



**PAT BROWN INSTITUTE
FOR PUBLIC AFFAIRS**
Unleashing the Power of Participation

KEY FINDINGS

2019 LOS ANGELES COUNTY JEWISH VOTER POLL

OCTOBER 3, 2019



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: $\pm 2.30\%$ 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**

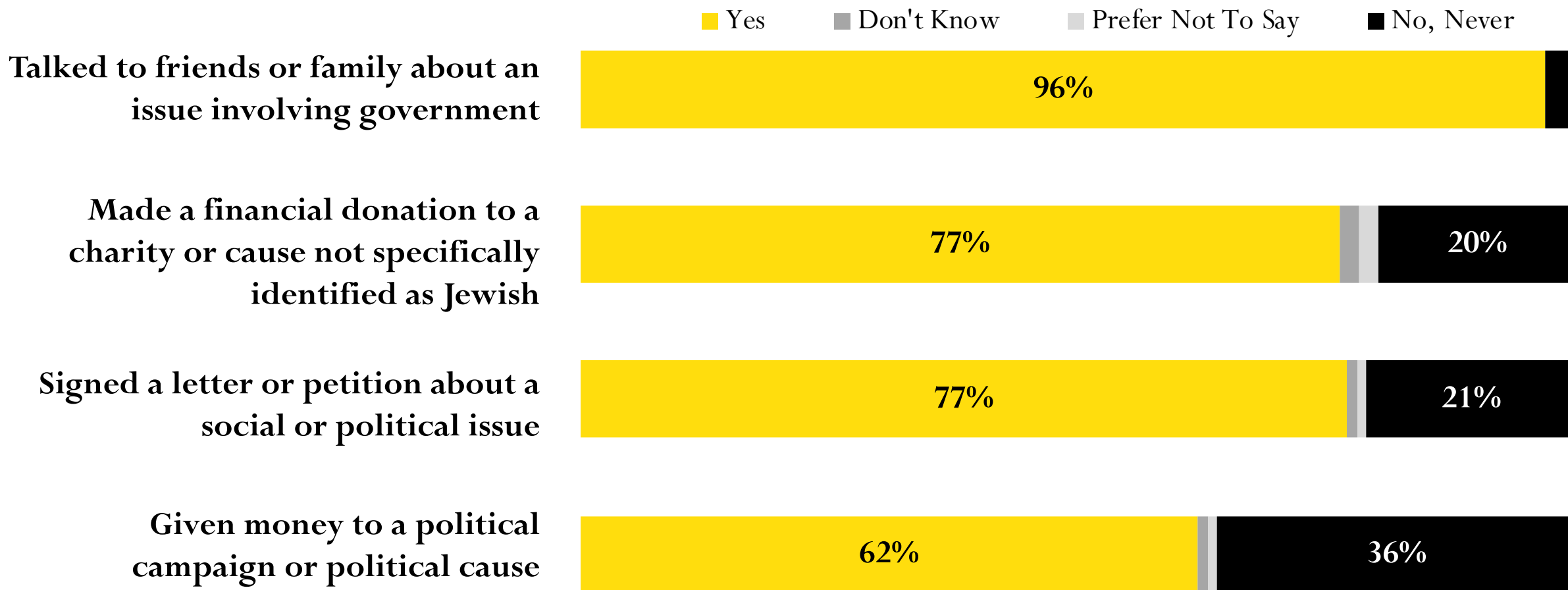
- 711 – Reform
 - 286 – Conservative
 - 99 – Orthodox

- ☐ **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?



Percent of Respondents

* 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?

■ Yes ■ Don't Know ■ Prefer Not to Say ■ No, Never

Posted a message on Facebook, Twitter, or other social media about a social or political issue



Communicated with an elected official



Made a financial donation to any Jewish charity or cause, such as a synagogue, Jewish school, or a Jewish organization



Percent of Respondents

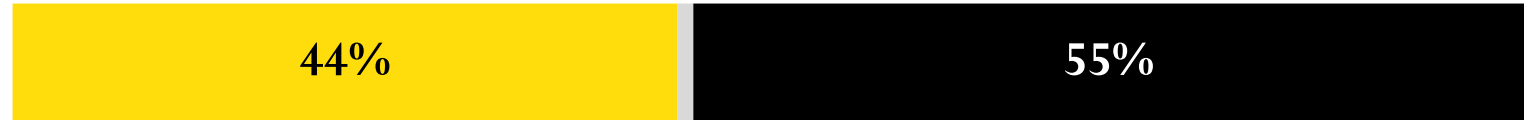
* Percentages below 5% not displayed.

MORE THAN 1/3 REPORT ATTENDING A PROTEST/MARCH/RALLY OR A PUBLIC MEETING/HEARING

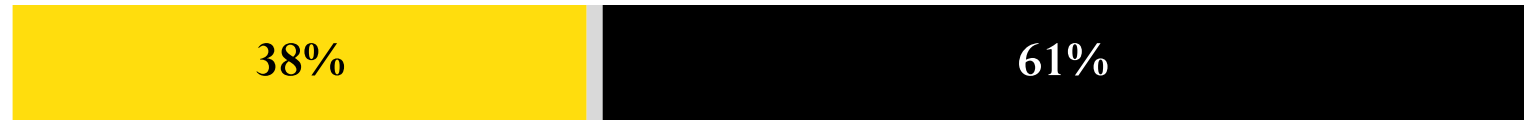
Q: During the past five years, have you had the opportunity to do any of the following things?

■ Yes ■ Don't Know ■ Prefer Not to Say ■ No, Never

Attended a political protest,
march, or rally



Attended a public meeting or
hearing of a government
agency



Volunteered to work in a political
campaign or political cause



Attended a PTA meeting or
other volunteer group at your
child's school



Percent of Respondents

* Percentages below 5% not displayed.

NEWSPAPERS AND CONVERSATIONS TOP THE LIST OF INFORMATION SOURCES

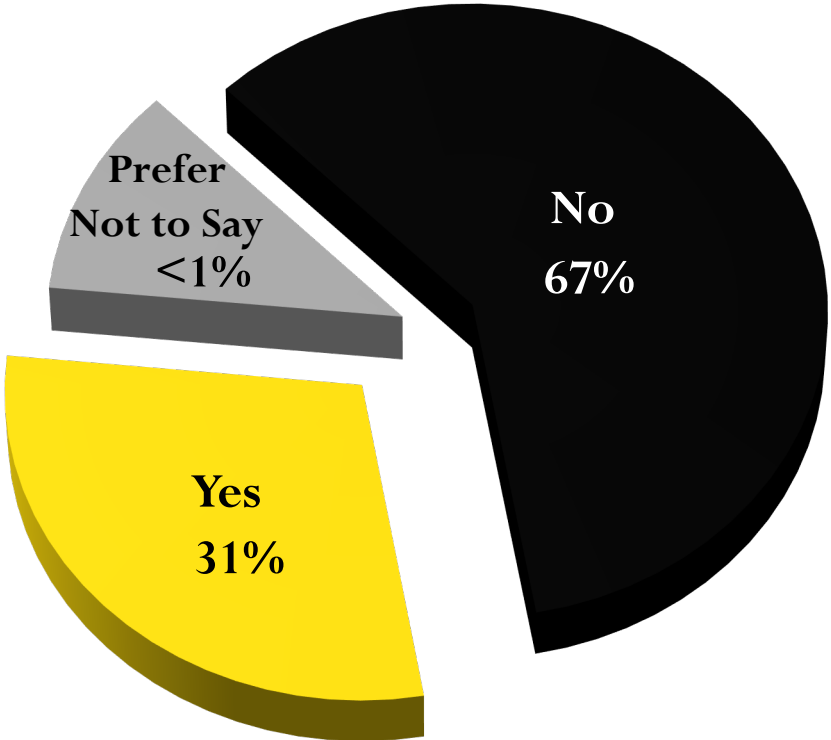
NEARLY 1 / 3 FOLLOW JEWISH-ORIENTED MEDIA SOURCES

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

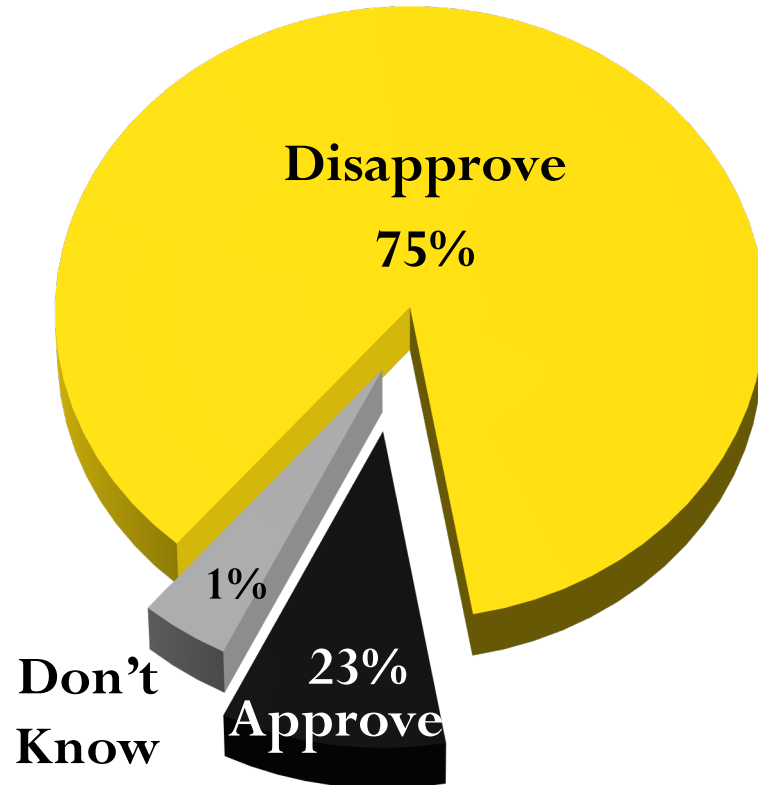
Media Source By Generation

	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

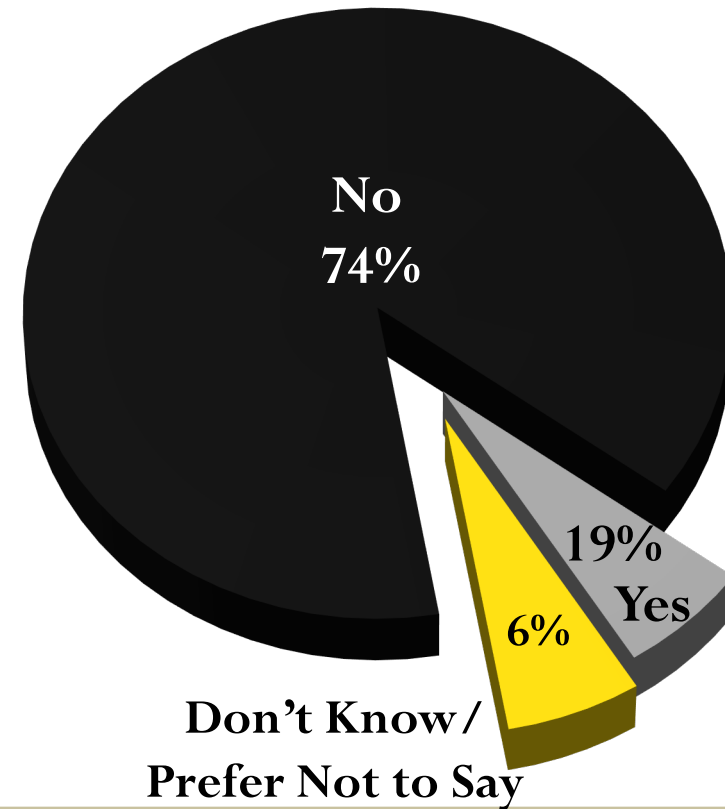
Q: Do you approve or disapprove of the way President Donald Trump is handling his job of serving the public?

Job Approval



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

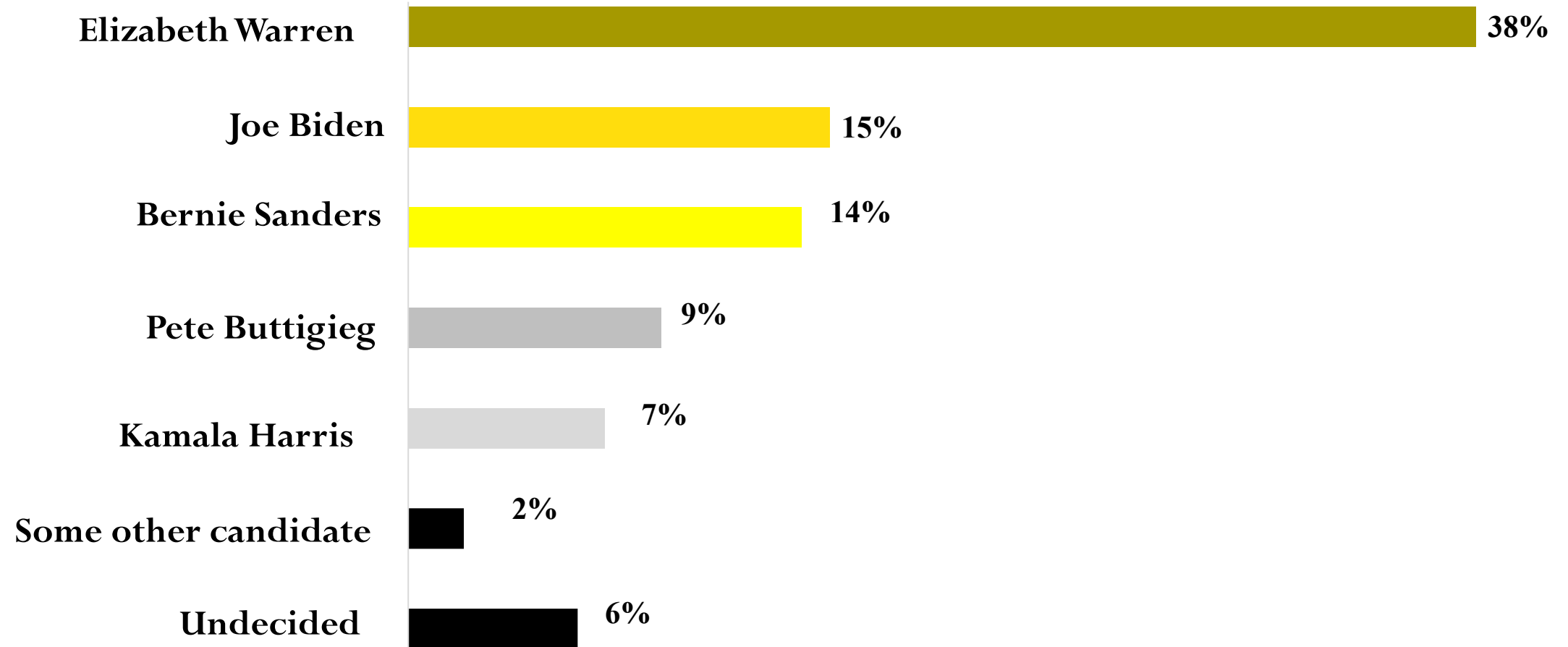
Re-elect



PRESIDENTIAL PRIMARY VOTE

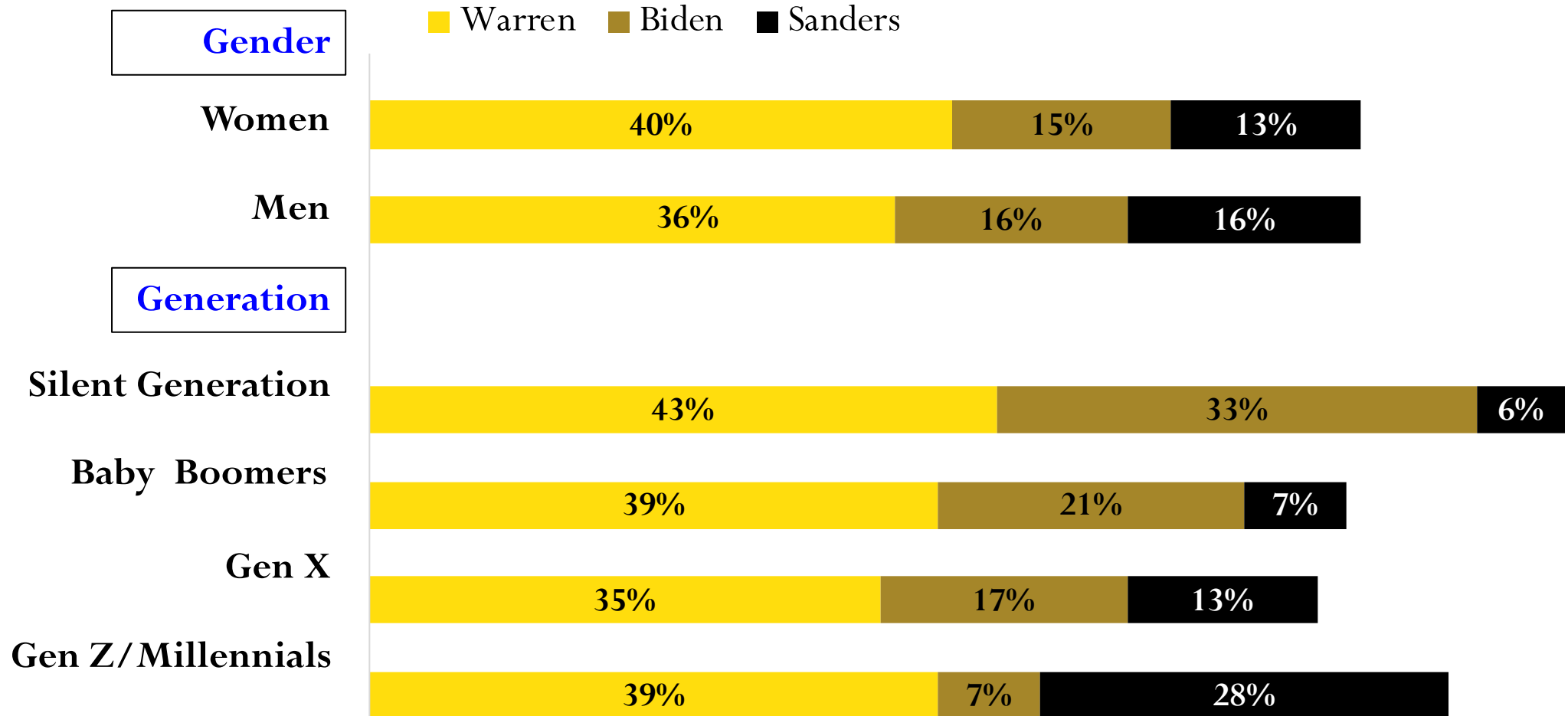
WARREN, BIDEN, AND SANDERS LEAD THE FIELD

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

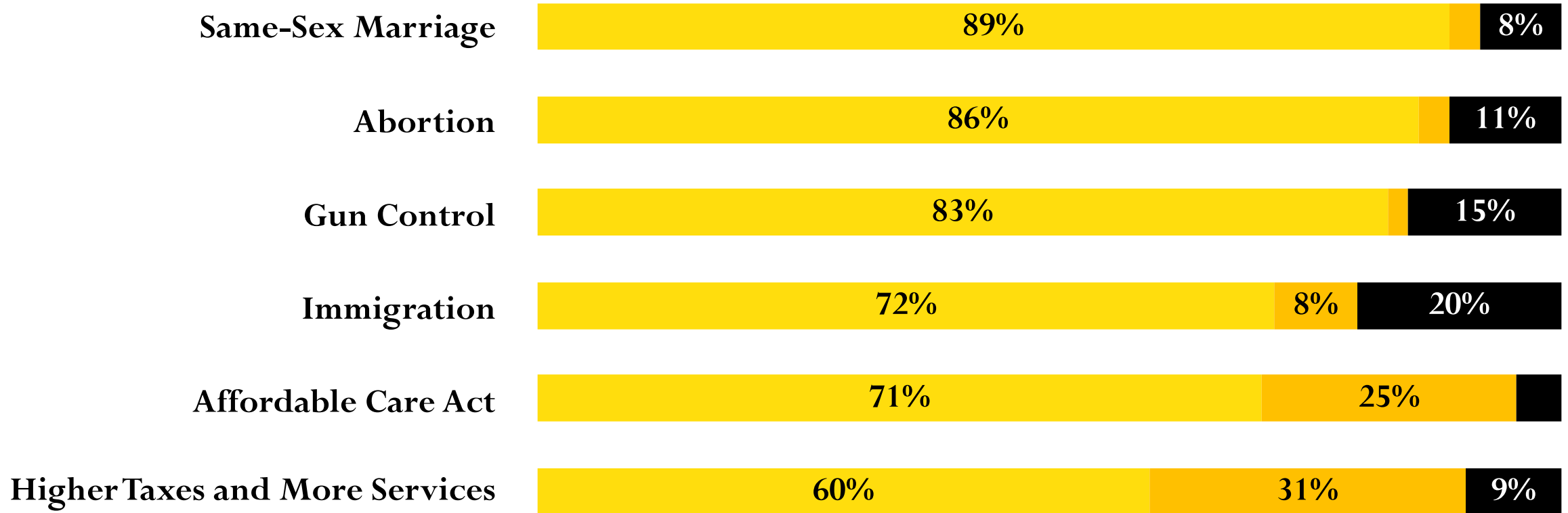
Q: Thinking again about the 2020 Presidential Election, if the election were held today, for whom would you vote if the candidates were:



JEWISH VOTERS EXPRESS HIGH LEVELS OF SUPPORT FOR PROGRESSIVE POLICIES

Attitudes Toward Political and Social Issues

■ Total Support ■ Don't Know/Prefer Not to Say ■ Total Oppose



Percent of Respondents

* Percentages below 5% not displayed.

ORTHODOX JEWISH VOTERS EXPRESS DISTINCTIVE ATTITUDES

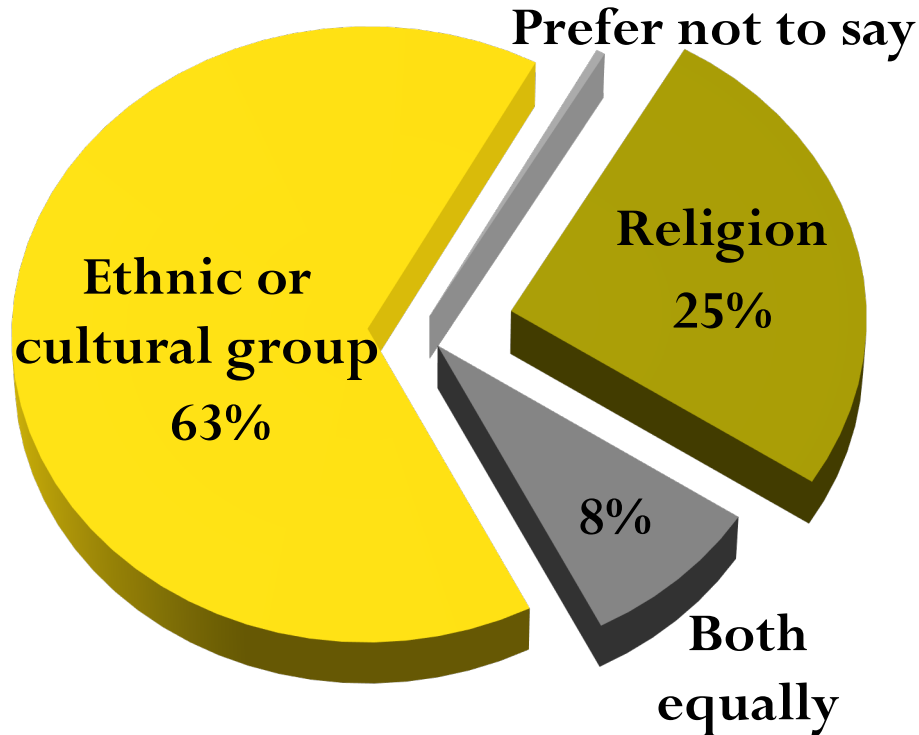
- **A higher percentage of Orthodox Jewish voters think of themselves as Republican**
 - 43% of Orthodox Jewish voters identify themselves as Strong Republicans, as compared to only 6% of Jewish voters overall
 - 15% of Orthodox Jewish voters identify themselves as Strong Democrats, as compared to 40% 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

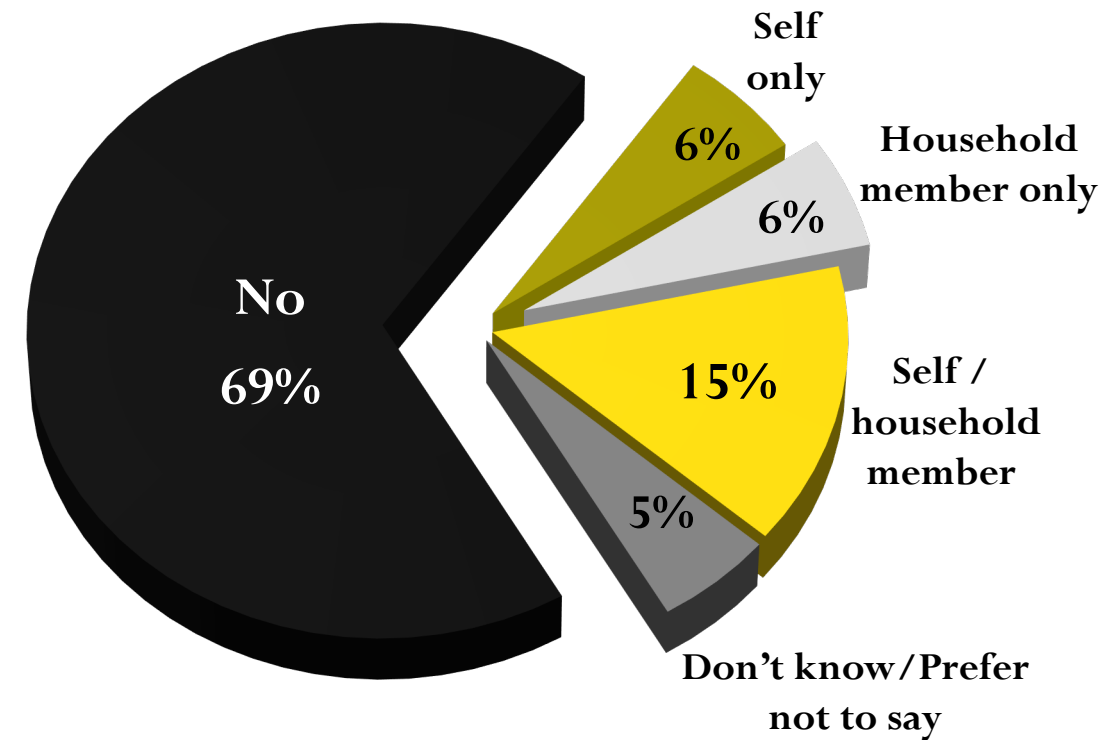
Q: Some people view Jews primarily as a group defined by religion, and others define Jews as an ethnic or cultural group. Which comes closer to your view?

Jewish Identity



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

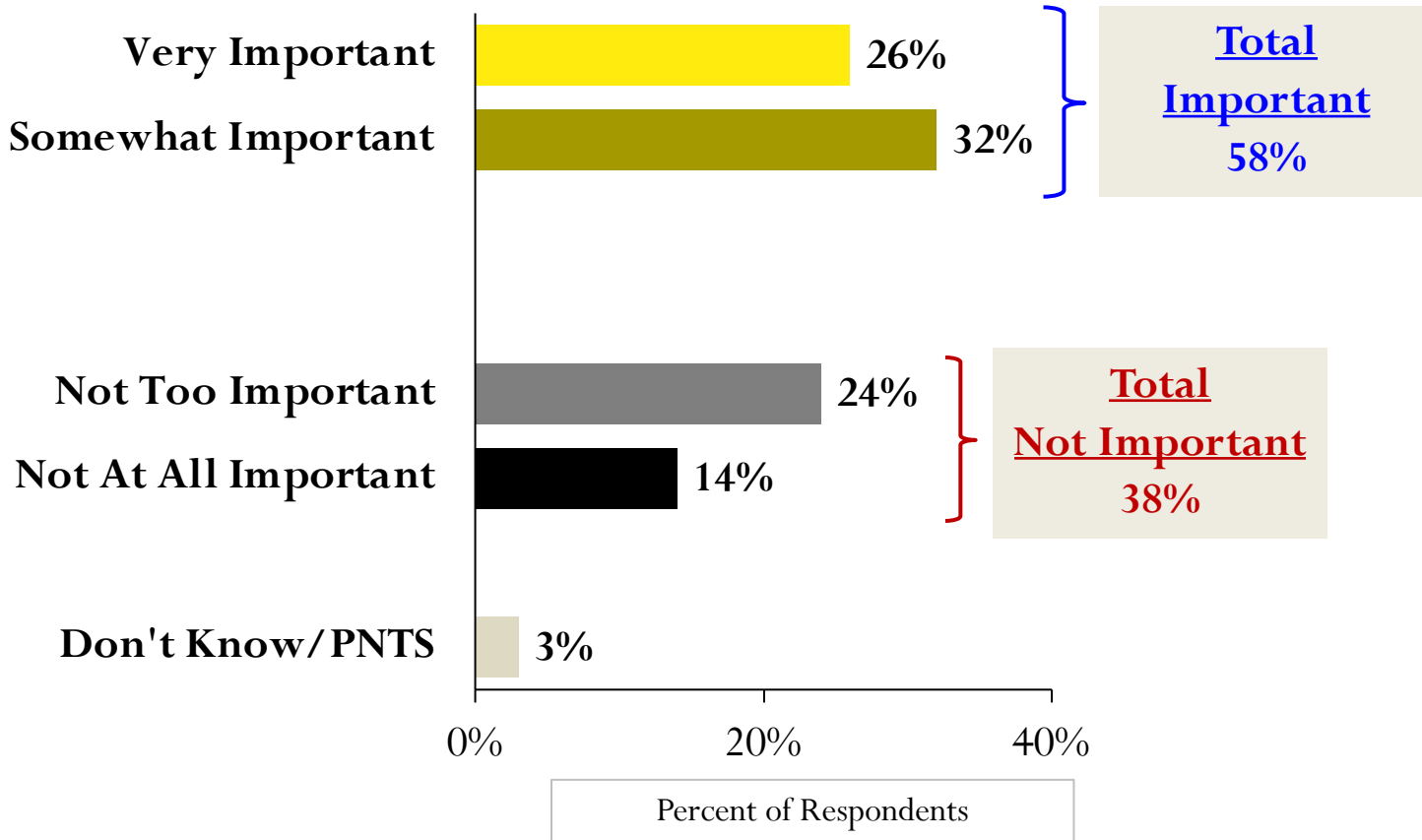
Member of Synagogue or Temple



* 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?

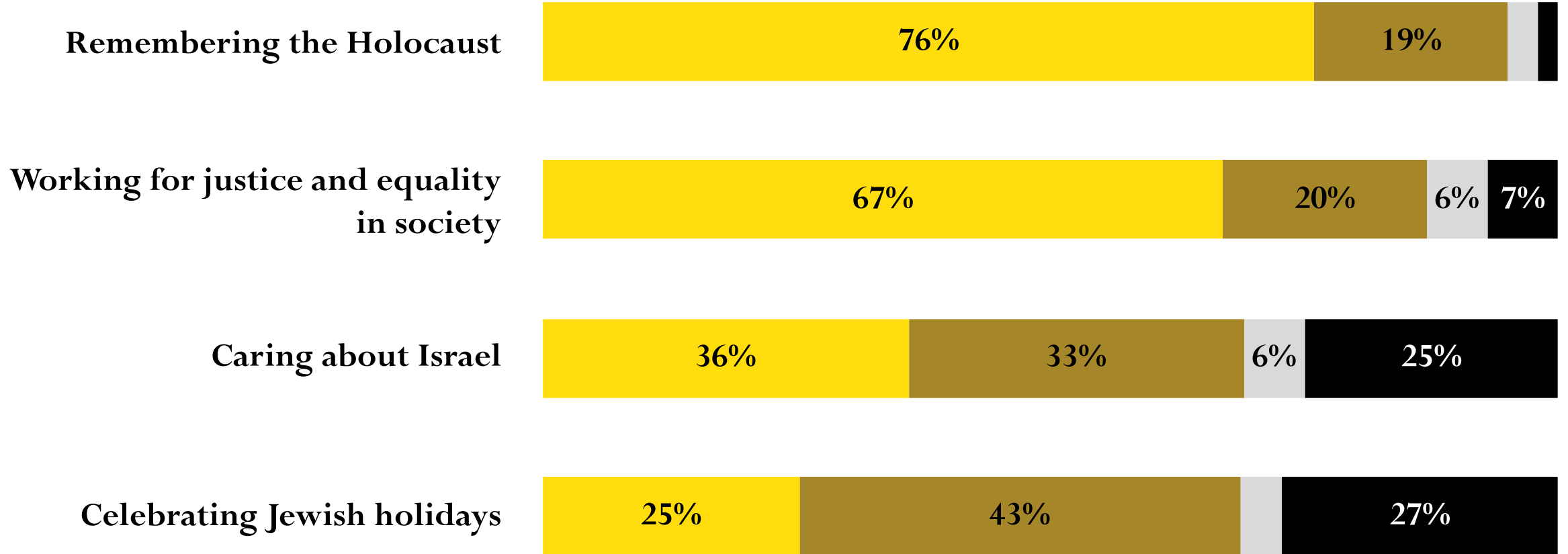


Demographic Subgroup	Total Important
By Generation	
Silent	61%
Baby Boomers	67%
Gen X	46%
Gen Z/Millennials	55%
By Gender	
Men	55%
Women	61%

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?

■ Essential ■ Important ■ DK/PNTS ■ Not Important ■



Percent of Respondents

* 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....

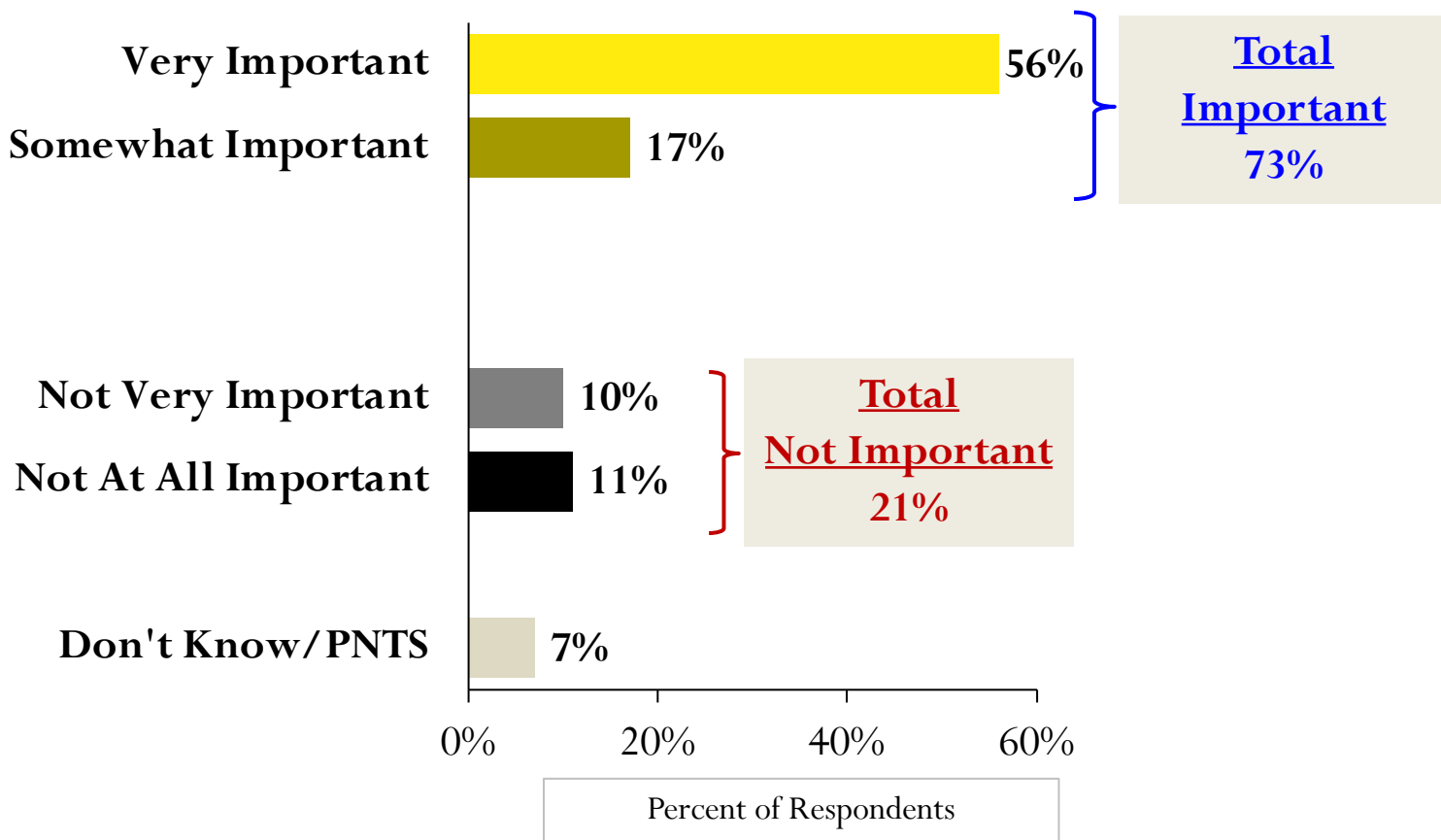
Alt Right hate groups and governments that are sprouting up around the world are of extreme concern to me. Bigotry in any form is abhorrent and repulsive at best. All people, of all religions, races, colors deserve the same respect, compassion, support and love under heaven. — *Female, Age 65, Westside*



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*

NEARLY 3/4 BELIEVE IT IS IMPORTANT THAT ISRAEL EXIST AS A JEWISH STATE

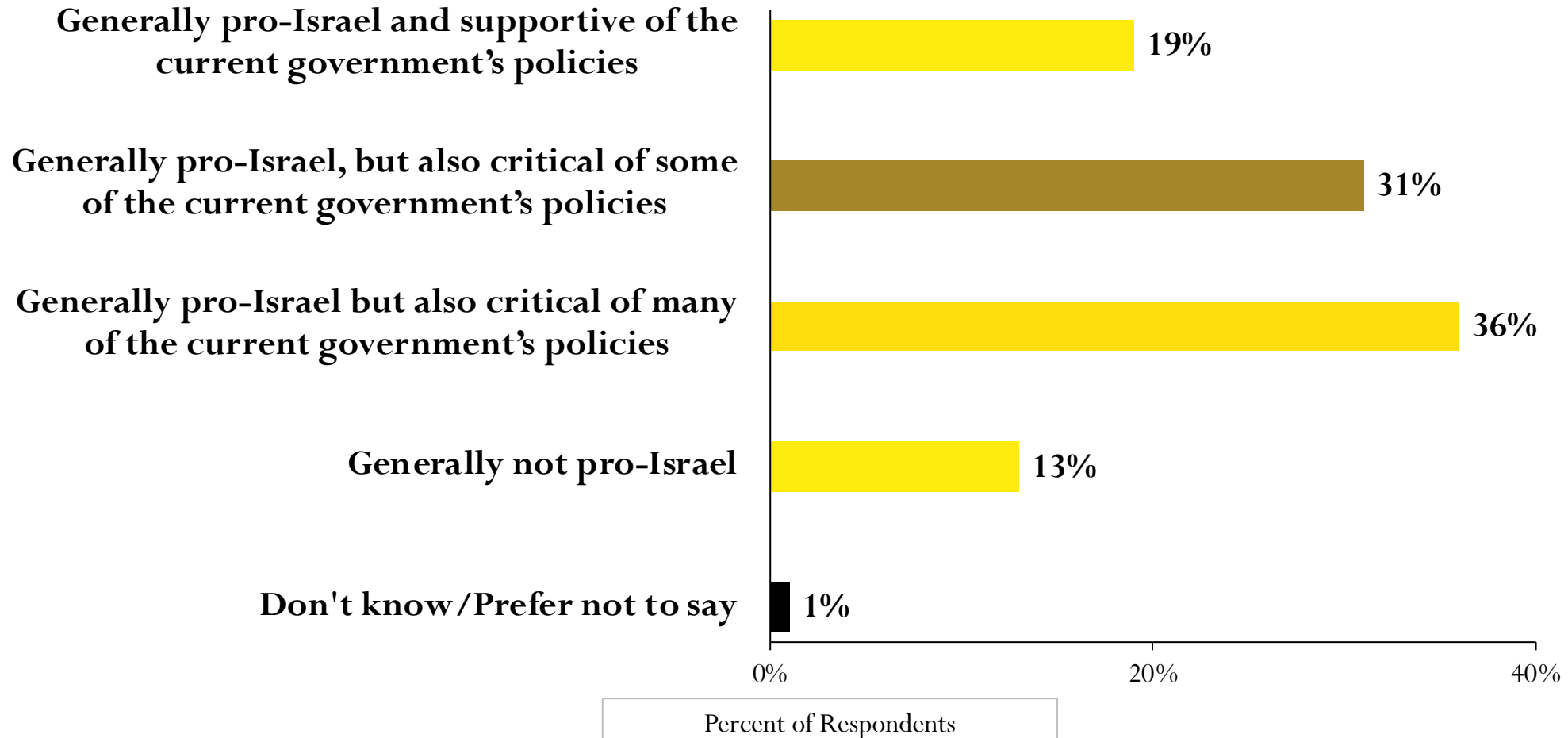
Q: How important is it to you that Israel exist as a Jewish state—very important, somewhat important, not very important, not at all important?



Demographic Subgroup	Total Important
<i>By Denomination</i>	
Reform	78%
Conservative	94%
Orthodox	95%
<i>By Age</i>	
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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#PBI_JewishPoll

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