

FACTUM

Amid Black History Month, Less than Half Agree Public Education Does a Good Job of Teaching Black History in Canada (46%)

Kicking off Black History Month, BLM's nomination for Nobel Peace Prize gains majority support among Canadians (67%)

Toronto, ON, Feb 17, 2021 — February marks Black History Month – 28 days formally dedicated to celebrating the achievements of the black community, to better understand the history of black identity, and to honor the lives of black Canadians who have made history as well as those among us who are in the process of making history.

However, while there continues to be a push to better include black history as a part of school curriculum, at present a minority agrees that in Canada, public education does a good job at teaching black history (46%). Those over the age of 55 are most likely to *disagree* (61%) that public education does a good job perhaps alluding to the worse state of the curriculum as experienced by older Canadians.

Speaking to the lack of knowledge and related misperceptions, Canadians vastly overestimate the black population in the country. The average estimate is that 21% of Canada's population is black – or in other words that one in 5 Canadians are black. The reality, however, as per the 2016 StatsCan Census, is that only 2.5% of Canadian adults identify as black.

In the first week of Black History Month, the Black Lives Matter (BLM) movement was nominated for the 2021 Nobel Peace Prize. Two thirds (67%) of Canadians indicate that they support the nomination of BLM for the Nobel Peace Prize (with support highest in BC 81% and QC 79% vs. 65% ON, 55% SK/MB, 41% AB) while six in ten support BLM actually winning the award.

This Black History Month, however, has been unique in various ways. First, it has fallen during a pandemic, and although this has affected the population world over, some have been harder hit than others. Half of Canadians (50%) agree that COVID-19 had had a disproportional impact on black individuals in Canada and those identifying as a Visible Minority or Indigenous are most likely to agree (60%).

Second, it is the first Black History Month following the BLM protests, sparked in the wake of the killing of George Floyd's. Two thirds of Canadians (66%) agree the black individuals are treated less fairly than white individuals by the Canadian police. Echoing this sentiment of systemic racism, more than half (54%) believe that racism is built into the Canadian economy, government, and educational system, with strongest agreement among those under the age of 55 (57% agree among 18-54 vs. 48% 55+).



FACTUM

However, even so, only 29% perceive racism to be a barrier to corporate success of black employees and higher income individuals are least likely to agree that race is a barrier (36% agree among <\$100K vs. 16% \$100K+). Notably, this is a point of contention between those who identify as a visible minority or Indigenous vs. those who do not. Half (50%) of Visible Minority or Indigenous Canadians agree that racism is a barrier for black employees while only 19% of White Canadians agree.

However, despite a majority agreeing that systemic racism exists in Canada, when it comes to comparing ourselves with neighbors South of the border, two in five (42%) indicate that while the US has ongoing issues with racism the same cannot be said for Canada. Residents of Quebec are most likely to agree by far (67%) that ongoing racism is more of a US issue as opposed to a Canadian issue.





FACTUM

About the Study

These are some of the findings of an Ipsos poll conducted between Feb 2nd and Feb 3rd, 2021, on behalf of on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Shanze Khan
Account Manager, Ipsos Public Affairs
+1 416 324 2291
shanze.khan@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

