

Poll conducted by Research Co. on Political Correctness in Canada - September 27, 2022

The term “political correctness” has been used to describe language and/or behaviour that seeks to minimize possible offences 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	20%	17%	22%	21%	20%	19%	20%	11%	18%	22%	23%	16%	23%	13%	23%
Moderately support	35%	35%	34%	40%	31%	32%	32%	21%	31%	41%	35%	38%	41%	28%	44%
Moderately oppose	15%	16%	14%	14%	16%	15%	11%	19%	24%	13%	14%	15%	13%	21%	14%
Strongly oppose	13%	17%	8%	8%	13%	17%	19%	25%	11%	9%	11%	9%	7%	22%	9%
Not sure	18%	14%	21%	17%	19%	17%	18%	24%	17%	15%	17%	22%	15%	16%	11%

Which of these statements comes closest to describing your own behaviour 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	34%	30%	38%	38%	32%	32%	29%	20%	30%	38%	38%	36%	40%	23%	41%
I sometimes act "politically correct" because it's the safe thing to do	40%	43%	38%	40%	44%	38%	41%	45%	45%	39%	38%	40%	41%	47%	39%
I do not act "politically correct" because it's the wrong thing to do	11%	14%	8%	7%	9%	16%	18%	14%	12%	9%	8%	9%	6%	18%	11%
Not sure	15%	13%	16%	16%	15%	14%	12%	20%	13%	14%	16%	15%	13%	13%	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	48%	43%	52%	48%	45%	49%	46%	41%	32%	55%	44%	63%	53%	38%	53%
Most of the time	24%	24%	22%	22%	25%	24%	22%	21%	26%	23%	28%	17%	25%	26%	27%
Only sometimes	14%	17%	12%	13%	17%	13%	14%	15%	21%	12%	16%	6%	12%	19%	11%
Never	8%	11%	6%	8%	6%	11%	12%	12%	11%	6%	7%	9%	4%	11%	8%
Not sure	6%	5%	7%	9%	6%	3%	6%	10%	10%	5%	5%	5%	5%	6%	2%
Comedians															
Always	15%	13%	17%	13%	13%	18%	9%	11%	13%	15%	18%	20%	16%	13%	15%
Most of the time	26%	22%	29%	30%	25%	23%	23%	26%	28%	22%	30%	30%	32%	19%	25%
Only sometimes	30%	31%	29%	28%	31%	30%	32%	25%	27%	35%	28%	23%	32%	33%	34%
Never	20%	24%	16%	16%	22%	22%	27%	28%	21%	19%	14%	19%	13%	27%	22%
Not sure	9%	9%	10%	13%	9%	7%	10%	11%	11%	8%	10%	8%	7%	8%	5%
Journalists															
Always	38%	34%	42%	37%	36%	41%	33%	33%	28%	45%	35%	52%	43%	32%	45%
Most of the time	29%	29%	28%	30%	30%	26%	28%	22%	33%	28%	31%	27%	32%	29%	27%
Only sometimes	17%	16%	18%	17%	20%	15%	19%	19%	26%	15%	20%	5%	16%	20%	17%
Never	9%	13%	5%	7%	8%	13%	12%	19%	7%	7%	7%	9%	5%	13%	7%
Not sure	7%	7%	7%	9%	6%	4%	8%	8%	6%	5%	8%	6%	4%	6%	4%
Teachers															
Always	42%	39%	44%	38%	40%	47%	39%	34%	33%	46%	39%	58%	49%	33%	47%
Most of the time	33%	32%	33%	33%	37%	29%	30%	25%	44%	32%	36%	24%	32%	38%	31%
Only sometimes	14%	15%	12%	15%	13%	13%	16%	20%	12%	13%	15%	6%	11%	17%	13%
Never	5%	8%	3%	4%	5%	8%	8%	11%	6%	4%	3%	6%	3%	6%	5%
Not sure	6%	6%	7%	10%	6%	3%	7%	10%	6%	5%	7%	5%	5%	6%	3%

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	14%	14%	14%	18%	12%	12%	14%	3%	15%	15%	18%	15%	17%	11%	11%
Moderately agree	23%	21%	24%	30%	18%	20%	20%	20%	23%	23%	28%	11%	24%	16%	31%
Moderately disagree	20%	20%	20%	19%	20%	20%	22%	19%	20%	20%	18%	23%	23%	18%	22%
Strongly disagree	36%	40%	33%	25%	40%	44%	37%	50%	37%	36%	29%	41%	29%	50%	31%
Not sure	7%	6%	9%	8%	9%	4%	7%	8%	4%	7%	7%	10%	6%	6%	5%
<i>Printing new editions of books that remove words that may be deemed offensive to a specific race or ethnicity</i>															
Strongly agree	14%	14%	15%	19%	13%	11%	12%	2%	14%	14%	21%	12%	17%	10%	13%
Moderately agree	23%	19%	26%	31%	20%	18%	21%	19%	28%	23%	23%	22%	26%	15%	27%
Moderately disagree	18%	20%	17%	18%	17%	20%	20%	16%	19%	21%	17%	17%	20%	18%	20%
Strongly disagree	37%	41%	33%	24%	40%	46%	39%	53%	36%	33%	32%	42%	31%	50%	31%
Not sure	8%	6%	9%	8%	10%	5%	8%	10%	3%	9%	7%	8%	6%	7%	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	35%	32%	38%	38%	34%	34%	30%	19%	39%	37%	40%	37%	36%	26%	45%
Moderately agree	35%	37%	33%	34%	32%	37%	40%	32%	28%	36%	31%	39%	44%	29%	34%
Moderately disagree	12%	13%	11%	12%	12%	11%	8%	17%	15%	10%	13%	12%	11%	18%	7%
Strongly disagree	11%	12%	9%	8%	12%	12%	15%	23%	11%	9%	8%	7%	5%	18%	9%
Not sure	7%	6%	9%	8%	10%	5%	7%	9%	7%	8%	7%	5%	5%	8%	4%