



משהו חדש היהודי  
בראשות נפתלי בנט

ישם

העם איתנו  
מצביעים אלי ישי  
"כלל-יחסי, נאמן הוא"

המחנה החדש  
הציוני ביחד  
העבודה והתנועה

ישראל ביתנו

יהדות התורה  
Federation of Jewish Communities in Washington  
Government

הליכוד

פולחן בחלון!

יש עתיד  
בראשות יאיר לפיד

חדש  
الجبهة  
التجمع  
القائمة الموحد مع العربية للتفويض  
עם ישראל  
עם ישראל  
עם ישראל

חדש  
الجبهة



בחירות 2015 ELECTIONS



# THE ALEPH-BET OF THE 2015 ISRAELI ELECTIONS



## Pnina Agencyahu

Senior Shlichah

The Jewish Federation of Greater Washington

## Noa Meir

Director, Israel Action Center

Jewish Community Relations Council



ELECTIONS 2015 בחירות

# 4 Characteristics of Israel's Government

- **Parliamentary Democracy**
- **Single District**
- **Unicameral**
- **Multi-Party**



# Israel's Government Structure

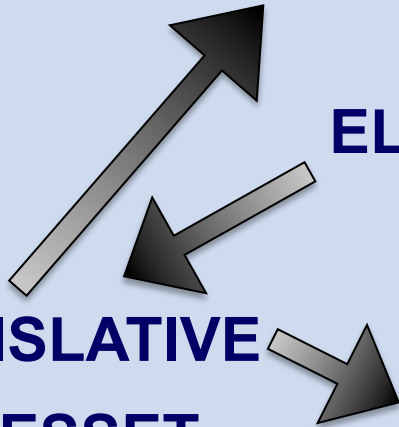
**PRESIDENT – HEAD OF STATE**

**ELECTORATE (Citizens)**

**LEGISLATIVE  
KNESSET**

**EXECUTIVE  
PRIME MINISTER**

**JUDICIARY  
SUPREME COURT**



# Israeli Voting Process



Each citizens votes for 1 party and not a specific person to represent a specific area. Each MK represents all of Israel.

# American Voting Process

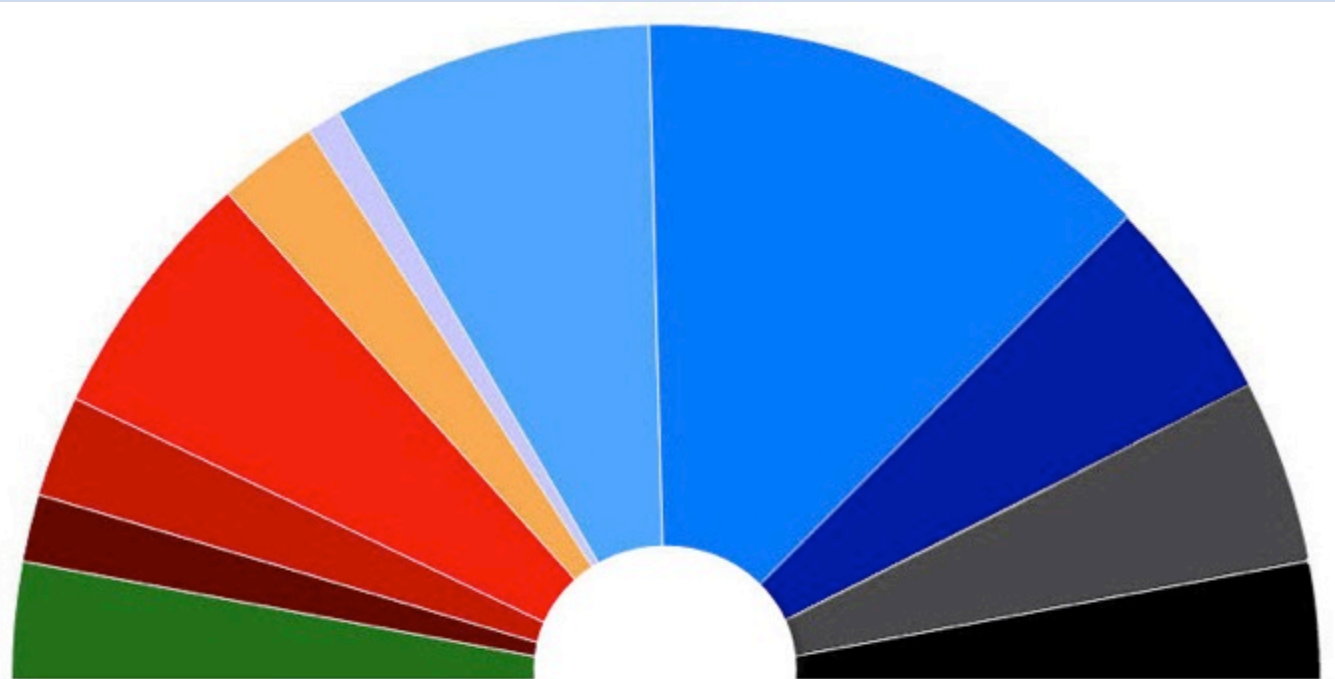


For the federal legislative branch, each citizen who is registered, votes for a candidate who represents their geographic area.



# 19<sup>th</sup> Knesset הכנסת

## 2013( Elections)



### *Knesset*

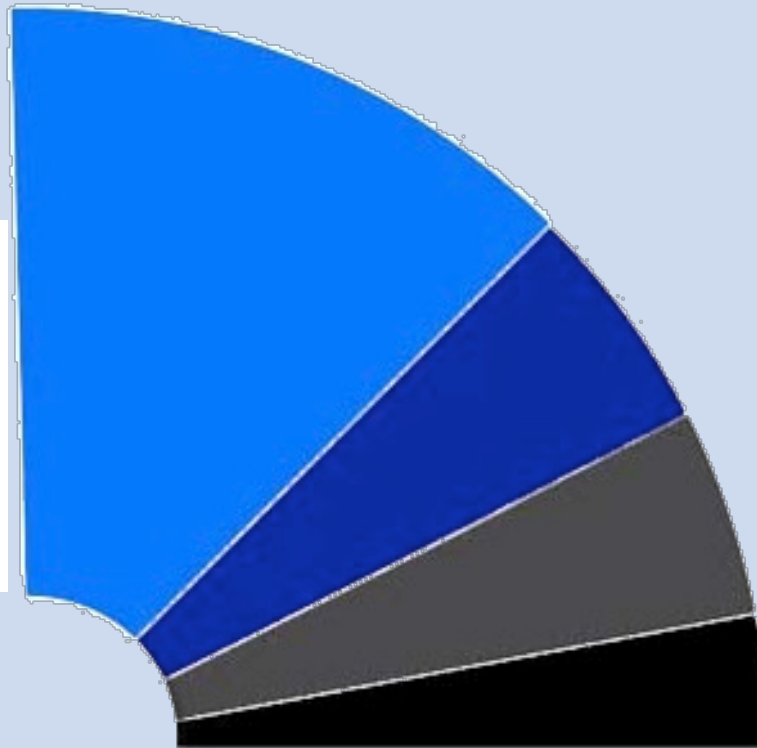
*Israeli legislative election, 2013*

- Balad, Ta'al [7]
- Hadash [4]
- Meretz [6]
- Avoda [15]
- Hatnua [6]
- Kadima [2]
- Yesh Atid [19]
- Likud-Beitenu [31]
- Habeit Hayehudi [12]
- Shas [11]
- Yahadut Hatorah [7]

# 19<sup>th</sup> Knesset הכנסת 2013( Elections)

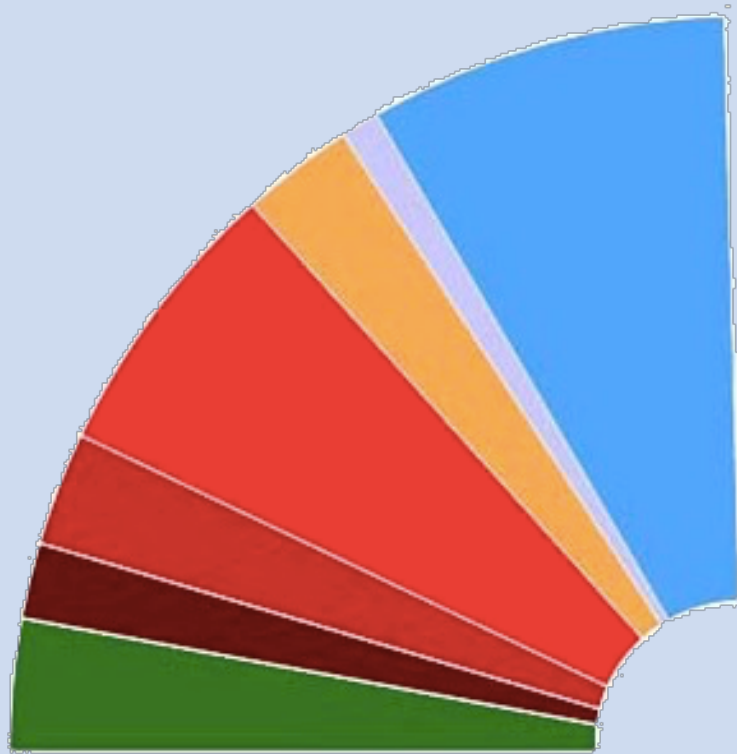
## Right Wing Parties

- Likud-Beitenu [31]
- Habet Hayehudi [12]
- Shas [11]
- Yahadut Hatorah [7]



# 19<sup>th</sup> Knesset הכנסת

## 2013( Elections)

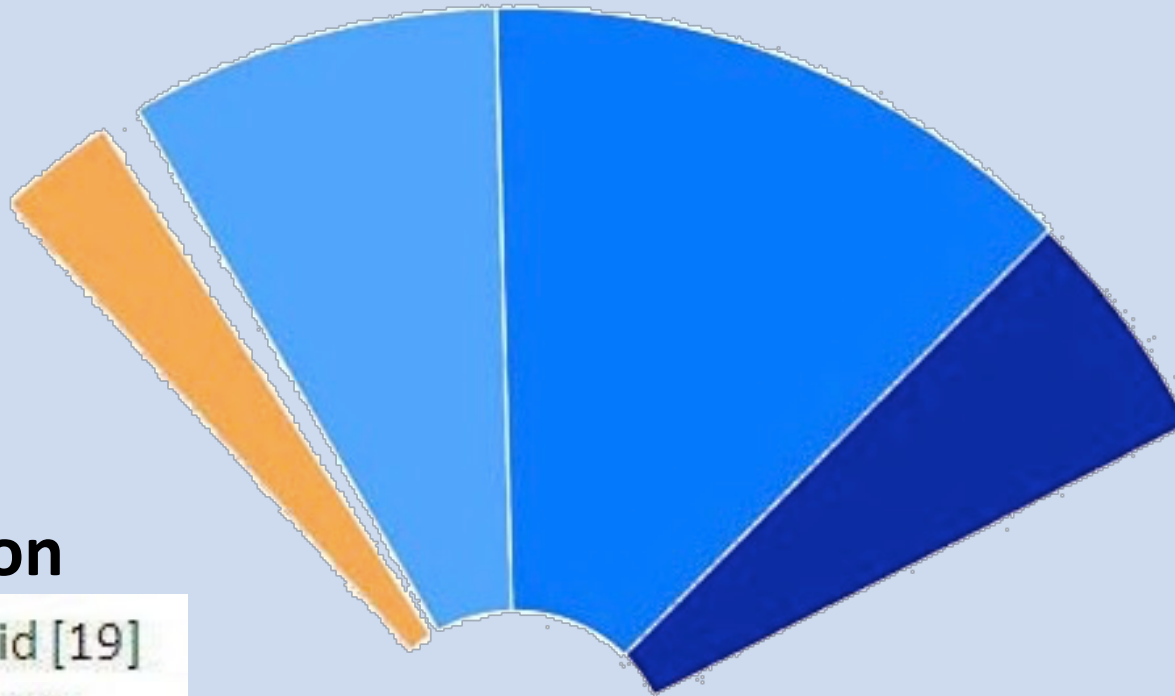


### Left Wing Parties

- Kadima [2]
- Yesh Atid [19]
- Balad, Ta'al [7]
- Hadash [4]
- Meretz [6]
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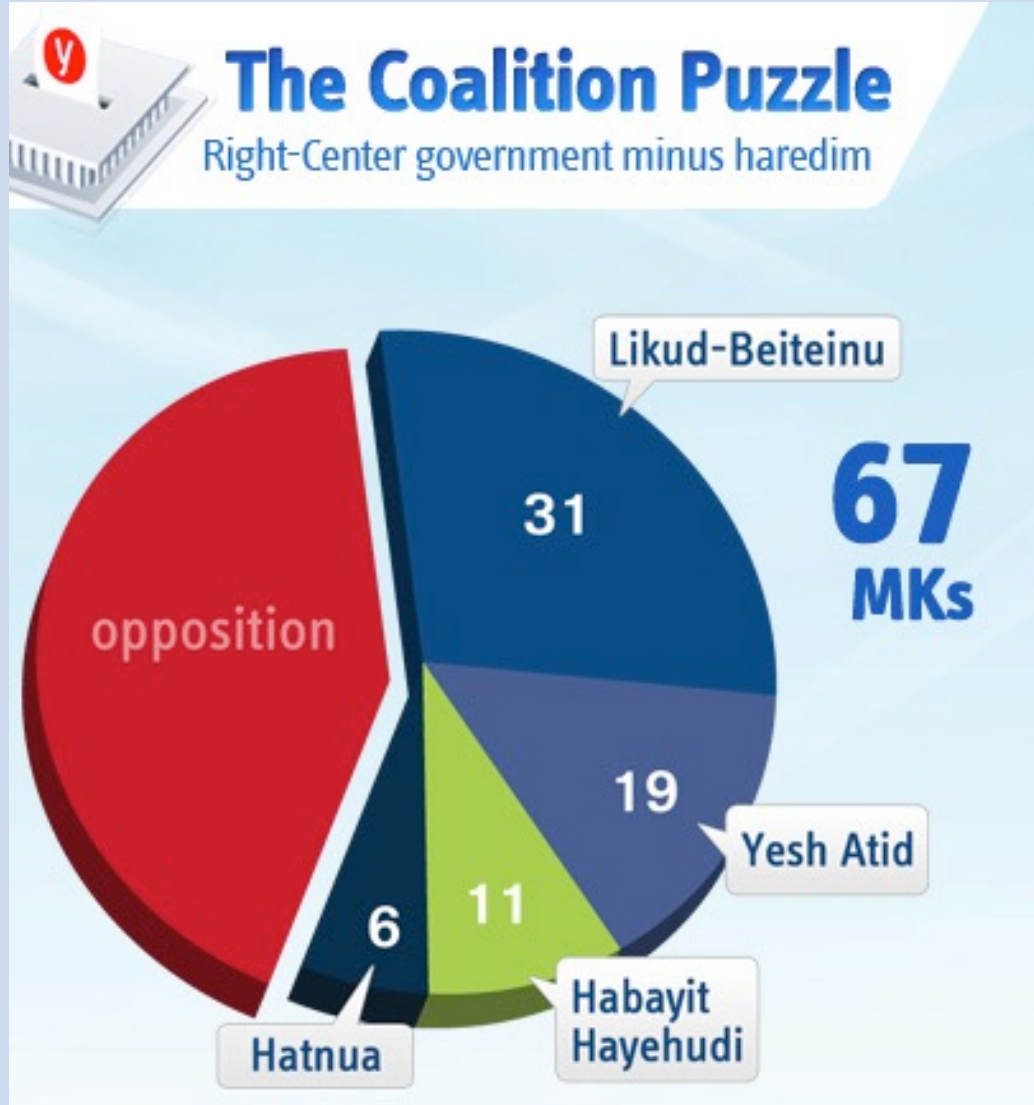
# 19<sup>th</sup> Knesset הכנסת 2013( Elections)



## Coalition

- Yesh Atid [19]
- Hatnua [6]
- Likud-Beitenu [31]
- Habeit Hayehudi [12]

# 19<sup>th</sup> Knesset הכנסת 2013( Elections)



# 2015 Elections

## Winter is Coming – the 2015 Israeli Elections!

*(click on the hyperlink to view video)*



# Why Elections Now?

- Disagreements in Late November/Early December 2014
  - Budget
  - VAT Law
  - “Jewish Nation State Law”
- December 2<sup>nd</sup> – Likud announced government dissolution bill
- Elections set for March 17, 2015



# Main Issues in 2015 Elections

- **Economics**

- Cost of Living: “Finishing the Month”

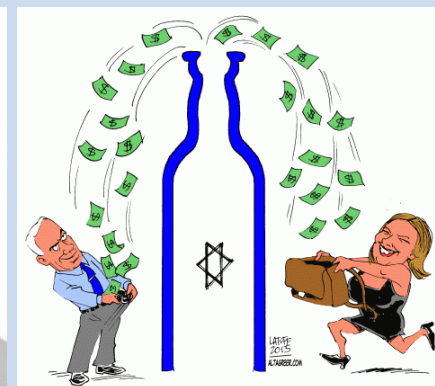
- **Budget Priorities**

- Funding Settlements
  - Transparency in budget

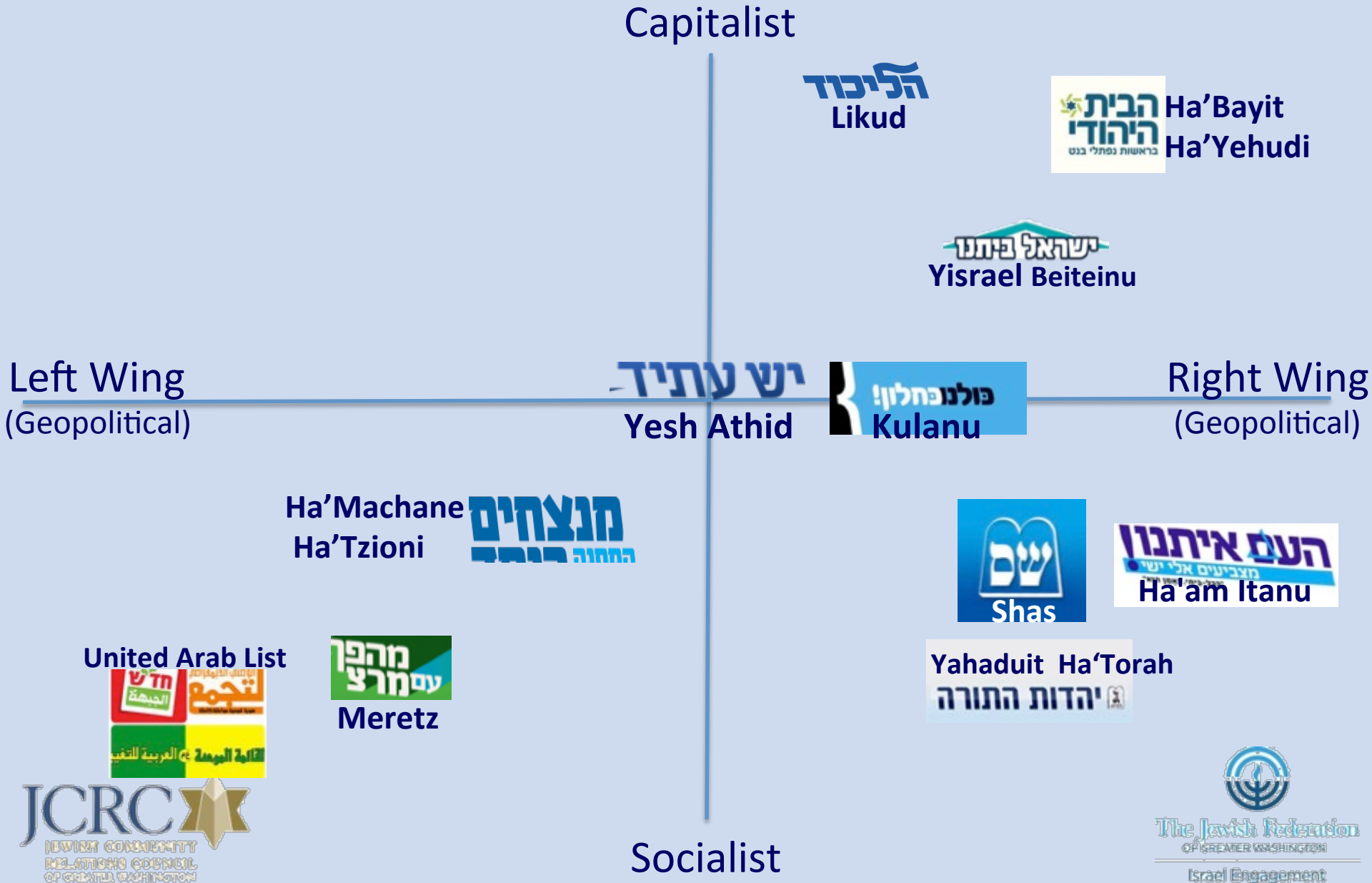
- **Foreign Policy including Palestinian Conflict**

- **Just Not Bibi**

- **Scandals**



# Political Map of Israeli Parties



# 2015 Right Wing Parties

**הליכוד**

***HaLikud***

(The Consolidation)



***HaBayit***

***HaYehudi***

(Jewish Home)



***Yisrael***

***Beiteinu***

(Israel Our Home)



The Jewish Federation  
OF GREATER WASHINGTON

Israel Engagement

# Right Wing Parties Campaign Ads

*Click on the links below to view the ads*

- **HaLikud**
  - [\*\*“Bibi-Sitter”\*\*](#)
  - [\*\*“Kindergarten”\*\*](#)
  - [\*\*“Levi Eshkol”\*\*](#)
  
- **HaBayit HaYehudi**
  - [\*\*“Stop Apologizing”\*\*](#)
  - [\*\*“But he’s Right Wing”\*\*](#)
  - [\*\*“Civics Quiz”\*\*](#)



# 2015 Orthodox Parties



**Shas** (Sephardic Guards)



## **Yahaduit Ha'Torah**

(United Torah Judaism)



## **Ha'am Itanu**

(The People are with us)



# 2015 Centrist Parties



***Kulanu***  
(All of Us)



***Yes Atid***  
(There is a Future)

# Centrist Parties Campaign Ads

*Click on the links below to view the ads*

- ***Kulanu***
  - ***“Michael Oren, House of Cards”***
- ***Yesh Atid***
  - ***“Something Amazing - Budget”***
  - ***“Something Amazing - Corruption”***

# 2015 Left Wing Parties

***Menatzchim Beyachad*** (Winning Together)

***Ha'Machane Ha'Tzioni*** (Zionist Camp)



***Avodah*** (Labor)



***Ha'Tnuah*** (The Movement)

***Meretz***  
(Vigor)



# Centrist Parties Campaign Ads

*Click on the links below to view the ads*

- ***Ha'Machane Ha'Tzioni***
  - ***"50 Shades of Black"***
  - ***"What is a Zionist"***
  
- ***Meretz***
  - ***"Meretz Crashes a Wedding"***

# 2015 Arab Parties (United Arab List)

## *Hadash*

(acronym for *Ha'Hazit Ha'Demokratit Le'Shalom*

*u'LeShivion* - The Democratic Front for Peace and Equality)



## *Ra'am-Ta'al*

(Two parties that united:  
Ra'am: Acronym for *Reshima Aravit Me'uhedet* - United Arab List & *Ta'al*: acronym for *Tnu'a Aravit Le'Hithadshut* - Arab Movement for Renewal



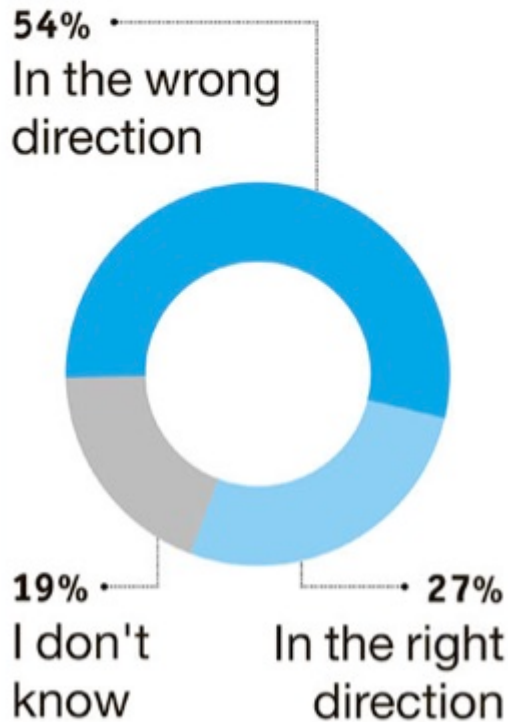
## *Balad*

(acronym for *Brit Le'umit Demokratit* - Nation)

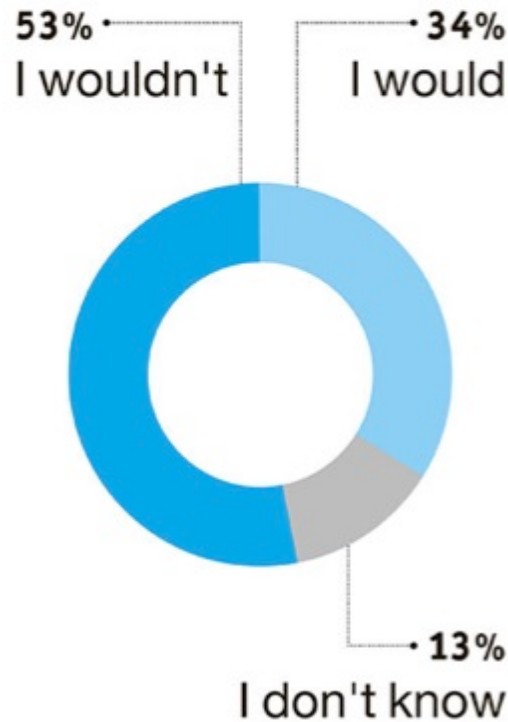


# Polls (January)

After six years of Netanyahu as PM, where is Israel headed?



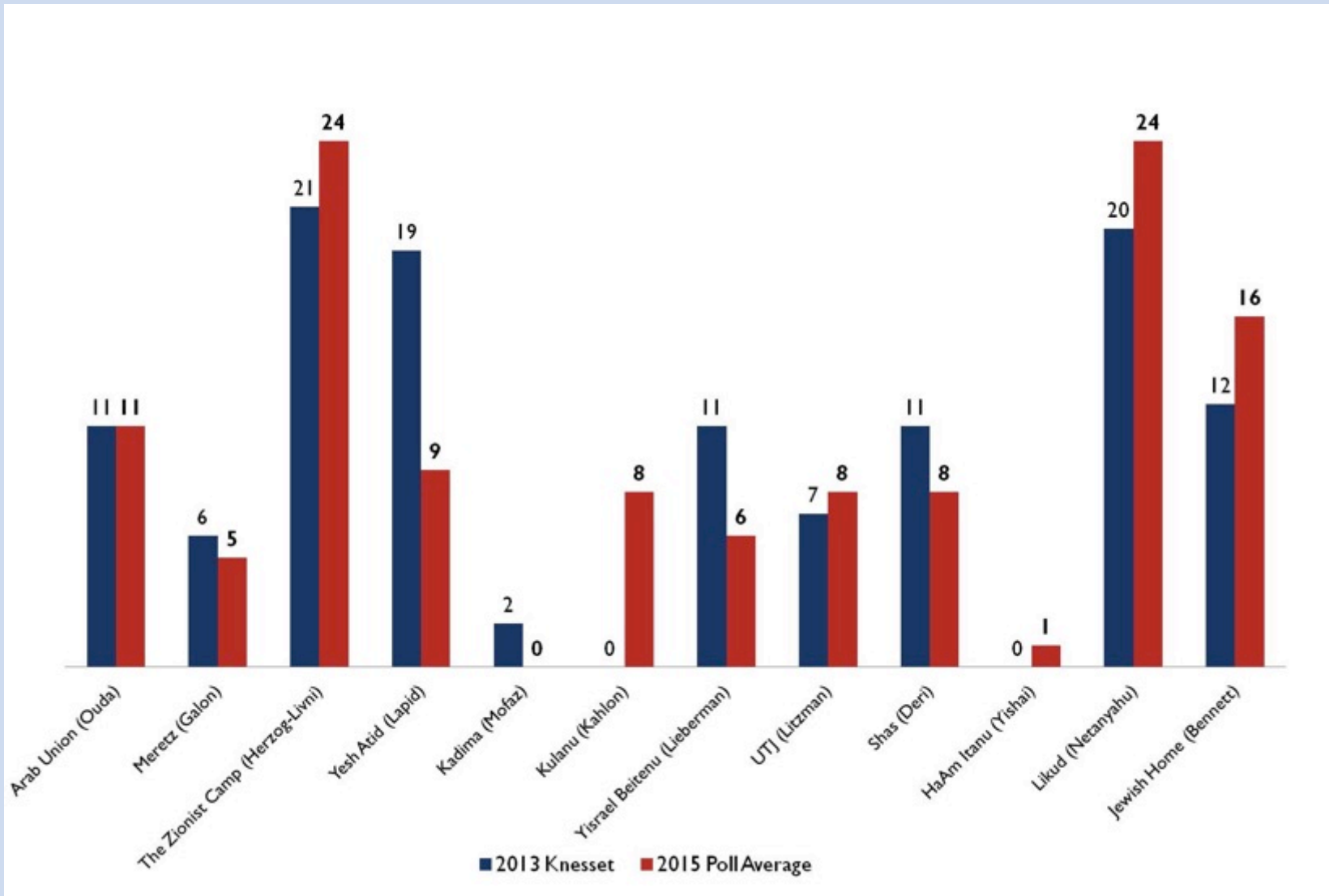
Would you like Netanyahu to remain PM after the election?



Of the following, who, in your opinion, is most fit to be prime minister?



# Polls (January)

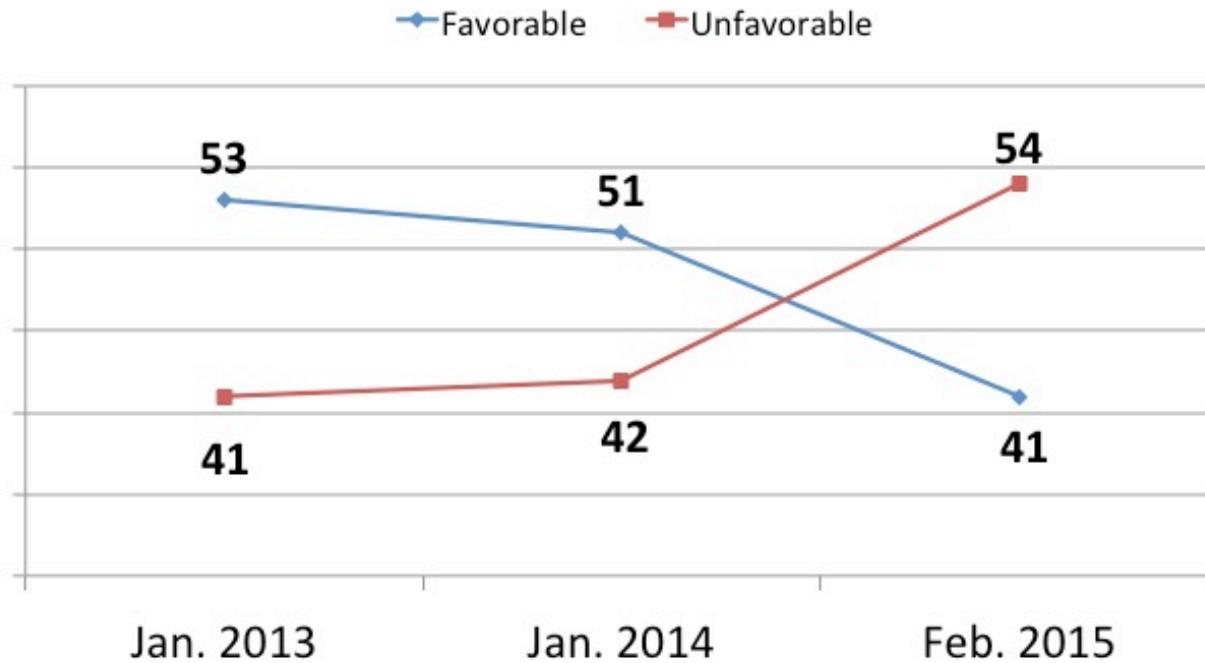




# Polls (February)

## Over Time, Netanyahu Loses Favorability

Please tell me whether you have a positive or negative opinion of Benjamin Netanyahu. If you have no opinion or have never heard of the person, just say so. [ALL LIKELY VOTERS]



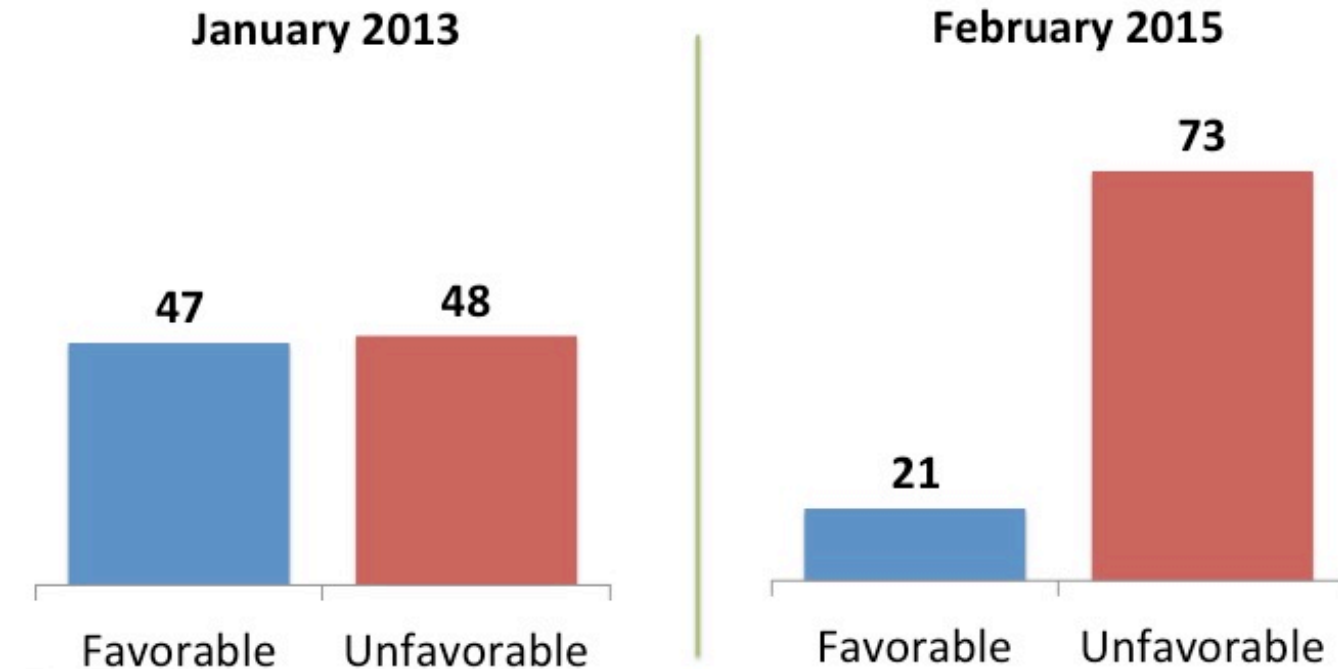
**THE TIMES  
OF ISRAEL**

Survey design and analysis by Stephan Miller of 202 Strategies

# Polls (February)

## Netanyahu Soured Among Centrists

Please tell me whether you have a favorable or unfavorable opinion of each of the following.  
"Benjamin Netanyahu" [SELF IDENTIFIED CENTRIST VOTERS ONLY]



THE TIMES  
OF ISRAEL

Survey design and analysis by Stephan Miller of 202 Strategies

# Netanyahu's Favorability

## [Just Not Bibi Video](#)

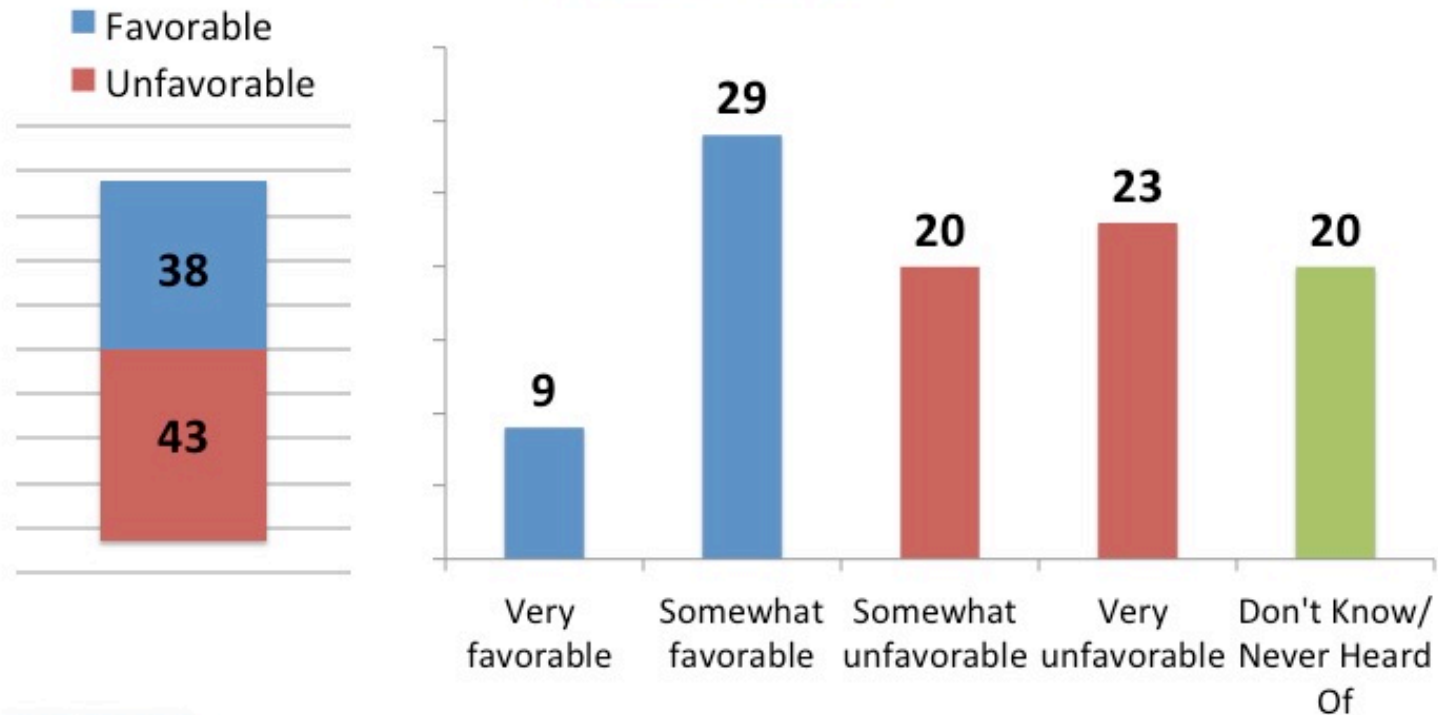
*(click on hyperlink to view)*



# Polls (February)

## Still 1/5 Voters Don't Know Herzog

Please tell me whether you have a favorable or unfavorable opinion of Isaac Herzog.  
[ALL LIKELY VOTERS]



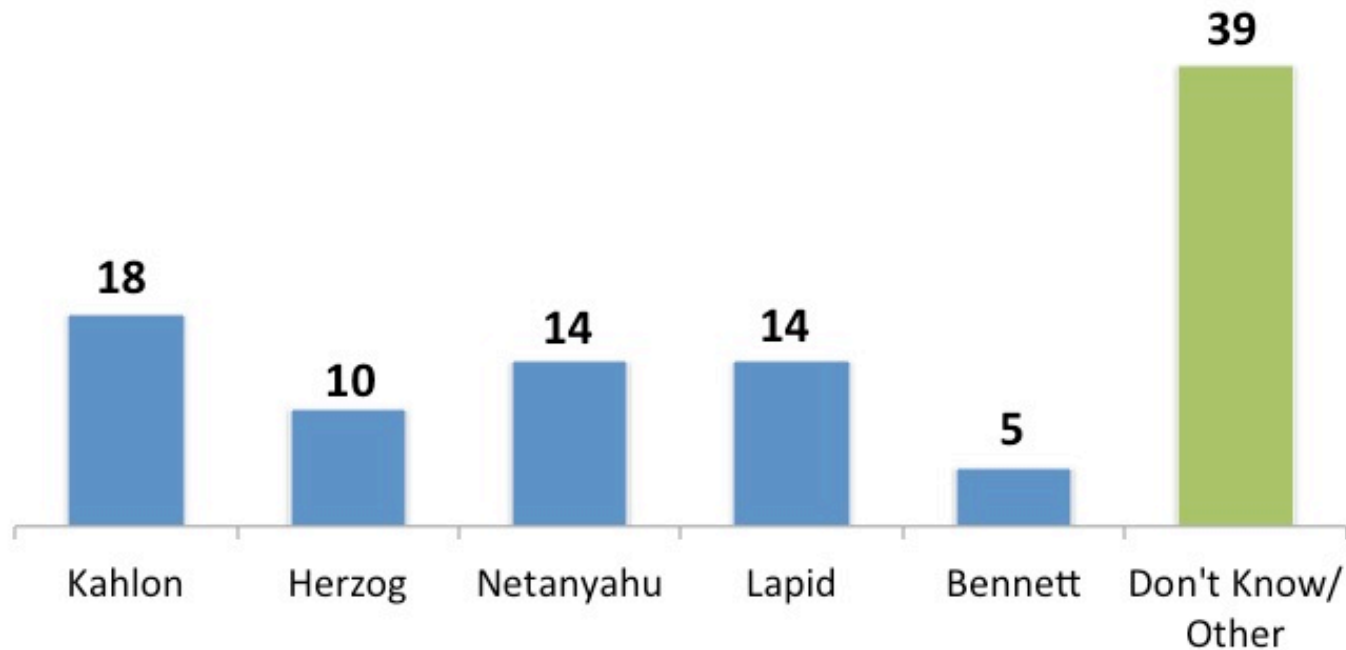
THE TIMES  
OF ISRAEL

Survey design and analysis by Stephan Miller of 202 Strategies

# Polls (February)

## Undecideds Still Looking for Leadership

Between the following 5 people, who would you most trust to improve Israel's economy?  
[UNDECIDED VOTERS]



THE TIMES  
OF ISRAEL

Survey design and analysis by Stephan Miller of 202 Strategies

Survey results from week of February 2<sup>nd</sup> of a representative sample of 824 Israeli adults who indicated that they were very likely or somewhat likely to vote in the upcoming Knesset elections.

# Polls (February)

## Economic Issues Top Voters' Concerns

From the following 6 items, what in your opinion, is the most important issue for the government of Israel to address? [ALL LIKELY VOTERS]



**THE TIMES  
OF ISRAEL**

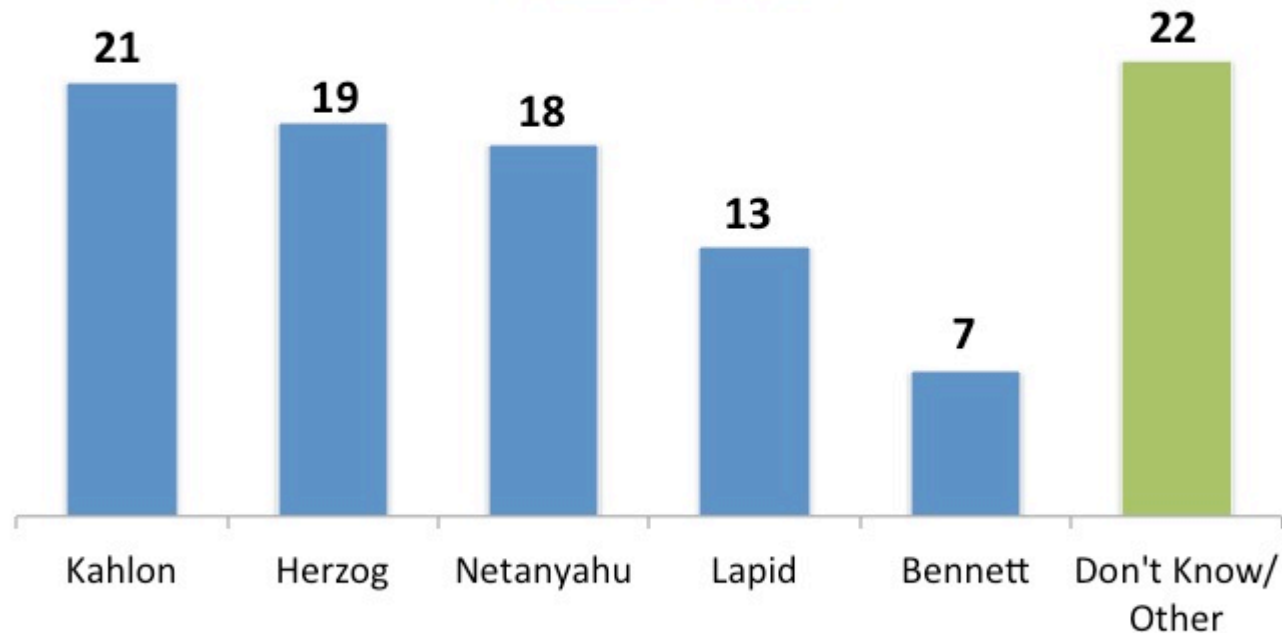
*Survey design and analysis by Stephan Miller of 202 Strategies*

*Survey results from week of February 2<sup>nd</sup> of a representative sample of 824 Israeli adults who indicated that they were very likely or somewhat likely to vote in the upcoming Knesset elections.*

# Polls (February)

## Mixed Perceptions on Economic Leadership

Between the following 5 people, who would you most trust to improve Israel's economy?  
[ALL LIKELY VOTERS]



THE TIMES  
OF ISRAEL

Survey design and analysis by Stephan Miller of 202 Strategies

Survey results from week of February 2<sup>nd</sup> of a representative sample of 824 Israeli adults who indicated that they were very likely or somewhat likely to vote in the upcoming Knesset elections.

# Polls (March – Post Netanyahu speech)

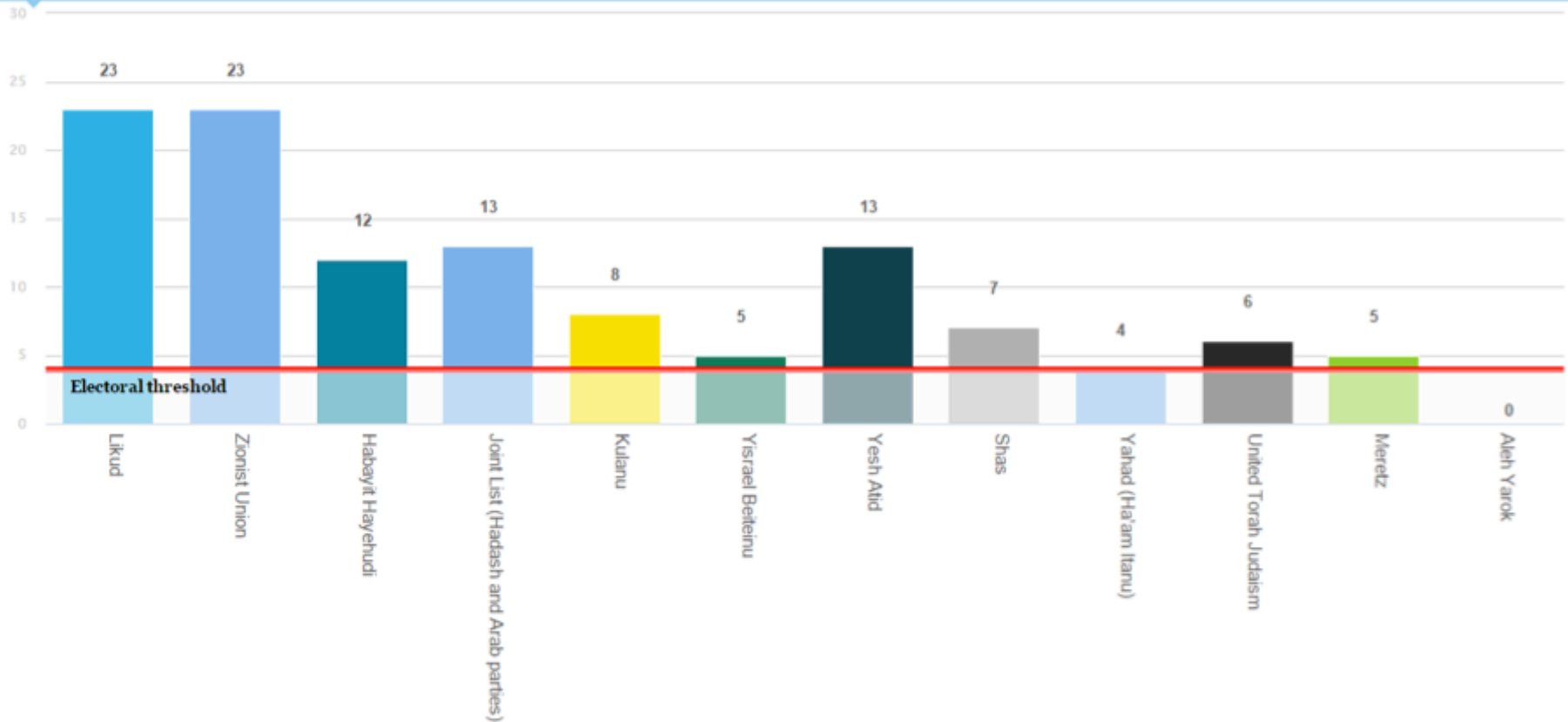
## Israel Election 2015: Poll Central

Poll of Polls

By Party

By Date

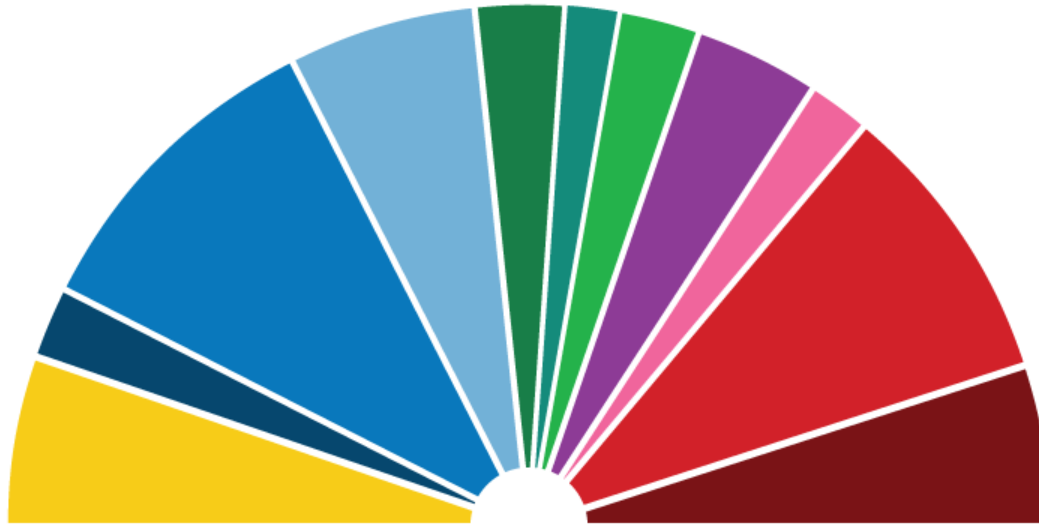
Projected number of seats based on recent polls (average)





# Polls (March – Post Netanyahu speech)

March 10 Panels/Knesset Channel Poll



**Right 47 Seats**

- Kulanu 9
- Israel Beiteinu 5
- Likud 21
- Jewish Home 12

**Center-Left 43 Seats**

- Meretz 5
- Zionist Union 24
- Yesh Atid 14

**Arab Parties 13 Seats**

- United List 13

**Ultra-Orthodox 17 Seats**

- Shas 7
- UTJ 6
- Yachad-Ha'am Itanu 4

# International Media Election Headlines



Israel's Netanyahu warns US against 'paving way to Iran bomb'

the **guardian**

Anyone but Bibi: why Israeli election is unlikely to be easy for Netanyahu

*The Washington Post*

Zionism debate at heart of bitter Israeli vote

*The New York Times*

Diverse Israeli Arab Political Factions Join Forces to Keep Place in Parliament



Herzog 'calling Netanyahu's bluff' on security

# Israeli Election Headlines

**THE JERUSALEM POST**  
IPOST.com  
Israel's best-selling English daily and most-read English website

**'Post' poll finds 41% blame Netanyahu for housing crisis**

**הארץ**  
**HAARETZ**

**Cost-of-living emerges as key issue in 2015 Israel elections**

**Bibi fatigue: Israelis are sick of Netanyahu, but can't agree on his replacement (3/9)**

**y net**  
news.com

**Kahlon: I will deal with cost of living**

# THE TIMES OF ISRAEL

**Palestinians not a key issue in Israeli elections**

# Israelis Explaining Voting Choices

## [I Vote Israel Video](#)

*(Click on hyperlink to view)*

**What if YOU could cast a vote  
that makes history?**

I VOTE ISRAEL



ELECTIONS 2015 בחירות

For more information visit  
[www.jcouncil.org/Elections2015](http://www.jcouncil.org/Elections2015)