

Leger

REPORT

Canadian Diversity

Survey of Canadians

Postmedia

DATE 2023-11-22



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,531).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

17th November to 19th November, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



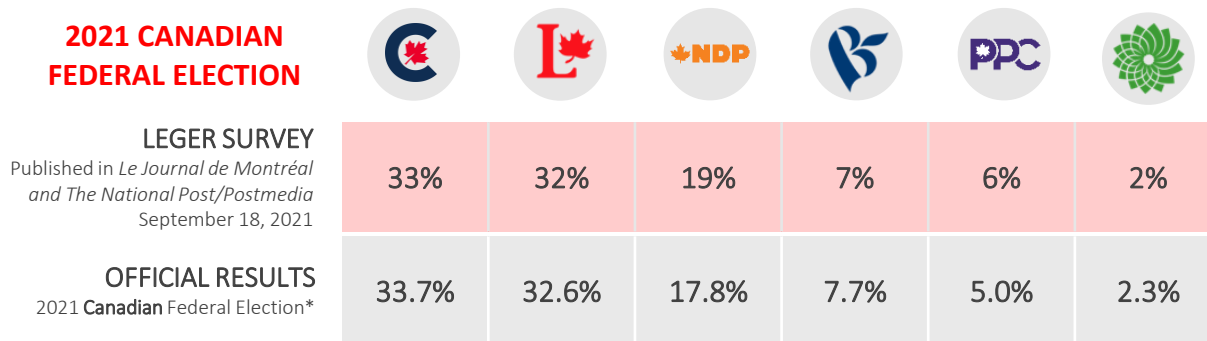
Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.



Key highlights (1 of 2)

The current conflict between Gaza and Israel has resulted in protests in Canada, some which have turned violent. In addition, there has been a significant increase in reports of hate crimes.

From November 17th to 19th, 2023, we surveyed Canadians about their perceptions the impact this conflict thousands of miles away is having on their own communities, and their views on what diversity in Canada means when it comes to newcomers and themselves.

Some of the key highlights of our survey include...

- The majority (78%) of Canadians are concerned about how a conflict thousands of miles away is having an impact on communities here in Canada. More than a third (36%) are very concerned.
- Half (51%) feel the government and other institutions should do more to encourage newcomers to Canada to embrace Canadian values of liberalism and tolerance of people of other faiths, races, and orientations.



Key highlights (2 of 2)

Most Canadians see the strength that diversity brings to the country, but there are pitfalls as well.

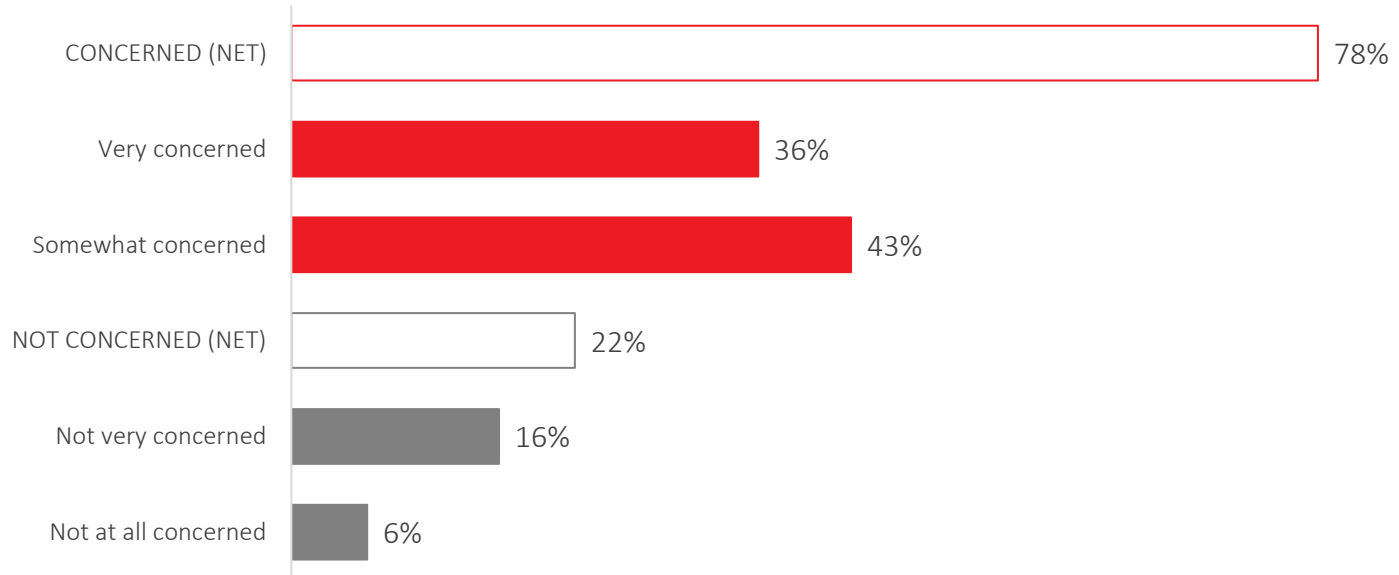
- 56% believe that some elements of diversity can provide strength, but some elements of diversity can cause problems / conflict in Canada
- Three-quarters (75%) believe that an individual who has non-permanent status while in Canada publicly expresses hatred toward a minority group or expresses support for any organization listed by the Canadian government as a terrorist group, should not be allowed to stay in Canada.
- While 69% think that Canadian universities should be places where dissenting opinions can be aired and discussed in a civil and constructive manner, just 48% actually believe they are places where this happens.



NEW QUESTION

The majority express concern over how the Gaza/Israel conflict is impacting Canadian communities.

Q1. The current conflict between Gaza and Israel has resulted in protests in Canada, some which have turned violent. In addition, there has been a significant increase in reports of hate crimes. Are you concerned about how a conflict thousands of miles away is having an impact on communities here in Canada. Base: All respondents (n=1,531)



Concern over how the Gaza/Israel conflict is impacting Canadian communities. (2/2): demographic breakdown.

Women, older Canadians (aged 55+), and university-educated respondents express concern about how a conflict thousands of miles away is having an impact on communities here in Canada. Quebecers are less likely to have concern over this issue.

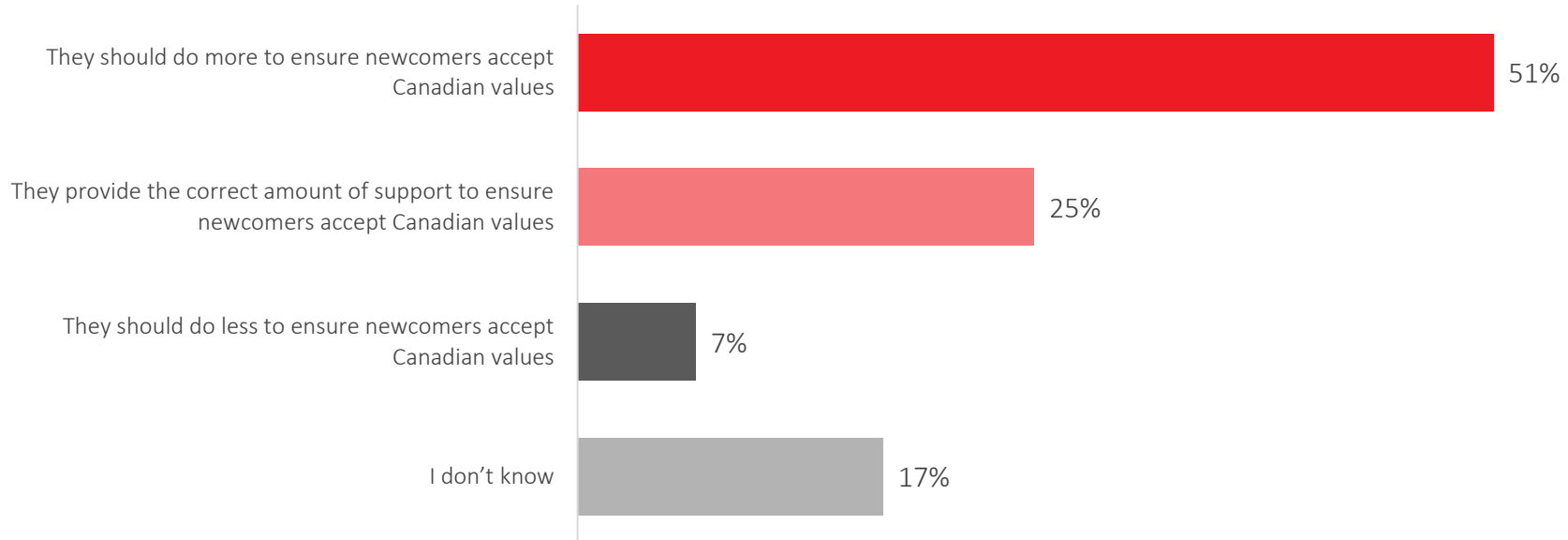
	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
CONCERNED (NET)	78%	72%	75%	85%	75%	82%	70%	81%	75%	76%	84%	79%	77%
Very concerned	36%	24%	30%	48%	30%	41%	30%	37%	35%	35%	36%	38%	29%
Somewhat concerned	43%	48%	45%	37%	45%	41%	40%	43%	40%	41%	48%	41%	49%
NOT CONCERNED (NET)	22%	28%	25%	15%	25%	18%	30%	19%	25%	24%	16%	21%	23%
Not very concerned	16%	21%	17%	12%	17%	14%	25%	13%	18%	17%	12%	16%	16%
Not at all concerned	6%	7%	8%	4%	8%	4%	5%	6%	7%	6%	4%	6%	7%

Q1. The current conflict between Gaza and Israel has resulted in protests in Canada, some which have turned violent. In addition, there has been a significant increase in reports of hate crimes. Are you concerned about how a conflict thousands of miles away is having an impact on communities here in Canada. Base: All respondents (n=1,531)

NEW QUESTION

Half believe governments and institutions should play a greater role in integrating newcomers to Canada so they accept Canadian values of tolerance of other faiths, races, and orientations.

Q2. When thinking about the role our governments and institutions play in integrating newcomers to Canada so that they accept Canadian values of liberalism and tolerance of people of other faiths, races, and orientations, would you say... Base: All respondents (n=1,531)



Role of governments and institutions in integrating newcomers to Canada. (2/2): demographic breakdown.

Canadians aged 55+ (vs. younger), Quebecers (vs. the RoC), those who identify as Caucasian (vs. BIPOC), and college-educated respondents (vs. lesser or more educated) believe governments and institutions should do more to ensure newcomers accept Canadian values. Those aged 18-54 feel they should do less or admit they just don't know.

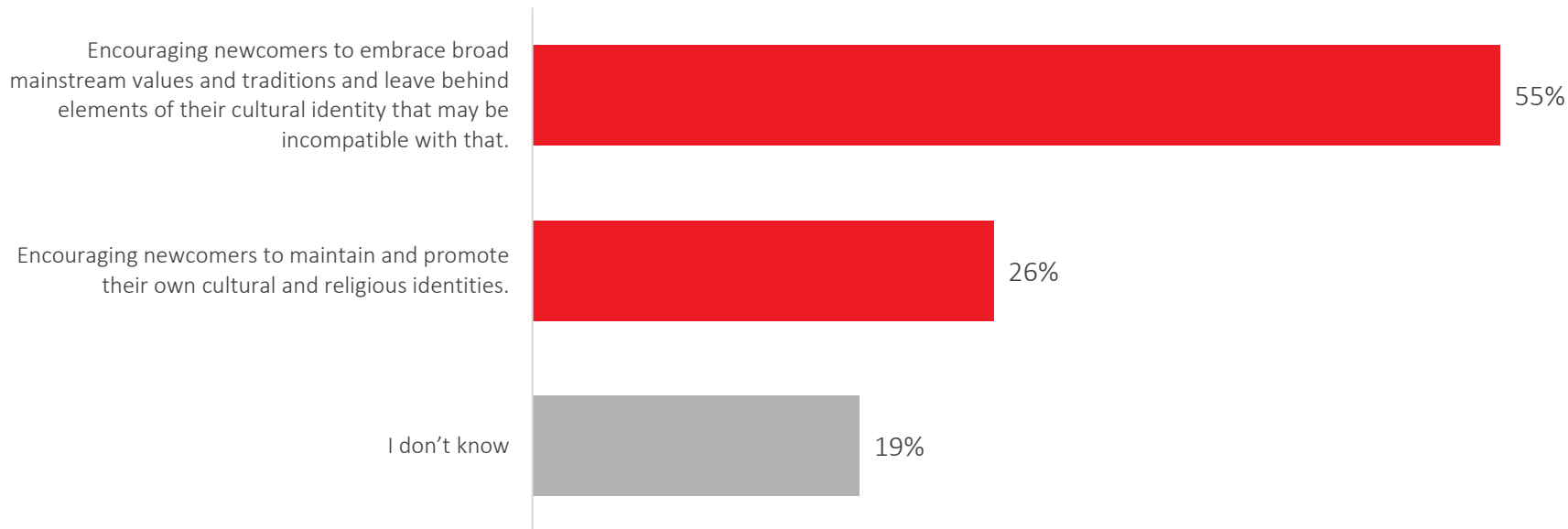
	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
They should do more to ensure newcomers accept Canadian values	51%	39%	48%	61%	52%	50%	57%	49%	45%	57%	49%	54%	41%
They provide the correct amount of support to ensure newcomers accept Canadian values	25%	27%	26%	24%	26%	25%	21%	27%	24%	22%	31%	24%	30%
They should do less to ensure newcomers accept Canadian values	7%	11%	8%	3%	7%	6%	8%	6%	6%	7%	7%	6%	9%
I don't know	17%	24%	18%	12%	14%	19%	15%	18%	25%	14%	14%	16%	20%

Q2. When thinking about the role our governments and institutions play in integrating newcomers to Canada so that they accept Canadian values of liberalism and tolerance of people of other faiths, races, and orientations, would you say... Base: All respondents (n=1,531)

NEW QUESTION

The best way for Canada to deal with new immigrants is to encourage embracing of broad mainstream values and traditions and leave behind elements of their cultural identity that may be incompatible with that.

Q3. There are generally two ways countries deal with new immigrants. These are listed below. Please select the one that you feel would be the best approach for Canada? Base: All respondents (n=1,531)



Best way for Canada to approach encouragement of new immigrants. (2/2): demographic breakdown.

Canadians would prefer that Canada encouraged newcomers to embrace broad mainstream values and traditions and leave behind elements of their cultural identity that may be incompatible with those values, particularly among those aged 55+, men, Quebecers, those college-educated, and those who do not identify as BIPOC. Younger respondents and those who do identify as BIPOC are more likely than their counterparts to say Canada should encourage newcomers to maintain and promote their own cultural and religious identities.

	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Encouraging newcomers to embrace broad mainstream values and traditions and leave behind elements of their cultural identity that may be incompatible with that.	55%	41%	52%	67%	64%	47%	65%	52%	50%	62%	51%	59%	46%
Encouraging newcomers to maintain and promote their own cultural and religious identities.	26%	37%	29%	17%	20%	32%	19%	29%	26%	22%	32%	23%	38%
I don't know	19%	21%	19%	16%	16%	21%	16%	19%	24%	16%	17%	18%	16%

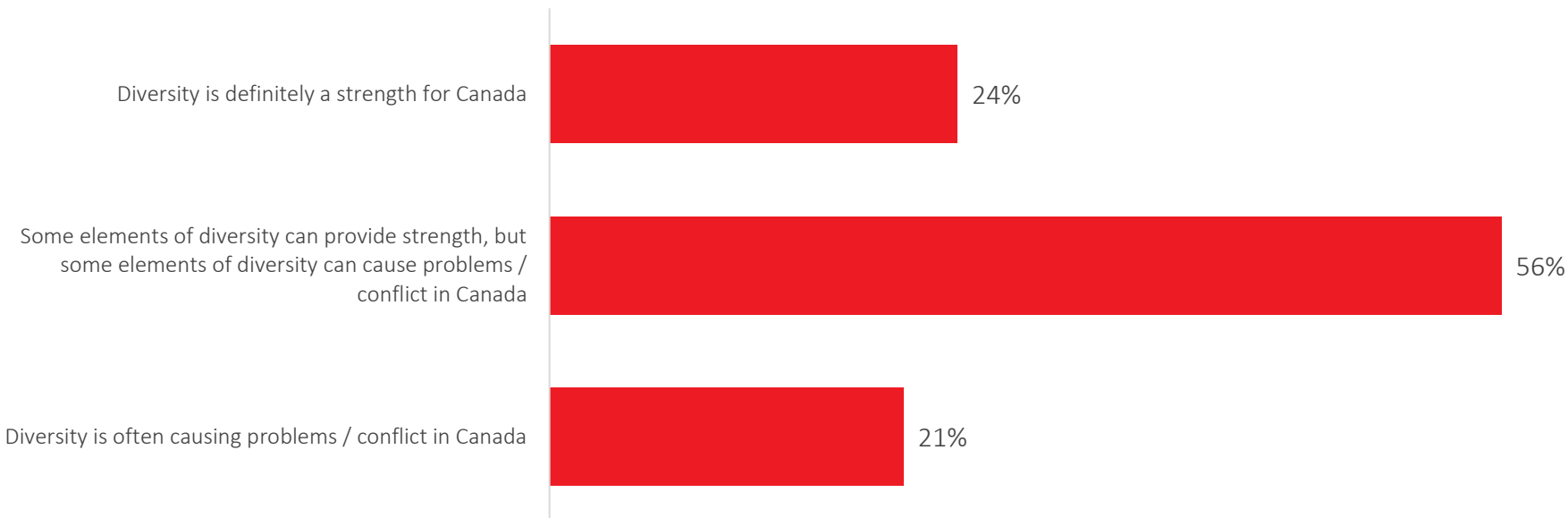
Q3. There are generally two ways countries deal with new immigrants. These are listed below. Please select the one that you feel would be the best approach for Canada?

Base: All respondents (n=1,531)

NEW QUESTION

More than half see diversity is a double-edged sword; it's a strength but some elements can cause problems or conflicts in Canada.

Q4. A common statement about Canada is that diversity is our strength. Do you believe: Base: All respondents (n=1,531)



Belief when it comes to diversity in Canada being a strength. (2/2): demographic breakdown.

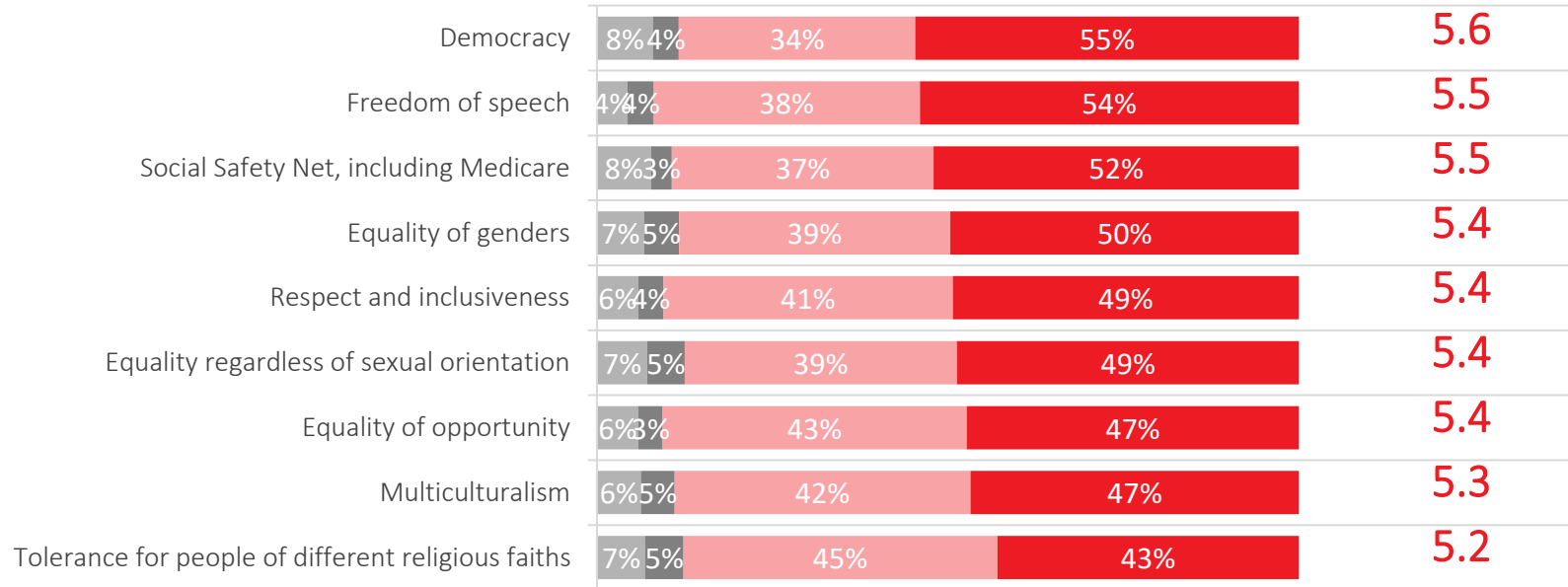
Canadians with a high school or less or university education feel diversity is a strength for Canada vs. those who are college-educated (who tend to see the benefits and pitfalls of diversity). Men and those who identify as Caucasian are significantly more likely to agree that diversity is often causing problems/conflict in Canada.

	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Diversity is definitely a strength for Canada	24%	28%	23%	21%	26%	22%	23%	24%	25%	17%	31%	23%	28%
Some elements of diversity can provide strength, but some elements of diversity can cause problems / conflict in Canada	56%	57%	56%	55%	51%	60%	55%	56%	52%	61%	52%	55%	56%
Diversity is often causing problems / conflict in Canada	21%	15%	21%	24%	24%	18%	22%	20%	23%	22%	17%	22%	16%

NEW QUESTION

More than half associate democracy, freedom of speech, and a social safety net with being Canadian: fewer associate being Canadian with tolerance of different faiths.

Q6. Below are several descriptions of societal values. Beside each one please, indicate how strongly you associate it as a core value of being Canadian.
 Base: All respondents (n=1,531) MEAN (out of 7)



■ Don't know
 ■ Do not associate (1,2)
 ■ Somewhat associate(3,4,5)
 ■ Strongly associate (6,7)

Association with societal values as core values in Canada. (2/2): demographic breakdown.

Those aged 55+, Quebecers, those university-educated, and those who identify as Caucasian are significantly more likely than their counterparts to strongly associate many of the listed values as being core values of being Canadian. Those who identify as BIPOC associate multiculturalism with being a core value.

% Associate Strongly (6,7 out of 7)	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Democracy	55%	46%	46%	67%	57%	52%	59%	53%	48%	53%	63%	57%	46%
Freedom of speech	54%	45%	49%	63%	56%	52%	59%	52%	52%	54%	56%	56%	47%
Social Safety Net, including Medicare	52%	46%	48%	59%	52%	52%	57%	51%	48%	50%	58%	54%	46%
Equality of genders	50%	43%	46%	57%	51%	48%	56%	48%	41%	50%	57%	51%	47%
Respect and inclusiveness	49%	46%	43%	56%	49%	50%	51%	49%	47%	44%	57%	51%	44%
Equality regardless of sexual orientation	49%	46%	44%	54%	46%	51%	54%	47%	44%	47%	56%	50%	44%
Equality of opportunity	47%	40%	42%	56%	48%	46%	44%	48%	47%	45%	50%	50%	39%
Multiculturalism	47%	54%	41%	47%	44%	50%	45%	47%	43%	43%	54%	45%	54%
Tolerance for people of different religious faiths	43%	43%	35%	49%	44%	42%	34%	46%	41%	39%	50%	43%	42%

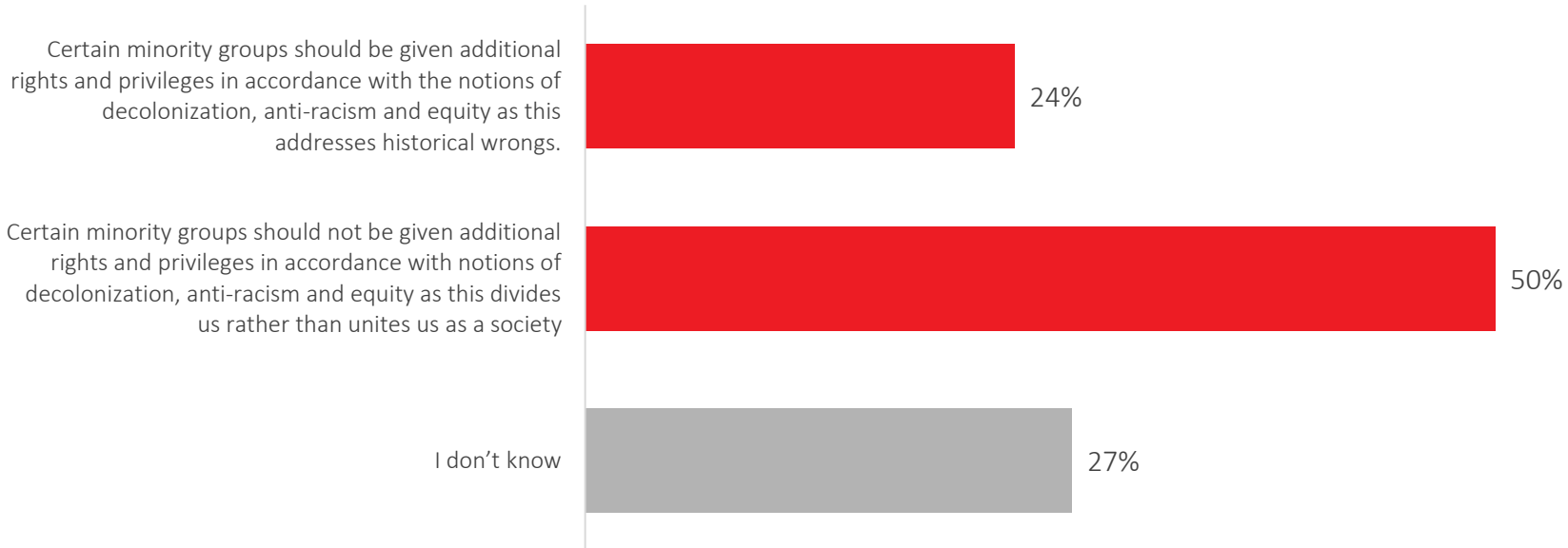
Q6. Below are several descriptions of societal values. Beside each one please, indicate how strongly you associate it as a core value of being Canadian.

Base: All respondents (n=1,531)

NEW QUESTION

One-quarter agree that certain minority groups should be given additional rights and privileges in accordance with the notions of decolonization; half disagree with this concept.

Q10. Certain concepts such as decolonization, anti-racism and equity are gaining popularity among those who think Canada needs to restructure society to give more legal and economic rights to certain minority groups who believe they have historically been underprivileged. Which of the points of view on this do you agree with most?
 Base: All respondents (n=1,531)



Decolonization, anti-racism, and equity: views on provision of greater rights to certain minority groups. (2/2): demographic breakdown.

Younger respondents (aged 18-34), those university-educated, and those who identify as BIPOC are all significantly more likely to agree that Canada needs to restructure society to give more legal and economic rights to certain minority groups who believe they have historically been underprivileged.

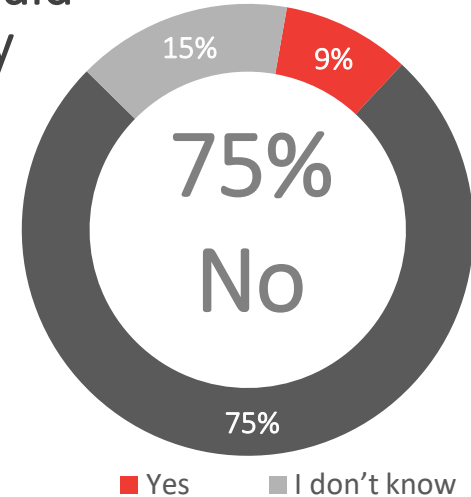
	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Certain minority groups should be given additional rights and privileges in accordance with the notions of decolonization	24%	35%	23%	17%	20%	26%	21%	24%	19%	22%	30%	21%	35%
Certain minority groups should not be given additional rights and privileges in accordance with notions of decolonization	50%	37%	46%	61%	57%	43%	54%	48%	45%	55%	47%	53%	40%
I don't know	27%	28%	31%	22%	23%	30%	25%	27%	35%	23%	23%	26%	25%

Q10. Certain concepts such as decolonization, anti-racism and equity are gaining popularity among those who think Canada needs to restructure society to give more legal and economic rights to certain minority groups who believe they have historically been underprivileged. Which of the points of view on this do you agree with most?

Base: All respondents (n=1,531)

NEW QUESTION

Most agree that a non-permanent resident should not be allowed to stay in Canada if they publicly express hatred towards a minority group or supports a terrorist organization.



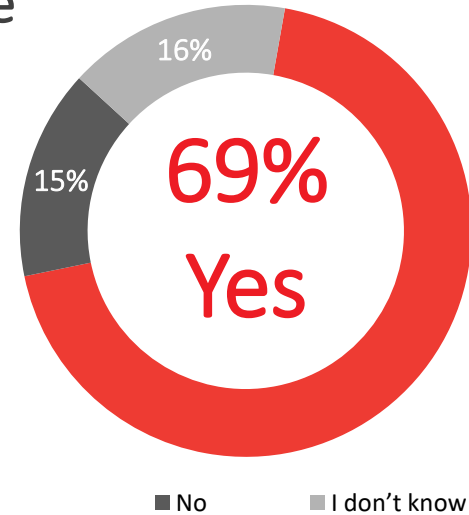
Q7. Thinking about people who are from another country and living in Canada with non-permanent resident status (for example, international students or a people with a temporary work visas). If an individual who has non-permanent status while in Canada publicly expresses hatred toward a minority group or expresses support for any organization listed by the Canadian government as a terrorist group, do you think the individual should be allowed to stay in Canada?

Base: All respondents (n=1,531)

	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Yes, allowed to stay	9%	20%	9%	2%	11%	7%	9%	9%	6%	10%	11%	7%	15%
No, not allowed to stay	75%	56%	75%	88%	75%	76%	79%	74%	75%	77%	74%	78%	69%
I don't know	15%	23%	16%	10%	14%	17%	12%	16%	19%	13%	16%	15%	16%

NEW QUESTION

The majority (particularly Quebecers and those who are university-educated) agree that university campuses should be places where ideas and differences of opinion should be openly shared and debated in a civil manner...



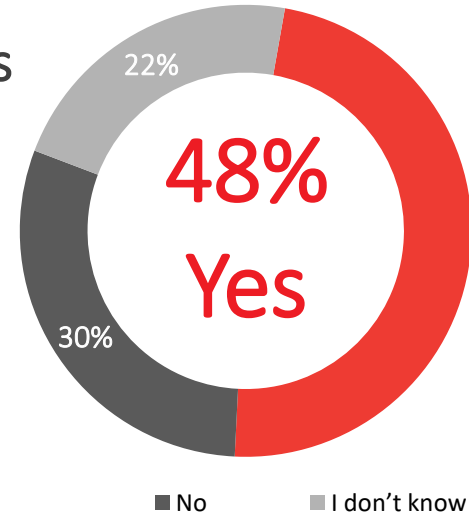
Q8. Do you think Canadian university campuses **should be** places where a wide range of views and ideas are tolerated, and differences of opinions can be openly shared and debated in a civil and constructive manner?

Base: All respondents (n=1,531)

	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Yes	69%	66%	68%	72%	68%	69%	74%	68%	64%	66%	78%	70%	66%
No	15%	17%	15%	14%	18%	12%	12%	16%	15%	16%	14%	15%	15%
I don't know	16%	17%	17%	14%	13%	18%	14%	17%	21%	18%	8%	15%	19%

NEW QUESTION

...but fewer believe university campuses in Canada are places where a wide range of views and ideas are tolerated and discussed in a civil and constructive manner.



Q9. Do you think Canadian university campuses **are** places where a wide range of views and ideas are tolerated, and differences of opinions can be openly shared and debated in a civil and constructive manner?

Base: All respondents (n=1,531)

	Total Canada	18-34	35-54	55+	Male	Female	QC	RoC	HS or less	College	University	Caucasian	BIPOC
Weighted n=	1,531	410	492	629	745	786	354	1,177	446	604	474	1,183	325
Unweighted n=	1,531	367	546	618	737	794	426	1,105	307	450	767	1,183	330
Yes	48%	48%	46%	48%	45%	50%	54%	46%	44%	47%	52%	48%	48%
No	30%	30%	29%	31%	36%	24%	27%	31%	27%	31%	32%	31%	29%
I don't know	22%	21%	24%	21%	19%	26%	19%	23%	29%	22%	16%	22%	22%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,531	1,531
British Columbia	150	210
Alberta	126	171
Manitoba/Saskatchewan	127	99
Ontario	601	594
Quebec	426	354
Atlantic	101	102

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,531	1,531
Male	737	745
Female	794	786
Age		
18 to 34	367	410
35 to 54	546	492
55+	618	629
Language (Mother tongue)		
English	950	1029
French	374	303
Other	207	199

Our Services

- **Leger**
Marketing research and polling
- **Customer Experience (CX)**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

Our Commitments to Quality



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.