

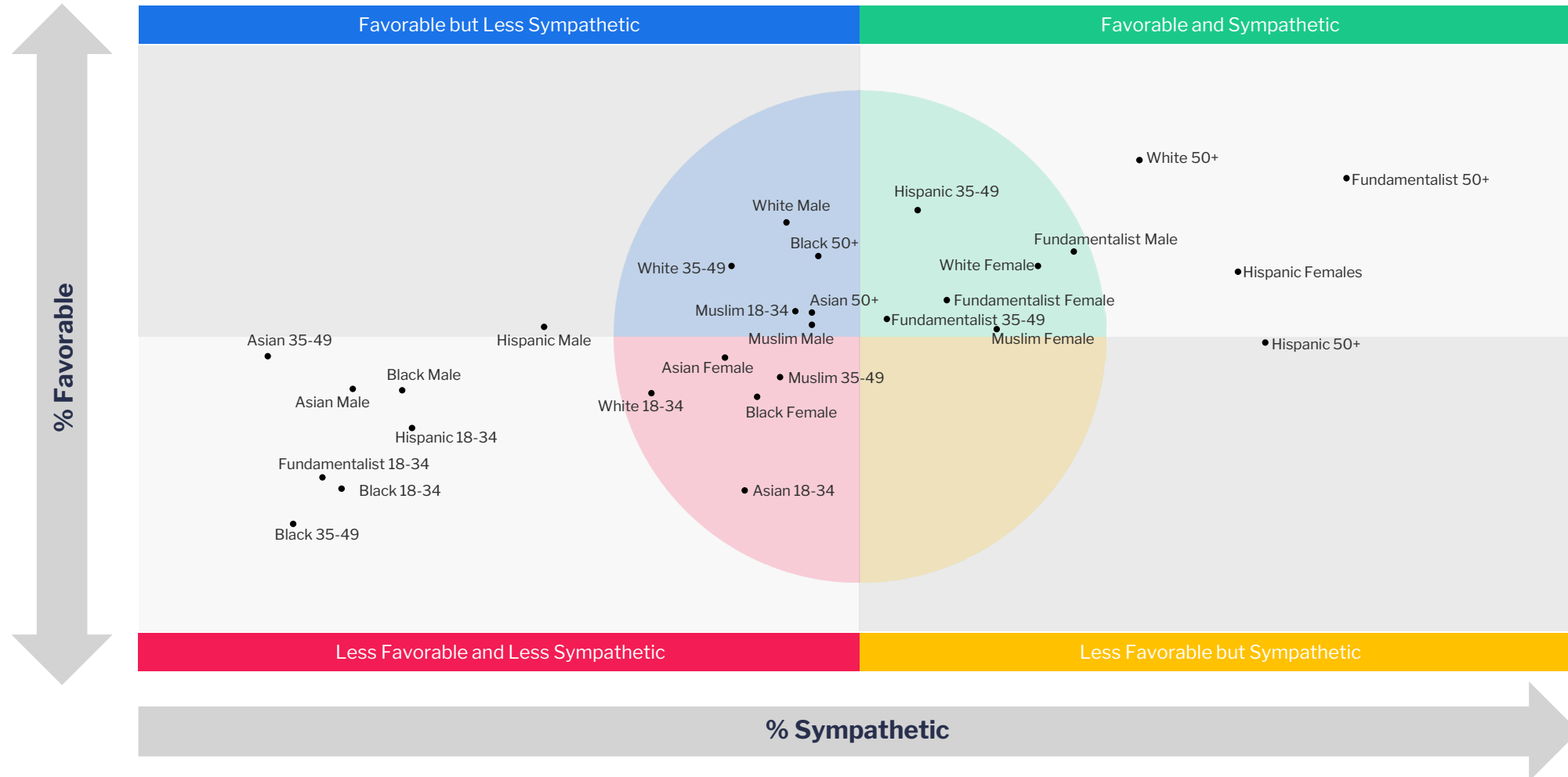
**Israel-Hamas War
Polling & Messaging
Oct 30, 2023**



Over the summer, we examined the views and sentiments towards Jewish people among various demographic cohorts of the U.S. population

Segments in the US: Race and Religion by Age or Gender

Among US Adults

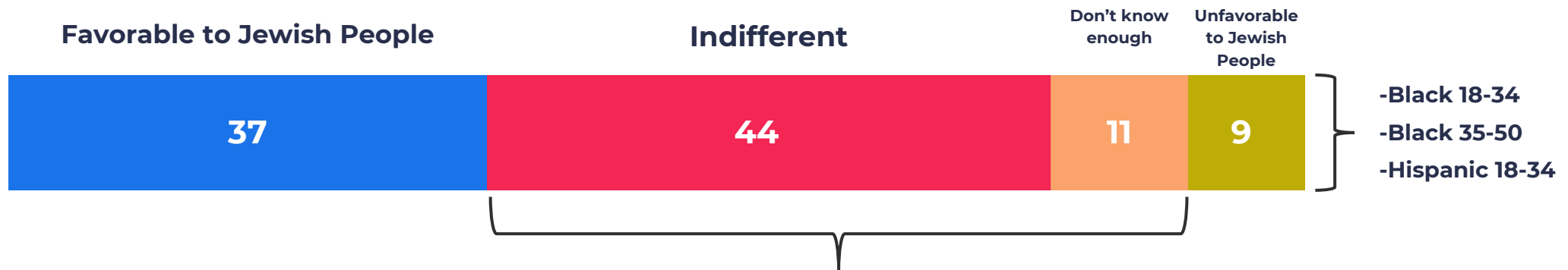


Our analysis concluded there were 7 key cohorts for specific outreach and targeting efforts

OUR TARGETS:

Based on their favorability, sympathy for Jewish people, and the ability to improve their opinion with messaging, we determined there were 7 key cohorts which would be important to target. These groups are less favorable to Jewish people but are not unmovable. By focusing on these groups, we aim to discover how we can influence the bottom line: cultivating stronger positive sentiment around Jewish people and Israel.

Favorability of Jewish People



Key Cohorts Identified Within the Target:

- White 18-34
- Asian 18-34
- Muslims 18-50
- Liberals 18-34

Methodology

Benenson Strategy Group conducted a 15-minute quantitative survey between October 23 - October 25, 2023 among:

N = 750 General Population (MoE +/- 3.58%), along with:

Segment	Base Size	Margin of Error
White 18-34	N = 283	+/- 5.83%
Black 18-34	N = 314	+/- 5.53%
Black 35-50	N = 294	+/- 5.72%
Hispanic 18-34	N = 330	+/- 5.39%
Asian 18-34	N = 273	+/- 5.93%
Muslims 18-50	N = 307	+/- 5.59%
Liberals 18-34	N = 388	+/- 4.98%

The survey was conducted online and sampled and weighted to reflect a representative population of the United States.

Key Findings

- 1) While the general population is highly favorable toward Israel at this time, a very different reality exists among key constituencies.
- 2) There are two main determinants of support for Israel:
 - Knowledge of Israel and the conflict - the more people know, the more likely they are to be favorable toward Israel.
 - Age - younger and liberal leaning individuals show lower favorability toward Israel. They also tend to agree with anti-Israel rhetoric.
- 3) That said, there is a sizable group within each of our target audiences that are still “undecided,”
 - They report having not enough information or they tend to see both points of view.

Messaging Implications

1

Bring it Home

Underscore the implications for Americans. Our key cohorts respond to messages about their own personal safety and the U.S. at large. Right now, they think of the war as “just another conflict” and something that doesn't impact them personally. Help them see it as a war on terror, focus on American safety and the innocent civilians in Israel & Gaza.

2

Put People at the Center of the Message

Message about Hamas's brutality toward *people* – both Israeli and Palestinian. Empathy is created when people's lives are at risk, and less so when a state is at risk. Messages must be about **ALL** people, not just Israelis.

3

It's Not all or Nothing - We Need Nuance

These audiences are often "yes, and" audiences – they can see both sides of the war.

- Distinguish between Hamas and Palestinians.
- Paint Hamas as brutal terrorists with the goal of attacking Jews/destroying Israel, even when it costs Palestinian lives
- Show empathy for Palestinians and Gazan civilians

We tested 8 messages

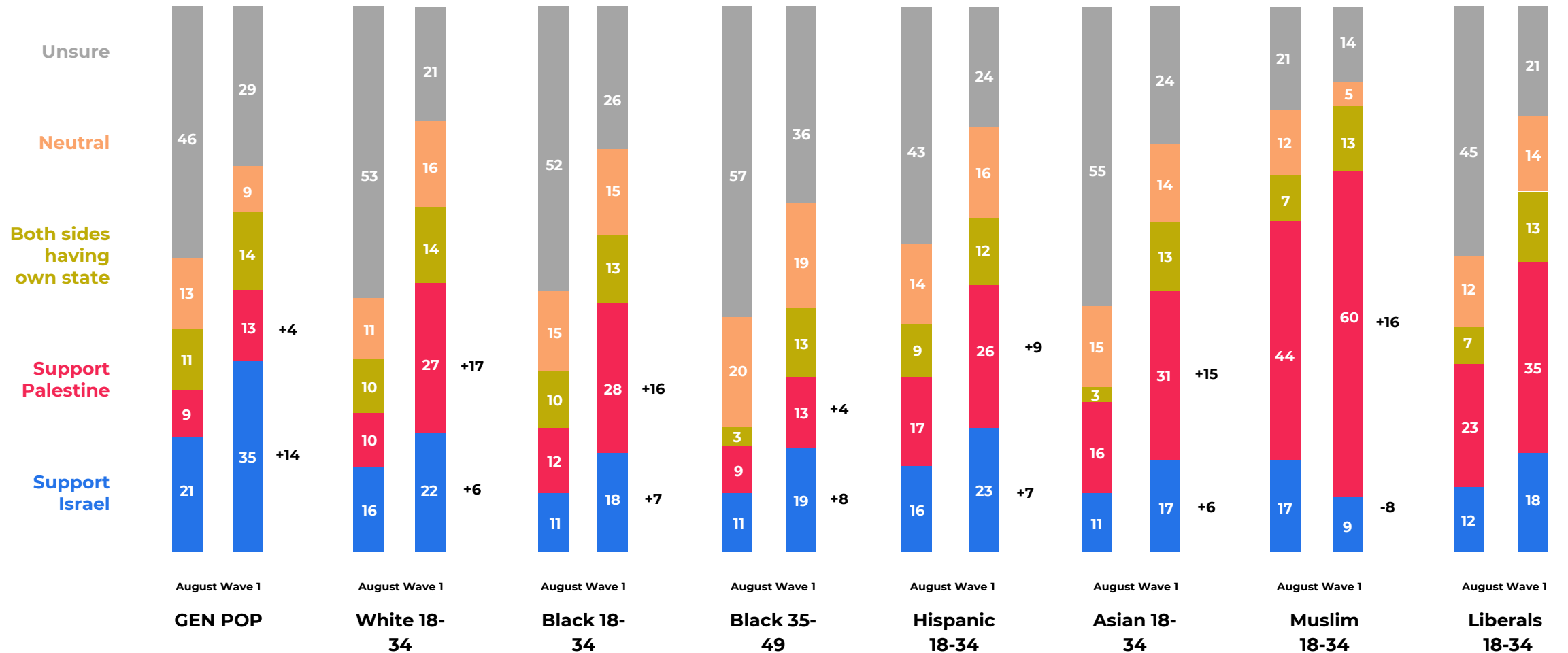
1. Mass Killing of Jews	2. Right to Defend Against Attacked Innocents	3. Fighting for Hostages and for Safety	4. Fighting for Hostages and to Destroy Hamas	5. Hamas Holding Hostages (International Law)	6. Israelis Avoiding Palestinian Casualties	7. Israel vs. Hamas AND Other Terror Orgs	8. Israel Protecting Democracy and Global Extremism
<p>This war between Israel and Hamas started for one reason: Hamas, a terrorist organization, raped and murdered more than 1,400 Israeli men, women, children, including the beheading of 40 babies — the largest mass killing of Jews since the Holocaust — and kidnapped 210 people, nearly all of whom are still being held hostage today.</p>	<p>Israelis were attacked by Hamas and have a right to defend themselves. Rather than attacking Israel's military or government, Hamas attacked innocent civilians – including many Americans. Following the terrorist attack and the ongoing rocket fire, over 1,400 Israelis have been murdered, and 100,000 have been forced to evacuate their homes. Israelis are being displaced from their homeland, and Israel has a right to protect itself.</p>	<p>Israel's primary military objective right now is to free the hostages and bring them home safely. Hamas brutally murdered, raped and took over 200 civilians hostage including children and elderly – many of them Americans. There is no justification for this type of action from an aggressor, and the international community is rightly outraged at such actions. Israel is fighting for the safety of its own people.</p>	<p>Israel's primary military objective right now is to free the hostages and bring them home safely. Hamas brutally murdered, raped and took over 200 civilians hostage including children and elderly – many of them Americans. There is no justification for this type of action from an aggressor, and the international community is rightly outraged at such actions. Israel is fighting for the safety of not just its own citizens, but citizens of the western world as well. It is focused on destroying the Hamas war machine so it, and other terrorist organizations, never do this again to Israel, or any other democratic country again.</p>	<p>Hamas is in violation of international law and needs to be held accountable. They are holding hostage at least 210 kidnapped people, including children and the elderly. Many of those who were kidnapped need medical assistance and medications and are being held with their most basic rights denied.</p>	<p>Israel is taking significant steps to do everything possible to prevent harm to Palestinian civilians. The Israeli army has warned the residents of Gaza to move out of dangerous areas, but Hamas has prevented them from doing so – claiming that the IDF's announcement about the need to evacuate was fake and called upon the residents to "blend in with the resistance." Hamas did so because it wants to continue to exploit the residents of Gaza as human shields for its activities.</p>	<p>This is more than just a war between Israel and Hamas, as other terror organizations are getting involved. Hezbollah – a terrorist arm of Iran – has taken responsibility in recent days for a series of attacks against Northern Israel, including the firing of anti-tank missiles and rocket launchers and terrorist infiltration attempts. This activity is an example of the increasing terrorist threats, which are carried out under Iranian guidance and endanger the State of Lebanon and its residents. We must stop these organizations – and the nations that fund and support them.</p>	<p>This war between Israel and Gaza is more than just a fight over the land of Israel and Palestine. Israel's actions are a defense of its democratic values and a commitment to ensuring the safety and security of its citizens. By taking measures to destroy the Hamas war machine and counter all terrorist organizations, Israel aims to protect not only its own democracy but also prevent the proliferation of extremist ideologies that pose a threat to global peace and security, including in the United States.</p>

Summary of Key Cohorts

	Gen Pop	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
Who they blame for conflict?	 Hamas 	Hamas US Govt Israeli Govt	Hamas US Govt Israeli Govt	Hamas Other terrorists	Hamas Other terrorists Israeli Govt	Hamas Other terrorists Israeli Govt	US Govt Israeli Govt Israeli people	Hamas Israeli Govt
Do they support Palestine or Israel more?	 Israel 	Lean Palestine	Palestine	Lean Israel	Lean Palestine	Palestine	Palestine	Palestine
#1 Message to use on them	 Right to Defend Against Attacked Innocents 	Hamas Holding Hostages (International Law)	Hamas Holding Hostages (International Law)	Right to Defend Against Attacked Innocents	Fighting for Hostages and for Safety	Hamas Holding Hostages (International Law)	Right to Defend Against Attacked Innocents	Hamas Holding Hostages (International Law)
#2 Message to use on them	 Fighting for Hostages and for Safety 	Israel vs. Hamas AND Other Terror Orgs	Mass Killing of Jews	Fighting for Hostages and to Destroy Hamas	Hamas Holding Hostages (International Law)	Fighting for Hostages and to Destroy Hamas	Hamas Holding Hostages (International Law)	Right to Defend Against Attacked Innocents
#3 Message to use on them	 Hamas Holding Hostages (International Law) 	Mass Killing of Jews	Fighting for Hostages and for Safety	Hamas Holding Hostages (International Law)	Right to Defend Against Attacked Innocents	Right to Defend Against Attacked Innocents	Fighting for Hostages and to Destroy Hamas	Fighting for Hostages and for Safety
 POINTS TO EMPHASIZE 	 Hostages, Innocents 	Democracy, Internally displaced	Hostages, Internally displaced	Democracy, Innocents	Hostages, Innocents	Democracy, Innocents	Democracy, Innocents	Hostages, Innocents

The Israeli and Hamas war has unsurprisingly been polarizing, forcing people to go from neutrality on the issue to "taking sides." Across the board, support for both states has increased, though across all young audiences, support for Palestine has grown more than Israel.

Shifts in Opinions on the Israel-Palestine Conflict



Key cohorts are significantly less favorable of Israel and its related entities compared to U.S. Gen Pop, while being more favorable to Palestine, Iran, and even Hamas

Favorability of People/Places

Favorability of each person/place	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
Israel	57%	47%	39%	44%	39%	34%	32%	35%
Israelis	56%	36%	31%	28%	40%	23%	37%	33%
Israeli Government	42%	27%	22%	25%	25%	17%	26%	21%
Palestinians	29%	34%	34%	22%	40%	43%	72%	48%
Palestine	26%	43%	41%	30%	36%	45%	71%	43%
Gaza	23%	27%	33%	23%	28%	34%	72%	35%
Palestinian Authority	14%	29%	29%	20%	23%	26%	62%	29%
Iran	10%	24%	25%	18%	21%	22%	52%	24%
Hamas	8%	24%	23%	12%	17%	13%	43%	21%
Hezbollah	8%	19%	21%	13%	16%	11%	36%	17%

+10 pt difference from gen pop -10 pt difference from gen pop

Our key audiences are not so convinced that this is just an act caused by Hamas. In fact, they are placing blame equally between Hamas and Israel / the US government for the war

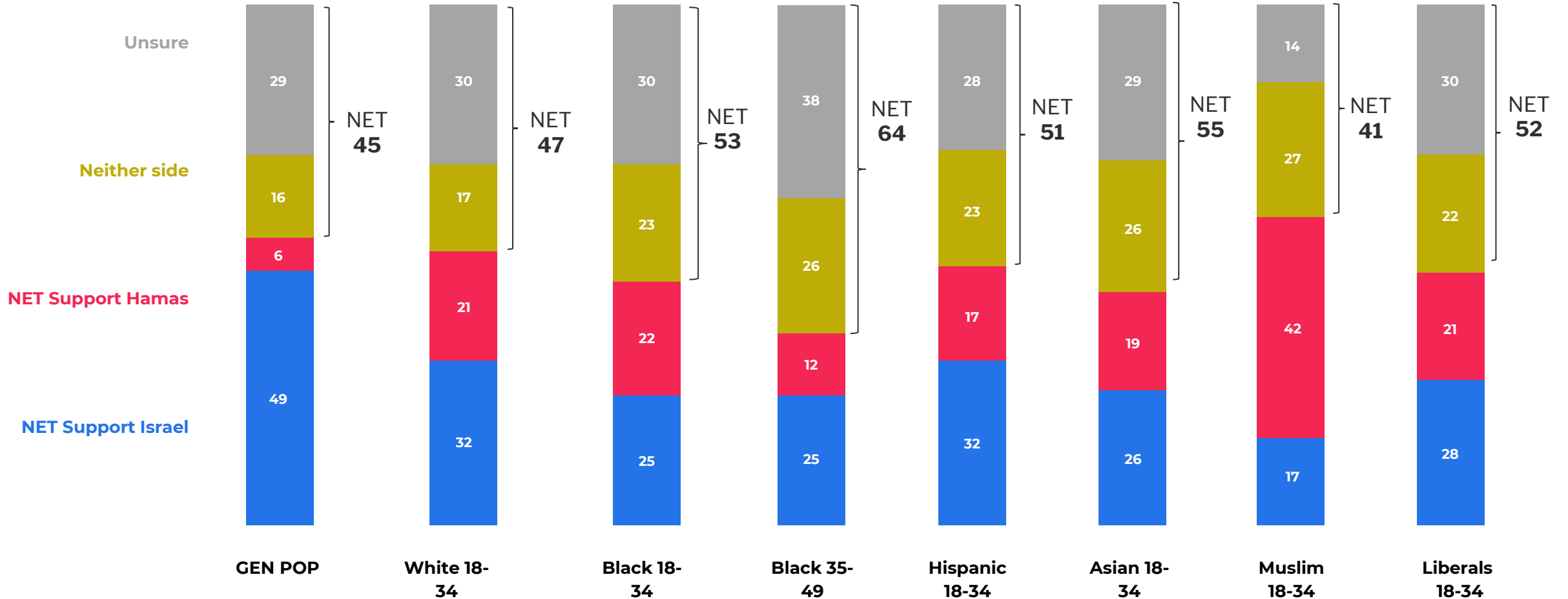
Who is to blame?

<i>Blame entity "A LOT"</i>	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18- 34	Asian 18-34	Muslim 18- 50	Liberals 18-34
Hamas	50%	32%	21%	23%	27%	34%	28%	27%
Other terrorist groups like Hezbollah	36%	26%	17%	22%	24%	25%	22%	24%
Iran	30%	20%	15%	11%	14%	11%	19%	16%
The Palestinian Government	22%	21%	20%	13%	14%	12%	18%	15%
Other Arab nations in the region	15%	16%	12%	8%	7%	10%	18%	10%
The Palestinian People	12%	14%	15%	8%	10%	8%	19%	12%
The United States Government	11%	25%	22%	12%	17%	17%	35%	21%
The Israeli Government	11%	25%	22%	15%	23%	31%	52%	31%
The Israeli people	6%	13%	18%	9%	13%	15%	39%	15%

* Indicates +10 pt difference from gen pop, -10 pt difference from gen pop

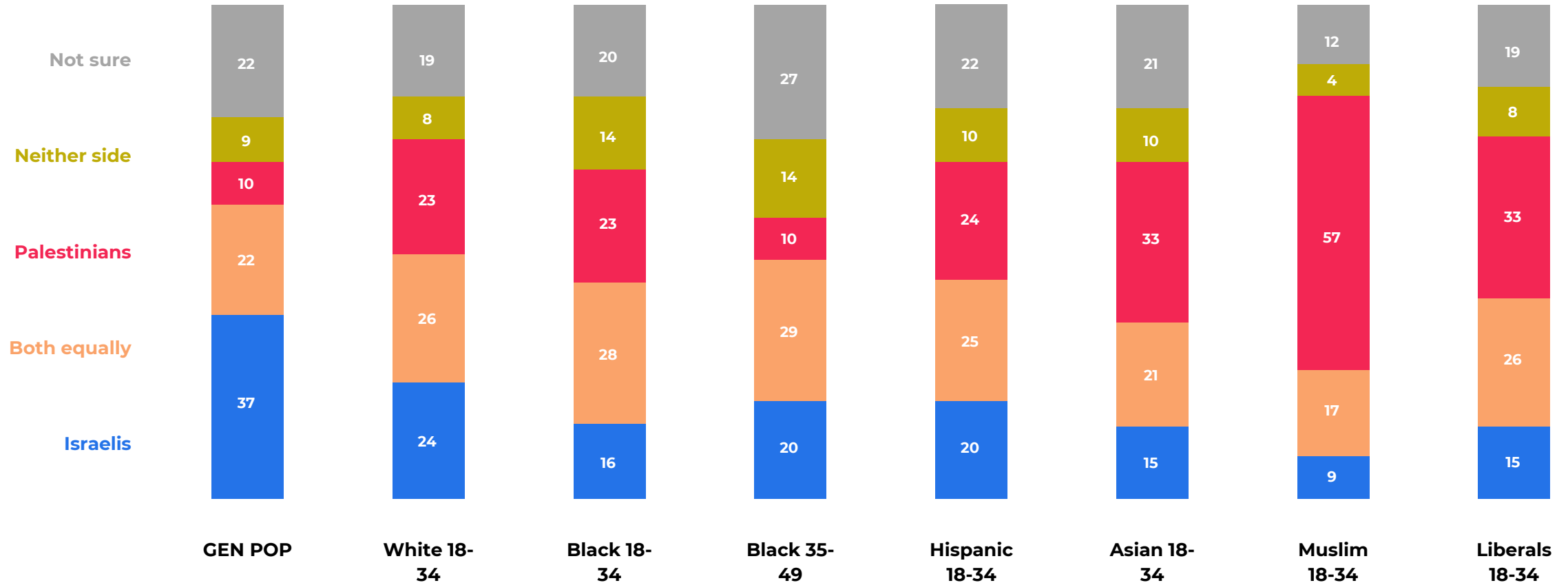
Reaching the sizable "undecided" audience will be key - we must shore up support with these audiences as support for Israel is low and a sizable number favor Hamas

In this war between Israel and Hamas, do you support...



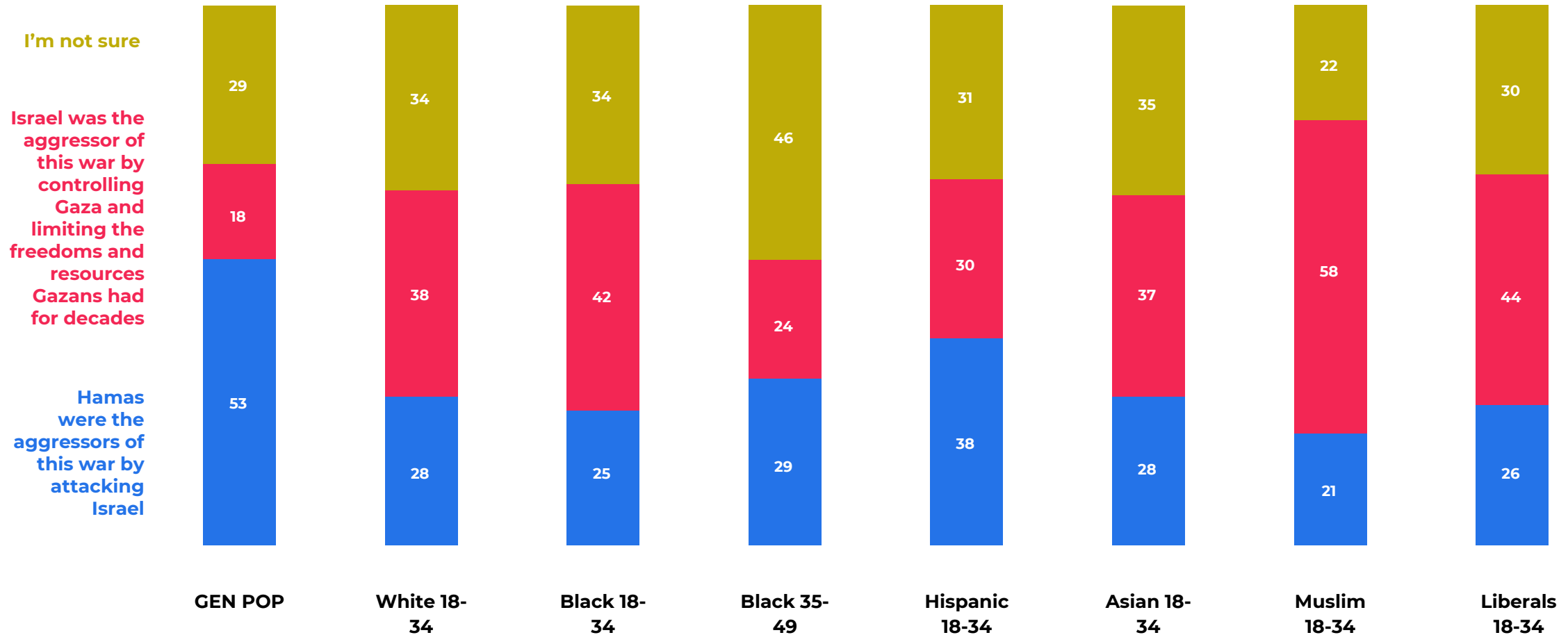
We cannot just make this about the Israeli people, as key cohorts sympathize with both sides

Based on what you know about the war, would you say you sympathize more with Israelis or more with Palestinians?



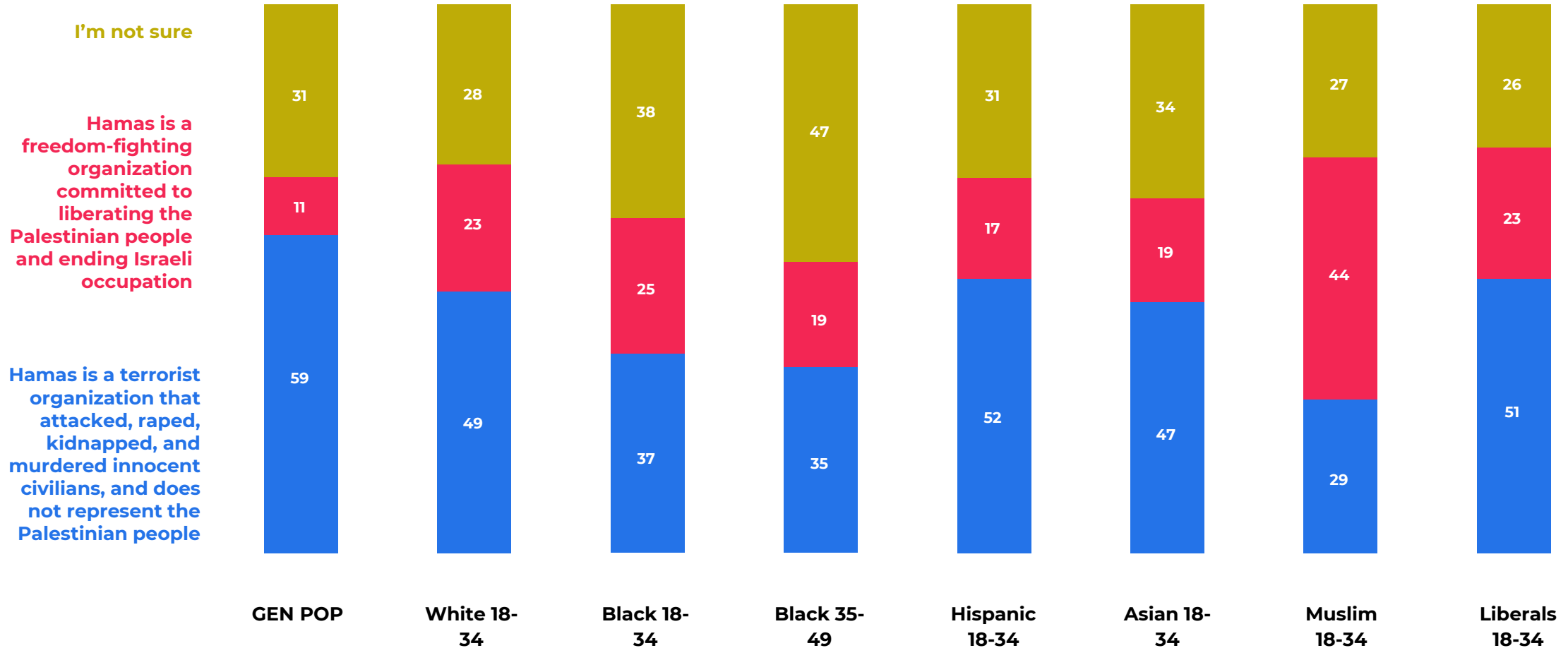
Our key cohorts are much more likely to see Israel as the aggressor in this war than the general US population...

When it comes to the current war between Israel and Hamas, which of the following comes closest to your view?



Yet, they can still see the wrongdoings of Hamas. This isn't a "black and white" conflict

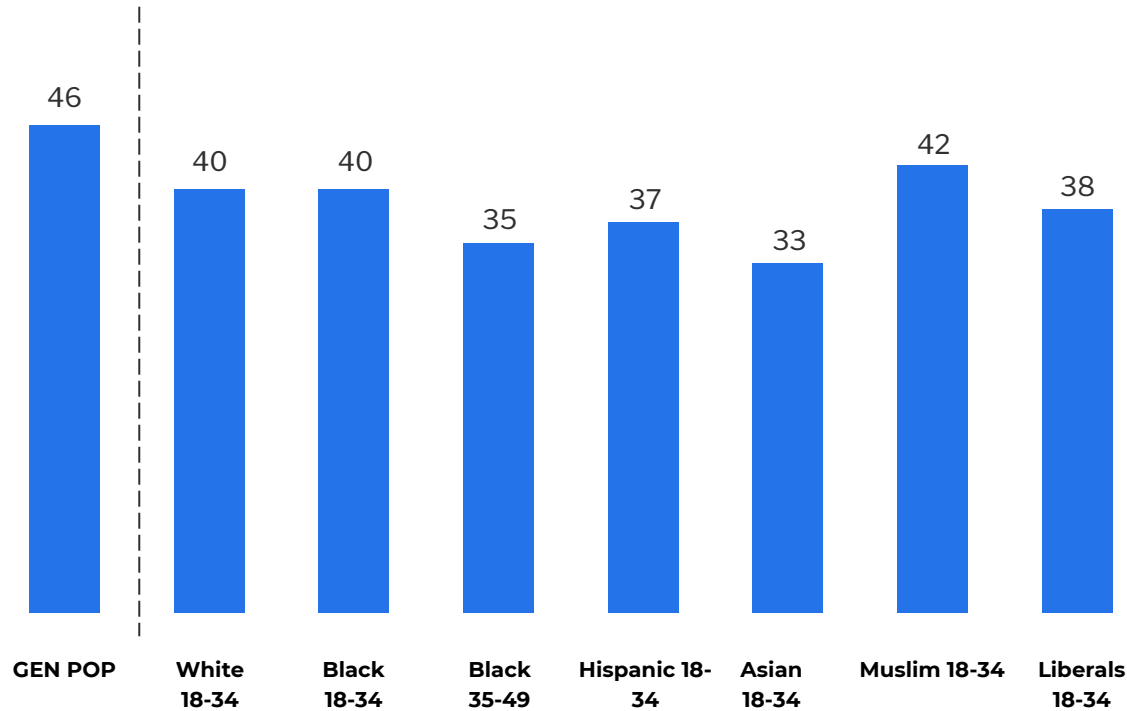
From what you know about Hamas, which of the following statements is closer to your own view?



We need to emphasize what is at stake for America and Western democracy

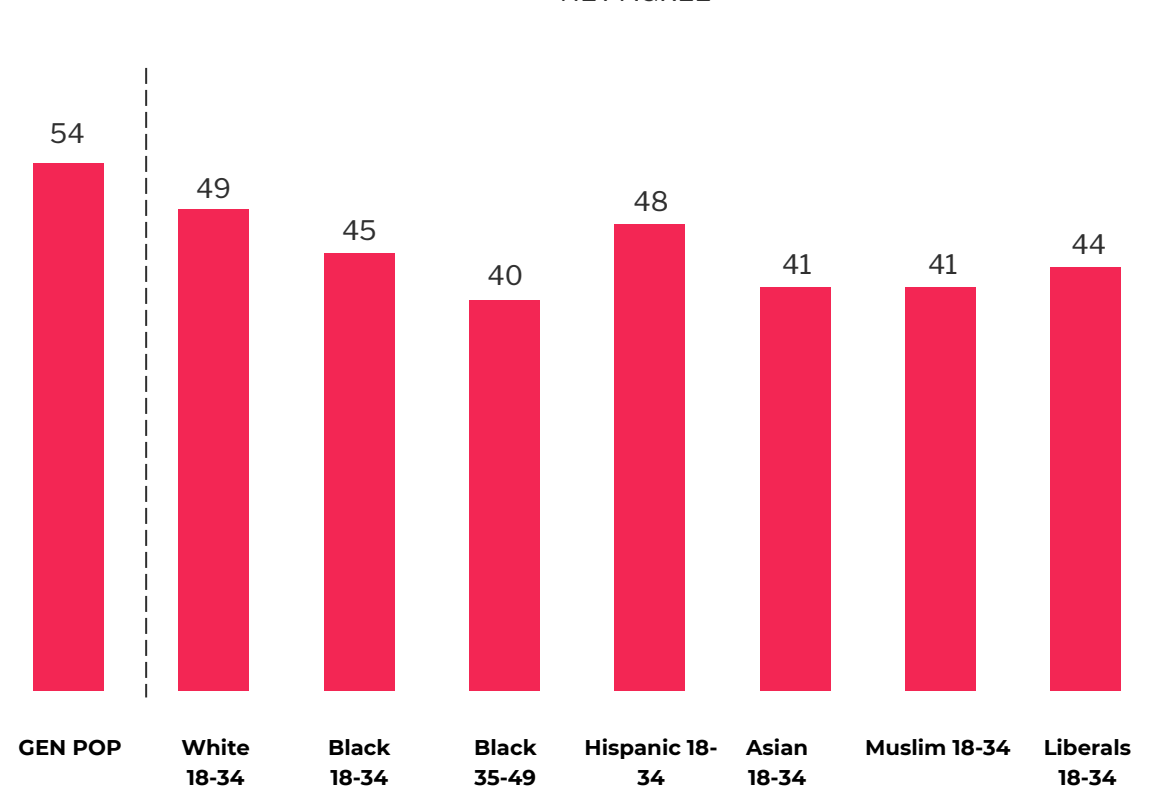
Israel is on the front line of the battle for Western democracy and freedom

NET AGREE



If Israel isn't successful in this war, there will be increased threats of terror to America

NET AGREE



Disbelief and misinformation feed into anti-Israel/pro-Hamas rhetoric

Awareness/Believability of News

Among Key Cohorts; Aware AND Believe. Showing key statements

	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
Hamas murdered 1,400 Israelis, including many children and elderly	67%	52%	52%	51%	54%	54%	49%	56%
Hamas has brutally raped woman, beheaded children, and murdered sick and elderly Israelis	65%	54%	49%	41%	56%	49%	39%	52%
Hamas had taken 210 hostages from Israel, including 20 Americans	64%	66%	54%	51%	52%	56%	56%	59%
Hamas had taken 210 hostages representing over 40 nationalities	62%	50%	43%	37%	49%	55%	55%	50%
Hamas is funded by Iran	57%	45%	38%	31%	42%	35%	41%	38%
Israel has stated that their primary objective of fighting this war is to eliminate the threat posed by terrorism to Israel citizens	55%	46%	45%	42%	46%	33%	48%	35%
Israel was wrongfully blamed for blowing up a hospital in Gaza	52%	46%	41%	34%	36%	28%	43%	40%
Israel bombed a hospital in Gaza, killing 500 Gazans	38%	47%	51%	41%	59%	58%	69%	55%

* Indicates +10 pt difference from gen pop, -10 pt difference from gen pop

This is going to be an uphill battle - attitudinally, our key cohorts have some agreement with anti-Israel sentiment...

Agreement with Anti-Israel Statements

Among Key Cohorts; NET Agree. Showing key statements

	GEN POP	White 18-34	Black 18-34	Black 35-50	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberal 18-34
Israel is a settler colony, and Israelis are colonizers	26%	38%	41%	29%	43%	39%	62%	43%
Israel is occupying the land that is rightfully Palestinians'	25%	36%	42%	29%	37%	47%	65%	48%
Israel is attempting to ethnically cleanse Palestinians through genocide	23%	38%	41%	27%	37%	47%	63%	47%
Israel is an apartheid state	21%	33%	40%	25%	31%	37%	57%	38%

* Indicates +10 pt difference from gen pop, -10 pt difference from gen pop

And while they agree Israel has a right to defend itself, they believe the same is true for Palestinians who they believe are being occupied by Israel

Agreement with Pro-Israel Statements

	GEN POP	White 18-34	Black 18-34	Black 35-50	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberal 18-34
Israel has a right to defend itself	71%	71%	51%	55%	50%	57%	48%	53%
Israelis have a right to defend themselves	73%	43%	59%	63%	53%	63%	61%	57%
If Israel doesn't respond to being attacked, its very existence is under threat	61%	45%	46%	44%	48%	43%	44%	44%

Note: Israelis garner higher agreement than Israel

Agreement of Anti-Israel Statements

	GEN POP	White 18-34	Black 18-34	Black 35-50	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberal 18-34
Occupied people, like Palestinians, have a right to fight back against those occupying them, like Israel	36%	40%	50%	41%	47%	54%	71%	55%
Palestinian resistance to being occupied by Israelis - at all costs - is justified	24%	36%	42%	32%	37%	38%	59%	44%

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Messages that highlight Hamas's actions as atrocious resonate strongly across audiences

Message Scoring

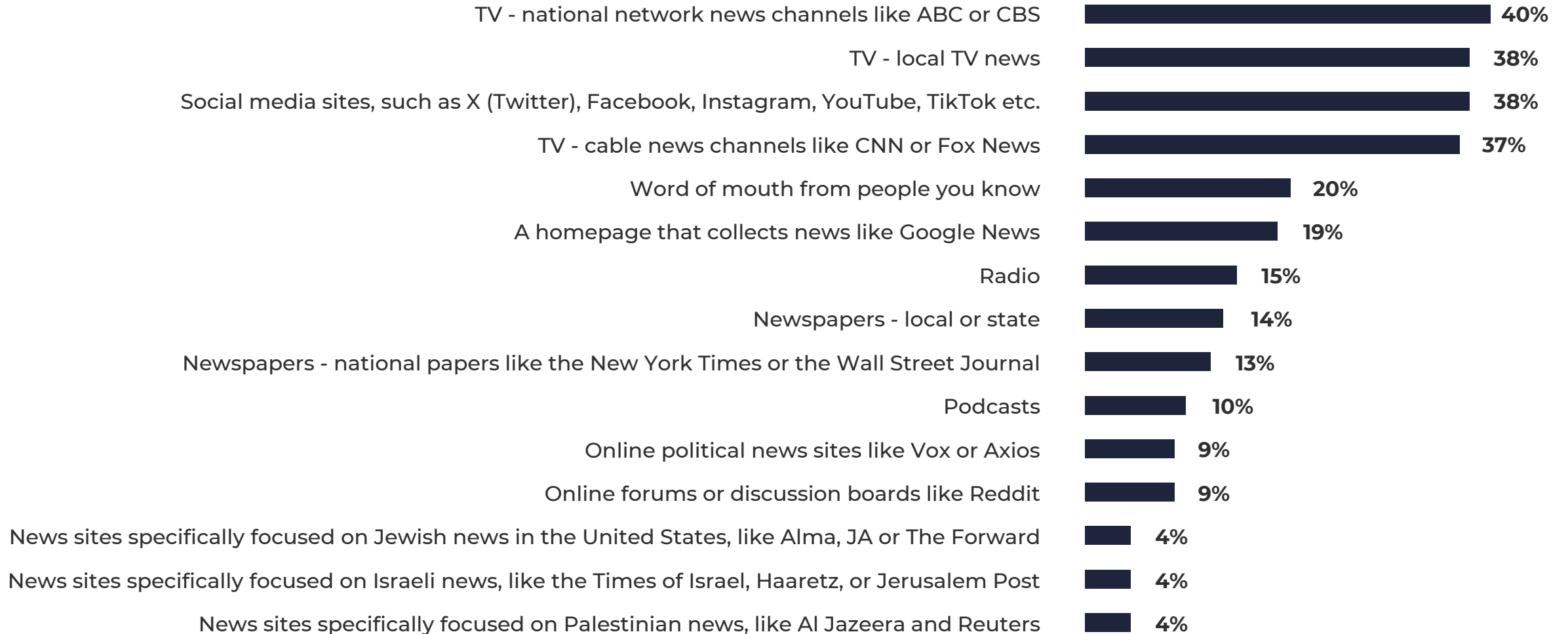
Among Key Cohorts

	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
2: Hamas attacked innocent civilians – including many Americans. 1,400 Israelis have been murdered and Israel has a right to protect itself.	183	123	104	134	138	114	116	118
3: Israel's primary military objective is to free the hostages and bring them home safely. Israel is fighting for the safety of its people.	181	112	107	113	139	112	107	111
5: Hamas is in violation of international law and needs to be held accountable. They are holding at least 210 kidnapped people.	180	142	114	130	139	123	111	123
1: Mass killing of Jews	169	124	109	115	121	104	95	105
4: Israel is focused on destroying the Hamas war machine so it, and other terrorist organizations never do this again to Israel or any other democratic country.	165	122	105	134	117	116	109	112
7: This is more than just a war between Israel and Hamas, as other terror organizations are getting involved.	164	125	98	111	109	106	105	106
8: Israel's actions are a defense of its democratic values and a commitment to ensuring the safety and security of its citizens.	159	122	103	102	115	106	101	109
6: Israel is taking significant steps to do everything possible to prevent harm to Palestinian civilians.	157	114	101	111	103	95	103	101

*((2X strongly agree + somewhat agree) + (2X much more likely to support + somewhat more likely to support))X100

The US general population is most likely to get their news from TV and social media

Where are you getting your news about the war that is going on between Israel and Hamas?



However, our target audiences have a higher likelihood of getting information from social media, and not vetted news sources, like national news

Where are you getting your news about the war that is going on between Israel and Hamas?

Among Key Cohorts

	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
Social media sites	38%	63%	53%	42%	66%	70%	65%	60%
Newspapers – national papers like the New York Times or the Wall Street Journal	13%	19%	15%	12%	15%	20%	29%	20%
Newspapers – local or state	14%	16%	11%	14%	10%	10%	18%	14%
TV – cable news channels like CNN or Fox News	37%	27%	36%	36%	26%	32%	42%	30%
TV – national network news channels like ABC or CBS	40%	26%	28%	40%	26%	29%	39%	27%
TV – local TV news	38%	27%	39%	46%	32%	31%	36%	30%
Online political news sites like Vox or Axios	9%	16%	10%	15%	10%	15%	20%	12%
Radio	15%	12%	15%	16%	21%	13%	18%	16%
Podcasts	10%	13%	17%	10%	20%	13%	18%	14%
Word of mouth from people you know	20%	28%	23%	16%	31%	32%	23%	30%
A homepage that collects news like Google News	19%	21%	16%	11%	15%	19%	24%	21%
Online forums or discussion boards like Reddit	9%	15%	17%	11%	15%	17%	20%	16%
News sites specifically focused on Jewish news in the United States, like Alma, JTA or The Forward	4%	11%	11%	6%	9%	10%	20%	13%
News sites specifically focused on Israeli news, like the Times of Israel, Haaretz, or Jerusalem Post	4%	7%	9%	7%	9%	7%	13%	11%
News sites specifically focused on Palestinian news, like Al Jazeera and Reuters	4%	8%	6%	4%	9%	9%	20%	10%

* Indicates +10 pt difference from gen pop, -10 pt difference from gen pop

Our target audiences that use social media for news are most likely to use TikTok, Instagram, and YouTube

Social Media Sites Usage for News

Among Key Cohorts Who Use Social

● Most Used
 ● Second Most Used
 ● Third Most Used

	GEN POP	White 18-34	Black 18-34	Black 35-49	Hispanic 18-34	Asian 18-34	Muslim 18-50	Liberals 18-34
YouTube	52%	51%	64%	68%	53%	60%	67%	49%
Instagram	35%	52%	66%	44%	58%	60%	66%	63%
Facebook	54%	42%	49%	64%	42%	32%	65%	47%
X (Twitter)	41%	43%	59%	34%	42%	40%	55%	50%
TikTok	31%	54%	64%	35%	59%	42%	39%	58%
Snapchat	12%	15%	19%	14%	21%	15%	27%	18%

Which of the following hashtags do you believe is most appropriate for someone to use right now?

Identifying a Single Hashtag

