



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from September 6 to September 9, 2019, among 391 adults in British Columbia who described their ethnicity as non-European. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is plus or minus 4.0 percentage points, 19 times out of 20.

Thinking of your own personal experiences living in British Columbia, how much discrimination have you personally experienced on account of your ethnicity?

A significant amount – 11%
A moderate amount – 22%
A small amount – 36%
None – 22%
Not sure – 8%

Most Non-European British Columbians Have Faced Discrimination

Just under one-in-four respondents have endured poor customer service and verbal harassment on account of their ethnicity.

Vancouver, BC [September 13, 2019] – A significant proportion of British Columbians who described their ethnicity as non-European have experienced discrimination in the province, a new Research Co. poll has found.

In the online survey of a representative sample of British Columbians who described their ethnicity as non-European, a third of respondents (33%) say they have experienced “a significant amount” (11%) or a “moderate amount” (22%) of discrimination on account of their ethnicity.

“Only 19% of respondents aged 55 and over say they have experienced ethnic-based discrimination in British Columbia,” says Mario Canseco, President of Research Co. “The proportion is higher among those aged 18-to-34 (33%) and those aged 35-to-54 (also 33%).”

More than three-in-five British Columbians who described their ethnicity as non-European (62%) say they have personally experienced one of 11 different incidents on account of their ethnicity.

About one-in-four respondents say they have endured poor customer service (24%) and verbal harassment (23%) on account of their ethnicity.

Other experiences reported by British Columbians who described their ethnicity as non-European are being the subject of racist jokes (17%), being mocked or ridiculed because of their ethnicity (16%), unfair treatment in the workplace (also 16%), and loss of potential employment opportunity (16%).

More than one-in-ten respondents also report facing denial of facilities or accommodation (12%), exclusion from social groups within work (11%), exclusion from social groups within school (also 11%) and denial of goods or services (also 11%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it



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polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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