
GENERATIONAL AND PARTISAN DIVIDE IN CANADA AND THE UNITED STATES OVER OPINION ON BLACK LIVES MATTER AND WHETHER NATION WIDE PROTESTS TO END RACIAL INEQUALITY WILL PRODUCE MEANINGFUL CHANGE

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INTRODUCTION AND METHODOLOGY

In the wake of the murder of George Floyd over the past few months we witnessed much pent up frustration in the United States and Canada giving rise to large scale protests in major cities calling for an end to racial inequality. We've also witnessed sports franchises take up the issue on a scale never seen previously. Yesterday's US court decision relative to the police officers involved in the shooting death of Breonna Taylor reignited protests in parts of the United States.

In two surveys Leger and ACS looked at Canadian and American opinion around the Black Lives Matter movement (September 18-20, 2020) and whether the protests around the country calling to end racial inequality in the United States will lead to meaningful changes (September 4-6, 2020). In both cases the results showed divisions along generational lines amongst other differences.. The surveys in Canada and the United States were conducted via web panel with some 1500 respondents in the former and 1000 respondents in the latter country and while no margin of error can be associated with a non-probability sample for comparative purposes, a probability sample of 1500 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20 while a probability sample of 1000 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.

BLACK LIVES MATTER MOVEMENT IS VIEWED MORE POSITIVELY IN CANADA THAN IN THE UNITED STATES AND IS MORE POPULAR WITH WOMEN THAN MEN

Black Lives Matter movement - Do you have a very positive, somewhat positive, somewhat negative or very negative view of the following?						
	United States			Canada		
	Total	Male	Female	Total	Male	Female
TOTAL POSITIVE	55%	52%	58%	67%	61%	73%
Very positive	28%	27%	28%	29%	23%	34%
Somewhat positive	27%	24%	30%	38%	38%	39%
TOTAL NEGATIVE	45%	48%	42%	33%	39%	27%
Somewhat negative	18%	15%	20%	20%	21%	18%
Very negative	28%	33%	23%	13%	18%	9%

YOUNGER PERSONS AND VISIBLE MINORITIES MORE LIKELY TO HAVE A POSITIVE VIEW OF BLACK LIVES MATTER IN CANADA AND THE UNITED STATES; BUT GAP IN THE US BETWEEN WHITE AND OTHER IS FAR MORE PRONOUNCED

Black Lives Matter movement - Do you have a very positive, somewhat positive, somewhat negative or very negative view of the following?

United States	Total	18-29	30-39	40-49	50-64	65+	White	Other
TOTAL POSITIVE	55%	69%	71%	48%	42%	47%	48%	76%

Black Lives Matter movement - Do you have a very positive, somewhat positive, somewhat negative or very negative view of the following?

Canada	Total	18-24	25-34	35-44	45-54	55-64	65 +	White	Other
TOTAL POSITIVE	67%	81%	69%	67%	64%	64%	65%	66%	72%

MAJORITY OF REPUBLICANS IN THE UNITED STATES AND CONSERVATIVES IN CANADA VIEW BLACK LIVES MATTER MOVEMENT UNFAVORABLY

Black Lives Matter movement - Do you have a very positive, somewhat positive, somewhat negative or very negative view of the following?

	Canada				United States	
	LPC	NDP	BQ	CPC	Republicans	Democrats
TOTAL POSITIVE	77%	84%	67%	46%	31%	84%
Total Negative	23%	16%	33%	54%	69%	16%



OPINION ON PROTESTS AGAINST RACIAL INEQUALITY IN CANADA AND THE UNITED STATES

MOST CANADIANS AND AMERICANS DO NOT BELIEVE THAT THE NATION WIDE PROTESTS TO END RACIAL INEQUALITY WILL PRODUCE MEANINGFUL CHANGE BUT THERE IS A PROFOUND GENERATIONAL DIVIDE IN OPINION IN BOTH COUNTRIES

Canada	In your opinion, will the protests around the country calling to end racial inequality in Canada lead to meaningful changes?					
	Total	Man	Woman	18-34	35-54	55+
Yes	33%	31%	36%	46%	30%	28%
No	45%	53%	38%	38%	48%	48%
I don't know / I prefer not to answer	21%	16%	26%	16%	22%	24%

United States	In your opinion, will the protests around the country calling to end racial inequality in the United States lead to meaningful changes?							
	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	33%	38%	29%	48%	48%	31%	20%	21%
No	46%	46%	47%	33%	37%	47%	55%	59%
I don't know / I prefer not to answer	20%	16%	25%	19%	15%	22%	24%	21%

IT IS IN THE PRAIRIES WHERE CANADIANS ARE LEAST LIKELY TO FEEL THAT THE PROTEST WILL PRODUCE MEANINGFUL CHANGE AND IN THE US MIDWEST WHERE THE PESSIMISM IS HIGHEST

Canada	In your opinion, will the protests around the country calling to end racial inequality in Canada lead to meaningful changes?					
	Atl.	QC	ON	MB/SK	AB	BC
Yes	41%	32%	34%	26%	34%	34%
No	38%	49%	44%	54%	49%	40%
I don't know / I prefer not to answer	21%	19%	22%	20%	17%	26%

United States	In your opinion, will the protests around the country calling to end racial inequality in the United States lead to meaningful changes?				
	NE	MW	South	West	
Yes	35%	26%	33%	39%	
No	39%	56%	46%	42%	
I don't know / I prefer not to answer	25%	18%	20%	19%	

BOTH IN CANADA AND THE UNITED STATES THOSE IDENTIFYING AS WHITE DO NOT BELIEVE THAT THE PROTESTS WILL CREATE MEANINGFUL CHANGE WHILE VISIBLE MINORITIES IN CANADA AND US BLACK AND HISPANIC GROUPS ARE MORE OPTIMISTIC ABOUT THE OUTCOMES OF THE PROTESTS

	In your opinion, will the protests around the country calling to end racial inequality in the United States lead to meaningful changes?				
	Canada		United States		
	White	Visible Minorities	White	Black	Hispanic
Yes	31%	43%	30%	52%	47%
No	47%	38%	51%	18%	37%
I don't know / I prefer not to answer	22%	19%	19%	30%	15%

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