



TOPLINE & METHODOLOGY

Close to half of Americans are familiar with the conflict in Gaza between Israel and Hamas

Familiarity is higher amongst older age groups

Washington, DC, May 26, 2021 – A recent Ipsos poll finds that close to half of Americans are familiar with the current conflict in Gaza between Israel and Hamas, with older Americans more likely than younger Americans to be informed.

Detailed Findings

1. Forty-nine percent of Americans say they are very or somewhat familiar with the current conflict in Gaza between Israel and Hamas.
 - Divides exist amongst age groups; Americans ages 50-64 (51%) and 65+ (63%) are more likely than those ages 18-34 (40%) to be familiar with the conflict.
 - Americans with a college degree and those with an income of more than \$50K are also more likely than their counterparts to be familiar with the conflict.
 - In response to the conflict, two in five say they have read about it (39%), while one in five have talked about it with friends and family (22%).

These are the findings of an Ipsos poll conducted between May 21 – 24, 2021. For this study, a sample of 1,026 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.



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Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: May 21 – May 24, 2021
Number of interviews: 1026
Number of Gen Z interviews: 92
Number of Millennial interviews: 215
Number of Gen X interviews: 249
Number of Baby Boomer interviews: 470

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How familiar, if at all, are you with the current conflict in Gaza between Israel and Hamas?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Very familiar	12%	4%	9%	11%	15%
Somewhat familiar	38%	30%	36%	35%	43%
Have heard about it, but don't know much	37%	39%	38%	39%	34%
Have not heard about it	6%	15%	9%	5%	3%
Don't know	7%	11%	7%	8%	5%
Skipped	1%	1%	1%	2%	*
Familiar (Net)	49%	34%	45%	46%	58%



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2. Are you doing any of the following in response to the current conflict between Israel and Palestine?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Reading about it	39%	37%	46%	31%	41%
Talking about it with friends/family	22%	16%	23%	22%	24%
Posting/sharing on social media	6%	9%	8%	5%	5%
Choosing to not purchase certain brands/products	3%	5%	3%	3%	2%
Attending a march, rally or protest	*	-	1%	1%	*
None of the above	51%	56%	47%	56%	48%
Skipped	1%	-	1%	2%	*



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About the Study

This poll was conducted May 21 – 24, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older. The sample includes 92 Gen Zers, 215 Millennials, 249 Gen Xers, and 470 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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