



TO: Jewish Electorate Institute
FROM: The Mellman Group, Inc.
RE: Our Post-Election Poll Of Jewish Voters Shows Overwhelming Support for Harris, But Trump Making Inroads On Israel
DATE: November 13, 2024

This analysis is based on our national post-election survey of 1,093 Jewish voters who cast ballots in the 2024 presidential election. Interviews were conducted online by YouGov through their randomly selected panel during October 31-November 8, 2024. The sample utilized a matching method to reflect the Jewish electorate; screening for Jewish identity and having already voted. The margin of error is +/- 3% at the 95% level of confidence, and higher for subgroups.

Our new post-election survey shows that Jews continue to vote Democratic in overwhelming numbers, but Republicans have made slight gains since Donald Trump's first campaign in 2016.

While Vice President Kamala Harris had a substantial image advantage over the former President on almost all issues and character dimensions among Jewish voters, Trump had a slight edge on support for Israel.

Nearly all Jewish voters (87%) describe themselves as pro-Israel, and most of them supported Harris. However, Trump won those who identify most strongly with Israel; and Trump voters cite Israel as a key reason for their support. Harris voters cite a wide range of reasons for their support of the Vice President, with Israel and antisemitism ranking in the lower tier.

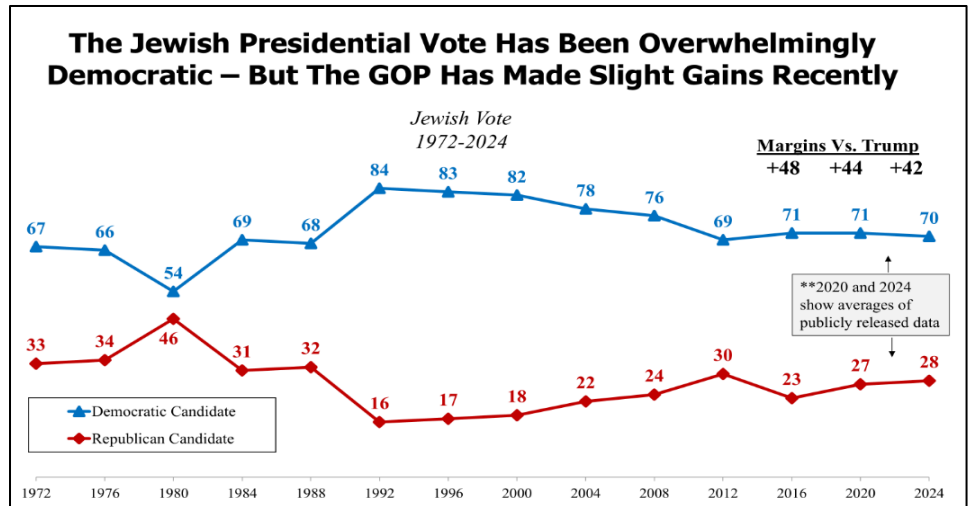
Antisemitism is a broad and deep concern for Jewish voters, but it does not appear to have an impact on vote choice.

Jews Voted Overwhelmingly For Harris, But The Democratic Margin Is Down Slightly

Harris won the Jewish vote by an overwhelming 71%-26% in our post-election poll.

Several other polls examined the Jewish vote in this year's election. Averaging those polls, including our own, yields 70% for Harris to 28% for Trump, very close to our own results.

Since 2012, Jewish support for the Democratic Presidential candidate has ranged in a narrow band from 69% to 71%. Republicans hit their recent high in 2012 but made slight gains in 2020 and 2024 after losing significant support in 2016.

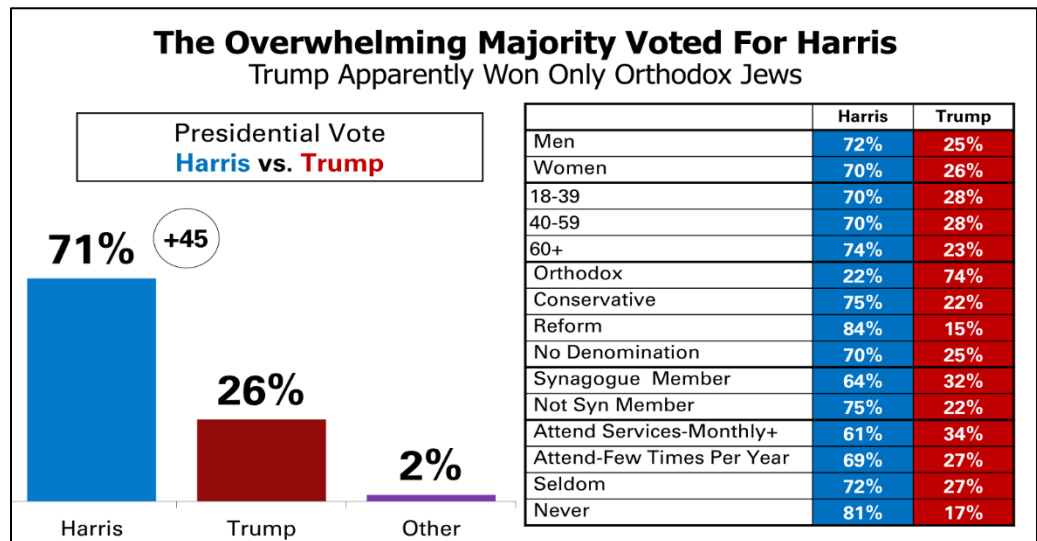


Using the averages for 2024, the margin for the Democratic candidate declined by six points since 2016.

Comparing the three surveys of Jewish voters conducted by the same researcher in *both* 2020 and 2024 on a one-to-one basis, shows a decrease of 4 to 11 points in the Democratic margin in each poll since the last election.¹

The vote is fairly consistent in most basic demographics with Harris getting 70% or more across gender and age.

The results by denomination are a different story. Harris won big with Reform and Conservative Jews, and those without a denomination, but



1. The AP/Fox survey showed Biden winning the Jewish vote by 38 points in 2020 (68-30) and Harris’ margin at 34 points (66-32) for a drop of two points. The Cooperative Election Study survey showed Biden winning the Jewish vote by 39 points in 2020 (69-30) and Harris’s margin at 27 points (63-36) for a drop of six points. The J Street survey conducted by GBAO showed Biden winning the Jewish vote by 56 points in 2020 (77-21) and Harris’ margin at 45 points (71-26) for a drop of six points.

Trump won the Orthodox vote by 74% to 22%. Harris won synagogue members and those who attend services more often, but did better with those who do not belong to synagogue or attend services.

For Harris Voters, Trump Negatives And Abortion Are The Top Reasons For Their Support, While Trump Voters Prioritized His Positives, Including Israel As Well As The Economy

The top four reasons to vote for Harris among her supporters were Trump’s “threat to democracy”, which 80% of Harris voters said was one of the most important reasons to vote for her, followed by his being “unfit”, his “fascist leanings” and “stok(ing) prejudice”. Her support for abortion rights was fifth on the list with 63% saying it was one of the most important reasons to vote for her.

Among those voting for Trump, the most important reasons to vote for him are positives about his policies on immigration (61% one of the most important) and the economy (55%). Harris’s failure on immigration is the only negative in the top six reasons to vote for Trump. The other top items are related to Israel, Iran and antisemitism; with 53% saying his support for Israel is one of the most important reasons to vote for him.

Top Reasons to Vote For Harris Among Her Voters Ranked by % "one of the most important reasons"	
Donald Trump Is A Threat To Democracy	80%
Donald Trump Is Unfit To Be President	78%
Donald Trump’s Fascist And Authoritarian Leanings	77%
Donald Trump Stokes Prejudice And Bigotry	68%
Her Support For Abortion Rights	63%
↕ 8 items	
She is Tough on Antisemitism	21%
Support Immigrants	20%
Her Support for Israel	15%
She is Tough on Iran	12%

Top Reasons to Vote For Trump Among His Voters Ranked by % "one of the most important reasons"	
His Commitment To Stop Illegal Immigration	61%
His Economic Policies	55%
Harris’ Failure <u>To</u> Stop Illegal Immigration	54%
He Is Tough <u>On</u> Iran	53%
His Support For Israel	50%
He Is Tough On Anti-Semitism	48%
↕ 9 items	

Harris Is Much Better Liked Than Trump And Seen As Stronger On Antisemitism, With Trump Holding A Slight Edge On Support For Israel, Which Also Drives Vote

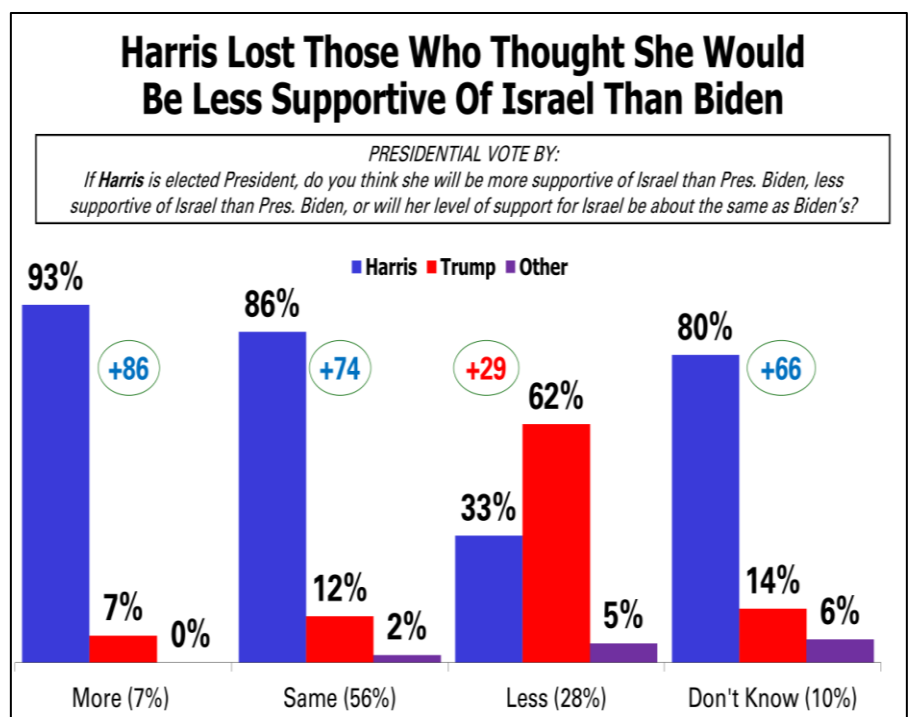
Harris is seen in largely favorable terms (68% favorable, 32% unfavorable) and most identified with abortion rights, protecting Social Security and Medicare, addressing climate change and protecting democracy.

Trump’s image is almost a mirror image with just 24% favorable and a large 76% majority unfavorable. Among this Democratic leaning Jewish electorate, he is most identified with “offensive, disturbing...inappropriate language,” and being “too close to far-right extremists”. But after that the most descriptive phrases include “pro-Israel”, “supports assistance to Israel” and “Israel’s security”.

Harris has an advantage on almost all items, but Trump is more identified than she is with being pro-Israel, while she is more likely to be seen as “too critical of Israel.”

Harris enjoyed a massive lead as the candidate who voters saw as representing their views and values. Regression analysis demonstrates this perception was the most important driver of vote. Support for Israel, an area in which Trump has a slight advantage played a lesser, but still meaningful role in determining vote choice.

The role of Israel was also evident in a question comparing both candidates to Biden on Israel. Nearly half (48%) of the Jewish electorate believes Trump will be more supportive of Israel than President Biden. Another 17% believe he will be the same as Biden, 22% less supportive than Biden; and 14% don’t know. Only 7% believe that Harris will be more supportive of Israel than Biden, with 56% saying she will be the same, 28% less supportive, and 10% don’t know.



Harris won those who thought she would be more supportive than Biden with 93% of the vote. She garnered 66% among those who thought she would be the same as Biden. But among those who thought she would be less supportive than Biden, she lost with 33% compared to 62% for Trump.

There Is Widespread and Deep Concern About Antisemitism, But It Did Not Have A Clear Impact On Vote

Nearly two-thirds of Jewish voters (64%) believe there is a “a lot” of antisemitism in the United States, and 71% are at least very concerned about it, including 38% who are extremely concerned. But the level of concern is similar among Harris voters (71% very concerned, 37% extremely) and Trump voters (70% very concerned, 40% extremely). The ‘very concerned’ voted for Harris 72%-27% --in line with the overall vote.

More Jews see the most serious threat of antisemitism on the political right, rather than the left, but the majority don’t differentiate. Three in ten (29%) see the most serious threat on the right, compared to 19% who see it as more serious on the left. A 43% plurality see the problem equally serious on both sides, and an additional 9% aren’t sure.

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