



**Date:** August 16, 2004  
**To:** Interested Parties  
**From:** Anna Greenberg, Greenberg Quinlan Rosner Research

**RE: PRESIDENTIAL VOTE 2004  
Jewish Voters**

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While some claim that the Jewish vote is trending Republican and President George Bush will perform better with Jewish voters this year, a recent survey for the National Jewish Democratic Council of Jewish voters shows that Bush has not improved his support from the 2000 election. Currently, Bush loses to John Kerry in a presidential contest by a 53-point margin (75 to 22 percent)<sup>1</sup>. Kerry's strength is just 4 points shy Al Gore's support (79 percent), while Bush shows statistically no gain from the 19 percent he collected in 2000. Furthermore, when respondents are asked who they voted for in 2000, the current contest is virtually identical to the last presidential race (76 to 21 percent) underscoring Bush's stagnation among Jewish voters.

Bush remains deeply unpopular with Jewish voters; only 20 percent give him favorable ratings and 73 percent rate him unfavorably. Kerry, in contrast, receives positive ratings (59 percent favorable, 27 percent unfavorable) and 78 percent of his supporters say there is no chance they will vote for Bush in the presidential election. Jewish voters support Kerry on a range of domestic and international issues, including saying doing a better job on Israel (66 percent Kerry v. 34 percent Bush), only 24 percent say they are closer to Bush than Kerry on Israel, which is nearly equal to his share of the vote.

**Main Findings**

- ***Jewish voters are more pessimistic about the direction of the country, but have the same concerns as the national electorate.*** A mere 23 percent of Jewish voters believe the nation is headed in the right direction, while an astounding 77 percent believe the country is headed in the wrong direction (nationally, 41 percent right direction, 54

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<sup>1</sup> Based on a web survey of 817 Jewish likely voters completed between July 26 – 28, 2004 with a margin of error of +/- 3.5 percent. For more information on methodology see Appendix.



percent wrong track)<sup>2</sup>. Jewish voters split their top concerns between the economy and jobs (42 percent) and terrorism and national security (42 percent). These voters actually place a greater emphasis on terrorism and national security than the national electorate has in recent surveys (30 percent)<sup>3</sup>, which is likely due to the location of much of the Jewish population in New York City and the Northeast.

- ***Bush maintains poor standing with Jewish voters, despite efforts to reach out to this portion of the electorate.*** George Bush’s personal favorability is extremely low among the Jewish electorate with cool or unfavorable ratings outnumbering warm or favorable ratings more than three-to-one (20 percent warm; 73 percent cool). By the same ratio, 75 percent of Jewish voters disapprove of Bush’s job performance, while only 25 percent approve.

<b>CANDIDATE’S FAVORABILITY COMPARED TO NATIONAL ELECTORATE</b> <i>(Percent Responding)</i>		
	<b>Jewish Voters</b>	<b>National Electorate</b>
<b>Bush Thermometer</b>		
Warm	20	48
Cool	73	43
<b><i>Warm – Cool</i></b>	<b>-53</b>	<b>+5</b>
<b>Kerry Thermometer</b>		
Warm	59	43
Cool	27	41
<b><i>Warm – Cool</i></b>	<b>+32</b>	<b>+2</b>

- ***Kerry is well received among Jewish voters.*** John Kerry’s personal standing in the Jewish community is strong; 59 percent of Jewish voters offer warm or favorable ratings and 27 percent cool ratings.
- ***Kerry holds a strong lead in the presidential contest.*** Kerry garners 75 percent of the Jewish vote to Bush’s 22 percent, and Ralph Nader receives 3 percent. Kerry’s support is approaching the vote total received by Gore in 2000 (79 percent) and Clinton in 1996 (78 percent), while Bush has not been able to improve his position since 2000. The Jewish electorate is also solid in its support for Kerry. Fully 78 percent of Kerry supporters say

<sup>2</sup> Based on Democracy Corps survey of 1010 national likely voters between July 10<sup>th</sup> and 13<sup>th</sup>, 2004 with a margin of error of +/- 3.1 percent.

<sup>3</sup> Based on a National Public Radio survey completed by Greenberg Quinlan Rosner and Public Opinion Strategies of 800 likely voters between July 18<sup>th</sup> and 20<sup>th</sup>, 2004 with a margin of error of +/- 3.4 percent.



there is no chance that they will vote for Bush, while only 52 percent of Bush supporters are unwavering in support. .

<b>PRESIDENTIAL CONTEST</b> <i>(Percent Responding)</i>		
	Jewish Voters	National
Kerry	75	48
Bush	22	45
Nader	3	4
<i>Kerry – Bush</i>	+53	+3

- ***Jewish voters are solidly with Kerry on a range of issues and favor the Democratic candidate on Israel.*** Kerry maintains a double-digit advantage over Bush on a range of issues, including Israel (66 percent Kerry v. 34 percent Bush). Fifty-one percent say that they are closer to Kerry on Israel, while 25 percent say they do not know or feel close to both candidates and only 24 percent say that they feel closer to Bush on Israel. Fully 69 percent of Jewish voters say that Bush does not have good plans for the Middle East.

<b>BETTER JOB ON ISSUES</b> <i>(Percent Responding)</i>			
	<b>Kerry</b>	<b>Bush</b>	<b><i>Kerry - Bush</i></b>
Abortion	85	15	<b>+70</b>
Health care	82	18	<b>+64</b>
Economy and jobs	79	21	<b>+58</b>
Role of religion in public life and politics	78	22	<b>+56</b>
Taxes	72	28	<b>+44</b>
Representing the interests of Jewish Americans	71	29	<b>+42</b>
The war in Iraq	71	29	<b>+42</b>
Making America stronger	71	29	<b>+42</b>
Encouraging higher moral standards and values	69	31	<b>+38</b>
Israel	66	34	<b>+32</b>
War on terrorism	66	34	<b>+32</b>



**CLOSER TO CANDIDATES ON ISRAEL**

*(Percent Responding)*

Closer to Kerry	51
Closer to Bush	24
Equally close to both	14
Closer to Neither	11
<b><i>Kerry - Bush</i></b>	<b><i>27</i></b>



## APPENDIX

### Survey Methodology

Surveying American Jewry presents numerous challenges as we attempt to generate a valid and reliable sample of this low incidence population. Traditionally, researchers have used listed phone sample derived from various public and private sources and/or surname screening processes. However, these strategies suffer from numerous disadvantages. The sampling procedures used to create listed samples are frequently opaque. The procedures are non-random, almost by definition. This leaves the representative nature of the sample frame open to question. Similarly, relying on selection by surname both excludes many Jews who have intermarried and includes many non-Jews with Jewish surnames (e.g., German-American names).

Virtually no data collection strategy is perfect from the perspectives of both cost-efficiency and representativeness. The Internet, though, may provide a superior alternative to phone surveying in this case. Internet penetration in the U.S. is approaching rates comparable to telephone access, thereby increasing the representative nature of Web samples generally. When Internet-based research was in its infancy, sample representativeness was a legitimate and serious concern due to the limited penetration of online access throughout the general population. In March of this year, Nielsen NetRatings reported that fully 75% of Americans have access to the Internet at home, a figure that approaches the penetration level for telephone access (95%).

This proportion is even higher among Jews since online access is positively related to higher income and education levels. In developing a sample frame for surveying American Jewry, we began with a 2 million person nationwide database of Americans online. We selected top geographic concentrations of Jews and issued email invitations to those individuals. Jewish respondents were expected 6 percent of these invited individuals, and they were screened according to religious affiliation/background self-identification question(s). Comparing demographic characteristics of other Jewish samples can help validate this data collection strategy.

### Comparison to Exit Polls

<b>PARTY ID COMPARISON</b>		
<i>(Percent Responding)</i>		
	<b>NJDC Study</b>	<b>1990-1998 Exit Polls</b>
<b>Democrat</b>	60	60
<b>Independent</b>	26	25
<b>Republican</b>	14	15
<b><i>Democrat - Republican</i></b>	<b><i>+47</i></b>	<b><i>+45</i></b>



<b>VOTE COMPARISON</b> <i>(Percent Responding)</i>		
	<b>NJDC Study</b>	<b>2000 Exit Polls</b>
<b>Al Gore</b>	76	79
<b>George W. Bush</b>	21	19
<b>Ralph Nader</b>	3	1