

Canadians Views on Race Relations

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Few think much progress in race relations has been made over the past decade

Quebecers believe they have the best race relations, while those from Alberta and Manitoba/Saskatchewan judge themselves to be at the bottom of the rung

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DART & maru / BLUE

*This public opinion survey is branded as the **DART&maru/BLUE Voice Canada Poll**. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART&maru/BLUE Voice Canada Poll**. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/>. A description of **DART&maru/BLUE Voice Canada Poll** can also be found in this release.*

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Quebecers believe they have the best race relations, while those from Alberta and Manitoba/Saskatchewan judge themselves to be at the bottom of the rung

June 4, 2020 – A survey released today by the polling group of **DART&maru/BLUE** indicates that seven in 10 (69%) Canadians believe there is prejudice against people who are part of a visible minority in Canada today.

Further, when it comes to determining the net number of Canadians who believe race relations with visible minorities are better than they were 10 years ago, only three in 10 (+29) believe that to be the case throughout Canada, one third (+34) say the same about relations in their community/municipality, one third (+35) in their neighbourhood/municipality, and three in 10 (+29) with respect to their local police department.

However, at the same time they hold this perspective, virtually the same number (70%) think race relations with those visible minorities are generally good right now throughout Canada – more so in their neighbourhood (82%), in their community/municipality (79%), and slightly less so with their local police department (68%).

In other words, while a majority of Canadians believe there is racial strife and prejudice across the land, only about three in ten believe it exists or recognize it throughout the country, in their communities/municipalities or neighbourhoods, or with respect to their local police departments. As such the data suggests that with 30 million Canadian adults across the country, roughly nine million see or feel prejudice and racism whereas the other 21 million are less likely to recognize it.

When all of the scores are rated and ranked by net score, it is **Québec** that emerges as the province or region that believes race relations are best (+73) within its borders followed by British Columbia (+66), Atlantic Canada (+55), Ontario (+53), Manitoba/Saskatchewan (+49), and Alberta (+48).

In fact, the top-rated net perceptions among provinces and regions for race relations with visible minorities by category:

- Throughout Canada – **Québec** (+62)
- In your community/municipality – **Québec** (+79)
- In your neighbourhood – **Québec** (+84)
- With your local police department – British Columbia (+66) – with **Québec** (+65) in a virtual tie.

When assessing those who have the bottom-rated net perceptions among provinces and regions for race relations with visible minorities by category, it is both Alberta and Manitoba/Saskatchewan that take all of the categories:

- Throughout Canada – **Alberta** (+30)
- In your community/municipality – **Alberta** (+49)
- In your neighbourhood – **tied Alberta** (+62)/**Manitoba/Saskatchewan** (+62)
- With your local police department **Manitoba/Saskatchewan** (+36)

Lastly, when it comes to demographics, those who are older (aged 55+), with college/technical school education, earning more than \$100,000 income, and male are more likely to believe that things are much better for race relations in Canada than those who are young (aged 18 – 34, lower income (less than \$50,000) University or more educated, and female.

The **DART&maru/BLUE Voice Canada Poll** was conducted among 1,515 randomly selected Canadian adults who are members of maru/BLUE's Online panel on June 3, 2020 and is considered accurate to within +/- 3.9 percentage points. Portions of the written findings and data may be used by anyone in the public domain with appropriate attribution to **DART&maru/BLUE**. Inaccuracies in reporting may be subjected to correction. Any discrepancies between the data tables and the reporting herein is due to rounding.

Seven in 10 (69%) Canadians Believe there is Prejudice Against People Who are Part of a Visible Minority in Canada Today...

***Is prejudice against people who are part of a visible minority in Canada today?
Canadians say...***

69% a serious problem (22% very/47% somewhat). This view is most likely to be held by those who live in Atlantic Canada (74%) followed by those from Ontario (73%), Manitoba/Saskatchewan (72%), Alberta (60%), Québec (65%), and British Columbia (63%).

31% not a serious problem (4% not a problem at all/26% not so serious problem). This view is most likely to be found in British Columbia (37%), followed by those from Québec (see 35%) this is, Alberta (32%), Manitoba/Saskatchewan (28%), Ontario (27%), and Atlantic Canada (26%).

Seven in 10 (70%) think Race Relations with Visible Minorities are Generally Good Throughout Canada, More So in Their Neighbourhood (82%), in Their Community/Municipality (79%), and Slightly Less So with Their Local Police Department (68%) ...

Canadians reflect on whether race relations with visible minorities are generally good or generally bad...

Throughout Canada...

70% generally good (very 13%/somewhat 57%). Those to hold this view are most likely to reside in Québec (77%) followed by those in British Columbia (71%), Saskatchewan (70%), Manitoba/Saskatchewan (68%), Ontario (68%), Manitoba (67%), and Alberta (62%).

23% generally bad (very 4%/somewhat 19%). Those most likely to hold this view are from Alberta (32%), followed by those from Atlantic Canada (27%), Manitoba/Saskatchewan (25%) this he's, Ontario (25%), British Columbia of parentheses 24%), and Québec (15%).

Not sure 7%.

Net: +47

In your community/municipality...

79% generally good (very 27%/somewhat 52%). Those who hold this view are most likely to reside in Québec (86%), followed by those from British Columbia (84%), Ontario (70%), Atlantic Canada (76%), Manitoba/Saskatchewan (72%), and Alberta (69%).

13% generally bad (very 2%/somewhat 11%). Those most likely to hold this view hail from Alberta (20%), followed by those from Manitoba/Saskatchewan (19%), Ontario (since 15%) this is, Atlantic Canada (11%), British Colombia of parentheses 11%), and Québec (7%).

Not sure 8%.

Net: +66

In your neighbourhood...

82% generally good (very 34%/somewhat 48%). Those residing in Québec (89%) are most likely to hold this view, followed by those from British Columbia (see 7%), Atlantic Canada (80%), Ontario (79%), Manitoba/Saskatchewan 76%), and Alberta (75%).

9% generally bad (very 2%/somewhat 8%). Those most likely to feel this way live in Manitoba/Saskatchewan (14%), followed by those in Alberta (13%), Ontario (12%), British Columbia (7%), Atlantic Canada (see 6%), and Québec (5%).

Not sure 9%.

Net: +73

With your local police department...

68% generally good (20% very/48% somewhat). The highest marks are given by those who live in British Columbia (70%) followed by those from Québec (77%), Ontario (64%), Atlantic Canada (64%), Alberta (63%), and Manitoba/Saskatchewan (60%).

19% generally bad (4% very/15% somewhat). This view is most likely to be held equally by those from Manitoba/Saskatchewan/Ontario (24%) followed by those from Alberta (22%), Atlantic Canada (C's 18%), and equally by British Columbia/Québec (12%).

Not sure: 13%

Net: +49

Only Three in 10 (+29) Believe Race Relations With Visible Minorities are Better Than They Were Ten Years Ago Throughout Canada, One Third (+34) Say Better in Their Community/Municipality, One Third (+35) in Their Neighbourhood/Municipality, and Three In 10 (+29) With Their Local Police Department...

Canadians reflect on whether race relations with visible minorities are better than they were 10 years ago...

Throughout Canada...

40% better (much 10%/somewhat 30%). Those who think race relations are better are to be found in Québec (46%), followed by those in Manitoba/Saskatchewan (41%), Alberta (37%), and equally in British Columbia/Atlantic Canada (35%).

11% worse (much 2% very/9% somewhat). Those residing in Manitoba/Saskatchewan (17%) are most likely to think things are worse, followed by those in Atlantic Canada (50%), Ontario (13%), Alberta (12%), British Columbia (10%), and Québec (5%).

Have remained about the same 49% – British Columbia (55%), Alberta (51%), Québec/Atlantic Canada (50%), Ontario (48%), and Manitoba/Saskatchewan (41%).

Net: +29

In your community/municipality...

40% better (11% much/29% somewhat). This view is most likely to be held by those from Québec (43%), followed equally by those in Atlantic Canada/Manitoba/Saskatchewan (42%), British Columbia (41%), Ontario (39%), and Alberta (37%).

6% worse (much 1%/somewhat 4%). Residents from Québec (43%) are most likely to feel this way, followed by those equally in Manitoba/Saskatchewan/Atlantic Canada (42%), British Columbia (41%), Ontario (39%), and Alberta (37%).

54% about the same – Alberta/Atlantic Canada (56%), British Columbia/Ontario/Québec (54%), Manitoba/Saskatchewan (48%).

Net: +34

In your neighbourhood...

40% better (12% much/27% somewhat). Those Canadians most likely to believe that things are better are from Québec (43%), followed by those from Manitoba/Saskatchewan (42%), Atlantic Canada (40%), Ontario (39%), Manitoba/Saskatchewan (42%), and Alberta (34%).

5% worse (1% much/4% somewhat). Those from Manitoba/Saskatchewan (13%) are most likely to hold this view, followed by those from Ontario (7%), British Columbia/Alberta (5%), Québec (3%), and zero in Atlantic Canada.

55% about the same – Alberta (61%), followed by those from Atlantic Canada (59%), British Columbia (57%), Ontario/Québec (54%) and Manitoba/Saskatchewan (46%).

Net: +35

With your local police department...

37% better (10% much/27% somewhat). The high support for this view comes from Québec (41%), followed by those from British Columbia (38%), Ontario (36%), Manitoba/Saskatchewan (35%), Atlantic Canada (34%), and Alberta (33%).

8% worse (2% much/6% somewhat). The citizens are most likely to be found in Ontario (11%) followed by those in Alberta (10%), Manitoba/Saskatchewan (9%), British Columbia (5%), and equally in Québec/Atlantic Canada (4%).

55% about the same – Atlantic Canada (62%), British Columbia (50%), Alberta (57%), Manitoba/Saskatchewan/Québec (55%), and Ontario (53%).

Net: +29

Net Scores...

This is the average of answers from “generally bad” subtracted from “generally good” for throughout Canada, in your community/municipality, in your neighbourhood, and with your local police department.

Net score Assessments

- **Top ranked** – throughout Canada Québec +62, in your community/municipality Québec +79, in your neighbourhood Québec +84, with your local police department British Columbia +66 (virtual tie Québec +65)
- **Bottom ranked** – throughout Canada Alberta +30, in your community/municipality Alberta +49, in your neighbourhood tied Alberta +62/Manitoba/Saskatchewan +62, and with your local police department Manitoba/Saskatchewan +36

Total ranked by province net score +59 nationally – Québec +73, British Columbia +66, Atlantic Canada +55, Ontario +53, Manitoba/Saskatchewan +49, and Alberta +48.

Total ranked demographics net score +59 nationally – aged 55+ +69, college/technical school education +64, more than \$100,000 income +63, male +62, \$50,000 – \$99,000 income +61, high school or less education +58, aged 35 – 54 +58, female +55, University or more educated +54, less than \$50,000 income +54, and aged 18 – 34 +46.

Throughout Canada net score by province +47 nationally – Québec +62, British Columbia +47, Manitoba/Saskatchewan/Ontario +43, Atlantic Canada +35, and Alberta +30.

Throughout Canada net score by demographics **+47 nationally** – aged 55+ **+55**, more than \$100,000 income **+53**, college/technical school **+53**, male **+52**, aged 35 – 54 **+48**, \$50,000 – \$99,000 income **+48**, high school or less education **+47**, less than \$50,000 income **+43**, female **+41**, University or more education **+39**, and aged 18 – 34 **+34**.

In your community/municipality net score by province **+66 nationally** – Québec **+79**, British Columbia **+73**, Atlantic Canada **+65**, Ontario **+63**, Manitoba/Saskatchewan **+53**, and Alberta **+49**.

In your community/municipality net score by demographics **+66 nationally** – aged 55+ **+77**, college/technical school education **+73**, University education or more **+72**, more than \$100,000 income **+72**, male **+68**, \$50,000 – \$99,000 income **+68**, aged 35 – 54 **+65**, female **+64**, high school or less education **+64**, University or more education **+62**, less than \$50,000 income **+61**, and aged 18 – 34 **+52**.

In your neighbourhood net score by province **+73 nationally** – Québec **+84**, British Columbia **+80**, Atlantic Canada **+74**, Ontario **+67**, and Alberta and Manitoba/Saskatchewan equally at **+62**.

In your neighbourhood net score by demographics **+73 nationally** – 55+ **+82**, college/technical school education **+76**, more than \$100,000 income **+76**, male **+76**, \$50,000 – \$99,000 income **+74**, aged 35 – 54 **+73**, University are more educated **+72**, high school or less educated **+71**, female **+69**, less than \$50,000 income **+69**, aged 18 – 34 **+60**.

With your local police department net score by province **+49 nationally** – British Columbia **+66**, Québec **+65**, Atlantic Canada **+46**, Alberta **+41**, Ontario **+40**, and Alberta **+36**.

With your local police department net score by demographics **+49 nationally** – aged 55+ **+63**, college/technical school education **+55**, \$50,000 – \$99,000 income **+54**, male **+52**, more than \$100,000 income **+52**, high school or less **+49**, female **+47**, aged 35 – 54 **+47**, University or more educated **+44**, less than \$50,000 income **+43**, aged 18 – 34 **+36**.

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:

John Wright

Partner

DART C-Suite Communicators

(416) 919-2101 jwright@dartincom.ca

About

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 sound-boarding 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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