

Poll conducted by Research Co. on Political Correctness in Canada - January 1, 2021

The term “political correctness” has been used to describe language and/or behavior that seeks to minimize possible offenses to racial, cultural and gender identity groups, among others. Thinking about this, do you generally support or oppose the use of “political correctness” in Canada?



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Strongly support	15%	14%	16%	17%	18%	12%	13%	14%	13%	15%	20%	12%	23%	9%	16%
Moderately support	35%	34%	37%	38%	31%	37%	36%	39%	31%	34%	37%	34%	41%	28%	42%
Moderately oppose	17%	19%	15%	15%	15%	18%	16%	15%	16%	18%	15%	17%	14%	20%	19%
Strongly oppose	16%	20%	11%	11%	16%	17%	16%	20%	22%	15%	11%	17%	8%	30%	12%
Not sure	17%	13%	21%	19%	20%	15%	18%	11%	18%	18%	18%	21%	14%	14%	12%

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Which of these statements comes closest to describing your own behavior regarding "political correctness"?



	GENDER		AGE			REGION				VOTE IN 2019 FEDERAL ELECTION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
I always act "politically correct" because it's the right thing to do	32%	28%	36%	33%	31%	32%	27%	28%	26%	32%	44%	27%	43%	23%	36%
I sometimes act "politically correct" because it's the safe thing to do	40%	42%	39%	41%	38%	41%	44%	44%	40%	41%	29%	49%	40%	45%	42%
I do not act "politically correct" because it's the wrong thing to do	11%	15%	6%	3%	13%	11%	13%	11%	12%	9%	11%	8%	6%	17%	12%
Not sure	17%	15%	19%	23%	18%	15%	16%	16%	22%	17%	16%	15%	11%	16%	10%

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Thinking about specific groups in society, how often do you think each one of these groups should act in a “politically correct” manner?



	GENDER		AGE			REGION					VOTE IN 2019 FEDERAL ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Politicians															
Always	49%	46%	52%	37%	50%	52%	47%	50%	45%	50%	52%	48%	56%	42%	54%
Most of the time	24%	26%	22%	33%	21%	23%	23%	25%	26%	24%	23%	21%	28%	21%	19%
Only sometimes	12%	12%	11%	16%	13%	10%	13%	10%	8%	12%	12%	13%	6%	17%	16%
Never	7%	10%	5%	4%	7%	8%	9%	10%	10%	4%	8%	6%	3%	12%	6%
Not sure	8%	7%	10%	10%	9%	8%	8%	5%	10%	10%	5%	11%	6%	8%	4%
Comedians															
Always	15%	13%	17%	9%	16%	15%	16%	10%	13%	15%	19%	8%	17%	15%	9%
Most of the time	23%	22%	24%	29%	21%	23%	23%	21%	21%	22%	29%	21%	27%	16%	31%
Only sometimes	30%	30%	29%	27%	33%	28%	36%	40%	27%	25%	26%	32%	29%	34%	34%
Never	21%	26%	16%	20%	19%	22%	15%	20%	25%	25%	18%	19%	17%	27%	19%
Not sure	12%	9%	15%	14%	11%	12%	10%	8%	14%	13%	8%	20%	10%	9%	8%
Journalists															
Always	38%	36%	41%	24%	38%	42%	40%	34%	33%	41%	39%	35%	46%	34%	38%
Most of the time	28%	28%	28%	37%	28%	26%	24%	30%	35%	26%	30%	28%	30%	26%	31%
Only sometimes	16%	16%	15%	22%	15%	15%	19%	19%	9%	16%	15%	18%	13%	19%	18%
Never	9%	12%	5%	6%	9%	9%	9%	11%	13%	7%	9%	6%	5%	15%	8%
Not sure	9%	7%	11%	12%	10%	7%	8%	5%	10%	10%	7%	13%	7%	6%	5%
Teachers															
Always	45%	43%	48%	35%	44%	48%	44%	44%	36%	48%	47%	45%	52%	39%	46%
Most of the time	29%	30%	28%	34%	29%	27%	30%	30%	34%	26%	30%	25%	31%	28%	31%
Only sometimes	11%	11%	11%	18%	10%	10%	14%	12%	9%	11%	9%	13%	8%	14%	14%
Never	6%	9%	4%	3%	7%	6%	6%	8%	10%	4%	8%	6%	2%	12%	5%
Not sure	9%	8%	9%	10%	9%	8%	7%	6%	11%	11%	6%	11%	7%	7%	4%

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All things considered, do you agree or disagree with each of the following ideas?



	GENDER						AGE					REGION					VOTE IN 2019 FEDERAL ELECTION		
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP				
<i>Re-dubbing movies to remove words that may be deemed offensive to a specific race or ethnicity</i>																			
Strongly agree	9%	8%	11%	15%	12%	6%	10%	10%	11%	8%	11%	8%	13%	5%	4%				
Moderately agree	19%	18%	20%	26%	22%	16%	18%	16%	13%	24%	20%	13%	25%	15%	20%				
Moderately disagree	18%	18%	18%	15%	16%	20%	19%	15%	24%	16%	16%	24%	20%	17%	19%				
Strongly disagree	44%	49%	39%	28%	40%	51%	43%	52%	42%	40%	47%	44%	38%	55%	50%				
Not sure	10%	8%	12%	16%	10%	7%	10%	7%	11%	11%	6%	10%	6%	8%	8%				
<i>Printing new editions of books that remove words that may be deemed offensive to a specific race or ethnicity</i>																			
Strongly agree	11%	9%	12%	18%	14%	7%	14%	11%	8%	11%	13%	6%	15%	8%	5%				
Moderately agree	19%	19%	19%	23%	22%	15%	20%	15%	15%	21%	17%	21%	24%	12%	24%				
Moderately disagree	17%	16%	18%	18%	13%	20%	15%	18%	17%	17%	17%	22%	16%	16%	19%				
Strongly disagree	44%	48%	40%	27%	39%	52%	43%	49%	50%	40%	46%	43%	39%	57%	44%				
Not sure	9%	7%	11%	14%	12%	6%	8%	7%	10%	11%	7%	8%	6%	8%	8%				
<i>Adding a disclaimer to explain that programs or movies are presented "as originally created" and "may contain outdated cultural depictions."</i>																			
Strongly agree	33%	30%	36%	31%	32%	34%	33%	28%	22%	37%	33%	32%	39%	26%	40%				
Moderately agree	32%	32%	33%	33%	30%	34%	35%	28%	30%	33%	30%	37%	36%	26%	39%				
Moderately disagree	11%	10%	11%	11%	11%	10%	9%	17%	13%	9%	11%	7%	8%	14%	7%				
Strongly disagree	14%	17%	10%	9%	14%	15%	14%	18%	20%	10%	17%	12%	10%	23%	8%				
Not sure	10%	10%	11%	15%	13%	7%	9%	9%	14%	11%	9%	11%	7%	10%	6%				