The collective memory of intractable conflicts usually shapes the identities, emotions, attitudes and behavior of the conflicting parties in a manner that keeps the conflict alive. This is true also regarding the Israeli-Jewish collective memory of the Israeli-Arab/Palestinian conflict. Notwithstanding, to date there is no real data regarding the content of this memory. This presentation explores this memory for the first time, based on a public opinion survey conducted in Israel in summer 2008. The findings explore, first, the content of this memory regarding various major events of the conflict, from its beginning about a century ago to recent times. Second, the findings explore various factors that determine the content of this memory. And lastly, the consequences of this memory are discussed (e.g., regarding political attitudes/emotions towards the rival parties). These findings are relevant in the Israeli context as well as to collective memory of conflicts in general.