

DART & maru / BLUE

Voice Canada Poll

Only three in 10 (30%) Canadians think Canada's criminal justice system treats people who are black or dark skinned equally compared to others in our Canadian society

*While vast majority (86%) of Canadians say their police are superior (27%) or better (59%) in handling their job and interacting with citizens compared to US police officers, **there are troubling actions beneath that assessment:***

*Many believe **a large number of their local community police** unfairly, discriminately, racially profile black and dark-skinned citizens (27%), rough up suspects, especially if they are black/dark skinned or from certain neighbourhoods, during arrests (22%), and, unfairly, discriminately, treat indigenous people (30%)*

Release Date: June 8, 2020

Methodology

*These are some of the findings of a **DART & maru / BLUE Voice Canada Poll** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. This data was collected by Canada's national survey sample research provider **maru / BLUE** using their **Voice Canada** Omni Online curated panel. The precision of this **DART & maru / BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. The survey was conducted among 1,515 randomly selected Canadian*

adults who are members of maru/BLUE 's Online panel June 3, 2020 and is considered accurate to within +/- 3.9 percentage points. The credibility interval will be wider among subsets of the population and individual provinces/regions. The results have been weighted by education, age, gender, and region to match the population, according to Census data to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Respondents could choose between an English and French questionnaire. Discrepancies in or between totals are due to rounding. Respondents had the choice to complete the interview in either English or French.

For further information or commentary please contact:

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Questions Posed

Voice Canada Poll

In general, do you think that Canada's criminal justice system treats people who are black or dark skinned **equally** compared to others in our Canadian society?

[Grid Across]

[Choose one]

All of the time

Some of the time

Not often

Not ever

In general, how would you rate Canadian police officers in handling their job and interacting with citizens compared to US police offices doing the same?

[Grid across]

[Choose One]

- Superior to US police
- Better than US police
- About the same as US police
- Worse than US police
- Far worse than US police

Please indicate the scope of **how many members of the police force that serves your local community** that you think do the following things:

[GRID DOWN. RANDOMIZE]

- unfairly and discriminately racially profile black and dark-skinned citizens
- rough up suspects, especially if they are black/dark skinned or from certain neighborhoods, during arrests
- unfairly and discriminately treat indigenous people

[GRID ACROSS]

[Choose one]

- None
- A few
- Many
- Most
- All

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Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

In general, do you think that Canada's criminal justice system treats people who are black or dark skinned equally compared to others in our Canadian society?

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1524	209	175	110	40	70	599	308	123	783	741	383	568	573	442	511	353	502	468	554	
BASE WEIGHTED	1524	199	171	101*	47**	54*	575	367	111*	745	779	430	527	567	471	520	313	631	481	412	
All of the time	450	65	52	31	17	14	130	143	28	274	176	88	155	208	136	153	108	204	143	103	
	30%	33%	31%	30%	36%	26%	23%	39%	25%	37%	23%	20%	29%	37%	29%	29%	35%	32%	30%	25%	
Some of the time	794	102	77	54	23	31	317	173	71	348	446	231	280	284	230	283	155	317	256	221	
	52%	51%	45%	53%	48%	58%	55%	47%	64%	47%	57%	54%	53%	50%	49%	54%	50%	50%	53%	54%	
Not often	233	27	35	11	6	6	107	46	7	99	134	87	84	62	86	74	42	87	71	74	
	15%	14%	21%	11%	12%	10%	19%	12%	6%	13%	17%	20%	16%	11%	18%	14%	13%	14%	15%	18%	
Not ever	47	5	6	5	2	3	20	5	5	25	23	25	8	14	19	10	7	22	10	14	
	3%	2%	4%	5%	5%	6%	4%	1%	5%	3%	3%	6%	2%	2%	4%	2%	2%	4%	2%	4%	

In general, how would you rate Canadian police officers in handling their job and interacting with citizens compared to US police officers doing the same?

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1524	209	175	110	40	70	599	308	123	783	741	383	568	573	442	511	353	502	468	554	
BASE WEIGHTED	1524	199	171	101*	47**	54*	575	367	111*	745	779	430	527	567	471	520	313	631	481	412	
Top 2 Box (Net)	1308	168	145	78	42	36	495	321	101	619	689	348	446	515	394	446	277	536	416	356	
	86%	84%	85%	78%	89%	68%	86%	87%	91%	83%	88%	81%	85%	91%	84%	86%	89%	85%	86%	86%	
(5) Superior to US police	415	56	36	22	12	10	161	110	31	234	182	84	137	195	134	135	99	181	137	98	
	27%	28%	21%	21%	24%	19%	28%	30%	28%	31%	23%	19%	26%	34%	29%	26%	32%	29%	28%	24%	
(4) Better than US police	893	113	109	57	30	26	334	210	70	386	507	264	309	320	259	310	178	355	279	259	
	59%	56%	64%	56%	64%	49%	58%	57%	63%	52%	65%	61%	59%	56%	55%	60%	57%	56%	58%	63%	
(3) About the same as US police	197	30	25	18	3	15	72	43	9	114	83	74	73	50	66	71	33	88	57	51	
	13%	15%	14%	18%	7%	28%	12%	12%	8%	15%	11%	17%	14%	9%	14%	14%	11%	14%	12%	12%	
(2) Worse than US police	13	1	1	2	1	1	6	2	1	6	7	5	5	2	9	3	1	5	7	2	
	1%	0%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	
(1) Far worse than US police	6	0	0	2	1	1	2	1	1	6	0	3	3	0	2	1	2	2	1	3	
	0%	-	0%	2%	2%	2%	0%	0%	0%	1%	-	1%	1%	-	0%	0%	1%	0%	0%	1%	
Bottom 2 Box (Net)	19	1	1	4	2	2	8	3	1	12	7	9	8	2	11	4	3	7	8	5	
	1%	0%	1%	4%	4%	5%	1%	1%	1%	2%	1%	2%	2%	0%	2%	1%	1%	1%	2%	1%	
Mean	4.11	4.12	4.05	3.93	4.07	3.8	4.12	4.16	4.17	4.12	4.11	3.97	4.09	4.25	4.09	4.11	4.19	4.12	4.13	4.08	
S.D.	0.68	0.66	0.63	0.81	0.76	0.84	0.68	0.66	0.63	0.75	0.6	0.7	0.7	0.62	0.73	0.65	0.67	0.69	0.68	0.66	
S.E.	0.02	0.05	0.05	0.08	0.12	0.1	0.03	0.04	0.06	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	

Please indicate the scope of how many members of the police force that serves your local community that you think do the following things: unfairly and discriminately racially profile black and dark-skinned citizens

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1524	209	175	110	40	70	599	308	123	783	741	383	568	573	442	511	353	502	468	554	
BASE: WEIGHTED	1524	199	171	101*	47**	54*	575	367	111*	745	779	430	527	567	471	520	313	631	481	412	
None	306	53	39	19	11	9	100	60	34	183	122	50	116	140	102	108	63	164	89	52	
	20%	27%	23%	19%	22%	16%	17%	16%	31%	25%	16%	12%	22%	25%	22%	21%	20%	26%	19%	13%	
A few	803	106	86	58	28	30	297	205	51	379	424	203	270	330	230	283	164	310	276	217	
	53%	53%	50%	58%	60%	55%	52%	56%	46%	51%	55%	47%	51%	58%	49%	54%	53%	49%	57%	53%	
Many	283	28	29	13	6	7	127	68	18	115	168	112	97	74	90	94	56	111	73	99	
	19%	14%	17%	13%	13%	12%	22%	19%	17%	15%	22%	26%	18%	13%	19%	18%	18%	18%	15%	24%	
Most	104	9	13	10	2	8	41	29	4	56	48	46	39	18	40	30	20	34	33	37	
	7%	4%	7%	10%	4%	14%	7%	8%	3%	7%	6%	11%	7%	3%	9%	6%	6%	5%	7%	9%	
All	28	4	4	1	0	1	10	5	4	12	16	19	4	5	8	6	9	11	10	7	
	2%	2%	2%	1%	-	2%	2%	1%	3%	2%	2%	4%	1%	1%	2%	1%	3%	2%	2%	2%	



Please indicate the scope of how many members of the police force that serves your local community that you think do the following things: rough up suspects, especially if they are black/dark skinned or from certain neighborhoods, during arrests

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1524	209	175	110	40	70	599	308	123	783	741	383	568	573	442	511	353	502	468	554	
BASE: WEIGHTED	1524	199	171	101*	47**	54*	575	367	111*	745	779	430	527	567	471	520	313	631	481	412	
None	374	65	47	23	9	14	117	81	42	216	157	64	142	168	116	129	81	171	128	75	
	25%	32%	28%	23%	19%	26%	20%	22%	37%	29%	20%	15%	27%	30%	25%	25%	26%	27%	27%	18%	
A few	812	102	86	63	35	28	320	191	50	372	440	211	276	325	247	290	160	349	254	209	
	53%	51%	50%	63%	75%	52%	56%	52%	45%	50%	57%	49%	52%	57%	53%	56%	51%	55%	53%	51%	
Many	242	23	28	9	2	7	105	63	14	108	135	109	80	54	73	74	51	79	61	102	
	16%	12%	16%	9%	5%	13%	18%	17%	13%	14%	17%	25%	15%	9%	16%	14%	16%	12%	13%	25%	
Most	71	7	3	6	0	5	26	26	4	35	35	30	25	15	28	23	12	25	24	22	
	5%	3%	2%	6%	1%	10%	4%	7%	3%	5%	5%	7%	5%	3%	6%	4%	4%	4%	5%	5%	
All	25	3	7	0	0	0	8	5	2	14	11	16	4	4	6	5	9	7	14	4	
	2%	1%	4%	-	-	-	1%	1%	2%	2%	1%	4%	1%	1%	1%	1%	3%	1%	3%	1%	

Please indicate the scope of how many members of the police force that serves your local community that you think do the following things: unfairly and discriminately treat indigenous people

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1524	209	175	110	40	70	599	308	123	783	741	383	568	573	442	511	353	502	468	554	
BASE WEIGHTED	1524	199	171	101*	47**	54*	575	367	111*	745	779	430	527	567	471	520	313	631	481	412	
None	288	44	34	14	6	8	99	64	33	172	116	52	114	122	96	102	62	147	91	51	
	19%	22%	20%	14%	14%	14%	17%	17%	29%	23%	15%	12%	22%	22%	20%	20%	20%	23%	19%	12%	
									DFGH		K		L	L					T	T	
A few	783	102	78	58	30	27	307	193	46	378	405	172	270	341	230	276	153	337	250	195	
	51%	51%	45%	57%	64%	51%	53%	53%	41%	51%	52%	40%	51%	60%	49%	53%	49%	54%	52%	47%	
				I			I						L	LM							
Many	298	41	33	18	9	9	112	67	27	117	180	123	102	72	93	98	59	94	90	113	
	20%	20%	19%	18%	19%	17%	20%	18%	24%	16%	23%	29%	19%	13%	20%	19%	19%	15%	19%	27%	
											J	MN	N							RS	
Most	118	8	20	10	1	9	47	33	1	56	62	61	34	24	42	39	24	41	34	43	
	8%	4%	12%	10%	3%	16%	8%	9%	1%	8%	8%	14%	6%	4%	9%	7%	8%	7%	7%	11%	
			Bl	I		BGl	I	I				MN								R	
All	37	5	6	1	0	1	10	10	5	22	15	22	7	8	10	7	14	11	16	10	
	2%	2%	4%	1%	-	2%	2%	3%	5%	3%	2%	5%	1%	1%	2%	1%	5%	2%	3%	2%	
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DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right

questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy soundboarding to every assignment. **DART C-Suite Communicators** is independent and not tied to any political organization. It is a partnership founded by veteran pollster John Wright and communications executive Victoria Ollers.

DART C-Suite Communicators abides by the Canadian Research and intelligence Council (“CRIC”) Public Opinion Research Standards and Disclosure Requirements <https://canadianresearchinsightscouncil.ca/standards/por/>.

DART C-Suite Communicators public releases of polling results, including detailed tables (weighted/ unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls>

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