



Degrees of Protest


Research solutions to help post-secondary institutions and other organizations understand and respond to public and campus protests in Canada

For more information or to subscribe, please contact us at information@pollara.com

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Corporate profile

- **Since 1985**, one of Canada's premier market research firms
- Teams in Toronto, Ottawa, Montreal, Saskatoon, Calgary, and Vancouver, with global, multi-national capabilities
- Comprehensive toolbox of quantitative and qualitative **methodologies and analytical** techniques, and constantly innovating with **new cutting-edge approaches** to design, sampling, and analysis
- Design-through-deliverables engagement from **team** of widely-recognized and respected **senior researcher veterans** who are passionate about providing **customized, creative solutions**, developing **long-term advisory partnerships**, and helping clients make better decisions
- In addition to our brand, recruitment, and satisfaction research for **15+ post-secondary institutions**, our team has conducted **100s of crisis/issues management studies** on a wide range of sensitive issues, providing actionable research-based advice on policy decisions as well as messaging strategy and tactics



One of Canada's longest-standing full-service research firms, focussed on providing strategic, actionable, and realistic advice to our clients.

Put our team's deep expertise in issues management and post-secondary research to work for you.

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Where Canadians Stand on Campus Protests

The following slides feature key findings from a national online survey conducted by Pollara Strategic Insights from June 6 to 17, 2024 amongst a randomly-selected sample of N=3,500 adult (18+) Canadians.

As a guideline, a probability sample of this size carries a margin of error of $\pm 1.7\%$, 19 times out of 20. The margin of error is larger for sub-segments. The dataset has been weighted using the most current language, gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.




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Most (84%) Canadians are aware of the protests at Canadian colleges and universities concerning the Israel-Hamas War and related issues. Most hold mixed or qualified views on this complex subject, but public support for allowing the protests is clearly contingent on protesters refraining from racism/hate, property damage, school disruption, and safety threats.

Key Insights ¹ of 2

- Amongst Canadians who are aware of these protests:
 - **Six-in-ten** conceptually support the protesters' right to protest, but **six-in-ten** also approve of post-secondary institutions stopping, moving, or refusing to negotiate with the protesters.
 - **However, just 15% express conceptual support for the protests and oppose institutions stopping, moving, or refusing to negotiate with them.** A quarter (23%) oppose allowing the protests and support institutions stopping, moving, or refusing to negotiate with them. The majority hold mixed views.
 - **More than a third (36%) provide qualified support to allowing the protests – as long as protesters do not engage in any of the following negative activities: racism/hate speech, property damage, school disruption, and safety threats.** Only 4-11% are supportive if protesters engage in these activities. More than a quarter (28%) are opposed to allowing the protests if protesters engage in all of these activities.
 - Notably, **majorities of Canadians aware of the protests believe protesters have engaged** in each of these 4 negative activities.

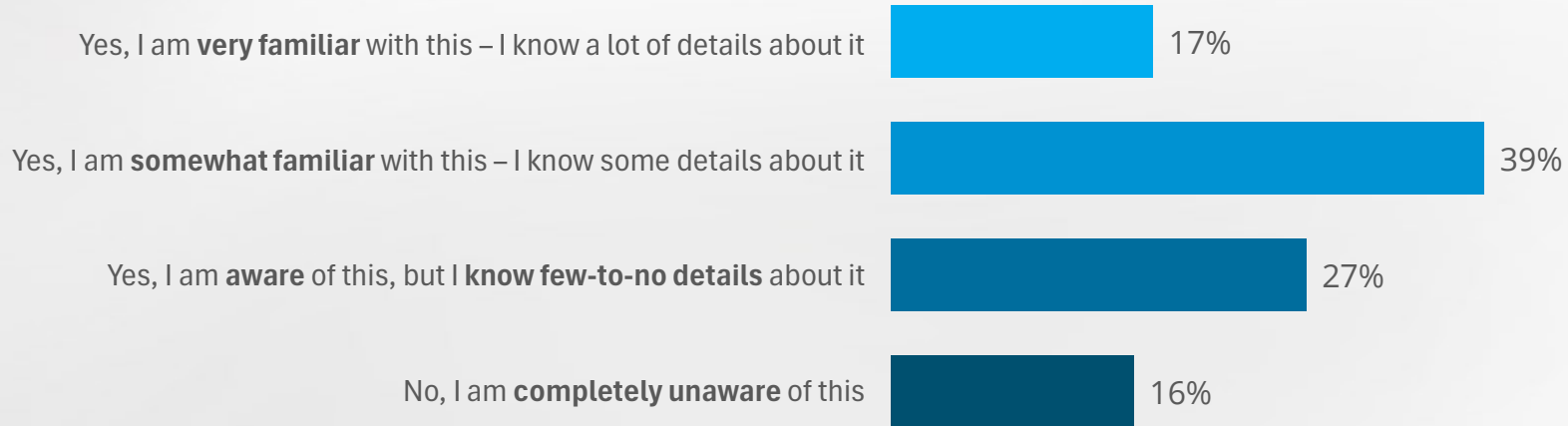


Half (51%) of Canadian post-secondary students who are aware of the protests report that there have been protests on this issue at their school, and parents corroborate this.

Key Insights ² of 2

- Amongst the **post-secondary students** who report that there have been such protests at their school:
 - **A third (33%) say they have joined the protests** at some point.
 - Three-in-ten (30%) say they have **more negative feelings about their school** due to the protests, whereas two-in-ten (20%) have **more positive feelings**. Parents of post-secondary students report similar sentiment impact.
 - Students and parents who are supportive of the protests are more likely to feel better about the school, whereas those who are opposed to the protests are more likely to feel more negative.
- Three-in-ten (31%) parents of children in high school or younger (who are aware of the protests) say the protests – and how institutions react to them – will have a **major (10%) or moderate influence over the choice of which post-secondary institution their children will attend in the future.**

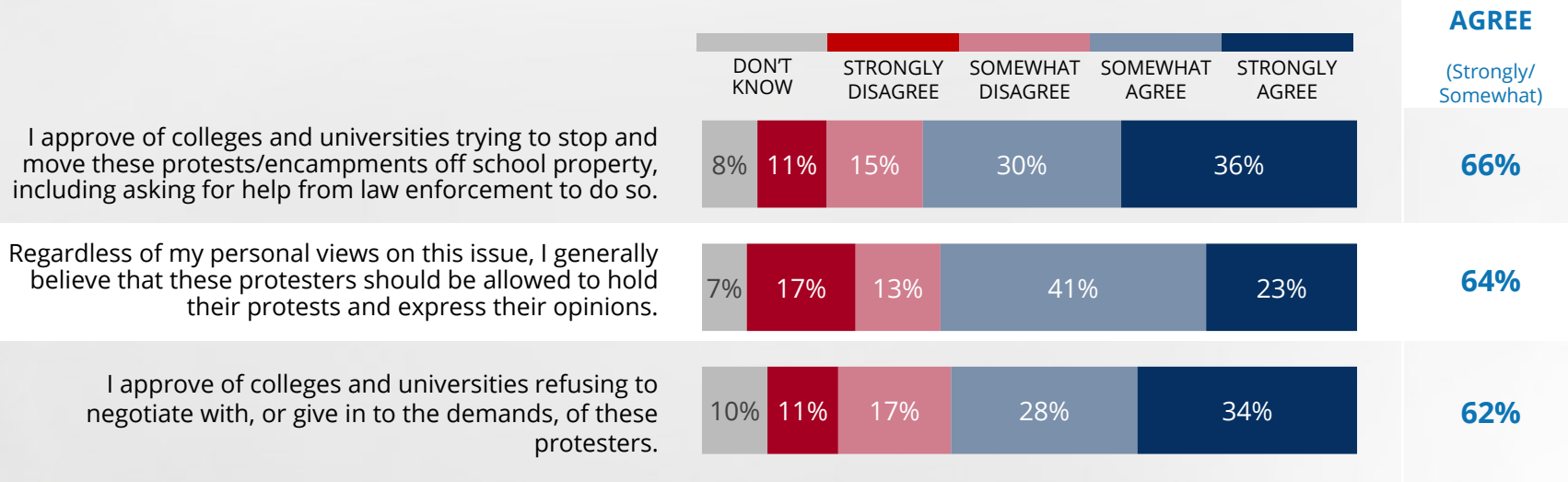
Most (84%) Canadians report issue awareness, with a majority (56%) expressing largely moderate familiarity



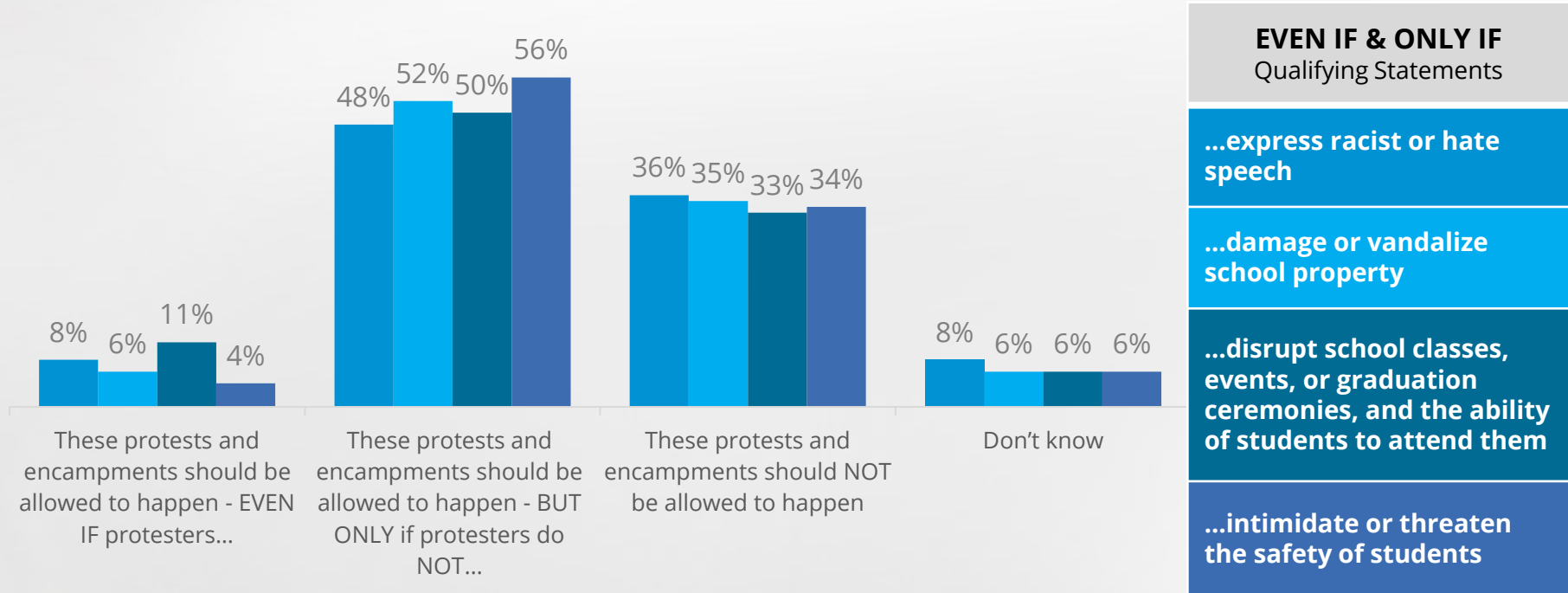
CP1. Since October 2023, are you aware of protesters staging demonstrations and/or encampments at Canadian colleges or universities in order to express their opinions on the Israel-Hamas war, the ongoing Israel-Palestine conflict, and/or to demand that post-secondary institutions sever ties with Israeli academic institutions as well as cancel any payments or investments going to businesses that support the Israeli government in some way? Base: Total (N=3,500)

Among Canadians aware of the campus protests/encampments, more than six-in-ten express conceptual support for the protests, but similar proportions also approve of post-secondary institutions refusing to negotiate with the protesters and moving the protests of school property (including asking for assistance from law enforcement to do so)

- Notably, representing the firmest segment of support, just 15% conceptually support the protests and oppose post-secondary institutions stopping, moving, and refusing to negotiate with protesters. Twice as many (30%) express conceptual support, but also support institutions stopping, moving, and refusing to negotiate with the protesters. Another 19% conceptually support the protests, but also support institutions either stopping/moving the protests or refusing to negotiate. Representing the firmest segment of opposition, almost a quarter (23%) do not provide conceptual support for the protests and also approve of post-secondary institutions stopping, moving, and refusing to negotiate with protesters.



About half (48-56%) of Canadians aware of the protests/encampments support allowing them as long as there is no racism/hate, property damage, school disruption, or safety threat. Only 4-11% of Canadians are supportive even if protesters engage in such activity. About a third (33-36%) are opposed to allowing the protests across the 4 scenarios.



CP2. Thinking about these protests and encampments... Overall, which 1 of the following 3 viewpoints is closest to your own?
Base: Canadians who are aware of the protests (84%; N=2,927)

Key segments

Qualified Supporters

36%

of Canadians who are aware of the protests

- Those who feel the protests and encampments should be allowed but only if protesters do not engage in any of the following activities: expressing racist/hate speech, damaging/vandalizing property, disrupting school classes/events, or intimidating or threatening student safety.
 - Much more likely to be born outside Canada or identify as a racialized or visible minority.
 - Somewhat more likely to be female or have a university degree
 - Fairly evenly distributed across age and geographic dimensions

Firm Opponents

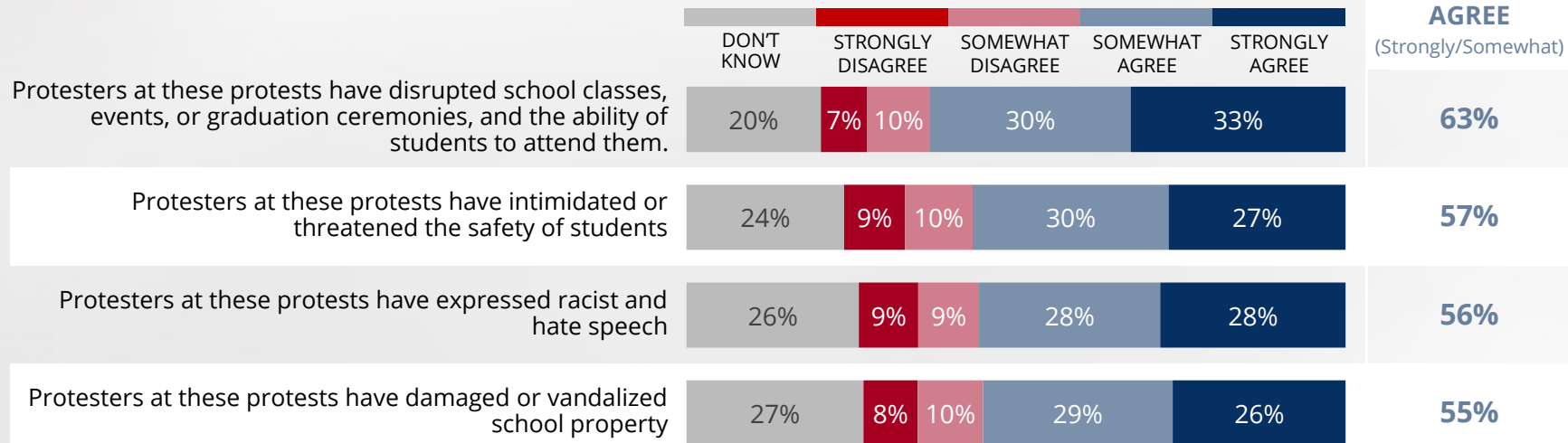
28%

of Canadians who are aware of the protests

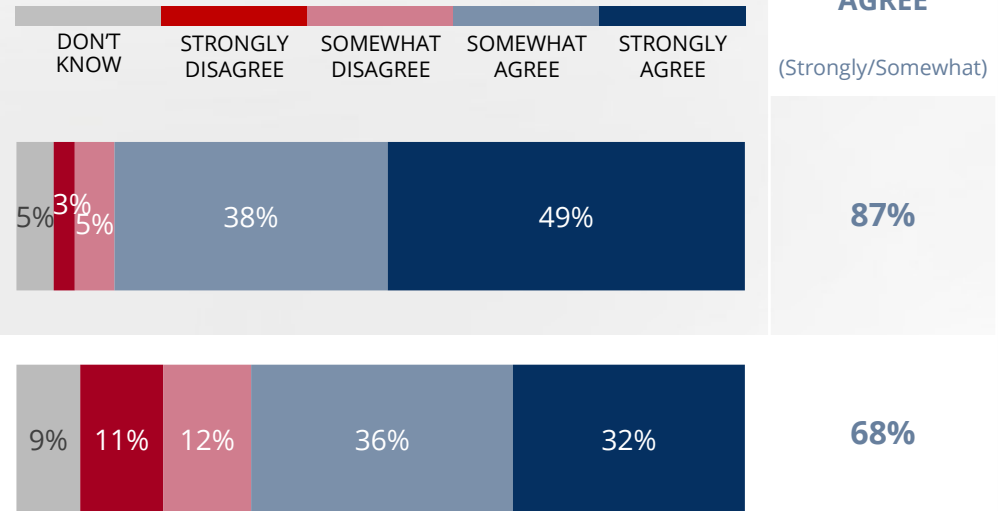
- Those who feel the protests and encampments should not be allowed to happen across all 4 questions.
 - Much more likely to reside in Quebec, be aged 50 or older, or identify as white/Caucasian
 - Somewhat more likely to be male or born in Canada



Majorities of Canadians aware of the protests/encampments believe protesters have disrupted school classes/events, threatened student safety, expressed racist/hate speech, and damaged or vandalized school property.

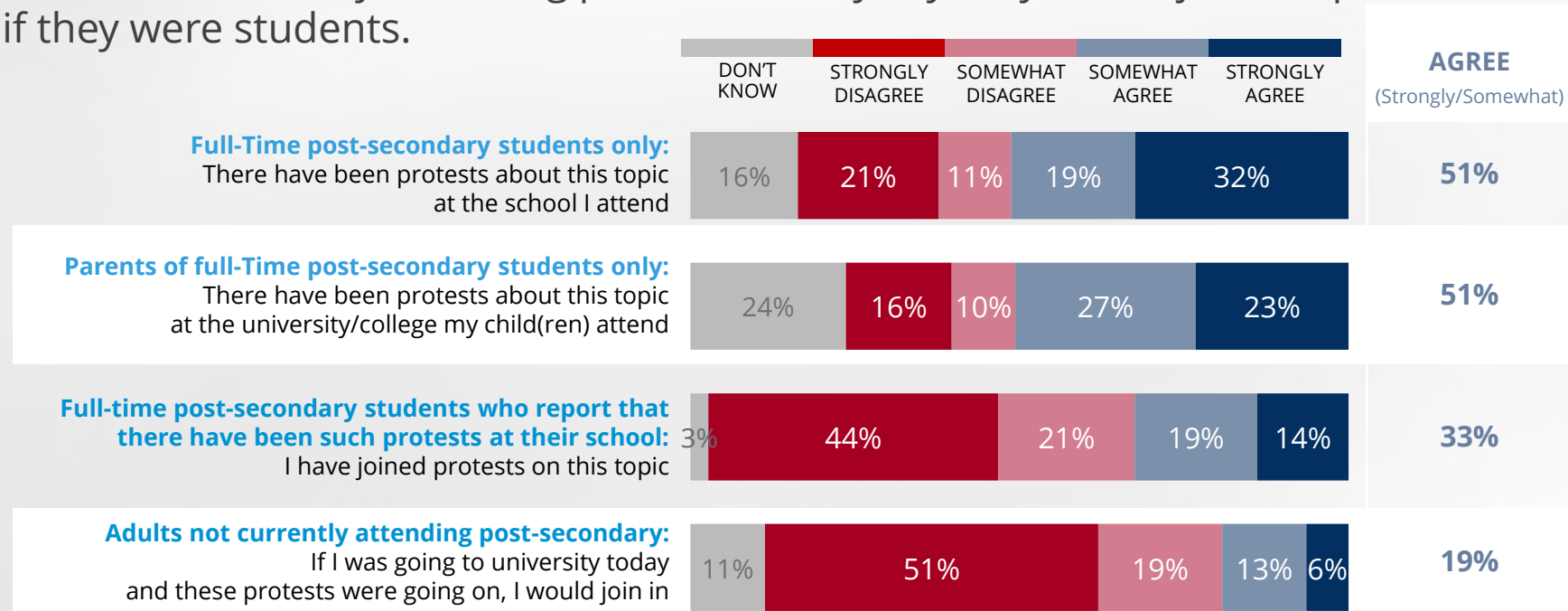


Amongst Canadians aware of the protests/encampments who believe that protesters have expressed racist and hate speech, there are high levels of concern about antisemitic (87%) and anti-Palestinian and/or anti-Muslim (68%) sentiment at the protests



CP4. Thinking about these protests and encampments... please indicate how much you agree or disagree with each of these statements:
 Base: Canadians who are aware of the protests and believe that protesters at these protests have expressed racist and hate speech (N=1,601)

Half of full-time post-secondary students who are aware of the protests report that there have been protests on this issue at their school (and parents corroborate), and a third of these students say they have joined in. Two-in-ten adults not currently attending post-secondary say they would join the protests if they were students.

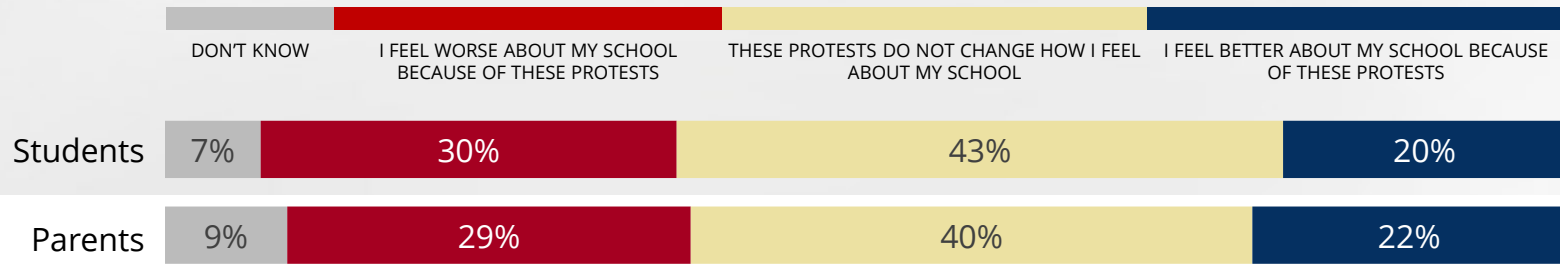


CP4. Thinking about these protests and encampments... please indicate how much you agree or disagree with each of these statements:

Base: Canadians who are aware of the protests who are also (Item 1 & 3: Full-time post-secondary students: N=136 ; Item 2: Parents of Full-time post-secondary students: N=246; Item 4: Not currently attending post-secondary: N=2,791)

Four-in-ten post-secondary students (and parents of post-secondary students) attending schools which have hosted these protests report that their feelings about the school are unchanged. Three-in-ten have more negative feelings about the school, whereas two-in-ten feel more positive.

- Students and parents who are supportive of these protests are more likely to feel better about the school, whereas those who are opposed to the protests are more likely to feel worse about the school.



CP6A. How have these protests at the school you attend changed how to feel about it, if at all?

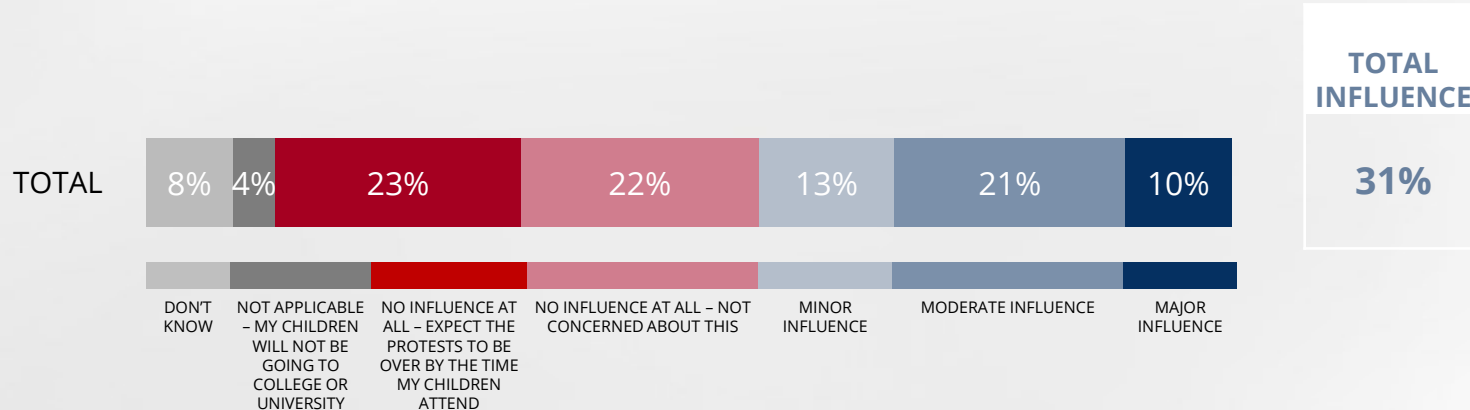
Base: Full-time post-secondary students: N=136.

CP6B. How have these protests at the university/college your child(ren) attend changed how to feel about it, if at all?

Base: Parents of Full-time post-secondary students: N=246.

Three-in-ten parents of children in high school or younger say the protests – and how institutions react to them – will have a major (10%) or moderate (21%) influence over the choice of which post-secondary institution their children will attend

- Parents who are supportive of these protests are less likely to say this issue will have an influence over the post-secondary institution choice, whereas those who are opposed to the protests are more likely to say it will have an influence.





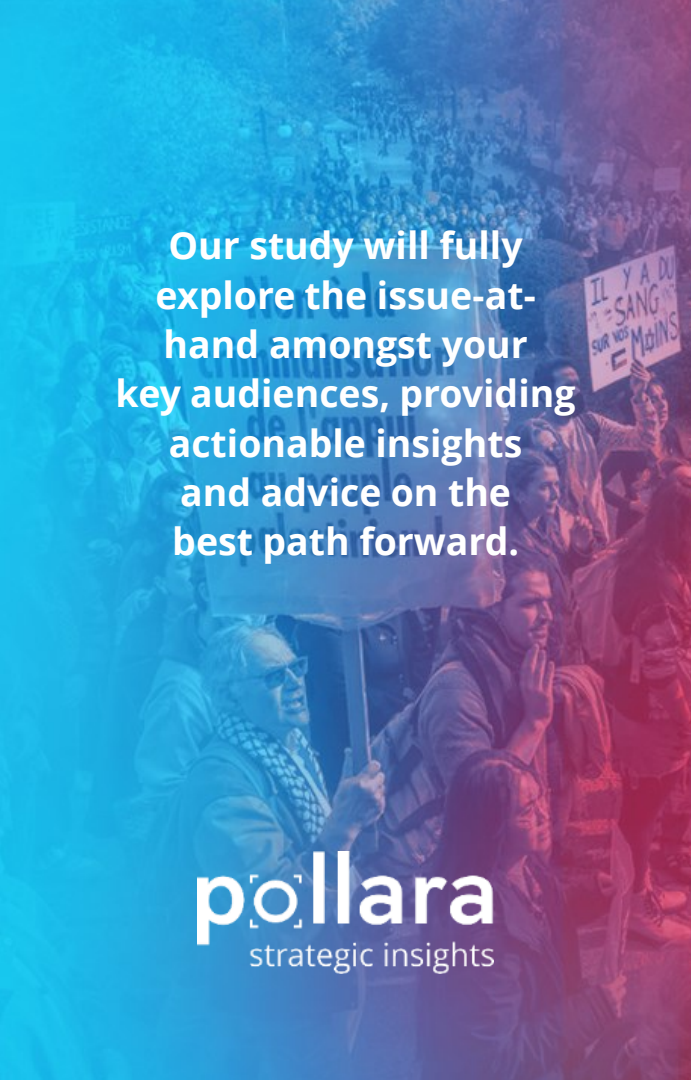
Subscription Information

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Our study is modular, allowing subscribers to choose the research options that best meet their needs – whether that be surveys of the general population & relevant parents, or key stakeholders, or all of the above.

Audiences surveyed

- **General population** adult Canadians
- **Parents** of college/university-intending and attending children
- **High school students** who intend to attend college or university
- **Key stakeholder audiences at subscribing post-secondary institutions** (i.e. current students, prospective students/applicants, administration/staff, faculty, donors, alumni) **or** **subscribing membership organizations** (i.e. members, staff, donors)



Our study will fully explore the issue-at-hand amongst your key audiences, providing actionable insights and advice on the best path forward.

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Areas of investigation

- **Awareness, engagement, and attitudes** re: public and campus protests and related geo-political issues
- **Support/opposition for protests and encampments** – overall, and dependent upon protester stances/demands as well as presence of racist/hate speech, property damage, intimidation/violence, and obstruction of access to destinations such as classes, events, and graduation ceremonies
- **Approval/disapproval for – and preferred responses from – governments, law enforcement, and college/university administrations** re: management and/or dispersal of the protests and encampments as well as specific protester demands, such as disclosure, divestment, and cancellation of ties to academic institutions
- **Impact of protests – and government, law enforcement, and post-secondary institution's responses to them** – upon the reputations of these institutions, including the impact upon likelihood to apply, attend, and donate to post-secondary institutions
- **Attitudinal segmentation of Canadians – and parents of college/university-intending children** – vis a vis the public and campus protests, including a profile of each segment's demographics and information sources.

Subscription options

Between September 2024 and March 2025, subscribers to the Genpop & Parents Tracker will receive regular reports, tracking public and relevant parental sentiment and perspectives on the campus protests.

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General Population & Parents Tracker

- Between September 2024 to March 2025, Pollara will conduct **4 randomly-selected, reliable online surveys every 2 months amongst N=1,000-2,000 adult general population Canadians (including parents of college/university-intending and attending children)** in order to monitor and track attitudes and preferences re: campus protests and post-secondary institutions' responses to them.
 - Subscribers can **purchase additional confidential omnibus questions** to be included on these surveys.
- **Tracker schedule** will have the following cadence:

1. Field: September	Report: October
2. Field: November	Report: December
3. Field: January	Report: February
4. Field: March	Report: March

Subscription options

Additional research modules feature custom surveys of your institution's stakeholders as well as surveys of post-secondary-intending high school students

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Institution-Specific Stakeholder Research

- Colleges and universities that subscribe can opt to have Pollara conduct a custom online survey of stakeholders in their email databases – including **current students, prospective students & applicants, administration/staff, faculty, donors, and alumni**. The survey will provide insights and actionable advice on how best to manage and respond to campus protests in a way that mitigates reputation damage and avoids reduced enrollment and donations amongst these key audiences.
 - **Subscribers from outside of the post-secondary sector can also opt for a custom survey of their stakeholders**, whether they are association members, employees, or otherwise.

High School Student Research

- Subscribers can opt to have Pollara conduct either **(1) a national survey of college/university-intending N=600 high school students; or (2) a survey of N=100 to N=300 college/university-intending high school student from their specific catchment**. The survey will provide insights and actionable advice on actions and messages that will help to mitigate the impact of the campus protests on applications and enrollment.

Subscription pricing

General Population & Parents Tracker: \$12,000 for 4 waves

- 4 reports based on surveys fielded September 2024 to March 2025
- Additional confidential omnibus questions:
 - Closed-ended questions: \$800 per question
 - Open-ended questions: \$1,200 per question

Institution-Specific Stakeholder Research: \$22,000 per wave

- Each custom survey wave can include all stakeholder types that the subscriber is interested in surveying (and has in their email databases), up to a maximum of N=6,000 completed surveys.

High School Student Research

- National online survey of N=600 high school students intending to attend a post-secondary institution: **\$15,000**
- Custom survey of N=100 to N=300 high school students within your specific geographic catchment: **\$18,000**
 - Sample size will be dependent upon geographic scope

***All prices above include survey design, execution, reports, and up to 3 presentations. Taxes will be applied to all prices.**

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