

The Israel Project

Facts for a Better Future

The Israel-American Relationship

Findings from national survey of 800 Registered U.S. Voters
Conducted by Greenberg Quinlan Rosner Research and
Public Opinion Strategies October 30-November 2, 2011

The research

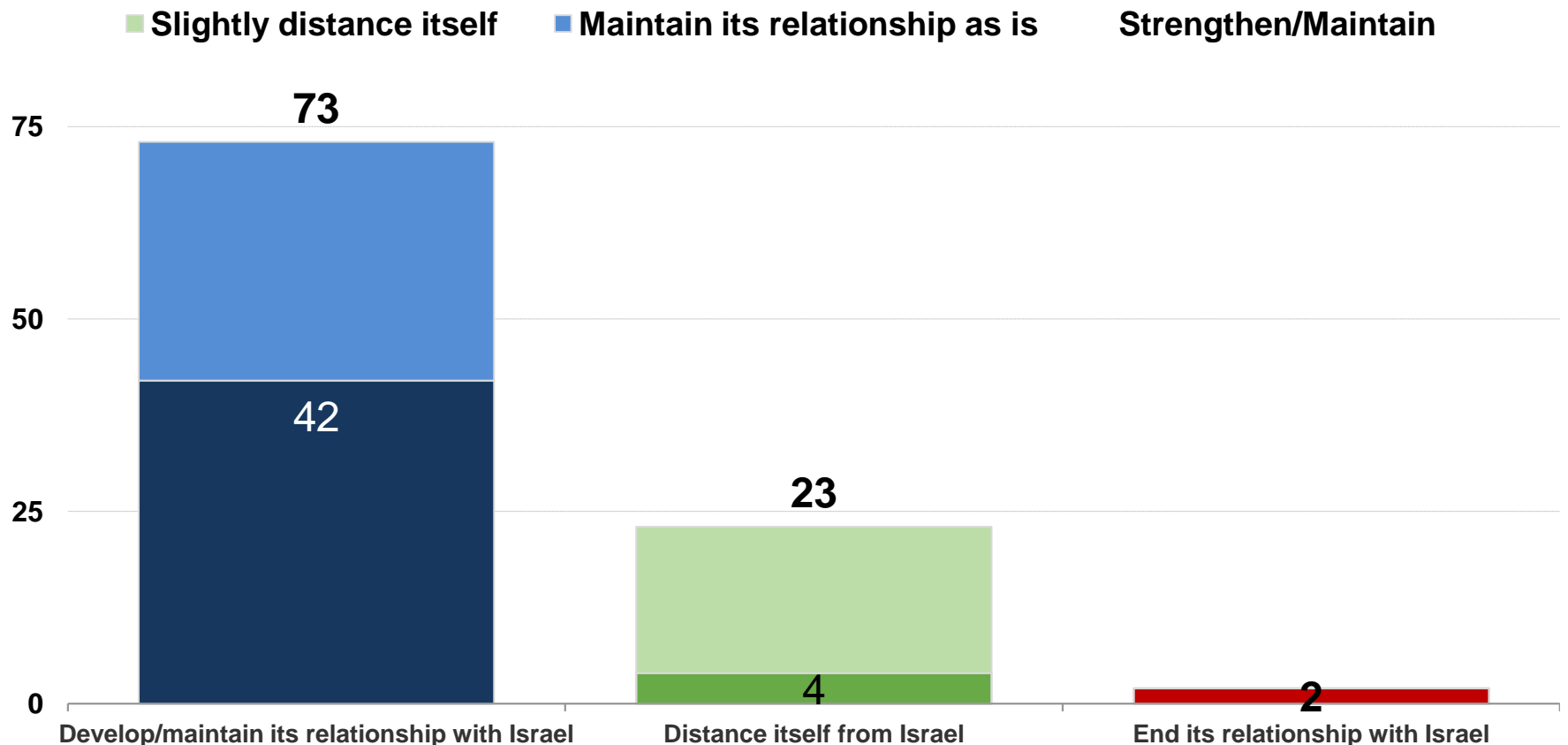
Survey:

- Phone survey of 800 U.S. registered voters
- Conducted October 30 through November 2, 2011
- Margin of error: +/- 3.5%

The U.S.-Israel relationship

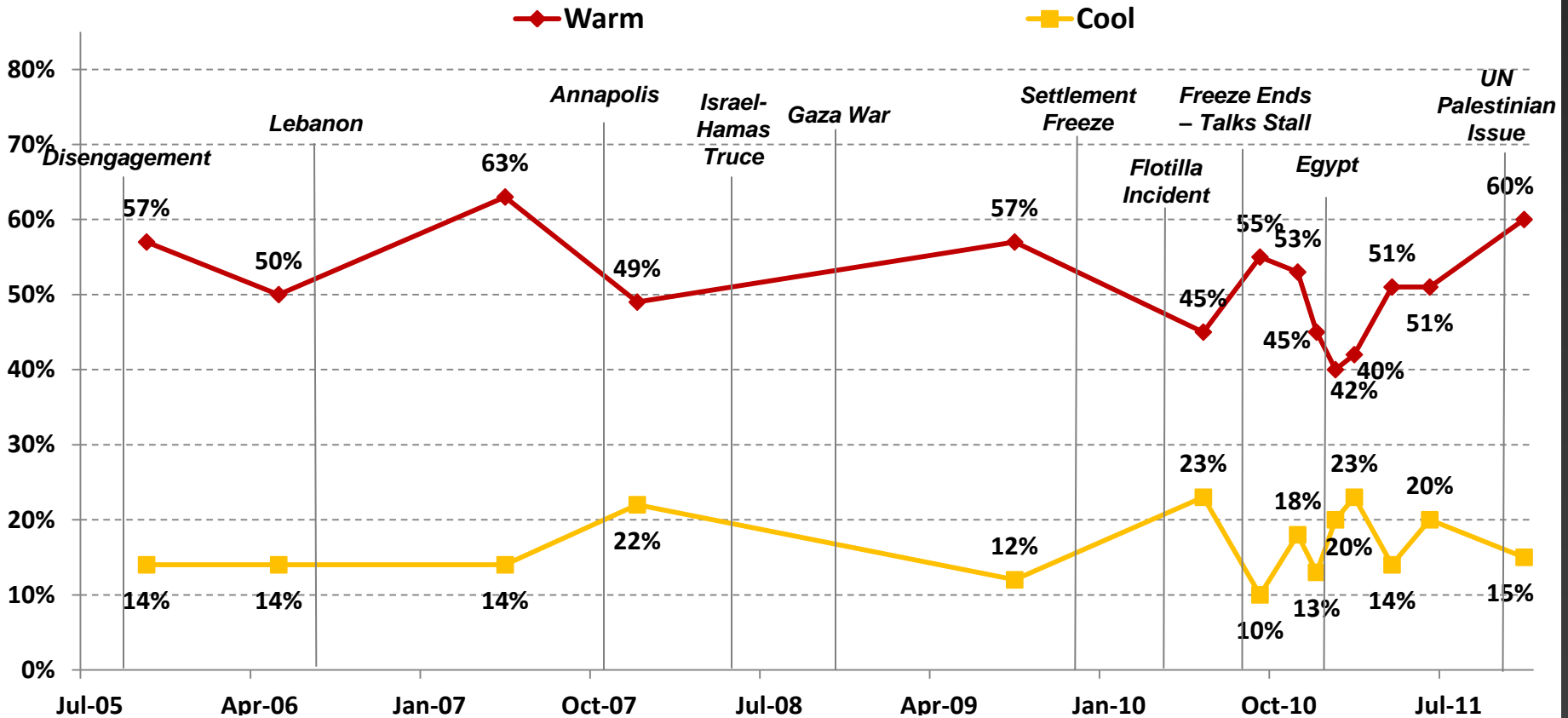
Strong support for developing and maintaining U.S. relationship with Israel

What do you think the United States should do in terms of its relationship with Israel? Should the U.S. government --



Israel's favorable ratings the highest since 2007 – 6 in 10 are warm toward Israel

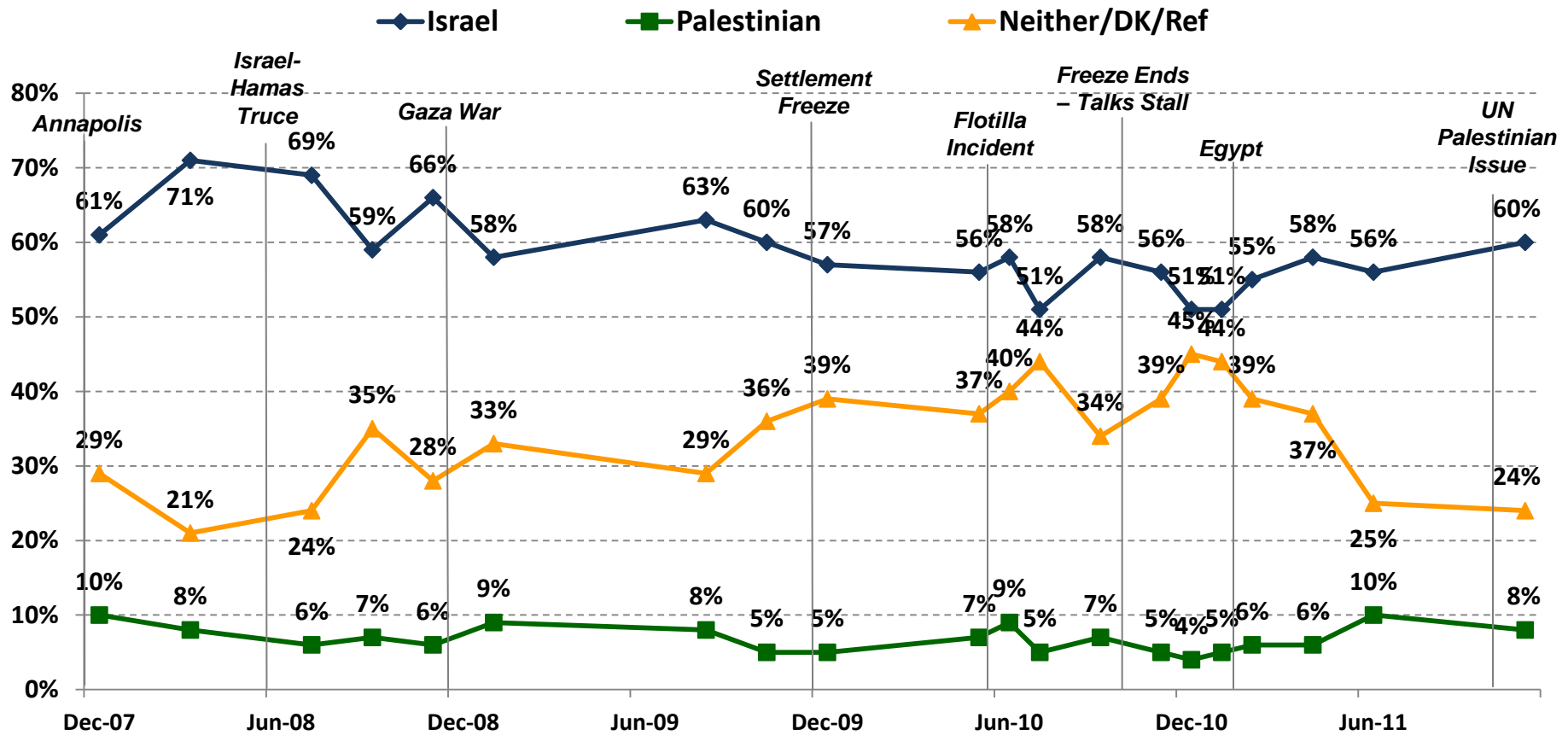
“Now, I’d like you to rate your feelings toward some people, organizations, and countries, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person, country, or organization... [Israel](#).”



**** Trend from joint research by Greenberg Quinlan Rosner and Public Opinion Strategies. Includes Registered Voter and Likely Voter sample types.**

Belief the U.S. should be a supporter of Israel on up 4 points since June – highest in 2 years

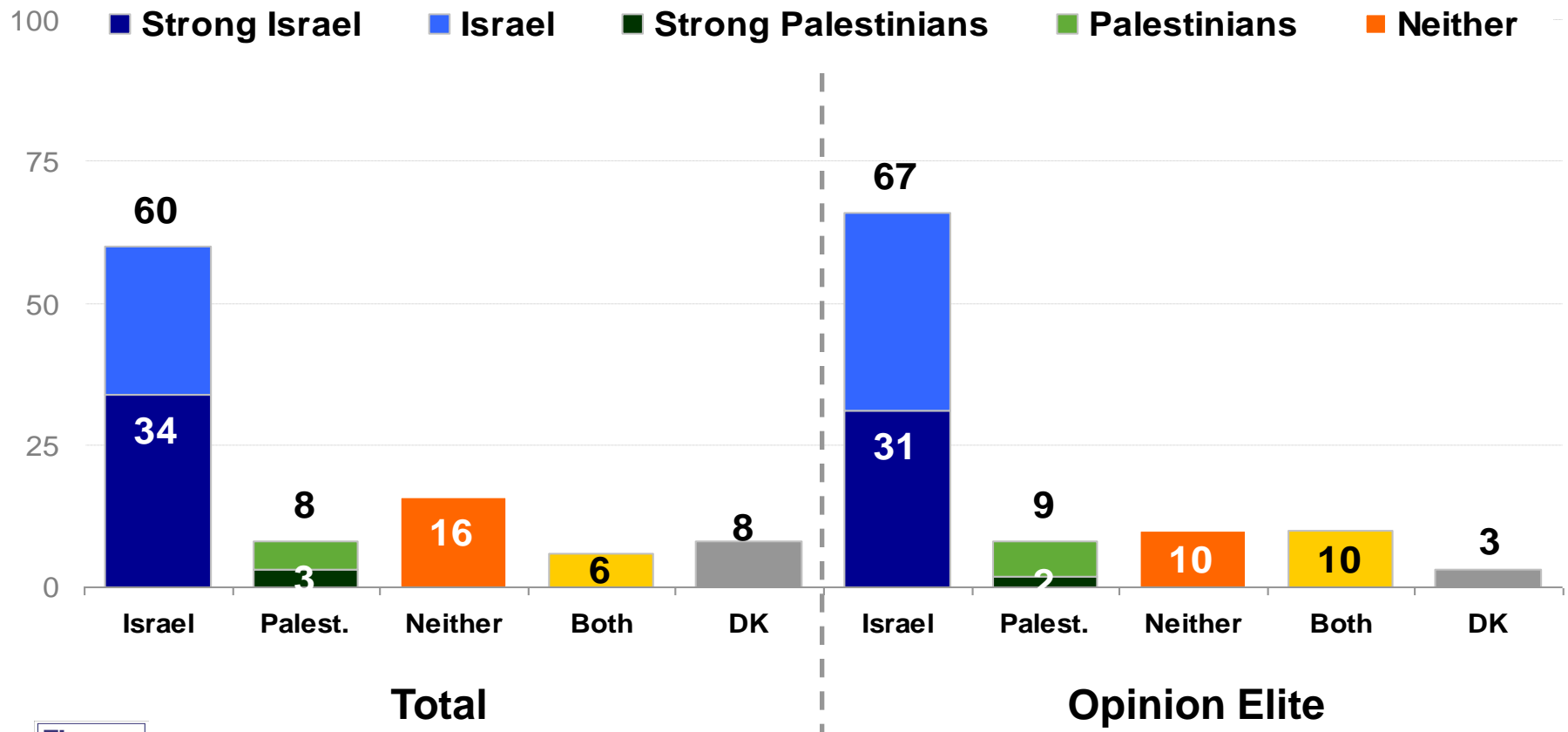
“Now, thinking about the ongoing conflict between Israel and the Palestinians in the Middle East, please tell me whether, in general, you think the United States should be a strong supporter of Israel, a supporter of Israel, a supporter of the Palestinians or a strong supporter of the Palestinians?”



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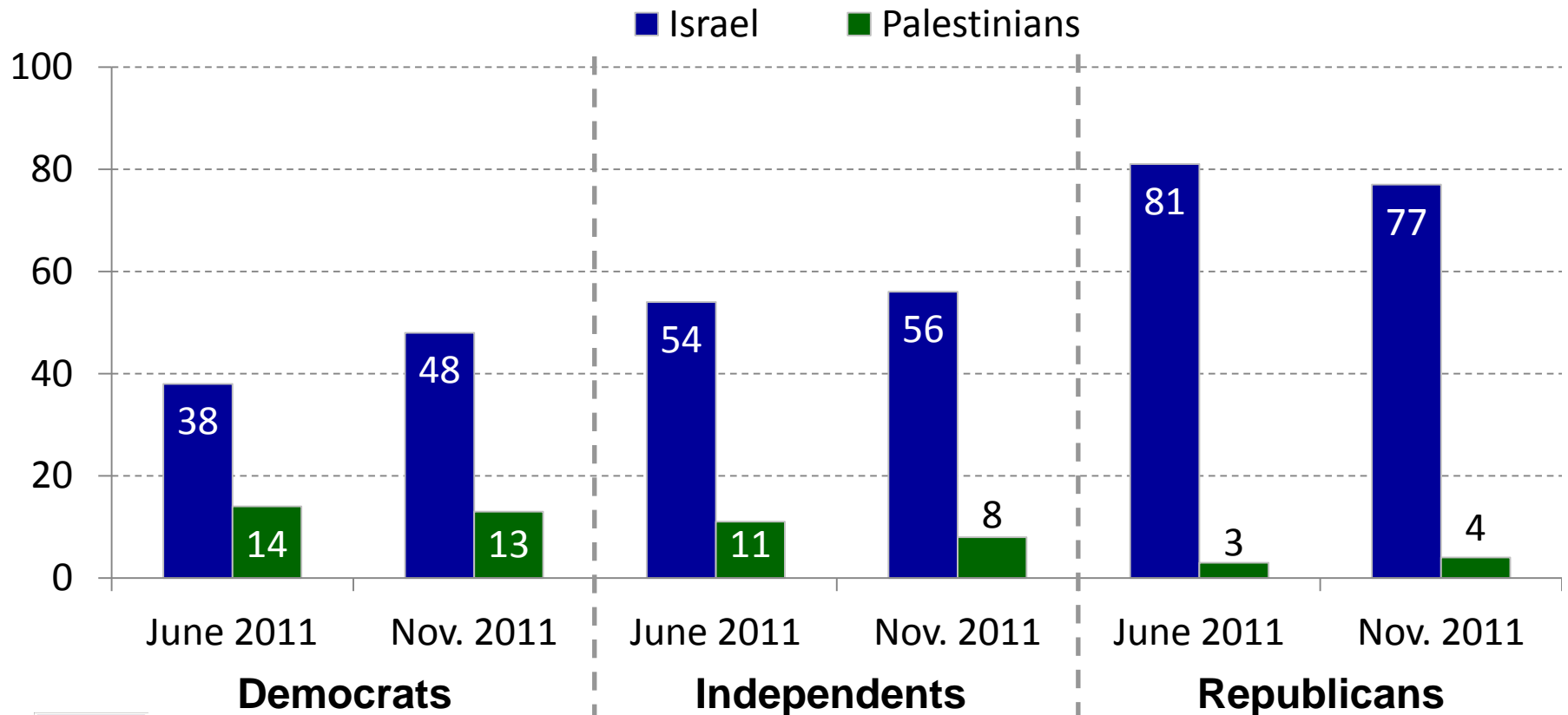
Despite their concerns over some issues, opinion elites are more supportive of Israel than general population

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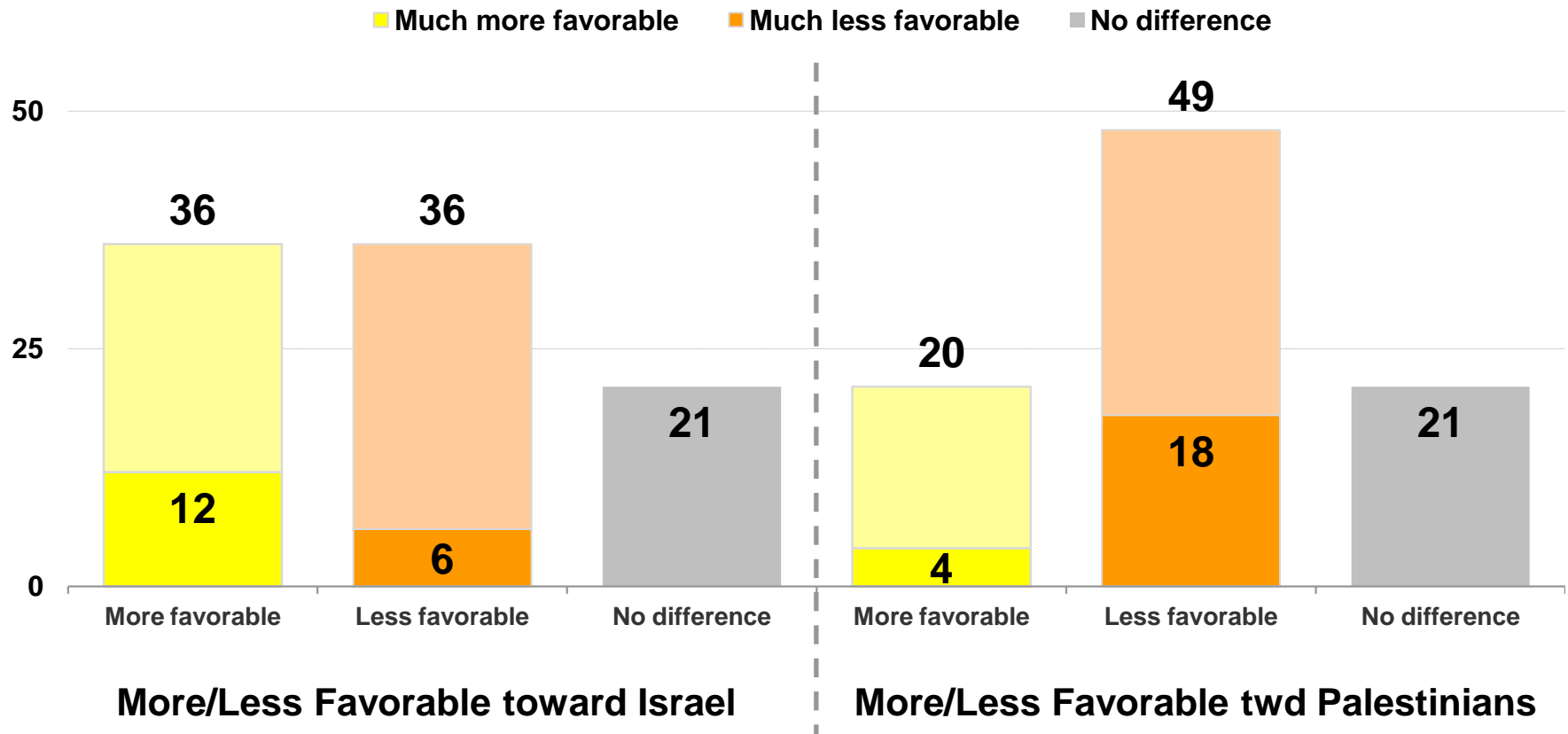
Democrats near majority say US should support for Israel – up 10 points since June

“Now, thinking about the ongoing conflict between Israel and the Palestinians in the Middle East, please tell me whether, in general, you think the United States should be a strong supporter of Israel, a supporter of Israel, a supporter of the Palestinians or a strong supporter of the Palestinians?”



Israel on cusp of positive news cycle – Americans now hearing as much favorable news about Israel as negative

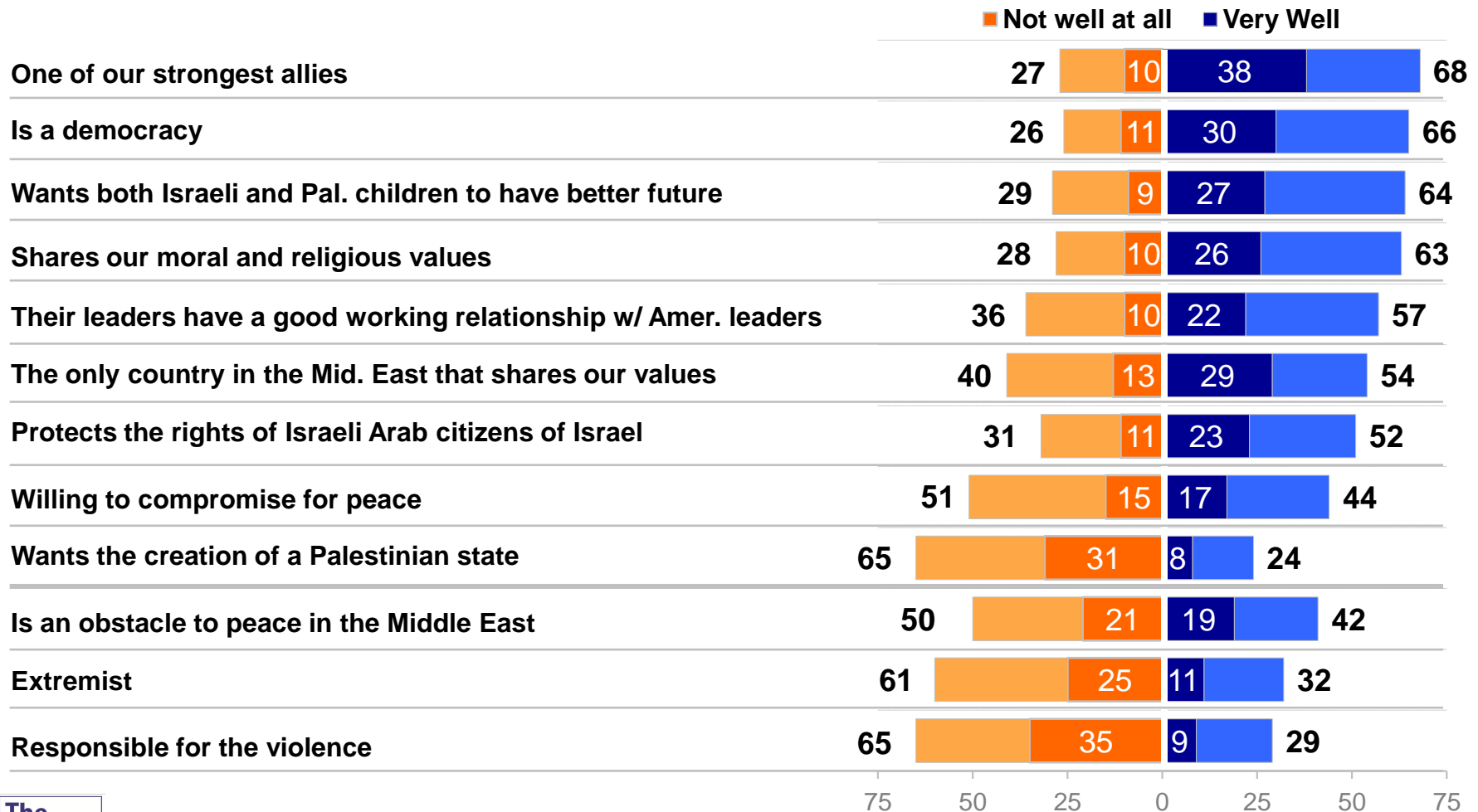
And, regardless of which side you may support in this conflict, has what you have seen, read or heard about this conflict recently given you a more favorable or less favorable impression of Israel/the Palestinians?



**** Split sample – half received “toward Israel”, half received “toward the Palestinians”**

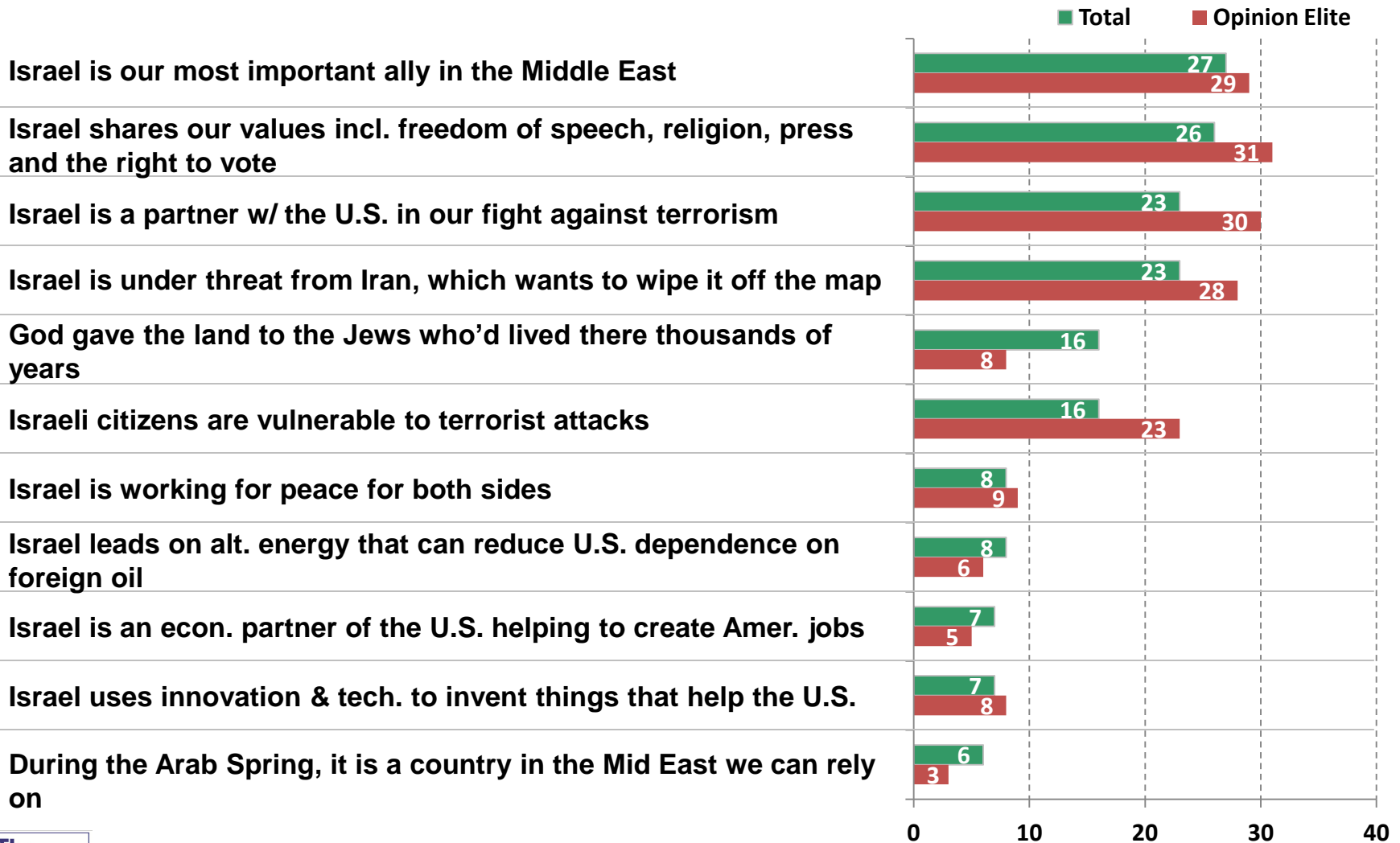
Israel is a strong, democratic ally – but not without image challenges

Now I'm going to read you a list of words and phrases. For each word or phrase, please tell me whether it describes Israel very well, well, not too well, or not well at all.



Alliance and values are important factors for supporting Israel

“Which TWO of the following are the best reasons for the United States to support Israel?”



Women's rights and democratic freedoms reasons to be proud of relationship

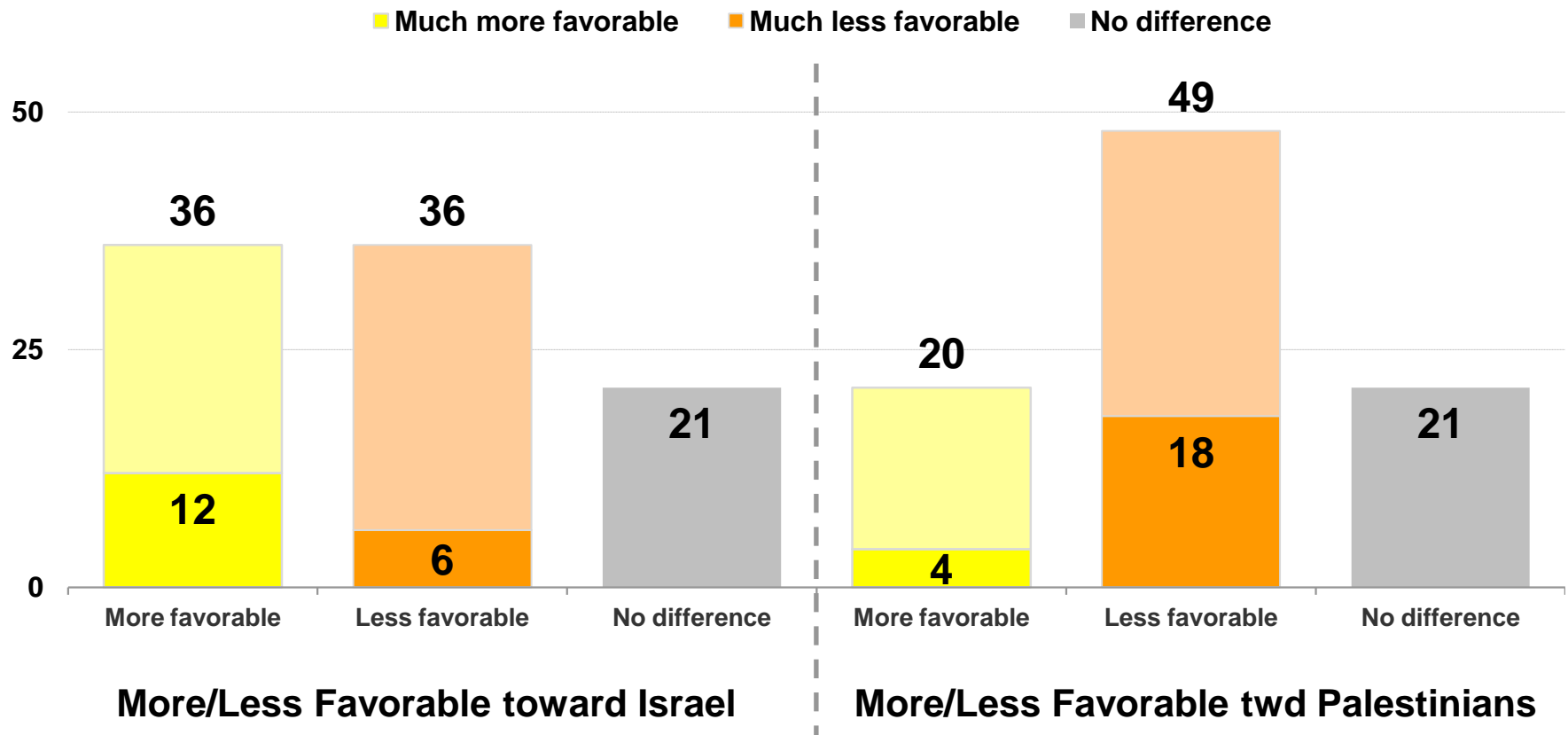
“Which TWO of the following aspects of Israel make you most proud of America's strong relationship with Israel?”



Views of Palestinians

Almost half say recent news makes them less favorable towards Palestinians

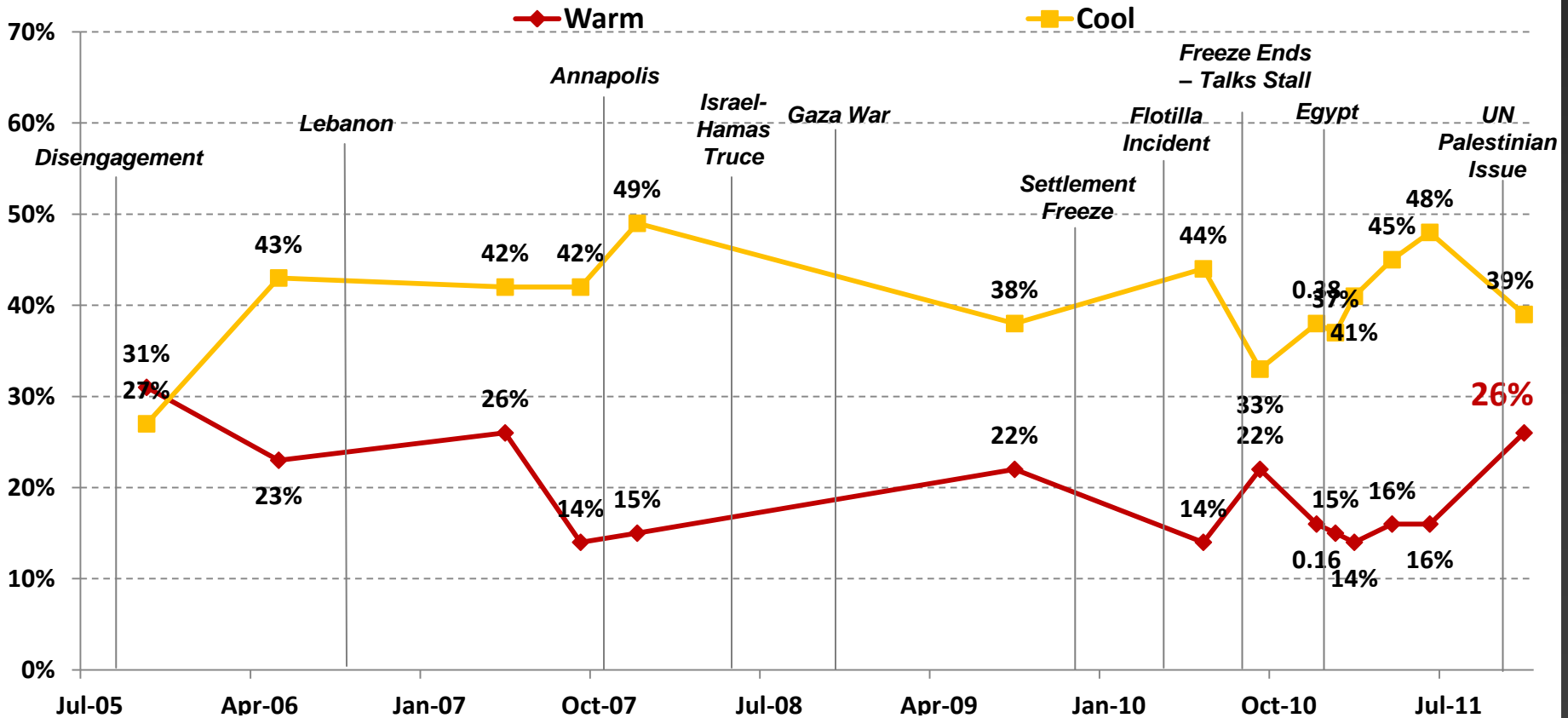
And, regardless of which side you may support in this conflict, has what you have seen, read or heard about this conflict recently given you a more favorable or less favorable impression of Israel/the Palestinians?



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But, warm feelings toward Palestinians up near their highest point

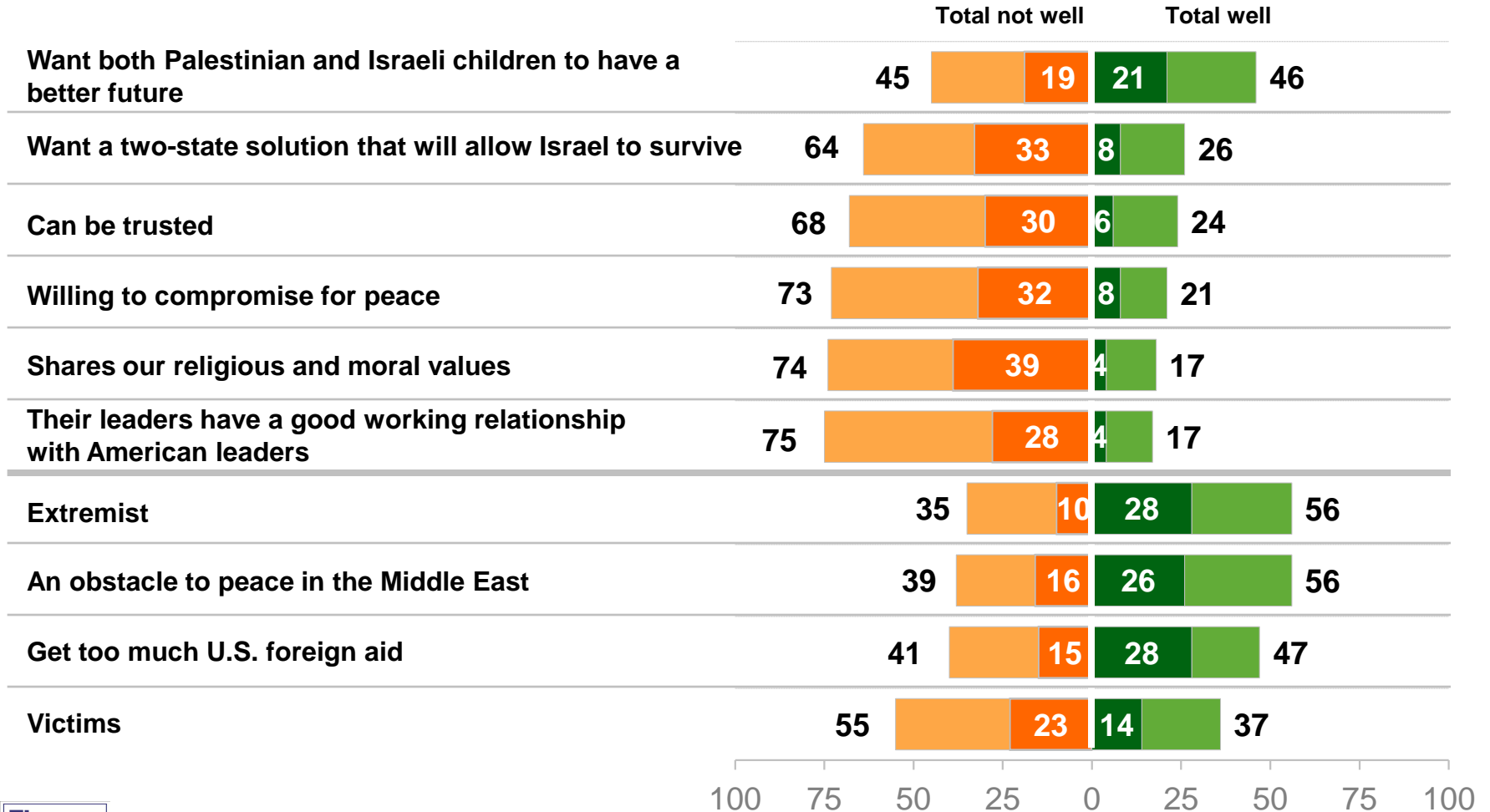
“Now, I’d like you to rate your feelings toward some people, organizations, and countries, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person, country, or organization... Palestinians.”



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Palestinians viewed as extremist and an obstacle to peace – not as victims

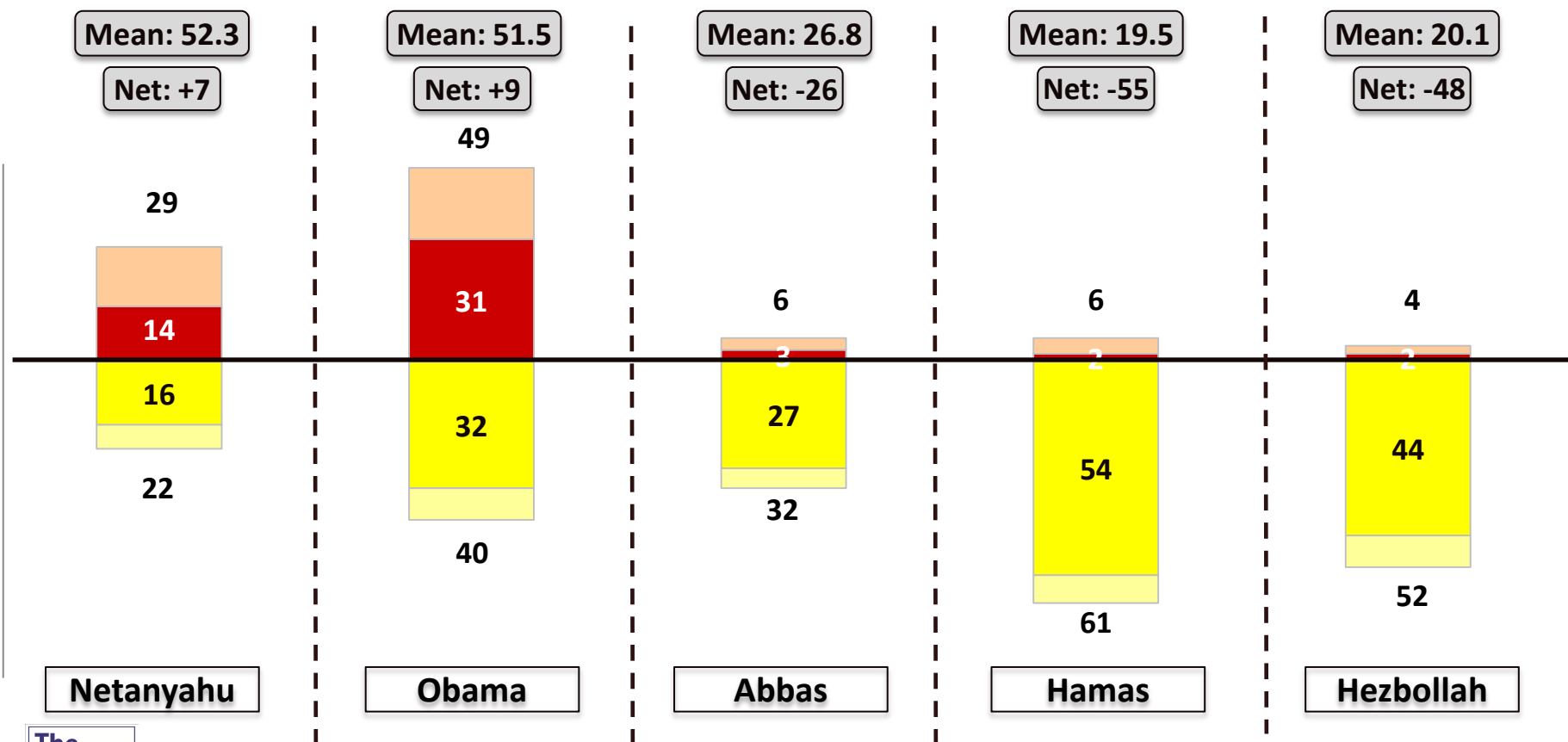
Now I'm going to read you a list of words and phrases. For each word or phrase, please tell me whether it describes the Palestinians very well, well, not too well, or not well at all.



Great hostility to Hamas and Hezbollah

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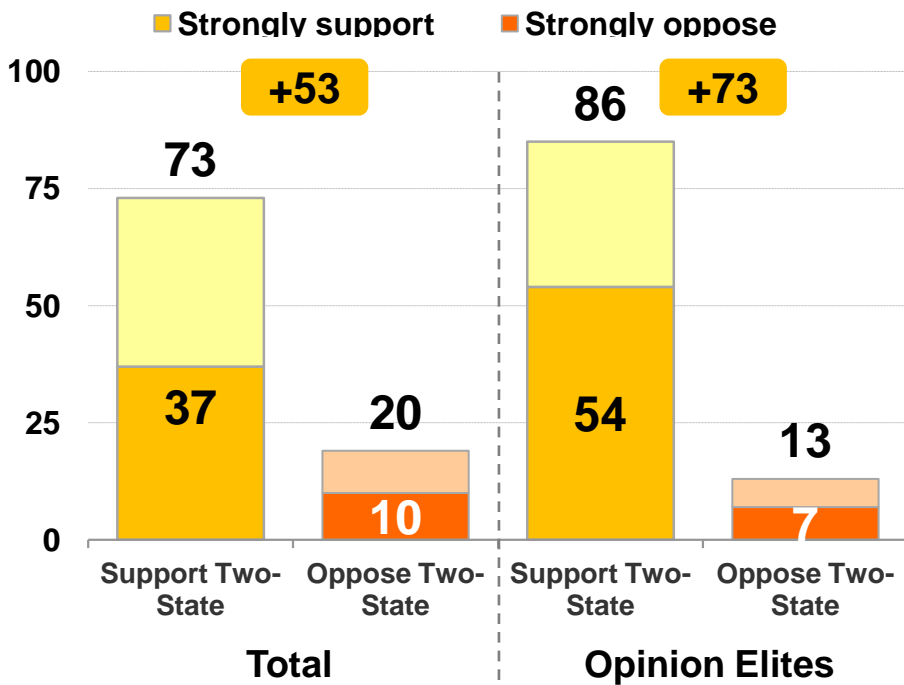
■ Very Warm (75-100) ■ Very Cool (0-25)



The Peace Process

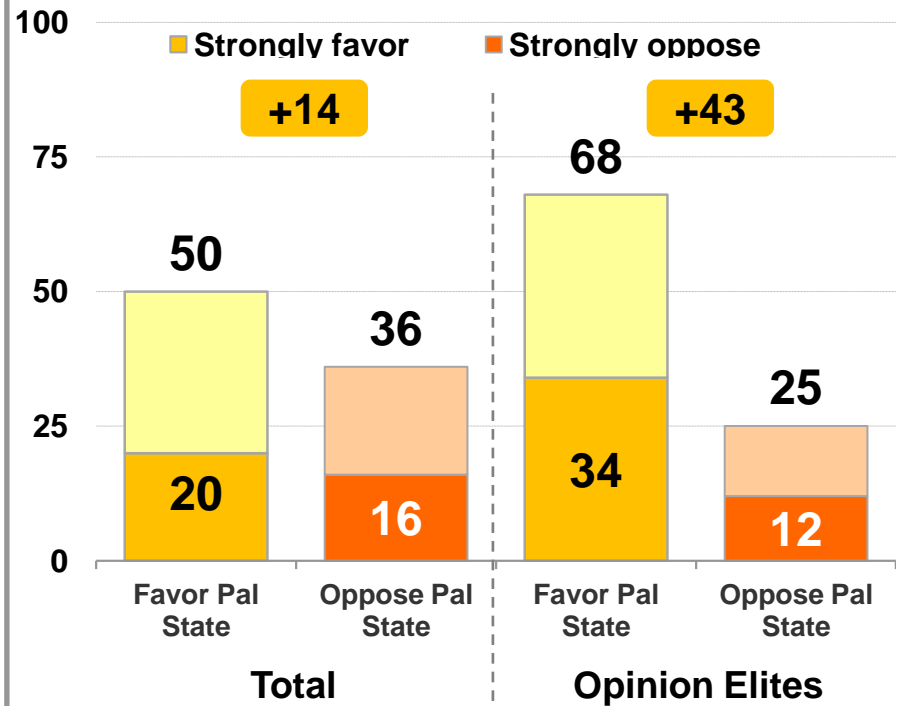
Support stronger for a clearly defined two-state solution, but majority still favor Pal. State, including 2/3rds of Opinion Elite

“In the current situation between Israel and the Palestinians, would you support or oppose a two-state solution where there would be two states existing side-by-side, with Israel as a homeland of the Jewish people and Palestine as the homeland of the Palestinian people?”



Two-State Solution

“In the current situation, do you favor or oppose the establishment of a Palestinian state?”



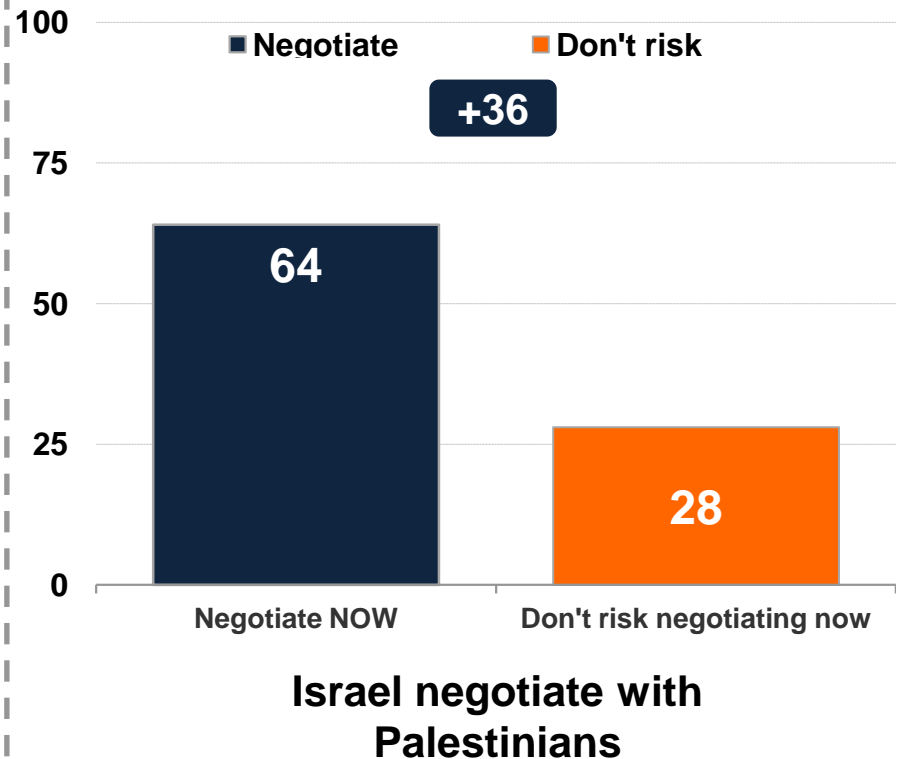
Palestinian State

Both sides should negotiate with the other now, despite settlements or security instability

“Do you think the Palestinians should negotiate with Israel now, or continue to boycott talks until Israel halts all settlement expansion in the West Bank and East Jerusalem?”

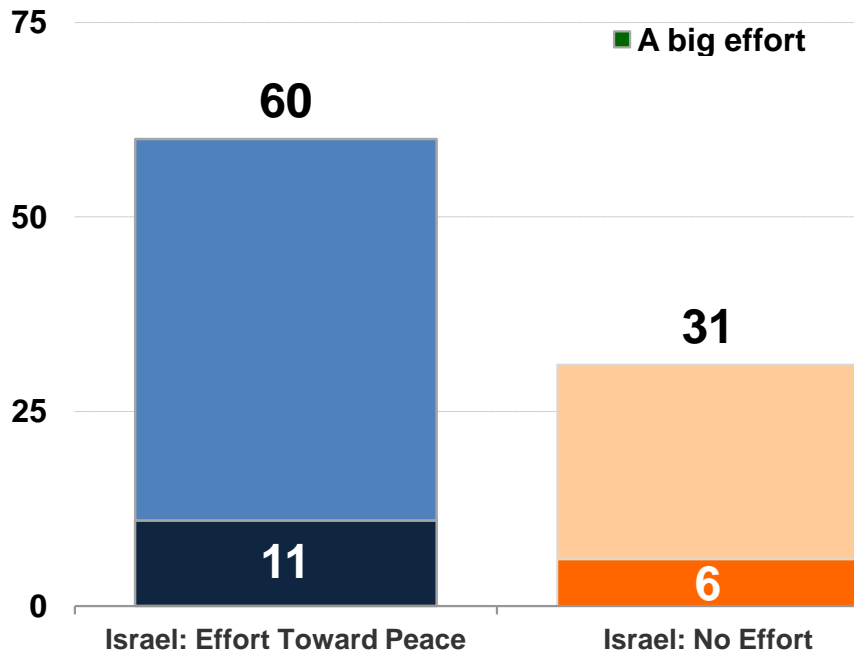


“Do you think Israel should do all they can to negotiate with the Palestinians to create a Palestinian state now, or do you think that with all the regional changes and security instability in the Middle East, they should not risk negotiating now?”



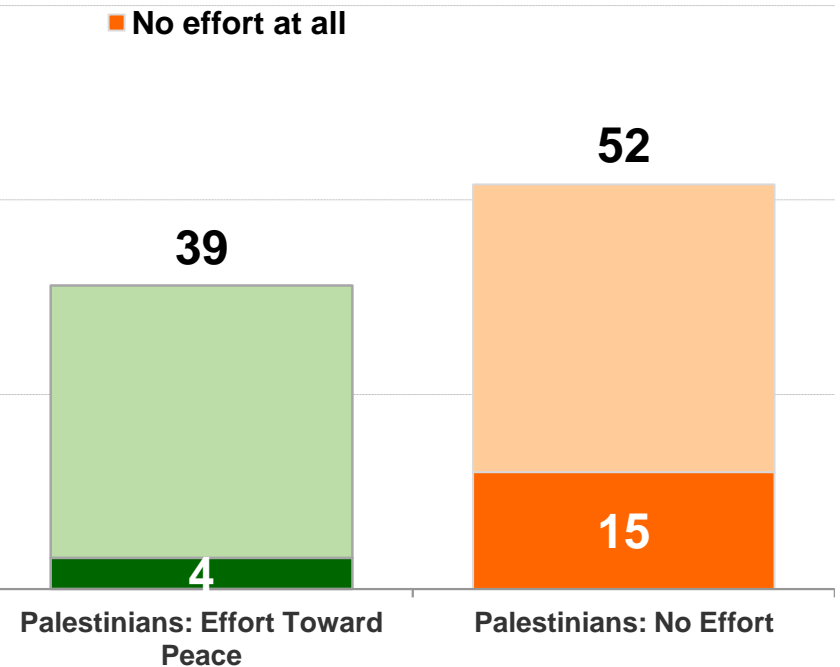
Belief that Israel/Netanyahu making an effort toward peace

“Based on what you've seen or heard recently, how much of an effort is the Israeli government under Prime Minister Benjamin Netanyahu making to achieve peace - a big effort, somewhat of an effort, not much of an effort, or no effort at all?”



Israeli Government/Netanyahu Effort for Peace

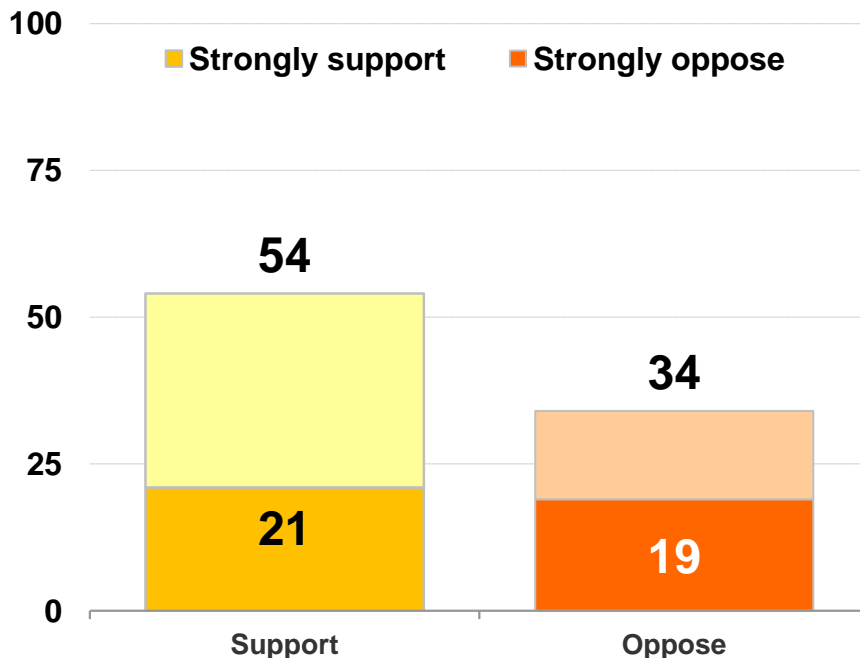
“Based on what you've seen or heard recently, how much of an effort are the Palestinians under President Mahmoud Abbas making to achieve peace - a big effort, somewhat of an effort, not much of an effort, or no effort at all?”



Palestinian/Abbas Effort for Peace

Americans support Shalit negotiation – even if hearing argument against it

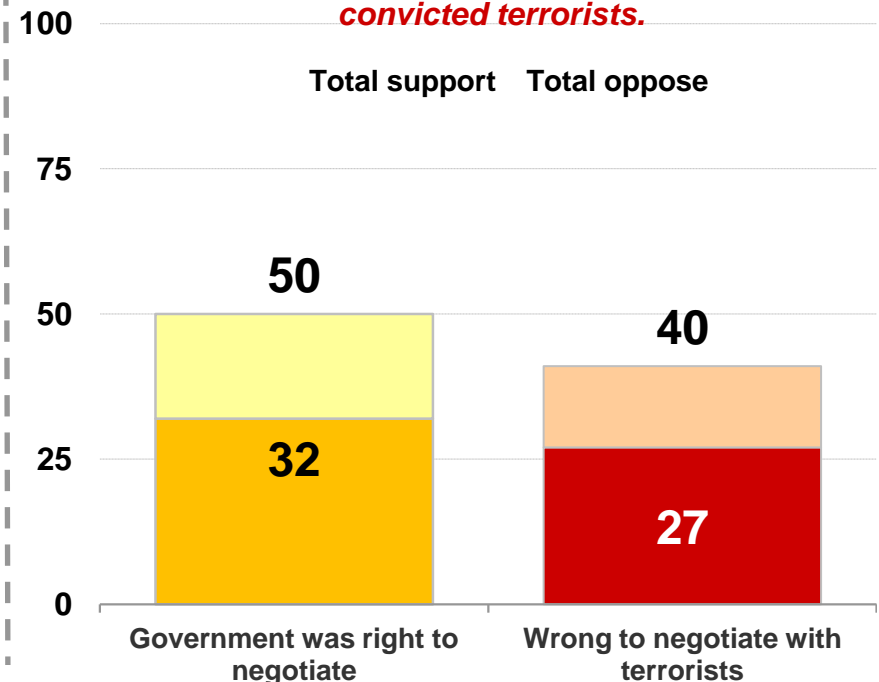
“Do you support or oppose the recent deal by the Israeli government to release 1000 Palestinian prisoners in exchange for Gilad Shalit, an Israeli soldier that had been held captive by Hamas for over 6 years?”



**** Split sample**

Statement One: Even though the demands were tough, Israel's government was right to make a deal to release Shalit because it shows they are serious about protecting their soldiers and care about their citizens.

Statement Two: Israel's government made the wrong decision because they should not negotiate with terrorist groups or release convicted terrorists.

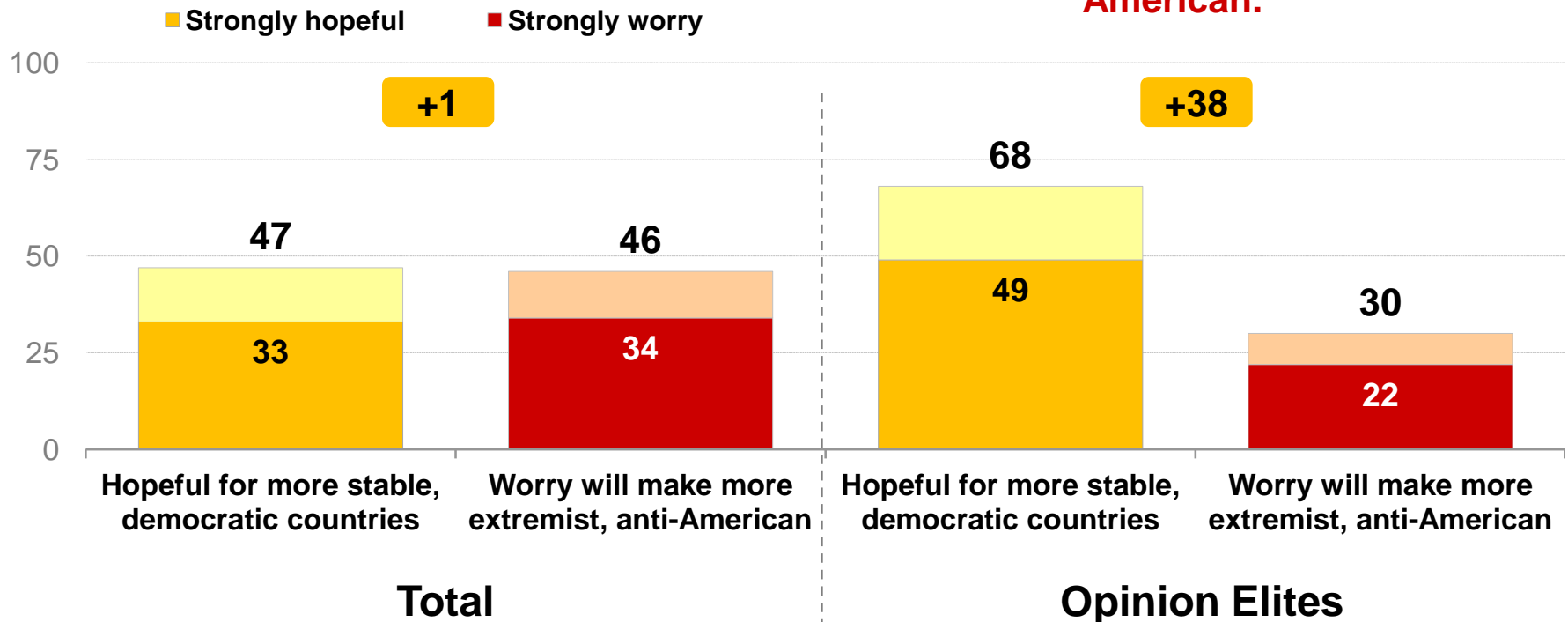


Arab Spring

Overall, Americans are split on the outcome of the 'Arab Spring' – but Opinion Elites have high hopes with nearly half VERY hopeful

Statement One: I feel hopeful that the recent events in the Arab world and North Africa will bring about more stable and democratic countries.

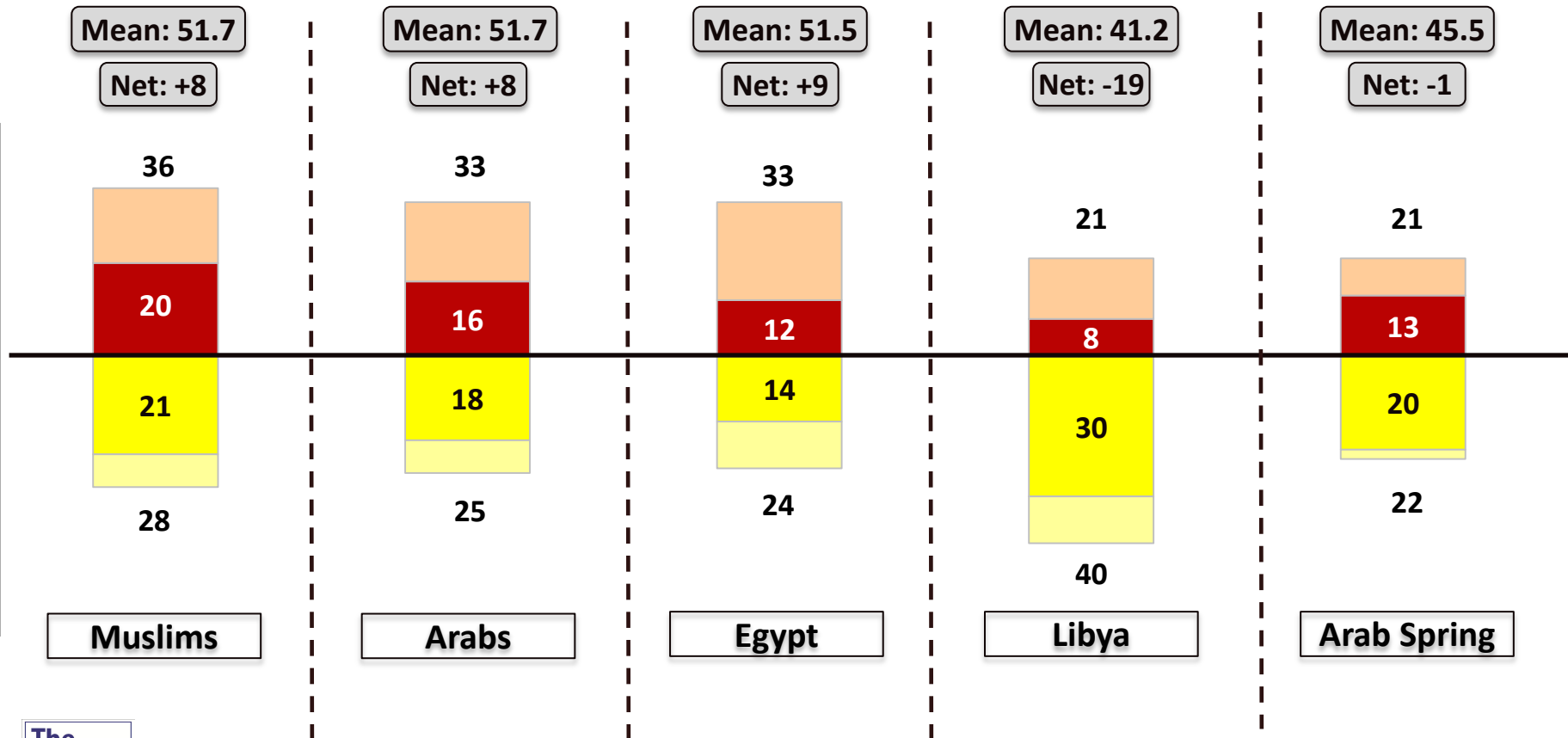
Statement Two: I worry that the recent events in the Arab world and North Africa will only make these countries more extremist and anti-American.



Feelings about Arab Spring

“Now, I’d like you to rate your feelings toward some people, organizations, and countries, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person, country, or organization...”

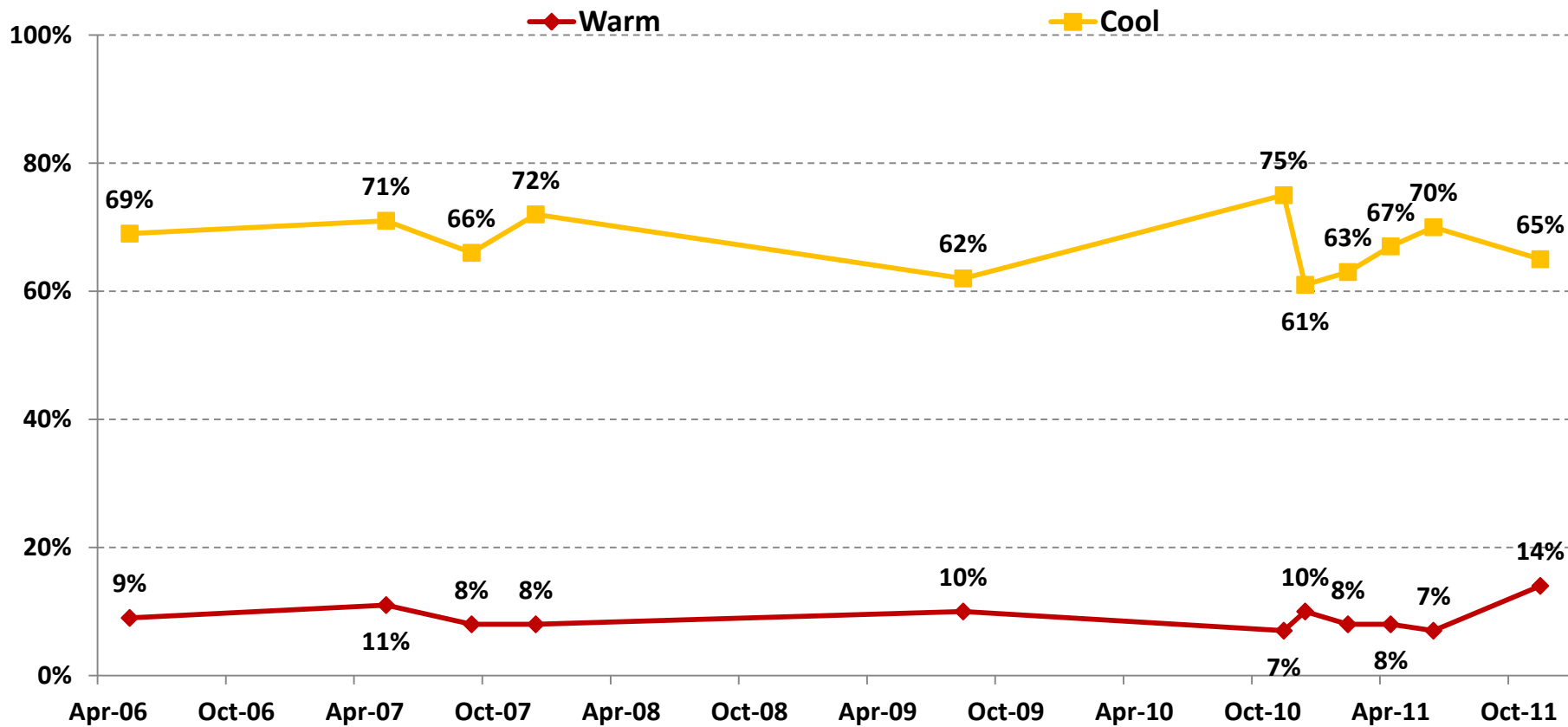
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Iran

Iran continues to be viewed unfavorably by Americans

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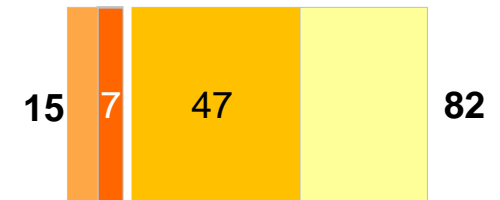
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Strong support for economic and passive endeavors against Iran

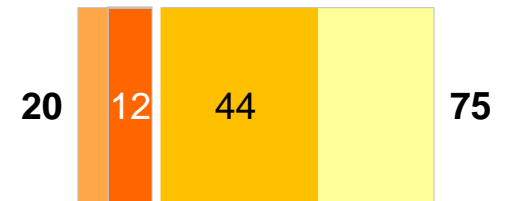
“Now, I am going to read you a series of actions that can be taken with regard to Iran if they do not stop their nuclear program. After I read each one, please tell me whether you favor or oppose that specific action.”

Strongly oppose Strongly favor

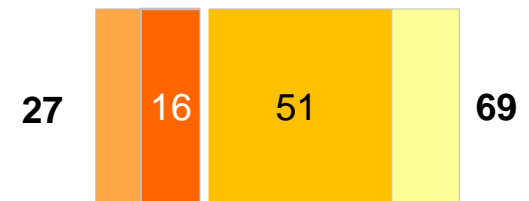
Supporting opposition groups in Iran that are working for democracy and human rights



Expanding international economic and diplomatic sanctions



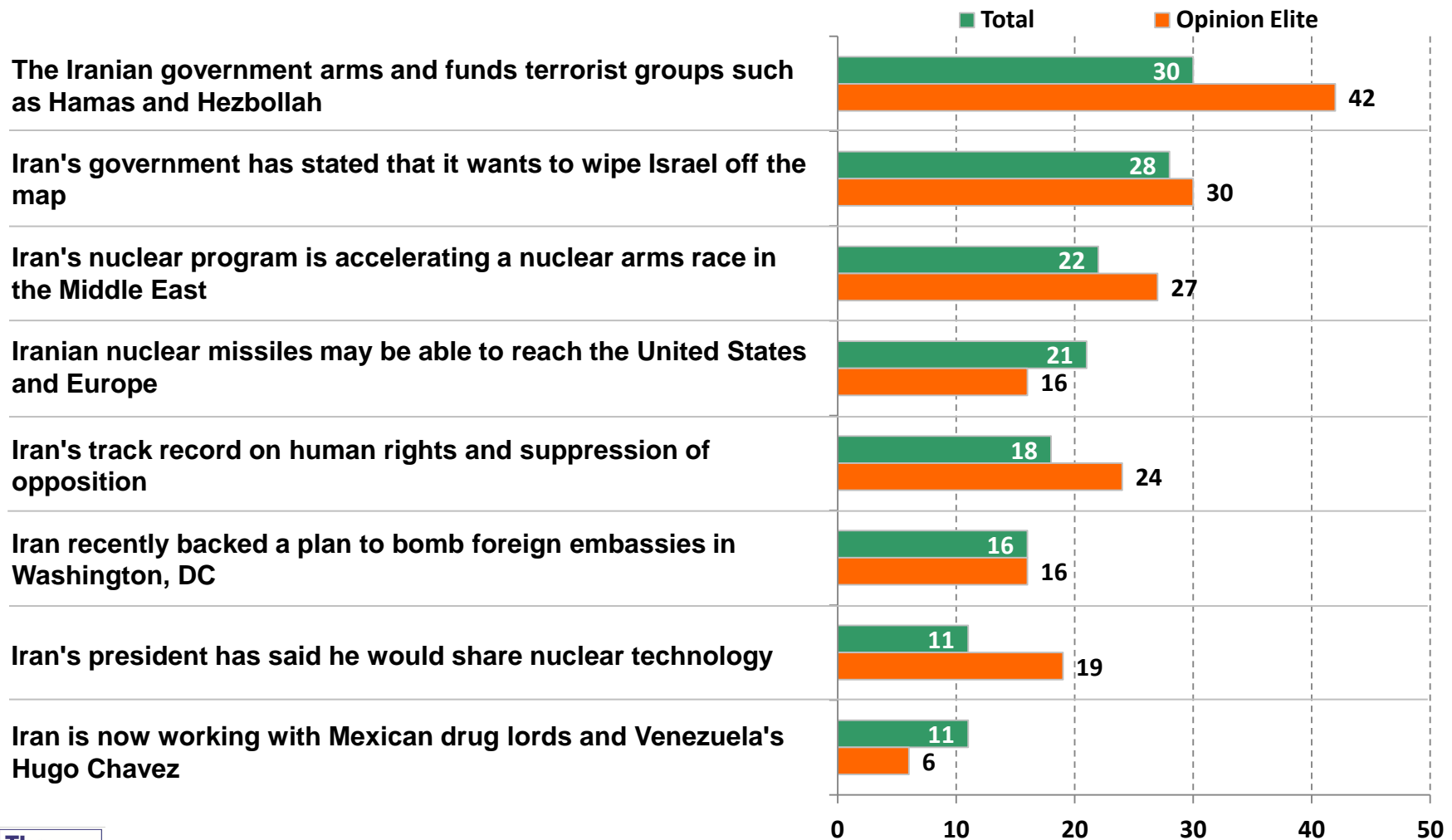
Prevent any company from doing business in the United States if that company provides Iran with refined petroleum



80 60 40 20 0 20 40 60 80 100

Hamas, Hezbollah, Israel top reasons to be concerned about Iranian nuclear program

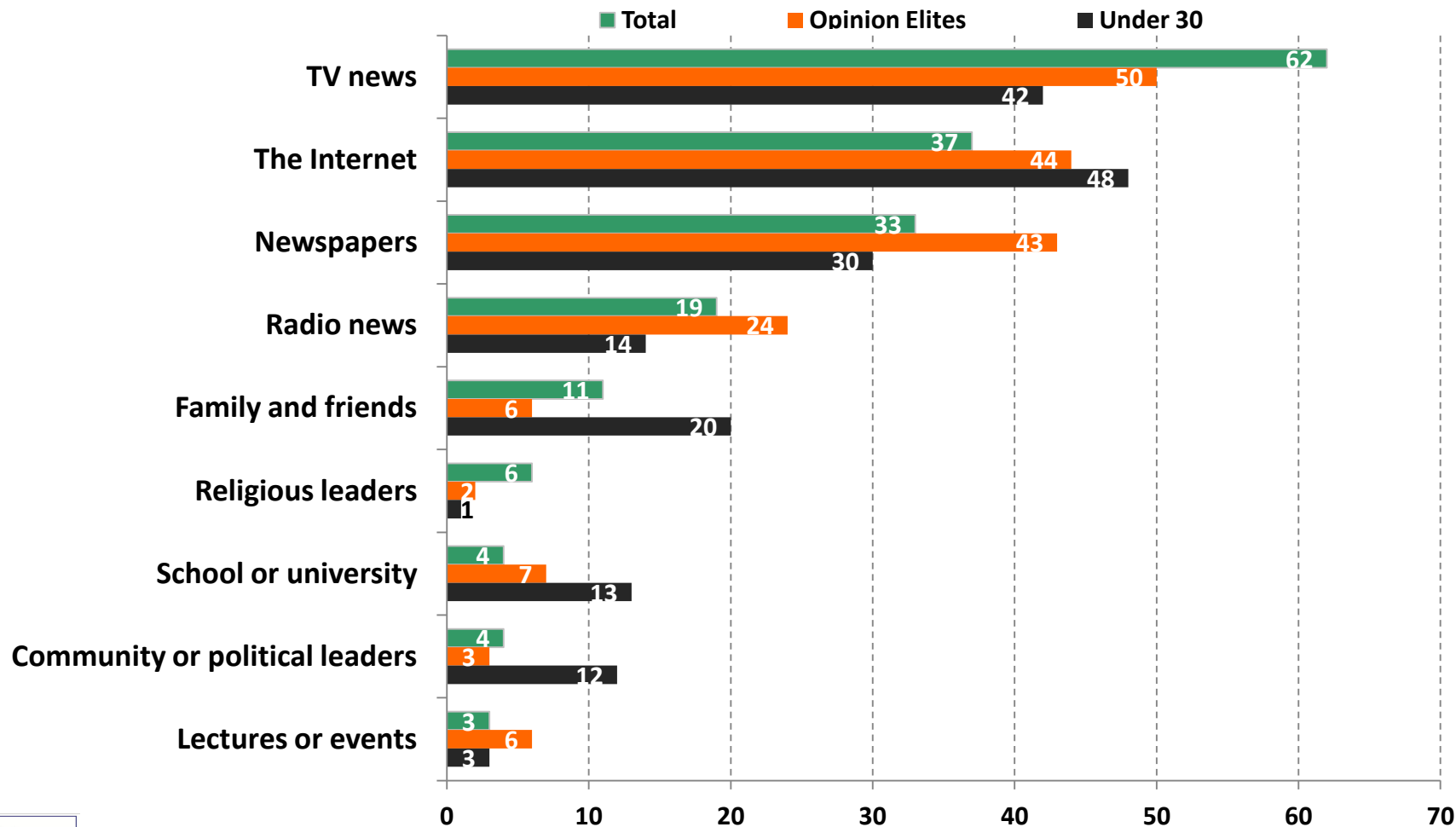
I am now going to read you some reasons why some say the United States should be concerned about an Iranian nuclear program. Which TWO of these reasons concern you the most?



Media and Communications

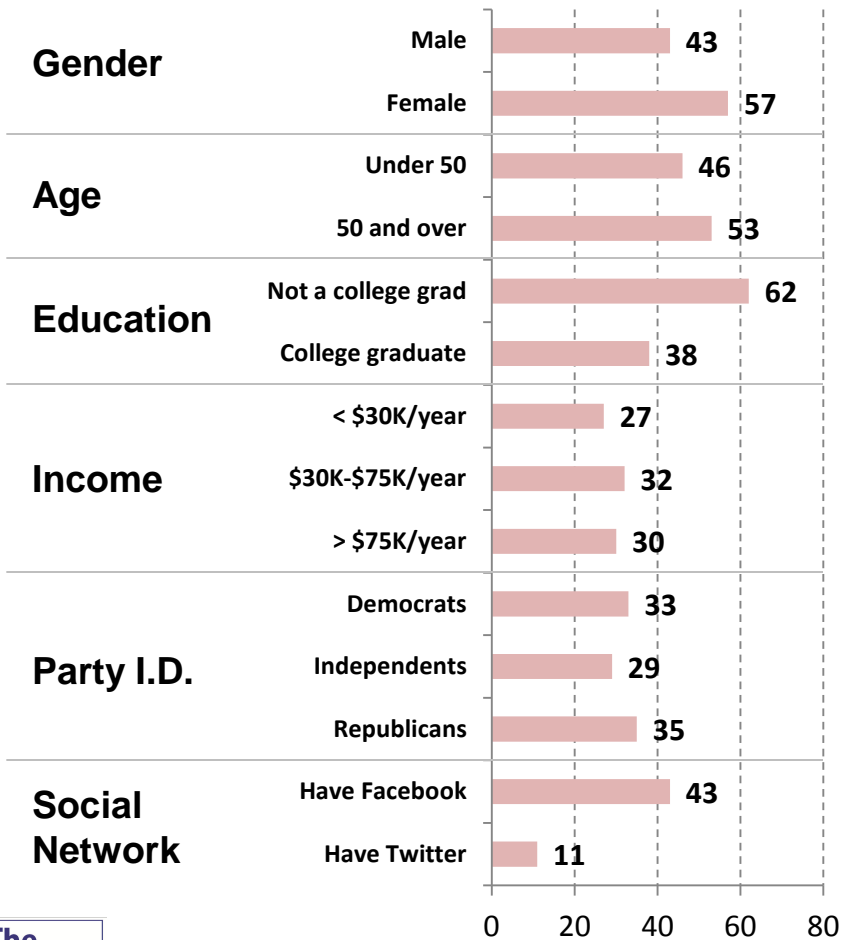
TV news and the internet key sources – newspapers also still relevant, esp. among OEs

“Which TWO of the following information sources are the most significant in shaping your views on the Middle East?”

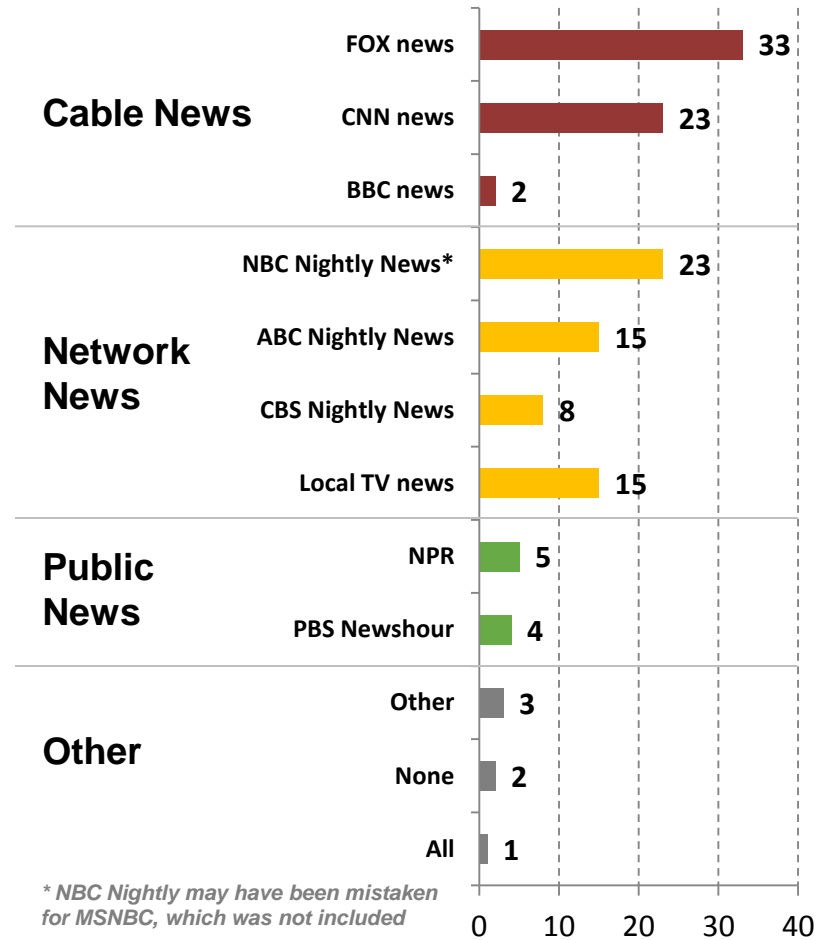


Those who rely on TV news are older, more female and less educated – get their news from FOX, CNN and NBC

Source of news: TV



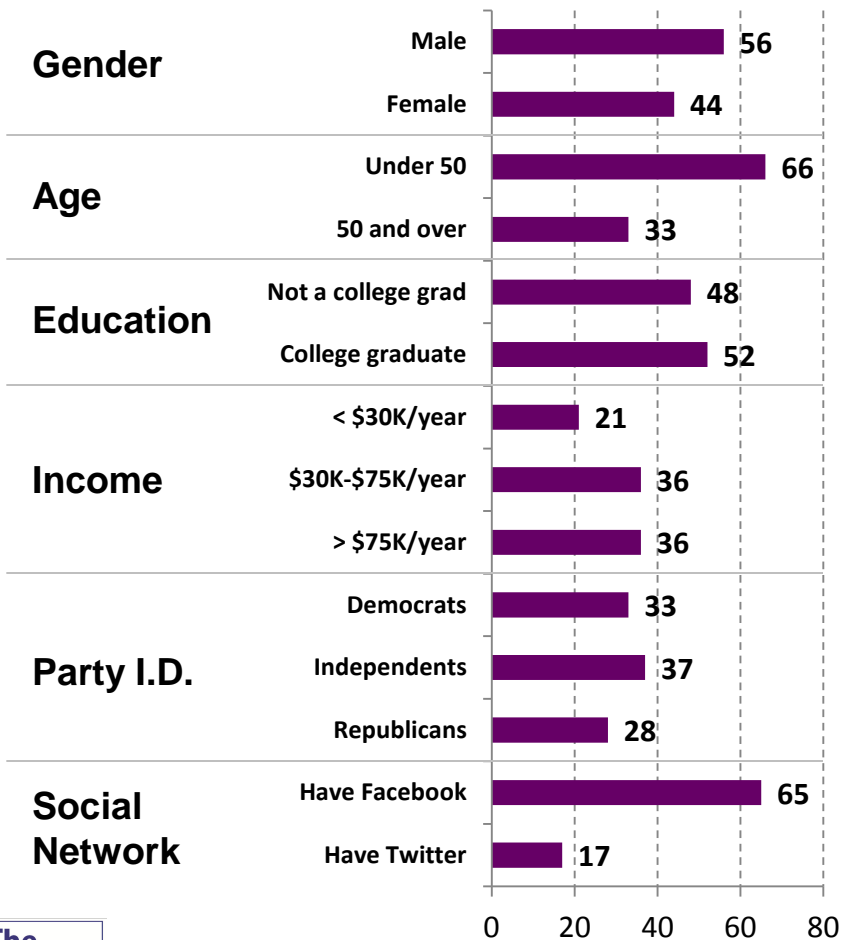
TV News Source



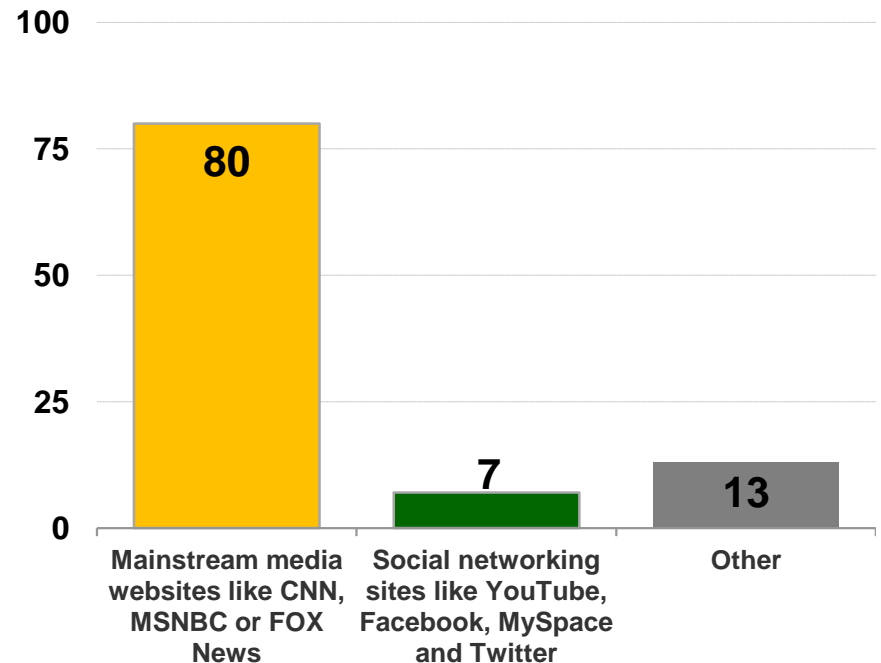
* NBC Nightly may have been mistaken for MSNBC, which was not included

Those who rely on the Internet for news are younger, male, higher income, better educated and more likely to be independents – get information from mainstream sites

Source of news: Internet



“And, which type of internet site do you typically use for information about the Middle East?”



GREENBERG QUINLAN ROSNER RESEARCH



www.greenbergresearch.com

Washington, DC

10 G Street NE,
Suite 500
Washington, DC 20002

Ph: +1 202 478 8300

Fax: +1 202 478 8301

London, UK

405 Carrington House,
6 Hertford Street
London, UK W1J 7SU

Ph: +44 (0) 207 499 5204

Fax: +44 (0) 207 499 5284