

PUBLIC PERSPECTIVES



**Canada Ranks #1
of 25 Countries on Inclusiveness**

June 2018



GENERAL THEMES FROM THE DATA ARE...

CANADA RANKS AS A WORLD LEADER ON INCLUSIVENESS

Canada ranks 1st among 25 countries on inclusiveness overall, slightly ahead of the US which ranks second. Japan, Turkey, Serbia, Malaysia, and Saudi Arabia rank lowest on inclusiveness.

Canada's first place position is a result of the combination of six indices:

- 1st on Religious Inclusiveness Score
- 3rd on Naturalized-Citizen Inclusiveness Score
- 1st on Second Generation Inclusiveness Score
- 2nd on LGBTQ Inclusiveness Score
- 1st on Criminal Offence Inclusiveness Score
- 4th on Extreme Political Views Inclusiveness Score

BUT IS INCLUSIVENESS CONSISTENT WITH OTHER SOCIAL ATTITUDES?

Canadians have always prided themselves as being open and inclusive. Recent Ipsos research has shown that 74% of Canadians believe that they are tolerant.

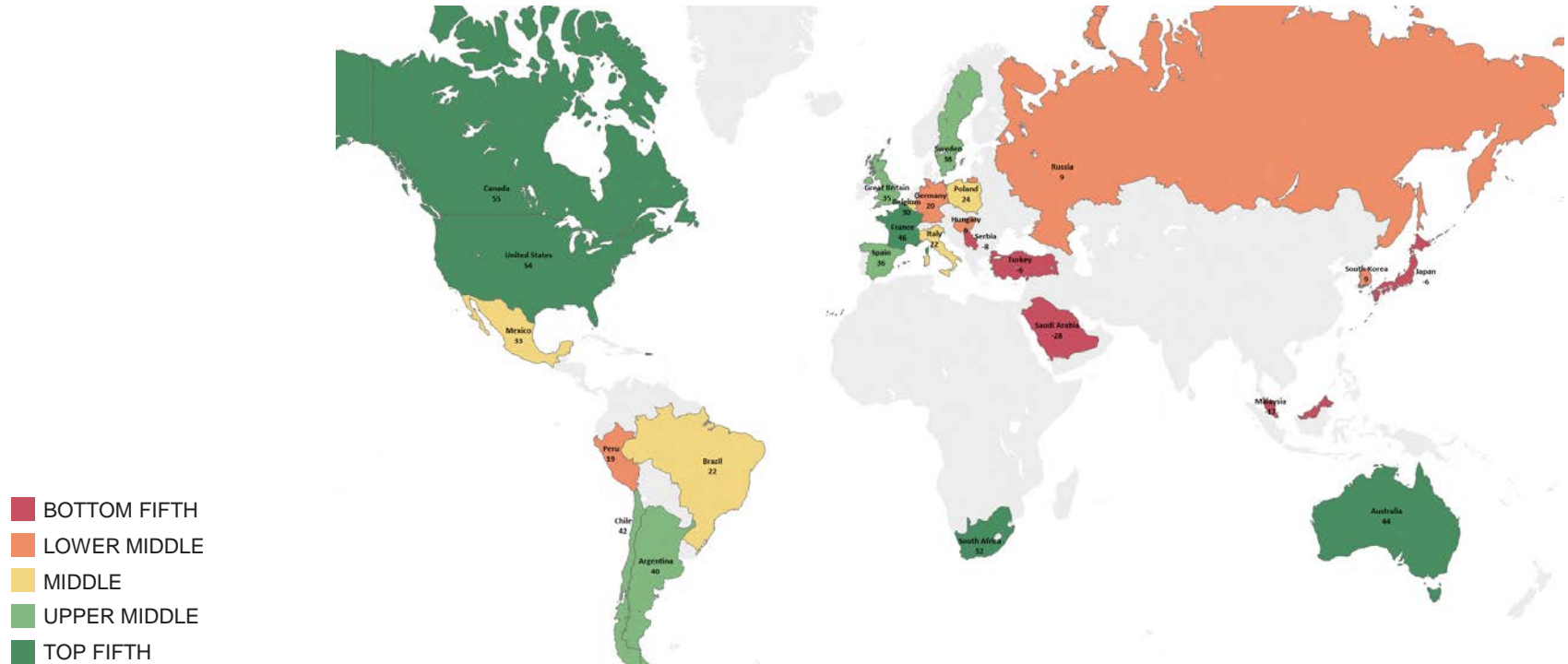
But other studies we've conducted show that there is an underlying cynicism about society, specifically:

- Only 36% believe that most people can be trusted
- Social cohesion is being challenged -- a majority of Canadians do not see themselves as being similar to other Canadians in terms of important issues, outlook on life, etc.
- 63% believe that Canada is divided and 51% believe it has become more so over the past 10 years.

The degree to which being inclusive is tempered against other social attitudes will be important to monitor in the future.

OVERALL INCLUSIVENESS INDEX

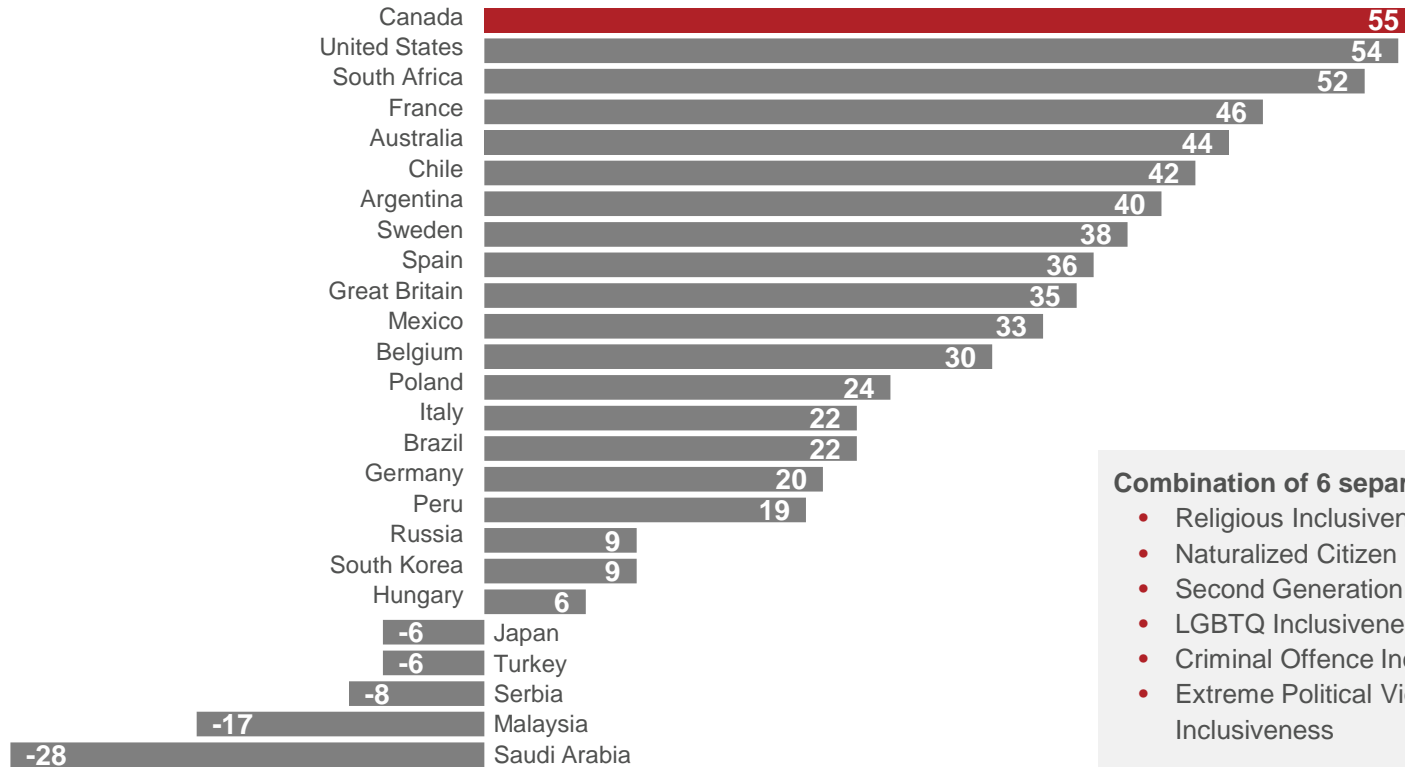
CANADA RANKS 1ST OF 25 COUNTRIES ON THE OVERALL INCLUSIVENESS INDEX



Net score for naturalized citizens

*Not asked in China and India

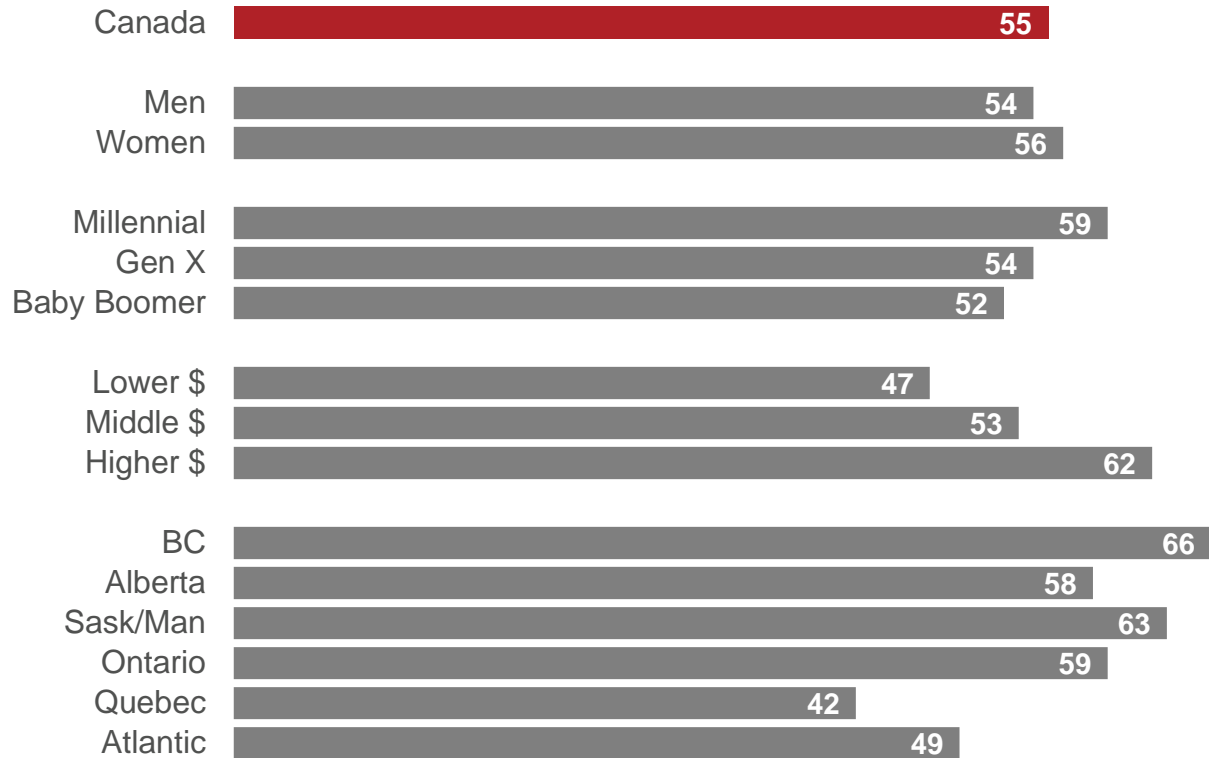
CANADA RANKS 1ST OF 25 COUNTRIES ON THE OVERALL INCLUSIVENESS INDEX



Combination of 6 separate scores:

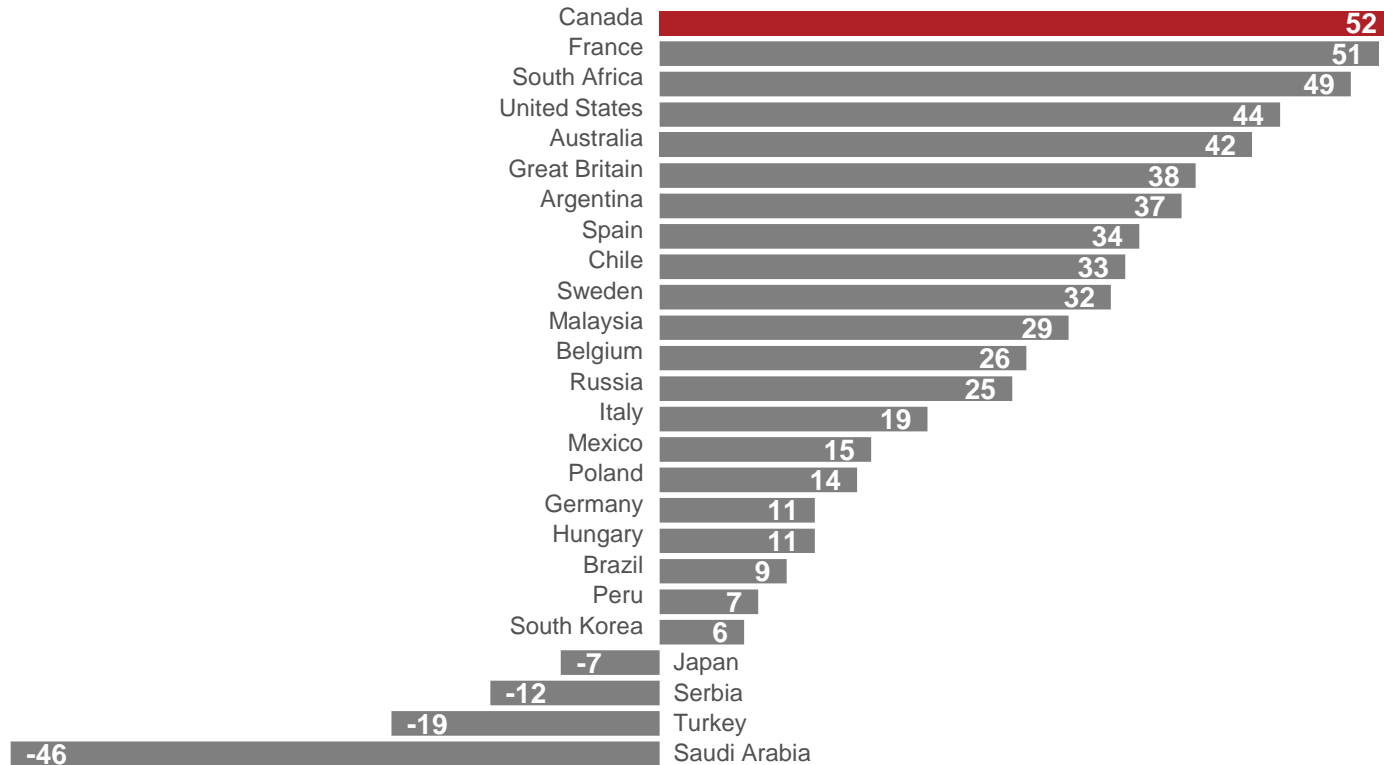
- Religious Inclusiveness
- Naturalized Citizen Inclusiveness
- Second Generation Inclusiveness
- LGBTQ Inclusiveness
- Criminal Offence Inclusiveness
- Extreme Political Views Inclusiveness

IN CANADA, MILLENNIALS, HIGHER INCOME AND BC AND SASK/MAN RESIDENTS RANK HIGHER ON THE OVERALL INCLUSIVENESS INDEX



SPECIFIC COMPONENTS OF THE OVERALL INCLUSIVENESS INDEX

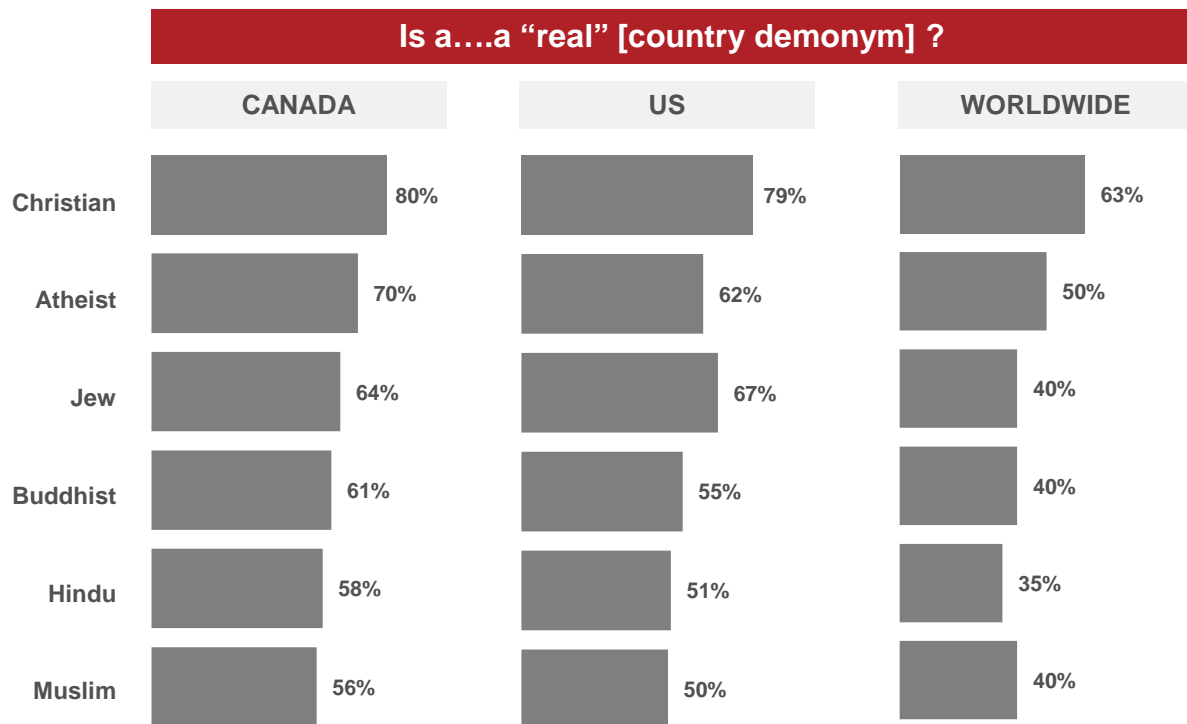
CANADA RANKS 1ST ON RELIGIOUS INCLUSIVENESS SCORE



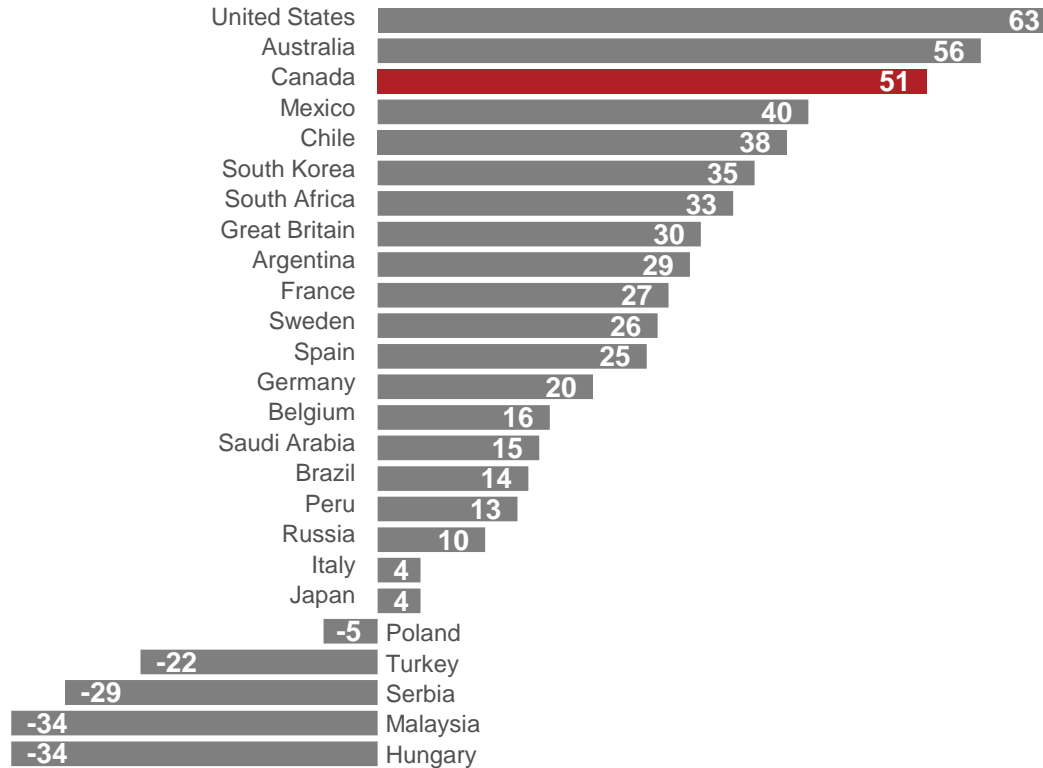
RELIGIOUS INCLUSIVENESS SCORE COMPONENTS

Canadians are generally more likely than Americans or the worldwide average to consider each of the religions tested as “real” Canadians.

But there remains some skepticism for some religions, especially Muslims, who are considered “real” Canadians by just over half of respondents.

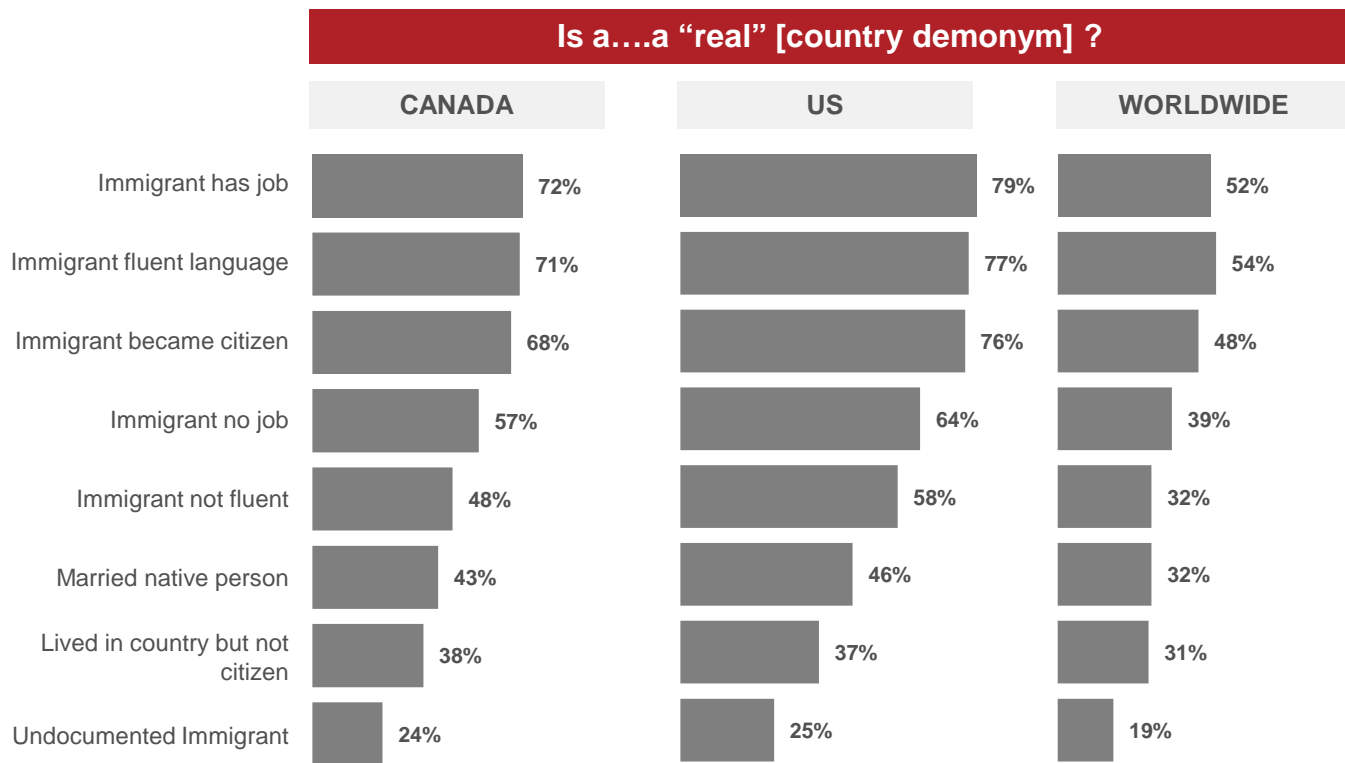


CANADA RANKS 3RD ON NATURALIZED-CITIZEN INCLUSIVENESS SCORE

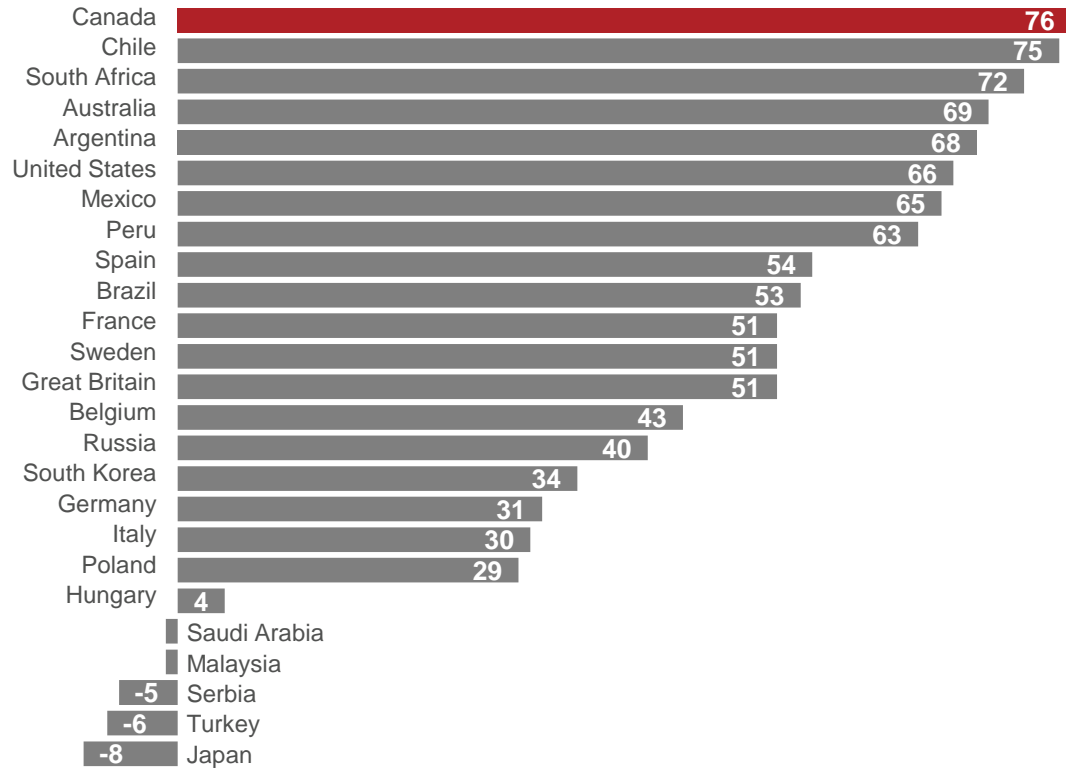


NATURALIZED-CITIZEN INCLUSIVENESS SCORE COMPONENTS

Having a job, being fluent in the language, and having Canadian citizenship top the list as attributes that constitute a “real” Canadian when it comes to immigrants.



CANADA RANKS 1st ON SECOND GENERATION INCLUSIVENESS SCORE



SECOND GENERATION INCLUSIVENESS SCORE COMPONENTS

Respondents were asked whether they consider someone born and raised in Canada or the US but whose parents immigrated from nine different regions of the world to be a “real” Canadian or American. These questions inform whether locally born and raised offspring of immigrants – people often labeled as “second generation” – are viewed differently depending on their parents’ region of origin.

Opinions among Canadians on whether second generation are “real” Canadians does not vary by origin of the parents.

Is Someone **Born and Raised in Canada or the US whose Parents Immigrated** from [world region] a “real” Canadian or American?

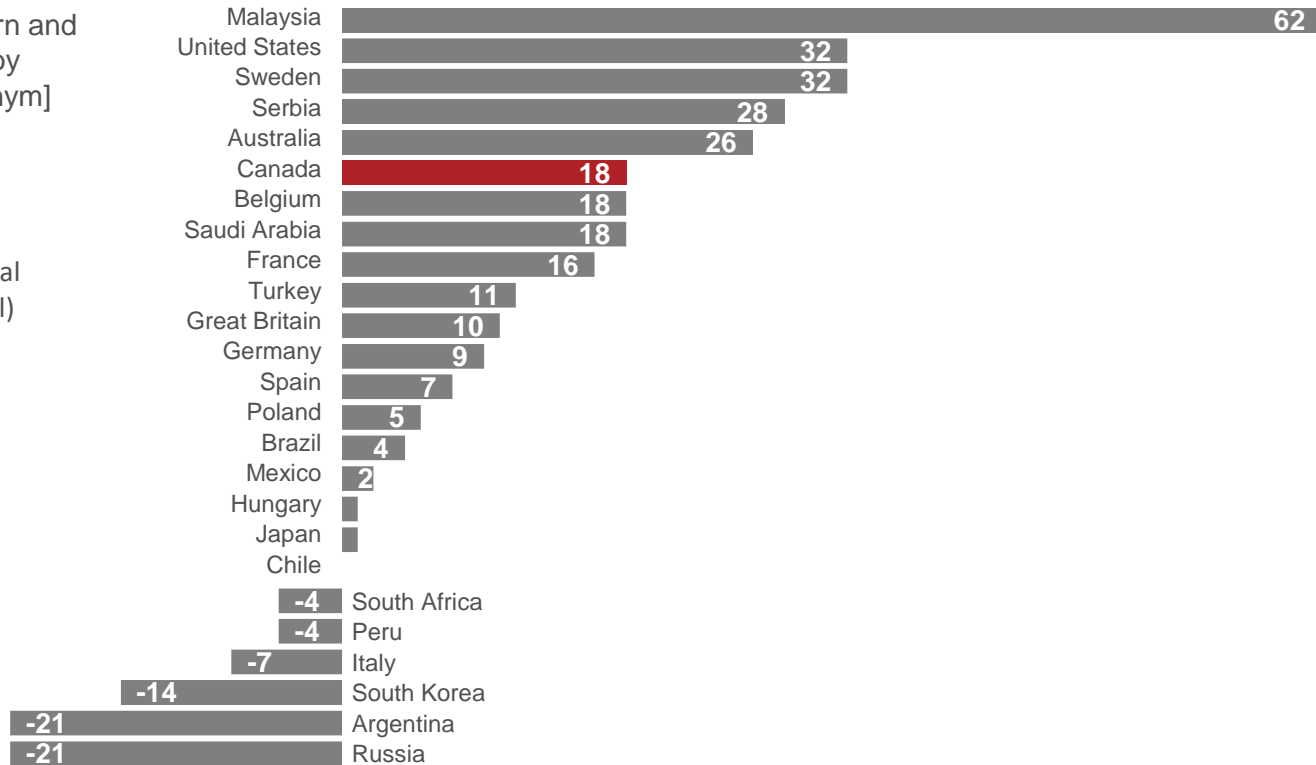
Net score (% Real minus % Not Real) per parents’ region of origin

NATIVE-BORN'S IMMIGRANT PARENTS' REGION OF ORIGIN									
	EUROPE/ NORTH AMERICA	LATIN AMERICA	EAST ASIA	CARIBBEAN	SOUTHEAST ASIA	SOUTH ASIA	PACIFIC	AFRICA (EXCL. NO. AFR.)	MID. EAST/ NO. AFRICA
	Net	Net	Net	Net	Net	Net	Net	Net	Net
Worldwide	39	37	36	37	37	35	36	35	34
Canada	78	75	76	74	76	76	76	78	75
United States	68	67	65	65	64	65	67	67	62

CANADA IN MIDDLE OF THE PACK IN BELIEVING THAT SOMEONE BORN AND RAISED ABROAD IS STILL A REAL NATIONAL

Is someone born and raised abroad by [country demonym] parents a real [demonym]?

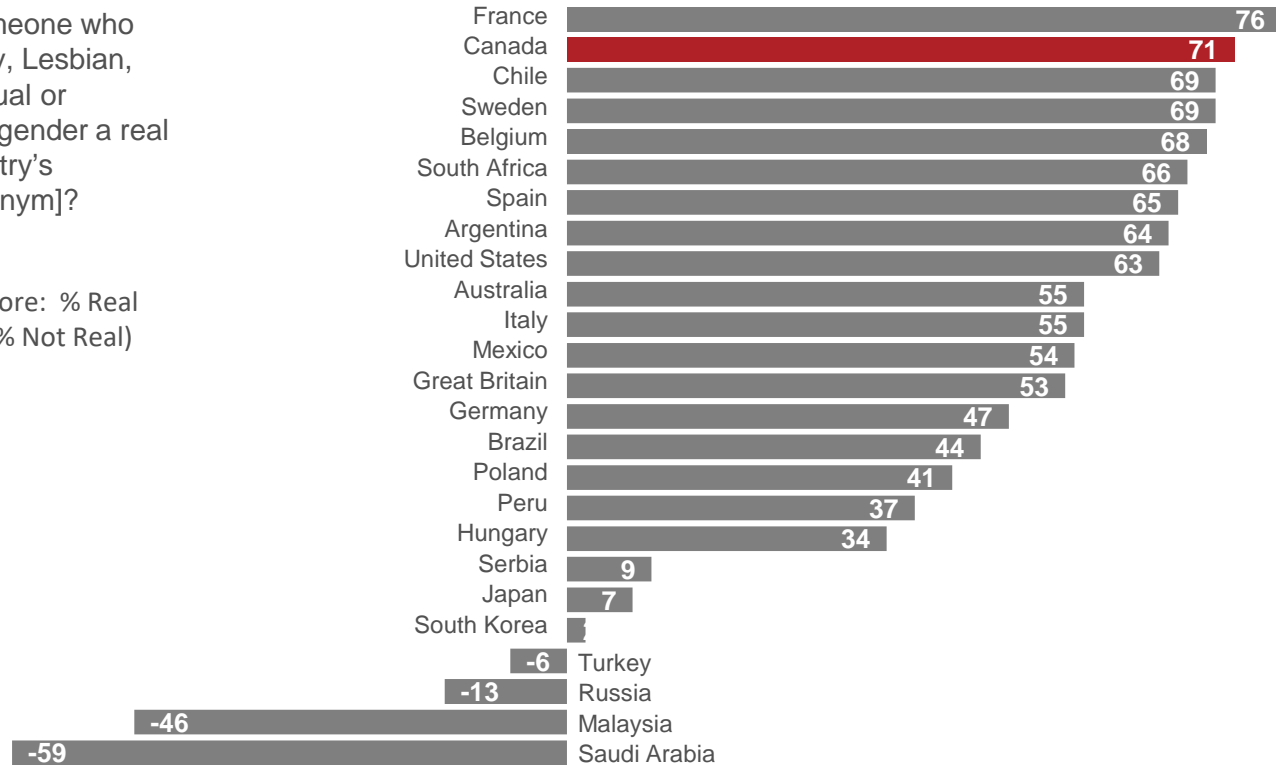
(Net score: % Real minus % Not Real)



CANADA RANKS 2ND ON LGBTQ INCLUSIVENESS SCORE

Is someone who
Is Gay, Lesbian,
Bisexual or
Transgender a real
[Country's
Demonym]?

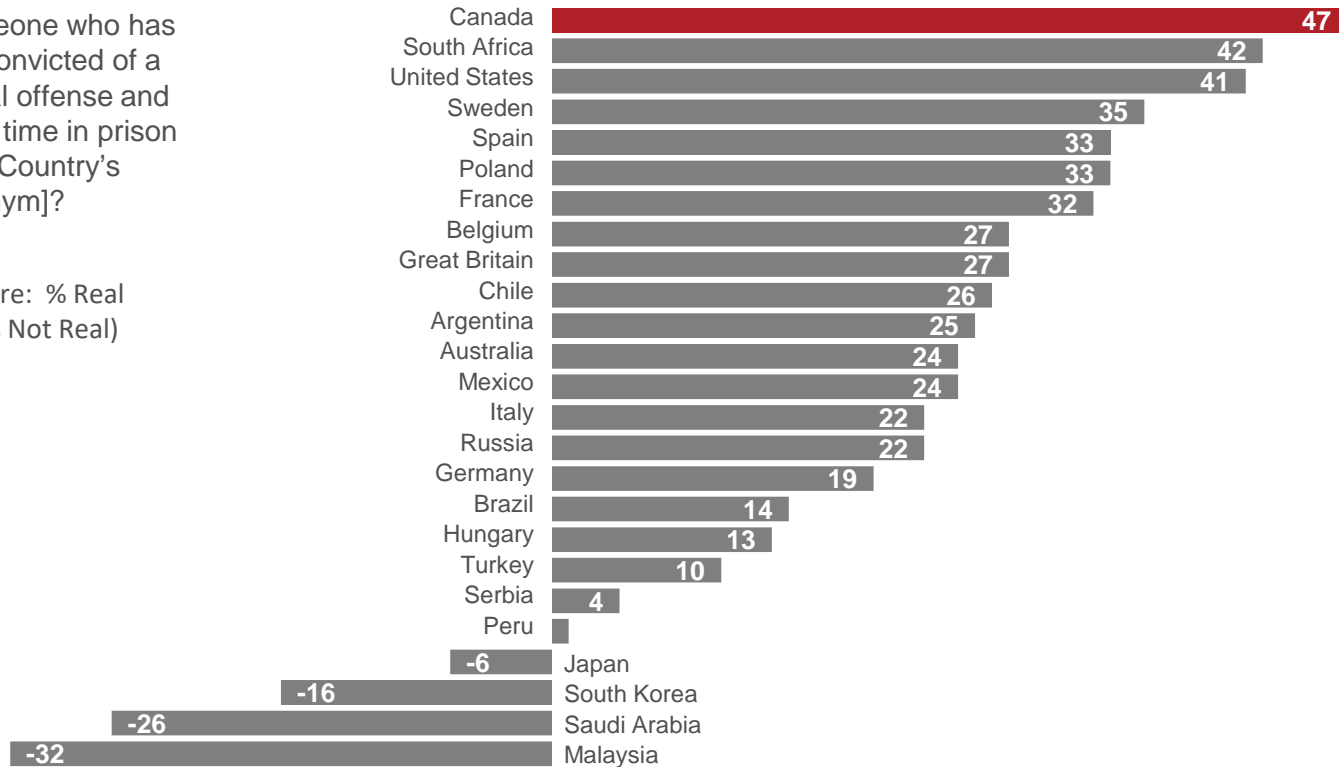
(Net score: % Real
minus % Not Real)



CANADA RANKS 1ST ON CRIMINAL OFFENSE INCLUSIVENESS SCORE

Is someone who has been convicted of a criminal offense and served time in prison a real [Country's Demonym]?

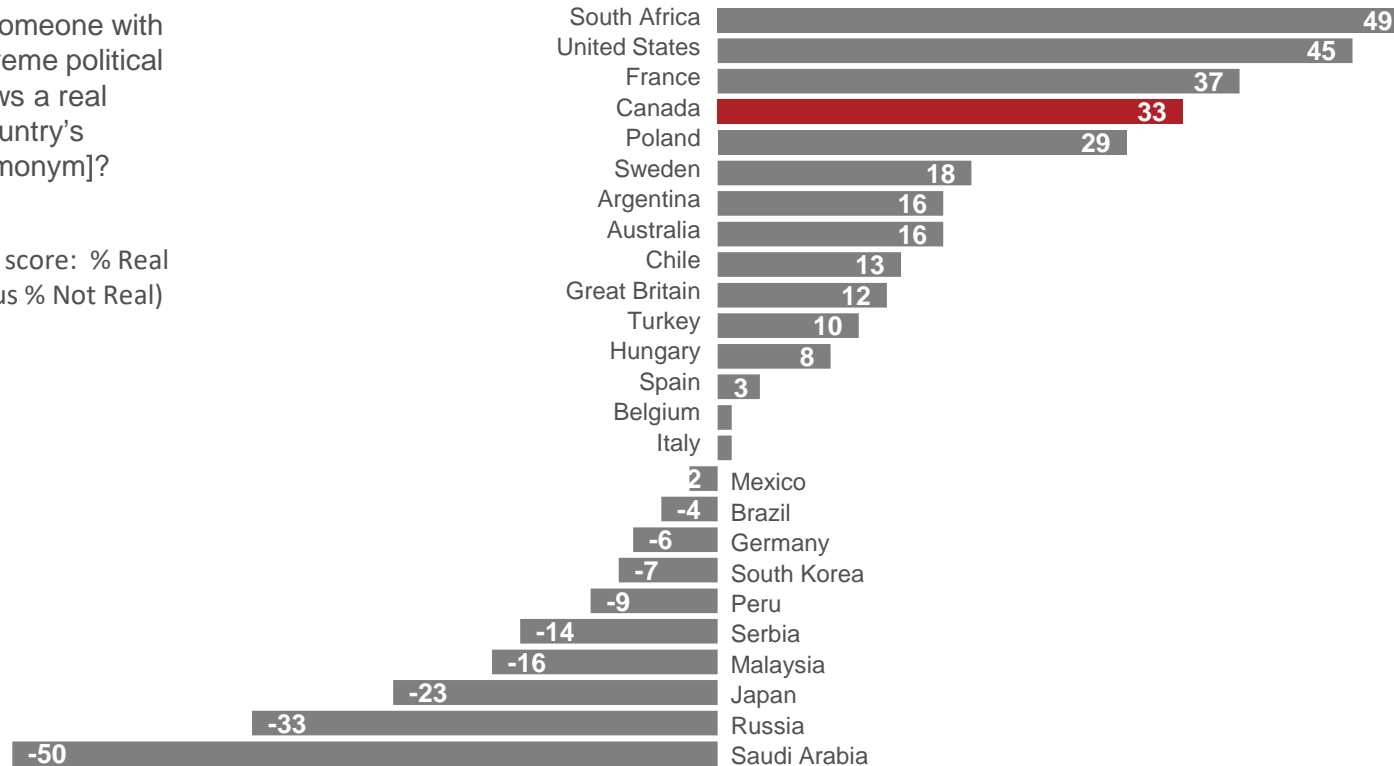
(Net score: % Real minus % Not Real)



CANADA RANKS 4TH ON EXTREME POLITICAL VIEWS INCLUSIVENESS SCORE

Is someone with extreme political views a real [Country's Demonym]?

(Net score: % Real minus % Not Real)



INTERNATIONAL EXPERIENCE AND CONNECTIONS

INTERNATIONAL EXPERIENCE



70% globally have experienced being in another country during their lifetime, as have 79% of Canadians.

- Canadians rank 8th of 27 countries on international experience overall



Globally, 62% have traveled outside of their country, as have 71% of Canadians.

- Canadians rank 8th of 27 countries in having travelled abroad.



Among the 27 countries surveyed, an average of 16% were born abroad or have lived abroad, compared to 19% of Canadians.

- Canadians rank 6th of 27 countries on having been born abroad or lived abroad.

INTERNATIONAL EXPERIENCE *(cont'd)*

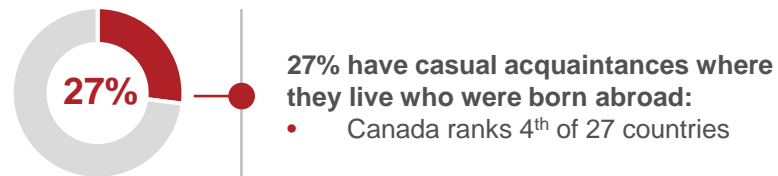
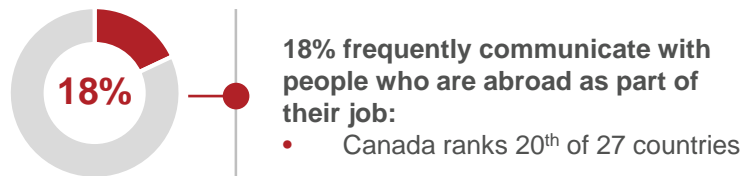
I HAVE TRAVELLED OUTSIDE OF [COUNTRY] ■
 I WAS BORN OR LIVED OUTSIDE OF [COUNTRY] ■
 ANY OF THESE ■



Q. Which, if any, of the following applies to you?

INTERNATIONAL CONNECTIONS

Overall, 68% across 27 countries have some international connections. Canadians rank 18th of 27 countries overall:



Q. Which, if any, of the following applies to you? One or more of my immediate family members (parent, spouse/partner, sibling, or child) was born abroad; One or more of my closest friends here was born abroad; One or more of my casual acquaintances here was born abroad; I have relatives abroad with whom I keep in touch; I have personal friends abroad with whom I keep in touch; As part of my job, I frequently communicate with people (colleagues, customers, vendors, etc.) who are abroad; None of these

INTERNATIONAL CONNECTIONS *(cont'd)*

HAVE RELATIVES ABROAD WITH WHOM I KEEP IN TOUCH

IMMEDIATE FAMILY MEMBER WAS BORN ABROAD

PERSONAL FRIENDS ABROAD WITH WHOM I KEEP IN TOUCH

CLOSE FRIENDS WAS BORN ABROAD

COMMUNICATE WITH PEOPLE ABROAD AS PART OF MY JOB

CASUAL ACQUAINTANCE WAS BORN ABROAD

NONE OF THE ABOVE



DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

The survey was conducted in 27 countries via the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

Interviews were conducted with 20,767 adults aged 18-64 in Canada and the U.S. and 16-64 in all other countries between April 20 and May 4, 2018.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 27 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, China, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered to be fully nationally representative, but instead to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

CONTACTS

Did you receive this issue of **Public Perspectives from Ipsos**? If not, [please contact us](#) to be added to the distribution list.

[For a full list of Public Perspectives reports, please click here](#)

© 2018 Ipsos. All rights reserved. No license under any copyright is hereby granted or implied.

The contents of this document are confidential, proprietary and are strictly for the review and consideration of the addressee and its officers, directors and employees solely for the purpose of information. No other use is permitted, and the contents of this document (in whole or part) may not be disclosed to any third party, in any manner whatsoever, without the prior written consent of Ipsos.



Mike Colledge
President, Canadian Public Affairs

✉ mike.colledge@ipsos.com



Sean Simpson
Vice President, Public Affairs

✉ sean.simpson@ipsos.com