

Israel - Hamas Awareness & Attitudes Survey

Final report | 25 October 2023



A person wearing a striped shirt and glasses is pointing at a tablet held by another person. The tablet displays a dashboard with various charts, including a pie chart, a bar chart, and a line chart. The background is a dark blue gradient with faint geometric shapes.

GOALS & METHODOLOGY

PROJECT SPECIFICATION



Research Problem

- Assess current awareness and attitudes amongst Canadians of the situation between Israel and Hamas



Target group

- Age 18+
- 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**

powered by

 **response:AI**

USA | Japan | Europe

KEY FINDINGS



KEY FINDINGS

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.
- 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?

- 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%).
 - 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.
 - For comparison, 37% of Canadians hold a positive view of Justin Trudeau, and 57% are negative.
 - Ukrainian President Volodymyr Zelenskyy registers the highest net positive views, with 59% favorable and 21% unfavorable.

KEY FINDINGS

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.
- 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.
- 71% of Canadians feel that Iran should be held accountable for the actions of Hamas.
 - Conservatives are the most likely to hold this view (76%).

Awareness of Facts Related to the Conflict

- 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, Al 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.

KEY FINDINGS

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

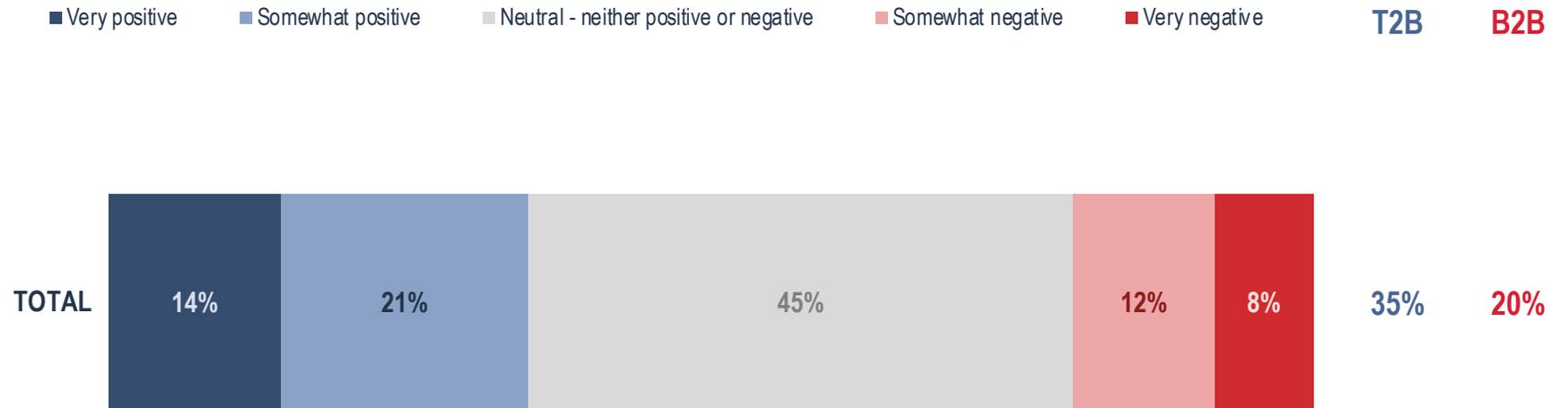
- Almost half of Canadians (46%) feel that antisemitism is on the rise in Canada.
 - Again, this is largely consistent across political parties, gender, income and education level, and is particularly felt by older Canadians.
 - 52% of Canadians feel that antisemitism is on the rise globally.
 - 56% 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.
-

A person wearing a striped shirt and glasses is pointing at a tablet held by another person. The tablet displays a dashboard with various charts, including a pie chart and a bar chart. The background is a dark blue gradient with faint, large-scale geometric patterns. The text 'AWARENESS AND ATTITUDES' is overlaid in white, bold, uppercase letters.

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

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	35%	21%	43%	38%	33%	27%	42%	28%	29%	30%	37%	55%	39%	36%	28%	34%	36%	34%	37%
B2B	20%	26%	16%	26%	17%	28%	17%	21%	26%	23%	16%	10%	17%	20%	24%	18%	18%	22%	29%

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.



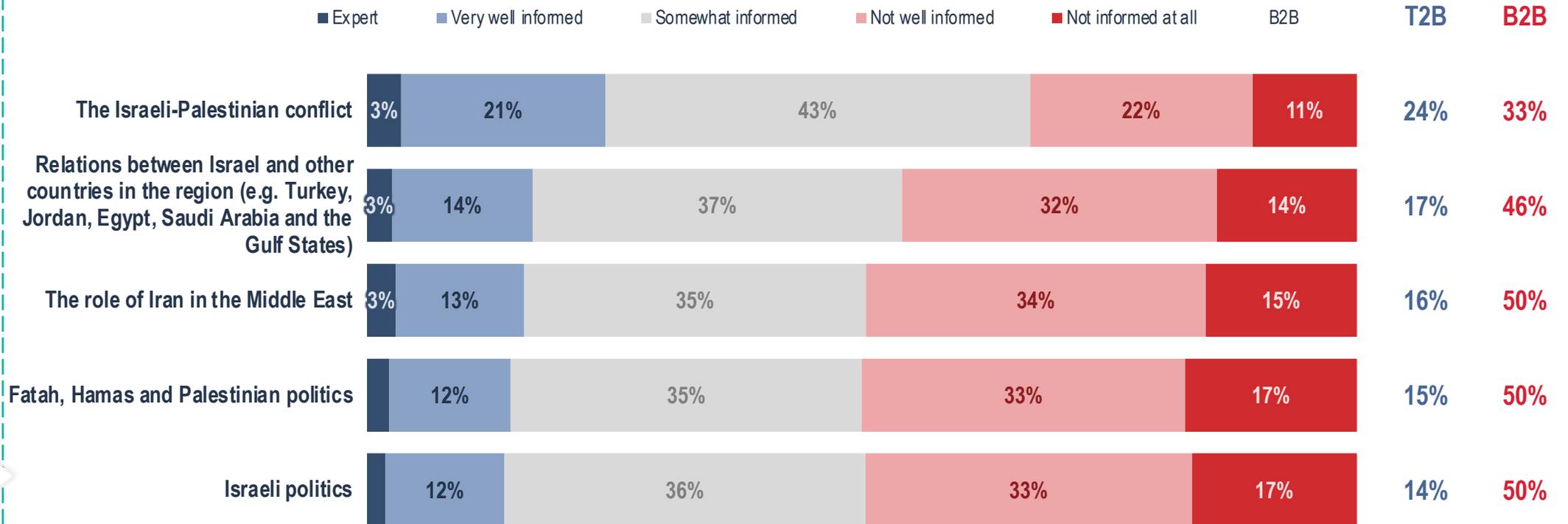
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	25%	17%	21%	26%	30%	32%	25%	24%	37%	28%	17%	14%	25%	23%	29%	25%	20%	23%	40%
B2B	20%	24%	27%	8%	14%	16%	26%	14%	11%	16%	23%	37%	19%	22%	18%	21%	21%	20%	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.



T2B = the sum of the two most positive values

B2B = the sum of the two most 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.



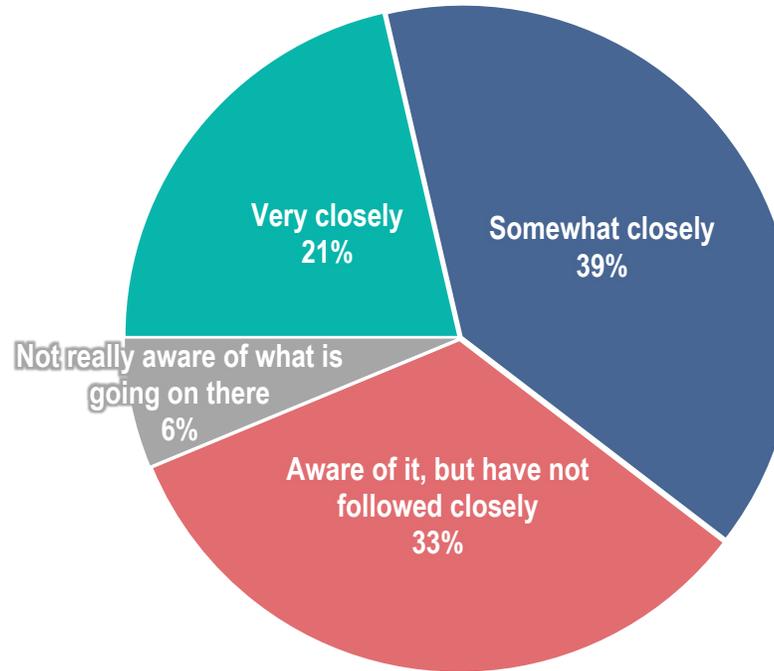
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	28%	26%	33%	30%	27%	22%	38%	20%	32%	25%	27%	36%	27%	32%	25%	27%	25%	29%	41%
B2B	19%	35%	18%	20%	21%	13%	14%	24%	19%	23%	18%	11%	22%	17%	18%	21%	22%	16%	15%

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%).

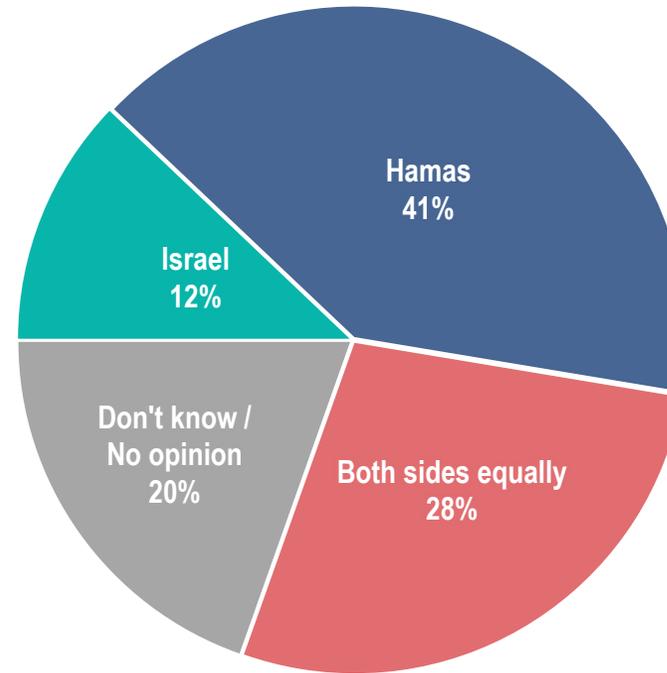


	TOTAL	POLITICAL PARTY					GENDER		AGE				INCOME			EDUCATION			
	Overall	Bloc Q.	Conserv.	Green	Liberal	NDP	Male	Female	18-29	30-49	50-69	70+	<\$50k	\$50-100k	\$100k+	No Coll.	College	Bachelor's	Higher
NUMBER OF RESPONDENTS	1052	72	388	66	315	167	484	549	221	368	342	121	387	407	218	468	176	315	93
Very 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%

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%).

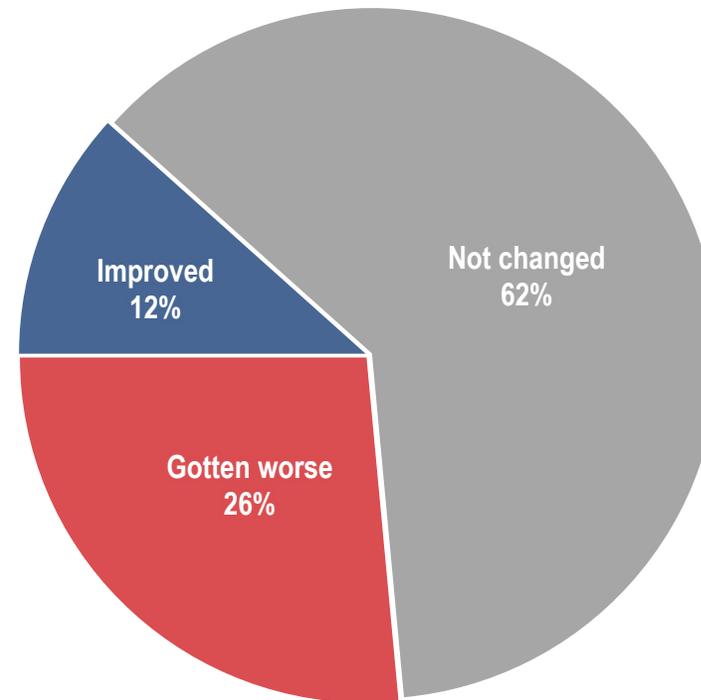


	TOTAL	POLITICAL PARTY					GENDER		AGE				INCOME			EDUCATION			
	Overall	Bloc Q.	Conserv.	Green	Liberal	NDP	Male	Female	18-29	30-49	50-69	70+	<\$50k	\$50-100k	\$100k+	No Coll.	College	Bachelor's	Higher
NUMBER OF RESPONDENTS	1052	72	388	66	315	167	484	549	221	368	342	121	387	407	218	468	176	315	93
Israel	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%

Responsible: Overall, who do you think is most responsible for the current conflict between Israel and Hamas?

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.

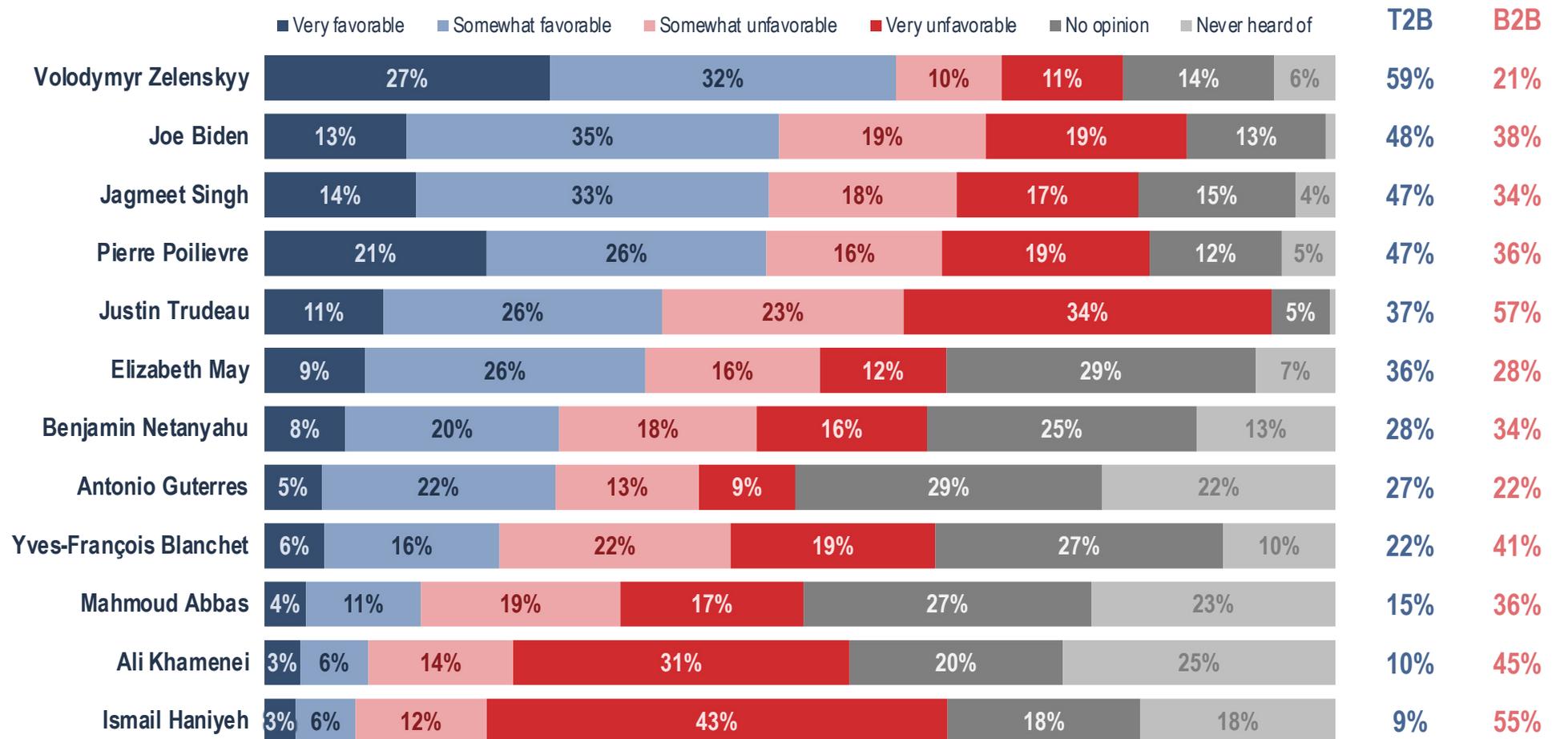


	TOTAL	POLITICAL PARTY					GENDER		AGE				INCOME			EDUCATION			
	Overall	Bloc Q.	Conserv.	Green	Liberal	NDP	Male	Female	18-29	30-49	50-69	70+	<\$50k	\$50-100k	\$100k+	No Coll.	College	Bachelor's	Higher
NUMBER OF RESPONDENTS	1052	72	388	66	315	167	484	549	221	368	342	121	387	407	218	468	176	315	93
Improved	12%	6%	17%	11%	11%	5%	15%	8%	13%	10%	11%	18%	13%	13%	8%	12%	11%	12%	8%
Not changed	62%	54%	62%	64%	62%	60%	63%	62%	55%	58%	68%	70%	66%	59%	58%	65%	65%	58%	53%
Gotten worse	26%	40%	21%	26%	26%	35%	22%	30%	32%	33%	21%	12%	21%	27%	34%	23%	24%	30%	39%

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 Ukrainian 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.

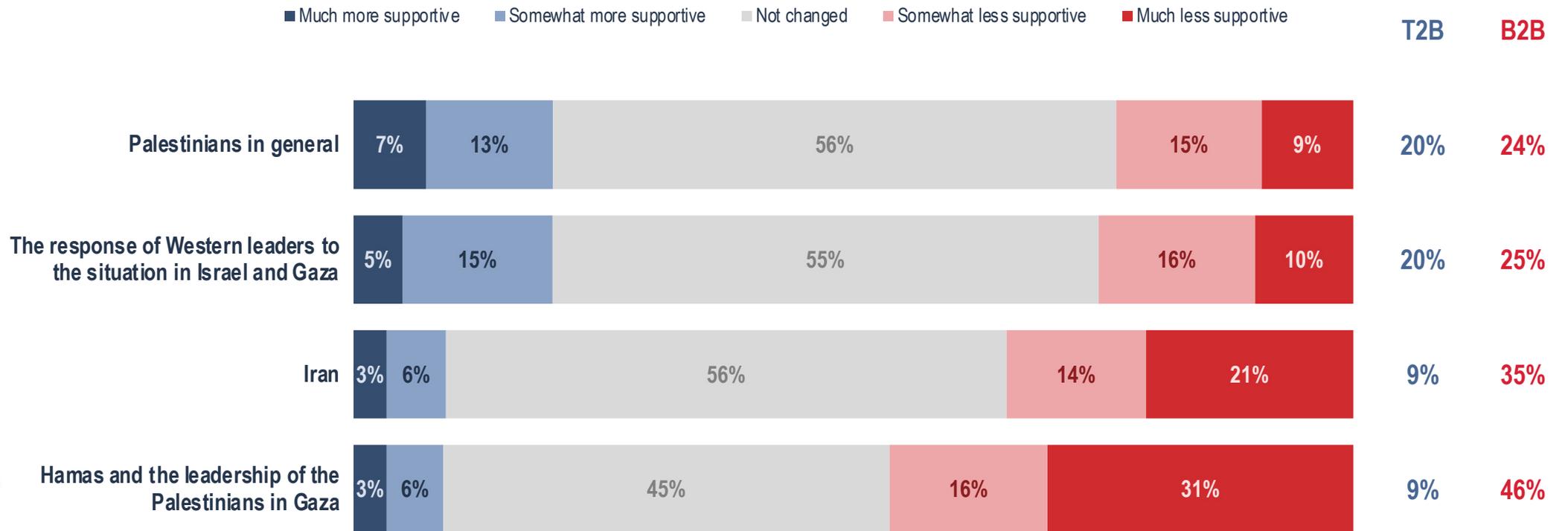


T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

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.

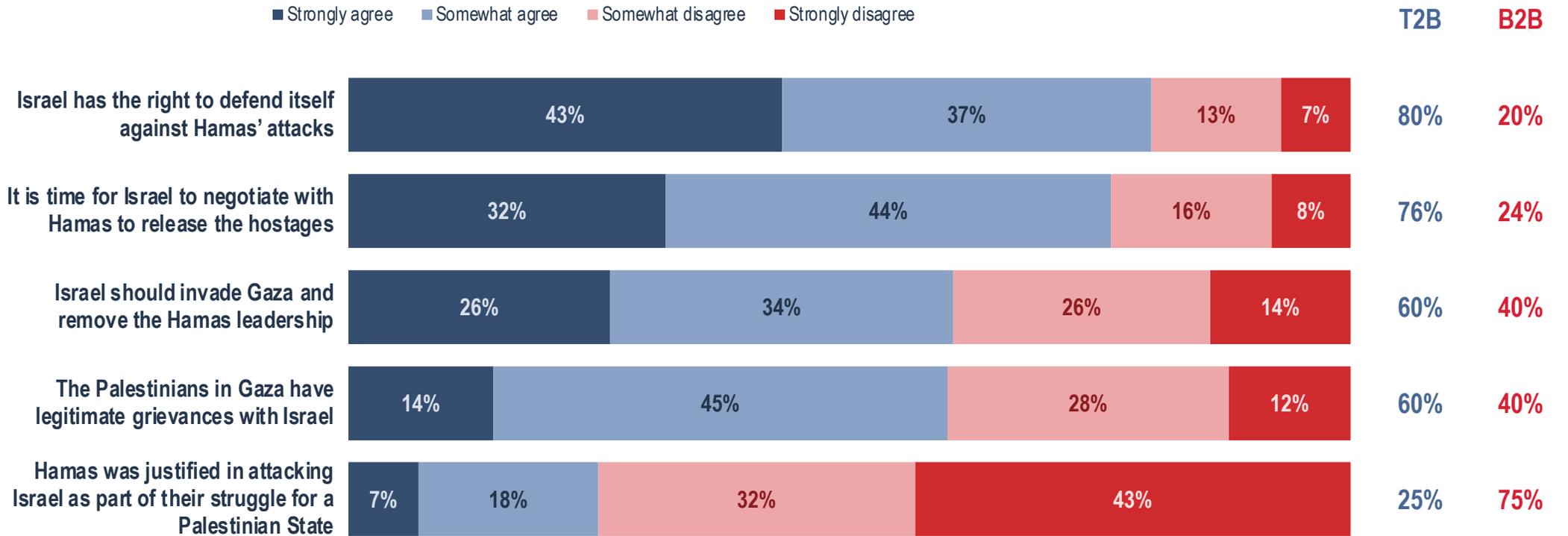


T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

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.

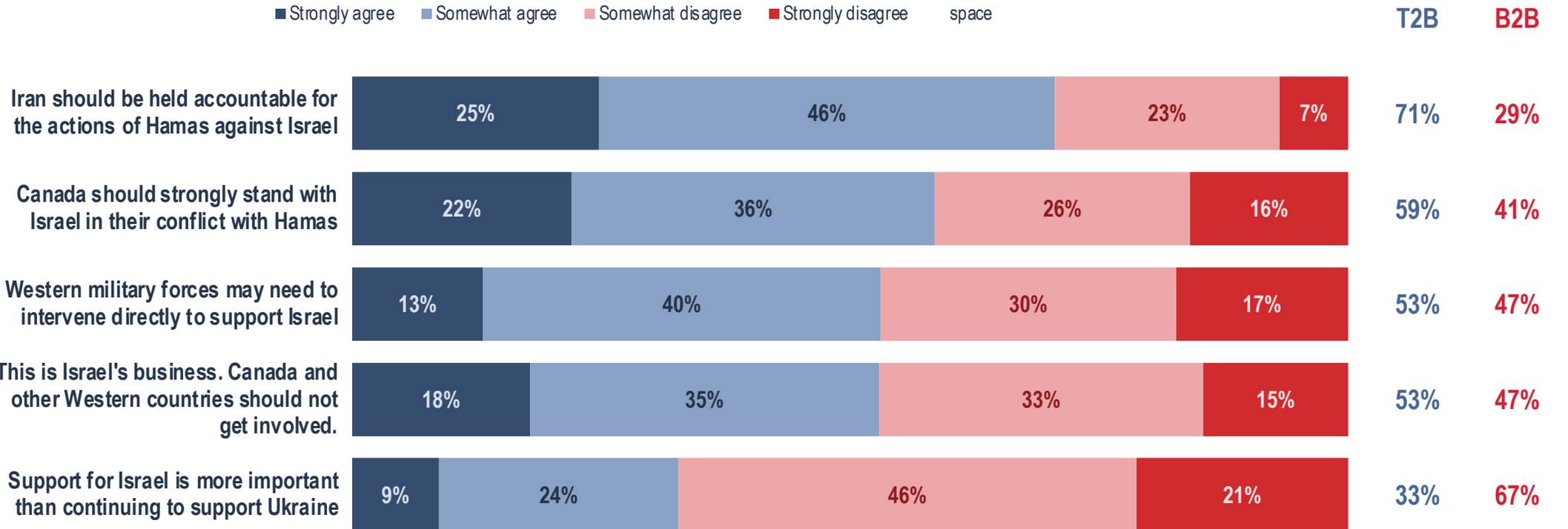


T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

ATTITUDES TOWARDS OTHER ACTORS' RESPONSES

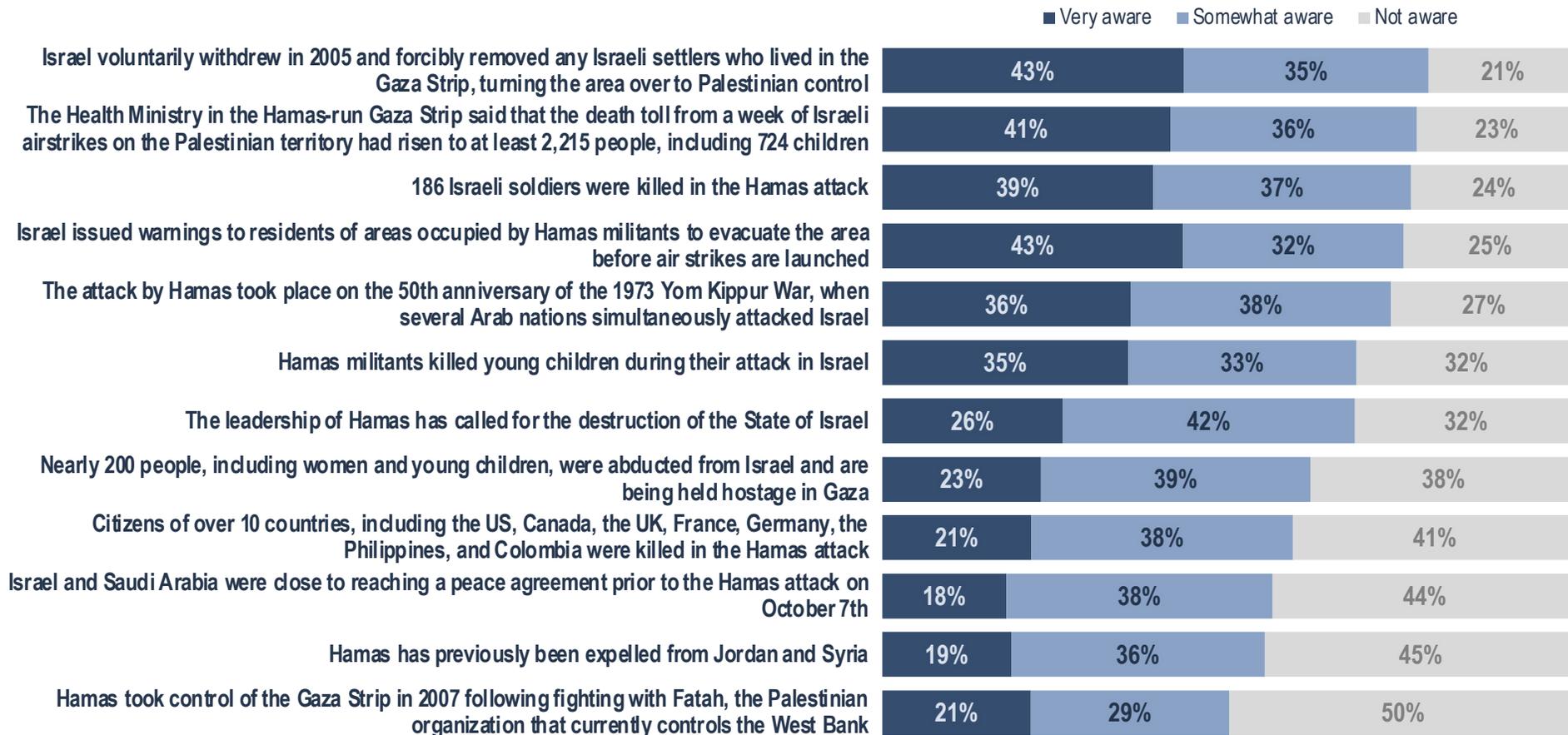
71% of Canadians agree that Iran should be held accountable for the actions of Hamas against Israel. 59% agree that Canada should strongly stand with Israel, and 22% strongly agree with this statement. Canadians are nearly evenly divided in their view towards whether Western military forces may need 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.



T2B = the sum of the two most positive values
 B2B = the sum of the two most negative values

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 toll from Israeli airstrikes. Only half of Canadians are aware that Hamas took control of the Gaza Strip in 2007 following fighting with Fatah.

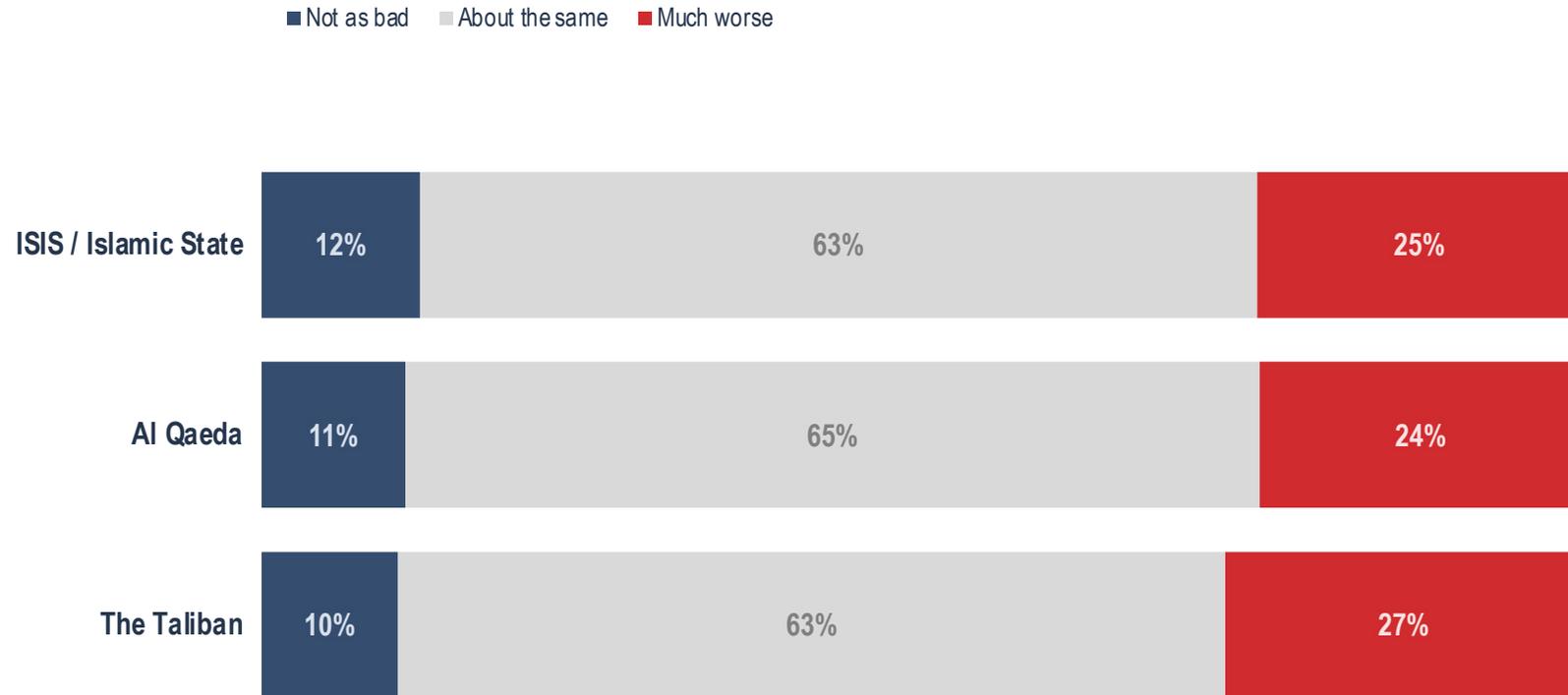


T2B = the sum of the two most positive values

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, Al Qaeda and the Taliban. About one-quarter say that Hamas is worse than these other terrorist and Islamic fundamentalist groups.

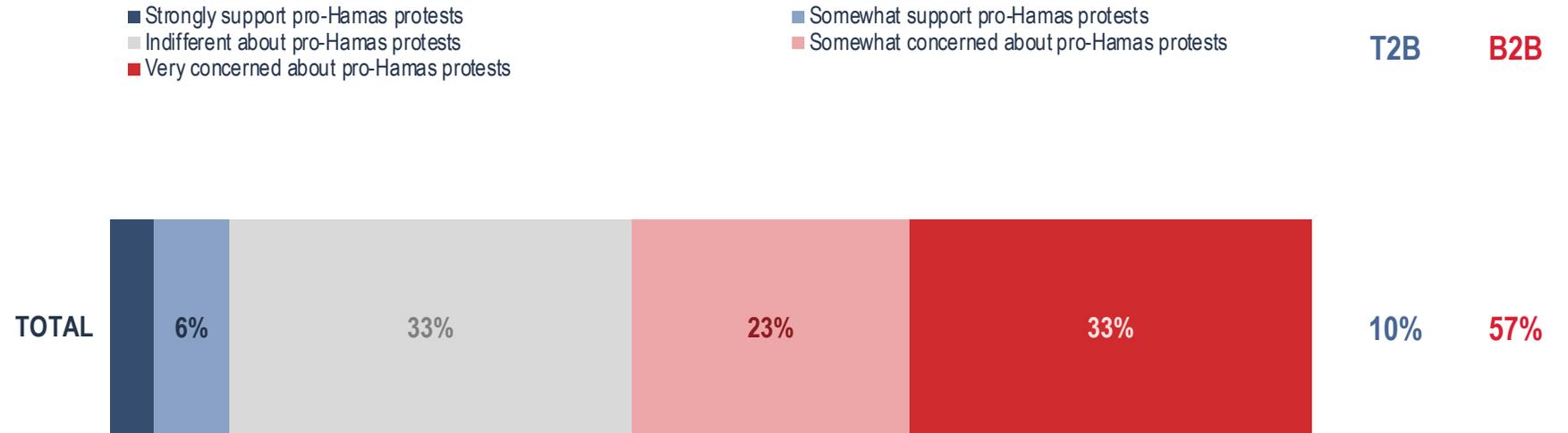


T2B = the sum of the two most positive values

B2B = the sum of the two most 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.



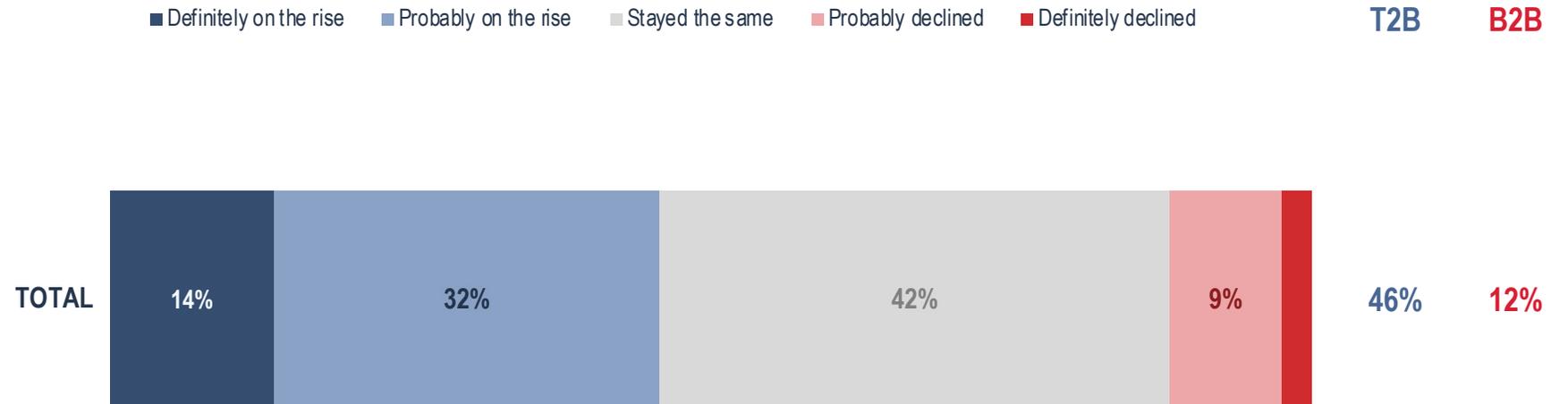
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	10%	10%	7%	17%	12%	12%	10%	9%	20%	10%	5%	5%	11%	10%	8%	11%	5%	11%	13%
B2B	57%	63%	62%	53%	55%	50%	57%	56%	43%	52%	65%	73%	54%	60%	56%	55%	60%	54%	67%

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.



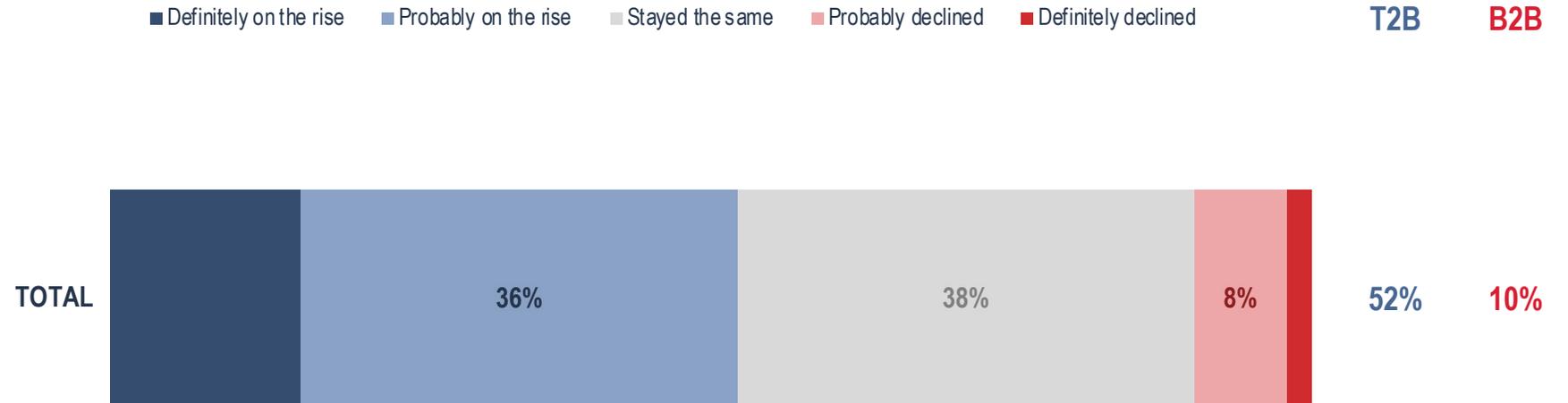
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	46%	42%	48%	35%	44%	47%	49%	44%	37%	45%	49%	55%	45%	46%	50%	44%	54%	43%	47%
B2B	12%	10%	12%	15%	13%	7%	11%	12%	18%	12%	8%	11%	12%	12%	12%	13%	8%	11%	12%

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.



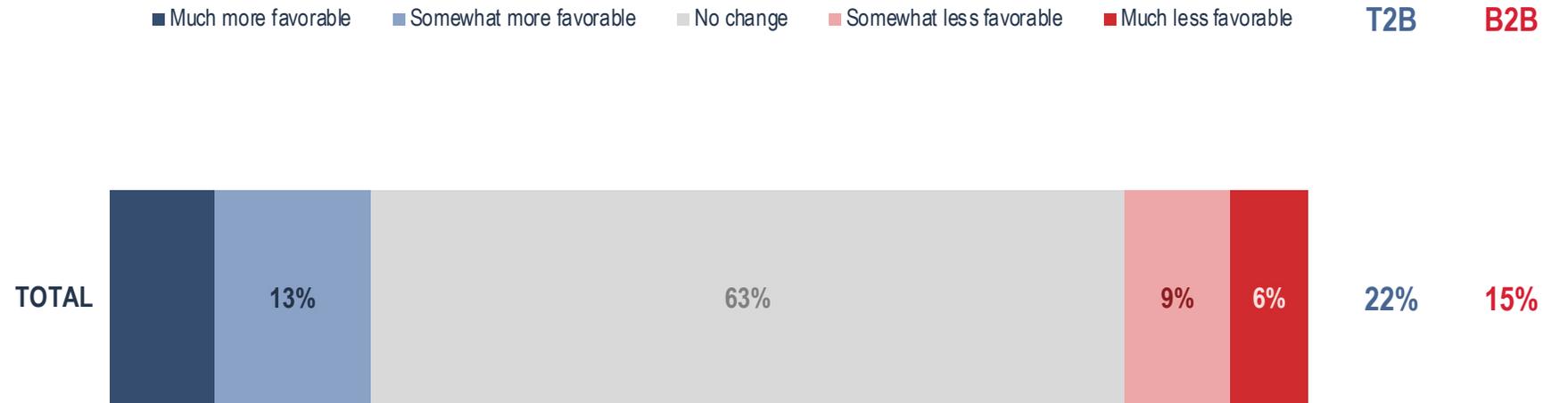
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	52%	50%	56%	39%	52%	51%	53%	52%	45%	47%	57%	68%	50%	55%	56%	51%	61%	51%	47%
B2B	10%	8%	10%	12%	10%	7%	10%	9%	17%	10%	5%	7%	11%	10%	6%	11%	7%	10%	9%

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.



T2B = the sum of the two most positive values

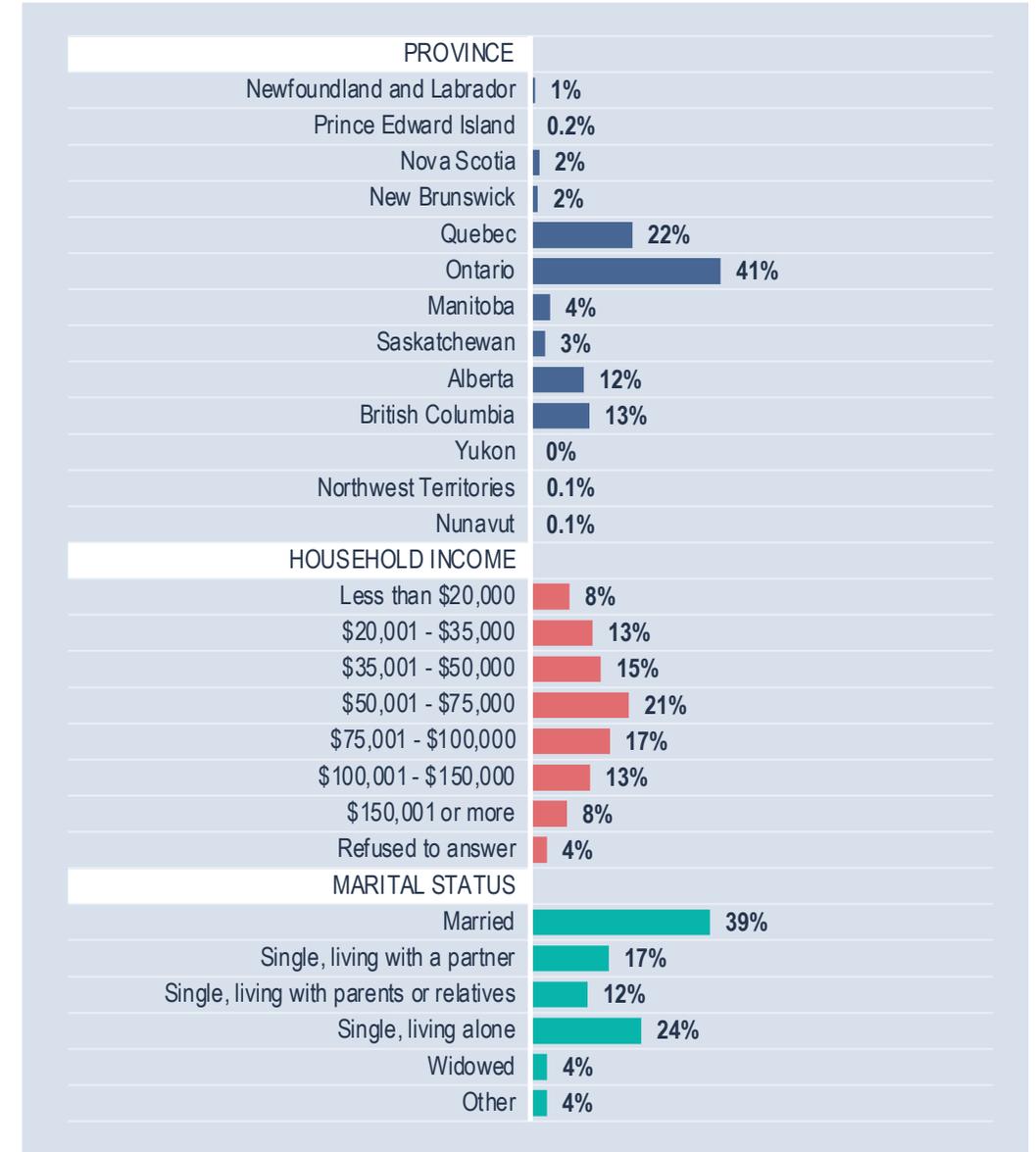
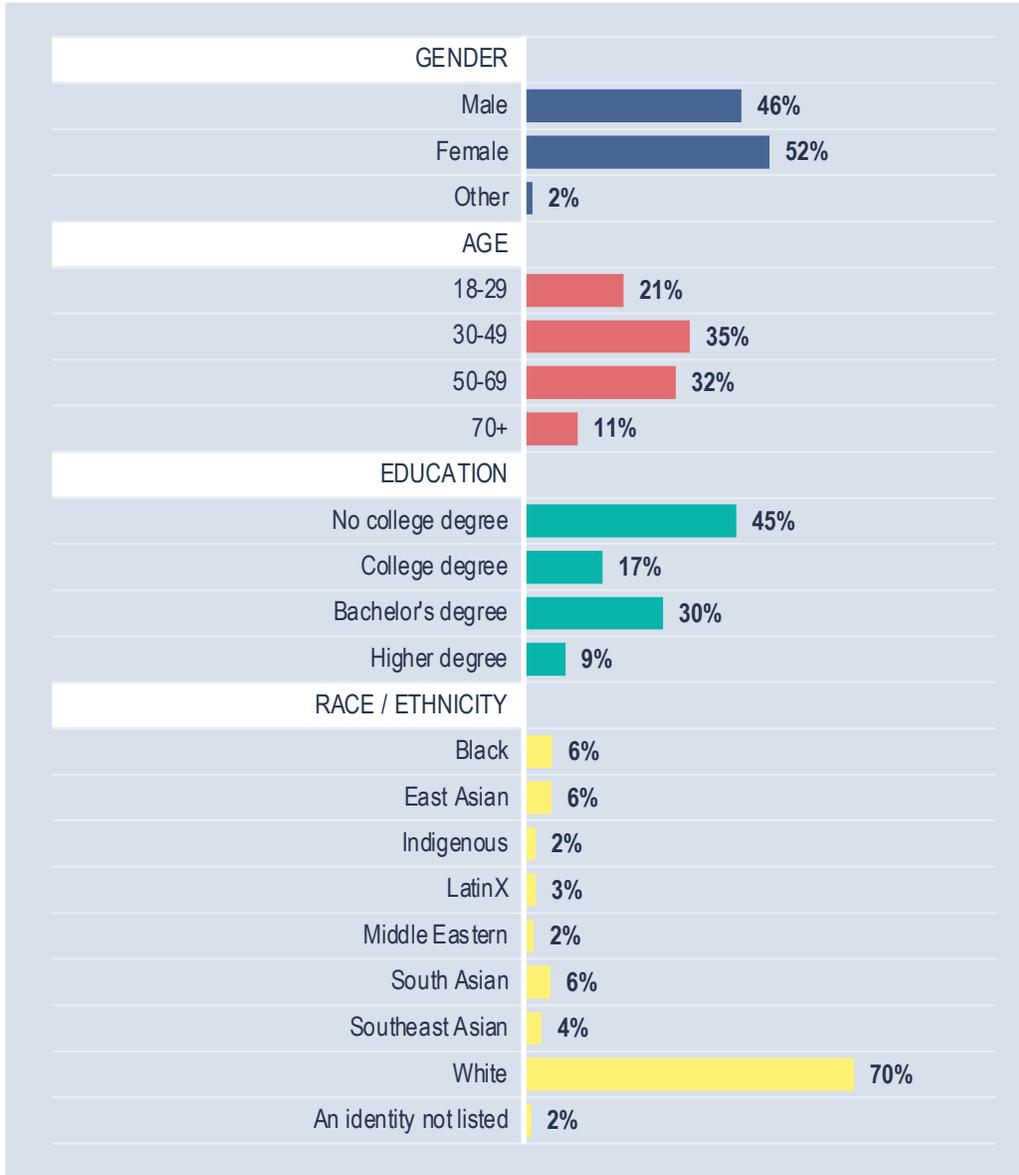
B2B = the sum of the two most negative values

	TOTAL	POLITICAL PARTY					GENDER		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
T2B	22%	17%	26%	18%	23%	17%	24%	20%	19%	23%	22%	21%	23%	25%	15%	23%	22%	18%	27%
B2B	15%	21%	11%	24%	13%	23%	13%	17%	26%	16%	10%	9%	16%	14%	14%	15%	13%	16%	19%

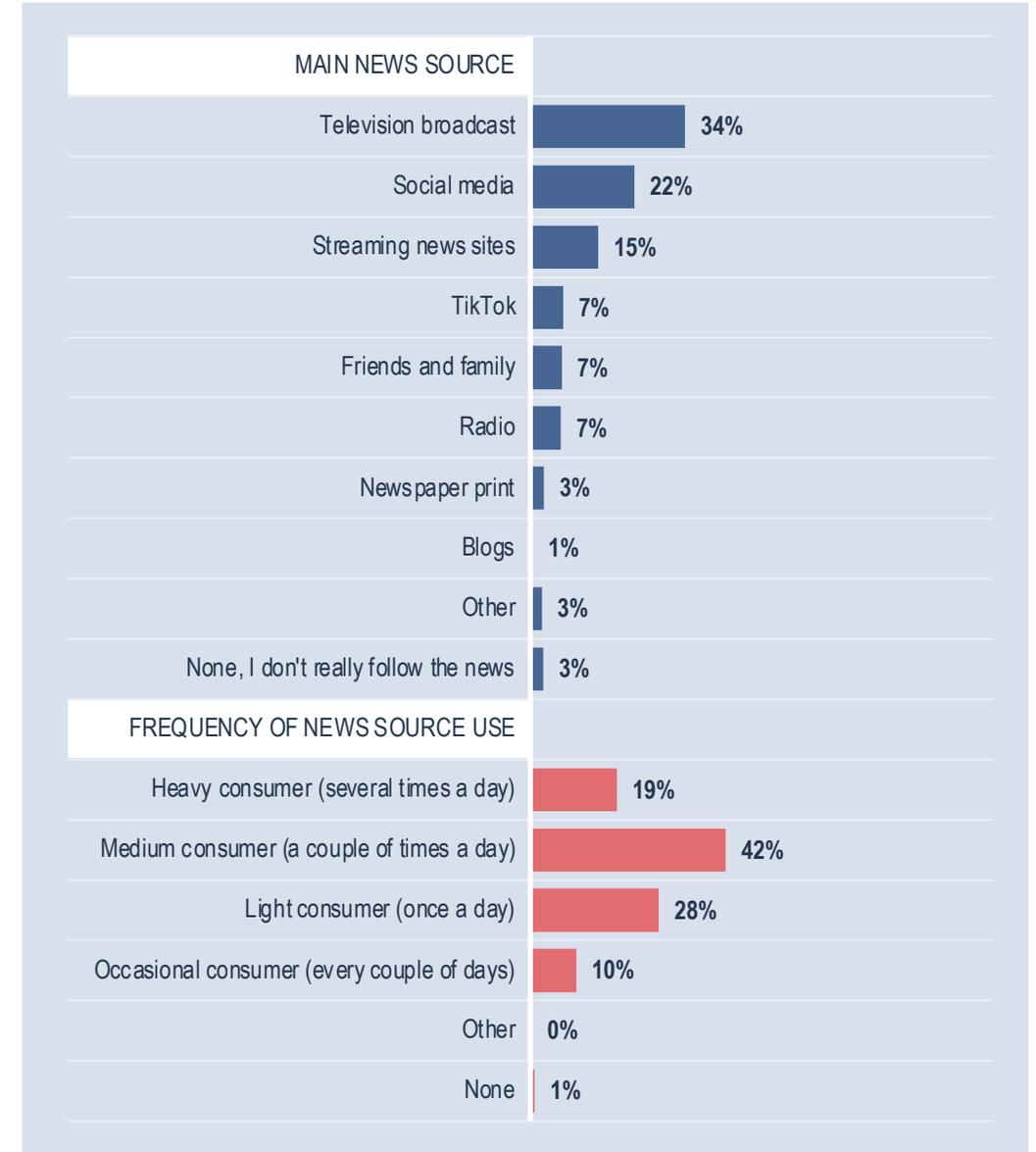
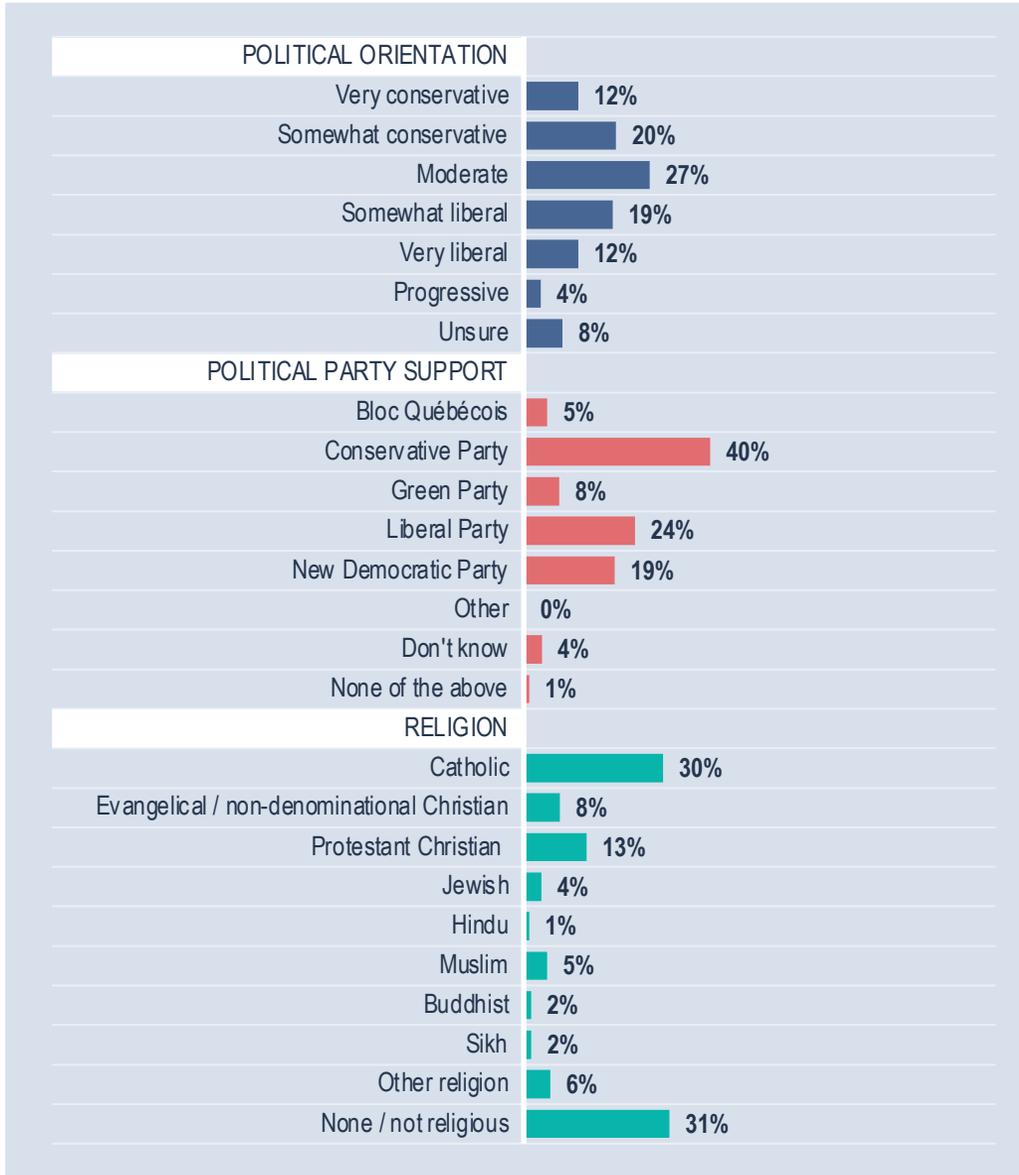
SAMPLE STRUCTURE



SAMPLE STRUCTURE



SAMPLE STRUCTURE



Your Message. Delivered.™

1200 Bay Street
Toronto ON M5R 2A5

416-907-2126

www.aurorastrategy.com

THANK YOU

AURORA
STRATEGY GLOBAL

1-877-274-4685

aurorastrategy.com