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CANADIAN RESEARCH INSIGHTS COUNCIL

Presentation Confronting Exclusion and Racism in Canada's Research and Insights Industry

July 22nd, 2020

Introducing Our Panel

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Marva Wisdom, Environics Institute's Black Experience Project

Lisa Wright, Canadian Viewpoint

Raymond Armstrong

Donald Williams, Data Strategist

Laarni Paras, Sklar Wilton & Associates

MARVA WISDOM

Marva has been a leading voice in Canada on empowering social change and for social justice and inclusivity, for decades. She is among the most respected and sought-after facilitator, moderator and speaker on equity, diversity, and inclusivity in Canada. As founder and principal of Wisdom Consulting, her skills, talent and experience have contributed to significant projects, including director of outreach for the frequently referenced Black Experience (Research) Project.

Her volunteer leadership and commitment to service spans more than 3 decades. She has received numerous recognitions and is a Senior Fellow at the Munk School of Global Affairs and Public Policy (University of Toronto) and holds a Masters of Arts in Leadership.
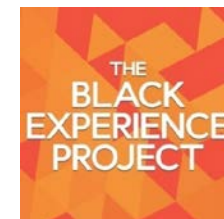
Community-based Research in Action
The Black Experience Project (BEP) of the Greater Toronto Area
(Brief overview)

Pre-conversations began in
2011

Report released
July 2017

Marva Wisdom, MA
Director, Outreach & Engagement - BEP
Senior Fellow, Munk School of Global Affairs & Public Policy (U of T)
Principle, Wisdom Consulting

Lead partners

The Environics Institute for Survey Research

Non-profit. Founded in 2006 to sponsor original public opinion and social research on issues of public policy and social change.

Ryerson Diversity Institute

Undertakes research on diversity to inform fact-based change Strategies.

United Way of Greater Toronto and York Region

Leading charity working to advance the common good and create opportunities for a better life for everyone in our city.

YMCA of Greater Toronto

Leading charity offering opportunities for personal growth, community involvement and leadership.

Jean Augustine Chair in Education, Community & Diaspora

Engages in community responsive research and programs that promote equity and social justice

Collaborating partners

- African Canadian Development Council
- African Canadian Legal Clinic
- Atkinson Charitable Foundation
- Association of Black Law Enforcers (A.B.L.E.)
- Black Artists Network Dialogue (B.A.N.D.)
- Black Business Professional Association
- Black Leadership Health Network
- City of Toronto
- Jamaica Canadian Association (JCA)
- Macauley Child Development Services ("More than a Haircut" Project)
- Midaynta Immigrant Settlement and Somali Immigrant Services
- Ontario Black History Society
- Redemption and Reintegration Services (Youth)
- Region of Peel
- TAIBU Community Health Services
- Toronto Police Services
- Tropicana Community Services
- United Black Students Conference
- United Way Peel/Black Council Advisory Committee
- Urban Financial Services Coalition (USFC)
- York Centre for Education and Community
- York Regional Police
- Youth Challenge Fund

Study sponsors

Major sponsors

Regional sponsors

Greater Toronto Area's Black community

- 465,000 - self-identify as Black
    (8% of GTA population/half of Canada's Black population)

- Highly diverse – roots in Africa, Caribbean, Latin America, and North America (Canada, USA)

- Some arrived generations ago via the underground railroad

- Some as immigrants

Why this study – and why now (2011-2017)?

- Long-standing history in Canada and the GTA

- Little known of trailblazing achievements and contributions

- Pervasive discrimination and racism – at an institutional and personal level

- Lived experience has not been adequately legitimized, in part because based on anecdotal versus accessible empirical evidence

What makes this study different?

- Focus on the lived experience (what it's like to be Black in the Greater Toronto Area)

- Cooperative venture of leading civic and research organizations – outside of government and academic institutional constraints

- Community ownership: Research conducted by, for, and about the Black community

- Intended to serve as a catalyst for new dialogue and action

A study in three phases

Phase 1: Community engagement and outreach *(2011 – 2014)*

Proactive outreach to the Black community to identify issues of greatest relevance, and to build awareness of the project.

Engage with a broad cross-section of leaders as **trailblazers** (advisors/counsel) prior to and throughout the project

Phase 2: Research design and implementation *(2014 – 2017)*

Design and implementation of an in-depth survey with a representative sample of individuals across the GTA.

Phase 3: Post-study dissemination and engagement *(2017 and beyond)*

Public release, followed by active engagement with policy-makers and the Black community around implications and next steps.

Survey implementation

- Target population: GTA residents who self-identify as Black or of African heritage

- Sample set to match GTA Black population to extent possible – based on region, age, gender, household income, and ethnic identification

- Recruitment of survey participants using quota sampling methods – extensive outreach across GTA through events, media, word-of-mouth

- In-person interviews conducted by people from the Black community – mostly youth

- 250 questions. Approximately 90 minutes. 1501 participants

Final survey sample by GTA region

Region	Black Population*		Sample Distribution	
City of Toronto	218,160	(53%)	734	(49%)
Peel Region	116,265	(28%)	373	(25%)
Durham Region	41,890	(10%)	189	(13%)
York Region	25,870	(6%)	175	(12%)
Halton Region	10,970	(3%)	33	(2%)
Total	413,155 (100%)		1,504 (100%)	

Source: Statistics Canada: 2011 National Household Survey

Six major themes emerged from the survey results

1. Identity

2. **Community strength and engagement**

3. **Experience with police services and the criminal justice system**

4. **Institutional and interpersonal racism***

5. Perspectives on Black youth and young adults

6. Worlds apart: Perceptions of the Black community
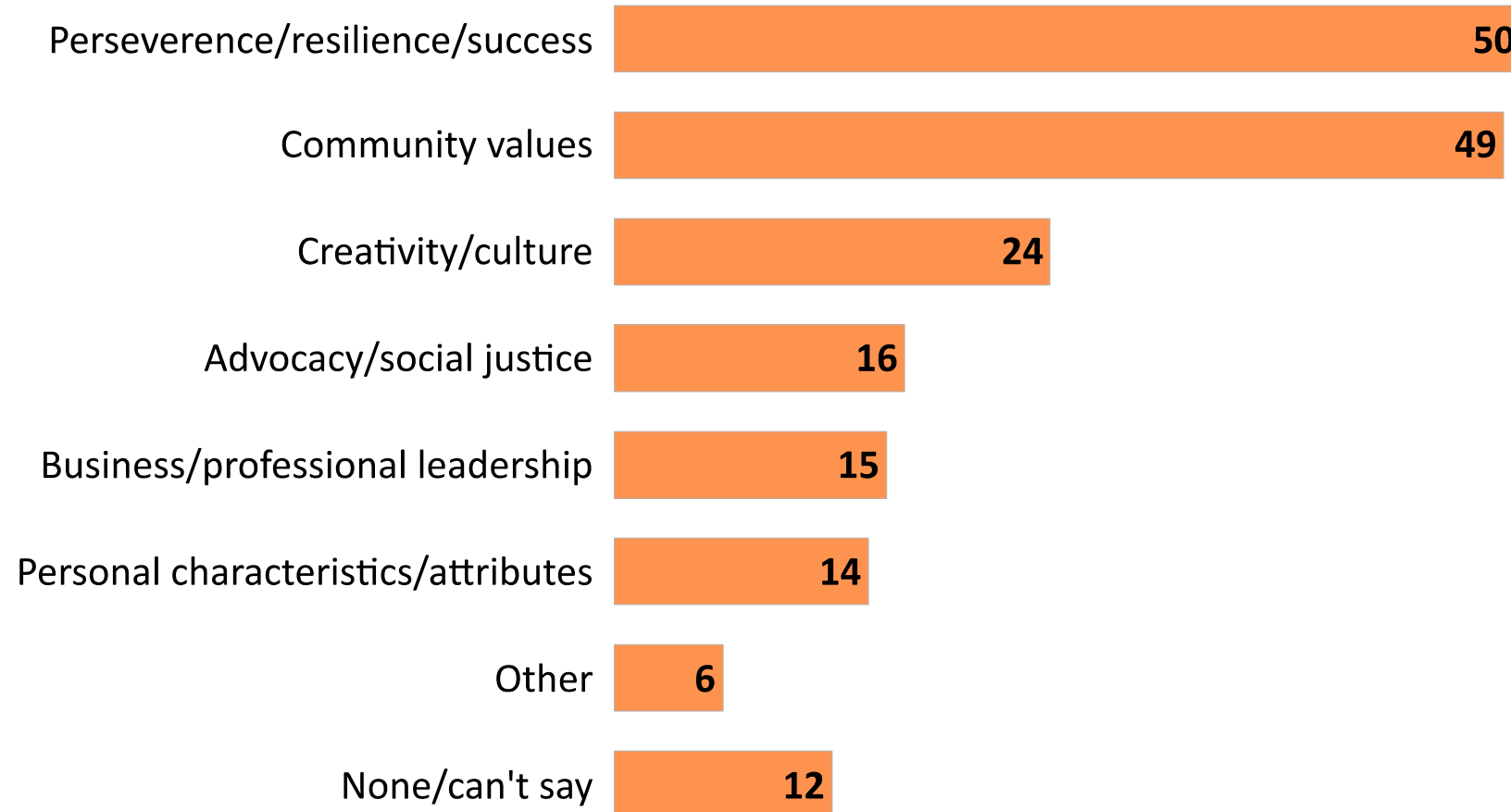
2. Community strength and engagement

- Participants more active in their communities than other Canadians

- Engagement with Black organizations is complementary, rather than alternative, to involvement with other organizations

- Strengths of the GTA Black community include perseverance, culture and advocacy

- Challenges facing the community: racism/stereotypes, lack of unity, education, and lack of political clout

Individuals define the strength of their community in terms of its perseverance in the face of adversity

Strengths of the GTA Black community (*unprompted responses*)

Category	Value
Perseverence/resilience/success	50
Community values	49
Creativity/culture	24
Advocacy/social justice	16
Business/professional leadership	15
Personal characteristics/attributes	14
Other	6
None/can't say	12

3. Experience with police services & the criminal justice system

What are people's experiences with police services?

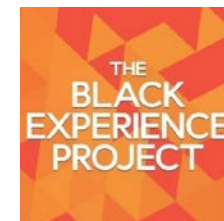What are community perspectives on how the police are performing their role?

Marva Wisdom | marva@marvawisdom.com

Most Black individuals have had varied experiences with police, but more negative than positive – and especially so for men aged 25 to 44
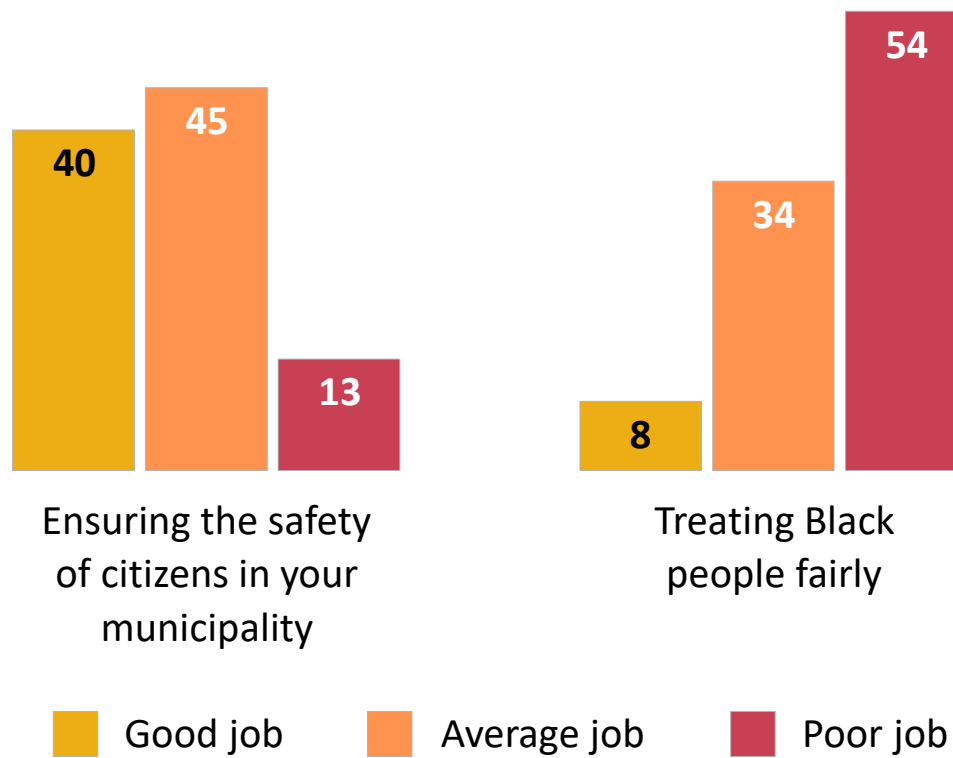
Lifetime personal experience with police in community and GTA

Have you ever had an experience of … ?	Total %	Men aged 25 to 44 (%)
Getting stopped in public places by police	**55**	**79**
Socializing with police at social, cultural or official functions	53	64
Being helped by the police	44	39
Being harassed or treated rudely by police	38	60
Being interviewed by police as a witness to an incident	36	44
Police not responding promptly when you need them	18	23
Being arrested	15	31
Police using force against you	11	24

Individuals distinguish between the job police are doing overall, and how they treat the Black community

Performance of local police force

Ensuring the safety of citizens in your municipality
- Good job: 40
- Average job: 45
- Poor job: 13

Treating Black people fairly
- Good job: 8
- Average job: 34
- Poor job: 54

Legend:
- Good job
- Average job
- Poor job

4. Institutional & interpersonal racism

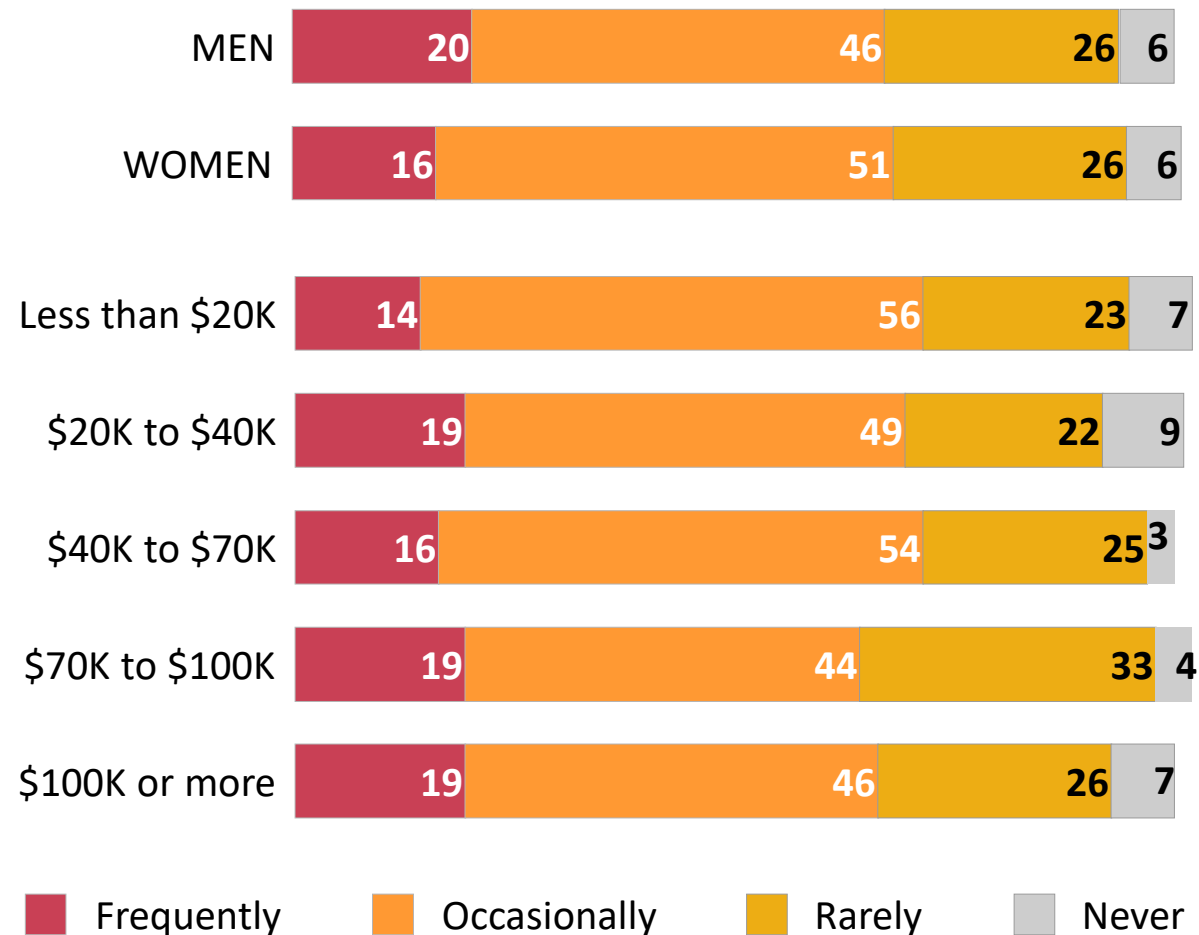How pervasive is the experience of anti-Black racism in GTA?

How do these experiences vary across the community?

What impact does such experience have on lived experience?

Discrimination and racism is an ongoing experience for Black individuals, regardless of gender and household income
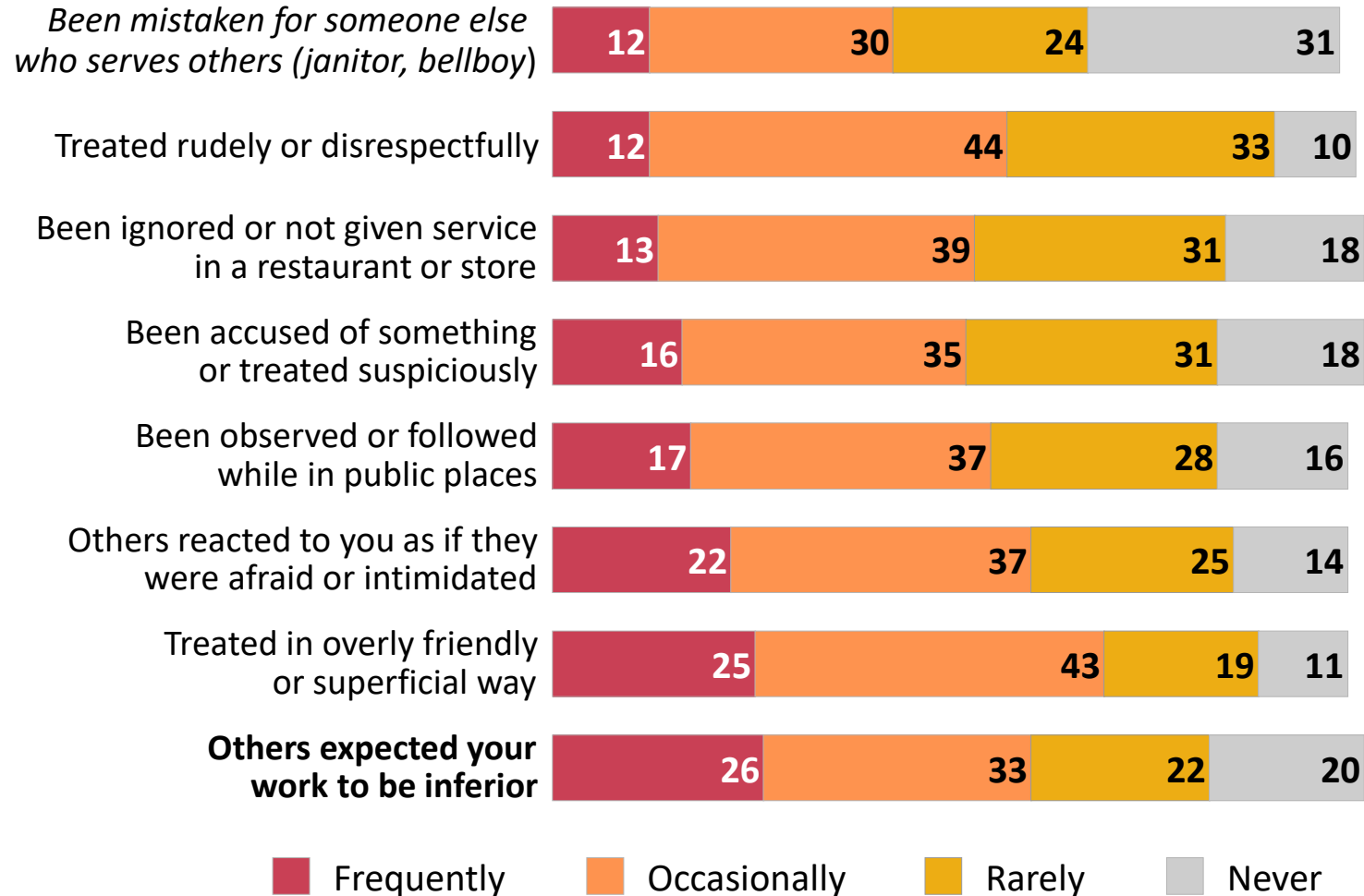
Frequency of unfair treatment due to race, by gender and income

	Frequently	Occasionally	Rarely	Never
MEN	20	46	26	6
WOMEN	16	51	26	6
Less than $20K	14	56	23	7
$20K to $40K	19	49	22	9
$40K to $70K	16	54	25	3
$70K to $100K	19	44	33	4
$100K or more	19	46	26	7

■ Frequently ■ Occasionally ■ Rarely ■ Never

Marva Wisdom | marva@marvawisdom.com

Most confront day-to-day "micro aggressions" on a regular basis, and these take many forms

Frequency of day-to-day personal experiences because of your race

Experience	Frequently	Occasionally	Rarely	Never
Been mistaken for someone else who serves others (janitor, bellboy)	12	30	24	31
Treated rudely or disrespectfully	12	44	33	10
Been ignored or not given service in a restaurant or store	13	39	31	18
Been accused of something or treated suspiciously	16	35	31	18
Been observed or followed while in public places	17	37	28	16
Others reacted to you as if they were afraid or intimidated	22	37	25	14
Treated in overly friendly or superficial way	25	43	19	11
Others expected your work to be inferior	26	33	22	20

■ Frequently ■ Occasionally ■ Rarely ■ Never

THE BLACK EXPERIENCE PROJECT

The personal impact of racism varies across people – some are bothered, and others are inspired to rise to the challenge

How your day-to-day experiences of discrimination bother you?

- Bothers me a lot
- Bothers me somewhat
- Bothers me a little
- Doesn't bother me

28
27
23
19
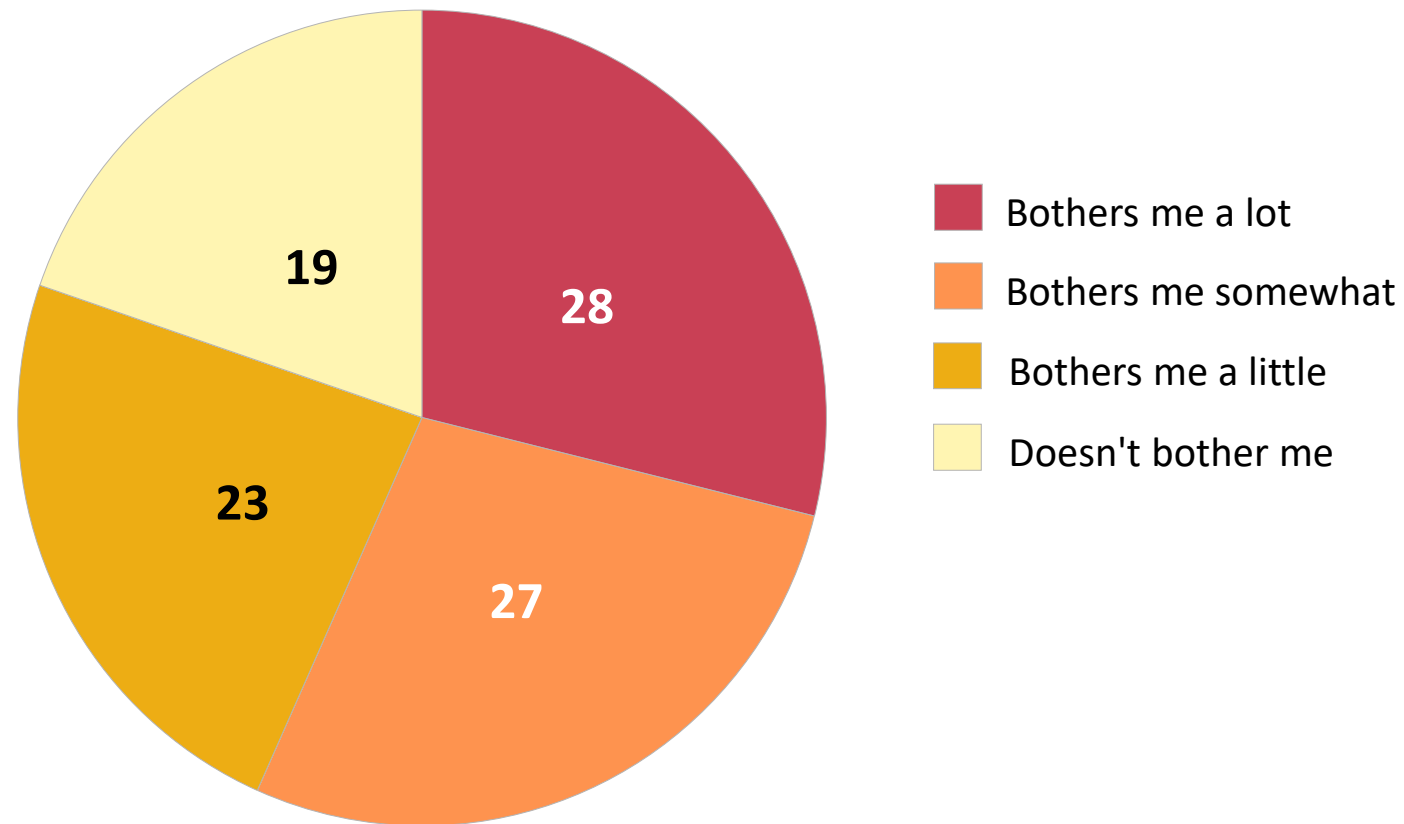
Project outcome

- Public forums and presentations to organizations in all sectors

- There has been numerous reports completed and released since July 2017 – including Dr. Carl James – Toward Equity in Education and many more, including a Criminal Justice Study. One more recent study by Environics Institute & Canadian Race Relations, Nov 2019: https://www.environicsinstitute.org/projects/project-details/race-relations-in-canada-2019

- Institutions and community organizations are using the BEP results for insight and guidance for policies and programs

- Other cities in Canada exploring their own version of this study

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LISA WRIGHT

Lisa has over 20 years in market research and is currently the Director of Business Development at Canadian Viewpoint. She will be sharing her personal experiences of racism.

Did You Know?

- The Colour of Poverty – Colour of Change (COP-COC) project, released in March of 2019. It is set of 10 fact sheets showing racial disparities in multiple sectors, to mark the International Day for the Elimination of Racial Discrimination.

- https://www.homelesshub.ca/resource/colour-poverty-fact-sheets#:~:text=Colour%20of%20Poverty%20%2D%20Colour%20of,racialized%20communities%20(both%20Indigenous%20Peoples

Did You Know? – Con't

- Did you know that 20.8% of peoples of colour in Canada are low-income compared to 12.2% of non-racialized people?

- Did you know that racialized women earned 58 cents, and racialized men earned 76 cents, for every dollar a white man earned in Ontario in 2015.

- Did you know as of 2016, 40% of inmates in segregation at the Toronto South Detention Centre were Black, but they are only 7.5% of the Toronto population.

- Did you know that most recent immigrants were spending more than 50% of their income on housing; 15% spend 75% or more of their income on housing.

- Did you know that as of 2012, almost 1.1 million Canadian households experienced food insecurity; the percentage was higher among recent immigrants

RAYMOND ARMSTRONG

Ray has 10 years of experience in Market Research where he has held senior level positions in operations and data management.

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Streaming in Ontario High Schools

- What is Streaming?
- Why Talk About Streaming?
- Outcomes
- Next Steps

What Is Streaming?

- In Ontario, students are required to be sorted and streamed into various levels of programmes, based upon their perceived capacity and interests.

- These structured pathways (streams) have enormous implications for students' graduation and post-high school opportunities.

Source: London Review of Education 2016: *The Toronto District School Board: A Global City Schools System's Structure*. Gillian Parekh, Joseph Flessa, and Harry Smaller

WHY TALK ABOUT STREAMING?

- Streaming in the Ontario secondary education system has been an institutional barrier to entry to the market research industry for Black and Indigenous students.

- Intentions may have been noble; however, outcomes have been disproportionately unjust to Black, Indigenous and impoverished students.

- When researchers began to explore the programme levels in which students took most of their courses, coupled with tracking academic trajectories across secondary school, clear patterns emerged.
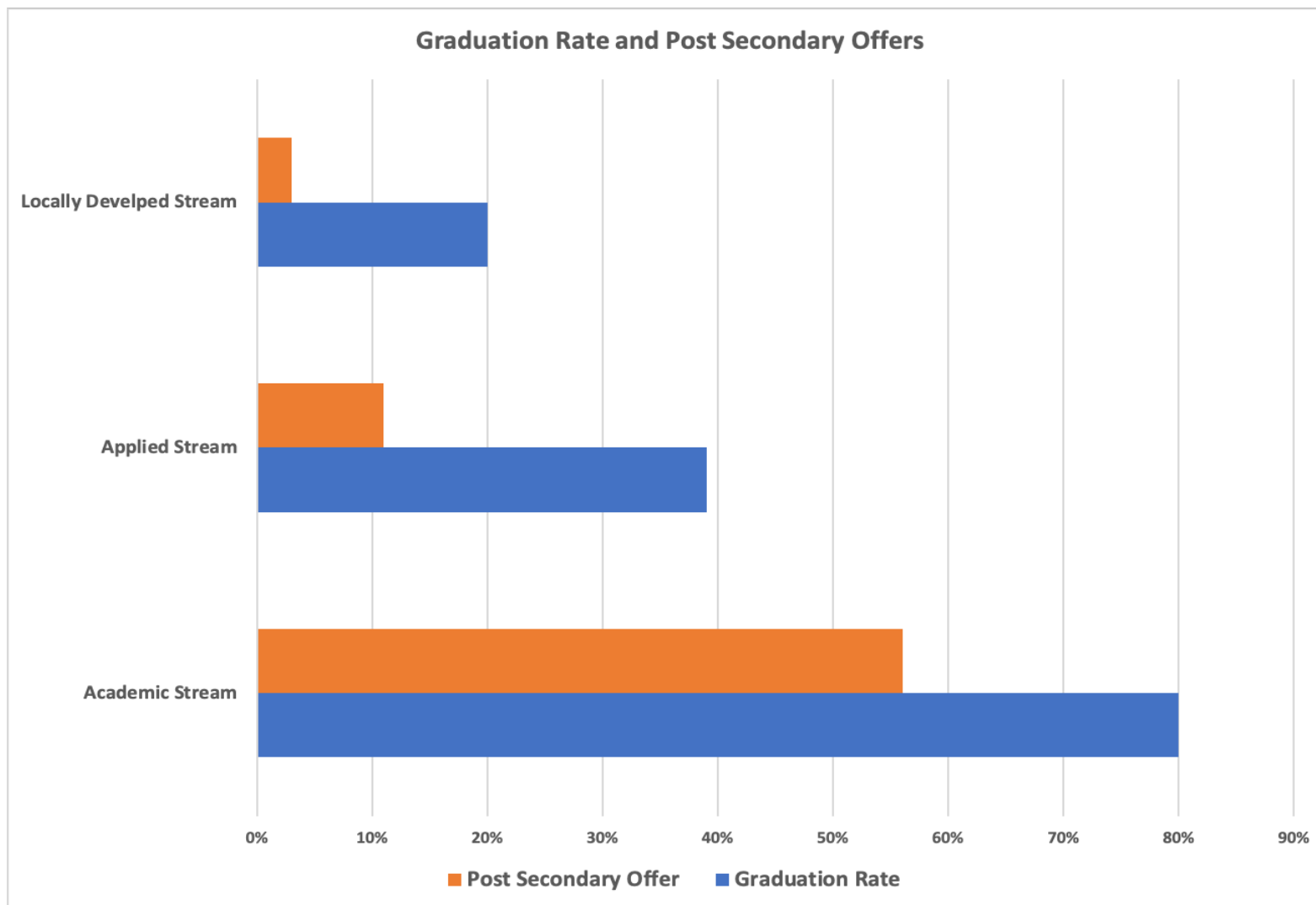
OUTCOMES

2011 Data:

- Students of East Asian, South Asian and White descent, were underrepresented across lower streams (Locally Developed and Applied Stream) and overrepresented in the Academic programmes.

- Black students were notably over-represented in both Applied and Locally Developed programmes of study.

Source: London Review of Education 2016: *The Toronto District School Board: A Global City Schools System's Structure*. Gillian Parekh, Joseph Flessa, and Harry Smaller

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OUTCOMES

Source: London Review of Education 2016: *The Toronto District School Board: A Global City Schools System's Structure*. Gillian Parekh, Joseph Flessa, and Harry Smaller

Raymond Armstrong | rmarmstrong@gmail.com

SYSTEMIC BIAS

- School employees are not exempt from racial influences of our society.

- Educators' perceptions and subjective measures guide the sorting of students into the various streams.

- Bias plays a significant role in determining what stream students are placed in.

SYSTEMIC BIAS

"Black students are as capable, as competent, as creative, and as determined as all other students. The ways that Black students are constantly misjudged and mistreated by teachers and guidance counsellors is an injustice to our community......"

~Black Student

Source: Towards Race Equity in Education, 2017 James, Carl and Turner, Tana

NEXT STEPS

- Create outreach/partnership with school boards to collect race-based data and disseminate the findings to key stakeholders.

- Offer Scholarships/bursaries to Black and Indigenous students graduating high school.

- Develop relationships with schools to provide information/education about the industry.

- Create internships for high school students within the industry

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DONALD WILLIAMS

Don is a data strategist with over 20 years experience in analytics. He has worked in various roles and sectors: Government, Telecoms, B2B Consulting and Audience Measurement and Consumer Research.

Why Race Based Data is Important

Donald Williams | donaldrwilliams@gmail.com

1. **Examine data**
2. **Raise questions**
3. **Determine root causes**
4. **Help guide policies**
5. **Evaluate progress**

# Canada is in a State of Flux

1. **Exclusive: New data shows race disparities in Canada's bail system**

2. **Statistics Canada to start collecting race-based crime data**

3. **Ontario Launches Provincial Standards for Race-Based Data Collection**

4. **Legal Aid Ontario shares race-based data for 2019-2020**

5. **Race based data could help save lives — if only Canada had more of it**

6. **Canada still considering gathering race-based coronavirus data, officials say**

But Canada Is Not The United States

In many states, black share of COVID-19 deaths exceeds black share of population

Black share of COVID-19 deaths and population, as of June 2, 2020
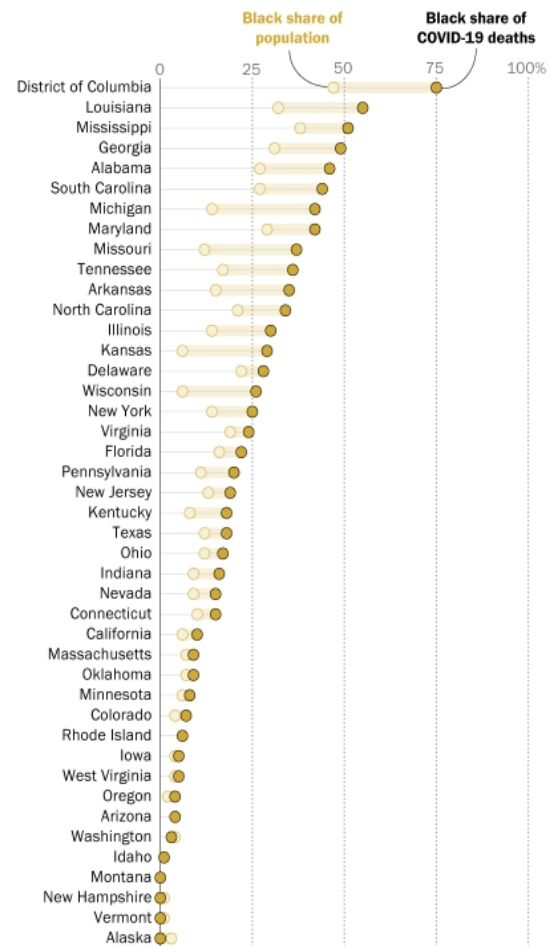
Note: Data on COVID-19 deaths by race is not available for Hawaii, Maine, Nebraska, New Mexico, North Dakota, South Dakota, Utah and Wyoming. Percentages of COVID-19 deaths reflect only those cases where race is known and reported by the state. The share of deaths for which race information is available is considerably lower in Texas (23%), New Hampshire (42%) and Massachusetts (58%) than in other states.

Source: The COVID Tracking Project.

PEW RESEARCH CENTER

Black neighbourhoods in Toronto are hit hardest by COVID-19 — and it's 'anchored in racism': Experts
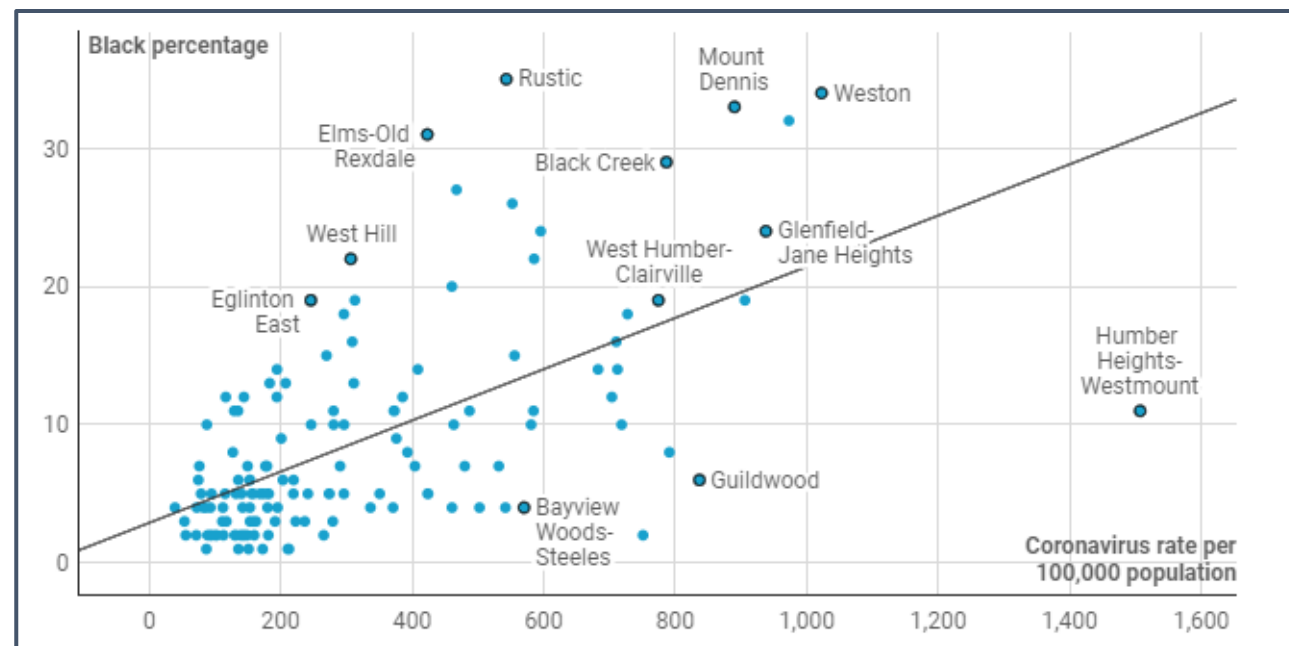
Source: Globe News Toronto May 19, 2020

Donald Williams | donaldrwilliams@gmail.com

"We in Canada have been glacial in our movement in the collection of race-based data in our health-care system. As a result we will not be able to identify the disproportional access challenges, deaths, illnesses that Black communities will experience as a result of COVID-19"

Angela Robertson

Executive Director of the Parkdale Queen West Community Health Centre

COVID-19 – What We Know So Far About… Social Determinants of Health

1. Early findings demonstrate an unequal social and economic burden of COVID-19 internationally, with emerging evidence of this relationship from Ontario and Quebec.

2. Social determinants of health (SDOH), such as gender, socioeconomic position and race/ethnicity, occupation, play an important role in risk of COVID-19 infection, particularly when they limit ability to maintain physical distancing.

3. Existing social inequities in health increase risk of severe COVID-19 outcomes through increased prevalence of underlying medical conditions and/or decreased access to health care.

BUT limited individual-level data is available to understand the impact of COVID-19

Source: Public Health Ontario Report May 24, 2020

Some Essential Questions To Ask;

1. What data sources are already available to us?

2. What types of data do we need?

3. What are the important metrics to capture and report?

4. What analysis do we need to conduct?

5. What problems are we looking to solve?

6. How will we use the results?

Donald Williams | donaldrwilliams@gmail.com

LAARNI PARAS

Laarni is a Research Management Associate at Sklar Wilton & Associates, where she manages Quantitative and Trends Research. She has a combined 10+ years in consumer insights and community-based research. She's also a fierce advocate for diversity, representation, and equity, and trained in intersectional mental health.

Our Industry

MARKET RESEARCH

"Market research – the fundamental basis of the data and insights profession – is about **listening and understanding people's views**, and **interpreting this information to guide brands, organizations, or governments** when making decisions.

From the everyday products you use, the films you watch in the cinema, the food you eat, to governmental policies, humanitarian causes – research has played a key role in the journey from concept to you.

Insights enable people all over the world to understand and interpret the increasingly complex world we live in."

- ESOMAR

Process & People

THE INSIGHTS PROCESS

LISTENING & UNDERSTANDING

- Is our **target sample reflective** of consumers?
- **Who is designing** the instruments/tools to make sure we are capturing the right information?
- Is the **research team reflective** of consumers?

INTERPRETING THE INFORMATION

- Do we have the **diverse skillset** and **diverse perspective** to understand **diverse consumers'** attitudes and behaviour?
- Are we truly sharing the 'voice' / 'perspective' of the consumer if certain groups are **excluded?**

GUIDING BRANDS

- How can we challenge brands to **think differently** and **more inclusively** to better serve their consumers?
- Are brands willing to pay / are we willing to stand our ground on the higher costs of harder-to-reach groups? (costs cannot fall on suppliers alone)

Laarni Paras | laarni.paras@gmail.com

THE INDUSTRY

REPRESENTATION

- Who are the leaders in our industry?
- Who are in decision-making roles within suppliers, strategic firms, advertising, and clients?
- Does our team represents the clients we serve and the demographics of our stakeholders?
- Are we actively addressing and eliminating the barriers that BIPOC talent face in career advancements?

NURTURING EXISTING BIPOC TALENT

- Who gets promoted into leadership positions? What are the metrics that we use to assess leadership qualities amongst insights professionals?
- **How do we ensure we reflect the future at the executive level?**
- Are there pay gaps amongst white and BIPOC talent of similar experience/skills (similar to the gender gap)?
- How can we create spaces where BIPOC can thrive and bring themselves 100% to work?

INVESTING IN FUTURE BIPOC TALENT

- What are we doing to address disparities in the talent pipeline? How do we widen the pipeline?
- How do we support BIPOC students who are interested in market research?
- How do we create meaningful opportunities to gain industry job experience (ie: paid internships, etc.)?
- Do hiring managers consider community-based research when looking at candidates?

Laarni Paras | laarni.paras@gmail.com

Where do we start?

WHERE DO WE START?

We are all at different starting points. But we must all do more, no matter how great your organization is.

Acknowledgment of the problem. At the systemic, industry, and organization level.

Self-reflection. As industry leaders, as managers, as researchers, we need to better understand privilege, which requires self-reflection.

Education. Just like we keep our technical skills up-to-date, we need to continuously educate ourselves about and consumers society.

Set objectives. Be specific, but make room for evolution and growth. "Do the best you can until you know better. Then when you know better, do better."

Create an action plan with timelines and defined roles & responsibilities at every level.

Define measures of success. Not just numbers, but assess the quality of change achieved as an organization or a team.

Regularly re-evaluate. Again, make room for evolution and growth.

Champion **accountability**. Clearly outline what would happen if we didn't meet our objectives.

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> Dr. Maya Angelou

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Clearly outline what would happen if you didn't meet our objectives.

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Laarni Paras | laarni.paras@gmail.com

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Questions and Answers

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Next Steps

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- This Webinar is intended to begin the discussion

- Look for post-webinar e-mail for additional resources, webinar recording and next steps

- Contact our Panelists to explore topics further
  - Marva Wisdom - marva@marvawisdom.com – LinkedIn
  - Lisa Wright - lisa@canview.com – LinkedIn
  - Raymond Armstrong - rmarmstrong@gmail.com – LinkedIn
  - Donald Williams - donaldrwilliams@gmail.com – LinkedIn
  - Laarni Paras - laarni.paras@gmail.com – LinkedIn

- Contact CRIC (john.tabone@canadianresearchinsightscouncil.ca) to share your ideas and express interest in getting involved in solutions