

	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Sample Size	1984	504	467	519	494

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “*%” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution

A1. Ethnic background

	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Indigenous Canadian	6%	8%	6%	7%	5%
White (Caucasian) from UK/France/elsewhere in Europe	83%	87%	82%	82%	83%
Black (e.g. African/Caribbean)	3%	1%	1%	3%	5%
South Asian (e.g. Indian/Pakistani/Sri Lankan)	3%	3%	3%	3%	3%
Chinese (Taiwanese, Hong Kong, etc.)	5%	3%	4%	8%	7%
Filipino	1%	1%	1%	1%	1%
Other East Asian (e.g. Korean, Japanese)	1%	1%	1%	1%	1%
Southeast Asian (Malaysian, Singaporean etc.)	1%	*%	1%	1%	*%
Middle Eastern/West Asian (e.g. Arab, Iranian, Afghani)	1%	1%	2%	1%	1%
Latin American (e.g. Mexico, Central/South America)	1%	1%	1%	*%	3%
Other (Specify):	2%	2%	1%	1%	1%
Prefer not to say	2%	2%	3%	2%	1%

B1. Please indicate your own personal feelings towards Canadians who are: South Asian (sometimes referred to as Indian or East Indian).

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Feel very warm towards	43%	12%	33%	48%	79%
More warm than cold	44%	59%	54%	46%	16%
More cold than warm	12%	26%	12%	6%	5%
Feel very cold towards	1%	3%	1%		
Top2box	87%	71%	87%	94%	95%
Bottom2box	13%	29%	13%	6%	5%

B1. Please indicate your own personal feelings towards Canadians who are: Chinese or other East Asian.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Feel very warm towards	47%	26%	38%	54%	75%
More warm than cold	41%	52%	49%	38%	24%
More cold than warm	10%	20%	12%	7%	1%
Feel very cold towards	1%	3%	1%	1%	
Top2box	89%	78%	87%	93%	99%
Bottom2box	11%	22%	13%	7%	1%

B1. Please indicate your own personal feelings towards Canadians who are: Black.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Feel very warm towards	55%	25%	48%	59%	85%
More warm than cold	37%	54%	47%	36%	13%
More cold than warm	7%	20%	4%	4%	1%
Feel very cold towards	1%	1%	1%	1%	
Top2box	92%	79%	94%	95%	99%
Bottom2box	8%	21%	6%	5%	1%

B1. Please indicate your own personal feelings towards Canadians who are: Muslim.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Feel very warm towards	34%	6%	22%	42%	66%
More warm than cold	41%	42%	47%	45%	30%
More cold than warm	19%	33%	29%	11%	2%
Feel very cold towards	6%	19%	3%	2%	1%
Top2box	75%	48%	68%	87%	96%
Bottom2box	25%	52%	32%	13%	4%

B4. [Strongly Agree/ Agree] Agreement with statements

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
The fact that our population includes many people from different racial backgrounds makes Canada a better country.	85%	56%	90%	97%	99%
If I had my choice, I'd rather have next door neighbours who are my own colour.	18%	31%	20%	15%	6%
I often hear racist remarks from close friends or members of my family	31%	18%	26%	32%	47%
Canada is a racist country	34%	6%	15%	36%	76%
I feel a strong sense of connection with other Canadians living in my community	76%	73%	76%	80%	75%
I feel like I'm treated as an outsider in Canada	21%	34%	21%	16%	12%

B4. [Disagree/ strongly disagree] Agreement with statements

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
The fact that our population includes many people from different racial backgrounds makes Canada a better country.	15%	44%	10%	3%	1%
If I had my choice, I'd rather have next door neighbours who are my own colour.	82%	69%	80%	85%	94%
I often hear racist remarks from close friends or members of my family	69%	82%	74%	68%	53%
Canada is a racist country	66%	94%	85%	64%	24%
I feel a strong sense of connection with other Canadians living in my community	24%	27%	24%	20%	25%
I feel like I'm treated as an outsider in Canada	79%	66%	79%	84%	88%

B4. Agreement- The fact that our population includes many people from different racial backgrounds makes Canada a better country.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	46%	14%	31%	56%	82%
Agree	40%	42%	59%	41%	17%
Disagree	11%	33%	9%	2%	1%
Strongly Disagree	3%	10%	2%	1%	*%
Net: Agree	85%	56%	90%	97%	99%
Net: Disagree	15%	44%	10%	3%	1%

B4. Agreement- If I had my choice, I'd rather have next door neighbours who are my own colour.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	3%	7%	3%	3%	1%
Agree	15%	24%	18%	13%	5%
Disagree	45%	46%	50%	45%	39%
Strongly Disagree	37%	24%	30%	39%	56%
Net: Agree	18%	31%	20%	15%	6%
Net: Disagree	82%	69%	80%	85%	94%

B4. Agreement- I often hear racist remarks from close friends or members of my family

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	5%	1%	2%	6%	12%
Agree	25%	17%	23%	26%	36%
Disagree	45%	48%	46%	48%	39%
Strongly Disagree	24%	34%	29%	20%	13%
Net: Agree	31%	18%	26%	32%	47%
Net: Disagree	69%	82%	74%	68%	53%

B4. Agreement- Canada is a racist country

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	5%	1%	1%	3%	15%
Agree	29%	5%	14%	33%	61%
Disagree	43%	39%	63%	51%	20%
Strongly Disagree	23%	54%	22%	13%	4%
Net: Agree	34%	6%	15%	36%	76%
Net: Disagree	66%	94%	85%	64%	24%

B4. Agreement- I feel a strong sense of connection with other Canadians living in my community

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	20%	15%	19%	23%	24%
Agree	56%	58%	57%	57%	51%
Disagree	21%	22%	23%	18%	21%
Strongly Disagree	3%	6%	1%	2%	4%
Net: Agree	76%	73%	76%	80%	75%
Net: Disagree	24%	27%	24%	20%	25%

B4. Agreement- I feel like I'm treated as an outsider in Canada

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Strongly Agree	7%	15%	5%	5%	3%
Agree	14%	19%	16%	12%	8%
Disagree	39%	39%	40%	39%	39%
Strongly Disagree	40%	27%	39%	45%	49%
Net: Agree	21%	34%	21%	16%	12%
Net: Disagree	79%	66%	79%	84%	88%

B5. 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?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
All races are equal	87%	72%	87%	92%	98%
Some are superior to others	12%	28%	13%	7%	2%
Don't Know	*%			*%	

E1. [Asking someone who is not white "Where were you born?" Here's some different things you might overhear someone say or do in public. What is your own reaction?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Racist	13%	1%	3%	13%	34%
Offensive but not necessarily racist	23%	7%	18%	30%	37%
Could be okay, depends	39%	41%	46%	43%	25%
Nothing wrong with saying that	25%	50%	32%	14%	4%
Top2box	36%	8%	22%	43%	71%
Bottom2box	64%	92%	78%	57%	29%

E1. [Saying "You speak good English" to someone with an accent] Here's some different things you might overhear someone say or do in public. What is your own reaction?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Racist	12%	2%	4%	9%	34%
Offensive but not necessarily racist	29%	12%	26%	38%	41%
Could be okay, depends	35%	38%	40%	40%	21%
Nothing wrong with saying that	23%	48%	30%	13%	3%
Top2box	42%	14%	30%	47%	76%
Bottom2box	58%	86%	70%	53%	24%

E1. [Imitating/impersonating someone of a different ethnicity] Here's some different things you might overhear someone say or do in public. What is your own reaction?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Racist	32%	7%	19%	35%	66%
Offensive but not necessarily racist	38%	37%	45%	44%	27%
Could be okay, depends	24%	41%	30%	19%	6%
Nothing wrong with saying that	6%	15%	7%	2%	1%
Top2box	70%	44%	63%	79%	93%
Bottom2box	30%	56%	37%	21%	7%

E3. [Top2box summary] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Police	40%	77%	53%	27%	3%
The courts and the legal system	52%	84%	69%	47%	8%
The health care system	61%	90%	79%	59%	18%
Banks	63%	90%	81%	58%	22%
Public schools	65%	91%	80%	64%	24%

E3. [Bottom2box summary] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Police	32%	2%	11%	34%	83%
The courts and the legal system	23%	2%	6%	16%	67%
The health care system	17%	2%	3%	11%	50%
Banks	13%	1%	3%	9%	39%
Public schools	11%	1%	2%	6%	34%

E3. [Police] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Treat everyone the same regardless of race	18%	42%	23%	6%	1%
Mostly the same	22%	35%	31%	21%	2%
Mixed	28%	21%	36%	40%	14%
Unfairly prejudiced	18%	1%	9%	26%	33%
Racist towards visible minorities	15%	0%	2%	7%	50%
Top2box	40%	77%	53%	27%	3%
Bottom2box	32%	2%	11%	34%	83%

E3. [The courts and the legal system] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Treat everyone the same regardless of race	26%	51%	37%	15%	2%
Mostly the same	26%	33%	33%	32%	6%
Mixed	25%	14%	25%	38%	24%
Unfairly prejudiced	14%	1%	5%	13%	35%
Racist towards visible minorities	9%	0%	1%	2%	33%
Top2box	52%	84%	69%	47%	8%
Bottom2box	23%	2%	6%	16%	67%

E3. [The health care system] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Treat everyone the same regardless of race	33%	61%	44%	22%	5%
Mostly the same	28%	28%	35%	37%	13%
Mixed	22%	8%	18%	30%	32%
Unfairly prejudiced	10%	2%	3%	8%	28%
Racist towards visible minorities	6%	*%	*%	3%	22%
Top2box	61%	90%	79%	59%	18%
Bottom2box	17%	2%	3%	11%	50%

E3. [Banks] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Treat everyone the same regardless of race	30%	55%	41%	20%	5%
Mostly the same	32%	35%	40%	38%	17%
Mixed	24%	9%	16%	33%	39%
Unfairly prejudiced	9%	1%	3%	8%	25%
Racist towards visible minorities	4%		*%	1%	14%
Top2box	63%	90%	81%	58%	22%
Bottom2box	13%	1%	3%	9%	39%

E3. [Public schools] In your own community these days, how would you say each of the following treats Canadians who are visible minorities?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Treat everyone the same regardless of race	32%	59%	40%	20%	8%
Mostly the same	33%	32%	40%	44%	16%
Mixed	25%	8%	18%	30%	42%
Unfairly prejudiced	7%	*%	1%	5%	20%
Racist towards visible minorities	4%	1%	1%	1%	14%
Top2box	65%	91%	80%	64%	24%
Bottom2box	11%	1%	2%	6%	34%

E4. 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?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Police	11%		9%	15%	12%
The courts and the legal system	5%			6%	10%
The health care system	7%		2%	10%	10%
Banks	5%			6%	10%
Public schools	5%			14%	
No, none of these in the past year	82%	100%	90%	75%	78%

E5a. In Canada, visible minorities with university educations are – on average – paid 20% less salary by their employers than colleagues of white or European background.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Underlying racism in corporate Canada	77%	36%	80%	92%	100%
Visible minority workers are less suited for better paying jobs	23%	64%	20%	8%	*%

E5b. Visible minorities make up 22% of Canada's population but less than 6% of directors of Canadian publicly traded companies.

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Underlying racism in corporate Canada	51%	7%	32%	70%	94%
Lack of qualified candidates who are visible minorities to be on the board	49%	93%	68%	30%	6%

E6. Which do you think is the bigger problem for the country today?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
People seeing racial discrimination where it really does NOT exist	41%	94%	55%	14%	1%
People NOT seeing racial discrimination where it really DOES exist	59%	6%	45%	86%	99%

Region

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
British Columbia	13%	11%	13%	14%	14%
Alberta	11%	14%	13%	7%	10%
Saskatchewan	3%	5%	2%	2%	3%
Manitoba	4%	4%	4%	3%	3%
Ontario	38%	35%	32%	41%	43%
Quebec	24%	26%	28%	24%	19%
Atlantic	7%	5%	8%	8%	8%
New Brunswick	2%	2%	2%	3%	3%
Nova Scotia	3%	2%	3%	3%	4%
Prince Edward Island	*%	1%	1%	*%	*%
Newfoundland and Labrador	2%	1%	2%	2%	1%

Gender

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Male	48%	64%	52%	42%	32%
Female	52%	36%	48%	58%	67%
Other	*%			*%	1%

Which of the following categories includes your age?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
18-24	10%	7%	6%	8%	17%
25-34	19%	16%	15%	17%	27%
35-44	18%	15%	19%	21%	18%
45-54	16%	19%	17%	14%	16%
55-64	16%	21%	15%	16%	10%
65+	22%	23%	27%	23%	13%
Net: 18-34	28%	22%	21%	25%	44%
Net: 35-54	35%	34%	36%	35%	33%
Net: 55+	37%	44%	42%	39%	23%

Gender-Age

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Male 18-34	13%	16%	12%	11%	14%
Male 35-54	17%	21%	19%	16%	11%
Male 55+	18%	27%	22%	16%	7%
Female 18-34	15%	6%	10%	15%	29%
Female 35-54	18%	13%	18%	19%	22%
Female 55+	19%	17%	21%	24%	16%
Other (Gender)	*%			*%	1%

Household Income. Which of the following categories best describes your total annual household income before taxes?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Under \$25,000	12%	10%	12%	12%	14%
\$25,000 to less than \$50,000	16%	14%	17%	15%	16%
\$50,000 to less than \$100,000	32%	31%	33%	35%	29%
\$100,000 to less than \$150,000	17%	21%	15%	14%	18%
\$150,000 to less than \$200,000	7%	7%	8%	6%	8%
Over \$200,000	6%	7%	6%	6%	4%
Don't know / Rather not say	11%	11%	10%	12%	11%
Net: <\$50K	27%	24%	29%	27%	30%
Net: \$50K-<\$100K	32%	31%	33%	35%	29%
Net: \$100K+	30%	35%	29%	26%	30%

What is the highest level of education that you yourself completed?

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
Some elementary or high school	4%	3%	6%	3%	5%
High school graduate	20%	23%	23%	18%	17%
Some college/trade school	14%	16%	12%	16%	11%
Graduated from college/trade school	22%	24%	24%	21%	18%
Some university	10%	8%	11%	9%	13%
University undergraduate degree, such as a Bachelor's Degree	20%	18%	15%	23%	23%
University graduate degree, such as a Master's or PhD	10%	8%	9%	11%	13%
Net: <=HS	38%	42%	41%	36%	33%
Net: College/Trade school	32%	32%	35%	30%	31%
Net: Univ+	30%	26%	24%	34%	36%

Last fed vote

Sample Size	1984	504	467	519	494
	Total	Diversity Index			
		Detractors	Guarded	Accepting	Advocates
CPC	29%	55%	36%	19%	6%
Lib	28%	12%	27%	35%	38%
NDP	13%	4%	7%	15%	28%
BLOC	6%	9%	8%	6%	1%
Green	5%	2%	5%	7%	7%
Other	2%	6%	1%	1%	1%
No vote	16%	12%	16%	17%	19%