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פסיכולוגיה חברתית: علم النفس الاجتماعي للتغيير الاجتماعي  
Social Psychology for Social Change לשינוי חברתי

האוניברסיטה העברית בירושלים  
THE HEBREW UNIVERSITY OF JERUSALEM  
الجامعة العبرية في اورشليم القدس

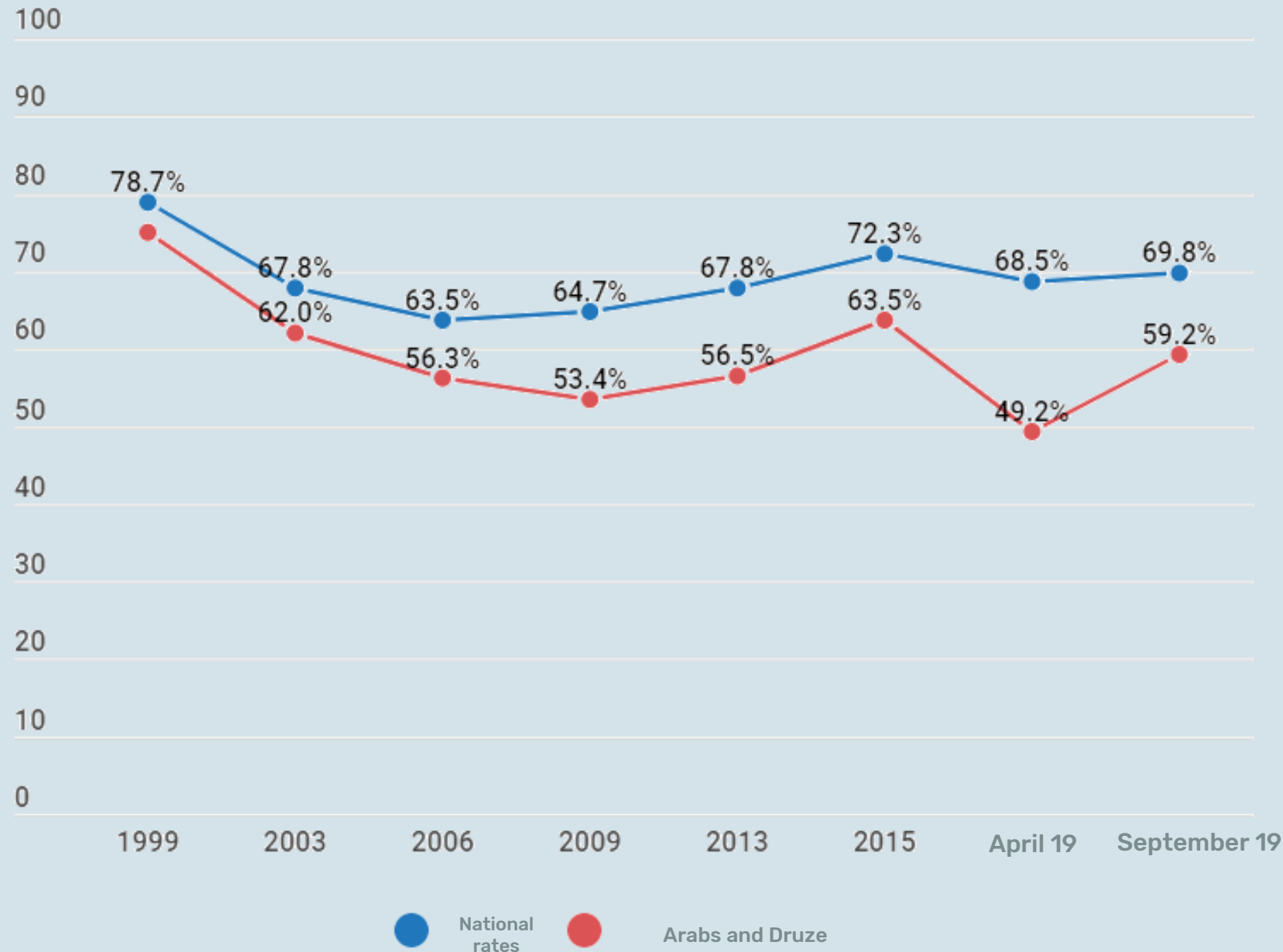


# Voting Patterns among Arab Citizens in Israel

Researchers

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Over the last two decades, voting rates among Arab Citizens of Israel in the national elections decreased dramatically.

Voting rates among Arabs in the April 2019 election was the lowest in history - less than 50%.

Yet, in the most recent election, there was a roughly 10% increase in voting rates among Arabs.



Exploring and mapping motivations and obstacles to voting among Arab citizens of Israel, with the aim of increasing voting rates.



Messages that can increase motivation to vote



Political considerations and psychological factors that affect the decision to vote or not vote



### March 2020 Election:

- Third round in less than a year
- Follows a significant rise in voting rates and in the number of seats for the Joint List
- Dramatic developments concerning a political Jewish-Arab collaboration, including a recommendation by the Joint List for Gantz as Prime Minister and negotiations between Gantz and the Joint List
- Characterized by significant fragmentation and restructuring of Jewish parties, while *Hadash* and the Arab parties are united under the Joint List



### **Factors that were found relevant in Sept. 2019 election**

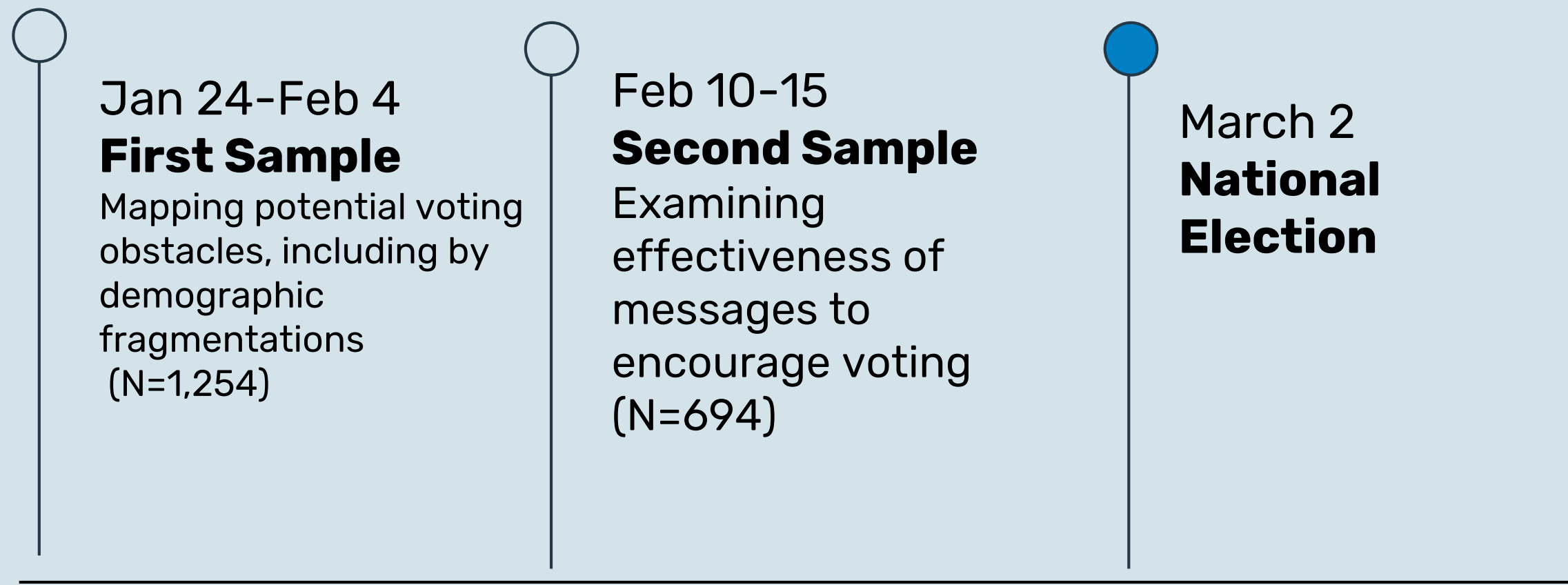
- Perceived norms
- Group-efficacy

### **Unique factors for this election cycle**

- Pride over the achievements in the previous election cycle
- Positive intergroup comparison
- Loss aversion
- Dynamic norm perceptions

### **Additional potential factors**

- Moral obligation and commitment to future generations
- Shame and regret over not voting
- Trust in the Arab/center-left/right parties





A phone survey with 1,254 participants of eligible voters from the Arab population in Israel was conducted by Statnet

### Religion

66% Muslims  
9% Christians  
18% Druze  
8% No answer

### Geographic location

58% Galilee  
13% Triangle  
6% Negev  
24% Mixed cities

### Age

18-24 - 14%  
24-34 - 15%  
35-44 - 20%  
45-54 - 21%  
55-64 - 17%  
+65 - 12%

### Gender

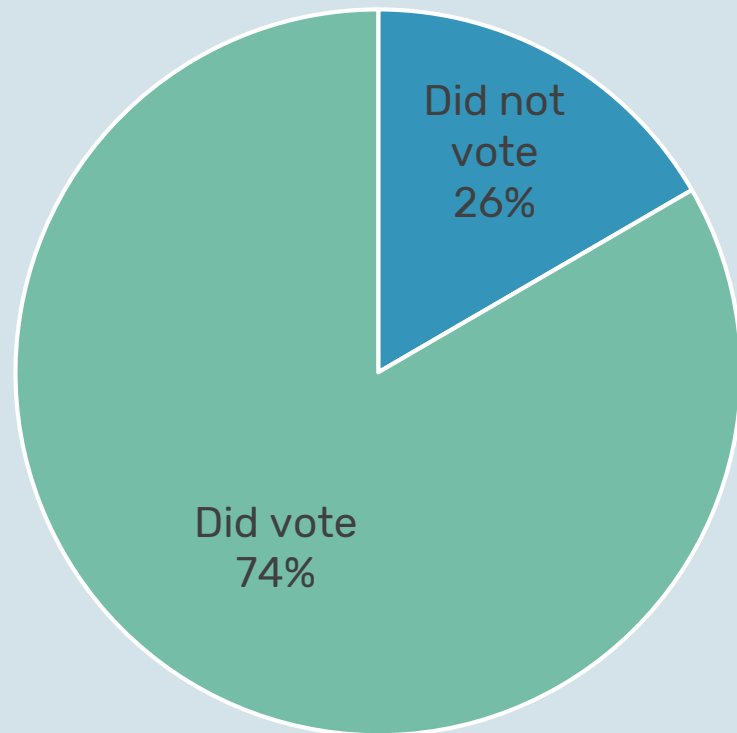
70% Men  
30% Women



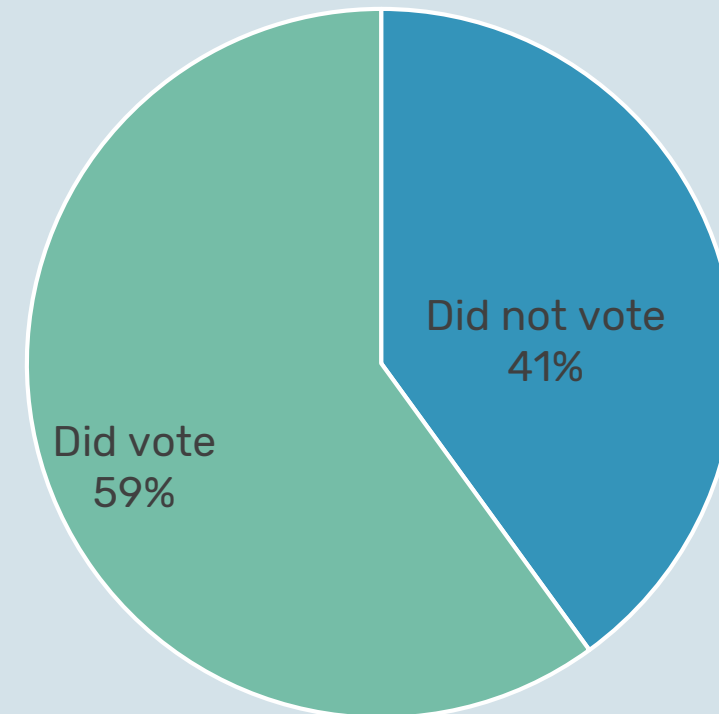
## Rate of participants in current survey who did/did not vote in Sept. 2019 elections

**Rate of survey participants compared to rate of voters in the general Arab population.**  
*Due to differences between population and sample, the following slides were statistically corrected.*

Sample



Arab Population







## Intention of voting in the March 2020 election (corrected)

### What are the chances of you voting in the coming election for the 23<sup>rd</sup> Knesset (March 2020)?

(1 = not likely at all; 6 = very likely)

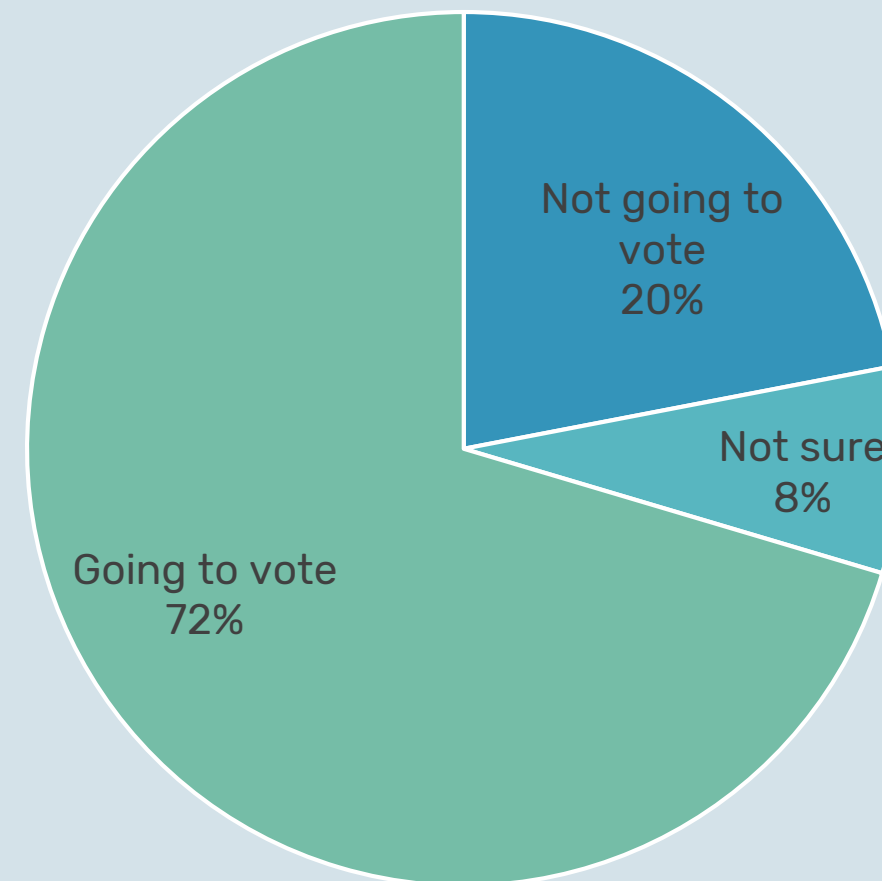
Answers distributed along 3 levels:

1-2: Not going to vote

3-4: Not sure

5-6: Going to vote

Voting intentions in the coming elections (corrected)



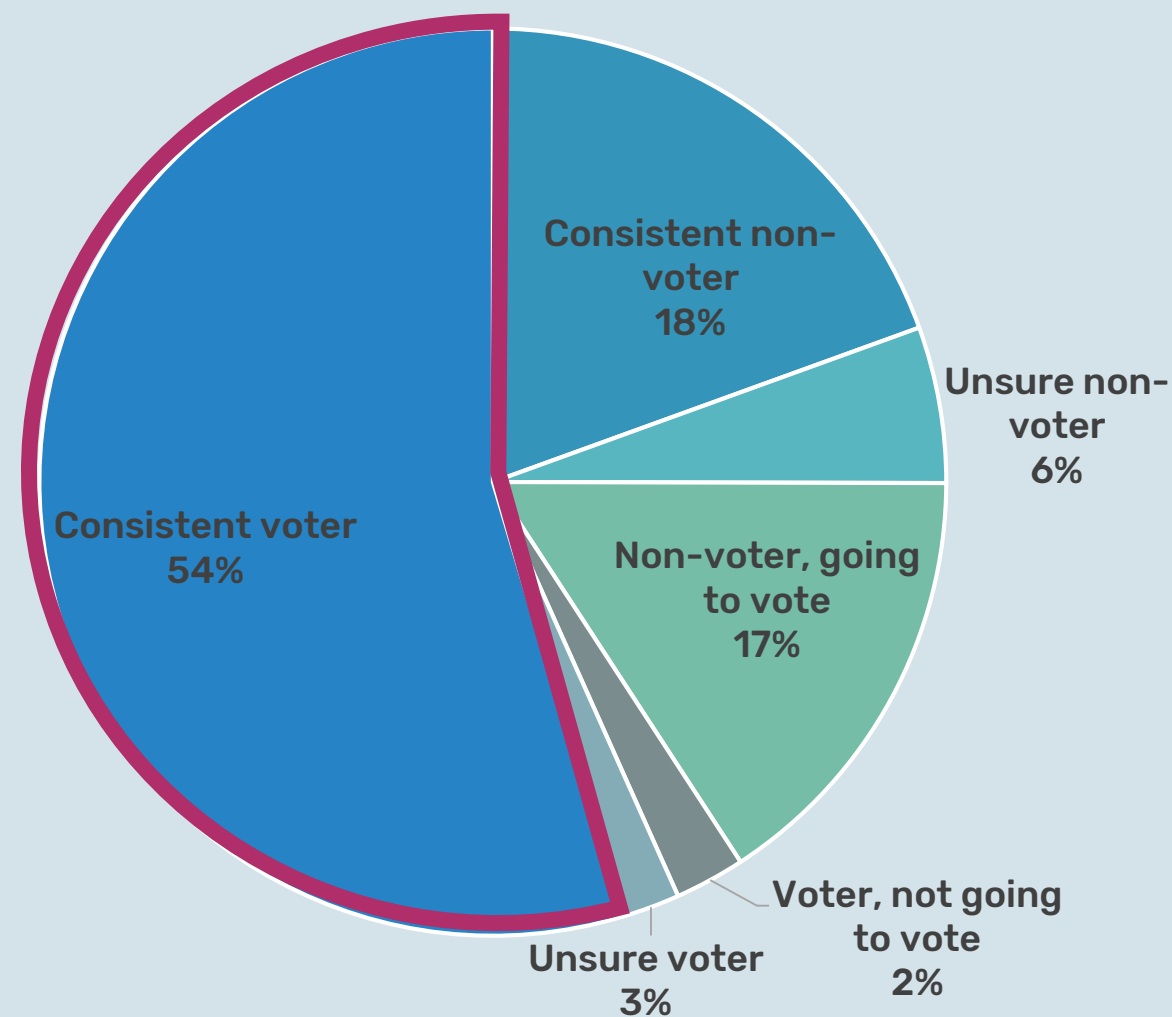


# 6 types of voters

(based on voting patterns in Sep. 19 election and voting intentions in coming election)

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote	●	
Not sure		
Not going to vote		

Voting intentions in the coming election (corrected)



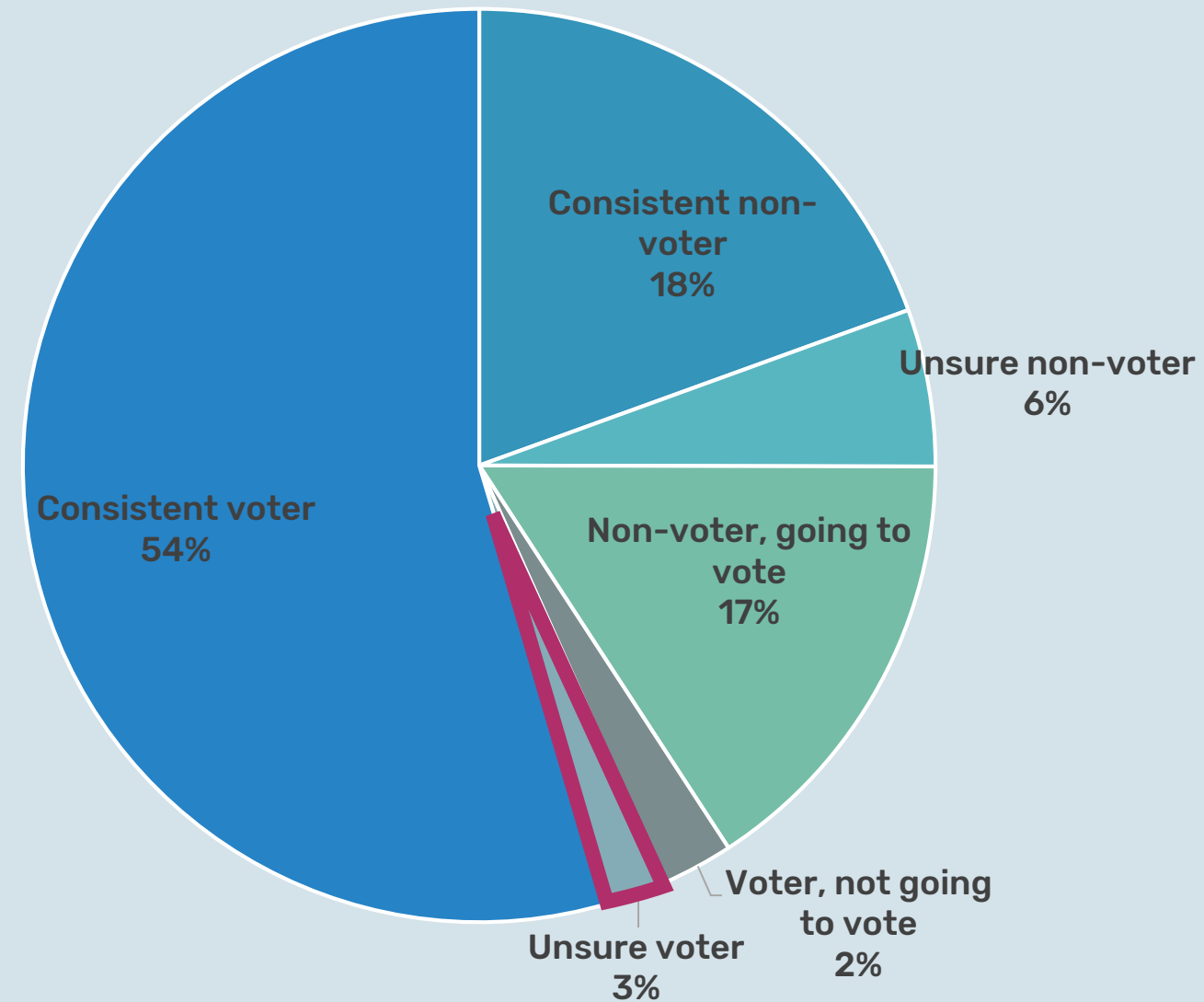


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Voting intentions in the coming election (corrected)



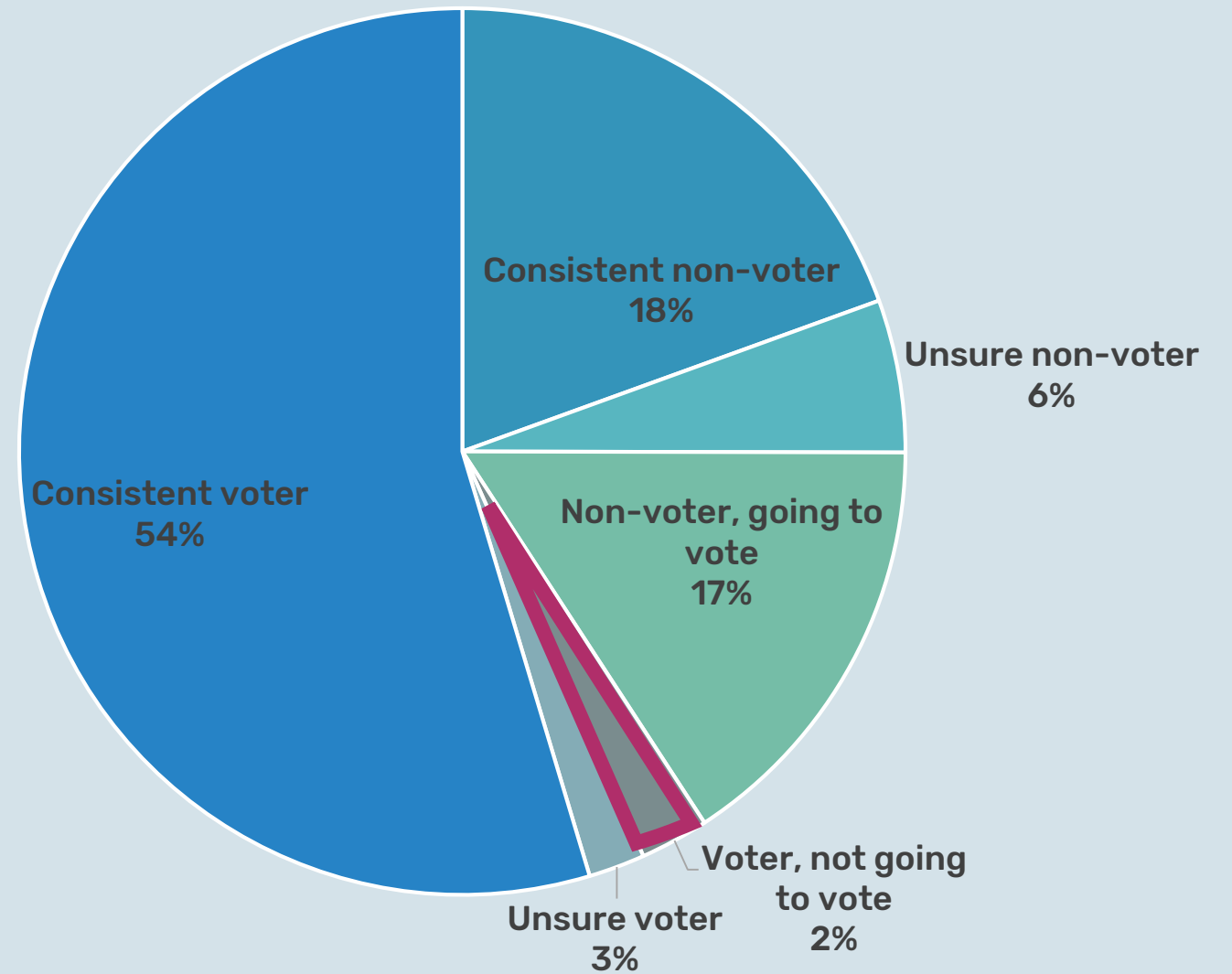


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Voting intentions in the coming election (corrected)



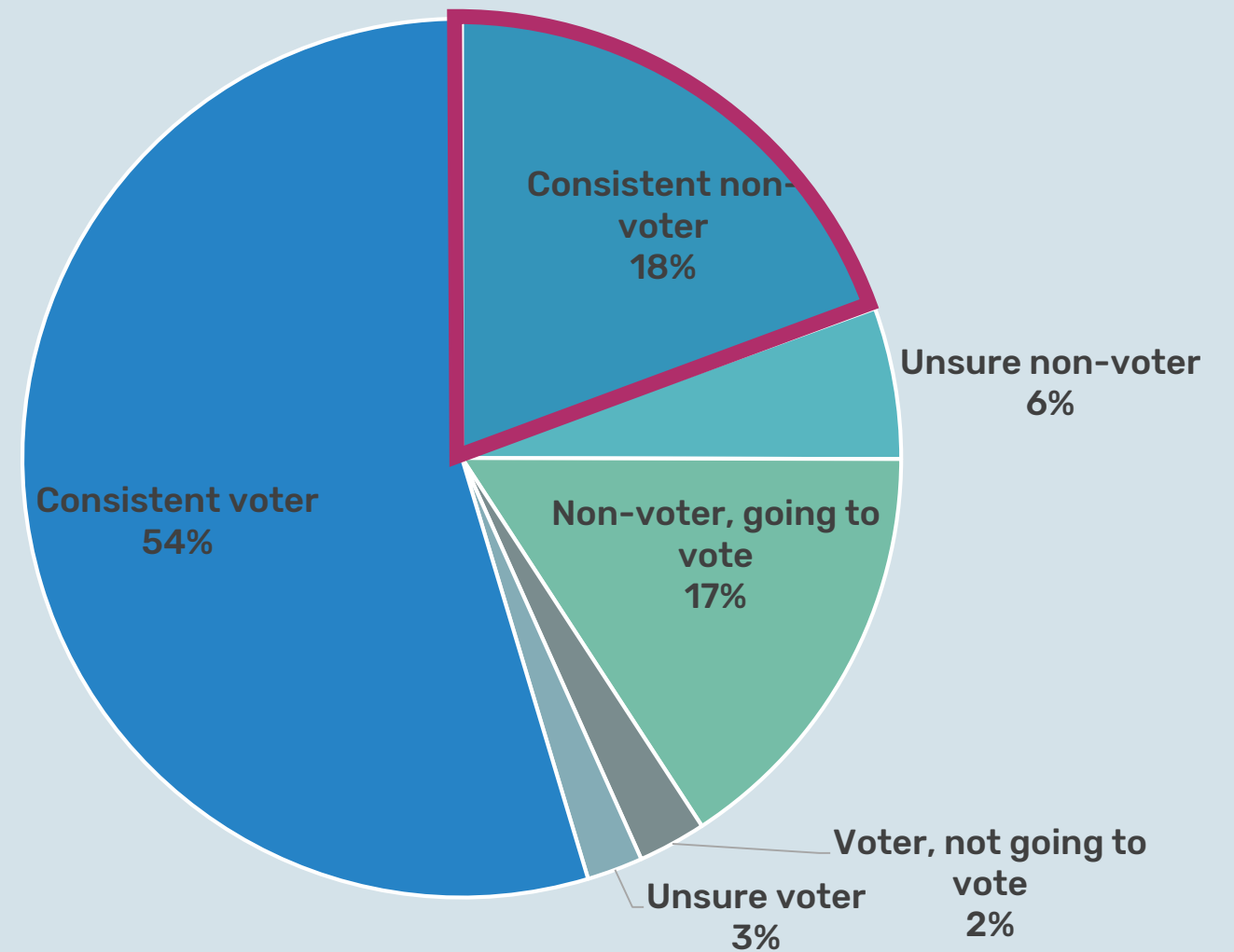


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Voting intentions in the coming election (corrected)



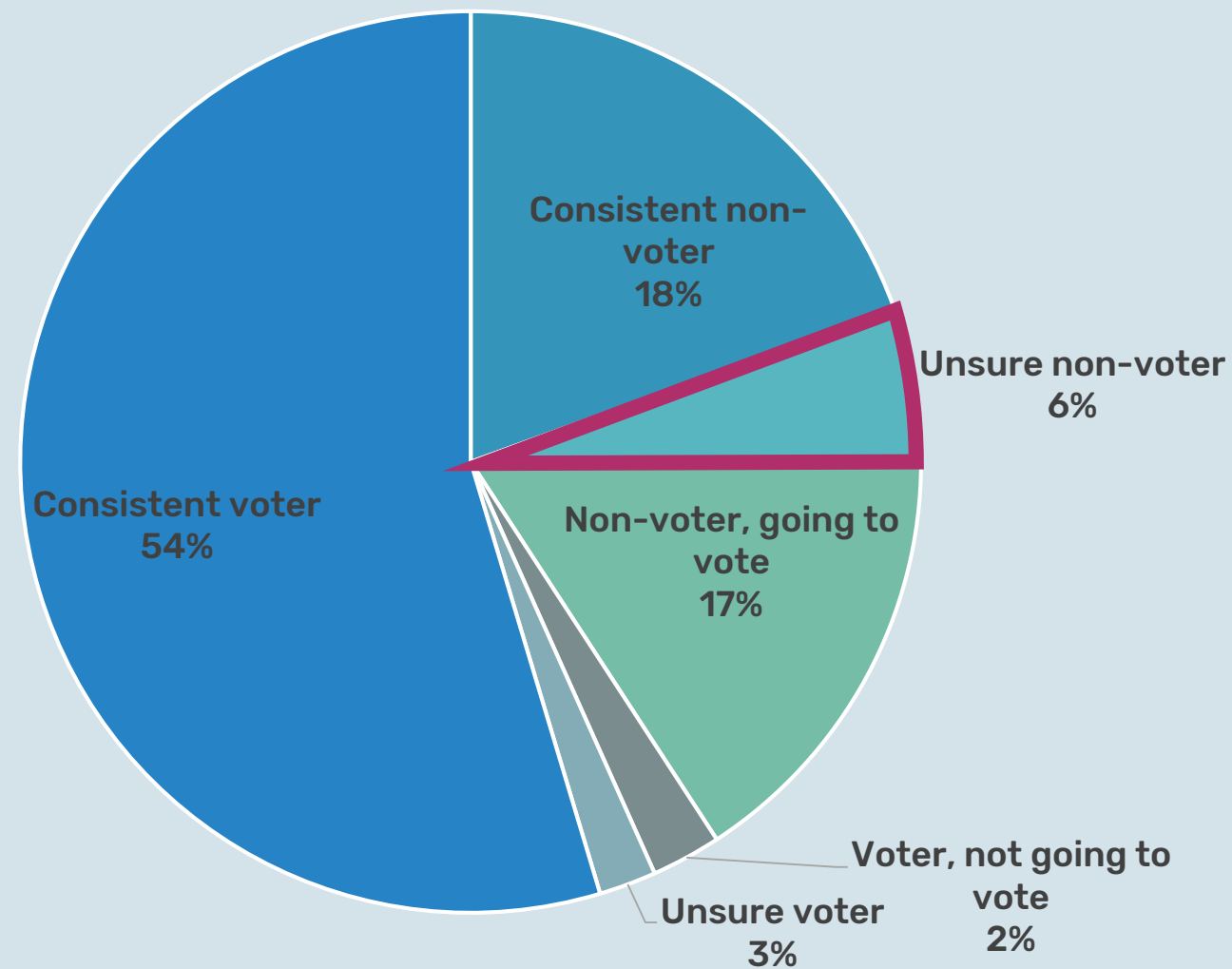


# 6 types of voters

(based on voting patterns in Sep. 19 election and voting intentions in coming election)

Voting intentions in the coming election (corrected)

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote		
Not sure		●
Not going to vote		



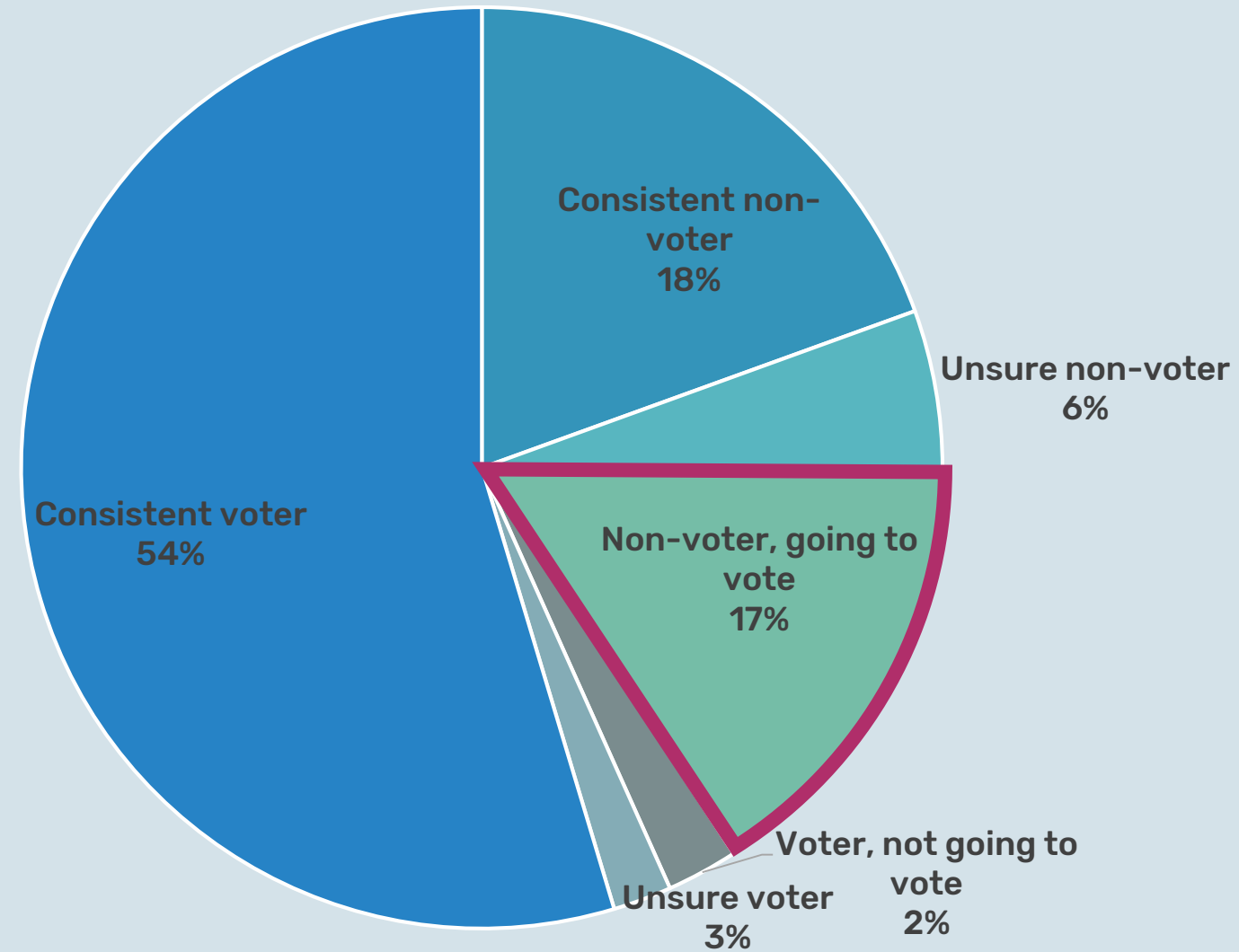


# 6 types of voters

(based on voting patterns in Sep. 19 election and voting intentions in coming election)

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote		●
Not sure		
Not going to vote		

Voting intentions in the coming election (corrected)

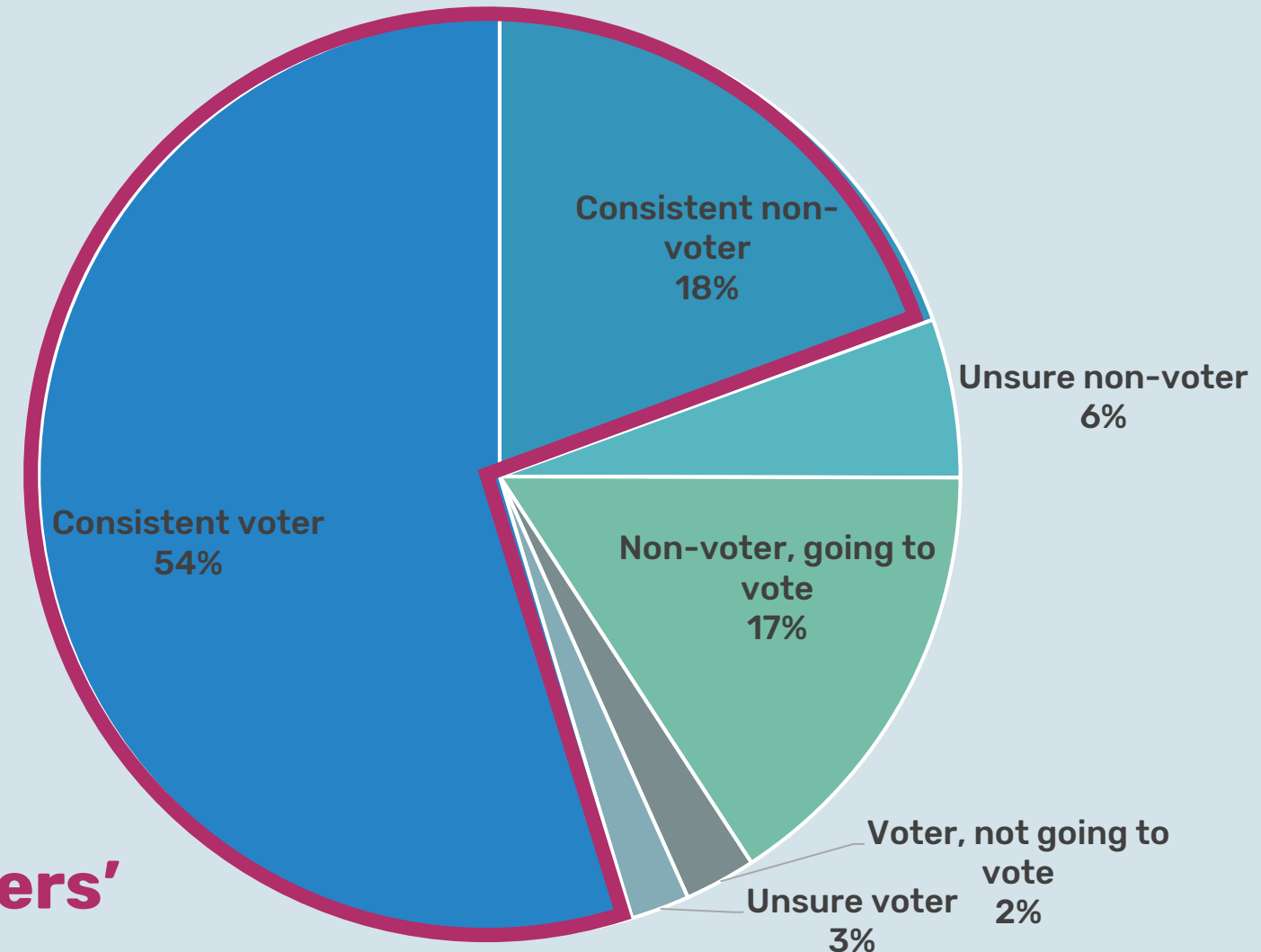




## 6 types of voters - Insights

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote	●	
Not sure		
Not going to vote		●

Voting intentions in the coming election (corrected)



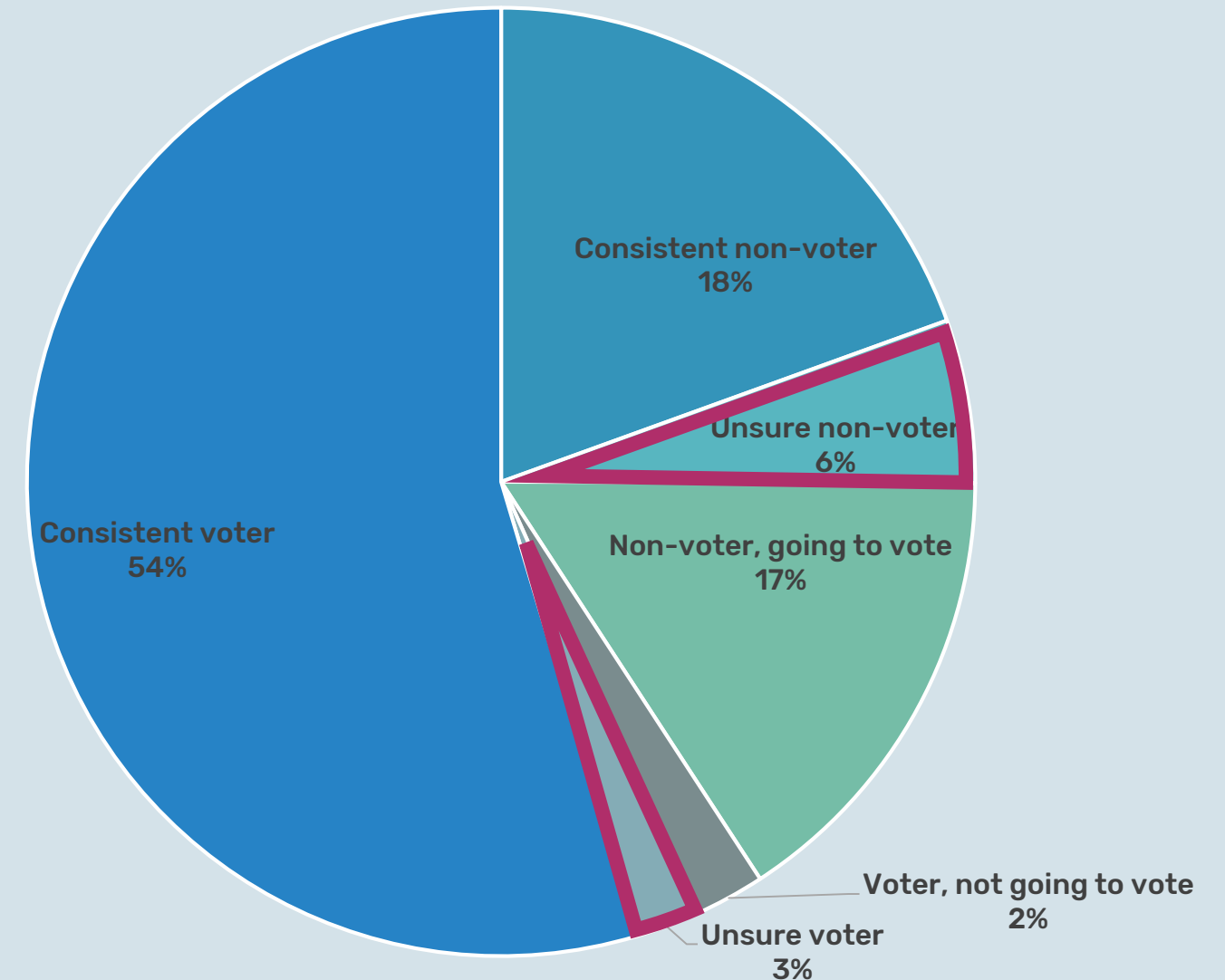
**Consistent intentions among 'voters' & 'non-voters'**





Voting intentions in the coming election (corrected)

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote		
Not sure	●	●
Not going to vote		

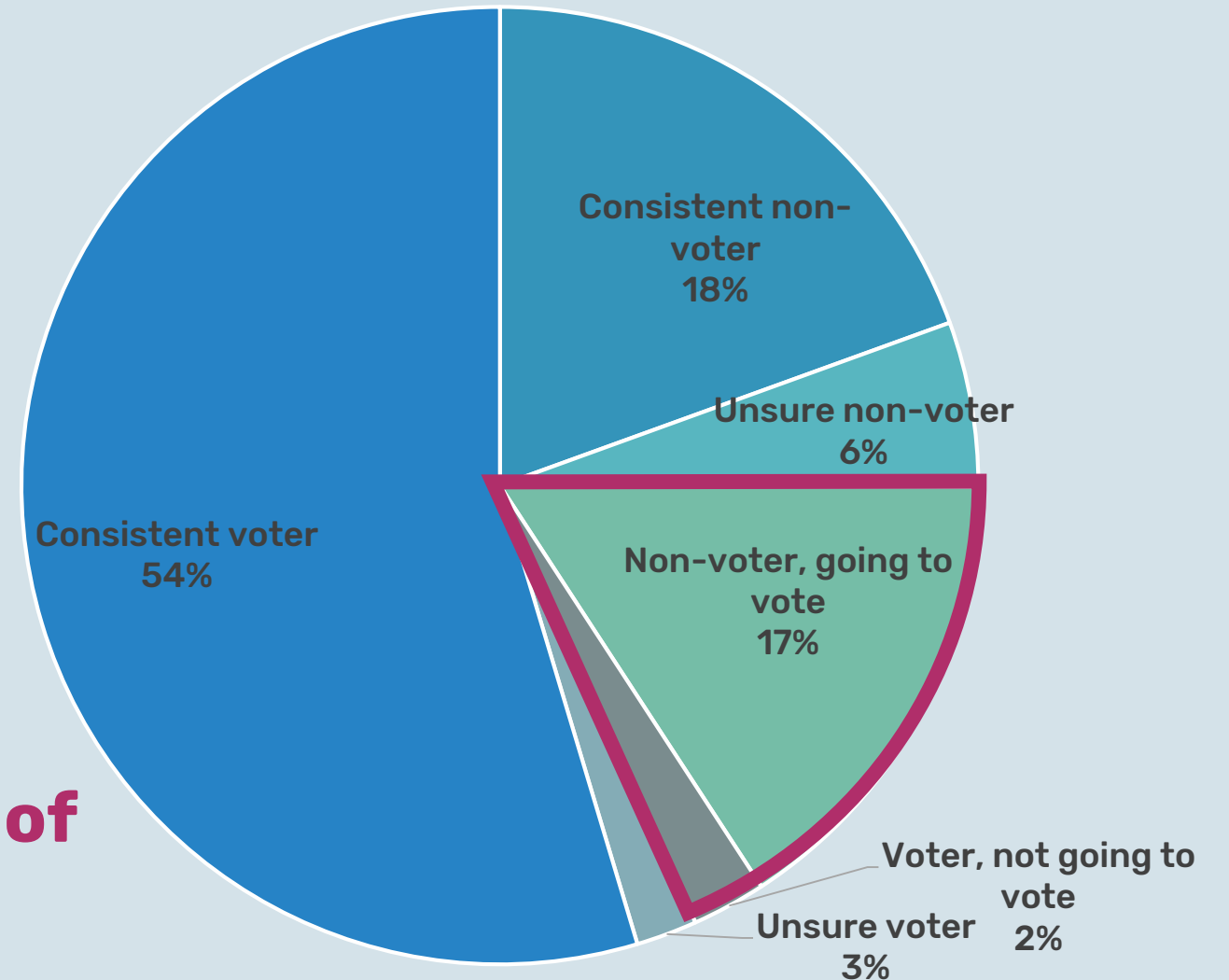


**Relatively small rates of 'unsure'**



Voting intentions in the coming election (corrected)

	Did vote in Sep 2019	Did not vote in Sep 2019
Going to vote		
Not sure		
Not going to vote	●	●

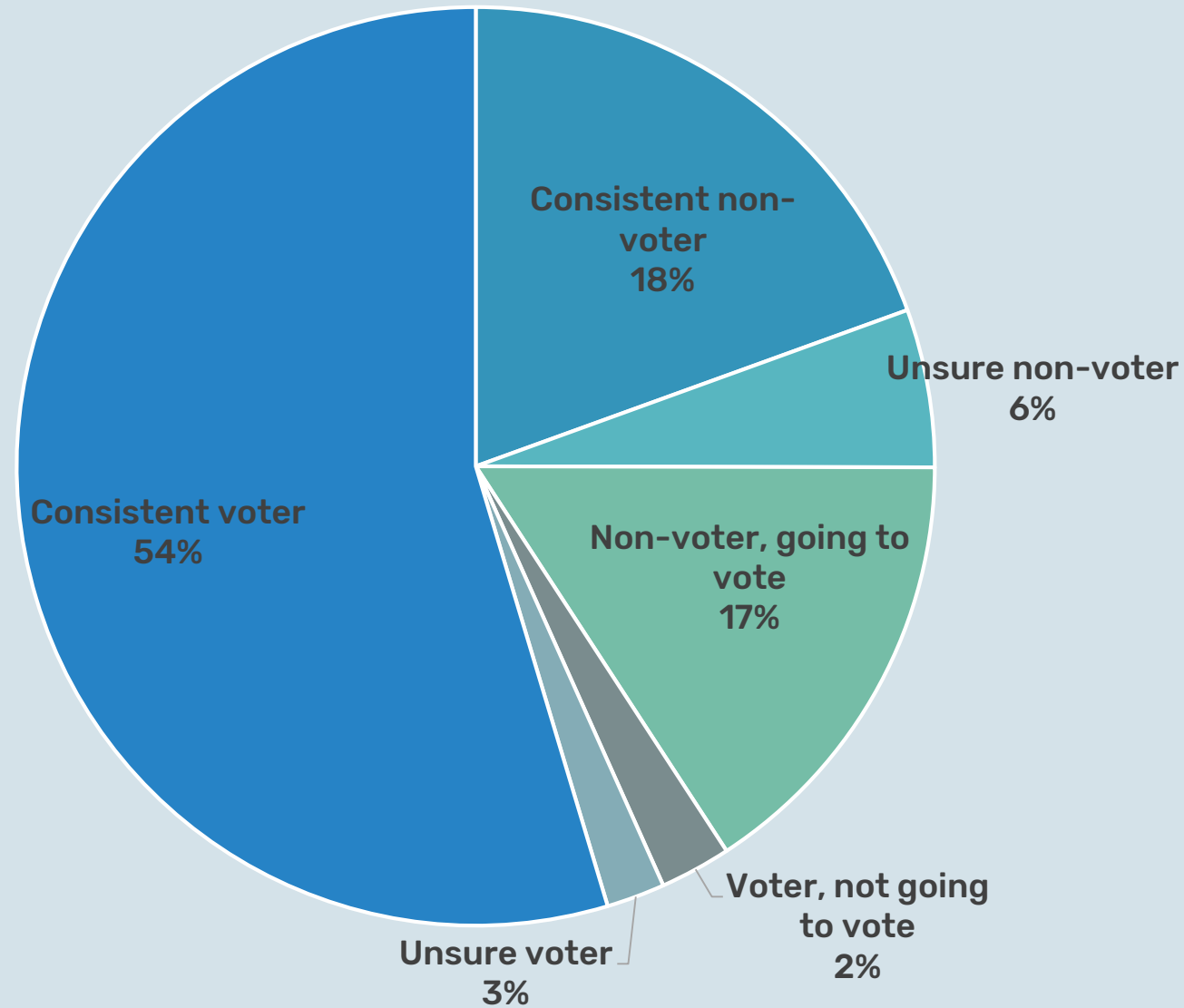


**A large portion of 'non-voters' are going to vote vs. a smaller number of voters who are not going to vote**

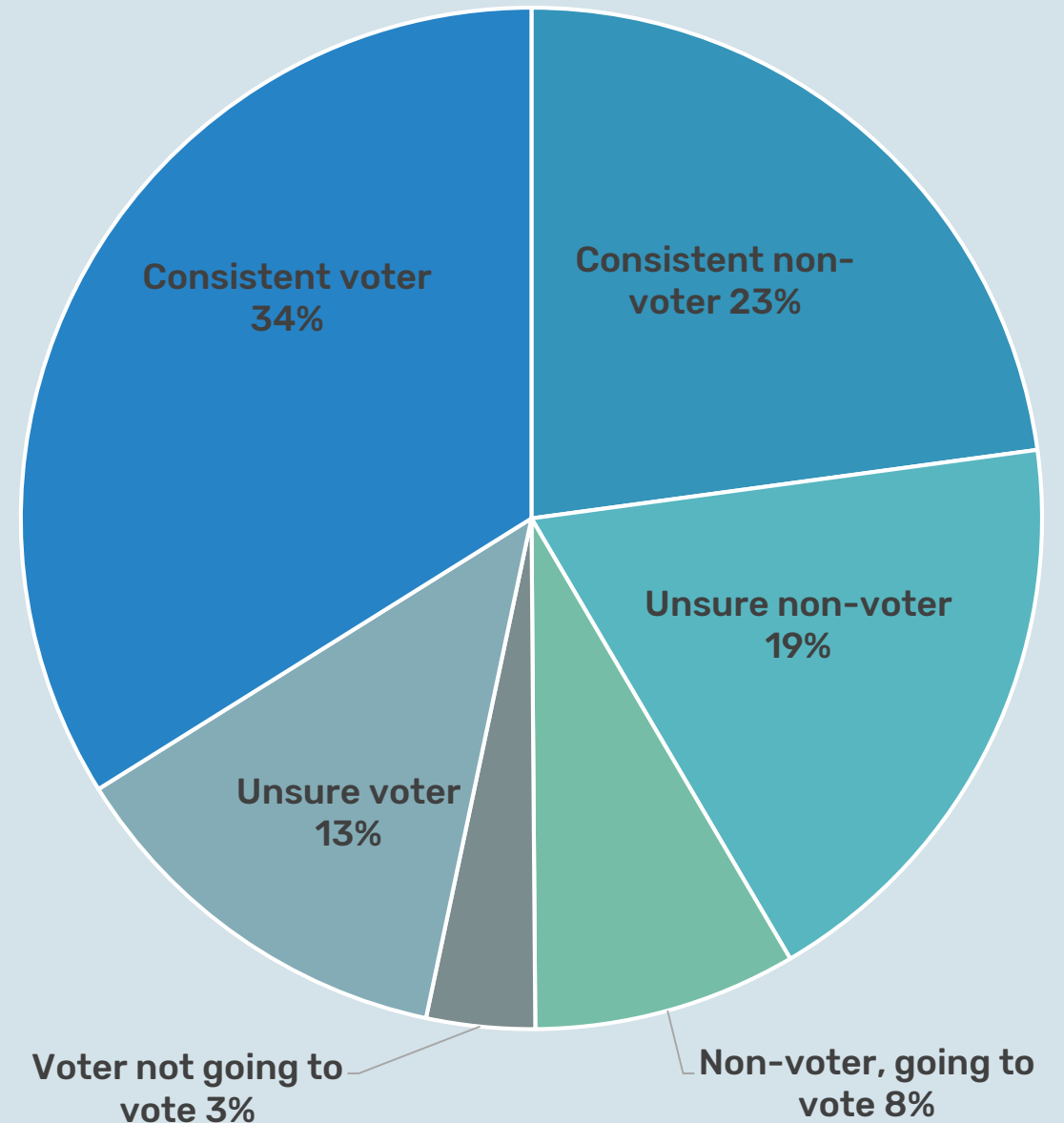


# Types of voters (compared to the period before previous election)

Voting intentions in the coming election (corrected)



Voting in the previous elections (Sept. 2019) (corrected)





We asked: What do people care about?



We examined links between beliefs, perceptions, and voting patterns



We asked participants for their subjective opinions: What could make them change their mind?



## What do people care about (current sample by gender)

*Rate the following issues by importance. Choose the three most important issues and rate them by order from the most important to the least important*

### Women

Rating %	Issue
65%	Violence and safety in Arab society
27%	Status of Arab education system*
27%	The Nation Law*
24%	Cost of living, poverty and unemployment*
23%	Housing, land and house demolition*
17%	Racism and tension between Arabs and Jews
10%	State discrimination against Arab citizens
6%	Israeli occupation

### Men

Rating %	Issue
60%	Violence and safety in Arab society
29%	The Nation Law*
28%	Housing, land and house demolition*
23%	Status of Arab education system*
21%	Cost of living, poverty and unemployment*
18%	Racism and tension between Arabs and Jews
12%	State discrimination against Arab citizens
8%	Israeli occupation



# What do people care about? (current sample by voting pattern in previous election)

*Rate the following issues by importance. Choose the three most important issues and rate them by order from the most important to the least important*

## Did not vote in Sep. 2019

Rating %	Issue
58%	Violence and safety in Arab society
29%	Housing, land and house demolition
27%	Status of Arab education system*
24%	Cost of living, poverty and unemployment*
22%	The Nation Law*
19%	Racism and tension between Arabs and Jews
10%	State discrimination against Arab citizens*
10%	Israeli occupation*

## Did vote in Sep. 2019

Rating %	Issue
64%	Violence and safety in Arab society
30%	The Nation Law*
25%	Housing, land and house demolitions
24%	Status of Arab education system*
22%	Cost of living, poverty and unemployment*
17%	Racism and tension between Arabs and Jews
11%	State discrimination against Arab citizens*
7%	Israeli occupation*



## What do people care about? (current sample by voting pattern in previous election)

*Rate the following issues by importance. Choose the three most important issues and rate them by order from the most important to the least important*

### Sample before Sep. 19 election

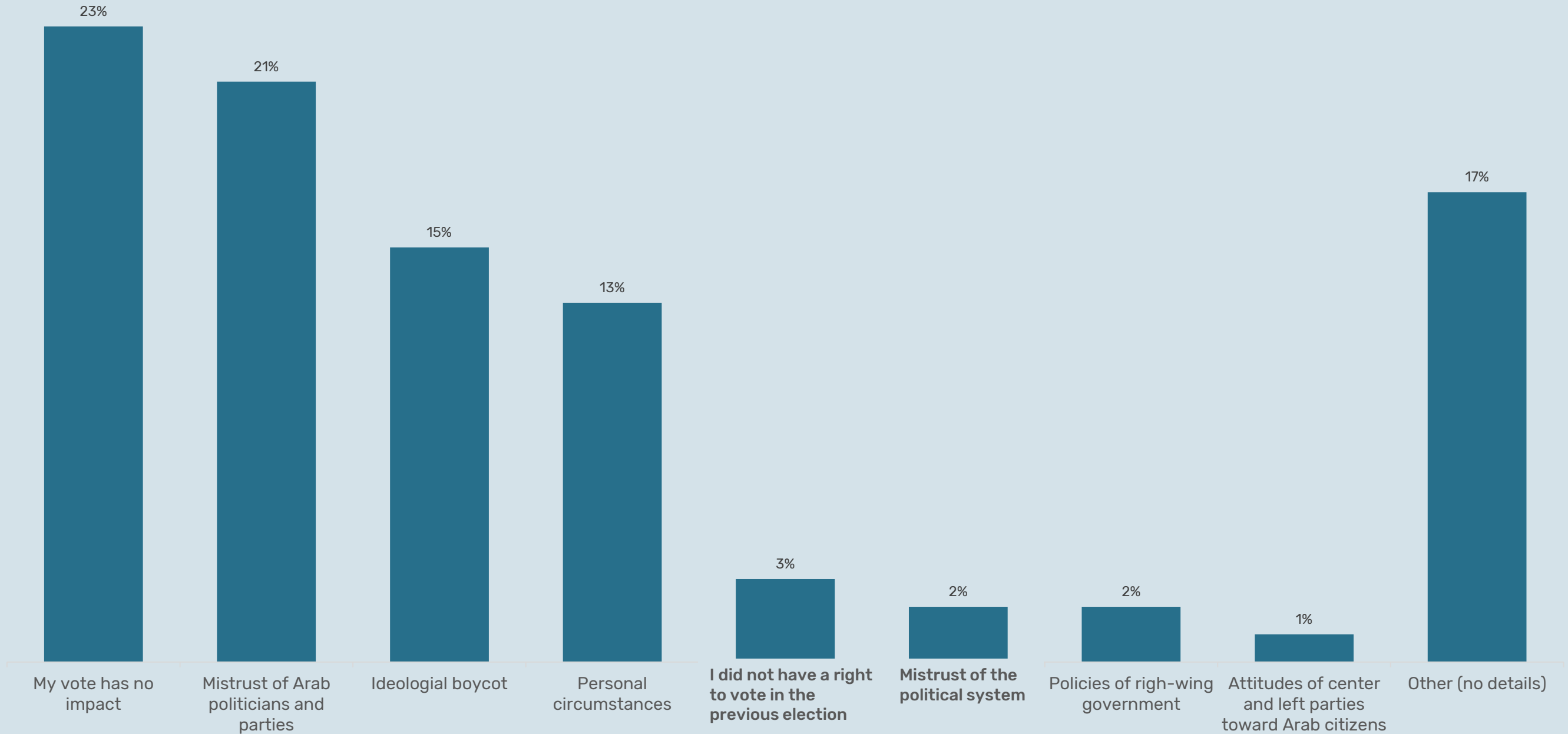
Rating %	Issue
63%	Violence and safety in Arab society
24%	The Nation Law
23%	The education system
19%	Housing, land and house demolition
15%	Poverty and unemployment
11%	Racism and tension between Arabs and Jews
10%	Gender equality
6%	Israeli occupation

### Current sample

Rating %	Issue
62%	Violence and safety in Arab society
28%	The Nation Law
26%	Housing, land and house demolition
25%	Status of Arab education system
23%	Cost of living, poverty and unemployment
18%	Racism and tension between Arabs and Jews
11%	State discrimination against Arab citizens
8%	Israeli occupation



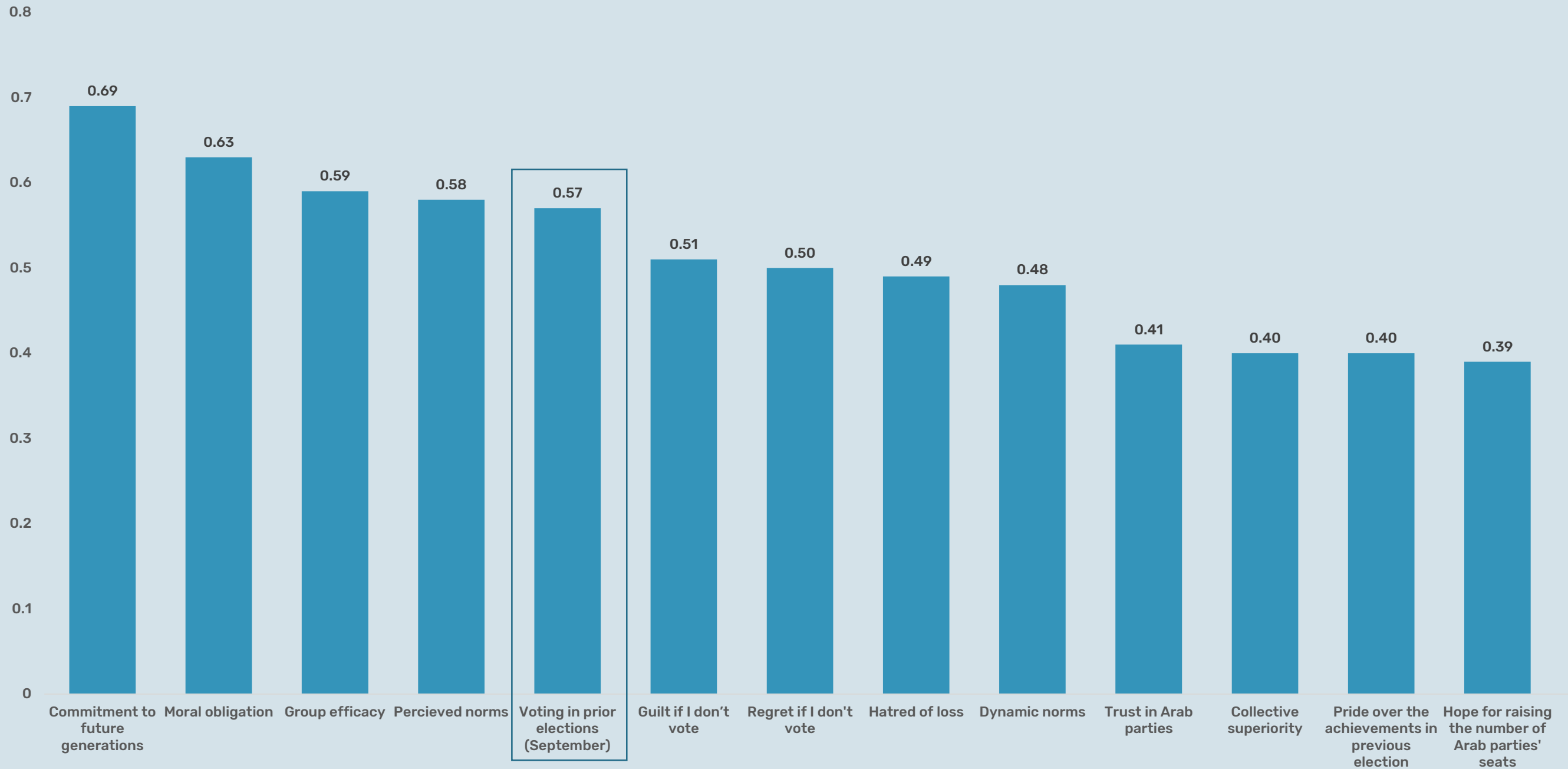
## Declared reasons for not voting (% out of the participants who are not going to vote in the coming election)





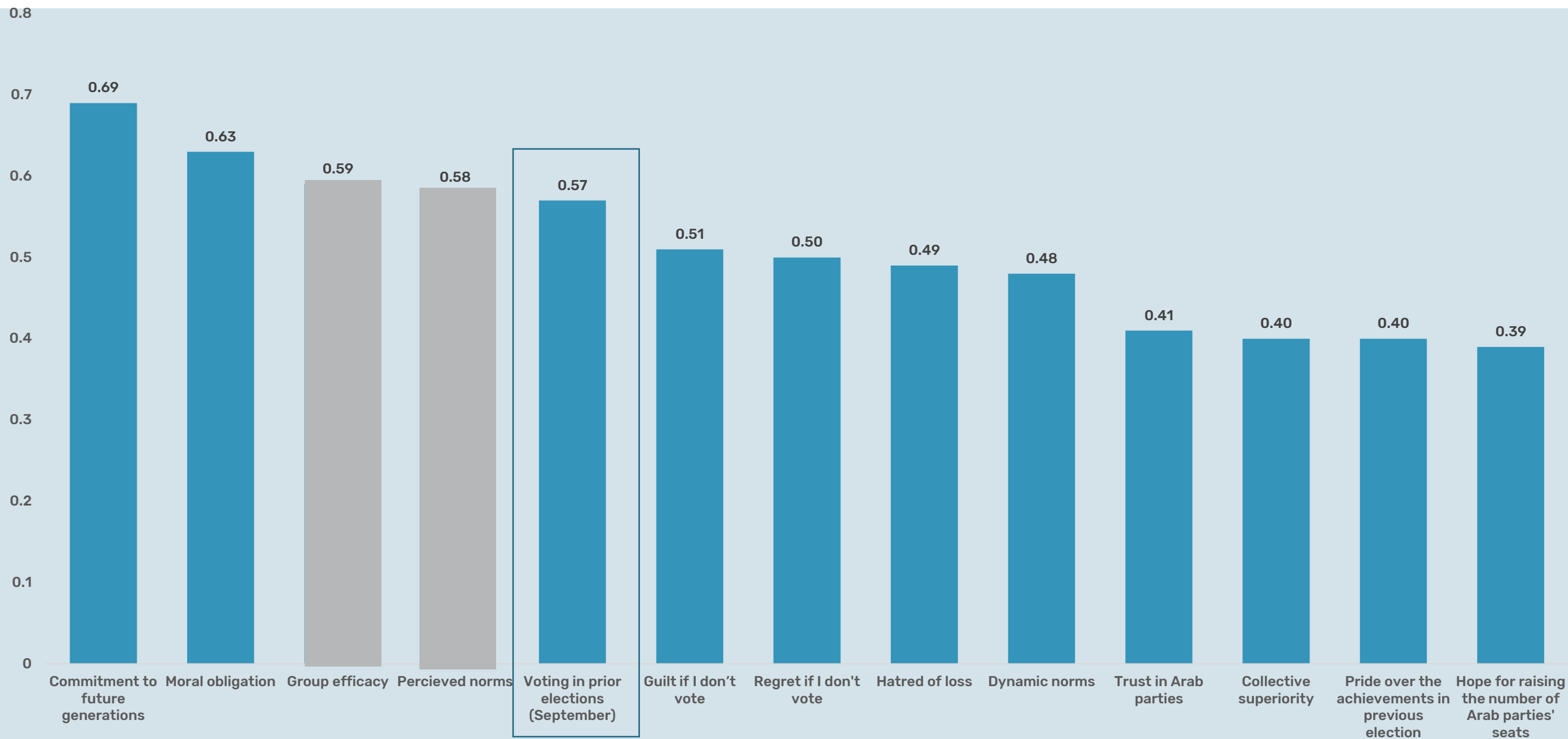


# Links between psychological variables and intention of voting in the coming election (entire sample)





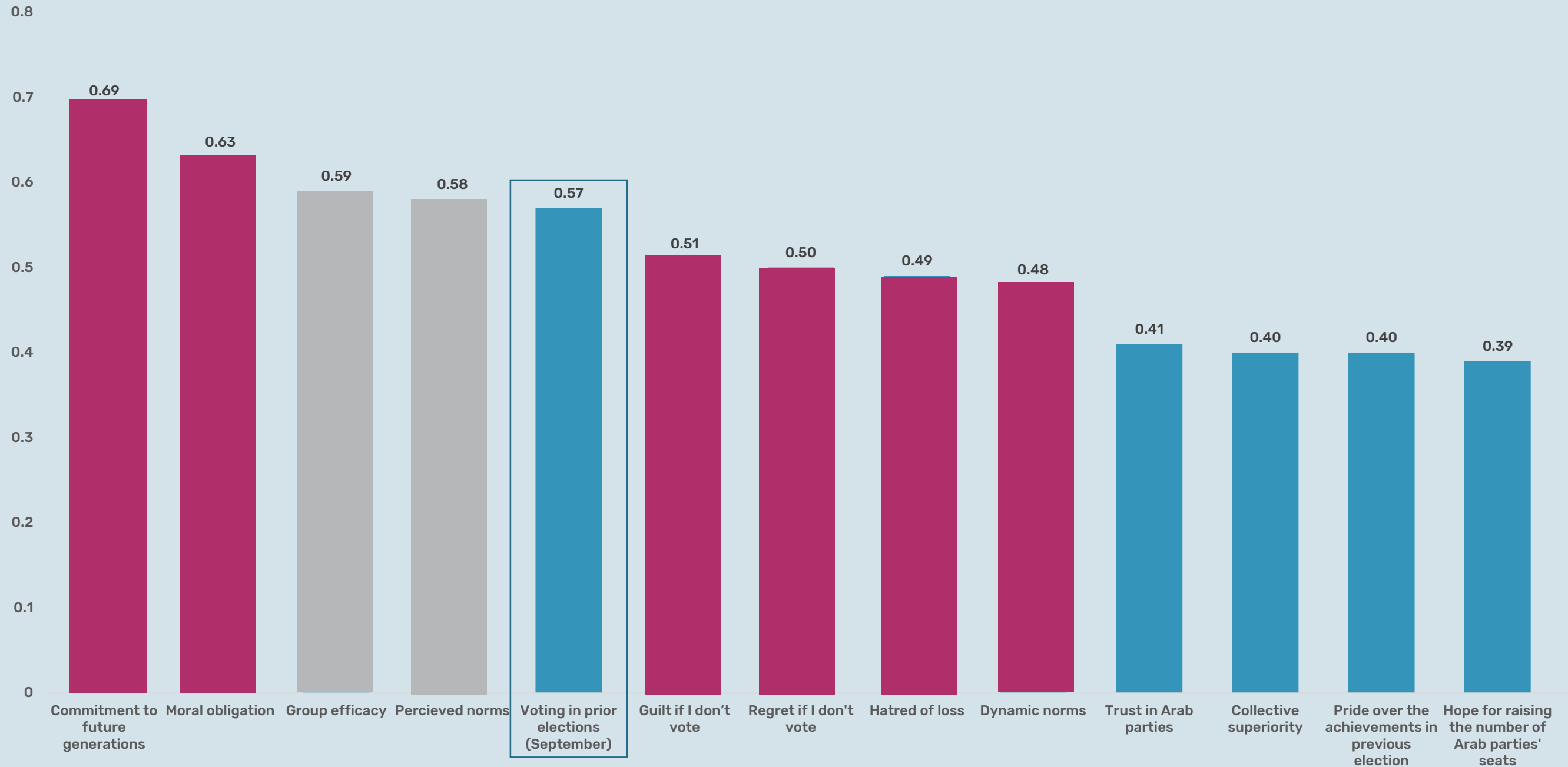
# Links between psychological variables and intention of voting in the coming election (entire sample)



\* Messages in previous elections



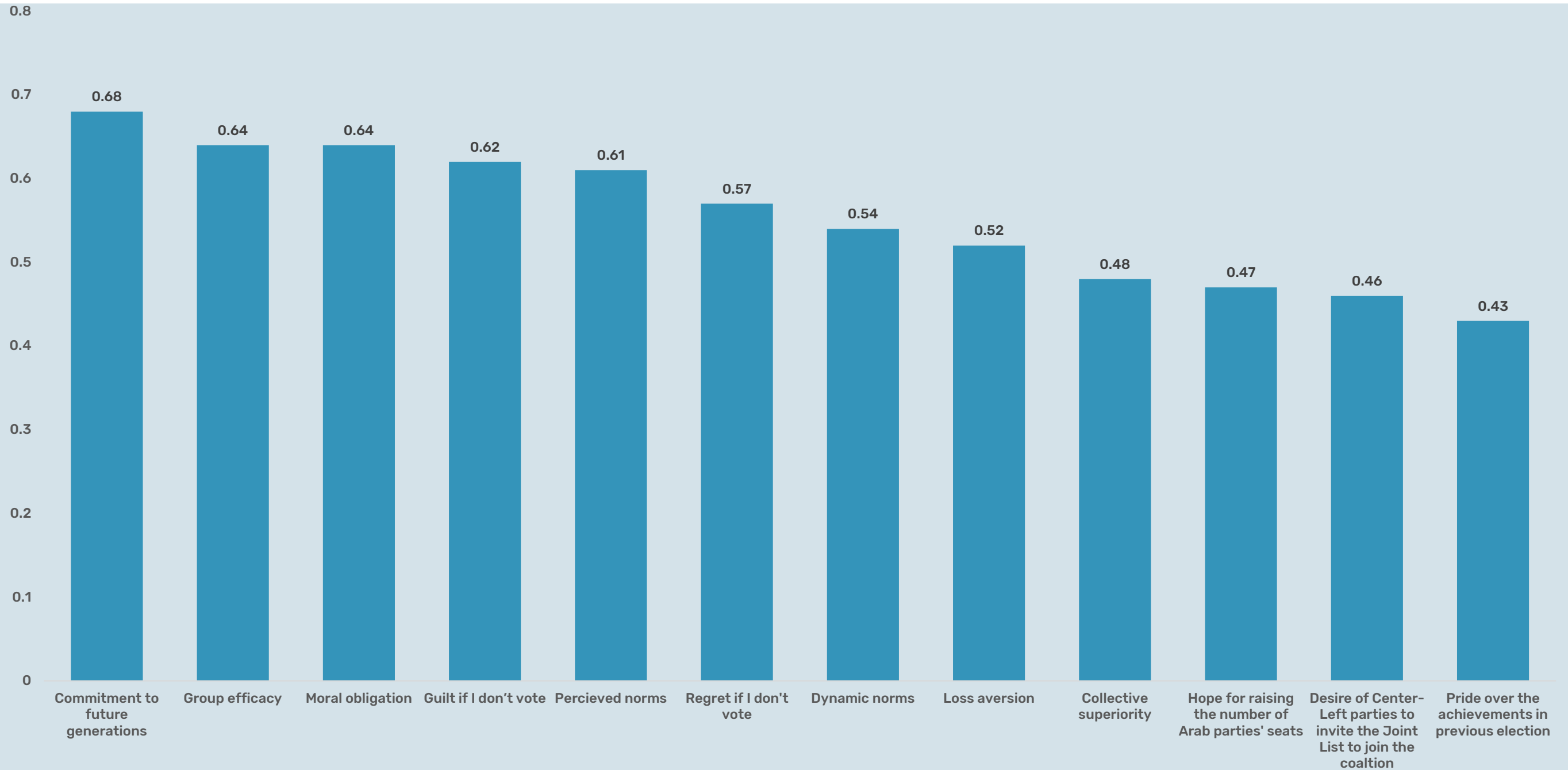
# Links between psychological variables and intention of voting in the coming election (entire sample)



**\* Recommendation for new messages**

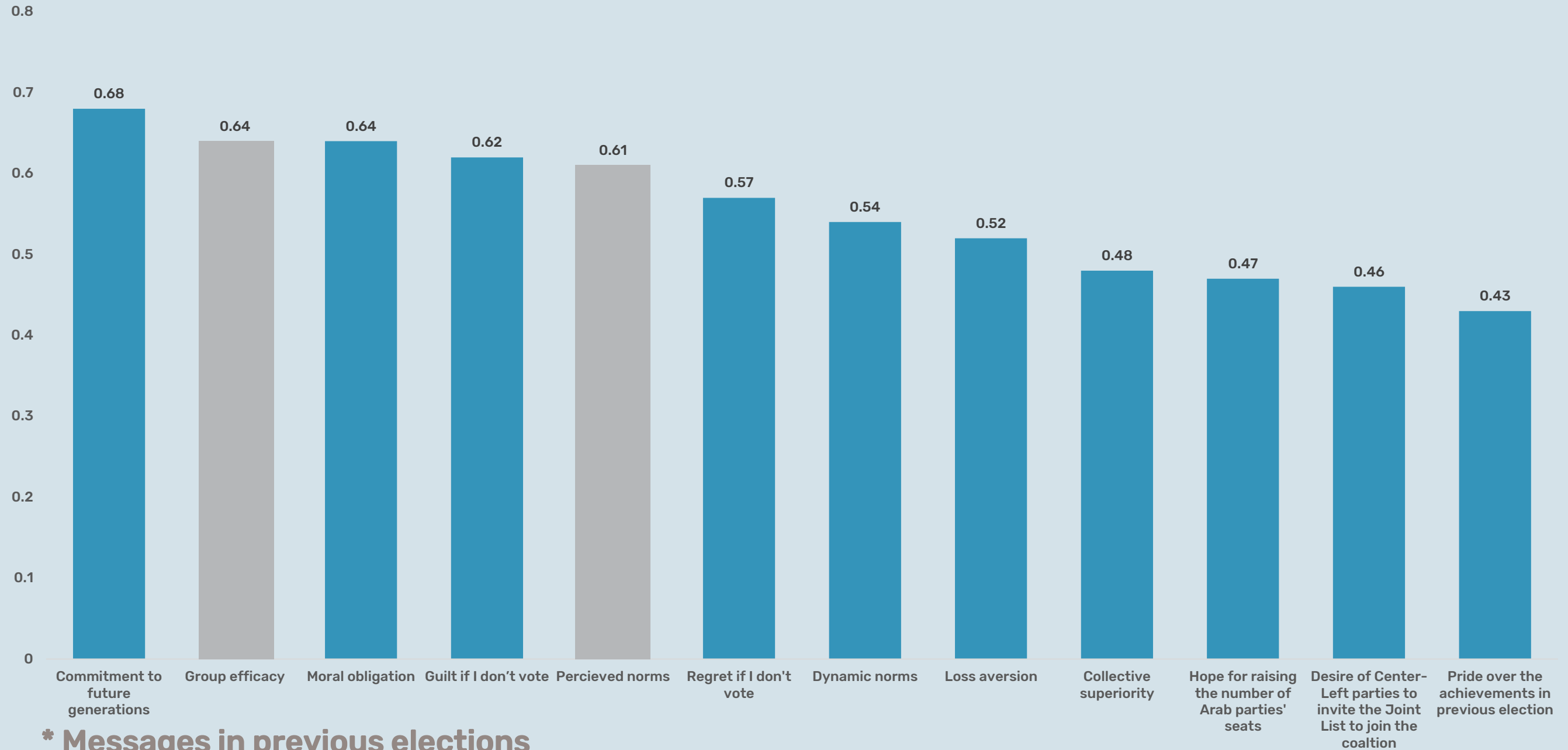


# Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)



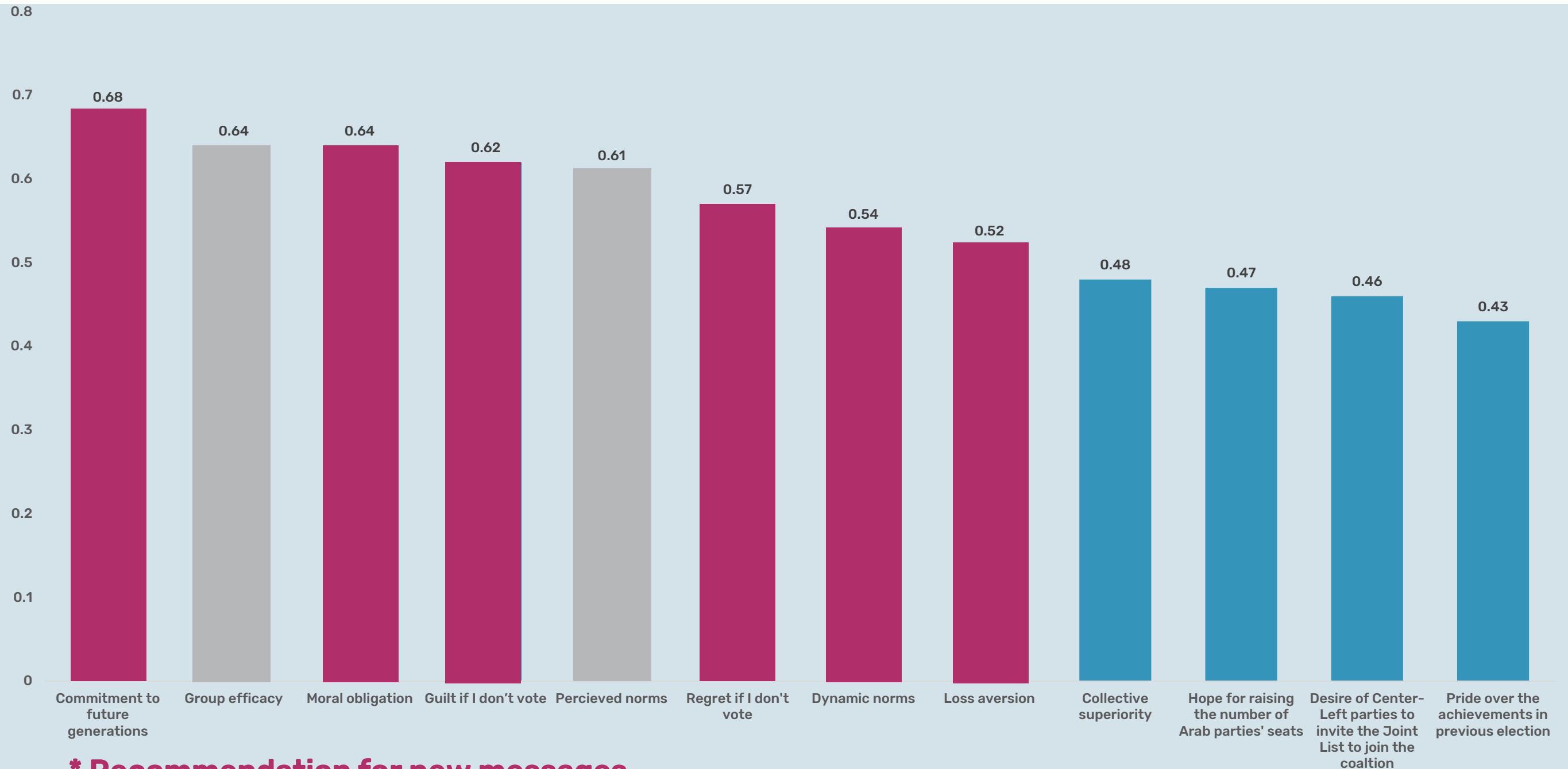


# Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)





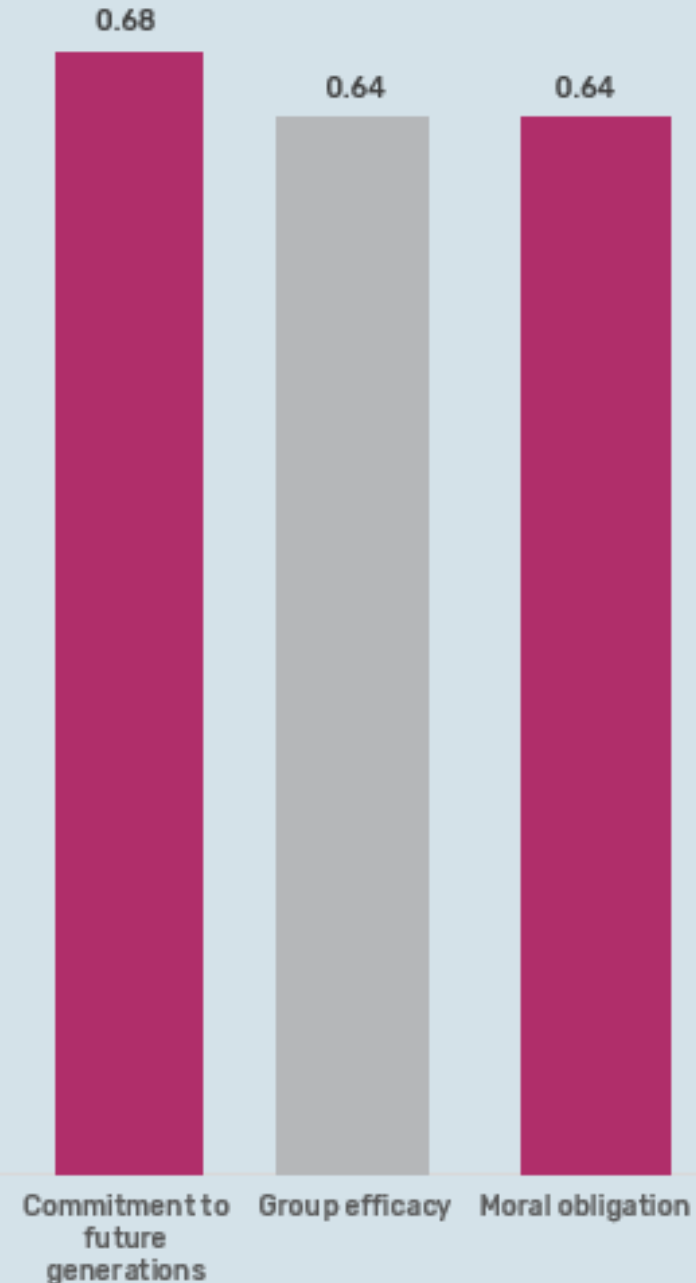
# Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)



\* Recommendation for new messages



## Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)



- To what extent do you feel morally obligated to vote in the coming election?
- To what extent do you feel you must vote in the coming election to guarantee a better future for future generations?

**\* Recommendation for new messages**



## Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)

- If you do not vote in the coming election and the representation of Arabs in the Knesset will be reduced, to what extent do you think you might feel guilty or ashamed?



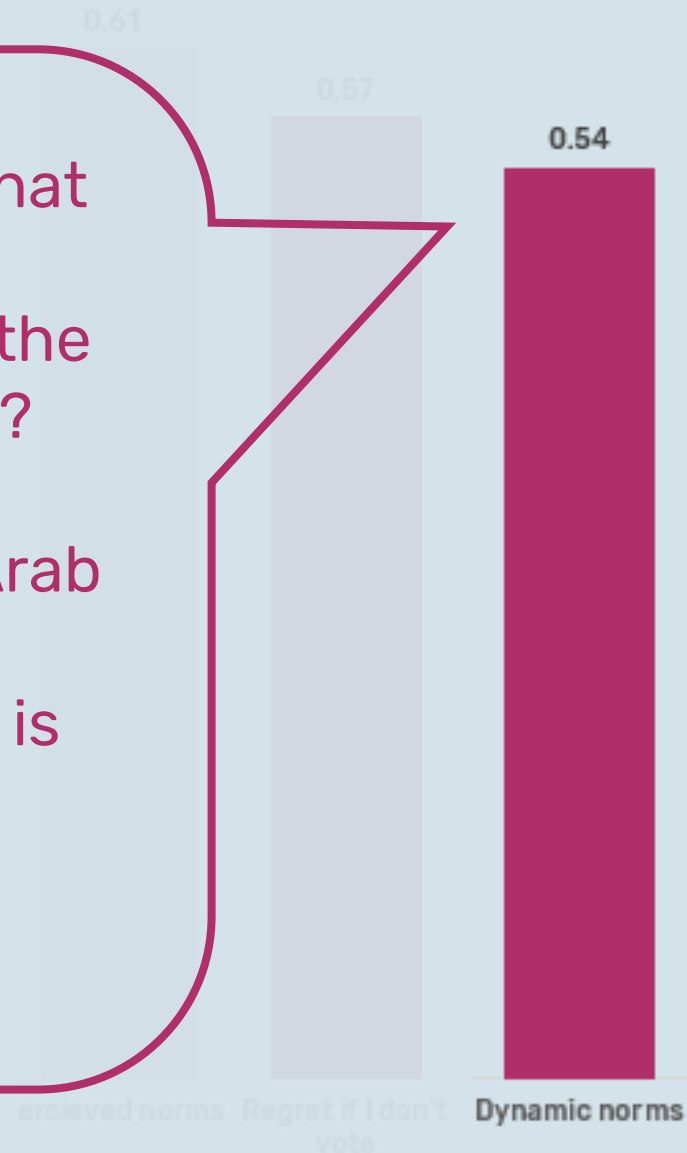
\* Recommendation for new messages





## Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)

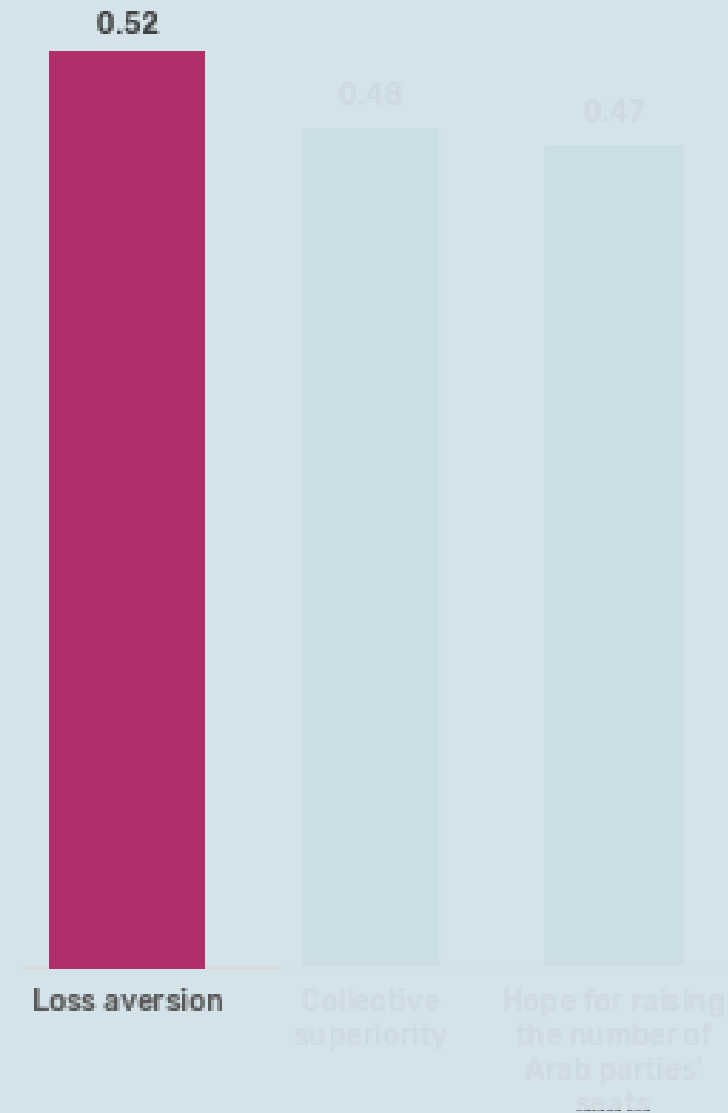
- Compared to the previous September elections, to what extent do you think more Arabs are going to vote in the upcoming March elections?
- The rise in the turnout in Arab society in the last election makes me think that there is momentum and a greater number of Arabs intend to vote in the upcoming elections.





## Links between psychological variables and intention of voting in the coming election (among participants who did not vote in the previous election)

- The rise in voting rates in Arab society in the previous election prevented the establishment of a right-wing government. If I don't vote in the coming election, the right will establish a government.
- In the previous election, the Arab public demonstrated unity and went out to vote. If I don't vote in the coming election, this unity might be fragmented.

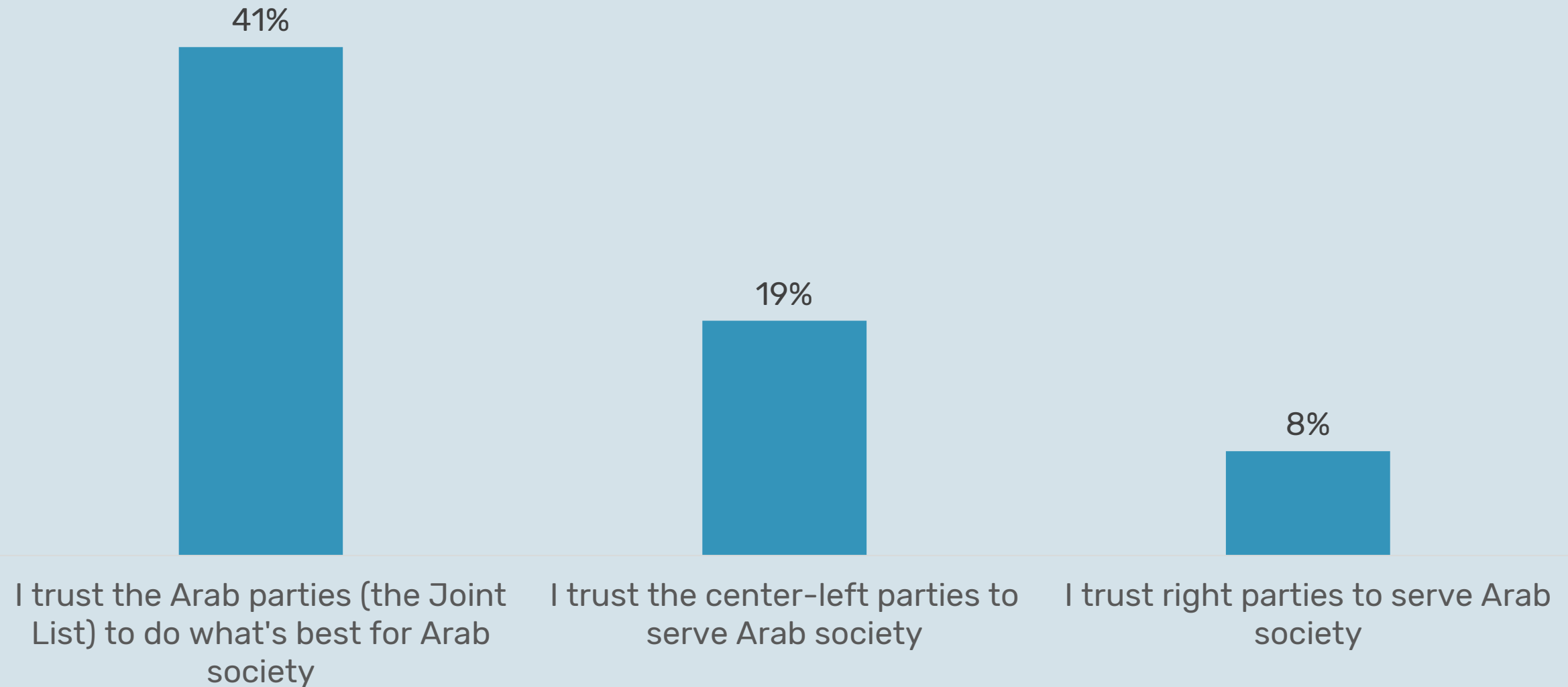


\* Recommendation for new messages



## Trust in different parties to promote the interests of Arab society (entire sample)

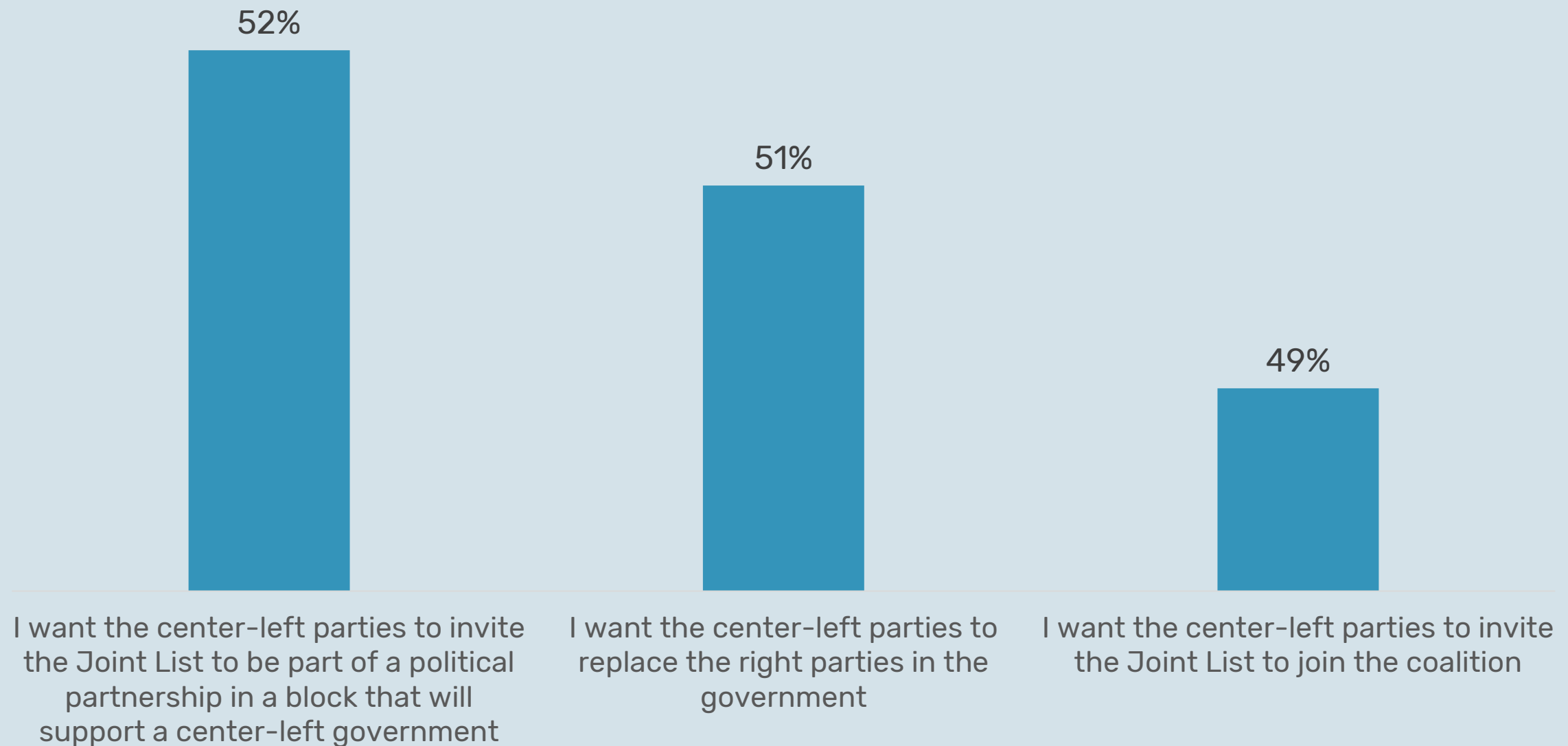
% of participants who agreed with the statement to a large extent or a very large extent





# Hope for a Jewish-Arab political collaboration and change of regime (entire sample)

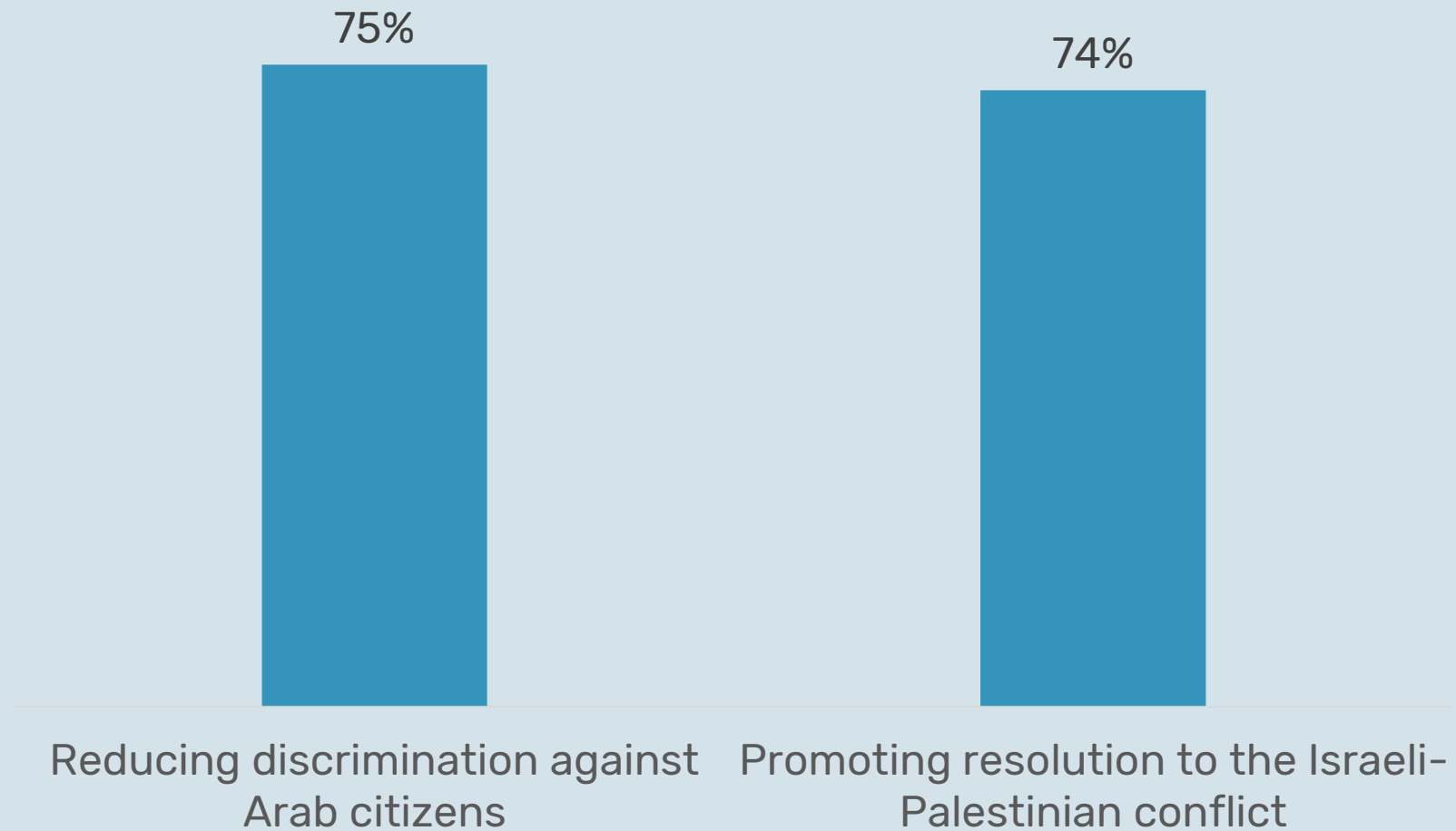
**% of participants who agreed with the statement to a large extent or a very large extent**





## Perceived importance of objectives in voting (entire sample)

**% of participants who agreed with the statement to a large extent or a very large extent**





## Impact of messages on motivation to vote (entire sample)

Message	% No impact	% reduces	% enhances	Gap
The center-left parties present a program to fight violence in Arab society	28.5	5.3	66.3	<b>61</b>
The center-left parties declare a program for gap reduction and improvement of the Arab education system	30.7	5	64.3	<b>59.3</b>
The center-left parties declare an intent to cancel the Nation Law	31.4	5.8	62.7	<b>56.9</b>
The center-left parties declare an intention to promote a political agreement and end the Israeli-Palestinian conflict as a key part of their agenda	33.8	6.5	59.7	<b>53.2</b>
The leaders of center-left parties announce that after the election, they will invite the Joint List to be part of the coalition and offer them important ministries (health, for instance)	39.1	6.7	54.2	<b>47.5</b>
A joint public appearance of members of the Joint List and center-left leaders, in which they will declare a possibility of external support of the Joint List in a center-left government	45.9	7.4	46.8	<b>39.4</b>



## Impact of messages on motivation to vote (among participants who did not vote in Sep. 2019)

Message	% No impact	% reduces	% enhances	Gap
The center-left parties present a program to fight violence in Arab society	41.1	6.3	52.6	<b>46.3</b>
The center-left parties declare a program for gap reduction and improvement of the Arab education system	42	6.9	51.1	<b>44.1</b>
The center-left parties declare an intent to cancel the Nation Law	45.9	5.1	48.9	<b>43.8</b>
The center-left parties declare an intention to promote a political agreement and end the Israeli-Palestinian conflict as a key part of their agenda	46.2	7.6	46.2	<b>38.7</b>
The leaders of center-left parties announce that after the election, they will invite the Joint List to be part of the coalition and offer them important ministries (health, for instance)	50.8	7.3	42	<b>34.7</b>
A joint public appearance of members of the Joint List and center-left leaders, in which they will declare a possibility of external support of the Joint List in a center-left government	59.2	7.3	33.5	<b>26.2</b>



## Impact of messages on motivation to vote (among participants who did not vote in Sep. 2019 and are going to vote or not sure if they are going to vote in the coming election)

Message	% No impact	% reduces	% enhances	Gap
The center-left parties present a program to fight violence in Arab society	27.9	4.4	67.8	<b>63.4</b>
The center-left parties declare an intent to cancel the Nation Law	32.2	2.2	73.9	<b>63.6</b>
The center-left parties declare a program for gap reduction and improvement of the Arab education system	29.5	3.8	72.5	<b>62.9</b>
The center-left parties declare an intention to promote a political agreement and end the Israeli-Palestinian conflict as a key part of their agenda	30.1	4.9	71	<b>60.1</b>
The leaders of center-left parties announce that after the election, they will invite the Joint List to be part of the coalition and offer them important ministries (health, for instance)	37.7	3.8	59.4	<b>54.7</b>
A joint public appearance of members of the Joint List and center-left leaders, in which they will declare a possibility of external support of the Joint List in a center-left government	48.1	4.4	52.2	<b>43.1</b>