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. [TARI 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
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.
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)

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?

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