

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]

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

**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

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

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

[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