



Global News

Racism

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Methodology

- These are findings of an Ipsos poll conducted on behalf of Global News.
- For this survey, a sample of 1,002 Canadians from the Ipsos I-Say panel was interviewed from April 8th-10th, 2019.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.

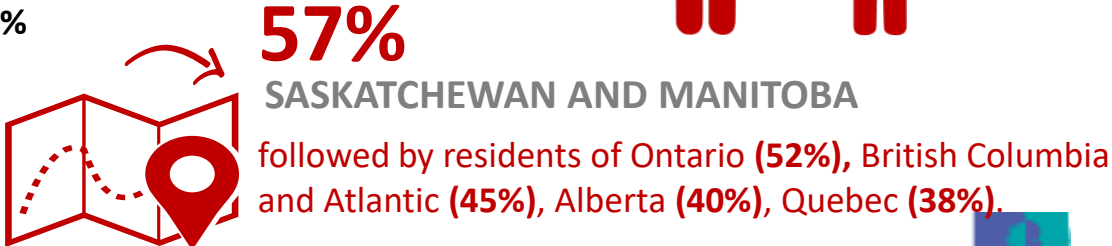
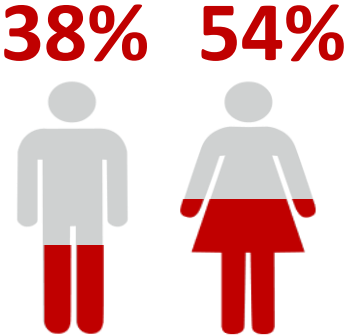
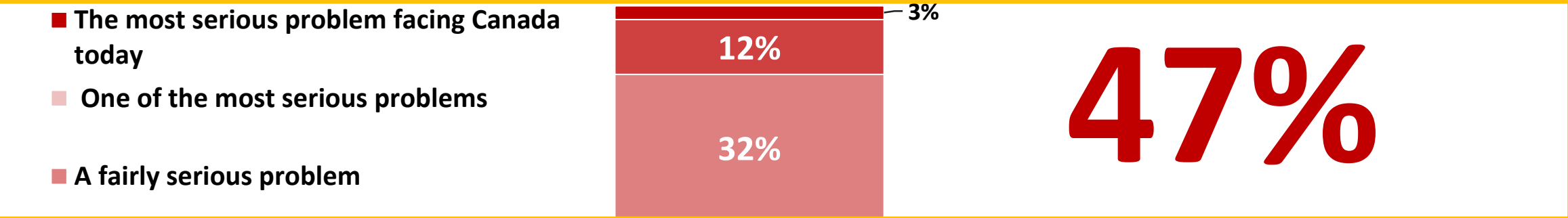
Headlines

- Almost half of Canadians (47%) think racism is a serious problem Canada is facing today.
 - This perception has declined drastically (-22pts) since 1992 (69%).
- Personal experiences of racism have increased in recent years (+6 pts since 2005).
 - 1 in 4 Canadians have been victims (23%).
- Muslims continue to be seen as the most likely targets of racism (59%).
 - Over a quarter of Canadians (26%) believe it has become more acceptable to be prejudiced against Muslims/Arabs .
- More Canadians now perceive blacks to be likely victims of racism (+8pts since 2017), making them the second most likely target.
 - Yet, only 1 in 10 Canadians believe it has become more acceptable to discriminate against blacks.
- Visible Minorities in Canada more likely (58% vs. 48% White) to think racist thoughts they wouldn't publicly express.
 - More likely (32% vs. 21% White) to think it is normal to be prejudiced against different races.

DETAILED FINDINGS

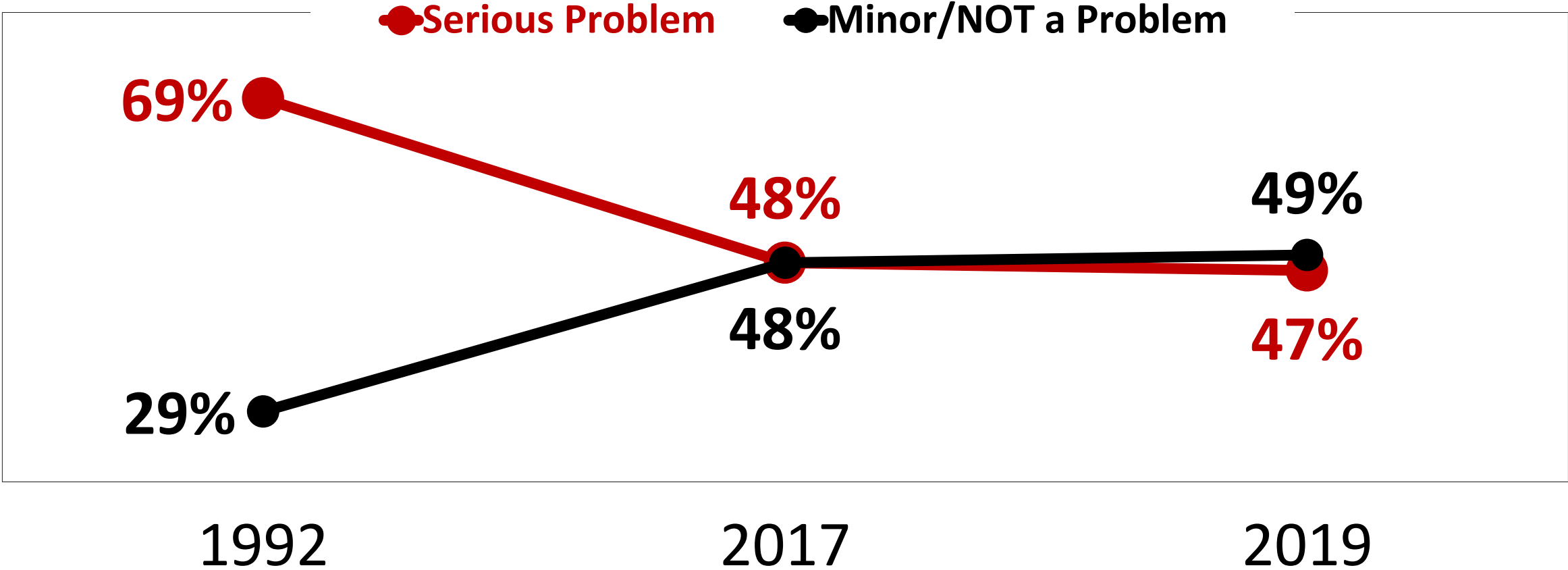
Racism in Canada Today

- Almost half of Canadians think racism is a **serious problem** in Canada today; females (54%) and residents of Saskatchewan and Manitoba (57%) are more likely to feel this way.



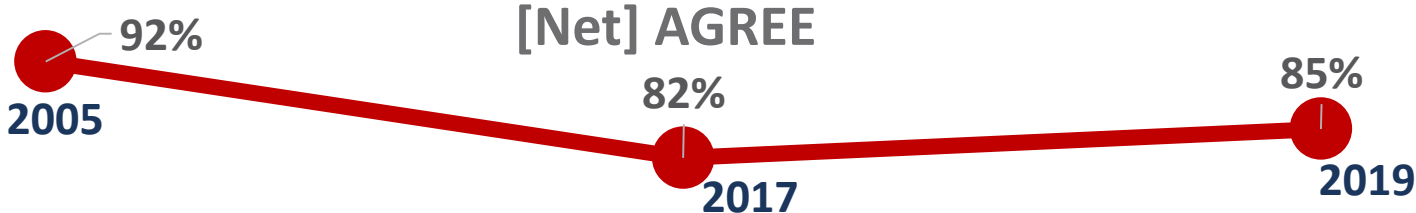
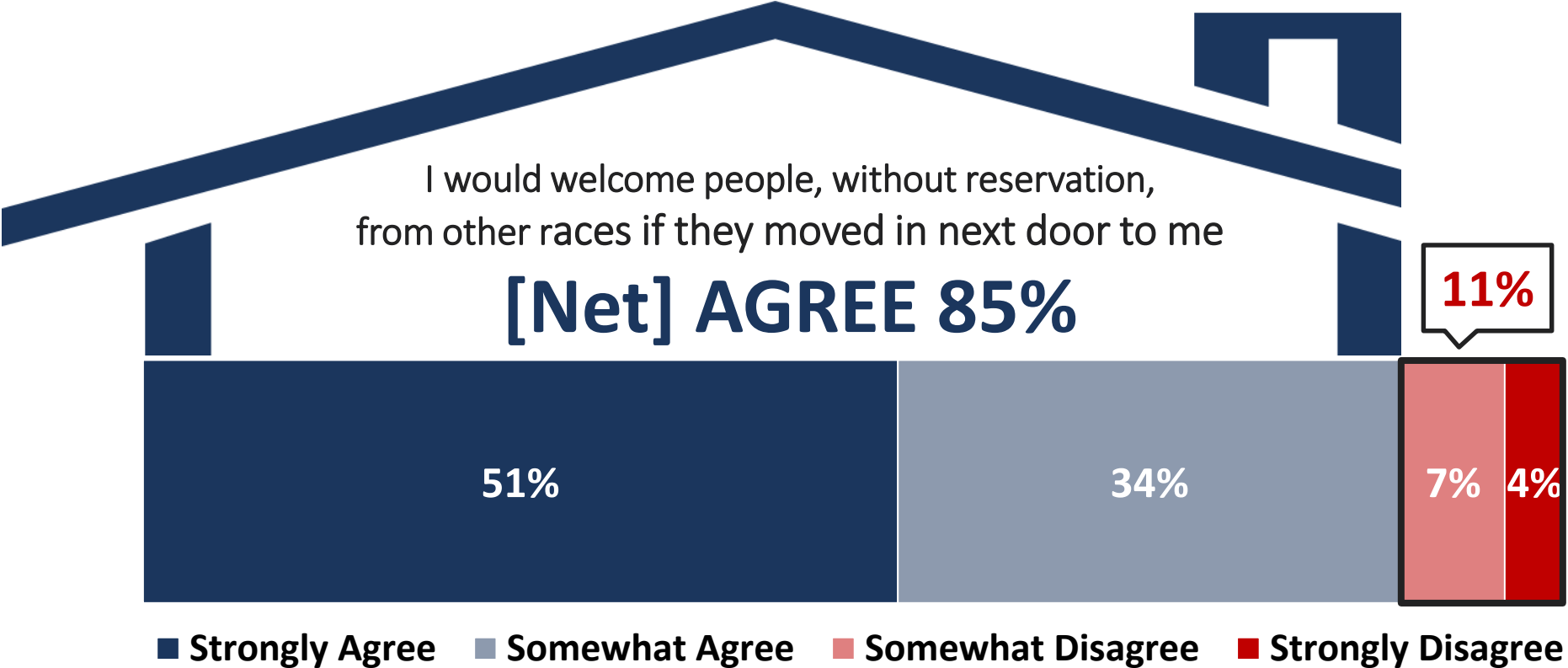
Perception of Racism in Canada Over Time

- Though the perception of racism as a serious problem in Canada has declined drastically in the past 27 years (down 22 points), it has been more stable since 2017 (-1pt).



Acceptance of Neighbors of Other Races

- While over 8 in 10 Canadians agree that they would welcome a neighbor of a different race, there has been a decrease in acceptability in the past 14 years (-7 pts since 2005).
- However, in the past 2 years, tolerance has risen slightly (+3 pts since 2017).
- One in ten (11%) Canadians is uncomfortable with a neighbour of another race.



Acceptance of Neighbors of Other Race: Breakdown

- Highly educated Canadians (88-89%) and millennials (88%) are more likely to accept neighbors of other races. However, residents of Quebec (19%) and males (14%) are less tolerant as they are more likely to display disagreement with this idea.

I would welcome people, without reservation, from other races if they moved in next door to me

[NET] Agree

[NET] Disagree



89%, 88%

POST SECONDARY AND UNIVERSITY GRAD

Compared to **73%** < than High School and **81%** High School



19%
QUEBEC

followed by residents of Saskatchewan and Manitoba (**14%**), Ontario (**10%**), British Columbia, (**9%**), and Alberta and Atlantic (**6%**)

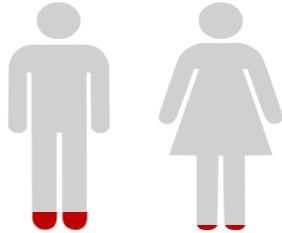


88%

MILLENNIALS

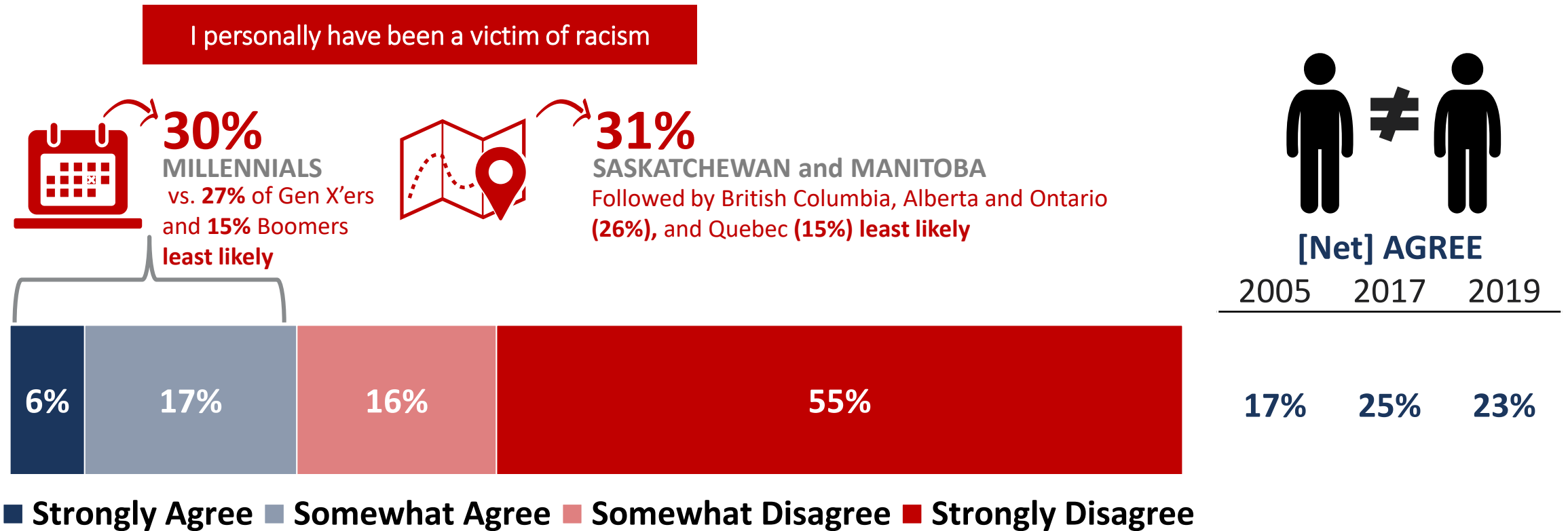
vs. **81%** of GEN X'ERS and **86%** Boomers

14% **9%**



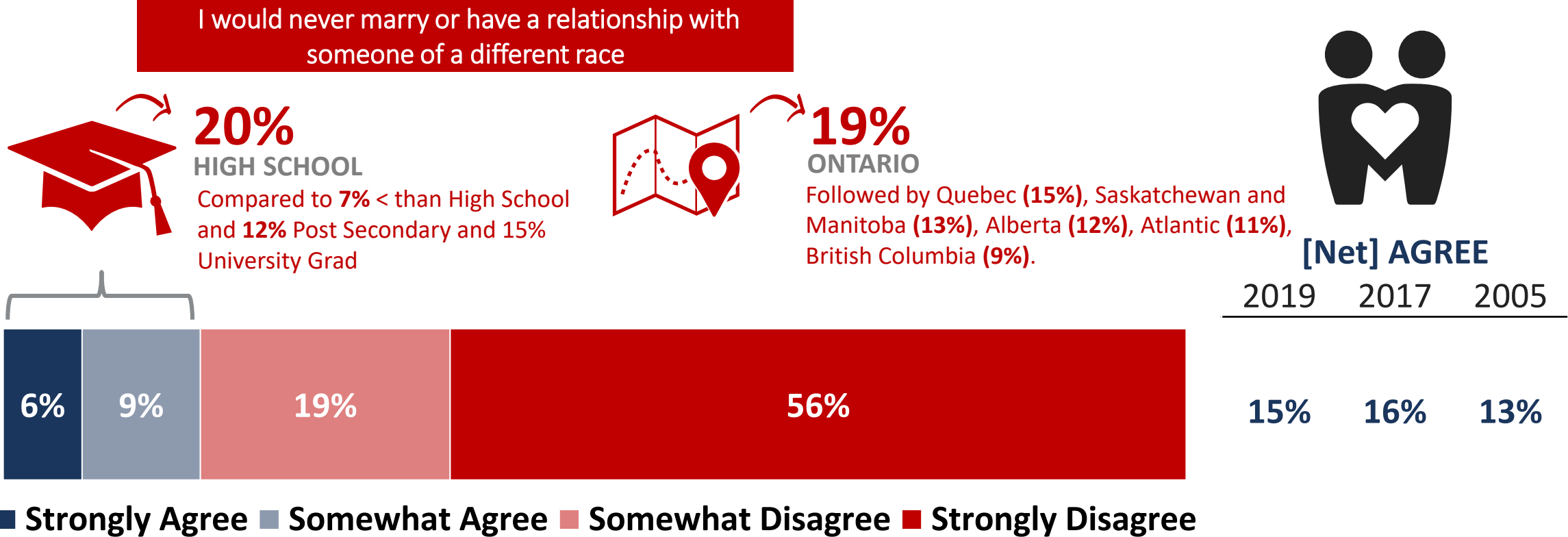
Personal Experience of Racism

- Despite decreased perception of racism as a serious problem over the past quarter of a century, there has been an increase in personal experiences of racism since 2005 (+6pts), with almost 1 in 4 Canadians agreeing they have personally been victims. Boomers (15%) and Quebec residents (15%) are **least likely** to report that they have been victims. There has been movement in the right direction as of late with fewer personal experiences in the past 2 years (-2pts since 2017).



Views on Inter-Racial Relationships

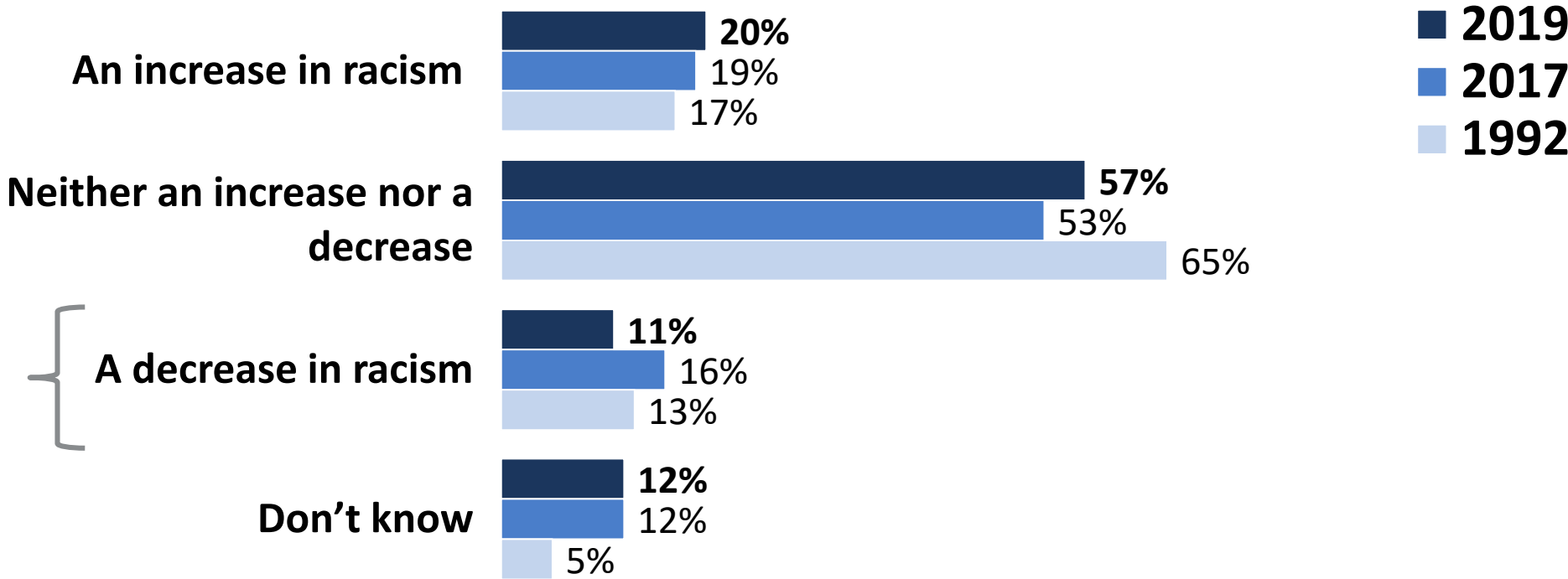
- Consistent with previous years, 15% of Canadians would never marry or have a relationship with someone of a different race (-2pts since 2005). Those with only a high school education (20%) and Ontario residents (19%) are more likely to share this sentiment.



Racism in Your Community

- 2 in 10 Canadians believe there has been an increase in racism in their community, up 3 points since 1992. Additionally, since 2017, there is diminished perception that racism in the community has decreased, (-5pts), while there has been an increase (+4pts) in perception that racism is neither increasing nor decreasing, suggesting we're not making any improvements.

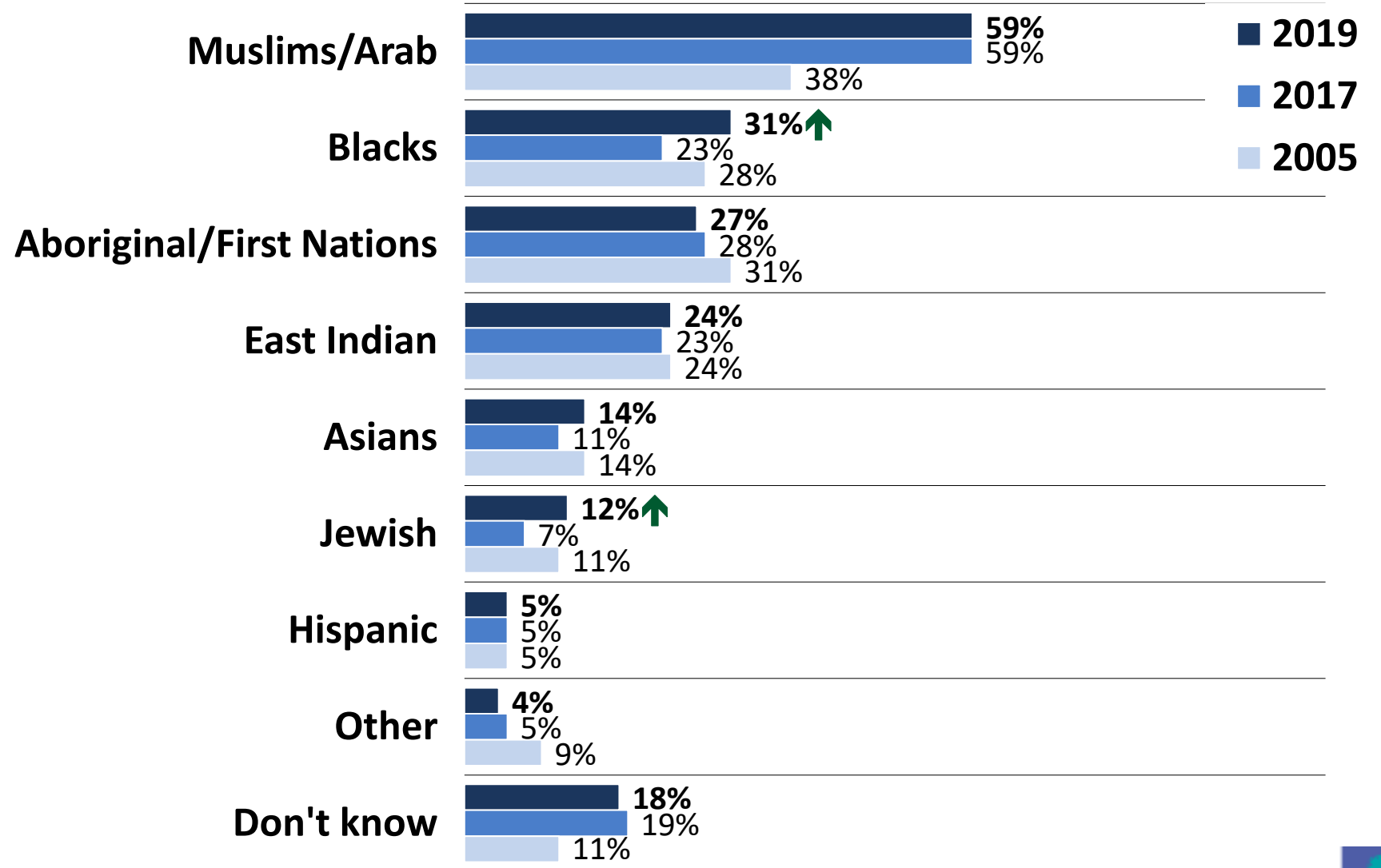
\$ **16%, 15%**
 \$60-100K, \$100K+
 vs. 8% <\$40K
 and 6% \$40K-<\$60K



Q3. Thinking about the community where you live, do you think that over the past five years there has been an increase in racism, a decrease in racism, or neither an increase nor a decrease
 Base: (n=1,002)

Most Likely to Be Targets or Victims of Racism

- As seen in previous years, Muslims continue to be seen as the most likely targets of racism .
- In the past 2 years, there has been a significant increase in the perception of blacks as likely victims of racism (+8pts).
- Though only 12% of Canadians see Jewish people as a likely target, this is a significant increase since 2017 (+5pts).



Agreement with Immigrant Stereotypes

- Almost 4 in 10 Canadians agree that immigration is a threat to white Canadians, however, university graduates are the least likely to agree compared to those with less formal education. Almost a third of Canadians, feel freer to express views about other religions/ethnicities, and those with a high income bracket of \$60-100k (44%) are most likely to share this sentiment.



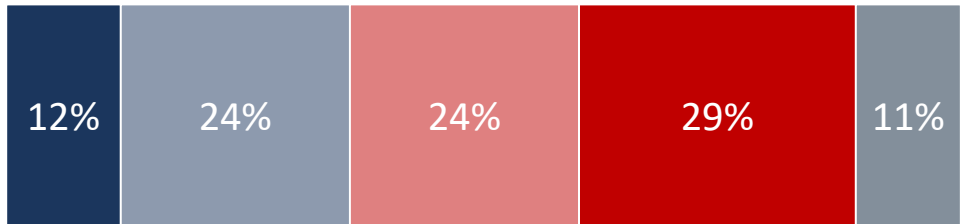
46%

<HIGH SCHOOL

Compared to **38%** High School, **39%** Post Secondary, and **27%** University Grad **least likely**

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't know
 [Net] AGREE

White Canadians are under threat from immigration

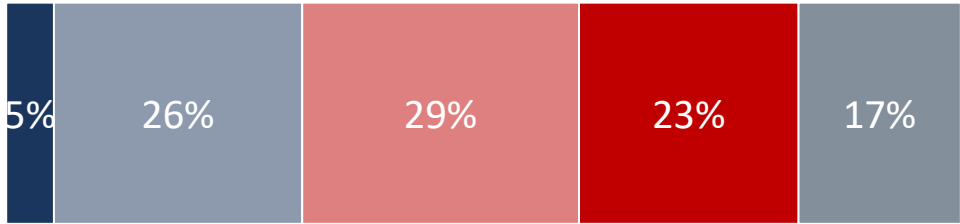


44%

\$60-100K

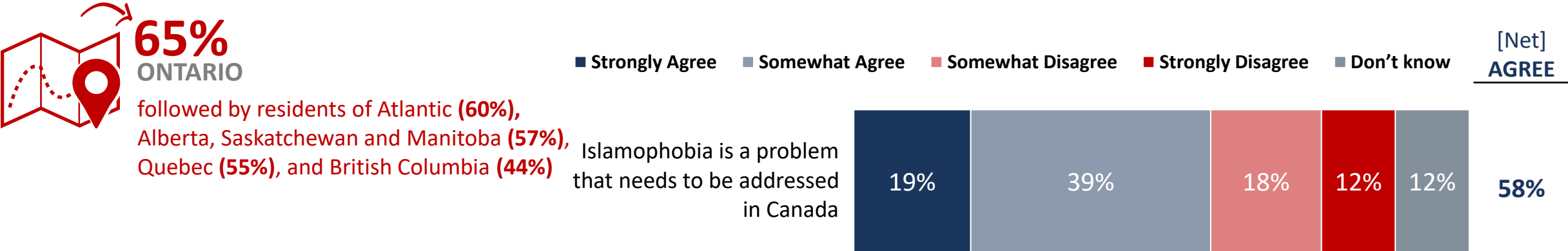
vs. **29%** of <\$40K, **26%** \$40K-<\$60K and **\$100K+**

I feel freer than I used to about being able to express views about people of other religions or ethnicities



Agreement with Muslim Stereotypes

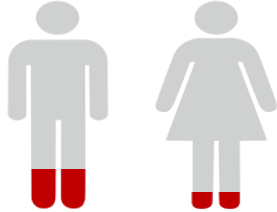
- Though nearly 60% of Canadians agree that Islamophobia is a problem that needs to be addressed, 3 in 10 actually agree with a stereotype that Muslims in Canada follow Sharia law instead of Canadian law. While Ontario residents (65%) are more likely to agree that Islamophobia needs to be addressed, Quebec residents (39%) are more likely to show agreement with the stereotype concerning Sharia Law.



Agreement with Jewish Stereotypes

- Only 2 in 10 Canadians believe stereotypes about Jewish control of the media and finance, and Quebec residents (29%) and males (24%) are the most likely to showcase this trend. An even smaller proportion, 1 in 10, believe that that the holocaust was exaggerated and Boomers (7%) are least likely to agree.

24% **14%**



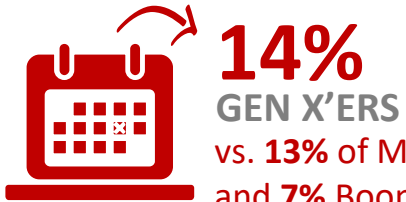
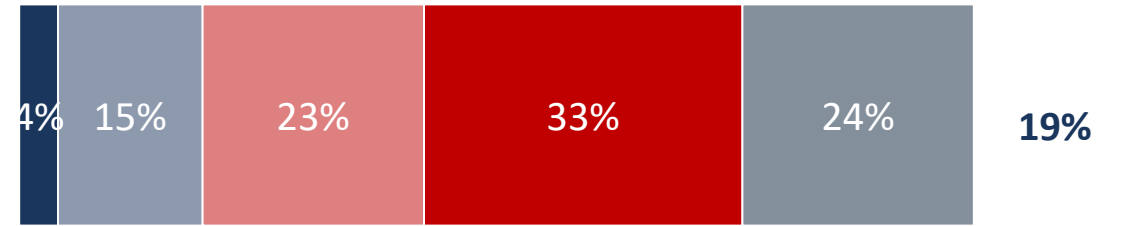
■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't know
 [Net] AGREE



29%
QUEBEC

followed by residents of Ontario (17%), Alberta (16%), Saskatchewan and Manitoba (15%), Atlantic (13%), British Columbia (12%)

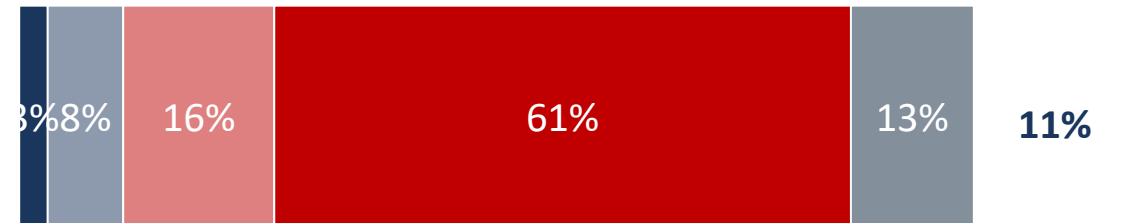
Jews tend to control the media and international finance



14%
GEN X'ERS

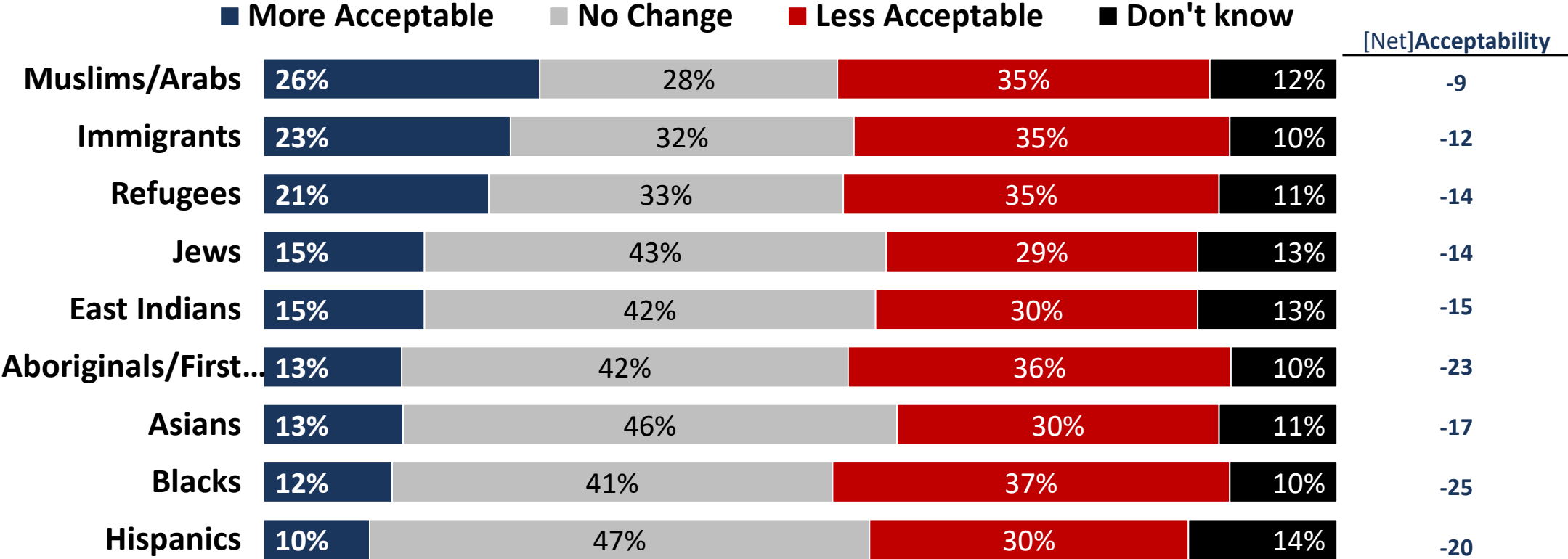
vs. 13% of Millennials and 7% Boomers **least likely**

Facts about the holocaust and concentration camps tend to be exaggerated



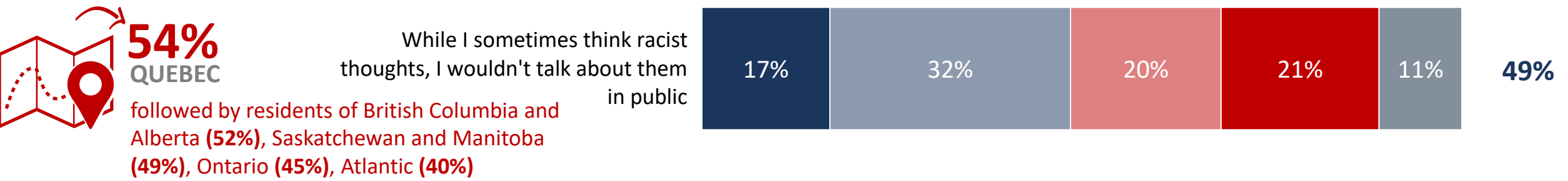
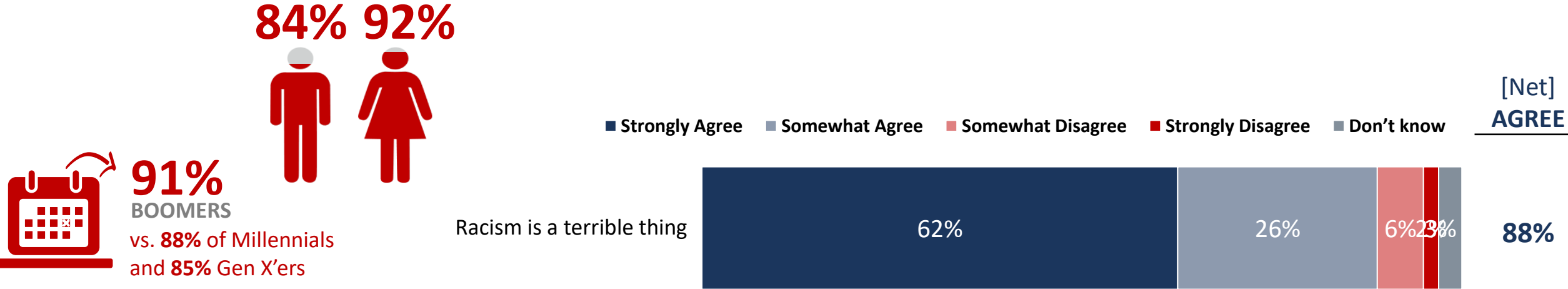
Acceptability of Discrimination Against Groups

- Over a quarter of Canadians believe that in the past 5 years, it has become “more acceptable” to be prejudiced against either Muslims/Arabs, while 15% say the same about Jews. Overall, Canadians believe it is becoming less acceptable to prejudice or discriminate across all groups studied.



Views on Racism

Though almost 9 in 10 Canadians agree that racism is a terrible thing, almost half admit to having racist thoughts they would not voice. Interestingly, females (92%) are more likely to agree racism is a terrible thing while Quebec residents (54%) are most likely to admit to having racist thoughts they would not discuss in public.



Views on Racism

Over three quarters of Canadians can confidently say they are not racist (although only 44% strongly agree that this is the case, suggesting some level of introspective skepticism among most Canadians). However, those with less than high school education (65%) are the least likely to agree that they are not racist. Despite confidence in themselves, more than half think that everyone is at least a little bit racist, although Gen X'ers (48%) and Atlantic residents (42%) are least likely to share this pessimistic view.



80%

POST SECONDARY

65% < High School least likely,
78% University Grad, I can confidently say that I am not racist
and 79% High School

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't know



62%

BOOMERS

I think everyone is at least a little bit racist
vs. 53% of millennials
and 48% Gen X'ers least likely

I think everyone is at least a little bit racist



66%

SASKATCHEWAN AND MANITOBA

followed by residents of Ontario (**57%**), British Columbia (**56%**), Alberta and Quebec (**54%**), and Atlantic **least likely (42%)**

Views on Racism

Over 4 in 10 Canadians think that people of different races are fundamentally different from each other; Quebec (49%) and Alberta (48%) residents are most likely to agree. Only 2 in 10 Canadians think it is normal to be prejudiced against other races.



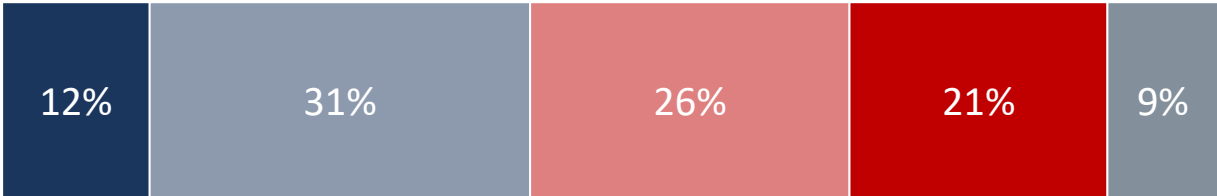
49%
QUEBEC

followed by residents of Alberta (48%), Atlantic (44%), Ontario (39%), Saskatchewan and Manitoba (37%)

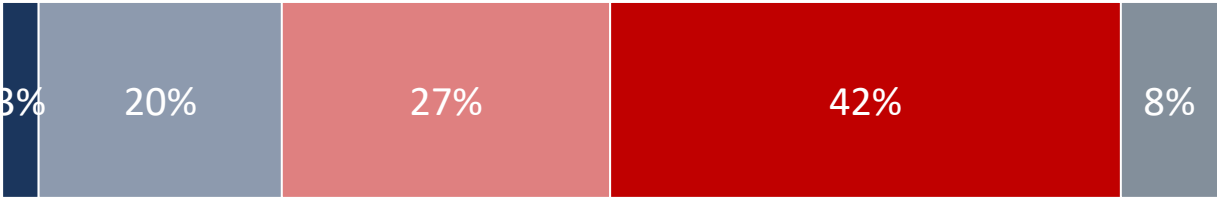
■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't know

[Net]
AGREE

I believe that people of different races are fundamentally different from each other



It's perfectly normal to be prejudiced against people of other races



Visible Minorities in Canada

- Visible Minorities* in Canada are roughly twice as likely to see racism as a serious problem (25% vs. 13% White*), and almost three times as likely to be victims (50% vs. 19% White).
- However, even so, they are also more likely to think racist thoughts that they would not say out loud (58% vs. 48% White), and to think it is normal to be prejudiced against different races (32% vs. 21% White).
- Visible Minorities in Canada are more likely to think that Islamophobia is a problem that needs to be addressed (68% vs 58%) and are less likely to agree with Muslim (16% vs. 32% White) and immigrant (21% vs. 39% White) stereotypes.
- However, at the same time, Visible Minorities in Canada are more likely to feel freer than before to express their views about different religions/ethnicities (45% vs. 29%) and in a similar line, to agree with Jewish stereotypes (24% vs. 17% White).

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