Racism and Racial Justice Issues in Canada and The United States

July 8, 2020
Methodology

STUDY

Study examining attitudes regarding racism, and racial justice in Canada and the United States. Canadians and Americans were asked the extent to which racism is a problem in their country broadly and within police departments specifically.

Respondents were also asked about their perceptions of who is responsible to take action against racism, and what sorts of actions are appropriate.

FIELD DATES

Canada fielding dates: June 9 to 10 2020

United States fielding dates: June 9 to 10 2020

SAMPLE

Representative sample of Canadians (n=1,504) and U.S. citizens (n=1506). Both Canada and U.S. samples were balanced and weighted to the latest census data on age, gender, region and ethnicity.

For comparison purposes only, a probability sample of n=1,504 (Canada) and n=1,506 (United States) would yield a margin of error of +/- 2.5%, 19 times of out 20.
## 5 Things You Should Know

| 01 | Most Canadians say racism is still a problem in Canada: Two-thirds of Canadians say there is at least a moderate amount of racism in the country today, with 31% saying it is prevalent. Racism was seen to be a particularly serious problem among 18-34 year-olds, females, and visible minorities. |
| 02 | Racism seen to be prevalent in the US: Canadians are more likely to say that racism is more prevalent in United States than Canada—seven in ten (72%) Canadian say racism is prevalent in the United States. In contrast, roughly half (51%) of Americans say racism is prevalent in their country. |
| 03 | Divided views on police conduct: Canadians are split on whether there is a problem with how the police in Canada interact with visible minorities—46% say there is a serious problem, whereas 54% say there is not. With respect to the protests that have occurred in U.S., Canadians are somewhat more likely to have sympathy for the cause of addressing the issue of police conduct (61%) than to be concerned about any damages or violence resulting from the protest (39%). |
| 04 | One quarter say companies must act: One quarter of Canadians say companies and CEOs are obligated to speak out against racial injustice. Visible minorities in particular are more likely to say companies and CEOs are obligated to speak out. |
| 05 | Internal changes first: Canadians most want to see companies making internal changes to combat racial inequality, such as establishing anti-racism policies in the workplace or committing to pay equity. Most do not feel one action is enough, with 56% saying companies should take four or more actions. |
Key Findings
### Perceptions of Racism in Canada

**Canadian Residents**

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racism is <strong>prevalent</strong> in Canada today</td>
<td>31%</td>
</tr>
<tr>
<td>There is a <strong>moderate amount</strong> of racism in Canada today</td>
<td>36%</td>
</tr>
<tr>
<td><strong>There is some</strong> but not a lot of racism in Canada today</td>
<td>23%</td>
</tr>
<tr>
<td>There is <strong>very little</strong> racism in Canada today</td>
<td>8%</td>
</tr>
<tr>
<td>There is <strong>no racism</strong> or almost none in Canada today</td>
<td>2%</td>
</tr>
</tbody>
</table>

17% of Americans say racism is prevalent in Canada.

**Canadian Residents**

17% of Americans say racism is prevalent in Canada.

- 18-34 year-olds (32%)
- Indigenous (40%)
- Caribbean/South American/African (51%)
- Middle Eastern (48%)
- Females (38%)
- English speakers (33%)
Perceptions of Racism in the United States

**Racism is prevalent in U.S. today**
- 72%

**There is a moderate amount of racism in U.S. today**
- 15%

**There is some but not a lot of racism in U.S. today**
- 9%

**There is very little racism in U.S. today**
- 4%

**There is no racism or almost none in U.S. today**
- <1%

51% of Americans say racism is prevalent in the U.S.

Belief that racism is prevalent in the U.S. is higher among...

- Females (79%)
- Caribbean/South American/African (86%)

Base: United States (n=1506), Canada (n=1504)
QD4. Which of the following best reflects your feeling about racism in the United States today?
Perceptions of Policing in Canada

There are a few instances of inappropriate police conduct, but it’s not really a big problem (54%)

There is a serious problem with the way the police interact with people of colour (46%)

Belief that there is a serious problem with the police...

- 18-34 year-olds (54%)
- Females (52%)
- Caribbean/South American/African (75%)
- Middle Eastern (62%)

Base: Canada (n=1504)
Q5G – Which of the following best reflects your feeling about the way police interact with people of colour in your country?
Canadian Concern for Situation in the U.S.: Enacting Change vs. Damage from Protests in U.S.

Greater Concern for... (Among Canadians)

The protests currently occurring throughout the United States and the damage and violence that have occurred as a result

- 61% Concerned with addressing the issue of police conduct with people of colour
- 39% Concerned with justice for George Floyd

More concerned with addressing issue of police conduct...

- 52% Among Americans
- 48% Among Americans
- 68% Females
- 69% 18-34 year-olds

Note:
This data was collected from June 9 to 10, 2020
The George Floyd protests began on May 26, 2020
Who Should Speak Out about Racial Injustice?

<table>
<thead>
<tr>
<th>Group</th>
<th>obligated to speak out</th>
<th>appropriate to speak out</th>
<th>inappropriate to speak out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politicians</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td>Politicians/Leaders from other countries</td>
<td>48%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>News outlets</td>
<td>46%</td>
<td>40%</td>
<td>14%</td>
</tr>
<tr>
<td>Activists</td>
<td>38%</td>
<td>46%</td>
<td>14%</td>
</tr>
<tr>
<td>CEOs</td>
<td>27%</td>
<td>53%</td>
<td>20%</td>
</tr>
<tr>
<td>Companies</td>
<td>25%</td>
<td>54%</td>
<td>21%</td>
</tr>
<tr>
<td>Sports franchises</td>
<td>22%</td>
<td>55%</td>
<td>24%</td>
</tr>
<tr>
<td>Sports figures</td>
<td>18%</td>
<td>61%</td>
<td>20%</td>
</tr>
<tr>
<td>Actors &amp; other celebrities</td>
<td>17%</td>
<td>58%</td>
<td>25%</td>
</tr>
</tbody>
</table>

More likely to say *companies* are obligated to speak out...

- Females (31%)
- Caribbean/South American/African (39%)
- Middle Eastern (44%)
- South Asian (50%)
- English speakers (27%)

Base: Canada (n=1504)

Q07 - When it comes to speaking out about racial justice, how appropriate is it for the following people or groups to speak out?
Actions by Companies to Confront Racial Inequality

% that Say Companies Should Take Action
(among Canadian residents who say companies should or can take action)

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commit to anti-racism policies within the workplace</td>
<td>73%</td>
</tr>
<tr>
<td>Commit to pay equity</td>
<td>64%</td>
</tr>
<tr>
<td>Commit to paying a living wage for all employees</td>
<td>59%</td>
</tr>
<tr>
<td>Commit to providing racial equity training</td>
<td>51%</td>
</tr>
<tr>
<td>Commit to providing employees of colour with a voice in employment policy decisions</td>
<td>41%</td>
</tr>
<tr>
<td>Lobby the government to make changes to address racial justice</td>
<td>38%</td>
</tr>
<tr>
<td>Make a public statement in support of racial justice</td>
<td>33%</td>
</tr>
<tr>
<td>Donate to organizations committed to racial justice</td>
<td>31%</td>
</tr>
<tr>
<td>Commit to support full participation in elections by making election day a paid holiday</td>
<td>29%</td>
</tr>
<tr>
<td>Run advertising campaigns in support of racial justice</td>
<td>21%</td>
</tr>
</tbody>
</table>

# of Things Companies Need to Do

- 1 Action: 16%
- 2 Actions: 8%
- 3 Actions: 18%
- 4 Actions: 12%
- 5 or More Actions: 44%

56% say companies should take more than three of the listed actions.

Net: 1 or more internal actions within company: 92%
Net: 1 or more external actions outside company: 66%
Thank You