



מסע
Israel Journey

MASA ISRAEL SURVEY



הסוכנות היהודית
JEWISH AGENCY
FOR ISRAEL ישראלי

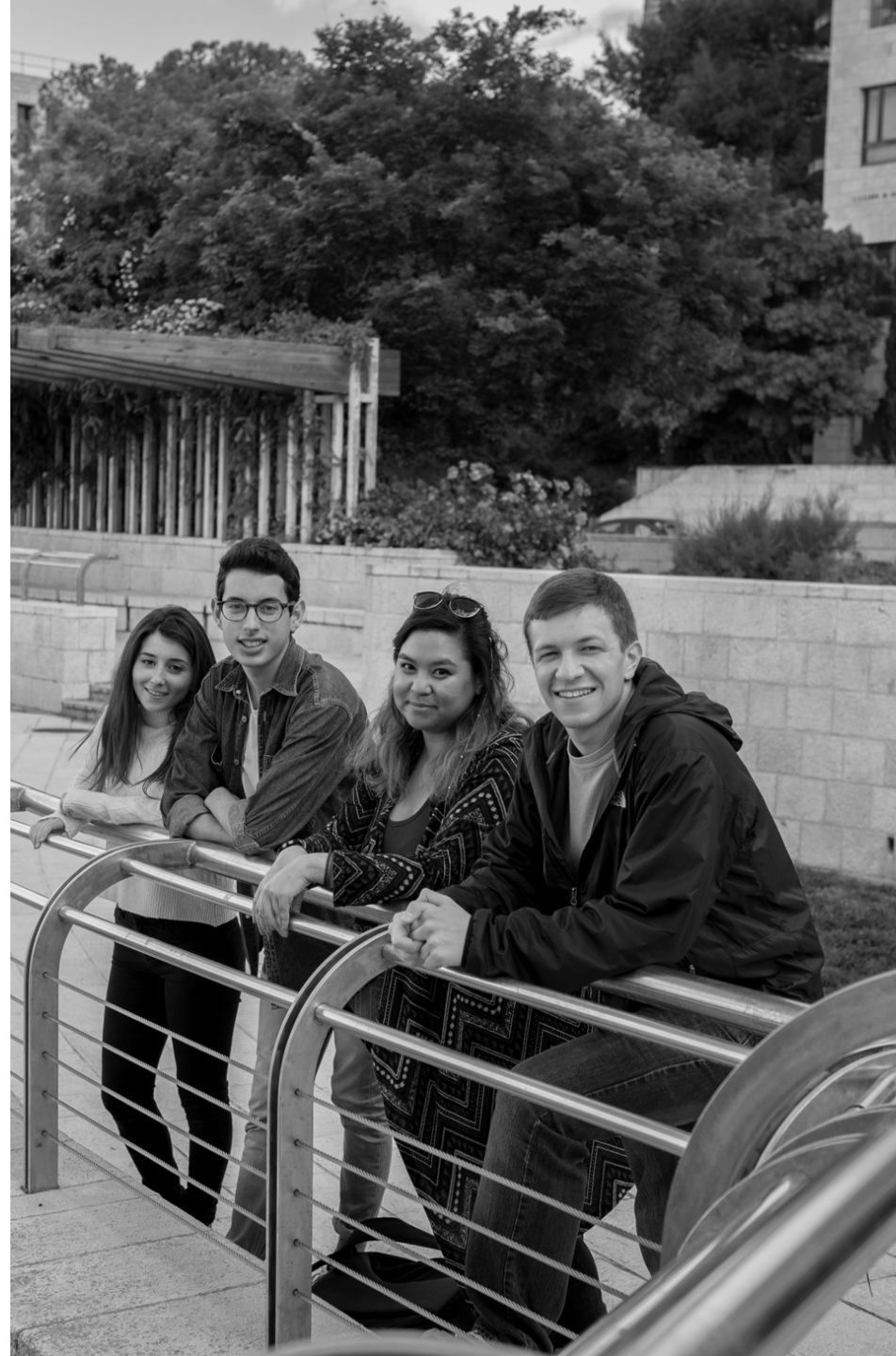


METHODOLOGY

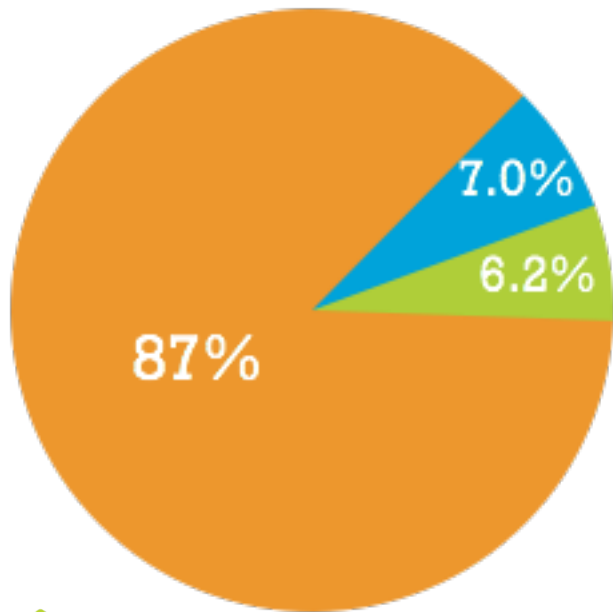
The survey was conducted online and included two population:

- 1,480 interviewees were current Masa Israel Journey participants and alumni from around the world.
- 503 interviewees were native Israelis, a representative sample of Israel's Hebrew speaking population

PARTICIPANTS & ALUMNI



87% INTEND TO TAKE ACTION TO IMPROVE ISRAEL'S IMAGE



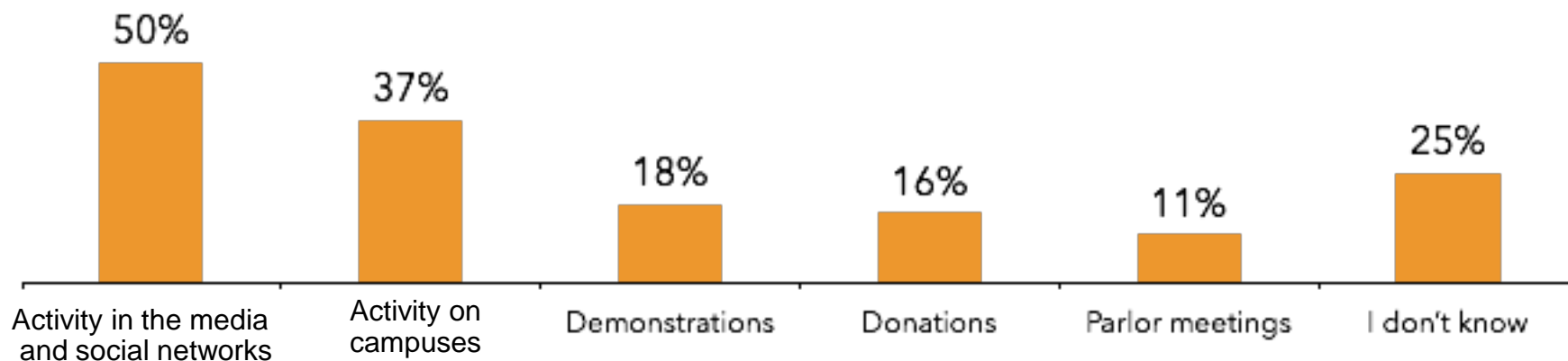
After returning home to your country of origin, will you work to improve Israel's image in the world?

- Intend to act to improve Israel's image
- Do not know
- Do not intend to act to improve Israel's image

HOW: ACTIONS TO IMPROVE ISRAEL'S IMAGE

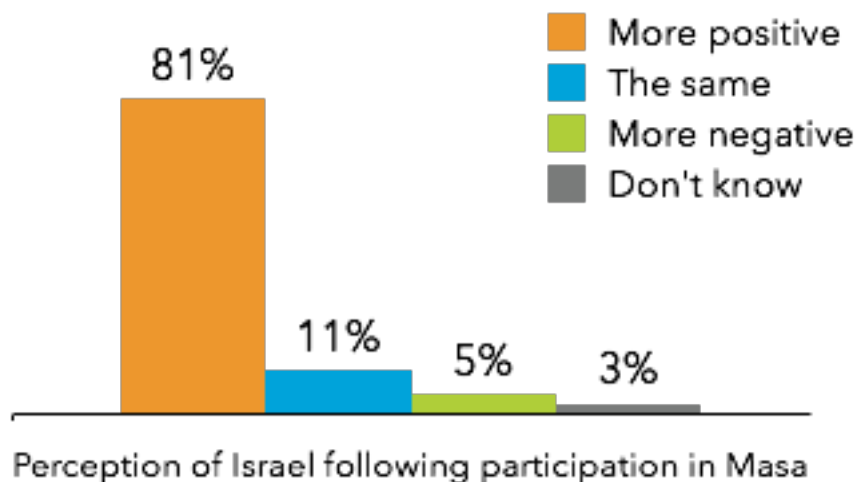
Those who answered "I'm sure I will / I do" or "I think so" were asked:
What steps are you prepared to take to fight anti-Israel activism back home?

Steps the participants are prepared to take
(N = 1285)

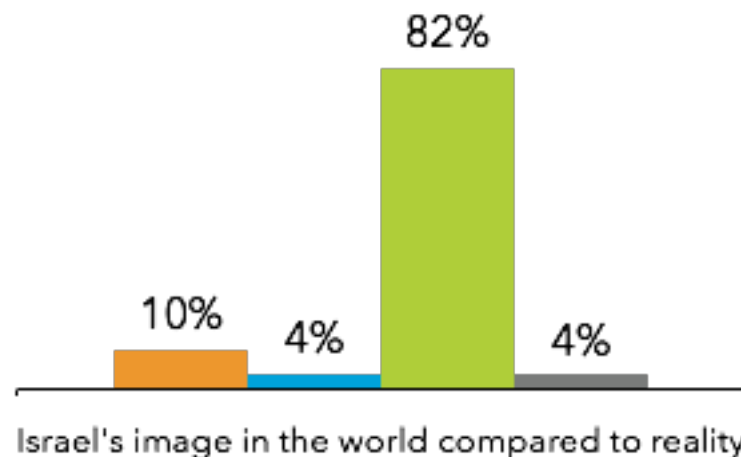


81% OF PARTICIPANTS VIEW ISRAEL MORE POSITIVELY AFTER A MASA PROGRAM

Did your opinion of Israel change positively or negatively as a result of your stay in Israel?

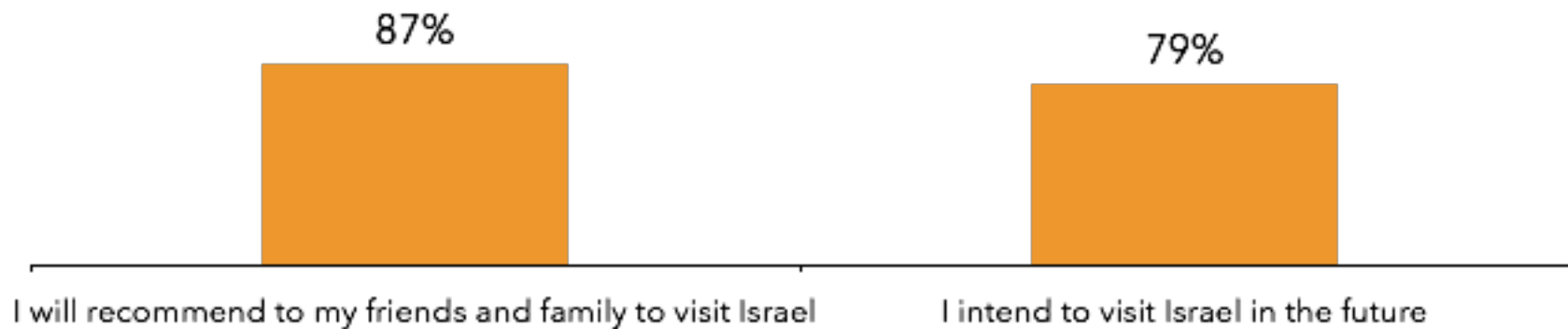


In your opinion, is the world's image of Israel and what happens in Israel close to the reality you experienced?



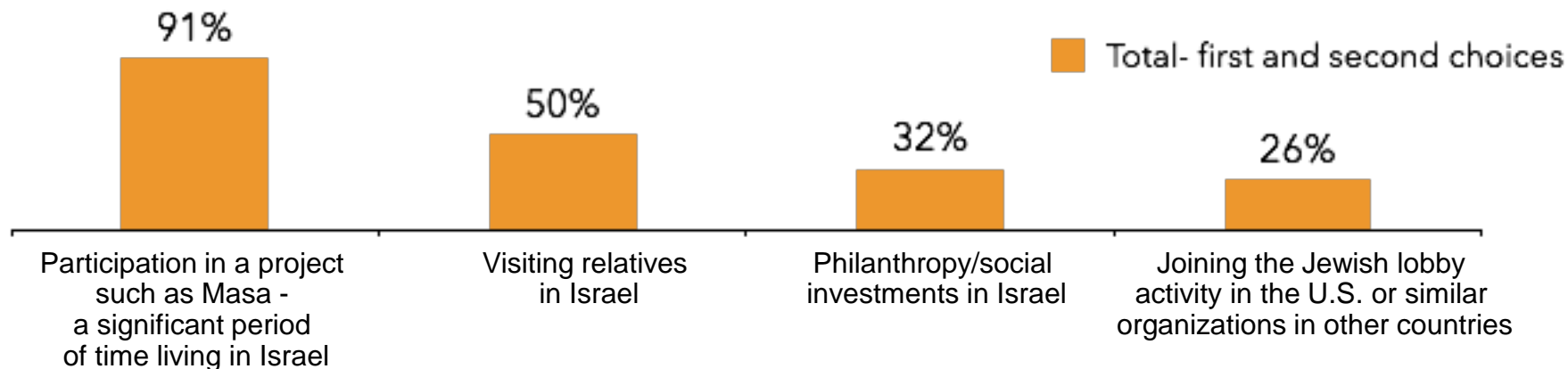
DESIRE TO VISIT ISRAEL AGAIN & TO RECOMMEND THAT OTHERS VISIT

Most of the respondents plan to visit Israel again and/or plan to recommend that others visit Israel.



THE MOST EFFICIENT WAY TO STRENGTHEN DIASPORA JEWRY'S CONNECTION TO ISRAEL

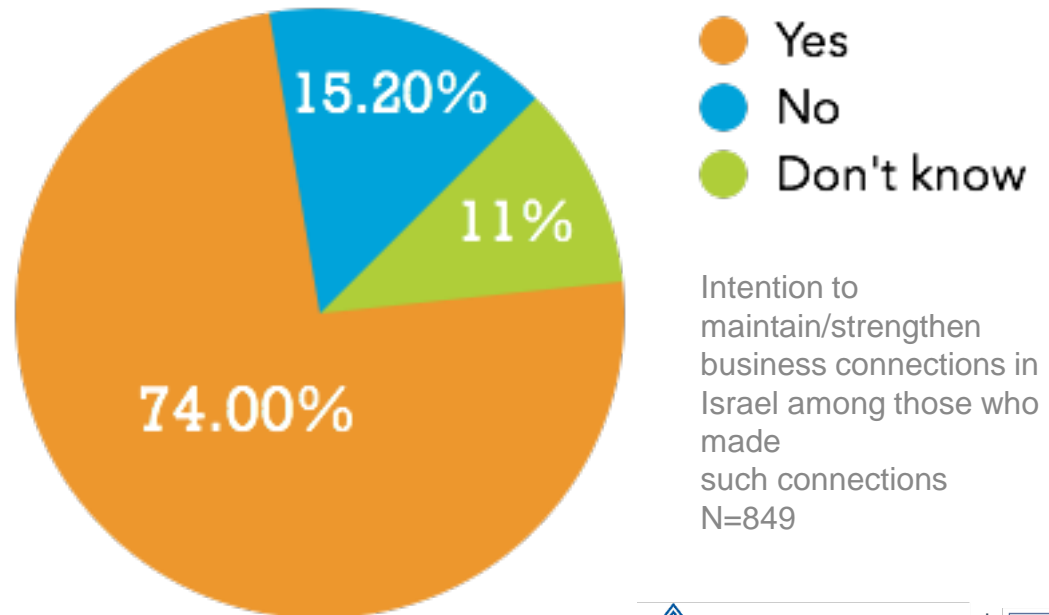
In your opinion, what is the most effective way to strengthen the relationship between Israel and Diaspora Jews?



BUSINESS CONNECTIONS IN ISRAEL

Approximately 57% of Masa participants and alumni have made business connections in Israel.

Will you make an effort to maintain or expand them?

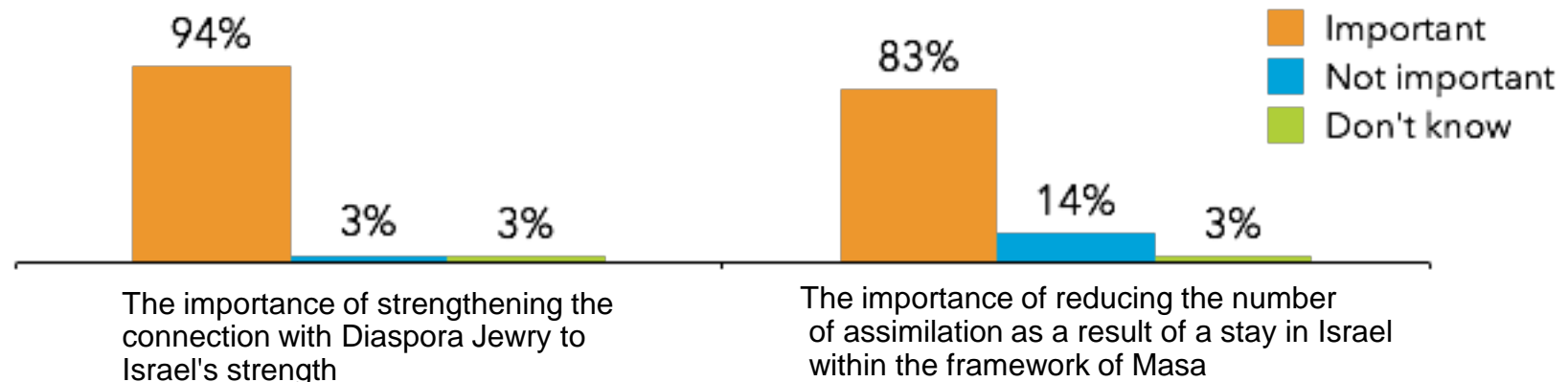




94%: STRENGTHENING CONNECTION WITH DIASPORA JEWRY IS VITAL FOR ISRAEL'S STRENGTH

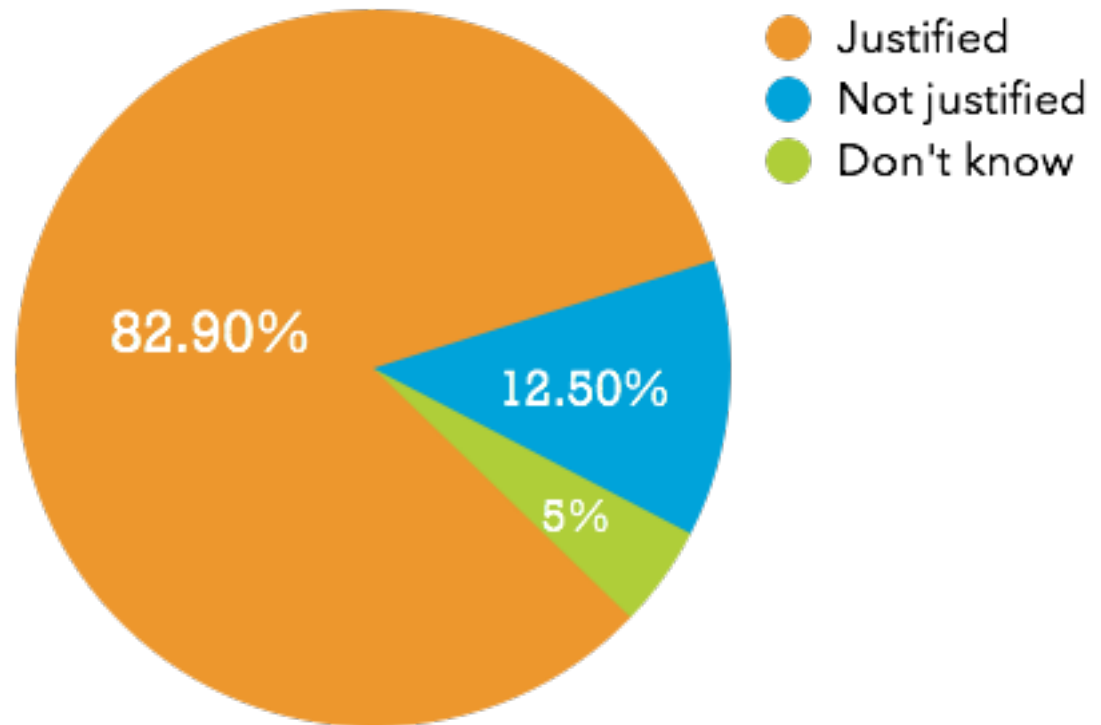
To what extent do you think that strengthening connection with Diaspora Jewry is vital for Israel's strength?

According to research, the results of a long stay in Israel is a considerable reduction in the assimilation rate among graduates of the program. Do you think that this is or is not important?



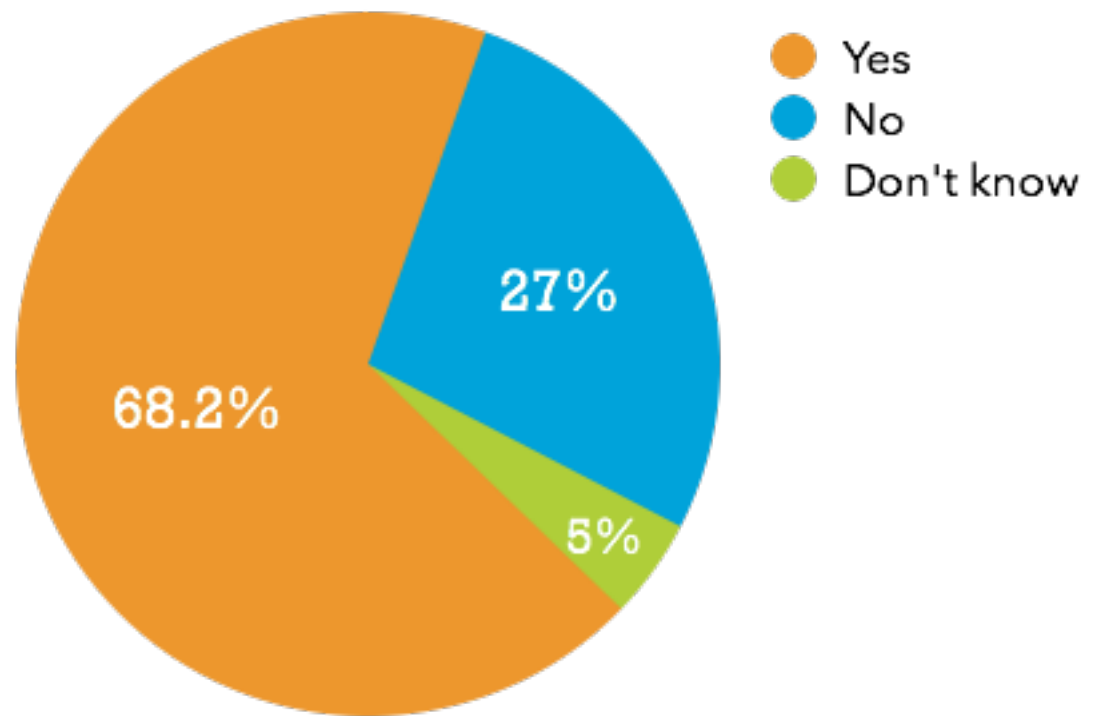
SUPPORT FOR GOVERNMENT INVESTMENT IN A PROJECT SUCH AS MASA

In your opinion, would the investment of money by the Government in bringing young Jews to experience an extended period of life in Israel be justified or would it not be justified?



THE MASA EXPERIENCE AS A REFLECTION OF THE REALITY IN ISRAEL

How far, in your opinion, does staying for a period of time in Israel within the framework of a project such as “Masa” reflect or not reflect the reality in Israel to the participants?

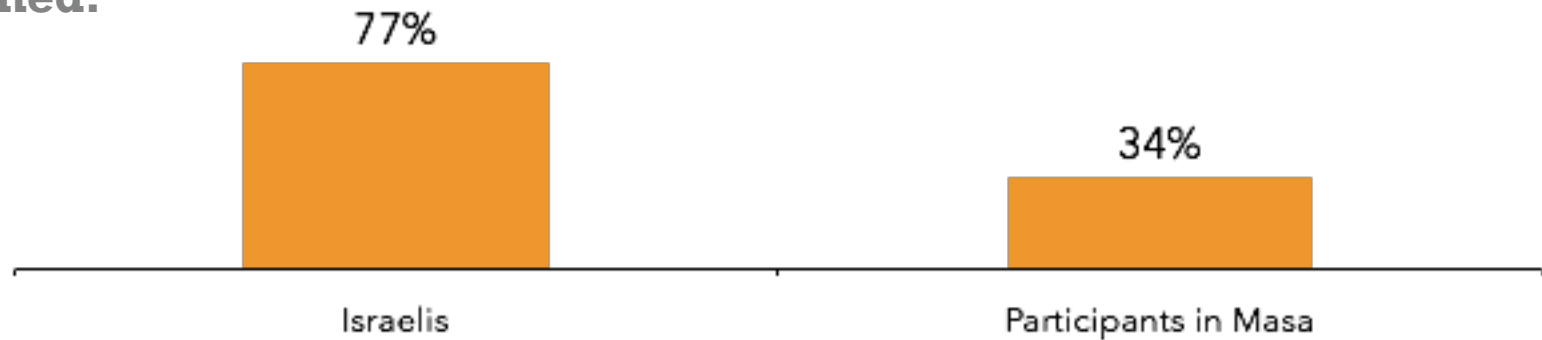


PERCEPTION OF THE DEGREE TO WHICH THE SECURITY SITUATION IN ISRAEL IS ACTUALLY DISRUPTIVE TO PARTICIPANT EXPERIENCE:

The participants in Masa were asked: Which of these did you least like about Israel during your visit? (mark up to three answers)

The Israelis were asked: Which of the following, in your opinion, was liked the least by participants in Masa when they were in Israel? (mark up to three responses)

Participants found the security situation far less disturbing than assumed.



THE IMPACT OF LIFE EXPERIENCE IN ISRAEL ON PROVIDING TOOLS TO COUNTER BDS

In your opinion, will a period of living in Israel provide the participants with the tools to defend Israel's image and to fight the BDS movement?

- It will provide to a considerable degree
- It will provide to the same extent as if they had not participated
- It will not provide
- Don't know

