

G B A O

Jewish Democratic Council of America Battleground Survey Of Jewish Voters

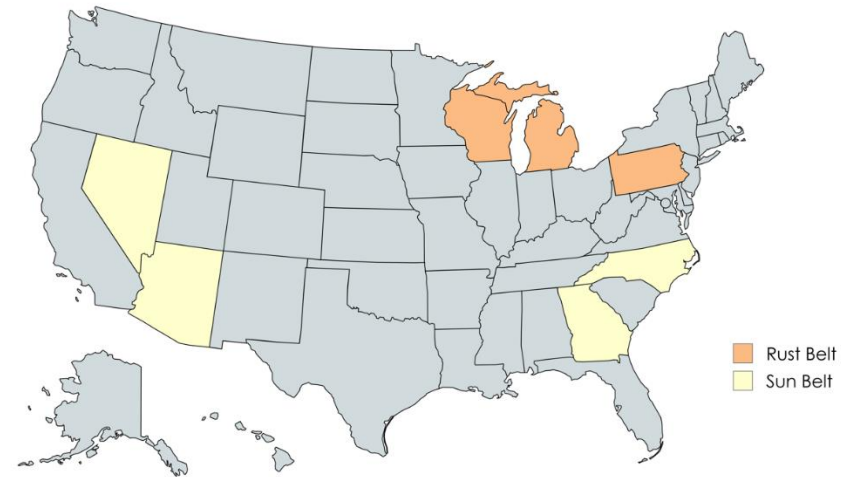
n=800 Jewish registered voters in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin

Conducted September 26-October 2, 2024 via text-to-web

Margin of error = +/- 3.5 percentage points

- 800 interviews with Jewish registered voters across 7 Presidential battleground states
- The number of interviews conducted in each state reflects that state's contribution to the Jewish vote in the battleground
- States divided into two regions
 - Rust Belt (MI, PA, WI)
 - Sun Belt (AZ, GA, NC, NV)

Presidential Battleground



- Kamala Harris has a commanding lead among Jewish voters in the 7 Presidential battleground states, reflecting the historical Democratic performance among Jewish voters at the national level.
 - Harris leads Trump 69 to 26 percent in the multi-candidate vote and 71 to 26 percent in the 2-way vote.
 - 2-way Rust Belt (MI, PA, WI): Harris 72 percent / Trump 23 percent.
 - 2-way Sun Belt (AZ, GA, NV, NC): 68 percent / Trump 30 percent.
- Harris has a slightly higher favorable rating (+31 favorable/unfavorable) than Biden (+24), and a much better rating than Trump (-54).
- Very few undecided voters remain in this election, and voters are solid in their support for the candidates.
 - 2 percent are undecided in the multi-candidate race; 4 percent in the 2-way race.
 - A balanced message test pitting a Trump statement against a Harris statement does not move the vote, and it shows no difference if Harris's message centers on domestic or Jewish themes.
 - The top issues among Jewish voters are democracy and abortion.



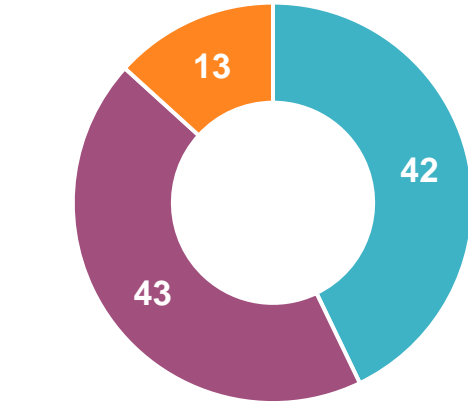
Political Landscape



Very Democratic, Liberal, Non-Orthodox Constituency

Figure 5

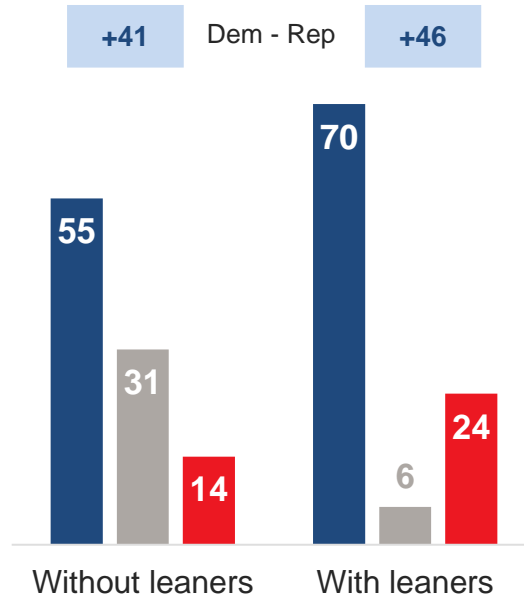
Ideology



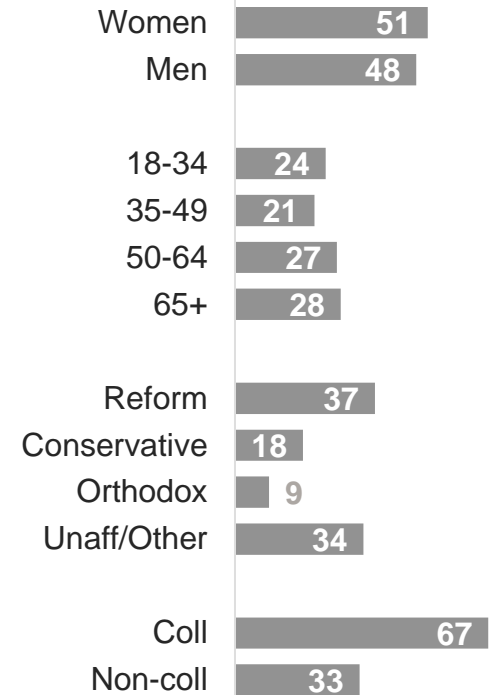
- Liberal
- Moderate
- Conservative

Party Identification

● Dem ● Ind ● Rep



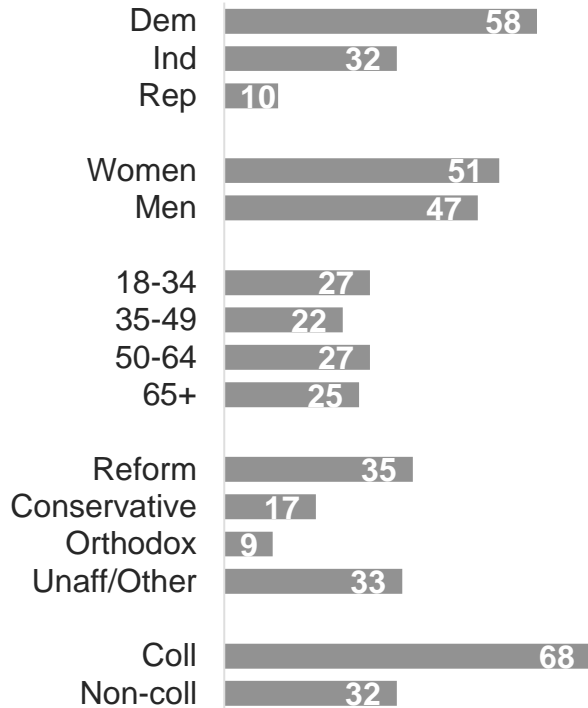
Demographics



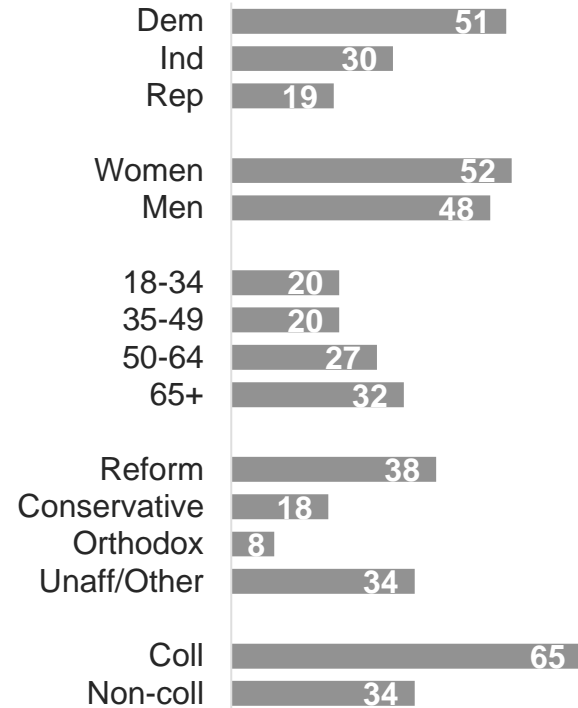
Rust Belt Is More Democratic And Younger

Figure 6

Rust Belt: Demographics



Sun Belt: Demographics

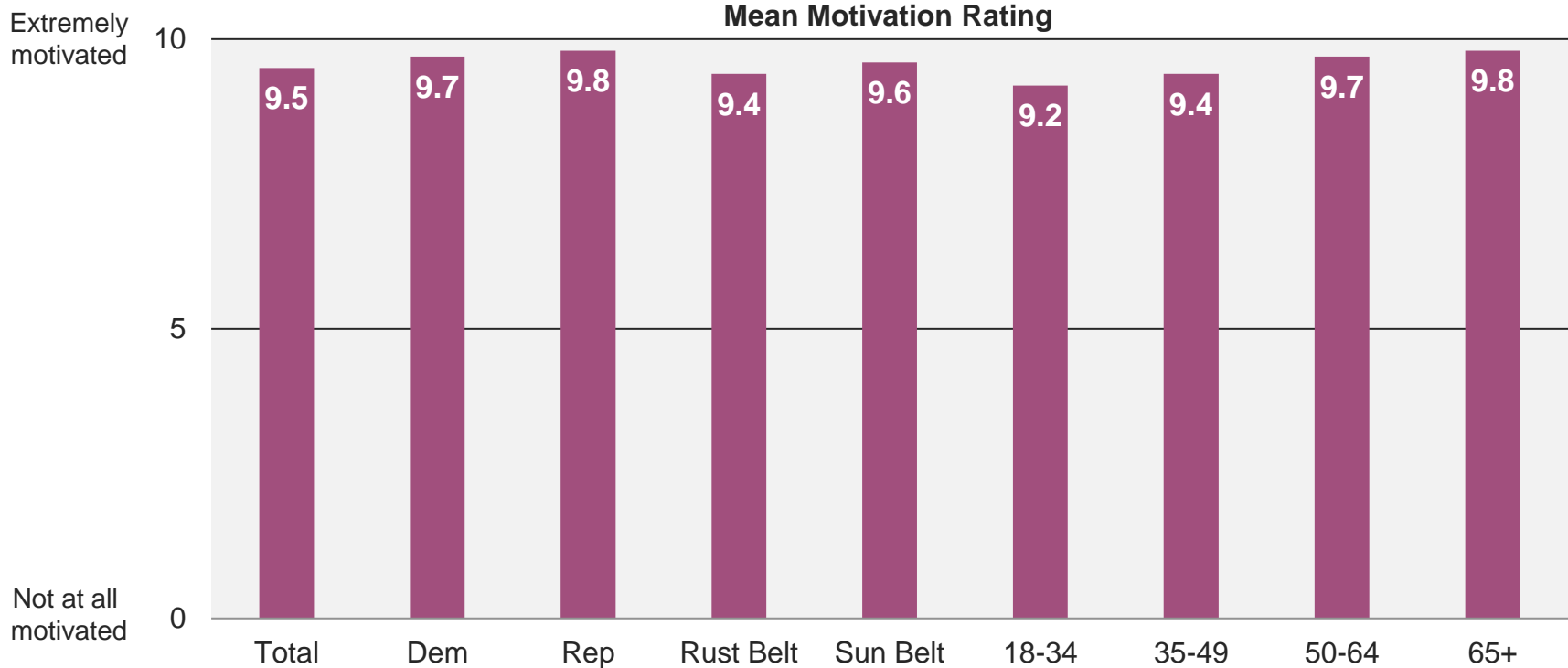


Sun Belt And Older Jewish Voters Are More Motivated To Vote

Figure 7

Voter Motivation

Please rate your level of motivation to vote in the November election on a scale from 0 to 10, where 0 means you are not at all motivated to vote and 10 means you are extremely motivated to vote.

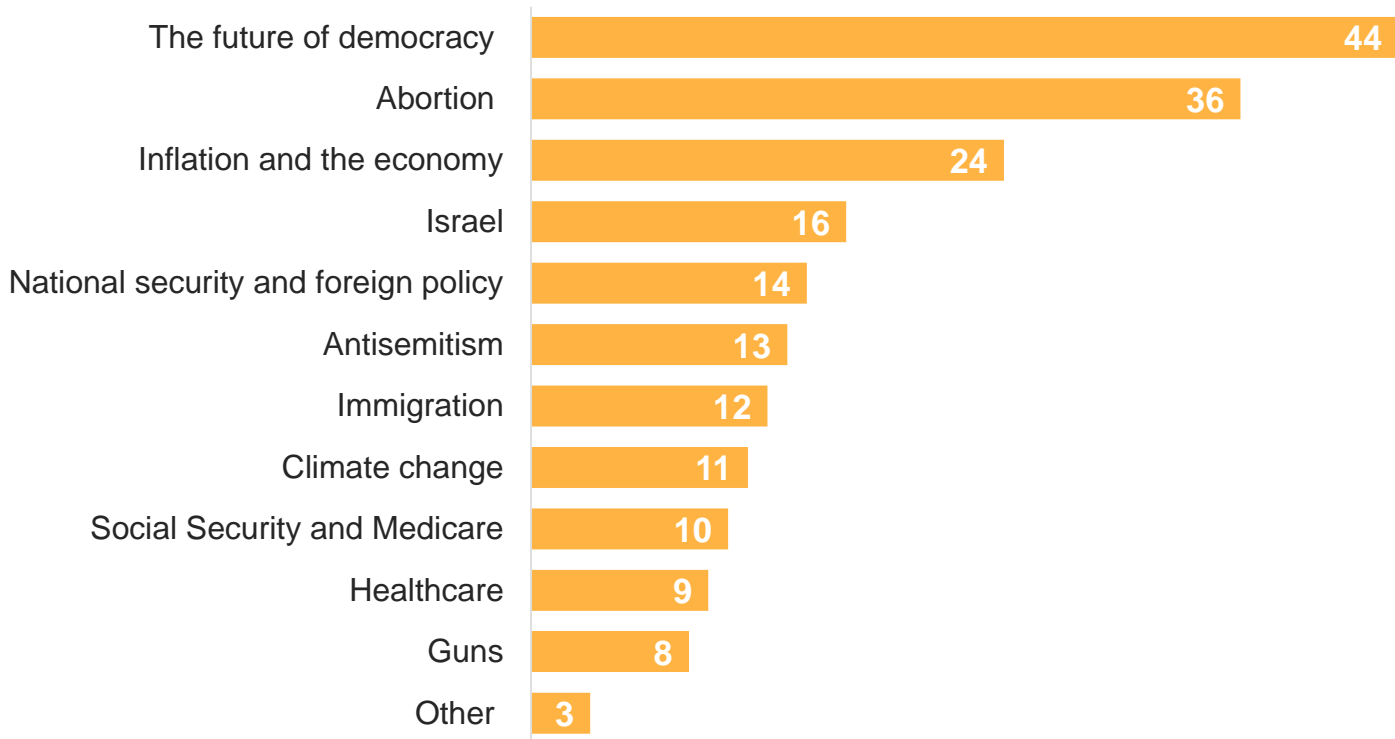


Democracy & Abortion Are Top 2 Issues Driving Vote Decisions

Figure 8

Issue Priorities

Please indicate which two of the following are the most important issues to you when deciding how you will vote in the November election.



Democracy Is Top Issue, Except Among Orthodox

Figure 9

Issue Priorities

Please indicate which two of the following are the most important issues to you when deciding how you will vote in the November election.

	Reform	Cons	Orthodox	Unaff/ Other	Rust Belt	Sun Belt
The future of democracy	51	34	19	48	46	40
Abortion	41	24	17	42	38	33
Inflation and the economy	18	28	49	25	20	30
Israel	11	25	37	10	18	13
National security and foreign policy	10	19	18	14	14	13
Antisemitism	10	18	22	11	14	11
Immigration	11	22	13	10	9	16
Climate change	12	5	1	15	12	11
Social Security and Medicare	11	9	16	7	9	12
Healthcare	10	6	3	11	11	8
Guns	11	8	5	6	7	9
Other	4	3	-	3	3	3

Abortion Most Important Issue For Young Voters And Women

Figure 10

Issue Priorities

Please indicate which two of the following are the most important issues to you when deciding how you will vote in the November election.

	18-34	35-49	50-64	65+	Women	Men
The future of democracy	39	44	45	47	44	44
Abortion	41	35	35	33	47	24
Inflation and the economy	20	27	29	22	18	32
Israel	20	20	16	9	15	17
National security and foreign policy	14	12	14	14	10	17
Antisemitism	13	14	12	12	14	11
Immigration	5	11	16	15	8	17
Climate change	15	11	10	9	11	11
Social Security and Medicare	3	3	8	25	11	9
Healthcare	17	11	6	5	10	9
Guns	9	9	7	8	11	6
Other	5	2	3	1	2	3

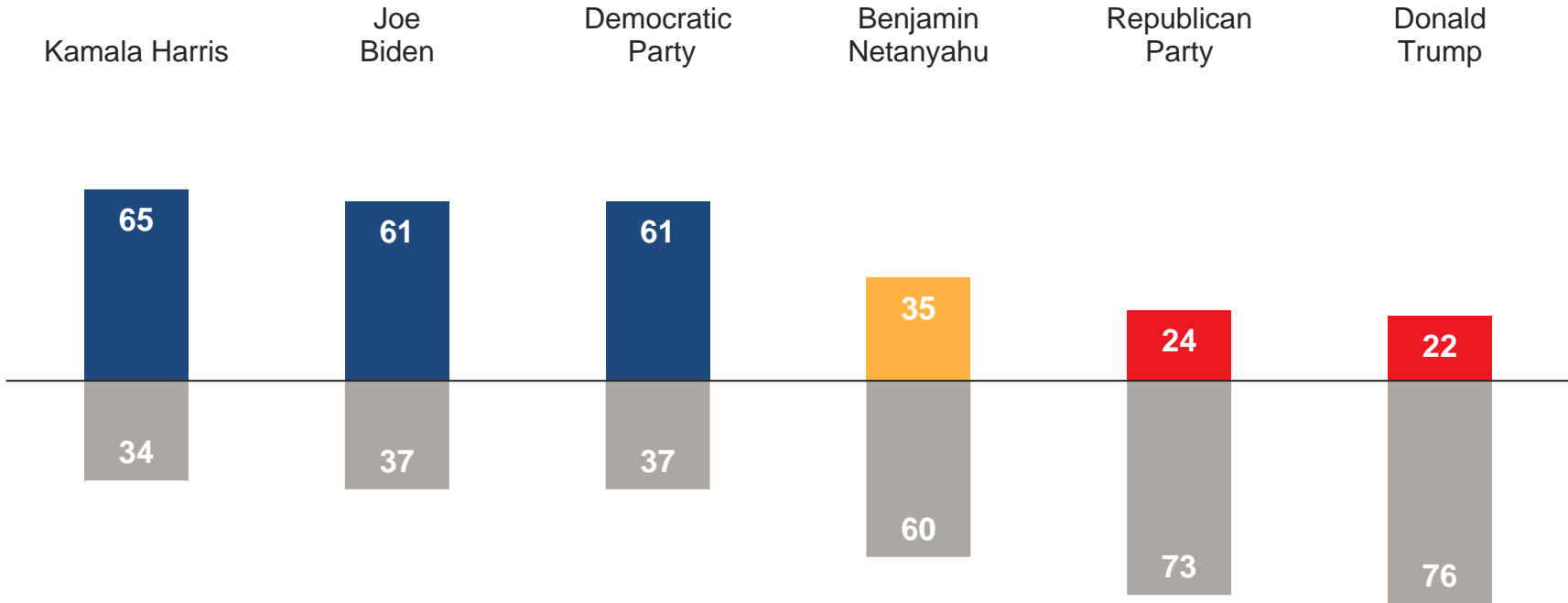
Democrats Are Much More Favorable Than Republicans; Harris Has Slightly Higher Favorability Than Biden

Figure 11

Favorability

● Favorable ● Unfavorable

Asked on a 0-100 scale
0=very unfavorable, 100=very favorable





The Vote

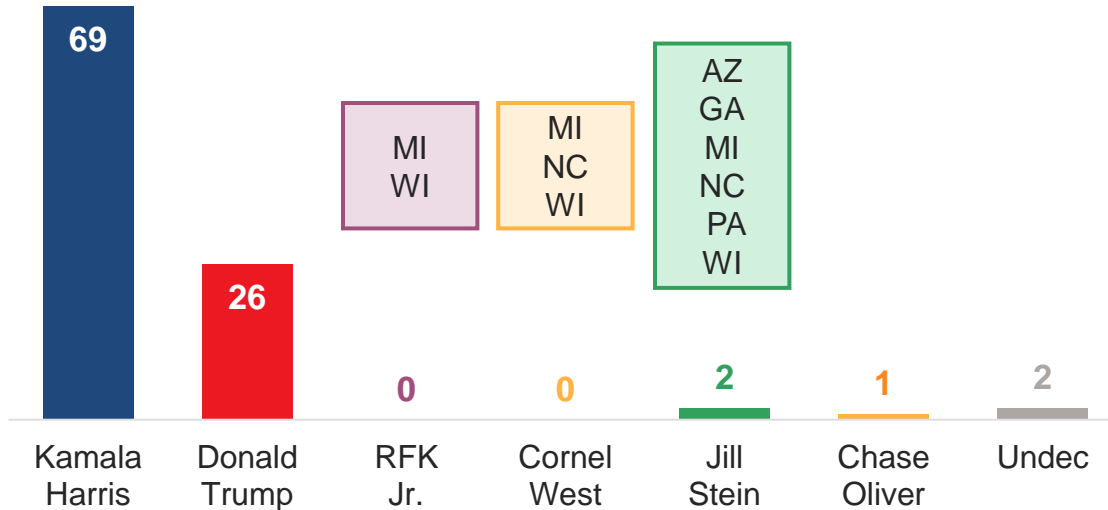
Harris Holds Overwhelming Lead Over Trump; Small Party Candidates Garner Draw More From Harris Than Trump

Figure 13

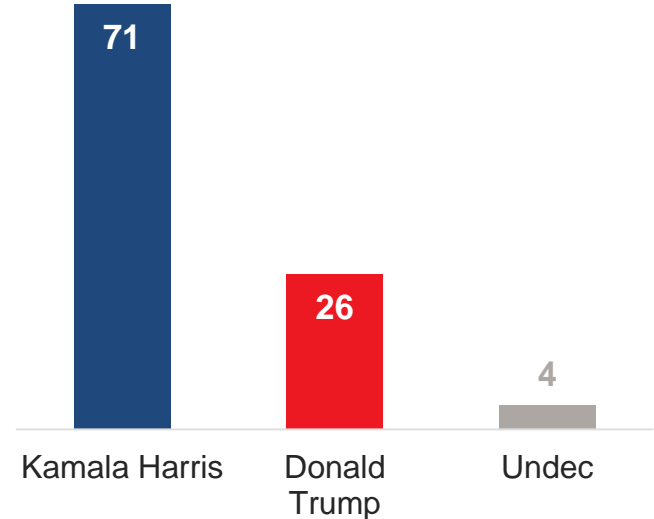
Presidential Vote

If the November election for President were held today, for whom would you vote?

6-Way Vote



2-Way Vote

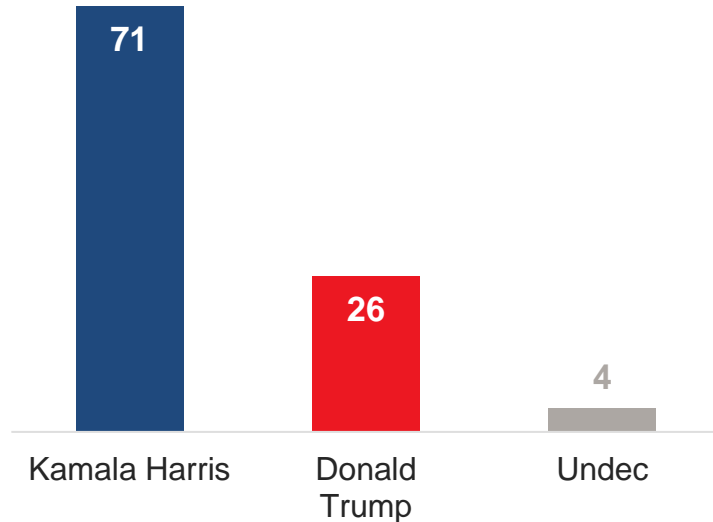


Harris And Generic Democrat Have Comparable Strength

Figure 14

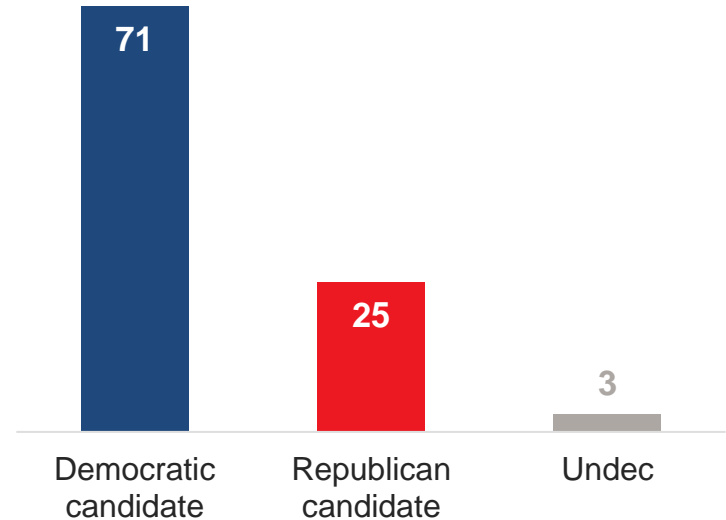
2-Way Presidential Vote

If the November election for President were held today, for whom would you vote?



Generic Vote

If the November election for U.S. Congress were held today, for whom would you vote?

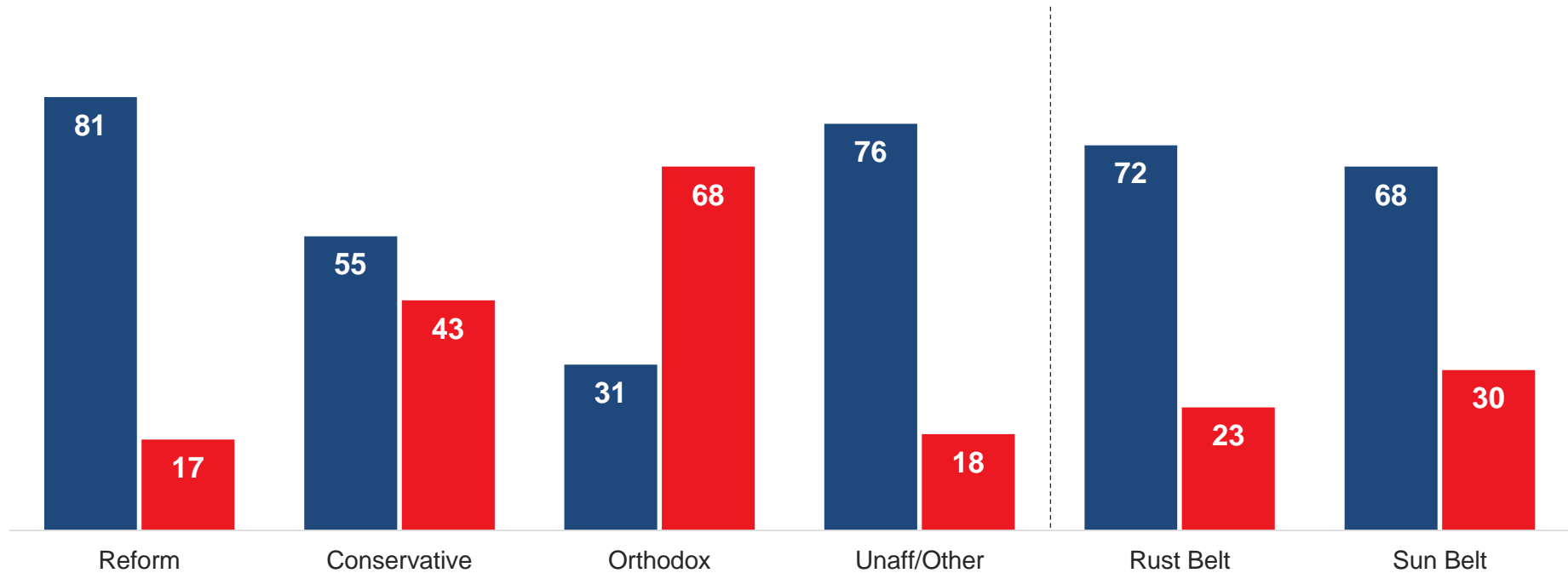


Harris Has Large Majorities Across The Battleground & Is A Little Stronger In The Rust Belt

Figure 15

2-Way Presidential Vote

● Kamala Harris ● Donald Trump

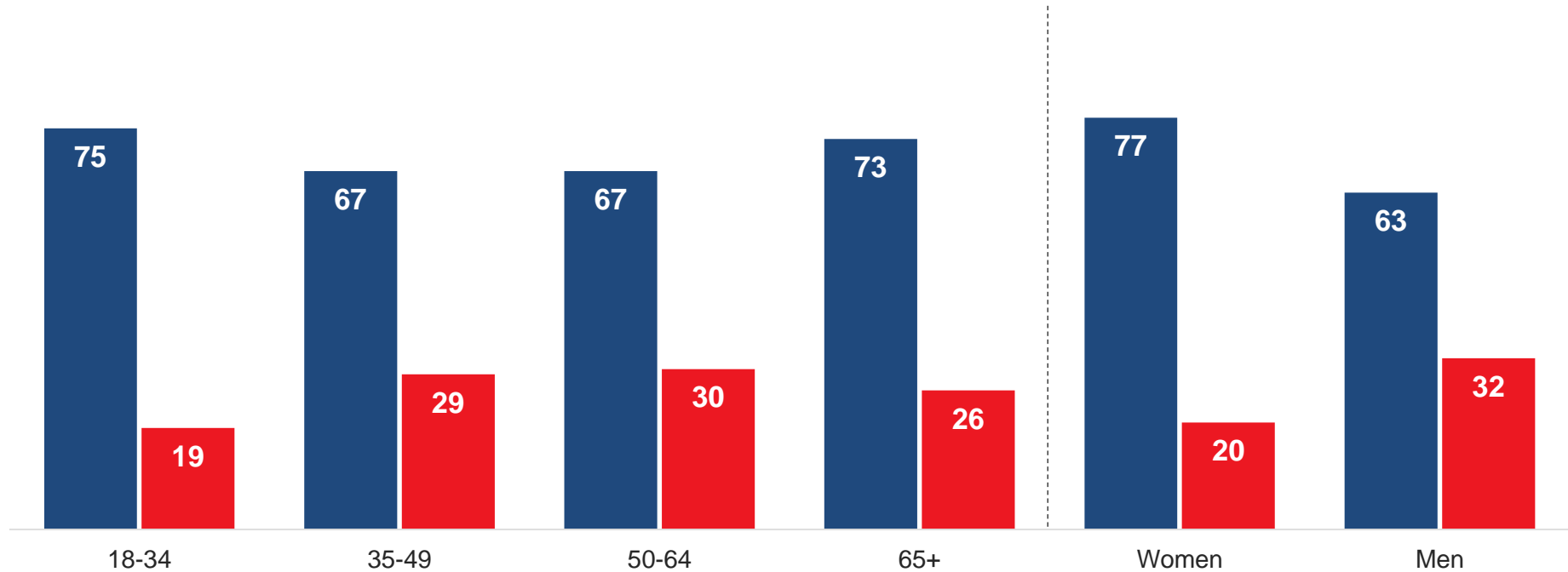


Harris Holds Bigger Leads With Young Voters And Women

Figure 16

2-Way Presidential Vote

● Kamala Harris ● Donald Trump





Messaging

Domestic & Jewish Themed Messages For Harris Have Sam Impact On Vote

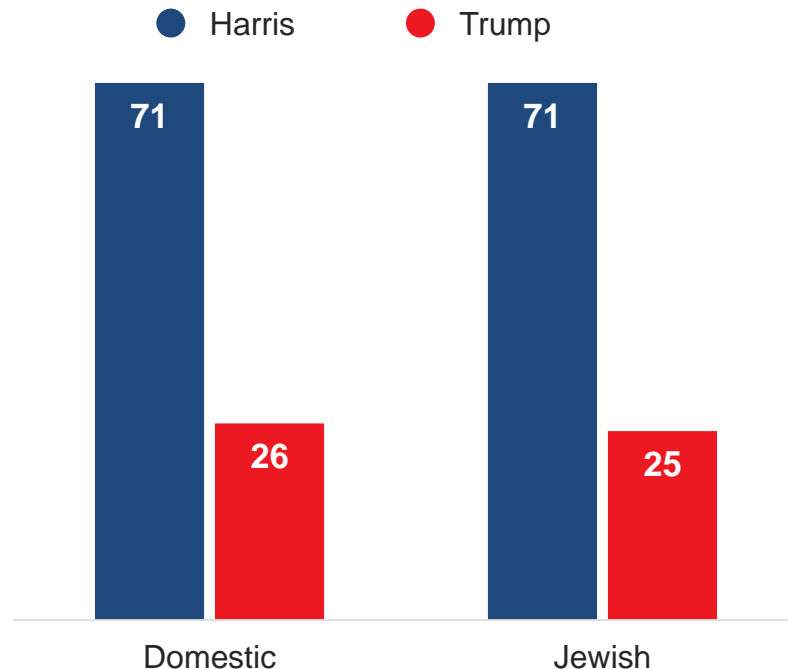
Figure 18

Republican Statement: Donald Trump says as President, he was Israel's strongest supporter. He moved the U.S. Embassy to Jerusalem and mediated the Abraham Accords, becoming the first President in 25 years to help Israel open diplomatic relations with a new Arab country. Kamala Harris is a radical who is catering to left-wing anti-Israel protestors and will block U.S. military equipment to Israel. As President, Donald Trump will reverse the Biden-Harris policies that created massive inflation and illegal immigration, and he will be a strong leader who ensures Israel gets the weapons it needs to finish the war and defend the people of Israel.

Democratic Statement – Split A – Domestic: Kamala Harris says that as a prosecutor, Senator, and Vice President, she has fought to protect our freedoms, keep guns out of the hands of dangerous people, strengthen the middle class, and provide equal opportunity for all Americans. As President, Harris will protect a woman's right to choose and lower the cost of living. Donald Trump is a convicted felon who takes credit for overturning Roe v Wade and ending a woman's guaranteed right to have an abortion, even in cases of rape, incest, and to save the life of the woman. Trump incited the January 6th attack on the Capitol when he tried to overturn the 2020 election, and he said he will be a "dictator on day one."

Democratic Statement – Split B – Jewish: Kamala Harris says that antisemitism and hate have no place in our nation, and it is unacceptable to single out Israel because of anti-Jewish hatred. As Vice President, Harris has led America's first-ever National Strategy to Counter Antisemitism and she steadfastly supported efforts to provide Israel with aid so that it can protect its people and prevent October 7th from ever happening again. Donald Trump promotes white nationalists and uses Nazi imagery and rhetoric in his campaign to attract right-wing extremists, and Trump has said that Jewish voters are to blame if he loses the election. We need a president like Kamala Harris, who stands with the Jewish people, not one who stokes hate and antisemitism.

Now that you have more information, thinking again, if the election for President were held today just between the following candidates, for whom would you vote?

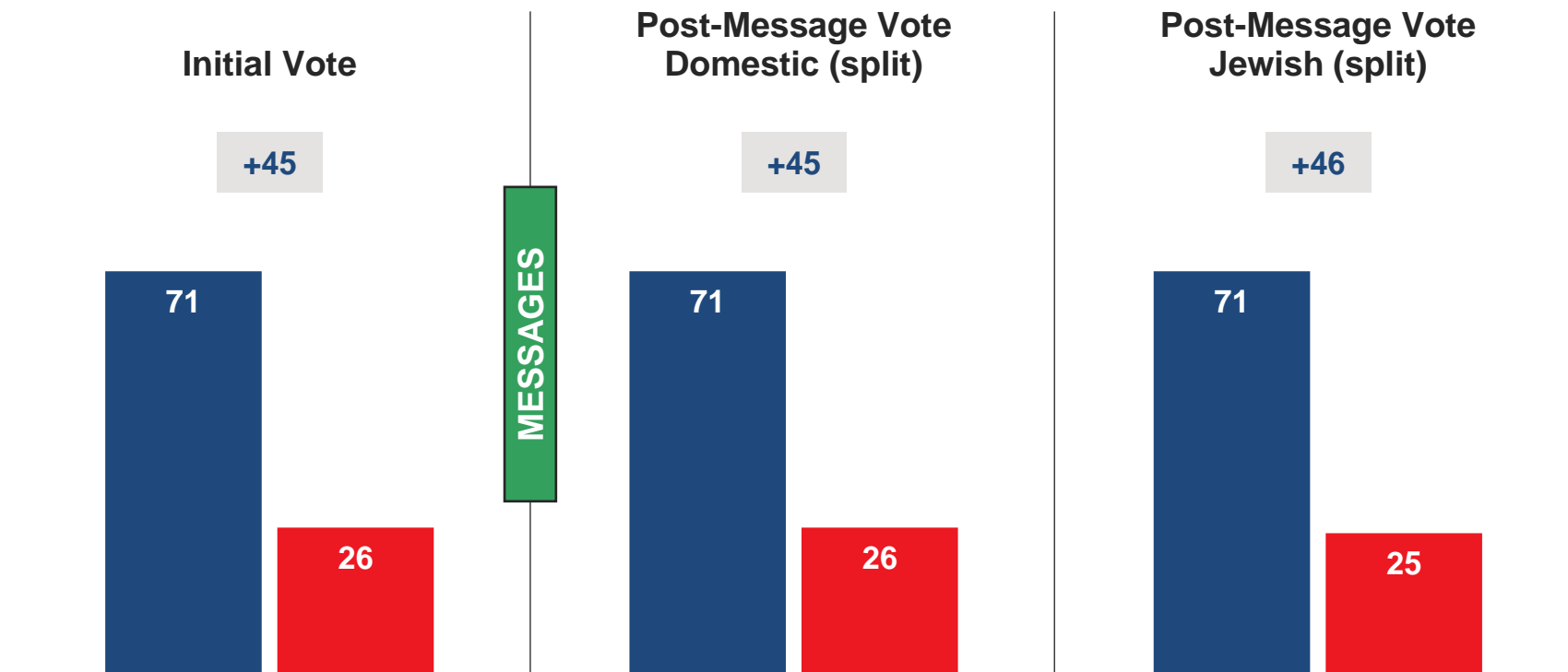


Jewish Voters Are Mostly Decided In Their Choice & Do Not Move After Balanced Messaging

Figure 19

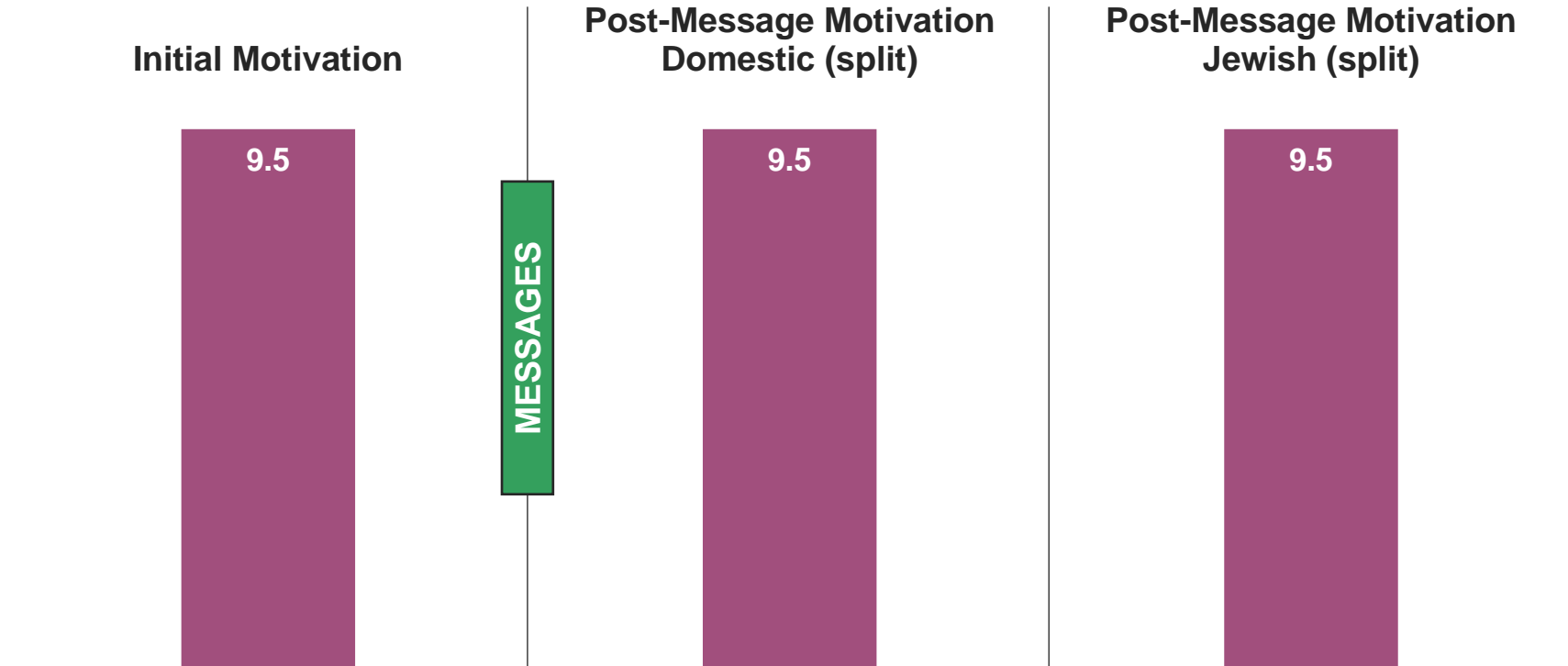
Post-Message Vote

● Harris ● Trump



Motivation To Vote Is Also Unchanged After Messaging

Post-Message Motivation



- GBAO designed the questionnaire for this battleground survey of American Jews for the Jewish Democratic Council of America. The survey was conducted September 26-October 2, 2024 and included interviews with 800 self-identified American Jews who are registered to vote. The survey is subject to a margin of error of +/- 3.5 percentage points at the 95 percent confidence level. Sub-groups are subject to a higher margin of error.
- The survey sample was drawn from state voter files, consisting of all registered voters in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. Respondents with a likelihood of being Jewish, based on their first or last name or their geography, were contacted by text, and then took the survey on a secure link on their phone or computer if they identified themselves as Jewish.
- All respondents were asked at the beginning of the survey whether they consider themselves Jewish, using the same question wording as the 2020 Pew Research Center study, “Jewish Americans in 2020.”
- The sample was weighted to reflect Pew’s national demographic results on key variables, such as gender, denomination, age, and synagogue membership, while taking into account available Jewish community studies in the states.

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RESEARCH + STRATEGY