

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

Canadians' Views on Israel: 75 Years On

April 2023

DATE 2023-04-19 PROJECT NUMBER 82823-011

Leger

We know Canadians



METHODOLOGY

Methodology



Web survey using computer-assisted Web interviewing (CAWI) technology.



From April 14-16, 2023.



1549 Canadian residents, 18 years of age or older, randomly recruited from LEO's online panel.



Using data from the 2021 Census, results were weighted according to region, age and gender within Canada, as well as by education and presence of children in the household in order to ensure a representative sample of the population.



For comparison purposes, a probability sample of 1549 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements. For additional information regarding this poll please contact Andrew Enns with Leger at aenns@leger360.com

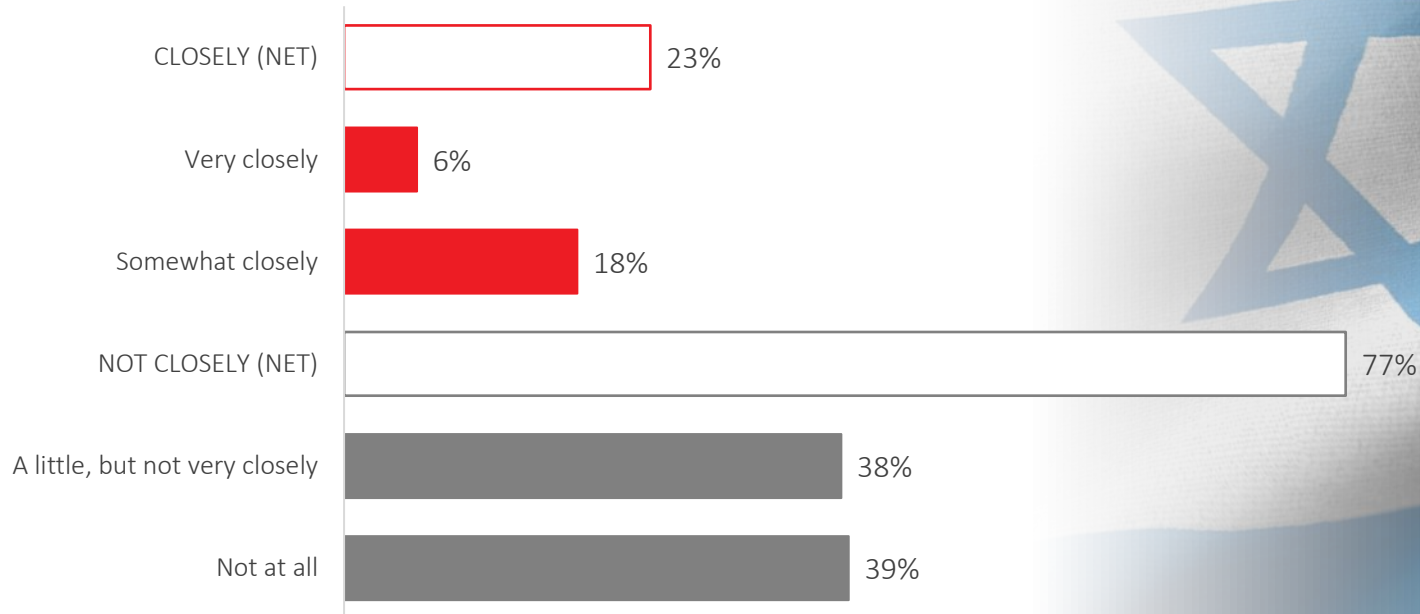


DETAILED RESULTS

Most Canadians do not follow and keep up to date with news about Israel – just 23% do, and only 6% follow very closely.

Q7. How closely do you follow and keep up to date with news about Israel?

Base: All respondents (n=1549)



Men are significantly more likely to follow news about Israel than women, as are Canadians who identify as BIPOC (vs. Caucasian).

Q7. How closely do you follow and keep up to date with news about Israel?

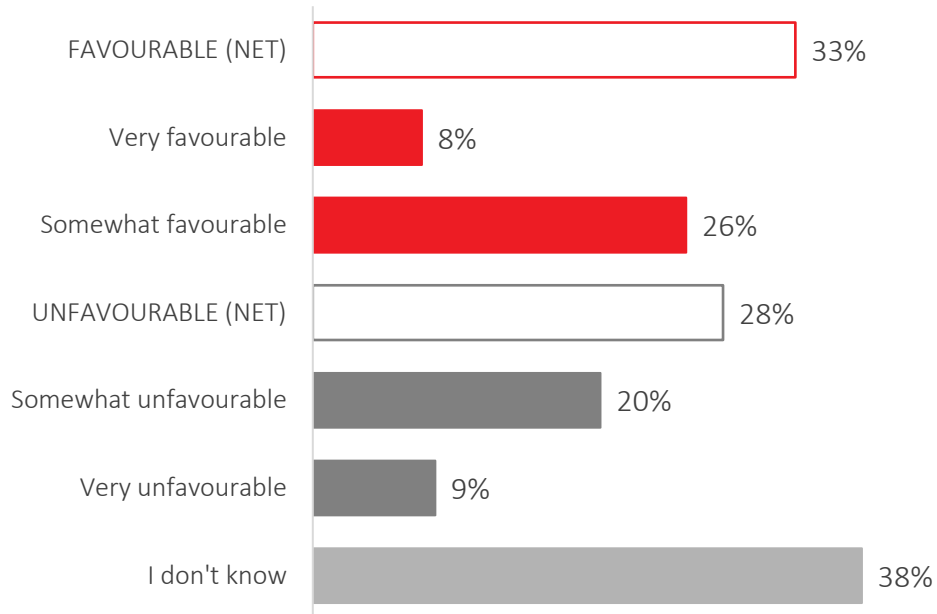
Base: All respondents (n=1549)

	Gender			Age			Region							Ethnicity		
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Caucasian (White)	BIPOC
n=	1549	743	806	349	555	645	409	151	129	129	1140	614	424	102	1193	342
CLOSELY (NET)	23%	32%	15%	24%	24%	23%	24%	27%	23%	22%	23%	23%	22%	25%	21%	31%
Very closely	6%	7%	4%	6%	6%	5%	5%	5%	3%	5%	6%	7%	4%	6%	5%	7%
Somewhat closely	18%	24%	12%	18%	18%	18%	20%	21%	19%	17%	17%	17%	17%	19%	16%	24%
NOT CLOSELY (NET)	77%	68%	85%	76%	76%	77%	76%	73%	77%	78%	77%	77%	78%	75%	79%	69%
A little, but not very closely	38%	40%	36%	32%	35%	44%	37%	38%	34%	38%	39%	39%	38%	36%	39%	36%
Not at all	39%	28%	49%	44%	42%	33%	39%	35%	44%	40%	38%	37%	40%	39%	40%	33%

Canadians have decidedly mixed impressions of Israel: 33% have a favourable impression while 28% see the country in an unfavourable light. Almost 4 in 10 (38%) are unsure how they feel about the country.

Q1. Do you have a favourable or unfavourable impression of Israel?

Base: All respondents (n=1549)



Men (vs. women) are significantly more likely to have a favourable impression of Israel.
 Canadians who follow news about Israel closely are more likely to have an impression
 (positive or negative) compared to those who don't follow the news.

Albertans are least likely to have an unfavourable impression of Israel compared to the rest of Canada.

Q1. Do you have a favourable or unfavourable impression of Israel?

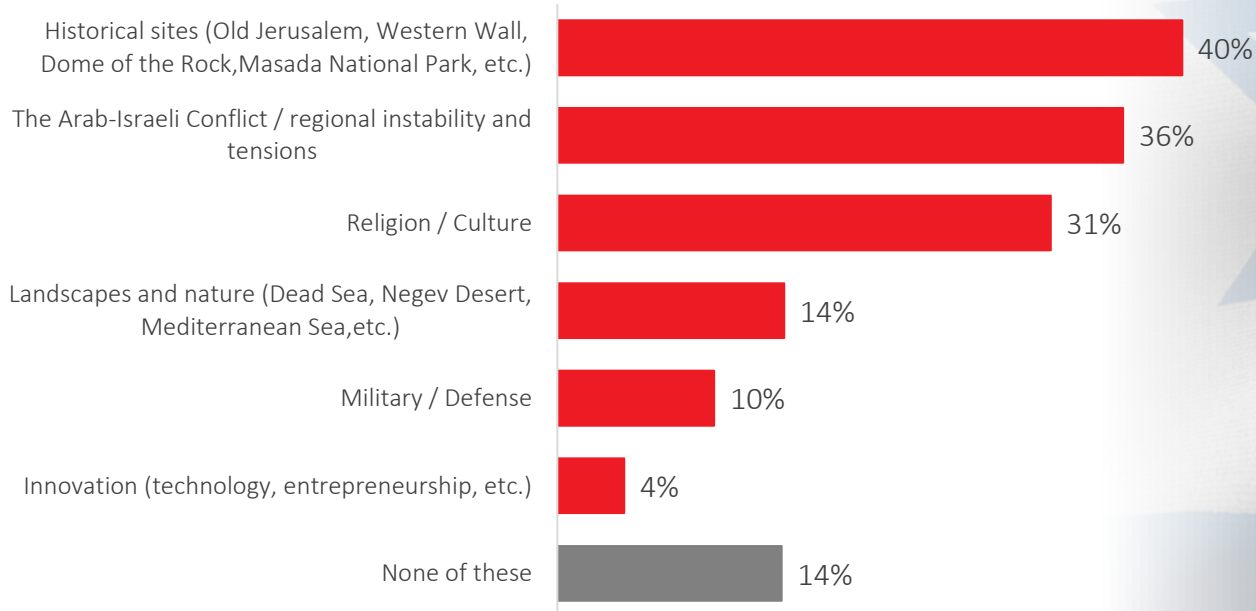
Base: All respondents (n=1549)

	Gender			Age			Region								Follow news	
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada	Closely	Not closely
n=	1549	743	806	349	555	645	409	151	129	129	1140	614	424	102	378	1171
FAVOURABLE (NET)	33%	42%	25%	34%	31%	35%	37%	29%	44%	39%	32%	34%	30%	25%	58%	26%
Very favourable	8%	11%	5%	7%	8%	7%	10%	6%	15%	7%	7%	7%	6%	9%	20%	4%
Somewhat favourable	26%	32%	20%	27%	22%	28%	27%	23%	29%	32%	25%	28%	24%	16%	38%	22%
UNFAVOURABLE (NET)	28%	28%	29%	25%	28%	31%	27%	33%	18%	31%	29%	28%	30%	31%	36%	26%
Somewhat unfavourable	20%	18%	22%	17%	19%	23%	19%	24%	12%	23%	20%	19%	21%	22%	22%	19%
Very unfavourable	9%	10%	7%	7%	9%	8%	8%	9%	6%	7%	9%	9%	8%	9%	14%	7%
I don't know	38%	29%	47%	41%	41%	34%	36%	37%	38%	30%	39%	37%	40%	44%	6%	48%

While recall of *historical sites* sit atop of the list (40% of selections), the *Arab-Israeli Conflict/instability* in the region falls a close second (36%) when thinking of Israel. *Religion/Cultural* recall is a strong third

Q2. When you think of Israel, which of the following are most top-of-mind when you think of the country?

Base: All respondents (n=1549)



The *Arab-Israeli Conflict / regional instability and tensions* are top of mind for older Canadians (aged 55+) and those with an unfavourable impression of the country. *Historic sites* in the region are identified often by Canadians with a positive impression of the country. *Military/defense* is mentioned more often by men, those who follow Israeli news closely, and those who have an unfavourable impression of Israel.

Q2. When you think of Israel, which of the following are most top-of-mind when you think of the country?

Base: All respondents (n=1549)

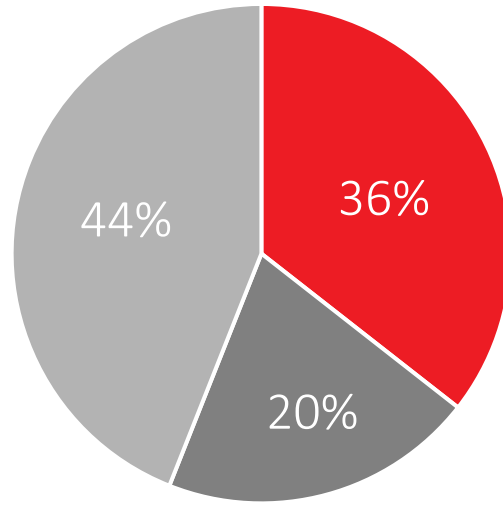
	Total	Gender		Age			Region		Follow news		Impression of Israel	
		Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Closely	Not closely	Favourable	Unfavourable
n=	1549	743	806	349	555	645	409	1140	378	1171	531	458
Historical sites (Old Jerusalem, Western Wall, Dome of the Rock, Masada National Park, etc.)	40%	38%	41%	33%	40%	44%	44%	38%	39%	40%	56%	25%
The Arab-Israeli Conflict / regional instability and tensions	36%	36%	36%	26%	33%	45%	35%	36%	37%	35%	24%	67%
Religion / Culture	31%	30%	33%	35%	32%	28%	33%	31%	31%	31%	34%	26%
Landscapes and nature (Dead Sea, Negev Desert, Mediterranean Sea, etc.)	14%	13%	16%	17%	16%	12%	14%	14%	18%	13%	22%	8%
Military / Defense	10%	13%	7%	8%	10%	11%	10%	10%	14%	9%	11%	16%
Innovation (technology, entrepreneurship, etc.)	4%	6%	3%	4%	4%	5%	4%	4%	11%	2%	10%	2%
None of these	14%	13%	16%	20%	14%	11%	13%	15%	4%	17%	5%	4%

Canadian opinion is somewhat ambivalent toward the UN's creation of Israel in 1948. More than one-third feel that establishing the state of Israel in 1948 was the right thing to do; 20% say it was not and 44% are uncertain.

Q3. *In 1948 the state of Israel came into existence. The new country, agreed to by the United Nations, provided a homeland for millions of refugees following the events of the Holocaust, and after centuries of historic persecution of the Jewish people. However, the establishment of Israel was a controversial event, with many Arab nations in the region opposing, and continuing to oppose, its creation due to disputes over who is the rightful occupant of the land. Several wars between Israel and its Arab neighbors have resulted.*

Taking this background into consideration, do you feel establishing Israel in 1948 was the right thing to do?

Base: All respondents (n=1549)



■ Yes ■ No ■ I don't know



Men and those who follow news about Israel are more likely to have an opinion (pro or con) about establishing Israel in 1948. Canadians aged 55+ and those with a favourable impression of the country feel establishing the state of Israel was the correct thing to do. Eastern Canadians (vs. those in the West) and those with an unfavourable impression believe it was not the right thing to do.

Q3. In 1948 the state of Israel came into existence. The new country, agreed to by the United Nations, provided a homeland for millions of refugees following the events of the Holocaust, and after centuries of historic persecution of the Jewish people. However, the establishment of Israel was a controversial event, with many Arab nations in the region opposing, and continuing to oppose, its creation due to disputes over who is the rightful occupant of the land. Several wars between Israel and its Arab neighbors have resulted.

Taking this background into consideration, do you feel establishing Israel in 1948 was the right thing to do?

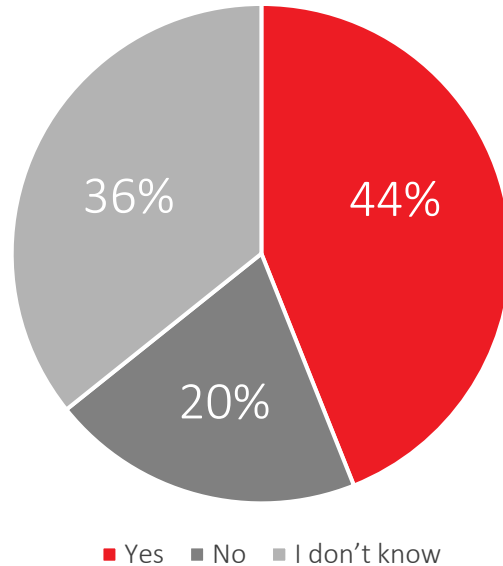
Base: All respondents (n=1549)

	Total	Gender		Age			Region		Follow news		Impression of Israel	
		Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Closely	Not closely	Favourable	Unfavourable
n=	1549	743	806	349	555	645	409	1140	378	1171	531	458
Yes	36%	40%	31%	32%	31%	42%	39%	34%	59%	29%	62%	22%
No	20%	25%	16%	21%	23%	18%	16%	22%	31%	17%	11%	46%
I don't know	44%	35%	52%	47%	46%	41%	45%	44%	11%	54%	27%	31%

Over 4 in 10 Canadians (44%) feel their government should continue to support the existence of Israel. Two in 10 feel the Canadian Government should stop supporting Israel.

Q4. Canada supported the creation of the state of Israel in 1948 and has supported its right to exist ever since. Do you feel the Canadian Government should continue to support the existence of Israel in the Middle East?

Base: All respondents (n=1549)



Men and Canadians aged 55+ tend to agree that the Canadian government should continue to support the existence of Israel in the Middle East. Those who follow news about Israel closely are more likely to have an opinion on whether the government should continue support (agree or disagree). While not supporting the original establishment of Israel, 16% currently feel that Canada should continue to support the existence of Israel. Canadians uncertain about the whether the creation of Israel in 1948 was the right thing remain largely unsure about whether Canada should support its continued existence (67% don't know).

Q4. Canada supported the creation of the state of Israel in 1948 and has supported its right to exist ever since.

Do you feel the Canadian Government should continue to support the existence of Israel in the Middle East?

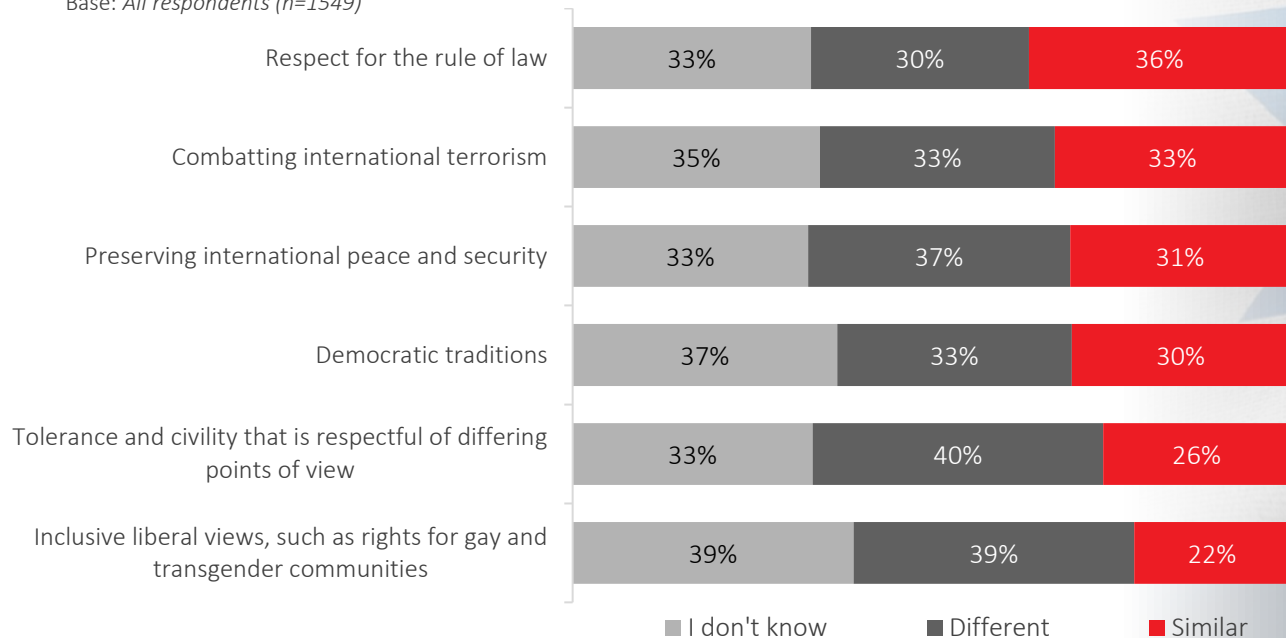
Base: All respondents (n=1549)

	Total	Gender		Age			Region		Follow news		Establishing Israel Right Thing to do		
		Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Closely	Not closely	Yes	No	I don't know
n=	1549	743	806	349	555	645	409	1140	378	1171	583	323	643
Yes	44%	49%	39%	37%	37%	54%	46%	43%	61%	39%	87%	16%	22%
No	20%	22%	19%	22%	24%	17%	19%	21%	28%	18%	7%	64%	11%
I don't know	36%	29%	42%	41%	40%	29%	35%	36%	11%	43%	6%	20%	67%

Canadians feel that Israel's values differ most [FROM THEIRS] when it comes to *Tolerance, civility, Having inclusive liberal views, such as rights for the LGBTQ2+ community and Preserving peace and security*. Canadian and Israeli values are viewed as most similar when it comes to *Respect for the rule of law*. At least one-third of respondents don't know how similar or different values and approaches are between the two countries.

Q5. Based on what you know of Israel, indicate in the table below how similar or different Canada's and Israel's values or approaches are on each of the following attributes.

Base: All respondents (n=1549)



Men and those Canadians who closely follow news about Israel are more likely to express an opinion whether values are similar or different. Similarities among these sub-groups are strongest with *Respect for the rule of law; Democratic traditions and Combatting terrorism*. Differences between the two countries were most noted with *Preserving international peace and Combatting terrorism*.

Q5. Based on what you know of Israel, indicate in the table below how similar or different Canada's and Israel's values or approaches are on each of the following attributes.

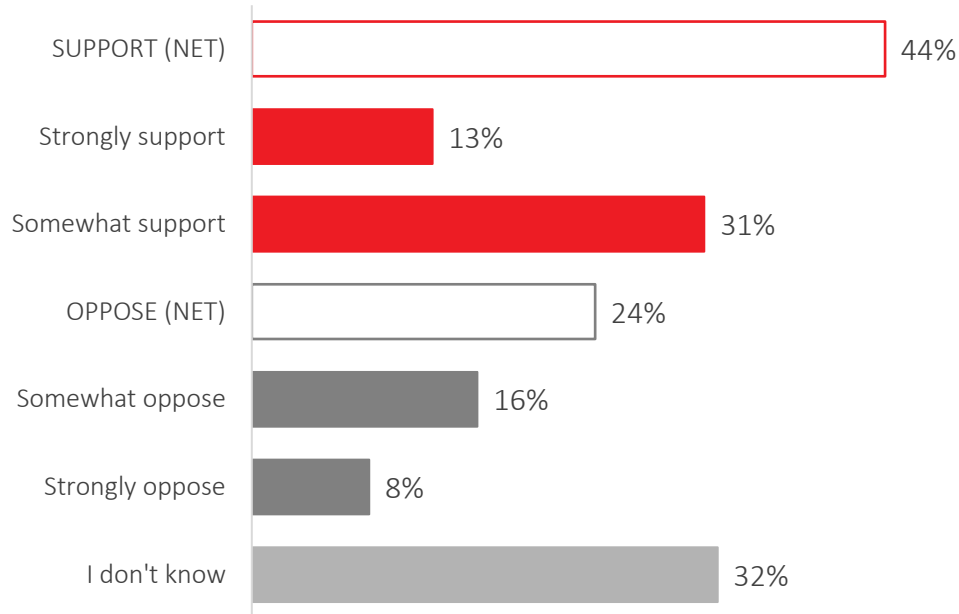
Base: All respondents (n=1549)

		Gender		Age			Region		Follow news		
		Total	Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Closely	Not closely
n=		1549	743	806	349	555	645	409	1140	378	1171
Respect for the rule of law	Similar	36%	45%	28%	37%	33%	38%	39%	35%	64%	28%
	Different	30%	31%	30%	28%	31%	31%	28%	32%	33%	29%
Combatting international terrorism	Similar	33%	43%	23%	34%	28%	36%	33%	33%	56%	26%
	Different	33%	33%	33%	29%	35%	33%	33%	33%	40%	31%
Preserving international peace and security	Similar	31%	37%	25%	30%	28%	33%	32%	30%	52%	24%
	Different	37%	39%	34%	34%	38%	38%	36%	37%	43%	34%
Democratic traditions	Similar	30%	41%	20%	30%	27%	33%	30%	31%	61%	21%
	Different	33%	32%	33%	30%	35%	33%	32%	33%	35%	32%
Tolerance and civility that is respectful of differing points of view	Similar	26%	34%	19%	29%	25%	25%	25%	26%	52%	18%
	Different	40%	42%	39%	37%	40%	44%	41%	40%	45%	39%
Inclusive liberal views, such as rights for gay and transgender communities	Similar	22%	29%	15%	27%	20%	20%	22%	21%	49%	13%
	Different	39%	40%	38%	36%	42%	39%	38%	40%	42%	38%

Over four-in-ten Canadians (44%) support the Government of Canada taking deliberate efforts to strengthen its relationship with Israel; 24% are in opposition. One-third of respondents don't know.

Q6. Do you support or oppose the Government of Canada taking deliberate efforts to strengthen its relationship with Israel?

Base: All respondents (n=1549)



Men are more likely to support the Government of Canada's efforts to strengthen the relationship with Israel. Canadians who follow closely news about Israel are significantly more likely to have an opinion on Government of Canada's approach with Israel, with a strong majority supportive (70%).

Q6. Do you support or oppose the Government of Canada taking deliberate efforts to strengthen its relationship with Israel?

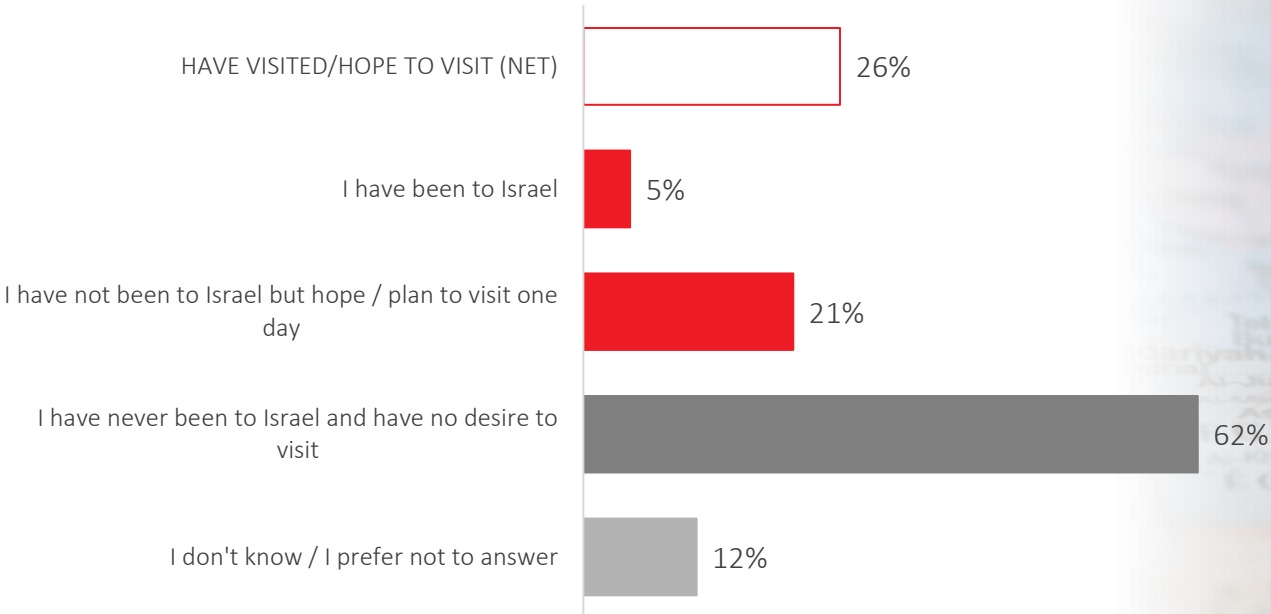
Base: All respondents (n=1549)

	Total	Gender		Age			Region		Follow news		Establishing Israel Right Thing to do		
		Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Closely	Not closely	Yes	No	I don't know
n=	1549	743	806	349	555	645	409	1140	378	1171	583	323	643
SUPPORT (NET)	44%	50%	38%	44%	38%	48%	46%	43%	70%	36%	77%	26%	26%
Strongly support	13%	15%	10%	11%	12%	14%	17%	10%	31%	7%	30%	4%	3%
Somewhat support	31%	35%	28%	33%	26%	34%	29%	33%	39%	29%	47%	22%	23%
OPPOSE (NET)	24%	25%	23%	22%	26%	23%	24%	24%	27%	23%	11%	58%	18%
Somewhat oppose	16%	16%	15%	15%	16%	15%	15%	16%	15%	16%	10%	33%	12%
Strongly oppose	8%	9%	8%	6%	10%	8%	9%	8%	13%	7%	2%	26%	5%
I don't know	32%	26%	39%	34%	35%	29%	30%	33%	3%	41%	12%	16%	57%

5% of Canadians in our survey have been to Israel, but two-in-ten hope to visit one day.

Q8. Which of the following best describes how you and travelling to Israel?

Base: All respondents (n=1549)



Men, Canadians who identify as BIPOC, and those who follow news about Israel are significantly more likely to have visited or hope to visit the country. Eastern (vs. Western) Canadians are more likely to have already been to Israel. Those aged 55+, Caucasians, and those who don't closely follow what's happening in Israel are less likely to visit.

Q1. Do you have a favourable or unfavourable impression of Israel?

Base: All respondents (n=1549)

	Gender		Age			Region		Ethnicity		Follow news		
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	EAST (NET)	Caucasian (White)	BIPOC	Closely	Not closely
n=	1549	743	806	349	555	645	409	1140	1193	342	378	1171
HAVE VISITED/HOPE TO VISIT (NET)	26%	30%	22%	31%	26%	23%	26%	26%	23%	36%	51%	18%
I have been to Israel	5%	6%	4%	6%	5%	4%	3%	6%	4%	6%	11%	3%
I have not been to Israel but hope / plan to visit one day	21%	24%	19%	26%	21%	19%	23%	21%	19%	30%	41%	15%
I have never been to Israel and have no desire to visit	62%	60%	65%	54%	59%	71%	62%	62%	66%	50%	44%	68%
I don't know / I prefer not to answer	12%	10%	13%	15%	15%	7%	12%	11%	11%	13%	5%	13%

Detailed Methodology

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 450,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panelists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

Detailed Methodology

Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting and after weighting.

Region	Unweighted	Weighted
British Columbia	151	216
Alberta	129	172
MB/SK	129	100
Ontario	614	600
Quebec	424	358
Atlantic Canada	102	104

GENDER	Unweighted	Weighted
Male	743	755
Female	806	794

AGE	Unweighted	Weighted
Between 18 and 34	349	413
Between 35 and 55	555	498
55 or over	645	637

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We know Canadians



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