

TO: Democratic Majority for Israel
FROM: The Mellman Group
DATE: August 15, 2024
RE: Israel Issues Poll

This analysis represents the findings of a survey of 1,000 voters in the United States representing the likely November general electorate. The survey used a registration-based sample, with interviews conducted via landline, cell, and text-to-online from August 6-12, 2024. The margin of error is +/-3.1% overall at a 95% level of confidence (higher for subgroups).

Americans favor a strong U.S.-Israel relationship and want their candidates, and their country, to support Israel. Pro-Israel candidates fare better with voters than those with anti-Israel views. Voters want continued U.S. support for Israel, including security assistance, and they reject the idea of an arms embargo. They also want the Democratic platform to remain pro-Israel and a ceasefire only when Hamas is dismantled, and the hostages are returned.

Being Pro-Israel Is A Vote Getter For Democrats

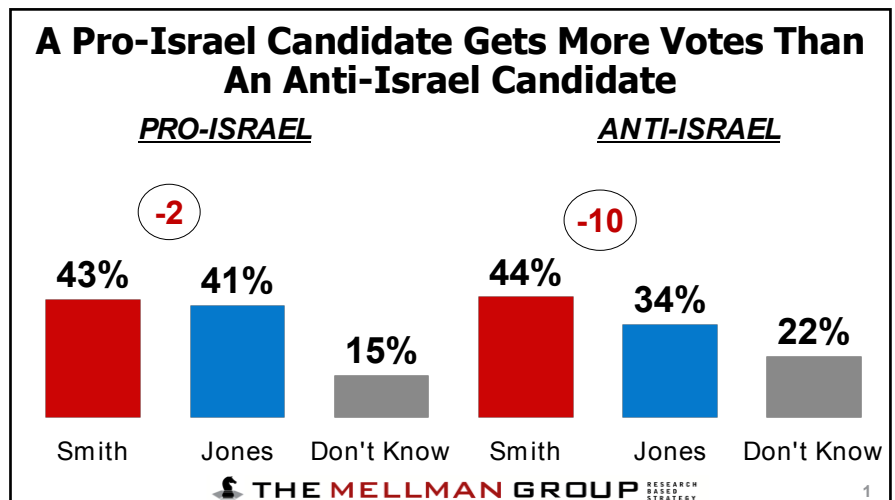
We employed the “gold standard” test, an experimental design, to assess the impact of a candidate’s Israel stance on their vote share.

The whole sample heard about a Candidate Smith with a Republican oriented message¹. Everyone also heard about Candidate Jones with a typical Democratic message.

The sample was then divided in half, at random, with one half hearing that Jones supported a strong U.S.-Israel relationship while the other half was told Jones “opposes a strong U.S.-Israel relationship...”².

The results were clear and compelling. The pro-Israel Jones is just 2-points behind Smith, while the anti-Israel Jones lags 10-points behind Smith.

In short, a pro-Israel candidate does 8-points better than an anti-Israel candidate.



Voters Want The U.S. To Support Israel

This strong advantage for a pro-Israel candidate is not surprising given voters' own support for the Jewish state, which is evident across a range of survey questions.

Sixty-two percent (62%) of voters have a favorable view of Israel, while just 24% have an unfavorable opinion, nearly identical to the 62% favorable, 25% unfavorable we recorded in December 2023.

Voters in the seven battleground states³, are even more positive with 67% expressing favorable views of Israel and just 17% unfavorable.

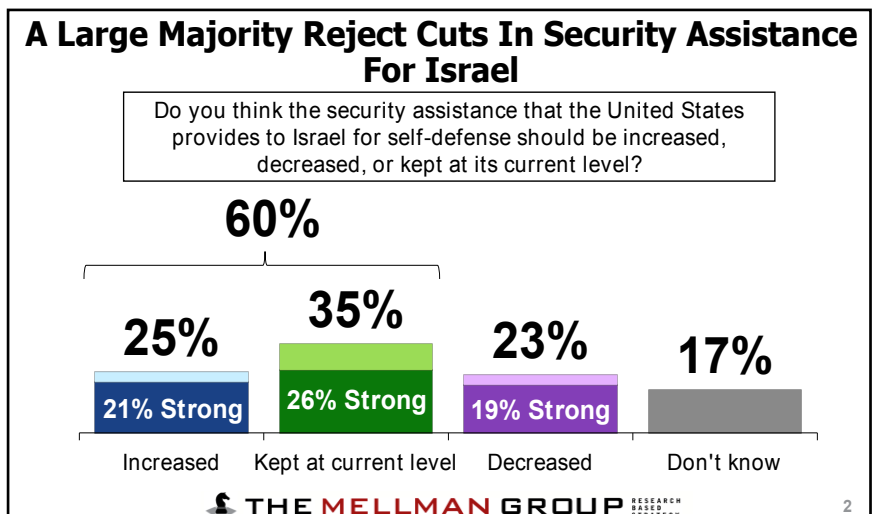
That presents a sharp contrast to voters' negative assessments of The Palestinian Authority, which is seen favorably by just 15%, compared to 49% who are unfavorable. Hamas garners unfavorable ratings from a vast 82% and favorables from a mere 4%.

Among voters in battleground states, 17% have a favorable view of The Palestinian Authority and 35% have an unfavorable view. In those same states, Hamas garners unfavorable ratings from a vast 79% and favorables from a mere 2%.

So, it is not surprising that 70% of voters nationwide want the U.S. to support Israel in the current conflict, while just 5% would prefer America support Hamas. Among Democrats, 62% believe the U.S. should support Israel, while only 7% prefer the U.S. support Hamas. Over two-thirds of voters in battleground states (68%) want U.S. support for Israel, while just 3% prefer the U.S. back Hamas.

That support extends to the military aid provided to Israel by the U.S. Only 23% of voters nationally want security assistance decreased from current levels, while 60% want it increased or kept the same, and 17% offer no opinion.

Over half of Democrats (53%) want security aid increased or kept the same, while just 30% support a cut and 17% have no opinion. Among voters in battleground states, a lesser 17% favor decreasing security assistance from current levels, while 66% want it increased or kept the same, and 18% offer no opinion.



Voters recognize Israel's defensive aims and Hamas' genocidal goals.

Just 20% believe Israel's goal is "to kill as many Palestinians as possible and annex Gaza and the West Bank into Israel." Sixty-four percent (64%) take the position that Israel's goal is "to dismantle and disarm Hamas, to free the hostages and to prevent future attacks against Israel."

Among Democrats, 28% believe Israel's goal is killing and annexation, while twice as many (55%) say Israel aims to dismantle Hamas. Only 13% of voters in battleground states believe Israel's goal is offensive while 67% believe Israel aims to disarm Hamas.

Forty-nine percent (49%) of Democrats believe Hamas' goal is "to destroy Israel..." Twenty-nine percent (29%) believe Hamas intends "a two-state solution..." Among voters in battleground states, 59% believe Hamas' goal is "to destroy Israel" whereas just 17% think Hamas intends "to end up with a two-state solution..."

Voters Want A Pro-Israel Platform

We read voters a draft of the 2024 platform on Israel⁴ and asked how they might want it changed. In short, strong majorities want a platform at least as pro-Israel as the current version, and not more pro-Palestinian.

Nationally, only 22% want the platform to be less "pro-Israel," while 67% want to keep it as is or made more pro-Israel. In response to a separate question, just 20% want the platform to be more "pro-Palestinian" with 65% wanting either the current version or a document that is less "pro-Palestinian."

Just 28% of Democrats opt for a platform that is less "pro-Israel" while 61% prefer keeping the platform as it is or making it more pro-Israel. Thirty-two percent (32%) of Democrats want the platform to be more "pro-Palestinian" with 56% preferring either the current version or a platform that's less "pro-Palestinian."

In battleground states, 15% want a less "pro-Israel" platform, while 71% favor keeping the platform as it is or making it more pro-Israel. Seventeen percent (17%) in these swing states want the platform to be more "pro-Palestinian" with 66% opting for either the current version or a document that's less "pro-Palestinian."

Voters Support A Ceasefire Only After Hamas Is Defeated And Hostages Are Returned

Thirty percent (30%) of voters across the country believe Israel should agree to “an immediate, permanent ceasefire,” while 56% take the position that “Israel should only agree to a ceasefire with Hamas after Hamas has been disarmed and dismantled and the hostages they took are released.”

Among voters in battleground states, 27% said Israel should agree to “an immediate, permanent ceasefire,” while 55% believe Israel should only agree to a ceasefire after Hamas has been disarmed, dismantled, and the hostages released.

1 “Candidate Smith believes America is facing chaos with crime and college campus radicals out of control, a failing economy and America no longer respected in the world. Smith strongly supports the US-Israel relationship, believes we need to secure America’s borders to protect our way of life, lower taxes, reduce government regulation and maintain law and order.”

2 “Candidate Jones believes democracy and our freedoms are on the ballot this year. Jones will protect abortion rights and defend our democracy, while combatting climate change, reducing prescription drug costs, passing comprehensive immigration reform that stops illegal immigration while creating a pathway to citizenship for immigrants with families and jobs here. Jones also supports a strong US-Israel relationship.”

“Candidate Jones believes democracy and our freedoms are on the ballot this year. Jones will protect abortion rights and defend our democracy, while combatting climate change, reducing prescription drug costs, passing comprehensive immigration reform that stops illegal immigration while creating a pathway to citizenship for immigrants with families and jobs here. Jones opposes a strong US-Israel relationship, siding instead with Israel’s enemies.”

3 Battleground states include Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.

4 “President Biden and Vice President Harris believe a strong, secure, and democratic Israel is vital to the interests of the United States. Their commitment to Israel’s security, its qualitative military edge, its right to defend itself, and the 2016 Memorandum of Understanding is ironclad. President Biden and Vice President Harris recognize the worth of every innocent life, whether Israeli or Palestinian. President Biden and Vice President Harris have unequivocally denounced Hamas’ brutal attack on Israel on October 7, condemned the gruesome violence – including conflict-related sexual violence – demonstrated by Hamas and made clear that the United States wants to see Hamas defeated.

President Biden has also been determined to broker an immediate and lasting ceasefire deal that once finalized secures the return of all hostages, including the remaining Americans held in Gaza; addresses the immense civilian pain and extreme suffering being caused by the conflict, including the displacement and death of so many innocent people in Gaza; results in a durable end to the war in Gaza; and sets the stage for a lasting regional peace. The President has made clear to the world the importance of this ceasefire and he and his team are working at the highest levels to finalize this deal.”

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