

Antisemitism in Canada

May 2026

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Survey Methodology

The questionnaire was designed by Public Square Research in partnership with Sago, with the aim of gauging the degree of antisemitic feeling and understanding the drivers of antisemitism in Canada.

The research involved an online survey of 1501 Canadians powered by the Sago survey panel.

The survey was fielded between May 7th and May 13th, 2026.

Respondents for this survey were selected from among those who have registered to participate in the Sago panel. The data have been weighted to reflect the demographic composition of each country, according to in country statistics. Because the sample is based on those who initially self-selected for participation in the Sago panel rather than a probability sample, no estimates of sampling error can be calculated.

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Major Findings

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Agreement with Statements about Jewish Canadians Summary

- ✓ Nine-in-ten say that Jewish people belong in Canada as much as anyone else, but that support is soft with 37% of the 90% qualifying that they ‘somewhat’ agree.
- ✓ A solid majority (87%) also agree that Jewish Canadians should not be punished for what the Israeli government does. But this support is also soft with 38% qualifying that they ‘somewhat agree’.
- ✓ Here again, 87% say they agree that all Canadians need to stand against antisemitic statements, actions or behaviours, but there is a softness with 38% qualifying that they ‘somewhat’ agree.
- ✓ More than eight-in-ten say that Canada is a safe place for Jewish people, but that support was markedly softer with 57% only agreeing ‘somewhat’, and only 25% strongly agreeing.
- ✓ Seven-in-ten agree that antisemitism is rising, leaving three-in-ten disagreeing.
- ✓ Four-in-ten agreed that Jewish Canadians would be safer if fewer immigrants were allowed in Canada, that support was also measured with 12% “strongly agreeing” and a further 23% saying that they “somewhat agree”.

The Hidden Drivers of Support

What Shapes Positive Attitudes Toward Jewish Canadians?

- Canadians who **reject racism** and **embrace multiculturalism** are consistently more supportive across all measures.
- Those who believe **immigrants should keep their culture** show significantly higher solidarity with Jewish Canadians.
- **Cultural acceptance**, more than age, income, or partisanship, is one of the strongest predictors of lower antisemitism.
- **Financial comfort** is also strongly correlated with lower levels of antisemitism.
- This suggests that **strengthening multicultural confidence and financial wellbeing** is key.

The Comfort Gap

How Social Discomfort Fuels Negative Views

- 30% of Canadians say they feel uncomfortable around people who don't share their background.
- This group is far less likely to agree with positive statements about Jewish Canadians. A majority of them believe Jewish Canadians would be safer with fewer immigrants.
- **However, empathy for Israelis or Palestinians does not reduce support** for Jewish Canadians, but empathy for Palestinians reduces immigrant-blaming.
- **Social comfort—not ideology**—is a major dividing line in attitudes toward Jewish safety and belonging.

Identity Anxiety and Blame

How National Uncertainty Shapes Antisemitism Narratives

- Canadians who believe “**there is too much immigration**” are more likely to blame immigrants for antisemitism.
- Those who **do not believe in Canada** are less supportive of Jewish Canadians and more likely to see immigrants as a threat.
- Those who say they are **struggling financially** are also generally less positive when responding to the battery of questions about Jewish Canadians.
- Concern about **Canada losing its place in the world** predicts belief that fewer immigrants would make Jewish Canadians safer.
- **These anxieties are not about Jewish Canadians – they are about Canada’s identity, and antisemitism becomes a proxy.**

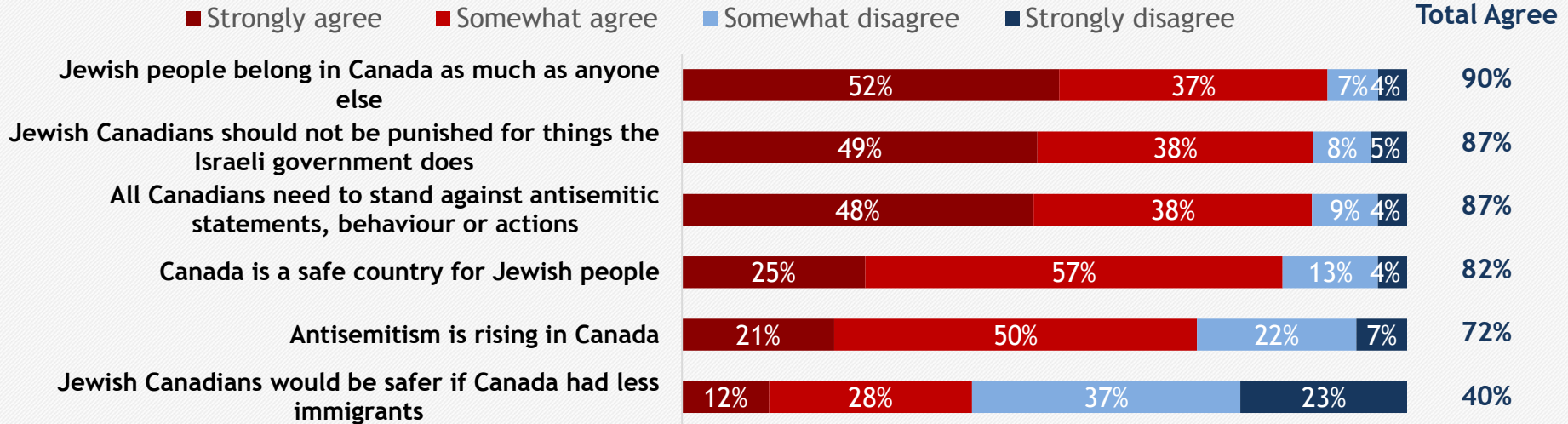
What this means for Canada?

- Canadians aspire to fairness and inclusion, but their convictions are often tentative.
- Soft support suggests **vulnerability** to polarization and misinformation.
- Programs that support minorities and newcomers appear to reinforce solidarity rather than weaken it.
- Empathy for Israelis or Palestinians does not reduce support for Jewish Canadians, but empathy for Palestinians reduces immigrant-blaming.
- Notwithstanding major political parties' different stances on Israel and approaches to antisemitism, partisan support did not predict substantially different attitudes on any survey questions.
- **Strengthening cultural acceptance, social comfort, and confidence in Canada's identity, as well as recognizing that very few Canadians share antisemitic views, may be key to reducing antisemitism.**

Attitudes towards the Jewish Community in in Canada

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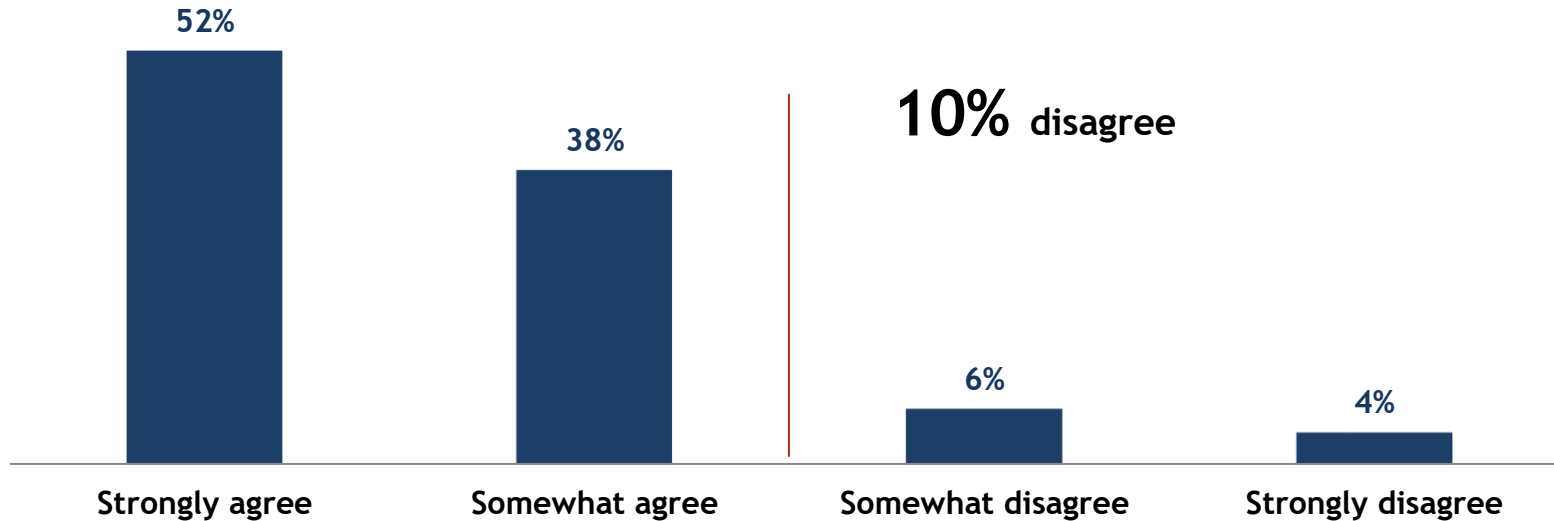
Summary of Statements about the Jewish Community in Canada



Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers

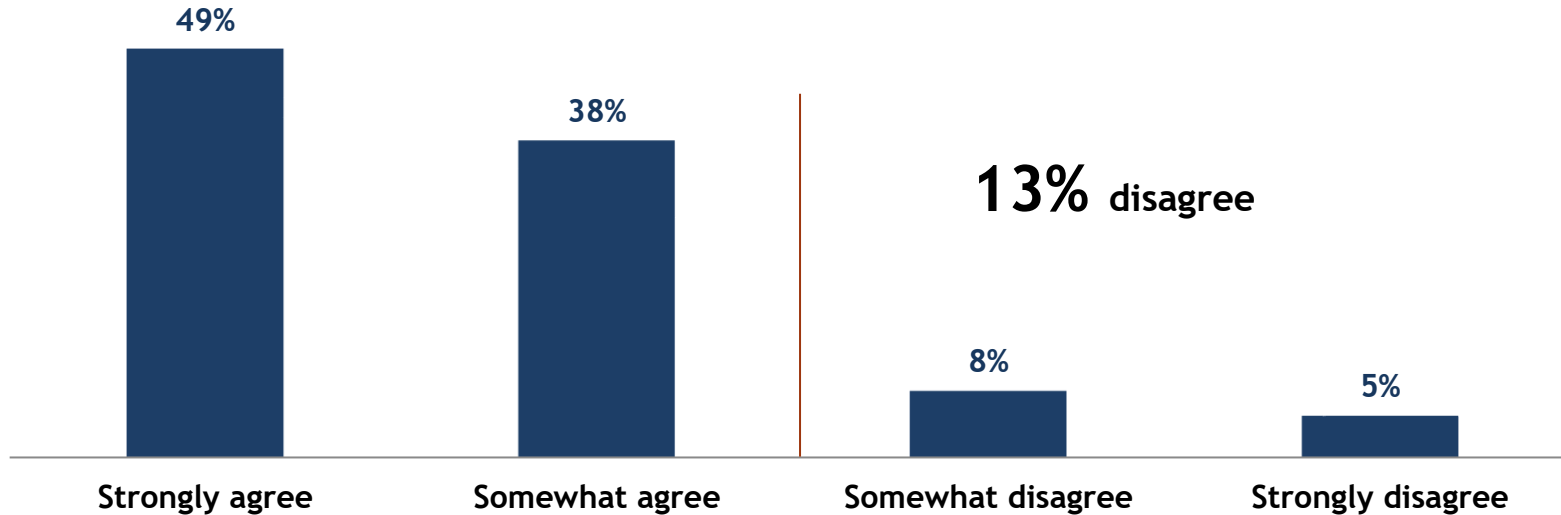
Jewish people belong in Canada as much as anyone else

90% of Canadians agree
Jewish people belong in Canada
as much as anyone else.



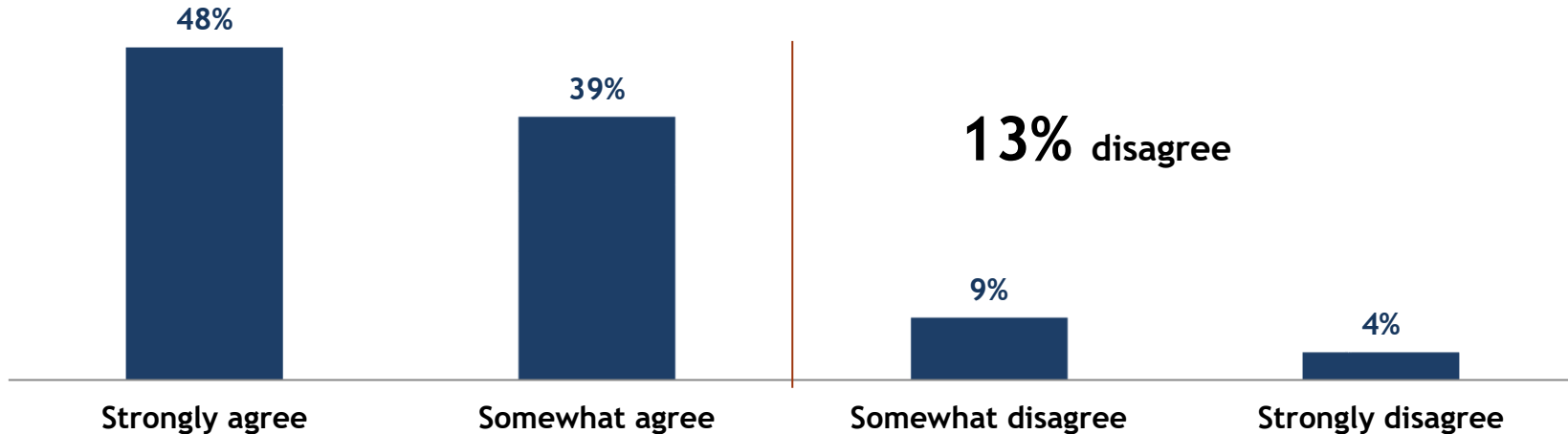
Jewish Canadians should not be punished for things the Israeli government does

87% of Canadians agree that Jewish Canadians should not be punished, but that support is measured, with 38% of those who agree saying that they 'somewhat agree'



All Canadians need to stand against antisemitic statements, behaviour or actions

87% of Canadians agree that all Canadians need to stand against antisemitic statements, behaviours, or actions, but that support is measured, with 39% of those who agree saying that they ‘somewhat agree’, and 48% saying they strongly agree.

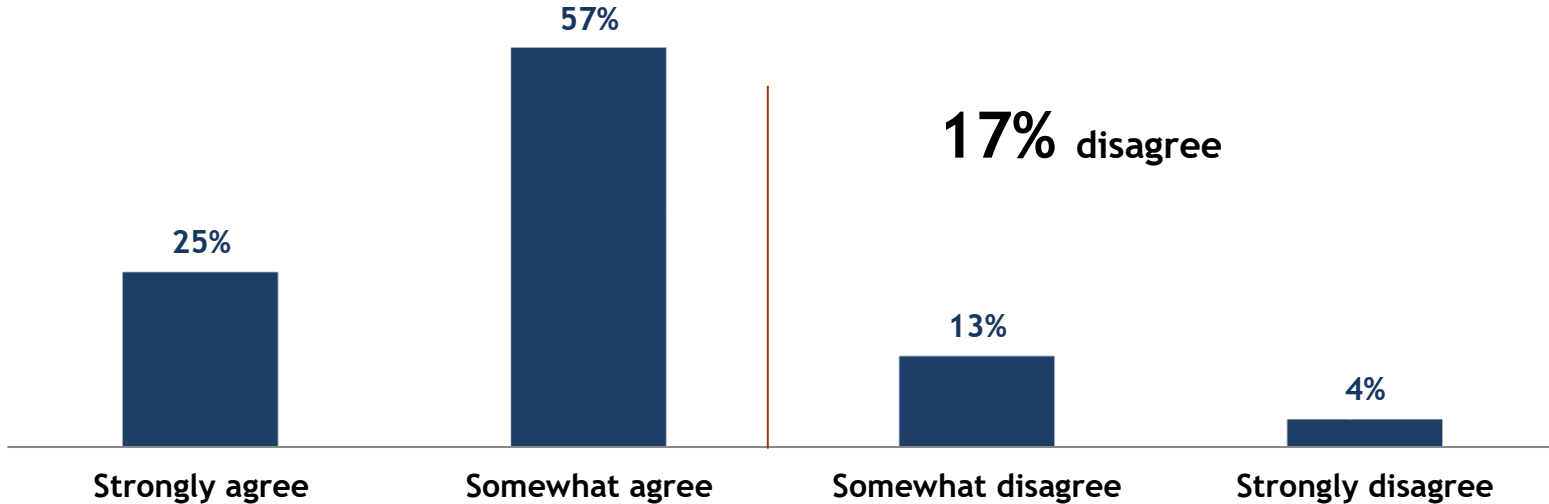


Q8. All Canadians need to stand against antisemitic statements, behaviour or actions. N=1501

*additions will round the numbers

Canada is a safe place for Jewish People

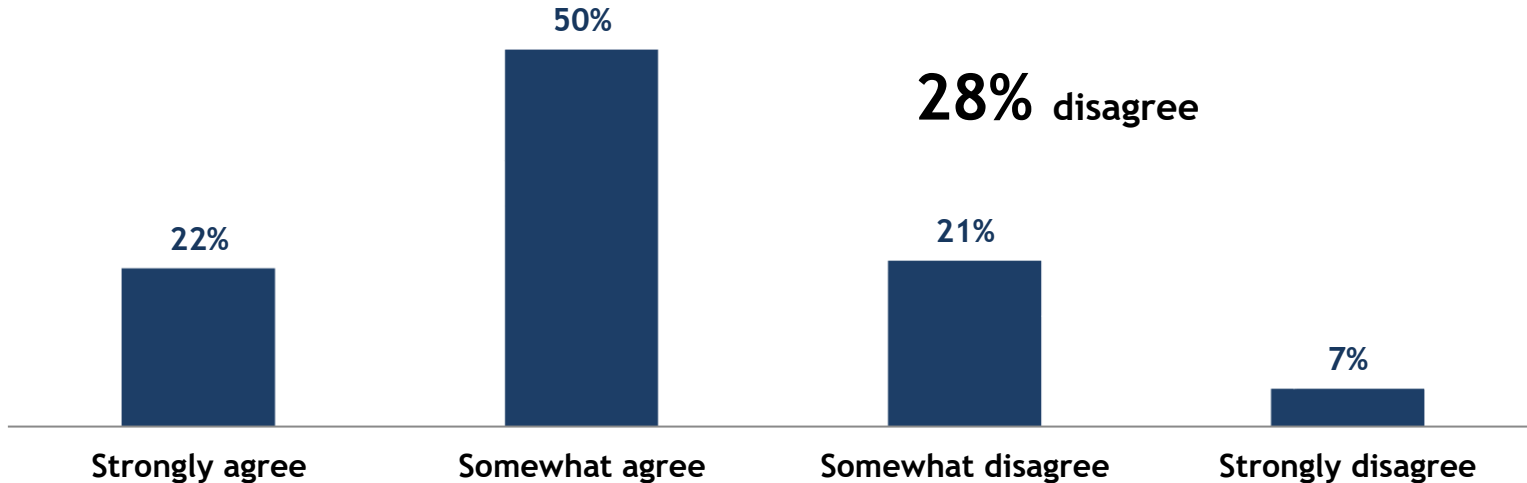
82% of Canadians agree that Canada is a safe place for Jewish people.



Q8. Canada is a safe country for Jewish people. N=1501 *additions will round the numbers

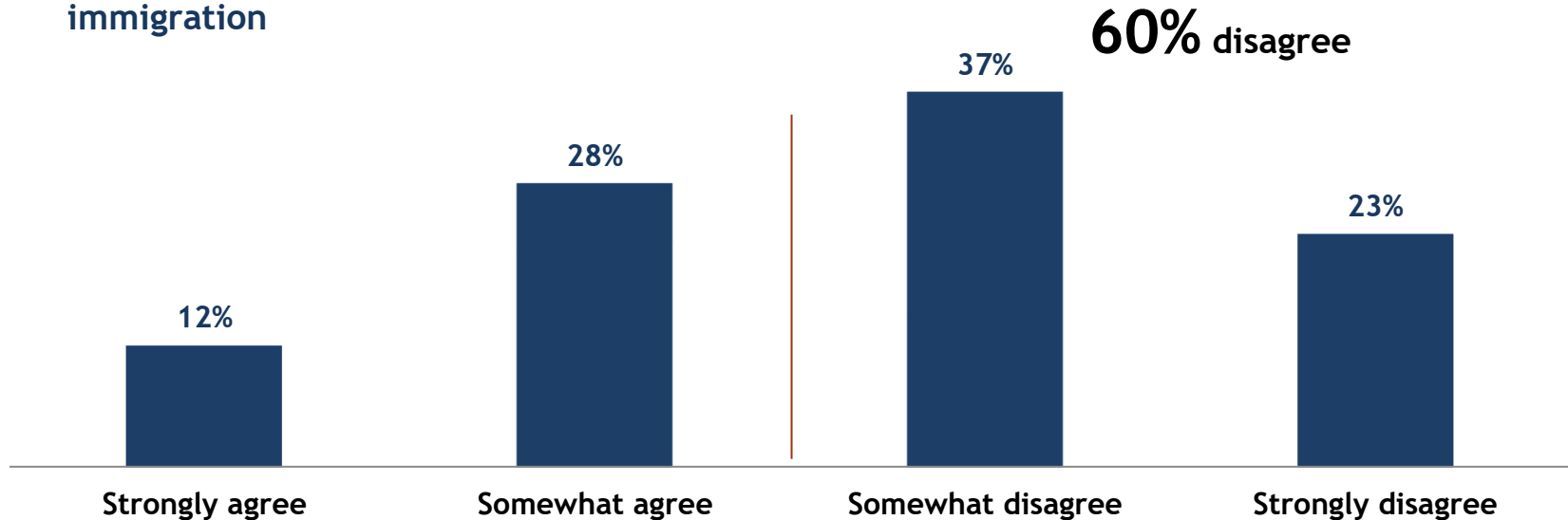
Antisemitism is rising in Canada

72% of Canadians agree that antisemitism is rising in Canada, but that support is measured, with 22% of those saying that they ‘strongly agree’, and half saying that they “somewhat agree” with the statement. This can be compared to 68% who said they were concerned about rising racism.



Jewish Canadians would be safer if Canada had less Immigration

40% of Canadians agree that Jewish Canadians would be safer if we had less immigration



Antisemitism by Demographic and Psychographics

Correlations of Positive Attitudes towards Jewish Canadians

- Financially comfortable
- Over the age of 55
- University education
- Income over 100k per annum
- Agree racism is unacceptable
- Agree that immigrants should keep their culture
- Disagree that there is too much immigration
- Believe in Canada
- Have family and friends with varying values
- Comfortable around people with different backgrounds
- Concern over rising racism
- Concern for the safety of Israelis *or* Palestinians

Correlations with Antisemitism

- Financially struggling
- 18 to 34 years of age
- Lower level of education
- Income below 50k per annum
- Agree racism is acceptable
- Agree that immigrants should keep their culture
- Agree there is too much immigration
- Do not “Believe in Canada”
- Worry about Canada losing its place in the world
- Uncomfortable around people with different backgrounds
- Lack of concern over rising racism

Agreement with Statements about Jewish Canadians by Demographics Summary

- ✓ **Personal Finances:** Canadians that are not struggling financially are generally more likely to be positive, compared with those who are feeling financial strain. Notably, there is no difference with respect to perception of antisemitism in Canada.
- ✓ **Gender & Age:** Those over the age 55 are more likely to agree with most statements, except “Jewish Canadians would be safer if Canada had less immigrants”, which is a negatively veiled statement. There were no statistically significant differences found between men and women
- ✓ **Education and Income:** Those with university educations, and incomes exceeding \$100,000 per year are generally more likely to be positive than those with high school educations, or incomes below \$50,000 per annum.
- ✓ **Partisan Support:** There were no significant differences between parties.

Agreement with Statements about Jewish Canadians by Psychographics Summary

- ✓ **Racial and cultural acceptance:** If you agree that racism is unacceptable in Canada, you are more likely to agree with the positive statements, and if you agree that immigrants should keep their culture, you are more likely to agree with the positive statements. Indicating that racial and cultural acceptance plays a role in mitigating antisemitism.
- ✓ **Family and Background Associations:** Interestingly, those who have family and friends that mostly share their values are more likely to be supportive of the Jewish community, however, those who said they feel uncomfortable around people that are not like them, are less likely to agree with the same statements, and are thereby, less supportive of Jewish Canadians. Moreover, a majority of those who feel uncomfortable with people from different backgrounds, agreed that Jewish Canadians would be safer if Canada has less immigrants.
- ✓ **Canadian National Identity:** Perhaps unsurprisingly, those who agree that “there is too much immigration in Canada” were more likely to blame immigrants for antisemitism. The minority who disagree that they “believe in Canada” were less likely to agree with positive statements, and more likely to agree that immigrants make Jewish Canadians less safe.

Agreement with Statements about Jewish Canadians By Other Drivers

- ✓ **Concern for Canada's Place in the World:** Concern about Canada and Canadians losing their place in the world largely did not produce a significant difference from the population mean, except in two instances. A majority of those who are concerned about Canada losing its place say that Jewish Canadians would be safer if Canada had less immigrants. Similarly, those who were not concerned about Canada losing its place were less likely to say antisemitism is rising in Canada, and much less likely to blame antisemitism on immigrants.
- ✓ **Concern for Minorities:** Those concerned about rising racism are also more likely to say all Canadians need to stand against antisemitism, as well as being more likely to agree that antisemitism is rising in Canada. Those who agree that government support for minorities has gone too far, are also more likely to blame immigrants for antisemitism.
- ✓ **Support for Programs:** Those who agree with affirmative action programs for minorities are also less likely to blame immigrants for antisemitism. Similarly, those who agree that we should support new Canadian immigrants, are less likely to blame immigrants for antisemitism, and more likely to agree that all Canadians need to stand against antisemitism, as well as agreeing that Canada is a safe country for Jewish people.
- ✓ **Concern for Israeli or Palestinian Safety:** Those who are concerned for the safety of Israelis are more likely than the general population to agree that antisemitism is rising in Canada, but they did not differ in a statistically significant way from those who are concerned about the safety of Palestinians. Those who are concerned about the safety of Palestinians were more likely to agree that Canada is a safe country for Jewish people, and much less likely to agree that immigrants were responsible for antisemitism.

Antisemitism by Demographic and Psychographics: Tables

Total Agreement Statements about Jewish Canadians **by Personal Finances**

Canadians that are not struggling financially are generally more likely to be positive, compared with those who are feeling financial strain. Notably, there is no difference with respect to perception of antisemitism in Canada.

	Personal Finances		
	TOTAL SAMPLE	Struggling Financially	Not Struggling
<i>Total Canada</i>	1509	672	829
Jewish people belong here as much as anyone else	90%	86%	93%
Jewish Canadians should not be punished for things the Israeli	87%	83%	90%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	83%	91%
Canada is a safe place for Jewish people	82%	76%	87%
Antisemitism is rising in Canada	71%	71%	71%
Jewish Canadians would be safer if Canada had less immigrants	40%	48%	33%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers

Total Agree Statements about Jewish Canadians

By Gender and Age

Those over the age 55 are more likely to agree with most statements, except “Jewish Canadians would be safer if Canada had less immigrants”, which is a negatively veiled statement.

% Selected	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
<i>Total Canada</i>	1501	734	767	424	519	558
Jewish people belong in Canada as much as anyone else	90%	89%	90%	83%	89%	95%
Jewish Canadians should not be punished for things the Israeli government does	87%	85%	88%	80%	86%	93%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	86%	88%	83%	84%	93%
Canada is a safe country for Jewish people	82%	81%	84%	80%	83%	83%
Antisemitism is rising in Canada	71%	69%	73%	69%	64%	79%
Jewish Canadians would be safer if Canada had less immigrants	40%	42%	38%	43%	41%	36%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Education and Income

Those with university educations, and incomes exceeding \$100,000 per year are generally more likely to be positive than those with high school educations, or incomes below \$50,000 per annum.

% Selected	TOTAL SAMPLE	Education			Income		
		Highschool or less	College	University	>50k	50 to 99k	100k+
<i>Total Canada</i>	1501	621	473	407	460	475	437
Jewish people belong in Canada as much as anyone else	90%	87%	90%	93%	85%	90%	92%
Jewish Canadians should not be punished for things the Israeli government does	87%	85%	87%	90%	84%	87%	89%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	85%	88%	89%	84%	88%	89%
Canada is a safe country for Jewish people	82%	79%	83%	87%	76%	83%	87%
Antisemitism is rising in Canada	71%	72%	69%	71%	70%	70%	71%
Jewish Canadians would be safer if Canada had less immigrants	40%	45%	42%	30%	47%	41%	32%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Party Support

There are no significant differences between parties.

	Political Party						
	TOTAL SAMPLE	Liberal	Conservative	Bloc	NDP	Green	Unsure
<i>Total Canada</i>	1509	535	331	84*	88*	50*	289
Jewish people belong in Canada as much as anyone else	90%	89%	90%	89%	90%	89%	89%
Jewish Canadians should not be punished for things the Israeli government does	87%	85%	88%	85%	88%	85%	85%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	86%	88%	86%	88%	86%	86%
Canada is a safe country for Jewish people	82%	81%	84%	81%	84%	81%	81%
Antisemitism is rising in Canada	71%	69%	73%	69%	73%	69%	69%
Jewish Canadians would be safer if Canada had less immigrants	40%	42%	38%	42%	38%	42%	42%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Racial and Cultural Acceptance

If you agree that racism is unacceptable in Canada, you are more likely to agree with the positive statements, and if you agree that immigrants should keep their culture, you are more likely to agree with the positive statements. Indicating that racial and cultural acceptance plays a role in mitigating antisemitism.

% Selected	TOTAL SAMPLE	Racism should not be accepted		Immigrants should be able to keep their culture	
		Agree	Disagree	Agree	Disagree
<i>Total Canada</i>	1501	1337	164	424	519
Jewish people belong in Canada as much as anyone else	90%	92%	70%	93%	80%
Jewish Canadians should not be punished for things the Israeli government does	87%	89%	69%	90%	79%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	90%	63%	92%	75%
Canada is a safe country for Jewish people	82%	85%	61%	87%	71%
Antisemitism is rising in Canada	71%	72%	62%	71%	71%
Jewish Canadians would be safer if Canada had less immigrants	40%	38%	56%	33%	57%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Family and Background Associations

Interestingly, those who have family and friends that mostly share their values are more likely to be supportive of the Jewish community, however, those who said they feel uncomfortable around people that are not like them, are less likely to agree with the same statements, and are thereby, less supportive of Jewish Canadians. Moreover, a majority of those who feel uncomfortable with people from different backgrounds, agreed that Jewish Canadians would be safer if Canada has less immigrants.

% Selected	TOTAL SAMPLE	My friends and family share my world view		I feel uncomfortable around people from very different backgrounds than mine	
		Agree	Disagree	Agree	Disagree
<i>Total Canada</i>	1501	1337	164	424	519
Jewish Canadians should not be punished for things the Israeli government does	87%	89%	81%	83%	89%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	88%	83%	84%	89%
Antisemitism is rising in Canada	71%	73%	65%	69%	72%
Jewish Canadians would be safer if Canada had less immigrants	40%	40%	38%	53%	34%
Jewish people belong in Canada as much as anyone else	90%	91%	85%	84%	92%
Canada is a safe country for Jewish people	82%	85%	74%	81%	83%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Canadian National Identity

Perhaps unsurprisingly, those who agree that “there is too much immigration in Canada” were more likely to blame immigrants for antisemitism. The minority who disagree that they “believe in Canada” were less likely to agree with positive statements, and more likely to agree that immigrants make Jewish Canadians less safe.

% Selected	TOTAL SAMPLE	There is too much immigration in Canada		I believe in Canada	
		Agree	Disagree	Agree	Disagree
<i>Total Canada</i>	1501	1009	492	1206	295
Jewish people belong in Canada as much as anyone else	90%	89%	92%	93%	76%
Jewish Canadians should not be punished for things the Israeli government does	87%	86%	89%	90%	76%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	86%	90%	90%	74%
Canada is a safe country for Jewish people	82%	81%	85%	86%	68%
Antisemitism is rising in Canada	71%	71%	70%	73%	64%
Jewish Canadians would be safer if Canada had less immigrants	40%	51%	18%	37%	53%

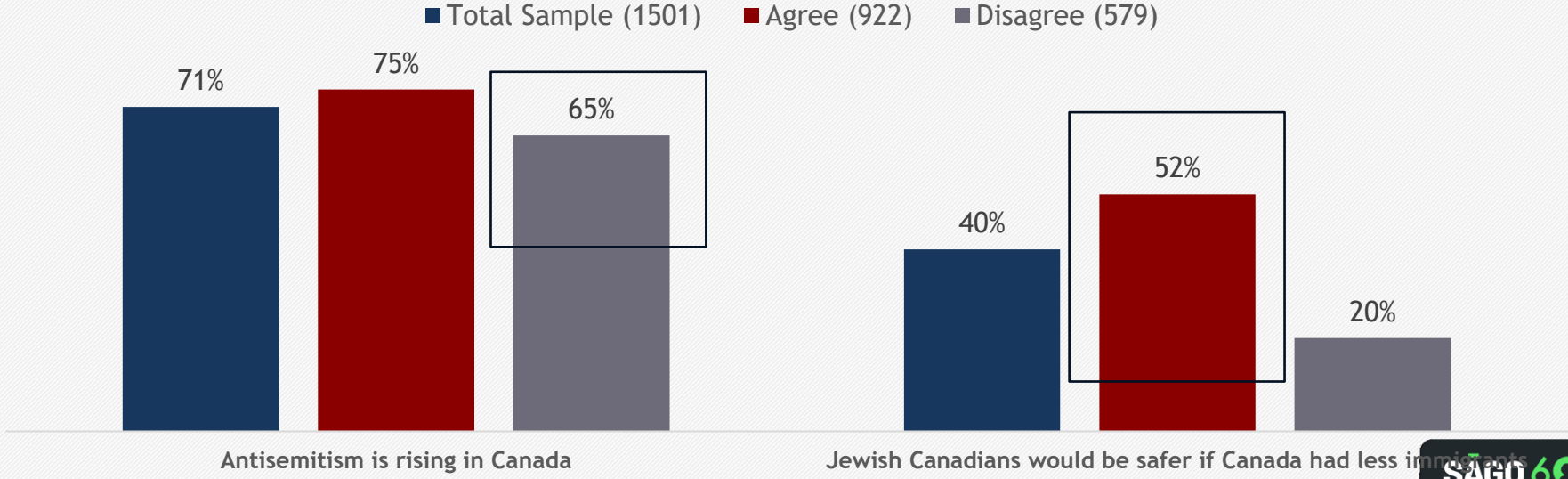
Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N



Total Agree Statements about Jewish Canadians By Concern for Canada's Place in the World

Concern about Canada and Canadians losing their place in the world largely did not produce a significant difference from the population mean, except in two instances. Those who were not concerned about Canada losing its place were less likely to say antisemitism is rising in Canada, and much less likely to blame antisemitism on immigrants. A majority of those who are concerned about Canada losing its place say that Jewish Canadians would be safer if Canada had less immigrants.

“I am concerned that Canada, and Canadians are losing their place in the world”



Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers

Total Agree Statements about Jewish Canadians By Concern for Minorities

Those concerned about rising racism, you are also more likely to say all Canadians need to stand against antisemitism, as well as being more likely to agree that antisemitism in Canada. Those who agree that government for minorities has gone too far, as also more likely to blame immigrants for antisemitism.

% Selected	TOTAL SAMPLE	I'm concerned about rising racism in Canada		The government support for minorities has gone too far	
		Agree	Disagree	Agree	Disagree
<i>Total Canada</i>	1501	1016	485	893	608
Jewish people belong in Canada as much as anyone else	90%	93%	82%	89%	91%
Jewish Canadians should not be punished for things the Israeli government does	87%	90%	81%	87%	87%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	92%	76%	86%	89%
Canada is a safe country for Jewish people	82%	84%	79%	80%	85%
Antisemitism is rising in Canada	71%	80%	52%	72%	69%
Jewish Canadians would be safer if Canada had less immigrants	40%	37%	45%	53%	21%

Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians

By Support for Programs

Those who agree with affirmative action programs for minorities are also less likely to blame immigrants for antisemitism. Similarly, those who agree that we should support new Canadian immigrants, are less likely to blame immigrants for antisemitism, and more likely to agree that all Canadians need to stand against antisemitism, as well as agreeing that Canada is a safe country for Jewish people.

% Selected	TOTAL SAMPLE	We should have more affirmative action programs in place to help minorities		We should have more support programs for new immigrants to Canada	
		Agree	Disagree	Agree	Disagree
<i>Total Canada</i>	1501	855	646	668	833
Jewish people belong in Canada as much as anyone else	90%	90%	89%	92%	88%
Jewish Canadians should not be punished for things the Israeli government does	87%	88%	85%	89%	85%
All Canadians need to stand against antisemitic statements, behaviour or actions	87%	91%	82%	93%	82%
Canada is a safe country for Jewish people	82%	86%	78%	87%	79%
Antisemitism is rising in Canada	71%	74%	66%	75%	68%
Jewish Canadians would be safer if Canada had less immigrants	40%	35%	46%	30%	48%

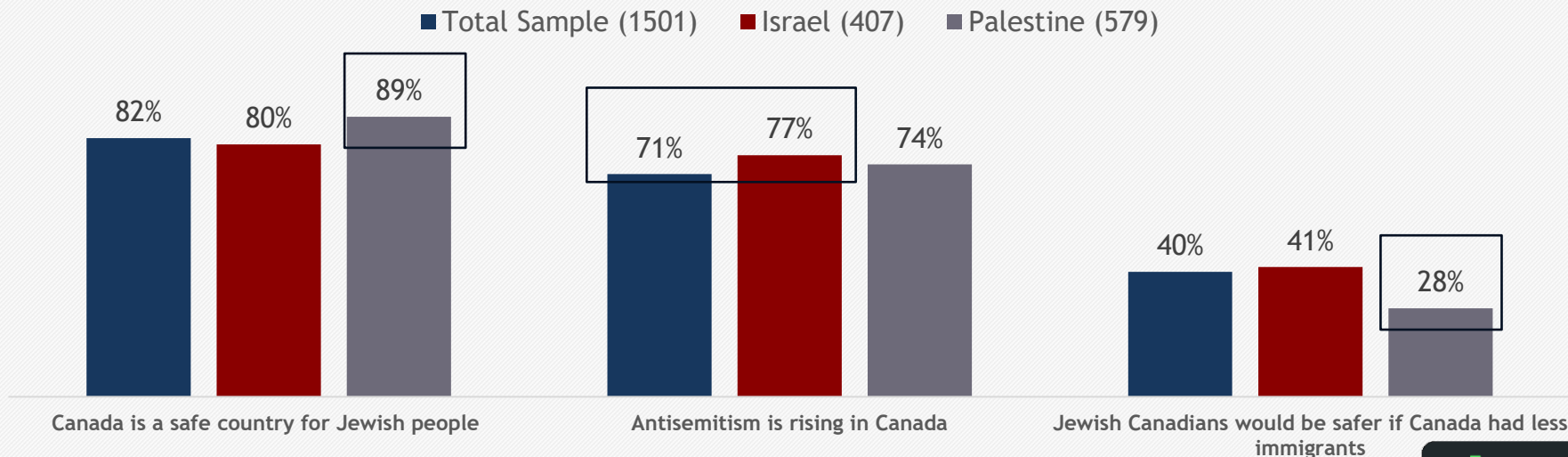
Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers



Total Agree Statements about Jewish Canadians By Concern for Israeli or Palestinian Safety

Those who are concerned for the safety of Israelis are more likely than the general population to agree that antisemitism is rising in Canada, but they did not differ in a statistically significant way from those who are concerned about the safety of Palestinians. Those who are concerned about the safety of Palestinians were more likely to agree that Canada is a safe country for Jewish people, and much less likely to agree that immigrants were responsible for antisemitism.

“Could you tell us if there are populations that you are specifically concerned about the safety of?”



Q8. Some of the following statements reflect views that people may strongly disagree with please indicate how much you agree or disagree with the following statements: Canada 1501N *additions will round the numbers

Key Message Summary



1. Broad Support for Jewish Belonging, but Conviction Is Soft

- Key message: Canadians overwhelmingly affirm Jewish belonging and reject collective blame, but much of that support is “somewhat” rather than strongly held.
- Evidence:
 - 90% agree Jewish people belong in Canada as much as anyone else.
 - 87% agree Jewish Canadians should not be punished for actions of the Israeli government.
 - 87% agree Canadians need to stand against antisemitism.
 - However, strong agreement is lower: 52%, 49%, and 48% respectively.
- Takeaway: The mainstream Canadian position is inclusive, but the softness of support creates vulnerability to polarization, misinformation, and identity-based framing.

2. Canadians See Antisemitism Rising, but Safety Perceptions Are Ambivalent

- Key message: Concern about antisemitism is widespread, yet confidence that Canada is safe for Jewish people is comparatively soft.
- Evidence:
 - 72% agree antisemitism is rising in Canada.
 - 82% agree Canada is a safe country for Jewish people.
 - Only 25% strongly agree Canada is safe; 57% only somewhat agree.
- Takeaway: Canadians can simultaneously believe Canada remains broadly safe while recognizing worsening conditions. This is a politically important “warning-light” finding rather than a simple crisis-or-no-crisis measure.

3. Anti-Immigration Framing Is a Major Fault Line

- Key message: A sizeable minority link Jewish safety to reduced immigration, making immigration-blame one of the most important risk narratives in the data.
- Evidence:
 - 40% agree Jewish Canadians would be safer if Canada had fewer immigrants.
 - Among those who agree there is too much immigration, 51% agree with that statement.
 - Among those who disagree there is too much immigration, only 18% agree.
 - Those uncomfortable around people from different backgrounds are also much more likely to agree: 53% versus 34%.
- Takeaway: The data does not show antisemitism as only a Jewish-community issue; it is tied to broader anxieties about immigration, cultural change, and social trust.

4. Social Comfort and Cultural Acceptance Are Strong Predictors

- 4. Social Comfort and Cultural Acceptance Are Strong Predictors
- Key message: The strongest protective factors are not primarily partisan. They are cultural openness, anti-racist norms, and comfort with difference.
- Evidence:
 - Among those who agree racism should not be accepted, 92% say Jewish people belong in Canada; among those who disagree, only 70% do.
 - Those who support immigrants keeping their culture are more positive toward Jewish Canadians across most measures.
 - Those uncomfortable around people from different backgrounds show lower support for Jewish belonging and higher agreement with immigrant-blame narratives.
- Takeaway: Antisemitism appears linked to broader social discomfort. Interventions that build cross-community familiarity and multicultural confidence are likely more effective than narrow issue-based messaging alone.

Financial and National Anxiety Amplify Negative Attitudes

- Key message: Economic stress and weak confidence in Canada correlate with less positive attitudes toward Jewish Canadians and stronger immigrant-blame narratives.
- Evidence:
 - Financially struggling Canadians are less positive across most statements: 86% say Jewish people belong, compared with 93% among those not struggling.
 - 48% of financially struggling respondents agree Jewish Canadians would be safer with fewer immigrants, compared with 33% of those not struggling.
 - Those who do not “believe in Canada” are less likely to support positive statements and more likely to agree Jewish Canadians would be safer with fewer immigrants: 53% versus 37%.
 - Partisan support does not substantially differentiate attitudes across the main Jewish-community questions.
- Takeaway: The risk environment is driven less by party identity than by insecurity: financial stress, national pessimism, and social discomfort. The policy implication is that reducing antisemitism requires strengthening social cohesion, economic confidence, and trust in Canada’s pluralist identity.

Demographic & Psychographic Indicators: Appendix

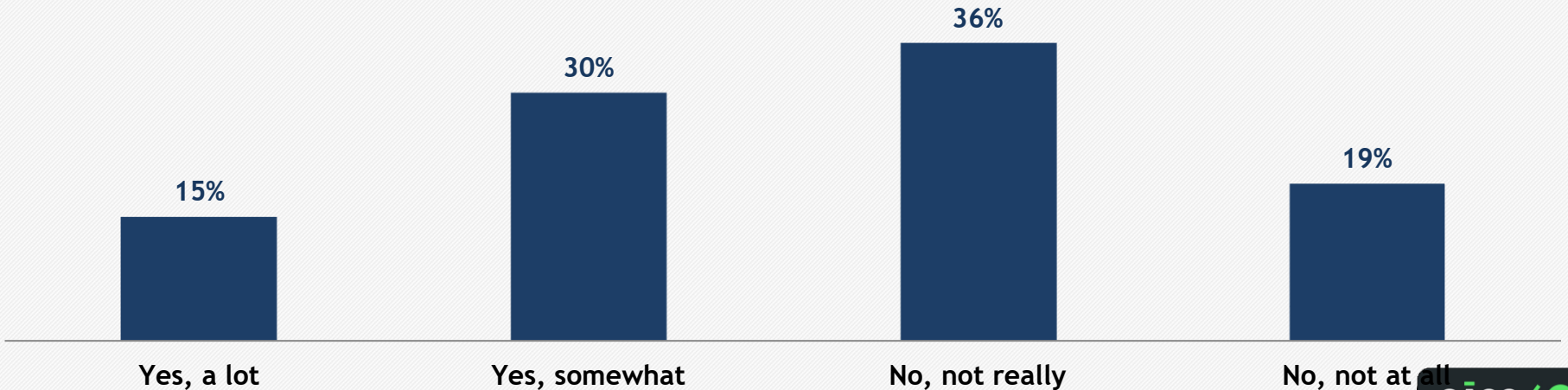
Financial Position

Financial Position Summary

- Close to half (45%) of Canadians are struggling financially.
- That number rises to 60% of those 18 to 34 years of age, and 53% of those 35 to 54 years of age.
- Those who have lower levels of education (53%) say they are struggling financially, compared with only 30% of university graduates.
- Likewise, those who earn less than 50k per year, are more likely to say they are struggling (63%). That said, 29% of those earning more than 100k say they are struggling financially.
- Liberal (35%) or Bloc(31%) supporters are less likely to say they are struggling, compared with 55% of Conservative or 61% of NDP supporters.

Are you struggling financially?

45% are struggling financially compared to a three months ago



Q2. Now, thinking of the past three months, would you say that you're struggling financially? Canada 1501N

SAGO 6

Are you struggling financially? By Gender & Age

Young and middle-aged people—between 18-54 years of age, are more likely to say they are struggling financially, compared with those over the age of 55.

% Selected	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
<i>Total Canada</i>	1501	734	767	424	519	558
	%	%	%	%	%	%
Yes, a lot	15%	13%	16%	22%	18%	6%
Yes, somewhat	30%	30%	31%	38%	35%	20%
No, not really	36%	36%	36%	31%	33%	43%
Not at all	19%	21%	17%	9%	14%	31%

Q2. Now, thinking of the past three months, would you say that you're struggling financially? Canada 1501N

* Caution small N

SAGO 60

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Are you struggling financially? By Region

Those who have lower levels of education are more likely to say they are struggling financially. Likewise, those who earn less than 50k per year, are more likely to say they are struggling. That said 29% of those earning more than 100k say they are struggling financially.

% Selected	TOTAL SAMPLE	EDUCATION			INCOME		
		Highschool or less	College or Tech	University Degree	<50k	50 to 99k	100k+
<i>Total Canada</i>	1501	621	473	407	460	475	437
Yes, a lot	15%	20%	14%	7%	25%	13%	7%
Yes, somewhat	30%	33%	32%	23%	38%	32%	22%
No, not really	36%	31%	37%	44%	29%	39%	40%
Not at all	19%	15%	17%	26%	8%	17%	31%

Q2. Now, thinking of the past three months, would you say that you're struggling financially? Canada 1501N

* Caution small N

SAGO 60

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Are you financially struggling? By Partisanship

Liberal supporters are markedly less likely to say they are struggling, compared with Conservative or NDP supporters.

% Selected	TOTAL SAMPLE	Political Party				
		Liberal	Conservative	Bloc	NDP	Unsure
<i>Total Canada</i>	1509	535	331	84*	88*	289
Yes, a lot	15%	10%	20%	6%	21%	16%
Yes, somewhat	30%	25%	35%	25%	40%	29%
No, not really	36%	38%	31%	44%	30%	39%
Not at all	19%	27%	14%	25%	9%	16%

Q2. Now, thinking of the past three months, would you say that you're struggling financially? Canada 1500N

* Caution small N

Demographic and Psychographic Comparisons

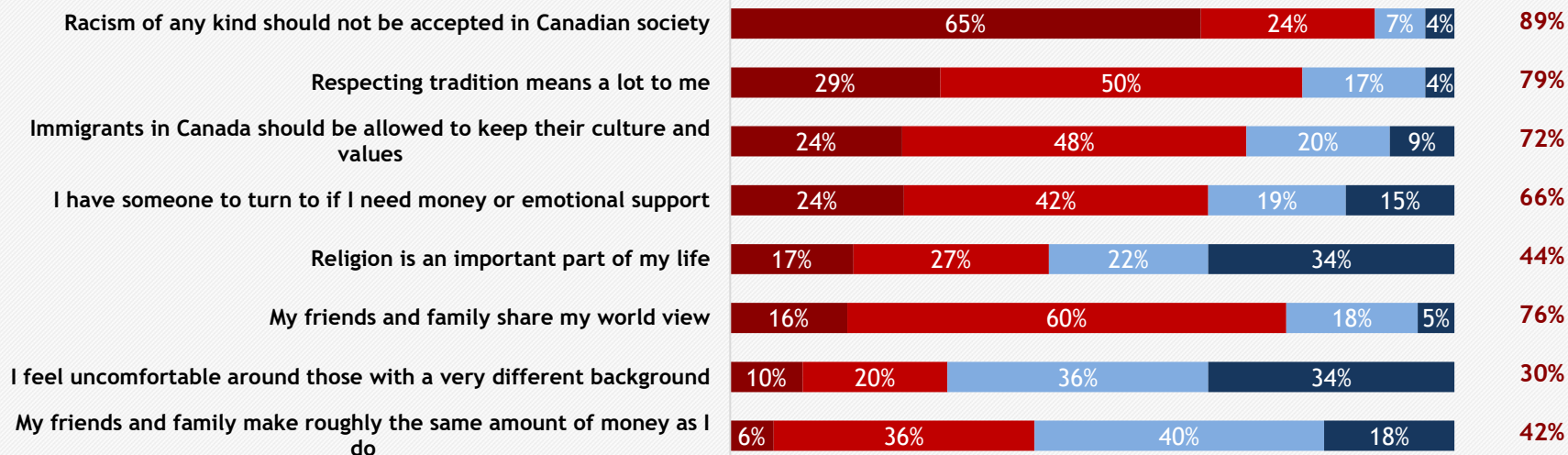
Summary of Psychographic Values

- ✓ Racism of any kind should not be tolerated in Canada is agreed to by 89% of Canadians.
- ✓ This is followed by 79% who agree that tradition is very important in their lives.
- ✓ More than three quarters (76%) say their friends and family share their world view, although only 16% strongly agree, with that statement.
- ✓ Almost three quarters 72% agree that immigrants should be able to keep their culture.
- ✓ Two thirds of Canadians say they have someone to turn to for financial or emotional support.
- ✓ Less than half (44%) say that religion is an important part of their lives.
- ✓ Just over 4-in-10 (44%) say their friends and family make roughly the same money as they do.
- ✓ Three in ten say they feel uncomfortable around those who don't share their background.

Total Agree: Value Statements

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Top 2 box



Q3. Please indicate how much you agree or disagree with the following statements about your values: Canada 1501N



Total Agree Value Statements **By Gender and Age**

% Selected	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
<i>Total Canada</i>	1501	734	767	424	519	558
	%	%	%	%	%	%
Religion is an important part of my life	44%	44%	43%	47%	40%	45%
Racism of any kind should not be accepted in Canadian society	89%	85%	93%	87%	88%	91%
Respecting tradition means a lot to me	79%	79%	78%	75%	75%	85%
Immigrants in Canada should be allowed to keep their culture and values	72%	69%	74%	79%	74%	64%
My friends and family share my world view	76%	73%	79%	74%	75%	80%
My friends and family make roughly the same amount of money	42%	44%	40%	47%	38%	41%
I feel uncomfortable around people whose backgrounds are very different from mine	30%	32%	27%	34%	30%	26%
I have someone to turn to if I need money or emotional support	67%	62%	71%	68%	65%	67%

Q3. Please indicate how much you agree or disagree with the following statements about your values: Canada 1501N



Total Agree Value Statement By Party Support

% Selected	Political Party					
	TOTAL SAMPLE	Liberal	Conservative	Bloc	NDP	Unsure
<i>Total Canada</i>	1509	535	331	84*	88*	289
	%	%	%	%	%	%
Racism of any kind should not be accepted in Canadian society	89%	92%	83%	92%	93%	94%
Respecting tradition means a lot to me	79%	80%	81%	77%	71%	83%
My friends and family share my world view	76%	80%	77%	85%	75%	77%
Immigrants in Canada should be allowed to keep their culture and values	72%	83%	57%	38%	88%	75%
I have someone to turn to if I need money or emotional support	67%	72%	62%	75%	71%	67%
Religion is an important part of my life	44%	43%	47%	21%	35%	44%
My friends and family make roughly the same amount of money as I do	42%	45%	38%	53%	35%	41%
I feel uncomfortable around people whose backgrounds are very different from mine	30%	28%	35%	28%	30%	28%

Q3. Please indicate how much you agree or disagree with the following statements about your values: Canada 1501N



Total Agree Value Statements by Education and Income

% Selected	TOTAL SAMPLE	Education			Income		
		Highschool or less	College or Tech	University Degree	<50k	50 to 99k	100k+
<i>Total Canada</i>	1501	621	473	407	460	475	437
Racism of any kind should not be accepted in Canadian society	89%	87%	91%	91%	87%	89%	91%
Respecting tradition means a lot to me	79%	79%	80%	78%	76%	80%	80%
My friends and family share my world view	76%	73%	78%	81%	69%	77%	83%
Immigrants in Canada should be allowed to keep their culture and values	72%	68%	66%	83%	70%	72%	75%
I have someone to turn to if I need money or emotional support	67%	62%	67%	74%	57%	69%	73%
Religion is an important part of my life	44%	47%	44%	37%	51%	43%	37%
My friends and family make roughly the same amount of money as I do	42%	35%	43%	50%	31%	44%	50%
I feel uncomfortable around people whose backgrounds are very different from mine	30%	33%	32%	22%	35%	31%	25%

Q3. Please indicate how much you agree or disagree with the following statements about your values: Canada 1501N

Statements about Canada

SAGO 60

Statements about Canadian Values

Eight-in-ten Canadians believe in Canada; close to 7-in-10 say there is too much immigration; three quarters agree that Canada has a strong sense of shared values, but **62% worry about Canada losing its place in the world.**

Few feel responsible for government policymaking or say that Canada is headed down a road that leads to a better place.

Men and young people are more likely to say that they are concerned about Canada losing its place, or they feel responsible for policymaking, and average Canadian is not capable of voting.

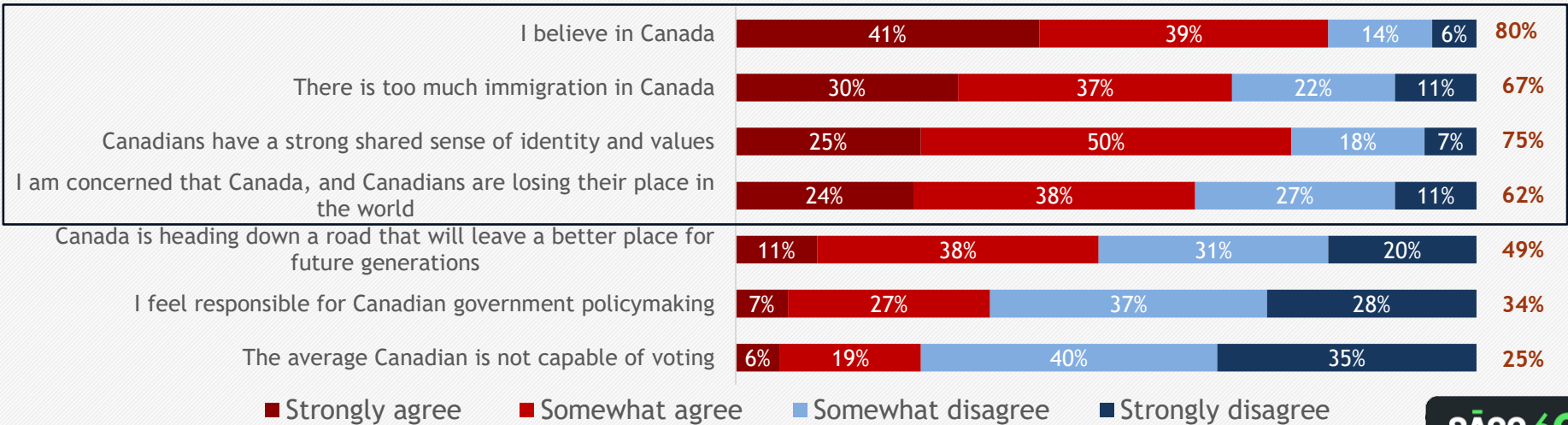
Whereas those over 55 years of age are more likely to agree that Canada is headed for a better place, and they believe in Canada. Those under 55 are less likely to say they believe in Canada—only three quarters do.

Liberal party supporters are more likely to be positive about statements about Canada, for example 93% agree that they believe in Canada, that number tumbles to 66% for Conservative and 60% among Bloc supporters.

Value Statements about Canada

Eight-in-ten Canadians believe in Canada; close to 7-in-10 say there is too much immigration; three quarters agree that Canada has a strong sense of shared values, but 62% worry about Canada losing its place in the world. Few feel responsible for government policymaking or say that Canada is headed down a road that leads to a better place.

Top 2 Box



Total Agree Value Statements By Gender and Age

Men and young people are more likely to say that they are concerned about Canada losing its place, or they feel responsible for policymaking, and average Canadian is not capable of voting. Whereas those over 55 years of age are more likely to agree that Canada is headed for a better place, and they believe in Canada. Those under 55 are less likely to say they believe in Canada—only three quarters do.

% Selected	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
<i>Total Canada</i>	1501	734	767	424	519	558
I believe in Canada	80%	77%	83%	74%	75%	89%
Canadians have a strong shared sense of identity and values	75%	72%	78%	70%	70%	83%
There is too much immigration in Canada	67%	67%	67%	66%	69%	66%
I am concerned that Canada, and Canadians are losing their place in the world	62%	64%	60%	68%	63%	56%
Canada is heading down a road that will leave a better place for future generations	50%	50%	50%	48%	41%	59%
I feel responsible for Canadian government policymaking	34%	37%	32%	38%	34%	31%
The average Canadian is not capable of voting	25%	30%	20%	32%	27%	17%

Q4. Please indicate how much you agree or disagree with the following statements about Canada: Canada 1501



Total Agree Value Statement By Party Support

Liberal party supporters are more likely to be positive about statements about Canada, with 93% agreeing that they believe in Canada, that number tumbles to 66% for Conservative and 60% for Bloc supporters.

% Selected	Political Party						
	TOTAL SAMPLE	Liberal	Conservative	Bloc	NDP	Green	Unsure
<i>Total Canada</i>	1509	535	331	84*	88*	50*	289
I believe in Canada	80%	93%	66%	60%	85%	82%	86%
Canadians have a strong shared sense of identity and values	75%	85%	64%	61%	76%	65%	80%
There is too much immigration in Canada	67%	54%	90%	77%	48%	59%	68%
I am concerned that Canada, and Canadians are losing their place in the world	62%	45%	85%	57%	56%	59%	66%
Canada is heading down a road that will leave a better place for future generations	50%	76%	18%	40%	50%	37%	47%
I feel responsible for Canadian government policymaking	34%	48%	23%	39%	32%	46%	26%
The average Canadian is not capable of voting	25%	21%	32%	21%	22%	20%	22%

Q4. Please indicate how much you agree or disagree with the following statements about Canada: Canada 1501



Statements about Minorities

SAGO 60

Statements about Values

- ✓ Close to three-quarters of Canadians say that the government should spend more time helping people like me
- ✓ Sixty-eight percent say they are concerned about rising racism
- ✓ Six-in-ten say that government support of minorities has gone too far
- ✓ At the same time, roughly the same amount, 58% say that we should have more affirmative action programs to help minorities
- ✓ But only 44% say that we should have more support programs for new Canadians, which does mirror Canadians overall support for the government spending money helping others, and are more interested in securing help for themselves

Value Statements about Minorities in Canada

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Top 2 box

The government should spend more time on helping people like me



73%

I'm concerned about rising racism in Canada



68%

The government support for minorities has gone too far



60%

We should have more affirmative action programs in place to help minorities



58%

We should have more support programs for new immigrants to Canada



44%

Q6. Please indicate how much you agree or disagree with the following statements about minority relations in Canada: Canada 1501N



Total Agree Minority Statements By Gender and Age

% Selected	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
<i>Total Canada</i>	1501	734	767	424	519	558
Racism of any kind should not be accepted in Canadian society	89%	85%	93%	87%	88%	91%
Respecting tradition means a lot to me	79%	79%	78%	75%	75%	85%
My friends and family share my world view	76%	73%	79%	74%	75%	80%
Immigrants in Canada should be allowed to keep their culture and values	72%	69%	74%	79%	74%	64%
I have someone to turn to if I need money or emotional support	67%	62%	71%	68%	65%	67%
Religion is an important part of my life	44%	44%	43%	47%	40%	45%
My friends and family make roughly the same amount of money as I do	42%	44%	40%	47%	38%	41%
I feel uncomfortable around people whose backgrounds are very different from mine	30%	32%	27%	34%	30%	26%

Q6. Please indicate how much you agree or disagree with the following statements about minority relations in Canada: Canada 1501N



Total Agree Minority Value Statement By Party Support

% Selected	Political Party						
	TOTAL SAMPLE	Liberal	Conservative	Bloc	NDP	Green	Unsure
<i>Total Canada</i>	1509	535	331	84*	88*	50*	289
Racism of any kind should not be accepted in Canadian society	89%	92%	83%	92%	93%	87%	94%
Respecting tradition means a lot to me	79%	80%	81%	77%	71%	67%	83%
Immigrants in Canada should be allowed to keep their culture and values	72%	83%	57%	38%	88%	82%	75%
My friends and family share my world view	76%	80%	77%	85%	75%	61%	77%
I have someone to turn to if I need money or emotional support	67%	72%	62%	75%	71%	58%	67%
Religion is an important part of my life	44%	43%	47%	21%	35%	52%	44%
My friends and family make roughly the same amount of money as I do	42%	45%	38%	53%	35%	41%	41%
I feel uncomfortable around people whose backgrounds are very different from mine	30%	28%	35%	28%	30%	32%	28%



Q6. Please indicate how much you agree or disagree with the following statements about minority relations in Canada: Canada 1501N

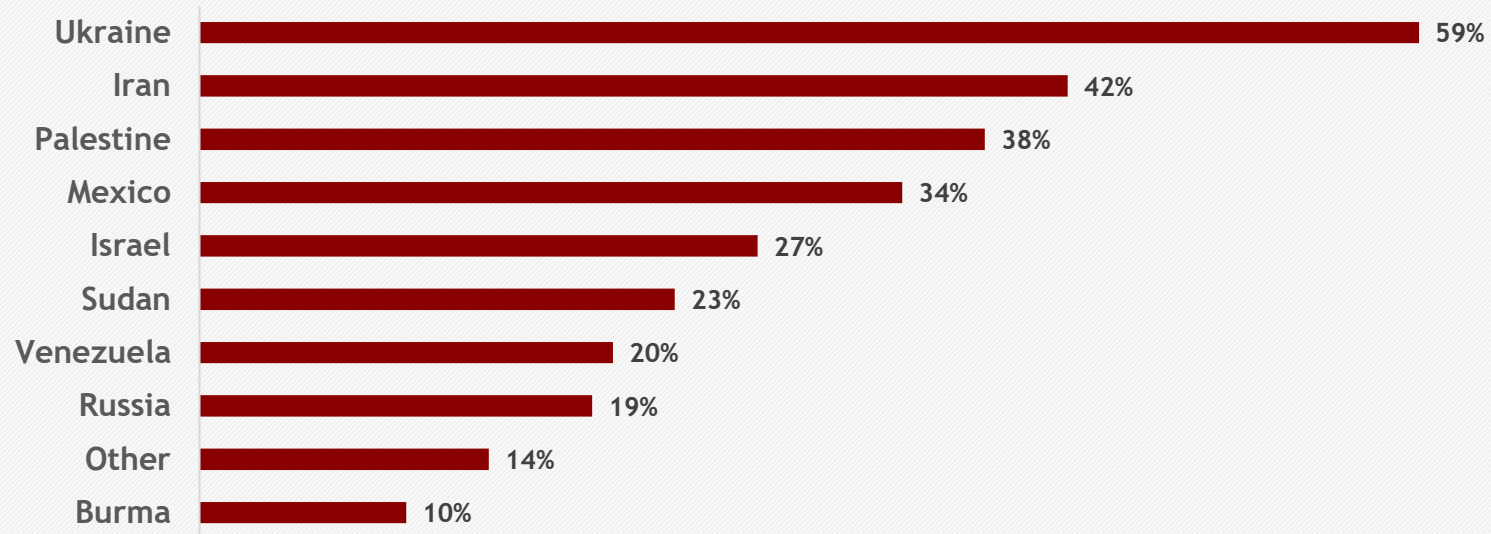
Populations you care about?

SAGO 60

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Populations that you are specifically are concerned about?

Canadians are most concerned about the people in Ukraine, this is followed by Iran, Palestine, Mexico, and Israel.



Q7. There are a number of conflicts going on in the world today, could you tell us if there are populations that you are specifically concerned about the safety of? Select all that apply. Canada 1501N

SAGO 60

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