United Nations Association in Canada
Association canadienne pour les Nations Unies

Creating a Sense of Belonging: Report on the Survey Results of Canadians' Attitudes on *Racism, Discrimination and Multiculturalism* issues in Canada

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Section 1: Introduction

1.1 Background

Diversity and multiculturalism are defining aspects of Canadian politics and culture. Multiculturalism was adopted by the government of Canada as official policy in 1971 to affirm the value and dignity of all Canadian citizens, regardless of their racial or ethnic origins, their language, or their religious affiliation. Canadians take great pride in the country's reputation as a pioneering nation which promotes intercultural communication and strategies for living in diverse and harmonious communities. However, emerging global concerns have increased the number of challenges to cohesive societies worldwide – Canada being no exception. Recent Statistics Canada research has not only shown signs of "enclaving" within ethnic and religious minorities in Canada, but also an increasing sense of withdrawal of its majority or "mainstream" groups towards minorities, even multiculturalism policy itself.

2008 marks the sixtieth anniversary of the Universal Declaration of Human Rights. Building from the mandate of the United Nations Association in Canada is engaging the Canadian public in the work of the UN and response to critical international issues raised by the UN, including those of identity and integration of diverse groups into a cohesive and peaceful society.

To respond to these findings, the United Nations Association in Canada (UNA-Canada) has launched its newest anti-discrimination project entitled *A Sense of Belonging*, based on previous successful projects including *Integration & Belonging, Youth for Diversity,* and *Youth Forums against Racism.* Sponsored by the Canadian Heritage, *A Sense of Belonging* aims to promote diversity and combat racism and discrimination in local communities across Canada through community outreach and public education initiatives. UNA-Canada's overall goal is to support opportunities for minority groups and promote full and equal participation in the Canadian society.

Based on proactive and positive community engagement and outreach, *A Sense of Belonging* engages a specific and targeted approach that includes the development of actions to increase integration. This is particularly vital for many smaller communities where Canada's diversity is increasing. It is a goal of the project to facilitate community based solutions teach acceptance in all environments. A key finding of *A Sense of Belonging* indicates that when the tangible outcomes of healthy social cohesion make sense to the general public on a personal level, the impact will follow the individual regardless of the environment they land in. There is certainly something galvanizing about the projections for the Canadian urban population (Statistics Canada) – where a 'new mainstream' is already being created. At the same time, there are risks in addressing only the big centres. Rural Canada will change much more slowly and this dichotomy between urban and rural also risks further alienation where rural Canadians do not 'see' the diversity of their country.

1.2 About the Survey

In December 2006, a survey was mailed out to 10,560 English-speaking and 1,626 French-speaking Canadians across Canada. It should be noted that the target group was not the general Canadian public, but rather a segment of Canadians who had made financial gifts to UNA-Canada between 2004 and 2006.

According to 2004 Statistics Canada, the average age of tax filers who claimed charitable giving was 52 and their average annual income was $43,700. A more specific 2003 targeted research poll looking specifically at Canadians who made charitable gifts in response to a charity solicitation by mail showed that this sector of the Canadian society was leading by female (60%), retired (70%) with no dependent children (over 80%) and higher educated (70% with post-secondary education).

654 English and 126 French responses with donations to this mailing campaign were received, with the majority enclosing a completed survey. In addition, roughly 50 surveys were also received without gifts. The overall survey response rate was approximately 6.4%. Over 95% of these completed surveys were tallied with a final number of 644 cases being used for data analysis in this report. In summary:

# of surveys mailed:	**12,186 (Total)**
	10,560 (English)
	1,626 (French)
# of completed surveys returned:	**780** **(Total)**
	(6.4% survey response rate)
# of surveys tallied:	**644** **(Total)**
	(82.6% of returned surveys)
	541 (English)
	103 (French)

1.3 The Report

The objective of the report is to interpret the attitudes of these 'caring' Canadians from the results of this survey. Although it will not serve as an attitudinal representation for the general Canadian citizens, due to the survey's limited target focus on 'caring Canadians', the report aims to provide a clearer view of the opinions held by the donors and stakeholders of UNA-Canada, regarding racism, discrimination and multiculturalism issues in Canada. This specific understanding will inform policymakers, governmental representatives, community networks, and the Project Officers and Regional Coordinators of the *Sense of Belonging Project*. Most importantly, the information can help UNA-Canada and its partners understand attitudes to racism, discrimination and

exclusion. It also seeks to understand the concerns of Canadian citizens, who play an essential role in fostering and a fair, cohesive and peaceful society.

1.4 Methodologies of Data Analysis

Survey results are analysed through both quantitative and qualitative methodologies. Most of the survey questions were designed in the format of multiple choice; however, there was also an open-ended 'Other' option for them to express opinions not being covered. Hence, although quantitative analysis is the major data analysis method for this report, qualitative methodology is also applied to create a more comprehensive understanding of the concerns and interests raised by the respondents.

Due to the specific focus of the survey on discrimination and multiculturalism in Canada, a particular group – the visible minority respondents – requires special attention for analysis. Their views can provide alternative understanding and valuable contribution to the building of a cohesive Canadian society. Visible minority populations do not form a large constitution of the donor base of UNA-Canada. Thus, 202 cases were tallied with possible minority status. As a compromise, focus group study methodology was used in order to represent opinions of this particular group. However, the limitation of this approach should be recognized and taken into consideration when referring to related analytical results.

> *'Visible minorities'* is a term used primarily in Canada to describe persons who are not of the majority race in a given population. In Canada, visible minorities are defined as "persons, other than Aboriginals, who are non-Caucasian in race or non-white in color."

In summary, methodologies being applied in the data analysis of the surveys are:
- Quantitative (multiple choice checked answers)
- Qualitative (multiple choice open-ended answers)
- Focus Group (visible minority respondents)

1.5 Structure of the Report

Three main sections are composed of the report: Introduction, Survey Results and Data Analysis. *Section 1* introduces the current situation of discrimination and multiculturalism in the Canadian and international contexts, the UNA-Canada projects, as well as the scope, purpose and approaches of the survey. *Section 2* identifies the respondents by gender, region and racial background; the summary of responses to the questions in the survey; and the correlations and variances between responses and some key categories including region, racial background and level of agreement to certain questions. Finally, **Section 3** provides analysis based on the survey results covering the key areas addressed by the survey. The survey questionnaire is also enclosed in the Appendix as reference.
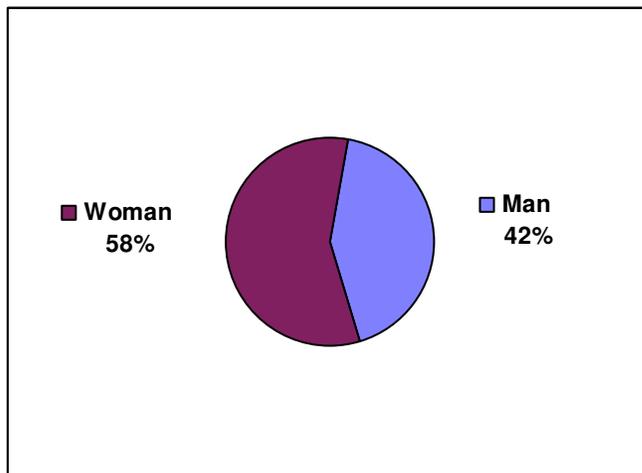
Section 2: Survey Results

2.1 Demographics

In order to facilitate a better comprehension of the survey results (644 cases), some descriptive features of the respondents are illustrated as follows.
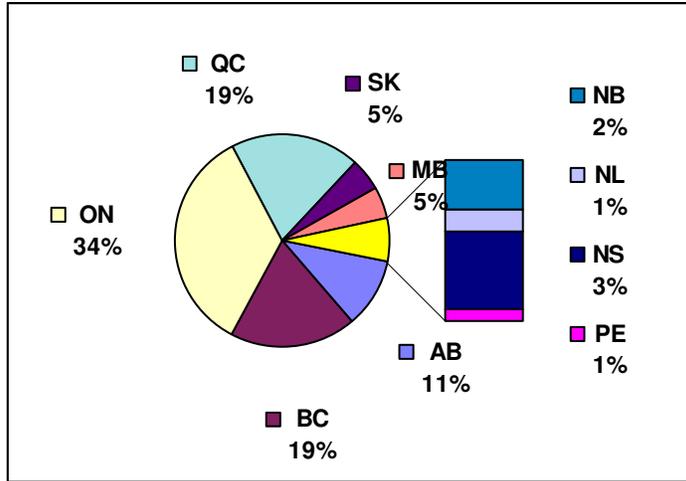
By Language
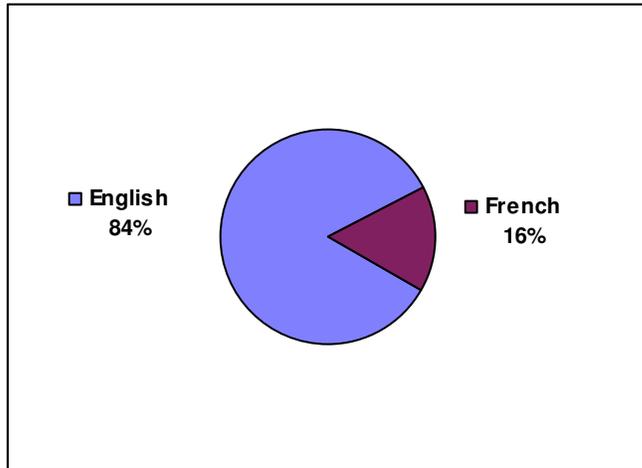
541 English and 103 French surveys (total 644) are used for data analysis.

By Gender

Out of the 644 cases, there are 28 responses identified as *Couple*, 2 as *Organization*, 204 as *Man*, 277 as *Woman*, and 133 as *Missing* (cases without applicable information for this category).
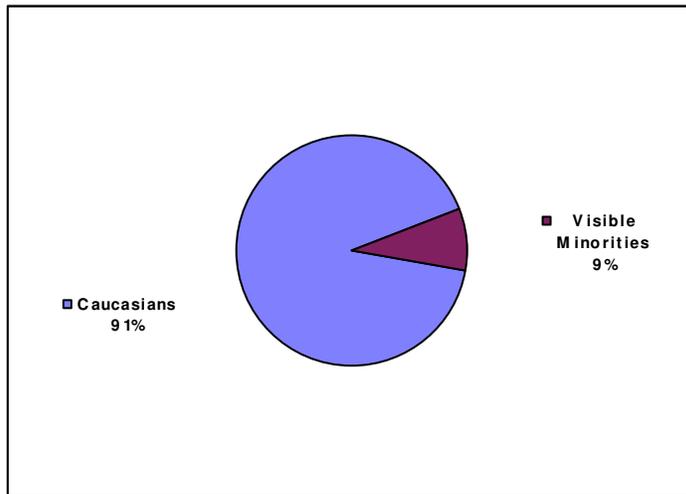
By Region

570 or 88.5% of respondents are identified by their provinces.

ON – Ontario (198)
QC – Quebec (112)
BC – British Colombia (107)
AB – Alberta (60)
SK – Saskatchewan (28)
MB – Manitoba (27)
NS – Nova Scotia (18)
NB – New Brunswick (12)
NL – Newfoundland and Labrador (5)
PE – Prince Edward Island (3)

By Racial Background

A sample of 202 cases is used to present a rough picture of respondents' racial backgrounds.

Out of the 202 cases, 149 are Caucasians, 14 are Visible Minorities and the rest 39 are missing values.

2.2 Responses

Responses to the survey are summarized according to the structure of the questionnaire.

Ranking Multiple Answers to Multiple Choice Question

Question 1: Knowing there are many important issues facing the United Nations, please check the 5 issues that concern you most today.

Respondents were asked to choose, from a selection of issues facing the UN today, 5 that concern them the most. 629 or 97.7% of respondents answered this question. Some respondents opted to select more than five issues, which were also counted for the ranking below. The following chart displays the responses in descending order.
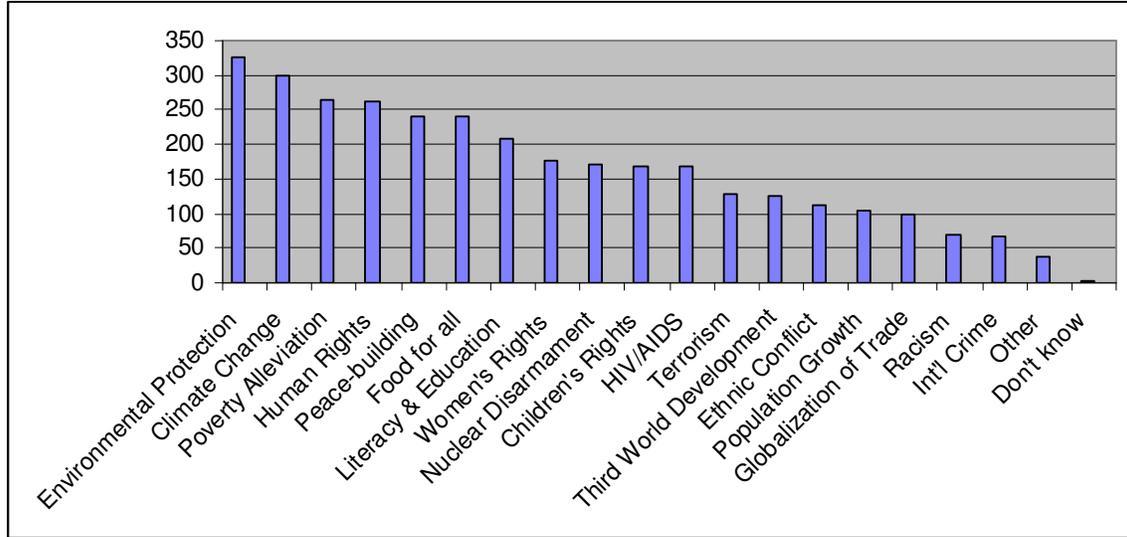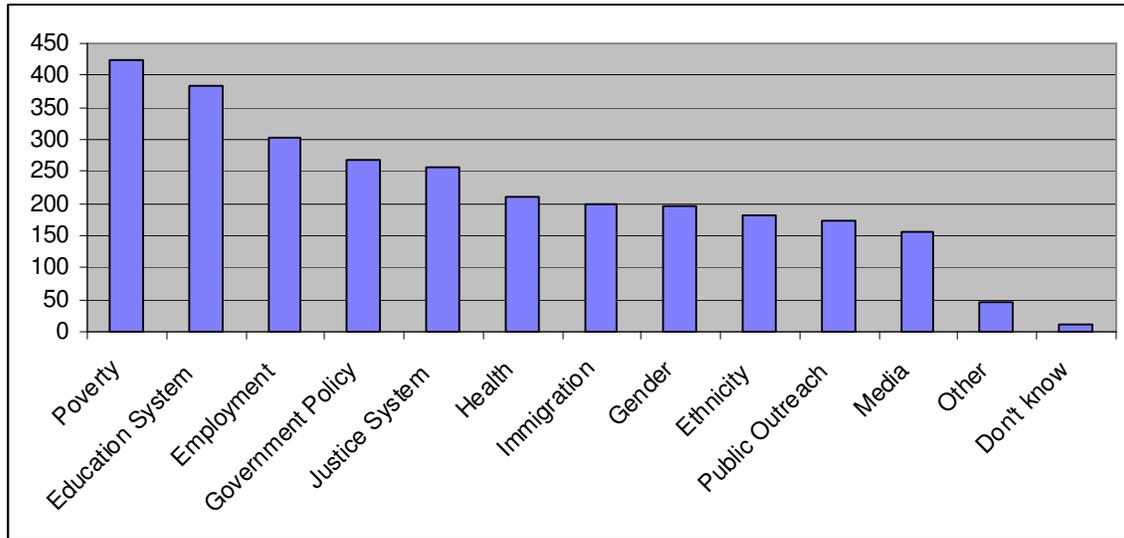

Issues (# of respondents who selected the issue)   (% of respondents)

Environmental Protection (327) ……………………………………………… **52.15%**
Climate Change (299) ……………………………………………………… **47.69%**
Poverty Alleviation (264) ………………………………………………… **42.11%**
Human Rights (263) ………………………………………………………… **41.95%**
Peace-building (241) ………………………………………………………… **38.44%**
Food for all (240) ……………………………………………………………… 38.28%
Literacy & Education (208) …………………………………………………… 33.17%
Women's Rights (176) …………………………………………………………. 28.07%
Nuclear Disarmament (172) …………....……………………………………. 27.43%
Children's Rights (167) ……………………………………...……………… 26.63%
HIV/AIDS (167) ……………………………………………………………... 26.63%
Terrorism (127) ………………………………………………………………. 20.26%
Third World Development (126) ……………………………………………… 20.10%
Ethnic Conflict (111) ……………………………...…………………………. 17.70%
Population Growth (104) ……………………………………………………… 16.59%
Globalization of Trade (98) …………………………………………………… 15.63%
Racism (70) …………………………………………………………………… 11.16%
International Crime (67) …………………...………………………………… 10.69%
Other (37) …………………………………………………………….......... 5.90%
Don't Know (2) …………………………………………...…………………... 0.03%

Multiple Choice with Multiple Answers Per Question

Question 2: In addressing racism and discrimination, what in your opinion are the key issues that must be addressed?
Respondents were asked to select all applicable key issues in addressing racism and discrimination in their opinions. 614 or 95.3% of respondents answered this question. The overall responses are listed in the following chart in descending order.

Issues (# of respondents who selected the issue)   (% of respondents)

Poverty (423) ……………………………..…………………………… **70.15%**
Education System (384) …………………..……………………………… 63.68%
Employment (303) …………………..……………………………………… 50.25%
Government Policy (268) ……………………………………………………… 44.44%
Justice System (256) …………………………………………………………… 42.45%
Health (211) ……………………………………………………………………… 34.99%
Immigration (199) ……………………………………………………………… 33.00%
Gender (196) …………………………………………………………………… 32.50%
Ethnicity (181) ………………………………………………………………… 30.02%
Public Outreach (172) …………………………………………………….. 28.52%
Media (156) ……………………………………………………………………… 25.87%
Other (45) ………………………………………………………………….. 7.46%
Don't know (11) ………………………………………………………………… 1.79%

Question 3: What in your opinion are the biggest challenges facing minority community members in Canada?

Respondents were asked to select all applicable key challenges facing minority community members in Canada in their opinions. 614 or 95.3% of respondents answered this question. The overall responses are listed in the following chart in descending order.
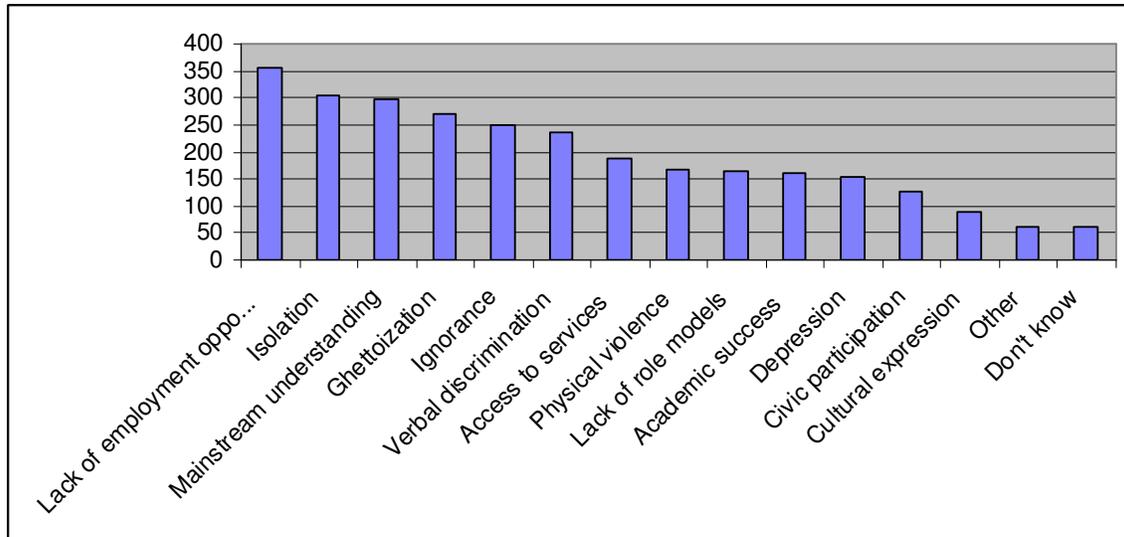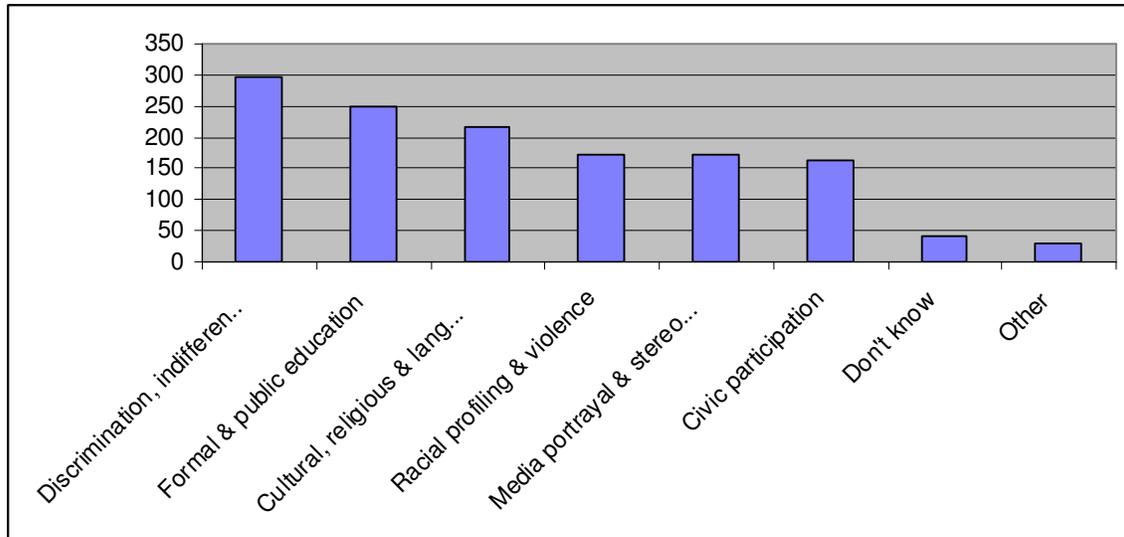
Issues (# of respondents who selected the issue)   (% of respondents)

Lack of employment opportunities (356) …………………………..…. 64.38%
Isolation (303) ………………………………………………………….. 54.79%
Lack of understanding from mainstream (299) ……………….…………. 54.07%
Ghettoization (269) ………………………………………………….. 45.03%
Ignorance (249) …………………………………………………….. 42.45%
Verbal Discrimination (237) ……………………………………………. 42.86%
Access to services (187) …………………………………………….. 33.82%
Physical Violence (169) ……………………………………………….. 30.56%
Lack of role models (165) ……………………………………………. 29.84%
Academic success (161) ……………………………………………….. 29.11%
Depression (155) ……………………………………………………... 28.03%
Lack of opportunities for civic participation (127) ……………………….. 22.97%
Lack of opportunities for cultural expression (90) ………………………. 16.27%
Other (61) ………………………………………………………….. 11.03%
Don't know (61) ……………………………………………………… 11.03%

Question 4: Of the six areas identified by Canadians (through previous UNA-Canada cross-country initiatives) as a priority(ies) for anti-racism/anti-discrimination work, please indicate which you believe to be priorities in your community?

Respondents were asked to select all applicable priorities for anti-racism/anti-discrimination work in their communities. 467 or 72.5% of respondents answered this question. The overall responses are listed in the following chart in descending order.
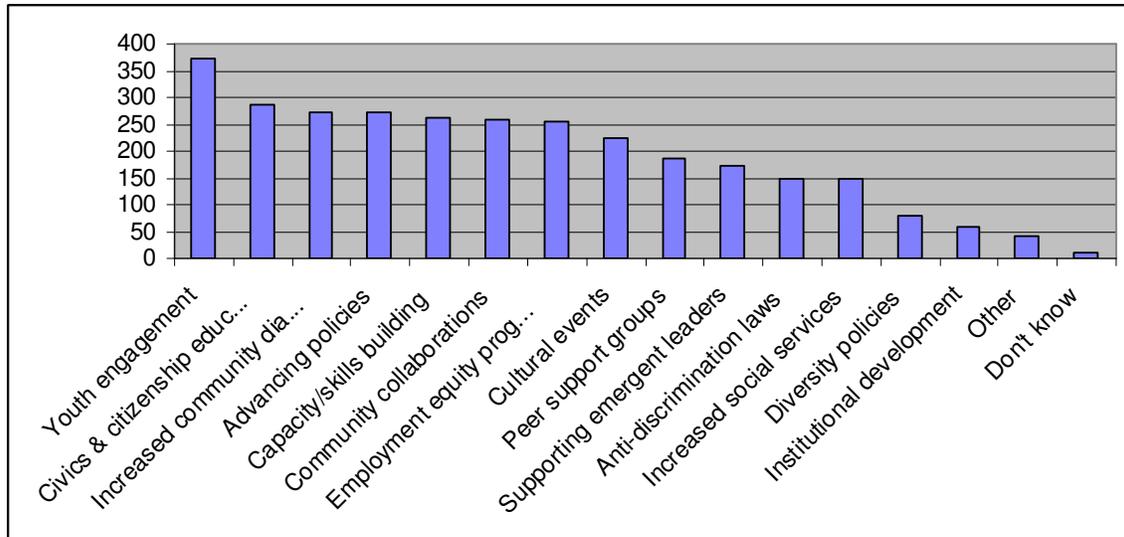
Issues (# of respondents who selected the issue)   (% of respondents)

Discrimination, indifference & intolerance (298) …………………………. 70.28%
Formal & public education (249) ………………………..…………………… 58.73%
Cultural, religious & language diversity (216) …………………...…………… 50.94%
Racial profiling & violence (173) …………………………………………… 40.80%
Media portrayal & stereotyping (171) ………………………………………… 40.33%
Civic participation (162) ……………………………………………………… 38.21%
Don't know (43) ……………………………………………………………… 9.21%
Other (29) …………………………………………………………………… 6.84%

Question 5: To you, what is the most effective way(s) to foster cohesive societies?

Respondents were asked to select most effective challenges to foster cohesive societies that were applicable to them. 572 or 88.8% of respondents answered this question. The overall responses are listed in the following chart in descending order.

Issues (# of respondents who selected the issue)   (% of respondents)

Youth engagement (372) ……………………………………………………… **66.19%**
Civics & citizenship education (286) ………………………………………… 50.89%
Increased community dialogue (273) ………………………………………… 48.58%
Advancing policies (271) ……………………………………………………… 48.22%
Capacity/skills building (263) …………………...…………………………… 46.80%
Community collaborations (258) ……………………………………………… 45.91%
Employment equity programmes (254) ……………………………………….. 45.20%
Cultural events (224) ……………………………………………………... 39.86%
Peer support groups (187) …………………………………………………... 33.27%
Supporting emergent leaders (174) …………………………………………… 30.96%
Anti-discrimination laws (150) ……………………………………………… 26.69%
Increased social services (148) ……………………………………………… 26.33%
Diversity policies (78) ………………………………………………………… 13.88%
Institutional development (57) ………………………………………………… 10.14%
Other (40) …………………………………………………………………... 7.12%
Don't know (10) …………………………………………………………… 1.75%

*Multiple Choice on Level of Agreement*

Question 6: Canada's multicultural policy – which aims to foster an inclusive Canada built on inter-cultural understanding and citizen participation – has been successful in pursuing this mandate.
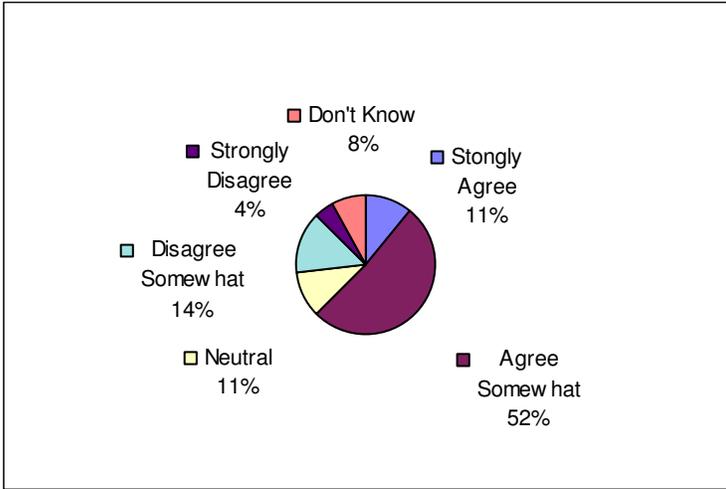
522 or 81.1% of respondents answered this question.

Agree Somewhat (285) – 52%
Disagree Somewhat (79) – 14%
Strongly Agree (60) – 11%
Neutral (59) – 11%
Don't Know (45) – 8%
Strongly Disagree (24) – 4%

Question 7: Canada's experience with multiculturalism, both positive and negative, should be shared through the UN as a potential model for other nations to learn from.
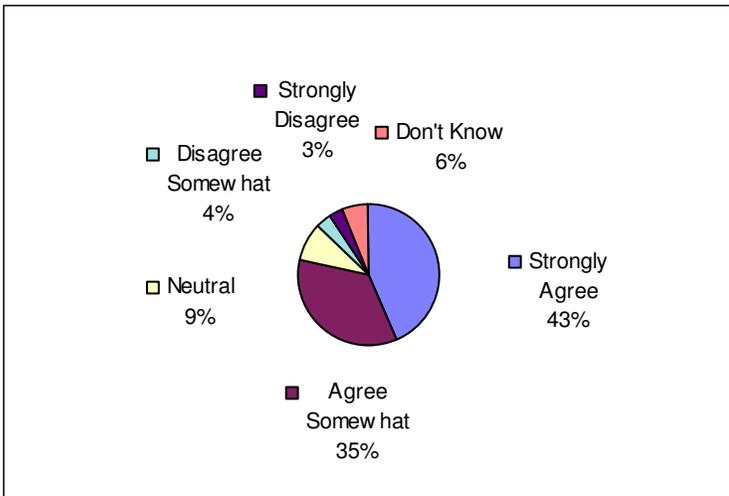
520 or 80.7% of respondents answered this question.

Strongly Agree (225) – 43%
Agree Somewhat (182) – 35%
Neutral (46) – 9%
Don't know (30) – 6%
Disagree somewhat (20) – 4%
Strongly Disagree (17) – 3%

Section 3: Data Analysis

3.1 Key Issues Addressing Racism and Discrimination

The top issue facing respondents was identified as **Poverty** – 70.15% of participants selected this issue, followed by the **Education System** (63.68%). This shows respondents' opinions on the root causes of discrimination and racism – economic status and social understanding from education. These two issues are far ahead of the next three preferences, i.e. Employment (50.25%), **Government Policy** (44.44%) and **Justice System** (42.45%). Some of the 'Other' issues indicated include religion, history, family planning, ethnic conflicts, language training/integration, recognition of foreign credentials and respect for Aboriginal people.

Based on the gender-specific analysis conducted regarding this issue, no significant variances were discovered between the opinions of male and female with the top five issues being Poverty, Education system, Employment, Government policy and Justice system. There is a slight difference for the ranking of **Gender and Ethnicity**, with the former a higher ranking for female and the latter for male.

The focus group study on the small sample of visible minority respondents indicates different priorities between this group and the larger body of other respondents (which will undoubtedly also include some visible minorities). The top identified issue is the **Justice System**, which is closely followed by the **Education System, Immigration and Employment**. The 'Other' identified foreign credential recognition, which relates to Employment and Immigration.

A Sense of Belonging conducted high level Roundtable discussions in all nine communities, twice over the course of the three-year initiative. One major finding from this extensive community consultation was a series of recommendations on improving the Education System with regards to integration.

Roundtable participants across Canada reported that the formal education system across Canadian communities suffers from the same lack of readiness towards the growing Canadian demographic shift that plagues other institutions. This demographic change will be increasing dramatically: a report from Statistics Canada says that by 2017, Canada's visible minority population would be between 6,313,000 and 8,530,000, a 111% increase from 2001.[2] As such, the need for cultural competency in all sectors, particular in education is vital. Across the nine communities, there were concerns that teachers need to reflect the diversity of the students they teach, and develop appropriate ways to impart knowledge to newcomer students to help them adapt better to the norms of "mainstream" society. Educators also need to incorporate the positive messages – and challenges- of pluralism and diversity to their classrooms. While there is a plethora of resources that exist for teachers, they often require specific training that may not be readily available. It was reported that these resources are not necessarily linked to the curriculum educators are mandated to teach.

Positively, most respondents –especially youth participants – noticed a strong trend toward anti-discriminatory attitudes among high school and university aged students. Participants noted that racist language and attitudes were diminishing within the formal and informal education sectors.

3.2 Challenges Facing Minority Communities in Canada

Lack of Employment Opportunities (64.38%) was selected as the most significant challenge facing minority community member in Canada, which is followed by **Isolation** (54.79%) and **Lack of Understanding from Mainstream** (54.07%). These three issues indicate the need to find effective means to help minority members integrate into the Canadian society, socially, economically and professionally. Some of the 'Other' issues indicated include recognition of foreign credentials, language barriers, a lack of awareness of available services, tokenism and reversed racism. It should also be noticed that a fairly large number of respondents (61 or 11.03%) simply had no answer for this question by selecting **'Don't know'**. This might indicate the necessity to strengthen public outreach and raise awareness for minority issues among communities.

The minority focus group also indicated **Lack of Employment Opportunities** as the biggest challenge for minority members. **Ignorance** is ranked as the second with equal consideration for issues such as Verbal discrimination, Access to services, Ghettoization and Lack of understanding from mainstream. The 'Other' issues identified are foreign credential recognition and not aware of available resources/services. One should note that we recognize that "ignorance" may be somewhat vague and could be interpreted as "lack of knowledge", a "wilful lack of interest" or even "an extreme negative attitude towards out-groups"; as such, we will refrain from further analysis.

3.3 Local Anti-racism/discrimination Priorities

Discrimination, Indifference & Intolerance ranked as the highest priority for anti racism/discrimination work in respondents' communities with a selection percentage of 70.28%. More than half of the respondents chose **Formal & Public Education** and **Cultural, Religious & Language Diversity** as the other top priority issues. Close to 10% of the respondents declined to answer the question. Some of the specific 'Other' issues indicated include unemployment and poverty, increased access to language training to women, lack of assistance to minority children at school, deportation without sound reasons, intolerance towards certain religions, adult education, and equality to ALL Canadians (not just minorities).

Since regional differences might give weight on the answer to this question, a data analysis between the provinces/regions and the responses was conducted. The cases of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador were combined into one regional category – Atlantic Canada. The result reveals that although the overall priorities do coincide among these provinces/regions, slight variances do exist.

For example, while in BC, **Cultural, Religious & Language Diversity** was identified as the second priority, Manitoba ranked this issue as the last one on the list. Interestingly enough, Manitoba selected **Racial Profiling & Violence** as the second, while Ontario, Quebec and Atlantic Canada ranked it as the bottom one. And, while all other provinces indicated **Discrimination, Indifference & Intolerance** as the first priority, Atlantic Canada opted for **Formal & Public Education** instead.

Within the minority focus group, 9 valid cases in this regard, merely one respondent selected **Discrimination, Indifference & Intolerance**, no one chose **Racial Profiling & Violence** and two responded "don't know", with the remaining responses being divided fairly equally among the other issues.

3.4 Effective Way(s) to Foster Cohesive Societies

Youth Engagement (66.19%) was predominately selected as the top one effective way to foster cohesive societies. The selection rate is much higher than the next picks of **Civics & Citizenship Education** (50.89%), **Increased Community Dialogue** (48.68%), **Advancing Policies** (48.22%) and **Capacity/Skills Building** (46.80%). Some of the 'Other' issues being specified include foster cohesive families first, cultural education, economic growth, community building, stopping religious and tribal conflicts at the border and diversity policy within limits.

For the focus group, 9 respondents answered this question. They generally shared the views of the rest of the respondents to the survey.

Canada is a multicultural country, building a cohesive society involves all cultures interacting and working together. The most effective way(s) to foster such a society may vary for people who hold different perspectives towards the multiculturalism policy. Hence, an analysis was conducted to investigate the link between the two extreme attitude towards Canada's multiculturalism (Strongly agree & disagree) and the responses to this question. The result finds that the overall tendencies of the two groups are similar, except **Cultural Events**, **Community Collaborations** and **Increased Social Services**. While **Cultural Events** and **Community Collaborations** rank moderate for the 'Strongly agree' group, they fall among the bottom three ways for the group of 'Strongly disagree'. The reverse situation happens for the issue of **Increased Social Services**.

Through *A Sense of Belonging's* extensive community consultation, it appears that every city and town recognizes that youth face significant challenges in coping with and addressing racism and discrimination. Participants in Regional Roundtables indicated that youth do not feel safe to speak up and out about racism and discrimination in their daily lives. These fears range from lacking the outlets to report harmful occurrences and feeling that they will be taken seriously, to fears of being bullied and physically harmed. Participants also indicated that most youth (particularly visible minority and new Canadians) were not aware of the services available to them. A particularly difficult challenge facing some youth was the loss or absence of cultural identity. This is a generational phenomenon for some groups, and for others a continuing challenge.

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A significant insight given in many communities into one of the causes of this loss was a general resistance and devaluing of diversity within this age group. A poignant example was given of an Aboriginal youth identifying as "brown" rather than something more specific to their heritage. The value given to diversity, therefore, is not quite trickling down to the next generation in a way that prevents their alienation. The desire, therefore, is for communities to create a climate where this self-imposed marginalization is undermined and replaced with a sense of pride and empowerment that does not limit itself to any particular age.

3.5 Attitude towards Multiculturalism in Canada

Questions 6 and 7 of the survey address the multicultural policy and multiculturalism in Canada. On average, 521 respondents answered to both questions and that equalled to about 81% of the respondents.

Regarding the argument whether **Canada's multicultural policy has been successful in pursuing its mandate, which is to foster an inclusive Canada built on inter-cultural understanding and citizen participation**: 44% of respondents agreed somewhat. This selection rate is predominantly higher than the other options, i.e. Disagree Somewhat (14%), Strongly Agree (11%), Neutral (11%) and Strongly disagree (4%). 8% of the respondents also were not aware of the answer. Out of the 11 minority respondents, the majority (6) opted for Agree Somewhat.

Many respondents provided explanations for their answers, (especially with the "agree/disagree somewhat" choices). These explanations represented reservations from both sides – the Canadian majority and visible minority groups. Some of the main concerns include:
- deep-rooted racism held by the dominant culture
- cultural segregation and conflicts due to multiculturalism
- respecting Canadian founding cultures (the Natives, the French and the English) while considering multiculturalism
- immigrants not sufficiently integrated/assisted
- human right of aboriginal people not respected
- multiculturalism as an image to live up to
- fine line between recognizing cultural diversity and endorsing cultural ghettoization
- minorities' beliefs imposed on Canadian society
- the policy has been successful; however, it should not be pervasive as to prevent new citizens from seeing themselves as Canadians

Regarding the statement on whether Canada's experience with multiculturalism should be shared through the UN as a potential model for other nations to learn from, an affirmative confirmation of Strongly Agree (43%) was received from respondents, with the other

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options being Agree Somewhat (35%), Neutral (9%), Disagree Somewhat (4%) and Strongly Disagree (3%). 6% of the respondents did not answer. There were comments such as "Are we really at a stage to share with other nations?" However, one should note the fact that the majority of respondents (78%) did either agree somewhat or strongly agree that Canadian multiculturalism was valuable enough to be shared with the rest of the world, a significant testament to the confidence that many Canadians have with regards to both federal policy and Canadian identity.

3.6 Data Analysis Summary

Identity and Multiculturalism in Canada

The survey results indicate some reservations on the part of Canadians towards the multicultural policy in Canada. Although they do recognize the success of multiculturalism in Canada and take great pride in sharing that model with the rest of the world, the majority of the respondents express concerns over the policy and the current status in Canada regarding multiculturalism. The concerns originate from both sides of majority and minority groups, with some of the main issues being cultural segregation, racism beneath the surface, reserved racism, lack of an accepting mainstream and insufficient integration of and assistance to new immigrants, etc. Moreover, concerns were also expressed regarding the status of Aboriginal people in Canada (although they were not the original focus subject of this survey, visible minorities being more of a "target"). It is reasonable to say that the type of "caring Canadians" surveyed see multiculturalism as a significant national philosophy, with the caveat that it is a policy that needs constant vigilance.

The common experiences of racism and discrimination perceived within communities across Canada indicates the need for a broad and integrated approach to these issues that supports collective action and response at both the local and national level. While Canada currently employs a number of different strategies designed to address racism and discrimination, these are often perceived or manifest to those affected as independent initiatives working in isolation from other federal activities. As racism and discrimination permeate many facets of life in Canada, a more integrated approach to addressing these issues is required at both national and community levels to ensure adequate impact. Nationally, Canada's multicultural policy defines a country where "all citizens can keep their identities, can take pride in their ancestry and have a sense of belonging," however, without directly informing other federal services, policies and provisions, the impact is often limited to raising public awareness without directly creating an environment where acceptance is genuinely experienced. A process of strategic harmonization of federal policy is required to ensure that the values espoused by Canada's commitment to anti-racism take root with all Canadians.

Building Cohesive Societies

The survey result shows some of the cross-cutting challenges being faced by minority groups in Canada – poverty, lack of employment opportunities and indifference & intolerance from the mainstream. Public and civic education, reform of the education system, community dialogue as well as engagement of the youth are identified as the effective means to address racism and discrimination issues in order to foster a cohesive Canadian society.

The United Nations Association in Canada is a 61 year old, national institution with powerful convening strength, a think and do organization which operate with an awareness of its capacity to provide, in the language of Robert Putnam (Bowling Alone in America, 2001), the opportunity to bridge social capital. This initiative has not only allowed UNA –Canada to bring to the table a 'new mainstream' (those who may have thought of themselves as 'mainstream' while others may not) this initiative has also made us highly aware of our own role in projecting institutional diversity, a quiet but unspoken strength of the organization from our professional team to our eighteen branches and regional contracts across the country. A sense of belonging occurs through consciousness, conscientiousness and intent which need public engagement and outreach – and an active and continuing dialogue. The latter is surely a hallmark of what it is to be Canadian.

Appendix A

Survey Questionnaire on *Racism, Discrimination and Multiculturalism* (December 2006)

YES, I want to help build a culture of acceptance, inclusivity and trust. Enclosed is my special donation to UNA-Canada in the amount of:

☐ I've enclosed my cheque payable to the United Nations Association in Canada.

☐ Please bill my ☐ ☐

Card Number _____

Expiry Date _____

Telephone Number (_____) _____

Signature _____

We are grateful for your continued support!

Receipts will be issued for all donations of $10.00 or more. Charitable registration number 11927-6855 RR0001

Please see over for important information on our monthly giving programme. →

United Nations Association in Canada
300-309 Cooper Street, Ottawa, ON K2P 0G5 • Tel.: (613) 232-5751 • Fax: (613) 563-2455 • Website: www.unac.org • Email: info@unac.org

We are your voice. Tell us what YOU think is IMPORTANT.

The global community is facing many critical issues and challenges. UNA-Canada is keenly interested in learning what you think and believe is important. Your answers to these questions will help us identify what Canadians believe to be top priorities for the UN, for Canada, and for your United Nations Association in the coming year. Please take a few moments to fill out the following survey and send it back to UNA-Canada as soon as possible with your donation. All personal information and opinions we receive will be kept confidential. Only collective results will be shared.

Helen Keller once said *"How wonderful it is that nobody need wait a single moment before starting to improve the world."* By sending your response to our survey, along with your contribution, you will make such a start. Thank you.

1. **Knowing there are many important issues facing the United Nations, please check the 5 issues that concern you most today...**

☐ Children's rights
☐ Climate change
☐ Environmental protection
☐ Ethnic conflict
☐ Food for all
☐ Globalization of trade
☐ HIV/AIDS

☐ Human rights
☐ International crime
☐ Literacy and education
☐ Nuclear disarmament
☐ Peace-building
☐ Population growth
☐ Poverty alleviation

☐ Racism
☐ Terrorism
☐ Third world development
☐ Women's rights
☐ Other _____
☐ Don't know
☐ No answer

2. **In addressing racism and discrimination, what in your opinion are the key issues that must be addressed?** *(select all that apply)*

☐ Ethnicity
☐ Gender
☐ Immigration
☐ Health
☐ Employment

☐ Poverty
☐ Media
☐ Education system
☐ Government policy
☐ Public outreach

☐ Justice system
☐ Other _____
☐ Don't know
☐ No answer

3. **What in your opinion are the biggest challenges facing minority community members in Canada?** *(select all that apply)*

☐ Verbal discrimination
☐ Physical violence
☐ Depression
☐ Access to services
☐ Isolation
☐ Lack of role models
☐ Ignorance
☐ Ghettoization

☐ Academic success
☐ Lack of employment opportunities
☐ Lack of opportunities for cultural expression
☐ Lack of understanding from mainstream
☐ Lack of opportunities for civic participation
☐ Other _____
☐ Don't know
☐ No answer

AMBASSADOR'S CIRCLE
United Nations Association in Canada's Monthly Giving Programme

Many of our supporters who share your commitment have asked how they can help the most. The answer is our Ambassador's Circle pre-authorized monthly giving programme, which is convenient and helps reduce costs so your donation goes further.

☐ Yes, I authorize the United Nations Association in Canada to make monthly withdrawals of:

☐ $10   ☐ $15   ☐ $20   ☐ $30   ☐ I am able to give $_____

☐ I have enclosed my blank cheque marked VOID.

Signature _____ Date _____

☐ I prefer to use my   ☐ [card]   ☐ [card]

Card Number _____ Expiry Date _____

Signature _____ Telephone Number (_____) _____

I understand that this amount will be deducted from my bank account or credit card automatically on the first day of each month. I know I can alter or cancel this plan at any time by contacting UNA–Canada. A tax receipt will be issued at the end of the calendar year for the total amount of my annual contribution.

---

4. **Of the six areas identified by Canadians (through previous UNA-Canada cross-country initiatives) as a priority(ies) for anti-racism/anti-discrimination work, please indicate which you believe to be priorities in your community.** *(select all that apply)*

☐ Media portrayal & stereotyping   ☐ Civic participation

☐ Discrimination, indifference & intolerance   ☐ Racial profiling & violence

☐ Formal & public education   ☐ Don't know

☐ Cultural, religious & language diversity   ☐ No answer

Are there other priorities not listed here? Please specify: _____
_____

5. **To you, what is the most effective way(s) to foster cohesive societies?** *(select all that apply)*

☐ Youth engagement   ☐ Increased social services

☐ Capacity/skills building   ☐ Peer support groups

☐ Anti-discrimination laws   ☐ Increased community dialogue

☐ Cultural events   ☐ Supporting emergent leaders

☐ Civics & citizenship education   ☐ Institutional development

☐ Employment equity programmes   ☐ Other _____

☐ Diversity policies   ☐ Don't know

☐ Advancing public awareness   ☐ No answer

☐ Community collaborations

Please rank how strongly you agree or disagree with the following two statements:

6. **Canada's multicultural policy – which aims to foster an inclusive Canada built on inter-cultural understanding and citizen participation - has been successful in pursuing this mandate.**

☐ Strongly agree   ☐ Neutral   ☐ Disagree somewhat   ☐ Don't know

☐ Agree somewhat   ☐ Strongly disagree   ☐ No answer

Please explain: _____
_____

7. **Canada's experiences with multiculturalism, both positive and negative, should be shared through the UN as a potential model for other nations to learn from.**

☐ Strongly agree   ☐ Neutral   ☐ Disagree somewhat   ☐ Don't know

☐ Agree somewhat   ☐ Strongly disagree   ☐ No answer

Thank you for participating in our survey. No matter which issues you think are the most important ones, we will only be able to be as effective as our funds permit. Please endorse the important work we do by making a special donation in support of this process and the directions we will all take together.

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Appendix B
Correlations and Variances

In addition to summarizing the surveys according to each question, the correlations between these responses and the variances between certain descriptive categories of respondents' profiles are investigated as well. It aims to provide a deeper understanding of the respondents by looking at specific concerns and priorities of its subgroups.

Gender and Responses
(Question 2, "In addressing racism and discrimination, what in your opinion are the key issues that must be addressed?", is used to test the variance between the responses of male and female.)

Ranking	Male (% of Male Respondents)	Female (% of Female Respondents)
1	Poverty (63.1%)	Poverty (72.1%)
2	Education system (58.8%)	Education system (66.5%)
3	Employment (50.3%)	Employment (49.1%)
4	Government policy (43.3%)	Government policy (46.8%)
5	Justice system (40.1%)	Justice system (39.8%)
6	Ethnicity (36.9%)	Gender (35.7%)
7	Immigration (32.1%)	Immigration (34.9%)
8	Gender (28.3%)	Health (34.2%)
9	Health (26.7%)	Public Outreach (32.3%)
10	Media (24.6%)	Media (29.7%)
11	Public outreach (23%)	Ethnicity (24.5%)
12	Other (8%)	Other (7.4%)
13	Don't know (1.6%)	Don't know (1.9%)

* Based on 456 valid cases

Region and Responses
(Question 4, "Of the six areas identified by Canadians (through previous UNA-Canada cross-country initiatives) as a priority(ies) for anti-racism/anti-discrimination work, please indicate which you believe to be priorities in your community?", is used to test the variance among regions.)

	Media portrayal & stereotyping	Discrimination, indifference & intolerance	Formal & public education	Cultural, religious & language diversity	Civic participation	Racial profiling & violence	Other	Don't know
AB	5	1	2	4	6	3	7	8
BC	4 or 5	1	4 or 5	2	6	3	7	8
MB	3 or 4 or 5	1	3 or 4 or 5	6	3 or 4 or 5	2	7	8

20

ON	5	1	2	3	4	6	7	8
QC	5	1	2	3	4	6	7	8
SK	6	1	2	3	5	4	7 or 8	7 or 8
Atlantic Canada	3 or 4	2	1	3 or 4	5	6	7	8

* Based on 465 valid cases.
* # of ranking for each issue is provided to accommodate information display.
* Cases of NS, NB, NL and PE are combined into Atlantic Canada due to the small size of each province.

Level of Agreement and Responses

(Question 5, "To you, what is the most effective way(s) to foster cohesive societies?", is used to test the variance of two extreme answers to Question 6, "Canada's multicultural policy – which aims to foster an inclusive Canada built on inter-cultural understanding and citizen participation – has been successful in pursuing this mandate.")

Question 5 issues\Question 6 Level of Agreement	Strongly agree	Strongly disagree
Youth engagement	1	2
Capacity/skills building	6	4
Anti-discrimination laws	9	10 or 11
Cultural events	7 or 8	12
Civic & citizenship education	2	1
Employment equity programmes	4	5 or 6 or 7
Diversity policies	14	13
Advancing public awareness	7 or 8	5 or 6 or 7
Community collaborations	5	10 or 11
Increased social services	12	5 or 6 or 7
Peer support groups	10 or 11	9
Increased community dialogue	3	3
Supporting emergent leaders	10 or 11	8
Institutional development	13	14 or 15
Other	15	14/15
Don't know	16	16

* Based on 498 valid cases.
* # of ranking is provided.

Appendix C
Focus Group Study of Visible Minority Cases

Since there are only 14 visible minority cases, a focus group study analysis is applied to examine a rough picture of their opinions and concerns. Number of respondents is counted for each issue.

Question 2: key issues in addressing racism and discrimination

13 respondents answered this question and their choices were:

Justice system (9)
Education system (8)
Immigration (7) / Employment (7)
Ethnicity (6) / Health (6) / Poverty (6) / Government policy (6) / Public outreach (6)
Gender (4)
Media (2)
Other (1) / Don't know (1)

Question 3: biggest challenges facing minority community members in Canada

12 respondents answered this question and their choices were:

Lack of employment opportunities (7)
Ignorance (6)
Verbal discrimination (5)/ Access to services (5)/ Ghettoization (5)/
Lack of understanding from mainstream (5)
Lack of opportunities for civic participation (4)/ Other (4)
Lack of role models (3)/ Academic success (3)
Physical violence (2)/Depression (2)/Isolation (2)/
Lack of opportunities for cultural expression (2)
Don't know (1)

Question 4: anti-racism/discrimination priorities in local community

9 respondents answered this question and their choices were:

Formal & public education (3)/ Civic participation (3)
Media portrayal & stereotyping (2)/ Cultural, religious & language diversity (2)
Other (2)/ Don't know (2)
Discrimination, indifference & intolerance (1)
Racial profiling & violence (0)

Question 5: most effective ways to foster cohesive societies

9 respondents answered this question and their choices were:

Capacity/skills building (7)/ Advancing public awareness (7)
Youth engagement (6)
Cultural events (4)/ Employment equity programmes (4)/ Community collaborations (4)
Civics & citizenship education (3)
Anti-discrimination laws (2)/ Increased social services (2)/ Supporting emergent leaders (2)/ Increased community dialogue (2)
Diversity policies (1)/Peer support groups (1)/Institutional development (1)
Other (0)/Don't know (0)

Question 6: Canada's multicultural policy has been successful in pursuing its mandate.

11 respondents answered this question and their choices were:

Agree somewhat (6)
Strongly agree/Neutral/Disagree somewhat/Strongly disagree/Don't know (1)

Question 7: Canada's multiculturalism should be shared through the UN as a potential model.

10 respondents answered this question and their choices were:

Agree somewhat (4)
Strongly agree (3)
Disagree somewhat (2)
Strongly disagree (1)
Neutral/Don't know (0)