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PAT BROWN INSTITUTE FOR PUBLIC AFFAIRS

Unleashing the Power of Participation

KEY FINDINGS

2019 LOS ANGELES COUNTY JEWISH VOTER POLL

REVISED – OCTOBER 5, 2019

EVITARUS

THE CLEAR PATH | **Public Opinion Research**

#PBI_JewishPoll

INTRODUCTION

- **The PBI Jewish Voter Poll is one of the largest local studies of Jewish voters in recent years, with over 1,800 responses**
- **Jewish voters have a distinctive voice – however, they are rarely surveyed in large numbers**
- **The Jewish Population in the Los Angeles Region**
  - Los Angeles is home to the 3rd largest Jewish population in the world, after New York and Jerusalem: approximately 475,000 – 569,000 people
  - Estimates of voter turnout suggest high levels of engagement among Jewish voters
    - Voter turnout in 2018: 71% of registered Jewish voters versus 55% of LA County voters
    - Voter turnout in 2016: 78% of registered Jewish voters versus 65% of LA County voters
      (Note that this only entails Jewish voters with distinctive Jewish last names)

KEY FINDINGS

- **Jewish voters demonstrate high levels of political activism and civic engagement, including:**
  - ❑ Charitable contributions
  - ❑ Contacting elected officials
  - ❑ Contributing to political campaigns
- **This survey offers a portrait of Los Angeles' Jewish voters that aligns with much of the research conducted among Jewish voters at the national level**
  - ❑ Overall political leanings of Jewish voters are more liberal than their surrounding counterparts
  - ❑ There is a strong negative reaction to President Trump and high degrees of concern about rising anti-Semitism

KEY FINDINGS

- **Los Angeles Jewish voters are highly attentive to politics, particularly the upcoming Democratic Presidential Primary**
- **Three-in-five say that being Jewish is an important part of their life**
  - ❑ A majority view Jewish identity as cultural/secular, as opposed to primarily religious
- **A number of elements arise as essential to the Jewish identity of many voters, including:**
  - ❑ Remembrance of the Holocaust
  - ❑ A commitment to pursuing justice and equality in society
- **Nearly three-quarters believe it is important that Israel exist as a Jewish state**
- **More than two-thirds are pro-Israel even though they may be critical of the government's policies**

SURVEY METHODOLOGY

- Sample Size: **1,812 self-identified Jewish voters**
- Field Dates: **Poll conducted online August 7-September 19, 2019**
- Modes of Administration: **telephone (7%) and online (93%)**
- Margin of Sampling Error: **±2.30% at the 95% confidence level**
- **Results represent a subset of a larger weighted random-sample of all registered voters in Los Angeles County**
- Some percentages may not sum precisely or to 100% due to rounding

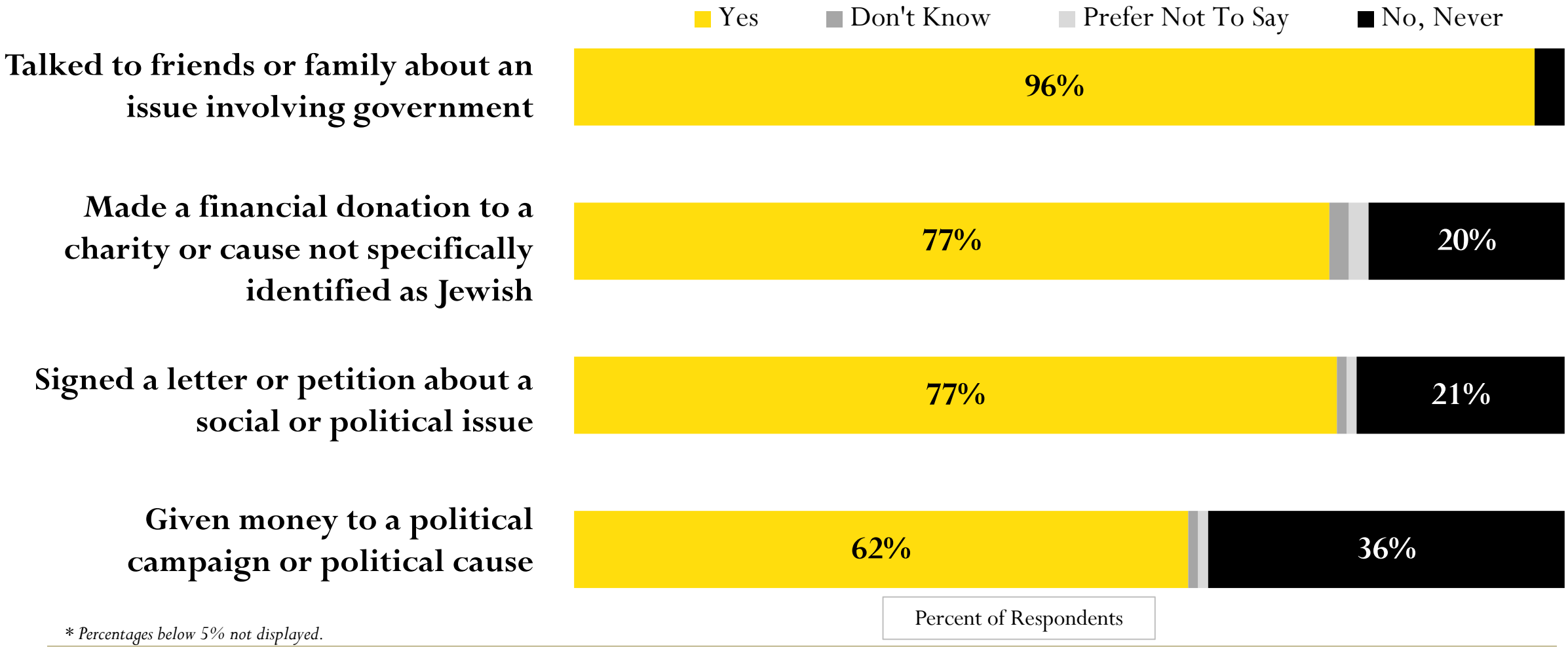
Survey Sample By Key Subgroups

- **Robust sample sizes across key demographic subgroups:**

  - **Area**
    - 496 – West Hollywood/Urban High-Density
    - 187 – Beverly Hills
    - 397 – Valley Hills
    - 98 – Conejo Valley
    - 272 – Westside
    - 263 – Other
  - **Denomination**
    - 711 – Reform
    - 286 – Conservative
    - 99 – Orthodox
  - **Age**
    - 466 – Gen Z/Millennials (Ages 18-38)
    - 368 – Gen X (Ages 39-54)
    - 605– Baby Boomers (Ages 55-73)
    - 257 – Silent Generation (Ages 74+)

A Strong Majority Discuss Public Affairs With Others Charitable Giving and Political Activism Are Also High

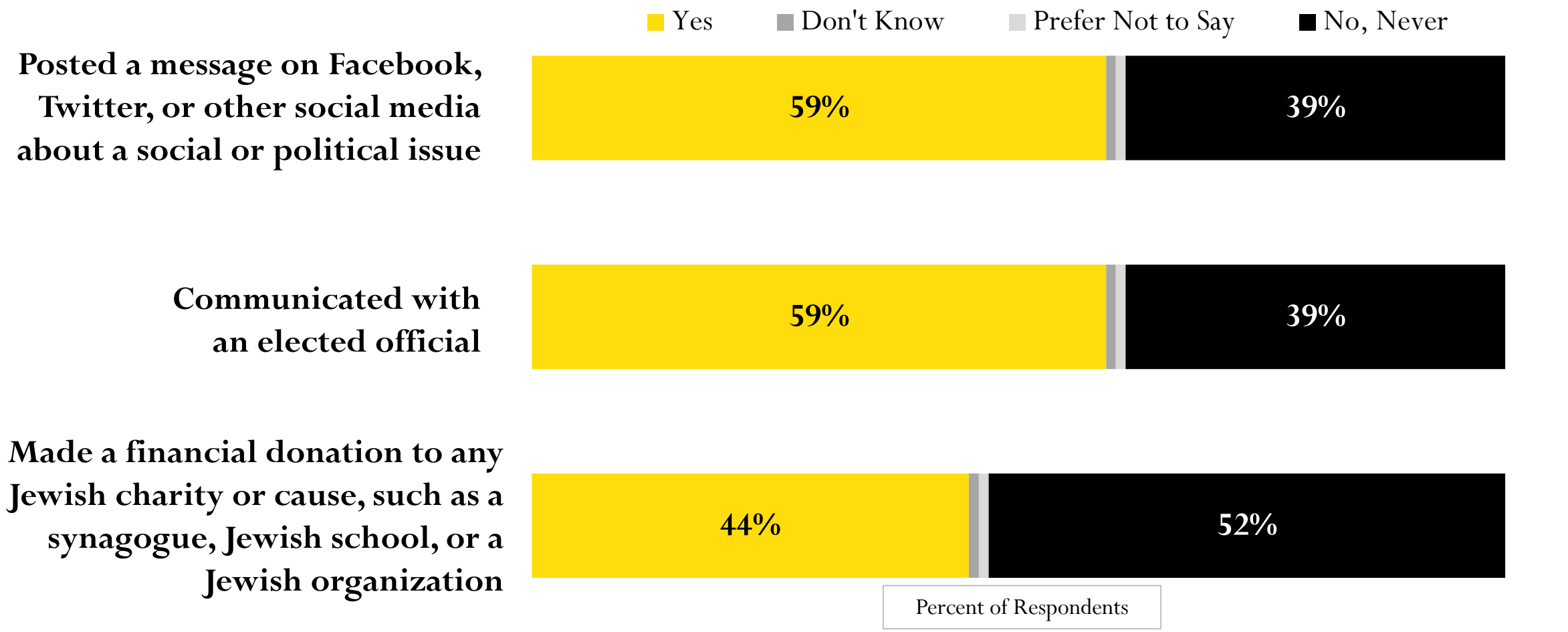
Q: During the past five years, have you had the opportunity to do any of the following things?



** Percentages below 5% not displayed.*

Nearly 2-in-5 Report Posting On Social Media Or Communicating With Elected Officials

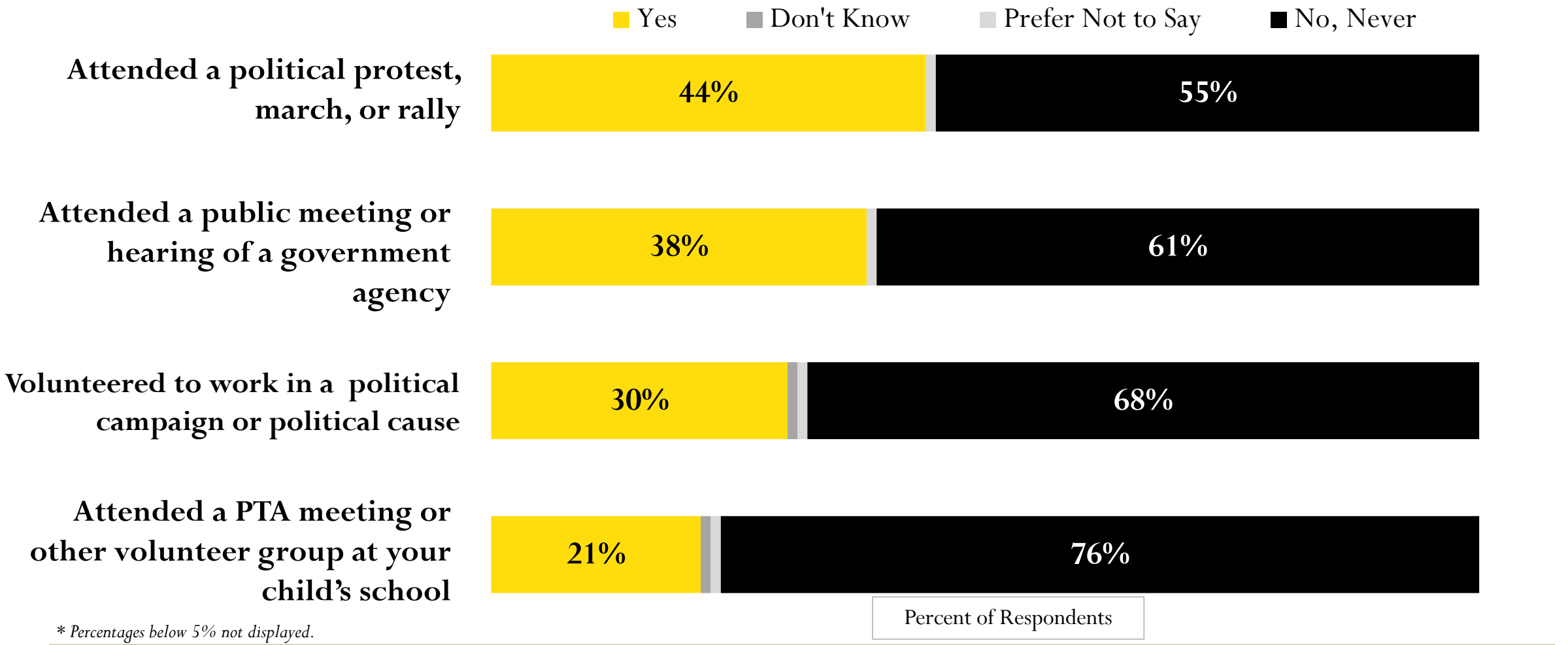
Q: During the past five years, have you had the opportunity to do any of the following things?



* *Percentages below 5% not displayed.*

More Than 1/3 Report Attending A Protest/March/Rally Or A Public Meeting/Hearing

Q: During the past five years, have you had the opportunity to do any of the following things?



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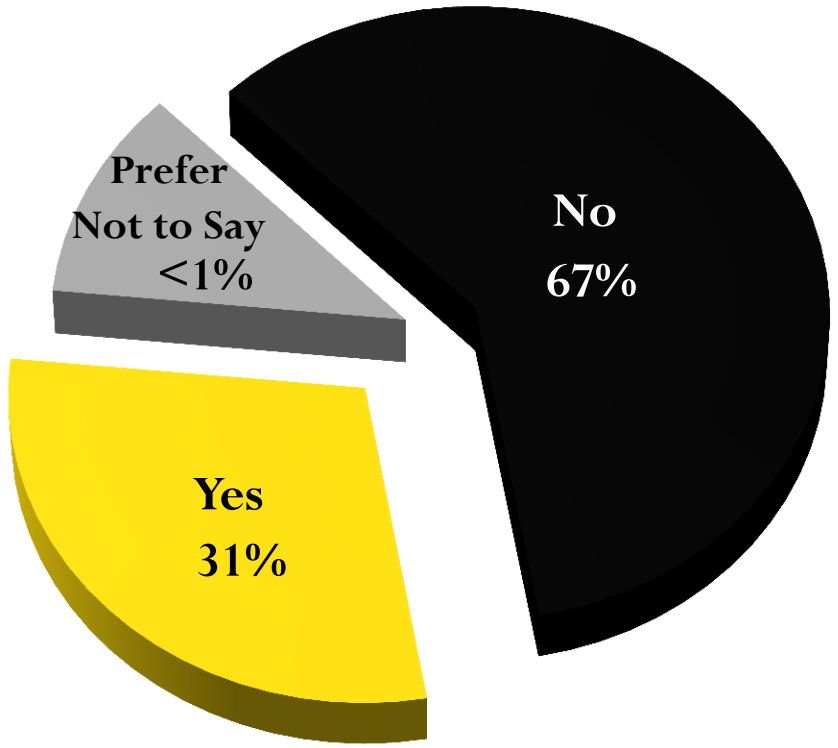
Newspapers and Conversations Top The List Of Information Sources
Nearly 1/3 Follow Jewish-Oriented Media Sources

Q: Which of the following sources do you turn to for news and information about politics and community issues?

Media Type	Percentage
Local, regional, and national newspapers	**68%**
Conversations with friends and family	**56%**
Articles and information on social media	**53%**
Radio	46%
Cable television news	45%
Blogs and websites	40%
Local television news	35%
Magazines	22%

Q: Do you follow Jewish-oriented media sources?

Media Type: Jewish-oriented Media Sources



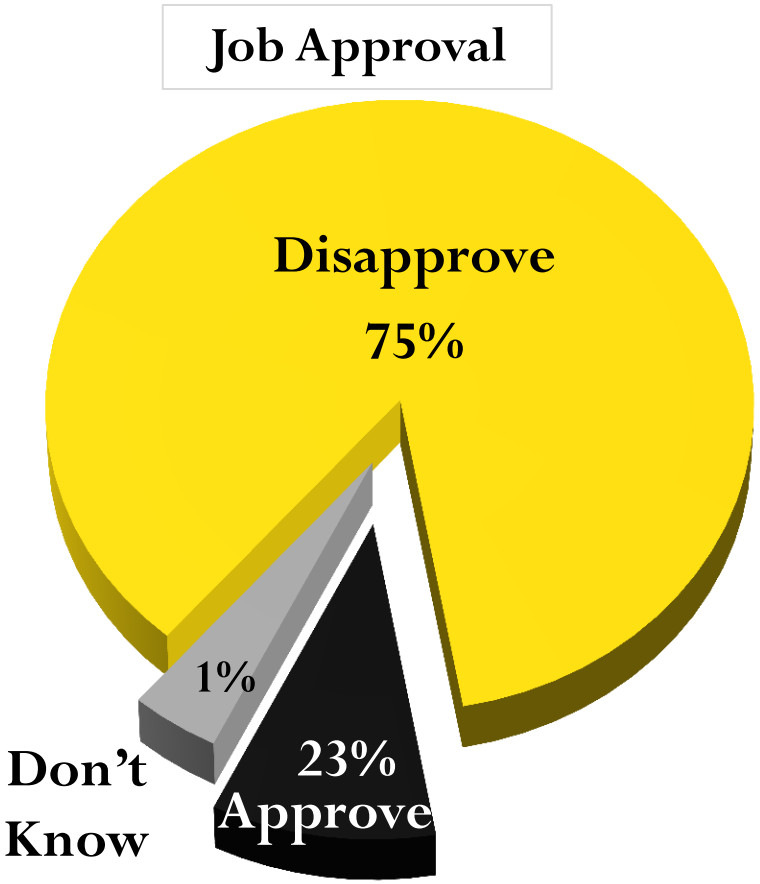
Media Consumption Habits Of Younger Jewish Voters Are More Interactive And Grounded In Social Connections

Media Source By Generation

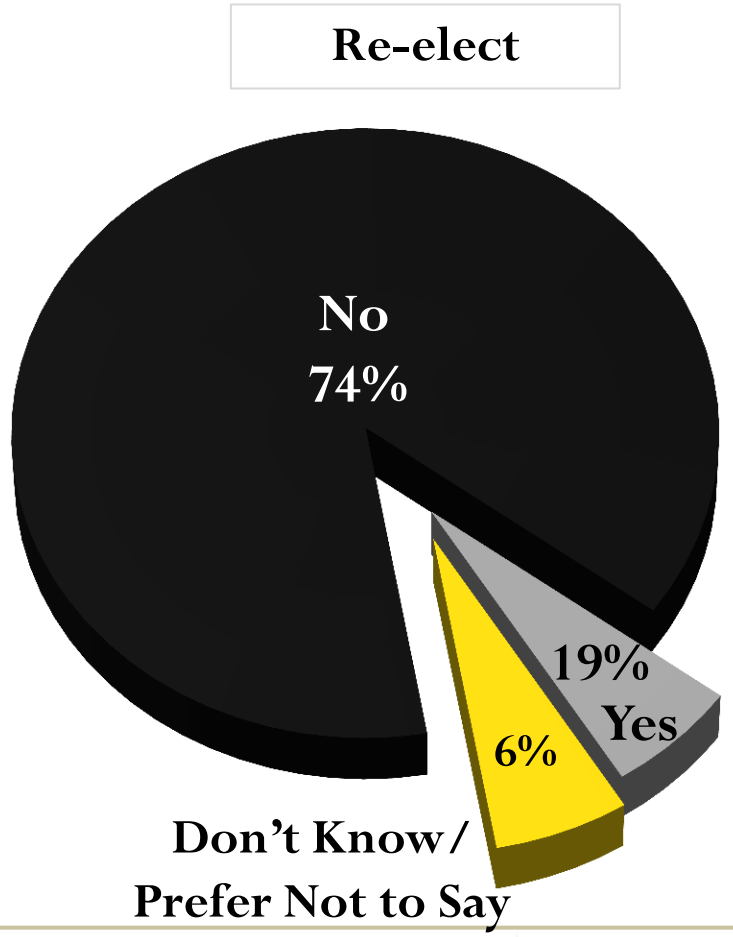
	Gen Z/ Millennials	Generation X	Baby Boomers	Silent Generation
Local television News	20%	38%	43%	49%
Cable television news	25%	46%	55%	75%
Social media	66%	54%	52%	24%
Local, regional, and national newspapers	66%	66%	72%	71%
Conversations with friends and family	71%	54%	48%	41%
Radio	44%	54%	49%	42%
Blogs and websites	56%	41%	34%	15%
Magazines	15%	23%	28%	28%

Attitudes Toward President Trump Are Highly Negative

Q: Do you approve or disapprove of the way President Donald Trump is handling his job of serving the public?



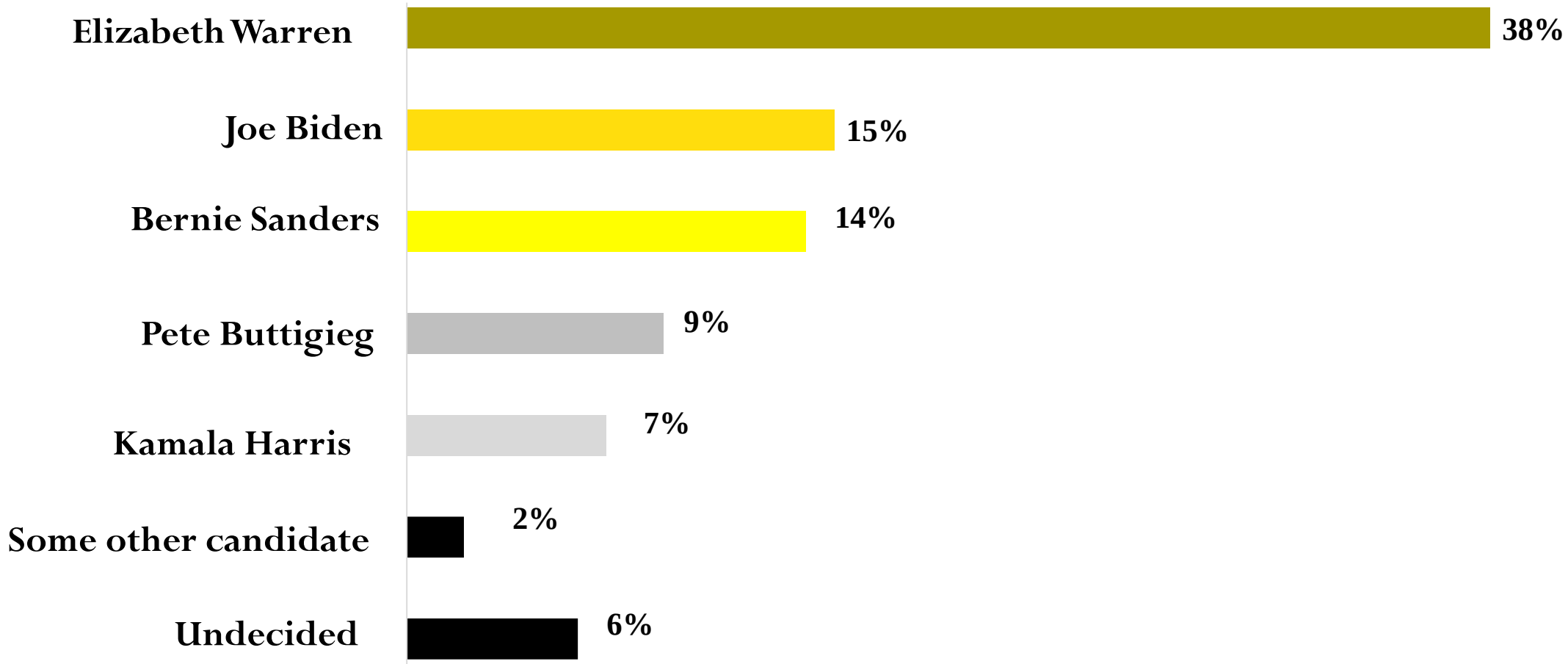
Q: Would you vote to re-elect President Donald Trump?



Presidential Primary Vote

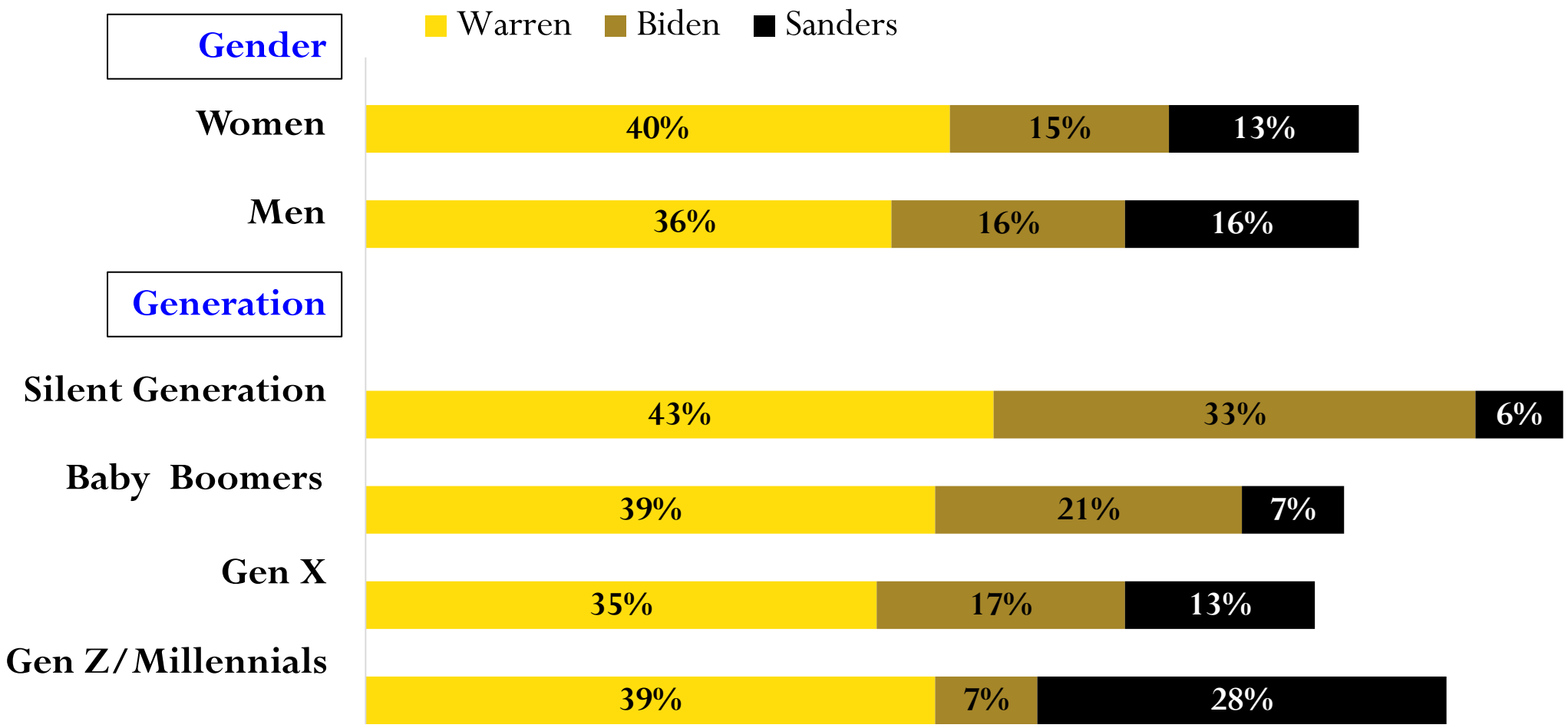
Warren, Biden, And Sanders Lead The Field

Q: Thinking again about the 2020 Presidential Election, if the election were held today, for whom would you vote if the candidates were:

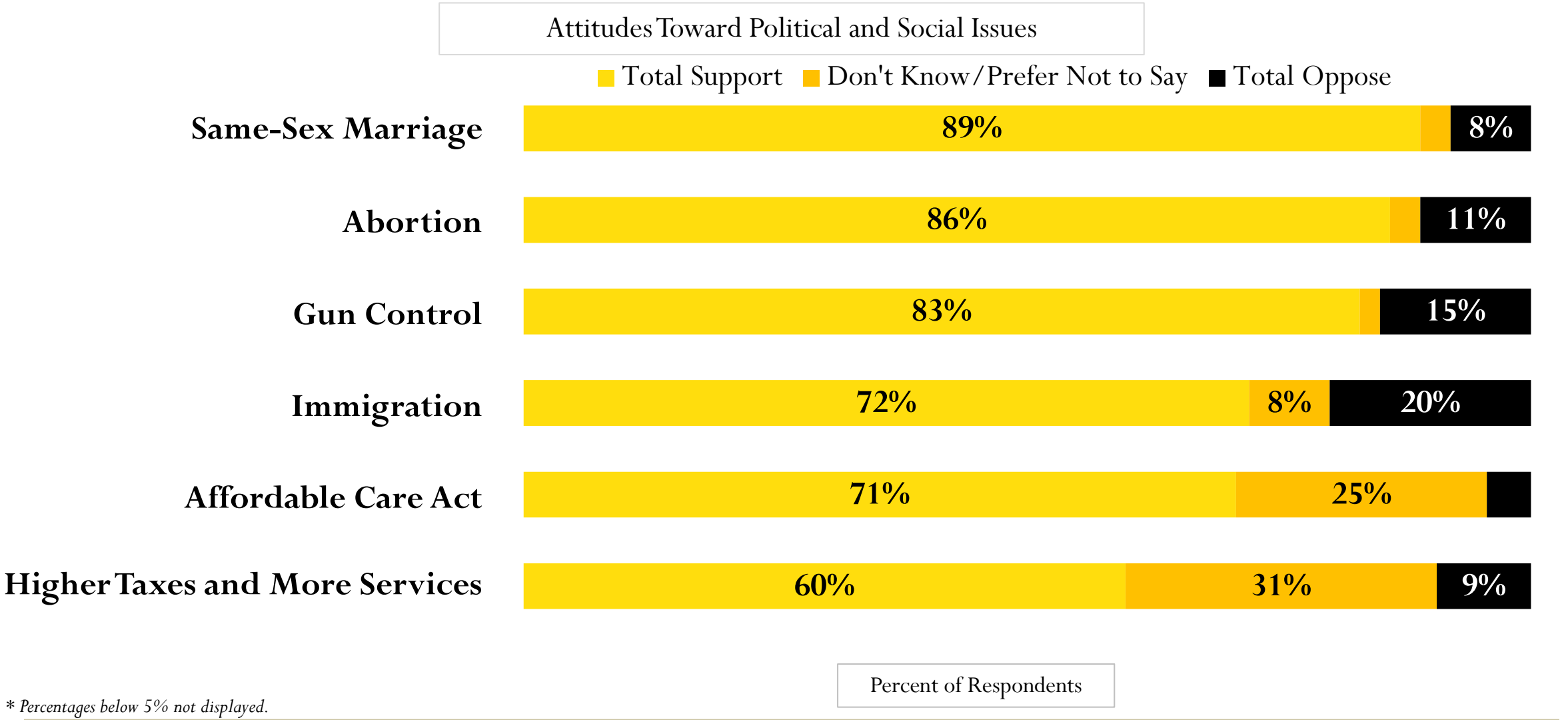


PRESIDENTIAL PRIMARY VOTE: DEMOGRAPHIC SUBGROUPS

Q: Thinking again about the 2020 Presidential Election, if the election were held today, for whom would you vote if the candidates were:



Jewish Voters Express High Levels Of Support For Progressive Policies



* *Percentages below 5% not displayed.*

ORTHODOX JEWISH VOTERS EXPRESS DISTINCTIVE ATTITUDES

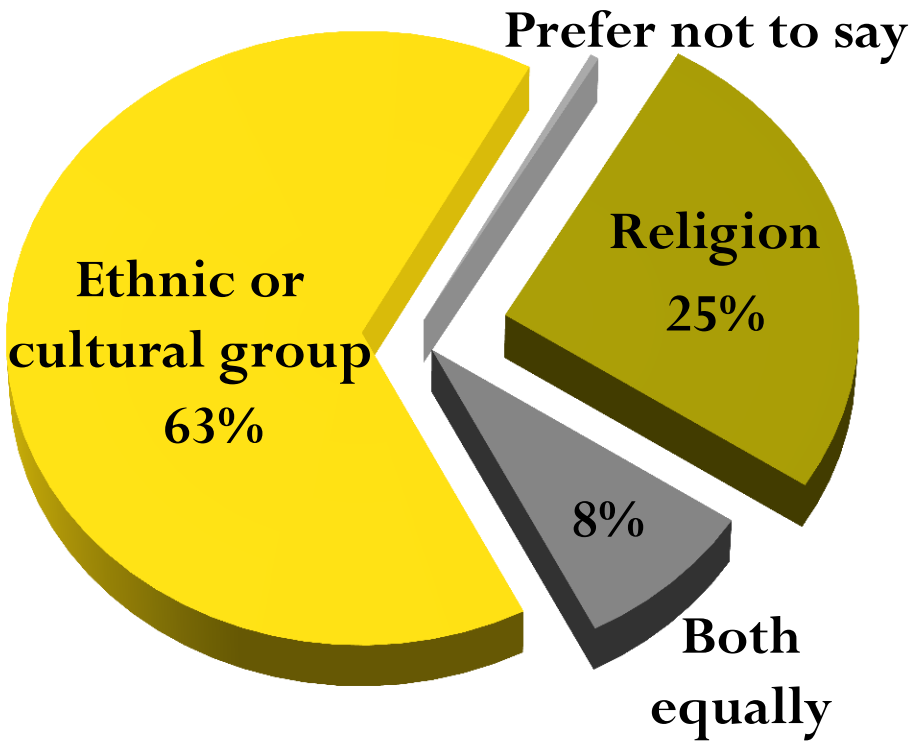
- **A higher percentage of Orthodox Jewish voters think of themselves as Republican**
  - 43% of Orthodox Jewish voters identify themselves as Strong Republicans, as compared to only 6% of Jewish voters overall
  - 15% of Orthodox Jewish voters identify themselves as Strong Democrats, as compared to 40% of Jewish voters overall
- **Orthodox Jewish voters express high levels of approval of President Trump, and are more supportive of his re-election than Jewish voters overall**
  - 70% of Orthodox Jewish voters approve of the job that President Trump is doing, including 55% who strongly approve
  - By contrast, 23% of Jewish voters overall approve of President Trump's job performance, including only 14% who strongly approve

Perceptions Of Group Identity

Synagogue / Temple Membership

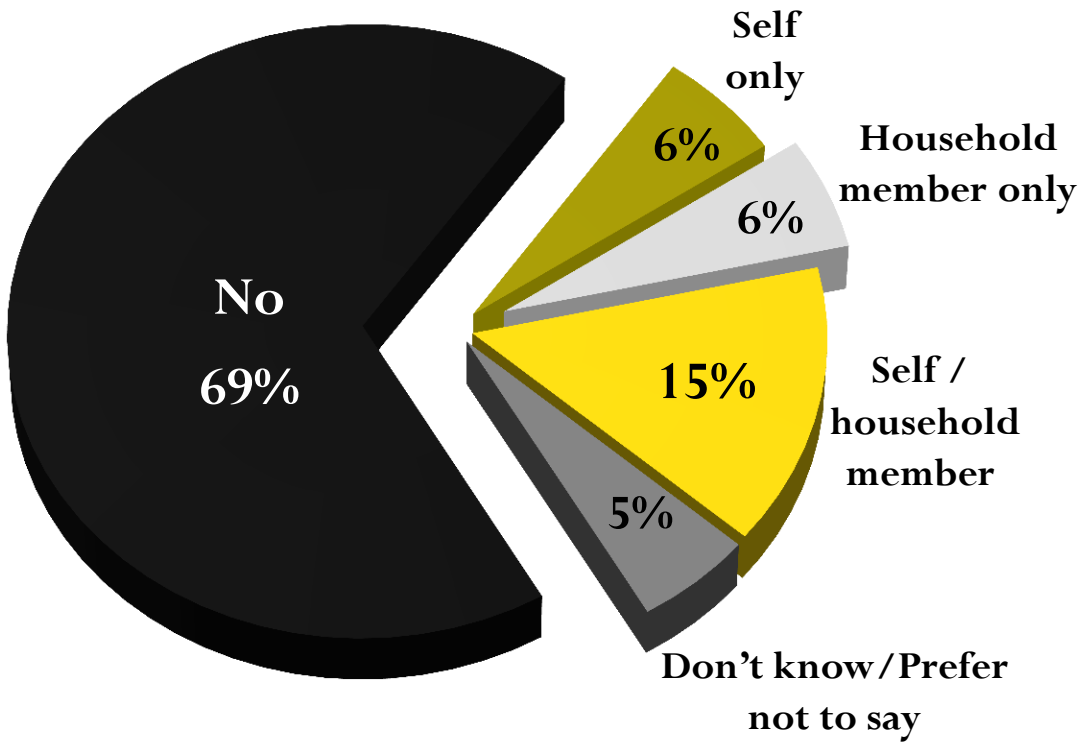
Q: Some people view Jews primarily as a group defined by religion, and others define Jews as an ethnic or cultural group. Which comes closer to your view?

Jewish Identity



Q: Are you, or is anyone in your household, currently a member of a synagogue or temple?

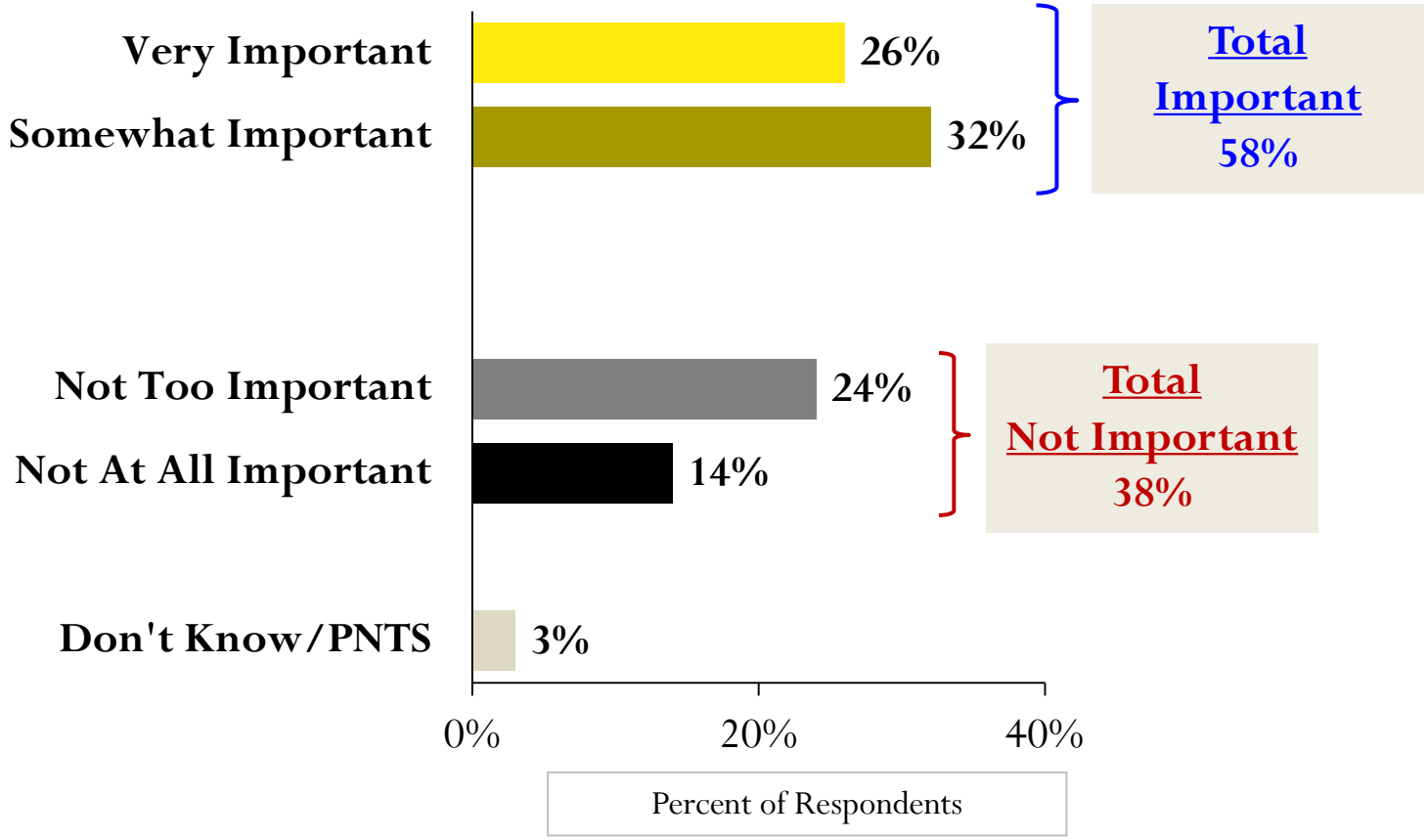
Member of Synagogue or Temple



* *Percentages below 5% not displayed.*

Nearly 3-In-5 Say That Being Jewish Is An Important Part Of Their Life

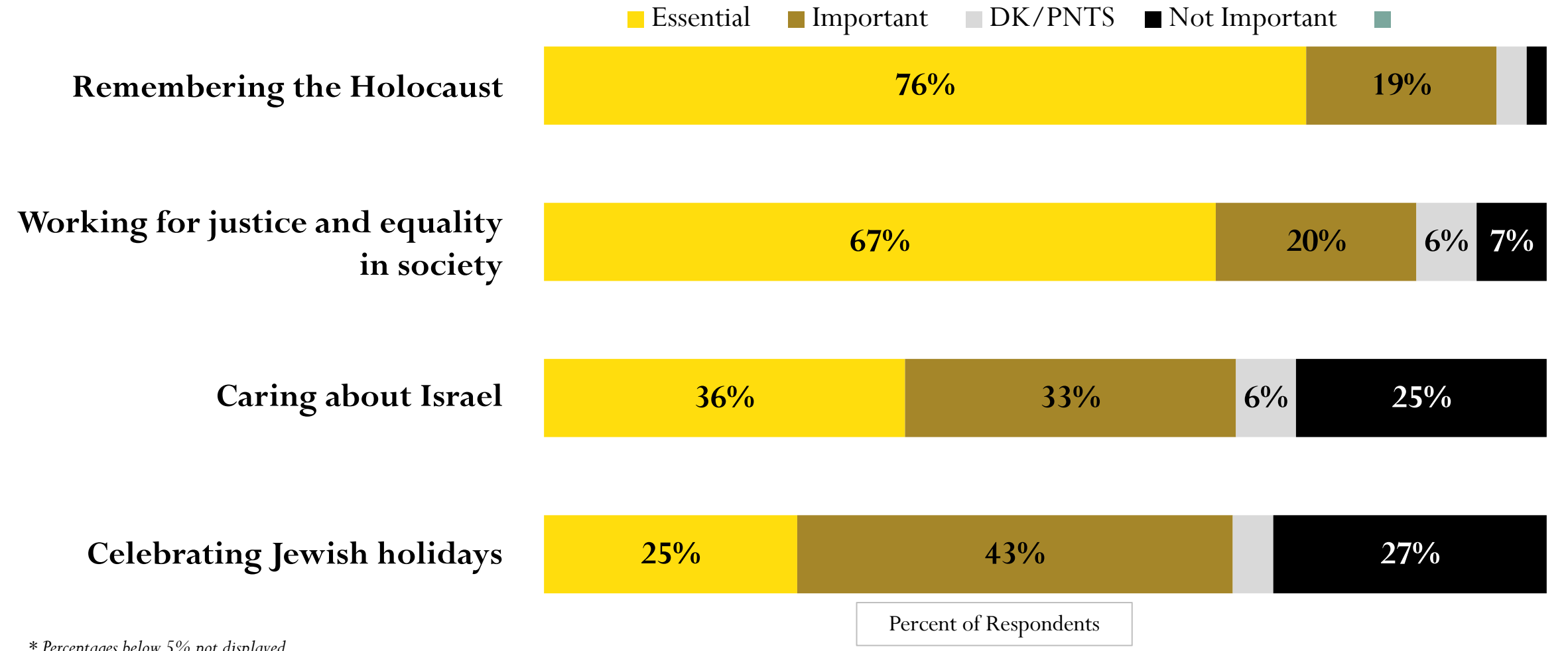
Q: How important is being Jewish in your life—is it very important, somewhat important, not too important, not at all important?



Demographic Subgroup	Total Important
By Generation	
Silent	61%
Baby Boomers	67%
Gen X	46%
Gen Z/Millennials	55%
By Gender	
Men	55%
Women	61%

More Than 2/3 Say Remembering The Holocaust And Working For Justice And Equality Are Essential Aspects Of Their Jewish Identity

Q: Please tell me how important each of the following is to what being Jewish means to you — essential, important but not essential, not important?



* *Percentages below 5% not displayed.*

An Overwhelming Majority Believe Anti-Semitism is a Serious Problem

Q: Do you think that anti-Semitism is currently an extremely serious problem, a very serious problem, a somewhat serious problem, not too serious of a problem, or not a problem at all?

Level of Seriousness	Percentage
Extremely Serious	**41%**
Very Serious	**34%**
Total Extremely/Very Serious	**75%**
Somewhat serious	18%
Not Serious	5%

Many Respondents Recount The Toll Hate Crimes And Anti-Semitism Have Taken On Their Lives

In Their Own Words….

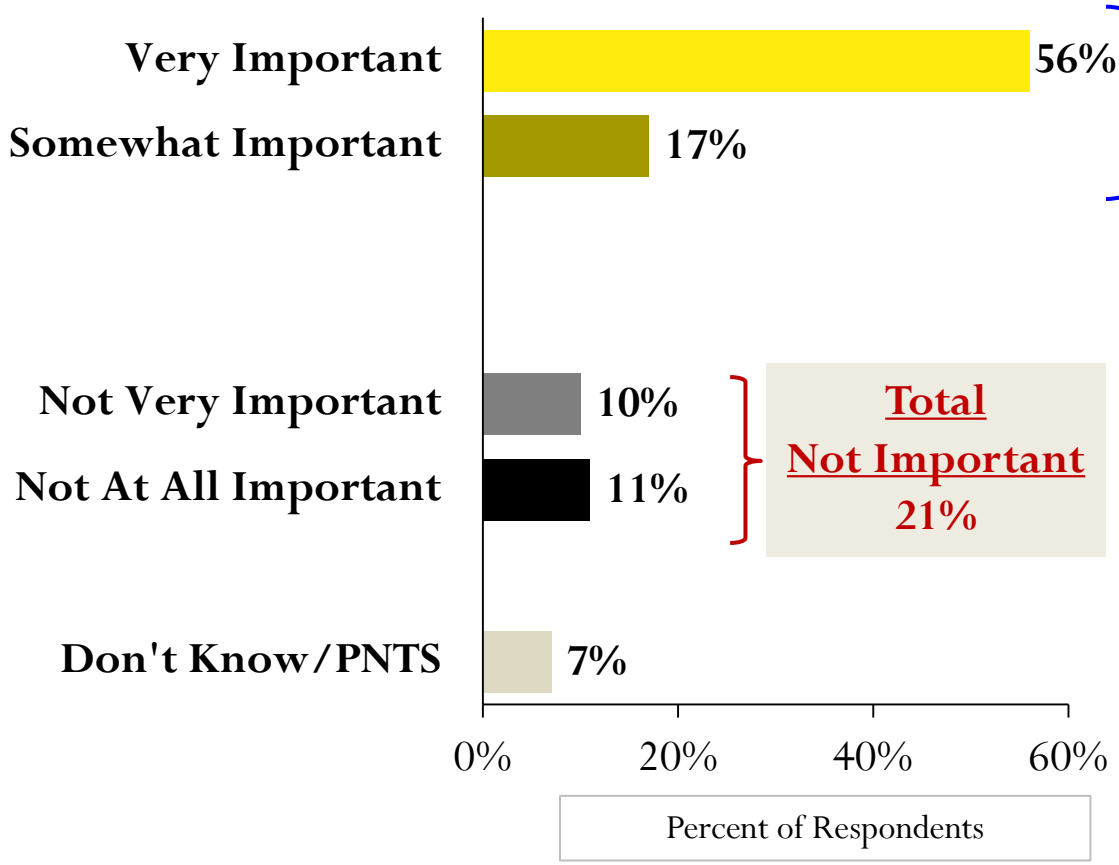
Anti-Israel rhetoric on the left melting together with **anti-Jewish rhetoric on the right** in the minds of **people who are too closed-minded and lazy** to read up on the facts. Reflexive anti-Israel censorship on campus**.** Conflation of Boycott-Divestment movement with the struggle against racism and apartheid. – *Male, Age 70, Los Angeles/Low Density*



Alt Right **hate groups** and governments that are sprouting up around the world **are of extreme concern to me. Bigotry in any form is abhorrent and repulsive at best**. **All people**, of all religions, races, colors **deserve the same respect, compassion, support and love under heaven**. – *Female, Age 65, Westside*

Nearly 3/4 Believe It Is Important That Israel Exist As A Jewish State

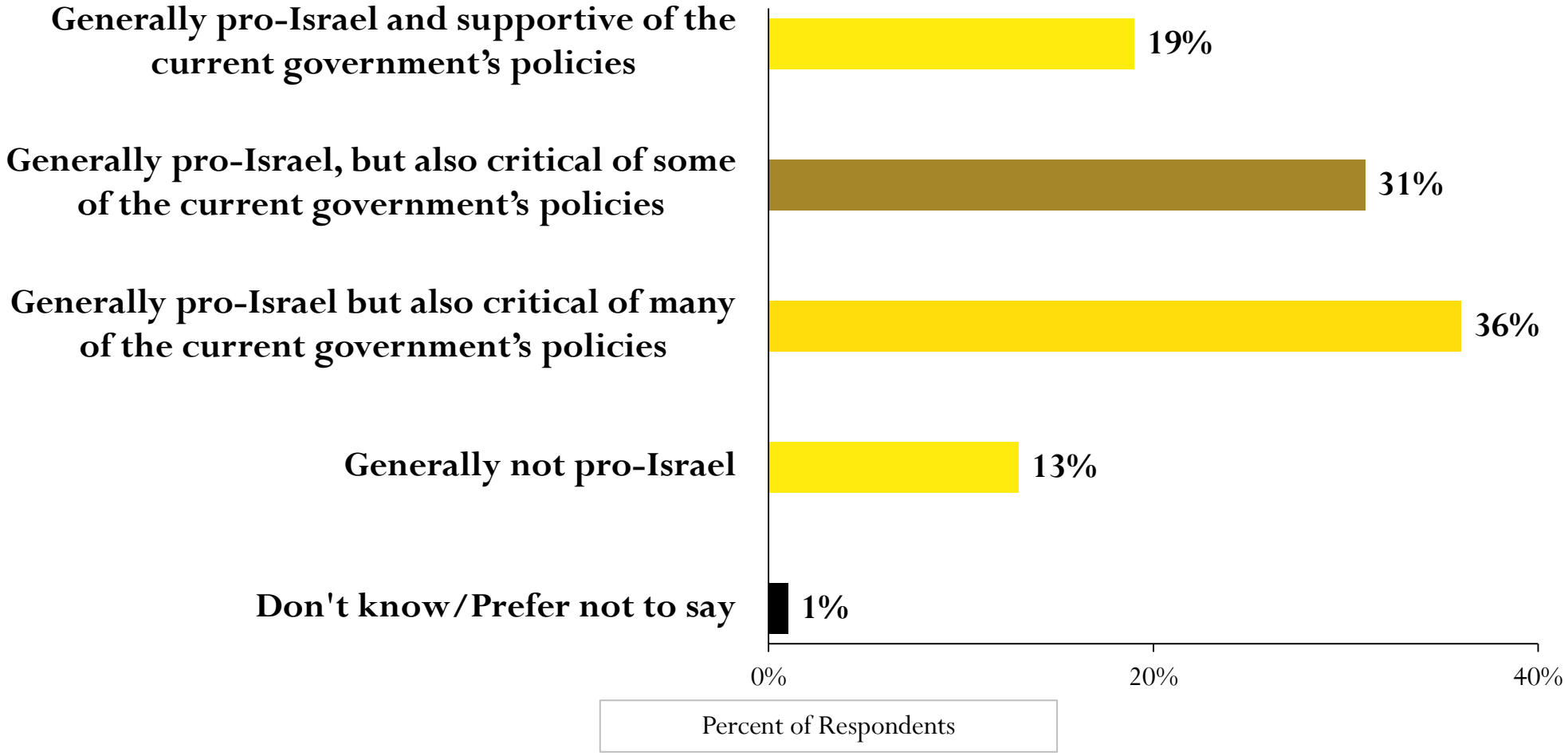
Q: How important is it to you that Israel exist as a Jewish state—very important, somewhat important, not very important, not at all important?



Demographic Subgroup	Total Important
By Denomination	
Reform	78%
Conservative	94%
Orthodox	95%
By Gender	
Men	77%
Women	69%

Opinions Of Israel Vary

Q: Which of the following statements best describes your opinion about Israel—are you…?



JOIN THE CONVERSATION!

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