



*Trusted Perspective
Innovative Data
Superior Results*

TO: MATT BROOKS, SAM MARKSTEIN
FROM: MATT KNEE
SUBJECT: 2024 JEWISH VOTE ANALYSIS
DATE: NOVEMBER 20, 2024

The past year has been a trying time for world Jewry. Hamas terrorists murdered 1,195 innocent Israelis and kidnapped over 240 more, and the international left unleashed waves of hate against Jews and Israel for daring to respond. Across American campuses, assaults against Jews and public support for Hamas has become normalized commonplace, while the Biden Administration slowly obstructed Israel's defense.

So it is no surprise that more Jews might have voted on Jewish issues this cycle. But how? While final results are not yet in, there is much evidence already available: In addition to exit polls, we have managed to acquire preliminary precinct data from several areas, and county data from others, to determine how the presidential candidates performed in Jewish communities in America.

This cycle saw a further gap develop between disengaged and secular people of Jewish ancestry, and those actively engaged with the Jewish religion, with the non-practicing voting overwhelmingly for Harris and the most religious voting almost entirely for Trump. But even many ethnically proud but secular Jews are beginning to look right as well.

Looking at Jewish neighborhoods and towns, the trends are stark and unmistakable. And because Judaism is in some ways a communal religion, and observant Judaism requires localized infrastructure, Jews who live in Jewish areas tend to be more religious and engaged. And in these neighborhoods, we see large shifts towards Trump.

WASHINGTON, D.C.
202-470-6300
214 4th Street, SE
Washington, DC
20003

AUSTIN, TX
DENVER, CO
OKLAHOMA CITY, OK
SATELLITE BEACH, FL

wpaintel.com

Exit Polling

While some deeply flawed or biased polling have indicated stability in Jewish support for Democrats, high quality data shows that Trump likely earned the **greatest percentage of the Jewish vote since 1988**, with much better performance in many key states and in engaged Jewish areas.

A nationwide exit poll produced jointly by the National Opinion Research Center at the University of Chicago (NORC), the Associated Press, and Fox News, which surveyed an estimated 110,000 voters, placed Jewish support at **32%**. This is an increase over the 30% that Trump in 2020 and Romney in 2012 earned, and the highest since George H.W. Bush earned 35% in 1988.

In this memo, as we examine key concentrations of Jewish voters, we will demonstrate a pattern in which heavily-Jewish precincts and counties moved significantly to the right nearly across the board. If anything, not only do the large drops in the Edison and J Street polls seem implausible, but this 2 point increase in Trump support from 2020 **could easily be an underestimate**.

It is quite possible that the very efforts to make these national surveys representative can underestimate the highly-concentrated Jewish populations where Trump gained most, while still being fairly representative of the most lightly-attached Jews, who are spread around the country. If so, Trump's true numbers likely met or exceeded G.H.W. Bush's 1988 total.

The AP/FOX/NORC poll also found that Trump earned **45% of the vote in New York State**, versus 55% for Harris. This is similar to the Jewish exit poll conducted by Democratic pollster Bradley Honan for the Orthodox Union, which showed Harris winning New York Jews in Nassau County and upstate swing districts by only **49%-41%**.

Honan also conducted his exit poll **in Pennsylvania, Harris only winning by 48%-41%**, showing another strong performance by Trump among Jewish voters in the most important swing state in the country.

The Edison exit poll often cited by Democrats to claim Trump only got **22%** of Jews is an **outlier methodologically unsuited to the task**. It only covered 279 precincts nationwide, and 27 early vote locations (none in heavily-Jewish states), making it very easy to miss small, geographically concentrated groups. The same poll also claimed that Native Americans were Trump's best racial group. The poll may have other uses, but this type of thing isn't one of them.

And while a J-Street sponsored poll indicated stronger support for Harris at 26%, this message testing poll paid for by a left-wing advocacy organization was produced by the same pollster who released, shortly before the election, a poll claiming their client Colin Allred was tied with Ted Cruz **46-46**. Cruz won by 9 points. It also counted as "Jewish voters" those who acknowledge some Jewish ethnic background, but do not consider Judaism to be their religion. In this regard, Only 76% of respondents in the J-Street poll self-identified as being Jewish.

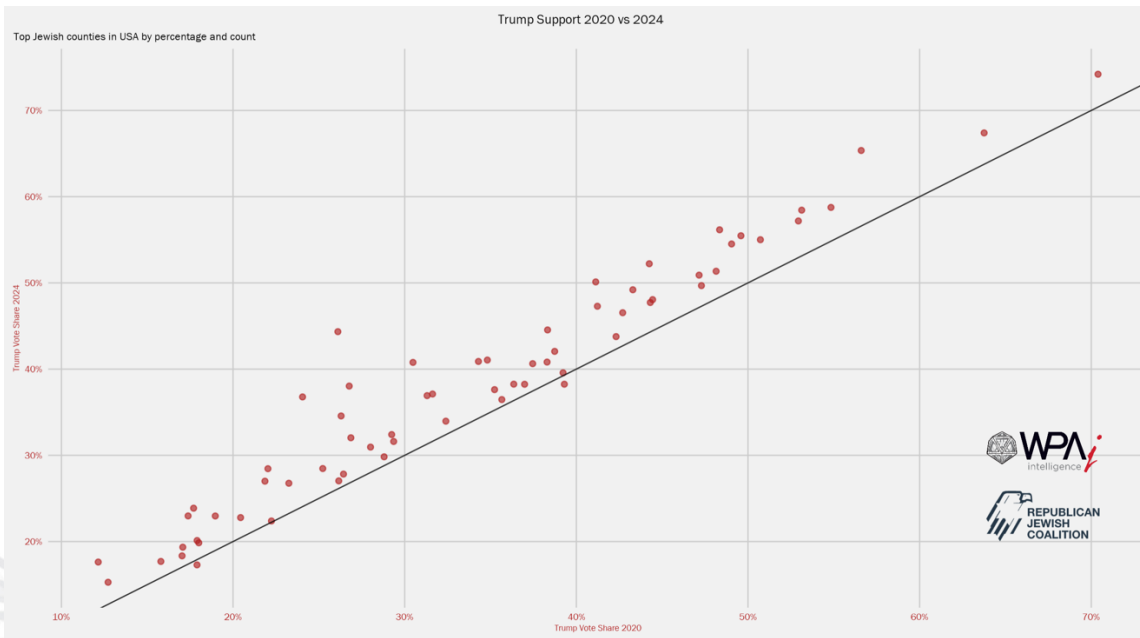
City & County Data

There are several key heavily-Jewish cities and counties where precinct data is not yet available, or where we did not perform an in-depth analysis. These non-precinct areas include Florida’s Palm Beach County, which in 2019 was home to 167,000 Jews and growing; New York’s Rockland County, the most Jewish county in the country; and Long Island’s Nassau County.

As the table below shows, these areas all showed significant movement towards Trump, with **Palm Beach moving 13 points to Trump, Nassau County 14 points, and Rockland County 14 points since 2020**. And this is after Trump improved in every one of these counties from 2016 to 2020 as well. Similarly, in heavily-Jewish Scarsdale, NY, Trump gained a net 11 points since 2020.

County	Net Trump 2024	Net Trump 2020	Net Trump 2016
Palm Beach County, FL	-1%	-13%	-15%
Nassau County, NY	4%	-10%	-6%
Rockland County, NY	12%	-2%	-6%

Overall, as seen in the graph below, among the 65 counties that are in either the top 50 Jewish counties by percentage or by raw numbers, **Trump improved in all but 2** (in which he barely declined), and increased by more than his overall popular vote increase in 41 of them.



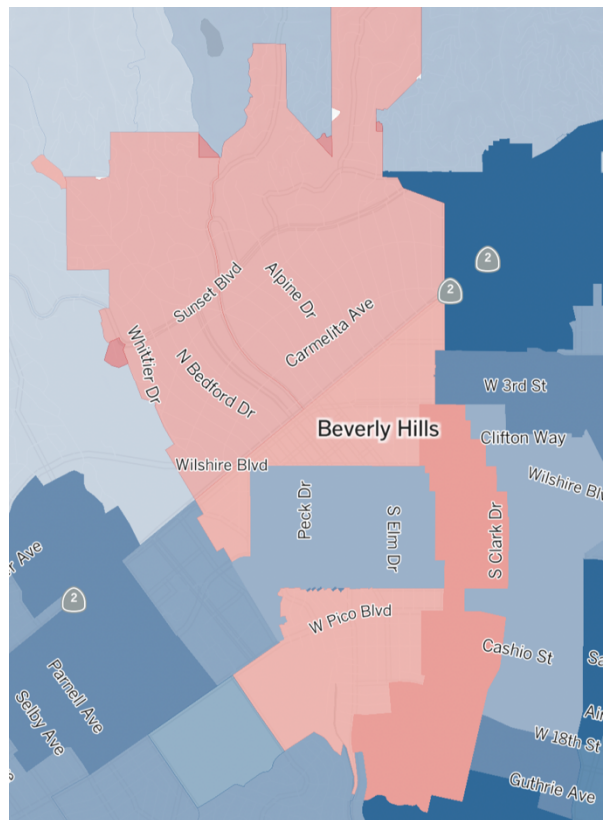
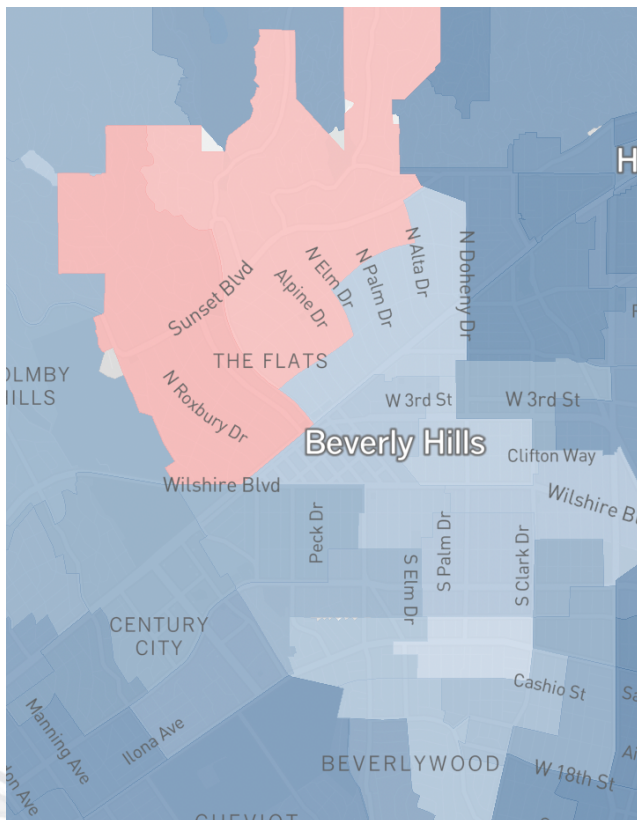
Precinct Data

While many places have not even finished counting, precinct data is available – some public, some through on-the-ground connections or data gathering, in some cities and states. Below, we examine this data, in New York City, Los Angeles, and Oakland County, Michigan.

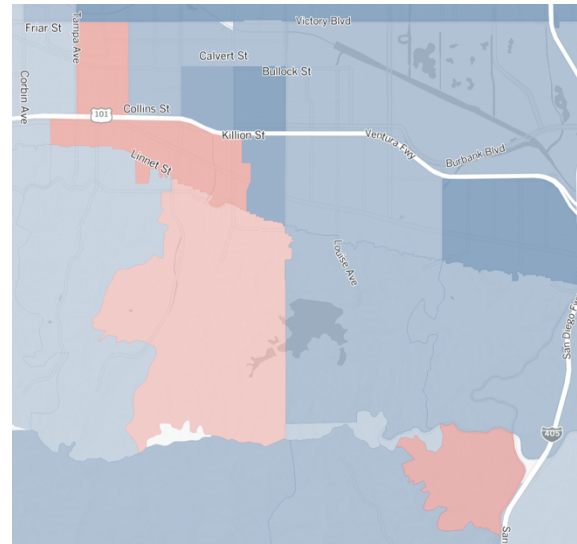
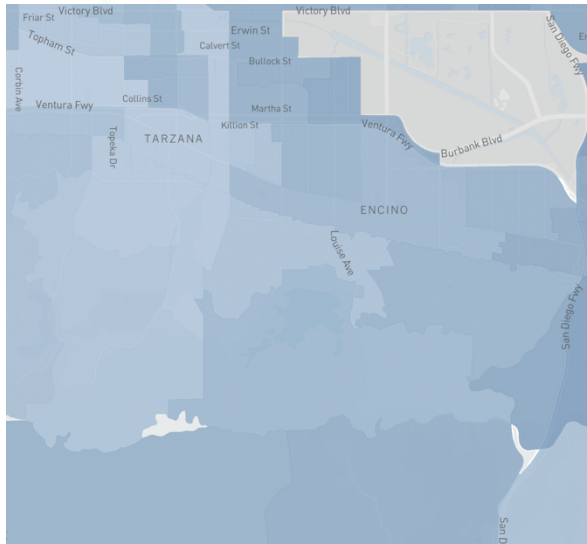
Major Population Center Case Study: Los Angeles

While the precinct data is not yet available in an efficient form to the general public, the Los Angeles Times was able to acquire and map the precinct results. Below are some key Jewish areas, all of which showed significant movement and new red precincts.

These maps show the areas of **Beverly Hills**, **Pico-Robertson**, and **Beverlywood**. The heavily-Persian Beverly Hills, the largely Modern Orthodox Pico-Robertson, and its higher-income counterpart to the south Beverlywood turned from mostly blue to mostly red. In 2020, only the Northern part of Beverly Hills was red. In 2024, these regions were almost entirely red.



In the San Fernando Valley, the **Encino-Tarzana** area, with a considerable number of Jews across a variety of levels of religiosity, as well as significant Persian, ex-Soviet, and Israeli populations, also went from entirely blue to having several red precincts.



Additional, newly red precincts have appeared in Jewish areas in Fairfax and Valley Village.

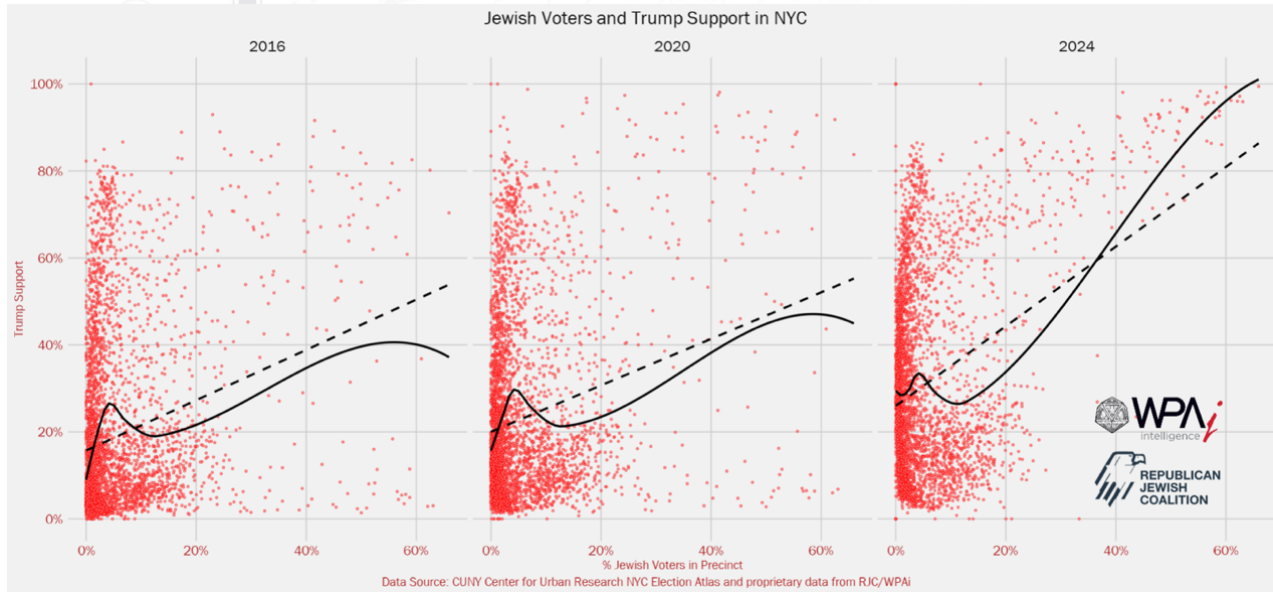
Major Population Center Case Study: New York City

New York City, home to over 1.3 million Jews, saw some of the most dramatic swings in Jewish neighborhoods. After a modest gain in 2020 over 2016, **Jewish density in a neighborhood became massively correlated with support for Trump**. The results were strongly consistent with the evidence in the Honan and Fox polls, as well as polls throughout the year by NYT/Sienna showing the state's Jews to be competitive.

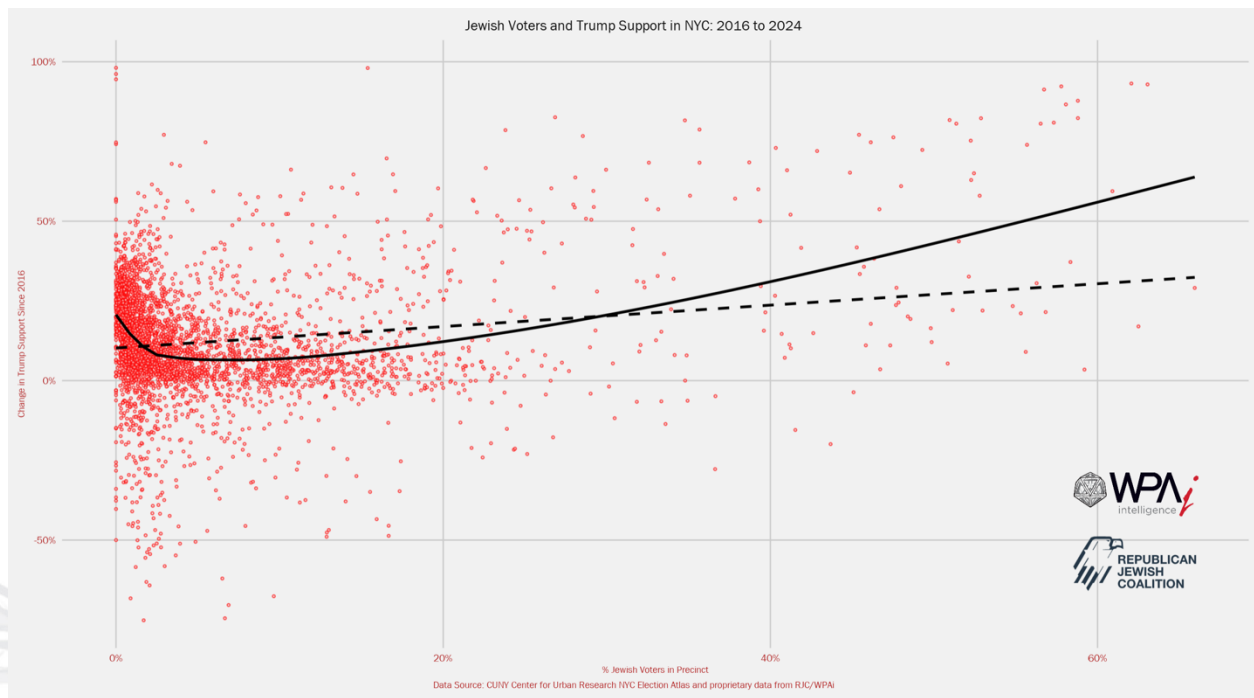
There were large gains in virtually every major Jewish neighborhood of any variety. Much of South Brooklyn was a sea of red. Orthodox neighborhoods like Boro Park, Williamsburg, Midwood, Kew Gardens, and Riverdale, and the ex-Soviet Jewish Brighton Beach, saw excellent Trump performance. Even smaller Jewish areas around major Jewish institutions in more mixed surroundings like Chabad's headquarters or Yeshiva University turned red or almost so.

For more information, see [Armin Rosen's excellent article in Tablet](#), which details Trump's gains in Jewish neighborhoods across the city.

With so many diverse Jewish neighborhoods in New York, among a great many overall, these shifts lend themselves well to quantitative analysis. **Below we see huge and consistent gains in the correlation between Jewish population percent and Trump support.**



Similarly, the map below shows a powerful correlation between Jewish population in a precinct and shift since 2016.



Orthodox Case Study: Lakewood, NJ

Lakewood, New Jersey, is the center of New Jersey Orthodox Life, and contains a massive Jewish community. While Trump won Lakewood by 50 points in 2016, in 2024 **the non-Trump vote almost entirely disappeared, with Trump winning by a whopping 76 points.**

County	Net Trump 2024	Net Trump 2020*	Net Trump 2016
Lakewood, NJ (All)	76%	65%	50%
Lakewood, NJ (Orthodox)	95%	NA	80%
Lakewood, NJ (Jewish Mixed)	79%	NA	38%

*Precinct-level results for 2020 were not available.

Modern Orthodox Case Study: Teaneck, NJ

Teaneck, a town which is [nearly half Jewish](#), and predominantly Modern Orthodox, also saw a massive rightward shift over the past two elections. The **extremely Jewish Precinct 11, which our models show to be maximally Jewish, went from 45% Trump in 2016 to 73% Trump in 2024**, with Trump carrying 70% across the very Jewish precincts 10-12, where most of the synagogues are.

Overall, the town went from 21%-75% in 2016, to 36%-58% in 2024 – **A net shift of 32 points.**

Swing State Case Study: Oakland County, MI

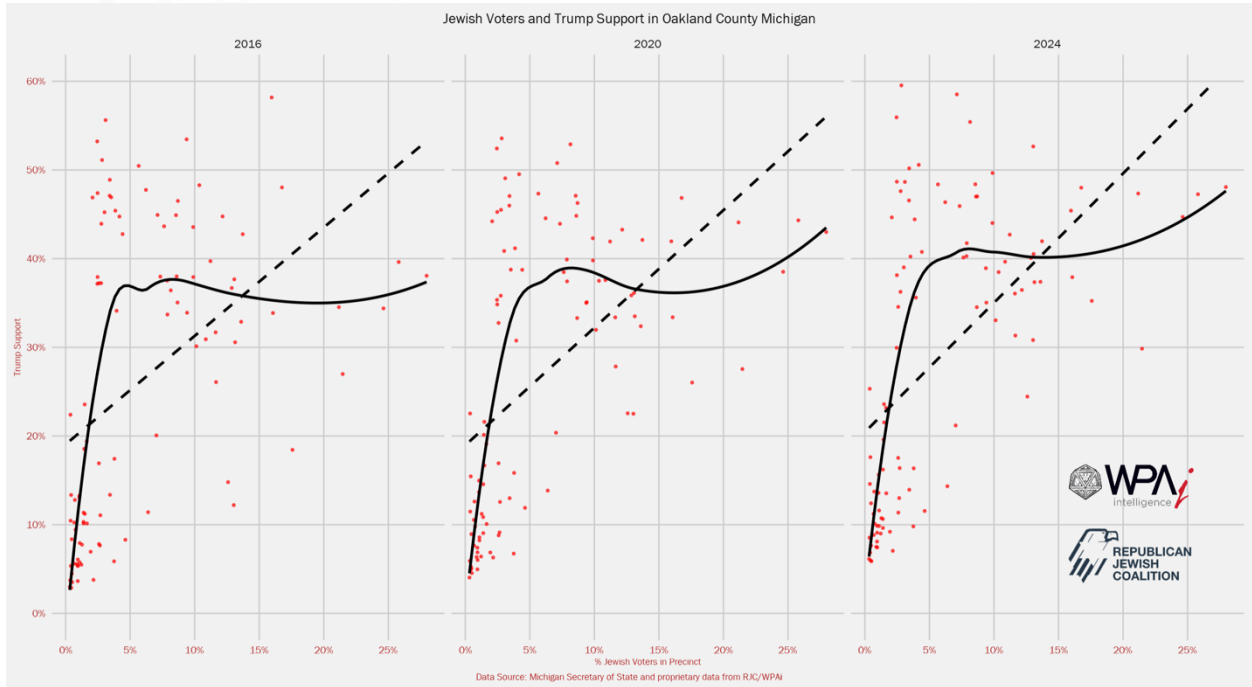
In the key state of Michigan, precinct results are already available, as are municipal totals. The strongest Jewish populations in Michigan are in Oakland County, including Oak Park, Southfield, and Bloomfield.

Unlike some of the heavily Jewish areas we have looked at elsewhere, these areas are less religious overall, much more liberal, and have a much smaller density of Jewish voters. While Harris still won these towns, **these shifts were significant. Oak Park moved a net 7 points towards Trump since 2020, Bloomfield 5 points, West Bloomfield 8 points, Southfield 5 points, and Southfield Township 1 point.**

The most Jewish precincts in the state, Oak Park 2-4, **moved a net 17, 17, and 15 points to Trump since 2016.**

County	Net Trump 2024	Net Trump 2020	Net Trump 2016
Oak Park Total	-57%	-64%	-68%
Bloomfield Township Total	-7%	-12%	-3%
West Bloomfield Township	-11%	-20%	-19%
Southfield Total	-70%	-75%	-77%
Southfield Township Total	-25%	-26%	-14%

And while the relationship did not move as extremely as in New York, the relationship between Jewish population and Trump vote has continued to steadily grow over the past three cycles.



Conclusion

Overall, the results are clear. From the highest quality polling to the most granular of neighborhood analysis, it is apparent that Trump gained in overall Jewish support, even against a headwind of a realignment that traded heavily-Jewish socioeconomic and educational demographics for far less Jewish ones. His overall support among Jews was likely the highest in 36 years.

Furthermore, his increases in support was broad and diverse, both geographically and ethnically, but came especially among those who live the most Jewish lives and reside in the most Jewish communities.

The trend is apparent from Trump's near-unanimous support among Hasidic and Yeshivish Jews; to his rapid consolidation of the Modern Orthodox vote; to incremental gains even in more liberal Jewish areas such as Oak Park and Upper Manhattan. And so too is it diverse ethnically and geographically, occurring coast to coast and overrepresenting Persian and ex-Soviet Jewish communities.

Though Jews still often live in blue areas, their neighborhoods and communities are increasingly a major share of the red islands in blue seas.

In this election, we have seen how Jewish values vote, and increasingly, they vote red.

ABOUT WPA INTELLIGENCE

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin's 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) and Campaigns & Elections Magazine have awarded WPAi with 44 industry awards since 2019 alone. Among our Pollies are eight Best Use of Analytics and a Best in Show Pollie. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign.

We have also been honored with Pollie and Reed Awards for the Best Use of Data Analytics/Machine Learning, Innovation In Survey Research, Best Use of Social Science, Best Fundraising Technology, Best Use of Peer-To-Peer Texting, Best Use of Targeting for Mail, Best Use of New Digital Technology, Best Fundraising Technology, Best Use of Data Analytics/Machine Learning in Field, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solution.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections' Technology Leader of the Year. Amanda Iovino, Principal, Matt Knee, Chief Data Officer, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.