

TO: Democratic Majority for Israel
FROM: The Mellman Group
RE: Voters Are Overwhelmingly Pro-Israel
DATE: July 14, 2020

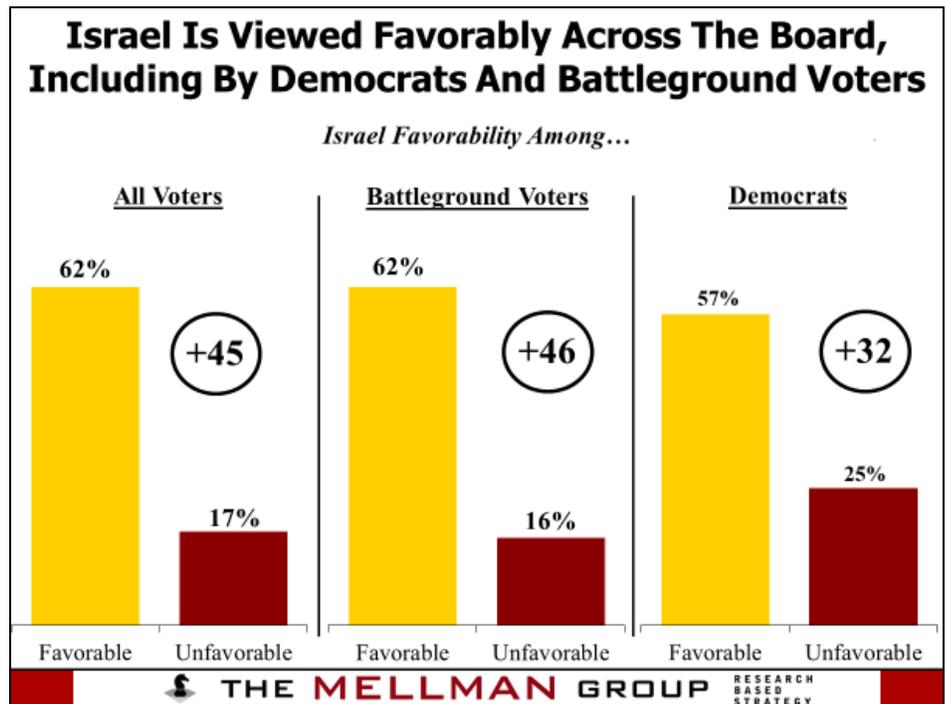
This analysis represents the findings of a national survey of 1000 voters designed to reflect the likely 2020 general electorate, using a registration-based sample. Interviews were conducted via landline, cell, and text-to-online from July 8-13, 2020. The sample size in battleground states¹ is 439. The margin of error for the survey as a whole is +/- 3.1% at the 95% level of confidence (higher for subgroups). This survey was conducted on behalf of Democratic Majority for Israel.

Our just-completed national survey reveals an electorate that is overwhelmingly pro-Israel, opposes reducing U.S. security assistance to Israel, and supports a Democratic Party platform at least as pro-Israel as it was in 2016.

The Electorate – Including Battleground And Democratic Voters – Is Overwhelmingly Pro-Israel

A resounding 67% of voters describe themselves as “pro-Israel,” including 68% of those in battleground states and 68% of Democrats. Only about 1 in 10 (11%) say they are not pro-Israel.

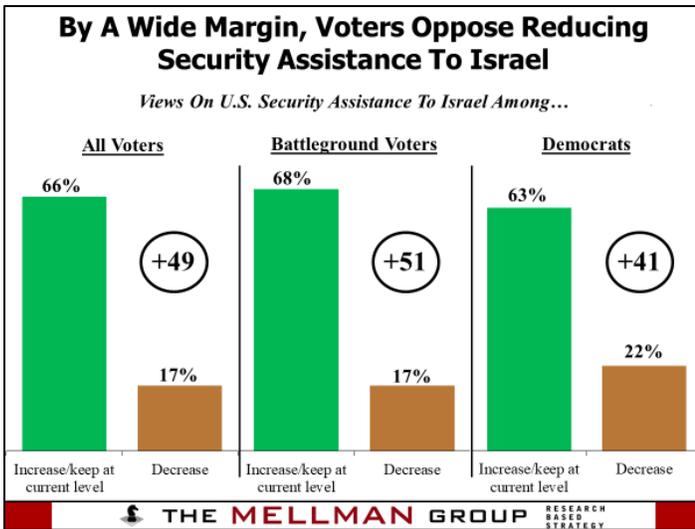
Voters also display overwhelmingly positive attitudes toward Israel. Over three in five (62%) have a favorable view of Israel, compared to just 17% who harbor unfavorable attitudes. Battleground voters hold favorable views of Israel by a similar 62%-16% margin, while Democrats view Israel favorably by 57%-25%.



Most voters describe Israel as a strong ally of the United States (73%) and beneficial to U.S. national security interests (61%). Views are nearly identical among Democrats, with 72% describing Israel as a strong ally and 59% as beneficial to our national security.

¹Battleground states are: Arizona, Colorado, Florida, Georgia, Iowa, Michigan, Minnesota, North Carolina, New Hampshire, Nevada, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.

Views of the Palestinian Authority are dramatically less positive, with just 12% of voters offering a favorable assessment of the P.A., and 43% an unfavorable one. The P.A. is also net-unfavorable with battleground state voters at 9%-45% and Democrats at 20%-32%.

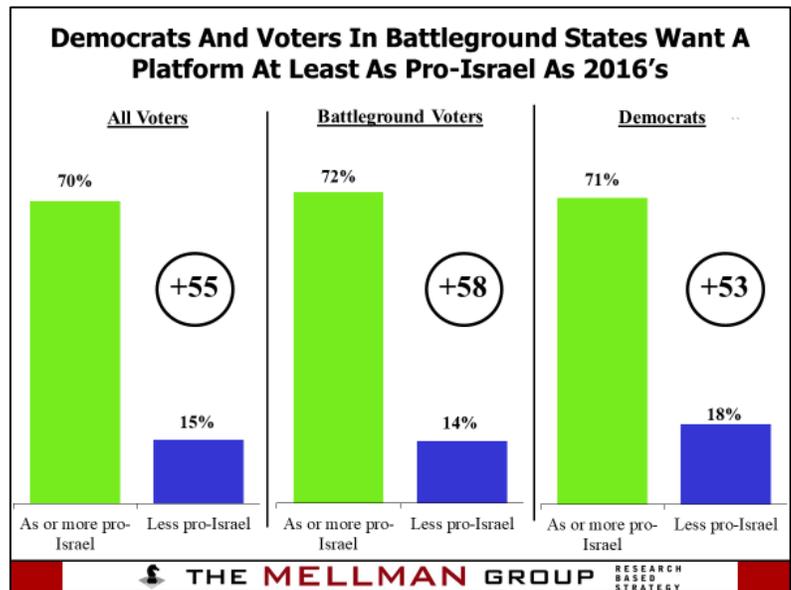


Voters Oppose Reducing U.S. Security Assistance to Israel

Two-thirds of voters (66%) say the level of security assistance the United States provides to Israel should stay at its current level or be increased. Among voters in battleground states, 68% believe U.S. assistance to Israel should be at kept at least at its current level, as do 63% of Democrats.

Voters Want A Pro-Israel Platform

After reading the text of the 2016 platform planks on Israel,² we asked voters their views on the 2020 platform. Seventy percent (70%) want a platform at least as pro-Israel as this one, if not more so, while only 15% prefer a less pro-Israel platform this year. Democrats were just as likely to prefer a platform no less pro-Israel than the document adopted four years ago (71%).



²The Democratic Party's 2016 platform on Israel said:

"A strong and secure Israel is vital to the United States because we share overarching strategic interests and the common values of democracy, equality, tolerance, and pluralism. That is why we will always support Israel's right to defend itself, including by retaining its qualitative military edge, and oppose any effort to delegitimize Israel, including at the United Nations or through the Boycott, Divestment, and Sanctions Movement.

"We will continue to work toward a two-state solution of the Israeli-Palestinian conflict negotiated directly by the parties that guarantees Israel's future as a secure and democratic Jewish state with recognized borders and provides the Palestinians with independence, sovereignty, and dignity. While Jerusalem is a matter for final status negotiations, it should remain the capital of Israel, an undivided city accessible to people of all faiths. Israelis deserve security, recognition, and a normal life free from terror and incitement. Palestinians should be free to govern themselves in their own viable state, in peace and dignity."

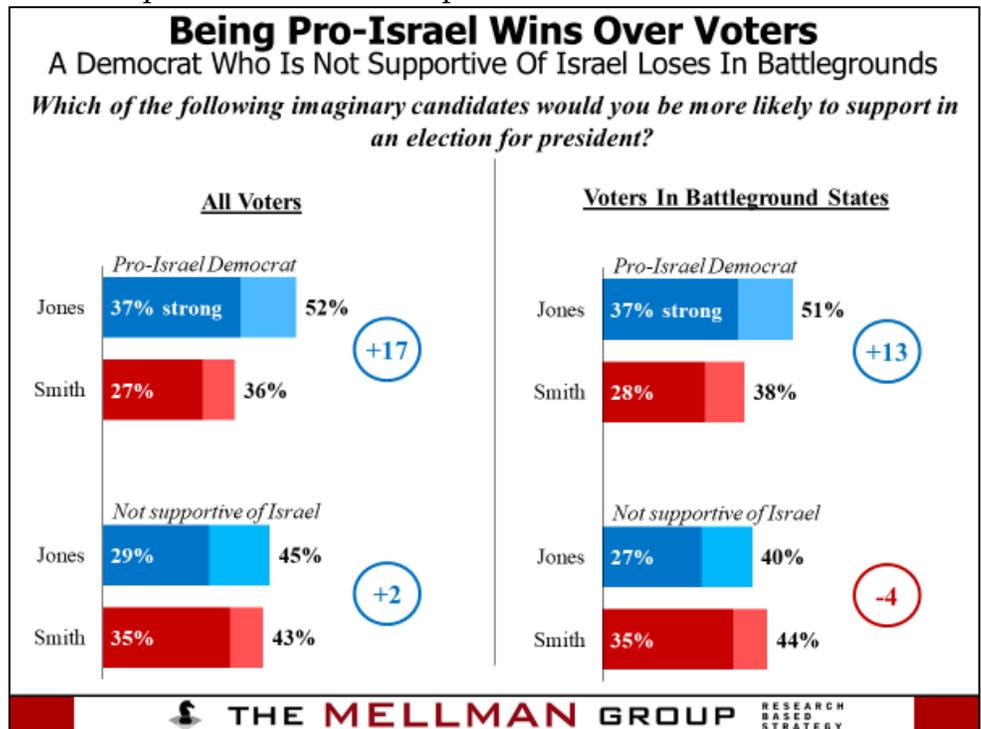
We also asked whether this year’s platform should be more “pro-Palestinian.” Only 18% of voters, including just 29% of Democrats, want change in that direction.

Being Pro-Israel Wins Votes

Support for Israel matters to voters in deciding how to cast their ballots. Using an experimental design, we asked voters to choose, in an imaginary presidential election, between candidates with Republican and Democratic issue positions (without mentioning the candidates’ parties).

All respondents heard an identical description of a pro-Israel candidate favoring Republican positions, while some heard a description of a traditional pro-Israel Democrat and others heard about an identical Democrat, except this Democrat had a record of “not supporting Israel.”³

The pro-Israel Democrat consistently leads by the largest margin. Among all voters, the pro-Israel Democrat wins by 17 points, while the Democrat with a record of not supporting Israel wins by only 2 points – a 15-point swing based on attitudes toward Israel alone.



Among voters in battleground states, the pro-Israel Democrat holds a similarly commanding 13-point advantage, while the candidate who has Democratic positions, but a record of not supporting Israel, *loses* to the pro-Israel Republican by 4 points—a 17-point swing.

³ The description of the Republican-leaning candidate was: “Candidate Smith has a strong pro-Israel record, believes we need to secure America’s borders to protect our way of life, lower taxes, reduce government regulation and maintain law and order.” The description of the Democratic-leaning candidate was: “Candidate Jones has a [strong pro-Israel record/record of not supporting Israel], will protect Dreamers, will treat immigrants with dignity, believes Black lives matter, supports expanding on the Affordable Care Act, and will help small businesses and individuals recover from the coronavirus recession.”

Conclusion

Most voters – including Democrats and those in crucial battleground states – view Israel positively, oppose cutting U.S. security assistance to Israel, prefer pro-Israel candidates, and believe the Democratic platform should remain pro-Israel. The Democratic Party should make every effort – starting with the platform – to communicate its pro-Israel positions to voters in the coming months.