

# **SOCIAL NORMS & RACISM SURVEY 2022**

## **Detailed Data Tables**

The Environics Institute for Survey Research  
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## VIGNETTE LEGEND

### Indigenous-directed actions

- A1 – Speaking up when someone tells an insensitive joke (*positive action*)
- A2 – Appropriating Indigenous attire at a party or event (*negative action*)
- A3 – Making a racial gesture at a sporting event (*negative action*)
- A4 – Claiming that racism against Indigenous Peoples doesn't exist (*negative action*)
- A5 – Speaking up when an Indigenous person is being hassled in public (*positive action*)
- A6 – Posting derogatory comments on a Facebook group (*negative action*)

### Black-directed actions

- B1 – Speaking up when someone tells an insensitive joke (*positive action*)
- B2 – Appropriating Black attire at a party or event (*negative action*)
- B3 – Asking a Black person where he/she came from (*negative action*)
- B4 – Claiming that racism in Canada doesn't exist (*negative action*)
- B5 – Speaking up when a Black person is being hassled in public (*positive action*)
- B6 – Posting derogatory comments on a Facebook group (*negative action*)

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q1. Which one of the following best describes your gender?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Male	48	44	48	46	55	48	48	48	48	48	48	48	45	46	100	*	47	49
Female	52	54	52	54	45	52	52	52	52	52	51	51	54	54	*	100	53	51
Transgender or Transsexual	*	1	*	*	–	*	*	*	*	*	*	*	*	*	*	*	*	*
Genderqueer	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Two Spirit	*	*	*	*	–	*	*	*	*	*	*	*	*	*	*	*	*	*
Nonbinary	*	1	*	*	–	*	*	1	*	*	*	*	*	*	*	*	*	*
Another gender identity	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
Prefer not to say	*	1	*	*	–	*	*	*	*	*	*	*	*	*	–	–	*	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q1. Which one of the following best describes your gender?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Male	48	51	47	47	47	53	48	40	38	47	46	50	47	44	41	50	48	51
Female	52	48	52	52	52	46	51	59	62	52	53	50	52	55	58	50	50	46
Transgender or Transsexual	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	-	*	*
Genderqueer	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	-	-	-
Two Spirit	*	*	*	*	*	*	*	*	*	*	*	*	*	1	-	-	-	1
Nonbinary	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	-	*	*
Another gender identity	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	-	-	1
Prefer not to say	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q1. Which one of the following best describes your gender?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Male	48	53	49	39	53	48	42	53	50	39	58	45	39
Female	52	46	50	60	47	51	57	47	49	60	41	54	60
Transgender or Transsexual	*	*	*	*	*	*	*	*	*	*	*	*	*
Genderqueer	*	*	*	*	*	*	*	*	*	*	*	*	*
Two Spirit	*	*	*	*	*	*	*	*	*	*	*	*	*
Nonbinary	*	*	*	*	*	*	*	*	*	1	*	*	*
Another gender identity	*	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	*	*	*	*	*	*	*	*	*	*	*	*	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q2. Age

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
18 - 29	19	100	-	-	-	19	19	19	19	19	19	19	20	15	17	20	19	18
30 - 44	24	-	100	-	-	24	24	24	24	24	24	25	26	21	24	24	24	25
45 - 64	36	-	-	100	-	35	38	39	36	37	38	37	32	40	35	38	36	38
65+	20	-	-	-	100	21	18	18	21	20	19	19	22	24	23	17	21	19
MEAN	47.6	23.7	37.0	54.2	71.4	47.6	47.8	47.5	47.7	47.6	47.8	47.3	47.0	50.6	48.7	46.9	48.0	47.6
SD	17.1	3.5	4.4	5.8	5.6	17.6	16.9	16.7	17.1	16.8	17.5	17.0	17.5	16.8	17.3	16.7	17.1	16.7
SE	0.3	0.1	0.1	0.1	0.2	0.7	0.8	0.9	0.4	0.5	0.9	0.3	0.7	0.7	0.4	0.3	0.3	0.5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q2. Age

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
18 - 29	19	28	21	17	18	22	18	16	17	16	26	22	13	33	39	23	43	31
30 - 44	24	22	19	22	32	23	25	25	28	23	24	28	22	18	20	35	29	36
45 - 64	36	33	37	40	33	33	35	43	45	39	35	31	41	37	28	34	17	23
65+	20	17	23	21	18	22	22	16	11	22	16	19	24	12	12	8	11	10
MEAN	47.6	44.6	48.1	49.2	46.4	47.6	48.3	47.7	46.1	49.2	44.7	46.0	50.9	42.4	40.0	41.8	37.3	40.1
SD	17.1	18.7	17.9	16.7	16.2	18.1	17.2	15.4	14.5	16.6	17.6	17.6	16.4	17.0	17.3	14.5	16.2	16.0
SE	0.3	1.0	0.6	0.4	0.4	0.4	0.4	0.6	0.8	0.3	0.6	0.6	0.3	0.9	0.8	0.9	1.2	0.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q2. Age

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
18 - 29	19	15	20	23	14	21	22	16	21	22	18	19	20
30 - 44	24	25	26	22	25	27	21	25	25	23	29	23	21
45 - 64	36	39	34	36	38	34	37	39	34	36	37	36	37
65+	20	21	20	19	23	18	19	21	20	19	16	22	22
MEAN	47.6	49.4	47.1	46.2	49.7	46.3	46.7	49.0	46.8	46.7	46.5	48.3	48.2
SD	17.1	16.6	17.1	17.4	16.7	17.0	17.4	16.5	17.5	17.3	16.3	17.3	17.6
SE	0.3	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.5



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q3. In what province do you currently live?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
British Columbia	14	14	14	13	14	100	-	-	-	-	-	15	11	9	14	14	17	*
Alberta	11	11	11	12	10	-	100	-	-	-	-	12	8	10	11	11	15	*
NET: MB/SK -----	7	7	7	7	6	-	-	100	-	-	-	6	6	8	7	7	8	*
Saskatchewan	3	3	3	3	3	-	-	46	-	-	-	3	4	4	3	3	4	*
Manitoba	4	4	4	4	3	-	-	54	-	-	-	4	2	4	4	4	4	*
Ontario	38	38	38	37	40	-	-	-	100	-	-	41	33	30	38	38	49	4
Quebec	23	23	23	24	23	-	-	-	-	100	-	22	31	25	23	23	3	89
NET: ATL -----	7	7	7	7	6	-	-	-	-	-	100	4	11	18	7	7	7	6
New Brunswick	2	2	2	2	2	-	-	-	-	-	32	1	5	5	2	2	1	5
Nova Scotia	3	3	3	3	2	-	-	-	-	-	40	2	3	6	3	3	4	1
Prince Edward Island	*	*	*	*	1	-	-	-	-	-	6	*	1	2	*	*	1	-
Newfoundland and Labrador	2	2	2	1	2	-	-	-	-	-	22	1	2	5	2	2	2	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q3. In what province do you currently live?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
British Columbia	14	10	13	14	15	13	13	15	12	11	15	19	11	17	4	33	16	22
Alberta	11	11	12	11	11	10	10	15	17	10	14	12	11	16	9	11	16	10
NET: MB/SK -----	7	8	8	7	5	6	6	7	10	7	5	6	7	6	1	4	7	9
Saskatchewan	3	4	3	3	3	2	3	3	4	4	2	2	3	3	1	1	2	5
Manitoba	4	3	5	4	3	4	3	4	6	4	3	4	4	3	1	2	5	4
Ontario	38	34	36	35	45	36	40	40	43	29	54	50	34	37	68	46	55	43
Quebec	23	26	24	26	19	29	24	15	9	32	10	11	29	17	15	3	5	14
NET: ATL -----	7	10	7	7	5	6	7	8	8	10	2	2	8	8	2	3	2	2
New Brunswick	2	4	2	2	2	2	2	2	3	3	1	1	3	4	2	-	*	1
Nova Scotia	3	3	3	3	2	2	3	4	2	4	2	1	3	2	1	2	1	1
Prince Edward Island	*	*	1	*	*	*	1	*	1	1	-	*	*	*	*	1	-	*
Newfoundland and Labrador	2	3	1	2	1	1	2	2	2	2	*	1	2	2	*	-	1	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q3. In what province do you currently live?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
British Columbia	14	13	15	13	14	13	14	13	14	14	13	14	13
Alberta	11	12	11	11	12	12	10	11	11	12	10	12	11
NET: MB/SK -----	7	7	7	6	6	7	6	7	7	6	7	6	6
Saskatchewan	3	3	3	2	3	3	2	3	4	2	4	3	2
Manitoba	4	4	3	4	3	4	3	4	3	4	3	3	4
Ontario	38	35	39	42	36	37	42	36	38	42	38	36	41
Quebec	23	27	23	20	26	24	20	26	24	19	25	25	20
NET: ATL -----	7	6	7	8	6	7	8	6	6	8	6	7	8
New Brunswick	2	2	3	2	2	3	2	2	2	2	2	2	2
Nova Scotia	3	2	2	3	2	3	3	2	3	3	2	3	3
Prince Edward Island	*	*	*	*	*	1	*	*	*	1	*	*	1
Newfoundland and Labrador	2	1	1	2	1	2	2	2	1	2	1	2	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Yes	5	9	4	5	3	6	7	4	5	4	6	4	8	8	5	5	6	2
No	94	89	95	94	96	93	91	94	94	96	92	95	90	91	94	94	93	97
Cannot say	1	2	2	1	*	*	1	2	1	*	2	1	2	1	1	1	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Yes	5	19	5	4	2	5	5	5	7	7	4	2	-	100	-	-	-	-
No	94	79	94	95	96	94	94	93	91	92	95	97	99	-	98	99	98	97
Cannot say	1	2	1	1	1	1	1	1	2	1	1	1	1	-	2	1	2	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Yes	5	6	5	5	6	5	5	6	5	5	6	5	5
No	94	93	94	94	93	94	94	93	94	94	93	94	94
Cannot say	1	1	1	1	2	1	1	1	1	1	1	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q5. Are you?

SUBSAMPLE: Indigenous participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	342	112	61	128	43	57	54	19	127	58	27	207	61	68	152	187	299	38
Unweighted Total	1031	252	392	305	82	146	133	154	351	173	74	704	157	155	507	494	931	80
First Nations	59	59	71	58	48	61	57	32	62	61	66	61	65	48	58	61	60	54
Métis	30	23	21	35	49	31	35	66	25	26	26	29	23	43	32	28	30	34
Inuk (Inuit)	4	9	1	2	-	4	-	1	6	4	6	5	4	2	3	5	4	5
Other	2	2	3	3	-	2	1	*	3	4	1	3	2	2	2	2	2	3
Cannot say	4	7	4	2	3	3	6	2	4	5	*	3	6	5	4	4	4	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q5. Are you?

SUBSAMPLE: Indigenous participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	342	123	64	102	50	124	123	57	32	268	46	24	-	342	-	-	-	-
Unweighted Total	1031	133	238	308	343	439	332	141	94	858	115	47	-	1031	-	-	-	-
First Nations	59	69	55	53	55	64	56	55	57	61	60	40	-	59	-	-	-	-
Métis	30	19	37	40	30	21	37	33	35	33	26	13	-	30	-	-	-	-
Inuk (Inuit)	4	6	2	2	7	9	2	1	-	3	3	17	-	4	-	-	-	-
Other	2	1	3	3	4	4	1	2	1	1	7	6	-	2	-	-	-	-
Cannot say	4	6	3	2	4	2	4	9	8	2	4	25	-	4	-	-	-	-



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q5. Are you?

SUBSAMPLE: Indigenous participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	342	137	106	100	129	104	109	149	96	97	128	117	97
Unweighted Total	1031	383	336	312	370	318	343	425	296	310	338	396	297
First Nations	59	61	59	58	60	59	60	64	56	54	63	63	50
Métis	30	28	32	31	29	32	30	26	32	35	25	29	39
Inuk (Inuit)	4	5	3	4	5	2	5	5	3	4	4	3	5
Other	2	1	2	4	1	3	3	1	2	4	2	1	4
Cannot say	4	5	4	3	5	5	2	4	7	3	6	4	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q6. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you ...

SUBSAMPLE: Non-Indigenous participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6277	1151	1556	2288	1283	841	688	412	2414	1495	426	4761	721	761	3002	3230	4445	1505
Unweighted Total	5588	977	1760	1919	932	655	549	498	2133	1250	503	4322	597	636	2704	2824	4087	1246
White	75	53	68	83	88	64	72	78	66	90	93	71	84	91	75	76	72	94
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	7	17	9	3	4	9	10	8	10	1	2	8	6	3	7	7	8	1
Chinese	6	8	8	5	2	14	6	3	7	1	2	7	2	1	6	5	6	1
Black	5	10	4	4	3	2	4	1	8	3	2	5	3	2	4	5	6	2
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	3	6	5	2	1	7	3	7	3	2	1	4	3	*	4	3	4	1
Latin American	1	3	2	1	*	2	2	*	2	1	*	2	1	1	1	1	1	1
Filipino	1	2	2	1	*	2	2	3	1	*	*	1	1	1	1	1	2	-
Arab	1	2	1	1	*	*	1	*	1	1	*	1	*	*	1	1	1	1
West Asian (e.g., Iranian, Afghan)	*	1	1	*	-	*	1	*	1	*	*	*	-	1	*	*	1	-
Japanese	*	*	*	1	*	1	1	*	*	-	-	*	1	*	*	*	1	-
Korean	*	1	*	*	-	1	*	*	*	*	*	*	*	*	*	*	*	*
Other	2	2	2	1	2	2	2	2	2	1	1	2	1	2	2	2	2	1
Cannot say	1	1	1	*	*	1	1	*	1	*	*	1	*	*	1	*	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

- Q6. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you ...

SUBSAMPLE: Non-Indigenous participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6277	532	1275	2504	1936	2262	2405	1002	421	3658	1139	1430	4641	-	288	334	452	522
Unweighted Total	5588	337	1077	2087	2053	2052	2073	910	374	3059	1059	1420	3736	-	903	252	190	453
white	75	81	82	81	61	74	74	79	79	96	63	32	100	-	5	1	-	8
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	7	4	5	4	14	7	8	8	7	1	9	23	*	-	*	*	100	1
Chinese	6	3	4	4	11	7	6	4	3	1	11	14	*	-	1	100	-	3
Black	5	8	4	5	4	5	4	5	5	1	8	11	*	-	100	-	-	1
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	3	2	3	3	5	4	4	2	1	*	7	8	*	-	1	1	-	37
Latin American	1	2	1	1	2	1	2	1	1	*	2	4	*	-	2	-	-	15
Filipino	1	2	1	1	2	1	1	2	1	*	2	4	*	-	1	-	-	14
Arab	1	*	1	1	1	1	1	1	-	*	1	2	*	-	1	-	-	9
West Asian (e.g., Iranian, Afghan)	*	1	*	*	*	*	*	1	*	*	1	1	*	-	*	-	1	4
Japanese	*	1	*	*	1	1	*	*	*	*	1	*	*	-	*	*	-	4
Korean	*	1	-	*	1	*	*	*	-	*	1	1	*	-	*	-	-	3
Other	2	3	2	1	2	1	2	2	2	1	2	3	*	-	2	-	-	16
Cannot say	1	*	*	1	1	*	*	*	1	*	1	1	-	-	-	-	-	-

## Canadian Social Norms and Racism - 2022 Benchmark Survey

- Q6. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you ...

SUBSAMPLE: Non-Indigenous participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6277	2194	2189	1894	2181	2011	2085	2435	1893	1949	2119	2251	1907
Unweighted Total	5588	1886	1913	1789	1903	1751	1934	2092	1674	1822	1877	2016	1695
White	75	75	73	77	75	74	76	75	75	75	76	78	70
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	7	8	8	6	7	9	6	8	8	6	5	6	12
Chinese	6	6	7	5	6	6	6	6	6	5	7	6	4
Black	5	4	4	6	4	5	6	4	5	6	4	5	5
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	3	3	4	3	2	4	4	3	3	4	3	3	3
Latin American	1	1	1	2	1	1	2	1	2	1	2	1	1
Filipino	1	1	1	2	1	1	2	1	2	2	1	1	1
Arab	1	1	1	1	1	1	1	1	*	1	1	1	1
West Asian (e.g., Iranian, Afghan)	*	1	*	*	1	*	*	*	1	*	*	1	1
Japanese	*	*	*	1	*	*	1	*	*	1	1	*	*
Korean	*	*	*	*	*	*	*	*	*	*	1	*	*
Other	2	2	1	2	2	1	2	2	2	1	1	2	2
Cannot say	1	1	*	*	1	*	*	1	1	*	1	*	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q7. Of the categories you identified, is there one of them you most closely identify with?

SUBSAMPLE: IF MORE THAN ONE CATEGORY IN Q.6 / COMBINED RESULTS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6237	1142	1537	2278	1281	835	679	411	2399	1489	425	4729	720	757	2976	3218	4419	1496
Unweighted Total	5534	963	1734	1906	931	646	538	496	2116	1241	497	4279	596	631	2670	2810	4053	1234
White	74	52	68	83	87	63	72	77	66	90	92	71	83	90	74	75	72	94
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	17	9	3	4	9	10	8	10	1	2	8	6	3	7	7	8	1
Chinese	5	7	8	5	2	13	6	3	6	1	2	7	2	1	6	5	5	1
Black	5	10	4	4	3	1	4	1	8	3	2	5	3	2	4	5	6	2
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	5	5	2	1	6	3	7	3	1	1	4	3	*	3	2	3	*
Latin American	1	3	2	1	*	2	1	*	2	1	*	1	1	1	1	1	1	*
Filipino	1	2	2	1	*	2	2	3	1	*	*	1	1	1	1	1	1	-
Arab	1	1	1	1	*	*	*	*	1	1	*	1	*	*	1	1	1	1
Japanese	*	-	*	*	*	1	1	*	*	-	-	*	*	*	*	*	*	-
Korean	*	1	*	*	-	1	*	*	*	*	-	*	*	*	*	*	*	*
West Asian (e.g., Iranian, Afghan, etc.)	*	1	*	*	-	*	*	*	*	*	*	*	-	-	*	*	*	-
Other	1	2	1	1	2	2	1	1	2	1	1	1	1	1	2	1	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q7. Of the categories you identified, is there one of them you most closely identify with?

SUBSAMPLE: IF MORE THAN ONE CATEGORY IN Q.6 / COMBINED RESULTS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6237	531	1272	2487	1923	2251	2396	997	416	3643	1132	1419	4641	-	288	334	452	522
Unweighted Total	5534	335	1072	2071	2031	2040	2058	906	367	3043	1048	1405	3736	-	903	252	190	453
White	74	80	82	81	60	74	73	77	79	96	61	31	100	-	-	-	-	-
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	4	5	4	14	7	8	7	8	1	8	23	-	-	-	-	100	-
Chinese	5	2	3	3	10	6	6	3	3	1	9	14	-	-	-	100	-	-
Black	5	7	4	5	4	4	4	5	5	1	8	11	-	-	100	-	-	-
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	1	3	2	5	3	4	2	1	-	6	8	-	-	-	-	-	37
Latin American	1	1	1	1	2	1	1	1	1	*	2	4	-	-	-	-	-	15
Filipino	1	2	1	1	2	1	1	1	1	*	1	4	-	-	-	-	-	14
Arab	1	-	1	1	1	1	1	*	-	*	1	2	-	-	-	-	-	9
Japanese	*	*	*	*	1	1	*	*	*	*	*	*	-	-	-	-	-	4
Korean	*	*	-	*	*	*	*	*	-	*	1	1	-	-	-	-	-	3
West Asian (e.g., Iranian, Afghan, etc.)	*	*	*	*	*	*	*	*	*	-	1	1	-	-	-	-	-	3
Other	1	2	1	1	1	1	1	2	1	1	1	2	-	-	-	-	-	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q7. Of the categories you identified, is there one of them you most closely identify with?

SUBSAMPLE: IF MORE THAN ONE CATEGORY IN Q.6 / COMBINED RESULTS

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6237	2170	2179	1888	2159	2002	2076	2413	1882	1943	2100	2241	1896
Unweighted Total	5534	1856	1898	1780	1874	1737	1923	2063	1659	1812	1849	2003	1682
White	74	75	73	75	75	73	75	75	74	74	75	77	70
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	8	8	6	7	9	6	8	8	6	5	6	12
Chinese	5	5	6	4	6	5	5	6	5	5	6	5	4
Black	5	4	4	6	4	5	6	4	5	6	4	5	5
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	2	4	3	2	4	3	3	3	4	3	3	3
Latin American	1	1	1	1	1	1	1	1	1	1	2	1	1
Filipino	1	1	1	1	1	1	1	1	1	2	1	1	1
Arab	1	1	1	1	1	1	1	1	*	1	1	*	1
Japanese	*	*	*	1	*	*	*	*	*	*	*	*	*
Korean	*	*	*	*	*	*	*	*	*	*	1	*	*
West Asian (e.g., Iranian, Afghan, etc.)	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	1	2	1	1	1	1	1	1	2	1	1	1	2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4/Q7 COMBINED

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
White	70	47	64	78	84	58	66	74	62	86	86	67	76	82	70	71	67	91
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	15	8	3	4	8	9	7	10	1	2	8	5	3	7	7	8	1
Indigenous person	5	9	4	5	3	6	7	4	5	4	6	4	8	8	5	5	6	2
Chinese	5	6	7	5	2	12	5	3	6	1	2	6	1	1	5	5	5	1
Black	4	9	4	3	3	1	4	1	8	3	2	5	3	2	4	5	5	2
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	5	5	2	1	6	2	6	3	1	1	3	2	*	3	2	3	*
Latin American	1	3	2	*	*	2	1	*	1	1	*	1	1	1	1	1	1	*
Filipino	1	2	2	1	*	2	1	3	1	*	*	1	1	1	1	1	1	-
Arab	1	1	1	1	*	*	*	*	1	1	*	1	*	*	1	1	1	1
Japanese	*	-	*	*	*	1	*	*	*	-	-	*	*	*	*	*	*	-
Korean	*	1	*	*	-	1	*	*	*	*	-	*	*	*	*	*	*	*
West Asian (e.g., Iranian, Afghan, etc.)	*	1	*	*	-	*	*	*	*	*	*	*	-	-	*	*	*	-
Other	1	2	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1
DK/NA	1	1	1	*	*	1	1	*	1	*	*	1	*	*	1	*	1	1



# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4/Q7 COMBINED

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
White	70	65	78	77	58	70	70	73	73	89	59	30	100	-	-	-	-	-
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	3	5	4	13	7	7	7	7	1	8	22	-	-	-	-	100	-
Indigenous person	5	19	5	4	2	5	5	5	7	7	4	2	-	100	-	-	-	-
Chinese	5	2	3	3	10	6	5	3	3	1	9	13	-	-	-	100	-	-
Black	4	6	4	5	4	4	4	5	5	1	7	10	-	-	100	-	-	-
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	1	3	2	4	3	3	2	1	-	6	8	-	-	-	-	-	37
Latin American	1	1	1	1	2	1	1	1	1	*	2	4	-	-	-	-	-	15
Filipino	1	1	1	1	2	1	1	1	1	*	1	4	-	-	-	-	-	14
Arab	1	-	1	1	1	1	1	*	-	*	1	2	-	-	-	-	-	9
Japanese	*	*	*	*	1	*	*	*	*	*	*	*	-	-	-	-	-	4
Korean	*	*	-	*	*	*	*	*	-	*	1	1	-	-	-	-	-	3
West Asian (e.g., Iranian, Afghan, etc.)	*	*	*	*	*	*	*	*	*	-	1	1	-	-	-	-	-	3
Other	1	2	1	1	1	1	1	1	1	1	1	2	-	-	-	-	-	16
DK/NA	1	*	*	1	1	*	*	*	1	*	1	1	-	-	-	-	-	-

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q4/Q7 COMBINED

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
White	70	70	69	71	70	69	71	70	70	71	70	73	66
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7	8	7	5	7	8	5	8	7	5	5	5	11
Indigenous person	5	6	5	5	6	5	5	6	5	5	6	5	5
Chinese	5	5	6	4	5	5	5	5	5	5	6	5	4
Black	4	3	4	6	3	4	5	3	4	5	4	4	5
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	2	4	3	2	4	3	2	3	4	3	3	3
Latin American	1	1	1	1	1	1	1	1	1	1	1	1	1
Filipino	1	1	1	1	1	1	1	1	1	1	1	1	1
Arab	1	1	1	1	1	1	1	1	*	1	1	*	1
Japanese	*	*	*	1	*	*	*	*	*	*	*	*	*
Korean	*	*	*	*	*	*	*	*	*	*	*	*	*
West Asian (e.g., Iranian, Afghan, etc.)	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	1	2	1	1	1	1	1	1	2	1	1	1	1
DK/NA	1	1	*	*	1	*	*	1	1	*	1	*	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q8. Overall, are you satisfied or dissatisfied with the way things are going in our country today?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Satisfied	42	50	42	38	40	40	32	34	42	49	41	44	40	31	45	39	38	49
Dissatisfied	49	39	49	53	50	50	63	58	50	37	46	47	50	58	48	50	54	36
Cannot say	10	11	9	9	10	10	5	8	8	13	13	9	9	11	8	11	8	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q8. Overall, are you satisfied or dissatisfied with the way things are going in our country today?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Satisfied	42	40	38	38	49	53	41	27	23	39	37	52	38	43	54	45	58	53
Dissatisfied	49	48	51	52	43	39	49	63	67	52	53	37	53	50	35	41	28	37
Cannot say	10	12	11	10	8	8	9	9	10	9	9	11	9	7	10	14	13	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q8. Overall, are you satisfied or dissatisfied with the way things are going in our country today?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Satisfied	42	38	43	45	38	43	45	40	44	42	37	44	45
Dissatisfied	49	50	48	48	51	47	48	48	47	50	54	47	45
Cannot say	10	12	9	8	12	10	7	12	9	7	9	10	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q9. In your opinion, what is the most important problem facing CANADIANS today?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Inflation/cost of living	21	21	23	22	17	18	17	15	22	23	26	22	20	18	21	21	20	24
COVID-19 pandemic/ restrictions/mandates	19	16	16	20	21	18	19	19	20	17	17	19	17	18	17	20	19	16
Poor government/ leadership	13	9	13	14	17	13	22	19	13	9	13	12	14	20	15	12	15	9
Economy/interest rates/ recession	11	9	10	12	13	10	14	14	12	9	11	12	9	12	11	11	11	10
Housing crisis/ affordability	8	8	10	8	8	15	2	3	12	4	7	9	6	6	8	9	9	5
Polarization/social division	8	6	6	9	12	9	10	11	9	5	8	8	8	8	7	9	9	5
Health care	6	3	5	6	8	5	3	7	5	6	12	5	7	7	5	6	6	6
Environment/climate change/pollution/global warming	6	4	5	6	7	8	2	4	5	8	4	6	5	5	5	6	5	8
War in Ukraine/threat of world war/national security	5	4	4	4	6	2	3	6	3	9	6	4	5	6	4	5	3	10
Unemployment	4	5	4	4	3	4	7	4	5	2	3	4	3	3	3	5	5	2
Social/Income inequality	3	3	4	3	1	2	3	2	3	4	5	3	3	3	3	3	3	4
Deficit/public debt	3	1	2	4	4	3	4	4	2	4	1	3	2	2	4	3	3	3
Poverty/hunger/ homelessness	3	3	3	3	2	6	2	3	3	2	3	3	4	3	2	3	3	2
Decline in democracy	3	3	4	3	1	3	3	3	3	2	2	3	4	3	3	3	3	3

CONTINUED? ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q9. In your opinion, what is the most important problem facing CANADIANS today?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Racism/discrimination/ Islamophobia/Anti- Semitism/hate speech	2	5	1	1	2	2	2	2	2	2	2	1	2	*	1	2	2	2
Immigration/refugees/ asylum seekers (not specific to Ukraine)	2	1	2	2	1	1	2	2	2	1	1	2	1	1	2	2	2	1
Indigenous/Aboriginal issues	1	4	1	1	*	2	1	3	1	1	2	1	1	1	1	2	1	1
Crime/law and order/guns/ violence	1	1	1	1	2	2	1	2	1	1	*	1	2	1	1	1	1	1
Education	1	1	1	*	1	1	1	*	1	1	*	1	1	1	1	1	1	1
Immigration/refugees/ asylum seekers (Ukraine specific)	*	-	*	*	*	-	-	-	*	*	*	*	*	*	-	*	*	*
Other issues	4	4	5	4	2	4	5	3	4	3	2	4	5	4	3	4	4	3
Nothing/Canada is a safe/ prosperous place to live	*	1	*	*	-	1	*	*	*	*	-	*	1	*	1	*	*	*
Cannot say	12	20	14	10	7	10	12	9	11	16	10	12	13	12	12	12	11	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q9. In your opinion, what is the most important problem facing CANADIANS today?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Inflation/cost of living	21	13	18	23	23	18	22	25	24	20	22	22	21	15	24	23	28	19
COVID-19 pandemic/ restrictions/mandates	19	15	23	19	16	20	19	17	16	18	20	19	19	12	18	23	15	19
Poor government/ leadership	13	17	15	15	9	11	14	16	20	15	13	9	15	13	7	5	4	12
Economy/interest rates/ recession	11	6	10	12	13	11	11	13	9	10	11	15	11	9	13	16	15	10
Housing crisis/ affordability	8	6	6	9	10	6	9	11	12	7	10	12	7	7	18	12	13	11
Polarization/social division	8	4	7	8	10	9	9	6	6	8	9	7	9	4	3	7	6	9
Health care	6	7	5	6	5	6	5	6	5	7	3	5	6	5	5	4	3	5
Environment/climate change/pollution/global warming	6	3	5	5	8	7	5	3	4	6	4	5	6	4	4	3	5	5
War in Ukraine/threat of world war/national security	5	4	5	5	4	5	4	5	5	6	4	3	5	4	1	3	2	3
Unemployment	4	5	3	3	5	3	4	5	5	3	3	7	3	5	7	4	17	3
Social/Income inequality	3	2	3	4	3	2	3	5	5	3	3	3	3	3	5	3	2	2
Deficit/public debt	3	3	2	3	3	3	3	3	3	3	2	3	3	2	1	4	3	3
Poverty/hunger/ homelessness	3	3	3	3	2	2	2	4	9	3	4	2	3	3	4	3	3	1
Decline in democracy	3	3	3	3	3	2	3	3	4	3	3	2	3	2	3	1	2	3

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# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q9. In your opinion, what is the most important problem facing CANADIANS today?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Racism/discrimination/ Islamophobia/Anti-Semitism/hate speech	2	2	2	2	2	3	2	1	1	2	2	3	1	5	5	1	4	4
Immigration/refugees/ asylum seekers (not specific to Ukraine)	2	1	2	2	1	2	2	1	3	2	2	2	2	2	1	-	3	1
Indigenous/Aboriginal issues	1	1	1	1	1	1	1	1	1	1	2	1	1	5	3	*	*	2
Crime/law and order/guns/ violence	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	2
Education	1	*	*	1	1	1	1	1	1	1	*	1	1	1	2	2	1	1
Immigration/refugees/ asylum seekers (Ukraine specific)	*	-	*	*	*	*	*	-	-	*	*	-	*	*	-	-	-	-
Other issues	4	4	4	3	5	3	4	4	7	4	4	4	3	6	6	4	6	4
Nothing/Canada is a safe/ prosperous place to live	*	1	*	*	*	*	*	*	*	*	1	1	*	1	1	*	1	1
Cannot say	12	22	14	9	11	12	12	10	11	12	14	11	11	17	14	18	13	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q9. In your opinion, what is the most important problem facing CANADIANS today?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Inflation/cost of living	21	19	21	23	19	21	23	19	22	22	19	22	22
COVID-19 pandemic/ restrictions/mandates	19	16	19	22	17	19	20	16	19	22	17	19	20
Poor government/ leadership	13	16	13	11	17	12	11	15	13	12	16	12	12
Economy/interest rates/ recession	11	10	12	12	10	12	12	12	10	12	10	12	12
Housing crisis/ affordability	8	8	9	9	7	8	10	8	9	8	7	8	10
Polarization/social division	8	7	8	10	7	8	9	6	7	11	7	9	8
Health care	6	5	6	6	6	5	6	5	6	6	5	6	6
Environment/climate change/pollution/global warming	6	4	6	7	4	6	7	4	5	7	4	7	7
War in Ukraine/threat of world war/national security	5	4	5	5	4	4	6	4	5	4	5	5	4
Unemployment	4	4	4	4	4	4	4	4	4	4	3	4	5
Social/Income inequality	3	2	3	4	3	3	4	2	3	4	2	3	4
Deficit/public debt	3	3	3	3	3	4	3	3	3	3	3	3	3
Poverty/hunger/ homelessness	3	2	3	3	2	3	3	3	3	3	2	3	4
Decline in democracy	3	3	2	3	3	3	3	3	3	3	3	2	3

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## Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q9. In your opinion, what is the most important problem facing CANADIANS today?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Racism/discrimination/ Islamophobia/Anti- Semitism/hate speech	2	2	2	3	1	2	3	2	2	2	1	2	2
Immigration/refugees/ asylum seekers (not specific to Ukraine)	2	2	1	1	2	2	1	2	2	1	2	1	1
Indigenous/Aboriginal issues	1	*	1	2	1	1	2	1	1	2	1	1	2
Crime/law and order/guns/ violence	1	1	1	1	1	1	1	1	1	1	1	1	1
Education	1	1	1	1	1	1	1	1	1	1	*	1	1
Immigration/refugees/ asylum seekers (Ukraine specific)	*	*	*	*	*	*	*	*	-	*	*	*	*
Other issues	4	4	4	4	4	4	4	4	4	4	4	4	4
Nothing/Canada is a safe/ prosperous place to live	*	*	*	*	*	*	*	1	*	*	1	*	*
Cannot say	12	17	12	7	16	12	8	17	12	7	16	11	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10A. How much do you agree or disagree with each of the following statements?

*Overall, there is too much immigration to Canada*

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	42	40	47	44	37	44	47	49	46	34	35	42	44	44	42	43	45	34
Strongly agree	17	14	19	19	13	19	18	21	19	12	15	17	17	18	17	17	19	12
Somewhat agree	25	26	28	24	24	25	29	28	27	22	20	25	28	26	25	26	26	23
NET: Disagree -----	48	53	45	45	53	44	44	44	46	56	53	49	47	45	50	46	46	55
Somewhat disagree	27	27	26	27	28	24	22	26	25	34	24	27	28	25	27	26	25	35
Strongly disagree	21	25	19	18	26	21	22	18	20	22	29	22	20	20	22	20	21	21
Cannot say	10	8	9	11	10	12	10	7	9	10	12	9	8	11	9	11	9	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10A. How much do you agree or disagree with each of the following statements?

*Overall, there is too much immigration to Canada*

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	42	54	50	41	36	37	43	50	53	43	43	40	41	58	27	38	54	41
Strongly agree	17	26	21	15	13	14	16	20	27	18	15	15	17	29	9	8	25	12
Somewhat agree	25	27	29	25	23	22	26	29	26	25	27	25	25	29	18	30	28	29
NET: Disagree	48	34	39	50	56	54	49	40	37	48	46	51	49	32	64	51	41	49
Somewhat disagree	27	19	23	29	30	30	27	23	22	28	25	27	28	19	24	36	23	24
Strongly disagree	21	15	17	21	27	24	21	17	15	20	21	24	21	13	41	15	18	25
Cannot say	10	13	11	9	8	9	9	10	10	9	11	9	10	10	8	11	6	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10A. How much do you agree or disagree with each of the following statements?

*Overall, there is too much immigration to Canada*

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree -----	42	54	40	31	53	42	32	51	42	33	52	37	38
Strongly agree	17	24	15	12	25	14	12	21	15	13	21	14	16
Somewhat agree	25	30	26	20	28	28	20	29	26	20	31	23	21
NET: Disagree -----	48	34	50	62	36	49	60	37	50	60	38	54	53
Somewhat disagree	27	22	30	29	23	29	29	23	28	30	26	29	24
Strongly disagree	21	12	21	33	13	20	32	14	22	30	12	24	28
Cannot say	10	12	9	7	12	9	8	12	8	7	10	10	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10B. How much do you agree or disagree with each of the following statements?

*The government should not tell average citizens like me what we can and cannot do*

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	49	48	54	49	43	50	54	50	48	47	44	48	49	54	51	47	49	47
Strongly agree	19	17	21	20	16	19	24	22	19	16	17	18	18	25	21	17	20	16
Somewhat agree	30	31	33	29	27	31	30	28	30	30	27	30	31	29	30	30	29	30
NET: Disagree -----	44	44	39	44	52	43	40	44	45	45	48	46	44	38	43	46	44	45
Somewhat disagree	32	35	28	32	37	31	26	33	34	34	34	33	32	28	31	34	32	34
Strongly disagree	12	10	10	13	15	12	14	11	12	11	14	12	12	10	12	12	12	11
Cannot say	7	8	8	7	5	7	6	6	6	8	8	7	7	7	6	8	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10B. How much do you agree or disagree with each of the following statements?

*The government should not tell average citizens like me what we can and cannot do*

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	49	60	55	49	40	44	48	57	59	49	51	45	49	63	48	40	43	48
Strongly agree	19	30	23	19	12	16	18	23	28	20	19	16	19	28	18	9	16	16
Somewhat agree	30	30	32	30	28	28	30	34	31	30	32	29	30	34	30	30	28	31
NET: Disagree -----	44	32	38	44	54	51	45	36	34	45	42	47	45	31	47	50	43	45
Somewhat disagree	32	22	28	33	39	37	32	27	27	32	31	35	33	24	31	38	32	33
Strongly disagree	12	10	10	12	15	13	13	10	7	13	11	12	12	7	15	11	11	11
Cannot say	7	8	7	7	6	5	7	6	7	6	7	8	6	6	5	11	14	7



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10B. How much do you agree or disagree with each of the following statements?

*The government should not tell average citizens like me what we can and cannot do*

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	49	54	49	42	54	49	43	52	49	44	55	45	46
-----													
Strongly agree	19	24	17	15	23	18	16	23	18	15	22	16	19
Somewhat agree	30	30	32	28	30	31	28	30	31	29	34	29	27
NET: Disagree	44	36	45	53	37	45	52	38	45	51	38	49	47
-----													
Somewhat disagree	32	27	33	38	27	33	37	30	32	36	28	37	33
Strongly disagree	12	9	12	15	10	12	15	8	13	16	10	12	15
Cannot say	7	10	6	4	10	6	4	9	6	5	7	7	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10C. How much do you agree or disagree with each of the following statements?

*Those who govern this country are interested in what people like me think.*

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	38	39	35	37	40	41	32	36	39	37	35	40	35	28	38	37	37	36
Strongly agree	7	8	8	6	7	7	6	7	8	6	6	7	9	5	8	6	8	6
Somewhat agree	30	31	27	31	32	34	25	28	31	31	28	32	26	23	30	31	30	30
NET: Disagree -----	56	54	57	57	54	52	62	58	56	55	58	54	59	65	56	56	57	56
Somewhat disagree	28	31	27	26	29	25	26	24	27	33	26	27	32	27	29	27	26	34
Strongly disagree	28	23	30	31	26	27	36	34	28	22	31	26	27	38	28	28	31	22
Cannot say	7	7	8	6	6	7	6	6	5	8	8	6	6	6	6	7	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10C. How much do you agree or disagree with each of the following statements?

*Those who govern this country are interested in what people like me think.*

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	38	34	31	34	48	46	37	28	24	35	36	47	34	39	41	44	53	49
Strongly agree	7	9	6	6	8	8	7	6	7	7	6	10	6	14	12	5	15	8
Somewhat agree	30	25	24	28	39	37	30	22	17	28	30	37	28	25	29	39	38	41
NET: Disagree	56	59	61	60	46	48	57	66	71	60	58	45	60	57	52	46	37	42
Somewhat disagree	28	27	28	29	27	30	28	26	23	29	28	25	29	25	28	30	23	23
Strongly disagree	28	32	33	31	19	18	29	41	48	31	31	19	31	32	25	16	15	19
Cannot say	7	8	8	6	6	6	6	6	5	6	6	9	6	5	7	10	10	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10C. How much do you agree or disagree with each of the following statements?

*Those who govern this country are interested in what people like me think.*

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree -----	38	33	38	42	33	38	42	34	38	41	31	40	42
Strongly agree	7	8	6	7	8	7	7	7	8	7	5	7	10
Somewhat agree	30	26	31	35	25	31	35	28	31	34	26	33	32
NET: Disagree -----	56	58	57	53	58	57	53	57	56	54	62	54	52
Somewhat disagree	28	27	29	28	26	30	27	27	28	29	29	28	25
Strongly disagree	28	31	28	25	31	27	26	30	28	25	32	25	26
Cannot say	7	9	5	5	9	5	5	8	6	5	7	6	6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against \_\_\_\_ is no longer a problem in Canada.* [COMBINED GROUPS]

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	25	26	25	26	21	23	24	27	24	28	19	25	23	21	29	20	23	28
Strongly agree	8	9	9	8	6	7	7	11	8	8	7	8	7	6	10	6	7	8
Somewhat agree	17	17	16	17	16	16	17	16	16	20	12	17	15	15	19	14	15	20
NET: Disagree -----	63	64	62	60	67	66	62	62	65	55	67	63	63	63	60	65	66	55
Somewhat disagree	33	31	33	33	35	35	32	34	33	33	30	33	32	34	33	33	33	33
Strongly disagree	30	33	29	27	31	31	30	29	32	22	38	29	31	29	26	32	33	22
Cannot say	13	10	13	14	12	10	15	10	11	17	13	12	15	16	11	14	11	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against \_\_\_\_ is no longer a problem in Canada. (COMBINED GROUPS)*

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	25	29	24	23	25	27	23	22	25	23	21	30	22	32	21	33	32	28
Strongly agree	8	12	7	7	8	9	7	8	10	7	7	10	7	14	6	5	12	9
Somewhat agree	17	18	17	16	17	19	16	14	15	16	15	20	15	18	14	28	20	19
NET: Disagree	63	55	61	64	64	61	64	65	62	63	66	59	64	56	67	57	54	62
Somewhat disagree	33	30	33	34	33	33	34	32	30	34	32	32	35	29	24	31	29	30
Strongly disagree	30	24	28	30	31	28	30	33	32	29	34	26	29	27	43	26	25	32
Cannot say	13	16	16	12	11	11	13	13	13	14	12	11	13	12	12	10	14	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against \_\_\_\_ is no longer a problem in Canada. (COMBINED GROUPS)*

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree -----	25	34	23	14	34	23	16	32	24	15	31	21	21
Strongly agree	8	13	6	4	12	7	4	11	7	5	10	6	8
Somewhat agree	17	22	17	10	22	17	12	21	17	10	21	16	13
NET: Disagree -----	63	48	65	77	49	65	75	51	65	75	53	67	68
Somewhat disagree	33	29	37	34	30	36	33	30	34	35	33	36	30
Strongly disagree	30	19	28	43	19	29	41	20	31	40	20	31	38
Cannot say	13	18	12	9	17	12	9	17	11	10	16	12	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Chinese people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Chinese participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1625	314	356	615	341	212	172	106	627	396	112	1207	186	224	756	859	1150	406
Unweighted Total	1663	314	518	576	255	192	156	169	630	366	150	1254	188	211	777	861	1248	353
NET: Agree -----	26	23	30	25	28	20	18	26	27	35	22	28	21	21	30	23	23	35
Strongly agree	9	10	12	8	8	11	4	10	10	11	5	10	9	4	10	8	8	11
Somewhat agree	17	13	18	17	20	8	14	16	17	24	16	18	12	17	20	15	15	25
NET: Disagree -----	55	64	50	53	57	64	58	61	58	42	61	54	55	63	55	55	60	42
Somewhat disagree	32	34	31	30	36	35	29	37	32	31	35	31	32	37	33	31	32	30
Strongly disagree	23	29	19	23	21	30	29	23	26	11	26	23	23	26	22	24	28	12
Cannot say	18	13	19	22	15	16	24	13	16	23	17	18	24	16	15	21	17	23



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Chinese people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Chinese participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1625	166	337	660	458	573	601	304	98	1013	288	313	1202	85	79	-	148	103
Unweighted Total	1663	116	339	604	596	601	599	306	103	1019	292	341	949	291	244	-	61	104
NET: Agree	26	25	28	24	29	30	25	24	23	26	23	32	26	31	18	-	36	20
Strongly agree	9	14	8	10	8	10	9	8	11	9	8	13	8	14	7	-	15	9
Somewhat agree	17	11	20	15	21	20	16	16	12	18	15	19	18	16	11	-	21	11
NET: Disagree	55	54	54	58	52	52	57	58	54	55	61	51	55	52	63	-	43	68
Somewhat disagree	32	30	29	36	30	32	33	31	29	31	34	34	32	27	25	-	28	46
Strongly disagree	23	24	25	23	22	20	24	27	24	24	27	17	23	24	38	-	15	22
Cannot say	18	21	18	17	19	18	18	18	23	19	16	18	19	18	19	-	21	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Chinese people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Chinese participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1625	597	539	489	548	525	553	653	503	469	536	584	505
Unweighted Total	1663	572	554	537	550	525	588	623	525	515	533	613	517
NET: Agree -----	26	33	26	19	33	26	20	32	25	20	33	27	19
Strongly agree	9	13	9	5	13	9	6	12	9	6	12	8	8
Somewhat agree	17	19	17	14	20	18	14	20	16	14	22	19	11
NET: Disagree -----	55	44	56	68	44	56	66	44	60	65	46	55	64
Somewhat disagree	32	28	37	32	28	35	33	28	37	32	33	31	32
Strongly disagree	23	16	19	36	15	21	33	16	23	33	14	24	32
Cannot say	18	23	18	13	23	18	14	24	15	15	20	18	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Black people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Black participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1702	308	435	625	335	259	209	109	642	359	124	1295	208	186	813	878	1243	352
Unweighted Total	1626	281	541	548	256	230	189	168	563	325	151	1218	199	192	784	816	1251	297
NET: Agree	27	31	24	29	23	25	30	34	27	27	16	28	25	21	34	20	26	24
Strongly agree	10	12	8	11	7	7	9	16	10	9	8	10	6	10	13	6	10	9
Somewhat agree	17	19	16	17	16	18	21	19	16	18	8	18	20	11	21	14	16	16
NET: Disagree	65	65	68	62	69	66	54	59	67	65	77	65	68	67	59	71	66	67
Somewhat disagree	37	30	39	39	37	35	35	34	37	42	30	37	41	33	38	36	35	43
Strongly disagree	29	35	29	24	32	31	20	26	30	24	47	28	27	34	22	35	31	24
Cannot say	8	4	8	9	9	9	15	6	6	8	6	7	6	12	7	9	8	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Black people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Black participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1702	177	339	637	537	629	632	268	124	987	317	385	1108	157	-	137	161	122
Unweighted Total	1626	133	343	578	556	623	576	246	133	1064	265	281	900	424	-	101	69	110
NET: Agree	27	30	24	27	26	29	25	22	30	23	25	36	23	30	-	38	31	35
Strongly agree	10	10	9	9	10	11	8	8	12	8	11	12	9	13	-	7	13	9
Somewhat agree	17	20	15	18	16	18	17	13	18	15	15	24	14	17	-	31	19	26
NET: Disagree	65	56	67	66	67	65	66	71	59	69	65	57	69	62	-	54	59	60
Somewhat disagree	37	30	40	38	36	37	37	38	36	40	31	33	41	29	-	31	30	30
Strongly disagree	29	27	27	28	31	28	29	33	23	29	34	24	29	33	-	23	30	30
Cannot say	8	13	9	7	7	6	8	7	11	8	10	7	8	8	-	8	9	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Black people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Black participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1702	603	631	468	637	542	522	659	533	510	590	610	502
Unweighted Total	1626	575	569	482	593	512	521	635	486	505	567	586	473
NET: Agree	27	42	22	13	39	25	14	38	24	15	34	21	25
Strongly agree	10	18	5	4	17	7	3	15	8	5	12	6	11
Somewhat agree	17	24	17	9	22	18	10	24	16	10	22	15	14
NET: Disagree	65	46	72	81	50	68	81	49	72	79	57	71	68
Somewhat disagree	37	31	43	36	33	39	39	31	43	38	35	42	32
Strongly disagree	29	16	29	45	17	29	42	18	30	41	22	29	36
Cannot say	8	12	6	6	10	7	5	12	4	6	9	8	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **South Asian** people is no longer a problem in Canada.*

SUBSAMPLE: Excludes South Asian participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1554	307	368	576	303	194	180	98	592	380	110	1145	175	228	759	784	1117	381
Unweighted Total	1664	320	546	554	244	192	171	160	642	355	144	1244	192	219	852	788	1276	329
NET: Agree -----	26	26	27	28	20	23	24	23	22	35	19	28	18	22	30	22	22	35
Strongly agree	7	8	7	7	5	6	8	8	5	10	4	7	4	6	9	5	6	9
Somewhat agree	19	18	20	20	15	17	16	15	17	26	15	20	14	16	21	17	16	27
NET: Disagree -----	57	61	55	54	64	66	62	64	63	41	59	57	60	56	56	58	64	39
Somewhat disagree	33	36	30	30	38	38	29	41	35	29	30	32	35	35	33	34	35	27
Strongly disagree	24	25	25	24	25	28	33	23	28	12	29	25	25	21	23	25	28	12
Cannot say	17	12	18	19	17	11	14	13	15	24	22	15	22	23	14	20	14	26

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **South Asian** people is no longer a problem in Canada.*

SUBSAMPLE: Excludes South Asian participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1554	168	349	594	432	576	592	233	114	986	253	303	1131	100	75	108	-	131
Unweighted Total	1664	125	351	578	599	674	586	244	119	1026	276	348	911	316	237	82	-	108
NET: Agree -----	26	35	22	24	26	29	23	22	26	26	22	30	23	35	33	37	-	26
Strongly agree	7	10	6	6	7	8	5	8	9	7	5	10	6	14	7	4	-	11
Somewhat agree	19	25	16	19	19	21	18	15	17	19	18	19	17	21	27	32	-	14
NET: Disagree -----	57	48	54	59	63	56	59	58	61	55	64	60	58	52	54	50	-	66
Somewhat disagree	33	35	29	32	37	33	35	30	26	32	37	33	34	31	29	31	-	29
Strongly disagree	24	13	24	27	26	23	23	28	35	23	27	27	24	20	26	19	-	37
Cannot say	17	16	24	17	11	14	18	20	13	20	14	11	19	13	13	13	-	8

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **South Asian** people is no longer a problem in Canada.*

SUBSAMPLE: Excludes South Asian participants

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1554	542	534	478	524	513	516	623	430	501	544	560	449
Unweighted Total	1664	573	581	510	563	538	563	657	471	536	564	633	467
NET: Agree	26	34	24	18	34	24	19	33	24	17	29	23	24
-----													
Strongly agree	7	12	4	5	10	6	4	11	3	5	7	5	9
Somewhat agree	19	23	20	13	24	18	14	22	21	12	22	18	15
NET: Disagree	57	43	61	70	44	61	68	46	59	70	49	62	63
-----													
Somewhat disagree	33	26	37	37	29	34	36	28	33	39	33	36	30
Strongly disagree	24	17	24	33	15	26	32	19	26	30	16	26	33
Cannot say	17	22	15	13	22	16	14	20	17	13	22	15	13



# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Indigenous people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Indigenous participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1738	333	458	600	347	233	181	118	680	419	107	1321	213	191	826	896	1234	404
Unweighted Total	1666	314	547	546	259	187	166	155	649	377	132	1310	175	169	798	853	1243	347
NET: Agree -----	20	23	20	21	14	24	20	26	19	16	21	19	26	20	24	16	20	16
Strongly agree	6	5	8	6	2	6	5	10	6	4	10	5	10	5	7	4	5	5
Somewhat agree	14	18	12	15	12	18	15	16	14	12	11	13	16	15	16	12	14	12
NET: Disagree -----	72	66	70	72	78	69	73	65	72	73	71	73	66	70	67	76	73	73
Somewhat disagree	31	24	31	33	32	34	34	24	30	32	23	32	20	31	30	32	30	33
Strongly disagree	41	42	39	39	46	35	39	41	42	41	48	41	46	39	37	45	43	40
Cannot say	9	11	10	7	8	7	7	9	8	12	8	8	8	10	9	8	7	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Indigenous people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Indigenous participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1738	144	315	715	559	608	702	254	117	940	327	454	1200	-	135	89	143	167
Unweighted Total	1666	96	282	635	645	593	644	255	113	808	341	497	976	-	422	69	60	131
NET: Agree -----	20	26	21	18	19	21	18	19	19	18	16	25	17	-	16	21	30	29
Strongly agree	6	12	5	6	5	6	5	6	7	6	4	6	6	-	6	3	8	7
Somewhat agree	14	14	16	13	14	15	13	13	12	12	12	19	12	-	10	18	22	22
NET: Disagree -----	72	61	68	73	74	72	74	72	73	74	75	65	75	-	77	70	58	56
Somewhat disagree	31	25	32	31	30	32	32	28	29	32	29	30	33	-	21	32	28	22
Strongly disagree	41	36	36	42	44	40	42	44	44	43	46	35	42	-	56	37	30	34
Cannot say	9	13	10	8	7	7	8	9	8	8	9	10	8	-	7	9	12	15

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10D. How much do you agree or disagree with each of the following statements?

*Discrimination against **Indigenous people** is no longer a problem in Canada.*

SUBSAMPLE: Excludes Indigenous participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1738	588	591	560	600	535	603	649	523	566	576	614	548
Unweighted Total	1666	549	545	572	567	494	605	602	488	576	551	580	535
NET: Agree	20	29	21	8	29	18	11	26	23	9	27	16	16
-----													
Strongly agree	6	9	6	3	9	4	4	8	6	3	9	4	5
Somewhat agree	14	20	16	6	20	14	8	18	17	6	19	12	11
NET: Disagree	72	57	70	88	57	74	84	62	68	86	61	78	75
-----													
Somewhat disagree	31	31	30	31	30	34	28	34	24	33	32	34	26
Strongly disagree	41	27	40	57	27	40	56	28	43	53	29	44	49
Cannot say	9	14	9	3	14	8	5	12	9	5	12	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of \_\_\_\_ in Canada. (COMBINED GROUPS)*

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	59	67	57	55	63	61	58	63	63	51	59	59	61	57	59	59	62	50
Strongly agree	21	29	20	18	20	21	22	20	23	17	24	21	23	20	19	23	23	16
Somewhat agree	38	37	37	37	42	40	36	43	40	35	35	38	38	37	40	36	39	34
NET: Disagree -----	26	20	27	28	26	27	27	25	24	30	23	26	24	27	29	23	25	30
Somewhat disagree	16	14	18	17	16	15	18	17	15	19	14	16	16	16	18	15	16	19
Strongly disagree	10	7	9	11	10	12	9	9	9	11	9	10	8	10	11	9	9	11
Cannot say	15	13	16	17	11	12	15	12	13	19	17	14	15	16	12	17	13	21

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of \_\_\_\_ in Canada. (COMBINED GROUPS)*

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	59	59	57	59	61	61	59	58	59	58	65	59	58	62	70	62	59	63
Strongly agree	21	23	21	21	20	21	20	22	26	21	23	20	20	27	34	15	25	21
Somewhat agree	38	35	36	38	40	40	39	35	34	37	41	39	38	35	35	47	34	41
NET: Disagree	26	22	26	27	27	26	26	27	25	27	22	27	27	23	16	28	25	23
Somewhat disagree	16	12	16	17	17	18	16	16	13	17	15	17	17	14	11	21	14	16
Strongly disagree	10	9	10	10	9	8	10	11	12	10	7	11	10	9	5	8	11	7
Cannot say	15	20	17	14	13	13	15	16	15	15	13	14	15	15	14	10	16	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of \_\_\_\_ in Canada. (COMBINED GROUPS)*

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	59	47	61	71	47	60	70	49	61	69	48	63	68
Strongly agree	21	14	19	32	15	20	29	14	21	30	11	22	31
Somewhat agree	38	33	42	39	33	41	41	35	41	39	37	40	37
NET: Disagree	26	34	26	18	34	25	18	32	26	19	35	23	20
Somewhat disagree	16	19	18	11	20	18	11	18	18	12	21	16	12
Strongly disagree	10	14	8	7	14	8	7	13	8	7	14	7	8
Cannot say	15	19	13	11	18	14	12	19	12	12	17	14	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Chinese people** in Canada.*

SUBSAMPLE: Excludes Chinese participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1625	314	356	615	341	212	172	106	627	396	112	1207	186	224	756	859	1150	406
Unweighted Total	1663	314	518	576	255	192	156	169	630	366	150	1254	188	211	777	861	1248	353
NET: Agree -----	47	59	45	40	49	57	49	55	50	31	51	46	44	53	48	45	53	30
Strongly agree	14	23	13	13	11	21	21	18	14	7	14	14	15	18	14	15	17	7
Somewhat agree	32	35	32	27	38	35	28	37	36	24	36	32	28	35	34	30	35	23
NET: Disagree -----	30	22	31	32	35	29	28	30	28	38	26	32	25	29	32	29	28	39
Somewhat disagree	19	15	19	19	21	13	19	20	17	24	17	19	17	20	21	17	17	26
Strongly disagree	12	6	11	13	14	16	9	10	11	14	9	13	8	9	12	12	11	14
Cannot say	23	20	24	28	15	15	23	15	22	31	23	23	31	18	19	26	20	31

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Chinese people** in Canada.*

SUBSAMPLE: Excludes Chinese participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1625	166	337	660	458	573	601	304	98	1013	288	313	1202	85	79	-	148	103
Unweighted Total	1663	116	339	604	596	601	599	306	103	1019	292	341	949	291	244	-	61	104
NET: Agree -----	47	53	45	47	45	48	47	45	39	46	52	46	44	61	66	-	43	60
Strongly agree	14	23	13	14	13	14	15	14	15	14	16	13	13	25	28	-	14	16
Somewhat agree	32	30	33	33	32	34	32	31	24	32	36	32	31	36	38	-	29	44
NET: Disagree -----	30	22	31	31	32	31	29	33	37	32	27	29	33	21	13	-	30	21
Somewhat disagree	19	12	21	18	19	20	18	20	20	20	16	17	20	14	8	-	17	12
Strongly disagree	12	9	10	13	12	11	11	13	16	12	10	13	13	7	5	-	14	9
Cannot say	23	25	24	22	23	21	24	22	24	22	21	25	23	17	21	-	27	19



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Chinese people** in Canada.*

SUBSAMPLE: Excludes Chinese participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1625	597	539	489	548	525	553	653	503	469	536	584	505
Unweighted Total	1663	572	554	537	550	525	588	623	525	515	533	613	517
NET: Agree	47	38	44	60	36	44	59	39	48	55	38	48	54
-----													
Strongly agree	14	10	11	23	9	13	21	10	14	20	8	15	20
Somewhat agree	32	29	32	37	27	31	38	29	34	35	30	33	34
NET: Disagree	30	36	32	22	37	32	23	34	32	23	39	29	22
-----													
Somewhat disagree	19	20	21	13	21	21	14	20	23	12	23	22	11
Strongly disagree	12	15	11	9	16	10	8	14	10	11	16	8	12
Cannot say	23	26	24	18	26	25	18	27	19	22	23	22	23

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Black people** in Canada.*

SUBSAMPLE: Excludes Black participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1702	308	435	625	335	259	209	109	642	359	124	1295	208	186	813	878	1243	352
Unweighted Total	1626	281	541	548	256	230	189	168	563	325	151	1218	199	192	784	816	1251	297
NET: Agree -----	63	71	59	60	67	61	62	63	67	57	63	63	68	60	61	65	64	57
Strongly agree	21	30	20	17	20	19	21	19	22	18	29	20	27	23	18	23	22	17
Somewhat agree	42	41	39	42	46	42	41	44	45	39	34	43	41	38	43	41	42	40
NET: Disagree -----	27	21	31	29	24	27	23	27	26	32	25	27	26	25	30	24	26	31
Somewhat disagree	18	13	23	18	15	17	18	18	18	21	13	18	17	16	20	16	17	20
Strongly disagree	9	9	7	11	9	10	5	8	9	11	12	9	9	9	11	8	9	11
Cannot say	10	7	11	11	10	12	15	10	7	11	11	10	6	15	8	12	10	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Black people** in Canada.*

SUBSAMPLE: Excludes Black participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1702	177	339	637	537	629	632	268	124	987	317	385	1108	157	-	137	161	122
Unweighted Total	1626	133	343	578	556	623	576	246	133	1064	265	281	900	424	-	101	69	110
NET: Agree	63	60	63	62	65	64	60	68	66	63	67	60	62	65	-	61	66	64
Strongly agree	21	21	26	18	21	22	15	29	26	22	21	18	19	32	-	14	27	21
Somewhat agree	42	39	37	44	44	42	45	38	40	41	46	42	44	33	-	47	38	43
NET: Disagree	27	22	27	30	25	28	31	21	21	26	23	32	27	23	-	33	24	28
Somewhat disagree	18	12	15	20	19	19	20	13	13	17	17	20	18	14	-	22	16	24
Strongly disagree	9	10	11	10	6	9	11	8	8	9	6	11	10	9	-	10	8	3
Cannot say	10	17	11	8	10	8	10	11	13	11	10	8	10	12	-	6	11	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Black people** in Canada.*

SUBSAMPLE: Excludes Black participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1702	603	631	468	637	542	522	659	533	510	590	610	502
Unweighted Total	1626	575	569	482	593	512	521	635	486	505	567	586	473
NET: Agree -----	63	45	69	78	47	67	77	47	68	77	50	66	74
Strongly agree	21	13	19	33	15	18	31	12	21	32	7	25	32
Somewhat agree	42	32	50	45	32	49	47	35	47	45	43	41	42
NET: Disagree -----	27	39	24	16	38	25	16	37	25	17	37	24	18
Somewhat disagree	18	24	17	12	24	18	11	22	18	12	23	17	13
Strongly disagree	9	16	7	4	14	7	5	14	7	5	14	7	5
Cannot say	10	16	8	6	15	8	7	16	7	6	13	10	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **South Asian people** in Canada.*

SUBSAMPLE: Excludes South Asian participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1554	307	368	576	303	194	180	98	592	380	110	1145	175	228	759	784	1117	381
Unweighted Total	1664	320	546	554	244	192	171	160	642	355	144	1244	192	219	852	788	1276	329
NET: Agree	50	58	48	46	52	55	51	63	55	38	45	51	51	44	50	49	55	36
Strongly agree	14	24	11	11	12	15	16	14	16	10	12	15	14	10	13	15	16	9
Somewhat agree	36	34	37	34	40	40	35	49	39	28	33	36	38	34	38	35	40	26
NET: Disagree	30	25	30	32	29	30	30	25	28	34	26	30	27	32	33	26	28	33
Somewhat disagree	18	19	16	19	17	17	16	19	17	21	14	18	19	17	20	16	17	20
Strongly disagree	12	6	13	14	12	13	14	6	11	13	12	12	8	15	13	10	11	13
Cannot say	20	17	22	22	19	15	19	12	17	28	29	20	22	23	16	24	16	31

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **South Asian people** in Canada.*

SUBSAMPLE: Excludes South Asian participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1554	168	349	594	432	576	592	233	114	986	253	303	1131	100	75	108	-	131
Unweighted Total	1664	125	351	578	599	674	586	244	119	1026	276	348	911	316	237	82	-	108
NET: Agree -----	50	47	48	50	53	51	51	43	55	46	59	53	47	60	63	55	-	57
Strongly agree	14	13	15	14	14	14	14	11	16	13	16	15	13	22	23	9	-	18
Somewhat agree	36	34	33	37	39	37	37	32	39	33	43	38	35	38	40	46	-	39
NET: Disagree -----	30	28	27	30	32	30	28	34	28	31	24	30	31	24	22	28	-	27
Somewhat disagree	18	15	17	18	20	19	16	20	13	18	16	17	18	14	16	21	-	14
Strongly disagree	12	13	11	12	12	10	12	14	15	12	8	13	13	10	6	6	-	13
Cannot say	20	25	25	20	15	19	21	23	17	23	16	17	22	17	15	18	-	16

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **South Asian people** in Canada.*

SUBSAMPLE: Excludes South Asian participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1554	542	534	478	524	513	516	623	430	501	544	560	449
Unweighted Total	1664	573	581	510	563	538	563	657	471	536	564	633	467
NET: Agree -----	50	43	53	55	42	53	55	45	50	56	38	55	58
Strongly agree	14	9	13	20	8	15	19	11	11	20	6	14	23
Somewhat agree	36	33	41	34	34	39	36	34	39	36	32	41	35
NET: Disagree -----	30	32	31	26	34	29	26	31	31	27	39	24	26
Somewhat disagree	18	19	19	16	20	19	15	18	20	16	23	15	16
Strongly disagree	12	13	12	10	14	10	11	13	10	11	16	9	10
Cannot say	20	25	16	20	23	18	20	24	19	17	23	21	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Indigenous people** in Canada.*

SUBSAMPLE: Excludes Indigenous participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1738	333	458	600	347	233	181	118	680	419	107	1321	213	191	826	896	1234	404
Unweighted Total	1666	314	547	546	259	187	166	155	649	377	132	1310	175	169	798	853	1243	347
NET: Agree -----	75	77	72	74	80	71	70	70	78	77	79	76	77	74	75	76	75	77
Strongly agree	34	39	33	31	36	30	30	29	38	31	42	34	34	34	30	38	36	30
Somewhat agree	42	38	40	43	44	42	40	41	40	46	37	41	43	40	45	39	39	47
NET: Disagree -----	18	14	20	19	17	22	27	21	15	16	15	18	18	20	20	16	19	15
Somewhat disagree	11	9	13	12	11	14	18	10	10	10	12	11	12	12	12	11	12	10
Strongly disagree	7	5	7	7	6	8	9	10	6	6	3	6	6	9	8	5	7	5
Cannot say	7	8	8	7	3	7	3	9	7	7	6	7	5	6	5	8	6	8



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Indigenous people** in Canada.*

SUBSAMPLE: Excludes Indigenous participants

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1738	144	315	715	559	608	702	254	117	940	327	454	1200	-	135	89	143	167
Unweighted Total	1666	96	282	635	645	593	644	255	113	808	341	497	976	-	422	69	60	131
NET: Agree -----	75	76	75	76	75	79	75	75	73	77	78	71	78	-	76	72	68	68
Strongly agree	34	38	32	36	31	33	34	34	44	35	37	30	35	-	44	23	34	27
Somewhat agree	42	38	43	40	43	46	40	40	29	42	41	41	43	-	31	49	34	40
NET: Disagree -----	18	14	19	18	19	16	19	19	17	18	16	20	17	-	15	23	22	19
Somewhat disagree	11	9	11	12	12	12	11	11	9	11	11	13	11	-	10	18	10	14
Strongly disagree	7	5	8	6	6	4	8	8	8	7	5	7	6	-	5	5	12	5
Cannot say	7	11	7	6	6	5	6	6	10	5	7	9	5	-	9	5	10	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10E. How much do you agree or disagree with each of the following statements?

*It is easy to understand the anger of **Indigenous people** in Canada.*

SUBSAMPLE: Excludes Indigenous participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1738	588	591	560	600	535	603	649	523	566	576	614	548
Unweighted Total	1666	549	545	572	567	494	605	602	488	576	551	580	535
NET: Agree -----	75	62	75	89	62	77	88	66	76	86	64	80	82
Strongly agree	34	23	32	48	25	32	45	24	34	45	22	34	45
Somewhat agree	42	40	44	41	37	45	43	42	42	40	42	46	36
NET: Disagree -----	18	27	18	8	28	16	9	25	18	10	26	14	14
Somewhat disagree	11	15	14	5	16	12	6	14	14	7	15	9	10
Strongly disagree	7	13	4	3	12	4	3	11	5	3	11	5	4
Cannot say	7	10	7	3	10	7	3	10	6	4	10	5	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many \_\_\_\_ cannot get ahead these days.* (COMBINED GROUPS)

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	43	57	43	37	41	46	39	40	45	40	47	44	45	38	42	44	44	38
Strongly agree	13	22	14	9	10	15	10	9	14	11	18	13	13	11	11	14	14	9
Somewhat agree	30	36	29	28	31	31	29	32	31	29	29	31	32	27	31	30	31	28
NET: Disagree -----	39	29	39	43	42	39	44	43	39	38	31	39	37	41	44	35	39	39
Somewhat disagree	23	18	23	24	25	21	26	25	22	24	20	23	22	25	25	21	22	25
Strongly disagree	16	10	16	19	17	18	18	18	17	14	11	17	15	16	19	14	17	14
Cannot say	18	14	18	20	17	15	17	17	16	22	22	17	18	21	15	21	16	23

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many \_\_\_\_ cannot get ahead these days.* (COMBINED GROUPS)

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	43	47	42	41	46	45	45	38	42	41	47	47	39	52	56	49	58	53
Strongly agree	13	18	11	12	13	13	13	11	17	11	15	15	10	19	24	15	18	18
Somewhat agree	30	29	31	29	33	32	32	27	25	29	31	32	29	32	32	34	40	34
NET: Disagree	39	31	39	41	39	40	38	42	40	40	37	38	42	34	27	41	28	34
Somewhat disagree	23	17	22	25	23	25	21	23	21	23	22	23	24	18	18	33	14	19
Strongly disagree	16	14	18	17	16	15	17	19	19	17	15	16	18	17	9	8	14	14
Cannot say	18	22	19	18	15	15	17	20	18	19	17	15	19	14	17	11	14	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many \_\_\_\_ cannot get ahead these days.* (COMBINED GROUPS)

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	43	33	43	55	33	44	52	35	45	52	32	45	53
-----													
Strongly agree	13	10	11	17	9	12	16	10	12	16	8	11	20
Somewhat agree	30	23	32	37	24	32	36	24	33	35	24	34	33
NET: Disagree	39	46	40	30	47	38	32	44	40	32	50	36	30
-----													
Somewhat disagree	23	23	26	19	24	25	19	23	25	20	27	23	17
Strongly disagree	16	23	14	11	23	14	12	21	15	12	22	13	13
Cannot say	18	21	17	15	20	18	16	22	15	16	18	19	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Chinese people** cannot get ahead these days.*

SUBSAMPLE: Excludes Chinese participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1625	314	356	615	341	212	172	106	627	396	112	1207	186	224	756	859	1150	406
Unweighted Total	1663	314	518	576	255	192	156	169	630	366	150	1254	188	211	777	861	1248	353
NET: Agree -----	32	54	32	25	26	34	31	30	34	27	38	32	33	30	31	33	34	27
Strongly agree	7	18	8	5	3	12	6	3	9	5	11	8	7	7	6	8	9	4
Somewhat agree	25	35	24	20	23	22	26	27	26	23	27	25	26	23	25	24	25	23
NET: Disagree -----	44	31	45	46	52	43	48	45	44	45	36	45	37	44	50	39	43	46
Somewhat disagree	24	20	25	23	30	22	31	28	22	25	26	24	22	28	29	21	24	27
Strongly disagree	20	11	21	22	22	21	17	17	22	19	10	21	15	16	21	18	20	19
Cannot say	24	15	23	30	22	23	21	25	22	28	26	22	29	26	19	28	23	27

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Chinese people** cannot get ahead these days.*

SUBSAMPLE: Excludes Chinese participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1625	166	337	660	458	573	601	304	98	1013	288	313	1202	85	79	-	148	103
Unweighted Total	1663	116	339	604	596	601	599	306	103	1019	292	341	949	291	244	-	61	104
NET: Agree -----	32	43	33	30	31	33	34	29	26	32	33	31	28	50	35	-	50	35
Strongly agree	7	14	6	7	7	7	9	5	11	7	8	9	6	19	13	-	10	9
Somewhat agree	25	29	27	24	23	26	25	23	15	26	25	22	23	31	22	-	40	26
NET: Disagree -----	44	32	43	46	46	46	41	46	52	44	43	48	46	34	43	-	28	48
Somewhat disagree	24	14	23	27	25	30	21	24	19	24	20	29	25	21	30	-	14	30
Strongly disagree	20	18	20	19	21	17	20	22	33	19	23	18	21	13	13	-	13	17
Cannot say	24	25	24	24	23	21	25	25	22	24	24	21	25	16	22	-	22	17

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Chinese people** cannot get ahead these days.*

SUBSAMPLE: Excludes Chinese participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1625	597	539	489	548	525	553	653	503	469	536	584	505
Unweighted Total	1663	572	554	537	550	525	588	623	525	515	533	613	517
NET: Agree	32	25	33	40	24	34	39	27	35	37	25	32	40
-----													
Strongly agree	7	6	7	10	6	8	8	7	7	9	6	7	11
Somewhat agree	25	19	26	30	19	25	30	20	28	28	19	25	30
NET: Disagree	44	49	44	37	50	44	38	46	47	39	54	43	34
-----													
Somewhat disagree	24	24	27	22	23	27	23	22	28	23	28	26	19
Strongly disagree	20	26	17	15	27	17	15	23	18	16	26	18	16
Cannot say	24	25	23	23	26	23	23	27	19	24	21	25	25



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Black people** cannot get ahead these days.*

SUBSAMPLE: Excludes Black participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1702	308	435	625	335	259	209	109	642	359	124	1295	208	186	813	878	1243	352
Unweighted Total	1626	281	541	548	256	230	189	168	563	325	151	1218	199	192	784	816	1251	297
NET: Agree -----	47	63	46	40	48	46	41	51	48	46	57	48	50	43	46	48	47	45
Strongly agree	14	24	15	8	12	12	12	16	12	13	27	14	12	15	12	15	14	12
Somewhat agree	34	38	31	32	36	34	30	35	35	34	30	34	38	29	34	33	33	33
NET: Disagree -----	39	27	41	44	37	40	40	35	41	39	27	39	39	38	43	35	39	38
Somewhat disagree	22	15	26	24	22	22	26	21	22	24	15	22	22	23	22	23	22	24
Strongly disagree	17	12	15	20	15	18	14	14	19	15	12	17	17	15	20	13	17	14
Cannot say	14	10	12	16	15	14	19	13	11	15	16	13	11	18	11	16	13	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Black people** cannot get ahead these days.*

SUBSAMPLE: Excludes Black participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	other
Total	1702	177	339	637	537	629	632	268	124	987	317	385	1108	157	-	137	161	122
Unweighted Total	1626	133	343	578	556	623	576	246	133	1064	265	281	900	424	-	101	69	110
NET: Agree -----	47	48	46	44	53	50	48	46	44	46	50	49	44	53	-	45	64	55
Strongly agree	14	19	14	11	14	15	12	14	18	14	13	14	11	23	-	13	22	15
Somewhat agree	34	28	32	33	39	35	36	33	26	33	36	35	32	31	-	31	43	40
NET: Disagree -----	39	29	39	45	35	39	39	37	45	39	34	41	41	35	-	44	28	35
Somewhat disagree	22	15	22	26	21	23	22	24	24	22	23	22	24	17	-	35	9	21
Strongly disagree	17	14	17	19	14	17	17	13	21	17	11	19	17	19	-	9	19	14
Cannot say	14	23	15	11	12	11	13	17	11	14	16	10	15	11	-	12	8	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Black people** cannot get ahead these days.*

SUBSAMPLE: Excludes Black participants

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1702	603	631	468	637	542	522	659	533	510	590	610	502
Unweighted Total	1626	575	569	482	593	512	521	635	486	505	567	586	473
NET: Agree -----	47	36	47	63	37	50	57	37	51	58	34	49	61
Strongly agree	14	10	13	19	10	14	18	10	13	19	8	11	23
Somewhat agree	34	26	34	44	27	36	39	26	38	39	26	38	38
NET: Disagree -----	39	47	39	29	47	36	32	46	37	32	49	36	30
Somewhat disagree	22	23	24	19	24	22	21	23	23	21	25	24	17
Strongly disagree	17	24	14	9	24	13	11	23	14	11	24	13	13
Cannot say	14	17	14	9	16	14	11	18	12	10	16	15	9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **South Asian people** cannot get ahead these days.*

SUBSAMPLE: Excludes South Asian participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1554	307	368	576	303	194	180	98	592	380	110	1145	175	228	759	784	1117	381
Unweighted Total	1664	320	546	554	244	192	171	160	642	355	144	1244	192	219	852	788	1276	329
NET: Agree -----	35	49	36	29	30	46	32	33	38	27	34	35	39	30	33	36	39	23
Strongly agree	9	17	12	6	6	13	6	3	12	7	9	10	8	8	8	10	10	5
Somewhat agree	26	32	25	23	24	34	25	30	26	20	25	25	31	23	25	26	28	18
NET: Disagree -----	42	31	39	46	47	39	49	47	40	44	31	42	37	45	46	37	41	45
Somewhat disagree	24	20	21	25	29	21	25	29	21	29	19	24	23	24	26	22	23	28
Strongly disagree	18	11	17	21	18	18	24	18	18	15	11	18	15	21	20	15	18	17
Cannot say	23	20	25	25	23	15	19	20	22	29	35	23	24	24	20	26	21	32

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **South Asian people** cannot get ahead these days.*

SUBSAMPLE: Excludes South Asian participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1554	168	349	594	432	576	592	233	114	986	253	303	1131	100	75	108	-	131
Unweighted Total	1664	125	351	578	599	674	586	244	119	1026	276	348	911	316	237	82	-	108
NET: Agree	35	41	36	30	38	37	36	26	39	31	38	44	30	51	50	45	-	52
Strongly agree	9	10	9	9	11	11	8	8	13	8	12	13	7	15	15	11	-	24
Somewhat agree	26	31	27	22	27	26	28	18	27	24	27	30	23	36	35	34	-	28
NET: Disagree	42	34	40	44	43	43	41	47	32	43	44	37	44	34	31	39	-	32
Somewhat disagree	24	25	21	25	25	28	23	21	20	24	28	20	26	17	16	30	-	15
Strongly disagree	18	9	19	19	18	16	18	26	13	18	16	17	19	17	14	9	-	16
Cannot say	23	25	24	26	19	20	22	27	28	26	18	19	26	16	20	16	-	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **South Asian people** cannot get ahead these days.*

SUBSAMPLE: Excludes South Asian participants

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	=====	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1554	542	534	478	524	513	516	623	430	501	544	560	449
Unweighted Total	1664	573	581	510	563	538	563	657	471	536	564	633	467
NET: Agree	35	28	37	41	27	35	43	30	37	40	24	40	43
-----													
Strongly agree	9	8	8	13	7	8	13	8	8	13	4	10	15
Somewhat agree	26	20	29	28	20	27	31	22	29	27	20	29	28
NET: Disagree	42	47	43	35	48	43	34	45	43	36	54	36	34
-----													
Somewhat disagree	24	25	27	19	28	26	18	25	27	20	32	21	18
Strongly disagree	18	21	16	15	20	17	16	21	16	16	22	15	16
Cannot say	23	26	20	24	25	22	23	25	20	24	22	25	23

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Indigenous people** cannot get ahead these days.*

SUBSAMPLE: Excludes Indigenous participants

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1738	333	458	600	347	233	181	118	680	419	107	1321	213	191	826	896	1234	404
Unweighted Total	1666	314	547	546	259	187	166	155	649	377	132	1310	175	169	798	853	1243	347
NET: Agree -----	57	63	54	53	59	56	52	45	59	58	59	58	54	53	54	58	56	56
Strongly agree	19	27	19	17	19	23	16	11	21	18	24	19	24	16	17	21	20	16
Somewhat agree	37	37	35	37	40	33	36	34	38	40	35	38	30	37	37	37	36	40
NET: Disagree -----	32	25	33	36	32	36	39	45	31	26	31	32	35	33	37	29	34	28
Somewhat disagree	21	18	20	22	20	21	21	23	21	19	22	20	22	22	23	19	21	20
Strongly disagree	12	7	13	13	11	16	18	22	10	7	9	12	13	11	14	10	13	7
Cannot say	11	12	13	11	9	7	9	10	11	16	10	11	11	14	9	13	9	17

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Indigenous people** cannot get ahead these days.*

SUBSAMPLE: Excludes Indigenous participants

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1738	144	315	715	559	608	702	254	117	940	327	454	1200	-	135	89	143	167
Unweighted Total	1666	96	282	635	645	593	644	255	113	808	341	497	976	-	422	69	60	131
NET: Agree -----	57	57	53	57	58	59	57	53	54	53	62	59	54	-	72	59	58	63
Strongly agree	19	28	15	20	19	19	20	18	25	17	26	19	17	-	35	23	21	23
Somewhat agree	37	29	37	37	39	40	37	35	30	36	36	39	37	-	37	36	37	40
NET: Disagree -----	32	28	36	32	32	31	33	37	32	35	28	30	35	-	16	39	30	25
Somewhat disagree	21	15	21	21	21	21	20	22	20	22	18	21	22	-	12	34	19	14
Strongly disagree	12	13	14	11	11	10	12	15	12	13	10	10	13	-	4	5	10	11
Cannot say	11	15	12	12	10	10	10	10	13	12	10	11	12	-	12	2	12	12



Q10F. How much do you agree or disagree with each of the following statements?

*Racial discrimination is the main reason why many **Indigenous people** cannot get ahead these days.*

SUBSAMPLE: Excludes Indigenous participants

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1738	588	591	560	600	535	603	649	523	566	576	614	548
Unweighted Total	1666	549	545	572	567	494	605	602	488	576	551	580	535
NET: Agree	57	44	54	73	44	57	69	46	57	68	45	59	66
-----													
Strongly agree	19	16	17	26	14	18	26	16	19	24	13	17	28
Somewhat agree	37	28	37	46	30	38	43	30	38	44	32	41	37
NET: Disagree	32	41	34	21	42	32	23	38	34	24	42	30	24
-----													
Somewhat disagree	21	22	24	15	22	24	16	22	23	17	24	21	16
Strongly disagree	12	19	9	6	20	8	7	16	11	7	18	9	8
Cannot say	11	15	12	6	14	12	8	16	9	7	12	12	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q11. Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Most people can be trusted	38	30	37	37	51	41	38	34	39	38	37	39	37	35	43	34	39	37
You cannot be too careful in dealing with people	58	66	59	60	47	56	58	62	57	59	61	58	59	61	54	62	58	59
Cannot say	3	3	5	4	2	3	4	3	4	4	2	3	4	3	3	4	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q11. Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Most people can be trusted	38	30	33	36	47	49	38	25	20	39	36	39	39	39	32	40	36	40
You cannot be too careful in dealing with people	58	65	64	61	48	48	59	72	77	58	60	57	58	57	65	55	57	56
Cannot say	3	4	3	3	4	3	3	2	2	3	4	4	3	4	3	5	8	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q11. Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Most people can be trusted	38	34	40	42	35	37	42	36	39	41	36	41	37
You cannot be too careful in dealing with people	58	61	57	56	60	59	55	59	59	57	59	56	60
Cannot say	3	5	3	2	4	4	2	5	3	2	4	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1a. In the past few years, have you been in a group when someone told a joke at the expense of Indigenous people?  
And do you know other people this has happened to?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Yes, I have been in a group where this has happened	20	27	23	18	12	25	27	33	17	13	26	18	27	23	20	20	23	13
Yes, I know someone else who this has happened to	14	23	17	9	9	17	14	21	15	9	13	14	14	12	13	15	16	8
No, nothing like this has happened to me or to people I know	66	52	60	71	79	61	61	51	68	75	61	68	58	65	66	67	62	75
Cannot say	4	2	5	4	3	3	3	3	4	5	4	4	3	4	4	4	3	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1a. In the past few years, have you been in a group when someone told a joke at the expense of Indigenous people?  
And do you know other people this has happened to?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Yes, I have been in a group where this has happened	20	30	17	19	19	20	19	21	27	23	19	13	20	49	23	13	14	11
Yes, I know someone else who this has happened to	14	16	12	13	15	15	14	12	15	14	15	14	11	30	22	11	19	20
No, nothing like this has happened to me or to people I know	66	54	71	67	67	67	67	69	55	65	65	71	70	27	58	73	64	67
Cannot say	4	5	4	4	3	3	3	3	8	3	4	4	4	3	1	4	7	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1a. In the past few years, have you been in a group when someone told a joke at the expense of Indigenous people?  
And do you know other people this has happened to?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Yes, I have been in a group where this has happened	20	18	18	23	18	21	21	17	21	23	17	21	21
Yes, I know someone else who this has happened to	14	12	14	17	12	15	14	11	16	16	15	15	11
No, nothing like this has happened to me or to people I know	66	66	68	63	67	64	68	69	64	65	65	65	69
Cannot say	4	6	3	2	6	3	2	5	4	1	5	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1b. How common do you think it is today that someone would tell the kind of joke that Jason did?

Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Often	16	24	17	13	11	18	19	14	15	12	21	15	19	19	14	18	17	13
Sometimes	41	44	42	39	40	44	44	51	41	34	37	40	44	42	39	43	43	35
Rarely	28	21	27	30	32	26	26	22	28	32	30	29	26	24	32	25	27	31
Never	8	5	8	10	9	6	7	6	9	11	4	9	6	7	10	7	7	11
Cannot say	7	6	6	8	7	6	3	7	6	10	8	7	5	7	6	7	6	9



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1b. How common do you think it is today that someone would tell the kind of joke that Jason did?

Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Often	16	24	16	16	13	14	14	19	27	17	16	13	15	40	28	6	8	15
Sometimes	41	37	38	44	40	42	43	39	30	40	44	41	40	43	40	45	46	39
Rarely	28	23	30	26	32	30	28	25	24	28	27	30	29	12	22	33	29	31
Never	8	5	8	8	10	8	8	10	10	7	8	11	8	4	6	11	12	8
Cannot say	7	11	8	6	6	5	7	7	9	7	6	5	7	1	4	5	6	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1b. How common do you think it is today that someone would tell the kind of joke that Jason did?

Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Often	16	15	15	17	16	15	16	14	16	17	14	16	17
Sometimes	41	36	45	42	35	46	42	37	43	43	41	42	40
Rarely	28	30	27	28	29	26	29	30	28	27	30	28	27
Never	8	8	8	9	9	8	8	8	8	8	8	8	9
Cannot say	7	11	5	3	11	5	4	10	5	4	8	6	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1c. In a situation like this, how likely do you think it is that someone like Ben would speak up?  
 Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line?  
 Do you think this would be:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Very likely	14	16	13	14	12	15	16	15	14	12	11	13	18	14	14	14	14	12
Somewhat likely	38	38	37	38	40	36	40	36	38	39	39	39	39	32	36	41	38	39
Not very likely	35	37	39	33	34	37	32	39	36	33	38	35	35	40	36	34	36	33
Not at all likely	5	4	5	6	5	6	5	3	5	6	5	5	6	6	7	4	5	6
Cannot say	8	5	7	9	9	6	7	8	7	10	7	8	3	8	8	7	7	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1c. In a situation like this, how likely do you think it is that someone like Ben would speak up?  
Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line?  
Do you think this would be:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Very likely	14	17	11	13	15	15	13	12	15	14	11	16	13	24	14	8	18	16
Somewhat likely	38	36	38	39	38	38	39	39	36	39	37	39	38	35	42	37	41	38
Not very likely	35	33	35	35	36	34	37	34	36	35	38	35	36	30	32	41	32	35
Not at all likely	5	6	6	5	4	4	5	8	6	5	5	5	5	5	8	8	1	5
Cannot say	8	8	10	7	7	8	6	8	8	7	9	6	8	5	5	6	9	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1c. In a situation like this, how likely do you think it is that someone like Ben would speak up?  
 Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line?  
 Do you think this would be:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Very likely	14	9	11	24	7	11	25	12	12	19	9	13	21
Somewhat likely	38	30	41	46	26	42	49	34	40	42	36	40	39
Not very likely	35	40	38	25	45	37	22	36	38	32	38	36	31
Not at all likely	5	8	4	3	9	5	2	7	4	3	7	5	4
Cannot say	8	14	6	2	14	6	2	12	6	4	10	7	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1d. What do you think about what Ben did when he heard Jason's joke about Paul's truck?  
Do you think it was right or wrong for Ben to speak up about Jason's joke?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
It was definitely the right thing to do	51	52	45	53	54	53	56	49	51	47	53	51	55	50	45	57	53	46
It was probably the right thing to do	29	31	33	27	27	24	23	32	31	31	34	30	25	29	33	26	29	32
It was probably the wrong thing to do	8	7	9	8	7	12	7	12	6	9	4	8	9	9	9	7	7	10
It was definitely the wrong thing to do	4	4	4	4	4	4	4	2	4	4	2	4	4	4	5	2	4	4
Cannot say	8	6	9	8	8	6	10	6	8	8	8	8	7	9	8	8	7	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1d. What do you think about what Ben did when he heard Jason's joke about Paul's truck?  
Do you think it was right or wrong for Ben to speak up about Jason's joke?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
It was definitely the right thing to do	51	49	45	52	54	54	50	51	52	52	52	49	52	54	59	44	43	49
It was probably the right thing to do	29	30	30	29	28	30	32	27	21	29	29	30	28	31	26	37	33	30
It was probably the wrong thing to do	8	11	13	6	6	6	8	10	9	8	7	8	8	6	7	9	8	10
It was definitely the wrong thing to do	4	2	4	4	4	4	3	4	4	4	4	4	4	3	4	-	7	3
Cannot say	8	7	8	8	8	7	7	8	14	7	8	9	8	6	5	9	9	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1d. What do you think about what Ben did when he heard Jason's joke about Paul's truck?  
Do you think it was right or wrong for Ben to speak up about Jason's joke?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
It was definitely the right thing to do	51	31	51	78	28	51	78	39	48	71	31	56	69
It was probably the right thing to do	29	35	34	16	35	34	18	33	33	20	39	28	20
It was probably the wrong thing to do	8	13	8	2	14	7	1	10	9	4	13	6	4
It was definitely the wrong thing to do	4	6	3	1	7	2	1	5	4	2	5	3	4
Cannot say	8	15	5	2	15	6	1	12	6	3	12	8	3



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1e. Again, thinking about the opinions of people you know and in your community, how many of them in this situation do you think would say that what Ben did in speaking up to Jason was the right thing to do?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Few or none	13	11	13	12	16	12	14	10	14	12	11	12	14	16	14	12	13	12
Some	36	33	38	37	35	37	44	45	36	31	31	36	35	38	39	34	39	30
Most	30	36	28	29	29	29	23	24	30	33	39	30	31	27	30	30	29	33
Almost everyone	13	13	12	14	12	14	13	14	12	13	10	13	13	11	10	16	13	13
Cannot say	8	7	9	9	9	7	7	6	8	10	10	8	7	8	8	8	7	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1e. Again, thinking about the opinions of people you know and in your community, how many of them in this situation do you think would say that what Ben did in speaking up to Jason was the right thing to do?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Few or none	13	19	15	12	11	12	13	14	16	12	14	13	12	25	19	11	13	12
Some	36	32	36	37	37	37	38	34	32	36	34	40	35	38	34	40	41	38
Most	30	26	27	31	31	31	29	29	25	31	29	28	31	22	25	27	31	34
Almost everyone	13	14	12	13	13	13	12	14	14	13	14	12	13	12	17	15	8	10
Cannot say	8	9	10	7	8	7	8	9	12	8	9	7	9	4	5	7	6	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1e. Again, thinking about the opinions of people you know and in your community, how many of them in this situation do you think would say that what Ben did in speaking up to Jason was the right thing to do?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Few or none	13	25	7	3	27	8	2	20	10	6	16	12	11
Some	36	43	41	22	45	44	19	39	40	29	39	36	33
Most	30	14	36	44	11	36	46	21	32	40	26	32	32
Almost everyone	13	2	11	30	1	7	32	7	12	23	7	13	19
Cannot say	8	16	5	2	17	5	1	13	6	3	12	7	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1f. How likely do you think other people would have said something to Ben about speaking up to tell Jason his joke was unacceptable, either right then or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Very likely	11	13	11	10	9	10	8	10	12	11	10	11	10	10	10	11	11	10
Somewhat likely	43	49	43	43	38	44	43	43	43	43	43	44	43	40	43	44	43	45
Not very likely	28	23	30	27	34	29	30	32	28	26	30	28	31	29	30	27	29	25
Not at all likely	7	7	6	8	7	8	7	7	7	6	6	6	8	10	7	6	7	6
Cannot say	11	8	11	13	12	10	12	8	10	15	11	12	8	11	10	12	10	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1f. How likely do you think other people would have said something to Ben about speaking up to tell Jason his joke was unacceptable, either right then or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Very likely	11	14	8	11	11	11	10	10	9	11	11	10	10	20	14	5	12	12
Somewhat likely	43	39	40	46	44	47	44	39	34	43	45	45	42	37	47	44	47	50
Not very likely	28	27	30	27	29	26	29	29	33	29	26	29	29	31	26	34	22	23
Not at all likely	7	9	8	6	6	6	6	9	13	7	7	6	7	6	8	9	6	1
Cannot say	11	12	14	10	10	10	11	13	11	11	12	10	12	5	5	9	13	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1f. How likely do you think other people would have said something to Ben about speaking up to tell Jason his joke was unacceptable, either right then or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Very likely	11	6	8	19	6	7	20	7	10	15	6	10	16
Somewhat likely	43	34	47	52	31	50	51	38	45	50	40	45	45
Not very likely	28	33	30	19	36	27	20	31	30	22	32	29	23
Not at all likely	7	9	6	5	10	6	5	8	6	6	7	6	7
Cannot say	11	18	9	5	17	10	5	16	9	6	15	10	9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1773	387	437	639	311	248	196	113	690	410	116	1365	203	197	834	926	1267	418
Unweighted Total	1803	370	585	611	237	222	194	176	677	380	154	1403	198	193	861	920	1365	367
<b>NET: Supportive to Ben</b>	<b>44</b>	<b>36</b>	<b>42</b>	<b>47</b>	<b>52</b>	<b>50</b>	<b>51</b>	<b>42</b>	<b>44</b>	<b>37</b>	<b>49</b>	<b>46</b>	<b>36</b>	<b>42</b>	<b>41</b>	<b>48</b>	<b>46</b>	<b>38</b>
Jason should not make fun of other people/ should be more mindful of others feelings/ would sound racist with his joke	14	11	15	15	17	18	10	18	14	13	13	14	13	16	15	13	14	14
Ben did the right thing/good for him speaking up	14	10	12	16	16	15	15	10	11	15	22	15	6	13	12	15	13	15
People will be impressed/back Ben up/ agree with him	7	6	6	8	8	7	14	5	9	2	9	7	7	6	5	9	9	2
Thank him for speaking up/having courage/ doing what they couldn't do	6	4	7	6	8	6	4	7	8	5	6	6	6	8	5	7	7	5
Ben is a good man/a real stand up person/ we need more people like him	3	6	2	3	3	3	6	2	3	3	3	4	3	1	3	4	4	2
Ben has every right to speak his mind	2	2	2	2	4	1	3	1	3	2	2	2	3	1	2	3	2	2
Ben said the right thing at the right time	1	1	*	1	2	2	*	*	1	1	-	1	1	*	1	1	1	*
Others would speak positively of Ben to people	1	*	*	1	1	1	1	1	1	-	1	1	*	1	1	1	1	-
Ben is mindful to his surroundings	*	*	1	*	-	1	1	-	*	-	-	*	-	-	*	*	*	-

CONTINUED/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1773	387	437	639	311	248	196	113	690	410	116	1365	203	197	834	926	1267	418
Unweighted Total	1803	370	585	611	237	222	194	176	677	380	154	1403	198	193	861	920	1365	367
<b>NET: Against Ben</b>	<b>22</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>27</b>	<b>24</b>	<b>22</b>	<b>19</b>	<b>28</b>	<b>21</b>	<b>27</b>	<b>29</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>21</b>
Ben has no sense of humour/it is just a joke	12	13	12	13	11	13	17	13	11	12	13	12	12	19	12	13	13	12
Not to be too serious/sensitive/overreacting	6	10	8	5	2	5	7	9	7	3	8	6	8	6	5	7	7	3
He would be told to keep his opinions to himself/his comments just divide people/to let Paul speak for himself	4	4	2	5	3	5	4	2	4	3	4	3	7	6	3	4	4	3
Mind your own personal business	2	2	2	2	4	2	2	2	2	2	6	2	2	3	2	2	2	4
Some would mock Ben behind his back	1	1	1	1	2	1	2	*	2	*	*	1	2	-	1	1	1	*
Ben should have talked to Jason in private/away from other people	1	1	*	*	2	1	2	*	1	*	*	1	-	2	1	1	1	*
They might avoid Ben in the future/not joke in his presence	1	*	*	1	1	-	2	2	*	*	*	*	1	1	*	1	1	*
Some might be happy/satisfied with Jason's remark/joke	*	*	*	*	1	*	2	-	*	*	*	*	1	1	1	*	*	*

Continued/ ...



# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1773	387	437	639	311	248	196	113	690	410	116	1365	203	197	834	926	1267	418
Unweighted Total	1803	370	585	611	237	222	194	176	677	380	154	1403	198	193	861	920	1365	367
<b>NET: Neutral</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>
Jason should apologize for being out of line	1	1	1	1	2	3	*	2	1	2	*	1	1	2	1	2	1	1
To be careful/ situation might get worse/out of hand/ fighting might erupt	1	1	1	*	1	1	2	1	*	1	-	1	1	1	1	1	1	1
Depends on Paul's reaction towards the joke	1	1	1	1	*	1	2	*	*	1	-	1	*	2	1	1	1	1
Everyone would react differently	1	*	1	*	*	-	1	-	1	1	-	1	1	-	1	*	1	1
Other	1	1	1	1	2	1	2	2	1	1	1	1	1	1	2	1	1	1
Nothing	2	1	2	1	3	1	3	3	2	1	1	1	2	3	2	2	2	1
Cannot say	33	39	34	32	26	30	22	32	34	40	26	33	35	28	36	29	30	40

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1773	166	325	724	553	705	686	248	90	1014	333	420	1174	97	96	88	145	167
Unweighted Total	1803	124	327	671	674	719	677	257	102	1040	335	420	951	306	278	65	61	133
<b>NET: Supportive to Ben</b>	<b>44</b>	<b>26</b>	<b>44</b>	<b>43</b>	<b>51</b>	<b>46</b>	<b>43</b>	<b>47</b>	<b>42</b>	<b>44</b>	<b>42</b>	<b>47</b>	<b>45</b>	<b>31</b>	<b>43</b>	<b>42</b>	<b>47</b>	<b>45</b>
Jason should not make fun of other people/should be more mindful of others feelings/would sound racist with his joke	14	10	17	13	15	13	14	19	15	15	11	15	14	10	13	14	18	16
Ben did the right thing/good for him speaking up	14	9	10	15	16	15	13	12	15	14	12	13	15	7	16	18	8	12
People will be impressed/back Ben up/agree with him	7	4	6	6	10	8	5	9	8	6	9	9	7	8	5	6	12	6
Thank him for speaking up/having courage/doing what they couldn't do	6	1	6	6	8	5	7	5	7	6	4	8	7	4	8	1	7	5
Ben is a good man/a real stand up person/we need more people like him	3	3	3	3	4	3	4	3	-	3	5	3	3	2	5	-	3	6
Ben has every right to speak his mind	2	2	3	2	2	3	2	2	2	2	2	2	3	*	1	-	1	4
Ben said the right thing at the right time	1	-	1	1	1	1	1	1	-	1	-	1	1	1	1	-	1	1
Others would speak positively of Ben to people	1	*	*	1	*	1	1	*	1	1	2	*	1	*	1	2	-	-
Ben is mindful to his surroundings	*	-	-	*	1	*	*	1	-	*	1	*	*	-	1	2	-	-

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1773	166	325	724	553	705	686	248	90	1014	333	420	1174	97	96	88	145	167
Unweighted Total	1803	124	327	671	674	719	677	257	102	1040	335	420	951	306	278	65	61	133
<b>NET: Against Ben</b>	<b>22</b>	<b>23</b>	<b>18</b>	<b>25</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>22</b>	<b>30</b>	<b>23</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>23</b>	<b>25</b>	<b>18</b>	<b>17</b>	<b>19</b>
Ben has no sense of humour/it is just a joke	12	13	9	14	12	11	14	12	14	14	10	11	14	11	11	12	8	8
Not to be too serious/sensitive/overreacting	6	5	5	6	7	5	7	6	12	6	9	5	6	8	5	7	7	4
He would be told to keep his opinions to himself/his comments just divide people/to let Paul speak for himself	4	4	4	3	4	4	3	5	5	4	4	4	4	4	5	-	2	5
Mind your own personal business	2	3	2	3	1	2	3	2	3	2	4	1	2	3	5	3	1	1
Some would mock Ben behind his back	1	2	1	1	1	2	1	*	3	1	1	1	1	1	2	-	-	1
Ben should have talked to Jason in private/away from other people	1	-	1	1	1	*	1	1	2	1	1	1	1	*	-	-	2	1
They might avoid Ben in the future/not joke in his presence	1	1	-	1	1	*	1	1	-	1	-	*	1	1	1	-	-	-
Some might be happy/satisfied with Jason's remark/joke	*	-	*	*	*	1	*	*	-	*	-	1	*	1	*	-	-	*

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1773	166	325	724	553	705	686	248	90	1014	333	420	1174	97	96	88	145	167
Unweighted Total	1803	124	327	671	674	719	677	257	102	1040	335	420	951	306	278	65	61	133
<b>NET: Neutral</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>9</b>	<b>3</b>
Jason should apologize for being out of line	1	-	1	1	2	1	2	*	3	1	3	1	2	1	*	-	2	1
To be careful/situation might get worse/out of hand/fighting might erupt	1	-	1	2	*	1	1	*	-	*	1	2	*	-	-	4	3	1
Depends on Paul's reaction towards the joke	1	-	1	1	*	1	1	*	2	1	1	*	1	1	*	-	-	*
Everyone would react differently	1	-	1	*	1	1	1	-	*	*	1	1	1	1	*	-	1	-
Other	1	1	*	1	1	1	1	1	1	1	2	1	1	1	1	-	3	2
Nothing	2	*	1	2	2	2	2	1	-	2	2	1	2	2	*	-	2	-
Cannot say	33	51	39	30	27	32	31	33	35	34	32	31	31	46	34	37	31	37

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1773	492	632	649	439	609	724	611	548	613	517	654	602
Unweighted Total	1803	499	635	669	449	623	731	622	555	626	507	697	599
<b>NET: Supportive to Ben</b>	<b>44</b>	<b>24</b>	<b>43</b>	<b>60</b>	<b>22</b>	<b>39</b>	<b>62</b>	<b>34</b>	<b>43</b>	<b>55</b>	<b>36</b>	<b>46</b>	<b>50</b>
Jason should not make fun of other people/ should be more mindful of others feelings/ would sound racist with his joke	14	12	16	14	10	15	15	14	15	13	12	14	16
Ben did the right thing/good for him speaking up	14	7	13	19	6	11	20	11	13	17	13	15	13
People will be impressed/back Ben up/ agree with him	7	3	6	12	4	4	12	5	6	10	4	7	9
Thank him for speaking up/having courage/ doing what they couldn't do	6	2	6	10	2	5	9	3	6	10	5	7	6
Ben is a good man/a real stand up person/ we need more people like him	3	1	3	5	1	3	5	2	4	4	2	4	4
Ben has every right to speak his mind	2	*	2	4	1	1	4	1	2	4	2	2	3
Ben said the right thing at the right time	1	*	1	1	-	*	2	*	2	*	1	*	1
Others would speak positively of Ben to people	1	*	1	1	*	*	1	*	1	1	1	*	1
Ben is mindful to his surroundings	*	-	1	*	-	1	*	-	1	*	-	1	*

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1773	492	632	649	439	609	724	611	548	613	517	654	602
Unweighted Total	1803	499	635	669	449	623	731	622	555	626	507	697	599
<b>NET: Against Ben</b>	<b>22</b>	<b>25</b>	<b>21</b>	<b>22</b>	<b>27</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>25</b>	<b>22</b>	<b>25</b>	<b>20</b>
Ben has no sense of humour/it is just a joke	12	14	12	11	16	13	10	11	12	14	11	14	12
Not to be too serious/sensitive/overreacting	6	7	5	6	7	6	6	7	5	7	6	8	4
He would be told to keep his opinions to himself/his comments just divide people/to let Paul speak for himself	4	4	3	4	4	3	4	3	4	4	4	4	3
Mind your own personal business	2	2	3	2	2	3	2	3	2	2	4	2	2
Some would mock Ben behind his back	1	1	1	1	1	1	1	1	1	2	1	1	1
Ben should have talked to Jason in private/away from other people	1	1	*	1	1	*	*	1	1	*	1	1	1
They might avoid Ben in the future/not joke in his presence	1	*	1	1	*	1	1	*	*	1	*	1	1
Some might be happy/satisfied with Jason's remark/joke	*	*	*	*	*	1	*	*	*	*	*	*	*

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1773	492	632	649	439	609	724	611	548	613	517	654	602
Unweighted Total	1803	499	635	669	449	623	731	622	555	626	507	697	599
NET: Neutral	4	6	4	4	7	4	3	5	5	4	5	3	5
Jason should apologize for being out of line	1	*	1	3	1	*	2	*	1	2	1	1	2
To be careful/situation might get worse/out of hand/fighting might erupt	1	2	1	*	2	1	-	1	1	*	1	*	1
Depends on Paul's reaction towards the joke	1	1	1	1	1	1	*	1	*	1	1	1	*
Everyone would react differently	1	1	*	*	1	1	*	1	*	*	1	*	1
Other	1	2	2	*	3	1	*	2	1	*	1	1	1
Nothing	2	3	2	1	3	2	1	2	2	1	2	2	1
Cannot say	33	47	34	22	44	37	23	42	35	23	40	30	30

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke? **NET RESPONSE**

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1773	387	437	639	311	248	196	113	690	410	116	1365	203	197	834	926	1267	418
Unweighted Total	1803	370	585	611	237	222	194	176	677	380	154	1403	198	193	861	920	1365	367
Supportive to Ben	39	32	37	42	45	42	44	36	40	34	44	41	33	35	38	41	41	35
Against Ben	18	21	18	18	14	16	17	19	18	17	22	16	24	23	17	19	18	18
Neutral	3	3	3	3	2	2	4	3	2	4	1	3	2	3	3	3	3	3
Mixed	6	5	6	4	9	9	10	7	5	3	6	6	3	8	4	7	6	3
Nothing	2	1	2	1	3	1	3	3	2	1	1	1	2	3	2	2	2	1
DK/NA	33	39	34	32	26	30	22	32	34	40	26	33	35	28	36	29	30	40



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke? **NET RESPONSE**

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1773	166	325	724	553	705	686	248	90	1014	333	420	1174	97	96	88	145	167
Unweighted Total	1803	124	327	671	674	719	677	257	102	1040	335	420	951	306	278	65	61	133
Supportive to Ben	39	25	38	39	45	41	38	42	32	38	35	45	39	26	40	41	45	41
Against Ben	18	22	14	20	16	17	20	17	20	18	19	17	19	18	22	17	13	15
Neutral	3	1	2	4	3	3	3	2	1	2	4	3	3	2	2	4	4	3
Mixed	6	1	6	6	7	5	6	5	12	6	7	4	7	5	3	1	5	4
Nothing	2	*	1	2	2	2	2	1	-	2	2	1	2	2	*	-	2	-
DK/NA	33	51	39	30	27	32	31	33	35	34	32	31	31	46	34	37	31	37

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A1

QA1g. What do you think others might say to Ben? Or what do you think they might say about Ben to other people, because he spoke up to Jason about his joke? **NET RESPONSE**

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1773	492	632	649	439	609	724	611	548	613	517	654	602
Unweighted Total	1803	499	635	669	449	623	731	622	555	626	507	697	599
Supportive to Ben	39	22	39	52	21	35	54	31	39	48	32	41	44
Against Ben	18	21	17	16	23	19	13	19	16	18	19	19	16
Neutral	3	3	3	2	5	3	1	3	3	2	3	2	3
Mixed	6	4	4	8	4	5	8	4	5	8	4	6	6
Nothing	2	3	2	1	3	2	1	2	2	1	2	2	1
DK/NA	33	47	34	22	44	37	23	42	35	23	40	30	30

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2a. In the past few years, have you personally witnessed or seen a white person dressing up as an Indigenous person at an event or in public?  
And do you know other people who have seen this happen?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Yes, I have been at a party or event where this happened	15	20	21	11	8	18	13	13	12	18	14	14	17	14	14	15	14	17
Yes, I know someone who has had this experience	13	25	15	9	6	13	12	13	14	10	14	13	11	13	12	13	13	10
No, nothing like this has happened to me or to people I know	70	52	63	77	83	68	74	71	71	67	71	70	70	73	70	70	71	69
Cannot say	5	6	5	4	4	4	3	5	5	6	3	5	4	3	5	4	4	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2a. In the past few years, have you personally witnessed or seen a white person dressing up as an Indigenous person at an event or in public?  
And do you know other people who have seen this happen?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Yes, I have been at a party or event where this happened	15	22	12	15	13	17	13	14	14	17	11	11	13	41	15	6	8	18
Yes, I know someone who has had this experience	13	17	11	11	15	13	13	12	11	12	16	12	11	27	19	13	17	16
No, nothing like this has happened to me or to people I know	70	58	74	71	71	68	71	72	71	69	72	72	74	39	64	75	68	64
Cannot say	5	7	4	5	4	4	4	4	6	4	4	6	4	2	5	7	8	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2a. In the past few years, have you personally witnessed or seen a white person dressing up as an Indigenous person at an event or in public?  
And do you know other people who have seen this happen?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Yes, I have been at a party or event where this happened	15	15	15	14	15	14	15	16	16	12	16	14	13
Yes, I know someone who has had this experience	13	10	15	14	10	14	15	11	14	13	13	14	11
No, nothing like this has happened to me or to people I know	70	69	69	72	71	69	70	67	69	74	66	70	75
Cannot say	5	7	4	3	6	5	3	8	4	2	7	4	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2b. How common do you think it is today that someone would dress up in Indigenous clothes for a party the way George did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Often	6	9	9	5	3	6	6	4	5	9	2	6	7	5	6	6	5	9
Sometimes	28	38	34	22	23	26	24	28	29	29	30	28	28	30	25	30	28	28
Rarely	43	34	36	47	52	49	48	46	41	37	52	43	45	43	45	41	45	37
Never	14	11	12	17	16	13	13	11	16	14	10	15	11	14	15	13	14	14
Cannot say	9	8	10	10	6	6	9	11	8	11	6	9	8	8	8	9	8	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2b. How common do you think it is today that someone would dress up in Indigenous clothes for a party the way George did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Often	6	13	6	5	5	7	4	5	10	7	6	4	5	19	10	3	5	5
Sometimes	28	29	26	29	28	26	32	26	26	29	28	27	27	37	37	30	27	31
Rarely	43	34	41	45	45	47	41	45	36	43	45	42	46	36	32	40	39	36
Never	14	8	16	14	15	13	15	14	14	13	14	17	14	5	15	16	17	19
Cannot say	9	16	11	7	7	7	7	10	14	8	8	10	9	3	7	11	12	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2b. How common do you think it is today that someone would dress up in Indigenous clothes for a party the way George did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Often	6	9	5	5	9	4	4	8	6	5	7	6	6
Sometimes	28	29	29	26	29	30	24	28	29	27	30	27	27
Rarely	43	35	46	48	37	44	49	37	46	47	39	46	44
Never	14	13	12	18	12	13	18	13	13	16	13	15	15
Cannot say	9	15	7	4	13	9	4	15	6	4	11	7	8



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2d. What do you think about what George wore to this party?  
Do you think it was OK or wrong for George to attend the party dressed as an Indigenous chief?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
It was definitely OK	16	13	20	17	14	13	14	14	11	29	11	15	19	19	17	15	12	29
It was probably OK	23	15	26	25	23	26	20	17	20	29	23	22	25	26	26	20	21	29
It was probably wrong	24	25	25	21	25	25	25	29	26	19	21	25	23	20	26	22	25	20
It was definitely wrong	27	38	21	25	28	27	32	30	33	13	36	29	21	25	22	32	33	11
Cannot say	10	9	8	12	10	9	11	9	10	10	11	10	12	10	9	11	10	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2d. What do you think about what George wore to this party?  
Do you think it was OK or wrong for George to attend the party dressed as an Indigenous chief?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
It was definitely OK	16	23	12	18	14	18	15	15	17	17	12	17	17	19	9	14	14	15
It was probably OK	23	20	24	25	20	23	25	21	16	23	18	26	23	27	17	21	19	25
It was probably wrong	24	22	25	22	26	27	24	21	19	22	34	21	23	16	24	35	20	28
It was definitely wrong	27	19	28	26	32	25	28	31	36	28	29	25	27	29	40	21	33	23
Cannot say	10	16	11	9	9	8	9	13	12	10	7	12	10	8	9	9	14	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2d. What do you think about what George wore to this party?

Do you think it was OK or wrong for George to attend the party dressed as an Indigenous chief?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
It was definitely OK	16	27	12	9	29	13	5	21	16	12	22	13	13
It was probably OK	23	32	24	12	33	25	8	27	24	18	27	22	19
It was probably wrong	24	16	30	26	16	29	28	21	27	24	23	27	21
It was definitely wrong	27	10	25	49	8	22	54	15	27	40	14	31	37
Cannot say	10	16	9	5	14	11	5	16	7	7	14	6	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that George wearing this Indian chief costume to the party was insensitive or wrong?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Few or none	22	17	24	23	23	19	21	18	16	35	20	21	25	28	23	21	18	35
Some	30	25	32	30	33	30	28	31	32	28	32	30	32	30	32	29	31	29
Most	25	30	23	24	24	28	25	30	27	18	25	26	24	20	25	24	28	17
Almost everyone	13	19	11	13	11	15	17	13	15	6	15	14	10	12	11	15	16	5
Cannot say	10	9	10	10	9	9	9	7	9	13	7	10	9	11	9	10	8	14

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that George wearing this Indian chief costume to the party was insensitive or wrong?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Few or none	22	26	22	25	17	24	21	20	24	24	17	21	23	27	15	21	15	18
Some	30	28	27	32	31	31	33	26	20	29	30	33	31	31	33	23	24	30
Most	25	19	27	22	29	25	25	24	29	25	32	20	24	22	25	36	23	28
Almost everyone	13	10	14	13	15	13	12	17	15	13	13	14	12	17	20	7	21	13
Cannot say	10	17	10	8	9	7	9	12	11	9	7	12	9	3	8	14	18	11

VIGNETTE A2

QA2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that George wearing this Indian chief costume to the party was insensitive or wrong?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Few or none	22	39	16	11	42	17	4	30	20	16	25	21	20
Some	30	31	39	20	33	40	17	30	33	28	32	32	26
Most	25	8	29	38	6	26	45	16	29	30	21	27	27
Almost everyone	13	2	9	29	1	8	32	5	12	23	8	14	18
Cannot say	10	20	7	2	18	9	2	19	7	3	14	6	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2f. How likely do you think other people would have said something to George about the costume he wore, either at the party or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Very likely	11	18	11	11	7	14	11	15	12	8	13	13	8	8	11	12	13	7
Somewhat likely	35	38	35	34	34	38	34	35	39	27	37	35	35	33	35	35	37	28
Not very likely	31	28	29	31	37	29	33	29	30	34	31	31	34	32	32	31	30	35
Not at all likely	11	6	12	12	12	10	12	10	8	16	9	10	10	13	11	10	9	16
Cannot say	12	10	12	13	10	9	10	11	12	14	10	11	13	13	10	13	10	15

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2f. How likely do you think other people would have said something to George about the costume he wore, either at the party or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Very likely	11	13	11	11	13	13	10	11	17	11	13	13	10	19	16	12	15	13
Somewhat likely	35	32	34	35	37	35	37	35	28	33	38	37	33	34	37	37	41	42
Not very likely	31	24	33	32	30	32	33	29	28	34	26	29	33	30	28	32	22	26
Not at all likely	11	12	11	12	9	11	10	12	13	12	9	9	12	9	7	6	8	8
Cannot say	12	20	11	10	11	10	10	14	14	11	13	12	12	8	11	12	13	11



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2f. How likely do you think other people would have said something to George about the costume he wore, either at the party or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Very likely	11	6	6	23	5	7	23	7	8	19	7	11	17
Somewhat likely	35	25	38	43	23	37	47	29	36	40	32	36	37
Not very likely	31	33	37	24	36	37	20	31	35	28	33	34	26
Not at all likely	11	17	8	6	18	9	4	13	12	8	12	11	9
Cannot say	12	20	11	4	18	11	5	20	9	6	15	9	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A2

QA2g. What do you think others might say to George about his costume?  
Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1533	359	370	531	273	227	173	102	638	274	118	1188	156	178	719	804	1179	267
Unweighted Total	1614	363	535	510	206	203	162	162	658	274	155	1253	169	180	788	798	1295	257
<b>NET: Against George</b>	<b>54</b>	<b>57</b>	<b>50</b>	<b>53</b>	<b>57</b>	<b>57</b>	<b>58</b>	<b>69</b>	<b>56</b>	<b>39</b>	<b>54</b>	<b>55</b>	<b>52</b>	<b>52</b>	<b>52</b>	<b>56</b>	<b>58</b>	<b>36</b>
Culturally insensitive/ cultural appropriation instead of appreciation	29	31	25	27	36	30	35	37	31	16	28	29	35	22	26	32	34	13
It was wrong/offensive	11	9	10	13	11	13	9	10	12	7	10	10	9	14	10	11	11	6
He is not respecting Indigenous culture/ feather headdress is sacred to them	10	13	8	9	12	10	11	12	11	10	8	11	7	12	8	12	10	10
George is racist	9	13	10	7	4	9	7	17	8	8	13	9	6	10	9	8	9	8
would be talked to/ educated on the consequences	4	3	4	5	3	5	4	3	5	1	2	4	2	2	3	5	4	1
This is not funny/in poor taste/should have thought before dressing like that	3	2	2	5	3	3	1	5	2	5	6	3	4	4	4	2	3	6
would ask him to remove the headdress/ costume or leave/would be isolated	2	3	2	2	2	3	1	3	3	1	2	2	1	2	2	2	3	1
would talk negatively about him to others	1	2	1	1	2	1	3	1	1	-	2	1	1	1	1	2	2	-
would ask him to apologize	*	1	*	-	-	*	-	-	*	-	-	*	*	-	-	*	*	-

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA2g. What do you think others might say to George about his costume?

Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1533	359	370	531	273	227	173	102	638	274	118	1188	156	178	719	804	1179	267
Unweighted Total	1614	363	535	510	206	203	162	162	658	274	155	1253	169	180	788	798	1295	257
<b>NET: Supportive to George</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>3</b>	<b>10</b>	<b>13</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>14</b>
Everyone has their own right to dress whatever they like for Halloween	5	3	6	5	5	5	5	9	4	8	2	4	7	7	4	5	4	8
Compliment him for the ingenuity in his costume selection/how nice it is	4	3	4	4	5	2	4	2	5	5	2	4	4	5	4	4	4	5
George would be appreciated for honouring Indigenous heritage	1	1	2	1	2	1	2	1	1	1	*	1	*	1	1	1	1	1
People will find George interesting	1	1	1	*	2	3	2	-	1	1	-	1	2	1	1	1	1	1
<b>NET: Neutral</b>	<b>9</b>	<b>3</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>8</b>
Things have changed/no one would do such thing any more	3	1	1	5	5	3	4	5	4	2	3	3	4	4	2	4	4	3
Depends on his intentions	2	1	2	2	2	1	1	1	3	1	2	1	5	3	2	2	2	1
People are becoming too sensitive/exaggerated/magnified	1	1	2	2	1	3	-	4	1	*	3	1	1	4	1	2	2	2
Depends on level of sensitivity of each person in the group	1	*	2	*	1	*	2	*	1	1	3	1	*	1	2	*	1	2
Other	2	1	2	2	1	2	3	1	1	2	2	2	1	1	1	2	2	2
Nothing	1	*	2	*	1	2	*	*	1	*	1	1	1	1	1	*	1	*
Cannot say	31	35	31	32	24	27	28	17	30	44	33	31	29	32	33	30	27	45

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A2

QA2g. What do you think others might say to George about his costume?

Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1533	142	304	595	485	562	594	246	97	847	308	368	999	93	80	73	124	155
Unweighted Total	1614	111	320	585	588	629	577	259	109	930	317	357	825	292	244	55	52	131
<b>NET: Against George</b>	<b>54</b>	<b>36</b>	<b>55</b>	<b>56</b>	<b>57</b>	<b>54</b>	<b>54</b>	<b>59</b>	<b>55</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>57</b>	<b>47</b>	<b>58</b>	<b>43</b>	<b>48</b>	<b>52</b>
Culturally insensitive/ cultural appropriation instead of appreciation	29	14	29	31	31	28	31	30	28	30	36	22	32	21	26	15	24	32
It was wrong/offensive	11	8	11	10	11	10	9	16	9	10	11	12	11	11	14	9	11	7
He is not respecting Indigenous culture/ feather headdress is sacred to them	10	5	9	12	11	10	10	12	12	10	8	13	10	11	16	7	16	10
George is racist	9	10	9	9	8	8	8	10	15	9	11	7	8	12	8	12	8	14
would be talked to/ educated on the consequences	4	1	3	3	6	3	4	4	3	3	2	5	4	1	4	3	4	2
This is not funny/in poor taste/should have thought before dressing like that	3	3	1	4	3	4	3	2	5	4	3	2	3	3	7	2	-	2
would ask him to remove the headdress/ costume or leave/would be isolated	2	-	2	3	2	3	2	3	3	2	3	2	2	2	6	4	-	1
would talk negatively about him to others	1	-	2	1	1	1	1	2	*	1	1	3	1	*	*	2	4	1
would ask him to apologize	*	-	-	*	-	-	-	1	1	*	-	*	*	-	*	-	-	-

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA2g. What do you think others might say to George about his costume?

Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1533	142	304	595	485	562	594	246	97	847	308	368	999	93	80	73	124	155
Unweighted Total	1614	111	320	585	588	629	577	259	109	930	317	357	825	292	244	55	52	131
<b>NET: Supportive to George</b> -----	<b>10</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>16</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>8</b>	<b>5</b>	<b>21</b>	<b>10</b>
Everyone has their own right to dress whatever they like for Halloween	5	5	3	5	6	4	4	7	13	5	4	6	5	2	2	-	9	5
Compliment him for the ingenuity in his costume selection/how nice it is	4	5	3	5	4	4	5	4	5	4	4	4	3	9	5	-	9	3
George would be appreciated for honouring Indigenous heritage	1	1	*	2	1	1	2	*	1	*	*	3	*	1	3	-	6	1
People will find George interesting	1	-	3	*	1	1	1	2	-	1	1	1	1	1	-	5	-	1
<b>NET: Neutral</b> -----	<b>9</b>	<b>4</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>4</b>	<b>13</b>	<b>6</b>	<b>6</b>
Things have changed/no one would do such thing any more	3	2	3	3	4	4	3	3	4	4	2	2	4	1	*	3	2	2
Depends on his intentions	2	2	1	2	1	1	2	3	1	2	2	1	2	1	1	1	2	1
People are becoming too sensitive/exaggerated/magnified	1	-	1	2	1	1	1	3	3	2	2	1	2	2	-	3	-	*
Depends on level of sensitivity of each person in the group	1	-	2	1	1	1	1	2	1	1	1	1	1	1	2	3	2	1
Other	2	-	1	2	2	2	1	1	1	2	1	1	2	4	*	2	-	2
Nothing	1	-	1	1	1	1	1	1	-	1	*	1	1	*	1	3	2	-
Cannot say	31	51	33	28	28	32	31	24	29	31	30	31	29	35	31	44	25	37

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A2

QA2g. What do you think others might say to George about his costume?

Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1533	343	474	716	348	437	748	419	439	675	437	533	563
Unweighted Total	1614	355	497	762	373	451	790	427	477	710	452	599	563
<b>NET: Against George</b>	<b>54</b>	<b>22</b>	<b>49</b>	<b>73</b>	<b>20</b>	<b>48</b>	<b>73</b>	<b>32</b>	<b>54</b>	<b>68</b>	<b>42</b>	<b>61</b>	<b>57</b>
Culturally insensitive/ cultural appropriation instead of appreciation	29	10	25	41	8	25	41	18	26	38	23	34	29
It was wrong/offensive	11	4	10	14	4	10	14	5	12	13	6	12	13
He is not respecting Indigenous culture/ feather headdress is sacred to them	10	4	9	15	4	8	14	5	10	14	6	13	12
George is racist	9	4	7	12	5	7	11	6	8	11	8	9	9
would be talked to/ educated on the consequences	4	1	2	6	*	2	6	2	3	6	2	4	5
This is not funny/in poor taste/should have thought before dressing like that	3	*	2	5	1	2	5	1	2	5	4	3	3
would ask him to remove the headdress/ costume or leave/would be isolated	2	1	1	4	*	2	4	1	2	3	1	4	2
would talk negatively about him to others	1	1	1	2	2	1	2	*	2	2	1	1	2
would ask him to apologize	*	-	*	*	-	1	-	*	-	*	-	*	*

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA2g. What do you think others might say to George about his costume?

Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
<b>NET: Supportive to George</b> -----	<b>10</b>	<b>20</b>	<b>11</b>	<b>5</b>	<b>23</b>	<b>12</b>	<b>4</b>	<b>15</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>11</b>
Everyone has their own right to dress whatever they like for Halloween	5	8	6	3	10	6	2	6	5	4	6	4	5
Compliment him for the ingenuity in his costume selection/how nice it is	4	9	3	2	9	5	2	7	3	3	4	4	4
George would be appreciated for honouring Indigenous heritage	1	2	1	1	3	1	1	1	1	1	*	1	2
People will find George interesting	1	1	2	1	2	2	*	1	1	1	2	1	1
<b>NET: Neutral</b> -----	<b>9</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>9</b>
Things have changed/no one would do such thing any more	3	1	2	5	1	3	4	2	2	5	3	2	4
Depends on his intentions	2	*	2	2	*	2	2	*	2	2	2	1	2
People are becoming too sensitive/exaggerated/magnified	1	2	2	1	2	2	1	2	1	1	1	2	1
Depends on level of sensitivity of each person in the group	1	1	1	1	2	1	1	1	1	1	1	1	1
Other	2	2	1	1	2	2	2	3	1	1	2	1	2
Nothing	1	2	1	*	3	*	*	2	*	*	1	*	1
Cannot say	31	51	36	18	50	37	19	45	34	20	41	27	27

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2g. What do you think others might say to George about his costume?  
Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1533	359	370	531	273	227	173	102	638	274	118	1188	156	178	719	804	1179	267
Unweighted Total	1614	363	535	510	206	203	162	162	658	274	155	1253	169	180	788	798	1295	257
Supportive to George	8	7	10	7	11	9	7	7	8	12	2	8	10	9	8	9	8	12
Against George	50	54	47	48	51	51	52	63	52	36	53	51	47	46	49	50	54	34
Neutral	5	1	7	6	6	5	6	5	5	4	9	5	7	5	5	5	6	5
Mixed	5	3	3	6	7	6	6	8	5	3	2	4	6	7	4	6	5	3
Nothing	1	*	2	*	1	2	*	*	1	*	1	1	1	1	1	*	1	*
DK/NA	31	35	31	32	24	27	28	17	30	44	33	31	29	32	33	30	27	45



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A2

QA2g. What do you think others might say to George about his costume?  
Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	other
Total	1533	142	304	595	485	562	594	246	97	847	308	368	999	93	80	73	124	155
Unweighted Total	1614	111	320	585	588	629	577	259	109	930	317	357	825	292	244	55	52	131
Supportive to George	8	9	6	9	9	8	8	8	10	7	7	12	7	11	7	5	21	8
Against George	50	36	51	51	52	50	50	54	49	50	54	48	52	44	57	36	46	48
Neutral	5	2	6	6	5	5	5	8	4	6	4	4	6	6	3	6	4	3
Mixed	5	2	4	5	6	4	5	6	8	6	5	3	6	4	2	7	2	4
Nothing	1	-	1	1	1	1	1	1	-	1	*	1	1	*	1	3	2	-
DK/NA	31	51	33	28	28	32	31	24	29	31	30	31	29	35	31	44	25	37

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A2

QA2g. What do you think others might say to George about his costume?  
Or what do you think they might say about George to other people, because of the Indian chief costume he wore to the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1533	343	474	716	348	437	748	419	439	675	437	533	563
Unweighted Total	1614	355	497	762	373	451	790	427	477	710	452	599	563
Supportive to George	8	18	8	4	21	9	2	13	7	6	8	7	9
Against George	50	21	45	67	18	43	68	30	50	62	38	57	52
Neutral	5	6	5	5	6	5	5	7	4	5	7	4	5
Mixed	5	2	5	6	2	6	6	3	4	7	5	5	5
Nothing	1	2	1	*	3	*	*	2	*	*	1	*	1
DK/NA	31	51	36	18	50	37	19	45	34	20	41	27	27

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A3

QA3a. In the past few years, have you seen someone making this kind of gesture at a sporting event?  
And do you know other people who have seen this happen?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Yes, I have personally seen this happen	9	14	10	8	7	13	10	7	11	5	5	9	13	8	12	7	11	4
Yes, I know someone else who has seen this happen	11	20	12	8	8	13	12	18	12	7	10	11	12	13	11	11	13	6
No, nothing like this has happened to me or to people I know	75	64	73	79	80	69	74	70	73	83	80	76	72	74	72	78	72	85
Cannot say	6	4	7	6	7	7	6	7	6	5	4	6	4	7	6	5	6	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3a. In the past few years, have you seen someone making this kind of gesture at a sporting event?  
And do you know other people who have seen this happen?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Yes, I have personally seen this happen	9	17	8	8	10	10	8	9	10	9	11	7	7	32	13	6	8	13
Yes, I know someone else who has seen this happen	11	16	11	11	12	10	12	12	13	10	14	13	9	25	16	12	21	17
No, nothing like this has happened to me or to people I know	75	64	76	78	75	76	76	74	72	78	68	75	80	43	66	75	62	64
Cannot say	6	5	6	5	6	5	5	6	8	4	10	6	5	3	7	6	10	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3a. In the past few years, have you seen someone making this kind of gesture at a sporting event?  
And do you know other people who have seen this happen?

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Yes, I have personally seen this happen	9	11	9	8	11	9	8	11	10	7	11	9	8
Yes, I know someone else who has seen this happen	11	9	13	12	10	13	11	9	12	13	13	11	11
No, nothing like this has happened to me or to people I know	75	73	74	77	74	75	76	72	75	78	71	76	78
Cannot say	6	8	6	4	7	6	5	9	5	3	7	6	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3b. How common do you think it is today that someone would make this kind of gesture at a sporting event, as Rick did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Often	8	11	9	6	6	7	9	7	8	6	9	7	8	8	7	8	8	6
Sometimes	30	34	33	26	31	35	26	31	33	24	32	30	37	29	31	30	33	23
Rarely	36	32	34	38	40	35	40	36	36	35	37	37	34	35	37	36	36	36
Never	14	12	12	17	12	12	12	14	12	19	12	14	11	15	14	14	11	20
Cannot say	12	11	11	14	11	11	12	12	10	16	10	12	11	13	11	13	11	15

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3b. How common do you think it is today that someone would make this kind of gesture at a sporting event, as Rick did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Often	8	13	5	7	8	9	7	7	8	8	5	9	6	20	13	3	13	10
Sometimes	30	34	28	30	31	29	32	30	32	29	33	32	28	41	42	39	32	31
Rarely	36	28	40	36	37	37	37	38	31	37	35	35	38	26	26	38	31	36
Never	14	13	13	15	13	14	14	14	13	15	13	13	15	8	11	12	10	13
Cannot say	12	12	14	12	11	11	11	11	16	11	15	11	13	5	7	8	15	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3b. How common do you think it is today that someone would make this kind of gesture at a sporting event, as Rick did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Often	8	9	7	6	10	6	6	8	7	8	7	7	8
Sometimes	30	31	33	27	31	34	27	30	33	28	30	31	30
Rarely	36	30	38	40	31	36	42	32	38	39	36	37	35
Never	14	12	11	18	12	13	17	12	13	16	13	12	17
Cannot say	12	17	10	9	16	11	9	18	9	9	14	12	10



## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A3

QA3d. What do you think about what Rick did when the goal was scored?

Do you think it was OK or wrong for Rick to celebrate by making a tomahawk gesture and whooping cry?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
It was definitely OK	6	9	8	6	4	9	7	5	6	6	3	6	8	5	8	5	7	6
It was probably OK	13	14	15	13	10	14	12	14	14	14	7	14	12	12	15	12	13	14
It was probably wrong	24	28	26	22	23	26	26	24	25	22	21	24	25	25	27	21	24	21
It was definitely wrong	47	42	42	49	57	42	47	48	47	48	59	47	47	49	41	54	48	48
Cannot say	9	7	9	10	6	9	7	9	7	10	11	9	7	9	8	9	8	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3d. What do you think about what Rick did when the goal was scored?

Do you think it was OK or wrong for Rick to celebrate by making a tomahawk gesture and whooping cry?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
It was definitely OK	6	18	5	4	6	8	6	4	7	7	5	7	6	18	7	3	8	9
It was probably OK	13	13	14	13	13	14	14	14	8	12	12	18	12	17	12	19	27	13
It was probably wrong	24	26	26	24	23	24	26	22	21	23	25	26	24	19	23	25	19	32
It was definitely wrong	47	37	48	49	49	45	48	51	52	50	50	40	50	41	52	41	32	40
Cannot say	9	7	7	9	9	9	7	9	12	8	8	9	9	4	7	11	13	6

VIGNETTE A3

QA3d. What do you think about what Rick did when the goal was scored?

Do you think it was OK or wrong for Rick to celebrate by making a tomahawk gesture and whooping cry?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
It was definitely OK	6	13	4	1	14	4	2	11	6	3	10	4	5
It was probably OK	13	23	13	4	24	13	2	18	14	7	18	12	10
It was probably wrong	24	25	30	17	26	32	14	25	28	20	29	25	17
It was definitely wrong	47	22	45	76	19	45	79	32	44	67	30	53	60
Cannot say	9	17	7	2	17	6	2	15	7	4	12	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Rick did at the game was insensitive or wrong?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Few or none	12	12	12	13	11	14	12	13	12	12	7	12	13	13	14	11	13	11
Some	28	28	28	26	31	32	31	23	28	25	30	28	28	31	30	26	29	24
Most	29	31	31	27	28	26	30	32	30	28	28	29	32	23	29	29	29	29
Almost everyone	22	20	19	23	23	16	20	24	21	24	26	21	22	23	18	25	21	25
Cannot say	9	8	10	11	7	11	8	8	9	11	9	10	6	9	9	10	8	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Rick did at the game was insensitive or wrong?

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Few or none	12	19	13	12	11	14	11	14	12	12	9	16	11	19	12	12	13	18
Some	28	24	23	29	32	27	31	27	22	26	32	31	27	29	30	32	35	29
Most	29	31	34	27	27	29	29	28	30	30	28	26	29	22	29	30	26	29
Almost everyone	22	18	20	23	22	22	21	22	20	24	20	17	24	22	22	15	14	14
Cannot say	9	8	10	9	9	8	7	9	15	8	11	10	9	7	7	11	11	9

VIGNETTE A3

QA3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Rick did at the game was insensitive or wrong?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Few or none	12	26	8	2	28	6	1	19	13	5	15	11	11
Some	28	39	31	13	41	34	9	36	28	20	30	30	23
Most	29	12	39	36	10	38	39	19	35	33	30	29	27
Almost everyone	22	3	16	48	2	14	49	9	18	39	13	22	30
Cannot say	9	20	6	2	19	7	1	17	7	3	12	8	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3f. How likely do you think other people at the hockey game sitting near Rick would have said something to him about the appropriateness of how he celebrated the goal, either right there or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Very likely	10	12	13	9	8	9	8	14	11	10	13	10	12	11	11	9	11	10
Somewhat likely	32	36	34	31	25	28	30	33	31	34	36	31	31	33	32	32	31	34
Not very likely	37	36	31	38	43	38	44	36	38	34	30	37	40	36	37	36	38	34
Not at all likely	10	7	10	9	14	14	10	10	10	9	8	10	8	9	10	10	11	8
Cannot say	11	9	12	13	9	12	8	7	11	14	13	11	9	11	10	13	10	14

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A3

QA3f. How likely do you think other people at the hockey game sitting near Rick would have said something to him about the appropriateness of how he celebrated the goal, either right there or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	=====																	
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
very likely	10	22	10	9	8	12	9	11	8	11	9	10	9	22	15	6	11	11
Somewhat likely	32	28	32	32	32	31	35	25	33	31	29	34	30	34	31	37	38	31
Not very likely	37	30	37	37	39	38	37	42	27	37	37	37	38	26	33	31	35	38
Not at all likely	10	9	9	11	10	9	9	11	15	11	12	8	10	11	13	14	1	11
Cannot say	11	11	12	11	11	11	9	12	17	10	14	12	12	7	7	11	15	9



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

QA3f. How likely do you think other people at the hockey game sitting near Rick would have said something to him about the appropriateness of how he celebrated the goal, either right there or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
very likely	10	6	7	19	6	7	18	8	8	15	7	9	15
Somewhat likely	32	21	34	39	21	35	40	25	32	37	30	32	33
Not very likely	37	38	42	30	39	41	30	36	42	33	38	40	32
Not at all likely	10	15	8	7	16	8	6	12	9	8	10	10	10
Cannot say	11	19	9	5	18	9	6	18	9	6	14	10	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A3

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1380	299	382	483	216	168	137	99	526	345	105	1019	165	188	685	688	975	339
Unweighted Total	1441	304	513	459	165	157	138	155	543	316	132	1088	158	185	749	672	1083	299
<b>NET: Against Rick</b>	<b>57</b>	<b>50</b>	<b>54</b>	<b>61</b>	<b>66</b>	<b>51</b>	<b>61</b>	<b>63</b>	<b>59</b>	<b>52</b>	<b>66</b>	<b>59</b>	<b>51</b>	<b>57</b>	<b>57</b>	<b>58</b>	<b>60</b>	<b>52</b>
It is offensive/wrong/ out of line/ unacceptable	24	23	24	24	28	19	24	21	24	29	25	24	26	26	24	25	23	29
Culturally insensitive/ cultural appropriation	17	14	16	19	19	16	27	14	22	8	18	19	10	17	16	19	21	8
Ask Rick to stop doing it/Knock it off	11	8	11	10	15	6	10	11	12	11	12	11	9	9	11	10	10	10
He is very racist	10	9	9	10	10	10	12	14	9	7	13	10	7	9	9	11	10	8
He is immature/ juvenile/would be lectured about changing times and attitudes	4	5	2	3	4	3	3	7	3	4	6	3	3	5	4	4	4	3
He would be suspended from the group/game/ attacked/asked to leave	3	3	3	2	3	3	5	3	2	1	5	3	1	1	2	3	3	2
You are an idiot for not understanding the meaning of your gesture	2	2	1	2	4	1	1	6	2	2	2	2	2	3	3	1	2	2
Ask him to apologize	2	1	1	3	2	-	4	6	1	1	1	2	2	*	2	1	2	1
It is not funny to do that/can celebrate differently	1	2	1	2	-	3	1	*	2	*	*	2	-	-	1	1	2	*
Calm down and act like a grown up	1	*	*	1	2	-	-	1	1	1	1	1	-	*	1	1	1	1

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1380	299	382	483	216	168	137	99	526	345	105	1019	165	188	685	688	975	339
Unweighted Total	1441	304	513	459	165	157	138	155	543	316	132	1088	158	185	749	672	1083	299
<b>NET: Supportive to Rick</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>3</b>
It is the way of celebrating a victory/it is fine/no racism intended	2	1	1	3	4	5	4	1	2	1	2	2	2	3	2	2	3	1
Everyone can celebrate how they want/it is just a game	2	2	3	1	1	4	1	2	2	1	-	2	1	1	2	2	2	1
Is a funny guy/would be cheered on his gesture	2	2	2	1	1	2	3	4	1	1	*	2	1	-	2	1	2	1
We should stop using the racism card too often	1	1	*	1	1	*	3	*	*	*	2	1	-	1	1	1	1	*
It is a compliment to the Natives	*	*	*	1	1	2	-	-	*	*	1	*	-	1	*	1	*	1
<b>NET: Neutral</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
It is okay if the visiting team had the word Tomahawk as part of the name/logo	1	-	1	1	-	-	-	1	1	*	1	1	-	*	*	1	1	*
Other	2	2	3	2	2	1	5	1	2	2	2	2	4	3	2	2	2	2
Nothing	*	*	1	1	-	-	-	2	*	1	1	*	1	1	1	*	*	1
Cannot say	34	42	37	32	26	37	24	31	34	41	29	33	41	35	35	34	31	41

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A3

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1380	165	275	544	391	493	568	181	100	830	214	327	920	90	68	78	105	113
Unweighted Total	1441	125	281	523	505	579	537	184	99	871	231	328	753	273	207	61	44	93
<b>NET: Against Rick</b>	<b>57</b>	<b>37</b>	<b>62</b>	<b>57</b>	<b>64</b>	<b>58</b>	<b>56</b>	<b>65</b>	<b>58</b>	<b>56</b>	<b>62</b>	<b>59</b>	<b>60</b>	<b>37</b>	<b>57</b>	<b>60</b>	<b>51</b>	<b>60</b>
It is offensive/wrong/ out of line/ unacceptable	24	22	29	23	24	26	23	30	22	24	18	29	26	15	28	24	19	24
Culturally insensitive/ cultural appropriation	17	6	16	18	21	15	19	17	25	16	21	19	18	8	15	20	23	17
Ask Rick to stop doing it/Knock it off	11	6	12	10	12	10	12	11	10	11	15	7	12	6	7	11	6	11
He is very racist	10	8	8	11	10	9	10	10	11	10	14	5	10	9	10	8	9	6
He is immature/ juvenile/would be lectured about changing times and attitudes	4	3	4	4	3	2	5	6	1	4	7	2	4	2	5	-	4	4
He would be suspended from the group/game/ attacked/asked to leave	3	1	2	3	3	2	2	4	5	4	1	1	3	2	1	-	2	1
You are an idiot for not understanding the meaning of your gesture	2	1	2	3	2	3	1	2	1	2	3	2	2	4	5	1	-	1
Ask him to apologize	2	2	1	2	2	1	2	1	2	1	1	2	2	1	1	1	-	3
It is not funny to do that/can celebrate differently	1	-	1	1	2	1	1	1	3	1	3	1	1	*	1	3	-	3
Calm down and act like a grown up	1	-	1	1	1	1	1	1	*	1	1	*	1	*	*	-	-	1

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1380	165	275	544	391	493	568	181	100	830	214	327	920	90	68	78	105	113
Unweighted Total	1441	125	281	523	505	579	537	184	99	871	231	328	753	273	207	61	44	93
<b>NET: Supportive to Rick</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>13</b>	<b>9</b>	<b>2</b>	<b>9</b>	<b>14</b>
It is the way of celebrating a victory/ it is fine/no racism intended	2	1	1	2	3	2	3	-	3	2	3	3	2	1	1	2	7	2
Everyone can celebrate how they want/it is just a game	2	2	1	2	2	1	3	1	1	1	3	3	1	4	4	-	2	6
Is a funny guy/would be cheered on his gesture	2	3	1	2	2	3	1	*	3	1	2	2	1	5	4	-	-	5
We should stop using the racism card too often	1	*	2	1	*	*	1	-	2	1	1	*	1	2	*	-	-	-
It is a compliment to the Natives	*	-	*	1	*	*	1	1	-	1	1	-	1	1	-	-	-	-
<b>NET: Neutral</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>*</b>
It is okay if the visiting team had the word Tomahawk as part of the name/logo	1	1	*	1	*	*	*	1	1	1	1	*	1	-	1	-	-	-
Other	2	3	3	2	2	2	2	4	2	2	3	2	2	4	4	1	2	*
Nothing	*	2	*	*	*	1	*	2	-	1	-	*	1	1	-	-	-	-
Cannot say	34	53	30	35	28	34	34	30	35	36	30	31	33	46	30	37	40	29

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNTTE A3

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1380	303	463	614	302	441	637	396	404	581	416	492	473
Unweighted Total	1441	331	457	653	327	440	674	415	407	619	427	526	488
<b>NET: Against Rick</b>	<b>57</b>	<b>30</b>	<b>51</b>	<b>76</b>	<b>34</b>	<b>48</b>	<b>75</b>	<b>38</b>	<b>53</b>	<b>74</b>	<b>47</b>	<b>55</b>	<b>69</b>
It is offensive/wrong/ out of line/ unacceptable	24	11	20	35	14	21	32	14	23	33	17	26	29
Culturally insensitive/ cultural appropriation	17	7	16	24	9	13	24	9	16	24	15	15	22
Ask Rick to stop doing it/knock it off	11	4	13	12	4	11	14	8	11	13	10	11	12
He is very racist	10	6	5	15	6	4	16	6	6	14	8	9	12
He is immature/ juvenile/would be lectured about changing times and attitudes	4	2	2	5	1	3	5	2	4	5	2	4	6
He would be suspended from the group/game/ attacked/asked to leave	3	1	1	5	*	1	5	2	1	4	3	1	4
You are an idiot for not understanding the meaning of your gesture	2	*	1	3	*	2	3	1	1	3	2	3	1
Ask him to apologize	2	1	1	2	2	1	2	1	1	2	1	2	2
It is not funny to do that/can celebrate differently	1	1	1	2	1	1	2	1	1	2	1	1	2
Calm down and act like a grown up	1	1	*	1	1	*	1	1	1	1	1	*	1

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA3g. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1380	303	463	614	302	441	637	396	404	581	416	492	473
Unweighted Total	1441	331	457	653	327	440	674	415	407	619	427	526	488
NET: Supportive to Rick	6	13	7	3	15	7	2	9	8	4	9	8	3
It is the way of celebrating a victory/it is fine/no racism intended	2	4	3	1	5	3	1	3	3	1	3	3	1
Everyone can celebrate how they want/it is just a game	2	3	3	1	5	2	*	2	3	1	3	2	1
Is a funny guy/would be cheered on his gesture	2	4	1	1	3	1	1	3	2	1	3	2	1
we should stop using the racism card too often	1	1	1	*	2	1	*	1	1	*	1	1	*
It is a compliment to the Natives	*	*	1	*	1	*	*	*	*	1	*	1	*
NET: Neutral	3	4	3	2	5	2	2	4	2	2	3	1	3
It is okay if the visiting team had the word Tomahawk as part of the name/logo	1	1	*	*	1	*	*	1	-	*	1	*	1
Other	2	3	2	1	4	1	2	3	2	2	2	1	3
Nothing	*	2	*	*	1	1	*	1	*	*	1	*	*
Cannot say	34	52	42	20	48	44	22	48	40	22	42	36	25

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A3

A3G. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1380	299	382	483	216	168	137	99	526	345	105	1019	165	188	685	688	975	339
Unweighted Total	1441	304	513	459	165	157	138	155	543	316	132	1088	158	185	749	672	1083	299
Supportive to Rick	5	5	6	5	7	12	10	3	5	3	2	6	3	4	6	5	6	3
Against Rick	56	49	52	59	65	50	61	58	57	52	64	58	50	55	56	57	58	52
Neutral	2	2	3	2	2	1	5	1	2	3	1	2	4	2	2	3	2	3
Mixed	1	1	2	1	1	1	-	5	1	*	3	1	2	3	1	2	2	*
Nothing	*	*	1	1	-	-	-	2	*	1	1	*	1	1	1	*	*	1
DK/NA	34	42	37	32	26	37	24	31	34	41	29	33	41	35	35	34	31	41



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

A3G. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1380	165	275	544	391	493	568	181	100	830	214	327	920	90	68	78	105	113
Unweighted Total	1441	125	281	523	505	579	537	184	99	871	231	328	753	273	207	61	44	93
Supportive to Rick	5	6	5	5	7	5	8	*	5	5	5	8	4	12	9	2	7	11
Against Rick	56	36	62	55	62	58	55	62	52	55	58	58	58	36	56	60	49	57
Neutral	2	3	3	2	2	2	2	3	2	2	3	2	2	4	5	1	2	*
Mixed	1	1	*	2	1	1	1	3	5	1	4	1	1	*	1	-	2	4
Nothing	*	2	*	*	*	1	*	2	-	1	-	*	1	1	-	-	-	-
DK/NA	34	53	30	35	28	34	34	30	35	36	30	31	33	46	30	37	40	29

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A3

A3G. What do you think others might say to Rick? Or what do you think they might say about Rick to other people, because of the way he celebrated the goal? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1380	303	463	614	302	441	637	396	404	581	416	492	473
Unweighted Total	1441	331	457	653	327	440	674	415	407	619	427	526	488
Supportive to Rick	5	13	5	2	14	6	1	9	6	3	7	7	3
Against Rick	56	29	49	75	32	46	74	37	51	73	44	54	68
Neutral	2	4	2	1	4	2	2	4	2	2	2	1	3
Mixed	1	1	2	1	2	1	1	1	2	1	3	1	1
Nothing	*	2	*	*	1	1	*	1	*	*	1	*	*
DK/NA	34	52	42	20	48	44	22	48	40	22	42	36	25

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A4

QA4a. In the past few years, have you heard someone making this type of statement about racism against Indigenous people being not as bad as other say? And do you know other people who have heard this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Yes, I have heard this type of comment about Indigenous people	31	41	31	29	25	32	38	40	29	27	32	30	36	30	31	31	32	26
Yes, I know someone else who has heard this type of comment about Indigenous people	18	26	21	15	11	22	21	25	18	12	20	17	22	18	18	18	20	12
No, neither I nor anyone I know have heard this type of comment about Indigenous people	49	32	46	53	61	45	44	36	52	54	41	51	39	48	49	49	47	53
Cannot say	7	7	8	8	6	6	6	7	6	9	11	7	6	7	7	7	6	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4a. In the past few years, have you heard someone making this type of statement about racism against Indigenous people being not as bad as other say? And do you know other people who have heard this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Yes, I have heard this type of comment about Indigenous people	31	33	30	30	31	34	28	32	35	31	36	25	30	54	36	18	31	28
Yes, I know someone else who has heard this type of comment about Indigenous people	18	19	17	17	20	19	19	17	17	18	20	18	16	32	26	19	26	19
No, neither I nor anyone I know have heard this type of comment about Indigenous people	49	40	51	49	49	48	50	49	44	48	44	54	51	20	39	59	38	51
Cannot say	7	11	6	8	6	5	6	6	12	7	7	5	7	4	6	4	9	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4a. In the past few years, have you heard someone making this type of statement about racism against Indigenous people being not as bad as other say? And do you know other people who have heard this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Yes, I have heard this type of comment about Indigenous people	31	28	30	35	27	31	35	27	32	34	27	31	34
Yes, I know someone else who has heard this type of comment about Indigenous people	18	13	21	21	13	21	21	15	19	20	19	18	16
No, neither I nor anyone I know have heard this type of comment about Indigenous people	49	51	48	48	55	45	46	48	49	49	47	49	50
Cannot say	7	12	6	3	9	7	5	13	4	3	11	6	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4b. How common do you think it is today that someone would make this type of comment about racism against Indigenous people?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Often	17	25	17	16	13	20	21	20	16	14	18	16	20	20	15	19	19	13
Sometimes	42	44	46	38	42	46	44	51	41	35	45	42	46	38	43	41	44	36
Rarely	27	19	23	28	34	23	22	20	27	33	23	28	22	26	29	25	25	31
Never	7	4	5	9	6	5	6	4	7	7	5	7	5	8	7	6	6	9
Cannot say	8	8	9	9	5	5	7	5	8	11	9	8	8	8	7	9	7	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4b. How common do you think it is today that someone would make this type of comment about racism against Indigenous people?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Often	17	20	16	17	17	16	16	21	22	17	20	16	16	33	27	9	16	22
Sometimes	42	40	42	41	44	43	43	40	38	42	40	44	42	46	45	41	46	35
Rarely	27	25	27	27	26	28	28	24	19	27	26	27	27	16	19	39	24	28
Never	7	5	6	7	6	6	6	7	10	7	5	7	7	2	4	7	3	10
Cannot say	8	10	9	8	6	6	8	8	11	8	8	6	9	3	5	5	10	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4b. How common do you think it is today that someone would make this type of comment about racism against Indigenous people?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Often	17	15	16	21	15	17	20	15	16	21	12	18	21
Sometimes	42	38	47	41	39	46	40	38	45	43	42	43	40
Rarely	27	27	26	27	25	26	28	27	29	25	29	27	24
Never	7	7	5	7	8	4	7	7	6	7	7	5	8
Cannot say	8	14	6	3	13	6	4	14	4	4	11	7	7



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A4

QA4d. What do you think about what Judy said about racism against Indigenous people being not so bad?  
Do you think it was OK or wrong for Judy to say something like this?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
It was definitely OK	7	6	8	6	7	8	7	8	6	8	5	7	4	8	9	5	6	8
It was probably OK	17	16	18	17	18	18	15	25	17	19	12	17	22	18	21	14	17	19
It was probably wrong	30	30	33	28	31	34	30	27	29	33	26	30	32	29	34	27	29	34
It was definitely wrong	35	39	30	36	33	30	37	28	39	28	42	35	32	33	25	42	37	26
Cannot say	11	9	11	13	10	10	11	13	10	12	14	11	10	12	10	12	10	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4d. What do you think about what Judy said about racism against Indigenous people being not so bad?  
Do you think it was OK or wrong for Judy to say something like this?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
It was definitely OK	7	8	5	7	6	8	5	6	9	7	6	6	7	10	6	4	6	7
It was probably OK	17	23	17	18	15	19	17	16	14	18	15	18	17	23	9	22	20	14
It was probably wrong	30	32	30	29	31	33	30	28	23	30	31	31	30	21	24	46	31	29
It was definitely wrong	35	26	37	33	38	31	37	39	36	34	38	33	34	42	54	18	30	40
Cannot say	11	10	11	12	9	9	10	11	18	10	10	11	11	5	7	10	13	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4d. What do you think about what Judy said about racism against Indigenous people being not so bad?  
Do you think it was OK or wrong for Judy to say something like this?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
It was definitely OK	7	13	4	2	14	3	2	9	7	4	10	5	6
It was probably OK	17	27	18	5	30	17	4	22	20	9	25	17	11
It was probably wrong	30	27	36	28	25	37	30	29	34	29	32	32	27
It was definitely wrong	35	14	34	60	13	33	61	22	32	52	19	36	48
Cannot say	11	19	8	4	18	10	4	18	8	6	15	10	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Judy said about racism against Indigenous people was insensitive or wrong?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Few or none	15	11	15	14	21	17	17	15	13	18	12	15	16	17	19	12	14	17
Some	39	36	40	38	42	39	40	49	39	35	38	40	36	39	40	38	41	35
Most	25	30	25	24	20	26	21	23	26	23	28	24	30	23	24	26	25	24
Almost everyone	11	14	9	13	9	11	12	6	14	10	10	12	9	12	8	14	12	9
Cannot say	10	9	11	11	8	7	10	6	9	14	12	10	10	10	9	11	8	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Judy said about racism against Indigenous people was insensitive or wrong?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Few or none	15	16	14	16	14	15	15	15	17	15	15	16	16	18	14	13	10	13
Some	39	36	38	39	41	42	38	40	31	41	34	39	39	38	31	43	40	35
Most	25	24	26	23	26	25	25	25	21	23	28	26	23	21	27	24	30	31
Almost everyone	11	11	13	12	10	10	12	11	16	11	13	10	11	16	21	11	6	9
Cannot say	10	12	10	10	9	8	9	9	15	10	11	8	10	8	7	10	14	12

VIGNETTE A4

QA4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Judy said about racism against Indigenous people was insensitive or wrong?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Few or none	15	27	12	4	30	9	3	21	14	9	18	14	14
Some	39	45	45	24	44	52	20	43	41	31	41	41	34
Most	25	8	30	39	6	27	43	14	29	33	21	26	27
Almost everyone	11	1	5	31	1	4	31	4	9	23	7	10	17
Cannot say	10	20	7	2	18	8	2	18	7	4	13	9	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A4

QA4f. How likely do you think other people would have said something to Judy about the appropriateness of her comments, either at the bar that night or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Very likely	9	15	11	8	5	8	9	7	10	10	8	9	13	6	9	9	9	10
Somewhat likely	35	38	34	36	30	37	33	36	34	34	40	35	37	34	34	36	35	33
Not very likely	34	28	32	32	45	32	35	37	34	32	34	34	32	35	36	32	35	32
Not at all likely	10	10	11	11	10	13	13	11	11	8	5	10	8	14	11	10	11	8
Cannot say	12	9	13	13	10	10	10	9	11	16	12	12	10	10	10	13	10	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4f. How likely do you think other people would have said something to Judy about the appropriateness of her comments, either at the bar that night or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Very likely	9	12	9	9	9	10	9	7	12	9	10	10	8	21	14	6	12	10
Somewhat likely	35	36	34	37	32	36	34	39	27	35	34	36	34	39	38	36	39	36
Not very likely	34	34	35	32	35	32	35	35	36	35	32	32	35	26	29	40	22	31
Not at all likely	10	7	8	11	12	10	10	11	12	10	11	13	11	7	11	8	9	14
Cannot say	12	10	13	10	13	11	11	9	13	11	13	10	12	6	7	10	18	9



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4f. How likely do you think other people would have said something to Judy about the appropriateness of her comments, either at the bar that night or maybe later?

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Very likely	9	5	6	19	5	5	19	7	7	15	6	8	14
Somewhat likely	35	22	36	49	24	34	47	24	37	45	29	38	37
Not very likely	34	38	39	22	37	42	23	38	35	27	38	34	29
Not at all likely	10	16	8	6	17	8	5	12	12	7	11	10	10
Cannot say	12	19	11	5	18	11	6	19	9	6	16	10	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1454	328	361	532	233	192	162	92	558	336	114	1079	200	172	650	794	1049	326
Unweighted Total	1556	338	540	501	177	181	153	163	588	325	146	1183	202	165	733	808	1196	296
<b>NET: Against Judy</b>	<b>56</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>57</b>	<b>61</b>	<b>47</b>	<b>57</b>	<b>58</b>	<b>49</b>	<b>53</b>	<b>50</b>	<b>61</b>	<b>60</b>	<b>43</b>
She is misinformed/ incorrect/would face her with facts/ask her to do her own research (include uneducated/ naïve here)	17	11	17	19	22	14	17	19	18	17	16	18	15	16	14	19	17	16
Sounds racist/racism still exists in our society	11	13	9	8	18	14	7	16	12	8	12	11	10	8	11	11	11	8
She is white/she wouldn't know/ understand how it feels to be racially profiled	9	11	10	9	5	4	10	10	10	10	9	10	5	10	7	11	10	8
It is wrong/offensive to make such comments	9	12	8	8	7	10	9	10	9	7	10	10	6	6	8	10	10	6
Her comments are insensitive/ inappropriate	7	6	9	7	5	8	8	7	8	5	5	7	5	8	5	9	9	3
She is being rude/ ignorant	6	7	5	7	2	7	3	2	7	5	5	6	4	8	5	6	6	3
To mind her own business/stop saying such things	4	4	4	5	2	4	7	2	5	2	3	4	4	3	4	4	4	2
They would oppose her statement/ask her to provide proof/basis for her belief	3	2	2	3	5	5	1	3	3	2	3	3	3	5	3	3	3	2

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1454	328	361	532	233	192	162	92	558	336	114	1079	200	172	650	794	1049	326
Unweighted Total	1556	338	540	501	177	181	153	163	588	325	146	1183	202	165	733	808	1196	296
To be more careful what she says/might cause confrontations	2	2	1	2	3	5	1	7	1	1	3	2	2	5	3	2	2	1
All lives matter/all are equal/racism should not exist	2	2	3	1	1	2	2	*	2	1	2	2	3	1	1	2	2	1
Someone would say "check your privileges Judy"	1	3	2	*	1	3	-	1	2	-	2	1	1	1	1	2	2	-
<b>NET: Supportive to Judy</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>14</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>
They might agree with Judy/her opinion	4	3	2	5	4	2	2	8	4	3	3	3	8	1	3	4	4	3
People are tired the media blowing things out of proportion	3	2	1	3	5	3	6	3	2	2	3	2	3	5	3	2	3	2
She is entitled to have her own opinion/ state her point of view	2	1	2	1	3	3	*	1	2	1	2	2	3	*	2	1	2	1
She might be right/ might know facts to strengthen her opinion	1	*	1	1	1	2	*	2	1	1	-	1	1	2	1	1	1	1
<b>NET: Neutral</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>-</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>2</b>
People have different/ own opinion about the issue	2	2	2	2	1	2	3	3	2	1	-	1	3	2	2	1	2	*
Other	2	1	2	2	3	2	1	2	3	2	-	2	*	1	3	2	2	2
Nothing	1	1	1	*	2	*	1	*	1	1	-	1	1	1	1	1	1	1
Cannot say	35	37	37	35	30	33	36	33	30	43	37	34	38	38	39	32	31	48

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1454	146	281	611	413	548	542	240	91	863	262	327	977	103	69	74	113	113
Unweighted Total	1556	104	303	575	570	624	556	240	98	918	287	347	789	303	242	58	49	107
<b>NET: Against Judy</b>	<b>56</b>	<b>44</b>	<b>55</b>	<b>56</b>	<b>61</b>	<b>56</b>	<b>55</b>	<b>60</b>	<b>58</b>	<b>55</b>	<b>54</b>	<b>61</b>	<b>57</b>	<b>47</b>	<b>58</b>	<b>38</b>	<b>60</b>	<b>62</b>
She is misinformed/ incorrect/would face her with facts/ask her to do her own research (include uneducated/ naive here)	17	6	17	17	21	18	16	20	15	19	12	15	20	10	14	4	10	19
Sounds racist/racism still exists in our society	11	9	14	10	12	13	10	11	10	10	11	14	11	7	13	9	14	15
She is white/she wouldn't know/ understand how it feels to be racially profiled	9	6	10	9	10	8	10	12	10	8	11	12	9	9	11	2	5	16
It is wrong/offensive to make such comments	9	12	8	8	9	9	8	10	7	8	9	10	8	10	3	8	15	10
Her comments are insensitive/ inappropriate	7	5	7	8	7	6	7	11	7	7	9	7	7	5	10	4	6	11
She is being rude/ ignorant	6	7	6	5	6	7	5	5	8	5	6	7	5	8	9	8	6	8
To mind her own business/stop saying such things	4	4	5	3	5	4	3	4	6	4	3	6	4	3	6	2	4	6
They would oppose her statement/ask her to provide proof/basis for her belief	3	-	2	3	5	4	2	2	7	3	4	3	3	1	4	1	4	1

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1454	146	281	611	413	548	542	240	91	863	262	327	977	103	69	74	113	113
Unweighted Total	1556	104	303	575	570	624	556	240	98	918	287	347	789	303	242	58	49	107
To be more careful what she says/might cause confrontations	2	1	2	2	3	1	3	4	*	2	3	2	2	1	4	3	2	1
All lives matter/all are equal/racism should not exist	2	3	1	2	1	2	2	1	2	1	1	3	2	1	*	-	6	1
Someone would say "check your privileges Judy"	1	1	1	1	2	1	1	3	*	1	3	2	1	1	2	4	6	-
<b>NET: Supportive to Judy</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>13</b>	<b>6</b>
They might agree with Judy/her opinion	4	5	2	4	4	5	4	3	*	3	4	5	3	2	3	3	7	3
People are tired the media blowing things out of proportion	3	3	2	4	1	3	3	2	2	3	3	2	3	1	2	1	2	2
She is entitled to have her own opinion/ state her point of view	2	-	1	1	2	1	1	3	-	2	1	1	2	1	1	2	2	*
She might be right/ might know facts to strengthen her opinion	1	-	1	1	2	1	1	1	*	1	*	2	1	1	1	2	2	1
<b>NET: Neutral</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>
People have different/ own opinion about the issue	2	2	2	1	2	1	2	1	2	2	2	1	2	1	1	2	-	1
Other	2	3	1	2	3	2	2	2	1	2	3	3	2	3	4	2	2	3
Nothing	1	-	1	1	1	1	1	-	*	1	1	1	1	*	1	1	-	2
Cannot say	35	45	38	35	29	34	36	31	37	37	37	28	35	46	32	52	28	27

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1454	320	472	662	354	393	708	386	444	625	379	547	528
Unweighted Total	1556	367	478	711	390	414	752	436	460	660	422	591	543
<b>NET: Against Judy</b>	<b>56</b>	<b>35</b>	<b>49</b>	<b>71</b>	<b>32</b>	<b>49</b>	<b>72</b>	<b>43</b>	<b>52</b>	<b>67</b>	<b>46</b>	<b>57</b>	<b>62</b>
She is misinformed/ incorrect/would face her with facts/ask her to do her own research (include uneducated/ naïve here)	17	7	14	24	7	14	24	10	14	24	12	20	17
Sounds racist/racism still exists in our society	11	8	9	14	9	9	14	9	9	14	11	11	11
She is white/she wouldn't know/ understand how it feels to be racially profiled	9	6	6	13	5	8	12	7	6	13	7	10	11
It is wrong/offensive to make such comments	9	5	7	11	4	8	12	6	9	10	7	8	11
Her comments are insensitive/ inappropriate	7	2	6	11	2	6	10	3	7	10	5	8	8
She is being rude/ ignorant	6	3	5	8	3	5	8	5	6	6	3	7	7
To mind her own business/stop saying such things	4	1	4	5	1	2	6	3	4	5	3	3	6
They would oppose her statement/ask her to provide proof/basis for her belief	3	2	2	4	2	3	3	1	3	4	3	2	4

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Continued)

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1454	320	472	662	354	393	708	386	444	625	379	547	528
Unweighted Total	1556	367	478	711	390	414	752	436	460	660	422	591	543
To be more careful what she says/might cause confrontations	2	2	2	2	2	2	2	2	2	2	3	2	2
All lives matter/all are equal/racism should not exist	2	2	2	2	2	2	2	4	1	1	1	2	2
Someone would say "check your privileges Judy"	1	1	2	1	*	2	2	1	1	1	1	2	1
NET: Supportive to Judy	8	9	12	5	12	11	4	6	11	7	9	9	7
They might agree with Judy/her opinion	4	3	5	3	5	6	2	2	5	4	4	4	3
People are tired the media blowing things out of proportion	3	4	4	1	5	3	1	3	4	1	3	3	2
She is entitled to have her own opinion/ state her point of view	2	1	2	1	2	1	2	1	3	1	1	2	1
She might be right/ might know facts to strengthen her opinion	1	1	1	*	1	1	*	*	1	1	*	1	1
NET: Neutral	4	3	5	3	4	5	3	3	3	4	5	3	4
People have different/ own opinion about the issue	2	1	3	1	2	3	1	1	1	2	3	1	2
Other	2	2	2	2	2	2	2	2	2	2	2	2	2
Nothing	1	2	1	*	2	1	*	1	1	1	*	2	1
Cannot say	35	55	39	22	52	40	24	50	37	24	45	34	29

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q. f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1454	328	361	532	233	192	162	92	558	336	114	1079	200	172	650	794	1049	326
Unweighted Total	1556	338	540	501	177	181	153	163	588	325	146	1183	202	165	733	808	1196	296
Supportive to Judy	5	5	4	5	6	4	6	6	4	6	6	4	9	4	6	4	5	6
Against Judy	53	53	53	53	53	54	51	51	57	45	56	54	45	52	48	57	56	41
Neutral	3	2	3	3	3	3	3	3	3	2	-	3	3	2	4	2	3	2
Mixed	4	2	2	4	6	5	3	6	5	1	2	3	5	3	3	4	4	2
Nothing	1	1	1	*	2	*	1	*	1	1	-	1	1	1	1	1	1	1
DK/NA	35	37	37	35	30	34	36	33	30	43	37	34	38	38	39	32	31	48



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?

Or what do you think they might say about Judy to other people, because of her comments about racism? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1454	146	281	611	413	548	542	240	91	863	262	327	977	103	69	74	113	113
Unweighted Total	1556	104	303	575	570	624	556	240	98	918	287	347	789	303	242	58	49	107
Supportive to Judy	5	6	4	5	5	6	4	6	2	4	4	7	4	4	4	4	10	6
Against Judy	53	42	54	53	56	53	52	57	58	52	50	58	53	47	57	34	58	61
Neutral	3	5	3	2	3	3	4	2	3	3	4	3	3	3	4	4	2	3
Mixed	4	2	2	4	5	4	4	4	*	3	4	3	4	1	1	4	2	1
Nothing	1	-	1	1	1	1	1	-	*	1	1	1	1	*	1	1	-	2
DK/NA	35	45	38	35	29	34	36	31	37	37	37	28	35	46	32	52	28	27

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A4

QA4g. What do you think other people might say to Judy about her comments?  
Or what do you think they might say about Judy to other people, because of her comments about racism? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms A Avg				Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1454	320	472	662	354	393	708	386	444	625	379	547	528
Unweighted Total	1556	367	478	711	390	414	752	436	460	660	422	591	543
Supportive to Judy	5	5	7	3	10	6	2	3	7	4	4	5	5
Against Judy	53	32	44	69	30	43	69	40	48	64	41	53	61
Neutral	3	2	4	2	3	4	2	2	2	4	4	2	3
Mixed	4	4	6	2	2	6	3	4	5	3	5	5	2
Nothing	1	2	1	*	2	1	*	1	1	1	*	2	1
DK/NA	35	55	39	23	52	40	24	50	37	24	45	34	29

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5a. In the past few years, have you been in a public setting where you have seen someone give an Indigenous person a hard time?  
And do you know someone else who has seen this take place?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Yes, I personally have seen this happen	10	15	13	7	6	12	18	10	9	6	6	10	10	8	10	9	11	5
Yes, I know someone else who has seen this happen	13	25	14	8	7	15	14	18	13	9	10	12	14	12	12	13	14	8
No, nothing like this has happened to me or to people I know	75	59	69	82	86	72	68	70	75	83	77	76	72	77	74	77	73	85
Cannot say	4	3	5	4	3	4	3	5	4	3	7	4	4	4	4	3	4	3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5a. In the past few years, have you been in a public setting where you have seen someone give an Indigenous person a hard time?  
And do you know someone else who has seen this take place?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Yes, I personally have seen this happen	10	17	9	8	10	11	8	11	12	10	9	8	8	35	18	10	8	9
Yes, I know someone else who has seen this happen	13	21	12	11	13	12	14	12	11	11	17	15	9	32	17	14	24	18
No, nothing like this has happened to me or to people I know	75	62	78	78	74	76	76	76	73	78	73	72	81	39	60	72	60	69
Cannot say	4	4	3	4	5	3	4	4	7	3	4	5	3	3	7	4	9	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5a. In the past few years, have you been in a public setting where you have seen someone give an Indigenous person a hard time?  
And do you know someone else who has seen this take place?

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Yes, I personally have seen this happen	10	9	10	10	9	10	10	10	8	11	9	8	12
Yes, I know someone else who has seen this happen	13	12	14	12	12	15	11	12	14	13	13	12	14
No, nothing like this has happened to me or to people I know	75	72	76	78	71	75	79	73	78	76	73	78	74
Cannot say	4	8	2	2	8	2	2	7	2	2	7	3	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5b. How common do you think it is today that someone would give Indigenous people a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Often	10	20	11	6	5	12	14	9	10	7	8	10	10	11	8	12	11	6
Sometimes	35	38	37	32	36	39	39	49	35	26	39	35	34	36	33	37	39	26
Rarely	35	29	33	38	41	30	29	27	37	42	32	36	36	35	39	32	33	42
Never	10	7	8	13	9	9	11	6	9	13	9	10	10	10	11	9	8	13
Cannot say	10	6	11	11	9	10	6	9	9	12	12	9	11	8	9	10	8	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5b. How common do you think it is today that someone would give Indigenous people a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	=====					=====							=====					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Often	10	15	11	8	9	9	11	9	13	10	12	9	8	33	15	9	10	13
Sometimes	35	40	33	35	35	36	34	39	36	36	36	34	35	37	40	33	37	31
Rarely	35	25	35	38	36	38	36	31	32	36	33	36	37	23	29	36	29	37
Never	10	10	9	10	11	10	10	11	9	9	9	12	10	4	7	9	13	10
Cannot say	10	10	12	9	8	7	9	11	10	9	10	10	10	4	9	12	11	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5b. How common do you think it is today that someone would give Indigenous people a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Often	10	9	9	12	8	10	11	10	8	12	7	9	15
Sometimes	35	27	39	40	28	39	38	29	40	40	29	39	39
Rarely	35	36	36	33	35	36	35	36	36	33	42	36	27
Never	10	13	8	9	14	8	9	11	9	9	12	9	9
Cannot say	10	15	7	6	15	7	7	14	7	7	11	8	10



## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A5

QA5C. In a situation like this, how likely do you think it is that someone like Alexa would speak up to tell someone else to stop giving an Indigenous person a hard time? Do you think this would be:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Very likely	14	21	17	11	10	14	13	8	15	14	18	14	15	15	15	13	13	15
Somewhat likely	40	39	41	40	38	39	43	40	40	39	39	39	43	38	39	41	40	39
Not very likely	32	27	28	35	40	34	30	40	31	33	29	32	34	34	33	32	33	33
Not at all likely	7	8	7	6	6	7	6	6	8	5	4	7	3	6	6	7	7	5
Cannot say	7	6	8	8	6	6	8	5	7	8	11	7	5	6	6	8	7	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5C. In a situation like this, how likely do you think it is that someone like Alexa would speak up to tell someone else to stop giving an Indigenous person a hard time? Do you think this would be:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Very likely	14	19	14	13	15	15	14	13	12	14	14	16	13	21	16	16	15	18
Somewhat likely	40	38	42	40	38	40	42	36	36	40	40	39	41	37	39	27	38	43
Not very likely	32	29	29	34	34	32	32	34	36	34	30	31	33	34	32	41	28	24
Not at all likely	7	7	6	6	8	6	6	8	10	6	9	7	6	6	6	8	10	8
Cannot say	7	7	9	7	5	6	6	10	6	6	7	8	7	2	6	9	9	7

## VIGNETTE A5

QA5C. In a situation like this, how likely do you think it is that someone like Alexa would speak up to tell someone else to stop giving an Indigenous person a hard time? Do you think this would be:

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Very likely	14	7	11	26	6	11	25	10	12	22	10	13	20
Somewhat likely	40	29	45	45	26	44	48	35	43	43	36	44	39
Not very likely	32	39	34	23	40	37	22	34	35	26	34	33	29
Not at all likely	7	9	6	4	12	5	3	7	5	6	8	5	6
Cannot say	7	15	4	2	16	4	2	13	4	2	11	5	5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5d. What do you think personally about what Alexa did on the bus?

Do you think it was the right thing or the wrong thing for her to do to intervene in this situation?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
It was definitely the right thing to do	59	65	56	56	62	60	60	46	60	59	60	59	61	58	56	62	59	60
It was probably the right thing to do	25	21	28	27	24	24	24	36	24	27	21	25	24	27	28	23	26	26
It was probably the wrong thing to do	5	5	5	5	5	6	5	6	6	5	3	5	6	3	6	4	5	5
It was definitely the wrong thing to do	4	5	5	4	3	4	2	3	5	4	6	4	4	4	4	4	4	3
Cannot say	7	5	7	8	6	6	9	9	6	6	10	6	5	7	7	6	7	6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5d. What do you think personally about what Alexa did on the bus?  
Do you think it was the right thing or the wrong thing for her to do to intervene in this situation?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
It was definitely the right thing to do	59	51	60	57	63	61	59	57	56	60	62	54	60	62	61	49	55	59
It was probably the right thing to do	25	28	25	26	23	24	26	27	23	25	23	29	25	26	24	33	27	24
It was probably the wrong thing to do	5	10	5	5	4	5	5	4	8	5	4	8	5	7	6	8	4	9
It was definitely the wrong thing to do	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5	4	2
Cannot say	7	7	6	7	6	6	6	8	8	6	7	6	7	1	6	5	9	6

## VIGNETTE A5

QA5d. What do you think personally about what Alexa did on the bus?

Do you think it was the right thing or the wrong thing for her to do to intervene in this situation?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
It was definitely the right thing to do	59	36	61	83	29	59	84	46	61	75	41	65	73
It was probably the right thing to do	25	34	27	12	35	30	13	30	27	16	33	24	17
It was probably the wrong thing to do	5	9	5	1	11	5	1	7	6	2	9	4	3
It was definitely the wrong thing to do	4	5	4	3	7	3	2	4	4	4	6	3	3
Cannot say	7	16	2	1	17	4	1	12	3	2	10	5	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Alexa did on the bus was the right thing to do in that situation?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Few or none	10	12	10	9	9	12	11	12	10	8	6	10	9	10	11	9	11	7
Some	29	27	26	30	34	29	29	33	32	24	29	28	30	33	30	29	32	22
Most	29	25	28	30	34	28	29	33	26	35	29	29	32	29	30	29	27	37
Almost everyone	24	30	27	23	15	24	23	14	25	25	23	24	23	20	22	25	23	26
Cannot say	8	7	9	8	7	6	7	7	7	8	13	8	6	9	8	8	7	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Alexa did on the bus was the right thing to do in that situation?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Few or none	10	16	9	10	8	11	9	9	13	9	12	10	9	17	13	11	14	8
Some	29	29	30	30	28	29	31	30	25	29	25	34	29	34	31	27	35	28
Most	29	28	33	29	29	29	30	30	27	31	27	27	32	23	18	28	23	25
Almost everyone	24	18	21	24	27	25	23	23	25	23	27	23	23	23	31	30	19	28
Cannot say	8	9	7	7	8	6	7	8	9	7	9	6	8	3	6	4	10	10



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Alexa did on the bus was the right thing to do in that situation?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Few or none	10	20	6	2	23	6	2	15	8	4	12	8	10
Some	29	41	32	12	41	38	11	36	31	18	31	30	26
Most	29	16	40	32	13	36	37	23	36	32	27	32	29
Almost everyone	24	4	19	53	3	15	49	12	21	44	18	24	30
Cannot say	8	18	3	1	19	4	1	14	5	2	12	6	5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5f. How likely do you think other people would have said something to Alexa about what she did in speaking up to the older man, either right then or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Very likely	11	13	13	11	8	12	11	6	12	10	12	12	9	11	11	11	11	10
Somewhat likely	38	39	39	37	38	46	34	40	39	33	40	38	40	40	40	37	40	34
Not very likely	29	28	24	28	35	25	27	35	26	34	27	28	31	30	29	29	27	34
Not at all likely	10	10	10	9	8	7	15	9	11	7	7	10	10	9	9	10	10	7
Cannot say	12	10	13	15	10	10	13	9	11	15	15	13	10	11	11	13	11	15

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5f. How likely do you think other people would have said something to Alexa about what she did in speaking up to the older man, either right then or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Very likely	11	12	11	11	11	12	11	8	10	11	11	13	10	19	19	9	12	12
Somewhat likely	38	41	36	38	39	40	39	37	32	38	37	42	38	46	38	31	40	42
Not very likely	29	26	30	29	27	28	29	30	35	30	27	26	30	22	25	32	25	22
Not at all likely	10	8	10	9	11	10	8	12	14	9	12	9	9	10	9	14	12	12
Cannot say	12	13	13	12	12	11	12	14	10	12	14	11	13	3	9	13	12	12

VIGNETTE A5

QA5f. How likely do you think other people would have said something to Alexa about what she did in speaking up to the older man, either right then or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Very likely	11	6	9	20	6	7	19	8	9	17	8	10	17
Somewhat likely	38	29	42	44	27	42	44	34	40	43	36	41	38
Not very likely	29	32	31	21	34	31	22	31	31	23	30	30	25
Not at all likely	10	11	9	9	12	9	8	10	10	9	9	9	10
Cannot say	12	22	9	6	22	10	7	18	9	8	17	10	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1642	333	424	573	313	264	165	102	661	338	112	1229	196	210	807	825	1229	344
Unweighted Total	1687	324	564	555	244	224	146	158	676	323	160	1269	206	205	842	830	1323	308
<b>NET: Supportive to Alexa</b>	<b>59</b>	<b>48</b>	<b>57</b>	<b>58</b>	<b>74</b>	<b>63</b>	<b>57</b>	<b>55</b>	<b>60</b>	<b>54</b>	<b>60</b>	<b>60</b>	<b>54</b>	<b>55</b>	<b>57</b>	<b>62</b>	<b>61</b>	<b>52</b>
Alexa did the right thing/good for her for doing what needed to be done	31	24	27	33	38	30	28	30	29	35	32	32	28	27	29	32	30	35
would thank her for standing up for that teen/applaud her/congratulate her for stepping up/helping the teenager	16	14	15	14	22	19	17	16	17	8	19	16	15	17	14	18	18	8
Alexa is brave/thoughtful/caring in her action	9	7	9	9	12	7	11	9	11	7	7	10	6	6	8	10	10	7
They would support Alexa/back her up/join her/agree with her	7	7	7	6	10	9	8	6	7	4	13	7	6	8	7	8	9	3
No one is allowed to be racist/rude/speak to others in this way	3	2	3	3	5	5	2	1	4	2	4	3	5	5	2	4	3	2
People would tell the old man to leave the teenager alone	3	1	5	3	4	5	1	3	3	2	3	3	2	2	3	3	3	2
To be careful of stability of the old man/might harm her	3	1	2	3	5	3	5	3	3	1	2	3	1	4	2	3	3	1
would relay story to other/post it on social media/speak highly of her to others	2	2	2	1	3	3	7	1	1	*	2	2	1	2	1	3	2	*
Everyone has the freedom to wear what they want/no one their circumstances	*	-	*	*	1	-	-	-	*	1	-	*	-	1	*	*	*	*

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Continued)

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1642	333	424	573	313	264	165	102	661	338	112	1229	196	210	807	825	1229	344
Unweighted Total	1687	324	564	555	244	224	146	158	676	323	160	1269	206	205	842	830	1323	308
<b>NET: Against Angela</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>14</b>	<b>14</b>	<b>11</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>6</b>
Keep opinions to herself/mind her own business	8	6	9	8	10	7	11	11	9	6	10	7	11	12	8	9	10	6
Some would discriminate against her for not respecting an elderly man	2	4	2	2	2	3	5	3	3	*	*	2	1	4	2	3	3	*
Some might question Alexa's intentions/knowledge of the situation	*	*	1	*	-	2	1	-	*	-	*	1	-	-	*	*	1	-
<b>NET: Neutral</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>
Depends on the values of people on the bus	*	-	*	1	*	*	1	1	*	-	-	*	*	*	*	1	*	-
Other	2	1	2	2	2	2	4	*	2	1	1	2	3	1	3	1	2	1
Nothing	1	2	2	*	*	2	1	1	1	*	*	1	1	*	1	2	1	*
Cannot say	31	43	29	33	17	23	26	35	29	41	33	30	32	34	33	28	27	42

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1642	176	316	647	498	641	633	232	99	984	296	360	1135	113	79	68	114	131
Unweighted Total	1687	129	313	606	634	704	596	247	104	1016	294	374	923	310	243	52	48	109
<b>NET: Supportive to Alexa</b>	<b>59</b>	<b>34</b>	<b>57</b>	<b>63</b>	<b>64</b>	<b>60</b>	<b>60</b>	<b>57</b>	<b>58</b>	<b>57</b>	<b>62</b>	<b>63</b>	<b>61</b>	<b>44</b>	<b>59</b>	<b>56</b>	<b>57</b>	<b>57</b>
Alexa did the right thing/good for her for doing what needed to be done	31	14	31	35	32	30	34	26	30	30	33	31	34	17	24	23	27	26
would thank her for standing up for that teen/applaud her/congratulate her for stepping up/helping the teenager	16	7	15	17	17	15	15	18	18	15	17	16	16	9	21	14	24	12
Alexa is brave/thoughtful/caring in her action	9	8	9	8	11	9	7	12	19	9	8	10	9	9	12	5	10	9
They would support Alexa/back her up/join her/agree with her	7	3	6	7	10	8	7	10	5	6	9	9	7	8	3	13	8	9
No one is allowed to be racist/rude/speak to others in this way	3	2	3	5	2	3	2	6	4	3	4	3	4	2	1	-	3	3
People would tell the old man to leave the teenager alone	3	3	4	4	2	3	4	3	1	3	3	3	3	3	6	5	-	5
To be careful of stability of the old man/might harm her	3	1	1	3	3	3	3	1	4	3	5	1	3	4	1	-	-	*
would relay story to other/post it on social media/speak highly of her to others	2	1	2	2	2	2	1	3	4	2	3	2	2	1	1	-	2	1
Everyone has the freedom to wear what they want/no one their circumstances	*	-	*	*	*	*	*	*	-	*	*	*	*	1	1	-	-	-

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1642	176	316	647	498	641	633	232	99	984	296	360	1135	113	79	68	114	131
Unweighted Total	1687	129	313	606	634	704	596	247	104	1016	294	374	923	310	243	52	48	109
<b>NET: Against Angela</b> -----	<b>11</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>11</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>16</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>3</b>
Keep opinions to herself/mind her own business	8	8	7	9	9	7	8	14	12	9	9	7	9	9	10	8	7	3
Some would discriminate against her for not respecting an elderly man	2	3	2	2	3	1	2	6	5	2	2	3	2	5	4	2	4	*
Some might question Alexa's intentions/knowledge of the situation	*	2	*	*	*	*	1	-	-	1	1	-	*	3	*	-	-	-
<b>NET: Neutral</b> -----	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>
Depends on the values of people on the bus	*	1	*	*	*	*	1	*	-	*	1	*	*	*	1	-	-	*
Other	2	-	1	2	3	2	1	3	1	2	-	3	2	3	1	-	2	3
Nothing	1	-	*	1	2	1	1	1	1	*	2	2	1	1	*	-	6	2
Cannot say	31	56	35	28	23	31	30	27	30	34	28	25	30	41	31	34	26	36



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1642	402	622	618	335	549	758	586	484	572	513	595	534
Unweighted Total	1687	423	614	650	354	550	783	607	488	592	514	624	549
<b>NET: Supportive to Alexa</b>	<b>59</b>	<b>39</b>	<b>56</b>	<b>75</b>	<b>36</b>	<b>52</b>	<b>74</b>	<b>48</b>	<b>55</b>	<b>73</b>	<b>49</b>	<b>62</b>	<b>65</b>
Alexa did the right thing/good for her for doing what needed to be done	31	20	28	41	18	26	40	27	24	40	28	33	31
would thank her for standing up for that teen/applaud her/congratulate her for stepping up/helping the teenager	16	7	15	22	5	14	22	10	18	20	12	17	18
Alexa is brave/thoughtful/caring in her action	9	7	9	11	5	11	10	7	9	12	7	9	11
They would support Alexa/back her up/join her/agree with her	7	3	8	9	4	6	9	4	8	9	4	9	9
No one is allowed to be racist/rude/speak to others in this way	3	2	3	5	3	2	4	2	3	4	2	2	5
People would tell the old man to leave the teenager alone	3	2	2	4	2	3	3	2	2	5	2	4	3
To be careful of stability of the old man/might harm her	3	2	2	4	3	2	3	2	3	4	3	2	3
would relay story to other/post it on social media/speak highly of her to others	2	1	2	3	1	2	3	1	2	3	2	2	2
Every one has the freedom to wear what they want/no one their circumstances	*	*	*	*	*	*	*	*	*	*	*	*	*

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1642	402	622	618	335	549	758	586	484	572	513	595	534
Unweighted Total	1687	423	614	650	354	550	783	607	488	592	514	624	549
<b>NET: Against Angela</b>	<b>11</b>	<b>17</b>	<b>11</b>	<b>7</b>	<b>18</b>	<b>12</b>	<b>6</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>11</b>
Keep opinions to herself/mind her own business	8	13	8	5	14	9	6	9	9	7	10	6	9
Some would discriminate against her for not respecting an elderly man	2	3	3	1	5	2	2	3	2	2	2	3	2
Some might question Alexa's intentions/knowledge of the situation	*	1	1	*	*	1	*	1	*	*	1	*	*
<b>NET: Neutral</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>
Depends on the values of people on the bus	*	1	*	*	1	*	*	1	-	*	*	*	*
Other	2	2	2	1	3	2	1	2	3	1	2	3	*
Nothing	1	1	1	1	2	1	1	1	1	1	2	*	1
Cannot say	31	46	33	19	46	36	20	40	35	19	38	29	26

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1642	333	424	573	313	264	165	102	661	338	112	1229	196	210	807	825	1229	344
Unweighted Total	1687	324	564	555	244	224	146	158	676	323	160	1269	206	205	842	830	1323	308
Supportive to Alexa	55	45	55	54	70	61	53	48	57	51	57	57	51	51	54	57	57	50
Against Angela	7	6	10	6	7	11	10	7	8	3	6	7	9	10	7	7	8	4
Neutral	2	1	3	2	2	2	6	1	2	1	1	2	3	1	2	2	2	1
Mixed	4	3	2	4	5	2	4	7	4	3	4	3	3	4	3	4	4	2
Nothing	1	2	2	*	*	2	1	1	1	*	*	1	1	*	1	2	1	*
DK/NA	31	43	29	33	17	23	26	35	29	41	33	30	32	34	33	28	27	42

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1642	176	316	647	498	641	633	232	99	984	296	360	1135	113	79	68	114	131
Unweighted Total	1687	129	313	606	634	704	596	247	104	1016	294	374	923	310	243	52	48	109
Supportive to Alexa	55	32	54	59	60	58	56	52	51	52	59	61	57	40	53	56	57	55
Against Angela	7	9	6	7	8	6	7	12	10	7	8	7	7	12	7	10	9	2
Neutral	2	1	1	2	3	2	2	4	1	2	1	3	2	3	2	-	2	3
Mixed	4	2	3	4	4	2	4	5	6	4	3	3	4	4	6	-	-	1
Nothing	1	-	*	1	2	1	1	1	1	*	2	2	1	1	*	-	6	2
DK/NA	31	56	35	28	23	31	30	27	30	34	28	25	30	41	31	34	26	36

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A5

QA5g. What do you think others might say to Alexa? Or what do you think they might say about Alexa to other people, because of what she did on the bus? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1642	402	622	618	335	549	758	586	484	572	513	595	534
Unweighted Total	1687	423	614	650	354	550	783	607	488	592	514	624	549
Supportive to Alexa	55	34	53	72	31	49	71	44	51	70	46	59	61
Against Angela	7	12	8	4	13	8	4	10	7	5	9	6	7
Neutral	2	2	2	1	3	2	1	2	3	1	2	3	1
Mixed	4	5	3	3	5	4	3	3	4	3	4	3	4
Nothing	1	1	1	1	2	1	1	1	1	1	2	*	1
DK/NA	31	46	33	19	46	36	20	40	35	19	38	29	26

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Indigenous people?  
And do you know other people who have seen this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3348	637	820	1224	667	455	357	223	1283	787	242	2510	417	400	1639	1688	2392	787
Unweighted Total	3306	601	1082	1108	515	418	331	340	1201	728	288	2519	381	382	1618	1640	2506	666
Yes, I have personally seen this type of comment on Facebook	20	32	24	16	13	25	21	29	20	16	21	19	24	23	20	21	22	15
Yes, I know someone else who has seen this type of comment	18	29	20	13	13	22	20	26	19	11	16	17	21	18	18	18	20	10
No, neither I nor anyone I know have seen this type of comment	56	38	51	63	67	47	53	40	57	66	55	57	52	58	58	55	53	66
Cannot say	9	7	9	10	10	11	10	11	8	9	10	10	6	5	9	9	9	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Indigenous people?  
And do you know other people who have seen this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/enh	Just/enh	Not/enh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3348	361	700	1281	988	1186	1261	582	221	2005	584	735	2354	178	142	150	237	262
Unweighted Total	3306	251	664	1169	1202	1249	1184	551	227	1974	569	735	1885	513	446	110	98	224
Yes, I have personally seen this type of comment on Facebook	20	26	18	20	21	21	21	20	20	21	22	16	18	57	23	13	17	22
Yes, I know someone else who has seen this type of comment	18	17	17	18	19	19	18	17	18	16	25	19	14	30	20	23	35	22
No, neither I nor anyone I know have seen this type of comment	56	49	59	58	55	57	56	56	55	57	52	57	61	22	50	57	41	50
Cannot say	9	11	9	8	9	7	9	9	10	9	7	10	9	3	11	10	10	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Indigenous people?  
And do you know other people who have seen this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3348	1188	1183	976	1134	1084	1130	1376	998	974	1151	1201	996
Unweighted Total	3306	1139	1151	1016	1127	1013	1166	1308	983	1015	1108	1201	997
Yes, I have personally seen this type of comment on Facebook	20	18	19	25	19	20	22	18	20	24	18	20	23
Yes, I know someone else who has seen this type of comment	18	15	19	19	14	20	20	16	20	19	19	18	17
No, neither I nor anyone I know have seen this type of comment	56	56	56	55	58	54	55	56	56	56	54	57	57
Cannot say	9	13	9	5	12	9	7	13	8	5	12	9	6



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6b. How common do you think it is today that someone would post this type of negative comment about Indigenous people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Often	21	29	23	18	16	20	23	26	19	22	22	20	23	22	19	23	21	21
Sometimes	38	43	39	35	40	43	38	40	41	31	40	38	39	39	37	40	41	32
Rarely	24	17	22	26	27	19	24	22	24	26	20	23	26	23	27	20	23	25
Never	8	6	7	9	8	6	6	5	8	9	11	8	6	9	9	7	7	9
Cannot say	9	5	9	12	9	11	8	9	7	12	7	10	7	7	8	10	8	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6b. How common do you think it is today that someone would post this type of negative comment about Indigenous people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Often	21	20	20	23	20	19	22	23	24	23	23	15	21	38	28	5	14	21
Sometimes	38	37	39	38	39	39	39	39	35	38	41	39	38	37	31	50	44	39
Rarely	24	22	22	23	26	26	23	21	20	22	24	28	23	20	25	28	24	21
Never	8	8	9	6	8	8	7	8	11	8	6	10	8	3	8	8	11	8
Cannot say	9	13	10	9	7	8	9	9	10	10	7	9	10	2	9	8	7	11

VIGNETTE A6

QA6b. How common do you think it is today that someone would post this type of negative comment about Indigenous people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Often	21	19	21	23	20	21	22	19	20	24	16	23	25
Sometimes	38	35	41	38	36	42	37	34	42	41	39	38	39
Rarely	24	24	22	25	23	23	25	24	24	23	26	24	20
Never	8	8	7	8	8	6	9	9	8	6	8	8	8
Cannot say	9	14	8	5	13	8	6	14	5	6	11	8	8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE A6

QA6d. What do you think about the comment Helen posted on Facebook? Do you think it was OK or wrong for Helen to post this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
It was definitely OK	6	8	7	6	3	7	7	7	5	6	6	6	4	7	8	4	6	6
It was probably OK	9	9	12	9	8	12	9	10	10	9	3	10	10	9	12	7	10	8
It was probably wrong	22	22	22	21	22	22	26	21	19	24	22	21	24	23	24	19	20	25
It was definitely wrong	56	57	52	56	61	54	50	53	60	52	61	56	57	54	48	63	58	53
Cannot say	7	4	7	8	7	6	9	9	6	8	8	7	5	7	8	6	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6d. What do you think about the comment Helen posted on Facebook? Do you think it was OK or wrong for Helen to post this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
It was definitely OK	6	12	6	5	5	8	5	4	7	7	4	6	5	14	7	7	7	4
It was probably OK	9	10	9	9	10	12	9	8	5	9	9	11	8	14	7	17	13	12
It was probably wrong	22	24	21	22	20	22	21	24	15	21	21	25	21	19	20	35	24	19
It was definitely wrong	56	43	56	57	59	52	58	58	64	56	59	53	58	49	61	35	50	58
Cannot say	7	10	8	6	5	6	6	7	10	7	7	5	7	4	6	6	7	7

VIGNETTE A6

QA6d. What do you think about the comment Helen posted on Facebook? Do you think it was OK or wrong for Helen to post this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
It was definitely OK	6	13	3	1	14	3	1	9	4	3	8	4	5
It was probably OK	9	15	10	2	18	9	2	12	11	4	14	9	5
It was probably wrong	22	27	25	11	26	26	12	25	24	15	28	22	14
It was definitely wrong	56	31	57	85	27	57	84	41	57	76	39	60	71
Cannot say	7	15	4	1	15	4	1	13	4	2	11	5	5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say the comment Helen posted on Facebook was wrong or insensitive?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Few or none	9	9	8	9	12	10	8	11	8	10	10	8	10	15	11	8	9	9
Some	30	26	32	29	31	32	32	36	31	24	29	31	25	30	31	28	32	24
Most	31	34	33	28	32	29	33	29	30	33	28	30	36	28	31	31	30	34
Almost everyone	21	24	19	22	18	21	17	14	23	21	23	22	22	17	18	24	21	20
Cannot say	9	7	9	12	6	8	10	9	7	11	11	9	7	10	9	9	8	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say the comment Helen posted on Facebook was wrong or insensitive?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Few or none	9	11	10	8	8	11	9	6	13	10	8	9	9	14	13	11	7	8
Some	30	30	28	31	29	32	29	31	26	29	32	31	29	35	26	38	26	31
Most	31	22	31	31	34	31	32	33	23	30	34	31	31	25	24	32	41	30
Almost everyone	21	19	21	21	21	21	20	21	24	22	19	21	21	23	28	13	17	23
Cannot say	9	17	9	8	7	5	10	9	14	9	8	8	10	2	8	6	9	7



VIGNETTE A6

QA6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say the comment Helen posted on Facebook was wrong or insensitive?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Few or none	9	19	5	2	21	5	1	14	8	4	11	8	8
Some	30	44	33	9	46	35	9	38	31	17	33	30	25
Most	31	15	40	40	11	41	41	22	36	38	29	32	31
Almost everyone	21	4	16	48	3	13	47	10	19	38	14	22	28
Cannot say	9	18	6	1	19	7	2	16	5	3	12	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6f. How likely do you think other people would have responded to Helen's comment, about the appropriateness of what she wrote, either right away or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Very likely	26	30	30	26	18	29	24	20	26	28	23	26	29	26	26	26	26	27
Somewhat likely	42	39	42	40	47	41	38	43	43	42	41	42	44	40	40	43	41	42
Not very likely	16	15	15	15	20	15	17	18	16	14	18	16	15	19	18	14	17	14
Not at all likely	5	7	4	5	5	4	8	7	4	5	5	5	5	6	5	5	5	5
Cannot say	11	9	10	14	10	11	13	12	11	11	12	12	7	9	11	12	11	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6f. How likely do you think other people would have responded to Helen's comment, about the appropriateness of what she wrote, either right away or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Very likely	26	29	24	27	25	27	25	27	26	26	28	24	26	37	27	11	24	32
Somewhat likely	42	32	43	42	43	43	43	39	37	41	42	44	42	35	38	45	45	41
Not very likely	16	16	15	16	17	17	16	16	14	16	15	17	16	18	21	25	13	13
Not at all likely	5	6	4	5	5	5	4	6	9	5	3	5	5	6	6	6	7	3
Cannot say	11	16	14	9	9	7	12	13	15	11	11	10	12	4	8	12	10	10

## VIGNETTE A6

QA6f. How likely do you think other people would have responded to Helen's comment, about the appropriateness of what she wrote, either right away or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
very likely	26	15	23	43	15	23	40	18	23	41	20	26	34
Somewhat likely	42	38	45	43	39	46	41	37	47	42	41	44	39
Not very likely	16	22	18	7	21	19	9	20	18	8	20	16	12
Not at all likely	5	7	4	4	7	4	4	6	5	3	6	4	5
Cannot say	11	19	10	4	19	8	7	19	7	5	13	10	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2264	441	588	805	431	320	220	141	881	546	156	1692	303	264	1077	1176	1610	541
Unweighted Total	2245	425	760	727	333	293	212	231	827	492	190	1715	274	250	1075	1136	1698	459
<b>NET: Against Helen</b>	<b>55</b>	<b>50</b>	<b>54</b>	<b>57</b>	<b>60</b>	<b>58</b>	<b>64</b>	<b>61</b>	<b>57</b>	<b>45</b>	<b>57</b>	<b>56</b>	<b>50</b>	<b>57</b>	<b>52</b>	<b>59</b>	<b>59</b>	<b>45</b>
She should do her research/educate herself about how Indigenous people live/truth about funds they get	16	15	13	18	19	16	17	18	19	13	13	17	8	21	14	19	18	13
She's being inappropriate and wrong/out of line	14	16	13	15	13	12	11	17	16	13	20	14	13	15	12	16	16	11
All Canadian have equal right for all services/all deserve to have clean drinking water regardless of their race	12	9	11	13	16	19	14	13	10	10	13	12	15	11	10	14	13	11
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	9	5	10	11	9	10	11	12	9	7	11	8	10	13	8	10	10	8
She is being racist/a "Karen"	8	9	7	8	8	8	9	13	8	6	9	8	8	5	8	7	9	6
She is being rude/ignorant/stupid	6	7	6	7	6	6	9	4	8	5	5	7	4	8	6	7	7	5
Some would not agree with her post/attack her/challenge her comments	4	6	5	3	4	4	9	2	5	3	2	5	4	3	4	4	5	2
She is a privileged white/how would she feel if she didn't have access to clean drinking water	3	4	2	2	4	3	1	4	3	2	2	2	4	2	2	3	3	2

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Continued)

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2264	441	588	805	431	320	220	141	881	546	156	1692	303	264	1077	1176	1610	541
Unweighted Total	2245	425	760	727	333	293	212	231	827	492	190	1715	274	250	1075	1136	1698	459
People would complain about/report her post to ban her from Facebook	2	1	2	2	2	3	2	1	2	2	2	2	3	1	2	2	2	1
She should apologize for such comments	*	*	*	1	-	-	1	*	*	*	-	*	-	-	*	*	*	-
<b>NET: Neutral</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>12</b>	<b>8</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>6</b>	<b>12</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>14</b>
Indigenous people are entitled to government help due to treaty agreements/government is responsible for compensating Indigenous people	6	7	5	5	9	9	3	6	5	7	3	6	8	4	5	6	6	5
Depends on people's own views/some would agree while some would oppose	2	3	3	2	2	1	3	3	3	4	*	3	2	1	3	2	2	3
Social networks are considered a haven for people to say what they want/think of	2	1	3	2	2	2	1	4	1	4	-	2	2	1	2	1	1	4
Other	2	2	1	1	3	1	2	1	2	2	3	2	*	2	2	1	2	2
<b>NET: Supportive to Helen</b>	<b>10</b>	<b>5</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>8</b>
Some people might agree with Helen/support her post	5	3	6	6	6	6	7	9	6	4	6	6	6	3	5	6	6	4
She is right in what she claims	3	1	2	3	5	4	2	7	1	3	3	2	5	2	2	3	3	3
People are entitled to have their own opinions	2	1	2	2	1	4	2	1	2	1	1	2	-	2	2	2	2	1
Nothing	1	1	1	1	*	*	*	*	1	1	1	1	1	1	*	1	1	1
Cannot say	33	39	36	31	27	30	28	26	32	40	35	32	37	34	37	30	31	40

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	2264	221	469	890	677	839	864	380	139	1347	413	496	1588	129	92	86	164	192
Unweighted Total	2245	159	442	820	818	888	801	371	146	1349	393	493	1280	354	316	63	68	146
<b>NET: Against Helen</b>	<b>55</b>	<b>42</b>	<b>51</b>	<b>56</b>	<b>62</b>	<b>54</b>	<b>55</b>	<b>64</b>	<b>54</b>	<b>53</b>	<b>62</b>	<b>57</b>	<b>56</b>	<b>43</b>	<b>62</b>	<b>53</b>	<b>53</b>	<b>56</b>
She should do her research/educate herself about how Indigenous people live/truth about funds they get	16	11	14	17	20	16	15	21	22	17	20	12	18	15	14	18	13	12
She's being inappropriate and wrong/out of line	14	12	11	13	19	15	15	13	13	13	17	16	13	14	22	20	18	15
All Canadian have equal right for all services/all deserve to have clean drinking water regardless of their race	12	8	10	14	13	11	13	15	11	12	14	10	14	7	7	4	12	9
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	9	6	9	11	9	9	8	11	10	9	10	10	9	7	8	1	9	13
She is being racist/a "Karen"	8	4	10	8	8	7	7	11	9	7	12	7	8	4	13	6	3	11
She is being rude/ignorant/stupid	6	7	6	7	6	7	6	8	5	6	7	8	6	7	13	5	6	6
Some would not agree with her post/attack her/challenge her comments	4	3	6	4	4	4	4	5	4	4	4	6	4	2	11	2	2	5
She is a privileged white/how would she feel if she didn't have access to clean drinking water	3	1	2	3	3	2	3	3	5	2	3	3	3	3	5	-	2	2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	2264	221	469	890	677	839	864	380	139	1347	413	496	1588	129	92	86	164	192
Unweighted Total	2245	159	442	820	818	888	801	371	146	1349	393	493	1280	354	316	63	68	146
People would complain about/report her post to ban her from Facebook	2	-	3	1	3	1	3	2	3	1	3	3	2	1	*	2	4	4
She should apologize for such comments	*	-	1	*	*	*	*	1	-	*	*	1	*	*	1	-	1	-
<b>NET: Neutral</b>	<b>12</b>	<b>7</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>16</b>	<b>10</b>
Indigenous people are entitled to government help due to treaty agreements/government is responsible for compensating Indigenous people	6	4	6	6	6	7	6	5	5	6	4	7	5	9	8	3	9	6
Depends on people's own views/some would agree while some would oppose	2	-	4	2	3	3	2	3	3	3	2	2	3	1	*	1	5	*
Social networks are considered a haven for people to say what they want/think of	2	2	2	2	2	2	2	2	-	2	2	1	2	*	*	-	-	1
Other	2	1	1	2	2	1	2	1	3	2	2	2	2	2	1	4	3	3
<b>NET: Supportive to Helen</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>10</b>
Some people might agree with Helen/support her post	5	5	4	6	6	6	6	4	7	5	8	5	6	5	4	2	4	8
She is right in what she claims	3	4	3	3	2	3	3	2	3	3	1	2	3	3	3	-	1	1
People are entitled to have their own opinions	2	1	2	2	1	1	2	3	1	1	3	2	2	2	*	7	-	1
Nothing	1	-	1	1	1	1	*	1	-	1	1	1	1	1	1	1	3	1
Cannot say	33	46	36	33	27	34	33	28	37	35	27	33	32	43	30	31	31	36



# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2264	621	808	835	606	747	911	758	693	814	701	843	720
Unweighted Total	2245	602	783	860	612	697	936	728	679	838	673	857	715
<b>NET: Against Helen</b>	<b>55</b>	<b>43</b>	<b>53</b>	<b>67</b>	<b>44</b>	<b>52</b>	<b>66</b>	<b>45</b>	<b>53</b>	<b>67</b>	<b>47</b>	<b>57</b>	<b>61</b>
She should do her research/educate herself about how Indigenous people live/truth about funds they get	16	10	13	24	10	14	22	11	16	22	12	18	18
She's being inappropriate and wrong/out of line	14	9	15	18	8	16	17	10	13	19	11	14	18
All Canadian have equal right for all services/all deserve to have clean drinking water regardless of their race	12	8	12	16	8	13	14	9	12	16	7	14	15
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	9	8	10	9	9	9	9	6	11	10	8	9	10
She is being racist/a "Karen"	8	8	7	8	8	7	9	8	6	9	8	9	6
She is being rude/ignorant/stupid	6	4	6	9	3	6	9	5	6	9	6	6	7
Some would not agree with her post/attack her/challenge her comments	4	4	5	4	3	4	5	4	3	5	5	4	3
She is a privileged white/how would she feel if she didn't have access to clean drinking water	3	1	3	4	1	3	3	2	1	4	2	3	2

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2264	621	808	835	606	747	911	758	693	814	701	843	720
Unweighted Total	2245	602	783	860	612	697	936	728	679	838	673	857	715
People would complain about/report her post to ban her from Facebook	2	2	2	3	2	1	3	2	1	3	1	2	2
She should apologize for such comments	*	*	*	1	*	*	*	*	*	1	-	1	*
<b>NET: Neutral</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>8</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>14</b>
Indigenous people are entitled to government help due to treaty agreements/government is responsible for compensating Indigenous people	6	3	5	9	2	6	8	4	6	7	3	7	8
Depends on people's own views/some would agree while some would oppose	2	3	3	1	3	3	2	3	4	1	2	3	3
Social networks are considered a haven for people to say what they want/think of	2	1	3	1	1	3	2	2	2	1	2	2	2
Other	2	2	1	2	2	2	2	2	2	2	2	1	2
<b>NET: Supportive to Helen</b>	<b>10</b>	<b>15</b>	<b>8</b>	<b>7</b>	<b>14</b>	<b>9</b>	<b>7</b>	<b>14</b>	<b>6</b>	<b>8</b>	<b>13</b>	<b>8</b>	<b>7</b>
Some people might agree with Helen/support her post	5	8	5	4	7	6	4	8	3	5	7	5	5
She is right in what she claims	3	5	2	1	5	2	1	4	2	2	4	2	2
People are entitled to have their own opinions	2	3	1	1	3	2	1	2	2	2	2	2	1
Nothing	1	2	1	*	1	1	1	1	1	*	1	1	1
Cannot say	33	40	36	25	41	35	26	39	37	24	41	31	29

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2264	441	588	805	431	320	220	141	881	546	156	1692	303	264	1077	1176	1610	541
Unweighted Total	2245	425	760	727	333	293	212	231	827	492	190	1715	274	250	1075	1136	1698	459
Against Helen	46	42	43	49	48	46	54	45	48	38	50	46	41	51	43	48	49	39
Supportive to Helen	4	2	4	5	6	7	4	7	3	3	3	4	4	4	4	4	4	3
Neutral	6	8	5	5	6	4	4	6	6	9	4	6	7	4	7	5	5	9
Mixed	10	8	11	9	13	13	10	16	9	9	7	11	10	7	9	11	11	8
Nothing	1	1	1	1	*	*	*	*	1	1	1	1	1	1	*	1	1	1
DK/NA	33	39	36	31	27	30	28	26	32	40	35	32	37	34	37	30	31	40

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	2264	221	469	890	677	839	864	380	139	1347	413	496	1588	129	92	86	164	192
Unweighted Total	2245	159	442	820	818	888	801	371	146	1349	393	493	1280	354	316	63	68	146
Against Helen	46	38	43	46	51	44	45	53	45	44	52	47	47	35	52	51	44	44
Supportive to Helen	4	6	4	4	4	4	5	2	4	4	4	4	4	6	4	7	3	2
Neutral	6	6	8	6	5	6	7	5	4	6	6	6	6	8	3	8	10	4
Mixed	10	5	9	11	11	10	10	11	10	10	11	10	11	8	10	2	9	12
Nothing	1	-	1	1	1	1	*	1	-	1	1	1	1	1	1	1	3	1
DK/NA	33	46	36	33	27	34	33	28	37	35	27	33	32	43	30	31	31	36

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE A6

QA6g. What do you think others might say to Helen? Or what do you think they might say about Helen to other people, because of her Facebook comment about Indigenous people and drinking water in their communities? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms A Avg			Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2264	621	808	835	606	747	911	758	693	814	701	843	720
Unweighted Total	2245	602	783	860	612	697	936	728	679	838	673	857	715
Against Helen	46	35	44	56	36	44	54	36	44	56	37	50	49
Supportive to Helen	4	8	4	2	7	5	1	6	4	3	6	4	2
Neutral	6	7	5	6	5	7	6	7	5	6	6	6	6
Mixed	10	8	10	11	8	9	11	10	9	11	10	8	12
Nothing	1	2	1	*	1	1	1	1	1	*	1	1	1
DK/NA	33	40	36	25	41	35	26	39	37	24	41	31	29

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1a. In the past few years, have you been in a group when someone told a joke at the expense of Black people?  
And do you know other people this has happened to?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Yes, I have been in a group where this has happened	18	30	22	13	11	16	18	15	18	20	19	19	20	13	20	16	18	18
Yes, I know someone else who this has happened to	20	34	25	15	8	21	17	19	23	18	15	21	20	15	18	21	20	17
No, nothing like this has happened to me or to people I know	59	37	51	67	77	61	61	62	58	58	63	59	56	67	57	62	60	60
Cannot say	6	6	7	7	4	5	6	7	6	7	7	6	6	6	7	5	6	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1a. In the past few years, have you been in a group when someone told a joke at the expense of Black people?  
And do you know other people this has happened to?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Yes, I have been in a group where this has happened	18	22	18	18	16	19	17	17	21	18	20	15	16	35	42	5	16	24
Yes, I know someone else who this has happened to	20	22	16	20	21	20	19	23	14	17	23	26	16	30	35	18	42	27
No, nothing like this has happened to me or to people I know	59	50	64	60	59	59	61	59	58	63	56	55	66	38	24	71	40	43
Cannot say	6	9	4	5	7	4	5	5	11	5	6	7	5	4	10	8	9	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1a. In the past few years, have you been in a group when someone told a joke at the expense of Black people?  
And do you know other people this has happened to?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Yes, I have been in a group where this has happened	18	16	16	22	16	17	21	17	17	20	21	16	17
Yes, I know someone else who this has happened to	20	15	21	23	13	23	24	17	21	22	18	22	20
No, nothing like this has happened to me or to people I know	59	59	61	59	64	57	58	57	60	61	55	61	63
Cannot say	6	12	4	2	10	6	3	12	4	2	10	5	4



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1b. How common do you think it is today that someone would tell the kind of joke that Sam did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Often	17	33	18	12	10	13	15	15	19	18	17	17	18	16	15	19	17	17
Sometimes	37	34	41	36	39	39	39	37	38	35	37	38	37	37	37	37	39	34
Rarely	29	20	25	34	35	30	28	31	28	29	30	28	32	32	31	27	28	31
Never	8	6	7	10	10	11	8	11	7	8	9	9	7	9	8	8	8	9
Cannot say	8	7	9	9	6	6	10	6	7	9	8	8	6	7	8	8	7	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1b. How common do you think it is today that someone would tell the kind of joke that Sam did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Often	17	21	17	17	16	18	17	17	17	16	20	17	14	28	46	10	23	23
Sometimes	37	34	37	37	40	36	38	41	33	38	36	37	38	39	34	36	38	34
Rarely	29	25	29	30	29	31	29	27	27	29	27	31	31	20	10	37	23	25
Never	8	6	9	8	9	8	8	8	10	9	8	8	9	9	3	11	3	8
Cannot say	8	13	8	7	6	6	7	6	14	7	9	6	8	4	6	6	12	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1b. How common do you think it is today that someone would tell the kind of joke that Sam did?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Often	17	15	17	20	14	16	20	17	17	18	16	17	19
Sometimes	37	34	39	39	33	39	40	33	42	38	35	38	39
Rarely	29	27	31	29	29	31	27	26	30	31	31	31	25
Never	8	8	8	9	10	6	9	8	7	10	8	7	10
Cannot say	8	16	5	3	13	7	4	15	4	3	11	7	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1c. In a situation like this, how likely do you think it is that someone like Jonah would speak up? Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line? Do you think this would be:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
very likely	20	26	18	20	16	20	24	15	19	21	21	20	21	21	20	20	20	20
somewhat likely	40	34	39	40	44	40	37	43	40	38	40	40	41	40	38	42	40	39
Not very likely	25	27	27	21	26	26	20	30	26	24	21	25	25	26	26	23	25	24
Not at all likely	6	7	6	6	5	5	8	5	6	5	5	6	6	5	7	5	6	6
Cannot say	10	6	10	13	8	8	11	7	8	11	13	10	8	9	9	10	9	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1c. In a situation like this, how likely do you think it is that someone like Jonah would speak up? Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line? Do you think this would be:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Very likely	20	23	21	19	19	21	20	21	16	20	20	21	19	29	29	12	14	29
Somewhat likely	40	34	38	40	43	42	41	39	31	40	37	41	41	37	30	49	33	36
Not very likely	25	22	25	26	24	24	25	26	29	25	24	25	25	21	28	24	33	18
Not at all likely	6	8	7	6	5	5	5	5	12	6	7	5	5	9	7	5	8	7
Cannot say	10	13	10	9	8	8	9	9	11	9	11	9	10	4	6	10	12	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1c. In a situation like this, how likely do you think it is that someone like Jonah would speak up? Again, think about people you know and in your community. Do you think someone would tell Jason his joke was out of line? Do you think this would be:

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Very likely	20	9	16	35	14	17	29	8	16	36	13	17	31
Somewhat likely	40	30	44	45	34	43	42	29	46	46	36	45	38
Not very likely	25	32	27	15	26	27	21	34	26	13	30	26	18
Not at all likely	6	9	6	3	8	6	4	9	6	2	7	4	6
Cannot say	10	21	7	2	18	7	4	20	6	2	14	8	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1d. What do you think about what Jonah did in response to Sam's joke about Chris's car?  
Do you think that speaking up as he did was the right thing or the wrong thing for him to do?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
It was definitely the right thing	50	49	47	50	54	49	50	42	52	50	50	50	54	49	43	56	50	49
It was probably the right thing	20	19	21	20	20	21	15	27	20	21	17	20	22	17	23	18	20	21
It was probably the wrong thing	10	10	13	9	8	11	10	11	9	9	11	10	9	13	12	8	10	9
It was definitely the wrong thing	11	13	10	10	13	10	15	10	11	11	12	11	9	11	13	10	11	10
Cannot say	9	8	10	11	5	9	9	10	8	10	9	9	6	10	9	9	8	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1d. What do you think about what Jonah did in response to Sam's joke about Chris's car?  
Do you think that speaking up as he did was the right thing or the wrong thing for him to do?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
It was definitely the right thing	50	35	50	52	53	51	50	50	50	50	52	49	50	56	66	34	45	53
It was probably the right thing	20	20	19	21	20	22	19	22	18	21	19	19	21	17	10	29	16	17
It was probably the wrong thing	10	11	11	10	8	10	11	8	7	10	9	12	9	11	4	15	13	10
It was definitely the wrong thing	11	18	12	10	10	10	11	12	14	10	13	12	11	10	13	13	13	11
Cannot say	9	16	9	7	8	7	9	7	12	9	8	9	9	6	6	10	13	10



## VIGNETTE B1

QB1d. What do you think about what Jonah did in response to Sam's joke about Chris's car?  
Do you think that speaking up as he did was the right thing or the wrong thing for him to do?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
It was definitely the right thing	50	26	48	75	33	50	66	26	49	76	32	55	64
It was probably the right thing	20	26	24	11	25	22	14	26	23	11	28	21	11
It was probably the wrong thing	10	16	10	3	13	12	5	16	10	3	15	8	6
It was definitely the wrong thing	11	12	12	10	11	10	12	11	13	9	10	11	13
Cannot say	9	20	6	1	17	7	3	20	5	1	14	6	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Jonah did in speaking up to Sam about the joke he told was the right thing to do in this situation?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Few or none	10	10	12	10	9	9	12	13	12	8	8	10	9	11	13	8	11	8
Some	32	29	32	31	35	34	32	31	32	30	30	31	34	34	33	31	33	29
Most	27	26	27	27	29	26	24	33	26	29	31	27	30	26	28	27	26	31
Almost everyone	20	26	19	20	17	19	24	16	20	21	19	21	18	17	17	23	21	20
Cannot say	10	9	10	12	9	12	8	7	9	13	12	10	9	12	9	11	9	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Jonah did in speaking up to Sam about the joke he told was the right thing to do in this situation?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Few or none	10	12	9	11	10	11	10	11	11	10	10	12	9	16	11	15	13	10
Some	32	37	30	33	31	31	34	31	29	32	31	32	32	37	31	35	31	27
Most	27	24	26	28	29	29	27	26	26	27	28	28	28	22	27	31	20	29
Almost everyone	20	13	25	20	21	21	19	23	21	20	21	21	20	18	24	10	26	23
Cannot say	10	15	11	9	9	8	10	9	12	10	10	8	11	6	8	10	10	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Jonah did in speaking up to Sam about the joke he told was the right thing to do in this situation?

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Few or none	10	21	8	2	17	9	6	20	7	3	11	8	11
Some	32	41	38	16	36	38	22	43	38	14	33	36	26
Most	27	12	34	36	19	30	33	10	38	36	26	29	26
Almost everyone	20	3	13	46	7	17	36	3	12	46	13	19	30
Cannot say	10	24	6	1	21	7	3	23	5	1	16	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1f. How likely do you think other people would have said something to Jonah about speaking up to tell Sam his joke about Chris's car was unacceptable, either right then or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Very likely	16	19	15	15	14	17	15	12	16	16	13	16	14	15	17	15	15	15
Somewhat likely	39	35	38	39	43	41	38	36	41	36	37	39	37	39	37	41	40	37
Not very likely	26	26	26	24	27	25	23	32	24	26	27	25	30	25	28	23	25	26
Not at all likely	7	8	8	7	6	6	11	7	8	7	7	7	9	7	8	7	8	6
Cannot say	13	11	13	15	10	10	14	12	12	15	15	13	9	13	11	14	11	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1f. How likely do you think other people would have said something to Jonah about speaking up to tell Sam his joke about Chris's car was unacceptable, either right then or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Very likely	16	17	17	14	16	17	16	14	14	15	18	16	14	21	24	9	20	23
Somewhat likely	39	34	35	41	41	41	38	41	31	40	33	40	40	39	39	44	27	34
Not very likely	26	27	27	26	24	25	27	24	29	26	27	25	26	20	21	28	30	22
Not at all likely	7	9	7	8	7	7	8	8	9	7	9	7	7	12	8	4	10	9
Cannot say	13	13	14	12	12	11	12	13	16	12	14	12	13	7	9	14	14	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1f. How likely do you think other people would have said something to Jonah about speaking up to tell Sam his joke about Chris's car was unacceptable, either right then or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Very likely	16	8	10	30	12	12	22	6	9	32	11	14	23
Somewhat likely	39	30	43	43	33	41	42	29	45	43	34	43	39
Not very likely	26	31	28	17	26	30	21	34	28	14	30	25	21
Not at all likely	7	8	8	6	8	7	7	8	8	6	9	6	7
Cannot say	13	23	11	5	21	9	8	22	10	5	17	12	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1805	346	427	656	376	255	190	104	727	409	120	1351	202	242	827	970	1321	408
Unweighted Total	1840	346	594	603	297	228	163	175	741	374	159	1399	212	220	878	939	1421	355
<b>NET: Supportive to Jonah</b>	<b>55</b>	<b>44</b>	<b>51</b>	<b>57</b>	<b>65</b>	<b>59</b>	<b>60</b>	<b>60</b>	<b>56</b>	<b>46</b>	<b>53</b>	<b>56</b>	<b>55</b>	<b>52</b>	<b>50</b>	<b>59</b>	<b>58</b>	<b>46</b>
Sam is wrong/ insensitive/out of place to stereotype Chris/judge him by colour	16	11	14	17	19	22	15	17	17	10	13	16	16	15	13	17	18	10
Jonah did the right thing/good for him speaking up	14	10	14	14	20	11	14	17	14	15	19	15	12	14	12	16	14	16
Sam would sound racist with his joke/ shouldn't make such racial jokes	14	12	14	16	11	18	20	12	12	13	13	15	12	12	14	14	14	14
Not a funny type of joke/might lead to serious consequences	6	6	4	8	7	6	4	4	8	5	6	6	6	6	4	7	6	5
Sam is an idiot/should think before speaking	6	3	5	6	9	7	3	7	6	5	6	5	7	7	6	5	6	5
People will be impressed/back Jonah up/agree with him	5	5	4	4	7	2	8	9	5	4	2	5	5	4	4	5	5	3
Thank him for speaking up/having courage/ doing what they couldn't do	4	3	4	4	4	5	7	6	4	2	3	4	4	4	2	6	5	2
Sam is rude/ignorant	4	3	3	3	6	5	5	5	4	2	5	4	5	4	3	4	5	2

Continued/ ...



# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1805	346	427	656	376	255	190	104	727	409	120	1351	202	242	827	970	1321	408
Unweighted Total	1840	346	594	603	297	228	163	175	741	374	159	1399	212	220	878	939	1421	355
Jonah is a good man/a real stand up person/ we need more people like him	2	2	2	1	2	2	3	2	2	-	2	2	1	*	1	3	2	-
Sam should apologize for being out of line	1	1	*	1	2	1	1	1	2	*	*	1	*	2	1	1	1	1
Others would speak positively of Jonah to people	1	*	1	*	3	1	2	1	1	*	*	1	1	*	1	1	1	*
Jonah said the right thing at the right time	1	-	1	1	1	-	-	-	1	1	-	1	-	1	*	1	1	1
Jonah has every right to speak his mind	1	*	1	*	1	-	1	-	1	1	-	1	-	-	1	1	1	1
<b>NET: Against Jonah</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>6</b>	<b>11</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>5</b>
Jonah calm down/it is just a joke	5	7	6	4	4	3	8	2	6	4	5	5	4	6	6	4	6	3
Not to be too serious/sensitive/overreacting	3	4	2	2	2	3	4	2	2	2	3	2	3	3	2	3	3	2
He would be told to keep his opinions to himself/his comments just divide people/to let Chris speak for himself	1	*	1	2	3	1	2	*	2	-	1	1	1	2	2	1	2	-
Some would mock Jonah behind his back	1	1	-	*	1	-	*	1	1	1	1	*	1	1	1	*	1	-

(Continued)

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1805	346	427	656	376	255	190	104	727	409	120	1351	202	242	827	970	1321	408
Unweighted Total	1840	346	594	603	297	228	163	175	741	374	159	1399	212	220	878	939	1421	355
Jonah should have talked to Jason in private/away from other people	*	1	-	*	1	1	1	-	*	*	-	1	-	*	*	1	1	*
Some might agree with Sam's joke/find it funny	*	*	*	*	1	1	-	1	*	*	-	*	1	1	*	*	*	*
They might avoid Jonah in the future/not joke in his presence	*	*	*	-	*	-	-	1	*	*	-	*	-	-	*	*	*	*
People have the right/freedom to say what they think	*	-	*	*	-	-	-	1	*	-	-	*	-	-	*	-	*	-
<b>NET: Neutral</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>
Selling drugs has nothing to do with color of a person's skin	2	2	1	3	3	4	4	1	2	2	*	2	4	2	2	2	2	2
Depends on level of friendship among the group	1	*	1	2	1	1	2	2	1	1	2	1	*	2	1	1	1	1
Depends on Chris's reaction towards the joke	1	1	1	1	-	-	1	1	1	1	-	1	-	*	1	*	1	1
To be careful/situation might get worse/out of hand/fighting might erupt	*	-	*	*	*	1	-	1	-	-	1	*	1	-	-	*	*	*
Other	2	2	1	2	2	1	3	1	2	1	1	2	2	2	1	2	2	*
Nothing	*	*	1	*	-	*	1	-	*	1	*	*	1	*	1	*	*	1
Cannot say	36	45	40	34	24	32	28	33	33	45	38	36	34	36	39	33	32	48

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1805	173	344	735	549	673	679	306	111	1117	298	389	1291	104	82	82	97	145
Unweighted Total	1840	121	337	683	693	752	630	307	114	1129	303	404	1035	316	255	62	40	125
<b>NET: Supportive to Jonah</b>	<b>55</b>	<b>41</b>	<b>55</b>	<b>55</b>	<b>60</b>	<b>54</b>	<b>58</b>	<b>53</b>	<b>55</b>	<b>54</b>	<b>54</b>	<b>56</b>	<b>55</b>	<b>49</b>	<b>58</b>	<b>50</b>	<b>62</b>	<b>56</b>
Sam is wrong/ insensitive/out of place to stereotype Chris/judge him by colour	16	12	14	18	15	14	17	15	14	15	18	14	16	15	14	14	15	14
Jonah did the right thing/good for him speaking up	14	12	16	14	15	15	15	13	13	15	14	13	15	13	16	12	8	16
Sam would sound racist with his joke/ shouldn't make such racial jokes	14	10	17	14	13	13	14	16	12	14	14	13	14	11	12	14	18	14
Not a funny type of joke/might lead to serious consequences	6	4	6	6	8	6	6	8	6	6	5	7	6	8	4	5	10	4
Sam is an idiot/should think before speaking	6	3	7	6	5	4	7	7	4	7	5	4	6	4	6	6	7	1
People will be impressed/back Jonah up/agree with him	5	1	5	3	7	5	5	4	4	4	5	5	5	1	3	4	5	8
Thank him for speaking up/having courage/ doing what they couldn't do	4	2	3	4	6	4	5	2	7	4	3	6	3	3	8	2	11	5
Sam is rude/ignorant	4	-	5	4	4	4	4	4	4	3	7	4	3	1	2	3	8	9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1805	173	344	735	549	673	679	306	111	1117	298	389	1291	104	82	82	97	145
Unweighted Total	1840	121	337	683	693	752	630	307	114	1129	303	404	1035	316	255	62	40	125
Jonah is a good man/a real stand up person/ we need more people like him	2	-	2	2	2	1	2	2	5	2	2	1	2	*	3	1	-	2
Sam should apologize for being out of line	1	*	1	1	1	1	1	1	5	1	2	1	1	2	*	-	-	2
Others would speak positively of Jonah to people	1	1	1	1	1	*	1	1	1	1	*	1	1	*	*	-	2	-
Jonah said the right thing at the right time	1	-	-	1	1	*	1	*	1	1	1	1	1	-	*	2	-	1
Jonah has every right to speak his mind	1	1	1	*	*	*	1	*	-	*	1	1	1	-	*	1	-	1
NET: Against Jonah	9	9	10	8	11	8	8	12	15	8	13	10	9	10	7	12	13	6
Jonah calm down/it is just a joke	5	6	6	5	5	4	5	7	9	5	6	5	5	4	3	5	5	5
Not to be too serious/ sensitive/overreacting	3	2	3	2	4	2	2	4	3	2	5	1	2	4	3	5	3	2
He would be told to keep his opinions to himself/his comments just divide people/to let Chris speak for himself	1	2	1	1	1	2	1	2	3	1	3	2	2	2	2	2	-	-
Some would mock Jonah behind his back	1	*	1	*	1	*	1	1	*	*	*	1	*	1	2	-	5	-

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1805	173	344	735	549	673	679	306	111	1117	298	389	1291	104	82	82	97	145
Unweighted Total	1840	121	337	683	693	752	630	307	114	1129	303	404	1035	316	255	62	40	125
Jonah should have talked to Jason in private/away from other people	*	-	*	1	*	*	*	1	3	1	*	-	1	-	-	-	-	-
Some might agree with Sam's joke/find it funny	*	-	*	*	1	*	1	*	*	*	1	1	*	2	*	-	-	-
They might avoid Jonah in the future/not joke in his presence	*	-	*	*	1	*	-	*	*	-	*	1	*	-	*	1	-	-
People have the right/freedom to say what they think	*	-	*	-	*	*	-	-	-	*	*	-	*	-	-	1	-	-
<b>NET: Neutral</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>12</b>	<b>-</b>	<b>-</b>	<b>5</b>
Selling drugs has nothing to do with color of a person's skin	2	3	2	3	1	2	3	2	3	2	3	1	3	1	3	-	-	1
Depends on level of friendship among the group	1	1	1	1	2	1	1	1	4	1	2	1	1	2	1	-	-	1
Depends on Chris's reaction towards the joke	1	-	*	1	*	1	1	*	-	1	1	1	1	-	1	-	-	-
To be careful/situation might get worse/out of hand/fighting might erupt	*	-	1	-	-	*	-	-	-	*	*	-	*	-	-	-	-	-
Other	2	4	2	1	1	1	1	3	2	1	1	3	1	2	7	-	-	3
Nothing	*	-	1	*	*	*	*	*	*	*	*	*	*	*	1	-	-	1
Cannot say	36	46	32	38	32	38	33	36	29	37	34	33	36	38	27	38	31	37

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1805	415	608	782	497	557	751	437	537	831	501	669	635
Unweighted Total	1840	435	586	819	523	522	795	445	535	860	505	694	641
<b>NET: Supportive to Jonah</b>	<b>55</b>	<b>33</b>	<b>50</b>	<b>70</b>	<b>37</b>	<b>56</b>	<b>65</b>	<b>32</b>	<b>48</b>	<b>71</b>	<b>45</b>	<b>58</b>	<b>59</b>
Sam is wrong/ insensitive/out of place to stereotype Chris/judge him by colour	16	7	17	19	11	18	16	8	14	21	10	16	19
Jonah did the right thing/good for him speaking up	14	9	10	20	8	15	18	9	11	20	10	17	15
Sam would sound racist with his joke/ shouldn't make such racial jokes	14	10	12	17	11	12	17	10	10	18	13	15	14
Not a funny type of joke/might lead to serious consequences	6	5	6	7	4	7	7	5	6	7	5	6	8
Sam is an idiot/should think before speaking	6	3	4	8	3	6	7	2	5	8	5	4	7
People will be impressed/back Jonah up/agree with him	5	2	4	6	2	4	6	2	4	7	3	6	5
Thank him for speaking up/having courage/ doing what they couldn't do	4	2	3	6	2	4	5	1	4	6	3	4	5
Sam is rude/ignorant	4	2	5	4	3	4	4	2	4	5	4	4	3
Jonah is a good man/a real stand up person/ we need more people like him	2	1	1	3	1	1	3	1	1	3	1	2	2

Continued/ ...

## Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1805	415	608	782	497	557	751	437	537	831	501	669	635
Unweighted Total	1840	435	586	819	523	522	795	445	535	860	505	694	641
Sam should apologize for being out of line	1	1	*	2	1	1	1	*	1	1	2	1	1
Others would speak positively of Jonah to people	1	1	1	1	1	1	1	-	1	2	*	1	1
Jonah said the right thing at the right time	1	-	1	1	1	*	1	*	1	1	2	*	*
Jonah has every right to speak his mind	1	1	*	1	1	1	*	1	*	1	1	1	*
<b>NET: Against Jonah</b>	<b>9</b>	<b>14</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>6</b>	<b>10</b>	<b>11</b>	<b>8</b>
Jonah calm down/it is just a joke	5	6	5	5	4	6	6	7	5	4	6	5	5
Not to be too serious/sensitive/overreacting	3	2	4	2	2	2	3	4	3	1	2	3	3
He would be told to keep his opinions to himself/his comments just divide people/to let Chris speak for himself	1	4	1	*	3	1	1	3	1	*	2	2	*
Some would mock Jonah behind his back	1	2	*	*	1	*	*	1	1	*	*	1	1
Jonah should have talked to Jason in private/away from other people	*	1	-	1	1	-	1	-	1	*	-	1	*
Some might agree with Sam's joke/find it funny	*	*	1	*	1	*	*	*	1	*	*	1	*

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke?

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1805	415	608	782	497	557	751	437	537	831	501	669	635
Unweighted Total	1840	435	586	819	523	522	795	445	535	860	505	694	641
They might avoid Jonah in the future/not joke in his presence	*	*	*	*	*	*	*	*	*	*	*	-	*
People have the right/freedom to say what they think	*	*	*	-	*	*	-	*	*	-	*	-	-
<b>NET: Neutral</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>5</b>
Selling drugs has nothing to do with color of a person's skin	2	2	2	2	3	1	3	2	2	2	2	1	3
Depends on level of friendship among the group	1	1	1	1	1	1	1	2	1	1	1	2	1
Depends on Chris's reaction towards the joke	1	1	1	*	1	1	1	1	1	*	1	1	*
To be careful/situation might get worse/out of hand/fighting might erupt	*	*	-	*	*	-	*	*	-	*	*	*	-
Other	2	2	1	2	2	1	2	*	2	2	2	2	1
Nothing	*	*	*	*	*	*	*	*	1	*	1	*	*
Cannot say	36	52	42	23	50	36	26	54	40	23	45	32	32



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1805	346	427	656	376	255	190	104	727	409	120	1351	202	242	827	970	1321	408
Unweighted Total	1840	346	594	603	297	228	163	175	741	374	159	1399	212	220	878	939	1421	355
Supportive to Jonah	48	38	47	49	58	52	51	55	48	42	50	49	48	45	44	52	50	42
Against Jonah	6	8	6	4	8	4	6	4	8	5	5	6	7	8	7	6	7	4
Neutral	3	2	2	4	3	4	4	3	2	3	4	3	4	4	3	3	3	3
Mixed	7	6	4	8	7	8	10	5	8	4	3	7	7	7	6	7	8	4
Nothing	*	*	1	*	-	*	1	-	*	1	*	*	1	*	1	*	*	1
DK/NA	36	45	40	34	24	32	28	33	33	45	38	36	34	36	39	33	32	48

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1805	173	344	735	549	673	679	306	111	1117	298	389	1291	104	82	82	97	145
Unweighted Total	1840	121	337	683	693	752	630	307	114	1129	303	404	1035	316	255	62	40	125
Supportive to Jonah	48	36	49	47	54	48	52	45	44	48	44	51	47	46	53	50	56	51
Against Jonah	6	7	8	5	7	5	5	8	12	5	9	7	6	9	5	12	7	3
Neutral	3	5	5	3	2	2	3	3	3	3	3	4	3	3	9	-	-	3
Mixed	7	5	6	8	6	6	6	8	11	6	10	6	8	5	5	-	5	5
Nothing	*	-	1	*	*	*	*	*	*	*	*	*	*	*	1	-	-	1
DK/NA	36	46	32	38	32	38	33	36	29	37	34	33	36	38	27	38	31	37

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B1

QB1g. What do you think others might say to Jonah? Or what do you think they might say about Jonah to other people, because of what he said to Sam about his joke? NET RESPONSES

SUBSAMPLE: IF VERY/SOMEWHAT LIKELY TO SAY SOMETHING IN Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1805	415	608	782	497	557	751	437	537	831	501	669	635
Unweighted Total	1840	435	586	819	523	522	795	445	535	860	505	694	641
Supportive to Jonah	48	28	43	63	33	50	57	26	41	64	38	51	54
Against Jonah	6	11	6	4	8	6	5	10	7	3	6	6	6
Neutral	3	4	3	3	4	1	3	2	3	3	2	3	3
Mixed	7	6	7	7	5	7	8	7	7	6	8	7	5
Nothing	*	*	*	*	*	*	*	*	1	*	1	*	*
DK/NA	36	52	42	23	50	36	26	54	40	23	45	32	32

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2a. In the past few years, have you personally witnessed or seen a white person dressing up as a Black person at a party or event?  
And do you know other people who have seen this happen?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Yes, I have been at a party or event where this happened	12	21	16	8	5	17	11	13	13	7	10	12	13	12	13	11	13	7
Yes, I know someone who has seen this happen	18	31	23	13	8	21	18	15	19	15	14	18	20	13	15	20	19	14
No, nothing like this has happened to me or to people I know	67	47	56	75	84	59	68	69	66	72	70	67	66	71	68	67	65	74
Cannot say	6	5	8	5	4	6	5	5	5	7	8	5	4	5	6	5	5	6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2a. In the past few years, have you personally witnessed or seen a white person dressing up as a Black person at a party or event?  
And do you know other people who have seen this happen?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Yes, I have been at a party or event where this happened	12	18	11	11	12	14	10	10	15	10	16	13	9	31	30	10	15	12
Yes, I know someone who has seen this happen	18	17	16	16	21	18	19	17	14	15	21	22	14	27	25	23	29	25
No, nothing like this has happened to me or to people I know	67	60	69	70	64	66	68	69	68	71	60	62	73	42	46	64	51	59
Cannot say	6	6	5	5	6	5	4	5	5	5	6	6	5	6	4	5	10	6

VIGNETTE B2

QB2a. In the past few years, have you personally witnessed or seen a white person dressing up as a Black person at a party or event?  
And do you know other people who have seen this happen?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Yes, I have been at a party or event where this happened	12	13	10	12	12	12	11	13	11	11	13	9	13
Yes, I know someone who has seen this happen	18	14	21	18	15	19	19	15	20	19	18	19	16
No, nothing like this has happened to me or to people I know	67	66	66	68	66	66	69	66	67	68	62	70	69
Cannot say	6	8	4	3	8	5	4	8	4	4	8	5	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2b. How common do you think it is today that someone would dress up and act as George did at the party?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Often	9	18	9	7	3	11	8	7	10	6	10	8	10	8	7	10	9	6
Sometimes	32	34	36	28	32	35	34	31	32	31	26	31	33	35	30	34	33	29
Rarely	36	33	33	38	43	34	38	38	35	36	43	37	34	35	40	33	36	38
Never	13	11	11	15	15	11	13	14	14	14	10	14	14	12	13	13	13	14
Cannot say	10	5	10	13	8	9	7	10	9	13	11	10	8	10	10	10	8	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2b. How common do you think it is today that someone would dress up and act as George did at the party?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Often	9	10	6	11	8	9	7	10	14	8	13	8	7	19	21	8	9	15
Sometimes	32	32	29	33	33	32	33	33	25	30	34	37	30	36	37	39	39	34
Rarely	36	32	40	34	39	38	39	31	31	39	31	34	39	29	26	36	31	32
Never	13	16	14	12	14	13	13	15	17	14	13	12	14	10	10	11	12	12
Cannot say	10	11	11	10	7	7	9	11	14	9	10	10	10	6	6	6	10	7



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2b. How common do you think it is today that someone would dress up and act as George did at the party?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Often	9	11	8	6	10	8	8	11	8	6	9	8	9
Sometimes	32	35	33	26	32	34	29	34	36	24	33	33	29
Rarely	36	29	38	44	32	38	40	30	38	45	34	37	39
Never	13	11	12	18	14	11	16	11	11	20	13	13	14
Cannot say	10	14	8	5	13	9	7	15	7	5	11	9	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2d. What do you think personally about what Bob wore to this party?  
Do you think it was OK or wrong for Bob to attend the party dressed as a Black rapper?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
It was definitely OK	10	9	11	11	9	9	12	10	9	12	8	9	13	11	12	8	9	13
It was probably OK	25	23	25	26	25	20	22	24	22	33	25	25	27	25	26	24	23	34
It was probably wrong	27	29	30	24	26	33	28	27	26	24	25	28	25	22	26	28	27	24
It was definitely wrong	28	32	25	26	32	27	26	28	34	19	31	28	25	32	25	31	32	17
Cannot say	10	7	9	14	8	11	11	11	9	12	11	10	10	10	10	10	9	12

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2d. What do you think personally about what Bob wore to this party?  
Do you think it was OK or wrong for Bob to attend the party dressed as a Black rapper?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
It was definitely OK	10	18	11	10	7	10	10	11	9	10	9	10	9	20	8	6	9	11
It was probably OK	25	30	23	26	22	26	26	23	22	26	23	22	25	28	24	27	25	22
It was probably wrong	27	18	30	25	31	27	29	26	23	25	29	32	26	17	23	36	39	29
It was definitely wrong	28	25	27	27	31	28	27	30	32	29	29	26	29	28	38	21	16	29
Cannot say	10	9	9	11	9	9	9	11	15	9	10	11	11	7	6	10	12	9

VIGNETTE B2

QB2d. What do you think personally about what Bob wore to this party?  
Do you think it was OK or wrong for Bob to attend the party dressed as a Black rapper?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
It was definitely OK	10	18	7	3	16	9	5	17	7	2	15	8	6
It was probably OK	25	33	26	12	28	27	20	34	26	9	31	25	16
It was probably wrong	27	21	32	28	22	29	30	20	37	26	25	30	26
It was definitely wrong	28	11	27	52	19	27	38	11	25	59	16	27	44
Cannot say	10	18	7	4	15	9	6	18	6	3	14	9	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that the costume Bob wore to the party was wrong or insensitive?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Few or none	22	18	17	26	25	23	25	21	18	26	21	22	18	25	24	20	20	26
Some	33	34	38	30	34	32	30	36	34	35	31	33	36	34	34	33	34	33
Most	21	25	23	16	23	23	23	18	23	16	20	21	21	20	21	21	22	18
Almost everyone	12	16	11	13	8	9	9	12	15	9	15	12	12	11	10	14	13	9
Cannot say	12	8	12	16	10	12	13	14	11	13	13	12	12	11	11	13	11	14

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that the costume Bob wore to the party was wrong or insensitive?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Few or none	22	26	22	23	19	24	21	21	24	23	21	21	22	25	19	17	27	20
Some	33	28	32	33	37	33	35	35	23	33	31	38	33	30	32	43	36	32
Most	21	21	21	20	21	21	20	22	21	21	24	20	21	20	21	18	16	27
Almost everyone	12	13	12	12	12	11	13	10	17	13	13	9	12	19	20	9	7	10
Cannot say	12	12	12	13	11	10	11	13	16	11	12	13	13	6	7	12	15	11

VIGNETTE B2

QB2e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that the costume Bob wore to the party was wrong or insensitive?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Few or none	22	36	18	7	30	22	14	37	15	5	23	23	19
Some	33	35	40	22	31	38	30	37	42	19	34	36	29
Most	21	7	25	34	14	22	26	5	28	37	19	19	25
Almost everyone	12	2	7	31	6	8	22	1	7	35	8	11	17
Cannot say	12	20	9	5	18	10	8	20	7	4	16	11	10

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2f. How likely do you think other people would have said something to Bob about the costume he wore and how he acted, either at the party or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Very likely	11	18	13	8	8	12	11	9	13	7	12	11	11	13	11	11	12	6
Somewhat likely	29	32	31	26	30	30	28	25	32	27	30	31	28	22	28	31	31	26
Not very likely	34	30	33	34	41	33	35	35	33	38	30	34	36	39	36	33	34	38
Not at all likely	12	10	9	16	12	12	13	12	10	14	17	12	10	14	12	12	12	14
Cannot say	13	10	14	16	10	12	12	19	12	15	11	13	14	12	12	14	12	15



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2f. How likely do you think other people would have said something to Bob about the costume he wore and how he acted, either at the party or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Very likely	11	19	11	10	9	11	11	10	16	11	14	9	10	24	19	6	12	14
Somewhat likely	29	27	28	27	34	32	30	23	22	29	28	31	28	32	32	38	27	30
Not very likely	34	30	35	34	36	35	36	36	29	35	33	35	35	29	34	35	33	31
Not at all likely	12	10	12	15	10	11	12	16	15	13	13	10	13	8	9	8	12	12
Cannot say	13	14	14	14	11	11	11	15	17	13	12	14	14	7	6	13	16	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2f. How likely do you think other people would have said something to Bob about the costume he wore and how he acted, either at the party or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Very likely	11	6	7	23	8	9	15	4	7	26	9	10	15
Somewhat likely	29	19	32	39	22	29	36	19	33	41	25	29	35
Not very likely	34	36	40	25	36	37	31	37	42	22	37	37	28
Not at all likely	12	19	10	7	16	12	9	19	8	6	14	12	11
Cannot say	13	20	12	6	17	13	9	21	9	6	16	12	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1333	306	368	413	247	196	141	77	568	261	91	1021	166	140	638	687	1022	253
Unweighted Total	1426	319	507	410	190	186	144	136	575	259	126	1112	169	140	709	697	1147	226
<b>NET: Against Bob</b>	<b>51</b>	<b>47</b>	<b>48</b>	<b>55</b>	<b>53</b>	<b>52</b>	<b>55</b>	<b>48</b>	<b>55</b>	<b>40</b>	<b>51</b>	<b>51</b>	<b>46</b>	<b>57</b>	<b>48</b>	<b>54</b>	<b>54</b>	<b>40</b>
Culturally insensitive/ cultural appropriation instead of appreciation	16	14	16	17	17	12	19	22	18	9	20	16	13	19	12	19	18	9
It was wrong/offensive/ out of place to stereotype black people heritage	13	14	10	14	16	16	15	7	15	10	10	13	12	18	12	14	14	10
Bob is racist	10	12	11	10	10	11	13	9	10	10	12	12	9	5	10	11	11	10
Bob is being rude/ lacking respect for others/making fun of them	6	8	4	6	6	5	6	5	7	5	4	6	7	5	4	7	6	5
Bob is an idiot/should have thought of effect his costume would create among the others	5	2	5	6	6	4	2	4	5	4	5	4	4	12	4	5	4	5
This is not funny/in poor taste	4	3	4	6	5	6	2	3	4	4	6	4	5	2	5	3	4	4
would ask him to change the costume or leave	4	4	4	4	3	1	6	*	5	3	2	4	2	5	4	4	4	2
It has nothing to do with his costume but with acting/talking like a rapper	4	5	4	4	1	5	3	3	3	2	9	4	4	3	4	3	4	2
would be talked to/ educated on bad consequences resulting from his choice	3	3	4	2	4	2	7	4	4	2	2	4	2	3	2	4	4	1

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1333	306	368	413	247	196	141	77	568	261	91	1021	166	140	638	687	1022	253
Unweighted Total	1426	319	507	410	190	186	144	136	575	259	126	1112	169	140	709	697	1147	226
would talk negatively about him to others/ make fun of him	1	1	1	2	3	2	1	1	2	*	3	1	1	2	1	2	2	*
would ask him to apologize	*	*	-	*	*	-	-	-	*	-	1	*	*	*	-	*	*	-
<b>NET: Neutral</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>20</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>8</b>
Didn't have to wear a black face/there are white rappers as well/ wearing black face has stirred a lot of objection/commotion in past	4	3	4	4	4	3	3	8	3	4	4	3	6	3	4	3	4	4
Depends on his intentions	2	3	1	2	1	1	3	3	2	1	1	2	1	2	2	1	2	1
Things have changed/no one would do such thing any more	2	*	2	2	4	4	2	2	2	-	*	2	*	2	2	2	2	-
People are becoming too sensitive/ exaggerated/magnified	1	*	*	1	3	3	1	3	*	1	2	1	-	2	1	2	2	-
Depends on level of sensitivity of each person in the group	1	1	2	*	1	1	-	1	1	2	1	1	-	-	1	1	1	1
Other	2	2	2	1	1	*	3	5	1	2	3	1	3	1	2	1	1	2
<b>NET: Supportive to Bob</b>	<b>8</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>11</b>	<b>9</b>	<b>6</b>	<b>18</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>7</b>
Everyone has their own right to dress whatever they like for Halloween	6	5	6	5	8	9	5	9	5	6	4	6	7	2	5	7	6	6
People will find Bob interesting	1	1	2	1	1	-	1	5	2	1	-	1	1	2	2	1	2	1
Compliment him for the ingenuity in his costume selection/how nice it is	1	*	1	*	2	1	1	4	1	1	-	1	1	1	1	1	1	*
Nothing Cannot say	1 37	1 42	* 38	1 36	1 29	1 35	* 36	- 26	* 34	1 46	2 36	1 36	* 40	- 33	1 39	1 35	1 33	2 47

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1333	152	256	488	434	518	516	171	90	792	247	291	885	94	71	82	89	106
Unweighted Total	1426	112	267	468	576	607	508	180	94	840	259	323	722	276	230	61	39	92
<b>NET: Against Bob</b>	<b>51</b>	<b>28</b>	<b>48</b>	<b>54</b>	<b>57</b>	<b>51</b>	<b>53</b>	<b>50</b>	<b>45</b>	<b>51</b>	<b>51</b>	<b>51</b>	<b>53</b>	<b>38</b>	<b>49</b>	<b>47</b>	<b>48</b>	<b>47</b>
Culturally insensitive/cultural appropriation instead of appreciation	16	6	15	14	22	15	15	19	20	15	19	15	17	13	15	12	5	21
It was wrong/offensive/out of place to stereotype black people heritage	13	6	13	15	14	12	16	11	10	13	13	13	15	7	6	4	24	10
Bob is racist	10	9	8	13	10	9	12	11	13	9	12	12	11	8	15	13	13	5
Bob is being rude/lacking respect for others/making fun of them	6	6	5	6	5	7	5	5	2	5	8	6	5	7	6	7	10	5
Bob is an idiot/should have thought of effect his costume would create among the others	5	2	6	5	4	3	6	5	3	5	5	3	5	4	5	5	2	-
This is not funny/in poor taste	4	1	6	3	5	5	4	5	3	5	3	3	4	4	4	6	2	4
would ask him to change the costume or leave	4	2	2	6	4	5	2	4	6	4	4	3	4	2	6	4	3	1
It has nothing to do with his costume but with acting/talking like a rapper	4	1	3	5	3	2	4	6	2	4	4	1	4	1	5	2	2	4
would be talked to/educated on bad consequences resulting from his choice	3	-	2	3	5	3	4	1	5	3	2	3	4	*	*	3	2	4

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1333	152	256	488	434	518	516	171	90	792	247	291	885	94	71	82	89	106
Unweighted Total	1426	112	267	468	576	607	508	180	94	840	259	323	722	276	230	61	39	92
would talk negatively about him to others/ make fun of him	1	3	1	2	1	2	1	2	3	2	1	*	2	*	2	-	-	*
would ask him to apologize	*	-	*	-	*	*	-	*	-	*	-	-	*	*	-	-	-	-
<b>NET: Neutral</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>11</b>
Didn't have to wear a black face/there are white rappers as well/ wearing black face has stirred a lot of objection/commotion in past	4	2	3	4	4	4	3	5	8	5	3	2	5	2	2	2	-	2
Depends on his intentions	2	1	2	1	3	2	1	5	*	2	2	2	2	1	2	-	3	5
Things have changed/no one would do such thing any more	2	-	2	2	2	2	2	-	1	2	1	2	2	-	-	-	2	1
People are becoming too sensitive/ exaggerated/magnified	1	-	2	1	1	*	2	1	2	1	3	*	2	-	-	-	-	1
Depends on level of sensitivity of each person in the group	1	-	1	1	1	1	1	1	-	1	1	*	1	*	1	-	-	-
Other	2	6	1	1	*	1	1	4	1	2	2	1	1	4	2	4	-	3
<b>NET: Supportive to Bob</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>11</b>	<b>8</b>
Everyone has their own right to dress whatever they like for Halloween	6	8	7	6	4	5	6	8	8	6	6	6	7	4	3	4	9	3
People will find Bob interesting	1	1	*	2	2	1	2	*	2	1	1	2	1	*	2	-	2	4
Compliment him for the ingenuity in his costume selection/how nice it is	1	1	1	1	1	1	1	*	1	1	1	1	1	1	1	-	-	2
Nothing Cannot say	1 37	2 52	1 39	1 33	* 34	1 38	* 35	1 32	4 36	1 36	* 38	1 36	1 33	* 53	* 43	- 45	- 38	- 39

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1333	305	469	558	334	418	582	333	406	594	381	474	479
Unweighted Total	1426	334	483	609	364	440	622	371	409	646	411	515	500
<b>NET: Against Bob</b>	<b>51</b>	<b>24</b>	<b>47</b>	<b>69</b>	<b>31</b>	<b>50</b>	<b>63</b>	<b>25</b>	<b>47</b>	<b>68</b>	<b>36</b>	<b>52</b>	<b>62</b>
Culturally insensitive/ cultural appropriation instead of appreciation	16	7	13	23	10	13	21	6	13	24	12	15	19
It was wrong/offensive/ out of place to stereotype black people heritage	13	8	14	16	7	15	16	8	14	16	8	12	19
Bob is racist	10	3	10	16	5	12	12	4	10	15	8	11	12
Bob is being rude/ lacking respect for others/making fun of them	6	3	5	8	3	6	8	2	5	8	3	5	9
Bob is an idiot/should have thought of effect his costume would create among the others	5	2	2	8	2	3	7	2	3	7	3	5	5
This is not funny/in poor taste	4	1	4	6	2	4	5	2	3	6	2	5	5
would ask him to change the costume or leave	4	2	2	6	3	3	5	2	3	6	3	4	4
It has nothing to do with his costume but with acting/talking like a rapper	4	2	4	5	2	4	4	2	3	5	4	4	3
would be talked to/ educated on bad consequences resulting from his choice	3	*	3	5	1	4	4	1	2	5	2	4	3

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
would talk negatively about him to others/ make fun of him	1	1	1	2	1	2	1	1	1	3	1	1	2
would ask him to apologize	*	-	*	*	-	*	*	-	-	*	-	-	*
<b>NET: Neutral</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>9</b>
Didn't have to wear a black face/there are white rappers as well/ wearing black face has stirred a lot of objection/commotion in the past	4	3	3	5	4	3	4	2	4	4	4	4	3
Depends on his intentions	2	3	2	1	2	1	2	2	3	1	2	1	2
Things have changed/no one would do such thing any more	2	*	1	3	*	1	3	1	1	2	1	3	1
People are becoming too sensitive/ exaggerated/magnified	1	1	2	1	1	1	1	1	2	1	2	1	1
Depends on level of sensitivity of each person in the group	1	1	1	1	1	1	1	1	*	1	1	*	1
Other	2	2	2	1	2	2	1	2	2	1	1	2	1
<b>NET: Supportive to Bob</b>	<b>8</b>	<b>14</b>	<b>11</b>	<b>2</b>	<b>12</b>	<b>9</b>	<b>5</b>	<b>16</b>	<b>8</b>	<b>3</b>	<b>12</b>	<b>7</b>	<b>6</b>
Everyone has their own right to dress whatever they like for Halloween	6	10	8	2	10	6	4	12	6	2	9	5	4
People will find Bob interesting	1	3	1	*	1	3	1	3	1	*	2	1	1
Compliment him for the ingenuity in his costume selection/how nice it is	1	2	1	*	2	1	1	2	1	*	2	1	*
Nothing	1	2	1	*	1	1	*	2	*	*	1	1	1
Cannot say	37	56	38	25	51	37	28	54	39	25	47	37	27



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1333	306	368	413	247	196	141	77	568	261	91	1021	166	140	638	687	1022	253
Unweighted Total	1426	319	507	410	190	186	144	136	575	259	126	1112	169	140	709	697	1147	226
Supportive to Bob	6	4	8	3	8	6	3	10	5	6	4	6	6	4	6	6	6	6
Against Bob	46	43	43	49	49	45	48	41	50	37	48	45	42	55	43	49	48	37
Neutral	5	5	6	4	7	5	4	11	4	6	7	5	7	5	7	4	5	6
Mixed	6	5	5	7	7	8	9	12	6	3	3	7	4	3	5	6	7	3
Nothing	1	1	*	1	1	1	*	-	*	1	2	1	*	-	1	1	1	2
DK/NA	37	42	38	36	29	35	36	26	34	46	36	36	40	33	39	35	33	47

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## VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1333	152	256	488	434	518	516	171	90	792	247	291	885	94	71	82	89	106
Unweighted Total	1426	112	267	468	576	607	508	180	94	840	259	323	722	276	230	61	39	92
Supportive to Bob	6	9	4	6	4	5	6	4	6	5	4	7	5	3	4	4	11	6
Against Bob	46	27	45	49	50	45	49	47	41	45	47	47	47	36	46	45	46	42
Neutral	5	8	5	5	4	5	4	10	7	5	5	5	6	5	3	4	3	8
Mixed	6	2	6	6	8	6	6	6	6	7	6	4	7	3	3	1	2	5
Nothing	1	2	1	1	*	1	*	1	4	1	*	1	1	*	*	-	-	-
DK/NA	37	52	39	33	34	38	35	32	36	36	38	36	33	53	43	45	38	39

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### VIGNETTE B2

QB2g. What do you think others might say to Bob? Or what do you think they might say about Bob to other people, because of his costume and actions at the party? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1333	305	469	558	334	418	582	333	406	594	381	474	479
Unweighted Total	1426	334	483	609	364	440	622	371	409	646	411	515	500
Supportive to Bob	6	12	7	1	10	6	3	13	6	1	9	5	3
Against Bob	46	20	42	63	28	45	57	21	41	63	31	46	58
Neutral	5	5	6	5	6	4	6	5	7	5	6	4	6
Mixed	6	5	6	6	4	7	7	6	7	6	7	7	4
Nothing	1	2	1	*	1	1	*	2	*	*	1	1	1
DK/NA	37	56	38	25	51	37	28	54	39	25	47	37	27

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3a. In the past few years, have you been asked by someone who isn't Black where you came from?  
And do you know other Black people who have been asked this question?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	150	63	28	38	20	7	13	2	100	23	5	126	13	10	60	90	127	16
Unweighted Total	451	136	165	114	36	26	38	30	260	79	18	388	35	23	205	246	381	54
Yes, I personally experienced someone asking me where I am from	50	44	55	54	51	31	52	64	52	49	18	53	40	21	44	53	49	66
Yes, I know someone else who has been asked this question	29	35	27	25	18	36	8	40	28	36	61	27	46	37	41	21	28	19
No, neither I nor people I know have been asked this question	22	20	22	24	26	21	35	7	23	15	9	22	9	37	22	22	24	15
Cannot say	7	8	9	5	5	14	7	2	7	6	13	7	5	7	3	9	7	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3a. In the past few years, have you been asked by someone who isn't Black where you came from?  
And do you know other Black people who have been asked this question?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	other
Total	150	21	26	58	43	51	52	26	9	26	46	74	5	-	143	-	-	2
Unweighted Total	451	22	69	136	222	157	159	83	30	65	130	250	5	-	445	-	-	1
Yes, I personally experienced someone asking me where I am from	50	19	50	55	59	58	53	45	30	43	50	54	-	-	52	-	-	-
Yes, I know someone else who has been asked this question	29	38	25	26	29	41	27	22	20	37	34	22	39	-	27	-	-	100
No, neither I nor people I know have been asked this question	22	32	21	23	17	13	16	33	47	16	22	24	24	-	22	-	-	-
Cannot say	7	11	10	6	4	1	10	8	4	11	5	6	37	-	6	-	-	-

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3a. In the past few years, have you been asked by someone who isn't Black where you came from?  
And do you know other Black people who have been asked this question?

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	150	42	51	57	44	45	61	45	54	51	48	53	48
Unweighted Total	451	136	155	160	143	143	165	144	152	155	146	147	158
Yes, I personally experienced someone asking me where I am from	50	40	50	56	39	51	56	50	39	60	36	56	56
Yes, I know someone else who has been asked this question	29	26	34	27	30	30	28	19	33	33	38	22	28
No, neither I nor people I know have been asked this question	22	19	23	24	18	24	23	21	29	15	21	26	18
Cannot say	7	19	3	2	17	5	1	16	4	2	14	3	4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3b. How common do you think it is today that someone who isn't Black would ask a Black person where he or she comes from, as Angela did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Often	24	34	24	20	24	18	25	25	22	31	22	24	23	29	20	28	23	30
Sometimes	35	33	36	36	34	37	33	43	35	32	36	35	38	33	38	32	36	33
Rarely	24	19	24	24	27	25	27	19	25	19	24	24	25	22	25	22	25	18
Never	9	7	9	11	9	12	7	5	10	10	8	10	7	9	10	9	9	10
Cannot say	8	7	8	9	6	8	8	8	7	8	9	8	6	6	7	8	7	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3b. How common do you think it is today that someone who isn't Black would ask a Black person where he or she comes from, as Angela did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Often	24	19	21	25	27	27	23	21	29	24	25	24	23	35	48	17	23	23
Sometimes	35	35	33	38	34	36	36	36	28	35	36	36	36	33	34	29	36	34
Rarely	24	20	27	22	25	24	25	20	25	23	24	25	23	20	11	36	27	25
Never	9	11	10	8	10	9	9	13	6	10	7	8	10	7	2	12	7	9
Cannot say	8	16	10	7	4	5	8	10	11	8	7	6	8	5	5	6	7	9



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3b. How common do you think it is today that someone who isn't Black would ask a Black person where he or she comes from, as Angela did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens:

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Often	24	21	24	28	20	23	29	23	25	26	20	26	27
Sometimes	35	35	37	33	34	37	34	35	38	32	36	36	33
Rarely	24	22	25	24	23	25	23	22	25	26	25	23	23
Never	9	8	8	12	11	8	9	8	8	13	9	8	11
Cannot say	8	13	6	3	12	6	4	13	5	4	11	6	6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3d. What do you think about personally about what Angela said to Grace?

Do you think it was OK or wrong for Angela to ask Grace where she came from and then respond as she did?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
It was definitely OK	7	7	7	7	7	3	6	4	7	12	6	6	10	9	9	5	5	12
It was probably OK	19	19	18	17	23	19	19	21	16	24	13	19	16	19	21	16	18	24
It was probably wrong	29	33	33	29	23	31	35	30	28	28	30	29	35	28	31	27	29	29
It was definitely wrong	35	33	32	36	40	38	32	38	40	25	42	36	35	33	29	41	40	23
Cannot say	10	8	10	11	7	10	8	8	9	12	9	10	5	10	9	10	9	12

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3d. What do you think about personally about what Angela said to Grace?

Do you think it was OK or wrong for Angela to ask Grace where she came from and then respond as she did?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
It was definitely OK	7	11	6	8	5	9	7	5	5	8	5	7	7	16	7	6	3	6
It was probably OK	19	19	19	19	18	20	19	17	14	19	19	19	19	19	20	16	21	19
It was probably wrong	29	31	30	29	29	28	31	29	33	29	28	32	29	29	19	46	33	29
It was definitely wrong	35	24	34	35	41	36	34	38	36	35	40	34	36	32	46	24	34	34
Cannot say	10	16	10	9	7	7	9	12	13	10	8	9	10	5	8	9	8	12

## VIGNETTE B3

QB3d. What do you think about personally about what Angela said to Grace?

Do you think it was OK or wrong for Angela to ask Grace where she came from and then respond as she did?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
It was definitely OK	7	12	5	2	11	6	4	12	5	2	10	6	4
It was probably OK	19	28	19	6	25	19	12	27	20	5	21	20	14
It was probably wrong	29	28	34	27	29	30	30	28	36	25	33	30	25
It was definitely wrong	35	14	36	63	20	37	50	15	35	66	22	36	49
Cannot say	10	19	6	2	15	9	4	18	4	2	13	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Angela said to Grace was wrong or insensitive?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Few or none	16	13	15	17	20	11	18	20	14	23	16	15	19	21	19	14	14	24
Some	32	33	34	30	33	37	27	38	31	32	32	32	34	34	34	31	33	30
Most	26	30	25	24	27	26	31	23	28	22	25	27	26	21	27	25	27	22
Almost everyone	15	14	14	17	13	16	14	12	17	11	18	15	14	14	11	18	17	11
Cannot say	11	9	11	13	7	11	11	7	10	13	10	11	8	9	10	11	10	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Angela said to Grace was wrong or insensitive?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Few or none	16	20	15	18	15	18	17	14	15	17	16	15	17	23	18	16	12	12
Some	32	31	32	32	33	34	33	30	28	32	29	36	31	35	34	32	37	36
Most	26	18	26	26	29	27	26	26	25	25	28	28	26	24	22	29	30	26
Almost everyone	15	16	15	15	15	14	15	16	18	15	16	13	15	15	21	12	10	14
Cannot say	11	16	12	10	8	7	10	14	14	10	11	9	11	4	7	12	11	11

VIGNETTE B3

QB3e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Angela said to Grace was wrong or insensitive?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Few or none	16	32	11	3	27	13	9	31	10	2	20	17	12
Some	32	35	40	19	32	38	27	36	42	16	31	35	31
Most	26	10	33	38	17	27	35	10	35	41	24	27	28
Almost everyone	15	2	10	38	7	13	25	2	9	40	10	14	20
Cannot say	11	21	7	1	18	9	5	21	4	2	15	8	9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

V  
IGNETTE B3

QB3f. How likely do you think other people at their workplace would have said something to Angela about the appropriateness of what she said to Grace?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Very likely	11	10	13	11	8	12	8	11	11	10	11	11	8	11	9	12	11	9
Somewhat likely	36	39	36	35	34	37	34	35	38	30	41	36	43	30	37	34	38	30
Not very likely	31	29	28	30	37	31	32	30	28	34	28	30	32	32	32	30	29	35
Not at all likely	10	11	9	9	12	8	12	14	10	9	7	10	8	12	10	10	10	9
Cannot say	13	11	14	15	10	11	15	9	12	16	13	13	10	15	12	14	12	17



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3f. How likely do you think other people at their workplace would have said something to Angela about the appropriateness of what she said to Grace?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Very likely	11	12	11	10	11	12	10	9	12	10	12	13	9	21	13	11	16	13
Somewhat likely	36	29	36	37	37	37	35	35	30	34	38	39	35	33	33	32	39	43
Not very likely	31	29	30	31	31	32	31	29	32	32	30	29	32	28	32	40	22	21
Not at all likely	10	11	9	10	10	10	10	10	10	11	8	10	9	11	12	8	11	15
Cannot say	13	19	14	12	11	9	13	16	15	14	12	9	14	8	10	8	12	10

## VIGNETTE B3

QB3f. How likely do you think other people at their workplace would have said something to Angela about the appropriateness of what she said to Grace?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Very likely	11	5	7	23	7	9	16	5	6	25	7	10	16
Somewhat likely	36	23	40	46	28	38	42	24	42	46	34	36	37
Not very likely	31	35	34	21	32	32	28	36	36	17	30	34	26
Not at all likely	10	13	9	6	14	9	7	13	9	6	11	8	10
Cannot say	13	23	9	4	20	12	7	22	7	6	18	11	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1540	318	393	548	281	217	161	102	629	307	124	1177	199	163	729	802	1156	299
Unweighted Total	1568	323	520	514	211	203	146	157	621	281	160	1206	198	160	768	780	1242	262
<b>NET: Against Angela</b>	<b>55</b>	<b>53</b>	<b>54</b>	<b>56</b>	<b>59</b>	<b>61</b>	<b>53</b>	<b>55</b>	<b>57</b>	<b>48</b>	<b>61</b>	<b>57</b>	<b>47</b>	<b>53</b>	<b>52</b>	<b>59</b>	<b>58</b>	<b>46</b>
Culturally insensitive/ inappropriate to be asking such question	12	12	11	14	10	16	13	14	12	5	20	12	11	15	10	14	14	6
A rude gesture/ disrespectful/Angela's response implies Grace is lying	10	14	9	9	12	13	10	15	11	6	11	10	10	10	7	13	12	5
She is racist/she wouldn't ask this question of new white co-worker	8	9	9	8	8	10	10	9	9	5	9	9	5	8	8	9	9	4
Angela should not assume things based on skin colour	7	9	7	6	4	4	2	6	7	7	13	7	4	8	6	7	7	6
She should be more careful about phrasing her words/question	6	6	9	4	8	9	8	6	5	6	6	6	7	8	5	8	7	5
It is offensive/wrong/ out of line/ unacceptable to ask such question	6	5	8	6	6	6	5	3	8	6	4	6	11	2	6	6	6	6
Angela might have been stuck in her house/ should be more open to the world/more educated	6	3	3	6	10	5	3	4	6	6	7	5	5	7	5	6	5	7
Angela is an idiot to think there are no black people in her town just because she didn't see one	5	5	4	6	5	7	5	6	5	4	5	5	6	3	5	6	6	4

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1540	318	393	548	281	217	161	102	629	307	124	1177	199	163	729	802	1156	299
Unweighted Total	1568	323	520	514	211	203	146	157	621	281	160	1206	198	160	768	780	1242	262
She should keep her mouth shut/mind her own business	4	3	3	4	3	3	6	2	4	4	1	4	2	4	4	3	3	4
Canada is home to different ethnicities	3	3	3	2	4	2	3	1	3	4	7	3	2	2	3	3	3	6
Angela's response to Grace's answer is surprising/shocking	3	2	3	4	2	1	3	2	4	5	1	3	1	3	3	3	3	4
People would gossip behind Angela's back	1	-	*	1	3	1	1	2	1	-	1	1	-	1	1	1	1	-
Angela should apologize to Grace	1	-	2	1	1	1	*	-	1	1	2	1	-	2	1	1	1	1
Not good to ask personal questions without knowing the person well	1	-	*	2	1	*	*	3	1	1	1	1	-	1	1	1	1	1
<b>NET: Supportive to Angela</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>3</b>
Asking a person about their background is fine	3	3	3	2	6	3	6	9	3	2	3	3	6	1	3	4	4	1
Angela is a good person/does not mean disrespect/her question is fairly innocent	2	3	2	2	1	1	1	*	2	3	2	2	2	1	2	2	2	2
Angela might not be certain of black people living in her town	1	*	1	1	1	1	-	-	1	1	*	1	-	1	1	1	1	1
People need to relax/ racism issues are being blown out of their real size	*	-	*	*	1	*	-	-	*	-	1	*	-	-	*	*	*	-

Continued/ ...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1540	318	393	548	281	217	161	102	629	307	124	1177	199	163	729	802	1156	299
Unweighted Total	1568	323	520	514	211	203	146	157	621	281	160	1206	198	160	768	780	1242	262
<b>NET: Neutral</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>
Can relate/grew up in an area where no people of colour lived	1	1	-	*	2	-	1	3	1	*	-	1	1	-	*	1	1	-
Depends on how everyone would feel/react to context	1	*	*	1	-	*	3	-	*	-	1	1	-	2	*	1	1	-
Other	2	1	2	3	3	*	3	2	3	3	1	2	4	2	3	1	2	3
Nothing	1	1	1	*	2	1	1	1	1	2	1	1	2	2	1	1	1	2
Cannot say	38	41	40	37	33	35	38	34	37	45	34	37	43	39	41	35	35	47

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1540	133	319	605	476	605	559	248	90	857	311	366	1031	97	66	67	131	142
Unweighted Total	1568	105	312	547	598	638	542	254	97	903	296	361	837	285	220	50	56	111
<b>NET: Against Angela</b>	<b>55</b>	<b>39</b>	<b>48</b>	<b>59</b>	<b>60</b>	<b>54</b>	<b>55</b>	<b>65</b>	<b>50</b>	<b>56</b>	<b>53</b>	<b>57</b>	<b>57</b>	<b>47</b>	<b>55</b>	<b>50</b>	<b>56</b>	<b>49</b>
Culturally insensitive/ inappropriate to be asking such question	12	6	11	13	13	11	14	11	12	13	11	11	14	10	10	8	10	4
A rude gesture/ disrespectful/Angela's response implies Grace is lying	10	8	8	12	11	11	9	13	9	10	12	9	11	7	8	10	10	10
She is racist/she wouldn't ask this question of new white co-worker	8	3	8	9	10	8	8	12	10	8	7	12	8	8	9	8	10	9
Angela should not assume things based on skin colour	7	3	5	6	8	6	6	9	2	7	6	8	6	4	5	8	14	3
She should be more careful about phrasing her words/question	6	7	7	6	7	7	6	8	6	6	7	7	6	5	7	4	10	8
It is offensive/wrong/ out of line/ unacceptable to ask such question	6	6	5	6	7	6	7	6	5	6	7	6	5	8	12	9	9	5
Angela might have been stuck in her house/ should be more open to the world/more educated	6	3	3	7	6	7	6	5	-	6	6	5	6	5	9	6	4	5
Angela is an idiot to think there are no black people in her town just because she didn't see one	5	2	4	6	7	5	4	10	7	6	4	5	6	3	4	5	7	4

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1540	133	319	605	476	605	559	248	90	857	311	366	1031	97	66	67	131	142
Unweighted Total	1568	105	312	547	598	638	542	254	97	903	296	361	837	285	220	50	56	111
She should keep her mouth shut/mind her own business	4	2	5	4	4	2	5	2	8	4	3	4	4	3	5	2	6	3
Canada is home to different ethnicities	3	3	2	3	4	4	3	3	3	4	3	1	4	1	1	-	2	2
Angela's response to Grace's answer is surprising/shocking	3	3	4	2	4	3	2	5	6	4	4	1	4	1	1	-	2	3
People would gossip behind Angela's back	1	*	1	1	1	1	1	1	2	1	1	1	1	*	4	-	-	-
Angela should apologize to Grace	1	2	*	1	1	1	*	1	2	1	*	1	1	*	*	-	2	1
Not good to ask personal questions without knowing the person well	1	-	-	1	1	*	1	2	-	1	1	1	1	*	1	-	-	-
<b>NET: Supportive to Angela</b>	<b>6</b>	<b>1</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>7</b>
Asking a person about their background is fine	3	1	5	3	3	3	2	5	6	3	4	3	4	1	3	-	3	4
Angela is a good person/does not mean disrespect/her question is fairly innocent	2	*	2	2	3	2	2	2	2	2	2	3	2	1	*	-	3	3
Angela might not be certain of black people living in her town	1	-	*	1	1	1	1	1	*	*	1	1	1	*	*	2	-	2
People need to relax/racism issues are being blown out of their real size	*	-	*	*	*	*	-	1	-	*	-	1	*	-	-	-	-	-

Continued/..

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1540	133	319	605	476	605	559	248	90	857	311	366	1031	97	66	67	131	142
Unweighted Total	1568	105	312	547	598	638	542	254	97	903	296	361	837	285	220	50	56	111
<b>NET: Neutral</b> -----	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
Can relate/grew up in an area where no people of colour lived	1	-	1	1	*	1	1	*	-	*	*	1	1	-	-	-	1	*
Depends on how everyone would feel/ react to context	1	-	-	1	1	*	1	*	2	1	*	*	1	*	-	-	-	-
Other	2	1	1	3	3	3	2	1	-	3	2	1	3	4	2	2	-	1
Nothing	1	2	2	*	1	1	1	*	*	1	1	1	1	*	4	-	2	1
Cannot say	38	56	44	34	34	38	38	31	46	37	40	38	35	48	38	48	39	45



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1540	350	544	646	408	494	638	395	472	673	465	533	542
Unweighted Total	1568	374	534	660	430	499	639	412	478	678	459	563	546
<b>NET: Against Angela</b>	<b>55</b>	<b>32</b>	<b>50</b>	<b>72</b>	<b>38</b>	<b>53</b>	<b>68</b>	<b>35</b>	<b>51</b>	<b>70</b>	<b>46</b>	<b>59</b>	<b>60</b>
Culturally insensitive/ inappropriate to be asking such question	12	4	9	19	7	8	18	4	8	19	9	13	14
A rude gesture/ disrespectful/Angela's response implies Grace is lying	10	5	9	14	7	10	13	6	9	14	9	10	12
She is racist/she wouldn't ask this question of new white co-worker	8	4	7	12	6	7	11	6	7	11	6	12	7
Angela should not assume things based on skin colour	7	2	6	9	3	6	9	5	4	9	7	5	7
She should be more careful about phrasing her words/question	6	4	7	8	4	7	8	7	7	6	4	7	8
It is offensive/wrong/ out of line/ unacceptable to ask such question	6	3	7	7	4	7	7	4	7	7	5	7	6
Angela might have been stuck in her house/ should be more open to the world/more educated	6	3	4	8	3	5	7	3	4	8	4	6	7
Angela is an idiot to think there are no black people in her town just because she didn't see one	5	2	3	8	4	5	6	1	4	9	3	7	5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1540	350	544	646	408	494	638	395	472	673	465	533	542
Unweighted Total	1568	374	534	660	430	499	639	412	478	678	459	563	546
She should keep her mouth shut/mind her own business	4	3	4	4	4	3	4	2	4	4	1	5	4
Canada is home to different ethnicities	3	2	2	4	2	4	3	2	3	4	2	4	3
Angela's response to Grace's answer is surprising/shocking	3	2	4	3	2	4	3	1	5	3	3	3	2
People would gossip behind Angela's back	1	*	*	2	*	1	2	1	*	1	1	1	1
Angela should apologize to Grace	1	1	1	1	1	1	1	1	1	1	-	1	1
Not good to ask personal questions without knowing the person well	1	1	1	*	1	*	1	*	2	*	1	1	1
NET: Supportive to Angela	6	9	5	4	6	5	6	10	5	3	6	5	6
Asking a person about their background is fine	3	5	3	2	3	4	3	6	3	3	4	3	3
Angela is a good person/does not mean disrespect/her question is fairly innocent	2	3	2	2	2	1	2	4	2	1	2	1	2
Angela might not be certain of black people living in her town	1	1	1	*	1	*	1	1	1	*	1	1	*
People need to relax/racism issues are being blown out of their real size	*	1	*	*	1	*	*	1	*	*	*	*	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1540	350	544	646	408	494	638	395	472	673	465	533	542
Unweighted Total	1568	374	534	660	430	499	639	412	478	678	459	563	546
NET: Neutral	3	6	3	2	5	4	3	6	3	3	3	4	4
Can relate/grew up in an area where no people of colour lived	1	1	1	*	1	1	*	*	1	1	*	1	1
Depends on how everyone would feel/react to context	1	1	*	1	1	1	1	1	-	1	*	1	1
Other	2	4	2	1	3	2	2	5	2	1	2	2	2
Nothing	1	1	2	*	2	1	1	1	1	1	1	1	1
Cannot say	38	55	44	24	52	41	27	53	44	25	48	35	33

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1540	318	393	548	281	217	161	102	629	307	124	1177	199	163	729	802	1156	299
Unweighted Total	1568	323	520	514	211	203	146	157	621	281	160	1206	198	160	768	780	1242	262
Supportive to Angela	1	*	1	1	1	1	*	*	1	1	*	1	1	2	1	1	1	1
Against Angela	52	49	51	54	53	59	47	51	53	45	58	54	43	52	49	55	54	44
Neutral	4	3	3	5	5	2	8	10	4	3	4	4	6	4	4	4	5	3
Mixed	4	4	3	2	6	2	5	4	4	4	3	4	5	1	3	4	4	2
Nothing	1	1	1	*	2	1	1	1	1	2	1	1	2	2	1	1	1	2
DK/NA	38	41	40	37	33	35	38	34	37	45	34	37	43	39	41	35	35	47

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1540	133	319	605	476	605	559	248	90	857	311	366	1031	97	66	67	131	142
Unweighted Total	1568	105	312	547	598	638	542	254	97	903	296	361	837	285	220	50	56	111
Supportive to Angela	1	*	*	1	1	1	1	*	2	1	1	1	1	1	*	-	2	1
Against Angela	52	39	45	56	56	50	52	60	44	53	50	52	54	46	53	48	51	45
Neutral	4	3	4	5	4	5	5	4	2	5	5	3	5	5	3	2	1	4
Mixed	4	-	4	4	4	4	3	5	6	3	4	5	4	1	2	2	5	4
Nothing	1	2	2	*	1	1	1	*	*	1	1	1	1	*	4	-	2	1
DK/NA	38	56	44	34	34	38	38	31	46	37	40	38	35	48	38	48	39	45

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B3

QB3g. What do you think others might say to Angela? Or what do you think they might say about Angela to other people, because of what she said to Grace? NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1540	350	544	646	408	494	638	395	472	673	465	533	542
Unweighted Total	1568	374	534	660	430	499	639	412	478	678	459	563	546
Supportive to Angela	1	2	*	1	2	1	1	2	1	*	1	1	1
Against Angela	52	28	46	70	35	49	65	30	47	69	42	56	56
Neutral	4	8	4	3	6	5	3	8	3	3	4	4	5
Mixed	4	4	4	3	4	3	4	5	5	2	4	3	4
Nothing	1	1	2	*	2	1	1	1	1	1	1	1	1
DK/NA	38	55	44	24	52	41	27	53	44	25	48	35	33

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4a. In the past few years, have you heard someone making this type of statement about the absence of racism in Canada, or do you know other people who have heard this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Yes, I personally heard this type of comment about Black people	23	34	23	19	23	25	19	23	23	25	23	24	22	23	23	24	24	24
Yes, I know someone else who has heard this type of comment about Black people	22	34	24	17	18	25	24	20	24	18	18	23	21	19	22	22	24	17
No, neither I nor anyone I know have heard this type of comment about Black people	50	33	47	58	55	51	53	49	48	50	53	49	52	55	50	51	49	53
Cannot say	8	6	11	9	6	4	9	12	8	9	8	8	7	6	8	8	7	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4a. In the past few years, have you heard someone making this type of statement about the absence of racism in Canada, or do you know other people who have heard this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Yes, I personally heard this type of comment about Black people	23	27	20	23	26	27	23	19	23	25	23	20	22	39	46	11	19	25
Yes, I know someone else who has heard this type of comment about Black people	22	22	18	23	24	22	23	24	16	19	26	27	19	32	32	27	30	26
No, neither I nor anyone I know have heard this type of comment about Black people	50	42	58	50	48	49	51	51	53	52	47	48	54	30	23	58	43	43
Cannot say	8	13	7	8	7	6	6	10	12	7	8	9	7	6	7	8	12	10



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4a. In the past few years, have you heard someone making this type of statement about the absence of racism in Canada, or do you know other people who have heard this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Yes, I personally heard this type of comment about Black people	23	22	20	29	21	23	27	21	21	29	19	25	26
Yes, I know someone else who has heard this type of comment about Black people	22	17	24	25	19	25	23	18	24	25	21	23	22
No, neither I nor anyone I know have heard this type of comment about Black people	50	52	51	46	52	49	49	52	50	47	51	50	49
Cannot say	8	11	7	5	11	7	7	12	7	4	11	6	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4b. How common do you think it is today that someone would make this type of comment about racism against Black people doesn't exist or isn't so bad, as Martin did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Often	20	28	19	17	17	17	19	15	20	22	21	19	22	20	18	21	20	21
Sometimes	41	41	43	38	45	44	38	50	43	35	39	42	38	39	41	41	44	34
Rarely	22	16	20	25	27	23	23	20	23	22	21	23	22	22	26	19	22	23
Never	7	5	7	9	5	7	8	4	6	8	4	6	9	8	7	7	6	8
Cannot say	10	9	11	12	8	8	11	11	9	13	15	10	9	11	9	11	9	13

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4b. How common do you think it is today that someone would make this type of comment about racism against Black people doesn't exist or isn't so bad, as Martin did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Often	20	22	17	20	20	20	20	20	19	20	23	15	19	31	41	8	18	17
Sometimes	41	38	37	44	41	41	43	38	41	41	39	44	41	41	39	45	37	42
Rarely	22	20	26	22	22	25	21	21	19	22	22	23	23	16	12	27	23	23
Never	7	5	7	6	8	6	7	8	9	6	8	8	6	6	2	11	7	11
Cannot say	10	14	13	8	9	8	9	13	12	10	8	10	10	6	7	9	15	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4b. How common do you think it is today that someone would make this type of comment about racism against Black people doesn't exist or isn't so bad, as Martin did? Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Often	20	19	18	22	19	19	21	19	18	23	16	21	22
Sometimes	41	35	45	43	36	43	44	37	47	41	40	44	39
Rarely	22	21	23	23	22	22	23	20	23	25	24	22	21
Never	7	7	6	7	8	7	6	7	6	7	8	5	8
Cannot say	10	18	8	5	16	9	7	18	6	5	13	8	10

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4d. What do you think personally about what Martin said about racism in Canada?  
Do you think it was OK or wrong for Martin to say something like this?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
It was definitely OK	6	5	7	7	5	5	5	4	6	7	5	6	4	6	8	4	6	7
It was probably OK	14	12	15	13	13	16	14	12	13	14	11	13	14	13	16	11	13	14
It was probably wrong	27	31	29	24	26	28	28	30	25	29	22	27	31	26	28	26	26	30
It was definitely wrong	41	42	35	42	46	39	40	41	45	34	46	41	38	42	36	46	45	33
Cannot say	13	10	14	14	10	12	13	13	11	15	16	12	13	12	12	13	11	16

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4d. What do you think personally about what Martin said about racism in Canada?  
Do you think it was OK or wrong for Martin to say something like this?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
It was definitely OK	6	9	6	5	6	7	6	4	7	7	5	6	5	16	5	3	7	7
It was probably OK	14	15	16	13	12	17	13	12	9	12	12	19	12	17	15	21	17	15
It was probably wrong	27	28	25	27	29	26	29	27	18	27	24	30	27	24	18	37	25	30
It was definitely wrong	41	32	39	44	41	39	40	45	51	42	49	33	43	34	53	24	36	35
Cannot say	13	16	14	11	12	11	12	12	15	13	11	12	12	9	9	15	15	12

## VIGNETTE B4

QB4d. What do you think personally about what Martin said about racism in Canada?  
Do you think it was OK or wrong for Martin to say something like this?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
It was definitely OK	6	12	4	2	10	4	4	12	3	1	8	5	4
It was probably OK	14	21	15	4	18	14	9	22	12	4	19	12	10
It was probably wrong	27	25	33	22	25	31	25	26	34	21	30	28	22
It was definitely wrong	41	19	38	68	26	41	54	18	41	70	27	45	52
Cannot say	13	23	10	4	21	10	8	22	10	3	16	10	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Martin said about racism was wrong or insensitive?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Few or none	14	13	13	16	12	17	13	16	13	14	13	13	16	16	17	11	13	14
Some	32	30	31	32	35	34	32	35	33	32	24	33	26	32	32	32	33	30
Most	27	29	28	24	29	27	28	24	27	26	35	26	37	24	26	28	27	28
Almost everyone	15	19	14	14	14	11	16	12	18	13	13	16	8	16	13	17	16	12
Cannot say	12	9	14	13	11	11	11	13	10	15	15	12	13	12	12	12	11	15



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Martin said about racism was wrong or insensitive?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Few or none	14	16	14	14	12	16	13	13	12	14	12	15	13	19	14	14	17	16
Some	32	26	32	33	35	32	35	29	28	32	31	34	33	30	31	40	26	30
Most	27	25	28	27	27	26	28	30	24	28	29	25	28	24	22	28	22	26
Almost everyone	15	15	11	17	15	16	13	14	22	14	19	14	14	17	25	9	19	16
Cannot say	12	17	15	10	11	10	11	14	14	12	10	12	12	10	7	9	15	13

VIGNETTE B4

QB4e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Martin said about racism was wrong or insensitive?

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Few or none	14	29	9	3	23	12	7	27	8	2	16	13	12
Some	32	37	41	17	35	36	26	40	40	14	33	35	28
Most	27	9	30	44	15	28	37	8	34	44	25	29	28
Almost everyone	15	2	10	35	7	12	25	1	10	37	11	14	21
Cannot say	12	23	10	3	20	12	5	23	8	3	15	9	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4f. How likely do you think other people would have said something to Martin about the appropriateness of his comments, either at the bar that night or maybe later?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Very likely	12	17	12	11	10	12	13	6	13	11	15	12	8	14	12	12	13	12
Somewhat likely	38	37	38	36	40	39	27	36	40	38	40	37	43	36	38	38	38	38
Not very likely	28	26	28	27	29	27	36	34	25	29	22	27	32	28	29	27	27	28
Not at all likely	8	9	7	9	9	10	7	7	9	7	6	8	6	10	9	7	9	7
Cannot say	14	11	15	17	12	13	17	16	13	15	17	15	11	12	13	16	14	15

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4f. How likely do you think other people would have said something to Martin about the appropriateness of his comments, either at the bar that night or maybe later?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
very likely	12	19	9	12	12	14	10	12	16	13	13	10	11	24	18	7	7	15
Somewhat likely	38	29	38	38	40	40	39	35	30	36	38	41	38	27	38	39	34	43
Not very likely	28	29	27	29	26	27	31	24	25	28	27	28	28	30	28	30	29	25
Not at all likely	8	6	7	9	9	8	7	10	12	8	10	7	8	9	9	13	10	5
Cannot say	14	17	18	12	13	12	12	19	17	14	13	15	15	9	7	11	20	12

## VIGNETTE B4

QB4f. How likely do you think other people would have said something to Martin about the appropriateness of his comments, either at the bar that night or maybe later?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Very likely	12	6	7	24	8	9	19	6	8	24	8	12	16
Somewhat likely	38	25	41	48	30	40	43	25	41	51	32	41	40
Not very likely	28	33	31	18	31	30	22	33	33	16	33	26	24
Not at all likely	8	11	8	4	11	7	6	12	7	5	9	8	7
Cannot say	14	24	12	6	20	14	10	24	11	5	17	12	14

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1654	349	410	565	329	239	143	91	675	387	120	1248	199	203	810	834	1187	397
Unweighted Total	1694	342	557	540	255	213	148	155	667	353	158	1302	188	199	831	840	1293	345
<b>NET: Against Martin</b>	<b>57</b>	<b>53</b>	<b>55</b>	<b>56</b>	<b>67</b>	<b>59</b>	<b>59</b>	<b>62</b>	<b>60</b>	<b>49</b>	<b>65</b>	<b>57</b>	<b>54</b>	<b>62</b>	<b>52</b>	<b>62</b>	<b>61</b>	<b>50</b>
Racist/racism is a fact in Canada as is in US/it exists everywhere/has no borders	26	24	26	26	29	23	23	25	26	28	31	26	25	31	22	30	26	28
He is misinformed/incorrect/would face him with facts/ask him to do his own research	15	12	11	15	21	15	14	16	17	12	15	15	13	15	13	17	16	12
It is wrong/offensive to make such comments	11	11	11	8	15	12	13	11	12	7	10	11	8	11	11	11	12	6
They would oppose his statement/ask him to provide proof/basis for his belief	5	4	3	6	5	9	8	5	5	2	5	5	4	4	5	5	6	1
He is being rude/ignorant	4	5	5	4	2	5	4	4	5	2	4	4	6	5	4	4	5	2
To mind his own business/he does not know what he is talking about	3	4	3	3	3	4	4	7	3	2	7	3	3	5	3	3	4	1
He is white/he wouldn't know/understand how it feels to be racially profiled	3	3	4	2	3	4	2	5	3	2	2	3	2	4	1	4	3	2
His comments are insensitive	2	4	2	2	2	1	2	4	3	1	4	3	2	3	2	2	3	1
All lives matter/all are equal/racism should not exist	2	1	2	2	2	1	2	1	1	2	1	1	3	2	1	2	1	2

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1654	349	410	565	329	239	143	91	675	387	120	1248	199	203	810	834	1187	397
Unweighted Total	1694	342	557	540	255	213	148	155	667	353	158	1302	188	199	831	840	1293	345
Just because it is not noticeable/advertised does not mean racism does not exist	1	2	1	1	*	2	3	2	1	-	2	1	*	*	1	1	1	-
To be more careful of what he says/he might be confronted	1	1	*	1	1	1	*	3	1	*	-	1	1	*	1	1	1	-
Someone would say "check your privileges Martin"	1	*	1	1	1	2	1	-	1	*	1	1	*	1	1	1	1	*
<b>NET: Supportive to Martin</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>4</b>
They might agree with Martin/his opinion	1	1	1	1	2	1	1	-	2	*	1	2	-	*	2	1	1	*
He might be right/ might know facts to strengthen his opinion	1	2	*	1	1	2	*	3	1	2	1	1	5	2	1	1	1	2
He is entitled to have his own opinion/state his point of view	1	*	1	1	1	-	3	1	1	2	-	1	-	1	2	*	1	2
People are tired of hearing the media focusing only on white racism	1	*	-	1	*	-	3	-	1	*	*	1	1	-	1	1	1	1
<b>NET: Neutral</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>1</b>
People have different/ own opinion about the issue	1	1	1	1	1	3	1	1	1	*	-	1	1	-	1	1	1	-
Other	2	2	1	3	2	3	1	1	3	1	1	2	2	2	2	2	2	1
Nothing	1	1	1	1	-	1	-	-	1	*	*	1	*	1	1	*	1	*
Cannot say	37	42	40	37	27	35	36	32	34	46	33	37	41	33	42	33	34	46

EnviroNics Institute for Survey Research

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1654	169	329	638	516	639	634	249	100	967	305	378	1144	88	86	72	96	160
Unweighted Total	1694	125	321	613	632	689	594	265	112	999	303	387	934	274	262	54	40	121
<b>NET: Against Martin</b>	<b>57</b>	<b>34</b>	<b>56</b>	<b>60</b>	<b>62</b>	<b>59</b>	<b>56</b>	<b>57</b>	<b>61</b>	<b>56</b>	<b>66</b>	<b>53</b>	<b>59</b>	<b>40</b>	<b>63</b>	<b>50</b>	<b>57</b>	<b>56</b>
Racist/racism is a fact in Canada as is in US/it exists everywhere/has no borders	26	17	23	29	28	25	28	25	26	27	26	24	28	20	21	15	24	24
He is misinformed/incorrect/would face him with facts/ask him to do his own research	15	6	16	16	15	16	12	18	21	15	19	11	16	12	22	10	15	8
It is wrong/offensive to make such comments	11	6	11	8	15	12	10	11	7	9	11	14	10	6	10	17	12	14
They would oppose his statement/ask his to provide proof/basis for his belief	5	-	5	4	7	3	7	5	4	4	6	5	5	*	3	3	3	6
He is being rude/ignorant	4	4	5	4	3	4	3	5	10	3	8	3	4	4	8	6	-	6
To mind his own business/he does not know what he is talking about	3	5	3	3	3	3	3	6	3	4	3	3	4	1	3	-	8	1
He is white/he wouldn't know/understand how it feels to be racially profiled	3	1	2	4	3	3	3	4	*	2	4	3	3	1	8	2	2	3
His comments are insensitive	2	1	3	2	3	3	2	4	3	2	3	3	2	2	4	2	-	5
All lives matter/all are equal/racism should not exist	2	1	1	2	1	1	2	2	2	2	2	1	2	2	-	2	-	4

Continued/...



# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	1654	169	329	638	516	639	634	249	100	967	305	378	1144	88	86	72	96	160
Unweighted Total	1694	125	321	613	632	689	594	265	112	999	303	387	934	274	262	54	40	121
Just because it is not noticeable/advertised does not mean racism does not exist	1	1	*	2	1	1	2	1	*	1	2	*	1	1	1	4	-	2
To be more careful of what he says/he might be confronted	1	1	1	1	*	*	1	2	*	1	1	*	1	2	2	-	-	2
Someone would say "check your privileges Martin"	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	-	-	1
NET: Supportive to Martin	4	2	4	3	5	3	5	3	2	3	3	7	4	4	2	6	10	2
They might agree with Martin/his opinion	1	-	1	1	2	1	2	1	*	1	2	2	1	1	1	1	5	-
He might be right/ might know facts to strengthen his opinion	1	2	1	1	2	1	2	*	2	1	*	2	1	3	-	3	5	*
He is entitled to have his own opinion/state his point of view	1	-	1	1	1	1	1	1	*	1	1	1	1	1	1	2	-	1
People are tired of hearing the media focusing only on white racism	1	-	1	*	*	1	*	1	-	1	-	1	1	*	-	-	-	1
NET: Neutral	3	1	3	3	4	2	4	5	4	3	3	5	3	6	3	7	4	4
People have different/ own opinion about the issue	1	-	1	1	1	*	2	1	3	1	1	2	1	-	1	4	2	1
Other	2	1	1	2	3	1	2	4	1	2	2	4	2	6	3	3	2	3
Nothing	1	-	1	1	*	*	*	2	-	1	*	1	*	*	1	2	-	1
Cannot say	37	64	38	34	31	37	37	35	33	39	30	37	36	52	34	38	29	41

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1654	355	569	730	412	543	698	410	487	757	472	636	545
Unweighted Total	1694	360	563	771	422	540	732	414	487	793	479	660	555
<b>NET: Against Martin</b>	<b>57</b>	<b>35</b>	<b>53</b>	<b>72</b>	<b>41</b>	<b>53</b>	<b>70</b>	<b>37</b>	<b>53</b>	<b>71</b>	<b>50</b>	<b>60</b>	<b>61</b>
Racist/racism is a fact in Canada as is in US/it exists everywhere/has no borders	26	15	24	33	19	24	32	16	24	33	22	26	30
He is misinformed/incorrect/would face him with facts/ask him to do his own research	15	5	13	21	10	13	19	6	13	21	10	18	16
It is wrong/offensive to make such comments	11	7	11	12	7	10	14	8	11	13	10	10	12
They would oppose his statement/ask his to provide proof/basis for his belief	5	4	3	6	2	4	7	4	4	6	5	5	4
He is being rude/ignorant	4	2	4	5	2	4	5	2	5	4	5	4	4
To mind his own business/he does not know what he is talking about	3	2	4	3	3	3	4	2	3	4	2	3	4
He is white/he wouldn't know/understand how it feels to be racially profiled	3	1	2	4	3	2	3	2	2	4	1	3	4
His comments are insensitive	2	1	2	3	2	2	3	1	2	3	2	3	3
All lives matter/all are equal/racism should not exist	2	*	1	2	1	2	2	*	2	2	1	2	2

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1654	355	569	730	412	543	698	410	487	757	472	636	545
Unweighted Total	1694	360	563	771	422	540	732	414	487	793	479	660	555
Just because it is not noticeable/advertised does not mean racism does not exist	1	*	*	2	*	1	2	*	*	2	*	2	1
To be more careful of what he says/he might be confronted	1	1	1	1	1	1	1	1	1	1	1	1	1
Someone would say "check your privileges Martin"	1	*	*	1	1	1	1	*	1	1	1	1	1
NET: Supportive to Martin	4	8	3	2	6	4	3	8	3	2	4	4	4
They might agree with Martin/his opinion	1	4	1	1	3	1	1	3	1	1	1	1	1
He might be right/ might know facts to strengthen his opinion	1	3	*	1	2	1	1	3	*	1	2	1	1
He is entitled to have his own opinion/state his point of view	1	1	1	1	1	1	1	2	1	*	1	1	1
People are tired of hearing the media focusing only on white racism	1	1	1	*	*	1	*	1	*	*	*	1	*
NET: Neutral	3	4	4	3	4	3	3	3	4	3	3	3	4
People have different/ own opinion about the issue	1	1	1	1	*	2	1	1	1	1	2	1	1
Other	2	2	3	2	3	2	2	1	3	2	2	2	3
Nothing	1	1	*	*	1	*	*	1	*	*	2	*	*
Cannot say	37	55	42	24	51	41	26	53	44	24	43	36	33

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1654	349	410	565	329	239	143	91	675	387	120	1248	199	203	810	834	1187	397
Unweighted Total	1694	342	557	540	255	213	148	155	667	353	158	1302	188	199	831	840	1293	345
Supportive to Martin	3	2	2	3	4	2	4	4	3	3	1	2	4	3	3	2	2	3
Against Martin	56	52	54	53	66	55	55	62	58	47	64	55	53	61	50	61	58	49
Neutral	2	2	2	3	3	4	1	2	3	1	*	3	1	1	2	3	3	1
Mixed	2	2	1	3	1	4	5	-	2	1	1	2	2	1	2	1	2	1
Nothing	1	1	1	1	-	1	-	-	1	*	*	1	*	1	1	*	1	*
DK/NA	37	42	40	37	27	35	36	32	34	46	33	37	41	33	42	33	34	46

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1654	169	329	638	516	639	634	249	100	967	305	378	1144	88	86	72	96	160
Unweighted Total	1694	125	321	613	632	689	594	265	112	999	303	387	934	274	262	54	40	121
Supportive to Martin	3	1	3	2	4	2	4	3	2	2	1	5	2	4	*	4	10	1
Against Martin	56	34	54	59	59	58	54	55	61	55	64	50	57	39	60	50	57	53
Neutral	2	-	2	3	3	1	3	3	4	1	3	4	2	4	2	4	4	2
Mixed	2	1	2	2	3	2	2	2	*	2	2	3	2	1	3	3	-	3
Nothing	1	-	1	1	*	*	*	2	-	1	*	1	*	*	1	2	-	1
DK/NA	37	64	38	34	31	37	37	35	33	39	30	37	36	52	34	38	29	41

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B4

QB4g. What do you think others might say to Martin? Or what do you think they might say or about Martin to other people, because of his comments about racism?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms A Avg				Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1654	355	569	730	412	543	698	410	487	757	472	636	545
Unweighted Total	1694	360	563	771	422	540	732	414	487	793	479	660	555
Supportive to Martin	3	7	2	1	5	3	2	7	1	1	3	2	3
Against Martin	56	32	51	71	38	52	69	35	49	70	48	57	60
Neutral	2	2	3	2	2	3	2	2	2	2	2	2	3
Mixed	2	3	2	1	3	2	2	2	3	1	2	3	*
Nothing	1	1	*	*	1	*	*	1	*	*	2	*	*
DK/NA	37	55	42	24	51	41	26	53	44	24	43	36	33

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5a. In the past few years, have you personally had this experience of being in a public setting where someone else gave a Black person a hard time, or do you know other people who have had this experience?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Yes, I have seen this happen	14	23	16	10	10	15	13	14	16	12	9	14	12	12	14	14	15	9
Yes, I know someone else who has seen this happen	17	33	19	11	9	19	16	18	19	11	17	17	19	16	15	18	19	10
No, nothing like this has happened to me or to people I know	66	43	61	74	79	62	68	68	62	73	69	66	64	70	66	66	63	76
Cannot say	6	5	7	6	3	6	6	5	6	5	7	5	7	5	6	5	5	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5a. In the past few years, have you personally had this experience of being in a public setting where someone else gave a Black person a hard time, or do you know other people who have had this experience?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Yes, I have seen this happen	14	23	11	13	14	16	13	12	17	12	19	16	11	31	34	11	22	16
Yes, I know someone else who has seen this happen	17	23	13	16	18	15	19	16	20	14	19	22	12	26	33	20	32	26
No, nothing like this has happened to me or to people I know	66	47	71	69	66	66	67	69	56	71	58	60	74	40	35	67	43	54
Cannot say	6	10	7	5	4	5	4	5	10	5	6	5	5	9	5	4	6	7



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5a. In the past few years, have you personally had this experience of being in a public setting where someone else gave a Black person a hard time, or do you know other people who have had this experience?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Yes, I have seen this happen	14	11	13	18	11	14	18	9	17	16	12	14	17
Yes, I know someone else who has seen this happen	17	13	20	18	13	21	17	14	19	18	16	17	17
No, nothing like this has happened to me or to people I know	66	68	64	66	70	60	67	67	63	68	64	68	66
Cannot say	6	10	5	1	8	7	2	11	4	2	10	4	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5b. How common do you think it is today that someone would give a Black person a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Often	13	26	13	9	8	12	13	11	15	10	19	13	15	13	10	16	14	10
Sometimes	35	35	39	34	34	44	36	33	36	33	28	36	36	35	34	37	37	33
Rarely	33	25	30	34	41	29	35	39	32	34	32	34	34	28	38	28	32	34
Never	10	8	9	11	11	8	8	10	10	11	12	10	8	13	12	8	9	12
Cannot say	8	6	9	11	6	6	8	8	8	11	9	8	7	10	7	10	7	11

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5b. How common do you think it is today that someone would give a Black person a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Often	13	20	13	13	12	12	14	12	19	12	16	15	10	23	42	7	18	15
Sometimes	35	36	31	37	36	35	37	37	25	36	37	34	36	39	33	34	34	35
Rarely	33	23	38	32	35	35	33	32	31	33	32	33	34	21	17	46	28	34
Never	10	10	9	10	10	10	9	11	10	10	7	11	10	9	3	8	9	11
Cannot say	8	10	10	8	7	7	8	7	16	9	8	6	9	8	5	5	10	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5b. How common do you think it is today that someone would give a Black person a hard time in a public setting, such as a bus?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Often	13	10	12	19	10	13	17	9	14	16	10	13	16
Sometimes	35	30	42	35	32	39	36	32	40	36	33	38	35
Rarely	33	34	31	34	35	30	33	31	33	35	35	33	30
Never	10	12	9	8	11	9	9	11	10	8	10	9	11
Cannot say	8	14	6	4	12	8	5	16	3	5	12	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5c. Thinking about people you know and others in your community, how likely do you think someone like Victor would speak up in this type of situation to tell someone else to stop harassing a Black person? Do you think this would be:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Very likely	20	25	22	18	15	20	20	22	20	17	21	19	22	19	20	19	20	16
Somewhat likely	40	41	40	40	36	44	43	37	40	34	46	40	41	39	39	40	41	36
Not very likely	25	22	22	24	33	26	22	27	23	29	17	25	20	26	24	25	24	29
Not at all likely	7	6	6	7	7	4	7	5	8	7	7	7	8	6	7	6	7	6
Cannot say	9	6	10	11	9	6	8	9	9	12	8	9	9	10	9	10	8	12

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5c. Thinking about people you know and others in your community, how likely do you think someone like Victor would speak up in this type of situation to tell someone else to stop harassing a Black person? Do you think this would be:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
very likely	20	19	18	21	19	21	18	20	26	18	19	23	18	20	27	17	25	25
Somewhat likely	40	37	41	40	40	40	41	39	37	40	41	40	40	42	37	45	43	34
Not very likely	25	24	24	24	27	25	27	23	16	25	25	23	25	20	25	29	19	27
Not at all likely	7	9	7	6	6	6	7	9	6	7	6	7	7	6	7	4	4	8
Cannot say	9	11	11	9	8	9	7	10	16	10	9	7	10	11	5	5	10	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5c. Thinking about people you know and others in your community, how likely do you think someone like Victor would speak up in this type of situation to tell someone else to stop harassing a Black person? Do you think this would be:

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Very likely	20	10	16	35	14	18	27	7	17	35	14	19	25
Somewhat likely	40	31	45	45	35	42	43	29	46	46	36	44	39
Not very likely	25	32	28	12	29	26	19	34	27	13	30	23	21
Not at all likely	7	9	6	5	7	6	6	10	6	4	7	6	8
Cannot say	9	18	6	3	15	7	4	20	4	3	13	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5d. What do you think personally about what Victor did on the bus?

Do you think it was the right thing or the wrong thing for him to speak up on behalf of the teenager in this situation?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
It was definitely right	52	51	49	52	55	51	57	51	49	54	55	52	52	53	47	56	50	56
It was probably right	18	15	17	18	21	19	16	16	18	20	11	17	19	18	20	16	17	19
It was probably wrong	8	12	10	6	5	9	7	7	9	6	9	8	9	7	9	7	9	6
It was definitely wrong	15	15	14	15	16	15	12	17	18	11	17	16	12	15	16	14	17	9
Cannot say	8	8	9	9	4	7	7	8	7	10	8	7	8	8	7	8	7	10



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5d. What do you think personally about what Victor did on the bus?

Do you think it was the right thing or the wrong thing for him to speak up on behalf of the teenager in this situation?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
It was definitely right	52	46	50	54	52	53	52	53	48	53	54	49	53	52	63	36	46	48
It was probably right	18	17	17	18	18	20	18	17	13	17	19	20	17	17	14	23	18	22
It was probably wrong	8	11	9	6	8	7	9	8	6	8	6	10	7	9	6	17	15	8
It was definitely wrong	15	12	14	15	16	14	16	13	17	15	14	16	15	13	12	19	14	15
Cannot say	8	14	9	6	6	6	5	9	15	8	6	6	8	9	4	6	7	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5d. What do you think personally about what Victor did on the bus?

Do you think it was the right thing or the wrong thing for him to speak up on behalf of the teenager in this situation?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
It was definitely right	52	31	53	75	41	52	65	26	52	79	36	59	59
It was probably right	18	25	19	7	24	17	10	25	19	8	24	18	11
It was probably wrong	8	13	8	2	10	9	4	14	8	1	13	5	6
It was definitely wrong	15	14	16	15	12	16	18	18	16	10	13	14	19
Cannot say	8	16	4	1	13	6	3	18	4	1	13	4	6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Victor did was the right thing to do in that situation?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Few or none	11	10	11	10	12	10	10	12	12	9	9	11	10	12	13	9	11	9
Some	25	23	25	26	29	30	22	24	26	23	28	26	29	22	26	25	27	22
Most	28	28	27	26	30	26	31	25	27	29	25	27	30	29	27	28	27	32
Almost everyone	27	33	28	26	22	27	25	30	27	26	29	28	25	25	25	28	27	25
Cannot say	9	7	10	12	7	7	11	9	8	12	9	9	7	12	9	10	8	12

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Victor did was the right thing to do in that situation?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Few or none	11	14	10	10	11	12	9	12	9	11	10	12	10	18	13	7	12	13
Some	25	28	26	25	25	26	27	23	22	25	25	28	24	32	29	27	29	25
Most	28	20	26	30	28	28	29	29	19	29	27	25	29	19	23	34	29	18
Almost everyone	27	24	25	26	30	26	28	26	30	25	30	29	26	20	30	28	23	36
Cannot say	9	13	12	9	7	7	7	10	19	10	9	6	10	10	5	4	7	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Victor did was the right thing to do in that situation?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Few or none	11	21	7	3	17	7	6	23	7	1	11	10	11
Some	25	33	31	10	28	31	16	36	30	9	28	25	22
Most	28	19	34	30	23	29	32	15	38	31	28	29	26
Almost everyone	27	7	22	55	16	26	42	3	21	57	19	29	33
Cannot say	9	20	5	2	16	6	4	22	3	1	14	7	7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5f. How likely do you think other people would have said something to Victor about what he did on the bus, either at the time or later on?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Very likely	16	21	17	16	10	17	15	17	16	15	19	16	14	15	16	16	16	14
Somewhat likely	37	34	36	40	38	38	37	40	38	33	44	37	45	37	36	38	38	35
Not very likely	25	23	24	22	31	28	24	21	25	25	17	25	22	23	25	24	25	25
Not at all likely	8	9	8	7	12	8	10	6	8	9	6	9	7	8	9	7	8	8
Cannot say	14	12	16	16	9	9	13	16	12	18	13	13	12	16	13	14	12	18

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5f. How likely do you think other people would have said something to Victor about what he did on the bus, either at the time or later on?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Very likely	16	18	14	17	16	17	16	13	20	16	17	17	15	18	20	14	18	19
Somewhat likely	37	35	37	38	38	35	40	42	28	38	38	37	37	35	41	40	41	37
Not very likely	25	21	26	25	25	25	26	23	20	24	25	26	26	22	24	30	18	22
Not at all likely	8	10	7	8	9	8	8	8	11	8	8	8	8	12	8	6	11	11
Cannot say	14	16	16	13	12	14	11	13	21	14	12	12	15	12	8	10	12	11

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5f. How likely do you think other people would have said something to Victor about what he did on the bus, either at the time or later on?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Very likely	16	8	12	30	12	14	24	6	13	30	12	15	22
Somewhat likely	37	30	41	42	33	42	38	27	42	43	34	42	35
Not very likely	25	29	28	17	26	25	23	31	28	15	28	25	21
Not at all likely	8	11	7	6	10	7	8	11	7	6	7	8	11
Cannot say	14	23	11	6	20	12	7	24	10	6	19	11	12



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1757	343	422	676	316	246	198	118	678	370	148	1309	225	219	826	918	1293	377
Unweighted Total	1802	338	577	634	253	229	182	197	673	347	174	1365	219	213	875	905	1400	333
<b>NET: Supportive of Victor</b>	<b>59</b>	<b>52</b>	<b>50</b>	<b>63</b>	<b>70</b>	<b>59</b>	<b>65</b>	<b>64</b>	<b>58</b>	<b>54</b>	<b>61</b>	<b>58</b>	<b>54</b>	<b>68</b>	<b>57</b>	<b>61</b>	<b>60</b>	<b>51</b>
Victor did the right thing/good for him for doing what needed to be done	25	20	23	24	33	19	28	28	25	25	26	23	27	31	23	26	24	24
People would tell the old man to leave the teenager alone/he wouldn't want to be in his place	14	12	12	16	14	11	17	13	13	15	18	13	14	19	13	14	14	11
would thank him for standing up for that teen/applaud him/congratulate his courage for stepping up/helping the teenager	11	11	7	12	13	12	13	9	11	9	11	11	10	9	9	13	11	10
It is wrong to be racist/no one has the right to be rude to others/speak to/treat them in humiliating way because of their skin colour/race	10	10	7	12	12	17	6	17	10	9	8	11	8	13	11	10	11	8
Victor is brave/thoughtful/caring in his action	4	4	2	5	6	5	4	4	4	4	2	4	7	3	3	5	4	4
They would support Victor/back him up/join him/agree with him	4	1	3	5	5	7	7	1	3	3	3	4	2	4	3	4	4	2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1757	343	422	676	316	246	198	118	678	370	148	1309	225	219	826	918	1293	377
Unweighted Total	1802	338	577	634	253	229	182	197	673	347	174	1365	219	213	875	905	1400	333
No one judges people by their clothes/every one has the freedom to wear what they want/no one knows what their circumstances are	3	1	3	4	6	3	2	6	3	3	2	3	5	3	4	3	3	3
Would relay story to other/post it on social media/speak highly of him to others	1	1	1	1	2	*	4	2	2	-	-	1	2	-	*	2	1	-
To be careful of stability of the old man/might harm him	1	-	1	1	2	1	2	2	1	1	*	1	1	*	1	1	1	1
Tell the old man to get off the bus	1	1	1	*	1	*	-	-	2	-	-	1	-	-	1	*	1	-
<b>NET: Against Victor</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>5</b>
Victor should not mingle with them/mind his own business/people are free to say what they want	4	3	4	4	6	5	5	4	5	4	2	5	6	1	4	4	5	4
Some would discriminate against Victor for not respecting an elderly man	1	2	1	1	1	1	2	2	1	1	1	1	2	1	1	1	1	1
Some might question Victor's intentions/knowledge of the situation	*	*	-	*	-	-	1	-	-	*	-	*	-	-	*	-	*	-
<b>NET: Neutral</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
Depends on the values of people on the bus	1	*	1	1	-	-	1	-	1	-	1	1	-	*	1	*	1	*
Other	2	3	2	1	1	1	1	2	2	2	1	2	2	2	2	2	2	2
Nothing Cannot say	1 34	1 40	1 43	* 31	1 24	* 35	* 29	2 25	1 34	1 40	1 34	1 35	* 38	2 28	1 36	1 33	1 33	1 42

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1757	170	337	706	537	608	708	301	103	1019	309	425	1183	90	90	90	136	158
Unweighted Total	1802	128	344	656	666	658	695	304	107	1052	314	429	962	293	272	68	57	137
<b>NET: Supportive of Victor</b>	<b>59</b>	<b>44</b>	<b>56</b>	<b>62</b>	<b>62</b>	<b>61</b>	<b>58</b>	<b>59</b>	<b>54</b>	<b>57</b>	<b>61</b>	<b>63</b>	<b>60</b>	<b>45</b>	<b>55</b>	<b>54</b>	<b>68</b>	<b>59</b>
-----																		
victor did the right thing/good for him for doing what needed to be done	25	20	26	24	26	26	25	23	21	23	28	26	25	17	26	23	28	28
People would tell the old man to leave the teenager alone/he wouldn't want to be in his place	14	11	15	16	11	14	14	14	15	15	12	13	15	12	5	11	11	12
would thank him for standing up for that teen/applaud him/congratulate his courage for stepping up/helping the teenager	11	4	9	12	12	11	11	13	8	11	12	11	11	4	13	10	14	13
It is wrong to be racist/no one has the right to be rude to others/speak to/treat them in humiliating way because of their skin colour/race	10	8	9	11	12	12	10	10	8	9	11	13	10	9	6	8	19	11
victor is brave/thoughtful/caring in his action	4	5	3	3	6	4	4	4	7	4	4	4	4	3	7	-	4	5
They would support Victor/back him up/join him/agree with him	4	*	2	5	5	4	4	5	4	4	4	4	5	3	3	4	-	3

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1757	170	337	706	537	608	708	301	103	1019	309	425	1183	90	90	90	136	158
Unweighted Total	1802	128	344	656	666	658	695	304	107	1052	314	429	962	293	272	68	57	137
No one judges people by their clothes/every one has the freedom to wear what they want/no one knows what their circumstances are	3	2	3	3	4	3	4	2	3	4	4	2	4	3	1	3	3	2
would relay story to other/post it on social media/speak highly of him to others	1	-	*	1	2	1	1	2	1	1	2	1	1	1	1	-	2	2
To be careful of stability of the old man/might harm him	1	-	2	1	1	1	1	1	1	1	1	*	2	*	*	-	-	-
Tell the old man to get off the bus	1	-	*	1	1	1	1	1	-	*	-	2	1	1	-	-	2	-
NET: Against Victor	6	4	5	6	7	6	5	7	4	5	6	6	6	4	7	5	10	3
victor should not mingle with them/mind his own business/ people are free to say what they want	4	3	3	5	5	4	4	6	2	4	5	4	5	2	4	3	7	2
Some would discriminate against Victor for not respecting an elderly man	1	1	1	1	2	2	1	1	2	1	1	2	1	2	3	2	3	1
Some might question Victor's intentions/ knowledge of the situation	*	-	*	-	*	-	*	*	-	*	-	*	*	-	1	-	-	-
NET: Neutral	2	3	3	1	3	2	3	3	3	2	2	3	2	2	3	2	3	3
Depends on the values of people on the bus	1	-	1	*	1	*	1	1	-	*	1	1	1	-	1	-	2	1
Other	2	3	2	1	2	1	2	2	3	2	1	2	2	2	2	2	2	2
Nothing	1	-	*	1	1	1	1	1	-	1	*	1	1	*	*	-	3	1
Cannot say	34	48	38	32	30	32	35	33	39	36	34	30	34	50	39	39	19	37

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1757	443	574	740	576	561	620	396	559	801	492	676	589
Unweighted Total	1802	454	586	762	582	558	662	417	562	823	495	700	607
<b>NET: Supportive of Victor</b>	<b>59</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>52</b>	<b>53</b>	<b>71</b>	<b>39</b>	<b>53</b>	<b>73</b>	<b>53</b>	<b>57</b>	<b>67</b>
Victor did the right thing/good for him for doing what needed to be done	25	15	24	31	22	22	29	13	22	32	23	24	26
People would tell the old man to leave the teenager alone/he wouldn't want to be in his place	14	11	13	16	12	13	16	13	12	15	13	14	15
would thank him for standing up for that teen/applaud him/congratulate his courage for stepping up/helping the teenager	11	6	9	15	9	9	14	5	9	15	7	12	13
It is wrong to be racist/no one has the right to be rude to others/speak to/treat them in humiliating way because of their skin colour/race	10	7	8	14	9	10	13	7	8	14	8	9	14
Victor is brave/thoughtful/caring in his action	4	2	3	6	2	4	6	1	3	6	3	4	4
They would support Victor/back him up/join him/agree with him	4	2	5	4	4	5	3	2	4	5	4	3	4

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1757	443	574	740	576	561	620	396	559	801	492	676	589
Unweighted Total	1802	454	586	762	582	558	662	417	562	823	495	700	607
No one judges people by their clothes/every one has the freedom to wear what they want/no one knows what their circumstances are	3	5	4	2	4	4	2	5	4	2	3	4	2
would relay story to other/post it on social media/speak highly of him to others	1	*	1	2	*	1	2	*	*	2	*	1	2
To be careful of stability of the old man/might harm him	1	1	1	1	1	1	1	2	1	1	1	2	1
Tell the old man to get off the bus	1	1	1	1	1	*	1	1	1	1	1	1	1
NET: Against Victor	6	7	5	5	5	7	5	7	6	5	6	6	5
Victor should not mingle with them/mind his own business/people are free to say what they want	4	6	3	4	4	5	4	6	4	4	4	5	3
Some would discriminate against Victor for not respecting an elderly man	1	1	2	1	1	2	1	1	2	1	2	1	2
Some might question Victor's intentions/knowledge of the situation	*	*	-	*	*	-	*	*	-	*	-	*	*
NET: Neutral	2	2	2	3	1	3	3	2	2	2	2	3	1
Depends on the values of people on the bus	1	1	1	1	1	1	*	1	1	1	1	1	*
other	2	2	1	2	1	2	2	2	2	2	2	2	1
Nothing	1	1	1	*	1	*	1	2	1	*	1	1	1
Cannot say	34	50	38	22	42	39	23	52	39	23	42	35	27

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1757	343	422	676	316	246	198	118	678	370	148	1309	225	219	826	918	1293	377
Unweighted Total	1802	338	577	634	253	229	182	197	673	347	174	1365	219	213	875	905	1400	333
Supportive of Victor	57	50	48	61	67	58	60	64	56	53	61	56	51	65	55	59	58	50
Against Victor	4	4	3	4	5	4	3	7	4	4	2	4	6	1	4	4	4	4
Neutral	2	3	3	1	*	1	2	2	2	2	1	2	1	2	2	2	2	2
Mixed	2	2	2	2	3	1	5	*	2	1	1	2	3	2	2	2	2	1
Nothing	1	1	1	*	1	*	*	2	1	1	1	1	*	2	1	1	1	1
DK/NA	34	40	43	31	24	35	29	25	34	40	34	35	38	28	36	33	33	42

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	1757	170	337	706	537	608	708	301	103	1019	309	425	1183	90	90	90	136	158
Unweighted Total	1802	128	344	656	666	658	695	304	107	1052	314	429	962	293	272	68	57	137
Supportive of Victor	57	44	54	60	59	59	57	57	54	55	57	60	58	44	51	54	65	58
Against Victor	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	5	7	1
Neutral	2	3	2	1	2	1	2	2	3	2	1	2	2	2	2	2	3	3
Mixed	2	-	2	2	3	3	2	3	*	2	3	2	2	*	4	-	4	1
Nothing	1	-	*	1	1	1	1	1	-	1	*	1	1	*	*	-	3	1
DK/NA	34	48	38	32	30	32	35	33	39	36	34	30	34	50	39	39	19	37



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B5

QB5g. What do you think others might say to Victor? Or what do you think they might say about Victor to other people, because of what he did on the bus?  
NET RESPONSES

SUBSAMPLE: If very/somewhat likely to say something in Q

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1757	443	574	740	576	561	620	396	559	801	492	676	589
Unweighted Total	1802	454	586	762	582	558	662	417	562	823	495	700	607
Supportive of Victor	57	39	54	70	50	51	68	36	52	71	50	55	66
Against Victor	4	5	4	3	4	5	4	6	4	3	3	5	4
Neutral	2	2	1	2	1	3	2	2	2	1	2	3	1
Mixed	2	2	1	2	2	2	2	2	2	2	3	2	1
Nothing	1	1	1	*	1	*	1	2	1	*	1	1	1
DK/NA	34	50	38	22	42	39	23	52	39	23	42	35	27

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Black people?  
And do you know other people who have seen this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Yes, I have personally seen this type of comment on Facebook	9	20	13	6	2	7	9	7	11	9	8	10	9	6	9	10	10	8
Yes, I know someone else who has seen this type of comment on Facebook	12	25	16	7	4	17	12	13	13	8	11	12	14	9	12	11	14	6
No, neither I nor anyone I know have seen this type of comment on Facebook	71	50	65	80	85	70	72	71	69	76	74	71	71	76	70	73	69	80
Cannot say	9	8	10	8	10	8	9	11	9	8	8	9	7	9	10	8	9	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B6

QB6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Black people?  
And do you know other people who have seen this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Yes, I have personally seen this type of comment on Facebook	9	16	8	8	10	11	8	10	10	9	11	10	7	23	27	8	11	12
Yes, I know someone else who has seen this type of comment on Facebook	12	18	13	10	13	13	11	14	12	10	15	15	9	25	21	12	20	20
No, neither I nor anyone I know have seen this type of comment on Facebook	71	53	74	75	72	72	75	68	67	75	67	68	77	50	49	75	51	64
Cannot say	9	16	8	9	7	6	8	9	13	8	9	9	9	7	9	6	19	5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6a. In the past few years, have you personally seen comments like this one on Facebook that are critical Black people?  
And do you know other people who have seen this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Yes, I have personally seen this type of comment on Facebook	9	9	9	11	8	8	12	9	9	11	9	9	10
Yes, I know someone else who has seen this type of comment on Facebook	12	8	14	13	9	14	13	11	12	13	12	12	11
No, neither I nor anyone I know have seen this type of comment on Facebook	71	71	70	74	73	70	71	69	72	73	68	72	74
Cannot say	9	13	8	5	11	9	6	13	8	5	12	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6b. How common do you think it is today that someone would post this type of negative comment about Black people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Often	14	23	16	10	10	13	14	14	14	15	12	15	12	12	13	15	15	13
Sometimes	31	35	32	29	27	35	33	38	31	25	31	31	35	27	31	31	32	25
Rarely	29	26	29	30	32	29	32	27	30	28	29	29	30	31	30	29	30	30
Never	11	6	9	14	11	10	10	9	9	14	14	11	10	13	11	11	10	14
Cannot say	15	11	13	16	20	14	11	12	15	18	14	15	12	16	15	15	14	18

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6b. How common do you think it is today that someone would post this type of negative comment about Black people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Often	14	19	12	14	14	15	13	16	16	13	17	14	12	19	30	12	19	17
Sometimes	31	29	31	31	32	31	30	34	32	31	31	31	30	31	37	32	28	33
Rarely	29	26	31	29	30	31	30	29	23	30	27	31	30	31	19	30	26	30
Never	11	9	12	10	12	11	12	8	12	11	9	11	12	7	5	10	10	12
Cannot say	15	17	14	17	12	12	15	14	17	15	15	12	16	10	10	15	16	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6b. How common do you think it is today that someone would post this type of negative comment about Black people on Facebook?  
Think about people you know, such as family, friends, co-workers, people at school or in your community. Do you think this happens :

		Social Norms A Avg			Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Often	14	13	14	16	13	14	16	13	14	15	13	14	16
Sometimes	31	28	32	32	27	32	34	31	31	31	31	33	28
Rarely	29	26	31	32	28	28	32	24	33	32	29	31	28
Never	11	11	10	11	13	11	9	10	11	12	10	9	14
Cannot say	15	23	12	9	19	15	10	22	12	10	17	13	15

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6d. What do you think personally about what Janet posted on Facebook? Do you think it was OK or wrong for Janet to post this type of comment?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
It was definitely OK	4	4	5	3	2	3	3	4	4	5	2	4	5	2	5	2	4	4
It was probably OK	7	9	7	6	6	8	7	3	8	6	3	7	9	5	9	5	7	5
It was probably wrong	22	18	24	22	23	26	21	28	20	22	18	21	26	20	25	19	21	23
It was definitely wrong	57	61	51	59	59	53	59	55	59	55	67	58	52	63	50	64	59	55
Cannot say	10	9	13	10	9	11	10	8	9	13	10	10	8	10	11	10	9	13



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6d. What do you think personally about what Janet posted on Facebook? Do you think it was OK or wrong for Janet to post this type of comment?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
It was definitely OK	4	9	3	3	4	5	4	3	1	4	4	3	4	8	2	2	1	8
It was probably OK	7	11	7	5	7	7	8	4	6	6	6	9	6	13	11	9	7	9
It was probably wrong	22	26	24	20	21	21	21	25	24	21	20	24	22	18	20	30	19	22
It was definitely wrong	57	43	57	60	59	58	59	58	56	58	60	54	58	54	61	52	58	54
Cannot say	10	11	9	12	8	9	9	11	13	10	10	9	11	7	6	8	15	7

## VIGNETTE B6

QB6d. What do you think personally about what Janet posted on Facebook? Do you think it was OK or wrong for Janet to post this type of comment?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
It was definitely OK	4	7	2	1	7	2	2	7	2	1	6	3	2
It was probably OK	7	13	6	1	11	6	2	13	6	1	12	5	3
It was probably wrong	22	27	25	12	25	23	16	28	26	11	29	21	15
It was definitely wrong	57	32	59	84	40	58	76	32	59	85	37	63	73
Cannot say	10	21	8	2	16	11	3	21	7	1	15	8	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Janet posted on Facebook was wrong or insensitive?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Few or none	9	7	9	8	11	10	9	7	9	8	5	8	7	11	11	7	9	7
Some	26	24	24	27	27	25	27	32	26	23	24	26	25	23	28	23	27	22
Most	29	31	27	27	30	30	28	30	28	29	27	28	34	29	29	28	28	29
Almost everyone	25	29	26	26	20	24	26	21	25	25	33	26	21	25	20	30	25	27
Cannot say	12	9	14	12	12	11	10	10	11	15	11	11	12	11	12	11	11	15

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Janet posted on Facebook was wrong or insensitive?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Few or none	9	17	8	8	8	10	8	9	7	8	9	10	8	12	13	7	9	12
Some	26	22	24	26	28	24	26	29	27	26	23	28	25	32	23	28	30	21
Most	29	28	29	28	30	29	29	30	28	29	28	30	29	25	26	29	29	31
Almost everyone	25	19	28	25	26	28	26	20	23	26	29	23	26	26	31	27	16	27
Cannot say	12	14	11	13	9	10	11	12	15	12	11	9	13	6	7	8	16	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6e. Again thinking about the opinions of people you know and in your community, how many of them do you think would say that what Janet posted on Facebook was wrong or insensitive?

		Social Norms A Avg			Social Norms B Avg			Social Norms C Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Few or none	9	18	5	2	16	6	4	19	4	1	12	7	7
Some	26	37	28	10	32	27	18	39	29	8	29	27	20
Most	29	15	39	33	20	33	33	14	39	35	25	31	29
Almost everyone	25	6	20	53	13	23	41	5	20	54	17	25	35
Cannot say	12	24	8	2	19	11	5	24	8	2	16	10	9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6f. How likely do you think other people would have responded to Janet's comment, about the appropriateness of what she wrote, either when it was posted or later on?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Very likely	26	34	27	26	17	27	27	24	25	27	23	27	20	24	23	29	26	25
Somewhat likely	38	32	34	39	45	39	39	41	36	36	46	36	46	40	39	37	38	36
Not very likely	17	18	16	16	18	17	15	18	17	18	14	17	18	16	18	16	17	18
Not at all likely	5	6	6	5	5	5	6	6	6	5	1	6	3	6	6	5	5	6
Cannot say	14	10	16	14	15	12	13	11	15	14	17	14	14	14	14	13	13	15

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6f. How likely do you think other people would have responded to Janet's comment, about the appropriateness of what she wrote, either when it was posted or later on?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Very likely	26	22	25	26	27	28	24	22	30	25	32	23	25	30	35	25	17	28
Somewhat likely	38	40	38	35	40	37	39	40	31	38	35	40	38	38	35	38	35	37
Not very likely	17	17	20	17	15	16	19	17	14	18	13	18	16	16	16	23	23	17
Not at all likely	5	4	4	7	5	5	5	6	8	5	6	6	5	6	7	4	6	9
Cannot say	14	17	12	15	12	13	12	14	16	14	14	13	15	10	7	11	19	9

## VIGNETTE B6

QB6f. How likely do you think other people would have responded to Janet's comment, about the appropriateness of what she wrote, either when it was posted or later on?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Very likely	26	12	21	46	15	24	39	12	21	46	19	25	33
Somewhat likely	38	33	44	36	36	39	39	34	43	36	36	42	35
Not very likely	17	21	20	8	21	19	11	21	20	9	21	16	14
Not at all likely	5	7	5	4	7	5	4	7	5	4	6	4	6
Cannot say	14	26	10	5	21	13	7	25	10	5	17	12	12



# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2074	411	490	766	406	290	254	134	774	477	144	1555	239	275	926	1137	1517	466
Unweighted Total	2155	420	695	727	313	260	236	212	810	434	203	1633	254	262	1002	1132	1662	415
<b>NET: Against Janet</b>	<b>58</b>	<b>52</b>	<b>57</b>	<b>62</b>	<b>59</b>	<b>62</b>	<b>61</b>	<b>62</b>	<b>59</b>	<b>51</b>	<b>62</b>	<b>59</b>	<b>54</b>	<b>61</b>	<b>55</b>	<b>61</b>	<b>61</b>	<b>51</b>
She's being inappropriate and wrong/out of line/should delete the post	21	19	20	22	20	20	25	20	20	19	21	20	20	23	18	23	21	20
She is being racist/a "Karen"	19	22	17	20	18	28	15	24	19	16	16	20	20	13	20	19	20	16
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	8	4	10	9	8	10	7	8	9	6	7	8	6	10	6	10	9	6
Some would not agree with her post/attack her/challenge her comments	6	6	8	6	6	5	7	6	7	6	8	7	4	8	6	6	7	5
She is being rude/ignorant	6	7	5	7	4	9	8	9	5	2	10	6	3	7	6	6	7	3
No culture is superior to another/beauty is in diversity of cultures/their positive influence	6	7	4	7	5	5	8	8	6	4	7	6	6	4	5	6	6	4
Every one has the right to follow the fashion suitable to their taste/fashion is a personal choice/Janet is not forced to follow fashion she does not like	4	4	3	5	5	1	3	6	4	6	7	4	7	7	3	6	4	7

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2074	411	490	766	406	290	254	134	774	477	144	1555	239	275	926	1137	1517	466
Unweighted Total	2155	420	695	727	313	260	236	212	810	434	203	1633	254	262	1002	1132	1662	415
She sounds uneducated in her comments/it shows how little she knows	4	3	2	5	6	7	2	7	4	3	2	4	4	5	4	5	5	3
Should not judge based on skin colour or race/ race should not be a factor when considering fashion	3	2	2	4	4	1	5	1	3	4	5	3	3	5	3	3	3	4
People would complain about/report her post to ban her from Facebook	3	2	2	4	3	3	9	1	2	1	3	3	1	1	3	3	3	1
She should apologize for such comments	1	-	1	*	2	1	1	1	1	-	1	1	1	-	1	1	1	-
<b>NET: Neutral</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>
Social networks are considered a haven for people to say what they want/think of since it won't be in person/face to face	3	3	3	2	2	3	2	2	3	3	1	3	3	2	2	3	3	3
Depends on people's own views/some would agree while some would oppose	1	2	2	1	1	1	1	1	2	1	*	1	*	2	1	1	1	1
Other	2	1	2	2	3	1	2	2	2	2	2	2	2	1	3	1	2	2
<b>NET: Supportive to Janet</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>2</b>
People are entitled to have their own opinions	2	1	2	2	5	2	2	4	3	1	1	2	3	3	3	2	3	1
Some people might agree with Janet/ support her post	2	1	1	2	3	2	4	1	1	1	1	2	-	3	2	1	2	1
She is right in what she claims	*	-	*	*	1	*	1	-	*	*	*	*	*	-	*	*	*	1
Nothing Cannot say	36	43	37	33	31	34	33	30	33	44	34	35	40	33	37	34	33	44

# Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	2074	183	407	808	669	782	807	297	141	1209	402	456	1460	112	102	115	112	169
Unweighted Total	2155	142	417	778	807	836	795	320	153	1250	418	480	1199	349	313	89	49	147
<b>NET: Against Janet</b>	<b>58</b>	<b>42</b>	<b>58</b>	<b>59</b>	<b>63</b>	<b>59</b>	<b>58</b>	<b>59</b>	<b>66</b>	<b>57</b>	<b>57</b>	<b>63</b>	<b>59</b>	<b>41</b>	<b>59</b>	<b>57</b>	<b>64</b>	<b>57</b>
She's being inappropriate and wrong/out of line/should delete the post	21	17	18	23	21	22	21	16	21	21	17	22	21	15	19	13	32	17
She is being racist/a "Karen"	19	12	16	19	23	18	19	22	26	17	22	22	18	17	22	18	27	26
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	8	3	11	8	8	8	7	10	9	8	6	9	8	4	9	11	5	10
Some would not agree with her post/attack her/challenge her comments	6	3	4	7	8	6	7	6	9	6	8	6	7	3	6	7	3	3
She is being rude/ignorant	6	4	5	7	6	4	6	9	8	6	6	5	6	5	6	8	4	7
No culture is superior to another/beauty is in diversity of cultures/their positive influence	6	5	7	5	6	6	4	10	10	5	8	6	6	5	6	8	10	5
Every one has the right to follow the fashion suitable to their taste/fashion is a personal choice/Janet is not forced to follow fashion she does not like	4	3	6	4	4	3	4	6	9	5	2	5	5	4	2	1	6	2

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	2074	183	407	808	669	782	807	297	141	1209	402	456	1460	112	102	115	112	169
Unweighted Total	2155	142	417	778	807	836	795	320	153	1250	418	480	1199	349	313	89	49	147
She sounds uneducated in her comments/it shows how little she knows	4	4	4	4	4	5	4	4	8	5	3	4	5	2	5	3	-	2
Should not judge based on skin colour or race/ race should not be a factor when considering fashion	3	6	4	3	3	4	3	4	3	3	4	3	4	1	2	3	4	2
People would complain about/report her post to ban her from Facebook	3	*	3	2	4	2	3	2	6	3	3	2	3	1	3	3	2	3
She should apologize for such comments	1	-	1	1	1	1	1	1	-	1	1	1	1	-	*	1	2	-
<b>NET: Neutral</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>
Social networks are considered a haven for people to say what they want/think of since it won't be in person/face to face	3	1	1	3	3	4	2	2	2	3	3	1	3	1	3	3	-	3
Depends on people's own views/some would agree while some would oppose	1	-	1	2	1	1	2	1	*	1	2	2	1	1	1	1	4	3
Other	2	1	3	2	2	2	2	3	3	2	2	2	2	3	1	2	2	2
<b>NET: Supportive to Janet</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>1</b>
People are entitled to have their own opinions	2	1	2	3	2	2	2	2	2	2	1	4	3	2	1	2	1	*
Some people might agree with Janet/ support her post	2	-	2	2	2	2	2	1	-	2	1	2	1	1	3	-	5	1
She is right in what she claims	*	-	-	1	*	*	*	*	*	*	-	*	*	1	-	-	-	*
Nothing Cannot say	36	55	36	34	32	35	36	35	30	36	38	31	34	53	37	42	26	38

## Canadian Social Norms and Racism - 2022 Benchmark Survey

VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2074	516	719	839	598	649	827	556	640	879	610	778	686
Unweighted Total	2155	534	715	906	587	692	876	579	642	934	631	829	695
<b>NET: Against Janet</b>	<b>58</b>	<b>46</b>	<b>54</b>	<b>70</b>	<b>44</b>	<b>56</b>	<b>70</b>	<b>51</b>	<b>52</b>	<b>68</b>	<b>50</b>	<b>60</b>	<b>64</b>
She's being inappropriate and wrong/out of line/should delete the post	21	14	20	26	14	21	25	17	18	25	15	19	27
She is being racist/a "Karen"	19	15	18	22	16	18	23	16	19	21	18	20	19
To keep her thoughts to herself/should not post provocative comments/would create conflicting arguments	8	6	6	11	6	7	11	6	7	10	6	9	9
Some would not agree with her post/attack her/challenge her comments	6	6	6	7	7	5	7	6	6	7	8	6	6
She is being rude/ignorant	6	4	6	7	3	6	8	5	6	7	5	6	7
No culture is superior to another/beauty is in diversity of cultures/their positive influence	6	3	6	8	3	5	8	4	4	8	4	7	6
Every one has the right to follow the fashion suitable to their taste/fashion is a personal choice/Janet is not forced to follow fashion she does not like	4	4	4	5	4	5	5	5	3	5	4	5	4

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2074	516	719	839	598	649	827	556	640	879	610	778	686
Unweighted Total	2155	534	715	906	587	692	876	579	642	934	631	829	695
She sounds uneducated in her comments/it shows how little she knows	4	3	4	6	3	4	6	4	3	5	3	5	5
Should not judge based on skin colour or race/ race should not be a factor when considering fashion	3	4	2	4	3	3	4	3	2	4	2	3	5
People would complain about/report her post to ban her from Facebook	3	2	2	4	2	3	4	2	2	4	2	3	3
She should apologize for such comments	1	*	*	1	*	1	1	*	1	1	*	1	1
NET: Neutral	5	5	5	6	7	4	6	5	5	6	7	5	5
Social networks are considered a haven for people to say what they want/think of since it won't be in person/face to face	3	2	3	3	3	2	3	2	2	3	3	3	2
Depends on people's own views/some would agree while some would oppose	1	1	2	1	2	1	1	1	2	1	1	1	1
Other	2	3	2	2	3	2	2	3	2	2	3	2	2
NET: Supportive to Janet	4	6	4	3	6	4	3	5	5	3	6	5	2
People are entitled to have their own opinions	2	4	3	2	4	3	1	3	2	2	4	3	1
Some people might agree with Janet/ support her post	2	2	1	1	2	1	2	1	2	1	1	2	2
She is right in what she claims	*	1	*	-	*	*	-	1	*	-	*	*	-
Nothing Cannot say	* 36	1 44	* 41	* 26	1 46	* 39	* 26	* 41	* 41	* 28	1 41	* 36	* 30

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	2074	411	490	766	406	290	254	134	774	477	144	1555	239	275	926	1137	1517	466
Unweighted Total	2155	420	695	727	313	260	236	212	810	434	203	1633	254	262	1002	1132	1662	415
Against Janet	55	49	54	59	55	57	55	59	56	48	60	55	51	57	52	58	57	48
Supportive to Janet	2	1	2	2	6	1	2	3	3	1	1	2	1	3	4	1	2	2
Neutral	4	3	4	3	4	3	4	4	4	4	2	4	5	2	4	3	3	4
Mixed	4	4	2	4	4	5	7	3	3	3	2	4	2	4	4	3	4	3
Nothing	*	*	1	*	-	*	-	1	*	*	1	*	1	*	*	*	*	*
DK/NA	36	43	37	33	31	34	33	30	33	44	34	35	40	33	37	34	33	44

# Canadian Social Norms and Racism - 2022 Benchmark Survey

## VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	2074	183	407	808	669	782	807	297	141	1209	402	456	1460	112	102	115	112	169
Unweighted Total	2155	142	417	778	807	836	795	320	153	1250	418	480	1199	349	313	89	49	147
Against Janet	55	42	56	55	58	55	55	55	63	54	54	59	56	39	55	51	62	56
Supportive to Janet	2	1	2	3	2	2	2	2	1	3	1	2	3	2	2	-	4	*
Neutral	4	2	4	4	3	4	3	3	3	3	4	3	3	4	2	1	6	5
Mixed	4	*	2	4	4	4	3	4	3	3	3	4	4	3	4	6	3	1
Nothing	*	-	1	*	*	*	*	1	-	*	*	*	*	*	*	-	-	-
DK/NA	36	55	36	34	32	35	36	35	30	36	38	31	34	53	37	42	26	38



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### VIGNETTE B6

QB6g. What do you think others might say to Janet? Or what do you think others might say about Janet to other people, because of her comment about Black culture and fashion?

SUBSAMPLE: If very/somewhat likely to say something in Q.f

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	2074	516	719	839	598	649	827	556	640	879	610	778	686
Unweighted Total	2155	534	715	906	587	692	876	579	642	934	631	829	695
Against Janet	55	44	51	65	41	53	66	48	49	64	46	55	62
Supportive to Janet	2	4	2	1	4	2	1	4	3	1	4	2	1
Neutral	4	4	3	4	5	3	3	4	4	3	5	2	4
Mixed	4	3	4	4	3	3	4	3	3	4	4	5	2
Nothing	*	1	*	*	1	*	*	*	*	*	1	*	*
DK/NA	36	44	41	26	46	39	26	41	41	28	41	36	30

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q12. How would you describe your sense of belonging to your local community? Would you say it is?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Very strong	14	15	12	12	16	14	16	13	13	13	17	13	16	16	15	12	14	12
Somewhat strong	44	41	40	45	51	44	42	41	44	44	49	44	45	44	44	45	44	45
Somewhat weak	28	31	31	27	23	28	30	31	28	28	21	29	26	26	28	28	28	27
Very weak	9	6	11	10	8	9	8	11	9	8	8	9	7	9	9	9	9	8
Cannot say	6	6	6	6	3	6	3	5	6	7	5	6	5	5	5	6	5	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q12. How would you describe your sense of belonging to your local community? Would you say it is?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Very strong	14	19	12	12	15	18	11	11	12	14	11	15	12	25	20	7	24	13
Somewhat strong	44	36	44	46	44	48	47	40	27	44	46	45	45	37	39	36	44	50
Somewhat weak	28	26	27	27	30	24	30	30	31	28	29	28	28	23	27	41	25	26
Very weak	9	10	9	9	7	5	7	14	24	10	8	7	10	9	8	8	3	7
Cannot say	6	9	8	5	3	4	5	6	6	5	7	5	6	6	6	8	4	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q12. How would you describe your sense of belonging to your local community? Would you say it is?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Very strong	14	12	12	17	14	10	17	12	13	17	8	12	21
Somewhat strong	44	40	44	48	40	46	47	42	42	49	40	46	45
Somewhat weak	28	27	30	26	27	30	27	27	32	24	32	29	22
Very weak	9	12	8	6	12	8	6	11	8	7	11	8	7
Cannot say	6	8	5	3	8	6	3	8	4	4	8	5	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q13. How many relatives do you have who you feel close to (that is who you feel at ease with, can talk to about what is on your mind, or call on for help)?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Between 1 and 5	59	58	61	60	55	57	60	53	59	62	53	60	57	57	60	58	58	62
Between 6 and 10	19	22	19	17	21	19	16	22	19	20	23	19	20	19	19	20	19	21
Between 11 and 20	6	7	6	6	7	6	8	6	5	6	9	6	9	6	6	7	6	6
More than 20	4	3	2	3	6	3	4	5	4	3	4	3	4	4	3	4	4	3
None	9	7	9	10	9	12	9	11	10	6	8	9	8	11	10	9	10	6
Cannot say	3	3	3	3	2	3	3	3	3	3	2	3	2	3	3	2	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q13. How many relatives do you have who you feel close to (that is who you feel at ease with, can talk to about what is on your mind, or call on for help)?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Between 1 and 5	59	54	61	59	59	58	61	61	54	58	60	61	60	49	56	61	52	59
Between 6 and 10	19	13	18	19	22	23	20	14	10	20	18	18	19	24	19	19	22	17
Between 11 and 20	6	7	6	7	6	8	6	5	4	6	7	6	6	9	7	3	8	8
More than 20	4	4	3	4	3	4	3	4	2	4	3	4	3	5	7	2	5	2
None	9	16	9	9	7	5	8	13	27	9	9	9	9	10	8	13	9	10
Cannot say	3	6	3	2	2	2	2	3	3	2	3	3	3	3	3	2	4	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q13. How many relatives do you have who you feel close to (that is who you feel at ease with, can talk to about what is on your mind, or call on for help)?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Between 1 and 5	59	57	59	60	58	60	59	56	60	61	58	62	57
Between 6 and 10	19	16	20	22	16	21	21	17	20	21	18	19	21
Between 11 and 20	6	5	6	7	5	6	7	6	6	7	6	6	7
More than 20	4	4	3	4	4	3	4	3	4	4	3	4	5
None	9	12	9	6	12	8	7	12	8	6	11	8	9
Cannot say	3	5	2	1	5	2	2	5	2	1	5	2	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q14. How many close friends do you have (that is, people who are not your relatives but who you can feel at ease with, can talk to about what is on your mind, or call on for help)?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Between 1 and 5	66	63	66	68	65	64	69	63	65	69	65	66	66	64	64	68	66	68
Between 6 and 10	15	17	15	13	14	16	12	17	15	13	14	15	16	12	16	14	15	13
Between 11 and 20	4	6	3	3	3	5	3	4	4	3	5	4	3	3	4	3	4	3
More than 20	2	3	2	2	3	3	4	2	2	2	3	2	2	3	2	2	3	1
None	11	8	10	11	12	9	10	12	11	11	12	10	11	15	11	11	10	12
Cannot say	3	3	3	3	2	3	3	3	3	2	2	3	2	3	3	2	3	2



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q14. How many close friends do you have (that is, people who are not your relatives but who you can feel at ease with, can talk to about what is on your mind, or call on for help)?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Between 1 and 5	66	60	67	68	65	64	69	69	58	66	69	64	68	59	60	70	60	62
Between 6 and 10	15	11	11	13	20	19	14	11	9	14	15	18	13	18	17	15	23	18
Between 11 and 20	4	4	3	3	4	4	3	3	3	3	3	4	3	6	6	3	4	5
More than 20	2	4	2	3	2	3	2	2	2	2	2	3	2	6	6	*	2	2
None	11	16	13	11	6	7	10	13	24	12	8	9	12	8	9	10	8	7
Cannot say	3	6	3	2	2	2	2	2	3	2	3	2	2	3	3	2	4	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q14. How many close friends do you have (that is, people who are not your relatives but who you can feel at ease with, can talk to about what is on your mind, or call on for help)?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Between 1 and 5	66	63	67	68	64	66	67	63	67	68	63	68	66
Between 6 and 10	15	12	15	17	12	15	17	13	14	17	14	14	16
Between 11 and 20	4	3	4	4	3	4	4	3	4	3	4	3	4
More than 20	2	3	2	2	4	1	2	2	2	2	2	2	3
None	11	13	11	7	13	11	8	13	10	8	12	10	9
Cannot say	3	5	2	1	5	2	1	5	2	1	5	2	2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q15. Not counting your close friends or relatives, how many other friends do you have?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Between 1 and 5	33	31	35	34	30	31	33	32	33	35	31	33	34	28	33	33	32	35
Between 6 and 10	20	23	19	19	19	21	21	21	20	18	20	21	17	18	20	20	20	18
Between 11 and 20	11	15	11	10	11	12	12	15	11	10	12	11	12	11	12	11	12	9
More than 20	11	11	12	11	12	12	13	12	11	9	15	11	11	13	12	11	12	9
None	19	15	18	20	20	16	18	15	19	22	17	17	19	25	17	20	18	22
Cannot say	6	5	6	6	7	7	4	5	6	7	4	6	6	5	6	6	6	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q15. Not counting your close friends or relatives, how many other friends do you have?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Between 1 and 5	33	35	34	34	31	31	35	33	29	33	33	32	33	32	32	38	33	33
Between 6 and 10	20	12	17	21	24	22	21	17	10	19	21	23	19	20	21	26	19	20
Between 11 and 20	11	10	10	11	13	14	10	11	7	11	13	12	11	12	13	10	16	13
More than 20	11	9	9	11	14	14	10	10	12	11	10	12	11	12	12	9	12	11
None	19	25	25	18	12	13	18	24	36	21	16	15	20	17	17	11	15	14
Cannot say	6	9	6	5	6	5	5	5	5	5	7	6	6	7	6	6	6	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q15. Not counting your close friends or relatives, how many other friends do you have?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Between 1 and 5	33	34	33	30	35	33	30	34	34	31	34	32	33
Between 6 and 10	20	18	21	21	16	22	21	19	20	21	19	21	19
Between 11 and 20	11	9	12	13	9	11	14	10	11	13	10	12	12
More than 20	11	8	11	15	9	11	14	9	12	14	9	11	14
None	19	22	18	16	22	18	16	21	18	17	20	18	18
Cannot say	6	9	5	4	8	5	5	8	5	4	7	6	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q16. In your daily life, how much contact do you, personally, have with people who have a different racial background than your own?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
A lot of contact	25	30	27	26	15	29	30	26	28	16	16	27	18	16	24	25	28	14
Some contact	35	39	37	33	31	37	36	40	36	29	29	35	34	31	36	34	37	27
Only a little contact	28	23	26	27	35	25	24	22	25	34	32	26	32	33	28	27	25	37
No contact at all	10	4	6	12	17	6	6	8	7	17	18	8	13	18	9	11	8	19
Cannot say	3	4	3	3	2	2	3	3	3	3	4	3	3	3	3	3	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q16. In your daily life, how much contact do you, personally, have with people who have a different racial background than your own?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
A lot of contact	25	20	21	24	30	28	21	26	28	20	33	31	20	33	51	24	32	39
Some contact	35	32	32	34	38	35	36	33	28	33	36	39	33	38	27	44	40	37
Only a little contact	28	27	30	29	24	26	31	27	26	31	22	23	31	18	14	26	20	17
No contact at all	10	13	13	10	7	9	10	10	15	13	6	6	12	7	3	4	5	3
Cannot say	3	7	3	2	2	2	2	3	3	3	3	2	3	4	4	2	4	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q16. In your daily life, how much contact do you, personally, have with people who have a different racial background than your own?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
A lot of contact	25	18	23	34	19	23	32	19	24	33	20	23	32
Some contact	35	32	38	34	32	36	36	33	38	34	34	35	34
Only a little contact	28	31	28	23	31	28	23	30	28	24	30	31	22
No contact at all	10	13	9	8	12	10	8	13	9	8	11	10	10
Cannot say	3	6	2	*	5	3	1	6	2	1	5	2	2



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q17. Do you have friends from racial groups different from your own?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	5756	1154	1468	2050	1082	820	672	380	2292	1239	352	4428	658	656	2781	2937	4257	1205
Unweighted Total	5897	1140	1978	1940	839	738	624	599	2276	1182	478	4575	657	648	2887	2933	4581	1077
Yes	77	80	79	77	73	81	80	81	79	70	76	79	74	72	76	79	80	69
No	19	16	18	20	23	16	16	16	18	28	22	18	22	25	21	18	17	29
Cannot say	3	3	3	3	3	3	4	2	3	3	2	3	4	3	4	3	3	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q17. Do you have friends from racial groups different from your own?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	5756	523	1118	2290	1811	2122	2224	919	370	3307	1083	1343	3942	306	268	313	415	483
Unweighted Total	5897	392	1118	2148	2221	2282	2161	934	393	3419	1086	1365	3213	972	845	236	175	419
Yes	77	71	73	78	81	79	77	77	77	75	84	79	75	90	90	77	81	82
No	19	24	22	19	17	19	21	19	18	22	14	17	22	9	9	17	16	15
Cannot say	3	5	4	3	2	2	3	3	5	3	3	4	3	2	1	6	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q17. Do you have friends from racial groups different from your own?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	5756	1886	2043	1827	1903	1852	2001	2115	1764	1877	1882	2099	1775
Unweighted Total	5897	1892	2038	1967	1916	1855	2126	2123	1782	1992	1899	2192	1806
Yes	77	70	77	85	70	77	85	73	78	83	72	77	83
No	19	25	20	13	26	19	14	23	20	15	24	19	14
Cannot say	3	4	3	2	4	3	2	4	3	2	4	3	2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18A. How much do you agree or disagree with each of the following statements?  
When I meet a person of another race or ethnicity, I try to avoid thinking about their race

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	61	62	59	61	65	58	64	62	62	60	63	62	61	61	65	58	62	60
Strongly agree	31	33	28	30	35	28	33	30	32	30	33	31	32	32	31	31	31	30
Somewhat agree	30	29	31	31	31	30	31	32	30	30	30	31	29	29	34	27	31	30
NET: Disagree -----	30	29	32	31	28	32	29	30	29	32	29	30	32	30	27	33	30	32
Somewhat disagree	18	19	20	18	16	21	17	21	19	18	15	18	19	19	17	19	19	17
Strongly disagree	12	10	12	13	12	11	11	9	11	14	14	12	13	11	10	14	11	15
Cannot say	8	9	9	8	6	10	7	8	8	8	8	8	7	9	7	9	8	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18A. How much do you agree or disagree with each of the following statements?  
When I meet a person of another race or ethnicity, I try to avoid thinking about their race

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	61	61	62	60	64	64	63	59	54	61	55	70	60	61	62	66	74	64
Strongly agree	31	34	30	30	33	34	30	31	29	30	27	38	29	33	36	22	46	36
Somewhat agree	30	27	31	30	32	30	33	29	24	31	28	32	31	27	26	45	28	28
NET: Disagree -----	30	29	29	32	29	30	29	33	35	31	36	24	32	31	31	26	19	29
Somewhat disagree	18	17	17	19	20	18	18	21	18	18	22	16	19	18	15	21	13	20
Strongly disagree	12	12	13	13	9	12	11	12	17	13	13	8	13	13	16	6	6	8
Cannot say	8	10	9	8	7	6	8	8	11	8	9	6	9	8	7	7	7	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18A. How much do you agree or disagree with each of the following statements?  
When I meet a person of another race or ethnicity, I try to avoid thinking about their race

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	61	60	63	62	61	61	62	59	63	63	42	62	82
-----													
Strongly agree	31	28	30	36	29	29	35	27	31	36	9	25	64
Somewhat agree	30	33	33	26	32	32	28	32	31	27	34	37	19
NET: Disagree	30	28	31	32	28	31	31	29	30	31	45	31	12
-----													
Somewhat disagree	18	17	19	19	18	18	19	19	18	19	28	19	7
Strongly disagree	12	10	12	13	11	13	12	11	13	13	18	12	5
Cannot say	8	12	6	6	10	8	6	11	7	6	12	7	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18B. How much do you agree or disagree with each of the following statements?  
When describing someone I know to a friend, I might avoid mentioning his or her race.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	57	57	56	56	60	56	58	57	58	55	57	57	59	56	56	57	57	55
Strongly agree	25	27	23	24	27	24	25	23	26	23	27	24	27	27	24	26	25	23
Somewhat agree	32	29	33	32	33	32	33	33	32	32	30	33	32	29	32	32	32	32
NET: Disagree -----	36	36	37	36	33	36	34	37	36	37	34	36	34	36	37	35	36	37
Somewhat disagree	24	27	25	23	22	26	21	27	24	24	22	24	24	24	25	23	24	24
Strongly disagree	12	10	12	13	11	10	13	10	12	14	12	12	10	13	12	12	12	13
Cannot say	7	7	7	8	7	8	8	6	7	8	9	7	7	8	7	8	7	8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18B. How much do you agree or disagree with each of the following statements?  
When describing someone I know to a friend, I might avoid mentioning his or her race.

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	57	52	53	56	63	57	59	56	51	56	53	63	56	57	56	61	71	53
Strongly agree	25	25	24	24	26	25	26	25	24	24	21	30	23	29	27	20	43	26
Somewhat agree	32	26	29	31	37	32	33	32	27	32	32	33	33	28	29	41	28	28
NET: Disagree -----	36	39	38	38	31	36	34	38	40	37	39	32	37	36	41	32	24	39
Somewhat disagree	24	23	24	25	22	24	24	24	26	24	26	21	24	23	26	25	14	26
Strongly disagree	12	16	13	13	8	12	11	14	14	12	13	11	12	13	14	6	10	13
Cannot say	7	10	9	6	6	7	7	6	9	8	8	6	8	7	4	7	5	8



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18B. How much do you agree or disagree with each of the following statements?  
When describing someone I know to a friend, I might avoid mentioning his or her race.

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree -----	57	51	58	62	51	59	60	52	60	60	31	58	84
Strongly agree	25	20	24	31	21	24	29	20	26	29	3	16	60
Somewhat agree	32	31	34	31	30	35	32	32	34	31	28	42	24
NET: Disagree -----	36	38	36	33	39	34	35	37	34	35	58	35	12
Somewhat disagree	24	24	25	22	25	24	23	24	24	24	37	24	9
Strongly disagree	12	13	11	11	14	10	12	13	11	12	22	11	3
Cannot say	7	11	6	5	10	7	5	11	6	5	10	8	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18C. How much do you agree or disagree with each of the following statements?  
When other people are telling funny ethnic or sexist jokes, I might laugh and join in.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	28	28	33	27	25	33	28	29	28	27	23	28	28	26	37	20	29	26
Strongly agree	7	9	9	7	4	8	6	5	8	6	7	7	9	6	10	5	7	6
Somewhat agree	21	19	24	20	21	25	22	24	20	21	17	21	20	20	27	15	22	20
NET: Disagree -----	64	66	59	65	67	58	65	62	64	68	68	64	64	68	55	72	63	68
Somewhat disagree	30	26	29	31	31	24	28	29	28	35	30	29	31	31	30	30	28	36
Strongly disagree	35	40	30	34	36	34	37	33	35	32	39	35	33	36	26	42	35	31
Cannot say	8	7	8	8	8	9	7	9	8	6	9	8	8	6	8	8	8	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18C. How much do you agree or disagree with each of the following statements?  
When other people are telling funny ethnic or sexist jokes, I might laugh and join in.

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	28	34	27	29	26	28	30	26	28	28	31	26	27	35	27	33	27	29
Strongly agree	7	11	7	7	6	8	7	5	9	6	8	8	6	14	9	7	13	6
Somewhat agree	21	23	19	23	20	20	23	20	20	21	24	18	21	21	18	26	14	23
NET: Disagree -----	64	56	65	64	68	65	64	67	60	65	61	66	65	57	68	56	67	62
Somewhat disagree	30	26	29	30	31	30	30	31	26	31	28	27	32	22	22	31	20	25
Strongly disagree	35	29	36	34	37	34	35	36	34	34	33	39	33	35	46	26	48	36
Cannot say	8	10	9	7	6	7	6	7	12	7	7	8	8	9	6	11	6	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18C. How much do you agree or disagree with each of the following statements?  
When other people are telling funny ethnic or sexist jokes, I might laugh and join in.

	=====	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	28	39	28	16	37	28	18	36	28	18	51	20	12
-----													
Strongly agree	7	10	6	4	10	6	5	10	6	4	10	4	8
Somewhat agree	21	28	22	12	27	22	13	26	22	14	41	16	4
NET: Disagree	64	49	65	81	51	64	78	52	66	78	37	72	85
-----													
Somewhat disagree	30	27	33	29	27	30	31	27	34	29	28	42	16
Strongly disagree	35	23	32	52	24	34	47	25	32	49	9	30	69
Cannot say	8	12	7	3	11	7	4	12	6	4	12	8	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18D. How much do you agree or disagree with each of the following statements?  
I don't want to appear racist or sexist, even to myself.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree	85	83	82	85	91	86	86	85	86	82	89	86	83	87	82	88	86	81
Strongly agree	57	61	53	55	62	58	60	56	59	50	65	58	55	56	51	62	59	49
Somewhat agree	28	22	29	30	29	27	26	30	27	32	24	28	28	30	31	25	27	33
NET: Disagree	10	12	12	9	6	9	11	10	9	12	7	10	11	9	12	8	9	12
Somewhat disagree	7	8	8	6	4	7	6	8	5	8	6	6	8	6	8	5	6	8
Strongly disagree	3	3	4	3	2	2	5	2	4	3	1	4	3	2	4	3	3	4
Cannot say	5	5	6	6	3	5	4	5	5	7	4	5	6	5	5	5	4	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18D. How much do you agree or disagree with each of the following statements?  
I don't want to appear racist or sexist, even to myself.

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree	85	75	85	85	89	87	85	88	78	85	83	88	86	78	85	89	84	85
Strongly agree	57	47	57	57	61	59	57	57	53	56	56	62	56	52	66	50	64	59
Somewhat agree	28	29	27	29	28	29	28	30	24	29	28	26	29	26	20	40	20	26
NET: Disagree	10	17	9	10	8	9	11	8	14	10	12	8	9	16	10	8	11	10
Somewhat disagree	7	10	6	7	5	6	7	6	8	7	7	5	6	11	6	5	8	7
Strongly disagree	3	6	3	3	2	3	4	2	6	3	4	3	3	5	4	3	3	3
Cannot say	5	8	6	5	3	4	4	4	8	5	5	4	5	6	4	3	5	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18D. How much do you agree or disagree with each of the following statements?  
I don't want to appear racist or sexist, even to myself.

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	85	76	87	94	77	85	93	78	87	92	63	94	99
-----													
Strongly agree	57	42	57	75	44	55	72	44	58	72	17	63	95
Somewhat agree	28	34	30	18	33	30	21	34	29	20	47	31	5
NET: Disagree	10	15	10	4	14	11	4	14	10	5	26	3	*
-----													
Somewhat disagree	7	10	7	2	9	7	3	9	7	3	17	2	*
Strongly disagree	3	5	3	2	5	3	2	4	3	2	9	1	*
Cannot say	5	9	3	2	8	4	2	9	3	2	11	3	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18E. How much do you agree or disagree with each of the following statements?  
I won't use an ethnic slur, even if its the word that pops into my head

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	82	82	79	83	86	84	81	81	83	82	84	83	81	81	79	86	83	81
Strongly agree	57	60	54	57	60	58	59	59	58	53	64	58	55	57	51	63	59	52
Somewhat agree	25	21	24	26	27	26	22	22	25	29	19	25	27	24	28	22	24	29
NET: Disagree -----	13	13	16	11	10	11	15	14	13	13	11	12	12	13	16	10	12	14
Somewhat disagree	8	8	11	7	6	8	9	9	8	7	6	8	8	8	10	6	8	8
Strongly disagree	5	6	5	4	4	3	5	5	4	6	5	5	4	5	6	4	4	6
Cannot say	5	5	6	6	3	5	5	5	5	6	5	5	6	5	5	5	5	5



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18E. How much do you agree or disagree with each of the following statements?  
I won't use an ethnic slur, even if its the word that pops into my head

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	82	72	79	83	87	85	83	82	75	83	81	84	83	75	81	85	82	81
Strongly agree	57	46	54	58	63	60	57	57	55	58	58	58	58	52	60	45	63	57
Somewhat agree	25	25	26	25	24	25	27	25	20	25	23	26	25	23	21	40	19	24
NET: Disagree -----	13	19	15	12	9	12	12	14	16	12	14	12	12	17	13	11	12	14
Somewhat disagree	8	12	9	7	6	7	8	9	9	8	8	7	8	12	9	6	7	9
Strongly disagree	5	7	6	5	3	5	5	4	7	4	6	4	4	6	5	4	5	5
Cannot say	5	9	6	4	3	4	4	4	9	5	5	4	5	8	6	4	6	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18E. How much do you agree or disagree with each of the following statements?

I won't use an ethnic slur, even if its the word that pops into my head

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree -----	82	73	83	92	75	82	91	75	84	90	58	92	98
Strongly agree	57	42	57	75	45	56	71	45	58	73	19	64	93
Somewhat agree	25	31	26	17	29	25	20	30	27	17	40	28	5
NET: Disagree -----	13	17	13	6	17	14	7	16	12	8	31	5	1
Somewhat disagree	8	11	9	3	11	9	4	11	8	4	20	3	*
Strongly disagree	5	6	4	3	6	5	3	6	4	4	11	2	1
Cannot say	5	9	3	2	9	4	2	9	3	2	11	3	1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18F. How much do you agree or disagree with each of the following statements?  
If someone was ugly, overweight, or had bad skin, I wouldn't mention this fact to anyone.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree -----	78	74	76	80	81	78	79	75	77	80	79	79	76	78	75	81	78	79
Strongly agree	48	50	44	48	50	49	50	46	47	46	51	48	44	50	41	54	48	45
Somewhat agree	30	24	32	32	32	29	28	29	30	34	28	31	32	29	33	28	29	34
NET: Disagree -----	16	21	18	15	14	17	16	19	18	14	13	16	17	17	20	14	17	15
Somewhat disagree	11	13	12	9	11	10	12	15	11	10	9	11	13	11	13	9	11	10
Strongly disagree	5	8	5	5	4	7	4	4	6	5	4	6	4	6	6	5	6	5
Cannot say	5	5	6	6	4	5	5	6	5	5	8	5	6	5	6	5	5	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18F. How much do you agree or disagree with each of the following statements?  
If someone was ugly, overweight, or had bad skin, I wouldn't mention this fact to anyone.

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	78	70	78	78	82	79	80	79	71	79	77	79	78	73	75	79	83	77
Strongly agree	48	42	49	47	50	48	48	48	49	47	47	52	47	47	49	40	60	51
Somewhat agree	30	28	29	31	32	31	32	31	22	32	30	28	32	25	26	40	23	26
NET: Disagree -----	16	21	16	18	14	17	16	16	22	16	19	16	16	20	21	16	13	18
Somewhat disagree	11	14	10	12	10	12	11	10	12	11	14	9	11	13	13	11	7	11
Strongly disagree	5	7	6	6	4	5	5	6	9	5	5	7	5	8	8	6	6	7
Cannot say	5	9	6	5	4	4	4	6	8	5	4	5	6	7	4	4	4	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18F. How much do you agree or disagree with each of the following statements?  
If someone was ugly, overweight, or had bad skin, I wouldn't mention this fact to anyone.

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	78	71	78	86	72	78	85	72	80	84	52	87	98
Strongly agree	48	38	46	62	39	46	58	39	47	59	12	46	90
Somewhat agree	30	33	32	24	32	32	26	33	32	25	40	40	8
NET: Disagree	16	20	18	11	20	17	12	20	16	12	37	10	1
Somewhat disagree	11	14	12	7	13	12	8	14	10	8	25	7	*
Strongly disagree	5	6	6	4	7	5	4	6	6	4	12	3	1
Cannot say	5	9	4	3	8	5	3	8	4	3	12	3	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18G. How much do you agree or disagree with each of the following statements?  
I don't laugh at jokes that are cruel toward some group of people even if they are funny.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
NET: Agree	74	73	70	75	79	76	74	68	74	74	77	74	72	78	67	81	74	74
Strongly agree	44	44	38	45	51	44	47	38	45	41	48	44	43	46	35	52	45	40
Somewhat agree	30	29	32	31	28	32	26	30	29	33	29	30	29	31	32	28	29	34
NET: Disagree	20	22	23	18	17	17	21	25	20	20	17	20	22	17	27	13	20	21
Somewhat disagree	14	15	17	13	12	11	14	19	14	15	11	14	16	12	19	9	14	15
Strongly disagree	6	7	7	6	5	5	7	7	6	6	6	6	6	6	8	4	6	6
Cannot say	6	5	7	6	4	7	6	6	5	5	6	6	6	5	6	6	6	5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18G. How much do you agree or disagree with each of the following statements?  
I don't laugh at jokes that are cruel toward some group of people even if they are funny.

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
NET: Agree -----	74	67	73	72	80	77	74	73	72	74	70	79	73	71	78	76	84	73
Strongly agree	44	39	42	42	50	46	43	45	44	43	41	51	42	46	56	35	62	44
Somewhat agree	30	28	31	30	31	31	31	27	28	31	29	28	31	25	23	41	22	28
NET: Disagree -----	20	25	20	22	16	19	21	21	19	20	24	17	21	22	18	17	12	21
Somewhat disagree	14	16	13	16	11	13	15	14	11	14	16	11	15	15	13	13	7	14
Strongly disagree	6	9	7	6	5	6	6	7	9	6	8	6	6	7	5	4	5	8
Cannot say	6	8	7	6	4	4	5	7	8	5	6	4	6	6	3	7	5	6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q18G. How much do you agree or disagree with each of the following statements?  
I don't laugh at jokes that are cruel toward some group of people even if they are funny.

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
NET: Agree	74	64	76	84	66	75	83	66	76	83	42	85	98
-----													
Strongly agree	44	32	43	59	34	42	56	33	44	57	7	42	89
Somewhat agree	30	32	33	25	31	32	27	33	32	25	36	43	9
NET: Disagree	20	25	20	14	24	21	15	24	19	15	46	11	1
-----													
Somewhat disagree	14	17	14	10	16	15	10	17	13	11	31	9	1
Strongly disagree	6	8	6	5	8	6	4	7	7	4	15	3	1
Cannot say	6	11	4	2	10	4	3	10	5	2	12	4	1



## Canadian Social Norms and Racism - 2022 Benchmark Survey

### Suppression of Prejudice Index (SPI)

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Low (0 – 5.99)	34	32	40	34	28	33	31	36	34	37	28	33	36	34	42	27	33	37
Medium (6.0 – 7.99)	36	36	34	35	39	36	39	35	33	38	37	36	35	33	34	38	35	38
High (8 – 10)	30	32	26	31	33	30	30	29	33	26	35	30	29	33	25	35	31	25
Mean:	6.8	6.8	6.5	6.8	7.0	6.8	6.8	6.7	6.8	6.6	7.0	6.8	6.7	6.8	6.4	7.1	6.8	6.6
Standard Deviation:	1.9	1.9	1.9	1.9	1.8	1.9	1.9	1.9	2.0	1.8	1.8	1.9	1.9	1.9	2.0	1.8	1.9	1.8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### Suppression of Prejudice Index (SPI)

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Low (0 – 5.99)	34	43	36	35	28	32	34	33	40	34	39	29	34	37	30	41	23	37
Medium (6.0 – 7.99)	36	31	35	36	38	37	37	36	31	38	33	34	37	34	36	36	27	30
High (8 – 10)	30	26	30	28	34	31	30	31	29	29	28	37	28	28	34	24	50	33
Mean:	6.8	6.3	6.7	6.7	7.0	6.8	6.8	6.8	6.5	6.7	6.6	7.1	6.7	6.6	6.9	6.5	7.4	6.8
Standard Deviation:	1.9	2.0	1.9	1.9	1.8	1.8	1.9	1.9	2.2	1.9	2.0	1.9	1.9	2.0	1.9	1.8	2.0	1.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### Suppression of Prejudice Index (SPI)

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Low (0 – 5.99)	34	48	34	18	46	35	20	46	32	21	100	-	-
Medium (6.0 – 7.99)	36	32	38	38	31	37	39	33	39	36	-	100	-
High (8 – 10)	30	20	28	45	22	28	41	21	29	43	-	-	100
Mean:	6.8	6.1	6.7	7.5	6.2	6.7	7.4	6.2	6.8	7.4	4.6	6.9	8.9
Standard Deviation:	1.9	1.9	1.8	1.7	2.0	1.9	1.7	1.9	1.8	1.8	1.1	0.6	0.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q19. Please tell me which statement is closer to your view, even if neither is exactly right.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
People should be careful what they say to avoid offending others	63	68	57	62	69	62	59	58	64	66	64	64	65	58	57	69	62	65
People today are too easily offended by what others say	32	26	36	34	30	34	36	39	31	30	32	31	32	39	39	26	34	30
Cannot say	5	5	7	4	2	4	5	4	5	5	4	5	3	2	5	4	5	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q19. Please tell me which statement is closer to your view, even if neither is exactly right.

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
People should be careful what they say to avoid offending others	63	60	62	60	69	68	63	59	55	62	60	70	61	68	76	66	72	67
People today are too easily offended by what others say	32	35	33	35	27	29	33	37	39	34	35	27	35	29	20	30	23	26
Cannot say	5	5	4	4	4	3	4	4	6	4	5	3	4	3	4	4	5	7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q19. Please tell me which statement is closer to your view, even if neither is exactly right.

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
People should be careful what they say to avoid offending others	63	52	63	76	53	63	74	55	63	73	43	68	80
People today are too easily offended by what others say	32	42	33	21	41	32	24	39	33	23	50	29	17
Cannot say	5	6	4	3	6	5	3	6	4	4	7	4	3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q20. Which language is spoken most often at home?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6618	1229	2151	2224	1014	800	682	652	2484	1423	577	5025	754	791	3210	3318	5018	1326
English	72	70	71	72	75	92	93	93	91	10	78	73	65	70	70	73	100	-
French	23	22	24	24	22	*	*	1	3	89	20	21	33	28	24	23	-	100
Chinese (Cantonese/ Mandarin)	1	1	2	1	1	3	1	*	2	-	1	2	*	-	2	1	-	-
Urdu/Bengali	1	3	1	1	1	2	2	2	1	-	1	1	1	1	1	1	-	-
Other	2	4	2	2	1	3	2	2	2	2	*	2	1	1	2	2	-	-
Decline to answer	*	1	1	*	*	*	1	1	1	*	*	*	*	*	1	*	-	-

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q20. Which language is spoken most often at home?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6618	470	1315	2395	2396	2491	2405	1050	468	3917	1173	1467	3735	1031	903	252	190	453
English	72	68	73	71	74	66	72	81	84	66	89	74	68	87	85	73	80	76
French	23	27	23	26	18	29	24	15	10	34	7	8	30	11	11	2	2	7
Chinese (Cantonese/ Mandarin)	1	1	1	1	2	1	2	1	1	-	1	5	-	-	-	22	-	2
Urdu/Bengali	1	*	1	1	2	1	1	1	2	-	1	5	-	*	-	-	15	1
Other	2	2	2	1	3	3	2	2	2	*	2	7	1	1	4	-	2	13
Decline to answer	*	1	*	*	1	*	*	*	1	*	*	1	*	1	*	3	1	*



# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q20. Which language is spoken most often at home?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6618	2269	2249	2100	2273	2069	2276	2517	1969	2132	2214	2412	1992
English	72	68	72	76	69	71	75	69	71	76	70	71	74
French	23	27	23	20	26	24	20	26	24	19	26	25	19
Chinese (Cantonese/ Mandarin)	1	2	1	1	2	1	1	2	1	1	1	1	1
Urdu/Bengali	1	1	1	1	1	1	2	1	1	1	*	1	3
Other	2	2	2	2	2	2	2	2	2	2	2	2	2
Decline to answer	*	1	*	*	1	*	*	1	1	*	1	1	*

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q21. What is the highest level of education you have attained?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6618	1229	2151	2224	1014	800	682	652	2484	1423	577	5025	754	791	3210	3318	5018	1326
Some elementary	1	2	1	1	1	1	*	*	1	2	3	1	2	3	2	1	1	2
Completed elementary	1	3	2	1	1	1	2	3	1	2	2	1	4	2	2	1	1	2
Some high school	7	9	6	7	7	6	8	8	7	8	9	6	11	11	7	7	7	8
Completed high school	20	23	16	20	23	20	21	24	19	21	20	19	23	23	20	20	21	20
Community college/ vocational/ trade school/ commercial/ CEGEP	34	25	33	39	34	32	35	33	32	38	36	33	34	39	34	34	33	39
Some university	6	10	3	4	7	8	5	6	5	5	7	6	5	5	6	6	5	6
Completed university	20	19	25	19	18	22	22	17	24	15	14	23	15	10	20	20	21	14
Post graduate university/ professional school	10	9	14	8	9	10	7	8	12	9	7	11	6	7	10	10	10	9
Cannot say	1	1	1	*	*	*	1	*	*	1	*	*	*	*	*	1	*	1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q21. What is the highest level of education you have attained?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6618	470	1315	2395	2396	2491	2405	1050	468	3917	1173	1467	3735	1031	903	252	190	453
Some elementary	1	14	-	-	-	2	1	1	1	2	1	1	1	10	1	1	1	1
Completed elementary	1	14	-	-	-	1	1	2	2	2	1	2	1	9	4	1	-	2
Some high school	7	72	-	-	-	4	7	8	14	9	5	4	8	17	8	1	4	3
Completed high school	20	-	100	-	-	17	21	25	26	23	19	12	22	19	17	12	14	16
Community college/ vocational/ trade school/ commercial/ CEGEP	34	-	-	86	-	31	36	36	33	37	34	26	38	29	41	18	15	26
Some university	6	-	-	14	-	6	5	6	6	6	6	5	6	1	1	6	8	7
Completed university	20	-	-	-	68	25	20	16	12	15	23	31	17	10	16	44	38	29
Post graduate university/ professional school	10	-	-	-	32	14	8	6	5	7	9	19	8	4	11	16	20	15
Cannot say	1	-	-	-	-	*	*	*	*	*	*	*	*	1	1	*	-	1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q21. What is the highest level of education you have attained?

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6618	2269	2249	2100	2273	2069	2276	2517	1969	2132	2214	2412	1992
Some elementary	1	3	1	1	2	1	1	2	1	1	2	1	1
Completed elementary	1	2	2	1	2	2	1	2	2	1	2	1	1
Some high school	7	9	6	6	7	8	6	8	7	6	8	7	7
Completed high school	20	21	20	20	20	21	20	21	20	20	21	20	20
Community college/ vocational/ trade school/ commercial/ CEGEP	34	34	34	33	36	34	32	34	35	33	36	34	31
Some university	6	5	5	7	5	5	7	5	5	7	5	6	6
Completed university	20	17	22	22	18	21	23	18	21	22	17	21	22
Post graduate university/ professional school	10	9	10	10	9	9	11	9	9	11	7	10	12
Cannot say	1	1	*	*	1	1	*	1	*	*	1	*	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q22. Which one of the following best describes your background:

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
You were born in Canada, and both of your parents were born in Canada	59	49	57	64	65	48	53	65	46	82	86	55	70	76	59	60	54	86
You were born in Canada, and one or both of your parents were born in another country	18	24	17	17	14	20	22	15	25	8	6	20	14	13	17	18	22	6
You were born in another country	22	26	25	19	21	31	24	20	29	10	7	25	15	11	23	21	23	7
Cannot say	1	1	1	1	*	1	1	*	1	1	*	*	1	1	1	*	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q22. Which one of the following best describes your background:

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
You were born in Canada, and both of your parents were born in Canada	59	71	69	64	43	59	59	61	63	100	-	-	75	78	15	9	7	10
You were born in Canada, and one or both of your parents were born in another country	18	13	17	18	19	19	17	18	20	-	100	-	15	14	31	32	20	28
You were born in another country	22	14	13	17	37	22	23	21	16	-	-	100	9	7	53	58	71	59
Cannot say	1	2	1	*	1	*	*	*	*	-	-	-	*	1	1	1	1	2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q22. Which one of the following best describes your background:

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
You were born in Canada, and both of your parents were born in Canada	59	60	58	60	59	58	61	60	60	58	59	62	56
You were born in Canada, and one or both of your parents were born in another country	18	16	18	20	16	19	19	16	18	20	20	17	17
You were born in another country	22	22	23	20	23	23	20	22	22	21	19	21	27
Cannot say	1	2	*	*	2	*	*	2	1	*	2	*	*

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q23. How many years have you lived in Canada?

SUBSAMPLE: Born in another country

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	1454	323	402	450	279	276	179	87	725	157	31	1241	120	88	722	723	1081	112
Unweighted Total	1467	301	521	434	211	209	163	129	716	203	47	1272	102	86	729	728	1109	156
Less than 6 years	19	49	25	4	1	22	20	32	17	14	47	18	28	22	16	23	18	17
6 – 10 years	12	20	22	3	2	11	15	17	10	16	11	11	21	12	11	12	11	14
11 – 24 years	25	21	27	34	12	26	25	16	26	27	8	27	11	10	26	23	24	31
25 plus	39	1	22	55	83	36	37	27	44	36	34	39	36	48	43	36	43	31
Cannot say	5	8	4	4	1	4	3	8	5	6	*	4	4	8	4	5	4	6
MEAN	24.1	7.1	15.1	30.1	45.6	21.6	22.8	17.3	26.3	24.0	23.3	23.9	22.4	30.0	25.5	22.8	25.7	21.8
SD	19.3	6.1	11.5	15.6	17.9	17.3	18.7	17.4	19.8	18.5	27.1	18.7	21.0	24.1	19.1	19.4	20.1	17.9
SE	0.7	0.5	0.7	0.9	1.4	1.4	1.9	2.5	0.9	1.8	5.6	0.7	2.6	3.3	0.9	0.9	0.8	1.8



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q23. How many years have you lived in Canada?

SUBSAMPLE: Born in another country

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	1454	90	179	451	728	529	584	222	74	-	-	1454	439	24	152	195	323	311
Unweighted Total	1467	56	158	436	813	516	584	238	79	-	-	1467	354	47	497	143	136	275
Less than 6 years	19	20	18	14	23	18	18	25	16	-	-	19	9	27	27	9	35	21
6 – 10 years	12	24	11	11	10	10	14	9	13	-	-	12	7	7	11	11	16	15
11 – 24 years	25	14	25	18	30	22	27	25	31	-	-	25	18	25	18	31	26	33
25 plus	39	28	39	53	33	45	37	39	33	-	-	39	64	22	40	43	19	25
Cannot say	5	14	7	4	3	4	3	2	8	-	-	5	2	18	3	6	4	6
MEAN	24.1	20.4	25.8	29.6	20.8	26.7	23.1	23.5	19.8	-	-	24.1	36.3	18.7	21.3	23.9	14.8	18.0
SD	19.3	20.0	20.8	20.7	17.1	20.1	18.8	19.3	15.4	-	-	19.3	21.6	19.5	17.4	14.1	14.4	14.2
SE	0.7	3.2	2.1	1.3	0.8	1.1	1.0	1.7	2.3	-	-	0.7	1.2	5.3	1.2	1.2	1.3	1.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q23. How many years have you lived in Canada?

SUBSAMPLE: Born in another country

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	1454	524	532	398	535	487	432	581	434	439	423	494	536
Unweighted Total	1467	502	523	442	532	459	476	547	448	472	432	494	541
Less than 6 years	19	19	20	20	18	21	20	20	22	16	15	18	24
6 – 10 years	12	11	12	11	12	12	11	10	14	12	11	14	11
11 – 24 years	25	27	22	26	26	25	23	26	22	27	30	18	27
25 plus	39	38	40	41	40	36	42	37	39	42	38	45	36
Cannot say	5	5	6	2	5	6	3	6	4	3	7	5	3
MEAN	24.1	23.4	23.9	25.3	24.1	23.2	25.1	23.1	23.9	25.6	24.5	26.0	22.2
SD	19.3	18.6	19.2	20.1	18.8	19.5	19.6	18.4	20.1	19.4	18.0	20.6	18.8
SE	0.7	1.1	1.1	1.2	1.0	1.2	1.2	1.0	1.3	1.2	1.1	1.2	1.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q24. Which best describes where you currently live?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
A city or suburban area	75	77	76	75	72	81	79	74	80	71	48	100	-	-	76	74	77	68
A town or village	12	13	13	10	13	10	9	11	10	15	19	-	100	-	11	12	11	17
A rural area	13	10	11	14	15	9	11	15	10	14	33	-	-	100	12	13	12	15
Cannot say	1	1	1	*	-	1	*	*	1	1	1	-	-	-	1	1	*	1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q24. Which best describes where you currently live?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
A city or suburban area	75	57	72	74	84	80	74	71	70	70	82	85	72	60	86	94	84	85
A town or village	12	20	13	12	8	10	13	12	12	14	9	8	13	18	8	3	9	9
A rural area	13	21	14	14	7	9	13	16	18	16	9	6	15	20	5	2	5	6
Cannot say	1	2	1	*	*	*	*	*	*	*	*	*	*	2	1	-	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q24. Which best describes where you currently live?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
A city or suburban area	75	73	75	77	73	74	77	74	74	77	74	77	75
A town or village	12	11	13	12	11	12	12	11	13	11	13	12	11
A rural area	13	15	12	11	14	13	10	13	12	12	12	12	14
Cannot say	1	1	*	*	1	*	*	1	*	*	1	*	*

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q25. Which of the following best describes your total household income at the present time.

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Good enough for you and you can save from it	36	41	33	33	40	35	32	34	34	44	31	39	31	26	40	32	33	45
Just enough for you, so that you do not have major problems	38	36	39	37	42	38	33	36	39	40	38	37	42	40	38	38	38	39
Not enough for you and you are stretched	16	13	17	19	13	18	21	18	16	10	20	15	16	21	13	18	18	11
Not enough for you and you are having a hard time	7	6	8	8	4	6	11	10	8	3	8	6	7	10	5	8	8	3
Cannot say	3	4	3	3	2	3	4	2	3	3	3	2	3	3	3	3	3	3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q25. Which of the following best describes your total household income at the present time.

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Good enough for you and you can save from it	36	25	30	34	47	100	-	-	-	36	37	36	36	36	34	43	34	37
Just enough for you, so that you do not have major problems	38	38	39	40	36	-	100	-	-	38	37	40	38	36	35	42	40	42
Not enough for you and you are stretched	16	19	19	17	12	-	-	100	-	16	16	15	17	17	17	10	16	14
Not enough for you and you are having a hard time	7	12	9	7	4	-	-	-	100	7	8	5	7	9	8	4	7	4
Cannot say	3	7	3	2	2	-	-	-	-	2	3	3	3	2	7	2	2	4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q25. Which of the following best describes your total household income at the present time.

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Good enough for you and you can save from it	36	35	36	37	35	36	37	35	37	37	34	37	37
Just enough for you, so that you do not have major problems	38	37	39	38	37	40	38	38	38	38	38	39	38
Not enough for you and you are stretched	16	16	17	15	16	16	16	16	16	17	16	16	16
Not enough for you and you are having a hard time	7	7	6	7	7	6	7	7	6	7	8	6	7
Cannot say	3	4	2	2	4	2	3	4	3	2	4	2	2



# Canadian Social Norms and Racism - 2022 Benchmark Survey

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
<b>NET: Positive About Survey</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>17</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>12</b>	<b>14</b>	<b>14</b>	<b>11</b>
Good/interesting survey/enjoyed doing it/should do more of this type of survey	10	10	9	9	13	9	8	10	11	9	11	9	12	11	10	10	11	8
It made me think and assess my personal views on issues and people/how to react in such situations	3	2	2	2	5	3	3	4	3	2	3	2	4	2	2	3	3	1
Liked stories/examples/scenarios that are quite realistic	2	3	2	2	3	3	3	2	2	2	2	2	1	3	2	3	2	2
Thoughtful questions	1	1	1	1	*	*	1	1	1	*	1	1	1	*	*	1	1	*
New/different/unique survey	1	*	1	1	1	*	*	1	1	1	*	1	*	1	1	1	1	1
Survey was easy to do/understand	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Educational	*	*	*	*	*	-	*	*	*	*	-	*	-	1	*	*	*	*
Would be good to include stories about systemic racism	*	*	*	-	*	-	*	-	*	*	-	*	-	*	*	*	*	*
Would be interesting to know results/outcome of data collected	*	-	*	*	*	-	*	*	*	*	*	*	*	-	*	*	*	*

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
<b>NET: Comments on Racism</b>	<b>12</b>	<b>5</b>	<b>10</b>	<b>13</b>	<b>17</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>16</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>9</b>
Always assuming white people are the only racist/racism exists both directions/is universal	2	1	2	2	2	2	2	4	2	2	1	2	2	3	3	1	2	2
Race does not exist/ only Human Race/we are all the same/all lives matter/was brought up believing it	1	*	1	1	3	2	2	1	1	1	2	1	2	3	1	1	2	1
Racism is being exaggerated to the point of stepping on freedom of speech/ intolerance is not racism	1	*	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1
Relatable survey/I have lived through/ experienced similar situation/ discrimination	1	*	1	1	2	2	1	1	1	1	*	1	1	1	1	1	1	1
Racism needs to be addressed/taught against/dealt with in the work place/society	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Racism/discrimination will never be erased/ fully controlled/ systemic racism is always there	1	1	1	1	1	1	1	2	1	1	1	1	*	1	1	1	1	*
Government/media are making people sensitive by stoking a fire that does not exist	1	-	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	*

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
There is a lot of discrimination happening in the world/ here in Canada	1	1	1	1	1	1	2	1	1	1	1	1	*	2	1	1	1	1
Often people aren't aware how offensive are their words/ actions/education is helpful in informing people	1	*	1	1	1	1	1	1	1	*	1	1	*	1	1	1	1	*
It talks about/tackles sensitive topics that happen in every day life	1	1	*	1	1	1	1	-	1	*	*	1	1	*	1	1	1	*
Certain acts/questions are not meant to be offensive or racist (dressing up, asking where a person came from, ...)/they can enrich our knowledge about other ethnicities	1	*	*	1	*	-	1	1	*	1	1	*	1	1	1	*	*	1
Humour is reduced if jokes cannot be told and accepted/let's not damage the art of comedy/people need to be able to take a joke	*	*	1	*	1	*	1	1	*	1	*	*	1	1	1	*	*	*
Confronting people could be dangerous/ sometimes it is better to ignore/walk away	*	*	*	1	1	1	1	1	1	*	*	*	1	*	1	*	1	-
Attitudes are changing/ improving with young generations being aware of/trying to confront racism/Canada is least racist among countries	*	-	1	*	1	*	1	1	*	*	1	*	*	1	*	*	*	*

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# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Could focus on ethnic minorities/immigrants not just Indigenous or black people	*	*	*	*	1	*	-	1	*	*	1	*	*	1	*	*	*	*
All races make fun of their own while find it offensive if the joke came from a different race	*	*	*	*	1	*	*	1	*	*	-	*	1	*	*	*	*	*
PM wore a black face to parties	*	*	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	-
First Nation people are always being portrayed as victims instead of citizens equal in rights and duties to every other Canadian	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	-
<b>NET: Negative About Survey</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>
Negative comments about survey (boring, long, hard to understand/answer questions, ....)	1	1	1	2	2	1	1	2	1	2	1	1	2	1	2	1	1	2
The survey promotes racist attitude/questions implement/lead to the conclusion that white Canadians are racist	1	*	1	1	1	1	1	1	1	1	1	1	*	1	1	1	1	1
The stories didn't have enough context to determine whether the behaviour of the people would be acceptable or not/more information was needed in the stories provided for more accurate answers	1	*	1	1	1	1	1	*	*	1	1	1	*	*	1	*	*	1

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# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Survey ignored the fact that many families have visible minorities as part of them	*	-	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*
All stories are just made up and can be misleading/not based on realistic situations	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Questions/examples sound repetitive/too many of the same	*	*	*	*	*	-	*	-	*	*	1	*	*	*	*	*	*	*
Other	1	1	1	1	1	1	2	1	1	1	*	1	1	1	1	1	1	1
Nothing to add	72	78	76	72	63	71	70	68	72	75	75	73	70	69	71	73	71	77
DK/NA	1	3	2	1	*	1	1	1	1	2	2	1	2	*	2	1	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
<b>NET: Positive About Survey</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>16</b>	<b>20</b>	<b>8</b>	<b>18</b>	<b>12</b>
-----																		
Good/interesting survey/enjoyed doing it/should do more of this type of survey	10	12	10	10	9	10	11	9	10	10	10	11	9	13	13	6	14	11
It made me think and assess my personal views on issues and people/how to react in such situations	3	2	2	3	2	3	3	2	3	3	3	2	3	1	2	1	3	3
Liked stories/examples/scenarios that are quite realistic	2	*	2	2	3	3	2	1	1	2	2	2	2	2	5	2	4	1
Thoughtful questions	1	1	1	1	1	1	*	1	*	1	*	1	1	*	2	*	1	*
New/different/unique survey	1	1	1	*	1	1	*	1	*	1	1	*	1	*	1	*	*	*
Survey was easy to do/understand	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	-	-	*
Educational	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	-	*	-
would be good to include stories about systemic racism	*	-	-	*	*	*	*	*	-	*	*	*	*	*	*	-	-	-
would be interesting to know results/outcome of data collected	*	-	*	*	*	*	*	*	-	*	-	-	*	*	*	-	-	-

Continued/...

## Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Education					Income security				Generation in Canada			Race/Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
NET: Comments on Racism	12	7	11	13	12	10	13	14	15	12	13	11	13	10	9	7	8	11
Always assuming white people are the only racist/racism exists both directions/is universal	2	2	2	2	2	2	2	2	4	2	3	1	2	1	1	-	*	3
Race does not exist/only Human Race/We are all the same/all lives matter/was brought up believing it	1	1	2	1	1	1	2	2	1	2	1	1	2	1	1	*	-	1
Racism is being exaggerated to the point of stepping on freedom of speech/intolerance is not racism	1	-	1	2	1	1	1	1	2	1	1	1	1	1	*	-	1	*
Relatable survey/I have lived through/experienced similar situation/discrimination	1	1	1	1	1	1	1	1	2	1	1	2	1	2	2	1	2	2
Racism needs to be addressed/taught against/dealt with in the work place/society	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	1
Racism/discrimination will never be erased/fully controlled/systemic racism is always there	1	*	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1
Government/media are making people sensitive by stoking a fire that does not exist	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	2	*

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# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
There is a lot of discrimination happening in the world/here in Canada		1	1	1	1	1	1	1	1	1	1	*	1	2	2	*	-	1
Often people aren't aware how offensive are their words/actions/education is helpful in informing people		1	1	1	1	1	1	1	*	1	1	1	1	*	1	1	1	*
It talks about/tackles sensitive topics that happen in every day life		1	*	1	1	*	1	1	1	1	1	1	1	1	1	*	1	*
Certain acts/questions are not meant to be offensive or racist (dressing up, asking where a person came from, ...)/they can enrich our knowledge about other ethnicities		1	*	*	*	1	*	*	1	1	1	*	1	*	*	*	-	*
Humour is reduced if jokes cannot be told and accepted/let's not damage the art of comedy/people need to be able to take a joke		*	-	*	*	1	*	1	*	*	1	1	*	*	*	1	1	*
Confronting people could be dangerous/sometimes it is better to ignore/walk away		*	-	*	*	1	*	1	*	*	1	*	*	*	*	1	1	1
Attitudes are changing/improving with young generations being aware of/trying to confront racism/Canada is least racist among countries		*	*	*	*	*	1	*	*	*	*	*	*	*	*	-	1	*

Continued/...



# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Could focus on ethnic minorities/immigrants not just Indigenous or black people	*	-	-	*	1	*	*	*	*	*	1	*	*	*	*	1	1	1
All races make fun of their own while find it offensive if the joke came from a different race	*	*	*	*	*	*	*	1	*	*	*	1	*	*	*	-	-	*
PM wore a black face to parties	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	-	*
First Nation people are always being portrayed as victims instead of citizens equal in rights and duties to every other Canadian	*	*	*	*	*	*	*	*	1	*	*	*	*	*	-	-	-	-
<b>NET: Negative About Survey</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>
Negative comments about survey (boring, long, hard to understand/answer questions, ....)	1	2	1	1	2	2	1	2	1	1	2	1	2	2	1	2	2	1
The survey promotes racist attitude/questions implement/lead to the conclusion that white Canadians are racist	1	1	1	1	1	1	1	1	1	1	1	*	1	*	*	-	-	*
The stories didn't have enough context to determine whether the behaviour of the people would be acceptable or not/more information was needed in the stories provided for more accurate answers	1	*	1	*	1	1	*	1	1	*	1	*	1	*	*	-	*	*

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

	Education				Income security				Generation in Canada			Race/Ethnicity						
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Survey ignored the fact that many families have visible minorities as part of them	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-
All stories are just made up and can be misleading/not based on realistic situations	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	-	1	*
Questions/examples sound repetitive/too many of the same	*	-	*	*	*	*	*	*	-	*	*	*	*	*	-	-	-	*
Other	1	1	1	1	1	1	1	1	2	1	1	1	1	2	*	1	-	1
Nothing to add	72	72	73	71	73	73	71	72	70	73	71	73	72	67	69	83	71	75
DK/NA	1	4	1	1	1	2	1	1	1	1	1	1	1	5	3	1	2	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
<b>NET: Positive About Survey</b> -----	<b>13</b>	<b>10</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>13</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>16</b>	<b>9</b>	<b>14</b>	<b>18</b>
Good/interesting survey/enjoyed doing it/should do more of this type of survey	10	8	10	12	8	10	12	8	10	12	7	10	14
It made me think and assess my personal views on issues and people/how to react in such situations	3	1	3	4	1	2	4	1	3	3	1	3	3
Liked stories/examples/scenarios that are quite realistic	2	1	2	4	1	2	3	2	2	3	1	2	3
Thoughtful questions	1	*	1	1	*	1	1	*	1	1	*	1	1
New/different/unique survey	1	*	1	*	1	1	1	*	1	1	1	1	1
Survey was easy to do/understand	*	*	*	*	*	*	*	*	*	*	*	*	*
Educational	*	*	*	*	*	*	*	*	*	*	*	*	*
would be good to include stories about systemic racism	*	*	*	*	*	*	*	*	*	*	—	*	*
would be interesting to know results/outcome of data collected	*	—	*	*	—	*	*	*	*	*	*	*	*

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
NET: Comments on Racism	12	12	11	12	13	11	11	12	10	12	12	11	11
Always assuming white people are the only racist/racism exists both directions/is universal	2	3	2	1	3	2	1	3	1	1	3	2	1
Race does not exist/ only Human Race/We are all the same/all lives matter/was brought up believing it	1	1	1	2	1	2	2	1	1	2	1	2	2
Racism is being exaggerated to the point of stepping on freedom of speech/ intolerance is not racism	1	2	1	1	2	1	1	1	1	1	2	1	1
Relatable survey/I have lived through/ experienced similar situation/ discrimination	1	1	1	2	1	1	2	1	1	2	1	1	2
Racism needs to be addressed/taught against/dealt with in the work place/society	1	1	1	2	1	1	2	*	1	2	1	1	2
Racism/discrimination will never be erased/ fully controlled/ systemic racism is always there	1	1	1	1	1	1	1	1	1	1	1	1	1
Government/media are making people sensitive by stoking a fire that does not exist	1	2	1	1	2	1	*	1	1	1	2	1	1

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
There is a lot of discrimination happening in the world/ here in Canada	1	1	1	1	1	1	1	1	1	1	1	1	1
Often people aren't aware how offensive are their words/ actions/education is helpful in informing people	1	1	1	*	1	1	1	1	*	1	1	1	1
It talks about/tackles sensitive topics that happen in every day life	1	*	1	1	*	1	1	1	1	1	*	1	1
Certain acts/questions are not meant to be offensive or racist (dressing up, asking where a person came from, ...)/they can enrich our knowledge about other ethnicities	1	*	*	1	1	*	1	1	*	1	1	1	*
Humour is reduced if jokes cannot be told and accepted/let's not damage the art of comedy/people need to be able to take a joke	*	1	*	*	1	*	*	1	*	*	1	*	*
Confronting people could be dangerous/ sometimes it is better to ignore/walk away	*	1	1	*	1	*	*	*	1	*	1	1	*
Attitudes are changing/ improving with young generations being aware of/trying to confront racism/Canada is least racist among countries	*	*	*	1	*	*	*	*	*	1	*	*	1

Continued/...

# Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Could focus on ethnic minorities/immigrants not just Indigenous or black people	*	*	*	1	*	*	1	*	*	1	*	1	*
All races make fun of their own while find it offensive if the joke came from a different race	*	*	*	*	*	*	*	*	*	*	*	*	*
PM wore a black face to parties	*	*	*	*	*	*	*	*	*	*	*	*	*
First Nation people are always being portrayed as victims instead of citizens equal in rights and duties to every other Canadian	*	*	*	*	*	*	*	*	*	*	*	*	*
NET: Negative About Survey	3	4	3	3	4	3	3	4	3	3	4	3	2
-----													
Negative comments about survey (boring, long, hard to understand/answer questions, ....)	1	1	2	1	2	1	1	1	2	1	2	2	1
The survey promotes racist attitude/questions implement/lead to the conclusion that white Canadians are racist	1	2	1	*	2	1	1	1	1	*	1	1	*
The stories didn't have enough context to determine whether the behaviour of the people would be acceptable or not/more information was needed in the stories provided for more accurate answers	1	*	1	1	1	*	1	*	*	1	1	*	*

Continued/...

## Canadian Social Norms and Racism - 2022 Benchmark Survey

(Continued)

Q27. Before you go, is there anything else you'd like to share with us about this survey, and in particular the section including the brief stories?

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Survey ignored the fact that many families have visible minorities as part of them	*	*	*	*	*	*	*	*	*	*	*	*	*
All stories are just made up and can be misleading/not based on realistic situations	*	*	*	*	*	*	*	*	*	*	*	*	*
Questions/examples sound repetitive/too many of the same	*	*	-	*	*	*	*	*	*	*	*	*	*
Other	1	1	1	1	1	1	1	1	1	1	1	1	1
Nothing to add	72	73	74	70	72	74	71	73	73	71	74	73	70
DK/NA	1	2	1	*	2	1	1	2	1	*	2	1	1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

### Language of interview

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
English	80	80	78	79	83	100	100	100	98	22	82	82	72	77	79	80	99	16
French	20	20	22	21	17	*	*	*	2	78	18	18	28	23	21	20	1	84



## Canadian Social Norms and Racism - 2022 Benchmark Survey

Language of interview

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
English	80	78	81	77	84	74	80	87	92	71	94	93	74	90	92	98	98	91
French	20	22	19	23	16	26	20	13	8	29	6	7	26	10	8	2	2	9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

Language of interview

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
English	80	78	80	83	79	78	82	78	79	84	78	78	83
French	20	22	20	17	21	22	18	22	21	16	22	22	17

# Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Low (0 to 41.99)	35	28	35	38	38	34	38	38	32	41	30	34	32	41	40	31	33	40
Medium (42.0 to 54.99)	35	35	37	33	35	37	33	35	35	34	35	35	38	32	36	34	35	34
High (55.00 to 100)	30	37	27	30	28	29	29	27	33	25	36	31	29	26	25	35	32	26
<b>Mean:</b>	<b>48.0</b>	<b>50.8</b>	<b>47.5</b>	<b>47.6</b>	<b>46.9</b>	<b>48.1</b>	<b>47.8</b>	<b>47.0</b>	<b>49.1</b>	<b>46.2</b>	<b>50.0</b>	<b>48.4</b>	<b>47.9</b>	<b>46.7</b>	<b>46.1</b>	<b>49.8</b>	<b>48.7</b>	<b>46.2</b>
Standard Deviation:	13.5	12.6	12.8	14.2	13.4	13.5	13.5	13.1	13.9	12.9	13.2	13.6	12.3	13.8	13.1	13.6	13.7	12.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	White	Indigenous	Black	Chinese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Low (0 to 41.99)	35	46	36	35	31	35	34	35	37	36	31	36	35	40	27	35	39	33
Medium (42.0 to 54.99)	35	32	34	34	37	35	35	36	31	34	36	37	34	31	33	42	37	36
High (55.00 to 100)	30	22	31	30	32	31	30	29	32	30	34	27	31	29	41	23	24	31
Mean:	48.0	45.1	47.9	48.0	49.2	48.2	48.2	48.1	47.8	48.0	49.3	47.5	48.0	47.5	51.5	46.2	47.4	49.1
Standard Deviation:	13.5	13.0	13.3	13.7	13.3	13.6	13.3	13.5	14.6	13.5	14.0	13.2	13.6	13.9	13.7	12.4	12.2	13.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_SNORM

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Low (0 to 41.99)	35	100	-	-	79	23	1	75	19	*	50	31	23
Medium (42.0 to 54.99)	35	-	100	-	19	60	27	24	63	21	35	37	32
High (55.00 to 100)	30	-	-	100	2	18	72	1	18	79	16	32	44
Mean:	48.0	34.0	48.2	64.3	35.8	47.7	61.2	36.6	48.3	62.3	42.7	49.0	52.9
Standard Deviation:	13.5	6.1	3.7	7.3	8.3	7.3	9.7	8.2	7.3	9.2	12.1	12.6	13.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_A\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Low (0 to 41.99)	35	26	36	36	40	35	36	35	33	39	29	34	32	40	38	31	34	38
Medium (42.0 to 54.99)	32	35	35	30	29	31	33	36	31	32	34	32	33	33	32	32	32	33
High (55.00 to 100)	33	39	29	34	32	34	30	29	36	29	37	34	34	27	29	37	35	29
<b>Mean:</b>	<b>48.5</b>	<b>51.5</b>	<b>47.7</b>	<b>48.2</b>	<b>47.2</b>	<b>48.4</b>	<b>48.0</b>	<b>47.8</b>	<b>49.5</b>	<b>46.8</b>	<b>50.3</b>	<b>48.9</b>	<b>48.7</b>	<b>46.5</b>	<b>46.8</b>	<b>50.1</b>	<b>49.1</b>	<b>46.8</b>
Standard Deviation:	15.3	14.3	14.8	15.8	15.7	15.8	15.6	14.5	15.3	15.2	15.1	15.5	14.2	15.6	15.1	15.4	15.3	15.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_A\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Low (0 to 41.99)	35	40	34	36	32	34	34	35	37	35	31	37	35	38	27	37	35	33
Medium (42.0 to 54.99)	32	35	32	31	32	32	33	32	29	31	34	33	31	30	33	33	39	31
High (55.00 to 100)	33	26	33	32	37	34	33	33	34	34	35	30	33	32	40	30	26	36
<b>Mean:</b>	<b>48.5</b>	<b>45.9</b>	<b>48.5</b>	<b>48.3</b>	<b>49.7</b>	<b>48.6</b>	<b>48.7</b>	<b>48.6</b>	<b>48.0</b>	<b>48.6</b>	<b>49.6</b>	<b>47.6</b>	<b>48.4</b>	<b>48.5</b>	<b>51.4</b>	<b>46.6</b>	<b>48.6</b>	<b>49.2</b>
Standard Deviation:	15.3	14.4	15.3	15.7	15.1	15.6	15.0	15.3	16.2	15.4	15.3	15.2	15.5	15.5	15.1	14.5	13.9	15.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_A\_SNORM

	Social Norms A Avg				Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Low (0 to 41.99)	35	78	19	2	100	-	-	55	31	13	48	31	26
Medium (42.0 to 54.99)	32	21	55	19	-	100	-	30	38	29	33	33	30
High (55.00 to 100)	33	1	26	79	-	-	100	15	31	58	20	36	45
Mean:	48.5	34.7	49.2	63.9	32.5	48.1	65.8	40.9	48.5	58.1	43.2	49.8	53.1
Standard Deviation:	15.3	9.3	9.0	11.1	7.2	3.7	8.3	13.1	13.5	14.2	14.0	14.7	15.8



# Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_B\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	6619	1262	1616	2415	1325	898	742	431	2541	1553	454	4968	782	829	3155	3417	4744	1543
Unweighted Total	6619	1229	2152	2224	1014	801	682	652	2484	1423	577	5026	754	791	3211	3318	5018	1326
Low (0 to 41.99)	39	32	39	42	41	38	38	42	37	44	36	39	37	42	43	36	37	43
Medium (42.0 to 54.99)	30	33	31	28	30	31	30	30	30	31	27	30	34	29	31	29	30	31
High (55.00 to 100)	31	35	30	31	29	31	32	28	34	25	37	32	28	29	25	36	33	25
<b>Mean:</b>	<b>47.6</b>	<b>50.0</b>	<b>47.2</b>	<b>47.0</b>	<b>46.7</b>	<b>47.7</b>	<b>47.6</b>	<b>46.2</b>	<b>48.6</b>	<b>45.6</b>	<b>49.7</b>	<b>47.8</b>	<b>47.1</b>	<b>46.9</b>	<b>45.5</b>	<b>49.5</b>	<b>48.3</b>	<b>45.6</b>
Standard Deviation:	15.7	14.8	15.0	16.8	15.3	15.6	15.6	15.2	16.1	15.2	15.9	15.9	14.5	15.8	15.3	15.9	15.9	15.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_B\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	6619	655	1339	2606	1985	2385	2528	1059	453	3926	1185	1454	4641	342	288	334	452	522
Unweighted Total	6619	470	1315	2395	2396	2491	2405	1051	468	3917	1174	1467	3736	1031	903	252	190	453
Low (0 to 41.99)	39	48	40	39	35	38	39	38	42	39	35	40	39	44	31	42	44	36
Medium (42.0 to 54.99)	30	29	29	30	31	31	30	30	28	30	30	30	30	28	31	29	32	30
High (55.00 to 100)	31	22	31	31	34	32	31	32	30	30	35	30	31	28	39	29	25	34
<b>Mean:</b>	<b>47.6</b>	<b>44.3</b>	<b>47.3</b>	<b>47.7</b>	<b>48.8</b>	<b>47.8</b>	<b>47.6</b>	<b>47.6</b>	<b>47.6</b>	<b>47.4</b>	<b>49.0</b>	<b>47.4</b>	<b>47.6</b>	<b>46.5</b>	<b>51.5</b>	<b>45.8</b>	<b>46.2</b>	<b>48.9</b>
Standard Deviation:	15.7	14.8	15.8	15.9	15.6	15.7	15.7	15.7	16.8	15.6	16.5	15.4	15.7	15.7	16.0	14.8	14.5	17.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

AVG\_B\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	6619	2330	2295	1994	2310	2115	2194	2584	1988	2046	2247	2368	2004
Unweighted Total	6619	2269	2249	2101	2273	2069	2277	2517	1970	2132	2215	2412	1992
Low (0 to 41.99)	39	83	27	2	62	37	17	100	-	-	53	36	27
Medium (42.0 to 54.99)	30	17	55	18	27	35	28	-	100	-	28	33	29
High (55.00 to 100)	31	*	19	81	11	28	54	-	-	100	19	31	44
Mean:	47.6	33.4	47.2	64.6	39.2	47.3	56.6	32.3	48.1	66.4	42.2	48.3	52.7
Standard Deviation:	15.7	8.7	8.9	10.9	13.2	13.6	15.2	7.0	3.8	8.7	14.5	14.8	16.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Low (0 to 41.99)	39	32	41	40	41	38	42	43	38	40	35	38	37	45	42	36	39	40
Medium (42.0 to 54.99)	22	26	23	19	21	21	20	21	23	20	25	22	23	21	23	21	22	20
High (55.00 to 100)	39	42	36	40	38	41	38	36	39	39	40	40	40	34	35	43	39	40
<b>Mean:</b>	<b>49.6</b>	<b>51.7</b>	<b>48.0</b>	<b>49.9</b>	<b>49.0</b>	<b>49.8</b>	<b>49.3</b>	<b>48.9</b>	<b>49.7</b>	<b>49.4</b>	<b>50.6</b>	<b>50.0</b>	<b>49.8</b>	<b>47.1</b>	<b>47.3</b>	<b>51.8</b>	<b>49.7</b>	<b>49.4</b>
Standard Deviation:	20.1	18.0	19.0	21.1	21.4	20.6	20.3	18.9	20.1	20.8	18.0	20.0	20.5	20.3	19.6	20.4	19.8	20.7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Low (0 to 41.99)	39	42	46	38	35	36	40	43	43	38	39	41	40	40	38	43	35	31
Medium (42.0 to 54.99)	22	24	19	22	23	22	23	17	24	22	23	21	21	23	26	18	28	27
High (55.00 to 100)	39	34	35	40	43	42	37	40	33	40	38	38	40	37	37	39	37	42
<b>Mean:</b>	<b>49.6</b>	<b>47.7</b>	<b>47.0</b>	<b>50.3</b>	<b>51.1</b>	<b>51.1</b>	<b>49.0</b>	<b>48.7</b>	<b>47.2</b>	<b>49.9</b>	<b>49.3</b>	<b>49.3</b>	<b>49.7</b>	<b>48.3</b>	<b>51.0</b>	<b>48.0</b>	<b>49.4</b>	<b>50.8</b>
Standard Deviation:	20.1	18.7	20.6	20.1	20.1	20.6	19.3	21.1	20.1	19.9	21.2	19.9	20.7	18.7	19.8	19.0	17.9	19.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_SNORM

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Low (0 to 41.99)	39	65	33	11	72	33	7	53	37	22	52	36	28
Medium (42.0 to 54.99)	22	21	28	15	19	32	14	22	25	18	22	21	22
High (55.00 to 100)	39	13	39	75	8	35	79	25	39	61	26	43	50
Mean:	49.6	36.7	50.9	65.5	34.4	49.7	67.2	42.2	50.1	59.8	42.7	50.9	56.0
Standard Deviation:	20.1	15.4	16.8	17.5	13.9	14.9	16.2	18.5	18.5	19.6	18.2	19.7	20.4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Low (0 to 41.99)	52	36	55	55	56	49	48	37	46	69	47	49	58	60	54	50	45	71
Medium (42.0 to 54.99)	17	20	20	16	14	16	18	27	18	13	18	18	16	14	18	16	19	13
High (55.00 to 100)	31	43	25	29	30	35	34	36	35	17	35	32	26	26	27	34	36	16
<b>Mean:</b>	<b>42.5</b>	<b>49.8</b>	<b>40.2</b>	<b>41.1</b>	<b>40.6</b>	<b>44.6</b>	<b>44.1</b>	<b>45.9</b>	<b>45.9</b>	<b>33.1</b>	<b>45.4</b>	<b>43.6</b>	<b>39.3</b>	<b>38.8</b>	<b>41.1</b>	<b>43.6</b>	<b>45.8</b>	<b>32.2</b>
Standard Deviation:	22.3	21.8	21.4	22.3	22.4	22.9	22.3	21.4	21.8	19.9	23.3	22.4	21.1	22.2	21.6	22.8	22.2	19.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_SNORM

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Low (0 to 41.99)	52	59	50	56	45	52	53	49	46	53	45	55	54	51	40	45	44	47
Medium (42.0 to 54.99)	17	21	18	14	20	17	17	19	15	16	20	18	16	16	21	27	21	20
High (55.00 to 100)	31	21	32	29	36	31	29	33	39	31	35	27	30	32	39	28	35	33
Mean:	42.5	38.3	42.9	41.0	45.6	42.2	42.1	44.1	44.4	41.7	45.9	41.6	41.3	43.7	48.7	42.4	47.0	44.5
Standard Deviation:	22.3	19.5	22.3	23.0	21.8	22.5	21.8	23.4	22.9	22.5	21.8	22.1	22.4	22.9	20.9	20.4	22.7	21.5



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Low (0 to 41.99)	52	80	49	25	85	50	15	67	49	39	60	48	47
Medium (42.0 to 54.99)	17	16	22	14	13	25	15	18	19	15	20	17	15
High (55.00 to 100)	31	4	28	61	2	24	70	15	31	46	20	35	39
Mean:	42.5	28.2	42.5	57.4	26.3	41.2	62.2	34.3	42.8	50.5	37.0	44.3	46.3
Standard Deviation:	22.3	14.3	18.6	22.7	13.1	17.6	18.8	18.0	21.0	24.3	19.6	22.5	23.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Low (0 to 41.99)	38	37	39	38	38	43	38	32	39	37	32	38	36	37	39	37	38	36
Medium (42.0 to 54.99)	21	22	22	20	21	23	26	21	20	21	20	20	20	25	24	18	22	20
High (55.00 to 100)	41	41	39	42	41	34	37	47	41	42	48	41	45	38	37	45	40	44
<b>Mean:</b>	<b>49.5</b>	<b>49.6</b>	<b>48.5</b>	<b>49.7</b>	<b>50.2</b>	<b>46.1</b>	<b>49.1</b>	<b>52.2</b>	<b>49.5</b>	<b>50.0</b>	<b>53.2</b>	<b>49.5</b>	<b>49.8</b>	<b>49.7</b>	<b>48.0</b>	<b>51.1</b>	<b>49.5</b>	<b>50.4</b>
Standard Deviation:	20.9	19.9	20.1	21.6	21.3	20.4	20.8	20.8	20.7	21.2	20.6	20.9	20.3	21.1	20.6	21.0	20.7	21.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_SNORM

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Low (0 to 41.99)	38	44	34	37	39	39	37	37	39	36	37	45	36	46	33	43	44	41
Medium (42.0 to 54.99)	21	21	21	21	21	21	21	20	19	21	23	20	21	18	28	19	21	25
High (55.00 to 100)	41	36	44	41	40	40	41	43	41	43	41	35	43	37	39	38	34	34
Mean:	49.5	46.8	50.4	50.0	49.2	49.0	50.0	49.8	49.8	50.5	50.5	46.3	50.5	47.4	50.6	47.1	45.7	46.6
Standard Deviation:	20.9	21.3	20.7	20.9	20.8	21.2	20.5	21.5	21.0	21.1	19.7	20.9	21.0	22.1	19.6	20.3	19.4	20.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Low (0 to 41.99)	38	72	31	10	76	31	5	57	36	19	45	36	32
Medium (42.0 to 54.99)	21	18	31	14	17	33	14	21	26	16	23	22	18
High (55.00 to 100)	41	10	38	76	7	35	81	22	38	64	31	42	50
Mean:	49.5	33.6	49.6	65.9	32.2	49.4	67.5	40.3	48.6	60.4	44.3	50.4	54.2
Standard Deviation:	20.9	15.1	16.9	16.8	14.1	16.0	14.8	18.3	19.1	19.9	19.4	20.1	22.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Low (0 to 41.99)	46	34	50	46	52	46	48	53	43	51	40	47	44	47	53	40	44	52
Medium (42.0 to 54.99)	24	30	22	22	23	26	23	22	24	23	22	23	27	24	22	25	24	24
High (55.00 to 100)	30	36	28	32	25	28	29	25	33	26	38	31	28	29	25	35	32	25
<b>Mean:</b>	<b>44.9</b>	<b>49.5</b>	<b>44.0</b>	<b>45.4</b>	<b>41.1</b>	<b>44.2</b>	<b>44.1</b>	<b>42.1</b>	<b>46.5</b>	<b>43.1</b>	<b>47.5</b>	<b>45.1</b>	<b>45.5</b>	<b>43.6</b>	<b>42.0</b>	<b>47.3</b>	<b>45.6</b>	<b>42.7</b>
Standard Deviation:	19.3	18.2	18.8	19.6	19.3	19.0	19.6	17.3	19.7	18.9	18.5	19.4	18.3	19.1	19.0	19.1	19.2	18.7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Low (0 to 41.99)	46	46	45	47	46	49	44	45	44	47	42	48	47	44	33	54	47	40
Medium (42.0 to 54.99)	24	30	22	23	23	22	26	22	23	24	23	23	24	21	24	21	23	26
High (55.00 to 100)	30	24	33	30	31	29	30	32	32	29	35	29	29	35	43	25	30	34
<b>Mean:</b>	<b>44.9</b>	<b>44.3</b>	<b>46.0</b>	<b>44.5</b>	<b>45.0</b>	<b>44.1</b>	<b>45.6</b>	<b>45.2</b>	<b>45.5</b>	<b>44.7</b>	<b>46.5</b>	<b>44.4</b>	<b>44.3</b>	<b>47.6</b>	<b>51.5</b>	<b>42.5</b>	<b>45.9</b>	<b>46.1</b>
Standard Deviation:	19.3	17.3	20.0	19.5	19.0	19.0	19.3	19.5	21.0	19.0	20.0	19.4	19.4	20.0	19.1	18.1	18.0	18.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Low (0 to 41.99)	46	75	43	15	80	43	10	61	47	28	55	46	37
Medium (42.0 to 54.99)	24	21	32	18	17	34	22	26	25	20	25	25	21
High (55.00 to 100)	30	5	25	67	3	22	68	13	29	52	20	30	42
Mean:	44.9	32.4	44.3	60.8	30.9	43.8	62.1	37.7	44.1	54.5	40.2	45.1	49.7
Standard Deviation:	19.3	12.8	15.4	18.2	12.4	14.0	16.4	15.8	18.0	20.2	17.4	18.6	20.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Low (0 to 41.99)	31	26	31	33	35	30	33	36	32	28	34	31	29	35	33	30	32	28
Medium (42.0 to 54.99)	19	21	20	19	17	17	20	24	20	18	15	19	19	18	18	20	21	16
High (55.00 to 100)	50	53	49	49	48	52	47	40	48	54	51	50	52	47	49	50	47	56
<b>Mean:</b>	<b>54.4</b>	<b>56.2</b>	<b>55.4</b>	<b>53.7</b>	<b>52.8</b>	<b>54.9</b>	<b>53.8</b>	<b>49.4</b>	<b>54.4</b>	<b>55.7</b>	<b>55.3</b>	<b>54.7</b>	<b>55.2</b>	<b>53.2</b>	<b>53.7</b>	<b>55.2</b>	<b>53.7</b>	<b>56.3</b>
Standard Deviation:	21.4	20.9	21.8	21.4	21.5	21.8	21.9	20.0	21.3	21.1	22.5	21.5	20.9	21.5	21.8	21.1	21.5	21.1



## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_SNORM

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Low (0 to 41.99)	31	36	28	32	30	29	30	35	38	31	30	33	31	28	32	34	36	27
Medium (42.0 to 54.99)	19	28	21	18	15	19	19	18	20	19	19	19	18	29	22	16	23	21
High (55.00 to 100)	50	36	50	49	54	52	51	47	42	50	52	48	51	44	46	50	41	52
Mean:	54.4	50.9	54.6	54.2	56.0	55.4	55.1	53.1	51.5	54.6	54.7	54.3	54.7	54.3	55.9	53.1	51.0	56.3
Standard Deviation:	21.4	20.1	21.0	22.2	21.1	21.4	21.1	21.8	22.1	21.3	22.1	21.2	21.5	20.0	22.6	21.1	21.0	21.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Low (0 to 41.99)	31	61	24	6	68	27	5	46	28	14	41	27	25
Medium (42.0 to 54.99)	19	21	23	10	19	30	9	21	21	14	20	18	18
High (55.00 to 100)	50	18	53	83	13	43	87	33	51	73	39	55	56
Mean:	54.4	38.9	55.7	71.3	35.9	53.2	71.3	46.1	55.0	66.2	48.3	56.4	59.4
Standard Deviation:	21.4	16.7	17.7	17.1	15.2	16.6	15.8	19.9	19.5	19.9	21.1	20.2	21.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Low (0 to 41.99)	33	26	32	36	36	32	36	35	32	35	31	33	27	40	38	29	33	34
Medium (42.0 to 54.99)	26	26	29	24	23	26	26	31	25	23	30	25	28	29	24	27	26	25
High (55.00 to 100)	41	47	39	40	41	42	38	33	43	42	39	42	45	31	38	45	41	41
<b>Mean:</b>	<b>50.1</b>	<b>52.2</b>	<b>49.9</b>	<b>49.5</b>	<b>49.2</b>	<b>50.5</b>	<b>48.0</b>	<b>48.1</b>	<b>50.9</b>	<b>49.8</b>	<b>50.4</b>	<b>50.4</b>	<b>51.7</b>	<b>46.7</b>	<b>48.2</b>	<b>51.9</b>	<b>50.1</b>	<b>49.8</b>
Standard Deviation:	17.6	17.6	17.2	17.8	17.5	18.5	17.0	17.4	17.3	17.7	17.3	17.7	16.5	17.6	18.0	17.0	17.6	17.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Low (0 to 41.99)	33	41	34	33	30	35	33	31	36	34	33	33	34	34	29	44	26	29
Medium (42.0 to 54.99)	26	28	24	26	26	24	26	27	26	25	22	27	25	22	28	20	28	29
High (55.00 to 100)	41	31	42	42	44	41	42	41	38	41	45	40	41	44	42	35	46	42
<b>Mean:</b>	<b>50.1</b>	<b>46.8</b>	<b>50.1</b>	<b>50.3</b>	<b>51.1</b>	<b>49.5</b>	<b>50.3</b>	<b>50.6</b>	<b>49.6</b>	<b>49.9</b>	<b>50.6</b>	<b>50.2</b>	<b>49.9</b>	<b>49.5</b>	<b>51.1</b>	<b>45.6</b>	<b>52.2</b>	<b>51.9</b>
Standard Deviation:	17.6	18.0	18.0	17.3	17.4	18.4	17.1	16.8	18.3	17.7	17.1	17.9	17.4	18.8	17.4	17.6	16.9	18.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Low (0 to 41.99)	33	61	27	6	68	26	5	48	29	16	40	31	27
Medium (42.0 to 54.99)	26	27	32	16	23	38	16	28	30	18	28	24	24
High (55.00 to 100)	41	12	40	78	9	36	79	24	41	66	32	44	49
Mean:	50.1	38.0	51.0	63.7	35.8	50.4	64.1	43.4	50.7	59.0	46.0	51.2	53.4
Standard Deviation:	17.6	14.5	15.1	12.7	13.6	13.7	12.3	16.8	16.2	16.0	17.0	17.3	17.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Low (0 to 41.99)	36	34	39	35	36	34	38	41	35	35	38	35	34	38	39	32	35	36
Medium (42.0 to 54.99)	21	22	22	21	18	19	15	16	24	22	18	21	19	20	21	21	21	21
High (55.00 to 100)	43	44	39	45	46	47	47	43	42	43	44	44	46	42	40	47	44	43
<b>Mean:</b>	<b>52.3</b>	<b>53.5</b>	<b>50.6</b>	<b>52.7</b>	<b>52.6</b>	<b>52.5</b>	<b>52.5</b>	<b>50.4</b>	<b>52.3</b>	<b>52.7</b>	<b>52.7</b>	<b>52.6</b>	<b>52.8</b>	<b>51.0</b>	<b>49.8</b>	<b>54.6</b>	<b>52.4</b>	<b>52.7</b>
Standard Deviation:	22.4	21.9	21.7	23.1	22.2	22.6	23.8	22.2	22.1	22.2	21.9	22.5	21.4	22.4	22.2	22.3	22.5	22.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Low (0 to 41.99)	36	43	37	35	33	32	35	39	46	35	34	37	35	31	31	47	45	32
Medium (42.0 to 54.99)	21	30	17	20	21	22	21	18	16	21	24	20	21	27	22	18	18	20
High (55.00 to 100)	43	27	46	45	46	46	44	43	38	44	42	43	44	42	48	35	37	48
<b>Mean:</b>	<b>52.3</b>	<b>46.4</b>	<b>53.2</b>	<b>52.4</b>	<b>54.0</b>	<b>53.6</b>	<b>52.2</b>	<b>52.8</b>	<b>49.4</b>	<b>52.5</b>	<b>52.4</b>	<b>52.5</b>	<b>52.5</b>	<b>52.0</b>	<b>56.6</b>	<b>46.7</b>	<b>50.2</b>	<b>55.4</b>
Standard Deviation:	22.4	19.4	23.3	22.5	22.2	22.1	22.1	23.1	23.6	22.2	23.0	22.2	22.2	22.1	23.1	21.0	22.7	23.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Low (0 to 41.99)	36	67	32	8	55	35	18	68	30	5	48	33	25
Medium (42.0 to 54.99)	21	21	29	13	22	24	17	22	31	11	22	21	19
High (55.00 to 100)	43	12	40	79	24	41	65	10	40	84	30	46	56
<b>Mean:</b>	<b>52.3</b>	<b>35.7</b>	<b>50.9</b>	<b>70.7</b>	<b>41.7</b>	<b>51.6</b>	<b>63.2</b>	<b>35.5</b>	<b>51.3</b>	<b>71.7</b>	<b>45.3</b>	<b>53.5</b>	<b>58.8</b>
Standard Deviation:	22.4	15.5	17.9	18.3	19.5	20.5	21.6	15.2	16.8	17.4	20.7	21.3	23.3



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Low (0 to 41.99)	58	51	55	63	60	57	61	60	53	66	58	58	55	59	60	56	55	67
Medium (42.0 to 54.99)	16	18	21	13	16	19	15	16	16	17	14	15	21	18	17	16	17	15
High (55.00 to 100)	25	31	24	24	24	23	25	23	31	18	27	26	24	23	23	28	28	18
<b>Mean:</b>	<b>40.9</b>	<b>45.5</b>	<b>42.2</b>	<b>38.4</b>	<b>39.4</b>	<b>41.2</b>	<b>39.4</b>	<b>39.7</b>	<b>43.9</b>	<b>36.3</b>	<b>42.2</b>	<b>41.2</b>	<b>40.4</b>	<b>40.0</b>	<b>39.5</b>	<b>42.1</b>	<b>42.6</b>	<b>36.0</b>
Standard Deviation:	21.5	21.4	20.3	22.3	20.8	20.5	21.3	20.2	22.2	20.2	22.7	21.7	19.8	22.1	21.1	21.8	21.7	20.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Low (0 to 41.99)	58	60	59	61	54	59	57	57	60	58	56	60	59	52	47	62	65	56
Medium (42.0 to 54.99)	16	16	15	15	19	16	17	19	10	16	17	17	15	18	22	19	19	17
High (55.00 to 100)	25	24	26	24	27	25	26	24	30	26	27	23	26	30	32	19	16	27
<b>Mean:</b>	<b>40.9</b>	<b>39.9</b>	<b>41.0</b>	<b>39.8</b>	<b>42.6</b>	<b>40.6</b>	<b>41.2</b>	<b>39.9</b>	<b>42.4</b>	<b>40.7</b>	<b>42.5</b>	<b>40.2</b>	<b>40.6</b>	<b>43.6</b>	<b>46.3</b>	<b>40.0</b>	<b>37.7</b>	<b>42.0</b>
Standard Deviation:	21.5	20.9	22.4	21.9	20.5	21.6	21.7	20.9	23.3	22.2	21.5	19.7	22.0	21.9	22.1	18.8	17.4	20.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Low (0 to 41.99)	58	87	54	26	75	58	43	89	50	19	67	59	47
Medium (42.0 to 54.99)	16	9	25	15	12	21	16	9	28	15	16	18	16
High (55.00 to 100)	25	4	21	59	13	21	42	2	22	66	17	24	38
Mean:	40.9	28.3	40.5	58.0	33.7	39.6	49.1	27.5	41.4	61.5	36.3	40.1	47.3
Standard Deviation:	21.5	13.7	18.3	22.3	17.7	19.6	23.7	12.3	17.5	20.5	19.4	21.2	22.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Low (0 to 41.99)	54	52	56	54	54	51	54	56	50	64	51	52	55	62	57	51	51	65
Medium (42.0 to 54.99)	18	23	16	18	18	22	19	22	18	17	16	19	19	14	20	17	19	16
High (55.00 to 100)	28	25	28	29	27	28	26	23	33	19	33	28	25	24	23	31	30	20
<b>Mean:</b>	<b>41.5</b>	<b>42.0</b>	<b>41.2</b>	<b>42.1</b>	<b>40.5</b>	<b>44.1</b>	<b>41.0</b>	<b>39.6</b>	<b>44.0</b>	<b>35.8</b>	<b>44.2</b>	<b>42.2</b>	<b>40.5</b>	<b>38.4</b>	<b>39.4</b>	<b>43.4</b>	<b>43.4</b>	<b>35.5</b>
Standard Deviation:	20.8	19.1	19.8	21.7	21.6	20.0	20.7	19.8	20.4	20.7	21.5	20.7	20.2	21.6	20.2	21.1	20.5	20.7

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Low (0 to 41.99)	54	62	54	55	50	54	55	52	51	55	51	54	54	58	44	57	56	53
Medium (42.0 to 54.99)	18	18	20	16	20	18	18	19	24	18	19	19	18	18	19	21	17	21
High (55.00 to 100)	28	20	26	29	30	28	27	29	25	27	30	27	28	24	37	23	28	25
<b>Mean:</b>	<b>41.5</b>	<b>38.1</b>	<b>41.7</b>	<b>41.0</b>	<b>43.2</b>	<b>41.1</b>	<b>41.2</b>	<b>42.9</b>	<b>42.0</b>	<b>40.9</b>	<b>43.1</b>	<b>42.1</b>	<b>41.3</b>	<b>39.0</b>	<b>47.0</b>	<b>40.8</b>	<b>42.2</b>	<b>42.2</b>
Standard Deviation:	20.8	20.1	19.9	21.8	20.1	20.9	20.9	20.5	20.1	21.2	20.4	20.0	21.2	21.6	20.5	18.0	18.3	19.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Low (0 to 41.99)	54	86	49	18	74	53	34	86	48	14	63	53	44
Medium (42.0 to 54.99)	18	10	27	19	13	21	21	10	31	19	17	18	20
High (55.00 to 100)	28	4	24	63	13	25	45	4	22	67	19	29	36
<b>Mean:</b>	<b>41.5</b>	<b>27.7</b>	<b>41.9</b>	<b>59.0</b>	<b>32.7</b>	<b>41.8</b>	<b>50.7</b>	<b>27.9</b>	<b>42.0</b>	<b>61.0</b>	<b>36.9</b>	<b>41.4</b>	<b>46.7</b>
Standard Deviation:	20.8	13.7	17.5	18.7	17.9	19.3	20.9	13.7	16.6	17.2	19.8	20.6	20.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Low (0 to 41.99)	44	36	46	49	42	49	44	46	41	48	39	44	44	45	47	42	42	47
Medium (42.0 to 54.99)	21	23	21	19	24	19	25	28	20	21	20	21	25	22	22	20	22	21
High (55.00 to 100)	34	41	33	32	34	32	31	26	39	31	41	35	31	33	31	38	36	32
<b>Mean:</b>	<b>46.9</b>	<b>50.1</b>	<b>46.4</b>	<b>45.3</b>	<b>47.6</b>	<b>45.1</b>	<b>47.0</b>	<b>45.1</b>	<b>48.6</b>	<b>45.2</b>	<b>49.1</b>	<b>47.2</b>	<b>45.8</b>	<b>46.6</b>	<b>45.0</b>	<b>48.8</b>	<b>47.9</b>	<b>45.1</b>
Standard Deviation:	19.8	19.1	19.4	20.5	19.2	20.1	19.2	18.4	20.2	18.9	21.0	19.8	18.3	21.0	19.8	19.6	20.0	19.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Low (0 to 41.99)	44	49	49	42	42	45	44	43	42	44	40	47	44	47	37	52	43	47
Medium (42.0 to 54.99)	21	23	20	21	22	19	23	22	19	22	19	22	22	22	20	19	24	16
High (55.00 to 100)	34	28	31	37	36	36	33	35	39	34	41	31	35	30	42	28	33	37
<b>Mean:</b>	<b>46.9</b>	<b>45.2</b>	<b>44.9</b>	<b>47.9</b>	<b>47.9</b>	<b>47.0</b>	<b>46.3</b>	<b>47.8</b>	<b>49.7</b>	<b>46.7</b>	<b>50.1</b>	<b>45.4</b>	<b>47.1</b>	<b>45.2</b>	<b>51.6</b>	<b>43.4</b>	<b>46.0</b>	<b>47.8</b>
Standard Deviation:	19.8	19.3	19.5	20.5	19.2	20.4	19.1	19.5	21.9	19.7	21.0	18.8	19.7	20.7	21.0	18.1	18.7	20.6



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Low (0 to 41.99)	44	78	40	11	67	42	25	79	34	9	54	41	36
Medium (42.0 to 54.99)	21	16	31	15	18	26	19	16	35	14	21	23	20
High (55.00 to 100)	34	5	29	74	15	32	55	5	31	77	25	36	44
<b>Mean:</b>	<b>46.9</b>	<b>32.8</b>	<b>46.1</b>	<b>63.7</b>	<b>37.7</b>	<b>46.7</b>	<b>56.1</b>	<b>32.5</b>	<b>47.7</b>	<b>65.1</b>	<b>42.5</b>	<b>47.8</b>	<b>51.2</b>
Standard Deviation:	19.8	13.3	16.0	16.8	16.8	17.6	20.3	12.7	14.9	16.0	18.8	19.3	20.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Low (0 to 41.99)	33	27	33	35	34	31	32	33	34	35	31	34	28	34	35	32	33	33
Medium (42.0 to 54.99)	19	21	20	16	19	21	16	18	21	16	18	19	23	16	20	18	20	18
High (55.00 to 100)	48	51	47	48	46	48	52	49	46	49	51	48	49	50	45	51	47	49
<b>Mean:</b>	<b>54.2</b>	<b>56.9</b>	<b>54.3</b>	<b>53.9</b>	<b>52.2</b>	<b>54.9</b>	<b>55.3</b>	<b>55.0</b>	<b>53.3</b>	<b>53.8</b>	<b>56.5</b>	<b>54.2</b>	<b>54.8</b>	<b>54.3</b>	<b>52.5</b>	<b>55.8</b>	<b>53.9</b>	<b>54.3</b>
Standard Deviation:	23.2	22.2	22.9	24.0	22.9	23.2	23.0	23.3	23.2	23.2	23.8	23.4	21.7	23.6	23.3	23.1	23.3	22.5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_SNORM

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Low (0 to 41.99)	33	37	37	31	32	32	32	33	35	34	27	33	33	37	30	33	31	32
Medium (42.0 to 54.99)	19	26	19	18	17	19	19	19	21	18	23	18	18	23	18	20	23	19
High (55.00 to 100)	48	37	44	50	51	49	49	48	44	48	49	49	49	40	52	47	47	49
Mean:	54.2	50.2	52.8	55.3	55.1	54.7	54.8	54.0	53.4	53.8	55.8	54.6	54.3	50.1	56.8	53.7	54.1	55.5
Standard Deviation:	23.2	22.1	22.6	23.2	23.8	22.9	23.4	23.1	24.3	23.0	23.1	23.8	23.2	21.6	22.9	21.1	23.0	26.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Low (0 to 41.99)	33	59	29	8	46	31	19	68	24	4	42	29	29
Medium (42.0 to 54.99)	19	22	24	10	22	21	13	20	28	9	22	18	17
High (55.00 to 100)	48	19	48	82	32	48	68	12	48	88	37	53	54
Mean:	54.2	39.0	54.1	71.9	46.5	54.4	64.0	35.2	54.9	74.0	48.4	56.4	57.7
Standard Deviation:	23.2	18.5	19.6	18.6	22.3	21.7	22.2	16.3	17.6	16.2	22.0	22.9	23.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_SNORM

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Low (0 to 41.99)	38	31	39	37	43	39	37	39	37	40	31	38	36	34	43	33	37	38
Medium (42.0 to 54.99)	20	20	21	20	19	21	17	23	20	20	19	19	24	21	21	19	20	20
High (55.00 to 100)	42	49	40	43	39	40	46	38	42	41	50	43	40	45	37	47	43	42
<b>Mean:</b>	<b>49.7</b>	<b>52.4</b>	<b>48.9</b>	<b>49.7</b>	<b>48.0</b>	<b>49.0</b>	<b>49.9</b>	<b>48.3</b>	<b>49.5</b>	<b>49.5</b>	<b>53.2</b>	<b>49.8</b>	<b>48.8</b>	<b>49.9</b>	<b>47.1</b>	<b>51.9</b>	<b>49.7</b>	<b>49.9</b>
Standard Deviation:	17.4	17.3	17.3	17.5	17.2	17.1	18.1	16.4	17.7	17.2	16.4	17.5	16.9	17.1	17.4	17.1	17.5	17.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_SNORM

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Low (0 to 41.99)	38	46	36	38	36	36	37	39	41	38	33	40	38	37	34	38	42	35
Medium (42.0 to 54.99)	20	18	19	21	19	19	19	25	20	20	20	20	20	19	20	19	20	21
High (55.00 to 100)	42	36	45	41	44	45	44	36	39	42	46	40	42	44	45	43	38	44
<b>Mean:</b>	<b>49.7</b>	<b>46.1</b>	<b>50.4</b>	<b>49.6</b>	<b>50.2</b>	<b>50.3</b>	<b>50.0</b>	<b>48.2</b>	<b>49.0</b>	<b>49.7</b>	<b>50.9</b>	<b>48.8</b>	<b>49.8</b>	<b>49.8</b>	<b>50.9</b>	<b>50.0</b>	<b>47.9</b>	<b>49.4</b>
Standard Deviation:	17.4	18.4	17.6	17.0	17.3	18.0	17.6	15.9	17.0	17.3	18.1	17.0	17.2	18.7	17.7	18.2	15.6	18.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_SNORM

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Low (0 to 41.99)	38	70	31	9	58	34	19	72	29	7	51	34	27
Medium (42.0 to 54.99)	20	16	28	15	18	23	19	16	30	15	20	23	17
High (55.00 to 100)	42	14	41	75	24	43	62	12	41	78	29	43	56
Mean:	49.7	37.4	50.8	62.2	41.9	50.5	57.4	36.6	51.0	63.2	44.2	50.8	54.3
Standard Deviation:	17.4	14.5	14.7	13.1	17.2	16.1	15.0	13.4	14.2	12.5	17.4	16.4	16.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Low (0 to 3)	12	11	13	12	11	16	11	14	10	13	6	11	13	13	15	9	11	14
Medium (4 to 6)	37	37	42	35	35	30	33	38	38	40	42	38	32	37	41	34	36	40
High (7 to 10)	51	52	45	53	54	53	56	49	51	47	53	51	55	50	45	57	53	46
<b>Mean:</b>	<b>7.3</b>	<b>7.5</b>	<b>7.0</b>	<b>7.4</b>	<b>7.5</b>	<b>7.3</b>	<b>7.5</b>	<b>7.2</b>	<b>7.4</b>	<b>7.1</b>	<b>7.7</b>	<b>7.4</b>	<b>7.5</b>	<b>7.2</b>	<b>7.0</b>	<b>7.7</b>	<b>7.5</b>	<b>7.0</b>
Standard Deviation:	3.1	3.0	3.1	3.1	3.0	3.3	3.1	3.0	3.0	3.1	2.7	3.0	3.1	3.1	3.1	2.9	3.0	3.1



## Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Low (0 to 3)	12	13	17	10	10	10	12	15	13	12	11	12	12	10	10	9	15	13
Medium (4 to 6)	37	38	38	38	36	36	38	35	35	36	37	39	36	37	30	46	42	38
High (7 to 10)	51	49	45	52	54	54	50	51	52	52	52	49	52	54	59	44	43	49
<b>Mean:</b>	<b>7.3</b>	<b>7.2</b>	<b>6.9</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>	<b>7.3</b>	<b>7.2</b>	<b>7.2</b>	<b>7.4</b>	<b>7.4</b>	<b>7.2</b>	<b>7.4</b>	<b>7.6</b>	<b>7.8</b>	<b>7.2</b>	<b>6.8</b>	<b>7.2</b>
Standard Deviation:	3.1	3.0	3.2	3.0	3.0	3.0	3.0	3.2	3.2	3.0	3.0	3.1	3.1	2.9	3.0	2.7	3.2	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Low (0 to 3)	12	19	11	3	22	9	3	16	12	5	18	9	8
Medium (4 to 6)	37	50	38	18	50	40	19	45	39	23	51	36	23
High (7 to 10)	51	31	51	78	28	51	78	39	48	71	31	56	69
Mean:	7.3	6.1	7.4	8.9	5.8	7.5	9.0	6.6	7.3	8.5	6.2	7.7	8.3
Standard Deviation:	3.1	3.1	2.9	2.2	3.2	2.9	2.1	3.2	3.0	2.5	3.0	2.9	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Low (0 to 3)	39	28	46	42	36	39	33	32	31	58	33	37	44	45	43	35	32	58
Medium (4 to 6)	34	34	33	33	35	34	35	38	36	29	31	34	35	30	35	33	35	31
High (7 to 10)	27	38	21	25	28	27	32	30	33	13	36	29	21	25	22	32	33	11
<b>Mean:</b>	<b>5.0</b>	<b>6.0</b>	<b>4.5</b>	<b>4.8</b>	<b>5.2</b>	<b>5.1</b>	<b>5.4</b>	<b>5.5</b>	<b>5.7</b>	<b>3.4</b>	<b>5.7</b>	<b>5.2</b>	<b>4.5</b>	<b>4.6</b>	<b>4.6</b>	<b>5.3</b>	<b>5.6</b>	<b>3.3</b>
Standard Deviation:	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.3	3.7	3.6	3.5	3.7	3.5	3.7	3.6	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Low (0 to 3)	39	43	36	43	34	41	40	36	33	40	30	43	40	46	26	35	32	40
Medium (4 to 6)	34	38	36	31	34	35	33	33	31	32	41	32	33	24	34	44	34	37
High (7 to 10)	27	19	28	26	32	25	28	31	36	28	29	25	27	29	40	21	33	23
<b>Mean:</b>	<b>5.0</b>	<b>4.3</b>	<b>5.2</b>	<b>4.8</b>	<b>5.4</b>	<b>4.8</b>	<b>5.0</b>	<b>5.3</b>	<b>5.5</b>	<b>5.0</b>	<b>5.5</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>6.2</b>	<b>5.0</b>	<b>5.5</b>	<b>4.9</b>
Standard Deviation:	3.6	3.5	3.5	3.7	3.6	3.6	3.6	3.7	3.9	3.7	3.5	3.6	3.7	3.9	3.6	3.3	3.7	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Low (0 to 3)	39	59	36	21	62	38	13	48	39	30	48	36	32
Medium (4 to 6)	34	31	40	31	29	40	33	37	34	31	37	33	31
High (7 to 10)	27	10	25	49	8	22	54	15	27	40	14	31	37
Mean:	5.0	3.2	5.1	6.8	3.0	4.9	7.4	4.0	5.1	6.0	3.9	5.4	5.8
Standard Deviation:	3.6	3.0	3.4	3.5	2.9	3.4	3.1	3.3	3.6	3.7	3.3	3.6	3.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Low (0 to 3)	20	23	23	19	14	23	19	19	21	20	10	20	20	17	23	16	20	20
Medium (4 to 6)	33	35	35	32	29	35	34	34	32	32	31	32	32	34	35	30	32	32
High (7 to 10)	47	42	42	49	57	42	47	48	47	48	59	47	47	49	41	54	48	48
<b>Mean:</b>	<b>6.8</b>	<b>6.5</b>	<b>6.4</b>	<b>6.9</b>	<b>7.5</b>	<b>6.4</b>	<b>6.8</b>	<b>6.9</b>	<b>6.8</b>	<b>6.8</b>	<b>7.7</b>	<b>6.8</b>	<b>6.8</b>	<b>7.0</b>	<b>6.4</b>	<b>7.2</b>	<b>6.9</b>	<b>6.8</b>
Standard Deviation:	3.4	3.5	3.5	3.4	3.2	3.5	3.4	3.4	3.4	3.5	3.0	3.4	3.5	3.3	3.5	3.3	3.4	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Low (0 to 3)	20	31	19	17	20	22	19	18	15	19	17	25	17	35	19	22	35	22
Medium (4 to 6)	33	32	33	34	31	33	32	31	33	31	33	35	33	23	29	37	33	38
High (7 to 10)	47	37	48	49	49	45	48	51	52	50	50	40	50	41	52	41	32	40
Mean:	6.8	5.7	6.9	7.0	6.9	6.6	6.9	7.1	7.1	7.0	7.1	6.2	7.0	5.8	7.0	6.5	5.5	6.4
Standard Deviation:	3.4	3.8	3.4	3.3	3.5	3.5	3.4	3.3	3.4	3.4	3.3	3.5	3.3	4.0	3.4	3.3	3.6	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Low (0 to 3)	20	36	17	5	38	16	4	29	20	9	28	16	15
Medium (4 to 6)	33	42	37	19	43	39	16	39	36	23	41	31	25
High (7 to 10)	47	22	45	76	19	45	79	32	44	67	30	53	60
Mean:	6.8	4.8	6.9	8.8	4.6	6.9	8.9	5.6	6.7	8.2	5.6	7.3	7.5
Standard Deviation:	3.4	3.4	3.2	2.4	3.3	3.1	2.3	3.5	3.4	2.9	3.4	3.2	3.3



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Low (0 to 3)	24	22	26	23	25	26	23	33	22	27	17	24	26	26	30	19	23	27
Medium (4 to 6)	41	39	44	40	42	44	41	39	39	45	40	41	41	41	44	39	39	47
High (7 to 10)	35	39	30	36	33	30	37	28	39	28	42	35	32	33	25	42	37	26
<b>Mean:</b>	<b>6.1</b>	<b>6.4</b>	<b>5.7</b>	<b>6.1</b>	<b>6.0</b>	<b>5.8</b>	<b>6.2</b>	<b>5.4</b>	<b>6.3</b>	<b>5.7</b>	<b>6.6</b>	<b>6.1</b>	<b>6.0</b>	<b>5.9</b>	<b>5.4</b>	<b>6.6</b>	<b>6.2</b>	<b>5.6</b>
Standard Deviation:	3.3	3.3	3.3	3.4	3.3	3.3	3.4	3.4	3.4	3.3	3.3	3.4	3.3	3.4	3.3	3.3	3.4	3.2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Low (0 to 3)	24	32	22	26	22	27	23	22	23	25	21	25	24	33	15	26	26	20
Medium (4 to 6)	41	43	41	41	41	42	40	39	41	41	41	43	42	26	31	56	44	40
High (7 to 10)	35	26	37	33	38	31	37	39	36	34	38	33	34	42	54	18	30	40
<b>Mean:</b>	<b>6.1</b>	<b>5.4</b>	<b>6.3</b>	<b>5.9</b>	<b>6.3</b>	<b>5.8</b>	<b>6.3</b>	<b>6.3</b>	<b>6.0</b>	<b>6.0</b>	<b>6.4</b>	<b>6.0</b>	<b>6.0</b>	<b>6.1</b>	<b>7.3</b>	<b>5.4</b>	<b>5.8</b>	<b>6.5</b>
Standard Deviation:	3.3	3.3	3.3	3.4	3.3	3.4	3.3	3.4	3.5	3.4	3.3	3.3	3.3	3.8	3.3	2.8	3.3	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Low (0 to 3)	24	40	22	8	44	20	5	31	26	13	34	22	16
Medium (4 to 6)	41	46	44	32	43	47	34	46	41	35	46	42	35
High (7 to 10)	35	14	34	60	13	33	61	22	32	52	19	36	48
Mean:	6.1	4.3	6.2	8.0	4.1	6.3	8.1	5.1	6.0	7.3	4.9	6.3	7.0
Standard Deviation:	3.3	3.1	3.2	2.8	3.0	3.1	2.6	3.2	3.3	3.1	3.2	3.3	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Low (0 to 3)	9	10	9	9	8	10	7	9	10	8	9	9	10	8	10	9	9	8
Medium (4 to 6)	32	25	35	35	30	30	33	45	30	33	31	32	29	34	34	29	32	33
High (7 to 10)	59	65	56	56	62	60	60	46	60	59	60	59	61	58	56	62	59	60
<b>Mean:</b>	<b>7.8</b>	<b>8.0</b>	<b>7.6</b>	<b>7.6</b>	<b>8.0</b>	<b>7.8</b>	<b>7.9</b>	<b>7.2</b>	<b>7.8</b>	<b>7.8</b>	<b>7.7</b>	<b>7.8</b>	<b>7.8</b>	<b>7.8</b>	<b>7.6</b>	<b>7.9</b>	<b>7.8</b>	<b>7.9</b>
Standard Deviation:	3.0	3.0	3.0	3.0	2.8	3.0	2.8	2.9	3.0	2.9	3.1	3.0	3.0	2.9	3.0	2.9	3.0	2.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Low (0 to 3)	9	14	10	9	7	9	9	9	14	9	8	12	9	11	9	13	8	11
Medium (4 to 6)	32	35	30	33	30	30	32	35	30	31	30	34	31	27	30	38	36	30
High (7 to 10)	59	51	60	57	63	61	59	57	56	60	62	54	60	62	61	49	55	59
<b>Mean:</b>	<b>7.8</b>	<b>7.3</b>	<b>7.8</b>	<b>7.7</b>	<b>8.0</b>	<b>7.9</b>	<b>7.8</b>	<b>7.7</b>	<b>7.4</b>	<b>7.8</b>	<b>7.9</b>	<b>7.5</b>	<b>7.8</b>	<b>7.9</b>	<b>7.9</b>	<b>7.3</b>	<b>7.6</b>	<b>7.8</b>
Standard Deviation:	3.0	3.1	3.0	3.0	2.9	2.9	2.9	3.0	3.2	2.9	2.9	3.1	3.0	3.0	3.0	3.1	3.0	3.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Low (0 to 3)	9	14	9	4	19	8	3	11	10	7	15	6	6
Medium (4 to 6)	32	50	30	13	52	33	13	43	30	18	44	29	21
High (7 to 10)	59	36	61	83	29	59	84	46	61	75	41	65	73
Mean:	7.8	6.4	8.0	9.1	5.9	7.9	9.2	7.1	7.9	8.6	6.7	8.2	8.5
Standard Deviation:	3.0	3.1	2.9	2.2	3.1	2.8	2.0	3.0	2.9	2.7	3.2	2.7	2.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Low (0 to 3)	16	17	19	15	11	19	16	17	15	15	9	16	14	16	20	11	16	14
Medium (4 to 6)	29	26	29	30	28	28	35	30	24	32	30	28	29	31	32	26	26	33
High (7 to 10)	56	57	52	56	61	54	50	53	60	52	61	56	57	54	48	63	58	53
<b>Mean:</b>	<b>7.4</b>	<b>7.4</b>	<b>7.0</b>	<b>7.3</b>	<b>7.8</b>	<b>7.2</b>	<b>7.0</b>	<b>7.2</b>	<b>7.6</b>	<b>7.2</b>	<b>7.8</b>	<b>7.4</b>	<b>7.5</b>	<b>7.2</b>	<b>6.8</b>	<b>7.9</b>	<b>7.4</b>	<b>7.3</b>
Standard Deviation:	3.3	3.4	3.5	3.3	3.0	3.4	3.3	3.4	3.3	3.3	3.1	3.3	3.2	3.3	3.5	3.1	3.4	3.2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Low (0 to 3)	16	23	15	14	15	19	15	12	12	16	13	17	14	28	14	23	20	16
Medium (4 to 6)	29	34	29	29	26	28	28	31	24	28	28	30	28	23	26	41	30	27
High (7 to 10)	56	43	56	57	59	52	58	58	64	56	59	53	58	49	61	35	50	58
<b>Mean:</b>	<b>7.4</b>	<b>6.4</b>	<b>7.4</b>	<b>7.5</b>	<b>7.6</b>	<b>7.1</b>	<b>7.5</b>	<b>7.6</b>	<b>7.7</b>	<b>7.3</b>	<b>7.7</b>	<b>7.2</b>	<b>7.5</b>	<b>6.5</b>	<b>7.6</b>	<b>6.2</b>	<b>6.9</b>	<b>7.4</b>
Standard Deviation:	3.3	3.6	3.3	3.2	3.3	3.5	3.3	3.1	3.3	3.4	3.1	3.3	3.2	3.9	3.3	3.3	3.5	3.3



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Low (0 to 3)	16	28	13	3	32	12	3	21	15	8	22	13	10
Medium (4 to 6)	29	42	29	12	41	31	14	38	27	16	39	26	19
High (7 to 10)	56	31	57	85	27	57	84	41	57	76	39	60	71
<b>Mean:</b>	<b>7.4</b>	<b>5.6</b>	<b>7.6</b>	<b>9.2</b>	<b>5.2</b>	<b>7.7</b>	<b>9.2</b>	<b>6.3</b>	<b>7.5</b>	<b>8.7</b>	<b>6.3</b>	<b>7.7</b>	<b>8.2</b>
Standard Deviation:	3.3	3.5	3.1	2.0	3.5	3.0	1.9	3.5	3.2	2.7	3.4	3.2	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Low (0 to 3)	21	23	22	19	21	20	26	22	20	20	23	21	18	24	25	17	21	20
Medium (4 to 6)	29	28	31	31	25	31	24	37	29	30	27	29	28	28	32	27	28	31
High (7 to 10)	50	49	47	50	54	49	50	42	52	50	50	50	54	49	43	56	50	49
<b>Mean:</b>	<b>6.8</b>	<b>6.6</b>	<b>6.6</b>	<b>6.8</b>	<b>7.0</b>	<b>6.8</b>	<b>6.5</b>	<b>6.4</b>	<b>6.9</b>	<b>6.8</b>	<b>6.7</b>	<b>6.7</b>	<b>7.1</b>	<b>6.6</b>	<b>6.3</b>	<b>7.2</b>	<b>6.8</b>	<b>6.8</b>
Standard Deviation:	3.7	3.8	3.6	3.6	3.7	3.6	3.9	3.5	3.6	3.6	3.8	3.7	3.5	3.7	3.7	3.6	3.7	3.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Low (0 to 3)	21	29	23	20	18	20	22	21	21	20	21	24	20	21	17	28	26	20
Medium (4 to 6)	29	36	28	28	28	29	28	29	30	30	27	28	30	23	17	39	30	27
High (7 to 10)	50	35	50	52	53	51	50	50	50	50	52	49	50	56	66	34	45	53
Mean:	6.8	5.5	6.7	6.9	7.0	6.9	6.7	6.8	6.6	6.8	6.8	6.6	6.8	7.1	7.6	5.8	6.2	6.9
Standard Deviation:	3.7	3.8	3.7	3.6	3.6	3.6	3.7	3.7	3.7	3.6	3.7	3.7	3.6	3.7	3.7	3.6	3.8	3.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Low (0 to 3)	21	28	22	13	24	22	17	28	23	12	26	18	19
Medium (4 to 6)	29	46	29	12	42	28	17	46	28	12	42	27	17
High (7 to 10)	50	26	48	75	33	50	66	26	49	76	32	55	64
Mean:	6.8	5.3	6.7	8.3	5.8	6.8	7.7	5.3	6.7	8.4	5.7	7.1	7.4
Standard Deviation:	3.7	3.4	3.7	3.3	3.5	3.6	3.6	3.4	3.7	3.2	3.4	3.6	3.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Low (0 to 3)	35	32	35	37	33	29	34	34	31	45	33	34	40	36	38	32	31	47
Medium (4 to 6)	37	36	40	37	34	44	40	38	35	36	36	38	35	32	37	38	36	36
High (7 to 10)	28	32	25	26	32	27	26	28	34	19	31	28	25	32	25	31	32	17
<b>Mean:</b>	<b>5.3</b>	<b>5.7</b>	<b>5.2</b>	<b>5.1</b>	<b>5.6</b>	<b>5.5</b>	<b>5.2</b>	<b>5.4</b>	<b>5.7</b>	<b>4.5</b>	<b>5.6</b>	<b>5.4</b>	<b>5.0</b>	<b>5.4</b>	<b>5.0</b>	<b>5.6</b>	<b>5.7</b>	<b>4.3</b>
Standard Deviation:	3.5	3.5	3.4	3.4	3.5	3.3	3.4	3.5	3.5	3.3	3.5	3.4	3.5	3.6	3.5	3.4	3.5	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Low (0 to 3)	35	48	34	36	29	36	35	33	30	37	33	32	34	48	33	33	34	33
Medium (4 to 6)	37	27	39	37	40	36	37	37	38	34	39	43	36	24	29	46	51	38
High (7 to 10)	28	25	27	27	31	28	27	30	32	29	29	26	29	28	38	21	16	29
<b>Mean:</b>	<b>5.3</b>	<b>4.5</b>	<b>5.3</b>	<b>5.2</b>	<b>5.8</b>	<b>5.3</b>	<b>5.3</b>	<b>5.4</b>	<b>5.6</b>	<b>5.3</b>	<b>5.5</b>	<b>5.3</b>	<b>5.4</b>	<b>4.7</b>	<b>5.9</b>	<b>5.2</b>	<b>4.9</b>	<b>5.4</b>
Standard Deviation:	3.5	3.7	3.5	3.5	3.4	3.5	3.5	3.5	3.5	3.5	3.4	3.3	3.5	3.8	3.7	3.1	3.0	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Low (0 to 3)	35	50	34	16	44	35	25	51	33	11	46	34	23
Medium (4 to 6)	37	39	39	33	37	38	36	38	43	29	38	39	33
High (7 to 10)	28	11	27	52	19	27	38	11	25	59	16	27	44
Mean:	5.3	3.7	5.5	7.3	4.3	5.3	6.3	3.7	5.4	7.8	4.2	5.4	6.6
Standard Deviation:	3.5	3.0	3.4	3.1	3.3	3.4	3.4	2.9	3.2	2.9	3.2	3.4	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Low (0 to 3)	26	26	25	24	30	22	25	25	23	35	19	25	25	28	30	21	23	36
Medium (4 to 6)	39	41	43	40	30	41	43	37	37	40	39	39	40	39	40	37	37	41
High (7 to 10)	35	33	32	36	40	38	32	38	40	25	42	36	35	33	29	41	40	23
<b>Mean:</b>	<b>6.1</b>	<b>6.0</b>	<b>6.0</b>	<b>6.1</b>	<b>6.1</b>	<b>6.4</b>	<b>6.0</b>	<b>6.3</b>	<b>6.4</b>	<b>5.1</b>	<b>6.6</b>	<b>6.1</b>	<b>6.1</b>	<b>5.8</b>	<b>5.6</b>	<b>6.5</b>	<b>6.4</b>	<b>5.0</b>
Standard Deviation:	3.4	3.3	3.3	3.4	3.6	3.2	3.3	3.3	3.4	3.4	3.3	3.4	3.4	3.5	3.4	3.3	3.3	3.4



## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Low (0 to 3)	26	30	26	27	22	29	26	22	19	27	23	26	25	35	27	22	24	25
Medium (4 to 6)	39	46	40	38	36	35	40	40	46	39	37	40	38	33	27	54	41	41
High (7 to 10)	35	24	34	35	41	36	34	38	36	35	40	34	36	32	46	24	34	34
Mean:	6.1	5.2	6.0	6.0	6.5	6.0	6.0	6.3	6.3	6.0	6.4	6.0	6.1	5.5	6.5	5.8	6.2	6.0
Standard Deviation:	3.4	3.3	3.3	3.5	3.3	3.5	3.4	3.3	3.2	3.4	3.4	3.4	3.4	3.7	3.6	3.0	3.2	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Low (0 to 3)	26	40	25	8	36	25	16	39	25	7	31	26	18
Medium (4 to 6)	39	46	40	28	44	39	34	46	40	27	46	37	33
High (7 to 10)	35	14	36	63	20	37	50	15	35	66	22	36	49
Mean:	6.1	4.3	6.2	8.1	4.9	6.2	7.2	4.4	6.2	8.3	5.2	6.1	7.0
Standard Deviation:	3.4	3.0	3.3	2.7	3.2	3.4	3.2	3.0	3.3	2.6	3.2	3.4	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Low (0 to 3)	20	17	23	20	18	22	19	16	19	21	16	20	19	20	24	15	19	21
Medium (4 to 6)	40	41	43	38	37	40	41	43	36	45	38	39	44	38	40	39	37	46
High (7 to 10)	41	42	35	42	46	39	40	41	45	34	46	41	38	42	36	46	45	33
<b>Mean:</b>	<b>6.5</b>	<b>6.7</b>	<b>6.1</b>	<b>6.4</b>	<b>6.8</b>	<b>6.3</b>	<b>6.5</b>	<b>6.7</b>	<b>6.7</b>	<b>6.1</b>	<b>6.8</b>	<b>6.5</b>	<b>6.4</b>	<b>6.5</b>	<b>6.1</b>	<b>6.9</b>	<b>6.7</b>	<b>6.0</b>
Standard Deviation:	3.3	3.2	3.3	3.4	3.3	3.3	3.3	3.2	3.4	3.3	3.3	3.4	3.2	3.4	3.4	3.2	3.3	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Low (0 to 3)	20	24	22	18	18	24	19	16	16	19	17	25	18	32	19	24	23	23
Medium (4 to 6)	40	44	39	38	41	37	41	39	33	40	34	43	39	34	27	52	41	43
High (7 to 10)	41	32	39	44	41	39	40	45	51	42	49	33	43	34	53	24	36	35
<b>Mean:</b>	<b>6.5</b>	<b>5.8</b>	<b>6.3</b>	<b>6.7</b>	<b>6.6</b>	<b>6.3</b>	<b>6.5</b>	<b>6.9</b>	<b>7.0</b>	<b>6.5</b>	<b>7.0</b>	<b>6.0</b>	<b>6.7</b>	<b>5.6</b>	<b>7.1</b>	<b>5.7</b>	<b>6.1</b>	<b>6.1</b>
Standard Deviation:	3.3	3.4	3.4	3.3	3.3	3.4	3.3	3.2	3.4	3.3	3.3	3.3	3.3	3.7	3.4	3.0	3.4	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Low (0 to 3)	20	33	19	6	28	18	13	34	15	5	27	17	14
Medium (4 to 6)	40	48	43	26	46	41	33	48	43	25	46	38	33
High (7 to 10)	41	19	38	68	26	41	54	18	41	70	27	45	52
<b>Mean:</b>	<b>6.5</b>	<b>4.8</b>	<b>6.5</b>	<b>8.3</b>	<b>5.3</b>	<b>6.6</b>	<b>7.4</b>	<b>4.7</b>	<b>6.8</b>	<b>8.5</b>	<b>5.5</b>	<b>6.8</b>	<b>7.2</b>
Standard Deviation:	3.3	3.2	3.2	2.6	3.3	3.2	3.1	3.1	3.1	2.5	3.3	3.3	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Low (0 to 3)	23	26	25	21	21	24	19	24	27	17	26	24	21	21	26	20	26	15
Medium (4 to 6)	25	22	26	27	25	25	24	24	25	29	19	25	27	26	27	24	24	29
High (7 to 10)	52	51	49	52	55	51	57	51	49	54	55	52	52	53	47	56	50	56
<b>Mean:</b>	<b>6.7</b>	<b>6.6</b>	<b>6.5</b>	<b>6.7</b>	<b>7.0</b>	<b>6.6</b>	<b>7.1</b>	<b>6.5</b>	<b>6.4</b>	<b>7.1</b>	<b>6.7</b>	<b>6.7</b>	<b>6.9</b>	<b>6.8</b>	<b>6.4</b>	<b>7.0</b>	<b>6.5</b>	<b>7.2</b>
Standard Deviation:	3.8	3.9	3.8	3.8	3.8	3.8	3.7	4.0	4.0	3.6	4.0	3.9	3.7	3.8	3.9	3.8	3.9	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_PN

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Low (0 to 3)	23	23	24	22	24	21	25	21	24	22	21	26	22	22	18	35	29	23
Medium (4 to 6)	25	31	26	24	24	26	23	26	28	25	25	25	25	26	19	28	25	30
High (7 to 10)	52	46	50	54	52	53	52	53	48	53	54	49	53	52	63	36	46	48
Mean:	6.7	6.4	6.6	6.9	6.7	6.9	6.7	6.8	6.3	6.8	6.9	6.5	6.8	6.7	7.5	5.5	6.3	6.6
Standard Deviation:	3.8	3.7	3.8	3.8	3.9	3.8	3.9	3.8	3.9	3.8	3.8	3.9	3.8	3.8	3.7	3.9	3.9	3.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Low (0 to 3)	23	27	24	17	22	25	23	32	24	12	26	19	24
Medium (4 to 6)	25	42	23	9	37	23	13	42	23	9	37	22	16
High (7 to 10)	52	31	53	75	41	52	65	26	52	79	36	59	59
<b>Mean:</b>	<b>6.7</b>	<b>5.5</b>	<b>6.7</b>	<b>8.0</b>	<b>6.3</b>	<b>6.6</b>	<b>7.3</b>	<b>5.0</b>	<b>6.7</b>	<b>8.5</b>	<b>5.9</b>	<b>7.2</b>	<b>6.9</b>
Standard Deviation:	3.8	3.6	3.9	3.7	3.6	3.9	4.0	3.6	3.9	3.2	3.6	3.7	4.1



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_PN

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Low (0 to 3)	11	12	13	9	9	10	10	8	12	10	5	11	14	7	14	7	11	9
Medium (4 to 6)	32	27	36	32	32	37	31	37	29	34	28	31	34	30	36	28	30	36
High (7 to 10)	57	61	51	59	59	53	59	55	59	55	67	58	52	63	50	64	59	55
<b>Mean:</b>	<b>7.6</b>	<b>7.7</b>	<b>7.1</b>	<b>7.7</b>	<b>7.8</b>	<b>7.4</b>	<b>7.7</b>	<b>7.6</b>	<b>7.6</b>	<b>7.5</b>	<b>8.3</b>	<b>7.6</b>	<b>7.2</b>	<b>8.0</b>	<b>7.1</b>	<b>8.1</b>	<b>7.6</b>	<b>7.5</b>
Standard Deviation:	3.1	3.2	3.2	3.0	2.9	3.0	3.0	2.9	3.2	3.1	2.7	3.1	3.2	2.8	3.3	2.8	3.1	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_PN

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Low (0 to 3)	11	19	10	9	11	12	12	7	7	10	10	12	9	21	13	10	8	17
Medium (4 to 6)	32	38	33	32	30	30	30	35	37	31	31	34	32	26	26	38	33	29
High (7 to 10)	57	43	57	60	59	58	59	58	56	58	60	54	58	54	61	52	58	54
<b>Mean:</b>	<b>7.6</b>	<b>6.5</b>	<b>7.6</b>	<b>7.7</b>	<b>7.7</b>	<b>7.6</b>	<b>7.6</b>	<b>7.7</b>	<b>7.7</b>	<b>7.6</b>	<b>7.7</b>	<b>7.5</b>	<b>7.7</b>	<b>7.0</b>	<b>7.7</b>	<b>7.5</b>	<b>7.7</b>	<b>7.2</b>
Standard Deviation:	3.1	3.4	3.0	3.0	3.1	3.2	3.1	2.9	2.8	3.1	3.1	3.1	3.0	3.6	3.1	2.9	2.9	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_PN

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Low (0 to 3)	11	20	8	3	18	8	5	20	8	2	19	8	5
Medium (4 to 6)	32	47	33	13	42	34	19	48	33	12	44	29	22
High (7 to 10)	57	32	59	84	40	58	76	32	59	85	37	63	73
<b>Mean:</b>	<b>7.6</b>	<b>5.9</b>	<b>7.8</b>	<b>9.2</b>	<b>6.4</b>	<b>7.7</b>	<b>8.7</b>	<b>5.9</b>	<b>7.8</b>	<b>9.3</b>	<b>6.3</b>	<b>8.0</b>	<b>8.5</b>
Standard Deviation:	3.1	3.3	2.9	2.0	3.3	2.9	2.5	3.2	2.8	1.9	3.3	2.8	2.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Low (0 to 2)	5	4	5	6	5	6	5	3	5	6	5	5	6	6	7	4	5	6
Medium (3 to 5)	43	42	46	41	43	43	39	46	43	43	45	43	37	48	44	42	43	42
High (6 to 10)	52	54	49	53	52	51	56	50	52	51	50	52	57	46	49	55	52	51
<b>Mean:</b>	<b>5.4</b>	<b>5.5</b>	<b>5.3</b>	<b>5.4</b>	<b>5.4</b>	<b>5.4</b>	<b>5.7</b>	<b>5.4</b>	<b>5.4</b>	<b>5.3</b>	<b>5.3</b>	<b>5.4</b>	<b>5.7</b>	<b>5.2</b>	<b>5.2</b>	<b>5.6</b>	<b>5.4</b>	<b>5.3</b>
Standard Deviation:	2.8	2.8	2.7	2.8	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.7	2.9	2.8	2.8	2.7	2.7	2.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Low (0 to 2)	5	6	6	5	4	4	5	8	6	5	5	5	5	5	8	8	1	5
Medium (3 to 5)	43	41	45	42	43	43	43	42	44	42	47	41	44	36	37	47	40	40
High (6 to 10)	52	53	49	52	53	53	52	50	50	53	48	54	51	59	56	45	59	55
Mean:	5.4	5.6	5.2	5.4	5.5	5.5	5.4	5.2	5.4	5.5	5.2	5.5	5.3	6.0	5.5	4.8	5.9	5.6
Standard Deviation:	2.8	2.9	2.7	2.7	2.7	2.8	2.7	2.8	2.8	2.8	2.7	2.8	2.7	3.0	2.9	2.7	2.6	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_EE

	Total	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Low (0 to 2)	5	8	4	3	9	5	2	7	4	3	7	5	4
Medium (3 to 5)	43	53	44	27	59	43	24	48	43	36	48	43	37
High (6 to 10)	52	38	52	70	33	52	74	45	52	61	45	52	59
Mean:	5.4	4.7	5.4	6.5	4.4	5.3	6.7	5.1	5.4	5.9	5.0	5.4	6.0
Standard Deviation:	2.8	2.7	2.6	2.7	2.6	2.6	2.6	2.7	2.7	2.8	2.6	2.7	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Low (0 to 2)	16	17	19	14	17	16	16	15	17	17	15	16	19	18	14	18	17	17
Medium (3 to 5)	45	32	39	51	53	46	49	48	42	44	49	45	44	44	46	44	45	44
High (6 to 10)	35	46	38	33	28	35	32	34	37	35	34	36	34	35	36	35	35	34
<b>Mean:</b>	<b>5.0</b>	<b>5.5</b>	<b>5.1</b>	<b>4.9</b>	<b>4.7</b>	<b>5.1</b>	<b>4.9</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.1</b>	<b>4.9</b>	<b>4.9</b>	<b>5.1</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>
Standard Deviation:	2.4	2.6	2.5	2.2	2.1	2.4	2.2	2.4	2.4	2.4	2.2	2.4	2.5	2.2	2.4	2.3	2.3	2.4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Low (0 to 2)	16	15	16	17	16	13	18	17	20	17	16	15	17	9	22	19	18	13
Medium (3 to 5)	45	45	46	44	45	48	42	45	44	45	46	44	48	43	34	42	36	37
High (6 to 10)	35	34	36	35	37	36	37	35	31	35	36	37	33	47	40	33	40	47
Mean:	5.0	5.3	4.9	5.0	5.1	5.1	5.0	5.0	4.9	4.9	5.0	5.2	4.9	5.4	5.0	5.1	5.4	5.4
Standard Deviation:	2.4	2.6	2.2	2.4	2.3	2.2	2.3	2.4	2.6	2.3	2.3	2.4	2.3	2.1	2.5	2.5	2.8	2.4



## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Low (0 to 2)	16	18	16	15	20	15	13	15	16	17	16	15	18
Medium (3 to 5)	45	45	45	44	46	44	44	45	44	45	42	46	46
High (6 to 10)	35	31	36	39	29	37	41	33	36	37	36	36	34
<b>Mean:</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>4.8</b>	<b>5.1</b>	<b>5.2</b>	<b>5.2</b>	<b>5.0</b>	<b>4.9</b>	<b>5.2</b>	<b>5.1</b>	<b>4.8</b>
Standard Deviation:	2.4	2.5	2.3	2.2	2.5	2.3	2.2	2.5	2.3	2.2	2.6	2.3	2.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Low (0 to 2)	22	20	25	19	26	23	20	22	22	21	26	22	27	21	21	24	23	21
Medium (3 to 5)	44	40	42	46	45	39	47	40	44	46	46	45	42	43	44	45	43	47
High (6 to 10)	29	37	27	29	25	32	28	31	29	28	25	29	28	31	31	27	29	28
<b>Mean:</b>	<b>4.8</b>	<b>5.0</b>	<b>4.7</b>	<b>4.8</b>	<b>4.5</b>	<b>5.0</b>	<b>4.8</b>	<b>5.1</b>	<b>4.7</b>	<b>4.7</b>	<b>4.4</b>	<b>4.8</b>	<b>4.6</b>	<b>4.9</b>	<b>4.9</b>	<b>4.6</b>	<b>4.8</b>	<b>4.7</b>
Standard Deviation:	2.5	2.4	2.6	2.4	2.4	2.6	2.5	2.8	2.4	2.4	2.3	2.4	2.5	2.5	2.5	2.4	2.5	2.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_EE

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Low (0 to 2)	22	22	19	24	23	23	22	20	22	22	19	25	22	17	29	27	22	22
Medium (3 to 5)	44	41	49	42	45	45	44	45	43	46	40	42	47	37	34	38	36	37
High (6 to 10)	29	32	28	30	28	27	31	30	31	28	34	29	27	43	34	32	34	34
Mean:	4.8	4.9	4.9	4.7	4.7	4.7	4.7	4.8	4.9	4.6	5.3	4.7	4.7	5.2	4.7	4.7	5.2	5.2
Standard Deviation:	2.5	2.5	2.4	2.5	2.5	2.5	2.4	2.4	2.6	2.3	2.7	2.6	2.3	2.3	2.6	2.5	3.1	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Low (0 to 2)	22	23	24	19	24	24	18	21	23	22	21	22	23
Medium (3 to 5)	44	44	44	45	45	43	45	44	43	45	42	47	43
High (6 to 10)	29	27	28	34	25	29	34	27	30	31	30	27	30
Mean:	4.8	4.8	4.7	4.8	4.7	4.8	4.9	5.0	4.7	4.6	5.0	4.7	4.6
Standard Deviation:	2.5	2.7	2.5	2.2	2.6	2.5	2.3	2.7	2.4	2.2	2.7	2.3	2.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Low (0 to 2)	20	16	21	19	25	23	18	17	20	21	19	21	19	19	20	21	20	20
Medium (3 to 5)	37	35	34	38	40	33	39	32	38	37	34	36	34	41	35	38	37	35
High (6 to 10)	38	44	40	37	30	40	38	47	37	35	41	37	42	36	40	36	38	36
<b>Mean:</b>	<b>5.1</b>	<b>5.5</b>	<b>5.2</b>	<b>5.2</b>	<b>4.7</b>	<b>5.0</b>	<b>5.1</b>	<b>5.4</b>	<b>5.0</b>	<b>5.2</b>	<b>5.4</b>	<b>5.1</b>	<b>5.3</b>	<b>5.1</b>	<b>5.2</b>	<b>5.1</b>	<b>5.1</b>	<b>5.4</b>
Standard Deviation:	2.6	2.6	2.7	2.6	2.5	2.6	2.4	2.4	2.6	2.8	2.7	2.6	2.6	2.5	2.6	2.6	2.5	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Low (0 to 2)	20	19	22	19	21	20	20	22	20	20	18	22	21	11	20	22	14	21
Medium (3 to 5)	37	32	37	38	37	37	37	40	33	36	39	37	37	38	37	38	36	37
High (6 to 10)	38	41	35	37	39	40	38	34	38	38	38	38	37	49	39	37	43	36
<b>Mean:</b>	<b>5.1</b>	<b>5.5</b>	<b>5.0</b>	<b>5.2</b>	<b>5.0</b>	<b>5.1</b>	<b>5.1</b>	<b>5.0</b>	<b>5.4</b>	<b>5.2</b>	<b>5.2</b>	<b>4.9</b>	<b>5.1</b>	<b>5.4</b>	<b>5.0</b>	<b>5.0</b>	<b>5.6</b>	<b>5.0</b>
Standard Deviation:	2.6	2.9	2.6	2.6	2.5	2.5	2.6	2.5	2.9	2.6	2.6	2.4	2.6	2.3	2.6	2.5	2.6	2.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Low (0 to 2)	20	19	22	20	22	20	18	19	21	21	19	21	21
Medium (3 to 5)	37	37	34	39	37	34	39	35	37	39	32	38	40
High (6 to 10)	38	34	40	39	33	40	40	36	40	37	41	37	35
Mean:	5.1	5.4	5.1	4.9	5.1	5.2	5.1	5.6	4.9	4.8	5.6	5.0	4.9
Standard Deviation:	2.6	2.9	2.5	2.3	2.8	2.6	2.4	3.0	2.4	2.3	2.8	2.5	2.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Low (0 to 2)	7	8	7	6	6	7	6	6	8	5	4	7	3	6	6	7	7	5
Medium (3 to 5)	40	32	36	42	46	40	38	45	38	41	39	39	39	41	39	39	39	42
High (6 to 10)	54	60	57	52	48	53	56	49	54	54	57	54	58	53	54	54	54	53
<b>Mean:</b>	<b>5.5</b>	<b>5.8</b>	<b>5.7</b>	<b>5.3</b>	<b>5.1</b>	<b>5.4</b>	<b>5.5</b>	<b>5.1</b>	<b>5.4</b>	<b>5.5</b>	<b>5.8</b>	<b>5.4</b>	<b>5.7</b>	<b>5.5</b>	<b>5.5</b>	<b>5.4</b>	<b>5.4</b>	<b>5.5</b>
Standard Deviation:	2.8	3.0	2.9	2.7	2.7	2.9	2.8	2.6	2.9	2.7	2.8	2.8	2.7	2.8	2.9	2.8	2.8	2.8



## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Low (0 to 2)	7	7	6	6	8	6	6	8	10	6	9	7	6	6	6	8	10	8
Medium (3 to 5)	40	36	38	41	39	38	38	44	42	40	37	39	40	35	39	49	37	31
High (6 to 10)	54	57	56	53	53	55	56	49	48	54	54	55	54	58	56	42	53	60
<b>Mean:</b>	<b>5.5</b>	<b>5.7</b>	<b>5.6</b>	<b>5.4</b>	<b>5.4</b>	<b>5.5</b>	<b>5.6</b>	<b>5.2</b>	<b>5.0</b>	<b>5.5</b>	<b>5.4</b>	<b>5.5</b>	<b>5.4</b>	<b>5.8</b>	<b>5.6</b>	<b>5.0</b>	<b>5.4</b>	<b>5.8</b>
Standard Deviation:	2.8	3.0	2.8	2.7	2.9	2.9	2.8	2.8	2.9	2.8	2.9	2.9	2.8	3.0	2.9	3.0	3.0	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_EE

	Total	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Low (0 to 2)	7	9	6	4	12	5	3	7	5	6	8	5	6
Medium (3 to 5)	40	54	38	24	57	41	24	47	39	28	45	38	34
High (6 to 10)	54	37	57	71	31	54	73	45	55	65	46	57	60
Mean:	5.5	4.6	5.5	6.5	4.2	5.4	6.6	5.0	5.5	6.1	5.0	5.6	5.9
Standard Deviation:	2.8	2.6	2.7	2.8	2.6	2.7	2.7	2.7	2.7	2.9	2.7	2.7	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Low (0 to 2)	26	21	25	27	32	24	26	19	27	28	27	26	26	27	26	27	26	30
Medium (3 to 5)	37	35	36	39	35	32	37	37	35	42	37	36	37	38	36	37	35	41
High (6 to 10)	31	39	33	26	28	36	29	36	34	23	28	30	32	32	32	30	34	22
<b>Mean:</b>	<b>4.9</b>	<b>5.1</b>	<b>5.0</b>	<b>4.8</b>	<b>4.5</b>	<b>5.3</b>	<b>4.9</b>	<b>5.3</b>	<b>4.8</b>	<b>4.6</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>4.6</b>	<b>4.9</b>	<b>4.8</b>	<b>4.9</b>	<b>4.6</b>
Standard Deviation:	2.9	2.7	2.9	2.9	2.9	3.0	2.9	2.9	2.8	2.9	3.0	2.9	2.8	2.5	2.9	2.9	2.8	3.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Low (0 to 2)	26	23	29	28	23	25	26	31	22	28	25	23	30	9	23	23	14	25
Medium (3 to 5)	37	35	33	39	37	37	38	33	41	38	38	33	38	46	41	27	27	32
High (6 to 10)	31	33	31	27	35	33	30	30	30	28	32	37	27	43	28	43	53	35
<b>Mean:</b>	<b>4.9</b>	<b>5.3</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>5.0</b>	<b>4.7</b>	<b>4.8</b>	<b>5.2</b>	<b>4.6</b>	<b>5.3</b>	<b>5.0</b>	<b>5.3</b>	<b>5.9</b>	<b>5.2</b>
Standard Deviation:	2.9	3.1	3.0	2.8	2.7	2.7	2.8	3.0	2.8	2.9	2.7	2.9	2.9	2.1	2.9	2.8	2.7	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Low (0 to 2)	26	24	30	24	27	28	24	24	28	28	24	28	27
Medium (3 to 5)	37	37	33	40	35	36	39	37	34	38	33	37	40
High (6 to 10)	31	29	31	32	28	31	33	29	33	30	34	28	30
<b>Mean:</b>	<b>4.9</b>	<b>5.1</b>	<b>4.7</b>	<b>4.6</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>5.2</b>	<b>4.8</b>	<b>4.5</b>	<b>5.2</b>	<b>4.7</b>	<b>4.5</b>
Standard Deviation:	2.9	3.1	2.9	2.4	3.1	2.8	2.7	3.1	2.8	2.5	3.0	2.9	2.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Low (0 to 2)	6	7	6	6	5	5	8	5	6	5	5	6	6	5	7	5	6	6
Medium (3 to 5)	34	33	37	34	34	34	31	37	34	36	34	34	33	35	35	34	34	35
High (6 to 10)	60	60	57	60	61	60	61	58	59	59	61	59	61	61	57	62	59	59
<b>Mean:</b>	<b>5.9</b>	<b>6.0</b>	<b>5.8</b>	<b>6.0</b>	<b>5.9</b>	<b>5.9</b>	<b>6.0</b>	<b>5.7</b>	<b>5.8</b>	<b>5.9</b>	<b>6.1</b>	<b>5.9</b>	<b>6.0</b>	<b>6.0</b>	<b>5.8</b>	<b>6.0</b>	<b>5.9</b>	<b>5.9</b>
Standard Deviation:	2.9	3.1	2.9	2.9	2.7	2.9	3.0	2.7	2.9	2.9	2.8	2.9	2.9	2.9	3.0	2.8	2.9	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Low (0 to 2)	6	8	7	6	5	5	5	5	12	6	7	5	5	9	7	5	8	7
Medium (3 to 5)	34	35	35	35	33	32	34	35	41	34	35	34	35	25	34	34	45	28
High (6 to 10)	60	57	58	59	62	62	61	59	47	60	58	62	60	66	60	61	48	65
Mean:	5.9	5.9	5.8	5.9	6.0	6.0	6.0	5.9	5.1	5.9	5.8	6.0	5.9	6.3	6.1	5.8	5.2	6.4
Standard Deviation:	2.9	3.0	3.0	2.9	2.8	2.9	2.9	2.9	3.1	2.9	3.0	2.8	2.8	3.2	3.2	2.6	2.9	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Low (0 to 2)	6	9	6	3	8	6	4	9	6	2	7	4	6
Medium (3 to 5)	34	52	34	17	44	34	25	54	32	15	44	33	25
High (6 to 10)	60	39	60	80	48	60	71	37	62	83	49	62	68
Mean:	5.9	4.7	5.8	7.2	5.3	5.8	6.6	4.6	5.8	7.3	5.3	6.0	6.5
Standard Deviation:	2.9	2.7	2.8	2.7	2.8	2.8	2.9	2.6	2.8	2.6	2.8	2.7	3.0



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Low (0 to 2)	20	18	18	20	26	18	22	21	19	22	21	19	21	24	18	22	20	21
Medium (3 to 5)	41	34	35	46	46	40	40	43	40	42	46	41	39	43	44	39	40	44
High (6 to 10)	39	48	47	34	28	43	38	37	41	36	33	40	39	33	38	39	40	35
<b>Mean:</b>	<b>4.7</b>	<b>5.0</b>	<b>5.0</b>	<b>4.6</b>	<b>4.2</b>	<b>4.8</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.8</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>
Standard Deviation:	2.1	2.3	2.2	2.0	1.8	2.1	2.0	2.1	2.1	2.1	2.2	2.1	2.0	2.0	2.0	2.1	2.1	2.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Low (0 to 2)	20	14	19	24	17	20	19	24	20	20	20	20	21	13	19	21	16	20
Medium (3 to 5)	41	41	41	42	40	41	43	38	44	44	37	37	44	39	35	38	31	36
High (6 to 10)	39	44	40	34	42	39	39	38	36	36	43	42	36	49	46	41	52	43
<b>Mean:</b>	<b>4.7</b>	<b>5.0</b>	<b>4.8</b>	<b>4.5</b>	<b>4.8</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.6</b>	<b>4.8</b>	<b>4.8</b>	<b>4.6</b>	<b>5.1</b>	<b>4.9</b>	<b>4.6</b>	<b>5.2</b>	<b>4.7</b>
Standard Deviation:	2.1	2.0	2.1	2.1	2.0	2.1	2.0	2.2	2.1	2.0	2.2	2.2	2.0	2.0	2.2	2.1	2.3	2.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_EE

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Low (0 to 2)	20	23	20	15	20	21	19	23	23	12	18	23	19
Medium (3 to 5)	41	41	41	42	41	41	42	41	39	43	40	41	43
High (6 to 10)	39	36	39	43	39	38	39	36	38	44	42	36	38
<b>Mean:</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.9</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.6</b>	<b>5.0</b>	<b>4.9</b>	<b>4.6</b>	<b>4.7</b>
Standard Deviation:	2.1	2.1	2.1	2.0	2.1	2.1	2.0	2.2	2.1	1.9	2.1	2.1	2.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Low (0 to 2)	56	60	58	53	56	54	56	67	52	61	57	55	59	61	55	57	56	62
Medium (3 to 5)	33	29	32	35	34	33	36	27	35	28	33	33	32	29	33	32	34	27
High (6 to 10)	11	12	10	12	10	13	8	6	12	11	10	12	9	10	11	11	11	11
<b>Mean:</b>	<b>2.7</b>	<b>2.5</b>	<b>2.7</b>	<b>2.9</b>	<b>2.7</b>	<b>2.9</b>	<b>2.7</b>	<b>2.3</b>	<b>2.9</b>	<b>2.5</b>	<b>2.7</b>	<b>2.8</b>	<b>2.6</b>	<b>2.5</b>	<b>2.8</b>	<b>2.7</b>	<b>2.8</b>	<b>2.5</b>
Standard Deviation:	2.0	2.2	2.0	1.9	1.9	1.9	1.9	1.8	2.0	2.1	1.9	2.0	1.9	2.0	1.9	2.0	2.0	2.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Low (0 to 2)	56	52	51	60	58	59	56	55	56	58	56	54	59	68	16	46	59	56
Medium (3 to 5)	33	35	38	30	31	31	34	31	38	31	33	35	31	25	46	42	34	35
High (6 to 10)	11	13	11	10	12	11	10	14	7	11	11	11	10	7	38	12	7	9
<b>Mean:</b>	<b>2.7</b>	<b>3.1</b>	<b>2.9</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.8</b>	<b>2.9</b>	<b>2.6</b>	<b>2.7</b>	<b>2.7</b>	<b>2.8</b>	<b>2.7</b>	<b>2.1</b>	<b>4.6</b>	<b>3.0</b>	<b>2.6</b>	<b>2.7</b>
Standard Deviation:	2.0	2.1	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.9	1.9	2.1	1.9	1.9	1.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Low (0 to 2)	56	55	58	57	52	58	59	56	59	53	53	59	57
Medium (3 to 5)	33	36	32	30	35	33	30	35	31	31	36	31	31
High (6 to 10)	11	10	10	14	12	9	11	9	9	15	11	10	13
Mean:	2.7	2.9	2.7	2.7	2.9	2.7	2.6	2.8	2.6	2.8	2.9	2.6	2.7
Standard Deviation:	2.0	2.0	1.9	2.0	2.0	1.9	2.0	2.0	1.9	2.1	2.0	1.9	2.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Low (0 to 2)	23	16	23	23	28	23	23	27	23	21	24	23	23	24	21	24	23	22
Medium (3 to 5)	37	38	33	40	35	36	37	31	37	38	41	36	39	39	37	37	36	39
High (6 to 10)	40	45	44	37	37	41	39	42	41	41	35	41	38	37	42	39	40	40
<b>Mean:</b>	<b>4.6</b>	<b>4.9</b>	<b>4.7</b>	<b>4.5</b>	<b>4.4</b>	<b>4.6</b>	<b>4.6</b>	<b>4.6</b>	<b>4.6</b>	<b>4.7</b>	<b>4.5</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>
Standard Deviation:	2.2	2.2	2.3	2.1	2.2	2.1	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.1	2.2	2.2	2.1	2.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Low (0 to 2)	23	17	25	25	21	21	24	23	26	24	22	19	25	13	14	24	16	19
Medium (3 to 5)	37	39	38	36	37	38	37	35	35	38	36	36	37	41	46	30	35	30
High (6 to 10)	40	44	38	40	42	41	39	41	39	38	42	45	38	46	40	45	49	51
<b>Mean:</b>	<b>4.6</b>	<b>4.9</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.7</b>	<b>4.8</b>	<b>4.5</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>5.1</b>	<b>5.1</b>
Standard Deviation:	2.2	2.2	2.3	2.2	2.1	2.2	2.1	2.3	2.2	2.2	2.3	2.0	2.2	1.9	2.0	2.2	2.3	2.3



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Low (0 to 2)	23	21	25	22	21	22	25	21	25	22	21	24	23
Medium (3 to 5)	37	40	34	36	39	35	37	40	33	37	35	38	37
High (6 to 10)	40	39	41	42	41	42	39	39	42	41	44	38	39
<b>Mean:</b>	<b>4.6</b>	<b>4.8</b>	<b>4.5</b>	<b>4.6</b>	<b>4.8</b>	<b>4.6</b>	<b>4.5</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.8</b>	<b>4.5</b>	<b>4.6</b>
Standard Deviation:	2.2	2.3	2.2	2.1	2.3	2.2	2.1	2.2	2.2	2.1	2.3	2.1	2.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Low (0 to 2)	7	6	6	7	7	4	7	5	8	7	7	7	8	6	7	6	7	6
Medium (3 to 5)	34	28	32	35	42	32	31	37	33	41	26	34	29	36	33	35	32	41
High (6 to 10)	59	66	62	58	51	64	63	59	60	51	67	59	63	58	59	59	61	52
<b>Mean:</b>	<b>5.8</b>	<b>6.3</b>	<b>6.0</b>	<b>5.8</b>	<b>5.4</b>	<b>6.1</b>	<b>6.0</b>	<b>6.0</b>	<b>5.9</b>	<b>5.5</b>	<b>6.2</b>	<b>5.8</b>	<b>6.0</b>	<b>5.8</b>	<b>5.8</b>	<b>5.9</b>	<b>5.9</b>	<b>5.5</b>
Standard Deviation:	2.9	3.0	2.9	2.9	2.9	2.8	2.9	2.9	3.0	2.9	2.9	2.9	3.0	2.9	3.0	2.9	2.9	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Low (0 to 2)	7	9	7	6	6	6	7	9	6	7	6	7	7	6	7	4	4	8
Medium (3 to 5)	34	35	35	33	34	34	33	33	32	35	34	30	35	31	30	34	29	33
High (6 to 10)	59	56	58	61	59	60	60	58	62	58	60	63	58	63	63	62	67	59
Mean:	5.8	5.6	5.8	6.0	5.8	5.9	5.8	5.7	6.2	5.8	5.9	6.1	5.7	6.0	6.2	5.9	6.4	5.9
Standard Deviation:	2.9	3.0	2.9	2.9	2.9	2.9	2.9	3.0	2.9	2.9	2.9	3.0	2.9	2.9	3.1	2.7	2.8	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_EE

		Social Norms A Avg			Social Norms B Avg			Suppression Prejudice					
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Low (0 to 2)	7	9	6	5	7	6	6	10	6	4	7	6	8
Medium (3 to 5)	34	50	34	15	43	33	23	54	31	15	44	31	28
High (6 to 10)	59	40	60	80	49	60	71	36	63	81	50	63	64
Mean:	5.8	4.8	5.8	7.1	5.3	5.8	6.5	4.5	5.9	7.2	5.4	6.0	6.2
Standard Deviation:	2.9	2.7	2.8	2.8	2.8	2.9	3.0	2.6	2.8	2.7	2.8	2.8	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_EE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Low (0 to 2)	26	23	26	27	29	27	29	33	25	25	29	26	27	27	24	29	27	26
Medium (3 to 5)	43	39	40	44	46	41	41	37	43	46	39	43	40	43	43	42	42	46
High (6 to 10)	31	38	34	29	24	32	30	31	32	29	33	31	32	30	33	29	31	28
<b>Mean:</b>	<b>4.3</b>	<b>4.6</b>	<b>4.4</b>	<b>4.3</b>	<b>4.1</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>4.4</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.5</b>	<b>4.2</b>	<b>4.3</b>	<b>4.2</b>
Standard Deviation:	2.2	2.3	2.3	2.1	2.2	2.2	2.2	2.3	2.2	2.2	2.3	2.2	2.1	2.2	2.2	2.2	2.2	2.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_EE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Low (0 to 2)	26	20	26	29	26	27	26	29	29	27	27	24	28	16	25	27	20	26
Medium (3 to 5)	43	39	43	42	44	44	44	39	36	44	40	42	44	44	42	44	33	37
High (6 to 10)	31	40	31	29	31	29	30	32	36	29	33	34	28	40	33	29	47	37
<b>Mean:</b>	<b>4.3</b>	<b>4.9</b>	<b>4.3</b>	<b>4.2</b>	<b>4.3</b>	<b>4.2</b>	<b>4.3</b>	<b>4.3</b>	<b>4.5</b>	<b>4.2</b>	<b>4.4</b>	<b>4.5</b>	<b>4.2</b>	<b>4.8</b>	<b>4.3</b>	<b>4.2</b>	<b>5.0</b>	<b>4.4</b>
Standard Deviation:	2.2	2.4	2.1	2.3	2.1	2.1	2.1	2.3	2.4	2.1	2.3	2.2	2.2	2.2	2.2	2.2	2.5	2.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_EE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Low (0 to 2)	26	25	26	29	24	27	28	26	26	28	25	29	26
Medium (3 to 5)	43	42	41	44	43	41	44	41	43	44	40	42	45
High (6 to 10)	31	33	33	27	33	32	27	33	31	29	35	29	29
<b>Mean:</b>	<b>4.3</b>	<b>4.6</b>	<b>4.3</b>	<b>4.1</b>	<b>4.5</b>	<b>4.4</b>	<b>4.1</b>	<b>4.5</b>	<b>4.3</b>	<b>4.2</b>	<b>4.5</b>	<b>4.2</b>	<b>4.3</b>
Standard Deviation:	2.2	2.3	2.2	2.1	2.3	2.2	2.1	2.3	2.1	2.1	2.3	2.2	2.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Low (0 to 2)	21	18	22	21	24	19	21	16	22	23	21	20	21	24	22	20	20	23
Medium (3 to 5)	36	33	38	37	35	37	44	45	36	31	31	36	35	38	39	34	39	30
High (6 to 10)	43	49	40	42	41	43	35	38	42	46	49	43	44	38	39	46	41	47
<b>Mean:</b>	<b>4.6</b>	<b>5.0</b>	<b>4.5</b>	<b>4.6</b>	<b>4.4</b>	<b>4.7</b>	<b>4.3</b>	<b>4.6</b>	<b>4.6</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.3</b>	<b>4.4</b>	<b>4.8</b>	<b>4.6</b>	<b>4.8</b>
Standard Deviation:	3.1	3.1	3.1	3.1	3.2	3.1	3.1	3.0	3.1	3.1	3.0	3.1	3.1	3.1	3.0	3.2	3.1	3.1



## Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Low (0 to 2)	21	29	25	19	18	19	20	23	29	21	23	21	21	29	24	18	20	18
Medium (3 to 5)	36	32	36	37	37	37	38	34	32	36	34	40	35	38	34	40	41	38
High (6 to 10)	43	39	39	44	44	45	41	43	40	44	43	40	44	33	42	42	39	44
<b>Mean:</b>	<b>4.6</b>	<b>4.3</b>	<b>4.4</b>	<b>4.7</b>	<b>4.8</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.4</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.7</b>	<b>3.9</b>	<b>4.6</b>	<b>4.7</b>	<b>4.4</b>	<b>4.7</b>
Standard Deviation:	3.1	3.3	3.1	3.1	3.1	3.1	3.1	3.2	3.3	3.1	3.2	3.0	3.1	3.3	3.4	3.1	2.9	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_NE

	Total	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Low (0 to 2)	21	41	12	5	43	13	4	34	16	9	28	19	16
Medium (3 to 5)	36	43	41	22	45	44	19	39	40	29	39	36	33
High (6 to 10)	43	16	47	73	12	43	78	28	44	62	33	45	51
Mean:	4.6	2.8	4.9	6.7	2.6	4.7	7.0	3.6	4.8	6.0	3.9	4.8	5.2
Standard Deviation:	3.1	2.4	2.8	2.8	2.2	2.7	2.7	2.9	3.0	3.0	2.9	3.1	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Low (0 to 2)	32	26	34	34	32	28	30	25	25	48	28	30	34	39	32	31	26	49
Medium (3 to 5)	30	25	32	30	33	30	28	31	32	28	32	30	32	30	32	29	31	29
High (6 to 10)	38	49	34	36	35	42	41	43	43	24	40	40	34	32	36	40	43	22
<b>Mean:</b>	<b>4.2</b>	<b>5.0</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>4.5</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>3.0</b>	<b>4.4</b>	<b>4.3</b>	<b>3.8</b>	<b>3.7</b>	<b>4.0</b>	<b>4.3</b>	<b>4.6</b>	<b>2.9</b>
Standard Deviation:	3.3	3.5	3.2	3.3	3.3	3.4	3.5	3.3	3.3	3.0	3.4	3.4	3.2	3.3	3.3	3.4	3.3	2.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Low (0 to 2)	32	43	32	33	26	31	30	33	35	33	24	34	32	30	22	35	32	29
Medium (3 to 5)	30	28	27	32	31	31	33	26	20	29	30	33	31	31	33	23	24	30
High (6 to 10)	38	29	40	35	44	38	37	41	45	38	45	34	36	39	45	42	44	41
<b>Mean:</b>	<b>4.2</b>	<b>3.5</b>	<b>4.3</b>	<b>3.9</b>	<b>4.6</b>	<b>4.1</b>	<b>4.1</b>	<b>4.4</b>	<b>4.4</b>	<b>4.1</b>	<b>4.6</b>	<b>4.0</b>	<b>4.0</b>	<b>4.3</b>	<b>4.9</b>	<b>4.1</b>	<b>4.7</b>	<b>4.4</b>
Standard Deviation:	3.3	3.2	3.4	3.4	3.3	3.4	3.2	3.5	3.5	3.4	3.3	3.3	3.3	3.6	3.4	3.1	3.5	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Low (0 to 2)	32	59	23	13	60	26	6	48	27	20	39	27	29
Medium (3 to 5)	30	31	39	20	33	40	17	30	33	28	32	32	26
High (6 to 10)	38	10	38	67	7	34	77	21	41	52	29	41	45
Mean:	4.2	2.1	4.2	6.2	1.9	4.0	6.9	2.9	4.3	5.3	3.5	4.4	4.6
Standard Deviation:	3.3	2.2	3.0	3.3	2.0	3.0	2.8	2.8	3.3	3.5	3.1	3.4	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Low (0 to 2)	22	21	22	24	18	26	20	21	21	23	16	22	19	23	23	21	21	22
Medium (3 to 5)	28	28	28	26	31	32	31	23	28	25	30	28	28	31	30	26	29	24
High (6 to 10)	50	51	49	50	51	42	50	56	51	52	54	51	54	46	47	54	50	54
<b>Mean:</b>	<b>5.2</b>	<b>5.2</b>	<b>5.1</b>	<b>5.2</b>	<b>5.3</b>	<b>4.6</b>	<b>5.1</b>	<b>5.5</b>	<b>5.2</b>	<b>5.3</b>	<b>5.6</b>	<b>5.2</b>	<b>5.4</b>	<b>5.0</b>	<b>4.9</b>	<b>5.5</b>	<b>5.2</b>	<b>5.5</b>
Standard Deviation:	3.4	3.4	3.3	3.5	3.4	3.3	3.3	3.5	3.4	3.5	3.3	3.4	3.4	3.5	3.3	3.4	3.4	3.5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Low (0 to 2)	22	27	23	21	19	22	18	23	27	20	20	26	20	26	19	23	24	28
Medium (3 to 5)	28	24	23	29	32	27	31	27	22	26	32	31	27	29	30	32	35	29
High (6 to 10)	50	49	54	50	49	51	51	50	50	54	48	43	53	44	51	45	41	43
<b>Mean:</b>	<b>5.2</b>	<b>4.8</b>	<b>5.3</b>	<b>5.3</b>	<b>5.2</b>	<b>5.2</b>	<b>5.3</b>	<b>5.1</b>	<b>5.1</b>	<b>5.4</b>	<b>5.2</b>	<b>4.7</b>	<b>5.4</b>	<b>4.8</b>	<b>5.3</b>	<b>4.8</b>	<b>4.6</b>	<b>4.5</b>
Standard Deviation:	3.4	3.5	3.4	3.4	3.3	3.5	3.3	3.5	3.4	3.4	3.3	3.4	3.4	3.6	3.4	3.2	3.2	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Low (0 to 2)	22	46	14	4	47	14	3	36	20	8	27	19	20
Medium (3 to 5)	28	39	31	13	41	34	9	36	28	20	30	30	23
High (6 to 10)	50	15	54	83	12	52	88	29	52	72	43	51	57
Mean:	5.2	2.7	5.3	7.7	2.5	5.2	7.9	3.7	5.2	6.9	4.6	5.3	5.8
Standard Deviation:	3.4	2.4	3.0	2.7	2.2	2.9	2.5	3.0	3.3	3.1	3.2	3.3	3.5



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Low (0 to 2)	25	19	26	26	29	24	27	21	22	32	24	25	26	27	28	23	22	33
Medium (3 to 5)	39	36	40	38	42	39	40	49	39	35	38	40	36	39	40	38	41	35
High (6 to 10)	36	45	34	37	30	36	33	29	39	33	38	36	39	34	32	39	37	32
<b>Mean:</b>	<b>4.2</b>	<b>4.8</b>	<b>4.1</b>	<b>4.3</b>	<b>3.8</b>	<b>4.2</b>	<b>4.1</b>	<b>3.8</b>	<b>4.5</b>	<b>3.9</b>	<b>4.3</b>	<b>4.2</b>	<b>4.2</b>	<b>4.1</b>	<b>3.9</b>	<b>4.5</b>	<b>4.3</b>	<b>3.9</b>
Standard Deviation:	3.1	3.1	3.0	3.1	3.0	3.1	3.1	2.7	3.1	3.1	3.0	3.1	3.0	3.1	3.0	3.1	3.1	3.0

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Low (0 to 2)	25	28	24	26	23	23	24	24	32	25	26	24	26	25	21	23	24	25
Medium (3 to 5)	39	36	38	39	41	42	38	40	31	41	34	39	39	38	31	43	40	35
High (6 to 10)	36	36	39	35	36	34	37	36	37	35	40	37	35	37	48	35	36	40
<b>Mean:</b>	<b>4.2</b>	<b>4.2</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>4.1</b>	<b>4.3</b>	<b>4.2</b>	<b>4.3</b>	<b>4.2</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>4.3</b>	<b>5.1</b>	<b>4.2</b>	<b>4.2</b>	<b>4.3</b>
Standard Deviation:	3.1	3.1	3.1	3.1	3.0	3.0	3.1	3.1	3.3	3.1	3.2	3.0	3.1	3.3	3.4	3.0	2.7	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_NE

	Total	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Low (0 to 2)	25	47	19	6	49	17	6	39	21	13	31	23	21
Medium (3 to 5)	39	45	45	24	44	52	20	43	41	31	41	41	34
High (6 to 10)	36	8	36	70	7	32	74	18	38	56	28	36	45
Mean:	4.2	2.3	4.2	6.6	2.2	4.0	6.7	3.0	4.3	5.6	3.7	4.2	4.8
Standard Deviation:	3.1	1.9	2.7	3.0	1.9	2.5	2.9	2.5	2.9	3.2	2.9	3.0	3.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Low (0 to 2)	18	18	19	17	16	19	19	19	17	16	19	18	15	18	18	17	18	16
Medium (3 to 5)	29	27	26	30	34	29	29	33	32	24	29	28	30	33	30	29	32	22
High (6 to 10)	53	55	55	53	50	53	52	47	51	60	52	54	55	49	52	54	50	62
<b>Mean:</b>	<b>5.5</b>	<b>5.7</b>	<b>5.6</b>	<b>5.4</b>	<b>5.1</b>	<b>5.4</b>	<b>5.3</b>	<b>4.9</b>	<b>5.4</b>	<b>5.8</b>	<b>5.4</b>	<b>5.5</b>	<b>5.6</b>	<b>5.2</b>	<b>5.3</b>	<b>5.6</b>	<b>5.3</b>	<b>6.0</b>
Standard Deviation:	3.3	3.6	3.4	3.3	3.1	3.4	3.4	3.1	3.4	3.3	3.3	3.4	3.3	3.3	3.3	3.4	3.4	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Low (0 to 2)	18	25	16	18	16	17	15	17	23	17	21	16	17	19	20	15	23	18
Medium (3 to 5)	29	29	30	30	28	29	31	30	25	29	25	34	29	34	31	27	35	28
High (6 to 10)	53	46	54	53	56	54	53	53	52	54	54	50	55	47	49	58	42	53
<b>Mean:</b>	<b>5.5</b>	<b>4.8</b>	<b>5.4</b>	<b>5.4</b>	<b>5.7</b>	<b>5.5</b>	<b>5.5</b>	<b>5.5</b>	<b>5.3</b>	<b>5.5</b>	<b>5.5</b>	<b>5.4</b>	<b>5.5</b>	<b>5.0</b>	<b>5.4</b>	<b>5.8</b>	<b>4.7</b>	<b>5.6</b>
Standard Deviation:	3.3	3.4	3.2	3.4	3.4	3.4	3.3	3.3	3.5	3.3	3.5	3.3	3.3	3.5	3.7	3.5	3.4	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Low (0 to 2)	18	39	9	4	43	10	3	29	12	6	24	14	15
Medium (3 to 5)	29	41	32	12	41	38	11	36	31	18	31	30	26
High (6 to 10)	53	20	59	84	17	51	86	35	56	76	45	56	59
Mean:	5.5	3.2	5.7	7.9	2.9	5.3	7.8	4.2	5.6	7.2	4.9	5.7	5.9
Standard Deviation:	3.3	2.6	3.0	2.7	2.5	2.9	2.6	3.1	3.1	3.1	3.3	3.2	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Low (0 to 2)	18	16	17	21	18	18	19	20	16	22	21	17	17	24	19	17	17	22
Medium (3 to 5)	30	26	32	29	31	32	32	36	31	24	29	31	25	30	31	28	32	24
High (6 to 10)	52	58	52	50	51	50	50	44	54	54	51	52	58	45	50	54	51	54
<b>Mean:</b>	<b>5.3</b>	<b>5.7</b>	<b>5.3</b>	<b>5.3</b>	<b>5.1</b>	<b>5.3</b>	<b>5.1</b>	<b>4.8</b>	<b>5.5</b>	<b>5.4</b>	<b>5.3</b>	<b>5.4</b>	<b>5.6</b>	<b>4.8</b>	<b>5.1</b>	<b>5.6</b>	<b>5.3</b>	<b>5.3</b>
Standard Deviation:	3.3	3.3	3.2	3.3	3.3	3.3	3.1	3.1	3.3	3.3	3.4	3.2	3.3	3.4	3.3	3.3	3.3	3.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Low (0 to 2)	18	28	20	16	15	16	18	16	27	19	15	18	19	16	21	17	16	15
Medium (3 to 5)	30	30	28	31	29	32	29	31	26	29	32	31	29	35	26	38	26	31
High (6 to 10)	52	41	53	52	55	52	53	54	46	52	53	52	52	48	53	44	58	54
<b>Mean:</b>	<b>5.3</b>	<b>4.7</b>	<b>5.3</b>	<b>5.4</b>	<b>5.5</b>	<b>5.3</b>	<b>5.4</b>	<b>5.5</b>	<b>5.0</b>	<b>5.4</b>	<b>5.4</b>	<b>5.3</b>	<b>5.4</b>	<b>5.2</b>	<b>5.5</b>	<b>4.8</b>	<b>5.6</b>	<b>5.5</b>
Standard Deviation:	3.3	3.3	3.3	3.2	3.2	3.3	3.2	3.1	3.5	3.3	3.2	3.3	3.3	3.5	3.6	3.0	3.0	3.3



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Low (0 to 2)	18	38	11	3	40	12	3	30	14	7	23	16	16
Medium (3 to 5)	30	44	33	9	46	35	9	38	31	17	33	30	25
High (6 to 10)	52	19	56	88	14	53	88	32	55	76	43	55	59
Mean:	5.3	3.1	5.5	7.9	2.9	5.3	7.9	4.0	5.5	7.1	4.7	5.5	5.9
Standard Deviation:	3.3	2.5	2.9	2.5	2.3	2.8	2.4	3.0	3.1	3.0	3.1	3.2	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Low (0 to 2)	21	19	23	21	19	21	20	20	21	20	20	20	18	22	22	19	20	21
Medium (3 to 5)	32	29	32	31	35	34	32	31	32	30	30	31	34	34	33	31	33	29
High (6 to 10)	48	52	45	48	46	45	48	49	46	49	51	48	48	43	45	50	47	51
<b>Mean:</b>	<b>5.1</b>	<b>5.5</b>	<b>4.9</b>	<b>5.1</b>	<b>5.0</b>	<b>5.0</b>	<b>5.2</b>	<b>5.0</b>	<b>5.0</b>	<b>5.2</b>	<b>5.2</b>	<b>5.2</b>	<b>5.1</b>	<b>4.8</b>	<b>4.8</b>	<b>5.3</b>	<b>5.1</b>	<b>5.3</b>
Standard Deviation:	3.3	3.4	3.3	3.3	3.2	3.2	3.5	3.2	3.4	3.2	3.2	3.3	3.2	3.2	3.3	3.3	3.3	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Low (0 to 2)	21	26	20	20	19	19	20	20	23	20	20	20	20	23	18	24	23	20
Medium (3 to 5)	32	37	30	33	31	31	34	31	29	32	31	32	32	37	31	35	31	27
High (6 to 10)	48	37	50	47	50	50	46	49	47	47	49	48	48	40	51	41	46	52
<b>Mean:</b>	<b>5.1</b>	<b>4.4</b>	<b>5.4</b>	<b>5.1</b>	<b>5.2</b>	<b>5.2</b>	<b>5.0</b>	<b>5.2</b>	<b>5.1</b>	<b>5.1</b>	<b>5.2</b>	<b>5.1</b>	<b>5.2</b>	<b>4.6</b>	<b>5.3</b>	<b>4.4</b>	<b>5.1</b>	<b>5.4</b>
Standard Deviation:	3.3	3.1	3.4	3.3	3.3	3.3	3.3	3.4	3.4	3.3	3.3	3.3	3.3	3.4	3.4	3.0	3.6	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Low (0 to 2)	21	45	14	3	38	15	9	43	12	3	27	16	18
Medium (3 to 5)	32	41	38	16	36	38	22	43	38	14	33	36	26
High (6 to 10)	48	14	48	81	27	46	69	14	50	82	40	48	56
Mean:	5.1	2.8	5.0	7.5	3.6	5.0	6.6	2.8	5.1	7.6	4.5	5.1	5.7
Standard Deviation:	3.3	2.3	3.0	2.8	2.8	3.1	3.2	2.3	2.9	2.8	3.1	3.2	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Low (0 to 2)	34	25	29	42	34	35	38	35	29	39	34	34	31	35	35	33	31	40
Medium (3 to 5)	33	34	38	30	34	32	30	36	34	35	31	33	36	34	34	33	34	33
High (6 to 10)	33	41	34	29	32	33	32	29	37	26	35	33	34	31	31	34	35	27
<b>Mean:</b>	<b>3.9</b>	<b>4.5</b>	<b>4.1</b>	<b>3.6</b>	<b>3.7</b>	<b>3.8</b>	<b>3.7</b>	<b>3.7</b>	<b>4.3</b>	<b>3.4</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>3.7</b>	<b>3.7</b>	<b>4.1</b>	<b>4.1</b>	<b>3.4</b>
Standard Deviation:	3.2	3.3	3.1	3.3	3.1	3.1	3.2	3.2	3.3	3.1	3.4	3.2	3.2	3.2	3.2	3.3	3.3	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Low (0 to 2)	34	38	34	35	30	34	32	34	40	34	33	33	34	31	27	29	41	31
Medium (3 to 5)	33	28	32	33	37	33	35	35	23	33	31	38	33	30	32	43	36	32
High (6 to 10)	33	34	34	32	33	33	33	31	37	33	36	29	33	39	41	28	23	37
<b>Mean:</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>3.8</b>	<b>4.0</b>	<b>3.8</b>	<b>3.9</b>	<b>3.8</b>	<b>4.1</b>	<b>3.9</b>	<b>4.1</b>	<b>3.7</b>	<b>3.9</b>	<b>4.3</b>	<b>4.6</b>	<b>3.7</b>	<b>3.2</b>	<b>4.1</b>
Standard Deviation:	3.2	3.4	3.3	3.2	3.2	3.2	3.3	3.1	3.6	3.3	3.3	3.0	3.2	3.6	3.5	2.9	2.9	3.1

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Low (0 to 2)	34	57	28	12	48	32	22	58	23	9	39	33	29
Medium (3 to 5)	33	35	40	22	31	38	30	37	42	19	34	36	29
High (6 to 10)	33	9	32	66	20	30	48	6	36	72	27	31	42
Mean:	3.9	2.1	3.9	6.3	2.9	3.7	5.1	1.9	4.1	6.7	3.5	3.8	4.5
Standard Deviation:	3.2	2.1	2.9	3.3	2.8	3.0	3.4	1.9	2.9	3.1	3.0	3.2	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Low (0 to 2)	27	23	27	30	27	21	28	27	24	35	25	26	27	31	29	26	24	37
Medium (3 to 5)	32	33	34	30	33	37	27	38	31	32	32	32	34	34	34	31	33	30
High (6 to 10)	41	45	39	41	40	42	45	35	45	33	43	42	40	35	38	44	43	33
<b>Mean:</b>	<b>4.5</b>	<b>4.7</b>	<b>4.4</b>	<b>4.5</b>	<b>4.3</b>	<b>4.7</b>	<b>4.6</b>	<b>4.1</b>	<b>4.8</b>	<b>3.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.3</b>	<b>4.1</b>	<b>4.2</b>	<b>4.8</b>	<b>4.7</b>	<b>3.8</b>
Standard Deviation:	3.3	3.2	3.2	3.4	3.3	3.2	3.3	3.2	3.3	3.2	3.4	3.3	3.3	3.3	3.2	3.4	3.3	3.2



## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Low (0 to 2)	27	36	27	28	23	25	27	28	29	28	27	24	28	27	24	28	23	24
Medium (3 to 5)	32	31	32	32	33	34	33	30	28	32	29	36	31	35	34	32	37	36
High (6 to 10)	41	34	41	41	44	41	41	42	43	41	44	41	41	39	42	41	40	41
<b>Mean:</b>	<b>4.5</b>	<b>4.0</b>	<b>4.5</b>	<b>4.4</b>	<b>4.7</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.5</b>	<b>4.5</b>	<b>4.3</b>	<b>4.7</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>
Standard Deviation:	3.3	3.4	3.3	3.3	3.2	3.3	3.3	3.3	3.4	3.3	3.3	3.2	3.3	3.4	3.5	3.2	3.0	3.2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Low (0 to 2)	27	53	17	5	45	21	13	52	14	4	35	24	21
Medium (3 to 5)	32	35	40	19	32	38	27	36	42	16	31	35	31
High (6 to 10)	41	12	43	76	24	41	60	12	44	80	34	41	48
<b>Mean:</b>	<b>4.5</b>	<b>2.4</b>	<b>4.7</b>	<b>7.1</b>	<b>3.1</b>	<b>4.6</b>	<b>5.9</b>	<b>2.4</b>	<b>4.7</b>	<b>7.3</b>	<b>3.9</b>	<b>4.5</b>	<b>5.1</b>
Standard Deviation:	3.3	2.3	2.9	2.9	2.9	3.1	3.3	2.3	2.8	2.7	3.2	3.3	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Low (0 to 2)	26	22	27	29	22	28	24	28	23	29	28	25	29	28	28	23	24	29
Medium (3 to 5)	32	30	31	32	35	34	32	35	33	32	24	33	26	32	32	32	33	30
High (6 to 10)	42	48	42	38	42	38	44	36	44	39	48	42	45	41	39	44	43	41
<b>Mean:</b>	<b>4.6</b>	<b>5.0</b>	<b>4.6</b>	<b>4.3</b>	<b>4.7</b>	<b>4.2</b>	<b>4.8</b>	<b>4.2</b>	<b>4.8</b>	<b>4.4</b>	<b>4.8</b>	<b>4.6</b>	<b>4.4</b>	<b>4.5</b>	<b>4.3</b>	<b>4.8</b>	<b>4.7</b>	<b>4.4</b>
Standard Deviation:	3.2	3.3	3.2	3.2	3.1	3.1	3.3	3.1	3.3	3.2	3.2	3.2	3.1	3.3	3.2	3.2	3.2	3.2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Low (0 to 2)	26	34	29	24	23	25	24	27	25	26	22	27	25	29	21	23	32	28
Medium (3 to 5)	32	26	32	33	35	32	35	29	28	32	31	34	33	30	31	40	26	30
High (6 to 10)	42	41	39	43	42	42	41	44	46	42	47	39	42	40	47	37	41	42
<b>Mean:</b>	<b>4.6</b>	<b>4.4</b>	<b>4.3</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.6</b>	<b>5.0</b>	<b>4.6</b>	<b>5.0</b>	<b>4.4</b>	<b>4.6</b>	<b>4.4</b>	<b>5.2</b>	<b>4.3</b>	<b>4.6</b>	<b>4.5</b>
Standard Deviation:	3.2	3.3	3.1	3.3	3.2	3.3	3.1	3.2	3.5	3.2	3.3	3.2	3.2	3.4	3.6	3.0	3.5	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Low (0 to 2)	26	51	19	5	43	23	12	50	15	5	31	22	24
Medium (3 to 5)	32	37	41	17	35	36	26	40	40	14	33	35	28
High (6 to 10)	42	11	40	78	22	41	62	10	45	81	36	42	48
<b>Mean:</b>	<b>4.6</b>	<b>2.4</b>	<b>4.6</b>	<b>7.1</b>	<b>3.2</b>	<b>4.5</b>	<b>6.0</b>	<b>2.4</b>	<b>4.8</b>	<b>7.3</b>	<b>4.1</b>	<b>4.6</b>	<b>5.1</b>
Standard Deviation:	3.2	2.2	2.9	2.8	2.8	3.1	3.2	2.1	2.8	2.7	3.1	3.1	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Low (0 to 2)	20	17	20	22	19	17	22	21	20	21	18	20	17	24	22	19	20	21
Medium (3 to 5)	25	23	25	26	29	30	22	24	26	23	28	26	29	22	26	25	27	22
High (6 to 10)	54	61	55	52	52	54	56	55	54	56	54	55	54	54	52	57	53	57
<b>Mean:</b>	<b>5.6</b>	<b>6.0</b>	<b>5.6</b>	<b>5.4</b>	<b>5.3</b>	<b>5.6</b>	<b>5.6</b>	<b>5.6</b>	<b>5.5</b>	<b>5.6</b>	<b>5.6</b>	<b>5.6</b>	<b>5.6</b>	<b>5.4</b>	<b>5.3</b>	<b>5.8</b>	<b>5.5</b>	<b>5.7</b>
Standard Deviation:	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.6	3.5	3.4	3.5	3.5	3.4	3.5	3.5	3.4	3.5	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_NE

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indigenous	Black	Chinese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Low (0 to 2)	20	28	22	19	18	20	17	22	29	21	19	18	20	28	18	11	19	20
Medium (3 to 5)	25	28	26	25	25	26	27	23	22	25	25	28	24	32	29	27	29	25
High (6 to 10)	54	44	52	56	57	55	56	55	50	55	57	54	56	40	53	62	51	54
Mean:	5.6	4.9	5.4	5.6	5.8	5.5	5.7	5.5	5.4	5.5	5.8	5.6	5.6	4.5	5.6	6.0	5.3	5.8
Standard Deviation:	3.5	3.6	3.4	3.4	3.5	3.5	3.4	3.5	3.6	3.4	3.5	3.5	3.4	3.5	3.6	3.2	3.4	3.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Low (0 to 2)	20	41	13	4	33	14	10	45	10	2	25	17	19
Medium (3 to 5)	25	33	31	10	28	31	16	36	30	9	28	25	22
High (6 to 10)	54	26	56	85	39	55	74	19	60	88	47	57	59
Mean:	5.6	3.4	5.6	8.0	4.4	5.7	7.0	2.9	5.8	8.2	5.0	5.8	5.9
Standard Deviation:	3.5	2.9	3.2	2.7	3.3	3.3	3.2	2.5	3.1	2.5	3.3	3.5	3.6



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_NE

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Low (0 to 2)	20	16	22	20	23	21	19	17	21	23	16	20	19	23	23	18	20	22
Medium (3 to 5)	26	24	24	27	27	25	27	32	26	23	24	26	25	23	28	23	27	22
High (6 to 10)	54	60	53	53	50	54	55	51	53	54	61	54	55	54	49	59	54	56
<b>Mean:</b>	<b>5.5</b>	<b>5.9</b>	<b>5.5</b>	<b>5.6</b>	<b>5.2</b>	<b>5.4</b>	<b>5.6</b>	<b>5.4</b>	<b>5.5</b>	<b>5.5</b>	<b>6.2</b>	<b>5.6</b>	<b>5.5</b>	<b>5.5</b>	<b>5.1</b>	<b>5.9</b>	<b>5.5</b>	<b>5.7</b>
Standard Deviation:	3.4	3.3	3.4	3.4	3.3	3.4	3.4	3.2	3.4	3.4	3.3	3.4	3.2	3.5	3.3	3.4	3.4	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_NE

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Low (0 to 2)	20	31	19	21	17	19	19	21	22	20	20	19	20	17	20	16	26	21
Medium (3 to 5)	26	22	24	26	28	24	26	29	27	26	23	28	25	32	23	28	30	21
High (6 to 10)	54	47	57	53	55	57	55	50	51	54	57	53	55	51	57	56	44	59
<b>Mean:</b>	<b>5.5</b>	<b>4.8</b>	<b>5.7</b>	<b>5.5</b>	<b>5.7</b>	<b>5.7</b>	<b>5.6</b>	<b>5.2</b>	<b>5.4</b>	<b>5.6</b>	<b>5.8</b>	<b>5.4</b>	<b>5.6</b>	<b>5.4</b>	<b>5.8</b>	<b>5.7</b>	<b>4.8</b>	<b>5.7</b>
Standard Deviation:	3.4	3.5	3.4	3.4	3.3	3.5	3.4	3.3	3.3	3.4	3.5	3.3	3.4	3.5	3.6	3.3	3.2	3.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_NE

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Low (0 to 2)	20	42	13	4	35	16	8	43	12	3	29	17	16
Medium (3 to 5)	26	37	28	10	32	27	18	39	29	8	29	27	20
High (6 to 10)	54	21	59	86	34	57	74	19	59	89	43	56	64
<b>Mean:</b>	<b>5.5</b>	<b>3.2</b>	<b>5.7</b>	<b>8.0</b>	<b>4.1</b>	<b>5.7</b>	<b>7.0</b>	<b>3.1</b>	<b>5.8</b>	<b>8.1</b>	<b>4.7</b>	<b>5.7</b>	<b>6.3</b>
Standard Deviation:	3.4	2.7	3.0	2.6	3.2	3.2	3.1	2.5	3.0	2.5	3.3	3.3	3.4

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3292	626	812	1198	657	462	381	214	1254	765	215	2500	385	388	1596	1674	2354	763
Unweighted Total	3311	610	1079	1127	495	417	360	321	1228	704	281	2545	367	374	1621	1652	2510	658
Low (0 to 1)	44	43	45	44	47	45	45	49	45	41	48	43	52	50	46	43	46	41
Medium (1.01 to 2.99)	11	8	11	13	12	10	12	8	10	15	11	12	8	11	10	12	10	14
High (3 to 10)	44	49	44	44	40	45	43	43	45	45	42	46	40	39	43	45	44	45
<b>Mean:</b>	<b>2.8</b>	<b>2.9</b>	<b>2.8</b>	<b>2.8</b>	<b>2.7</b>	<b>2.8</b>	<b>2.8</b>	<b>2.6</b>	<b>2.9</b>	<b>2.7</b>	<b>2.7</b>	<b>2.9</b>	<b>2.5</b>	<b>2.6</b>	<b>2.7</b>	<b>2.9</b>	<b>2.8</b>	<b>2.7</b>
Standard Deviation:	2.6	2.6	2.5	2.6	2.6	2.6	2.6	2.4	2.7	2.5	2.5	2.6	2.4	2.6	2.5	2.7	2.7	2.5

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3292	316	676	1271	1016	1211	1271	507	209	1905	600	762	2255	169	156	181	245	267
Unweighted Total	3311	234	675	1168	1216	1227	1236	513	233	1916	605	758	1826	512	483	134	104	225
Low (0 to 1)	44	47	44	44	44	42	46	47	54	45	44	44	46	48	48	50	36	34
Medium (1.01 to 2.99)	11	12	14	10	10	10	11	13	11	11	12	10	12	5	5	9	13	13
High (3 to 10)	44	41	42	46	46	48	43	40	35	44	45	46	42	47	48	41	51	54
<b>Mean:</b>	<b>2.8</b>	<b>2.4</b>	<b>2.6</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>	<b>2.7</b>	<b>2.7</b>	<b>2.2</b>	<b>2.8</b>	<b>2.8</b>	<b>3.0</b>	<b>2.7</b>	<b>2.8</b>	<b>3.1</b>	<b>2.5</b>	<b>3.2</b>	<b>3.3</b>
Standard Deviation:	2.6	2.3	2.5	2.6	2.8	2.7	2.5	2.6	2.3	2.6	2.6	2.8	2.6	2.5	2.9	2.4	2.8	2.7

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A1\_CS

	Social Norms AVG				Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3292	1234	1147	911	1195	1070	1027	1362	998	932	1123	1184	985
Unweighted Total	3311	1204	1138	969	1165	1095	1051	1339	1000	972	1110	1216	985
Low (0 to 1)	44	51	45	35	55	43	34	47	45	40	48	46	39
Medium (1.01 to 2.99)	11	18	9	5	17	10	5	16	9	6	15	10	9
High (3 to 10)	44	31	46	60	28	46	61	37	46	54	38	45	52
Mean:	2.8	2.0	2.8	3.9	1.9	2.7	4.0	2.3	2.8	3.5	2.3	2.8	3.3
Standard Deviation:	2.6	1.9	2.5	3.1	1.8	2.3	3.1	2.2	2.6	3.0	2.1	2.6	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3301	644	790	1201	666	432	385	206	1266	777	235	2487	363	431	1534	1748	2358	774
Unweighted Total	3310	629	1049	1120	512	380	348	317	1265	704	296	2510	365	410	1572	1696	2505	667
Low (0 to 1)	46	38	46	45	54	43	48	43	42	55	41	45	48	49	47	45	44	55
Medium (1.01 to 2.99)	12	10	12	13	10	9	10	11	12	14	10	11	13	13	10	13	10	15
High (3 to 10)	43	52	42	41	37	48	42	46	46	31	49	44	39	38	43	42	46	30
<b>Mean:</b>	<b>2.9</b>	<b>3.6</b>	<b>2.8</b>	<b>2.8</b>	<b>2.5</b>	<b>3.2</b>	<b>2.9</b>	<b>3.4</b>	<b>3.1</b>	<b>2.2</b>	<b>3.3</b>	<b>3.0</b>	<b>2.6</b>	<b>2.6</b>	<b>2.9</b>	<b>2.9</b>	<b>3.1</b>	<b>2.1</b>
Standard Deviation:	2.8	3.1	2.8	2.7	2.6	3.0	2.8	3.2	2.8	2.4	3.0	2.9	2.5	2.7	2.8	2.8	2.9	2.3

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3301	321	675	1314	969	1175	1274	538	216	1936	601	736	2308	174	149	147	221	282
Unweighted Total	3310	230	672	1228	1154	1216	1216	541	229	1958	592	727	1865	524	447	110	92	242
Low (0 to 1)	46	40	47	48	43	46	47	44	46	49	39	44	48	45	39	40	42	39
Medium (1.01 to 2.99)	12	20	11	10	11	10	10	14	14	11	13	12	12	8	11	12	13	11
High (3 to 10)	43	40	42	41	46	44	43	42	40	41	48	44	40	47	50	47	45	51
<b>Mean:</b>	<b>2.9</b>	<b>2.6</b>	<b>2.8</b>	<b>2.8</b>	<b>3.1</b>	<b>3.0</b>	<b>2.8</b>	<b>3.0</b>	<b>2.9</b>	<b>2.8</b>	<b>3.2</b>	<b>3.0</b>	<b>2.8</b>	<b>3.2</b>	<b>3.4</b>	<b>2.9</b>	<b>3.1</b>	<b>3.2</b>
Standard Deviation:	2.8	2.5	2.7	2.9	2.9	2.9	2.7	2.9	3.0	2.7	3.0	2.8	2.7	2.9	3.0	2.7	3.0	2.9



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A2\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3301	1132	1076	1093	1222	1012	1068	1163	986	1153	1112	1146	1043
Unweighted Total	3310	1114	1064	1132	1209	991	1110	1143	987	1180	1099	1194	1017
Low (0 to 1)	46	56	48	33	60	50	26	49	50	39	49	48	40
Medium (1.01 to 2.99)	12	20	11	4	18	11	5	20	9	6	15	9	11
High (3 to 10)	43	25	41	63	23	39	69	31	41	55	36	43	49
Mean:	2.9	1.7	2.6	4.4	1.6	2.5	4.7	2.1	2.7	3.8	2.4	3.0	3.4
Standard Deviation:	2.8	1.8	2.4	3.3	1.7	2.4	3.2	2.1	2.6	3.2	2.3	2.9	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3300	621	809	1217	652	459	357	212	1265	791	215	2459	386	431	1588	1678	2359	782
Unweighted Total	3311	620	1075	1110	506	399	335	329	1252	715	281	2502	368	416	1621	1630	2504	671
Low (0 to 1)	49	46	44	49	60	56	57	47	50	44	40	50	49	47	50	48	51	44
Medium (1.01 to 2.99)	11	9	12	13	9	12	8	7	11	14	13	11	9	11	10	13	10	14
High (3 to 10)	40	46	44	38	31	32	35	46	40	42	48	39	42	42	41	39	39	42
<b>Mean:</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>	<b>2.7</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>	<b>3.1</b>	<b>2.8</b>	<b>2.8</b>	<b>3.4</b>	<b>2.8</b>	<b>2.8</b>	<b>2.9</b>	<b>2.8</b>	<b>2.7</b>	<b>2.8</b>	<b>2.8</b>
Standard Deviation:	2.7	2.7	2.8	2.7	2.7	2.6	2.8	3.0	2.7	2.6	3.1	2.7	2.6	2.8	2.8	2.7	2.8	2.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ enough	Just/ enough	Not/ enough	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3300	332	656	1309	990	1165	1292	505	241	1959	564	750	2318	161	145	178	213	266
Unweighted Total	3311	239	643	1219	1190	1239	1213	512	240	1947	572	760	1860	508	458	138	89	229
Low (0 to 1)	49	42	48	50	52	49	50	53	44	50	51	48	50	44	51	46	40	53
Medium (1.01 to 2.99)	11	11	12	11	11	11	9	12	17	10	14	12	12	7	7	11	15	9
High (3 to 10)	40	47	40	39	37	40	41	36	39	40	36	40	38	49	43	43	46	38
<b>Mean:</b>	<b>2.8</b>	<b>3.0</b>	<b>2.9</b>	<b>2.7</b>	<b>2.7</b>	<b>2.8</b>	<b>2.8</b>	<b>2.7</b>	<b>2.6</b>	<b>2.8</b>	<b>2.6</b>	<b>2.9</b>	<b>2.7</b>	<b>3.1</b>	<b>3.1</b>	<b>2.8</b>	<b>3.0</b>	<b>2.7</b>
Standard Deviation:	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.9	2.6	2.7	2.6	2.8	2.7	2.9	3.1	2.7	2.6	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A3\_CS

	Total	Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3300	1103	1138	1058	1137	1064	1099	1196	1006	1098	1103	1209	988
Unweighted Total	3311	1066	1110	1135	1110	1027	1174	1164	983	1164	1093	1222	996
Low (0 to 1)	49	57	52	38	59	52	37	51	54	43	51	52	43
Medium (1.01 to 2.99)	11	19	9	5	18	9	6	18	9	6	14	10	10
High (3 to 10)	40	24	39	57	23	39	57	30	38	51	35	38	47
Mean:	2.8	1.8	2.5	4.1	1.8	2.5	4.1	2.1	2.6	3.7	2.4	2.6	3.4
Standard Deviation:	2.7	1.8	2.4	3.3	1.9	2.4	3.2	2.1	2.5	3.2	2.3	2.6	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3290	617	802	1206	665	426	382	217	1266	764	234	2455	394	423	1518	1748	2379	748
Unweighted Total	3308	607	1093	1099	509	389	343	327	1242	710	297	2502	389	396	1590	1680	2521	650
Low (0 to 1)	46	40	44	45	57	47	51	51	47	43	42	46	44	51	50	43	48	43
Medium (1.01 to 2.99)	12	9	13	13	10	10	10	9	11	16	12	12	10	10	10	13	10	16
High (3 to 10)	42	51	43	42	33	43	40	40	42	41	46	42	46	39	40	44	42	41
<b>Mean:</b>	<b>2.8</b>	<b>3.3</b>	<b>2.9</b>	<b>2.8</b>	<b>2.4</b>	<b>2.8</b>	<b>2.7</b>	<b>2.6</b>	<b>2.9</b>	<b>2.7</b>	<b>3.0</b>	<b>2.8</b>	<b>3.0</b>	<b>2.6</b>	<b>2.7</b>	<b>2.9</b>	<b>2.8</b>	<b>2.7</b>
Standard Deviation:	2.7	2.8	2.8	2.6	2.4	2.7	2.7	2.4	2.8	2.6	2.7	2.7	2.8	2.6	2.6	2.7	2.7	2.5

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3290	303	640	1330	998	1189	1237	528	234	1958	589	713	2324	171	132	176	220	248
Unweighted Total	3308	212	644	1201	1228	1255	1197	523	231	1956	589	732	1871	514	441	134	93	229
Low (0 to 1)	46	44	45	46	48	45	47	48	49	46	44	48	48	36	43	49	36	48
Medium (1.01 to 2.99)	12	10	13	10	13	11	11	9	13	11	13	10	12	6	7	10	18	9
High (3 to 10)	42	45	42	44	39	43	42	43	38	42	43	43	40	58	50	40	46	43
Mean:	2.8	2.9	2.9	2.8	2.7	2.9	2.8	2.8	2.8	2.8	2.8	2.9	2.7	3.6	3.3	2.4	3.2	2.9
Standard Deviation:	2.7	2.8	2.7	2.7	2.7	2.8	2.6	2.6	2.9	2.6	2.7	2.9	2.6	3.0	3.0	2.3	2.8	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A4\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3290	1195	1114	980	1223	1005	1062	1254	1003	1033	1080	1183	1027
Unweighted Total	3308	1174	1100	1034	1204	997	1107	1240	993	1075	1088	1198	1022
Low (0 to 1)	46	56	50	30	56	52	29	51	50	36	50	46	42
Medium (1.01 to 2.99)	12	19	11	5	18	11	6	19	9	6	16	10	10
High (3 to 10)	42	25	40	65	26	37	65	30	41	58	34	44	49
<b>Mean:</b>	<b>2.8</b>	<b>1.8</b>	<b>2.5</b>	<b>4.3</b>	<b>1.8</b>	<b>2.4</b>	<b>4.4</b>	<b>2.1</b>	<b>2.6</b>	<b>3.8</b>	<b>2.3</b>	<b>2.8</b>	<b>3.3</b>
Standard Deviation:	2.7	1.9	2.4	3.1	1.9	2.3	3.1	2.2	2.5	3.1	2.3	2.6	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3324	641	815	1199	669	457	364	222	1288	774	219	2491	400	413	1588	1713	2388	775
Unweighted Total	3310	619	1078	1108	505	399	329	322	1264	708	288	2499	392	395	1611	1655	2507	666
Low (0 to 1)	42	41	40	41	46	38	46	48	41	42	37	41	45	43	42	42	41	42
Medium (1.01 to 2.99)	12	10	13	15	10	10	13	9	11	15	15	13	10	11	11	13	11	15
High (3 to 10)	46	49	47	45	44	52	41	43	47	42	48	46	45	46	47	45	47	43
<b>Mean:</b>	<b>3.1</b>	<b>3.0</b>	<b>3.2</b>	<b>3.0</b>	<b>3.1</b>	<b>3.4</b>	<b>2.8</b>	<b>2.7</b>	<b>3.2</b>	<b>2.9</b>	<b>3.2</b>	<b>3.1</b>	<b>2.9</b>	<b>3.0</b>	<b>3.1</b>	<b>3.1</b>	<b>3.2</b>	<b>2.8</b>
Standard Deviation:	2.8	2.6	2.9	2.8	2.9	2.9	2.8	2.5	2.9	2.6	2.9	2.8	2.7	2.9	2.8	2.8	2.9	2.6



# Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_CS

		Education				Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3324	332	669	1313	994	1230	1247	516	237	2016	618	666	2365	175	139	167	220	242
Unweighted Total	3310	244	647	1199	1198	1287	1168	513	244	2000	595	688	1901	522	434	129	94	210
Low (0 to 1)	42	39	43	42	42	40	40	47	53	43	42	39	42	40	38	50	41	35
Medium (1.01 to 2.99)	12	13	13	12	12	11	12	14	10	12	14	11	13	3	9	13	12	12
High (3 to 10)	46	48	44	46	46	49	47	40	38	45	44	50	45	57	53	37	47	53
Mean:	3.1	2.8	3.0	3.1	3.1	3.2	3.1	2.7	2.6	3.0	3.0	3.4	3.0	3.3	3.6	2.6	3.1	3.3
Standard Deviation:	2.8	2.4	2.8	2.9	2.9	2.9	2.8	2.7	2.8	2.8	2.9	3.0	2.8	2.9	3.3	2.8	2.8	2.9

## Canadian Social Norms and Racism - 2022 Benchmark Survey

A5\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3324	1137	1225	962	1017	1110	1197	1400	975	949	1172	1179	973
Unweighted Total	3310	1109	1184	1017	1003	1084	1223	1356	964	990	1147	1204	959
Low (0 to 1)	42	47	44	32	50	44	33	44	45	35	43	42	39
Medium (1.01 to 2.99)	12	22	9	6	22	10	7	18	9	8	17	10	10
High (3 to 10)	46	31	47	62	29	45	61	38	46	57	40	47	51
Mean:	3.1	2.1	3.0	4.3	2.0	2.8	4.2	2.6	2.9	3.9	2.6	3.1	3.5
Standard Deviation:	2.8	2.1	2.6	3.3	2.0	2.5	3.2	2.5	2.7	3.2	2.5	2.8	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3350	639	820	1224	667	457	357	223	1283	787	242	2512	417	400	1639	1690	2394	787
Unweighted Total	3307	602	1082	1108	515	419	331	340	1201	728	288	2520	381	382	1618	1641	2507	666
Low (0 to 1)	52	51	50	52	56	52	59	54	54	45	56	51	51	58	52	53	55	46
Medium (1.01 to 2.99)	11	9	10	14	10	11	13	12	11	11	12	12	7	9	11	12	11	12
High (3 to 10)	37	40	41	34	33	38	28	35	35	43	32	36	43	32	37	36	35	42
<b>Mean:</b>	<b>2.1</b>	<b>2.2</b>	<b>2.3</b>	<b>2.1</b>	<b>2.0</b>	<b>2.3</b>	<b>1.8</b>	<b>2.1</b>	<b>2.1</b>	<b>2.4</b>	<b>1.9</b>	<b>2.2</b>	<b>2.3</b>	<b>1.9</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.3</b>
Standard Deviation:	1.9	1.9	2.0	1.9	1.9	2.2	1.7	2.0	1.8	2.0	1.8	1.9	2.0	1.7	1.9	2.0	1.9	2.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/Comp	Coll/Tech	Univ/Grad	Good/engh	Just/engh	Not/engh	Not/hard	Can/3rd+	Can/2nd	Other/Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3350	361	700	1283	988	1186	1263	582	221	2005	584	737	2354	178	142	152	237	262
Unweighted Total	3307	251	664	1170	1202	1249	1185	551	227	1974	569	736	1885	513	446	111	98	224
Low (0 to 1)	52	45	48	53	57	53	51	57	50	51	55	54	52	49	61	60	51	49
Medium (1.01 to 2.99)	11	16	14	9	9	7	12	13	15	11	11	10	12	4	8	12	10	10
High (3 to 10)	37	38	38	38	34	39	37	30	35	38	34	36	36	47	31	28	39	41
Mean:	2.1	2.3	2.2	2.2	2.0	2.2	2.2	1.9	2.0	2.2	2.1	2.1	2.1	2.6	1.9	1.8	2.2	2.2
Standard Deviation:	1.9	2.1	1.8	2.0	1.8	2.0	1.9	1.8	1.8	1.9	1.9	1.8	1.9	2.2	1.8	1.7	2.0	1.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

A6\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3350	1190	1183	976	1136	1084	1130	1378	998	974	1151	1203	996
Unweighted Total	3307	1140	1151	1016	1128	1013	1166	1309	983	1015	1108	1202	997
Low (0 to 1)	52	47	52	58	47	53	57	46	54	58	48	55	53
Medium (1.01 to 2.99)	11	19	10	4	19	8	7	19	7	5	13	10	11
High (3 to 10)	37	34	38	38	34	39	37	35	39	36	38	35	37
<b>Mean:</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.1</b>	<b>2.2</b>	<b>2.2</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>
Standard Deviation:	1.9	1.9	1.9	2.0	1.8	1.9	2.0	1.9	1.9	2.0	1.8	1.9	2.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3327	637	804	1217	668	436	361	217	1287	788	238	2468	397	441	1558	1743	2390	780
Unweighted Total	3308	619	1073	1097	519	384	322	331	1256	719	296	2481	387	417	1590	1666	2508	668
Low (0 to 1)	36	39	37	33	38	33	37	42	36	36	37	35	43	36	39	33	37	34
Medium (1.01 to 2.99)	13	11	13	15	10	10	14	12	12	15	15	13	9	13	11	14	11	16
High (3 to 10)	51	50	50	52	52	56	50	46	52	49	48	52	48	51	50	53	51	50
<b>Mean:</b>	<b>3.3</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>	<b>3.5</b>	<b>3.6</b>	<b>3.3</b>	<b>3.1</b>	<b>3.4</b>	<b>3.2</b>	<b>3.2</b>	<b>3.4</b>	<b>3.1</b>	<b>3.3</b>	<b>3.2</b>	<b>3.4</b>	<b>3.4</b>	<b>3.2</b>
Standard Deviation:	2.9	2.8	2.9	2.9	3.0	2.9	2.9	2.8	2.9	2.8	2.9	2.9	2.8	3.0	2.8	2.9	2.9	2.8

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3327	339	663	1336	969	1174	1257	552	244	2021	586	692	2386	174	132	153	207	255
Unweighted Total	3308	236	640	1227	1180	1264	1169	538	235	2001	569	709	1910	519	420	118	86	228
Low (0 to 1)	36	40	38	36	35	34	37	36	44	36	40	36	36	38	32	39	43	32
Medium (1.01 to 2.99)	13	13	14	12	12	11	12	13	16	12	14	12	13	7	9	14	14	13
High (3 to 10)	51	47	48	53	53	54	51	51	40	52	46	52	51	55	59	47	43	55
Mean:	3.3	3.0	3.3	3.3	3.5	3.4	3.4	3.3	2.8	3.3	3.2	3.4	3.2	3.4	4.0	3.0	3.3	3.7
Standard Deviation:	2.9	2.7	3.0	2.8	3.0	2.9	2.9	2.9	2.8	2.8	3.0	2.9	2.8	3.0	3.1	2.6	3.3	3.1

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B1\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3327	1097	1148	1082	1115	1045	1167	1222	990	1115	1124	1184	1019
Unweighted Total	3308	1065	1111	1132	1108	974	1226	1178	970	1160	1105	1196	1007
Low (0 to 1)	36	43	39	26	38	41	31	46	40	23	42	35	31
Medium (1.01 to 2.99)	13	23	11	5	21	9	8	22	10	5	17	12	10
High (3 to 10)	51	34	50	70	41	50	61	32	50	72	42	53	59
Mean:	3.3	2.2	3.0	4.8	2.6	3.2	4.1	2.1	2.9	4.9	2.7	3.4	3.9
Standard Deviation:	2.9	2.1	2.5	3.3	2.4	2.8	3.2	1.9	2.5	3.3	2.5	2.9	3.2



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3318	618	826	1214	660	466	357	225	1275	776	219	2481	419	398	1621	1669	2386	769
Unweighted Total	3309	600	1103	1104	502	421	334	335	1219	719	281	2516	389	381	1639	1622	2513	659
Low (0 to 1)	49	43	45	51	55	48	50	51	46	54	49	48	49	54	50	47	48	54
Medium (1.01 to 2.99)	13	10	14	16	10	12	12	19	12	15	11	13	14	12	12	14	12	15
High (3 to 10)	38	47	41	33	35	40	38	31	42	32	40	39	37	34	37	39	40	31
<b>Mean:</b>	<b>2.6</b>	<b>3.1</b>	<b>2.8</b>	<b>2.4</b>	<b>2.5</b>	<b>2.7</b>	<b>2.6</b>	<b>2.3</b>	<b>2.9</b>	<b>2.1</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.7</b>	<b>2.8</b>	<b>2.1</b>
Standard Deviation:	2.7	2.9	2.7	2.5	2.6	2.7	2.6	2.4	2.9	2.2	2.9	2.6	2.6	2.9	2.6	2.7	2.8	2.2

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3318	334	664	1292	1016	1211	1254	521	236	1990	584	718	2334	169	139	187	232	240
Unweighted Total	3309	240	643	1167	1242	1275	1189	510	239	1959	582	740	1871	507	456	142	98	211
Low (0 to 1)	49	44	49	51	47	48	50	54	47	50	47	48	50	39	45	45	50	45
Medium (1.01 to 2.99)	13	14	14	14	11	11	11	15	17	13	12	14	14	7	6	13	16	13
High (3 to 10)	38	41	37	35	41	40	39	31	36	38	41	37	36	54	49	42	34	42
<b>Mean:</b>	<b>2.6</b>	<b>2.7</b>	<b>2.6</b>	<b>2.5</b>	<b>2.7</b>	<b>2.7</b>	<b>2.7</b>	<b>2.3</b>	<b>2.6</b>	<b>2.6</b>	<b>2.8</b>	<b>2.6</b>	<b>2.5</b>	<b>3.4</b>	<b>3.2</b>	<b>2.6</b>	<b>2.5</b>	<b>2.8</b>
Standard Deviation:	2.7	2.7	2.7	2.7	2.6	2.6	2.8	2.6	2.8	2.6	2.9	2.6	2.6	2.9	2.9	2.4	2.6	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B2\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3318	1198	1218	901	1088	1102	1127	1421	1003	894	1135	1222	960
Unweighted Total	3309	1155	1185	969	1064	1078	1167	1374	983	952	1116	1218	975
Low (0 to 1)	49	58	52	32	55	51	41	59	52	29	53	51	40
Medium (1.01 to 2.99)	13	20	12	6	17	13	9	21	9	6	16	12	11
High (3 to 10)	38	22	36	61	27	36	50	20	38	66	31	37	48
Mean:	2.6	1.7	2.4	4.2	1.9	2.5	3.4	1.6	2.5	4.5	2.1	2.5	3.3
Standard Deviation:	2.7	1.8	2.4	3.3	2.1	2.6	3.1	1.6	2.4	3.3	2.2	2.6	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3319	641	807	1198	673	439	385	219	1276	762	238	2509	396	398	1566	1739	2385	761
Unweighted Total	3308	609	1077	1114	508	402	347	323	1232	708	296	2524	386	375	1590	1688	2514	655
Low (0 to 1)	41	40	38	39	48	40	44	44	39	44	35	40	40	45	42	40	40	45
Medium (1.01 to 2.99)	13	11	14	15	10	11	15	9	12	16	13	13	10	15	12	14	12	17
High (3 to 10)	46	49	48	45	41	49	42	46	49	40	52	47	50	40	46	46	48	39
<b>Mean:</b>	<b>3.0</b>	<b>3.0</b>	<b>3.1</b>	<b>3.0</b>	<b>2.7</b>	<b>3.3</b>	<b>2.7</b>	<b>3.0</b>	<b>3.1</b>	<b>2.6</b>	<b>3.4</b>	<b>3.0</b>	<b>2.9</b>	<b>2.7</b>	<b>2.9</b>	<b>3.1</b>	<b>3.1</b>	<b>2.6</b>
Standard Deviation:	2.7	2.7	2.8	2.7	2.6	2.9	2.6	2.8	2.8	2.5	2.9	2.8	2.4	2.7	2.6	2.8	2.8	2.4

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3319	323	683	1297	995	1221	1236	554	212	1967	621	705	2323	182	143	155	239	256
Unweighted Total	3308	231	672	1176	1206	1252	1192	539	228	1970	602	707	1876	523	445	114	101	224
Low (0 to 1)	41	40	39	42	42	42	42	39	43	42	39	40	42	39	44	49	34	36
Medium (1.01 to 2.99)	13	19	14	12	11	9	13	16	15	14	12	9	14	8	10	8	12	10
High (3 to 10)	46	41	46	46	47	49	45	45	41	43	50	51	44	53	46	43	54	55
<b>Mean:</b>	<b>3.0</b>	<b>2.7</b>	<b>2.9</b>	<b>3.0</b>	<b>3.1</b>	<b>3.1</b>	<b>2.9</b>	<b>3.0</b>	<b>2.7</b>	<b>2.9</b>	<b>3.1</b>	<b>3.2</b>	<b>2.9</b>	<b>3.3</b>	<b>3.0</b>	<b>2.8</b>	<b>3.4</b>	<b>3.2</b>
Standard Deviation:	2.7	2.5	2.6	2.8	2.8	2.8	2.7	2.8	2.5	2.7	2.7	2.9	2.7	2.9	2.8	2.6	3.0	2.9

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B3\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3319	1227	1156	936	1172	1051	1095	1388	983	948	1144	1159	1016
Unweighted Total	3308	1203	1139	966	1163	1042	1103	1353	987	968	1122	1190	996
Low (0 to 1)	41	49	44	27	46	41	35	50	45	23	42	43	37
Medium (1.01 to 2.99)	13	23	9	4	20	12	7	22	7	6	18	11	10
High (3 to 10)	46	28	47	69	34	47	58	28	48	71	40	46	53
Mean:	3.0	1.9	2.8	4.6	2.2	2.9	3.8	1.9	2.8	4.7	2.5	3.0	3.5
Standard Deviation:	2.7	1.9	2.4	3.2	2.2	2.6	3.1	1.9	2.4	3.2	2.4	2.7	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3329	646	814	1209	660	472	360	214	1275	789	220	2513	388	406	1637	1669	2365	795
Unweighted Total	3311	622	1059	1125	505	412	339	325	1242	713	280	2524	365	395	1621	1638	2497	676
Low (0 to 1)	37	36	36	37	40	38	44	43	36	37	29	37	39	40	39	35	37	37
Medium (1.01 to 2.99)	14	11	15	17	12	13	17	16	13	15	17	15	11	12	13	16	14	15
High (3 to 10)	48	53	49	45	48	50	38	41	52	47	54	48	49	48	48	49	49	48
<b>Mean:</b>	<b>3.2</b>	<b>3.4</b>	<b>3.2</b>	<b>3.0</b>	<b>3.3</b>	<b>3.2</b>	<b>2.9</b>	<b>2.8</b>	<b>3.4</b>	<b>3.0</b>	<b>3.6</b>	<b>3.2</b>	<b>3.0</b>	<b>3.3</b>	<b>3.1</b>	<b>3.3</b>	<b>3.3</b>	<b>3.0</b>
Standard Deviation:	2.8	2.9	2.7	2.7	2.9	2.8	2.8	2.6	2.9	2.6	3.0	2.8	2.6	3.0	2.7	2.9	2.9	2.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	White	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3329	352	699	1277	987	1197	1291	531	218	1968	596	741	2317	172	156	157	232	274
Unweighted Total	3311	258	671	1194	1168	1236	1208	528	237	1961	585	735	1865	517	462	118	97	224
Low (0 to 1)	37	36	36	39	36	36	40	35	38	38	37	37	37	42	38	45	43	31
Medium (1.01 to 2.99)	14	17	18	12	13	12	12	19	17	14	13	15	15	9	7	11	20	12
High (3 to 10)	48	48	46	49	50	52	47	46	45	48	51	48	48	49	55	44	37	58
<b>Mean:</b>	<b>3.2</b>	<b>2.9</b>	<b>3.0</b>	<b>3.2</b>	<b>3.4</b>	<b>3.4</b>	<b>3.1</b>	<b>3.1</b>	<b>3.3</b>	<b>3.2</b>	<b>3.5</b>	<b>3.1</b>	<b>3.2</b>	<b>3.2</b>	<b>3.7</b>	<b>2.7</b>	<b>2.7</b>	<b>3.6</b>
Standard Deviation:	2.8	2.5	2.6	2.9	2.9	2.9	2.7	2.8	3.1	2.8	3.0	2.6	2.8	3.0	3.2	2.5	2.6	2.9



# Canadian Social Norms and Racism - 2022 Benchmark Survey

B4\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3329	1135	1180	1013	1087	1110	1132	1331	986	1013	1167	1185	977
Unweighted Total	3311	1095	1149	1067	1069	1072	1170	1277	977	1057	1127	1214	970
Low (0 to 1)	37	47	40	23	44	39	29	47	40	22	43	36	32
Medium (1.01 to 2.99)	14	24	12	6	20	14	10	24	11	5	17	12	14
High (3 to 10)	48	29	47	71	36	48	61	29	49	74	39	53	54
<b>Mean:</b>	<b>3.2</b>	<b>2.0</b>	<b>2.9</b>	<b>4.8</b>	<b>2.4</b>	<b>3.0</b>	<b>4.1</b>	<b>2.0</b>	<b>3.0</b>	<b>4.9</b>	<b>2.6</b>	<b>3.4</b>	<b>3.6</b>
Standard Deviation:	2.8	1.9	2.5	3.2	2.2	2.6	3.2	1.9	2.5	3.2	2.5	2.8	3.0

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3295	621	801	1217	656	441	378	210	1253	779	234	2477	382	416	1566	1704	2356	769
Unweighted Total	3309	610	1074	1116	509	402	353	330	1220	715	289	2527	362	396	1600	1663	2511	660
Low (0 to 1)	35	35	33	31	45	38	36	32	36	36	25	36	32	31	37	34	35	35
Medium (1.01 to 2.99)	14	12	16	16	9	9	13	16	12	18	13	13	12	16	13	14	12	18
High (3 to 10)	51	53	51	53	46	53	50	53	52	46	62	51	56	52	51	52	53	47
<b>Mean:</b>	<b>3.4</b>	<b>3.5</b>	<b>3.3</b>	<b>3.6</b>	<b>3.1</b>	<b>3.5</b>	<b>3.4</b>	<b>3.7</b>	<b>3.4</b>	<b>3.1</b>	<b>4.0</b>	<b>3.4</b>	<b>3.4</b>	<b>3.6</b>	<b>3.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.1</b>
Standard Deviation:	3.0	3.1	2.9	3.0	2.8	3.0	3.0	3.2	2.9	2.9	3.1	3.0	2.8	3.0	2.9	3.0	3.0	2.8

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3295	322	670	1294	992	1155	1281	543	216	1910	567	789	2276	167	149	167	232	281
Unweighted Total	3309	226	668	1196	1198	1204	1237	538	224	1917	579	779	1835	509	469	123	96	243
Low (0 to 1)	35	34	35	35	36	36	36	34	33	35	35	37	35	36	34	39	33	34
Medium (1.01 to 2.99)	14	16	16	13	12	14	11	13	21	14	12	12	15	12	8	10	12	11
High (3 to 10)	51	51	49	52	52	51	53	53	46	51	53	52	50	52	58	51	55	56
<b>Mean:</b>	<b>3.4</b>	<b>3.2</b>	<b>3.2</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.2</b>	<b>3.6</b>	<b>3.3</b>	<b>3.8</b>	<b>3.7</b>
Standard Deviation:	3.0	3.0	2.8	3.0	3.0	3.1	3.0	2.8	3.0	2.9	3.0	3.1	2.9	2.8	3.0	2.8	3.2	3.2

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B5\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3295	1194	1070	1032	1293	1005	997	1184	1013	1097	1075	1189	1031
Unweighted Total	3309	1160	1065	1084	1270	985	1054	1161	1006	1142	1068	1208	1033
Low (0 to 1)	35	42	38	25	37	35	33	44	37	23	37	35	33
Medium (1.01 to 2.99)	14	23	11	6	20	12	7	24	10	6	19	11	12
High (3 to 10)	51	35	51	69	43	53	60	32	53	71	44	54	55
Mean:	3.4	2.3	3.3	4.9	2.9	3.3	4.2	2.2	3.3	4.9	3.0	3.5	3.9
Standard Deviation:	3.0	2.2	2.8	3.3	2.6	2.8	3.3	2.1	2.8	3.3	2.7	2.8	3.3

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_CS

	Age					Province						Community size			Gender		Language	
	TOTAL	18-29	30-44	45-64	65+	BC	AB	MB/SK	ON	QC	ATL	City/ Sub	Twn/ Vill	Rural	Male	Female	English	French
Total	3269	624	796	1191	658	441	385	208	1258	766	211	2456	365	429	1516	1727	2350	756
Unweighted Total	3312	627	1070	1116	499	382	351	312	1283	695	289	2506	373	409	1593	1677	2511	660
Low (0 to 1)	57	56	56	59	57	60	57	62	58	53	56	58	54	59	56	59	59	53
Medium (1.01 to 2.99)	14	10	16	14	15	12	13	11	15	14	17	14	14	14	14	13	13	15
High (3 to 10)	29	34	28	27	28	28	30	26	27	32	27	28	32	27	30	28	28	32
<b>Mean:</b>	<b>1.8</b>	<b>2.0</b>	<b>1.8</b>	<b>1.7</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.7</b>	<b>1.8</b>	<b>1.9</b>	<b>1.7</b>	<b>1.8</b>	<b>1.9</b>	<b>1.7</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.9</b>
Standard Deviation:	1.6	1.7	1.6	1.5	1.8	1.7	1.6	1.5	1.7	1.6	1.3	1.7	1.6	1.5	1.7	1.6	1.7	1.6

## Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_CS

	Education					Income security				Generation in Canada			Race/Ethnicity					
	TOTAL	<HS	HS/ Comp	Coll/ Tech	Univ/ Grad	Good/ engh	Just/ engh	Not/ engh	Not/ hard	Can/ 3rd+	Can/ 2nd	Other/ Cntry	white	Indi genous	Black	Chi nese	Sou Asian	Other
Total	3269	294	639	1323	998	1199	1265	477	232	1921	601	717	2287	164	146	182	215	260
Unweighted Total	3312	219	651	1225	1194	1242	1220	500	241	1943	605	731	1851	518	457	141	92	229
Low (0 to 1)	57	47	60	57	60	57	59	58	61	57	55	61	57	48	61	59	61	63
Medium (1.01 to 2.99)	14	17	12	15	12	13	12	14	16	14	14	13	15	10	7	11	19	9
High (3 to 10)	29	36	28	28	28	29	29	28	23	29	31	26	28	42	31	31	20	28
<b>Mean:</b>	<b>1.8</b>	<b>2.0</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.9</b>	<b>1.8</b>	<b>1.7</b>	<b>1.6</b>	<b>1.8</b>	<b>1.9</b>	<b>1.7</b>	<b>1.8</b>	<b>2.2</b>	<b>1.9</b>	<b>1.8</b>	<b>1.6</b>	<b>1.7</b>
Standard Deviation:	1.6	1.6	1.6	1.7	1.7	1.7	1.6	1.5	1.4	1.7	1.6	1.6	1.6	1.9	1.7	1.5	1.6	1.6

# Canadian Social Norms and Racism - 2022 Benchmark Survey

B6\_CS

		Social Norms AVG			Social Norms A Avg			Social Norms B Avg			Suppression Prejudice		
	Total	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Total	3269	1140	1112	1017	1174	1031	1064	1207	991	1072	1097	1165	1008
Unweighted Total	3312	1129	1098	1085	1145	1056	1111	1208	987	1117	1107	1210	995
Low (0 to 1)	57	49	58	67	49	57	67	51	57	65	53	58	62
Medium (1.01 to 2.99)	14	26	10	5	21	13	7	25	10	5	17	12	12
High (3 to 10)	29	25	32	28	30	29	26	24	33	30	30	30	26
<b>Mean:</b>	<b>1.8</b>	<b>1.7</b>	<b>1.8</b>	<b>1.9</b>	<b>1.9</b>	<b>1.8</b>	<b>1.8</b>	<b>1.7</b>	<b>1.9</b>	<b>1.9</b>	<b>1.9</b>	<b>1.8</b>	<b>1.8</b>
Standard Deviation:	1.6	1.5	1.6	1.8	1.6	1.6	1.7	1.4	1.7	1.8	1.6	1.7	1.7