

Israel – Hamas Awareness & Attitudes Survey

Final report | 25 October 2023

GOALS & METHODOLOGY



PROJECT SPECIFICATION

Ŷ	Research Problem	 Assess current awareness and attitudes amongst Canadians of the situation between Israel and Hamas
ŧŤŤŧ	Target group	$_{\odot}$ Age 18+ $_{\odot}$ Sample balanced to be representative by age, gender, Province, race/ethnicity and political party
,	Methodology	 Quantitative CAWI (Computer Administered Web Interviewing) survey Used online panel A total of 1052 respondents Interviewed 20 – 24 October 2023



USA | Japan | Europe



Awareness and Attitudes Towards Israel and the Current Conflict

- The survey findings are reflective of the general Canadian attitude towards neutrality in many aspects of world affairs. Nearly half of Canadians surveyed (45%) say they have a "neutral" opinion towards Israel, with 35% holding a positive view and 20% negative.
- o Most Canadians (62%) say their view of Israel has not changed following the Hamas attack.
 - Bloc Quebecois and NDP supporters are the most likely to say they now hold a worse view, while Conservatives are most likely to say their view of Israel has improved.
- Only 24% of Canadian feel well informed about the Israeli-Palestinian conflict, while 33% say they are not well informed. When it comes to more specific issues, such as the role of Iran in the Middle East, relations between Israel and various Arab countries, or Palestinian or Israeli politics, the share of Canadians who say they are well informed falls considerably.
- 21% of Canadians say they have followed events since the Hamas attack on Israel "very closely," while 33% say they are aware of it, but have not followed it closely, and 6% are not really aware of what is going on there.
 - Conservatives are much more likely to be following events very closely, followed by Bloc Quebecois voters. Those associated with the Green Party are the least likely to be following the events very closely
- Over half (55%) of Canadians hold a neutral view towards the Palestinians, with 25% positive and 20% negative.

Who is Responsible?

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- While 41% of Canadians hold Hamas as primarily responsible for the current conflict, 28% blame both sides equally, and 12% hold Israel responsible.
 - The view that Israel is responsible is shared equally between Conservatives (11%) and Liberals (10%) and is most widely held among those who support the NDP (19%).
 - $_{\odot}~$ Fully 26% of 18-29 year old Canadians hold Israel responsible for the conflict.

Favorability Towards Political Figures

- Only 28% of Canadians hold a positive view towards Israeli Prime Minister Benjamin Netanyahu, versus 34% with a negative view.
 The remainder either have no opinion or have not heard of him.
 - $\,\circ\,$ For comparison, 37% of Canadians hold a positive view of Justin Trudeau, and 57% are negative.
 - o Ukrainian President Volodymyr Zelenskyy registers the highest net positive views, with 59% favorable and 21% unfavorable.



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Attitudes Towards the Israeli Response

- The vast majority of Canadians (80%) agree that Israel has the right to defend itself against attacks from Hamas.
- But nearly as many (76%) also feel that it is time for Israel to negotiate with Hamas to release the hostages.
- o Canadians are divided 60/40 on whether Israel should invade Gaza to remove the Hamas leadership, or whether the Palestinians in
- Gaza have legitimate grievances. Only 25% of Canadians feel Hamas was justified in attacking Israel.
- 59% agree that Canada should strongly stand with Israel, and 22% strongly agree with this statement.
 - Liberal Party supporters are the most likely to say that Canada should strongly stand with Israel. Fully 68% of Liberals hold this view. This compares with 60% of Conservatives and 51% for the NDP.

o 71% of Canadians feel that Iran should be held accountable for the actions of Hamas.

 $_{\odot}$ Conservatives are the most likely to hold this view (76%).

Awareness of Facts Related to the Conflict

o Canadians are only somewhat aware of many of the facts related to the conflict between Israel and Hamas.

- The largest share of Canadians (78%) are aware that Israel voluntarily withdrew from Gaza in 2005 and removed Israeli settlers from the Strip.
- A similar share (77%) are aware of the statements from the Palestinian Health Ministry that 2,215 people, including 724 children, were killed in the first week of Israeli airstrikes.
- Canadians are less aware of many other facts related to the conflict, including in particular that Hamas took control of the Gaza Strip in a 2007 conflict with Fatah (only 50% aware). Only 23% of Canadians say they are "very aware" of the fact that 200+ people were abducted from Israel and are being held hostage by Hamas in Gaza, and only 21% of "very aware" that this includes citizens of at least 10 countries, including Canada.
 - These levels of stated awareness are most likely inflated, with survey respondents typically reluctant to admit not being aware of current events.

Hamas in Comparison to Other Islamic Terrorist Organizations

• A majority of Canadians view Hamas as similar to ISIS, AI Qaeda and the Taliban (63-65% say Hamas is "about the same" as each of these groups). One quarter of Canadians view Hamas as "much worse" than any of these other terrorist organizations.



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Opinion About Pro-Hamas Protests

• A majority of Canadians (57%) say they are concerned about pro-Hamas protests across Canada and abroad, with 33%

very concerned about these protests.

• This is largely consistent across political parties, gender, income and education level, and is particularly felt by older Canadians.

Perceptions of Growing Antisemitism

• Almost half of Canadians (46%) feel that antisemitism is on the rise in Canada.

• Again, this is largely consistent across political parties, gender, income and education level, and is particularly felt by older Canadians.

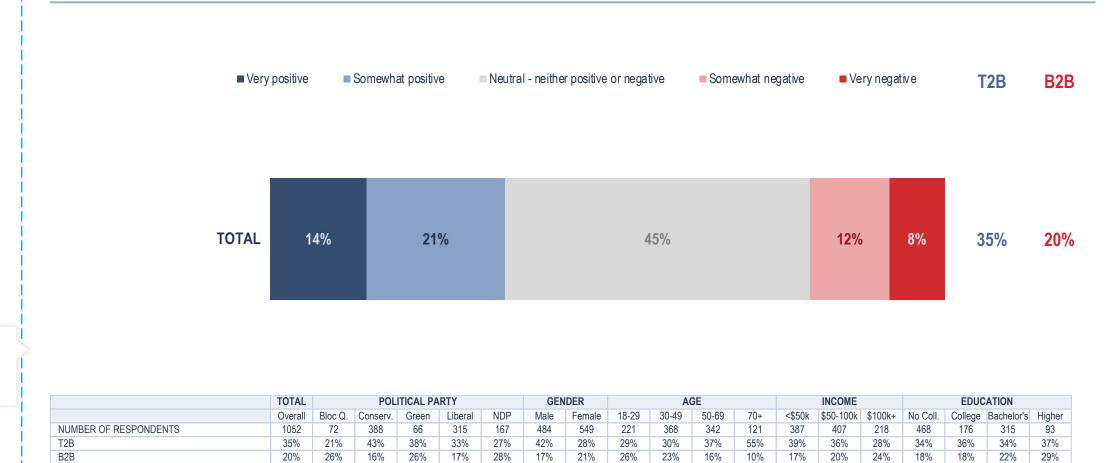
- $_{\odot}~$ 52% of Canadians feel that antisemitism is on the rise globally.
 - 56% of Conservatives see global antisemitism as increases, versus only 38% of Green Party supporters. Those who support the other political parties (Liberal, NDP, Bloc Quebecois) are only slightly less likely than Conservatives to perceive a global increase in antisemitic views.

AWARENESS AND ATTITUDES



OVERALL OPINION OF ISRAEL

Overall, a plurality of Canadians hold a neutral opinion towards Israel (45%). A slightly larger share hold a positive opinion (35%) than a negative one (20%). Those aligned with the Conservative party tend to be more positive towards Israel, with 43% very or somewhat positive. Men and older Canadians also tend to hold more positive views of Israel.



T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

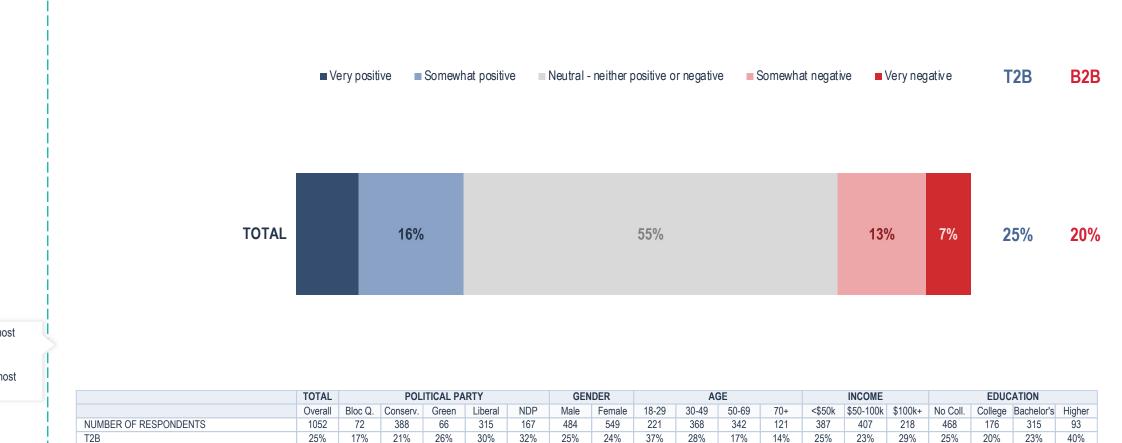
ALL RESPONDENTS

IsraelOpinion: Overall, is your opinion of Israel...



OPINION OF PALESTINIANS

The majority of Canadians (55%) hold neutral views towards the Palestinians. Slightly more hold a positive view (25%) than a negative view (20%). NDP and Liberal Party supporters tend to hold more positive views of the Palestinians, as do younger and better educated respondents.



T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

ALL RESPONDENTS

GazaOpinion: Overall, is your opinion of the Palestinians...

20%

24%

27%

8%

14%

16%

26%

14%

11%

16%

23%

37%

19%

22%

18%

21%

21%

20%

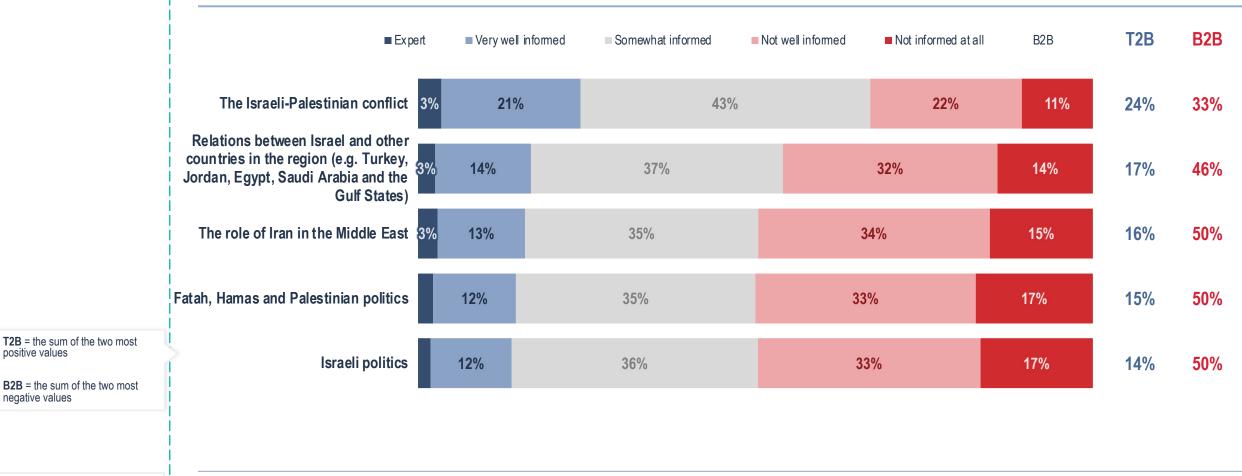
B2B

13%



KNOWLEDGE OF MIDDLE EAST ISSUES

Knowledge of issues in the middle east is relatively low, with the largest share of Canadians saying they are only somewhat informed, and a third to half of all Canadians saying they are not informed about any aspect of the issues in the region.



ALL RESPONDENTS

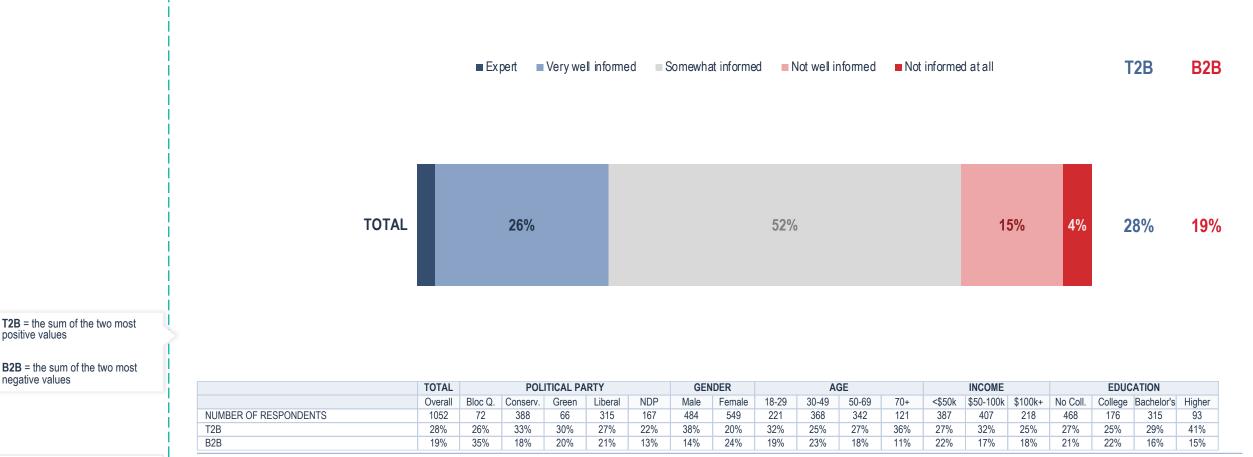
positive values

negative values



KNOWLEDGE ABOUT THE WAR IN UKRAINE

28% of Canadians consider themselves expert or very well informed about the war between Russia and Ukraine, whilst 19% say they are not informed. The share of Canadians who say they are well informed about Ukraine is greater than the share who hold that view towards any aspect of Israel / Middle East issues.



ALL RESPONDENTS

positive values

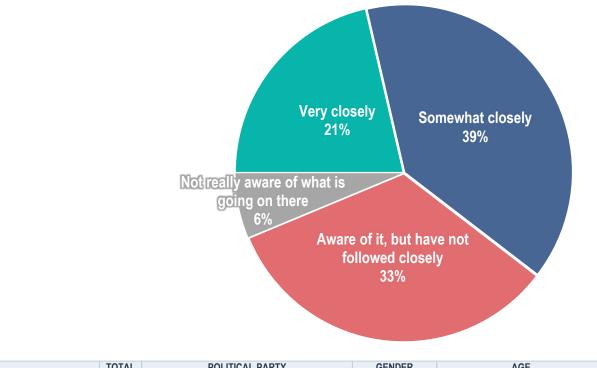
negative values

UkraineExpertise: Overall, how well informed would you say you are about the war between Russia and Ukraine?



AWARENESS OF EVENTS AFTER HAMAS ATTACK IN ISRAEL

Only 21% of Canadians say they are following events in Israel very closely, and another 39% somewhat closely. Conservatives are much more likely to be following events very closely, followed by Bloc Quebecois voters. Those associated with the Green Party are the least likely to be following the events very closely (11%).



	TOTAL		POL	ITICAL PA	RTY		GEN	IDER	AGE INCOME			EDUCATION							
	Overall	Bloc Q.	Conserv.	Green	Liberal	NDP	Male	Female	18-29	30-49	50-69	70+	<\$50k	\$50-100k	\$100k+	No Coll.	College	Bachelor's	Higher
NUMBER OF RESPONDENTS	1052	72	388	66	315	167	484	549	221	368	342	121	387	407	218	468	176	315	93
Very closely	21%	21%	28%	11%	18%	17%	25%	18%	21%	16%	24%	28%	21%	23%	20%	20%	18%	22%	32%
Somewhat closely	39%	31%	36%	39%	47%	43%	44%	34%	34%	41%	38%	45%	35%	41%	41%	37%	34%	47%	34%
Aware of it, but have not followed closely	33%	38%	30%	42%	31%	35%	26%	39%	36%	34%	34%	24%	34%	31%	34%	34%	44%	27%	31%
Not really aware of what is going on there	6%	11%	6%	8%	3%	5%	4%	8%	9%	8%	4%	2%	9%	4%	5%	9%	3%	4%	3%

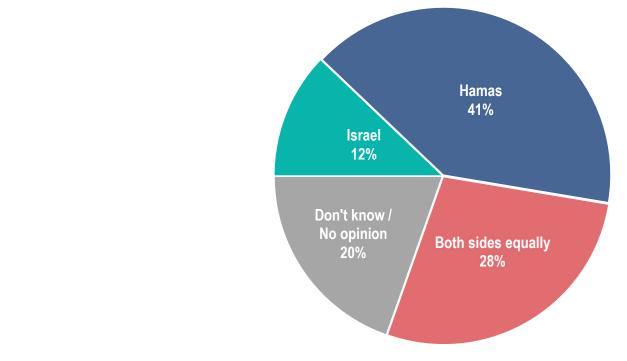
ALL RESPONDENTS

HamasAwareness: Overall, how closely have you followed events in Israel since the attack by Hamas?



RESPONSIBILITY FOR THE ISRAEL - HAMAS CONFLICT

While 41% of Canadians hold Hamas as primarily responsible for the current conflict, 28% blame both sides equally, and 12% hold Israel responsible. The view that Israel is responsible is shared equally between Conservatives (11%) and Liberals (10%), and is most widely held among those who support the NDP (19%). Younger Canadians are also far more likely to hold Israel responsible (26% of those ages 18-29). This view is also widely held amongst those with more than a Bachelor's degree education (23%).



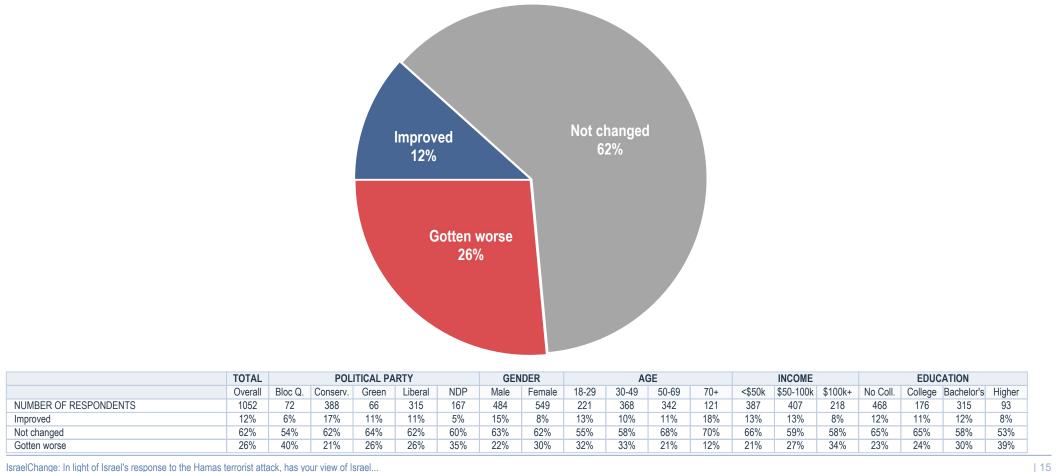
	TOTAL		POL	ITICAL PA	RTY		GEN	IDER	AGE INCOME			EDUCATION							
	Overall	Bloc Q.	Conserv.	Green	Liberal	NDP	Male	Female	18-29	30-49	50-69	70+	<\$50k	\$50-100k	\$100k+	No Coll.	College	Bachelor's	Higher
NUMBER OF RESPONDENTS	1052	72	388	66	315	167	484	549	221	368	342	121	387	407	218	468	176	315	93
Israel	12%	13%	11%	12%	10%	19%	12%	12%	26%	13%	4%	6%	11%	13%	14%	11%	8%	13%	23%
Hamas	41%	35%	47%	30%	40%	35%	47%	36%	21%	33%	53%	65%	40%	44%	37%	40%	45%	42%	31%
Both sides equally	28%	29%	27%	24%	32%	24%	29%	27%	25%	33%	28%	17%	25%	28%	31%	27%	23%	31%	34%
Don't know / no opinion	20%	24%	15%	33%	17%	22%	12%	26%	28%	21%	15%	12%	24%	15%	18%	22%	25%	15%	12%

ALL RESPONDENTS



CHANGE OF VIEW OF ISRAEL AFTER THE HAMAS ATTACK

Most Canadians (62%) say their view of Israel has not changed following the Hamas attack, while 26% say that Israel's response has led them to have a worse view of Israel. Bloc Quebecois and NDP supporters are the most likely to say they now hold a worse view, along with younger, higher income and better educated Canadians.



ALL RESPONDENTS

IsraelChange: In light of Israel's response to the Hamas terrorist attack, has your view of Israel...



POLITICAL FIGURES FAVORABILITY

Favorability is very high for Ukranian President Volodymyr Zelenskyy, with 59% holding very or somewhat favorable views of him. Justin Trudeau is viewed unfavorably by 57% of Canadians. Views towards Benjamin Netanyahu are more divided, with 28% favorable vs. 34% unfavorable, with 13% of Canadians saying they have never heard of the Israeli Prime Minister. The most negative views are expressed towards Hamas leader Ismail Haniyeh, with 43% very unfavorable, although 18% say they have no opinion and another 18% have never heard of him.

	Very favorable	Somewhat fa	vorable Sc	omewhat unfa	vorable Ve	ry unfavorable	■ No opinion	Never hea	ard of	T2B	B2B
Volodymyr Zelenskyy	279	%		32%		10%	11%	14%	6%	59%	21%
Joe Biden	13%		35%		19%		19%	13%	, D	48%	38%
Jagmeet Singh	14%		33%		18%		17%	15%	4%	47%	34%
Pierre Poilievre	21%		26%		16%		19%	12%	5%	47%	36%
Justin Trudeau	11%	26%		23	%		34%		5%	37%	57%
Elizabeth May	9%	26%		16%	12%		29%		7%	36%	28%
Benjamin Netanyahu	8%	20%	18%		16%		25%	139	%	28%	34%
Antonio Guterres	5%	22%	13%	9%		29%		22%		27%	22%
Yves-François Blanchet	6% 16	%	22%		19%		27%	1	0%	22%	41%
Mahmoud Abbas	4% 11%	19%		17%		27%		23%		15%	36%
Ali Khamenei	3% 6%	14%	31	1%		20%		25%		10%	45%
l Ismail Haniyeh	<mark>3%</mark> 6% 12	2%		43%			18%	18%		9%	55%

T2B = the sum of the two most positive values

B2B = the sum of the two most negative values



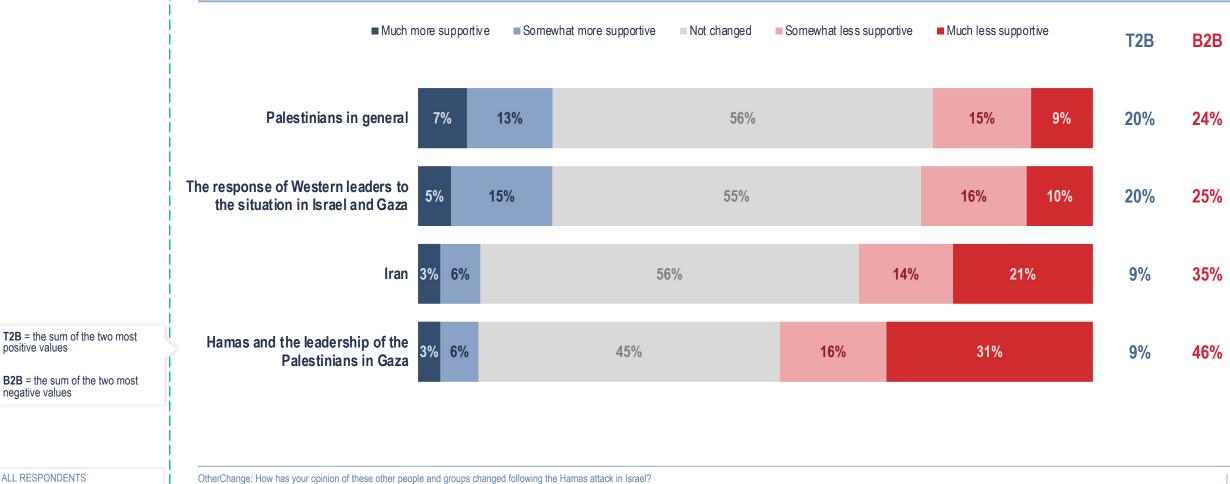
positive values

negative values

ALL RESPONDENTS

CHANGE OF OPINION OF OTHER GROUPS AFTER THE HAMAS ATTACK

Most Canadians say their views of Palestinians, Iran and the response of Western leaders has not changed following the Hamas attack. However, 46% of Canadians say their view of Hamas and the leadership of the Palestinians in Gaza has become less supportive.





ATTITUDES TOWARDS THE ISRAELI RESPONSE

The vast majority of Canadians (80%) agree that Israel has the right to defend itself against attacks from Hamas. But nearly as many (76%) also feel that it is time for Israel to negotiate with Hamas to release the hostages. Canadians are divided 60/40 on whether Israel should invade Gaza to remove the Hamas leadership, or whether the Palestinians in Gaza have legitimate grievances. Only 25% of Canadians feel Hamas was justified in attacking Israel.

	■ Strongly	agree ■Somewhat agree ■S	Somewhat disagree Strongly disagree			T2B	B2B
	Israel has the right to defend itself against Hamas' attacks	43%		37%	13% 7%	80%	20%
	It is time for Israel to negotiate with Hamas to release the hostages	32%	44%		16% 8%	76%	24%
	Israel should invade Gaza and remove the Hamas leadership	26%	34%	26%	14%	60%	40%
	The Palestinians in Gaza have legitimate grievances with Israel	14%	45%	28%	12%	60%	40%
T2B = the sum of the two most positive values B2B = the sum of the two most negative values	Hamas was justified in attacking Israel as part of their struggle for a Palestinian State	7% 18%	32%	43%		25%	75%



ATTITUDES TOWARDS OTHER ACTORS' RESPONSES

71% of Canadians agree that Iran should be held accountable for the actions of Hamas against Israel. 59% agree that Canada should strongly stand with Israel, and 22% strongly agree with this statement. Canadians are nearly evenly divided in their view towards whether Western military forces may need to intervene, or whether this is Israel's business and Canada should not get involved. 67% do not agree that support for Israel is more important than continuing to support Ukraine.

	■ Strongly a	agree ■Somewha	at agree Somewhat	t disagree ■ Strongly disa	agree space			T2B	B2B
	Iran should be held accountable for the actions of Hamas against Israel	25%		46%		23%	7%	71%	29%
	Canada should strongly stand with Israel in their conflict with Hamas	22%		36%	26%		16%	59%	41%
	Western military forces may need to intervene directly to support Israel	13%	4	0%	30%		17%	53%	47%
	This is Israel's business. Canada and other Western countries should not get involved.	18%		35%	33%		15%	53%	47%
T2B = the sum of the two most positive values B2B = the sum of the two most negative values	Support for Israel is more important than continuing to support Ukraine	9%	24%		46%		21%	33%	67%



AWARENESS OF ISRAEL-HAMAS CONFLICT FACTS

Canadians are generally not aware or only somewhat aware of many of the facts regarding the Israel-Hamas conflict. Awareness is highest of the fact of Israel's withdrawal in 2005 and the current death tool from Israeli airstrikes. Only half of Canadians are aware that Hamas took control of the Gaza Strip in 2007 following fighting with Fatah.

		/ery aware	Somewhat aware	Not aw	vare
Israel voluntarily withdrew in 2005 and forcibly removed any Israeli settlers who lived in the Gaza Strip, turning the area over to Palestinian control	43%		35%		21%
The Health Ministry in the Hamas-run Gaza Strip said that the death toll from a week of Israeli airstrikes on the Palestinian territory had risen to at least 2,215 people, including 724 children	41%		36%		23%
186 Israeli soldiers were killed in the Hamas attack	39%		37%		24%
Israel issued warnings to residents of areas occupied by Hamas militants to evacuate the area before air strikes are launched	43%		32%		25%
The attack by Hamas took place on the 50th anniversary of the 1973 Yom Kippur War, when several Arab nations simultaneously attacked Israel	36%		38%		27%
Hamas militants killed young children during their attack in Israel	35%		33%		32%
The leadership of Hamas has called for the destruction of the State of Israel	26%		42%		32%
Nearly 200 people, including women and young children, were abducted from Israel and are being held hostage in Gaza	23%	399	%	3	38%
Citizens of over 10 countries, including the US, Canada, the UK, France, Germany, the Philippines, and Colombia were killed in the Hamas attack	21%	38%		4	1%
Israel and Saudi Arabia were close to reaching a peace agreement prior to the Hamas attack on October 7th	18%	38%		44	%
Hamas has previously been expelled from Jordan and Syria	19%	36%		459	%
Hamas took control of the Gaza Strip in 2007 following fighting with Fatah, the Palestinian organization that currently controls the West Bank	21%	29%		50%	

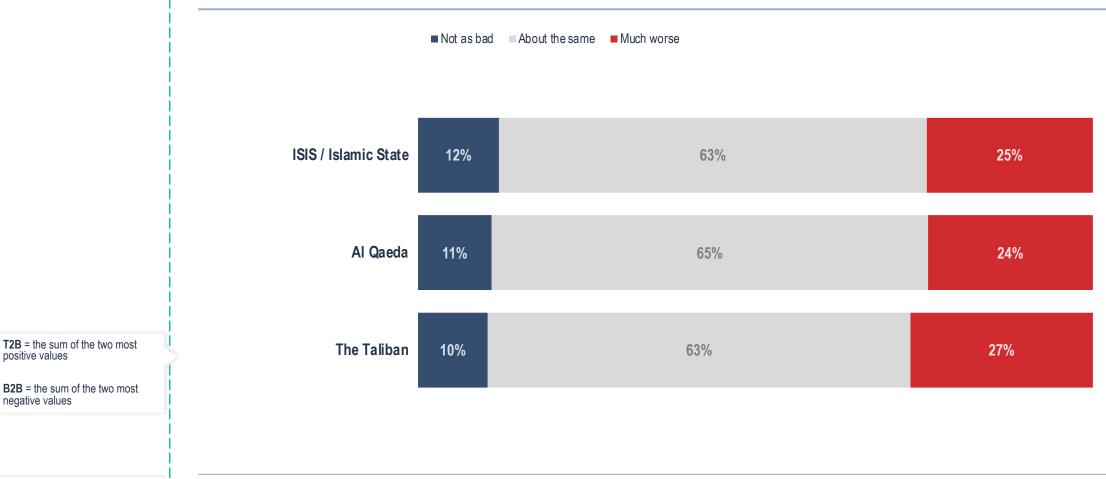
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values



HAMAS IN COMPARISON TO OTHER TERRORIST ORGANIZATIONS

Most Canadians say they view Hamas as "about the same" as ISIS, AI Qaeda and the Taliban. About one-quarter say that Hamas is worse than these other terrorist and Islamic fundamentalist groups.



ALL RESPONDENTS

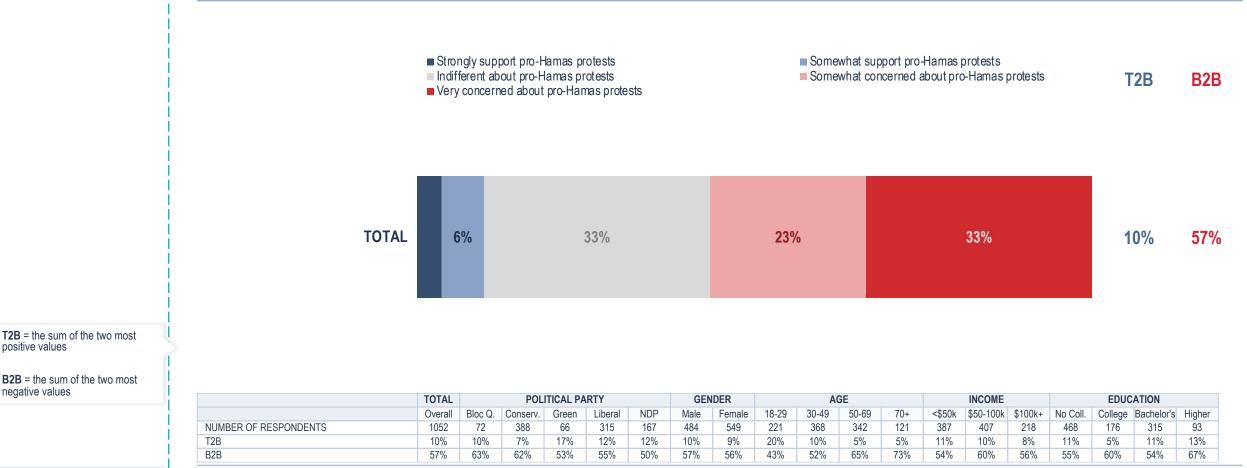
positive values

negative values



OPINION OF THE PRO-HAMAS PROTESTS

A majority of Canadians say they are concerned about pro-Hamas protests across Canada and abroad, with 33% very concerned about these protests. Concern extends across political parties and demographic categories, although it is greatest amongst Bloc Quebecois and Conservative voters, older respondents and those with an advanced degree.



ALL RESPONDENTS

ProtestsSupport: Do the recent pro-Hamas protests and demonstrations across multiple cities in Canada and elsewhere concern you, do you support the protests and demonstrations, or are you indifferent?



EVALUATION OF ANTISEMITISM IN CANADA

Almost half of Canadians (46%) feel that antisemitism is on the rise in Canada. This is largely consistent across political parties, gender, income and education level, and is particularly felt by older Canadians.



ALL RESPONDENTS

positive values

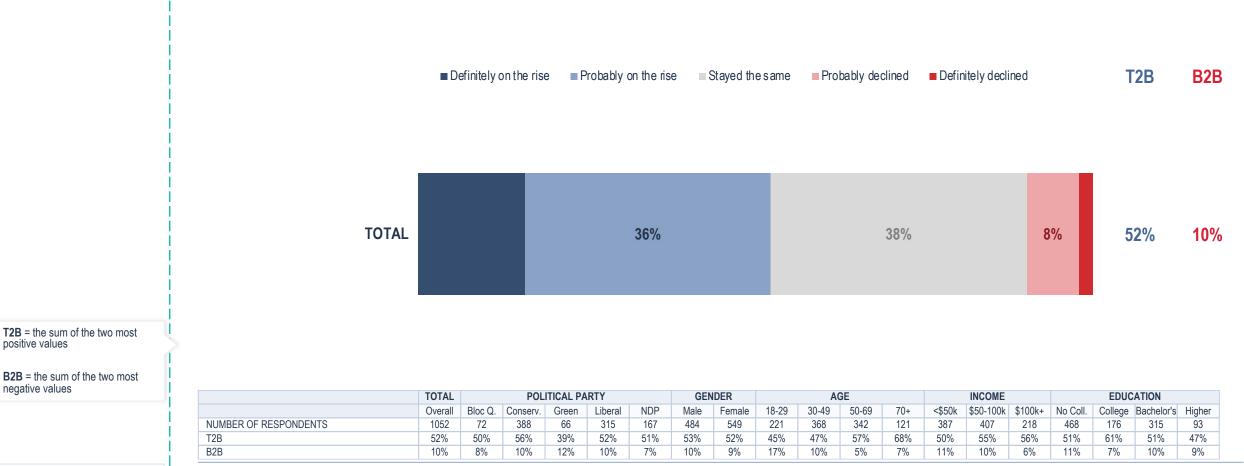
negative values

CanadaAntisemitism: Within Canada, you think antisemitism, or prejudice against Jewish people, is on the rise, declining, or has it stayed the same over the last few years?



EVALUATION OF GLOBAL ANTISEMITISM

Canadians are somewhat more likely to feel that antisemitism is on the rise globally, with 52% holding this view. Again, this increases with age, and is somewhat less likely to be perceived by Green Party supporters.



ALL RESPONDENTS

positive values

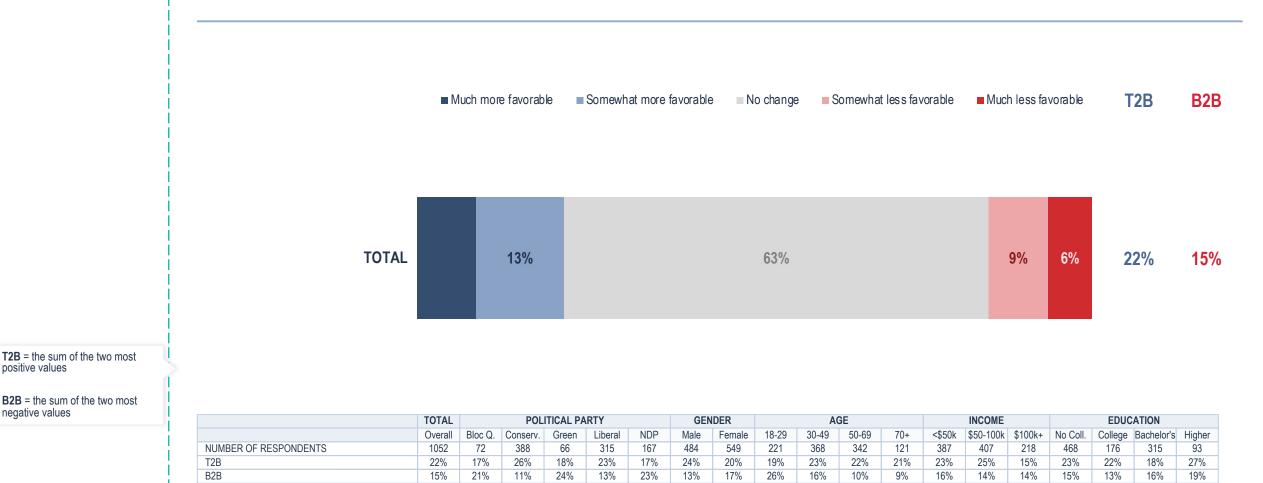
negative values

GlobalAntisemitism: Globally in other countries around the world, do you think antisemitism, or prejudice against Jewish people, is on the rise, declining, or has it stayed the same over the last few years?



POST-SURVEY ATTITUDE TOWARDS ISRAEL

The content of the survey has a marginal impact on views towards Israel. Most (63%) say their views did not change after responding to the survey. 22% say they became more favorable towards Israel, and 15% less favorable.



ALL RESPONDENTS

positive values

negative values

IsraelPostAttitude: After responding to this survey, do you feel that your attitude towards Israel has become.

SAMPLE STRUCTURE



SAMPLE STRUCTURE

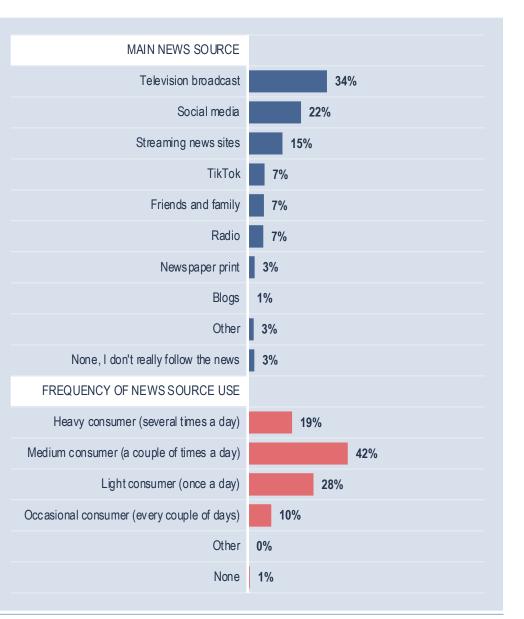
GENDER	
Male	46%
Female	52%
Other	2%
AGE	
18-29	21%
30-49	35%
50-69	32%
70+	11%
EDUCATION	
No college degree	45%
College degree	17%
Bachelor's degree	30%
Higher degree	9%
RACE / ETHNICITY	
Black	6%
East Asian	6%
Indigenous	2%
LatinX	3%
Middle Eastern	2%
South Asian	6%
Southeast Asian	4%
White	70%
An identity not listed	2%

PROVINCE	
Newfoundland and Labrador	1%
Prince Edward Island	0.2%
Nova Scotia	2%
New Brunswick	2%
Quebec	22%
Ontario	41%
Manitoba	4%
Saskatchewan	3%
Alberta	12%
British Columbia	13%
Yukon	0%
Northwest Territories	0.1%
Nunavut	0.1%
HOUSEHOLD INCOME	
Less than \$20,000	8%
\$20,001 - \$35,000	13%
\$35,001 - \$50,000	15%
\$50,001 - \$75,000	21%
\$75,001 - \$100,000	17%
\$100,001 - \$150,000	13%
\$150,001 or more	8%
Refused to answer	4%
MARITAL STATUS	
Married	39%
Single, living with a partner	17%
Single, living with parents or relatives	12%
Single, living alone	24%
Widowed	4%
Other	4%



SAMPLE STRUCTURE

	POLITICAL ORIENTATION
12%	Very conservative
20%	Somewhat conservative
27%	Moderate
19%	Somewhat liberal
12%	Very liberal
4%	Progressive
8%	Unsure
	POLITICAL PARTY SUPPORT
5%	BlocQuébécois
40%	Conservative Party
8%	Green Party
24%	Liberal Party
19%	New Democratic Party
0%	Other
4%	Don't know
1%	None of the above
	RELIGION
30%	Catholic
8%	Evangelical / non-denominational Christian
13%	Protestant Christian
4%	Jewish
1%	Hindu
5%	Muslim
2%	Buddhist
2%	Sikh
6%	Other religion
31%	None / not religious



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