

Survey: Israel Victory Project

Findings, Insights and Recommendations



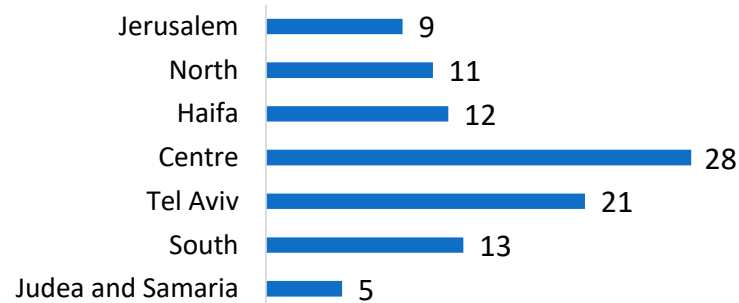
July 16th, 2019

Methodology

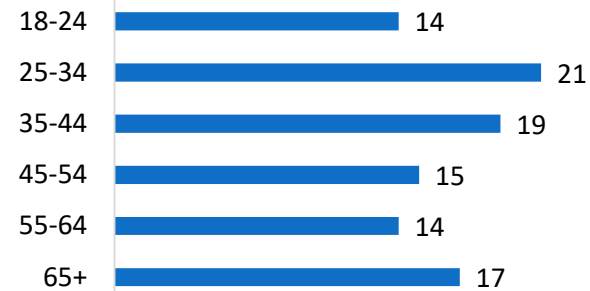
- Online Panel of 703 **likely voters**, 18+
- Statistically representative sample of Jewish population
- Margin of error: +/- 3.7%
- Survey conducted: 7-11 July
- Data Collection: New Wave Research
- Survey conducted in Hebrew

Demographics

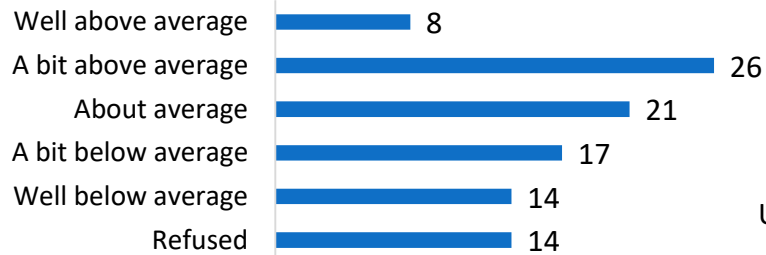
Region



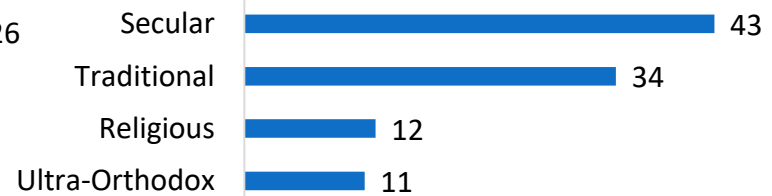
Age



Income



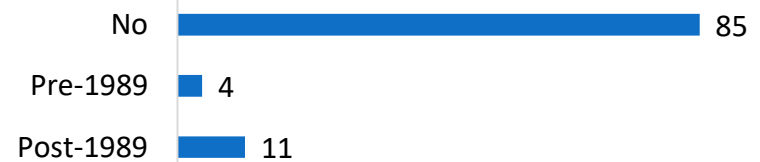
Religiosity



Education

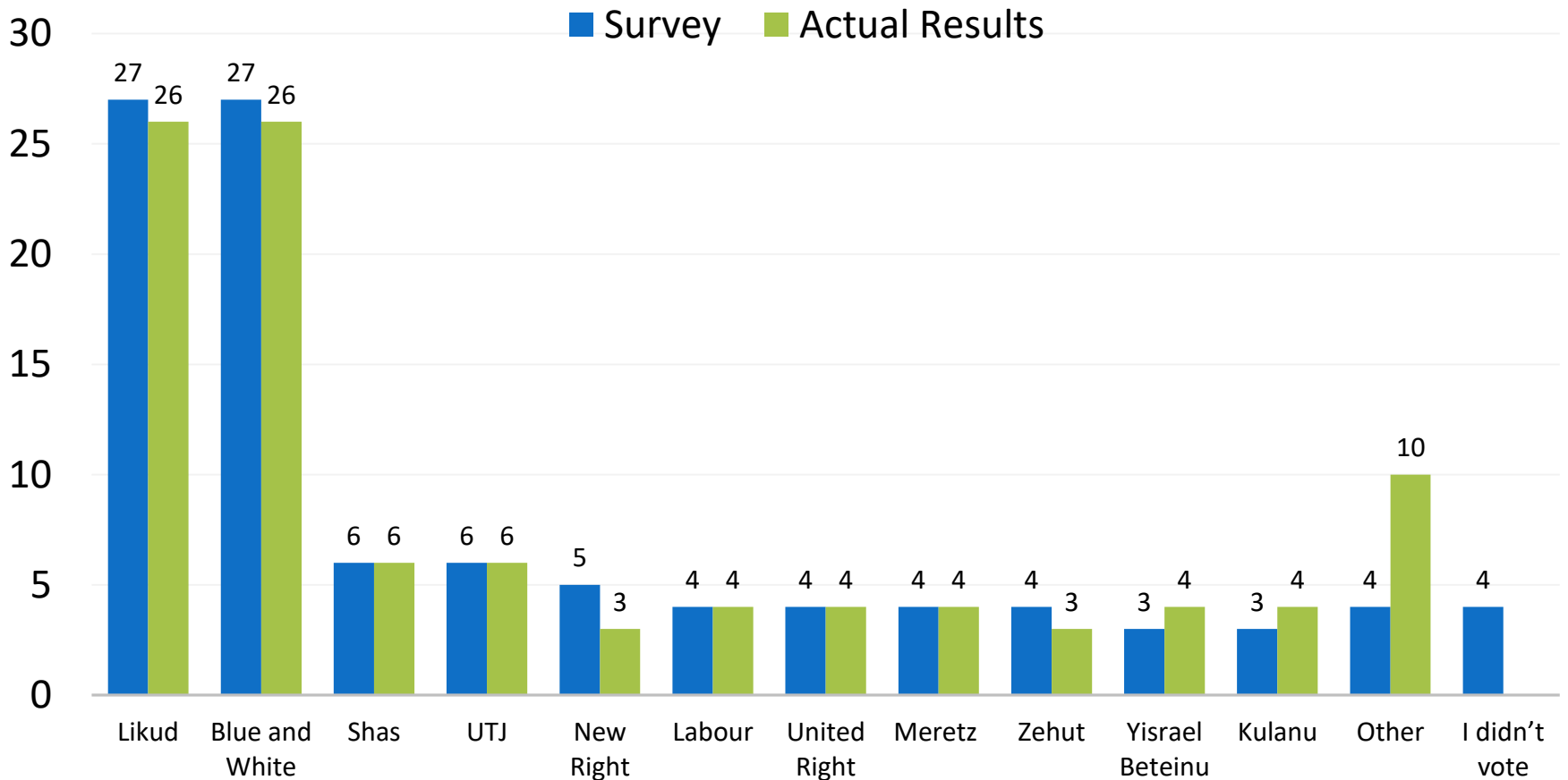


Aliyah from the former USSR



April 2019 Election

Which party did you vote for in the April 2019 elections? (%)



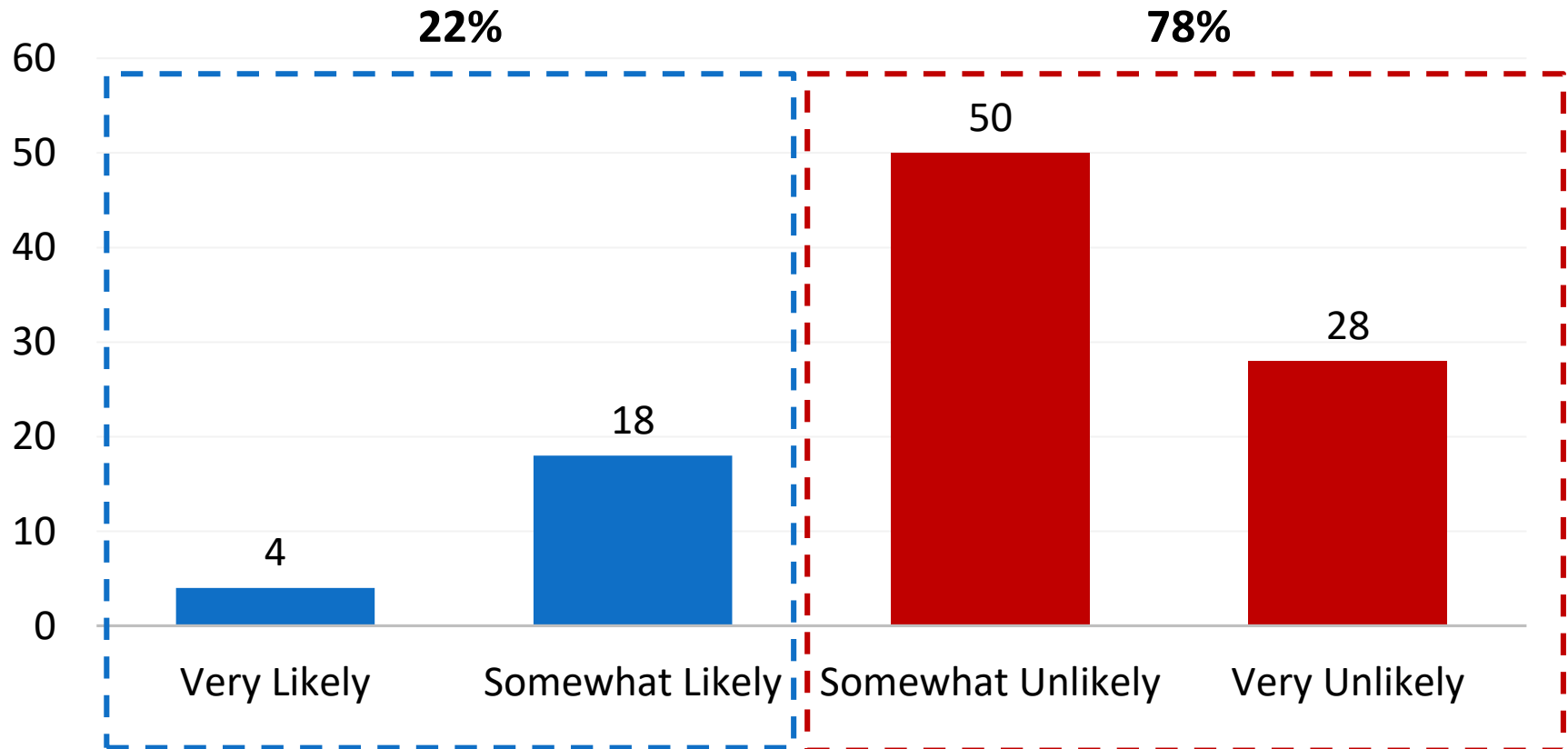
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- Part 3: Policies
- Part 4: Messaging
- Moving forward: Takeaways & Recommendations

Part 1: The Conflict

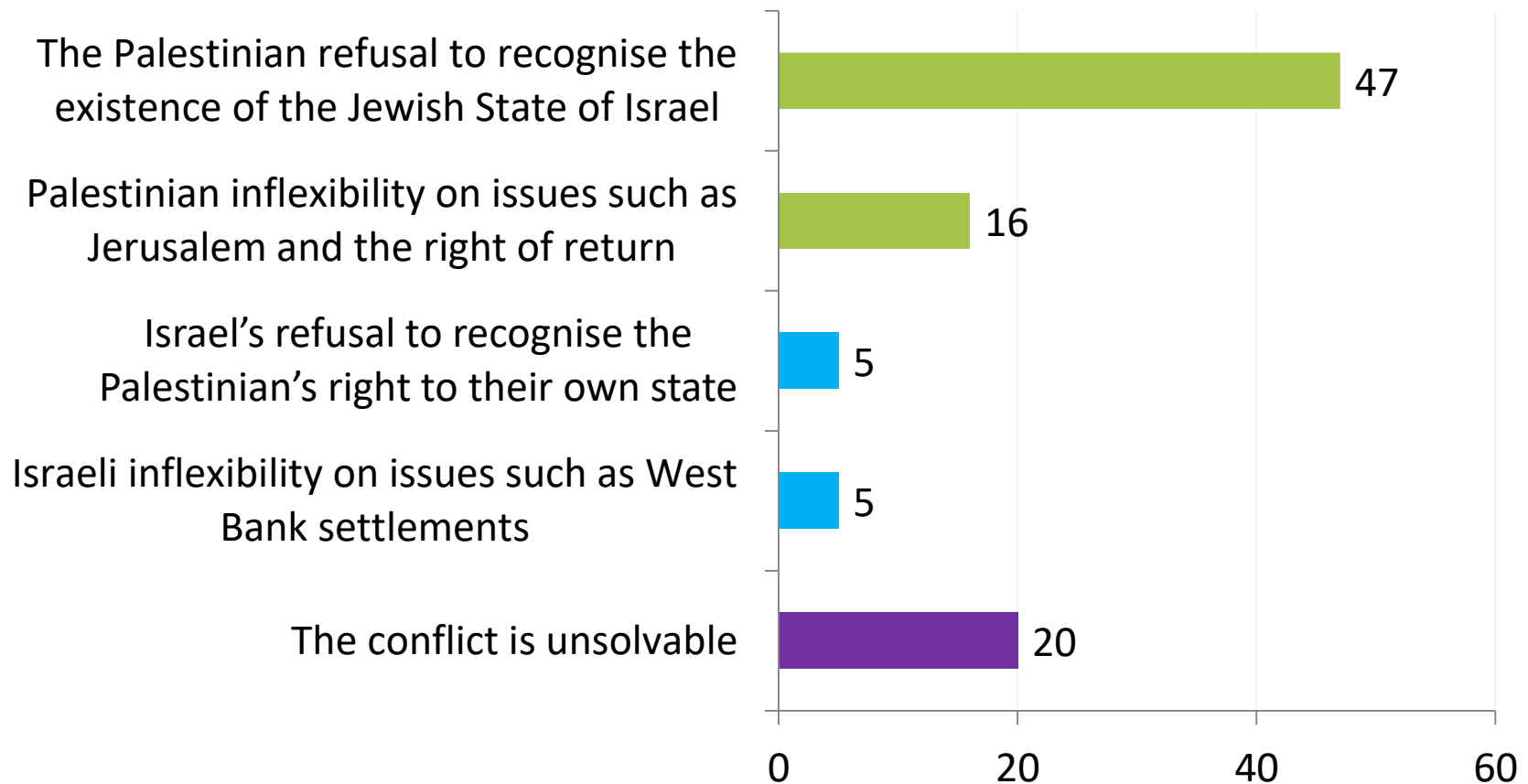
Lack of optimism about end of conflict

What do you think the chances are of the Israeli-Palestinian conflict coming to an end in the next twenty years? (Total)



Palestinian 'Rejectionism' the main cause

In your opinion, what is the primary reason that agreements between Israel and the Palestinians starting in 1993 have not yet achieved their goal? (Total)



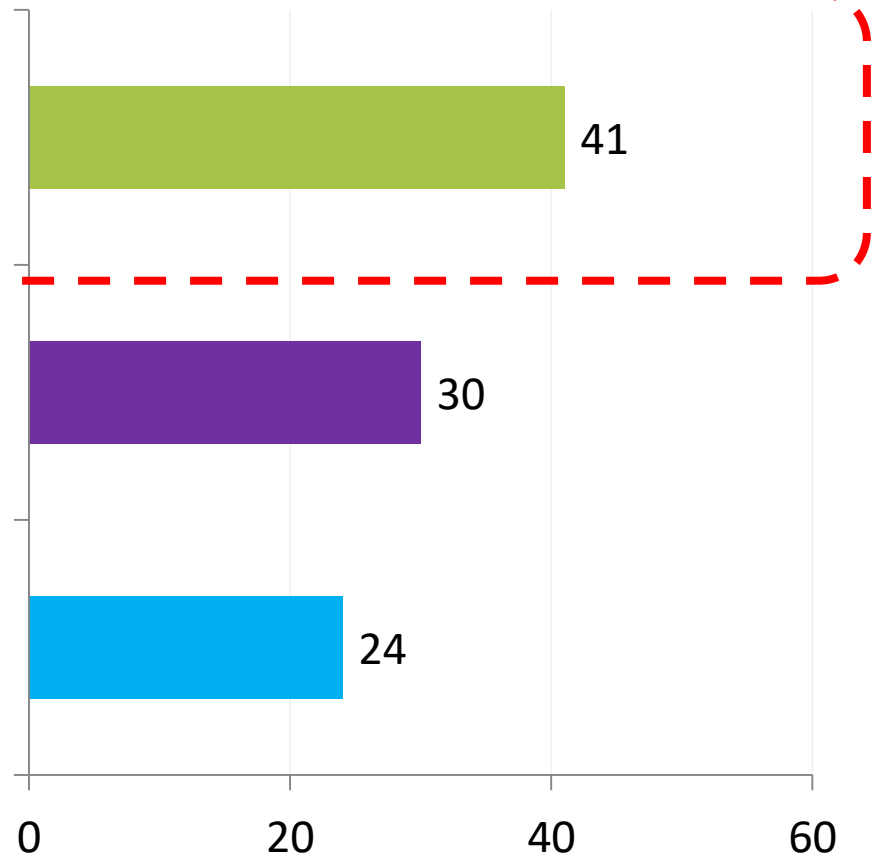
Plurality: Convince Palestinians they lost

Which of the following statements comes closest to your views on the Israeli-Palestinian conflict? (Total)

It will end only when the Palestinians give up their dream of eliminating Israel. We must use our power to convince the Palestinians they have lost

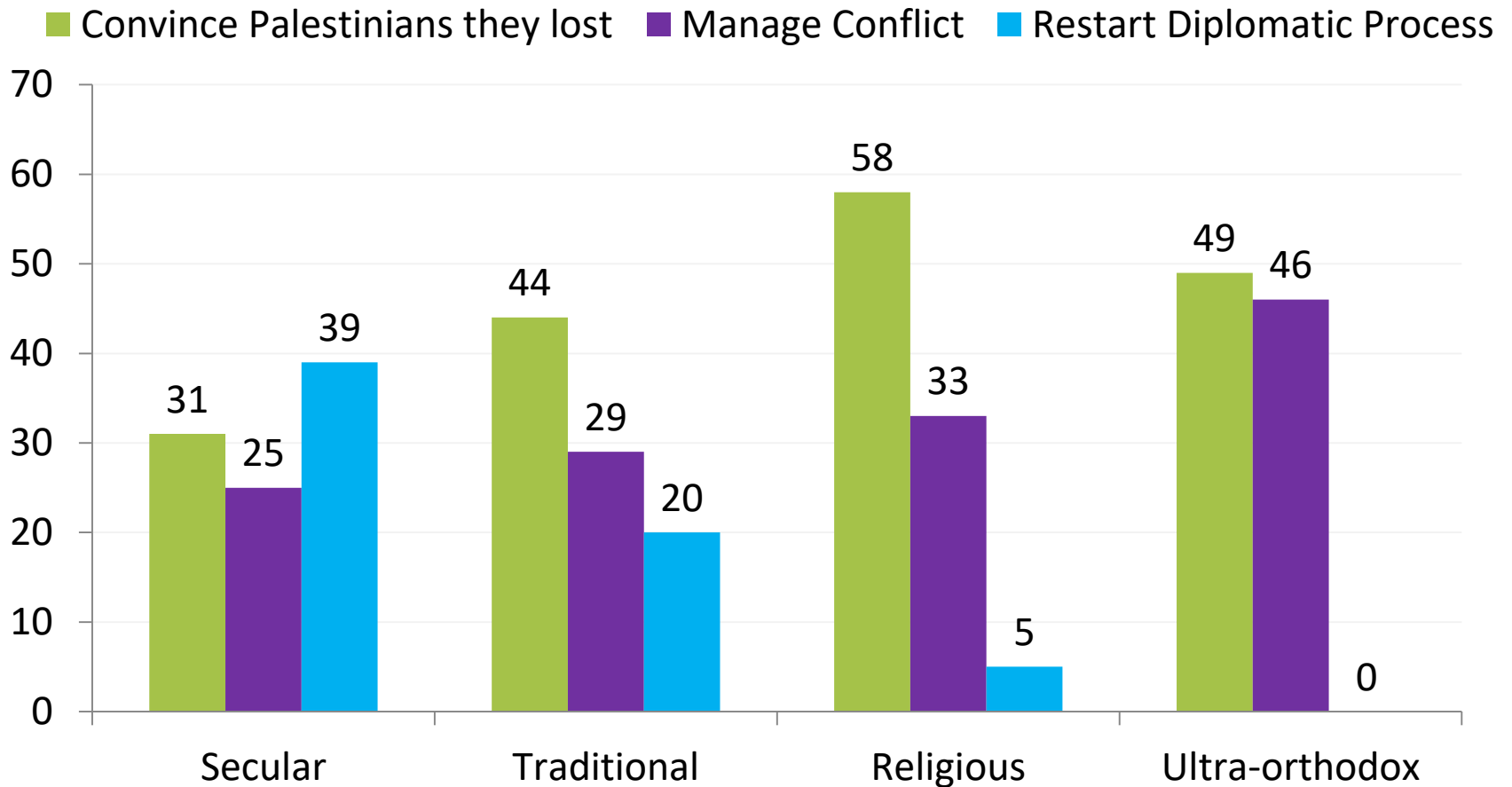
The Israeli-Palestinian conflict cannot be solved. We must focus on ways to manage it

It will end only through a negotiated settlement. We must restart the diplomatic process immediately



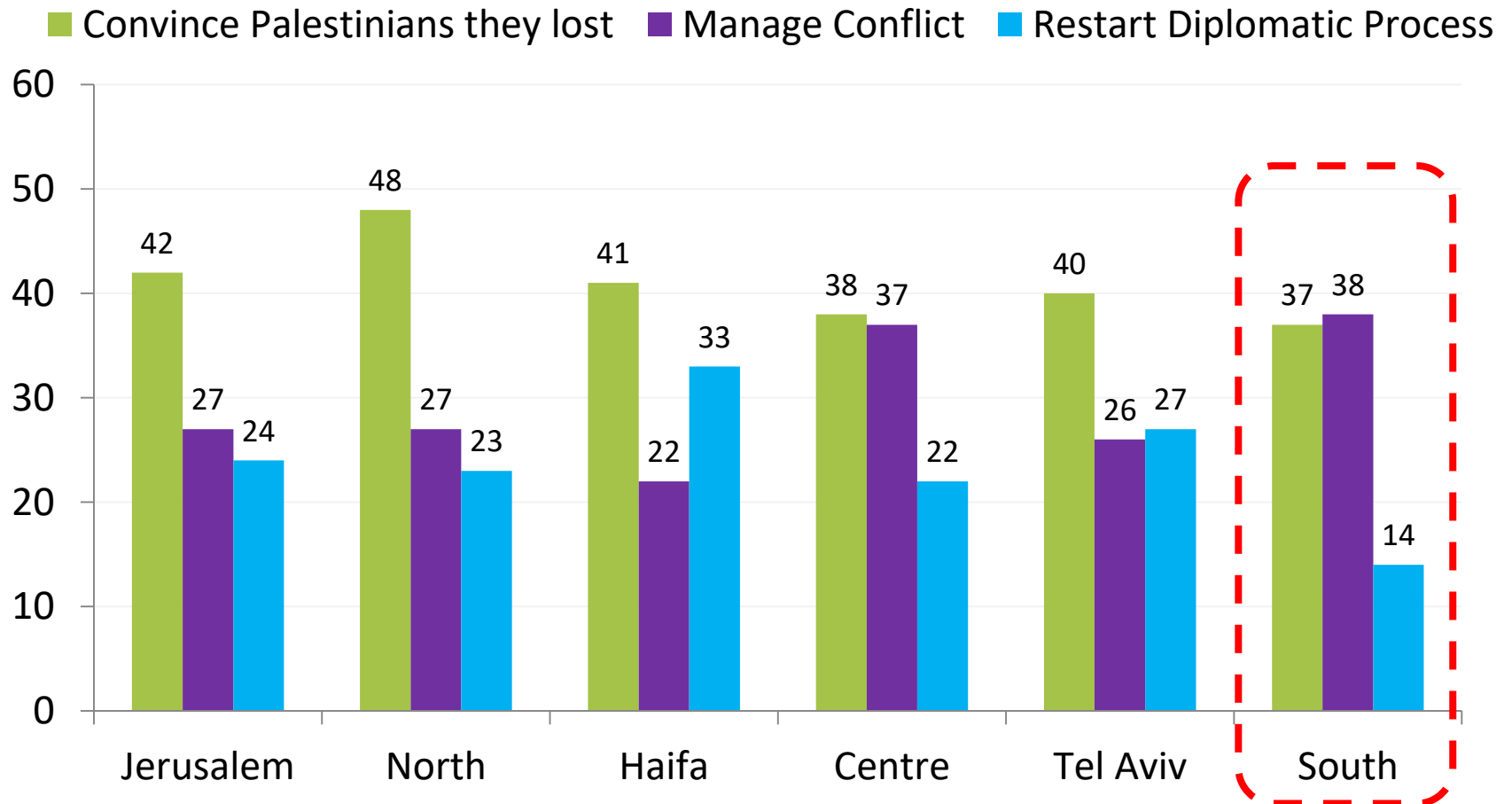
Modern-Orthodox most receptive

Which of the following statements comes closest to your views on the Israeli-Palestinian conflict? (by Religiosity)



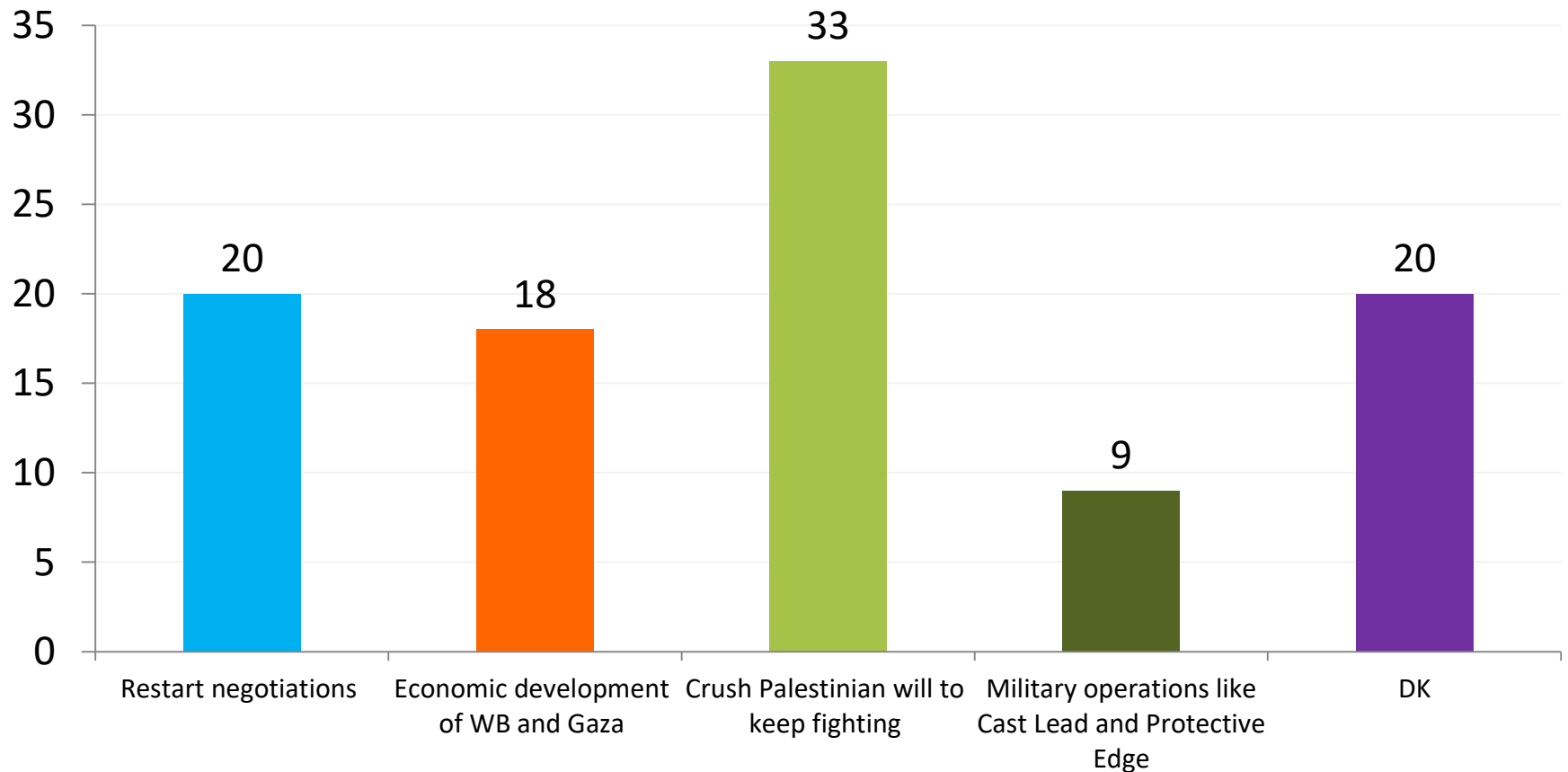
Lower support for message in South

Which of the following statements comes closest to your views on the Israeli-Palestinian conflict? (by Region)



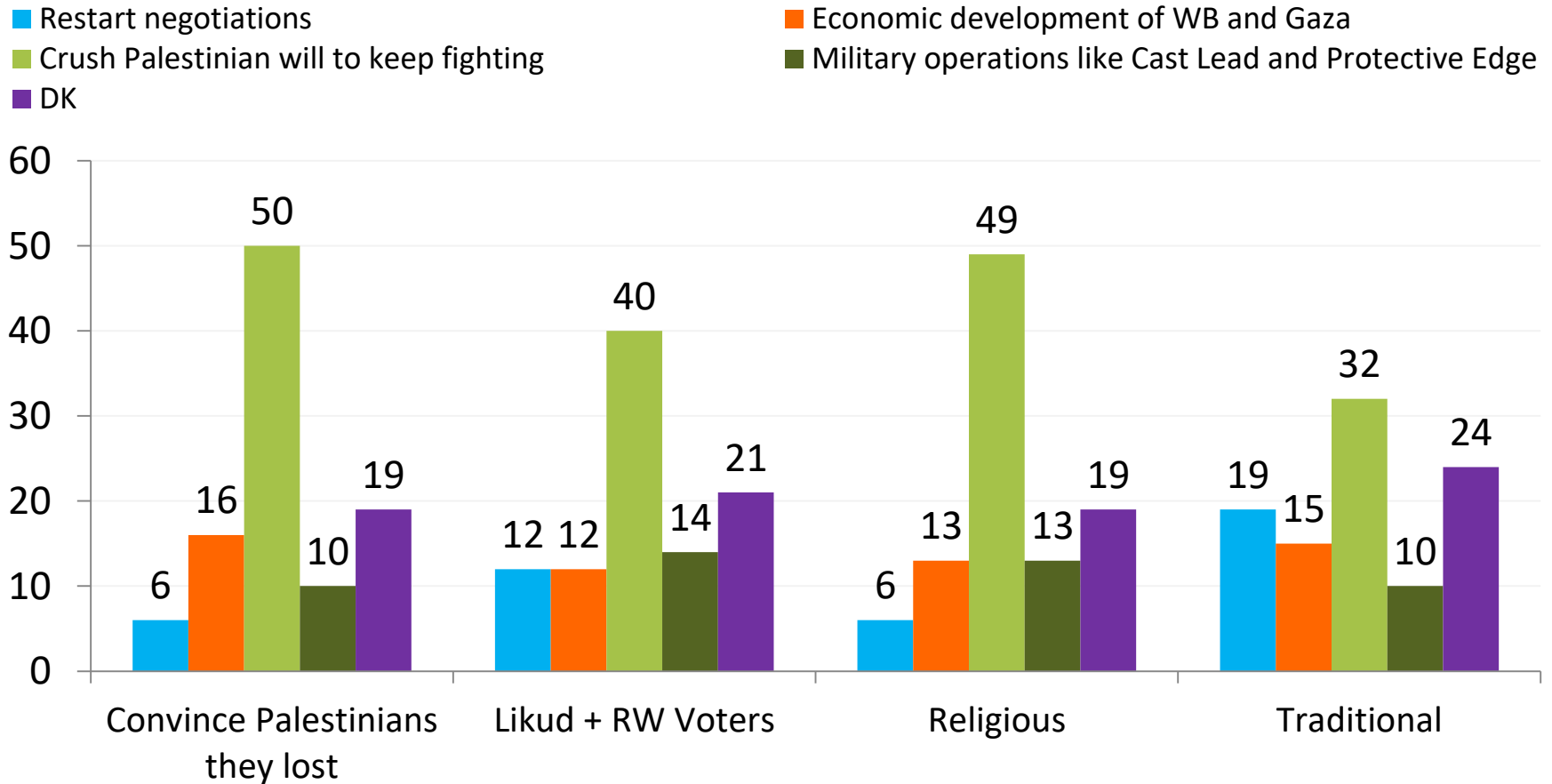
Support decreases when focus is solution

Which of the following is the best way to achieve Palestinian recognition of Israel as the Jewish state? (Total)



Even among target groups ≤ 50%

Which of the following is the best way to achieve Palestinian recognition of Israel as the Jewish state? (Target Groups)



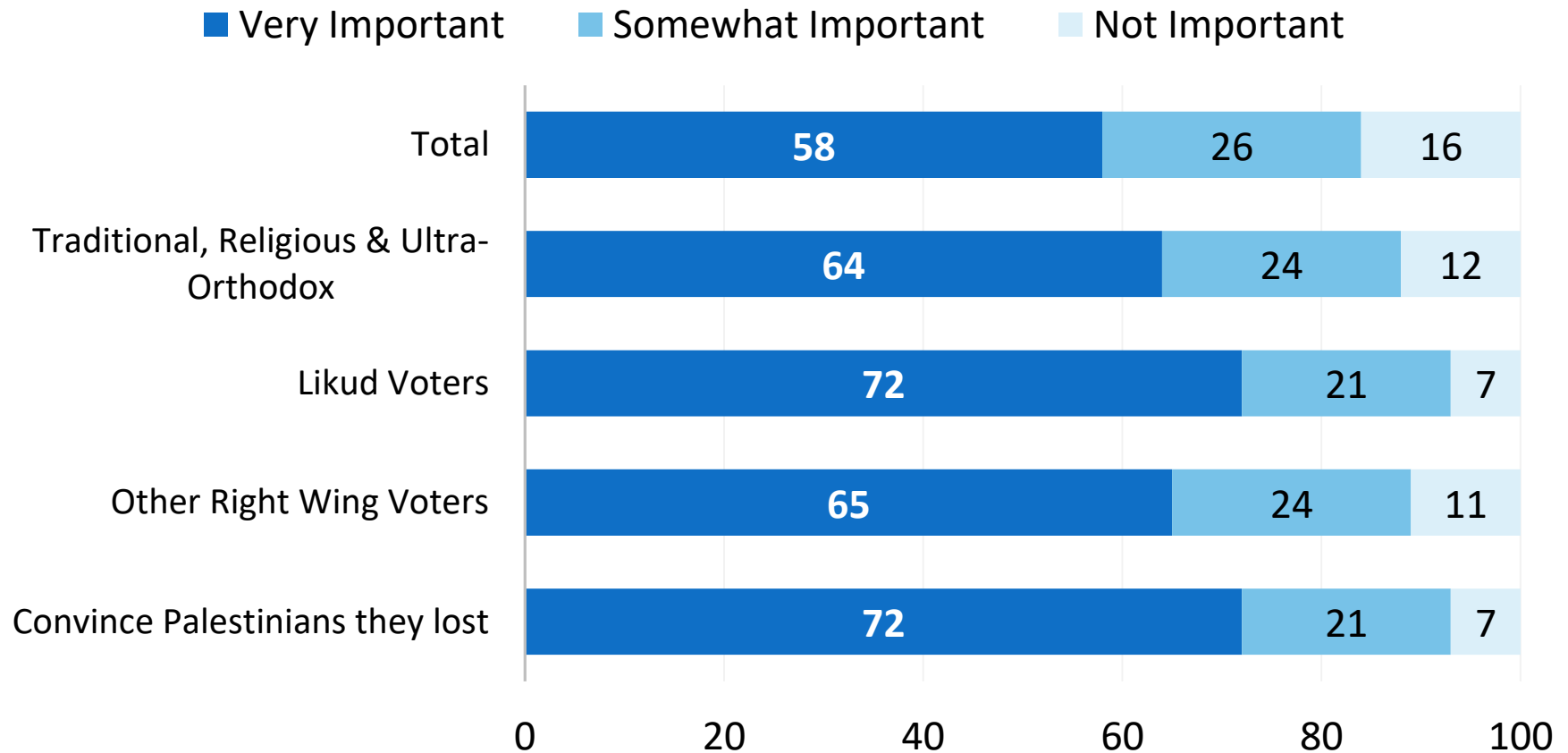
The Conflict: Summary

- Scepticism about chances for end of conflict, but not all out negativity
- Israel Victory narrative strongest, but never among a majority
- No compelling counter narrative – rather uncertainty and scepticism conflict can be solved
- **IV narrative stronger as a diagnostic tool than as a solution**

Part 2: “Israel Victory”

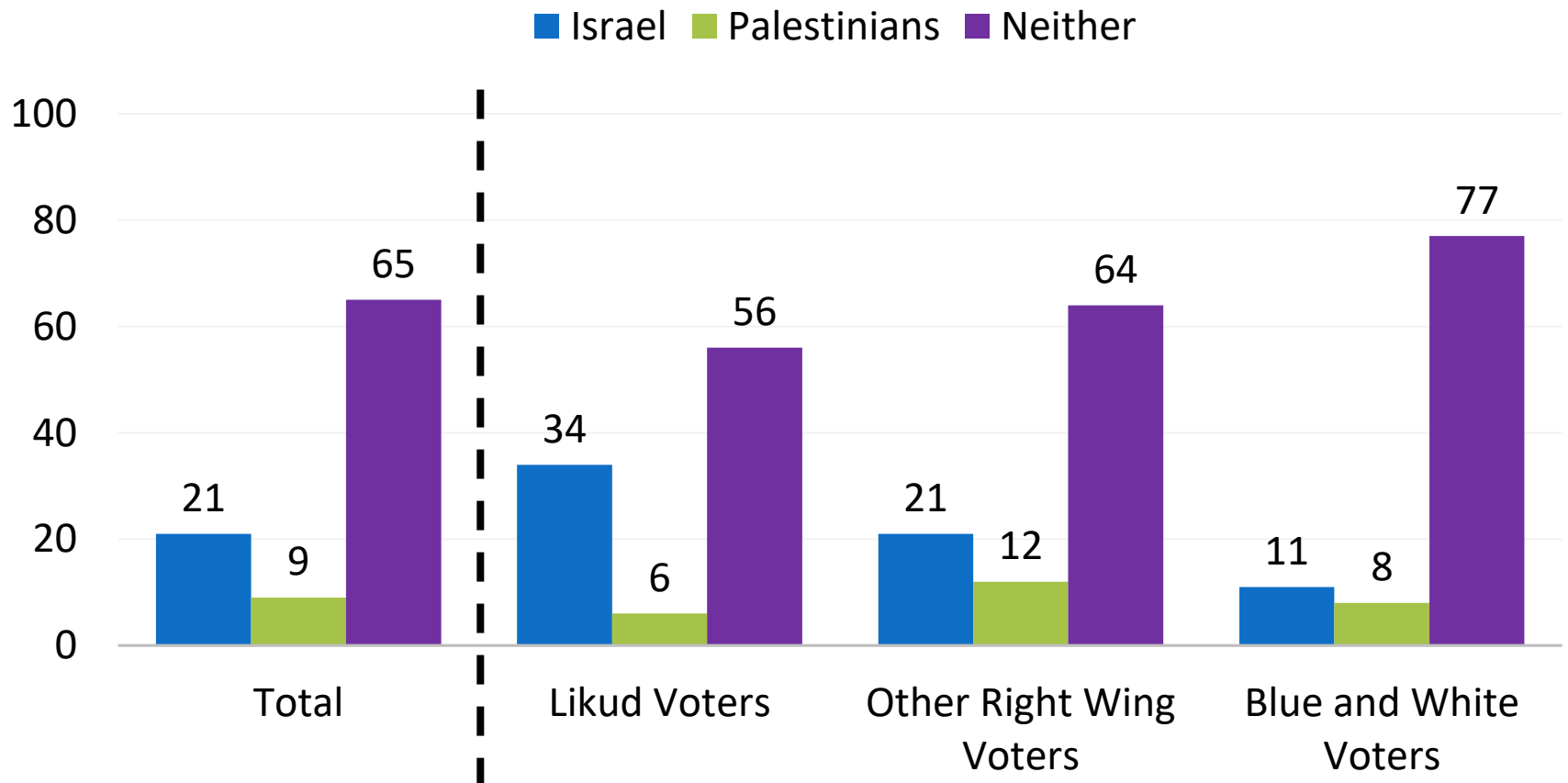
'Winning' important, especially on the right

How important is it to you to achieve victory in the Israeli-Palestinian conflict (Target Groups)



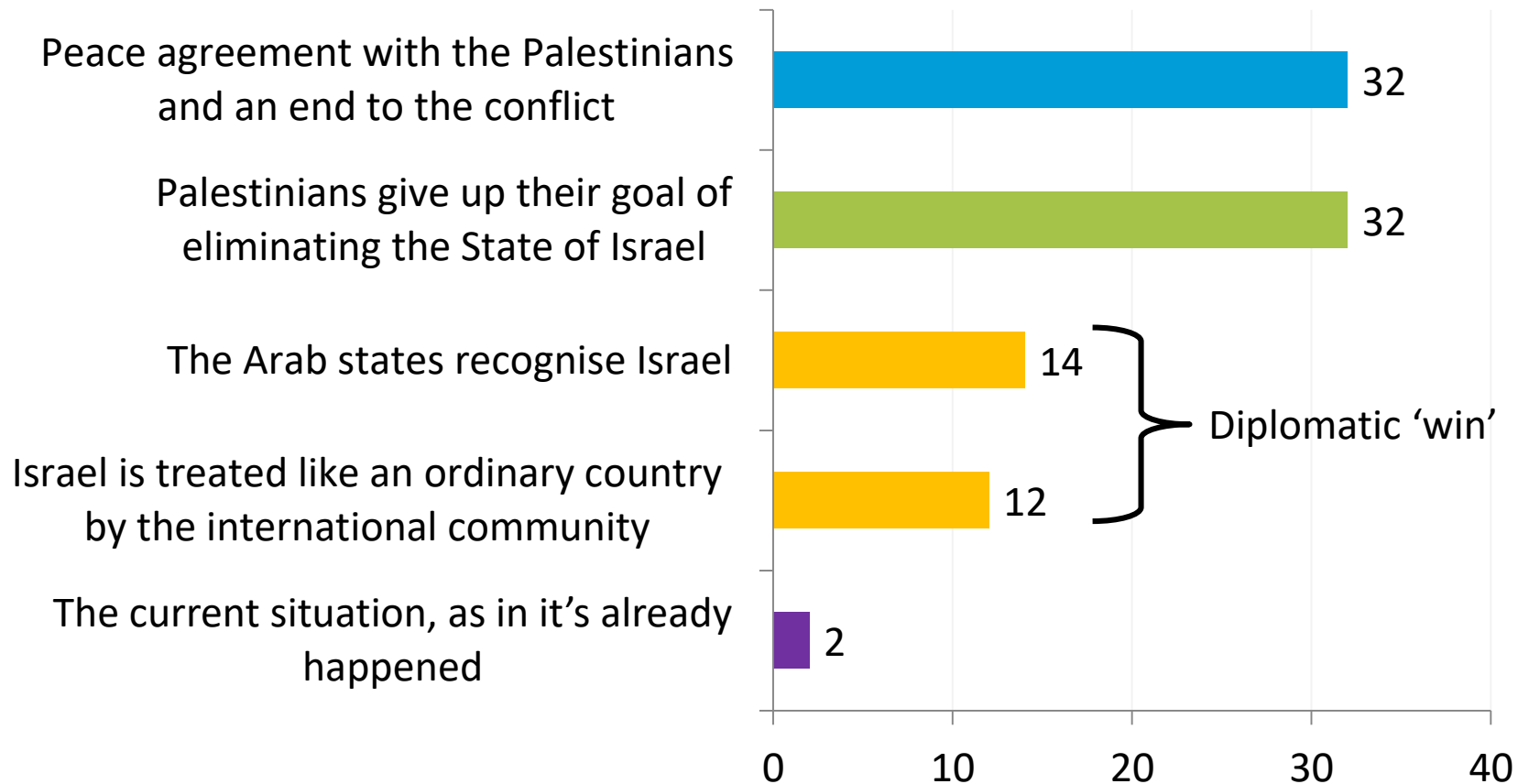
But 2/3 say nobody currently winning

Who do you believe is currently 'winning' in the Israeli-Palestinian conflict? (by April 2019 Vote)



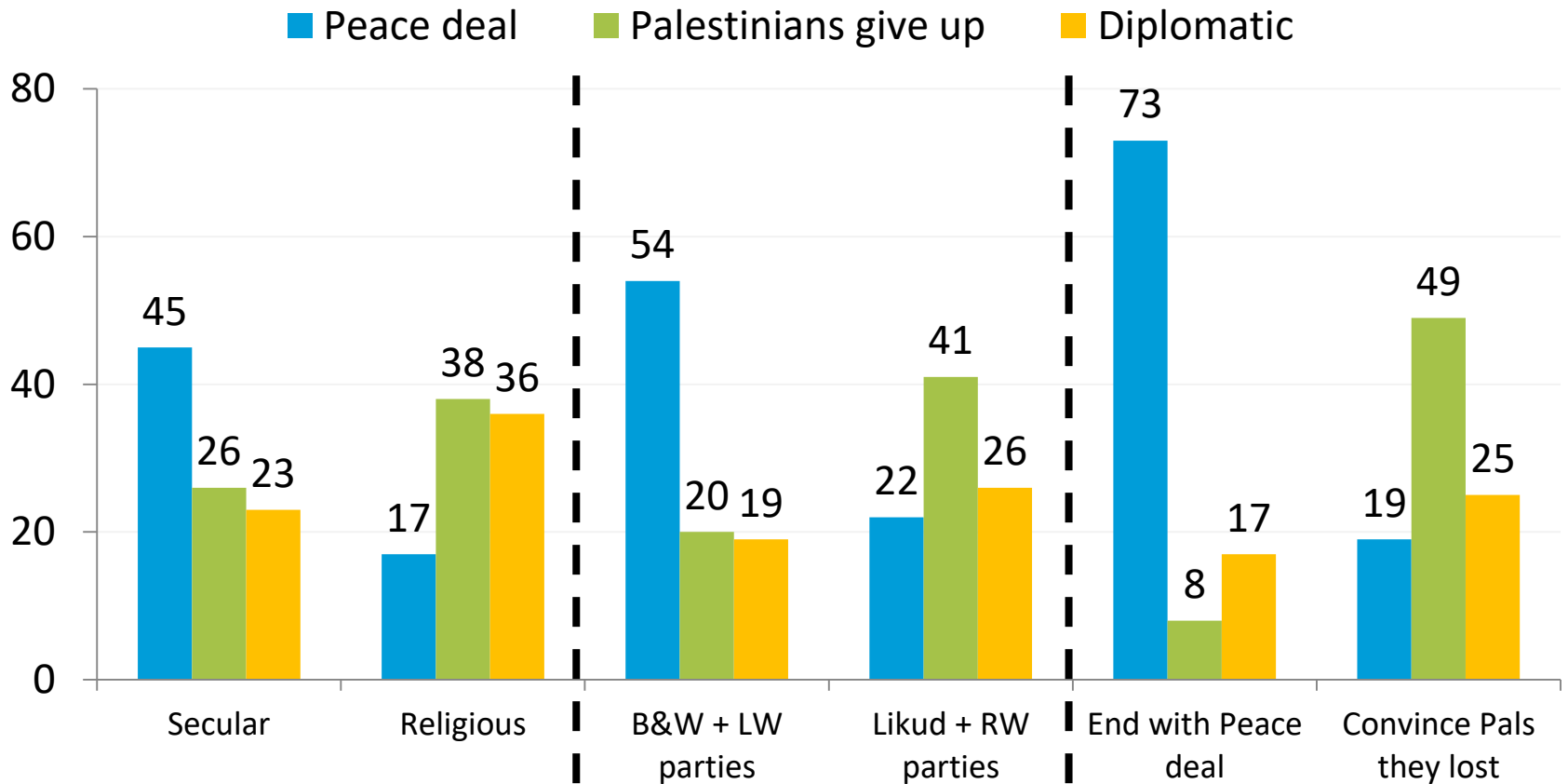
No clear view on meaning of victory

How do you define an Israeli victory in the Israeli-Palestinian conflict? (Total)



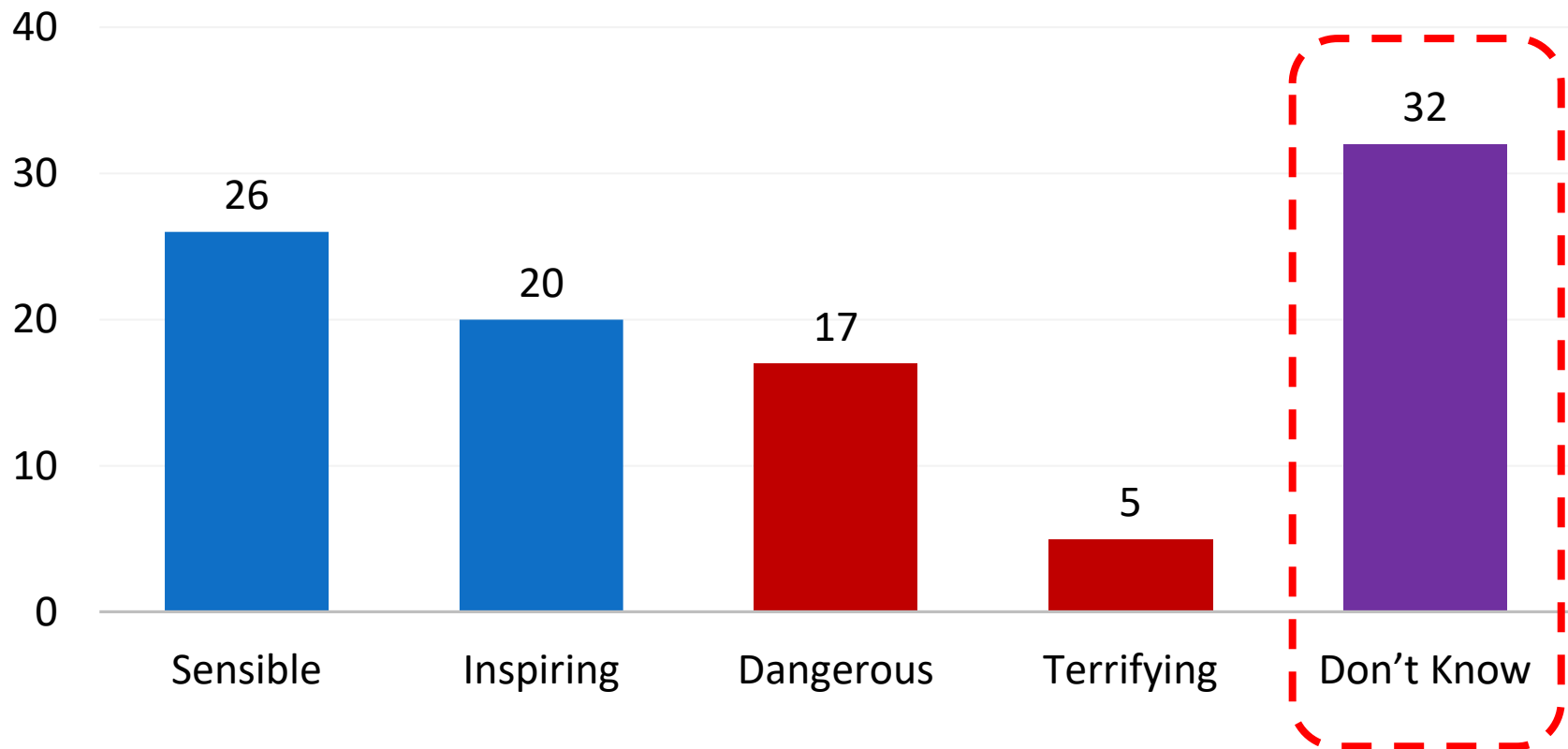
Left clearer on meaning than right

How do you define an Israeli victory in the Israeli-Palestinian conflict?



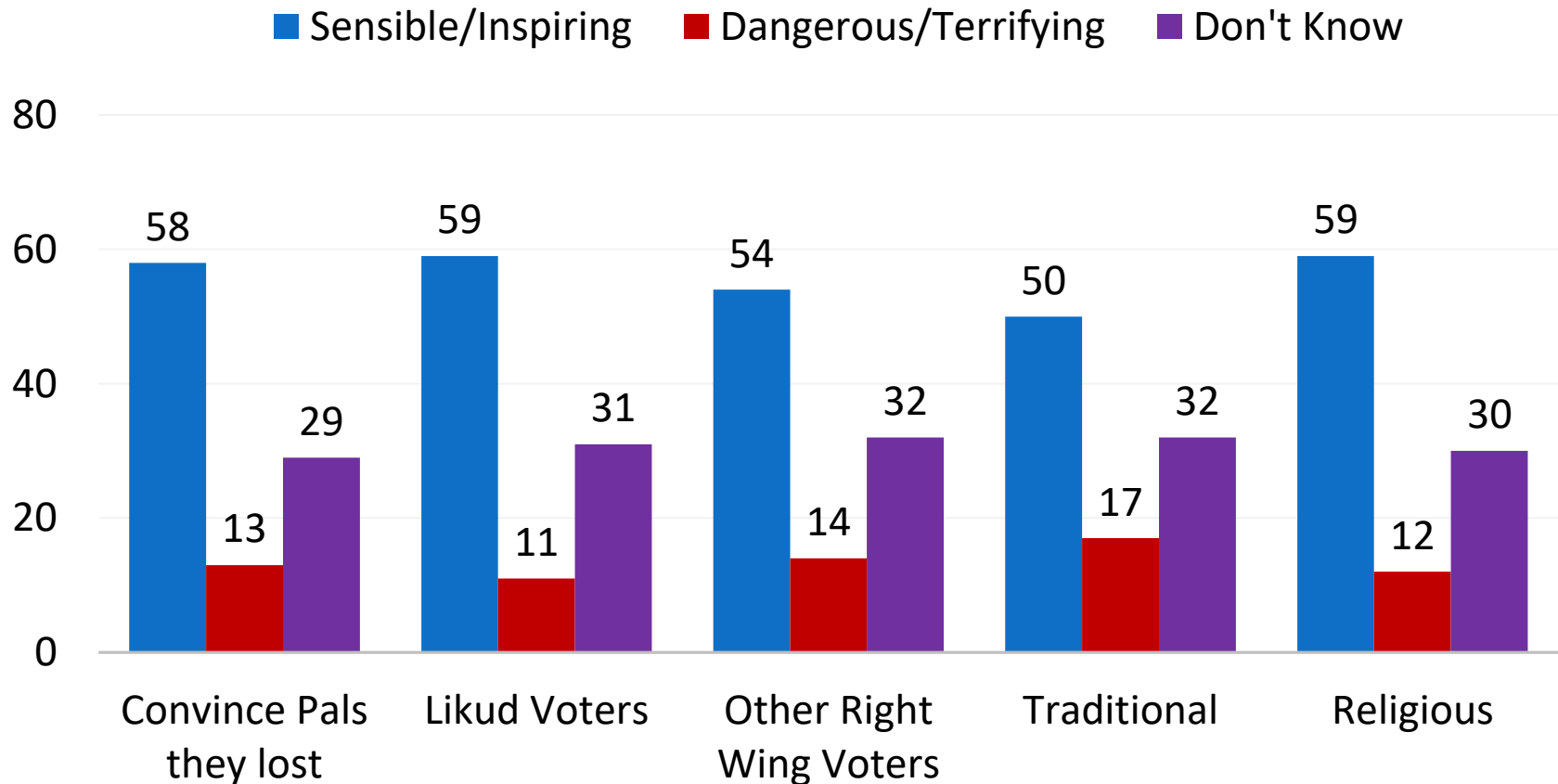
“Israel Victory” resonates with around ½

How does the term “Israel Victory” in the context of the Israeli-Palestinian conflict sound to you? (Total)



Fair with target groups, but not clear

How does the term “Israel Victory” in the context of the Israeli-Palestinian conflict sound to you? (Target Groups)



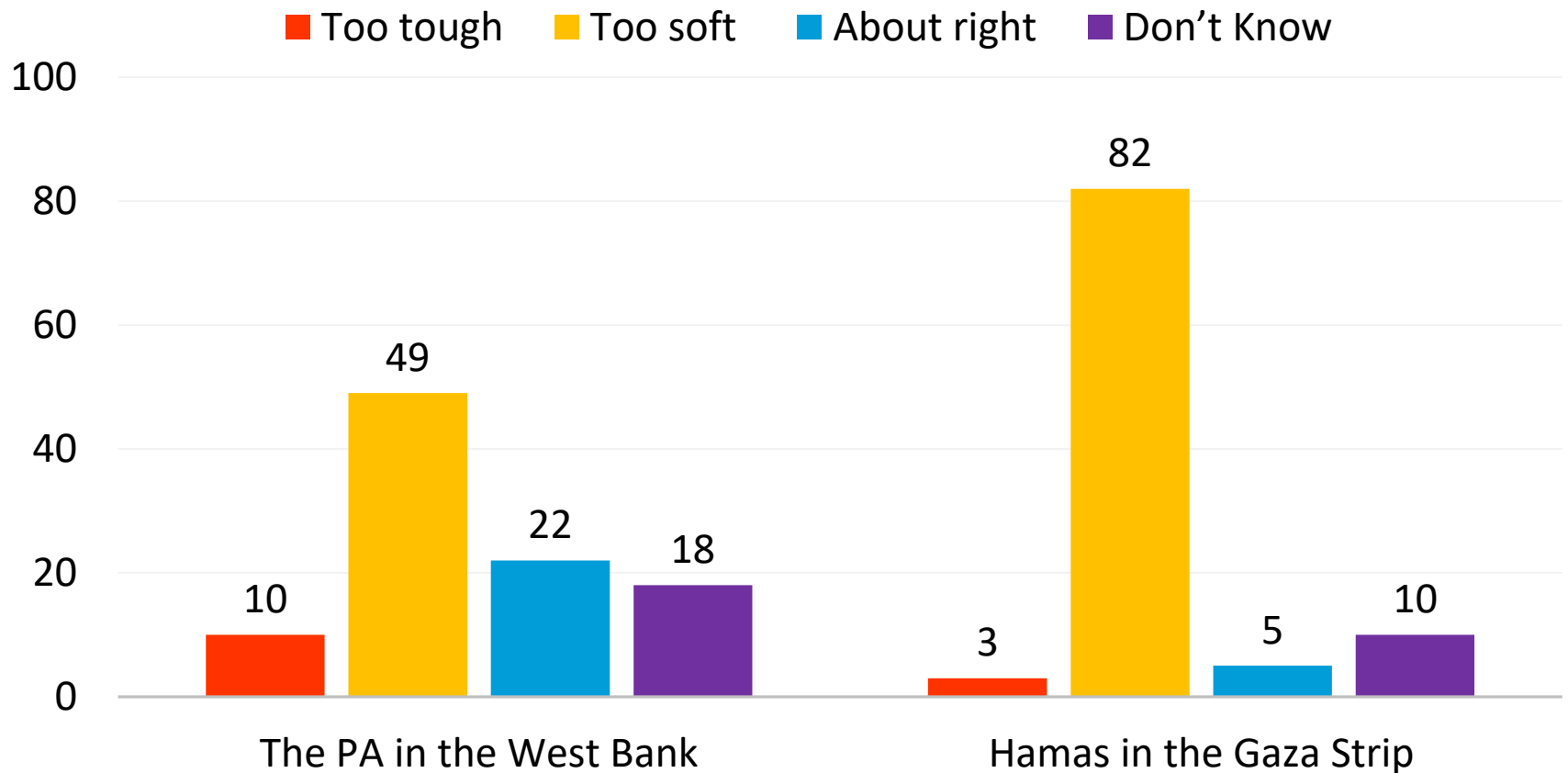
“Israel Victory”: Summary

- Winning is important to the Israeli public – especially our target groups
- Majority - nobody currently winning, moderate partisanship
- 3 way split on what victory means between peace, end of rejectionism and diplomacy. Left much clearer on narrative
- “Israel Victory” – slogan with potential, limited negatives, but not fully understood

Part 3: Policies

PA divides public; Hamas unites

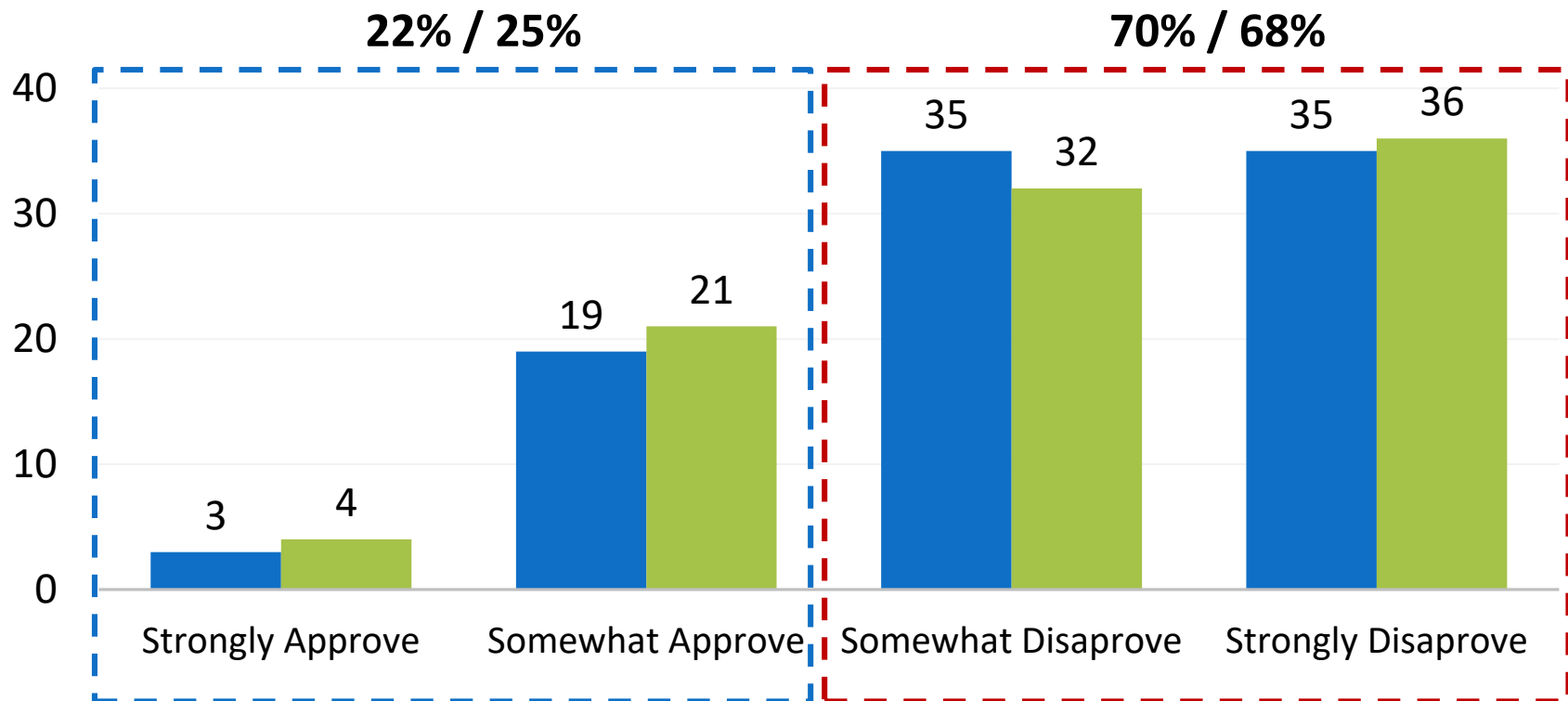
In general, do you feel that the government is too tough, too soft or about right in its policies towards...? (Total)



And 2/3 disapprove of government policy

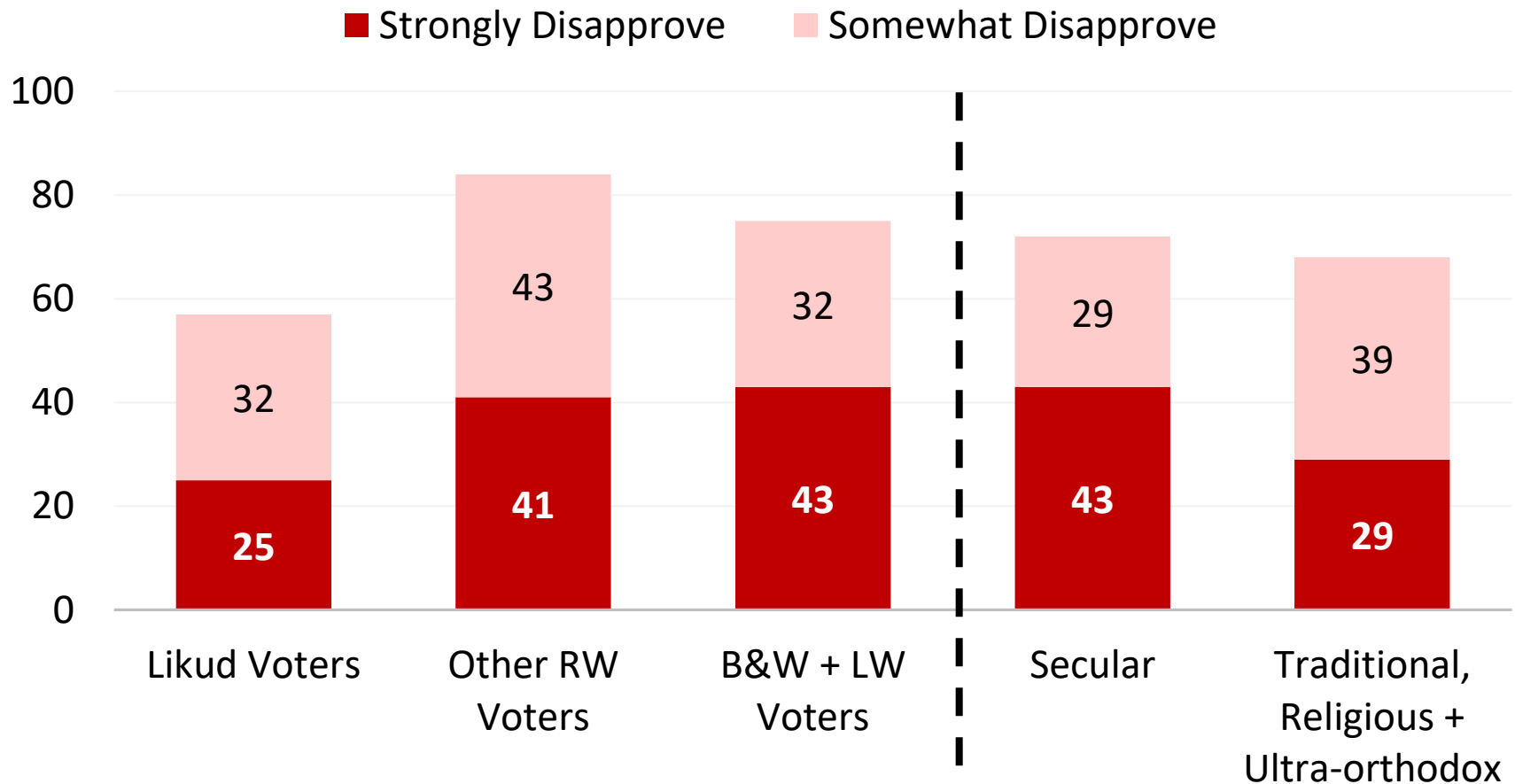
To what extent do you approve of...? (Total)

■ Current government policy towards Hamas ■ The recent ceasefire with Hamas



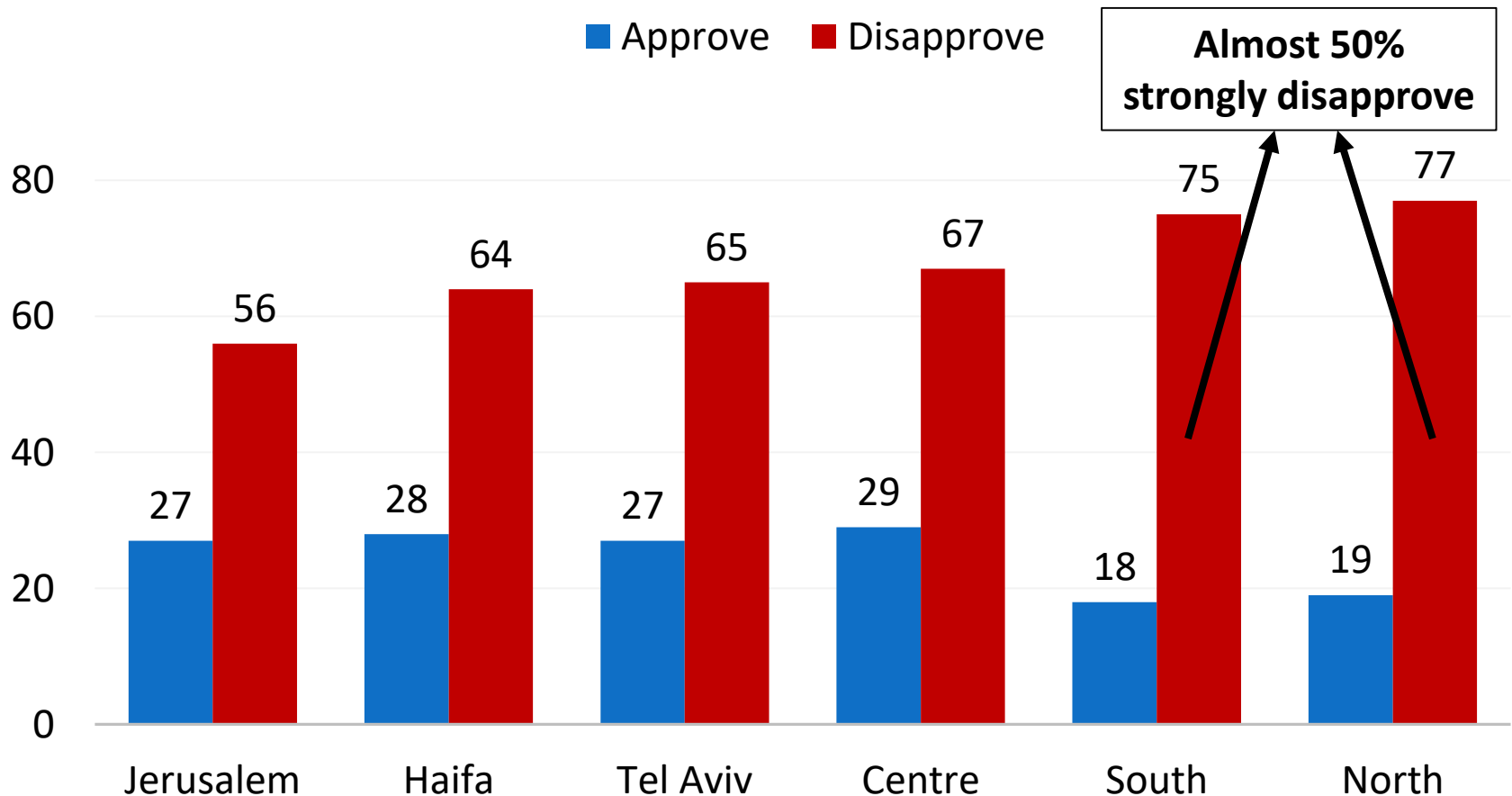
Strongly influenced by partisanship

To what extent do you approve of current government policy towards Hamas?



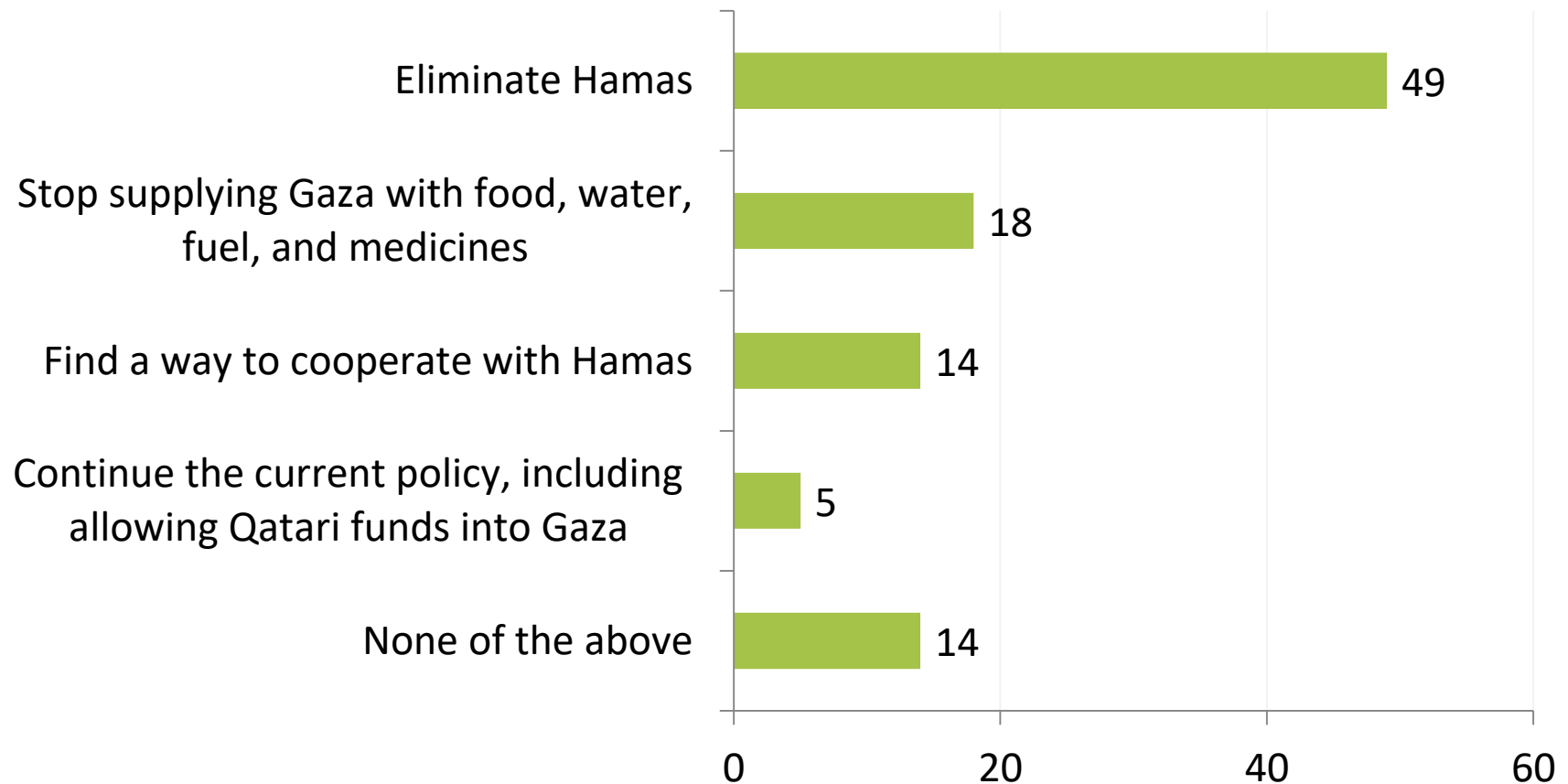
Opposition to ceasefire strongest in N & S

To what extent do you approve of the recent ceasefire with Hamas? (by Region)



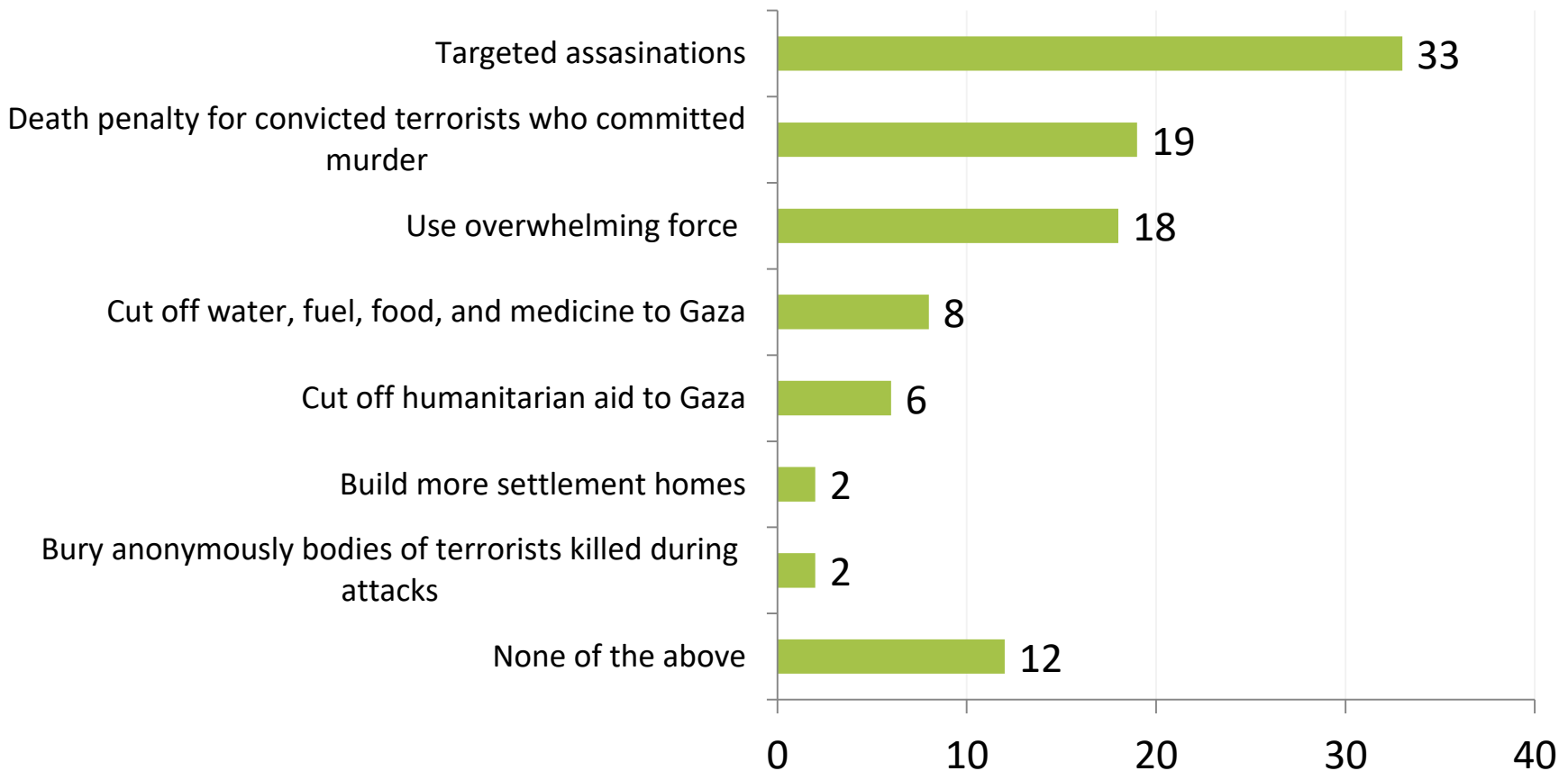
50% want to eliminate Hamas

Which of the following would you most like to see the government do with regard to Hamas ? (Total)



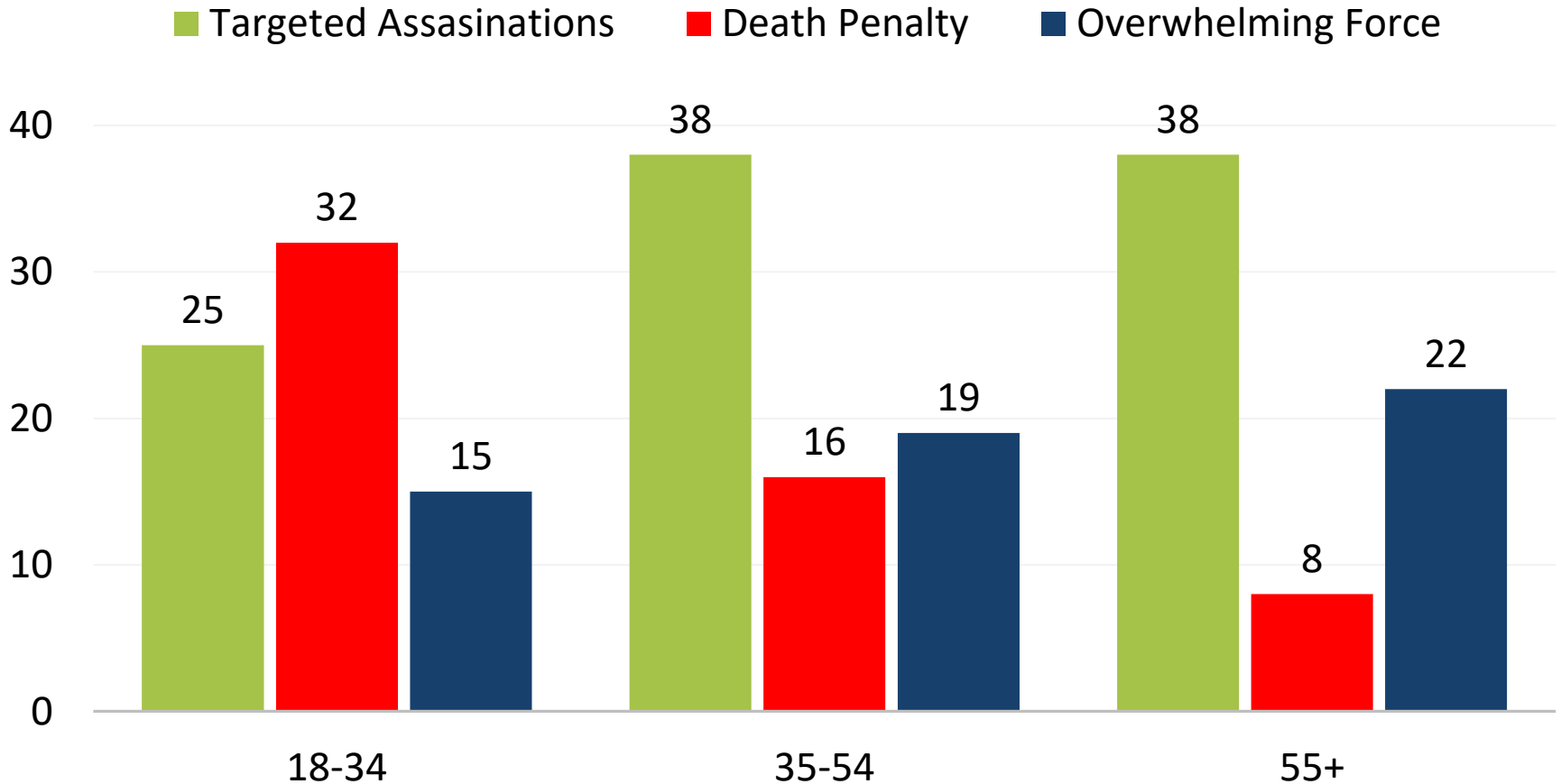
Targeted assassinations - preferred deterrence

Which, if any, of these policies do you think should be used to deter Hamas terrorist attacks from Gaza? (Total)



But death penalty popular among youth

Which, if any, of these policies do you think should be used to deter Hamas terrorist attacks from Gaza? (By Age – Top 3)



Policies: Summary

- Verdict split on government policy towards PA, but virtual unanimity that too weak on Hamas
- Government attacked on Hamas from left and right
- Eliminating Hamas popular – but doesn't break 50%
- Targeted assassinations and death penalty for terrorists (among youth) popular measures of deterrence

Part 4: Messaging

“Win-win” the strongest message

To what extent do you agree or disagree with each of the following statements? (Total)

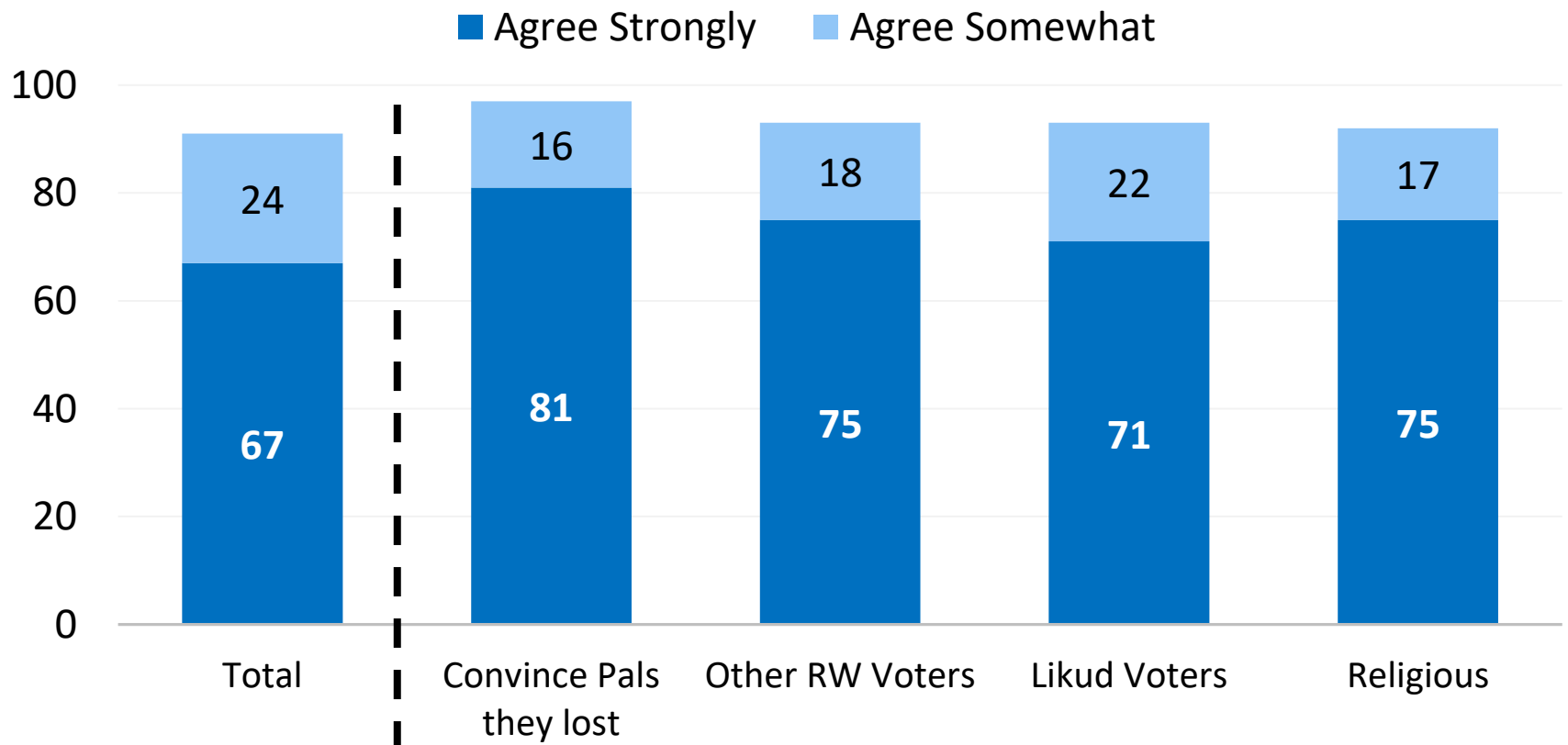
■ Agree Strongly ■ Agree Somewhat



Especially among target groups

To what extent do you agree or disagree with the following statement:

“The Palestinians will benefit when they stop making war on Israel” (Target Groups)



Thank You
