

| | | | | |
|--------------|---|--------|--|-----------|
| January 1974 | - | 1/5-12 | People have brought up different reasons for voting for the Likud. Below is a list of possible reasons. What are the three most convincing ones for you? What are the two least convincing ones? | |
| January 1974 | - | 1/5 | The Alignment failed in social and economic issues | |
| | | (1) | first | 21 |
| | | (2) | second | 13 |
| | | (3) | third | 13 |
| | | (5) | not mentioned | 33 |
| | | (7) | one before last | 9 |
| | | (8) | last | 11 |
| | | | Total | <hr/> 954 |
| January 1974 | - | 1/6 | The Likud won't give up territories | |
| | | (1) | first | 17 |
| | | (2) | second | 13 |
| | | (3) | third | 11 |
| | | (5) | not mentioned | 33 |
| | | (7) | one before last | 11 |
| | | (8) | last | 15 |
| | | | Total | <hr/> 961 |
| January 1974 | - | 1/7 | Alignment leaders aren't trustworthy | |
| | | (1) | first | 5 |
| | | (2) | second | 11 |
| | | (3) | third | 8 |
| | | (5) | not mentioned | 45 |
| | | (7) | one before last | 15 |
| | | (8) | last | 15 |
| | | | Total | <hr/> 949 |

| | | | |
|--------------|--------|---|-----------|
| January 1974 | - 1/8 | The Alignment is responsible for the setbacks of the war | |
| | (1) | first | 33 |
| | (2) | second | 19 |
| | (3) | third | 12 |
| | (5) | not mentioned | 23 |
| | (7) | one before last | 7 |
| | (8) | last | 6 |
| | | Total | <hr/> 959 |
| January 1974 | - 1/9 | The Likud will know how to take a firm stand at the Geneva conference | |
| | (1) | first | 3 |
| | (2) | second | 10 |
| | (3) | third | 9 |
| | (5) | not mentioned | 52 |
| | (7) | one before last | 14 |
| | (8) | last | 12 |
| | | Total | <hr/> 931 |
| January 1974 | - 1/10 | The Alignment doesn't have a clear foreign and security policy | |
| | (1) | first | 6 |
| | (2) | second | 13 |
| | (3) | third | 16 |
| | (5) | not mentioned | 45 |
| | (7) | one before last | 12 |
| | (8) | last | 9 |
| | | Total | <hr/> 944 |
| January 1974 | - 1/11 | The Likud has better leaders to offer | |
| | (1) | first | 3 |
| | (2) | second | 6 |
| | (3) | third | 9 |
| | (5) | not mentioned | 44 |
| | (7) | one before last | 17 |
| | (8) | last | 21 |
| | | Total | <hr/> 945 |

| | | | | |
|--------------|---|---------|--|-----------|
| January 1974 | - | 1/12 | The Likud proposes a National Unity Government | |
| | | (1) | first | 12 |
| | | (2) | second | 13 |
| | | (3) | third | 18 |
| | | (5) | not mentioned | 37 |
| | | (7) | one before last | 10 |
| | | (8) | last | 10 |
| | | | Total | <hr/> 953 |
| January 1974 | - | 1/13-19 | People have brought up different reasons for voting for the Alignment. Below is a list of possible reasons. What are the three most convincing ones for you? What are the two least convincing ones? | |
| January 1974 | - | 1/13 | The Alignment has experience in government | |
| | | (1) | first | 33 |
| | | (2) | second | 13 |
| | | (3) | third | 13 |
| | | (5) | not mentioned | 20 |
| | | (7) | one before last | 10 |
| | | (8) | last | 11 |
| | | | Total | <hr/> 975 |
| January 1974 | - | 1/14 | The Alignment is the least of all evils | |
| | | (1) | first | 17 |
| | | (2) | second | 15 |
| | | (3) | third | 11 |
| | | (5) | not mentioned | 25 |
| | | (7) | one before last | 15 |
| | | (8) | last | 17 |
| | | | Total | <hr/> 981 |

| | | | | |
|--------------|---|------|--|-----------|
| January 1974 | - | 1/15 | The Alignment might succeed in bringing peace | |
| | | (1) | first | 22 |
| | | (2) | second | 24 |
| | | (3) | third | 15 |
| | | (5) | not mentioned | 22 |
| | | (7) | one before last | 9 |
| | | (8) | last | 7 |
| | | | Total | <hr/> 981 |
| January 1974 | - | 1/16 | Apprehension about the Likud's extremism | |
| | | (1) | first | 15 |
| | | (2) | second | 25 |
| | | (3) | third | 17 |
| | | (5) | not mentioned | 22 |
| | | (7) | one before last | 11 |
| | | (8) | last | 10 |
| | | | Total | <hr/> 978 |
| January 1974 | - | 1/17 | The Alignment can take care of socio-economic problems | |
| | | (1) | first | 3 |
| | | (2) | second | 5 |
| | | (3) | third | 9 |
| | | (5) | not mentioned | 47 |
| | | (7) | one before last | 17 |
| | | (8) | last | 18 |
| | | | Total | <hr/> 961 |
| January 1974 | - | 1/18 | The Alignment proposes good leaders | |
| | | (1) | first | 5 |
| | | (2) | second | 6 |
| | | (3) | third | 9 |
| | | (5) | not mentioned | 41 |
| | | (7) | one before last | 20 |
| | | (8) | last | 18 |
| | | | Total | <hr/> 969 |

| | | | | |
|--------------|---|---------|---|-------------|
| January 1974 | - | 1/19 | Fear of sudden changes in the country | |
| | | (1) | first | 10 |
| | | (2) | second | 13 |
| | | (3) | third | 25 |
| | | (5) | not mentioned | 24 |
| | | (7) | one before last | 12 |
| | | (8) | last | 15 |
| | | | Total | <u>973</u> |
| January 1974 | - | 1/20-25 | Below is a list of leaders. How do you relate to them, and how important a factor was that for your voting? | |
| January 1974 | - | 1/20 | Golda Meir | |
| | | (1) | I relate to her positively and that was very important | 26 |
| | | (2) | positively, not very important | 42 |
| | | (3) | negatively, very important | 11 |
| | | (4) | negatively, not very important | 9 |
| | | (5) | neither positively nor negatively | 12 |
| | | | Total | <u>1047</u> |
| January 1974 | - | 1/21 | Menachem Beguin | |
| | | (1) | positively, very important | 18 |
| | | (2) | positively, not very important | 34 |
| | | (3) | negatively, very important | 20 |
| | | (4) | negatively, not very important | 15 |
| | | (5) | neither positively, nor negatively | 14 |
| | | | Total | <u>1047</u> |
| January 1974 | - | 1/22 | Moshe Dayan | |
| | | (1) | positively, very important | 30 |
| | | (2) | positively, not very important | 42 |
| | | (3) | negatively, very important | 7 |
| | | (4) | negatively, not very important | 9 |
| | | (5) | neither positively, nor negatively | 12 |
| | | | Total | <u>1045</u> |

| | | | | | |
|--------------|---|------|---|----|------------|
| January 1974 | - | 1/23 | Pinchas Sapir | | |
| | | (1) | positively, very important | 9 | |
| | | (2) | positively, not very important | 21 | |
| | | (3) | negatively, very important | 23 | |
| | | (4) | negatively, not very important | 28 | |
| | | (5) | neither positively, nor negatively | 18 | |
| | | | Total | | <hr/> 1045 |
| January 1974 | - | 1/24 | Arik Sharon | | |
| | | (1) | positively, very important | 29 | |
| | | (2) | positively, not very important | 45 | |
| | | (3) | negatively, very important | 4 | |
| | | (4) | negatively, not very important | 5 | |
| | | (5) | neither positively, nor negatively | 17 | |
| | | | Total | | <hr/> 1040 |
| January 1974 | - | 1/25 | Igal Alon | | |
| | | (1) | positively, very important | 18 | |
| | | (2) | positively, not very important | 35 | |
| | | (3) | negatively, very important | 7 | |
| | | (4) | negatively, not very important | 12 | |
| | | (5) | neither positively, nor negatively | 27 | |
| | | | Total | | <hr/> 1043 |
| January 1974 | - | 1/26 | Did you vote now for the same party you voted for in 1969? | | |
| | | (1) | yes | 59 | |
| | | (2) | no | 23 | |
| | | (3) | didn't vote in 1969 | 15 | |
| | | (4) | didn't vote now | 5 | |
| | | | Total | | <hr/> 1044 |

| | | | | |
|--------------|---|------------------|---|------------|
| January 1974 | - | 1/2 7 | Did you change your mind about which party to vote for because of the Yom Kipur war? | |
| | | (1) | yes | 24 |
| | | (2) | no | 71 |
| | | (3) | didn't vote | 4 |
| | | | Total | <hr/> 1046 |
| January 1974 | - | 1/2 8 | How certain are you that in the future you'll continue to support the same party you supported this time? | |
| | | (1) | very certain | 14 |
| | | (2) | certain | 25 |
| | | (3) | not so certain | 44 |
| | | (4) | not at all | 17 |
| | | | Total | <hr/> 1020 |
| January 1974 | - | 1/3 0 | When did you decide whom to vote for? | |
| | | (1) | a long time ago | 51 |
| | | (2) | at the time of the war | 19 |
| | | (3) | close to election day | 17 |
| | | (4) | on election day | 9 |
| | | (5) | didn't vote | 4 |
| | | | Total | <hr/> 1053 |
| January 1974 | - | 1/3 1 | How hard was it for you to decide whom to vote for? | |
| | | (1) | very hard | 15 |
| | | (2) | hard | 21 |
| | | (3) | not so hard | 21 |
| | | (4) | not at all | 44 |
| | | | Total | <hr/> 1038 |

| | | | |
|--------------|--------|--|------------|
| January 1974 | - 1/31 | To what extent do you think it is a duty to participate in the Knesset elections? | |
| | (1) | to a great extent | 86 |
| | (2) | to a certain extent | 10 |
| | (3) | to a small extent | 3 |
| | (4) | not at all | 2 |
| | | Total | <hr/> 1054 |
| January 1974 | - 1/32 | On election day most people vote. When asked why, different people give different answers. From the statements below, which one corresponds to the main reason why you vote? | |
| | | Voting gives me the opportunity to: | |
| | (1) | identify with political personalities | 2 |
| | (2) | behave like my friends | 2 |
| | (3) | identify with the party I support | 17 |
| | (4) | have an influence on which party is going to be in government | 26 |
| | (5) | feel I'm part of the country and people | 18 |
| | (6) | express my opinion on political matters | 3 |
| | (7) | enjoy participating in a happy event | 0 |
| | (8) | fulfill my obligation towards the country | 28 |
| | (9) | protest against the government | 3 |
| | | Total | <hr/> 517 |
| January 1974 | - 1/33 | If the government supports a peace agreement that includes giving back most of the occupied territories, and the opposition is against it, what will be your position? | |
| | (1) | I'll certainly support the government | 24 |
| | (2) | I think I'll support the government | 30 |
| | (3) | I think I'll be against the government | 24 |
| | (4) | I'll certainly be against the government | 22 |
| | (5) | No opinion | |
| | | Total | <hr/> 531 |

January 1974 - 1/34 If the government is against such an agreement, what will be your position?

| | | |
|-----|--|------------|
| (1) | I'll certainly support the government | 34 |
| (2) | I think I'll support the government | 30 |
| (3) | I think I'll be against the government | 24 |
| (4) | I'll certainly be against the government | 12 |
| (5) | NO OPINION | |
| | Total | <u>565</u> |

January 1974 - 1/35 Would you support a peace agreement that involves giving back most of the territories?

| | | |
|-----|------------------------------|------------|
| (1) | I'll certainly support it | 18 |
| (2) | I think I'll support it | 27 |
| (3) | I think I'll be against it | 32 |
| (4) | I'll certainly be against it | 23 |
| (5) | NO OPINION | |
| | Total | <u>445</u> |

January 1974 - 1/36 Would you support holding on to most of the territories even if it eliminates the chance for a peace agreement?

| | | |
|-----|-----------------------------|------------|
| (1) | I'll certainly support it | 11 |
| (2) | I think I'd support it | 20 |
| (3) | I think I'd be against it | 40 |
| (4) | I'd certainly be against it | 29 |
| (5) | NO OPINION | |
| | Total | <u>459</u> |

January 1974 - 1/37 To what extent do you believe a peace agreement with the Arabs is possible within the next few years?

| | | |
|-----|---------------------|-------------|
| (1) | to a great extent | 3 |
| (2) | to a certain extent | 19 |
| (3) | to a small extent | 47 |
| (4) | not at all | 31 |
| | Total | <u>1045</u> |

| | | | |
|--------------|--------|---|------------|
| January 1974 | - 1/38 | If the coalition partners in the next government are the same as in the outgoing one, should there be a change in the Alignment people who are to form the cabinet? | |
| | (1) | some of them should be substituted | 66 |
| | (2) | some ministers should have different roles in the cabinet itself | 9 |
| | (3) | there should be some new ministers, but those with important posts should remain | 13 |
| | (4) | no significant changes have to be made | 12 |
| | | Total | <hr/> 1024 |
| January 1974 | - 1/39 | To what extent do you think the election campaign helped you decide whom to vote for? | |
| | (1) | to a great extent | 4 |
| | (2) | to a certain extent | 11 |
| | (3) | to a small extent | 15 |
| | (4) | not at all | 71 |
| | | Total | <hr/> 1048 |
| January 1974 | - 1/40 | To what extent did the parties' advertisements help you decide whom to vote for? | |
| | (1) | to a great extent | 1 |
| | (2) | to a certain extent | 3 |
| | (3) | to a small extent | 10 |
| | (4) | not at all | 86 |
| | | Total | <hr/> 1049 |
| January 1974 | - 1/41 | To what extent did the radio advertisements help you decide? | |
| | (1) | to a great extent | 1 |
| | (2) | to a certain extent | 4 |
| | (3) | to a small extent | 10 |
| | (4) | not at all | 85 |
| | | Total | <hr/> 1046 |

| | | | |
|--------------|--------|--|------------|
| January 1974 | - 1/42 | To what extent did the television advertisements help you decide? | |
| | (1) | to a great extent | 2 |
| | (2) | to a certain extent | 7 |
| | (3) | to a small extent | 14 |
| | (4) | not at all | 77 |
| | | Total | <hr/> 1049 |
| January 1974 | - 1/43 | To what extent did talking to other people help you decide? | |
| | (1) | to a great extent | 5 |
| | (2) | to a certain extent | 20 |
| | (3) | to a small extent | 15 |
| | (4) | not at all | 61 |
| | | Total | <hr/> 1050 |
| January 1974 | - 1/44 | Below is a list of answers people gave when asked why they watch television advertisements. Which one seems to you as the main reason why you, or other people, watched? | |
| | (1) | to hear arguments I can use in a political dicussion | 2 |
| | (2) | to get to know the political leaders | 10 |
| | (3) | to get to know the partics' platforms | 21 |
| | (4) | to help me decide for whom to vote | 9 |
| | (5) | to renew my identification with the stand of the party I support or am a member of | 9 |
| | (6) | to help me evaluate the chances of the different parties | 3 |
| | (7) | to be up to date with the general political situation | 14 |
| | (8) | I enjoy the political strggle and discussions | 10 |
| | (9) | that is the only transmission I can get on ay television | 22 |
| | | Total | <hr/> 492 |

January 1974 - 1/45 Below is a list of reasons why people do not watch television advertisements. Which one seems to you as the main reason for not watching?

| | |
|---|-----------|
| (1) I'm not interested in politics | 18 |
| (2) I prefer entertainment programs | 7 |
| (3) I don't believe what the parties say | 18 |
| (4) some of the candidates don't take the public seriously | 6 |
| (5) I already decided whom to vote for | 21 |
| (6) sometimes it's hard to understand what the candidate is trying to say | 6 |
| (7) I don't want to expose my home to political propaganda | 2 |
| (8) they have nothing new to say | 18 |
| (9) I don't like being deceived by politicians | 4 |
| Total | <hr/> 470 |

January 1974 - 1/46 Were you satisfied with the way the election campaign for the Knesset was conducted?

| | |
|----------------------|-----------|
| (1) very satisfied | 8 |
| (2) satisfied | 44 |
| (3) not so satisfied | 27 |
| (4) not at all | 20 |
| Total | <hr/> 994 |

January 1974 - 1/47 Do you think the parties deal with the most important problems of the country in their campaigns?

| | |
|-------------------------|------------|
| (1) to a great extent | 19 |
| (2) to a certain extent | 39 |
| (3) to a small extent | 22 |
| (4) not at all | 20 |
| Total | <hr/> 1023 |

January 1974 - 1/48 Do you believe what the parties say during the election campaign?

| | | |
|-----|---------------------|----|
| (1) | to a great extent | 3 |
| (2) | to a certain extent | 29 |
| (3) | to a small extent | 28 |
| (4) | not at all | 40 |

Total 1039

January 1974 - 1/49 Was the campaign necessary before the election?

| | | |
|-----|------------------|----|
| (1) | very necessary | 12 |
| (2) | necessary | 35 |
| (3) | not so necessary | 27 |
| (4) | not at all | 26 |

Total 1034

January 1974 - 1/50 To what extent, before the election, did you read the public opinion polls that tried to predict the results of the election?

| | | |
|-----|---------------------|----|
| (1) | to a great extent | 14 |
| (2) | to a certain extent | 27 |
| (3) | to a small extent | 21 |
| (4) | not at all | 37 |

Total 1045

January 1974 - 1/51 To what extent did those polls help you decide whom to vote for?

| | | |
|-----|---------------------|----|
| (1) | to a great extent | 1 |
| (2) | to a certain extent | 8 |
| (3) | to a small extent | 9 |
| (4) | not at all | 82 |

Total 1036

January 1974 - 1/52 With whose position on foreign and security affairs do you identify most?

| | |
|---------------------|-----------|
| (1) the Alignment's | 58 |
| (2) the Likud's | 38 |
| (3) the Left's | 4 |
| Total | <hr/> 984 |

January 1974 - 1/53-54 Which party did you vote for in the 1969 Knesset elections?

| | |
|------------------------------|-----------|
| (1) Free Center | 1 |
| (2) Gahal | 19 |
| (3) Independent Liberals | 3 |
| (4) Alignment | 49 |
| (5) Poalei Agudat Israel | 1 |
| (6) National Religious Party | 6 |
| (7) Agudat Israel | 1 |
| (8) Haolam Hazeh | 1 |
| (9) Reshima Mamlachtit | 1 |
| (10) Isreali Communist Party | 0 |
| (11) Rakah | 0 |
| (12) other | 1 |
| (13) didn't vote | 18 |
| Total | <hr/> 955 |

January 1974 - 1/55-56 Whom did you vote for in the last elections?

| | |
|--|-----------|
| (1) Likud | 34 |
| (2) Independent Liberals | 3 |
| (3) Alignment | 43 |
| (4) Poalei Agudat Israel-Agudat Israel | 3 |
| (5) National Religious Party | 5 |
| (6) Meri (Haolam Hazeih) | 0 |
| (7) Moked (ICP and Meir Pail) | 2 |
| (8) Rakah | 0 |
| (9) Shulamit Aloni | 4 |
| (10) Israeli Democrats (Panthers) | 1 |
| (11) other | 1 |
| (12) didn't vote | 4 |
| Total | <hr/> 911 |

January 1974 - 1/57 Did you vote for the same party in the municipal and in the Knesset elections?

| | |
|--|------------|
| (1) yes | 61 |
| (2) no | 31 |
| (3) the party I voted for didn't participate in the Knesset election | 1 |
| (4) didn't vote for the Knesset | 0 |
| (5) didn't vote for city hall | 2 |
| (6) didn't vote for either of them | 5 |
| Total | <hr/> 1035 |

January 1974 - 1/58-59 Now that the election results are known, if elections were held again, whom would you vote for?

| | |
|--|-----------|
| (1) Likud | 35 |
| (2) Independent Liberals | 3 |
| (3) Alignment | 43 |
| (4) Poalei Agudat Israel-Agudat Israel | 2 |
| (5) National Religious Party | 5 |
| (6) Meri | 0 |
| (7) Moked | 2 |
| (8) Rakah | 0 |
| (9) Shulamit Aloni | 5 |
| (10) Isreali Democrats | 1 |
| (11) other | 1 |
| (12) Independent Liberals-Shulamit Aloni | 3 |
| Total | <hr/> 919 |

January 1974 - 1/62 Sex:

| | |
|------------|------------|
| (1) Male | 45 |
| (2) Female | 55 |
| Total | <hr/> 1066 |

January 1974 - 1/63 Were you in the reserve during or because of the Yom Kipur War?

| | |
|---|------------|
| (1) was not in the reserve | 81 |
| (2) less than two weeks | 1 |
| (3) from two weeks to a month | 3 |
| (4) from a month to a month and a half | 3 |
| (5) from a month and a half to two months | 4 |
| (6) from two to two and a half months | 1 |
| (7) from two and a half to three months | 2 |
| (8) more than three months | 5 |
| Total | <hr/> 1066 |

January 1974 - 1/64 Education:

| | |
|---|------------|
| (1) no schooling | 1 |
| (2) up to four years | 2 |
| (3) 5-8 years | 19 |
| (4) 9-10 years | 15 |
| (5) 11 years | 5 |
| (6) 12 years | 25 |
| (7) more than 13 years, without University degree | 18 |
| (8) full University education | 14 |
| Total | <hr/> 1066 |

January 1974 - 1/⁶⁷ Age:

| | | |
|-------|------------|------------|
| (1) | 20-24 | 17 |
| (2) | 25-29 | 15 |
| (3) | 30-34 | 9 |
| (4) | 35-39 | 8 |
| (5) | 40-44 | 9 |
| (6) | 45-49 | 6 |
| (7) | 50-54 | 9 |
| (8) | 55-64 | 14 |
| (9) | 65 or more | 12 |
| Total | | <hr/> 1066 |

January 1974 - 1/⁶⁸ From the income levels below, which one corresponds to the total gross monthly income of you and your family members living with you?

| | | | |
|-------|--------------|----------|------------|
| (1) | 0-599 | IL/month | 12 |
| (2) | 600-799 | " | 11 |
| (3) | 800-999 | " | 13 |
| (4) | 1000-1249 | " | 16 |
| (5) | 1250-1499 | " | 10 |
| (6) | 1500-1749 | " | 10 |
| (7) | 1750-1999 | " | 8 |
| (8) | 2000-2499 | " | 8 |
| (9) | 2500 or more | " | 11 |
| Total | | | <hr/> 1066 |

January 1974 - 1/⁶⁹ Do you observe religious traditions?

| | | |
|-------|-------------------------|------------|
| (1) | I observe it thoroughly | 10 |
| (2) | I observe most of it | 11 |
| (3) | I observe some of it | 42 |
| (4) | I don't observe at all | 36 |
| Total | | <hr/> 1066 |

January 1974 - 1/68⁷⁰ Occupation:

| | | |
|-----|---|------------|
| (1) | liberal professional with University degree | 10 |
| (2) | liberal professional without University degree | 15 |
| (3) | business manager or owner with more than eleven workers | 5 |
| (4) | business manager or owner with 3-10 workers | 3 |
| (5) | business manager or owner with 0-2 workers | 13 |
| (6) | skilled worker | 13 |
| (7) | unskilled worker | 6 |
| (8) | student | 7 |
| (9) | housewife | 28 |
| | Total | <hr/> 1066 |

January 1974 - 1/69⁷¹ Where were you and your father born?

| | interviewee | his father | |
|-----|-----------------------|----------------|------------|
| (1) | Israel | Israel | 8 |
| (2) | Israel | Asia-Africa | 9 |
| (3) | Israel | Europe-America | 22 |
| (4) | Asia-Africa | Asia-Africa | 15 |
| (5) | Europe-America | Europe-America | 44 |
| (6) | any other combination | | 2 |
| | Total | | <hr/> 1066 |

January 1974 - 1/70 Place of interview:

| | |
|-------------------|----|
| (1) Jerusalem | 22 |
| (2) Tel-Aviv area | 49 |
| (3) Haifa area | 29 |

Total 1066

January 1974 - 1/71 Date of interview:

| | |
|-------------------------------|----|
| (1) Sunday, January 13, 1974 | 60 |
| (2) Monday, January 14, 1974 | 32 |
| (3) Tuesday, January 15, 1974 | 7 |

Total 1066