

# Canadians are twice as likely to say that there is the right amount of racial diversity in Canada than too much racial diversity; still one in four say that there is too much diversity in Canada

National survey released August, 2018  
Project 2018-1259B



  
**NEWS**

 **NANOS SURVEY**

# Summary

Overall, Canadians are twice as likely to say there is the right amount of racial diversity in Canada rather than say that there is too much diversity.

Majority of Quebecers say that there is the right amount of racial diversity in Canada while those in the Prairies are more likely to say that there is too much racial diversity in Canada, compared to other regions.

- **Canadians most often say that Canada has the right amount of racial diversity** – Over one in two Canadians believe that there is the right amount of racial diversity in Canada (55%), while just over one in four say that there is too much (26%) and just over one in ten say that we don't have enough (12%). Eight per cent were unsure.
- **Quebecers are the most likely to say that there is the right amount of racial diversity in Canada** – Over three in five Quebecers say that there is the right amount of racial diversity in Canada (63%), with the next highest being British Columbians with over one in two saying there is the right amount (56%). Just over one in two Ontarians (52%), one in two Atlantic Canadians (50%) and just under one in two Canadians in the Prairies (49%) say the same.
- **Canadians from the Prairies are the most likely to say that there is too much racial diversity in Canada** – When asked, just over three in ten Canadians in the Prairies say there is too much racial diversity in Canada (31%), followed by Ontarians (29%), Quebecers (23%), Atlantic Canadians (20%) and British Columbians (19%).



**NANOS SURVEY**

# Summary

Atlantic  
Canadians most  
likely to say that  
Canada does not  
have enough  
racial diversity

- **Atlantic Canadians are two times more likely to say there is not enough racial diversity in Canada than other Canadians** – When asked, one in five Atlantic Canadians say there is not enough racial diversity in Canada (21%), followed by British Columbians (12%), Canadians in the Prairies (11%), Ontarians (11%) and Quebecers (9%).

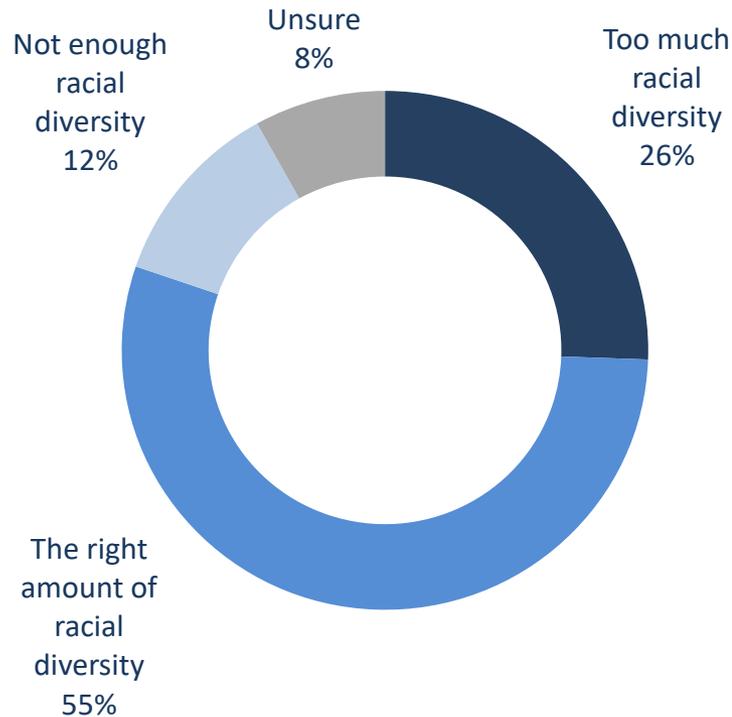
These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25<sup>th</sup> and 27<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.



# Opinions on racial diversity

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25<sup>th</sup> to 27<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The right amount of racial diversity
Atlantic (n=100)	50.2%
Quebec (n=250)	62.8%
Ontario (n=300)	52.4%
Prairies (n=200)	49.1%
British Columbia (n=150)	56.2%
Male (n=536)	53.4%
Female (n=464)	55.9%
18 to 34 (n=215)	60.2%
35 to 54 (n=332)	53.9%
55 plus (n=453)	51.5%

\*Weighted to the true population proportion.

\*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you think we have too much, the right amount or not enough racial diversity in Canada?



# Opinions on racial diversity by province

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25<sup>th</sup> to 27<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Atlantic Canada (n=100)	Quebec (n=250)	Ontario (n=300)	Prairies (n=200)	British Columbia (n=150)
Too much racial diversity	20.2%	23.4%	28.6%	31.1%	19.3%
The right amount racial diversity	50.2%	62.8%	52.4%	49.1%	56.2%
Not enough racial diversity	21.2%	9.2%	11.0%	11.2%	11.5%
Unsure	8.4%	4.6%	8.0%	8.6%	13.0%

**QUESTION** – Do you think we have too much, the right amount or not enough racial diversity in Canada?

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25<sup>th</sup> and 27<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	11 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The previous module was about potential issues of national concern. This is report two out of two, the first report was about gun violence.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	August 25 <sup>th</sup> to 27 <sup>th</sup> , 2018		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: <a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a>		

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



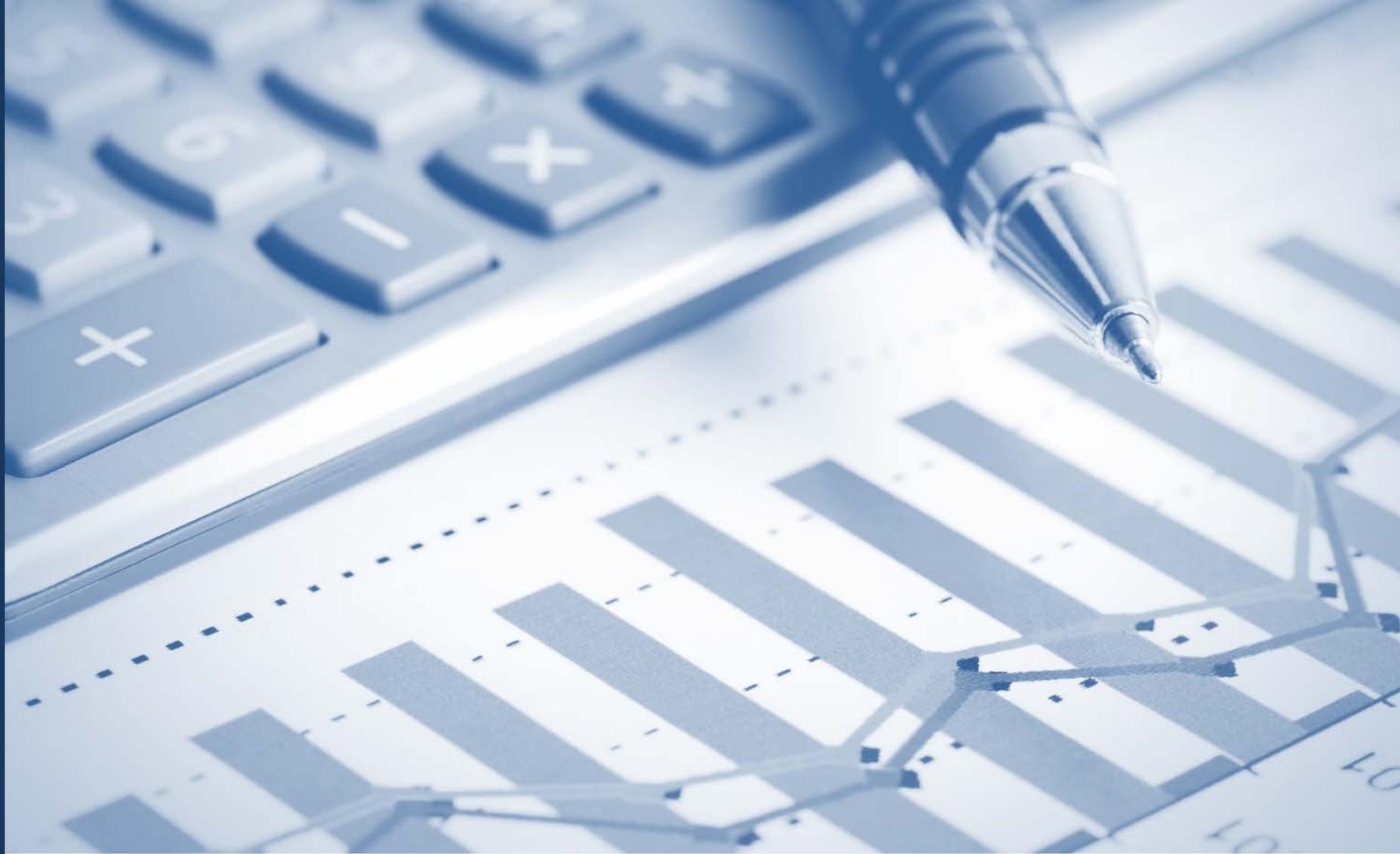
View our brochure

## **Nanos Research**

North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)



# Tabulations



2018-1259 – CTV/Nanos Survey – August - Racial Diversity - STAT SHEET

			Region					Gender		Age			
			Total	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think we have too much, the right amount or not enough racial diversity in Canada?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too much racial diversity	%	25.6	20.2	23.4	28.6	31.1	19.3	28.8	22.5	22.0	26.1	27.6
	The right amount racial diversity	%	54.7	50.2	62.8	52.4	49.1	56.2	53.4	55.9	60.2	53.9	51.5
	Not enough racial diversity	%	11.7	21.2	9.2	11.0	11.2	11.5	9.7	13.6	11.2	10.7	12.8
	Unsure	%	8.1	8.4	4.6	8.0	8.6	13.0	8.2	8.0	6.6	9.3	8.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25<sup>th</sup> and August 27<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.