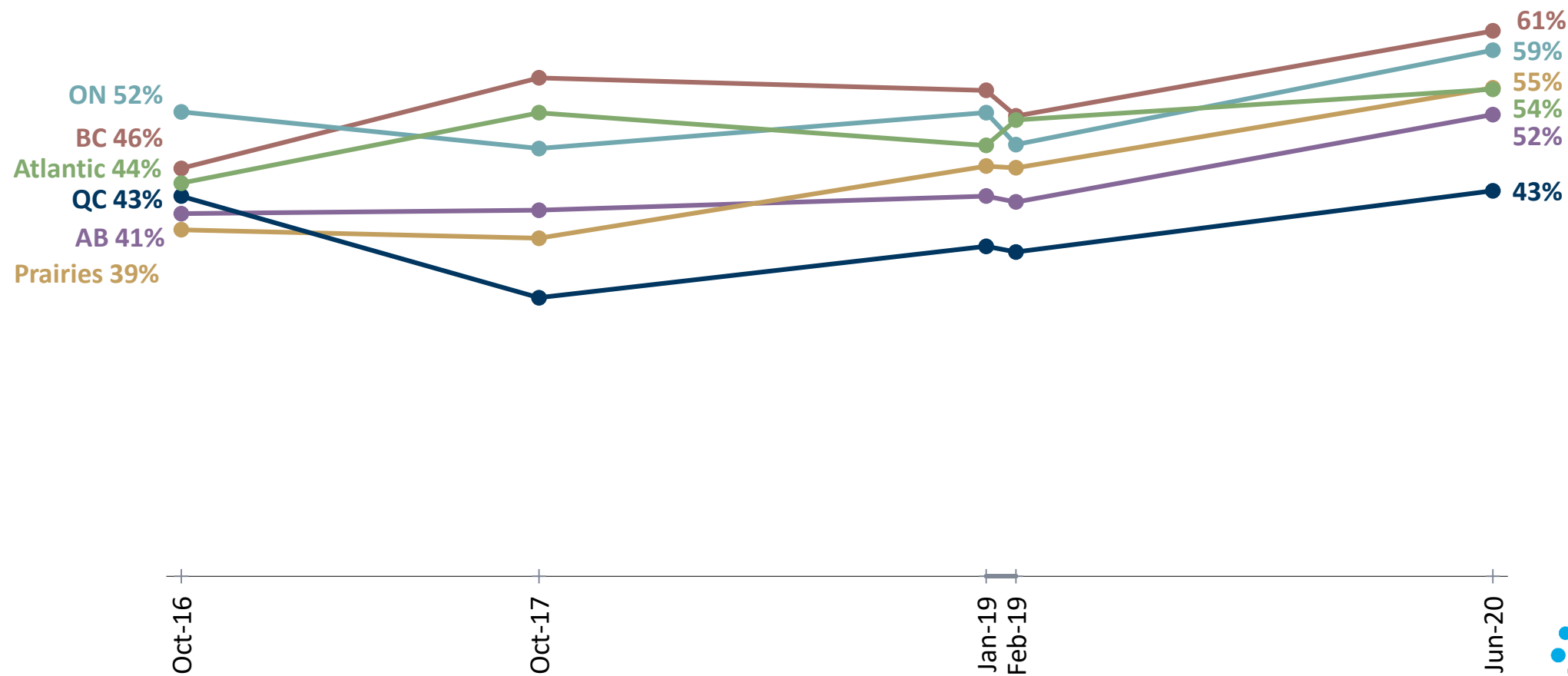
Which of the following statements best describes your personal point of view?
[asked of all respondents]



The view that newcomers strengthen Canada is trending up, except in Quebec where it dipped in 2017 and is now back to 2016 levels

Q Which of the following statements best describes your personal point of view?
[asked of all respondents]

Those who say “Newcomers strengthen Canadian society”

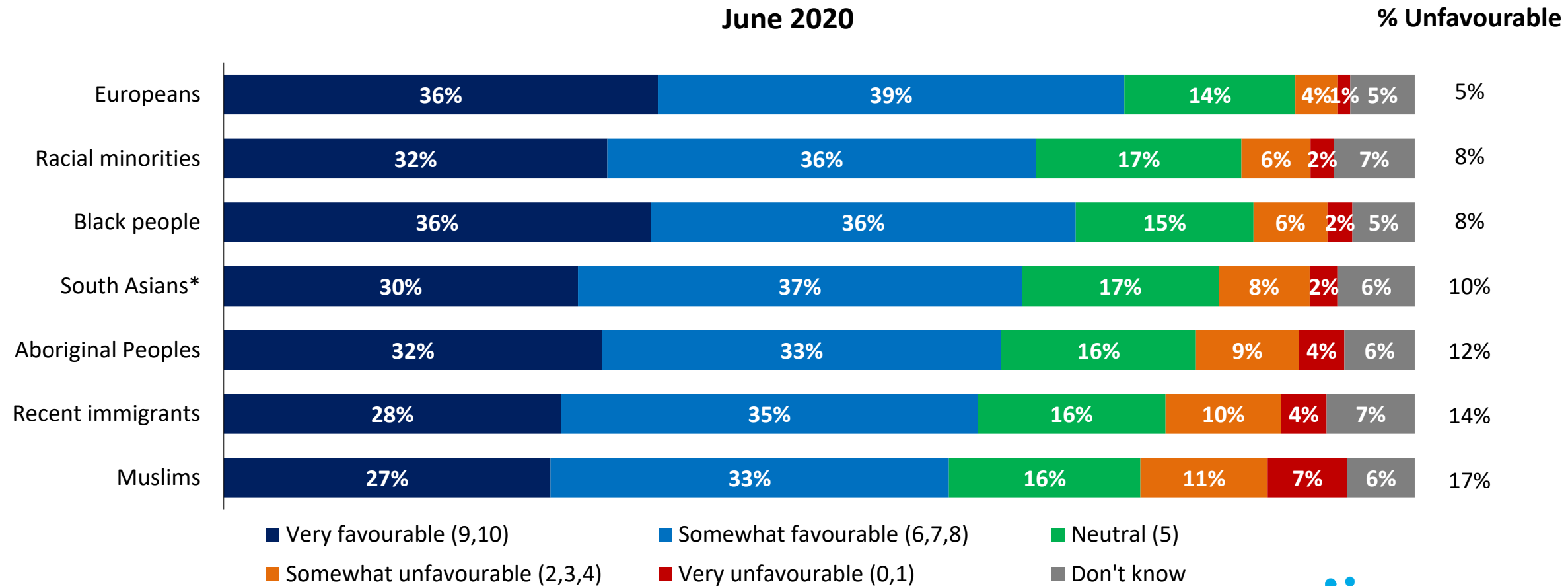


Canadians are most likely to have a favourable impression of Europeans (76%) while unfavourability is highest for Muslims (17%)



The following are a number of different groups that live in Canada. Please indicate if you have a favourable or unfavourable impression of those with these backgrounds in general, using a scale from 0 to 10, with 0 meaning you have a very unfavourable impression and 10 meaning you have a very favourable impression?

[asked of all respondents]



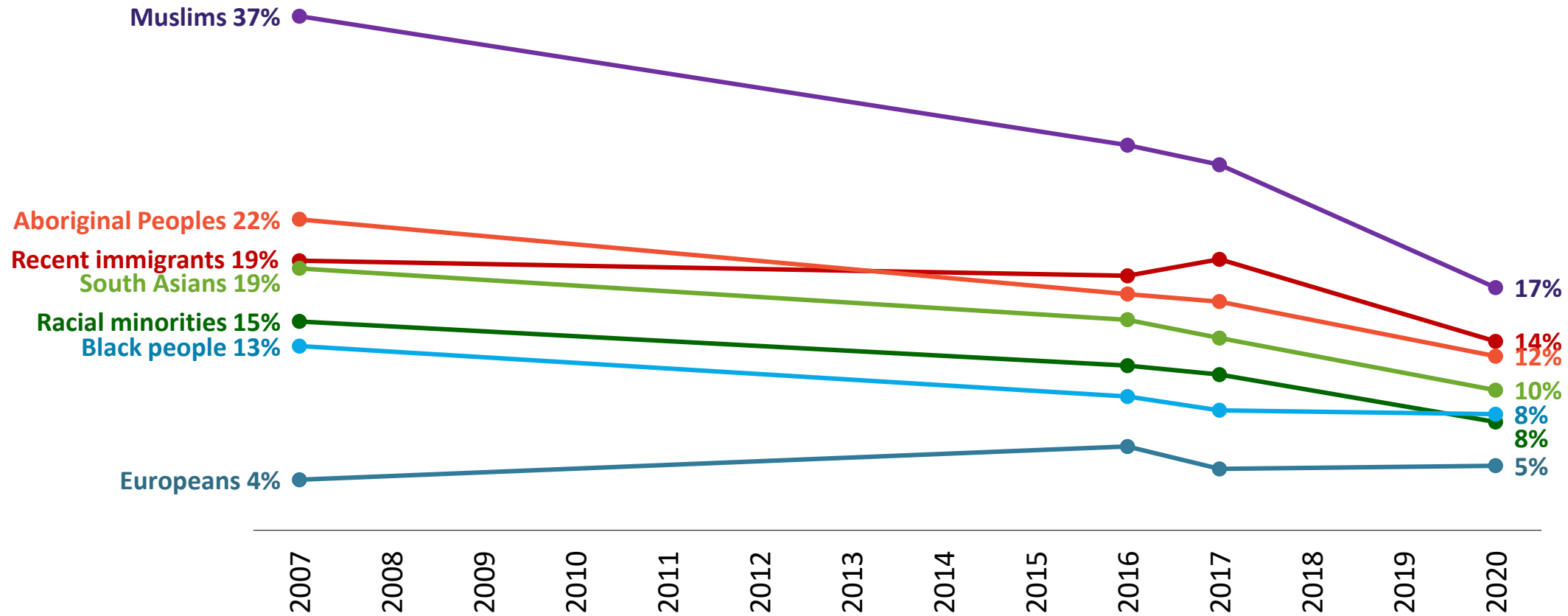
Tracking: Fewer Canadians have an unfavourable impression of most groups measured. The biggest drop is of Muslims (-19 pts since 2007)



The following are a number of different groups that live in Canada. Please indicate if you have a favourable or unfavourable impression of those with these backgrounds in general, using a scale from 0 to 10, with 0 meaning you have a very unfavourable impression and 10 meaning you have a very favourable impression?

[asked of all respondents]

% who say "Unfavourable" (0 to 4)



Note: In 2007, "Don't know" was not provided as an option.
Full question text for "South Asians" is "South Asians such as those from India and surrounding countries".

Historical versus Current Discrimination

Compared to February 2020, 10% more Canadians now say that discrimination is both a historical and an ongoing issue in Canada.

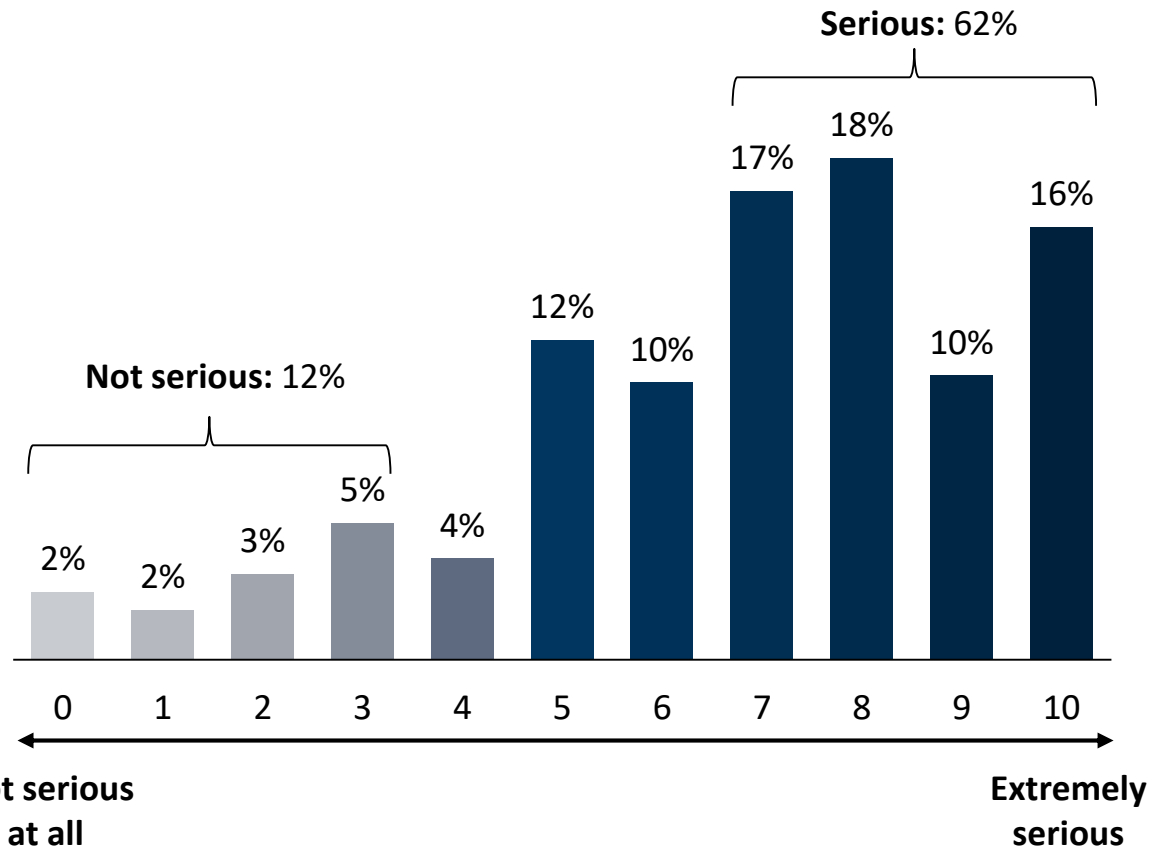
Perceived Discrimination: Canadians more likely to say discrimination has been a serious issue in the past (62%) than today (55%)



In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination has been in Canada's past?

[asked of all respondents]

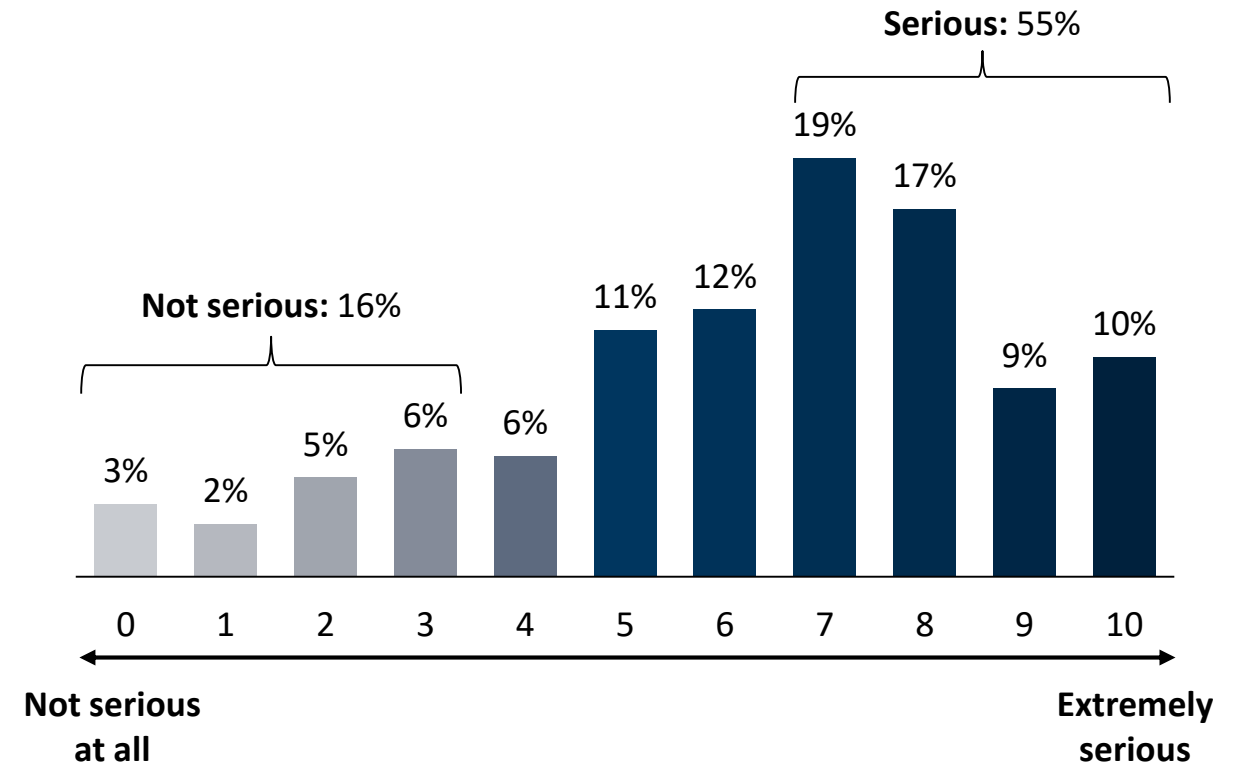
Historically (June 2020)



In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination is in Canada today?

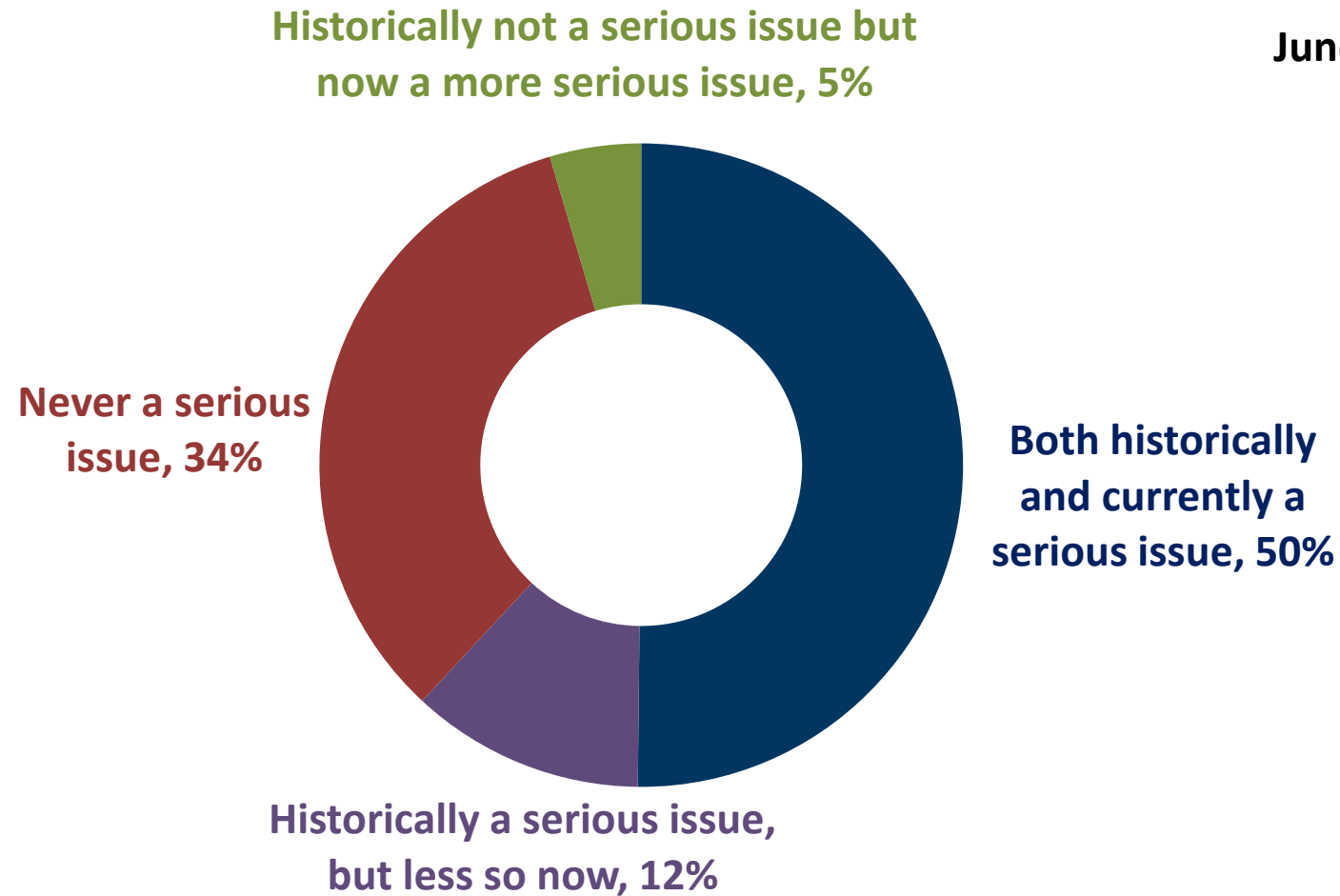
[asked of all respondents]

Today (June 2020)



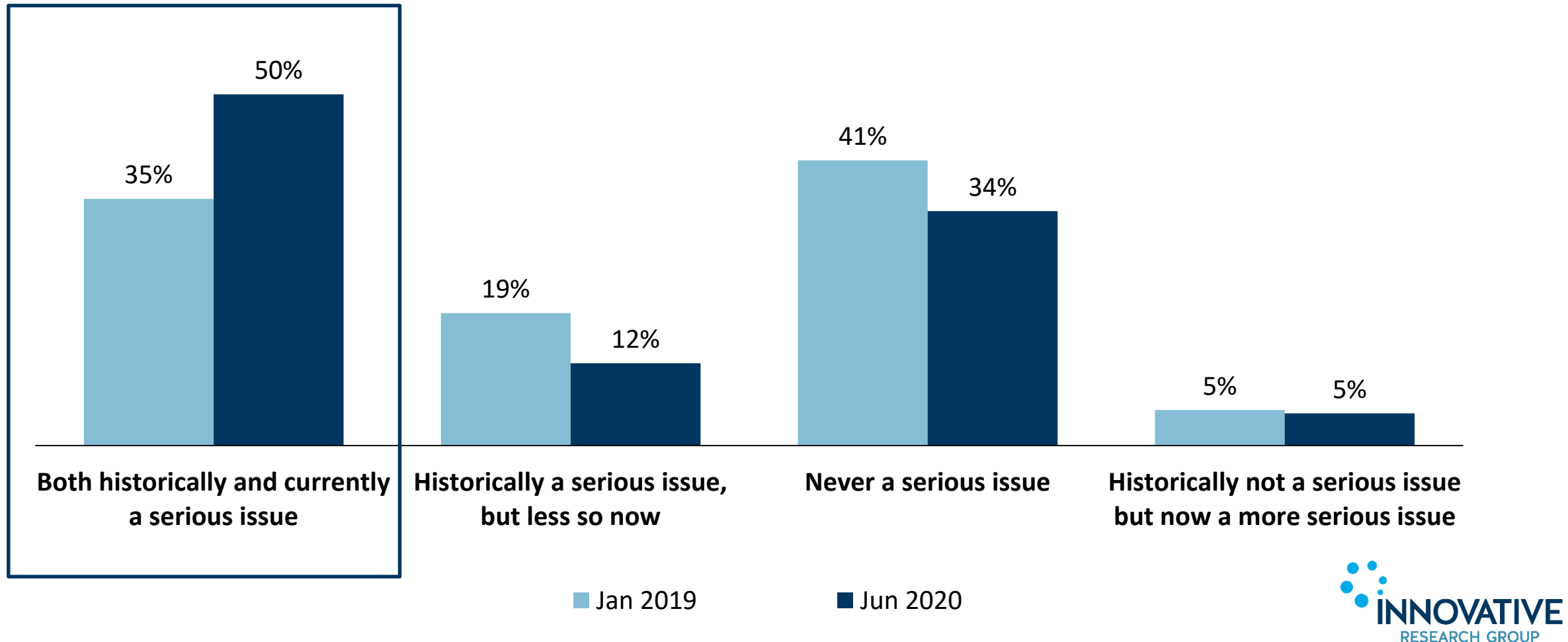
Discrimination Beliefs: Half say discrimination is both a serious issue historically and currently; only a third say never a serious issue

Respondents were grouped together based on their views of how serious an issue discrimination has been historically and how serious an issue they believe it is today in Canada. Respondents who rate the seriousness of discrimination as at least 7 out of 10 are treated as calling it a serious issue. The chart below shows the topline distribution.



Tracking Discrimination Beliefs: Now more than ever say discrimination is a serious issue both historically and currently

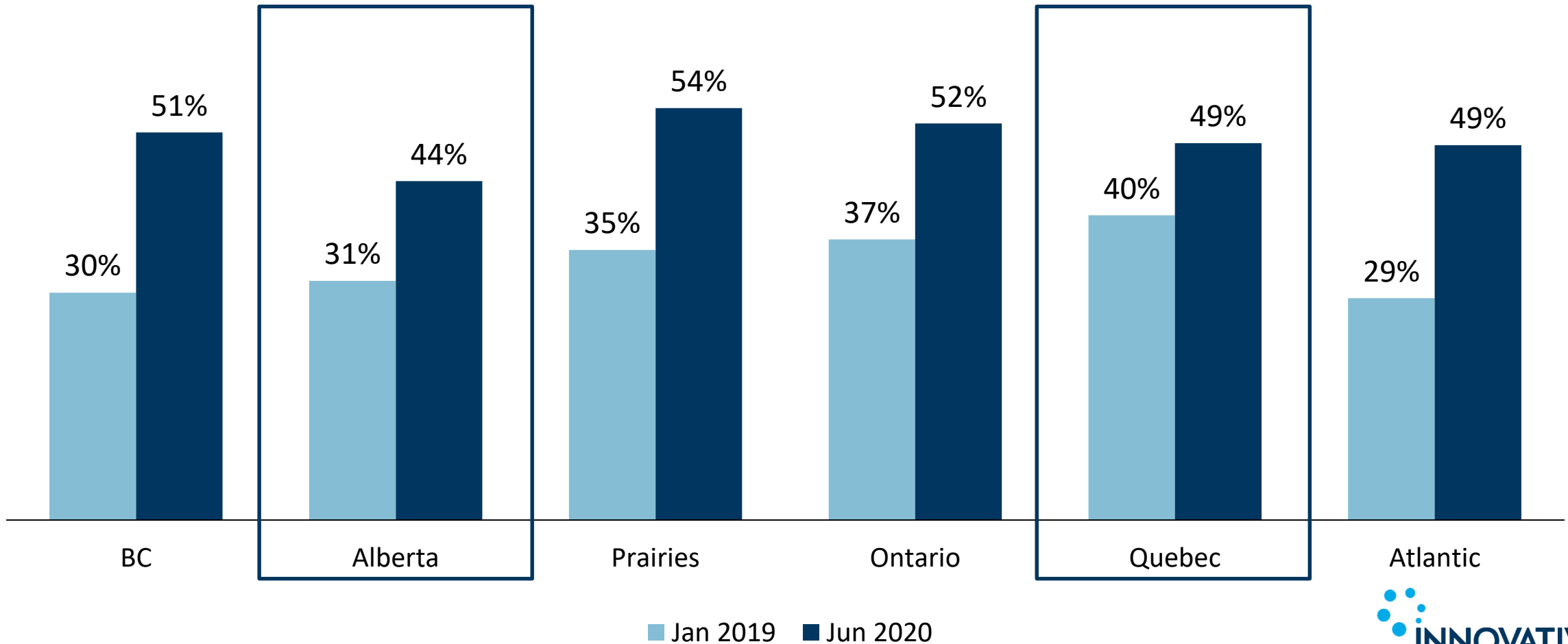
Respondents were grouped together based on their views of how serious an issue discrimination has been historically and how serious an issue they believe it is today in Canada. Respondents who rate the seriousness of discrimination as at least 7 out of 10 are treated as calling it a serious issue. The chart below shows the tracking results.



Discrimination Beliefs: The increases in Alberta and Quebec are the smallest compared to other regions across the country

Discrimination Beliefs BY Region

% Who say
“Both historically and currently a serious issue”



Methodology

The background of the slide is a solid dark blue. It is decorated with several white circles of varying sizes. There are five large circles and one smaller circle scattered across the right half of the slide, creating a modern, minimalist aesthetic.

Survey Methodology

These are the results of an online survey conducted between June 17th and June 30th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=2,322 Canadian citizens, 18 years or older. Regional oversamples in Atlantic, Prairies, Alberta and BC were used in order to adequately capture regional results. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: June 17th to June 30th, 2020.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	282	12.1%	206	13.7%
Men 35-54	312	13.4%	250	16.7%
Men 55+	600	25.8%	272	18.1%
Women 18-34	313	13.5%	204	13.6%
Women 35-54	349	15.0%	261	17.4%
Women 55+	466	20.1%	306	20.4%
BC	397	17.1%	202	13.5%
AB	352	15.2%	175	11.6%
Prairies	97	4.2%	102	6.8%
ON	958	41.3%	575	38.4%
QC	368	15.8%	346	23.1%
Atlantic	150	6.5%	100	6.6%



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Building Understanding.