

Views on racism in Canada

*National survey released May, 2016
Project 2016-820*

THE GLOBE AND MAIL 

 **NANOS SURVEY**



Canadians think racism is still strong – visible minorities seen as disadvantaged on work opportunities

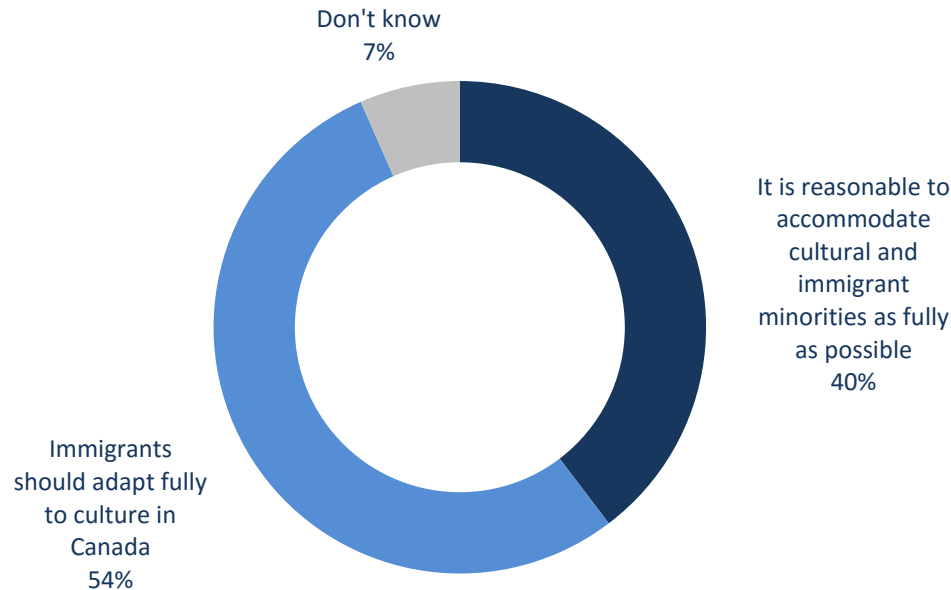
More Canadians believe that immigrants should adapt to culture in Canada, than believe immigrants should be accommodated. Canadians also believe there is still much racism left in Canada and almost half have heard someone making a racist remark. In addition, Canadians think that visible minorities are disadvantaged in terms of work opportunities. However, most Canadians believe that racist attitudes can be lessened through education.

- **Canadians think immigrants should adapt to culture in Canada** – More Canadians (54%) say that immigrants should adapt fully to culture in Canada, than say that it is reasonable to accommodate cultural and immigrant minorities as fully as possible (40%). Seven percent of Canadians are unsure.
- **Canadians say there is still a lot of racism in Canada** – Significantly more Canadians (69%) say that there is still a lot of racism left in Canada, compared to those who say that there isn't much racism left in Canada (23%). Eight percent say that they do not know.
- **Almost half of Canadians have heard someone make racist remarks** – Asked about their experiences when confronted with racism, almost half of Canadians (47%) say that they have heard others make racist remarks but have never made a racist remark themselves. Just over a third (35%) say that they have made what some might consider a racist remark in the company of others, while just under a quarter (22%) say they have had a racist remark directed at them personally. Nine percent say they have never heard racist remarks made by one person against another first hand. Nine percent responded that they were unsure.
- **Canadians believe visible minorities are disadvantaged with regards to work opportunities** – Almost three fifths of Canadians say they somewhat disagree (31%) or disagree (28%) that visible minorities are **not** disadvantaged when it comes to work opportunities. Just under two fifths either somewhat agree (23%) or agree (15%) with this statement. Three percent said they did not know.
- **Canadians support education to lessen racist attitudes** – A large majority of Canadians somewhat agree (43%) or agree (41%) that it is possible to educate people to make them less racist in their attitudes. Nine percent somewhat disagree and five percent disagree with this statement, while two percent do not know.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th to May 3rd, 2016 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Immigrant cultural accommodation versus assimilation

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.



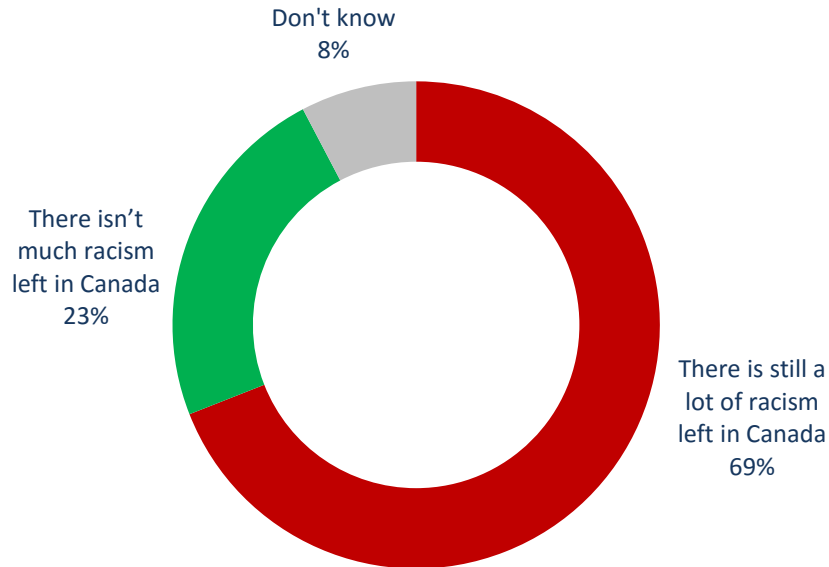
***Note:** Charts may not add up to 100 due to rounding

Subgroups	Immigrants should adapt fully to culture in Canada
Atlantic (n=100)	41.0%
Quebec (n=250)	64.0%
Ontario (n=300)	55.0%
Prairies (n=200)	51.3%
British Columbia (n=150)	45.9%
Male (n=500)	58.3%
Female (n=500)	49.2%
18 to 29 (n=155)	45.8%
30 to 39 (n=156)	56.3%
40 to 49 (n=211)	57.0%
50 to 59 (n=240)	57.8%
60 plus (n=238)	53.0%

QUESTION – I am going to read two statements. [Rotate] Some people think it is reasonable to accommodate racial minorities as fully as possible. Others think that racial minorities should adapt fully to culture in Canada. Which of these two statement best reflects your personal view?

Racism in Canada

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.



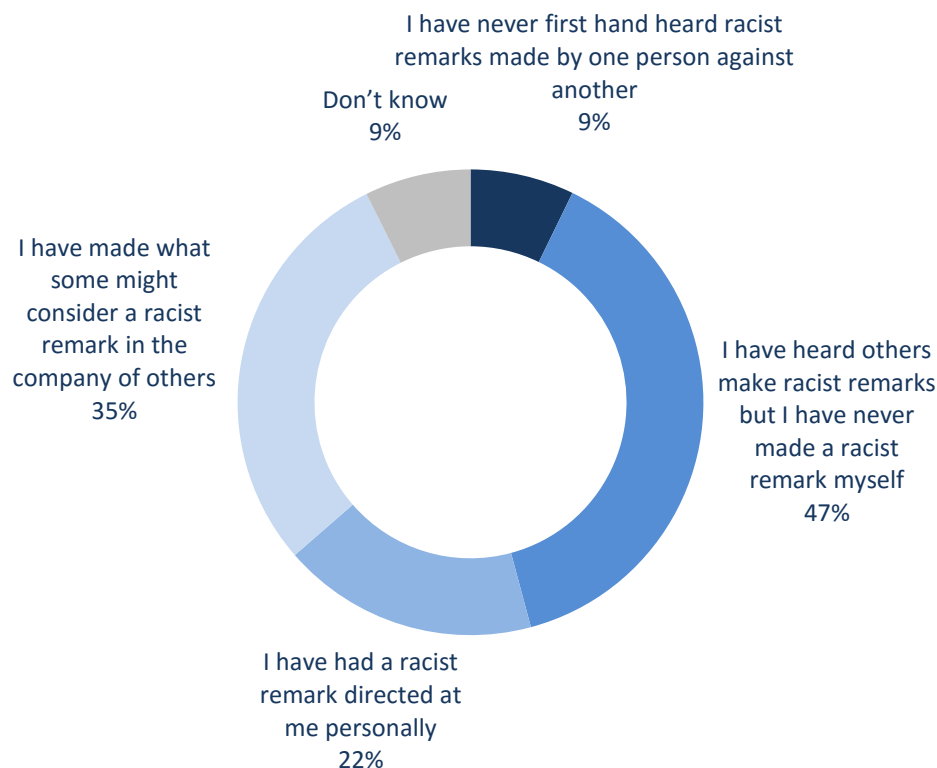
*Note: Charts may not add up to 100 due to rounding

Subgroups	There is still a lot of racism left in Canada
Atlantic (n=100)	75.2%
Quebec (n=250)	60.3%
Ontario (n=300)	70.7%
Prairies (n=200)	71.4%
British Columbia (n=150)	73.1%
Male (n=500)	63.8%
Female (n=500)	74.4%
18 to 29 (n=155)	73.6%
30 to 39 (n=156)	63.9%
40 to 49 (n=211)	67.7%
50 to 59 (n=240)	65.6%
60 plus (n=238)	72.6%

QUESTION – Which statement more closely reflects your own view: [Rotate] Racism exists in Canadian society; or Racism no longer exists in Canadian society.

Experiences when confronted with racism

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.



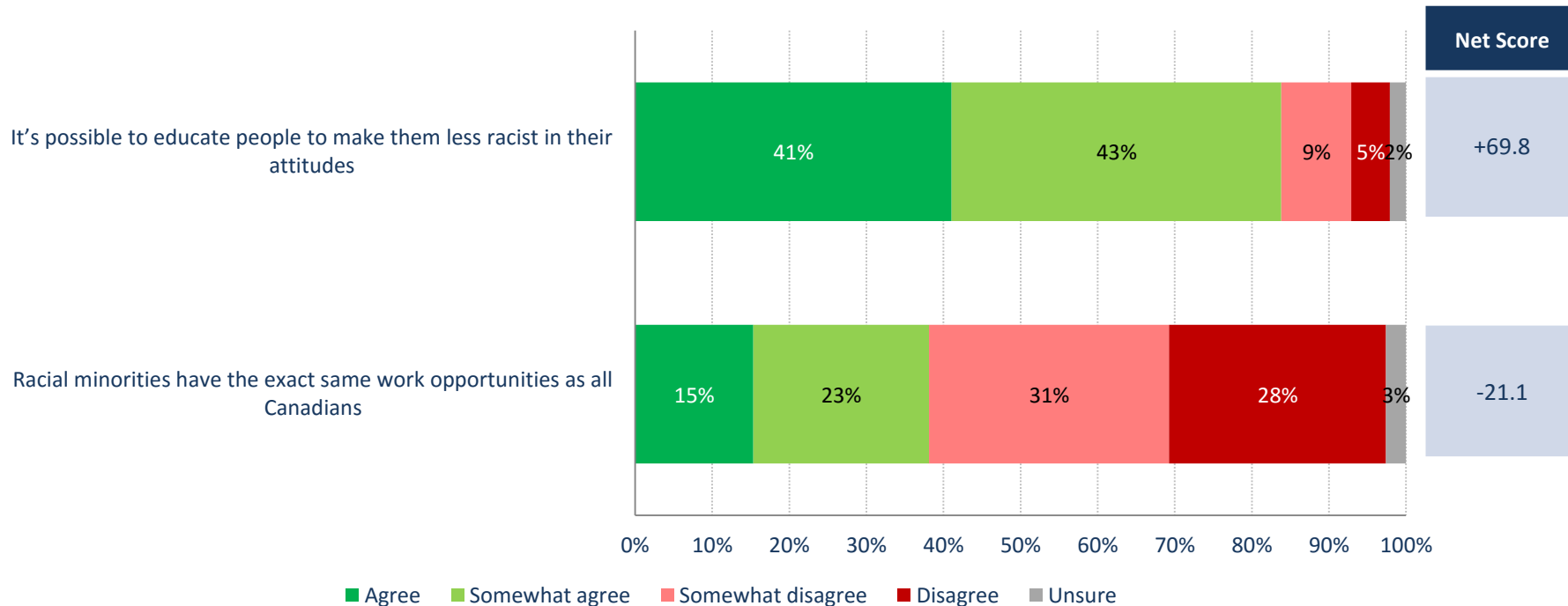
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Subgroups	I have heard others make racist remarks but I have never made a racist remark myself
Atlantic (n=100)	48.1%
Quebec (n=250)	42.8%
Ontario (n=300)	48.4%
Prairies (n=200)	45.6%
British Columbia (n=150)	53.1%
Male (n=500)	44.5%
Female (n=500)	49.7%
18 to 29 (n=155)	46.6%
30 to 39 (n=156)	57.0%
40 to 49 (n=211)	41.8%
50 to 59 (n=240)	46.7%
60 plus (n=238)	45.5%

QUESTION – Which of the following statements best reflects your experience [RANDOMIZE]

Racism in Canada

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.

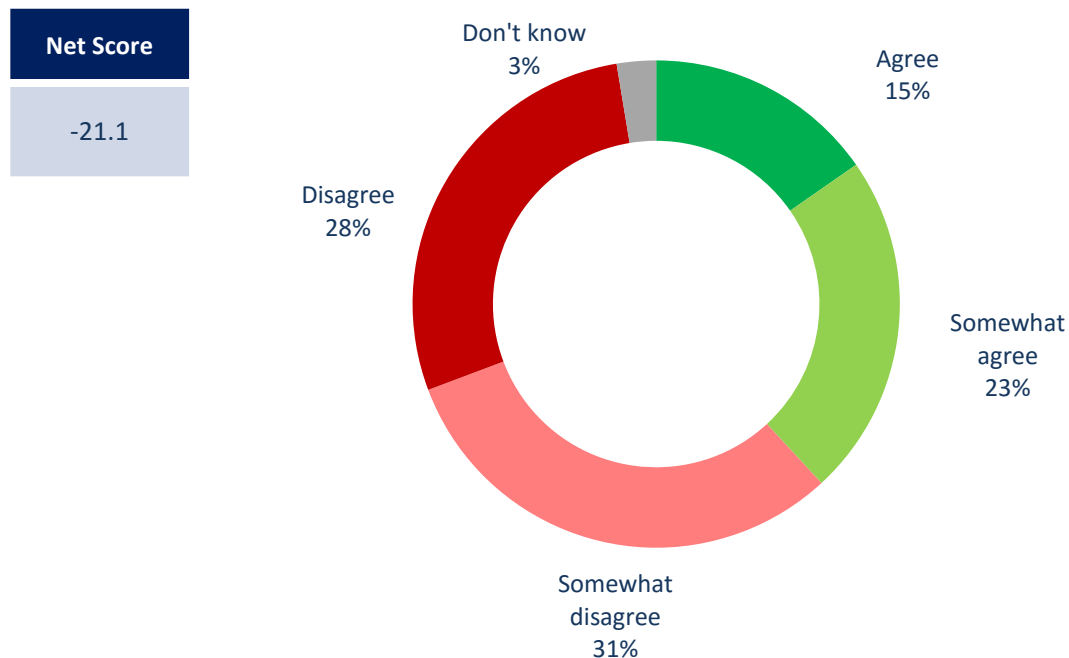


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement:

Visible minorities work opportunities

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Disagree/ Somewhat disagree
Atlantic (n=100)	61.1%
Quebec (n=250)	56.4%
Ontario (n=300)	62.1%
Prairies (n=200)	54.7%
British Columbia (n=150)	62.7%
Male (n=500)	55.5%
Female (n=500)	62.9%
18 to 29 (n=155)	57.1%
30 to 39 (n=156)	49.4%
40 to 49 (n=211)	64.2%
50 to 59 (n=240)	56.3%
60 plus (n=238)	65.9%

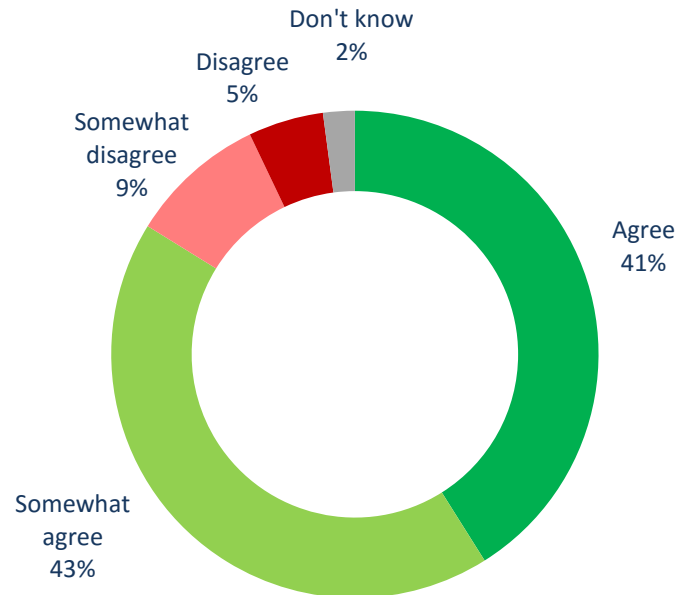
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement:

Visible minorities are **NOT** disadvantaged when it comes to work opportunities.

Education to lessen racist attitudes

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 3rd, 2016, n=1000, accurate ± 3.1 percentage points, 19 times out of 20.

Net Score
+69.8



*Note: Charts may not add up to 100 due to rounding

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	85.3%
Quebec (n=250)	85.1%
Ontario (n=300)	83.5%
Prairies (n=200)	83.7%
British Columbia (n=150)	81.6%
Male (n=500)	82.0%
Female (n=500)	85.6%
18 to 29 (n=155)	82.1%
30 to 39 (n=156)	87.9%
40 to 49 (n=211)	80.0%
50 to 59 (n=240)	84.1%
60 plus (n=238)	85.6%

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement:

It's possible to educate people to make them less racist in their attitudes



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th and May 3rd, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 28 th to May 3 rd , 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	12% percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, the monarchy and interest in the leadership races of the NDP and Conservatives, impressions of government policy on the media and the Syrian refugee crisis, as well as public-private partnerships.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations



2016-820 – Globe and Mail/Nanos Survey – Race - STAT SHEET

			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which of the following two statement best reflects your personal view? [Rotate]	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	1.67	1.60	1.76	1.70	1.59	1.60	1.70	1.63	1.62	1.71	1.70	1.67	1.66
	It is reasonable to accommodate religious and cultural immigrant minorities as fully as possible	%	39.7	49.4	30.2	37.3	44.6	47.2	35.6	43.7	46.1	36.4	36.7	37.6	40.7
	Immigrants should adapt fully to culture in Canada	%	53.8	41.0	64.0	55.0	51.3	45.9	58.3	49.2	45.8	56.3	57.0	57.8	53.0
	Don't know	%	6.6	9.6	5.8	7.7	4.1	6.8	6.1	7.1	8.1	7.3	6.3	4.6	6.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, between April 28th and May 3rd, 2016. The sample included both land- and cell-lines across Canada. The margin of error is ± 3.1 percentage points, 19 times out of 20.

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			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which statement more closely reflects your own view: [Rotate]	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	There is still a lot of racism left in Canada	%	69.1	75.2	60.3	70.7	71.4	73.1	63.8	74.4	73.6	63.9	67.7	65.6	72.6
	There isn't much racism left in Canada	%	23.3	20.0	31.3	20.9	23.8	16.2	28.7	17.9	21.9	26.9	24.4	25.6	19.2
	Don't know	%	7.7	4.8	8.4	8.4	4.9	10.7	7.6	7.7	4.5	9.2	7.8	8.9	8.2

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			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Which of the following statements best reflects your experience [RANDOMIZE] [Select All That Apply]	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	I have never first hand heard racist remarks made by one person against another	%	8.8	11.6	11.0	8.0	7.2	6.7	6.6	10.9	5.4	7.1	8.2	9.8	12.5
	I have heard others make racist remarks but I have never made a racist remark myself	%	47.1	48.1	42.8	48.4	45.6	53.1	44.5	49.7	46.6	57.0	41.8	46.7	45.5
	I have had a racist remark directed at me personally	%	21.7	18.2	17.3	24.6	25.5	20.6	24.6	18.8	31.9	25.1	18.5	17.8	16.3
	I have made what some might consider a racist remark in the company of others	%	35.4	40.6	32.5	35.5	35.1	37.1	40.0	30.8	34.2	34.2	40.7	34.6	33.3
	Don't know	%	9.0	5.9	10.1	8.2	13.1	5.6	9.5	8.6	11.5	7.4	8.9	6.1	10.4

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2016-820 – Globe and Mail/Nanos Survey – Race - STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statement [ROTATE]

			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Racial minorities have the exact same work opportunities as all Canadians.	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	15.3	15.3	12.3	17.6	14.3	17.2	17.8	12.8	12.6	21.2	15.1	16.2	13.0
	Somewhat agree	%	22.8	19.6	27.3	18.5	29.4	17.4	24.7	20.9	27.3	26.1	18.2	25.2	18.8
	Somewhat disagree	%	31.1	20.0	30.5	36.0	29.0	32.8	30.8	31.5	21.7	24.5	37.3	28.2	40.8
	Disagree	%	28.1	41.1	25.9	26.1	25.7	29.9	24.7	31.4	35.4	24.9	26.9	28.1	25.1
	Don't know	%	2.6	3.9	4.0	1.7	1.6	2.6	1.9	3.3	3.0	3.2	2.5	2.2	2.3

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2016-820 – Globe and Mail/Nanos Survey – Race - STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statement [ROTATE]

			Region						Gender		Age				
			Canada 2016-04	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - It's possible to educate people to make them less racist in their attitudes	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	41.1	45.6	42.7	39.2	36.8	44.8	40.8	41.3	42.6	42.1	40.7	38.5	41.3
	Somewhat agree	%	42.8	39.7	42.4	44.3	46.9	36.8	41.2	44.3	39.5	45.8	39.3	45.6	44.3
	Somewhat disagree	%	9.1	3.8	7.8	10.0	10.5	11.0	9.8	8.3	9.7	6.6	9.7	8.4	10.2
	Disagree	%	5.0	8.0	4.8	3.9	5.0	5.7	6.6	3.4	6.4	2.6	7.7	5.7	2.8
	Don't know	%	2.1	2.9	2.4	2.6	.8	1.7	1.5	2.6	1.8	2.9	2.6	1.9	1.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, between April 28th and May 3rd, 2016. The sample included both land- and cell-lines across Canada. The margin of error is ± 3.1 percentage points, 19 times out of 20.

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