



# ATTITUDES ON RACISM IN MANITOBA

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**PROBE** RESEARCH INC.

## FOR MORE INFORMATION:

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## KEY FINDINGS

- A majority of Manitobans say they did or said something in the past that they now know was racist, finds a new Probe Research survey about racism in Manitoba conducted for the *Winnipeg Free Press*. More than one-half of Manitobans (56%) strongly or somewhat agree that, in hindsight, they did something in the past they now realize was racist.
- One-quarter of those surveyed (26%) say they have personally experienced racism in some form during the past year. This includes one-half of Indigenous respondents and one-third first-generation immigrant respondents.
- On a broader level, more than eight-in-ten Manitobans agree the division between Indigenous and non-Indigenous citizens is a serious issue in our province, with seven-in-ten agreeing that racism in general is a serious problem. The proportion of Winnipeggers who believe the Indigenous/non-Indigenous divide is a major issue has remained relatively consistent over the past two years.
- When it comes to attitudes about racism, one of the starkest divides is among those with different levels of education. Those with less formal education (high school or less) are significantly less likely than those with a university degree to agree that racism overall and the Indigenous/non-Indigenous divide are problems. Those with lower levels of education are also less likely to say they say or did something racist in the past.
- Similarly, there is a strong partisan divide on this issue. Supporters of the Progressive Conservative party are significantly less likely than provincial NDP or Liberal supporters to feel race relations are a problem in Manitoba and much less likely to say they have exhibited racist behaviours in the past.

## KEY FINDINGS (cont'd)

- Interestingly, although first-generation immigrants are more likely than other Manitobans (with the exception of Indigenous citizens) to say they have recently experienced racism, members of this group are much less likely than those born in Canada to say racism is a serious problem here. First-generation Canadians are also slightly less likely to feel the division between Indigenous and non-Indigenous peoples is a major concern.
- Although men and women are almost equally as likely to report engaging in some degree of racist behaviour in the past, women are much more likely than men to regard racism and the Indigenous/non-Indigenous divide as a serious issue. Similarly, those living in Winnipeg are more likely to feel racism is a major challenge than those living in rural and northern Manitoba.

# ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey is the province's largest and most trusted general population survey.

## SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with the *Winnipeg Free Press*.

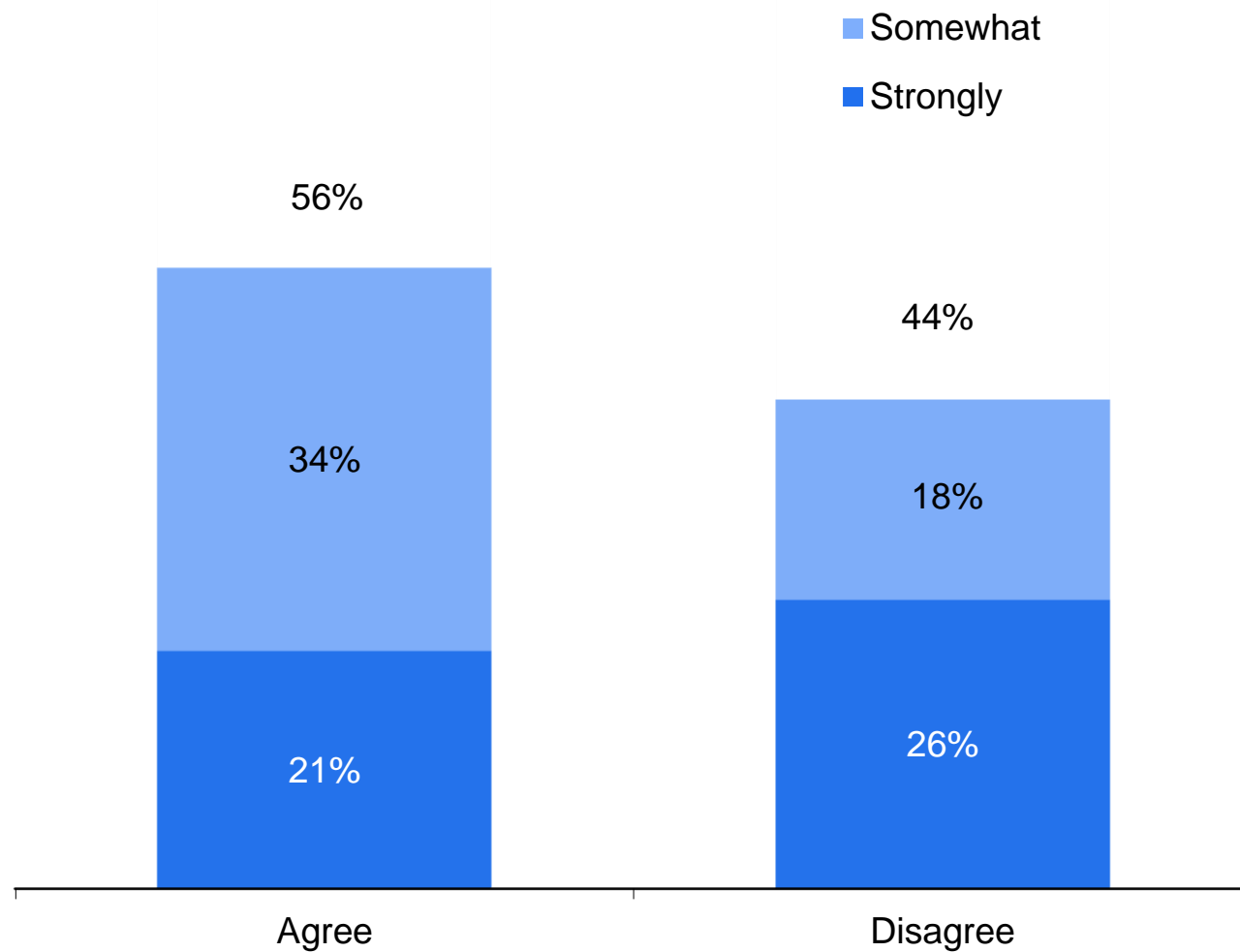
## METHODOLOGY

- Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between September 8 and 17, 2020.
- With a sample of 1,000, one can say with 95 percent certainty that the results are within  $\pm 3.1$  percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.
- Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 317 randomly recruited Probe Research panel members were included in this general population adult sampling.
- Minor statistical weighting has been applied to this sample based on known age, gender and previous provincial voting patterns of the province's population. All data analysis was performed using SPSS statistical analysis software.

# MORE THAN ONE-HALF ACKNOWLEDGE PAST RACIST BEHAVIOUR

WFP1c. "How much do you agree or disagree with each of the following statements: I have said or done something in the past that, in hindsight, I now realize was racist."

Base: All respondents (N=1,000)



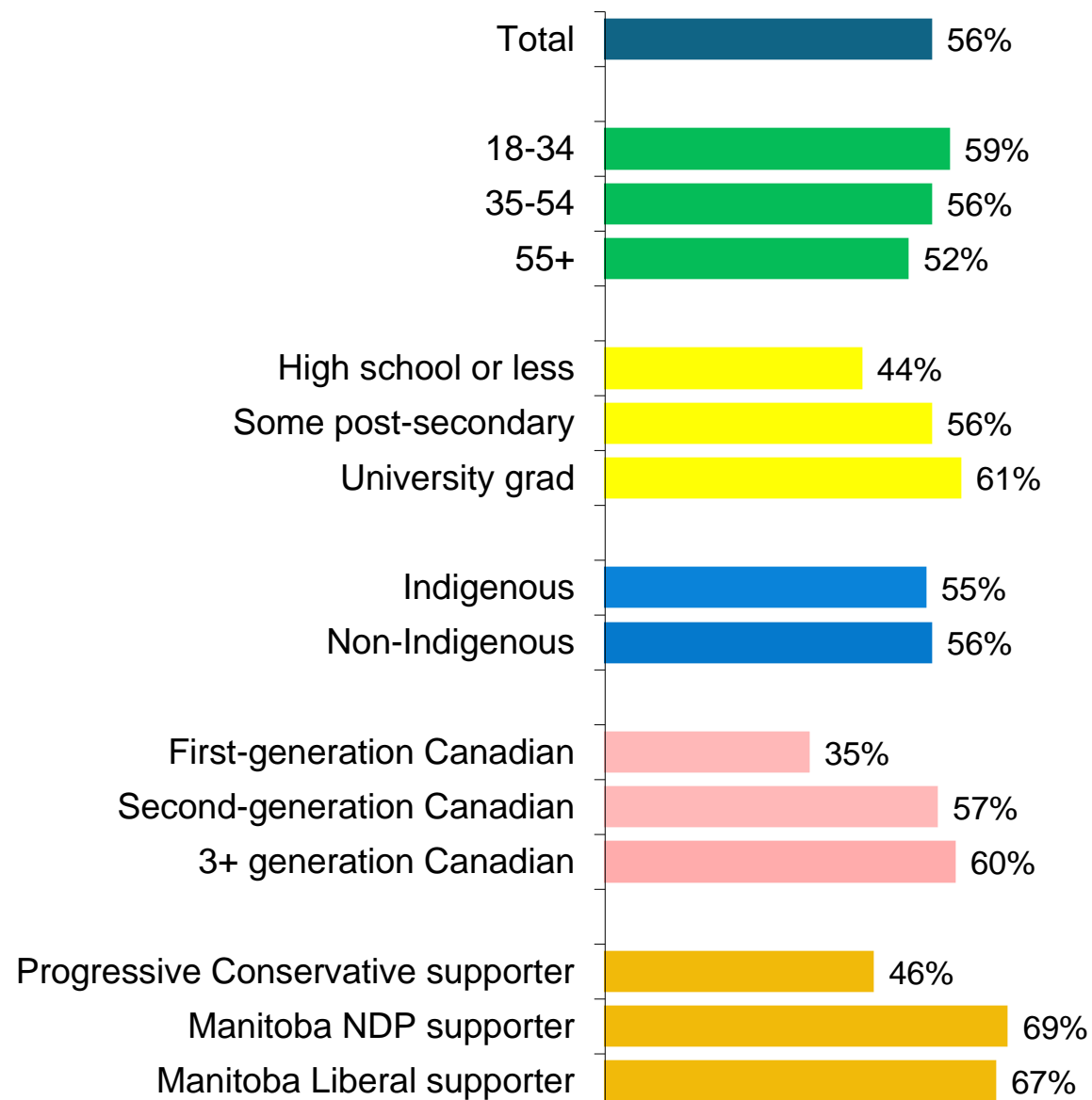
# PC SUPPORTERS AMONG THOSE LESS LIKELY TO SAY THEY SAID OR DID SOMETHING RACIST IN THE PAST

## VIEWS AMONG SUB- GROUPS

WFP1c. "How much do you agree or disagree with each of the following statements: I have said or done something in the past that, in hindsight, I now realize was racist."

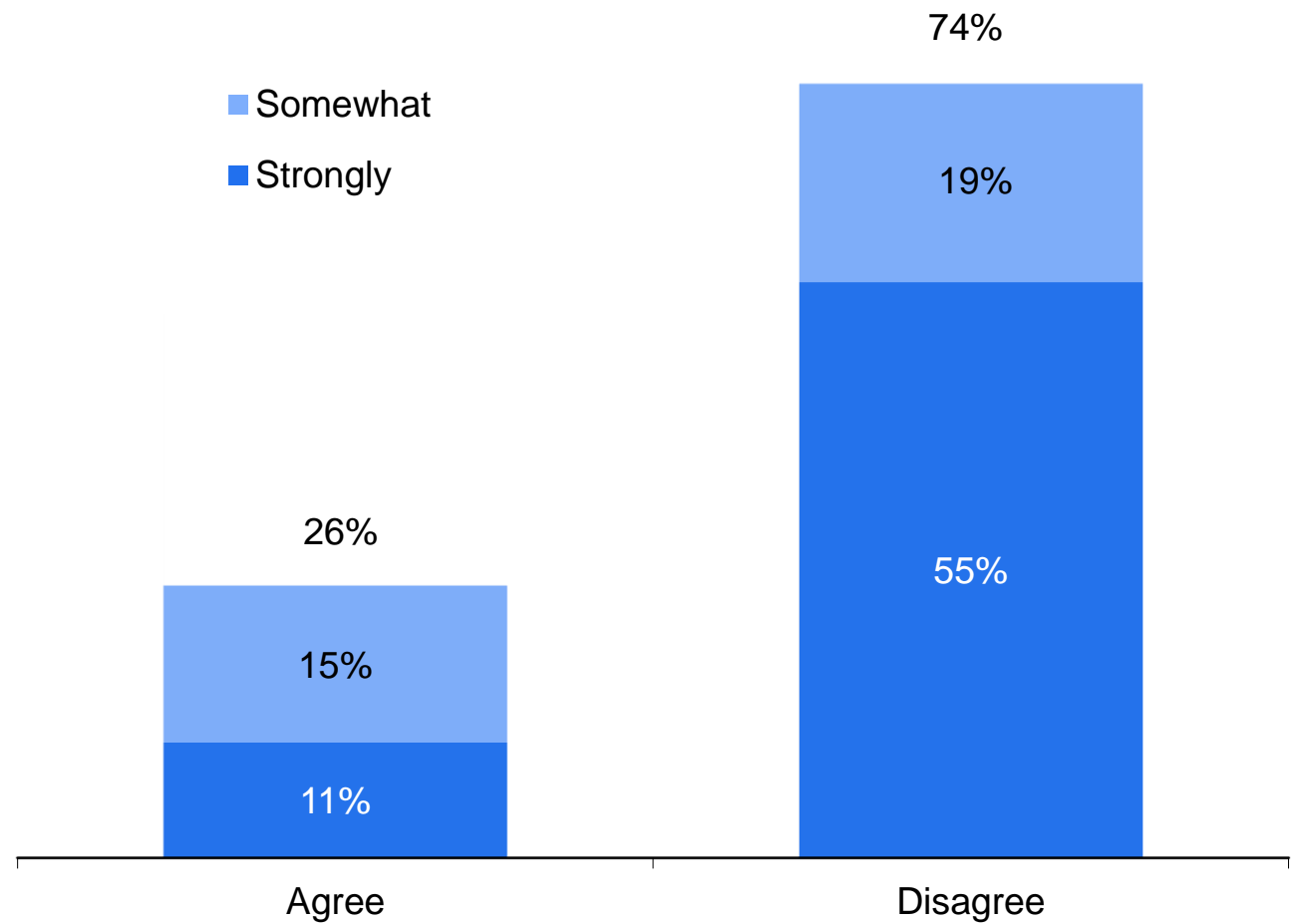
Base: All respondents (N=1,000)

% who strongly/somewhat agree



# ONE-QUARTER EXPERIENCED RACISM DIRECTLY THIS YEAR

WFP1d. "How much do you agree or disagree with each of the following statements: I have personally experienced racism during the past year."



Base: All respondents (N=1,000)

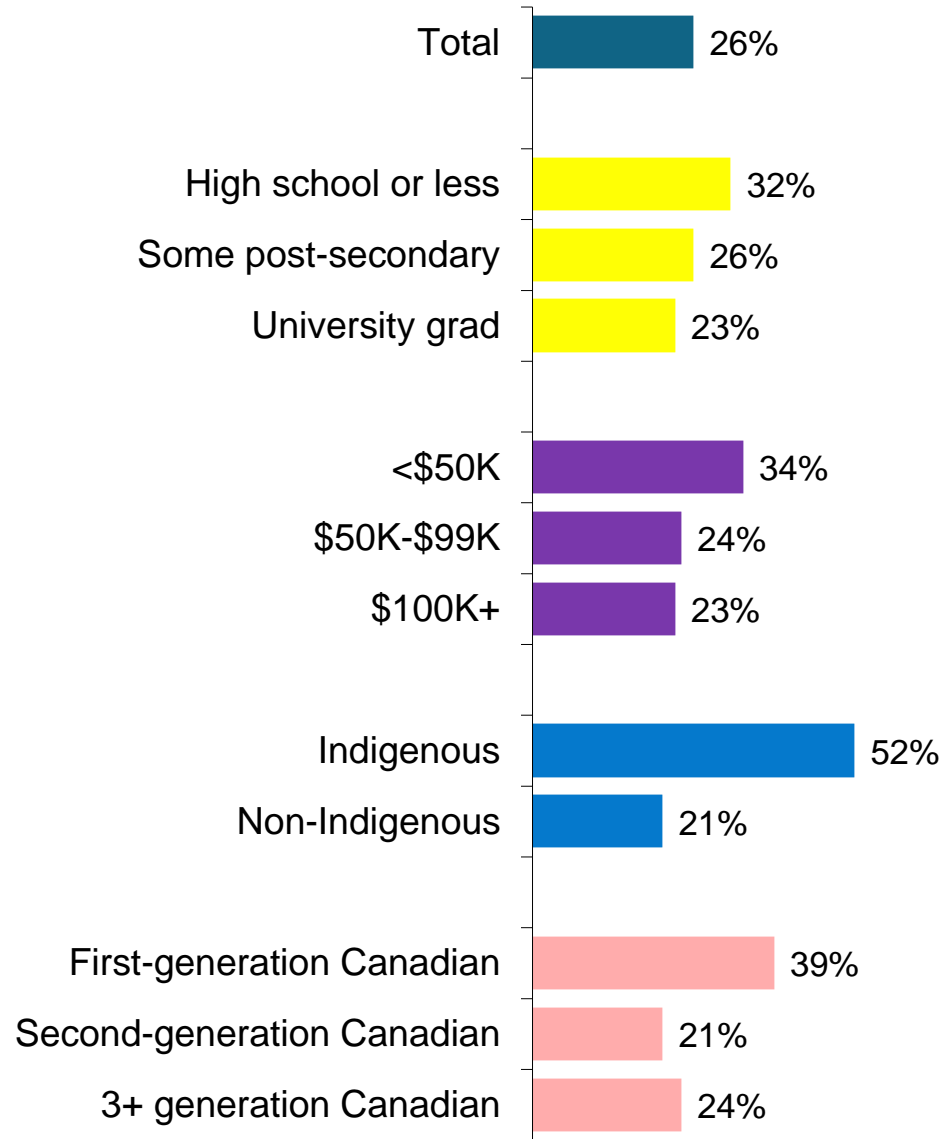
# ONE-HALF OF INDIGENOUS RESPONDENTS, FOUR-IN-TEN NEW CANADIANS EXPERIENCED RACISM IN PAST YEAR

## VIEWS AMONG SUB-GROUPS

WFP1d. "How much do you agree or disagree with each of the following statements: I have personally experienced racism during the past year."

Base: All respondents (N=1,000)

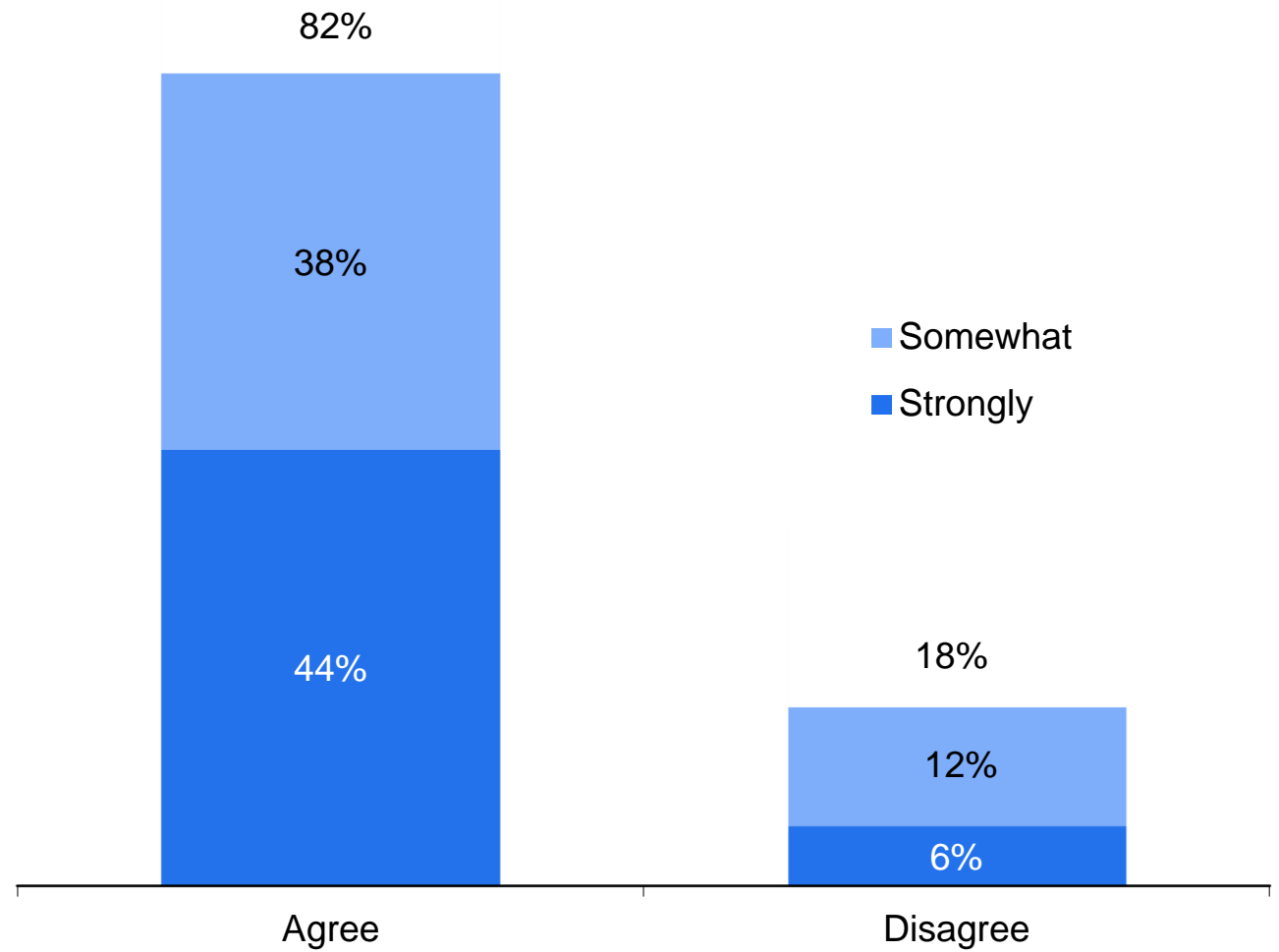
% who strongly/somewhat agree





# EIGHT-IN-TEN SAY WINNIPEG'S INDIGENOUS/ NON-INDIGENOUS DIVIDE IS A SERIOUS ISSUE

WFP1a. "How much do you agree or disagree with each of the following statements: the division between Indigenous and non-Indigenous citizens is a serious issue in our city."



Base: All respondents (N=1,000)

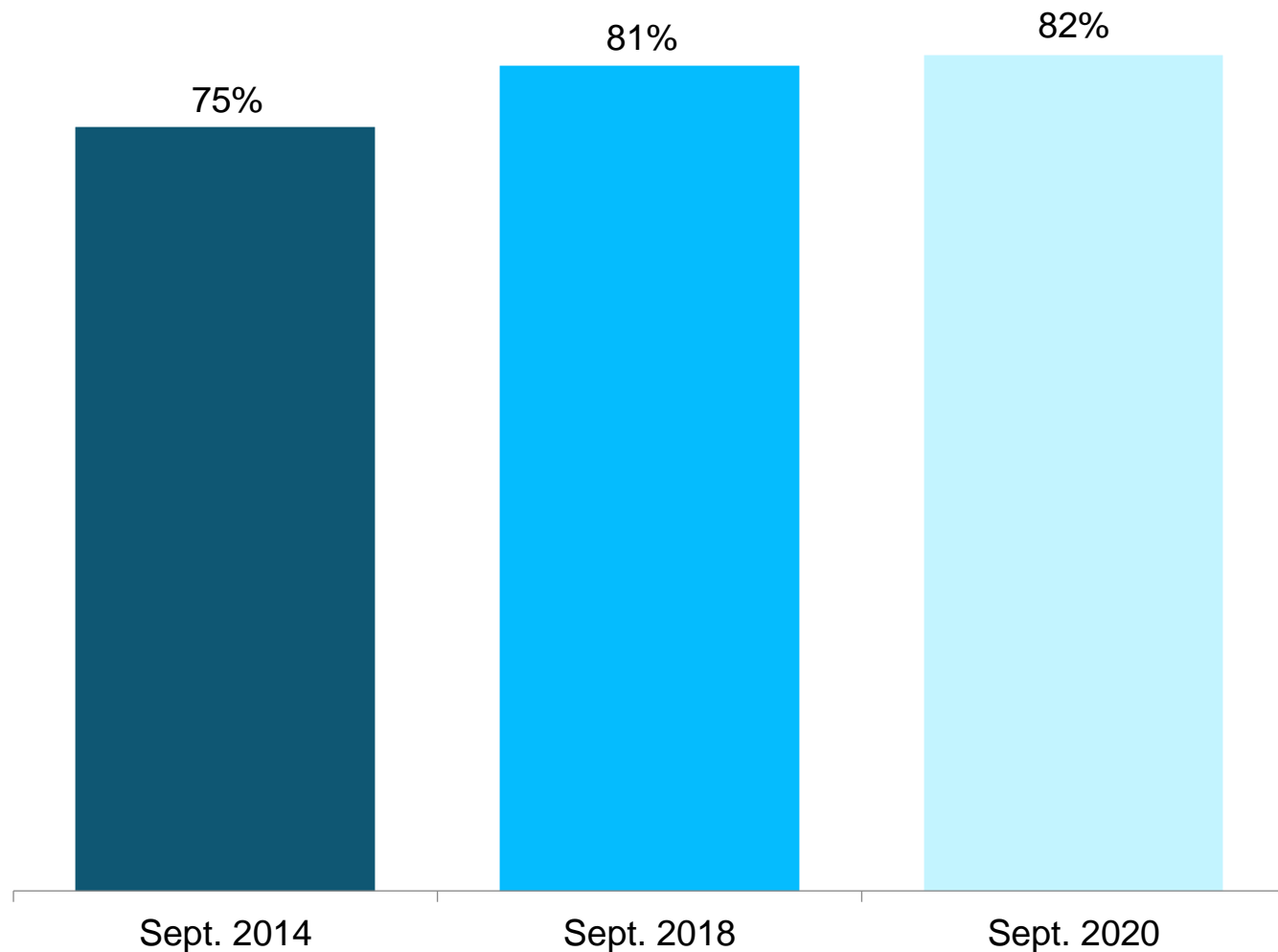
# EIGHT-IN-TEN WINNIPEGGERS CONTINUE TO BELIEVE THE DIVIDE IS A SERIOUS ISSUE

## 2014-2020 TRACKING

WFP1a. "How much do you agree or disagree with each of the following statements: the division between Indigenous and non-Indigenous citizens is a serious issue in our city."

Base: Winnipeg adults (N=600)

% who strongly/somewhat agree



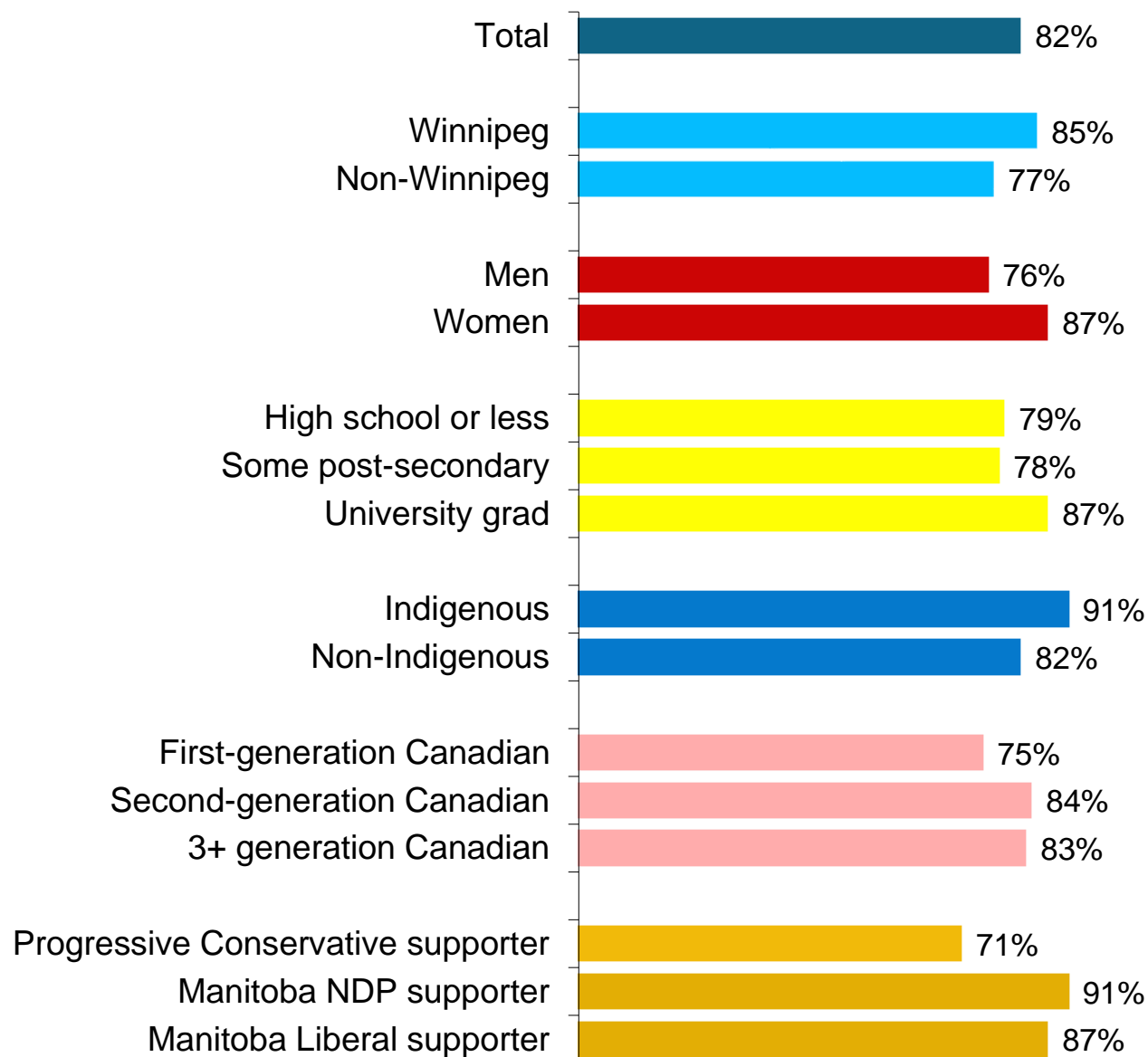
# WOMEN, INDIGENOUS CITIZENS MORE LIKELY TO BELIEVE THE RACIAL DIVIDE IS AN ISSUE

## VIEWS AMONG SUB- GROUPS

WFP1a. "How much do you agree or disagree with each of the following statements: the division between Indigenous and non-Indigenous citizens is a serious issue in our city."

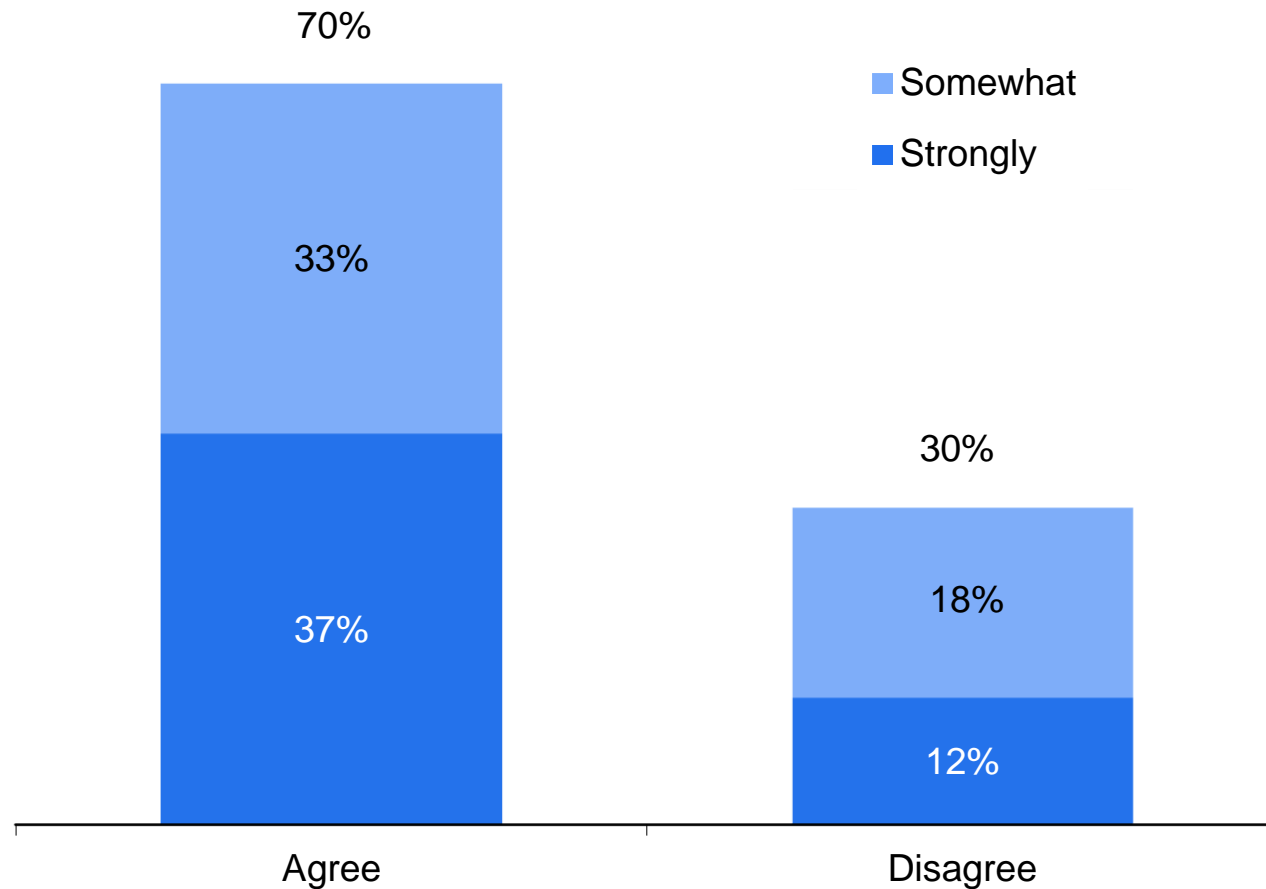
Base: All respondents (N=1,000)

% who strongly/somewhat agree



# SEVEN-IN-TEN MANITOBANS SAY RACISM IS A SERIOUS PROBLEM IN PROVINCE

WFP1b. "How much do you agree or disagree with each of the following statements: Racism is a serious problem in Manitoba."



Base: All respondents (N=1,000)

# INDIGENOUS RESPONDENTS BELIEVE RACISM IS A SERIOUS PROBLEM – BUT NEW CANADIANS ARE LESS LIKELY TO AGREE

## VIEWS AMONG SUB-GROUPS

WFP1b. “How much do you agree or disagree with each of the following statements: racism is a serious problem in Manitoba.”

Base: All respondents (N=1,000)

% who strongly/somewhat agree

