

Sun Media

Racial Tolerance Report

January 2007

METHODOLOGY

INSTRUMENT

- ▶ An online survey was conducted between December 27 2006 and January 5 2007

SCOPE

- ▶ A representative national sample of 3092 adult Canadians.

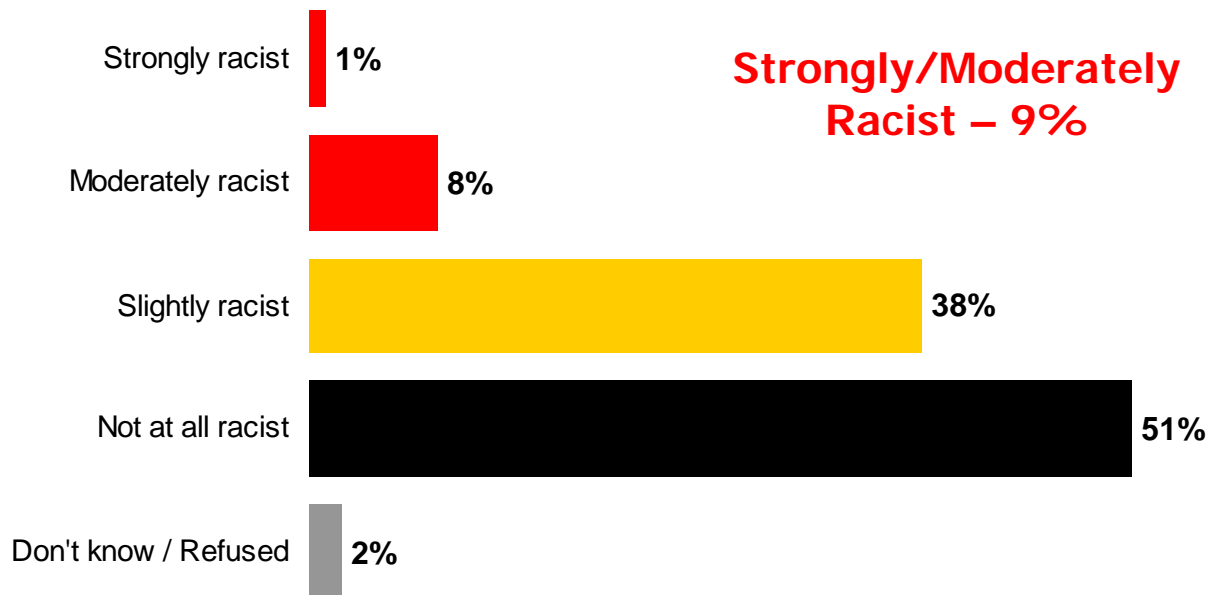
RELIABILITY

- ▶ With a sample size of 3092, responses can be considered accurate to within $\pm 1.8\%$.

Base: All (n= 3092)

Almost Half of Canadians Admit to Being Racist

- ▶ While less than one-in-ten will say that they are either strongly or moderately racist, almost half (47%), admit to being at least slightly racist.
- ▶ People 55 years of age or older are more likely to say they are at least slightly racist (52%), compared to those 35-54 (43%). In comparison, 47% of those under 35 say they are somewhat racist.
- ▶ Men are more likely to describe themselves as moderately racist (10% vs. 6% of women).

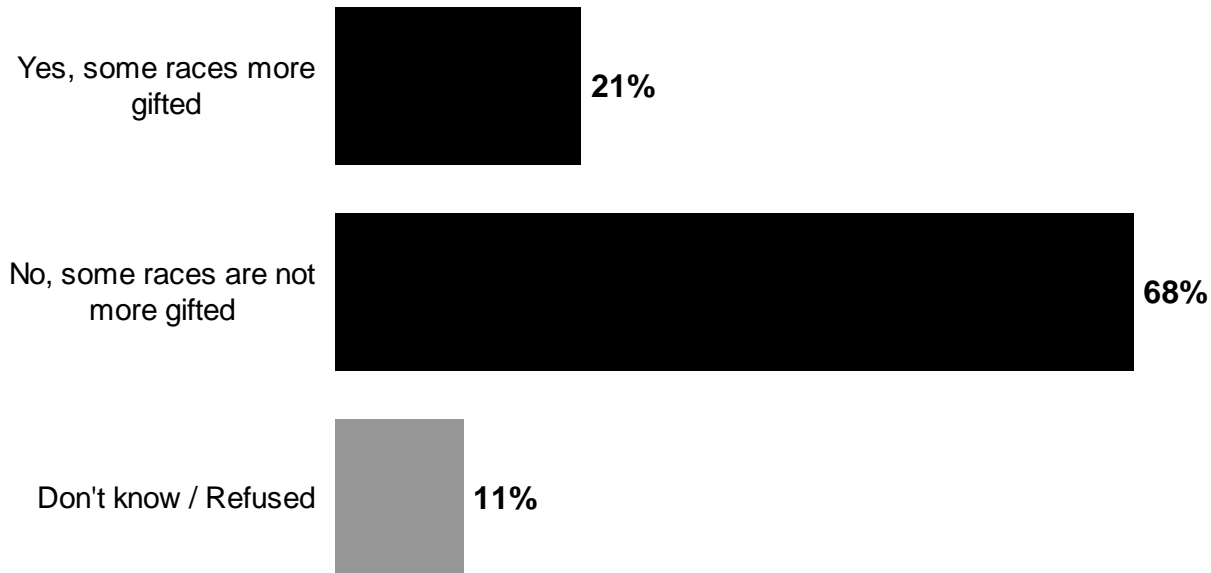


Q8. Personally, to what extent do you consider yourself as someone who is racist?

Base: All (n= 3092)

Most Believe People are Created Equal

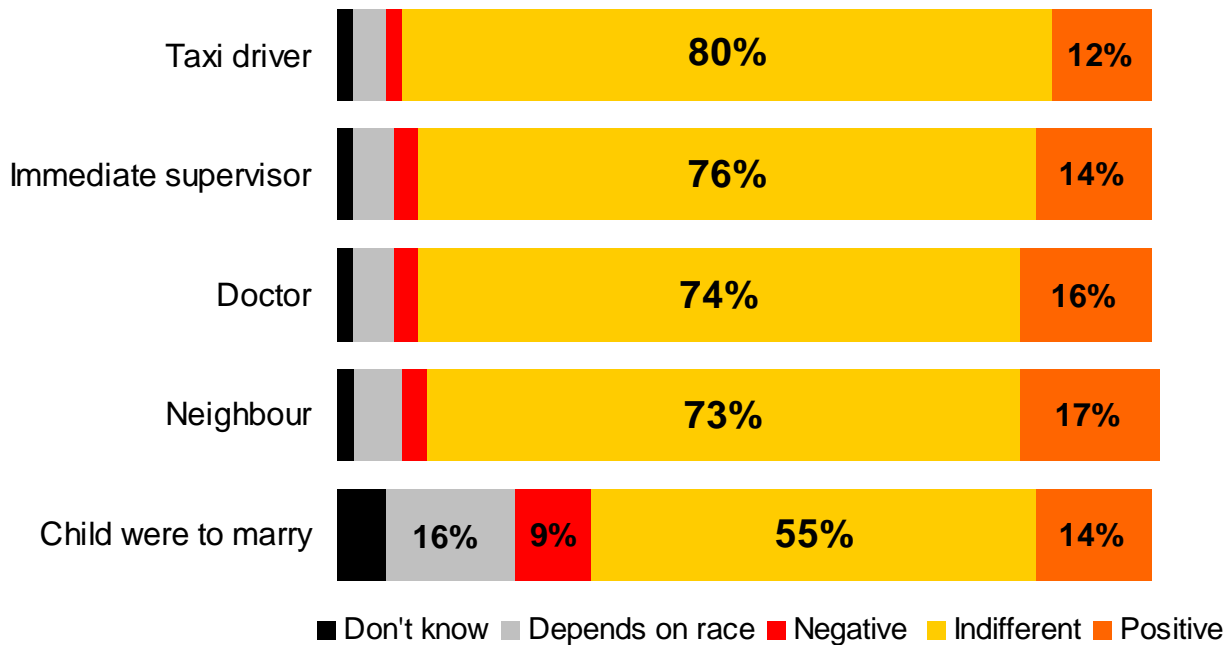
- ▶ Only 21% believe that some races are more gifted than others, with 68% thinking this is not the case.
- ▶ Not surprisingly, those who consider themselves strongly/moderately racist are more likely to think the statement is true (43% vs. 25% of those who are slightly racist and 15% of those who are not racist).
- ▶ There is no significant difference between races, with 66% of white people and 65% of visible minorities thinking this is not true.



Q19. Are some races more gifted than others?

Canadians Mostly Indifferent when it Comes to Dealing With Those of Different Ethnic Backgrounds.

- ▶ The vast majority of Canadians would react indifferently if they were to deal with people in a number of positions who were a different ethnic background.
- ▶ The situation in which this raises the most issue is when it comes to whom their child would marry. Almost one-tenth (9%) would react negatively if their child were to marry someone of a different race, while 16% say this would depend on the race.

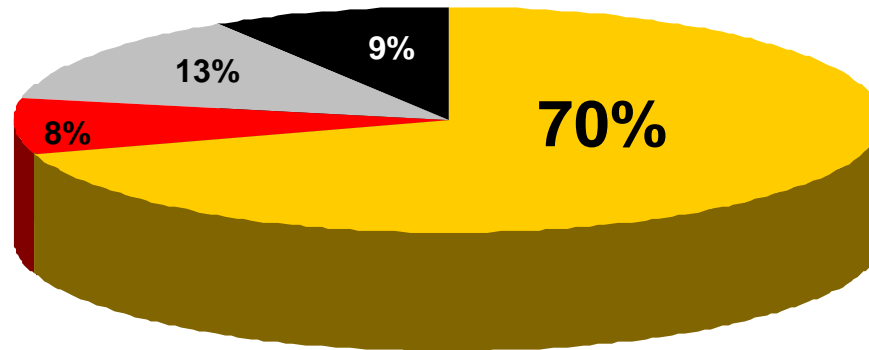


Q9a-e. Would you have a positive reaction, remain indifferent, a negative reaction, or would it depend on the ethnic origin if the following persons were of another ethnic group than yours

Base: All (n= 3092)

Canadians are Open to an Ethnic Prime Minister

- ▶ Seven-in-ten Canadians said they would vote for a Prime Minister of another ethnic group than their own, with an additional 13% saying it would depend on which ethnic group they are from.
- ▶ This likelihood is most prevalent among people who think racism is a significant problem (74%), who have been a victim of racism (75%), or who belong to a visible minority (85% vs. 71% of white people).
- ▶ This is also more prevalent among those with a higher education (post-secondary: 74% vs. 61% of those with high school or less), and a higher income (\$80,000 or more: 75% vs. 66% of those with a household income of under \$40,000).



■ Vote for PM of other race
■ Would depend on ethnic origin

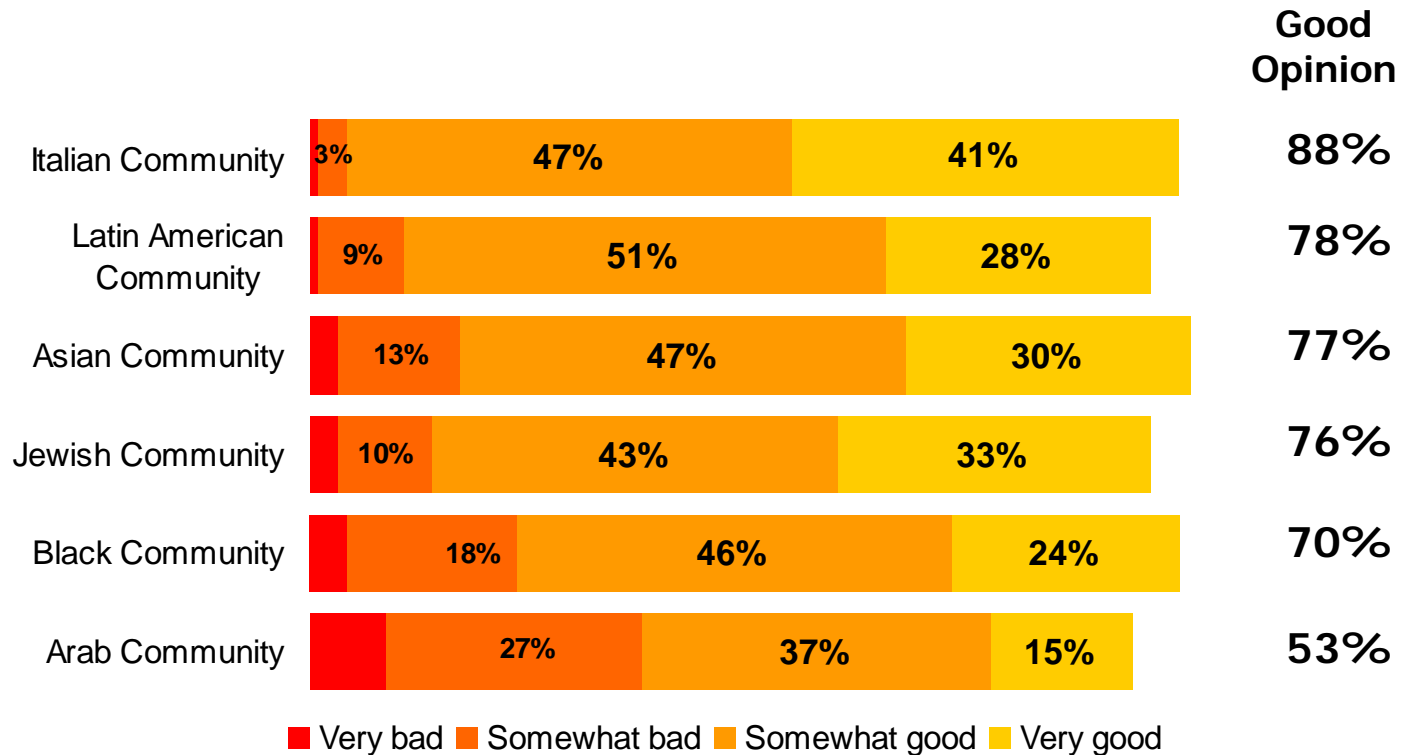
■ Not vote for PM of other race
■ Don't know / Refused

Q20. Would you vote for a Prime Minister of another ethnic group than your own?

Base: All (n= 3092)

Canadians Have Lowest Opinion of Arab Community

- ▶ The majority of Canadians have a good opinion of all communities tested. However, Italians come out on top, with 88% of Canadians having a good opinion of members of the Italian community, while only 53% have a good opinion of members of the Arab community.



Q1a-f. Do you have a good opinion or a bad opinion of members of...

Prejudices

Toronto

Edmonton

Calgary

Montreal

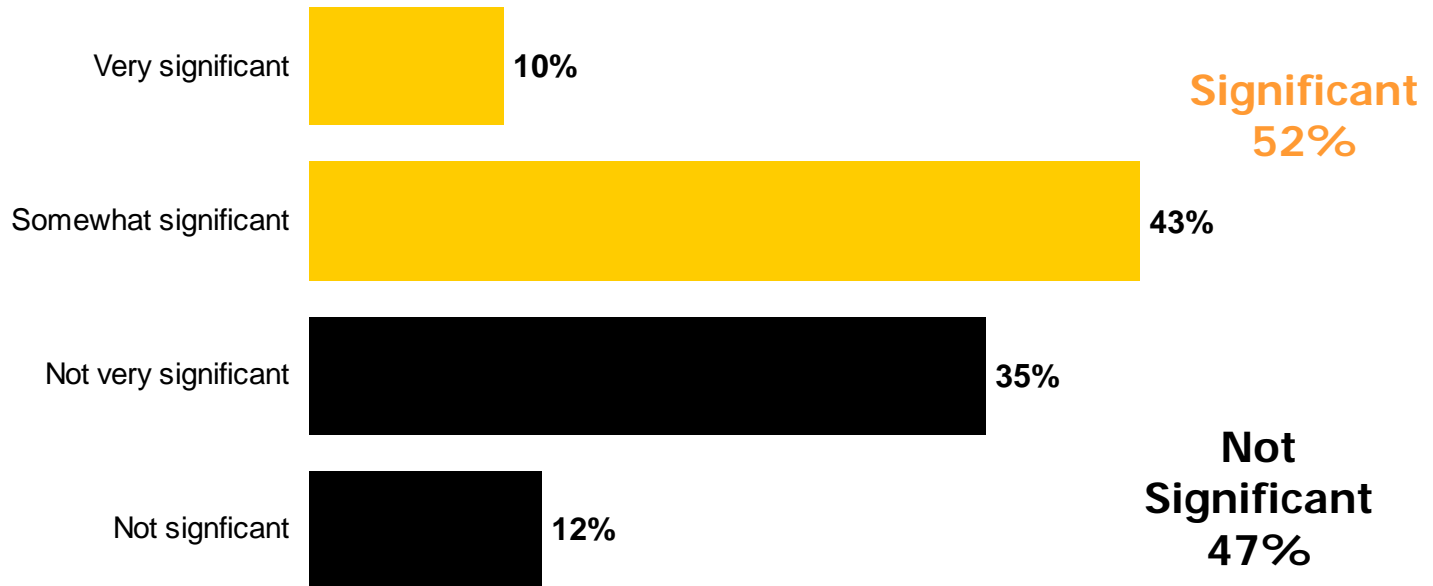
Philadelphia

New York

Base: All (n= 3092)

Mixed Feeling as to Whether Racism is a Problem

- ▶ There is mixed feelings as the significance of the problem of racism in Canada, with most feeling more neutrally.
- ▶ Not surprisingly, those who have been a victim of racism are more likely to find this problem significant than those who have not (60% vs. 48% respectively). Those who describe themselves as at least somewhat racist are more likely to see this as a problem (55% vs. 50% respectively).
- ▶ Women are also more likely to see this problem as significant than are men (59% vs. 45% respectively).

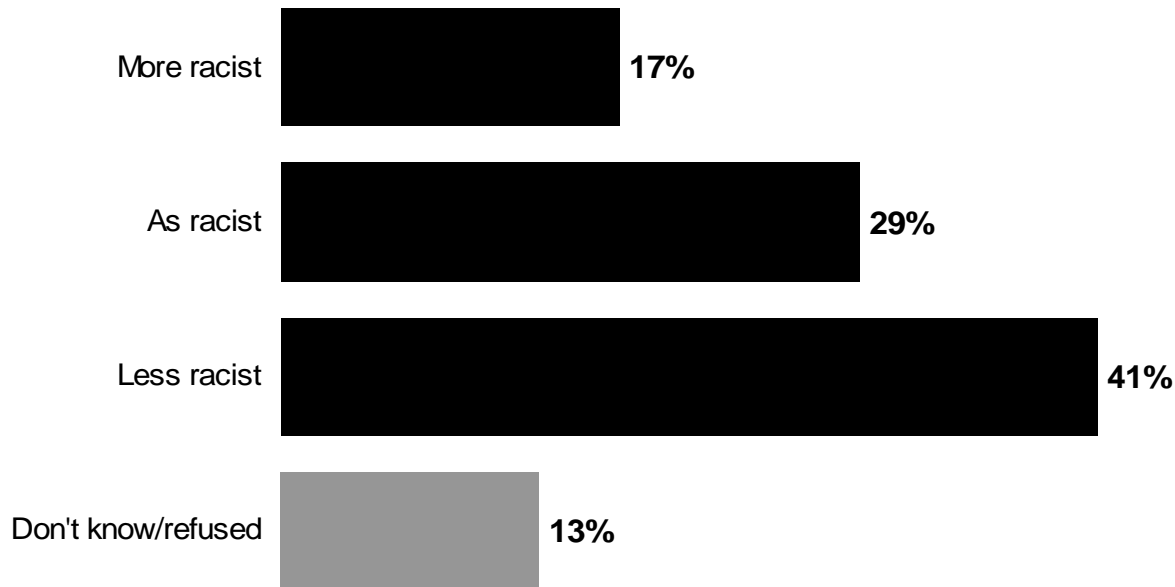


Q26. Would you say that racism is a significant problem in your city?

Base: All (n= 3092)

The Problem of Racism on the Decline

- ▶ Only 17% believe their city is more racist than it was 10 years ago, with 29% feeling it is the same and 41% feeling it is less racist.
- ▶ People who feel racism is a problem are more likely to say their city is more (26%) or as racist (37%) as it was, while people who feel it is not a problem say their city is less racist (56%).
- ▶ Those who describe themselves as racist are more likely to feel their whole city is more racist (22% vs. 12% of those who aren't racist), as well those who have been a victim of racism (22% vs. 14% of non-victims).

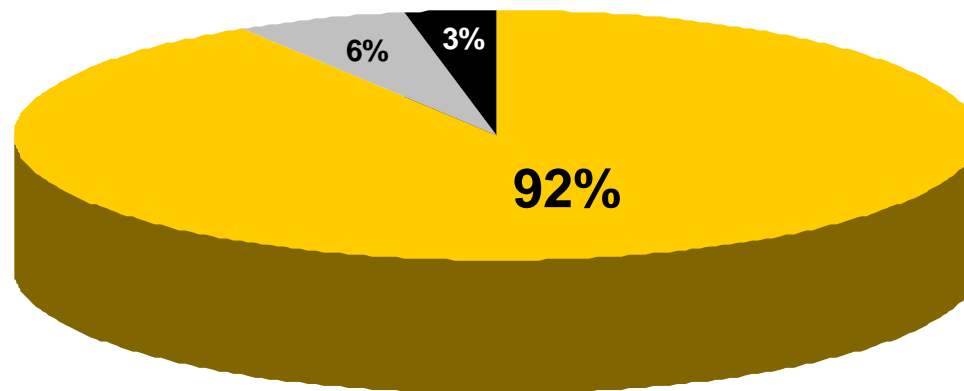


Q27. Is your city more racist, as racist or less racist that ten years ago?

Base: All (n= 3092)

Most Canadians Have Witnessed Racism

- ▶ More than nine-in-ten (92%) of Canadians have witnessed racist comments or behaviours.
- ▶ This is particularly true among those under 55 (92% vs. 89% of those 55 or older), and those of a higher income bracket (95% of those with a household income of \$80,000 plus vs. 87% of those with a household income of under \$40,000).



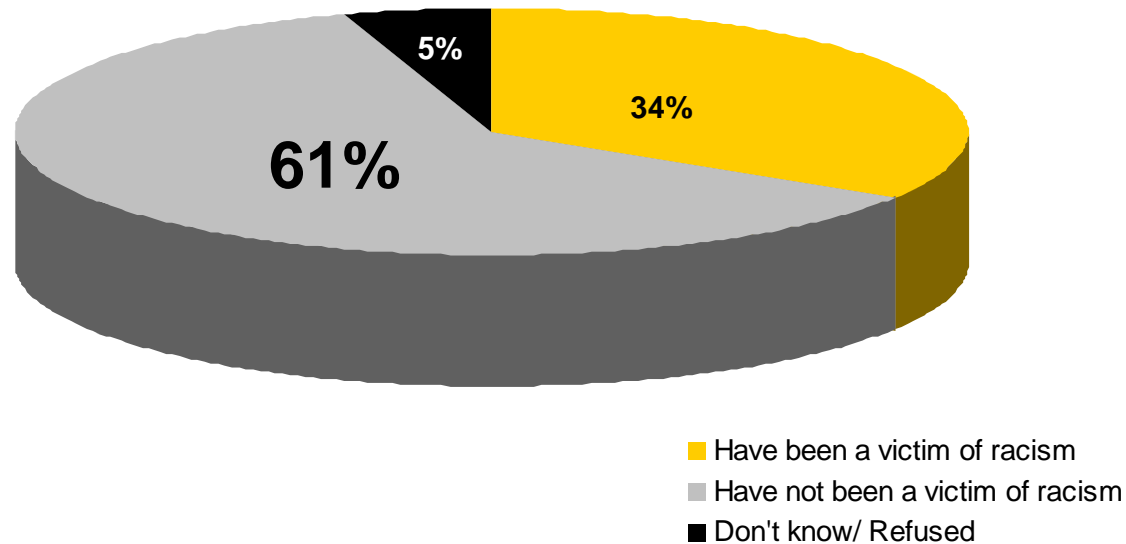
- Have witnessed racist comments/ behaviours
- Have not witnessed racist comments/ behaviours
- Refused

Q21. Have you ever witnessed racist comments or behaviours?

Base: All Outside of Quebec (n=2139)

Two-Thirds of Minorities Have Been Victims of Racism

- ▶ While most have witnessed racist comments or behaviours, only one-third (34%) feel they have been a victim of such comments or behaviours.
- ▶ However, when examining results of visible minorities, 66% feel they have been a victim of racial comments or behaviours, compared to only 30% of white people.
- ▶ Additionally, those who find racism to be a problem (40%), those with a post-secondary education (36%), and those under the age of 55 (37%) have been victimized.
- ▶ People who describe themselves as strongly or moderately racist are also significantly more likely to say they have been a victim of racism (49% vs. 36% of those who are somewhat racist and 31% of those who are not at all racist).

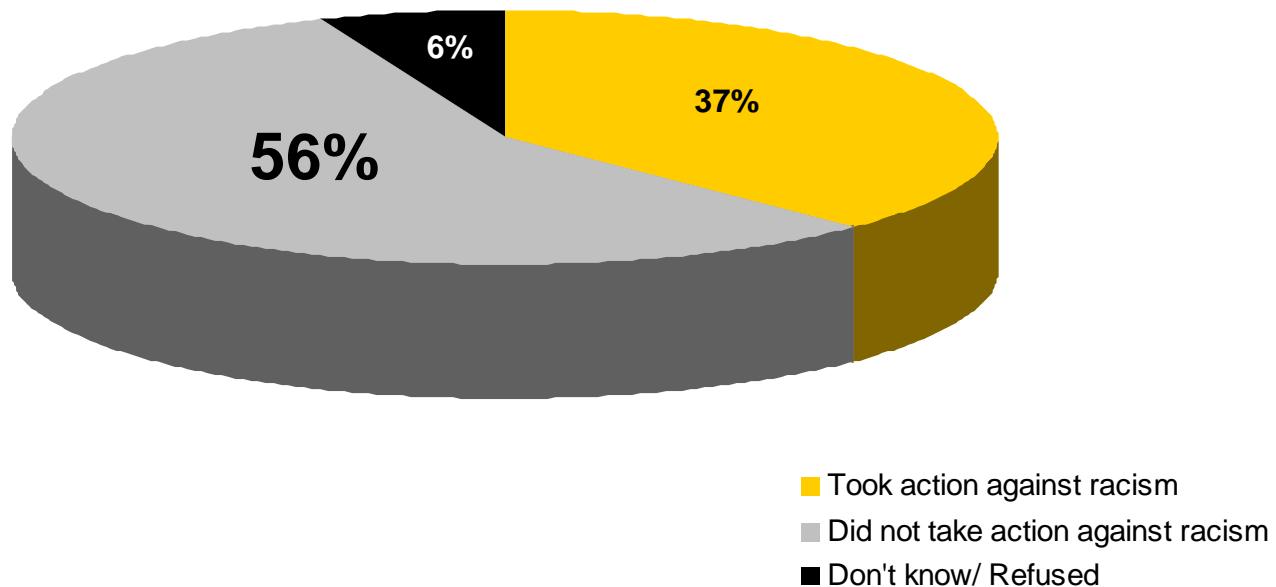


Q23. Have you ever personally been a victim of racist comments or behaviours? NOT ASKED IN QUEBEC

Base: Those who have witnessed racist comments/behaviours (n=2128)

Action Not Often Taken Against Racism

- ▶ While most have witnessed racist comments or behaviours, only one-third said they ever took action to intervene or inform authorities about this behaviour.
- ▶ People more likely to have intervened are people who find racism a significant problem (43%), who describe themselves as not racist (47%), who have a post-secondary education (39%), and who are women (41%).
- ▶ Those over the age of 55 are less likely to intervene when witnessing racism (63%).

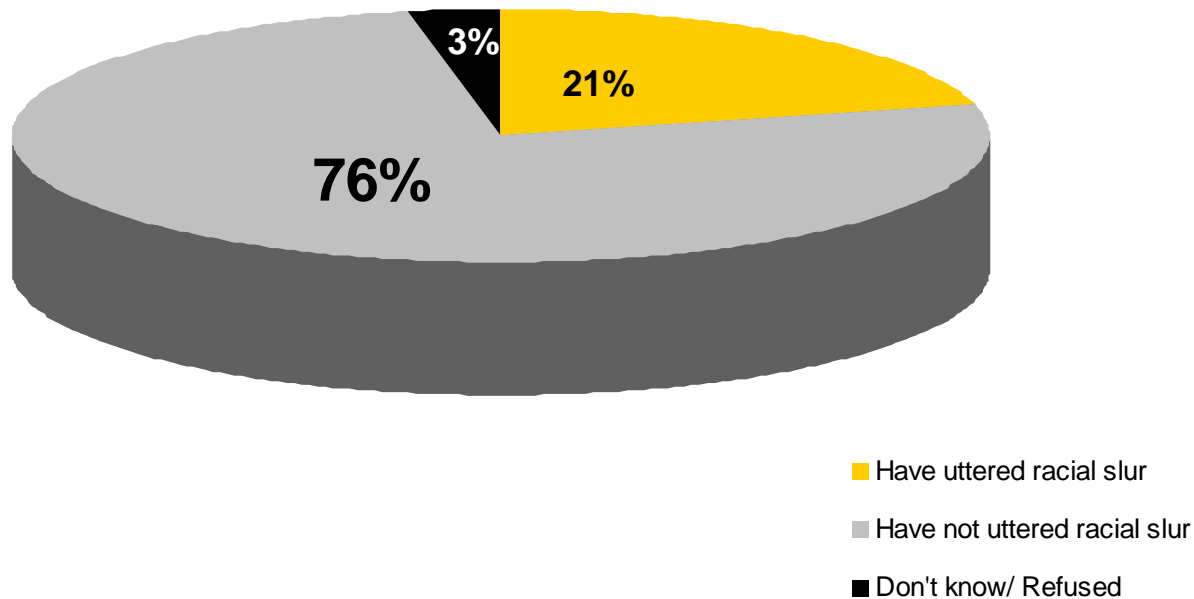


Q22. Did you take any action to intervene or inform authorities of this behaviour?

Base: All outside of Quebec (n=2319)

One-Fifth Have Uttered a Racial Slur

- ▶ One-fifth (21%) of Canadians have uttered a racial slur, while 76% say they never have.
- ▶ Not surprisingly, those who say they are strongly or moderately racist are much more likely to have done so (62%), as are those who have been a victim of racism (28%), those who do not practise religion (25%), and men (29%).

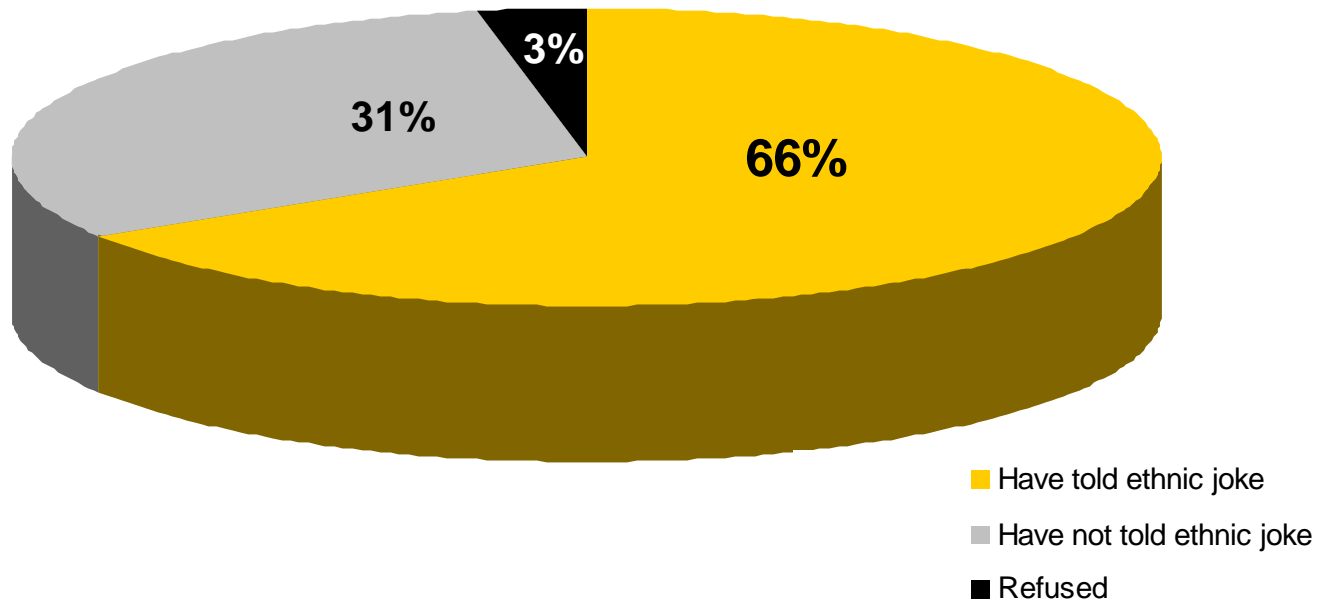


Q24a. Have you ever uttered a racial slur at a minority?

Base: All (n= 2092)

Canadians Do Tell Ethnic Jokes

- ▶ While most Canadians do not utter racial slurs, they do tell jokes with derogatory ethnic meanings (66%).
- ▶ Not surprisingly, those who consider themselves racists are more likely to have done this (81% who are strongly/moderately racist, 75% who are somewhat racist), as are people who have been a victim of racism (70%), those under 35 (70%) or 35 to 54 (67%), those who do not practise religion (71%), those who are not a visible minority (68%), and men (76%).



Q24b. Have you ever told a joke which included derogatory ethnic meaning? NOT ASKED IN QUEBEC

Immigration

Toronto

Edmonton

Calgary

Montreal

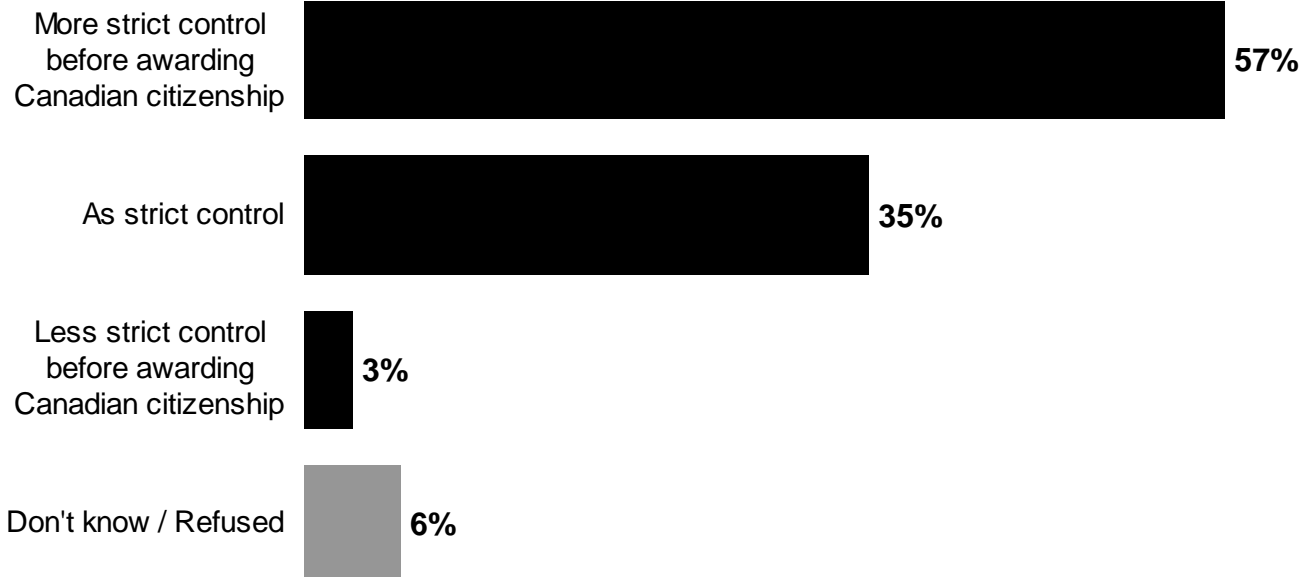
Philadelphia

New York

Base: All (n= 3092)

Few Believe Control over Citizenship Should be Lessened

- ▶ Only 3% of Canadians believe that Canada should lessen its control over Canadian citizenship, with 35% feeling current control is sufficient and 57% feeling it needs to be strengthened.
- ▶ Those who do not think that racism is a problem are more likely to feel this control needs to be strengthened (60%), as are those 35 to 54 (62%) or 55 and older (57%) and those with no post-secondary education (62%).

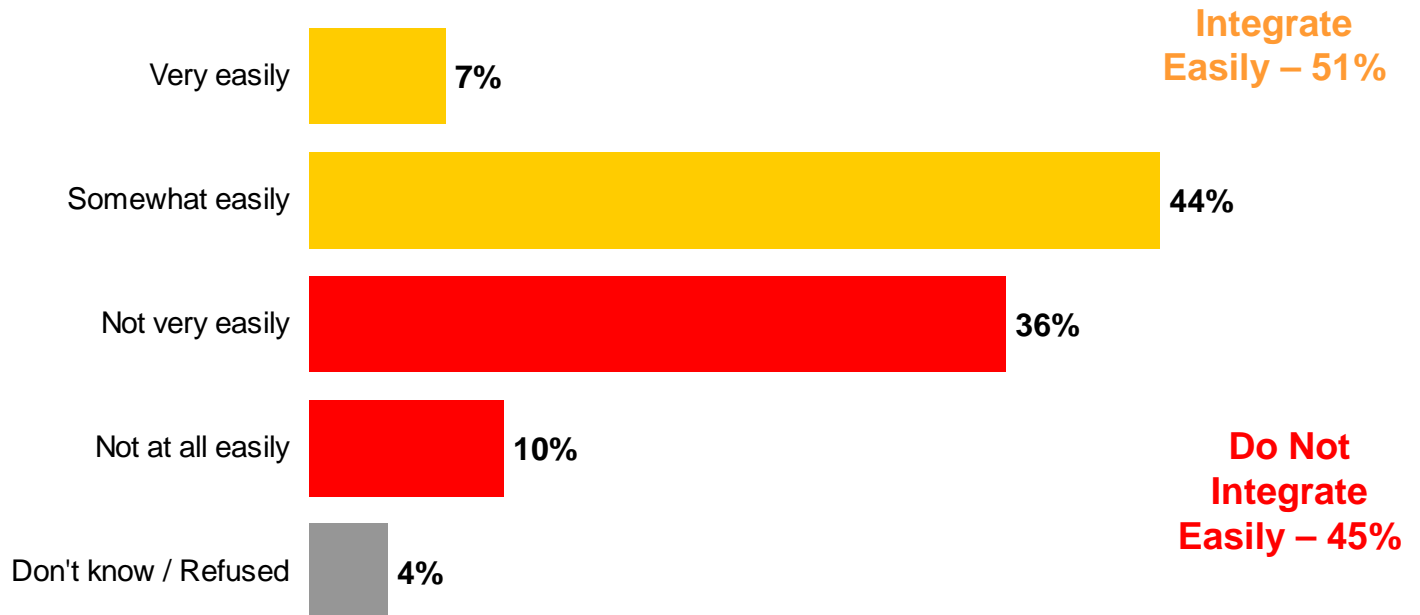


Q29. Should Canada allow for ... control before awarding Canadian citizenship to an immigrant?

Base: All (n= 3092)

Mixed Opinion About the Ease of Integration

- ▶ Generally, Canadians do not feel strongly about the ease of integrating into Canadian society, with 44% feeling it is done somewhat easily, while 36% believe this is not very easy.
- ▶ Canadians who are more likely to find this situation easy are those who do not see racism as a problem (56%), who are not racist (57%), under 35 (56%) or 35 to 54 (53%), and who have no post-secondary education (57%).



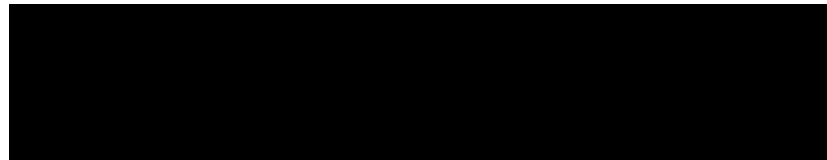
Q30. Would you say that most immigrants integrate easily into Canadian society?

Base: All (n= 3092)

Half Believe Immigrants Should Settle Outside Cities

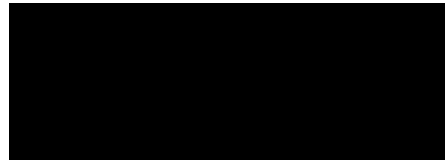
- ▶ Half of Canadians believe that immigrants should be encouraged to settle outside of major urban centres, with 28% thinking this is not the case, and 20% not being sure.
- ▶ Opinions on the significance of racism or personal racist beliefs do not impact this opinion.
- ▶ However, people over 55 (58%), those with a secondary education (56%), and men (58%) are more likely to think this is true.

Encourage immigrants to settle outside major urban centres



52%

Should not encourage immigrants to settle outside major urban centres



28%

Don't know/ Refused



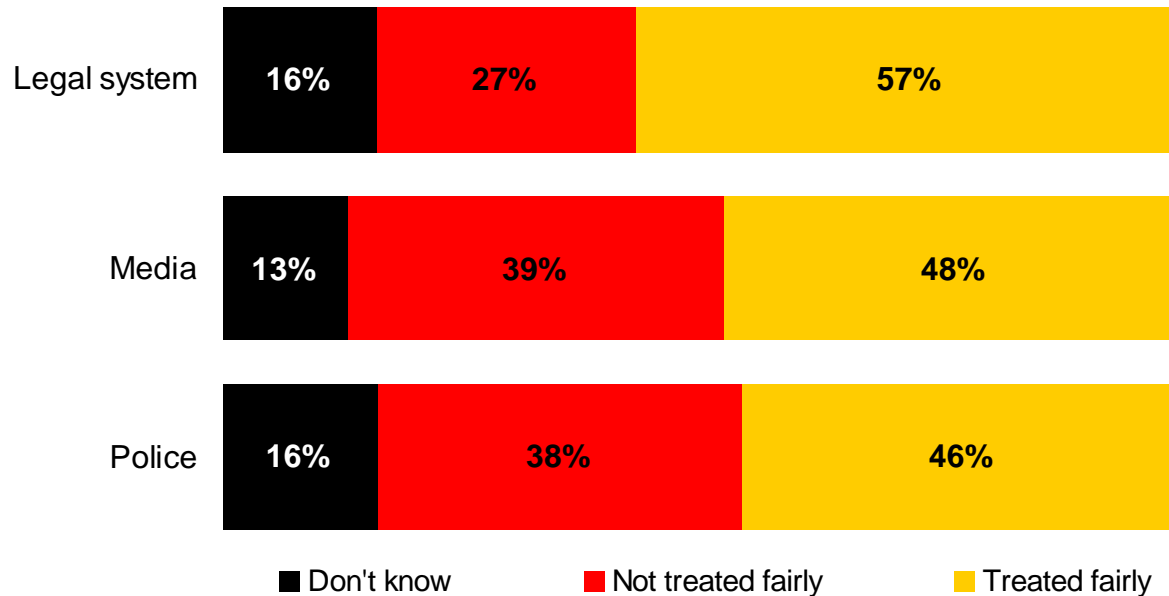
20%

Q33. Should we encourage immigrants to establish themselves more outside of the major urban centres?

Base: All (n= 3092)

Mixed Opinion on Fair Treatment

- ▶ Just over half (57%) believe that members of all cultural communities are treated fairly by the legal system, while just under half feel the same of the media (48%) and the police (46%).
- ▶ People who consider themselves racist are more likely to feel ethnic groups are treated fairly by all groups, as are those under 35 and men.



Q34a-c. Do you believe that members of cultural communities are treated fairly, that is, the same way as people of Canadian lineage by...



THE Canadian
Way
to do
Market
Research

Expertise

Efficiency

Excellence

Economy

Toronto

Edmonton

Calgary

Montreal

Philadelphia

New York