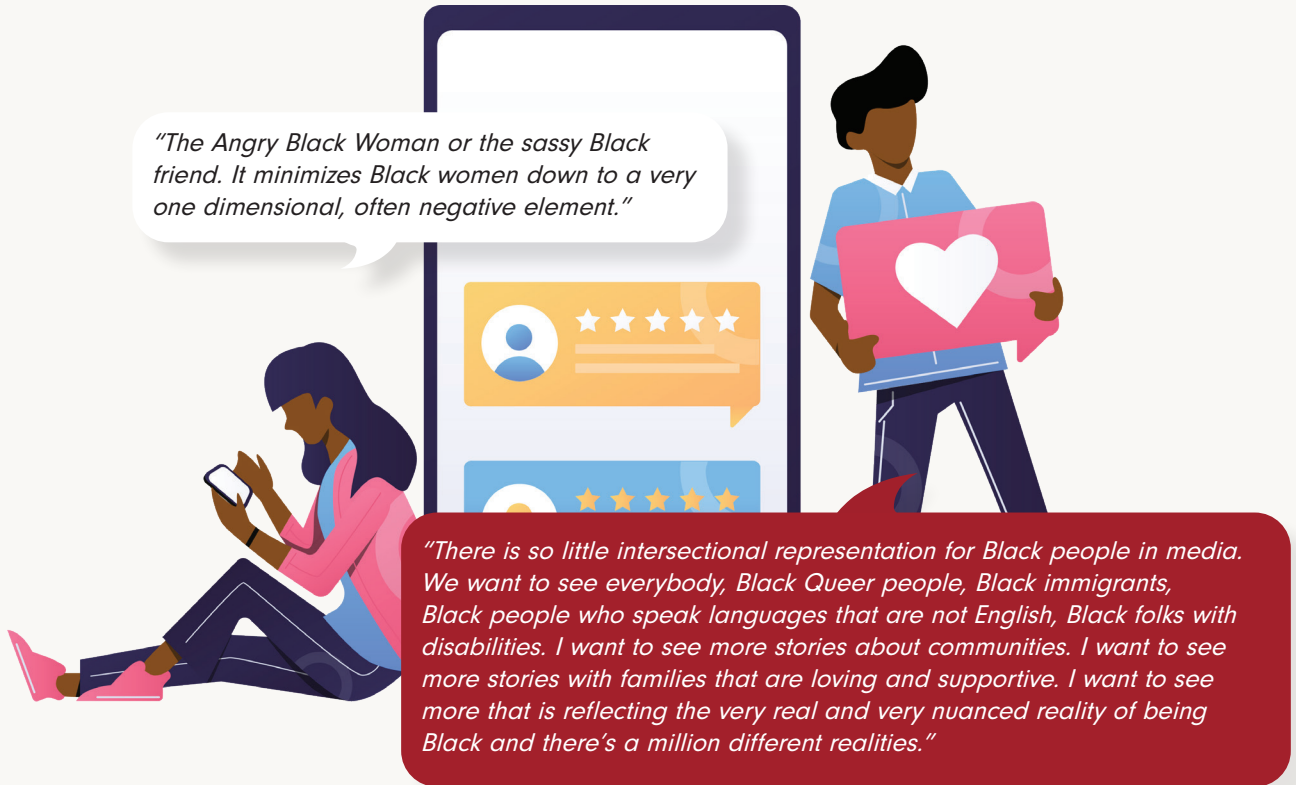


Black Stereotypes

Avoid stereotypes unless you're subverting them or adding complexity to the character or story. Review content with an eye to unconsciously promoting stereotypes. Understand the complexity of the Black communities including ethnic or cultural origin, intersectional identities, socio-economic status and location within Canada.



4.3% of Canadians are Black. Ottawa-Gatineau (Quebec part), Lethbridge and Moncton had the fastest growing Black population in the country between 1996 and 2016.

Nearly one-third (**32.6%**) of the Black population was born in Africa, including Nigeria (**7.1%**), Ethiopia (**2.8%**) and the Democratic Republic of the Congo (**2.4%**), while **21.0%** were born in the Caribbean and Bermuda, mostly in Jamaica (**8.8%**) and Haiti (**7.2%**). The ancestral diversity of the Black population is a reflection of the different waves of immigration to Canada. In fact, the Black population reported over **300** different ethnic or cultural origins in the census.



Dive deeper with our **Black Communities Report**