

**ARI – UBC Study of Attitudes on Racism and Anti-Asian Sentiment  
Samples “1 and 2” -- Canadian Public and Chinese/East Asian Canadians  
Final Survey Questionnaire (May 7)**

**Black=Total sample**

**Purple=Chinese, East Asian, and/or Southeast Asian Only**

**Blue=Non-Asian Only**

**Questionnaire Outline**

**A. Profiling**

**B. Broad perceptions of diversity in Canada**

**C. Views of Chinese/East Asians**

**D. Geo-political angles**

**E. Understanding racism (scenarios, micro-aggressions, etc.)**

**F. Asian Canadians’ Experience with Anti-Asian discrimination/racism**

**G. Recent issues and events**

**H. Analytics – Proximity/Newcomers**

## **A. Profiling**

### **[Intro. Display Text]**

Today's survey looks at life in Canada and your province. It should take about 10 to 12 minutes of your time.

Some of the things we'll be asking you about might feel a little "in your face" or controversial to some of you. To others, not at all. We are trying to understand how everyone thinks about some issues, and we want to get everyone's points of view and most importantly, your own honest answers. As always, your responses are completely confidential.

### **A1. [T]**

#### **Multi-choice, Select all**

We all come from somewhere. What is your own ethnic or racial background? Are you:  
(Many people come from a mixed background. In that case, please just select all that may apply.)

Indigenous Canadian  
White (Caucasian) from UK/France/elsewhere in Europe  
Black (e.g. African/Caribbean)  
South Asian (e.g. Indian/Pakistani/Sri Lankan)  
Chinese (Taiwanese, Hong Kong, etc.)  
Filipino  
Other East Asian (e.g. Korean, Japanese)  
Southeast Asian (Malaysian, Singaporean etc.)  
Middle Eastern/West Asian (e.g. Arab, Iranian, Afghani)  
Latin American (e.g. Mexico, Central/South America)  
Other (Specify):  
Prefer not to say [Exclusive]

### **A2.**

#### **Base=Chinese/Filipino/Other East Asian/SE Asian AND at least one other than these at QA1 Single choice**

Since you have indicated a mixed racial or ethnic background, we'd just like to confirm:

What has been your own experience when it comes to people's perception of your ethnic background when they meet you? **For the most part**, would you say:

Most people assume I'm just Asian (not mixed race)  
Most people assume I'm mixed race and partly Asian  
Most people do not assume I'm Asian at all  
Most people aren't sure which ethnicity I am  
Don't know/Can't say

**[Asian = Select only Chinese/Filipino/Other East Asian/SE Asian at QA1 OR top two box at QA2  
Non-Asian = All other respondents]**

## **B. Broad perceptions of diversity in Canada**

**B1.**

**Base=All**

**Single choice grid**

Here in Canada there are people from different walks of life and various ethnic and racial backgrounds. Please indicate your own personal feelings towards Canadians who are:

**[Each respondent will see 4 total, 2 from each group below, assigned randomly. Each group will be seen by a total of 1k.]**

**[ethnic groups][Do NOT show own ethnicity]**

South Asian (sometimes referred to as Indian or East Indian)

Chinese or other East Asian

Black

Muslim

**[decoys]**

Vegans

Feminists

Atheists

Roman Catholics

**[Responses]**

Feel very warm towards

More warm than cold

More cold than warm

Feel very cold towards

**[text]**

Let's now turn our attention to the topic of immigration in Canada.

**B2. [T ARI 2019 -- modified metric]**

**Single choice**

Next year, Canada is expected to accept 411,000 new permanent residents. These are people who were born in other countries who will immigrate to Canada permanently.

What is your opinion on this? Would you say 411,000 new permanent residents in 2022 is ...

Far too many – the number should be way lower

Too many

About right

Too few

Far too few – the number should be way higher

Not sure/Can't say

**B3. [T ARI 2019 -- modified]**

**Multi-choice, max. 3**

Which three regions should Canada give priority to as a source of immigrants?

(Please select up to three regions):



U.S.A. & Mexico

Latin America & the Caribbean

Europe

Russia & Central Asia

East Asia

South Asia

Southeast Asia

South Pacific

Middle East & North Africa

Sub-Saharan Africa

Doesn't matter/No region should receive priority **[exclusive]**

**B4. [First 2 statements tracking from ARG 1994]**

**Single choice grid**

Please indicate whether you agree or disagree with the following statements:

**[randomize rows]**

**[94]** The fact that our population includes many people from different racial backgrounds makes Canada a better country.

**[94]** If I had my choice, I'd rather have next door neighbours who are my own colour.

I often hear racist remarks from close friends or members of my family

Canada is a racist country

I feel a strong sense of connection with other Canadians living in my community

I feel like I'm treated as an outsider in Canada

**[responses]**

Strongly Agree

Agree

Disagree

Strongly Disagree

**B5. [T ARG 1994]**

**Single choice [Programmer allow no response to proceed]**

The following question may be difficult to answer, but please try your best. We just want your perspectives on this issue to better understand the range of attitudes.

In all honesty, do you think that all races are equal in terms of their natural characteristics, or do you think that some races are naturally superior to others?

All races are equal

Some are superior to others

**C. Views of Chinese/East Asians**

**C1.**

**Base=Non-Asian only**

**Single choice grid**

Now let's focus on people living in this country who are of Chinese and/or East Asian ethnicity (e.g., Korean, Japanese).

Here are a number of different phrases. For each one, please indicate the extent to which you think it describes Chinese and/or East Asian Canadians?

**[Rows. Randomize]**

Don't contribute to the broader community

Make an effort to fit in with the rest of Canadian society

Have more power and influence than most other Canadians

Warm and friendly

Are trustworthy

Don't get their full share of opportunity here in Canada

Love to show off their money

Are often mistreated by other Canadians because of their race

**[Responses]**

Describes all Chinese and/or East Asian Canadians

Many

Not that many

Describes none/not at all

**C1b.**

**Single choice**

And to what extent do you think this statement describes Canadians of Chinese ethnicity:

“Are more loyal to China than to Canada”

Describes all Chinese Canadians

Many

Not that many

Describes none/not at all

**D. Geo-political angles**

**D1.**

**Single choice grid**

As you may know, Canada-China relations have been under strain recently, with issues such as China’s detention of two Canadian citizens (Michael Spavor and Michael Kovrig), China’s treatment of Uighurs and other Muslim minorities, and trade disputes, creating conflict between the two nations.

What kind of impact, if any, have these recent political events had on your views of:

**[Rows. This order]**

China itself

China as a source of immigration for Canada

Chinese and/or East Asian Canadians **[Non-Asians only]**

Much more negative view now

More negative

No impact

Now more positive

Much more positive view now

**D2.**

**Base=Asian only**

**Single choice**

How often this past year or so, if at all, have you personally felt negative reactions from other Canadians towards you because of these recent political events concerning China?

All the time

Often  
Occasionally  
Rarely  
Not in the past year

**D3.**

**Base=Asian only**  
**Single choice**

Do you personally tend to side more with Canada or with China on these various issues of disagreement between the two countries?

Always with Canada  
Usually with Canada  
Usually with China  
Always with China  
Can't say/Don't know

**D4.**

**Base=All**  
**Single choice**

Another political issue recently in the news concerns Hong Kong – specifically, the Chinese government's attempts to exert more control there and their reaction against pro-democracy protests in Hong Kong. In light of the tension there, broadly speaking, do you think Canada should:

Make it easier for Hong Kong residents to resettle in Canada  
Give no special consideration to people in Hong Kong

**D5.**

**Single choice**

Turning to focus specifically now on COVID-19 and the global pandemic.

To what extent, if at all, do you consider China to blame for Covid-19 and the worldwide pandemic?

Not at all  
A bit  
A fair amount  
A lot  
Entirely to blame

**D6.**

**Base=Non-Asian**  
**Single choice**

Do you think Canadians of Chinese and/or East Asian ethnicity are more likely than other Canadians to be spreading Covid-19?

Yes, way more likely  
More likely  
Equally likely as other groups  
Less likely

### **E. Understanding racism (scenarios, micro-aggressions, etc.)**

**E1.**

**Single choice grid**

Turning to some broader social topics and issues now...

Here's some different things you might overhear someone say or do in public. What is your own reaction? Do you consider each of the following to be:

**[Rows. Randomize]**

Asking someone who is not white "Where were you born?"

Saying "You speak good English" to someone with an accent

Imitating/impersonating someone of a different ethnicity

**[Responses]**

Racist

Offensive but not necessarily racist

Could be okay, depends

Nothing wrong with saying that

**E2.**

**Base=Asian**

**Single choice**

Have you personally had these types of comments from strangers directed at you this past year or so?

Yes, all the time

Often

Occasionally

Rarely

No, not in past year

**E3.**

**Single choice grid**

In your own community these days, how would you say each of the following treats Canadians who are visible minorities? (By visible minority, we are referring to Canadians who are NOT white or of European background.)

**[Randomize]**

Police



The courts and the legal system  
The health care system  
Banks  
Public schools

**[Responses]**

Treat everyone the same regardless of race  
Mostly the same  
Mixed  
Unfairly prejudiced  
Racist towards visible minorities

**E4.**

**Base=Asian**

**Multi-choice, select all**

Over the past year or so, would you say you personally have received poor or unfair treatment from any of these because of your own racial or ethnic background? (Select any that may apply.)

**[same order as above]**

Police  
The courts and the legal system  
The health care system  
Banks  
Public schools  
No, none of these in the past year [exclusive]

**[Text]**

Let's consider a couple of different scenarios.

**E5a.**

**Single choice**

**In Canada, visible minorities with university educations are – on average – paid 20% less salary by their employers than colleagues of white or European background.**

Do you think that's mostly explained by:

Underlying racism in corporate Canada  
Visible minority workers are less suited for better paying jobs

**E5b.**

**Single choice**

**Visible minorities make up 22% of Canada's population but less than 6% of directors of Canadian publicly traded companies.**

Do you think that's mostly explained by:

Underlying racism in corporate Canada  
Lack of qualified candidates who are visible minorities to be on the board

**E6. [Pew 2019]**

**Single choice**

Which do you think is the bigger problem for the country today?

**[Rotate]**

People seeing racial discrimination where it really does NOT exist

People NOT seeing racial discrimination where it really DOES exist

**F. Asian Canadians' Experience with Anti-Asian Discrimination/Racism**

**Base=Asian**

**F1.**

**Single-choice grid**

Thinking about the past year or so, have you personally experienced any of the following because of your Asian ethnicity?

**[items][randomize]**

Been treated with less respect than other people

Been made to feel like you are a danger when it comes to spreading COVID-19

Been called names or insulted or worse

Been personally threatened or intimidated

Seen offensive anti-Chinese or anti-Asian social media/graffiti/propaganda/jokes, etc.

Been physically attacked by strangers

Had friends and/or colleagues avoid contact with you (not related to social distancing)

Changed some of your routines because of concerns about racism or discrimination

**[responses]**

Yes, all the time

Often

Occasionally

Rarely

No, not in past year

**F2.**

**Base= Have “Been personally threatened or intimidated” OR “physically attacked” above**  
**Multi-choice**

You indicated some personal experience of being threatened or intimidated or even attacked over the past year due to your Asian ethnicity. Did you report that or mention it to anyone? (Select all that apply)

- No, kept it to myself **[exclusive]**
- Yes, reported to authority (e.g., supervisor/professor/police)
- Yes, posted about it to social media
- Yes, mentioned to someone around me (friend/family)

**F3.**

**Base= Have “Been personally threatened or intimidated” OR “physically attacked” above**  
**Open-end**

Would you like to tell us a little bit about what happened?  
(Just skip to the next question if you’d rather not.)

**[Not to be coded – to glean qualitative insight] video clip?**

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**F4.**

**Single-choice grid**

And what about your family and close friends that are of the same ethnicity as you? As far as you are aware, have those close to you experienced any of the following over the past year because they look Asian?

**[same items as above, same order]**

Been treated with less respect than other people

Been made to feel like they are a danger when it comes to spreading COVID-19

Been called names or insulted

Been personally threatened or intimidated

Seen offensive anti-Chinese or anti-Asian social media/graffiti/propaganda/jokes, etc.

Been physically attacked by strangers

Had friends and/or colleagues avoid contact with them (not related to social distancing)

Changed some routines because of concerns about racism or discrimination

**[responses]**

- Yes, all the time
- Often
- Occasionally
- Rarely

No, not that I'm aware of

**F5.**

**Single choice**

Based on your own experience and/or on what you've heard from others, who is most likely to act out like this against Canadians of Asian ethnicity?

Is it more men or women?

Men

Women

Both are equally likely

Can't say

**F6.**

**Single choice**

Is there a particular age group more likely to act out like this?

Younger people (say, under 30)

People in their 30s and 40s

People in their 50s and 60s

Older people 70+

No age group is more likely than others

Can't say

**F7.**

**Single choice**

People could feel different emotions about the negative experiences Canadians of Asian ethnicity might be experiencing today. Very broadly, how would you describe your own emotional reaction to the kinds of things we've been talking about? Personally, do you find these things:

Extremely upsetting and hard to get over

Upsetting and it stays with you

Troubles you, but you set it aside

Not that big a deal and you can ignore

**G. Recent issues and events**

**G1.**

**Base=Non-Asian**

**Single choice grid**

More specifically now, do you personally know someone who is Canadian of Asian ethnicity who experienced any of the following in the last year: (and, if so, did that happen often)?

**[Randomize. truncated list from Asian series]**

Treated with less respect than other people

Verbally insulted or called names

Threatened or intimidated or worse

**[Responses]**

No, do not know anyone

Yes, know someone who experienced that

Yes, know someone who experienced that often

**G2.**

**Single choice grid**

Overall, how much of a problem do you consider this issue of anti-Asian racism and discrimination to be today?

In Canada overall

In your province

In your own community

A major problem requiring serious attention

A problem, among others here

A minor problem

Not a real problem at all

**G3.**

**Single choice grid**

**Base = top three box for at least one in G2**

And, over the past year or so, do you think anti-Asian discrimination and racism has been getting better or worse:

In Canada overall

In your province

In your own community

Getting way better

Better

Staying the same

Worse

Getting way worse

**G4.**

**Single choice**

**Base = top three box for at least one in G2**

When, if ever, do you think anti-Asian discrimination will end? Looking ahead, do you think it will be:

In the next five years

In 5-10 years  
Generational change is required  
Things will never really change  
Not a problem as it stands/don't see it as a problem

**G5.**  
**Single choice**

And, how would you describe the news media's coverage of this issue of anti-Asian discrimination and racism in Canada? Overall, would you say the news media coverage has been:

**[Rotate]**  
Overblown, and making too much of this issue  
Appropriate, and helpful to shine a light on this important problem

**H. Analytics – Proximity/Newcomers**

**[Text]**  
Before we let you go, just a couple of quick questions for analysis purposes.

**H1.**  
**Base=Non-Asian**  
**Multi-choice, select all**

Do you have people in your life who are Chinese/East Asian? (Select all that may apply.)

Yes, have family members who are Chinese/East Asian  
Friends  
Co-workers/School-mates  
Acquaintances/Neighbourhood  
Some, impersonal contact out in public places  
No, do not **[Exclusive]**

**H2a.**  
**Base=Non-Asian**  
**Single choice**

How many Chinese and/or East Asian people, if any, do you personally routinely interact with in your life? (Without Covid)

Many – 6 or more  
Some – 2 to 5  
One person  
None

**H2b.**  
**Base=Exclude None at H2a**  
**Single choice**

And how frequently do you typically interact with people (or one person) of Chinese and/or East Asian ethnicity (without Covid)?

All the time – throughout the day

Daily

A few times a week

Weekly

Monthly

Less often

Never really

### **H3.**

**Base=All except Indigenous only at QA1**

**Single choice**

Which of the following best describes you? Are you:

First generation Canadian – you were born in another country

Second generation – you were born here, but one or both of your parents were born in another country

Third generation – your parents were both born in Canada but one or more of your grandparents were born in another country

Your family has been in Canada longer than that

Unsure/Prefer not to say

### **H.4a.**

**Base= “Asian” and “First generation”**

**Single choice**

Which country were you born in?

[drop down list]

### **H.4b.**

**Base= “Asian” and “First generation”**

**Single choice**

How many years have you lived in Canada?

Fewer than 5 years

5 to 10 years

11 to 20 years

21 to 30 years

More than 30 years