



THE SOLOMON PROJECT

THE JEWISH VOTE IN 2004: AN ANALYSIS

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ABOUT THE SOLOMON PROJECT

Named after King Solomon and American Jewish patriot Chayim Solomon, The Solomon Project was founded in 1996 to educate the American Jewish community about its rich history of civic involvement. The Solomon Project has worked towards this goal by fostering – particularly among young Jews – opportunities for discussion, education and engagement in the public policy arena ... all from a uniquely Jewish perspective, and all to help achieve *Tikkun Olam*, or the repair of our society and the world around us.

Most recently, The Solomon Project has worked extensively to produce a groundbreaking book, *Jews in American Politics*, in which noted scholars review and analyze the rich tradition of Jewish engagement in American public life.

LEADERSHIP

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EXECUTIVE SUMMARY

THE JEWISH VOTE IN 2004: AN ANALYSIS

- Never before has so much attention been lavished on predicting Jewish voting patterns prior to a presidential election.
- This report is unprecedented in that it brings together in one document multiple sets of data on Jewish presidential voting. In past presidential years, most of this data has been unavailable for analysis.
- The best estimate of the two-party Jewish vote in 2004 – based on the National Election Pool (NEP) exit poll sample of 1511 Jewish voters – is:
 - **Senator John Kerry: 78%**
 - **President George Bush: 22%**
- The Jewish two-party vote in 2004 was 29% more Democratic than the national two-party vote. This number has been remarkably stable over the last three presidential elections.
- A large majority (from 65% to 74%) of American Jews identify as Democrats. Estimates of the percentage of American Jews who identify as Republicans range from 11-21%.¹
- Jewish Americans overwhelmingly identify themselves as liberal (up to 40% liberal in surveys by The Mellman Group along with Kiley and Co. and the Feldman Group) or moderate on an ideological scale. Somewhere between 13-18% of Jews identify themselves as conservative.
- There was a significant gender gap among Jewish voters in November 2004 according to the NEP survey. Though Jewish men voted for Kerry 70-28% (a 42% margin), Jewish women voted for Kerry 82-16% (a 66% margin).
- The strongest GOP subgroups within the Jewish population appear to be voters who attend synagogue at least weekly (47% for Bush in The Mellman Group's surveys) and Jewish men under 30 years of age (35% for Bush according to the NEP survey). The strongest Democratic subgroups were Jewish women who were 60 years of age or older (90% for Kerry in the NEP survey) and Jewish women under 30 years of age (88% for Kerry in the NEP survey).
- Though there is some evidence that Bush captured a majority of Orthodox Jewish voters and Russian Jewish voters, sample sizes for both of these subgroups were either unavailable or too small in all surveys to make any definitive claims regarding their partisan attachments in 2004.

¹ See table titled, "Jewish Voters Overwhelmingly Identify as Democrats," in "Appendix: Additional Tables." The above numbers are the estimate for the percentage of Jewish voters who identify as partisans when "leaners" are factored in.

INTRODUCTION

Over the past four years, there has been more attention focused on the political behavior of the American Jewish community than in any comparable period in American history. A review of the nation's major daily newspaper as well as a reading of the weekly Jewish press over the two years preceding the November 2004 vote reveals scores and scores of articles speculating how the Jewish vote might break out in the Kerry vs. Bush contest.

Undoubtedly, part of the reason for this fascination with such a small ethnic minority² is the high level of political mobilization of American Jews in nearly all aspects of American politics. Most of these newspaper articles, however, were preoccupied with the concept of a possible partisan realignment of the Jewish vote. Many hypothesized that because of the Bush Administration's policy in the Middle East,³ the historical proclivity of American Jews to support Democratic presidential nominees would be dramatically diminished.

Many observers boldly predicted a substantial shift to the GOP. In December 2001, one Republican poll of a hypothetical match-up between President Bush and ex-Vice President Gore resulted in a 42%-39% margin of victory for the GOP.⁴ A Jewish Republican lobbyist was quoted in the spring of 2003 as speculating that President Bush "has a real possibility of exceeding the total that Ronald Reagan got in 1980...[and] could even get a majority of the Jewish vote which would be historic."⁵ Even the president of the non-partisan American Jewish Congress predicted, "I think if the election were held today, [Bush] would beat Reagan's numbers."⁶ As late as the spring of 2004, Bush campaign chairman Marc Racicot predicted that the President would garner between 30-35% of the Jewish vote in November.⁷

Even after the initial exit poll numbers for the Jewish community⁸ – Kerry 74%, Bush 25% – were announced in the days after the election, partisans on both sides argued over the significance of these numbers and even about the results within subgroups of the Jewish population.

² According to the National Jewish Population Survey (NJPS) of 2000-01, there were approximately 5.2 million Jews in the United States – approximately 1.8% of the national population.

³ Observers particularly pointed to President Bush's support of the Israeli government and his complementary policy of isolating Yassir Arafat.

⁴ Samber, Sharon. "Poll Shows Jews Support Bush; Democrats Downplay Its Import." Jewish Telegraphic Agency 21 Dec. 2001. (Survey by Frank Luntz for the Republican Jewish Coalition, surveying 400 Jewish voters between November 28-29, 2001.)

⁵ Franke-Ruta, Garance. "Jews in Play?" The American Prospect 1 May 2003. (In 1980, Ronald Reagan received 39% of the Jewish vote according to exit polls.)

⁶ Starr, Alexandra. "Can Bush Cement His Inroads Among Jewish Voters?" Ed. Richard Dunham. Business Week 5 May 2003.

⁷ Fingerhut, Eric, and Matthew Berger. "GOP Foresees Jewish Votes." Washington Jewish Week 4 March 2004.

⁸ The National Election Pool (NEP) 2004 exit poll of 268 Jewish voters conducted by Edison/Mitofsky.

With this backdrop, the non-partisan Solomon Project has undertaken the most extensive review ever of the Election Day voting behavior of American Jews. The objective of this review has been to try to understand – in the most comprehensive, non-partisan way possible – exactly how American Jews voted in the fall of 2004.

Our study went beyond an examination of the small Jewish sample from the NEP’s “national survey” which has been released within days of every election since national exit polls were instituted in 1972. In past election cycles, this has been the single number which observers have used to track the Jewish vote. Instead, The Solomon Project has reviewed data from the following pre-election polls, post-election polls and exit poll surveys:

- The NEP state-specific questionnaire, including 1,243 additional Jewish respondents, as well as the 268 Jewish respondents from the NEP national survey from the November 2, 2004 exit poll;
- The Los Angeles Times national exit poll survey of 206 Jewish voters from November 2, 2004;
- State and national surveys conducted for the Kerry 2004 presidential campaign by The Mellman Group, Kiley and Co., and the Feldman Group, conducted between October 1 and November 1, 2004;
- Democracy Corps pre-election national phone survey of 367 Jewish respondents;
- The National Jewish Democratic Council (NJDC) poll of 817 likely Jewish voters between July 26-28, 2004;
- The American Jewish Committee (AJC) poll of 1,000 Jewish respondents between August 18-September 1, 2004;
- Luntz Research Companies’ (hereafter referred to as “Luntz Research”) post-election survey of 484 Jewish voters in Florida and Ohio;
- The Pew Research Center’s interviews with 561 Jewish adults in December, 2004;
- The Fourth National Survey of Religion and Politics conducted by the Bliss Institute of Applied Politics in March, April and May of 2004;
- Fabrizio, McLaughlin & Associates’ post-election survey of 600 Jewish voters in five Florida counties, conducted for Artemis Strategies after polls closed on Election Day.

The best estimate of the overall Jewish vote on Election Day – November 2, 2004 – is Kerry 77%, Bush 22%. The 2004 Democratic percentage of the Jewish vote was off from the 79% of the Jewish vote captured by the Gore-Lieberman ticket in 2000. When viewing only the two major parties, the two-party American Jewish vote was Kerry 78%, Bush 22%. Between 1996 and 2004, the Democratic two-party Jewish vote as compared to the national vote has been remarkably stable – 28% more Democratic than the national average in 1996, 30% more Democratic in 2000, and 29% more Democratic in 2004.

Among sub groups in the Jewish population, men under 30 (Bush 35%) and Jews who attended synagogue weekly were the most likely to vote Republican. Jewish women under 30 gave 88% of their vote to Kerry and those over 60 gave 90% of their vote to Kerry.

Among two other sub groups, Orthodox Jews and Russian Jews, there is also some evidence of a GOP proclivity but none of these polls had large enough samples of these populations to accurately gauge their vote.

THE POLLING DATA PREDICTED KERRY WOULD RECEIVE OVER 70% OF THE JEWISH VOTE

Several different organizations interviewed Jewish voters before the election and the results were fairly consistent. All polls pointed to a large Kerry lead, and all had Kerry underperforming Gore/Lieberman's 2000 mark (81% of the two-party Jewish vote). This difference can be largely explained by Kerry underperforming Gore overall. Indeed, Kerry did less well than Gore across most demographic groups. Moreover, the Democratic ticket in 2000 included an Orthodox Jew.

The Mellman Group along with Kiley and Co. and the Feldman Group conducted national and battleground state telephone polling of likely voters for the Kerry 2004 presidential campaign. Aggregating these data the Kerry campaign polling group (hereafter referred to as "The Mellman Group") interviewed 1,153 Jewish voters between October 1st and November 1st, with 376 of those interviews occurring in the last week of the campaign (October 24th or later). Weighting the data to the expected turnout by state and using the last week's worth of responses the Mellman Group expected Kerry to receive 76% of the two-party vote.⁹

The National Jewish Democratic Council commissioned a poll of 817 likely Jewish voters in late July 2004, conducted via the Internet by Greenberg-Quinlan-Rosner Research. The NJDC poll found Kerry receiving 77% of the Jewish two-party vote. (Note that the Democratic National Convention occurred concurrently with this poll.)

The Democracy Corps also fielded several national telephone polls of likely voters over the course of the presidential campaign. Aggregating these data and analyzing the 367 Jewish likely voters shows Kerry receiving 76% of the two-party vote. Thus all three of these pre-election polling datasets found John Kerry garnering 76-77% of the two-party Jewish vote.

The only slightly discordant note among the pre-election surveys was from the American Jewish Committee. The AJC interviewed 1,000 Jewish adults from August 18th through September 1st. The AJC poll was less favorable toward Kerry, finding 69% of Jewish adults supporting the Democratic nominee and 24% supporting Bush. However, this survey has several limitations. First, *all* adults, including those unregistered and unlikely to vote, were asked their presidential preference. Second, some interviews took place during the Republican convention and all of them occurred during the August period when Kerry's standing in the national polls was weak. Third, the presidential vote question was asked deep in the survey, after potentially biasing questions on party identification, ideology, the war on terror, and Israel. In any case, Kerry's share of the two-party vote in this poll – 74% – is not meaningfully different from the comparable numbers in the other three surveys.

Indeed, the results of these four polls of American Jewry are strikingly similar. The two polls that were not skewed by convention coverage (The Mellman Group's and

⁹ To reduce margin of error, when analyzing subgroups of Jewish polling data, the full October dataset is used. For comparison the larger October dataset predicted Kerry receiving 75% of the two-party vote.

Democracy Corp's) both showed Kerry with 76% of the two-party vote. Bush's predicted vote ranges from 22-24%, a rather narrow band. As detailed in later sections, the exit polls suggest this estimate of the Kerry vote is slightly low.

Polls Of Jewish Voters During The 2004 Campaign

Organization	Date	Sample size	Kerry	Bush	Kerry 2-party
The Mellman Group	10/24-11/1/04	376	71%	22%	76%
NJDC	7/26-7/28/04	817	75%	22%	77%
AJC	8/18-9/1/04	1,000	69%	24%	74%
Democracy Corps	Apr-Nov '04	367	73%	23%	76%

THE JEWISH VOTE IN NEP'S EXIT POLL HAS A SKEWED STATE DISTRIBUTION

The National Election Pool (NEP) commissioned Edison/Mitofsky to conduct the 2004 exit poll. They interviewed 77,006 voters as they walked out of a polling station or (if the voter mailed his/her ballot) over the telephone. Almost 14,000 of these voters (268 of whom were Jewish) were part of the NEP's "national survey;" the other voters were given a state-specific questionnaire. Most of the respondents were asked their religion, and 2% (weighted, 3%) indicated that they were Jewish, for a total of 1,511 Jewish respondents.

Due to the small size of the Jewish population compared to the rest of the electorate, NEP had difficulty achieving a correct distribution of Jewish voters throughout the nation. In the "national survey" alone, the Jewish respondents hail from only 21 of the 51 states (including the District of Columbia). As an example of disproportionate representation, Florida Jews made up 16% of this weighted sample, whereas the American Jewish Committee reported that 11% of American Jews live in the Sunshine State.¹⁰ New Jersey Jews, who constituted 4% of the national survey, are underrepresented compared to AJC's estimate that 8% of American Jews reside in New Jersey.

Adding in the state surveys only partially corrects this sampling problem. With the exception of the Dakotas, at least one Jewish voter was interviewed in every state.¹¹ However, the distribution of Jewish respondents across the states is still problematic. For example, New York Jews only constitute 16% of the NEP's weighted Jewish dataset. While this percentage is the highest of any state, it is still too low compared to AJC's report that a quarter of American Jews live in New York. On the other side of the coin, Maryland Jews represented 6% of the NEP data, but only 3.5% of AJC's estimate of the Jewish population.

Jewish voters were interviewed in 454 precincts around the country (in addition to 146 phone calls to Jewish early voters). Only 22 precincts had a double digit number of Jewish interviews; the largest, which was in California, had 37 Jewish respondents. Of

¹⁰ AJC's 2002 Jewish population estimate is available at <http://www.jewishvirtuallibrary.org/jsourc/US-Israel/usjewpop.html>

¹¹ Considering that AJC estimates that the combined Jewish population of North and South Dakota is under one thousand, the Dakotas' lack of representation in the NEP data is reasonable.

New York's 29 precincts targeted for exit polling, 23 included at least one Jewish respondent (though none had more than 19 Jewish interviews).

THE ADJUSTED NEP EXIT POLL FOUND A LARGE KERRY MARGIN AMONG JEWISH VOTERS

Originally, NEP reported that 74% of Jewish voters supported Kerry and 25% supported Bush. Because these numbers were reported in *The New York Times* and other widely-read publications, early exit poll analyses of the Jewish vote relied on these figures. However, that estimate is based only on national questionnaire respondents, and only 268 Jewish voters received the national survey. Thus, the margin of error (at a 95% confidence interval) for this estimate is +/- 6.0%.

A similarly large margin of error was present in NEP's controversial first estimate of the Hispanic vote. To augment their Hispanic analysis, NEP included state survey respondents and used a "cross-sectional" weighting scheme. The same procedure applied to the Jewish vote by the NEP yielded the more precise estimate of 77% for Kerry and 22% for Bush.¹²

As an additional check on this new estimate, we re-weighted NEP's data. Their cross-sectional weight was based on the turnout in each state. However, because of the limited number of precincts polled (e.g., 29 in New York state), and as demonstrated in the previous section, Jewish voters were not interviewed in proportion to their vote share. Thus, we re-weighted the states in proportion to their Jewish population as reported by AJC. This change in methodology did not affect the presidential vote estimate at all: both the NEP's own weighting of its larger sample and our weighting scheme indicate that Kerry won the Jewish vote by 77% to 22% for Bush (with other candidates receiving 1%). All analyses of Jewish NEP data below use our weighting scheme which is based on the AJC's estimate of Jewish population by state.¹³

This result is not merely the artifact of one weighting system or another. As noted, both the NEP's weights and ours (which is based on Jewish population) converge on identical results. Moreover, the completely unweighted, raw NEP results show an even higher 79% for Kerry with 20% for Bush. It would be inappropriate though to use these unweighted results. The 77% to 22% figures produced by two different weighting methods are the best available estimate of the Jewish vote.

The *Los Angeles Times* national exit poll estimated that Bush received slightly more (26%) of the Jewish vote (with Kerry garnering 74%). However, the *Times* only interviewed 1,797 non-Californians, and therefore only approximately 72 non-California Jewish voters.

¹² The cross-sectional estimate of the percent of the Jewish electorate voting for Bush was published in Edison/Mitofsky's report "Evaluation of Edison/Mitofsky Election System 2004," January 19, 2005.

¹³ While using the NEP cross-sectional weight assumes that Jewish voters were interviewed in proportion to their share of the electorate, using a Jewish population-based weight assumes that Jews voted in proportion to their population. Either of these assumptions could be incorrect, but both procedures result in the same presidential preference estimate.

Luntz Research conducted an Election Day poll of 484 Jewish voters in Florida and Ohio. The results show a Jewish electorate slightly more favorable to Bush than the NEP or LA Times numbers indicate (Kerry 72%, Bush 25%). However, the Luntz Research poll must be used with caution. Florida and Ohio Jews are not representative of American Jewry (especially considering that the two states with the largest Jewish populations, New York and California, voted heavily for Kerry). Indeed, only 12% of American Jews reside in Florida or Ohio. Second, there is good reason to believe that Florida responses were not weighted to reflect the fact that 4.3 times as many Jews live in Florida as in Ohio.¹⁴ Finally, Orthodox Jews are overrepresented (13%) and the category “just Jewish” (9%) was substantially underrepresented in the Luntz Research. We have no way to draw precise estimates of the Orthodox percentages of Ohio’s and Florida’s Jewish voters, but we do have reason to believe that these states’ Jewish voters are less than 10% Orthodox.¹⁵

**Exit Polls And Weighting Schemes Showed That Kerry Garnered
Between 74% And 78% Of The Two-Party Vote**

Organization	Area	Sample size	Kerry	Bush	Kerry 2-party
NEP, national	Nationwide	268	74%	25%	75%
NEP, cross-sectional	Nationwide	1,511	77%	22%	78%
NEP, cross-sectional AJC weight	Nationwide	1,511	77%	22%	78%
<i>LA Times</i>	Nationwide*	~206	74%	26%	74%

* small national Jewish sample

Thus all of the national exit polls found John Kerry receiving 74-77% of the national Jewish vote. The survey with the largest sample size, and the one used by the major television and print outlets, put the Jewish vote at 77% for Kerry to 22% for Bush. Those figures are right in line with the pre-election estimates described above. Thus, in our view, Kerry over Bush 77% to 22% represents the best estimate of the national Jewish vote in election 2004.

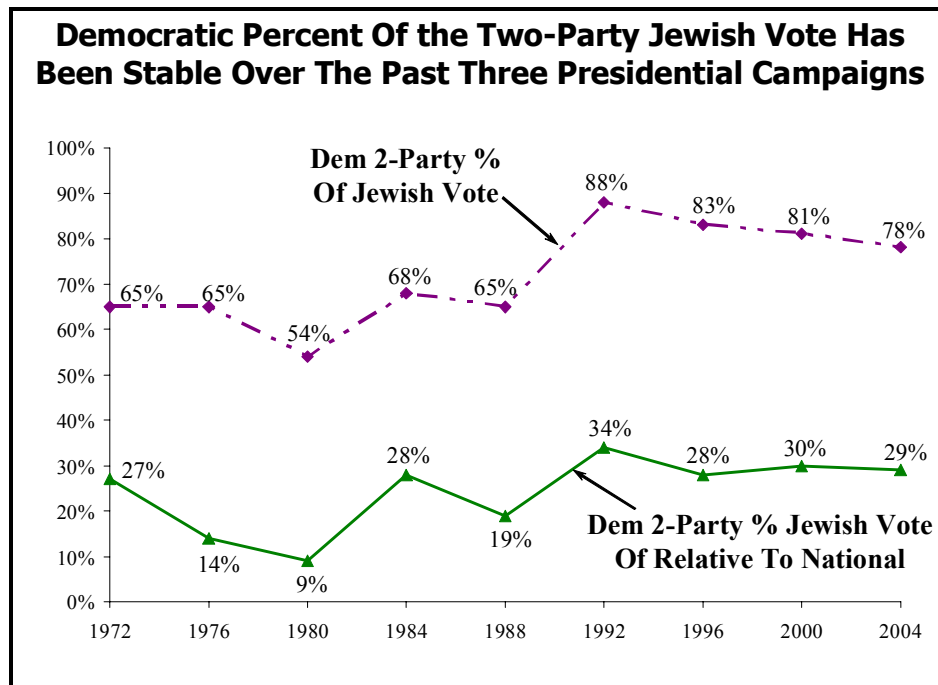
¹⁴ Luntz Research has not released details of how they drew their sample. However, in a post-election conference call with representatives of national Jewish organizations, Frank Luntz stated that 22% of Florida Jews supported President Bush in 2004. If his number is correct and the sample was weighted to reflect the greater size of the Florida Jewish population, then 38% of Ohio Jews in the Luntz Research sample must have supported Bush. There is no evidence that such a larger percentage of Ohio Jews supported Bush and though the NEP only interviewed 17 Jews in Ohio, Mellman Group polling indicated that Ohio Jews supported Kerry over Bush 70-24%. Frank Luntz is also quoted in a *Jewish Ledger* interview of November 12, 2004 that the Jewish vote increased 6% for Bush in Florida between 2000 and 2004. The VNS exit poll of 2000 found 12% of Florida Jewish voters voted for Bush. One could then assume that Luntz Research found that 18% of Jews voted for Bush in 2004. In this scenario, the Ohio Jewish vote would have had to be 55% for Bush in order for Luntz Research to find that a weighted average of Jews in Florida and Ohio voted 25% for Bush in 2004.

¹⁵ According to the NJPS, 10% of American Jewry was Orthodox in 2000-2001. Because the NJPS also found that Orthodox Jews are substantially younger than the entire population of American Jews (39% vs. 20% under 18 years of age), we believe that it is likely that Orthodox Jews were less than 10% of the Jewish vote in 2004. Moreover, according to the NJPS, American Orthodox are a much larger percentage of the Jewish population in northeast states than they are in either southern or Midwestern states. The “just Jewish” category represented 30% of the AJC’s August 18-September 1, 2004 survey, and 26% of Jewish adults in the NJPS survey in 2000-01.

THE JEWISH VOTE AS COMPARED TO THE NATIONAL VOTE HAS BEEN STABLE SINCE 1996

Since the 1970s, when the modern era of exit polling began, Jewish voters have always been more likely than the population at large to vote Democratic. This cycle was no different. In presidential elections from 1972 to 2000, the Democratic percentage of the Jewish two-party vote averaged 71%. In 2004, Kerry actually outperformed this average, receiving 78% of the Jewish two-party vote. However, the 78% figure did represent a drop of 3 points from 2000 and 10 points from the all-time high in 1992.

This drop-off was enough for at least one observer to find a “defined improvement for Bush.”¹⁶ But this observation fails to account for the movement of the electorate as a whole. One could hardly expect Jewish voters to be immune from national trends that affect the entire population. From 1972 to 2000, on average Jews were 24 percentage points more Democratic than the nation as a whole (based on share of the two-party vote, to facilitate comparison). In 2004, the Jewish two-party vote for Kerry was 29 points higher than the national electorate. This difference is well above the average and represents a drop of only one point from 2000. The Democratic advantage relative to the country as a whole was higher this past cycle than in 1996, which is especially striking when one contrasts Dole’s anti-Israel positions to Bush’s pro-Israel stance. Thus, in relation to overall national trends, the Jewish vote has been remarkably stable over the past eight years.



¹⁶ Luntz Research memo to Jewish leaders dated November 3, 2004.

A LARGE MAJORITY OF JEWISH VOTERS IDENTIFY AS DEMOCRATS; HALF IDENTIFY AS LIBERAL

The party and ideological identification of Jewish voters remained Democratic and liberal in 2004. Mellman Group polling showed that 55% of the Jewish electorate self-identified as Democrats, while 11% identified as Republicans and 34% as independents. After asking independents which party they “leaned” towards, 64% of all Jewish voters identified as Democrats, 16% as Republicans, and 20% as independents. Since partisan leaners tend to behave the same way as partisans, academic analysts properly add the leaners in to the partisan totals. Moreover, 42% of Jewish voters identified as “strong Democrats.”¹⁷

Exit poll data and the NJDC survey buttress these internal polling results. Edison/Mitofsky (which did not ask “leaner” question) and NJDC both found that 60% of Jewish voters self-identified as Democrats. Of Jewish exit poll respondents, 15% were Republicans and 24% were independents. NJDC also asked the follow-up “leaner” question to independents and found that 74% of all Jewish voters aligned with Democrats. The Pew Research Center interviewed 561 Jewish adults in December, 2004; they found that 55% of these respondents identified as Democrats (an increase of four percentage points from 2002) and only 17% identified as Republicans (a decrease of one point from 2002). Further evidence comes from the “Fourth National Survey of Religion and Politics” by the Bliss Institute of Applied Politics, which found that 68% of Jews aligned with Democrats (including “leaners”), 21% with Republicans, and 11% self-identified as pure independents.¹⁸

In addition to identifying as Democratic, most of the evidence indicates Jewish voters tend to be liberal. According to Mellman Group polling, exactly half of Jewish voters placed themselves at or to the left of “leaning liberal” on the ideological spectrum. Conservatives, including leaners, made up 22% of Jewish voters polled, with moderates constituting the rest (28%).

Using different question wordings, The Mellman Group and the NEP on the one hand and NJDC on the other, painted rather different portraits of Jewish voters’ ideology. While Mellman Group polling (as well as the NEP exit poll) found that over 40% of Jewish community identified as “liberal” or “very liberal” (i.e., excluding leaners), NJDC put this figure at only 27%. The Mellman Group and NJDC agreed on the percentage of conservative Jewish voters (18%), and put the moderate proportion at 41% and 55% respectively. The NEP exit poll found 45% of Jews calling themselves liberal, 42% moderate and just 13% said they were conservative. These differences are likely the

¹⁷ After the initial question, independents were asked: “Would you say that you lean more toward the Republicans or more toward the Democrats?” Those who initially picked a party were asked: “Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)?”

¹⁸ Both the Pew Research and Bliss Institute survey results can be found in “Trends 2005,” published by Pew Research and available at: <http://pewresearch.org/trends/trends2005.pdf>. While the Pew Research report does not indicate whether their figures for partisanship included leaners, a comparison to a known Pew Research data point indicates that leaners were not included among Democrats and Republicans in this analysis.

result of variations in question wording, but they converge in finding few politically conservative Jews. If these partisan and ideological affiliations hold, Republican candidates will continue to find support hard to come by in the Jewish community.

SMALL SAMPLE SIZES AMONG THE STATES PRECLUDE A DETAILED ANALYSIS

Even when national and state surveys are combined, only four states' data – California, Florida, New Jersey, and New York – include more than 100 Jewish respondents. Kerry/Edwards underperformed Gore/Lieberman among Jewish voters in three of these states; New York is the exception. However, Kerry received three-quarters or more of the Jewish vote in each state, and in none of the states is the change in the two-party vote from the 2000 cycle statistically significant.

State	2004 Exit Poll (Cross-Sectional)				2000 Exit Poll*			
	Kerry	Bush	Dem 2-party	sample size	Gore	Bush	Dem 2-party	sample size
Nationwide	77%	22%	78%	1,511	79%	19%	81%	309
California	78%	19%	81%	112	84%	15%	85%	124
Florida	80%	20%	80%	155	88%	12%	88%	59
New Jersey	75%	24%	76%	103	79%	16%	83%	168
New York	80%	18%	82%	106	78%	19%	80%	223

*The Florida Jewish vote in 2000, not widely reported because of a small sample size, is available at http://www.ropercenter.uconn.edu/elect_2004/battle_states/florida.html

Again we should stress that all of the state level changes in the Jewish vote are well within the margin of error for these small subsamples.

THE GENDER GAP AND SYNAGOGUE ATTENDANCE GAP ARE SIGNIFICANT AMONG JEWISH VOTERS

The gender gap in the presidential election was especially large within the Jewish community, though Jews of both sexes supported the Democrat in overwhelming numbers. Men voted for Kerry 70% to 28%, while women voted for Kerry 82% to 16% – a difference of margins of 24 percentage points. Among all voters, this difference of margins was only 8 points (Bush won men 53% to 46%; Kerry won women 50% to 49%)¹⁹. Party identification also exhibited a large gender split: only 53% of Jewish men identified as Democrats, as opposed to 67% of Jewish women. (Of Jewish men, 28% were independent and 19% were Republican, contrasted to 21% and 12% respectively for women).

Just as church-going Americans were more likely to vote Republican than their less pious peers, Bush captured more of the Jewish vote among those who attended synagogue often. NEP did not aggregate the attendance question in their larger, cross-sectional dataset; thus, Mellman Group polls are the best source of information. Among Jewish

¹⁹ This gender gap was calculated using the large NEP cross-sectional dataset and thus differs slightly from the originally reported results.

voters who attended synagogue at least weekly, Kerry only slightly outpaced Bush 48% to 47%, while Kerry won large majorities among those who attended monthly (76% to 17%), seldom attended (75% to 19%), and never attended (73% to 20%). NJDC's poll reported stronger numbers for Kerry among weekly attendees, with Kerry besting Bush 57% to 43%. Others supported Kerry by 78% to 18%.

ORTHODOX JEWS MAY HAVE SPLIT THEIR VOTES AND OVER A THIRD OF YOUNG JEWISH MEN SUPPORTED BUSH

Just before the election, a *Washington Post* column declared “the end of the ‘Jewish vote’” because some polls indicated that Orthodox Jews were supporting Bush.²⁰ To speak of the Orthodox vote, though, is to speak mostly from ignorance, at least as far as the survey data are concerned. No poll has a sufficiently large sample of Orthodox Jews to justify a specific estimate of the Orthodox vote, though it is likely that Orthodox Jews voted for Bush in greater numbers than members of other denominations.

Orthodox Jews are only a small portion of the American Jewish community. According to the National Jewish Population Study of 2000, 10% of Jews are Orthodox. This percentage was higher than NJPS's 1990 number (7%), the percentage found in NJDC's poll (8%), and the percentage in AJC's survey (7%). Whatever the actual number, it is certainly low enough to hinder obtaining a sufficient sample size for careful analysis. Indeed, the poll with the largest number of identified Orthodox Jews still has a margin of error of plus or minus 11.7 percentage points on both the Kerry and the Bush numbers.

Each of the surveys that broke out Jewish voters by denomination had significant methodological problems. The Luntz Research poll had a small sample size to begin with (484), only covered Florida and Ohio, and may have had weighting problems. They found that of the approximately 63 Orthodox Jews interviewed, 69% voted for Bush. NJDC's survey, conducted during the Democratic convention, found a much more even split among the 49 Orthodox Jews interviewed, with approximately 50% voting for Bush. AJC had the largest sample size (about 70 Orthodox Jews), and found 60% voting for Bush. Thus, while these polls yielded diverse results, Orthodox Jews seemed to have voted more Republican than their non-Orthodox counterparts.²¹

Polls Of Orthodox Jews Differed Significantly

Organization	Date	Sample size ⁺	Kerry	Bush	Survey Problems
Luntz Research	11/2/04	63*	30%	69%	only FL & OH
NJDC	7/26-7/28/04	49	48%	50%	during Dem Conv.
AJC	8/18-9/1/04	70*	26%	60%	question order; GOP Conv.

⁺ At a 95% confidence interval, the margins of error are: Luntz +/-12%, NJDC +/- 14%, AJC +/- 12%
^{*}Best estimate given public information

²⁰ Beinart, Peter. “The End Of the 'Jewish Vote'.” *The Washington Post* 27 Oct. 2004: A25.

²¹ The NJDC interviewed only 49 Orthodox voters in its July 2004 survey. However, this survey weighed this Orthodox sample to reflect the assumption that Orthodox voters should be 8% of any national sample of Jewish voters.

Another Jewish subgroup among whom Republicans are looking to make gains is young men.²² The NEP exit poll, which interviewed 111 Jewish men below the age of 30, found them voting for Kerry by a 25-point margin (60% Kerry, 35% Bush). This gap is 20 points lower than the 55-point margin among all Jewish voters. Party identification of younger men was somewhat more similar to the entire Jewish community, as 54% identified as Democrats (compared to 60% overall).

On the other side of the gender split, young Jewish women were close to unanimous in voting for Kerry (88% to 12%). Young Jews as a whole voted within ten percentage points of the older generations of Jewish voters. While younger voters were somewhat more balanced in their candidate support, the decline was not precipitous. However, the contrast between Jewish generations was more striking when the age groups of Jewish voters were compared to their analogous generations within the entire electorate. Kerry performance among Jewish age groups – relative to voters of all faiths – declined with each successively younger group.

**Younger Jewish Voters Were Only Slightly
More Inclined To Support Bush**

Age Group	Jewish Voters			All Voters			Diff of Margins
	Kerry	Bush	Margin	Kerry	Bush	Margin	
18-29	74%	23%	51%	55%	44%	11%	40%
30-44	70%	27%	43%	45%	54%	-9%	52%
45-60	79%	20%	59%	47%	52%	-5%	64%
60+	82%	17%	65%	47%	52%	-5%	70%

Source: NEP exit poll, cross-sectional data, AJC weighting

As noted above, the American Jewish Committee interviewed 789 Russian Americans living in New York in the summer of 2004.²³ Over 90% of the respondents self-identified as Jewish. Even though a majority of respondents that had voted in 2000 said they supported Gore, 56% of registered respondents preferred Bush this cycle. John Kerry garnered support from only 18% of registered respondents. These New York Russian Jews heavily approved of the government’s handling of the war on terror (84% approve, 9% disapprove) and the war in Iraq (55% approve, 27% disapprove). Unfortunately this is the only evidence about Russian Jews, and like the other AJC poll was done in late July and August – which included some of Kerry’s worst days during the general election.

²² Frank Luntz said as much in his *Jewish Ledger* interview on November 12, 2004: “Young men offer the greatest potential for the GOP.” See: <http://www.jewishledger.com/articles/2004/11/10/news/news07.txt>

²³ More information about the survey results and methodology can be found at <http://www.ajc.org/InTheMedia/PublicationsPrint.asp?did=1353>

APPENDIX: ADDITIONAL TABLES

Vote And Party Breakdown By Gender For Jewish Voters

Gender	Pct. of Elec.	Pres. Vote		Party Identification		
		Kerry	Bush	Democrat	Republican	Independent
Men	47%	70%	28%	53%	19%	28%
Women	53%	82%	16%	67%	12%	21%

Vote And Party Breakdown By Age For Jewish Voters

Age Group	Pct. of Elec.	Pres. Vote		Party Identification		
		Kerry	Bush	Democrat	Republican	Independent
18-29	14%	74%	23%	61%	13%	26%
30-44	24%	70%	27%	57%	17%	26%
45-59	32%	79%	20%	60%	15%	25%
60+	30%	82%	17%	64%	15%	22%

Vote And Party Breakdown By Age/Gender For Jewish Voters

Gender	Age Group	Pct. of Elec.	Pres. Vote		Party Identification		
			Kerry	Bush	Democrat	Republican	Independent
Men	18-29	7%	60%	35%	54%	16%	30%
	30-44	13%	72%	26%	55%	16%	29%
	45-59	12%	69%	30%	50%	24%	26%
	60+	16%	75%	25%	55%	19%	26%
Women	18-29	7%	88%	12%	68%	10%	23%
	30-44	11%	68%	27%	58%	19%	22%
	45-59	20%	86%	14%	66%	10%	24%
	60+	14%	90%	9%	73%	10%	18%

Source for three tables above: NEP exit poll, cross-sectional data, AJC weighting

Presidential Vote Among Jewish Voters And The Entire Electorate 1972-2004

Year	Jewish Voters			Entire Electorate			Difference
	Dem	Rep	Dem 2-party	Dem	Rep	Dem 2-party	
1972	64%	34%	65%	38%	61%	38%	27%
1976	64%	34%	65%	50%	48%	51%	14%
1980	45%	39%	54%	41%	51%	45%	9%
1984	67%	31%	68%	41%	59%	41%	28%
1988	64%	35%	65%	46%	53%	46%	19%
1992	80%	11%	88%	43%	37%	53%	34%
1996	78%	16%	83%	49%	41%	55%	28%
2000	79%	19%	81%	48%	48%	50%	30%
2004	77%	22%	78%	48%	51%	49%	29%
Average	69%	27%	72%	45%	50%	48%	24%

Jewish Voters Overwhelmingly Identify As Democrats

Organization	<u>Without "Leaners"</u>			<u>With "Leaners"</u>		
	Democrat	Independent	Republican	Democrat	Independent	Republican
NEP	60%	24%	15%			
Mellman	55%	34%	11%	64%	20%	16%
NJDC	60%	27%	14%	74%	8%	21%
Pew Research	55%	28%	17%			
Bliss Institute				68%	11%	21%