

# Canadian opinion on domestic relations between communities, viewing hate expression in the media and trust of selected groups

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January 2024

## Introduction and Methodology

January 7<sup>th</sup> 2024 marked 100 days in the War between Israel and Hamas. The ongoing conflict has sparked rising tension in countries outside the region. In Canada there has been an important impact on relations between communities, evolving degrees of trust towards groups and we've seen shifting patterns in those communities that have become the targets of hate expression. To assess the situation, a Leger Marketing survey was conducted for the Association for Canadian Studies during the week of October 27-29, 2023. To track the changes ACS commissioned a second survey 100 days into the conflict-from January 6-8, 2024

The surveys were conducted via web panel with 1632 Canadians in the October 2023 survey and 1521 in the January 2024 survey.

A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1521/1632 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20

# Highlights 1

- Persons over 55 were most likely to see an increase in the past few weeks of expressions of hate in the media
- Rough similarity in the extent to which Canadians saw increased hate expression in the media from October through January
- Amongst those who saw increases in hate expression in the media the youngest cohort of Canadians were far more likely to see Muslims as the victims than Jews with all other age groups seeing things quite differently...social media consumption likely explains the gap
- Amongst those who saw increases in hate expression in the media, students were twice as likely to see Muslims as the victims than Jews while bachelors degree holders were twice as likely to see Jews than Muslims as the victims
- A majority of Canadians remain worried about relations between Jews and Muslims and increasingly between Muslims and non-Muslims

## Highlights 2

- A majority of Canadians remain worried about relations between Jews and Muslims and increasingly between Muslims and non-Muslims
- Those observing increases in hate expression on social media are more likely to be concerned about intergroup relations
- Trust in selected groups in Canada has increased since October with Canadian Jews being the object of a high level of trust amongst the population
- Youngest cohort of Canadians (18-24) surveyed trust Palestinians more than Israelis while those over 55 trust Israelis more than Palestinians
- While trust towards Muslims and Jews has gone up across all age cohorts except one and that is the youngest cohort where we observe a drop in trust of Jews since October 2023

# Persons over 55 were most likely to see an increase in the past few weeks of expressions of hate in the media

Over the past few weeks, have you witnessed an increase in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)? Jan 6-8, 2024	Total	18-24	25-34	35-44	45-54	55-64	65+
Increase	44%	40%	37%	39%	32%	51%	58%
No Change	49%	52%	57%	54%	57%	43%	37%
Decrease	2%	4%	3%	1%	2%	1%	1%
Prefer not to answer/don't know	6%	5%	4%	7%	9%	5%	5%

**Rough similarity in the extent to which Canadians saw increased hate expression in the media from October through January**

Over the past few weeks, have you witnessed an increase in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?

	Total	Male	Female	18-34	35-54	55+
January 6-8, 2024	44%	43%	45%	38%	35%	55%
October 27-29, 2023	45%	45%	46%	39%	42%	52%

Those Canadians who have observed a significant increase in hate expression in the media are somewhat more likely to say it was Jews more so than Muslims that were the target

Which of the following was most likely to be the object of the hate speech/hateful comments you witnessed in the media.	Over the past few weeks I have witnessed an increase in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?					
	Total Canada	Increase	No Change	Decrease	I dont know	
	Jews	38.8%	46.2%	29.8%	31.6%	49.2%
	Muslims	35.1%	37.8%	33.0%	33.3%	32.9%



# Canadians were somewhat more likely to see Jews than Muslims as the object of hate expression in the media in January

NB...We changed the methodology by providing a list of groups in January as opposed to there being no such list in October	Please rank in order which were most likely to be the object of the hate speech/hateful comments you witnessed in the media. <i>1 being the most likely to be the object of the comment, 2 being the second most likely, and so on (CLOSE ENDED)</i> (January 6-8, 2024)	Please name one or two groups that have, in particular, been the subject of expressions of hate/hateful comments (OPEN ENDED) in the media (October 27-29, 2024)
Jewish / Jews	39%	27%
Palestinians / Palestine	Not Part of the List	25%
Israelis / Israel	Not part of the list	23%
Muslims / Islam	35%	9%
Black	7%	3%
LGBTQ+	14%	3%
Arabs	Not part of the list	3%
Indigenous	6%	2%
Immigrants / refugee		1%
Asian	4%	-



**Amongst those who saw increases in hate expression in the media the youngest cohort of Canadians were far more likely to see Muslims as the victims than Jews with all other age groups seeing things quite differently...social media consumption likely explains the gap**

	Over the past few weeks, I have witnessed an increase in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?....which groups were most often the target	
	Jews	Muslims
<b>Total</b>	<b>46.2%</b>	<b>37.8%</b>
<b>18-24</b>	<b>20.8%</b>	<b>62.8%</b>
<b>25-34</b>	<b>42.9%</b>	<b>41.3%</b>
<b>35-44</b>	<b>51.9%</b>	<b>32.1%</b>
<b>45-54</b>	<b>48.5%</b>	<b>32.4%</b>
<b>55-64</b>	<b>49.6%</b>	<b>33.1%</b>
<b>65-74</b>	<b>45.1%</b>	<b>40.3%</b>
<b>&gt;= 75</b>	<b>57.1%</b>	<b>30.9%</b>

Amongst those who saw increases in hate expression in the media, students were twice as likely to see Muslims as the victims than Jews while bachelors degree holders were twice as likely to see Jews than Muslims as the victims

	Over the past few weeks, I have witnessed an increase in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?....which groups were most often the target	
	Jews	Muslims
French first language	39%	44%
English Language	47%	36%
Bachelors Degree	55%	30%
Retirees	51%	35%
Employed full time	47%	36%
Students	31%	55%.
Total	46.2%	37.8%

# Net Concern about Relations



# A majority of Canadians remain worried about relations between Jews and Muslims and increasingly between Muslims and non-Muslims

Net Worried about relations between....	January 6-8, 2024	October 27-29, 2023
Jews and Muslims	53%	55%
Muslims and non-Muslims	55%	50%
Immigrants and non-immigrants	50%	45%
Jews and non-Jews	42%	39%
Indigenous and non-Indigenous	40%	36%
Black Canadians and others	29%	31%
Asian and non Asian	26%	27%
Christians and non-Christians	22%	25%

# Those observing increases in hate expression on social media are more likely to be concerned about intergroup relations

Concerned Over Relations between Jews and non-Jews	Over the past few weeks, have you witnessed an increase, decrease, or no change in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?	
	Increase	No Change
Worried	56%	29%
Not Worried	40.6%	64.8%
Prefer not to reply	3.3%	5.1%
Total	100.0%	100.0%

Concerned Over Relations between Muslims and non-Muslims	Over the past few weeks, have you witnessed an increase, decrease, or no change in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?	
	Increase	No Change
Worried	72.2%	41.5%
Not Worried	25.1%	53.4%
Prefer not to reply	2.7%	5.3%
Total	100.0%	100.0%

Concerned Over Relations between Jews and Muslims	Over the past few weeks, have you witnessed an increase, decrease, or no change in the expressions of hate/hateful comments in the media (TV, radio, print and/or social media)?	
	Increase	No Change
Worried	70.5%	37.7%
Not Worried	26.8%	56.8%
Prefer not to reply	2.7%	5.5%
Total	100.0%	100.0%

# Trust



# Trust in selected groups in Canada has increased since October with Canadian Jews being the object of a high level of trust amongst the population

Net Trust (A lot and somewhat)	January 6-8, 2024	October 27-29, 2023
<b>Canadian Jews</b>	72%	65%
<b>Immigrants</b>	64%	59%
<b>Americans</b>	62%	59%
<b>Canadian Muslims</b>	60%	51%
<b>Refugees</b>	58%	53%
<b>Israelis</b>	56%	53%
<b>Palestinians</b>	52%	45%



Youngest cohort of Canadians (18-24) surveyed trust  
Palestinians more than Israelis while those over 55 trust  
Israelis more than Palestinians

Canadians Net Trust (A lot and somewhat) of the following groups	Total	18-24	25-34	35-44	45-54	55-64	65+
Palestinians (Jan 6-8, 2024)	52%	57%	58%	47%	52%	54%	47%
Israelis (January 6-8, 2024)	56%	44%	55%	48%	57%	61%	63%
Israelis (October 27- 29)	53%	53%	44%	47%	48%	60%	64%
Palestinians (October 27- 29, 2024)	45%	57%	43%	44%	40%	46%	45%

While trust towards Muslims and Jews has gone up across all age cohorts except one and that is the youngest cohort where we observe a drop in trust of Jews since October 2023

Canadians Net Trust (A lot and somewhat) of the following groups	Total	18-24	25-34	35-44	45-54	55-64	65+
Jews (Jan 6-8, 2024)	72%	61%	70%	64%	71%	77%	80%
Muslims (January 6-8, 2024)	60%	66%	63%	54%	58%	62%	59%
Muslims (October 27- 29)	51%	59%	45%	50%	42%	57%	54%
Jews (October 27-29, 2024)	65%	64%	53%	58%	58%	73%	76%