

- Statewide survey conducted August 4-8, 2016
 - Voters reached on land lines and cell phones
 - No interviews conducted on Shabbat
- 500 Jewish likely voters
- Random selection of people from the Florida voter file who have distinctive Jewish names, and self-identify as Jewish
- Margin of error: ± 4.4 percentage points at the 95 percent confidence interval

- Florida Jewish voters are a very Democratic base group. Party identification and voting patterns reflect the Democratic support among the national Jewish population.
- The primary difference between Florida Jewish voters and the national Jewish population is age: Jews in Florida are significantly older. They are also more affiliated with a particular Jewish denomination, and identify more as Reform or Conservative – and slightly less as Orthodox – than the national population.
- The top issues determining voters' decisions are the economy, ISIS and terrorism, and the Supreme Court. Israel and Iran are very low voting priorities.
- A majority of Florida Jewish voters support the Iran agreement, and there is overwhelming opposition to a temporary ban on Muslims entering the United States. On both issues, Florida Jews are more supportive of Clinton's position than the U.S. population.

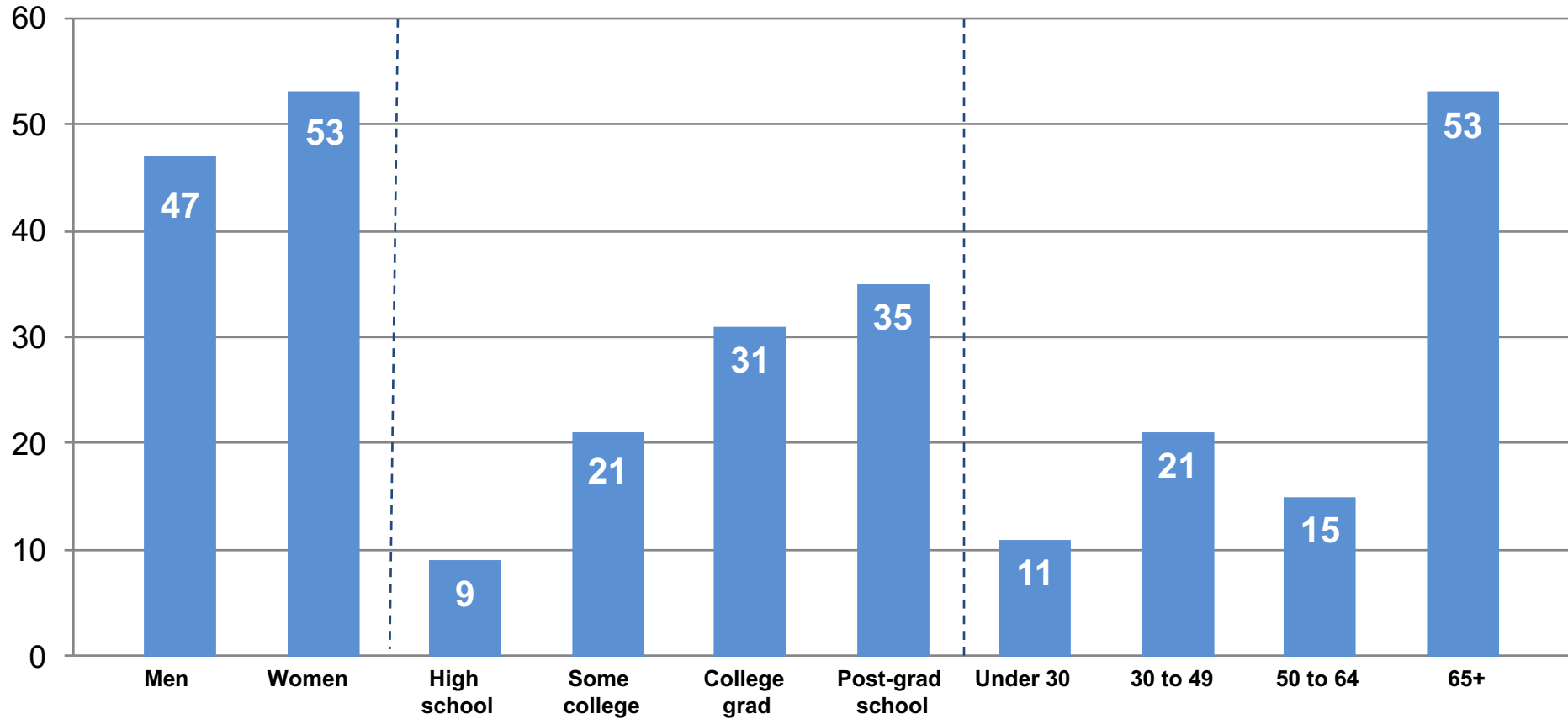
- Clinton, Obama, and the Democratic Party receive very strong marks, while attitudes toward Trump and the Republican Party are very negative.
- Clinton holds a 43-point lead over Trump (41 points in the 2-way vote), highly consistent with the historical margin that Democratic presidential candidates have maintained since exit polling began in 1972.
- Voters are very locked in along partisan lines. Reactions to messages for and against both presidential candidates break down largely according to party identification, and Clinton's messages are much stronger than Trump's.
- Clinton's strongest positive messages center on equal opportunity, women, and the high stakes in the election. All the messages against Trump receive comparable (and very strong) reactions. None of Trump's messaging resonates.
- After hearing messages from both candidates, there is no movement from voters' initial vote preference, reflecting how locked in voters currently are. Even after receiving no messages for Johnson or Stein, the vote share for these small parties is unchanged.



The Florida Jewish Electorate

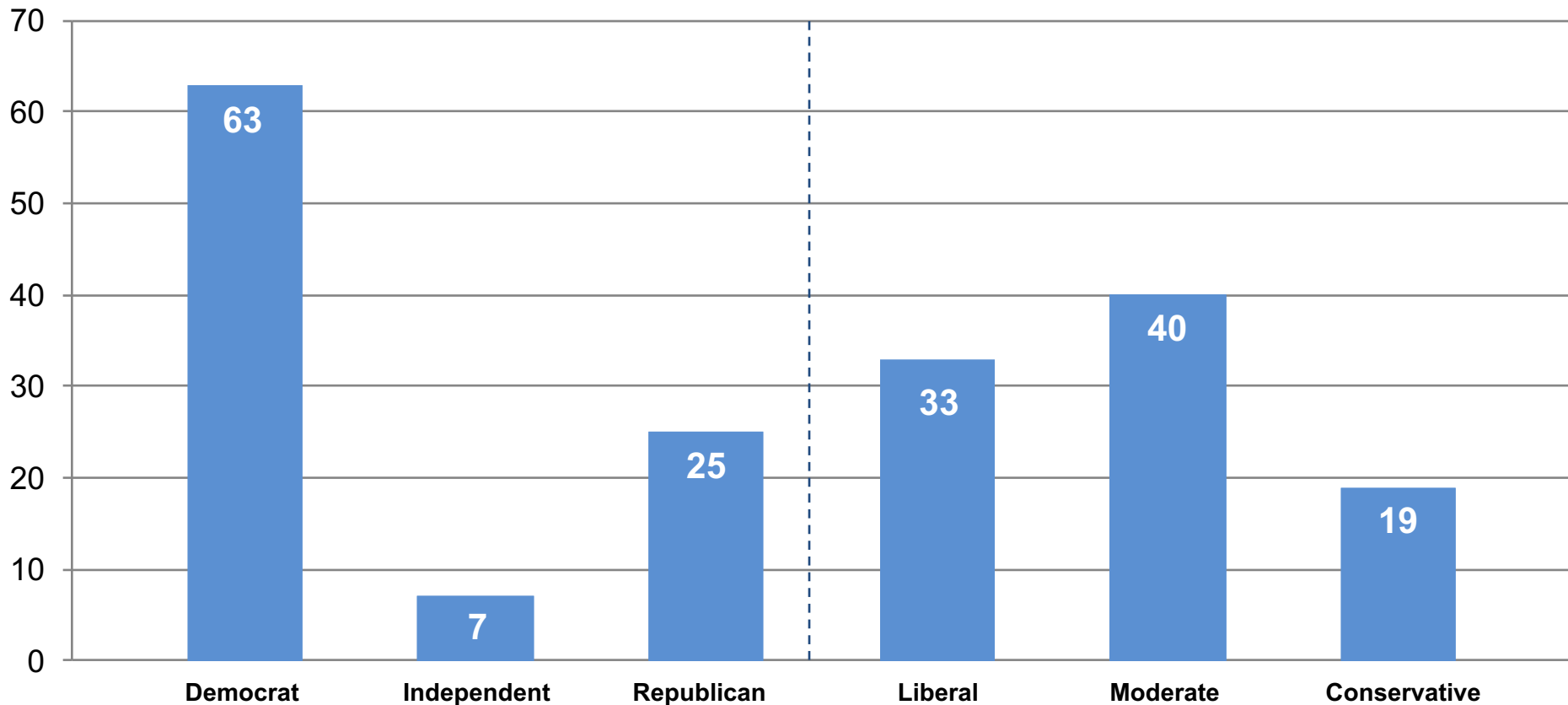
Florida Jewish Voters are Older, Well-Educated, Female

Figure 5



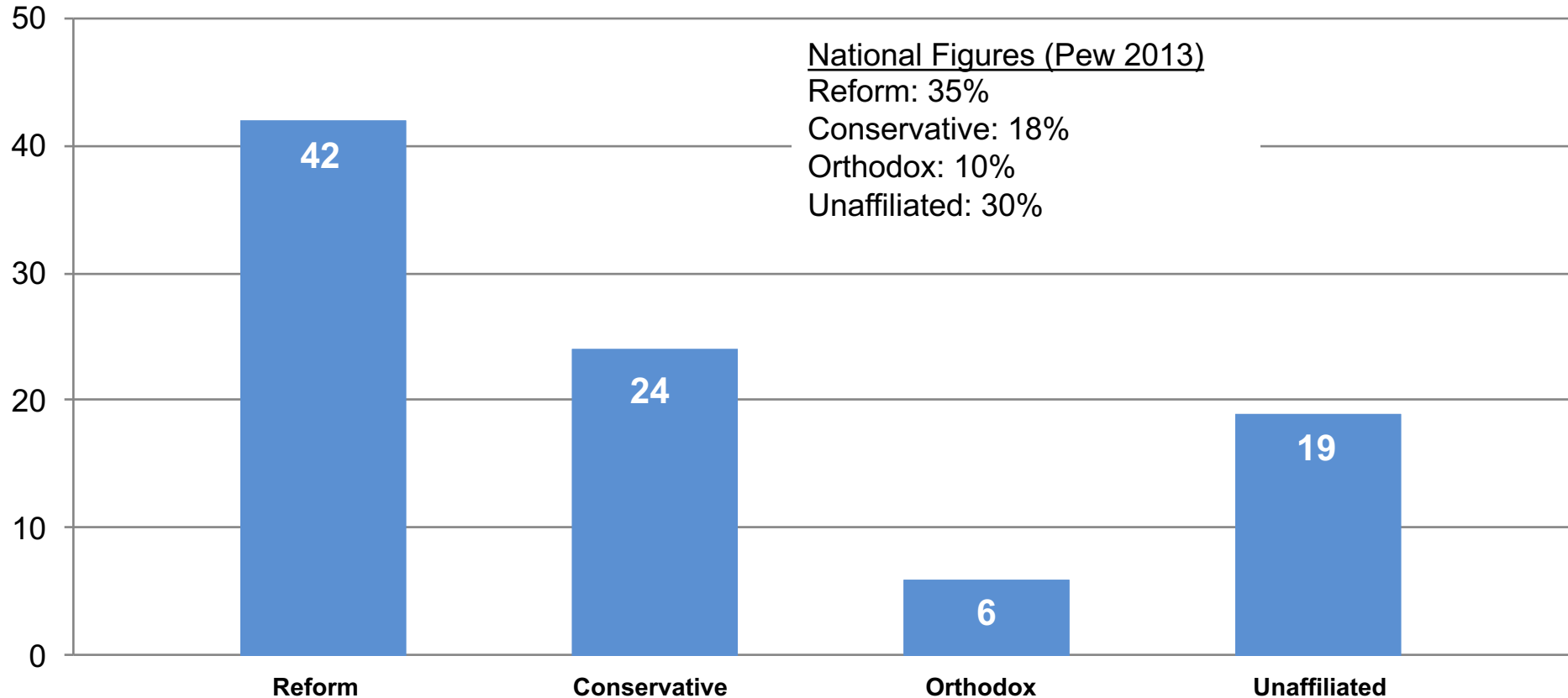
Florida Jewish Voters Constitute a Base Democratic Constituency

Figure 6



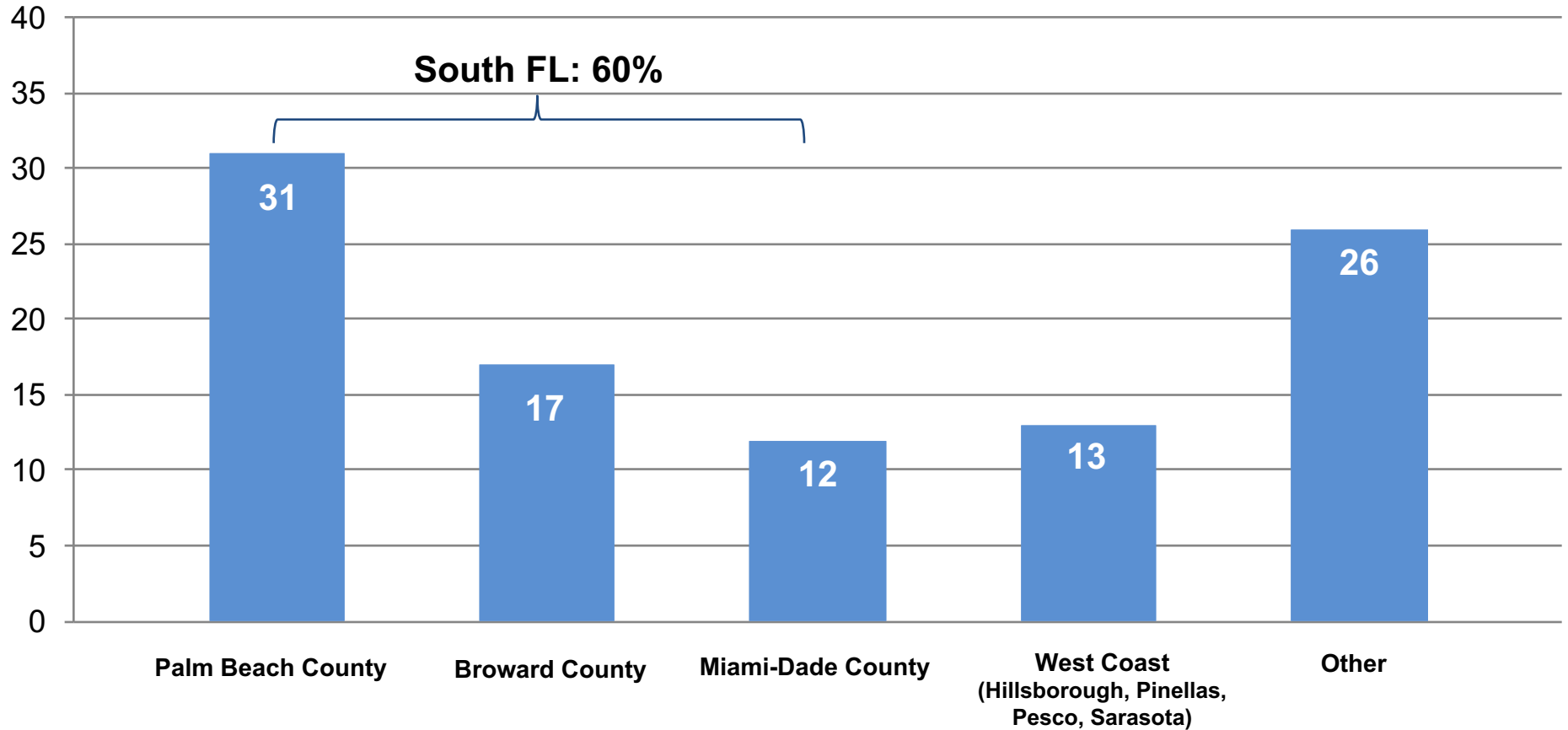
Reform and Conservative Denominations Exceed Nat'l Average

Figure 7



Most Florida Jewish Voters are Concentrated in South FL

Figure 8





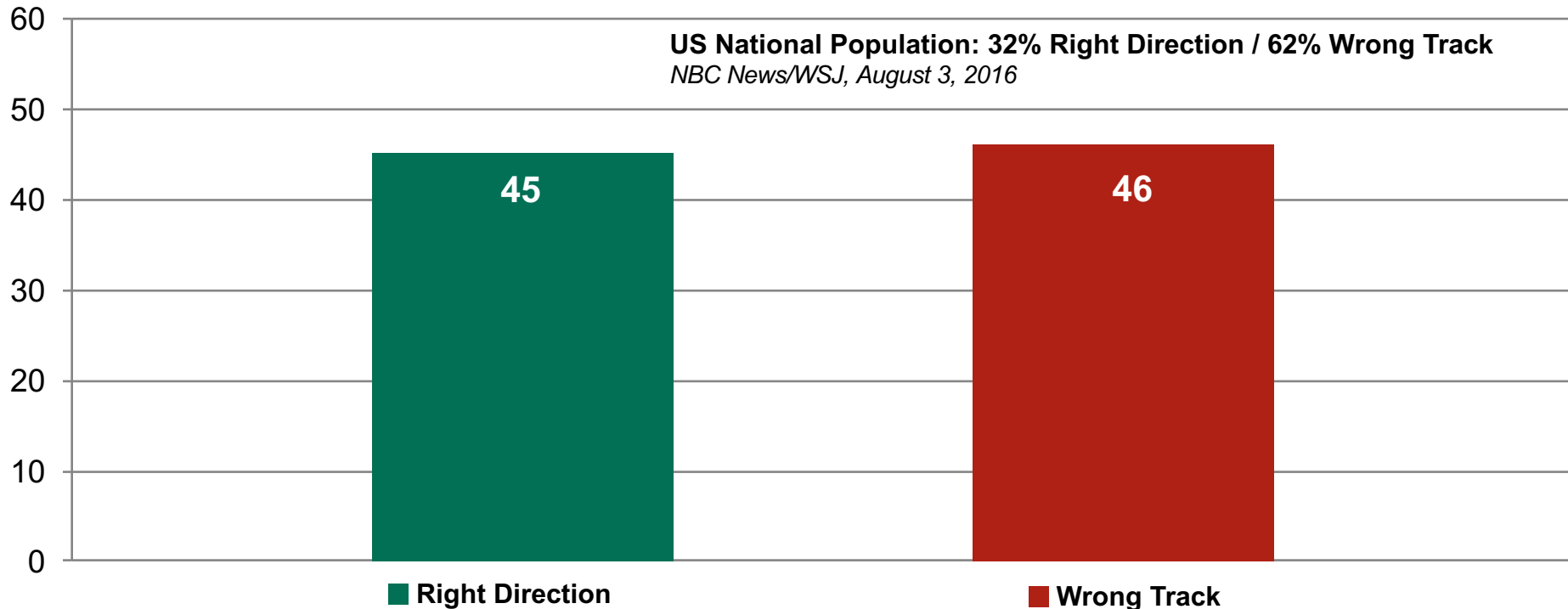
Mood/ Partisan Environment

Not a Change Environment; Much Different than U.S. Population

Figure 10



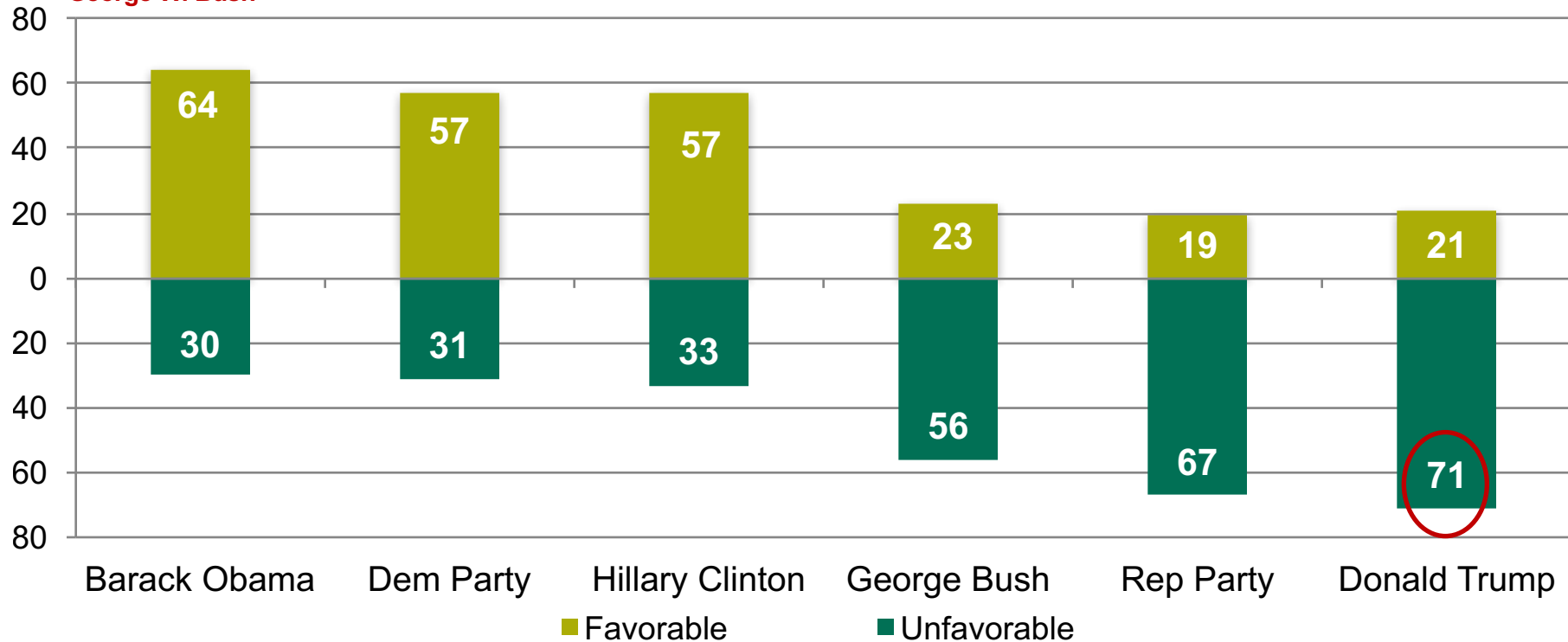
Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Democrats are Popular; Strong Personal Opposition to Republicans

Figure 11

Q Now, I'd like to rate your feelings toward some people or organizations with one hundred meaning a very warm, favorable feeling; zero meaning a very cold, unfavorable feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so: **Barack Obama, Democratic Party, Republican Party, George W. Bush**

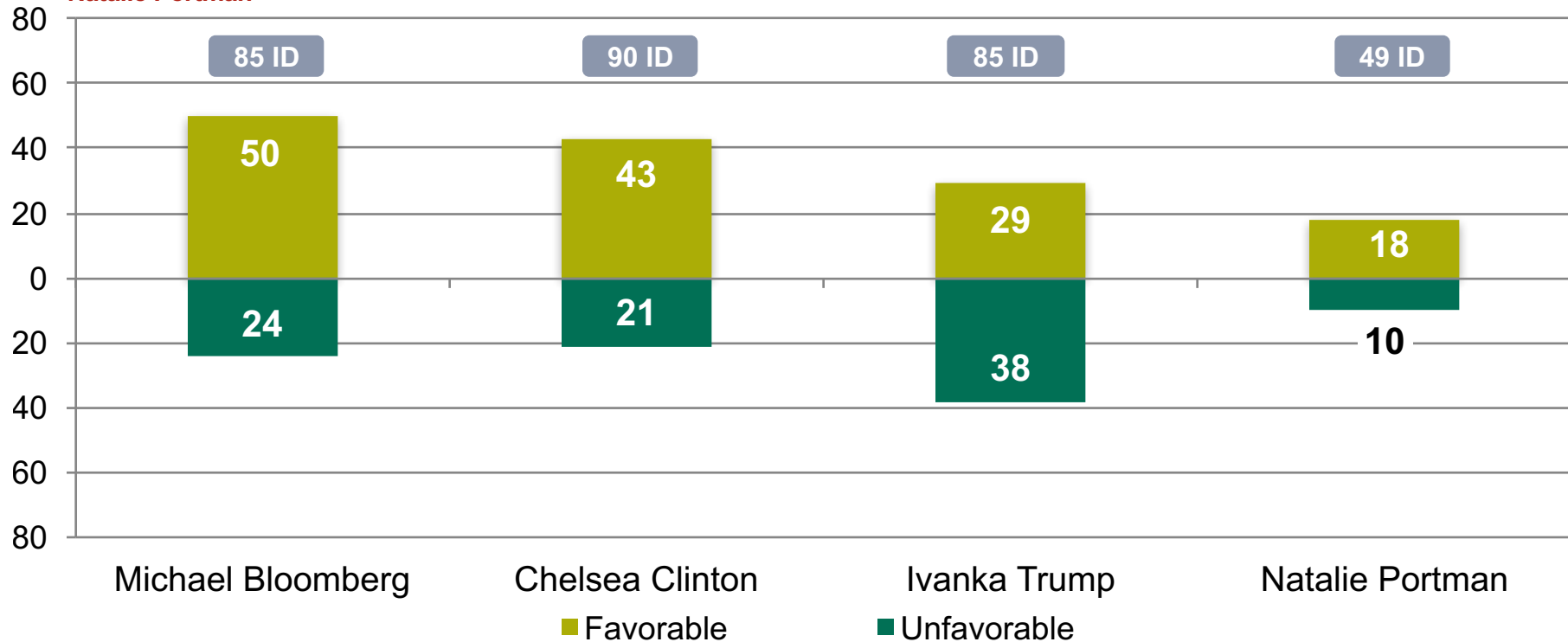


Bloomberg, Chelsea Clinton are Strong Surrogates

Figure 12



Now, I'd like to rate your feelings toward some people or organizations with one hundred meaning a very warm, favorable feeling; zero meaning a very cold, unfavorable feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so: **Chelsea Clinton, Michael Bloomberg, Ivanka Trump, Natalie Portman**





Issue Environment

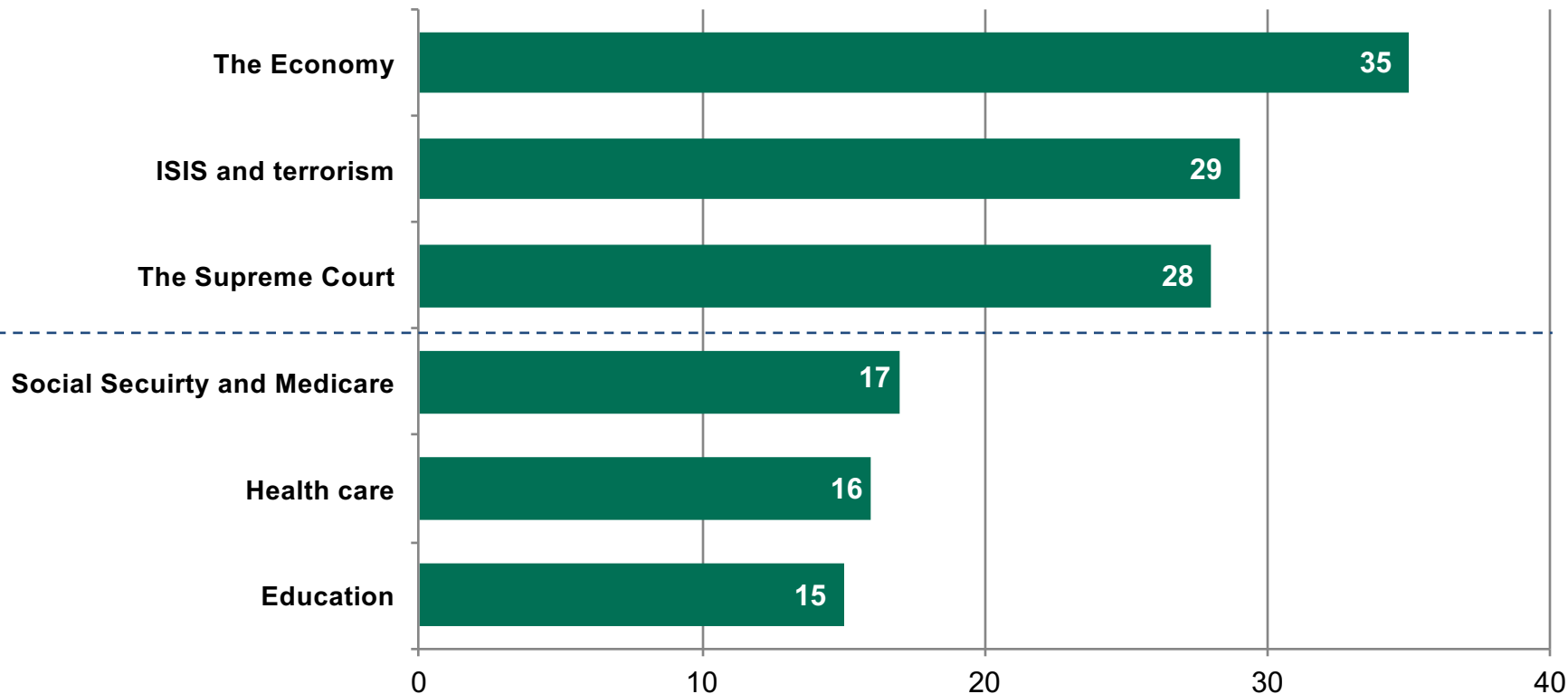
Economy, ISIS/Terrorism, and Supreme Court are Top Voting Issues

Figure 14



Now, I am going to read you a list of issues facing our country today. Please tell me, which TWO of these issues are the most important for you in deciding your vote in the Presidential election between Hillary Clinton and Donald Trump.

■ Top 2 Most Important Issues

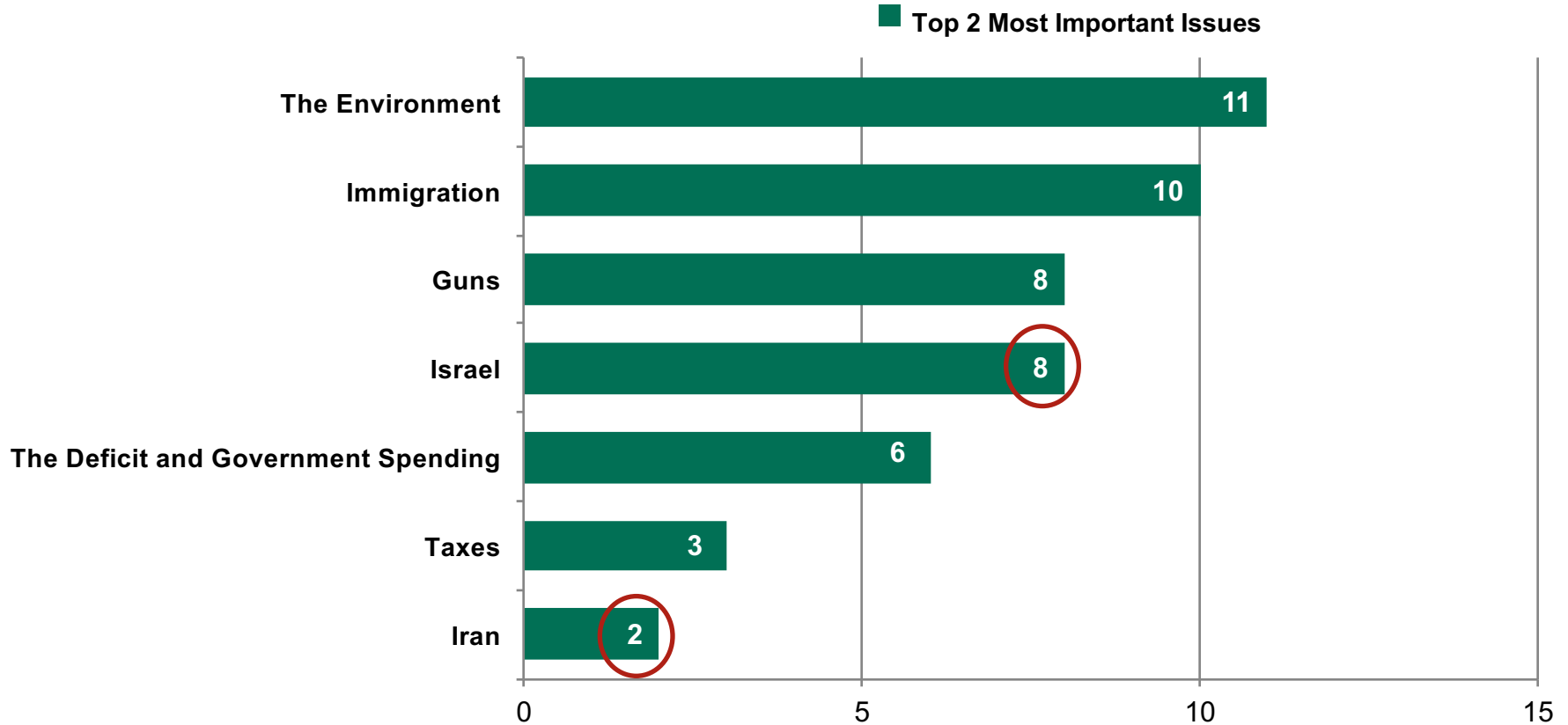


Israel and Iran are Lower Tier Issues

Figure 15



Now, I am going to read you a list of issues facing our country today. Please tell me, which TWO of these issues are the most important for you in deciding your vote in the Presidential election between Hillary Clinton and Donald Trump.



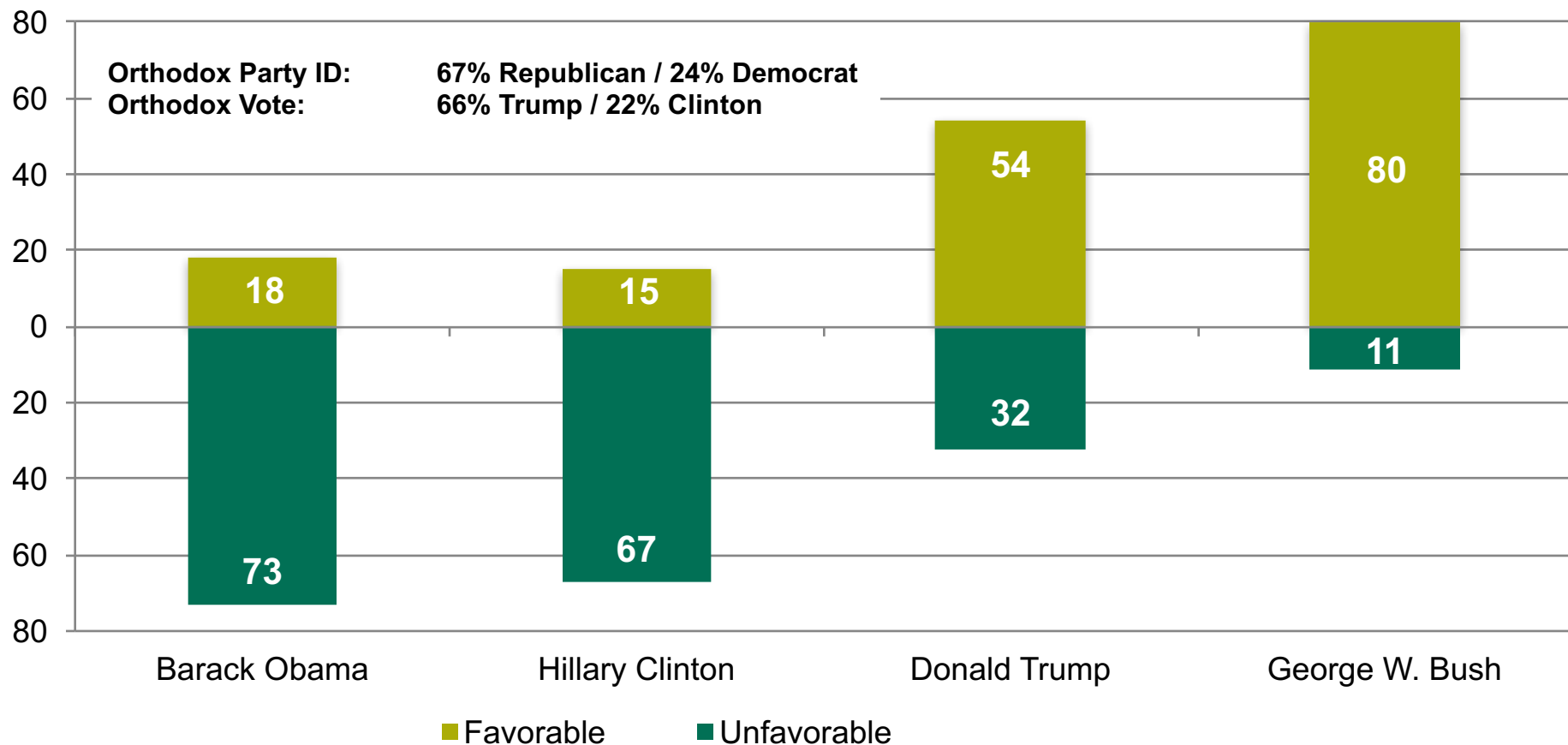
Only Orthodox Voters Prioritize Israel

Figure 16

	Reform (42% of pop)	Conservative (24% of pop)	Orthodox (6% of pop)	Unaffiliated (19% of pop)	Non-Orthodox Combined (88% of pop)
Economy	31	37	35	42	35
ISIS/Terrorism	31	28	38	29	29
Supreme Court	29	28	25	28	29
Israel	4	9	46	6	6

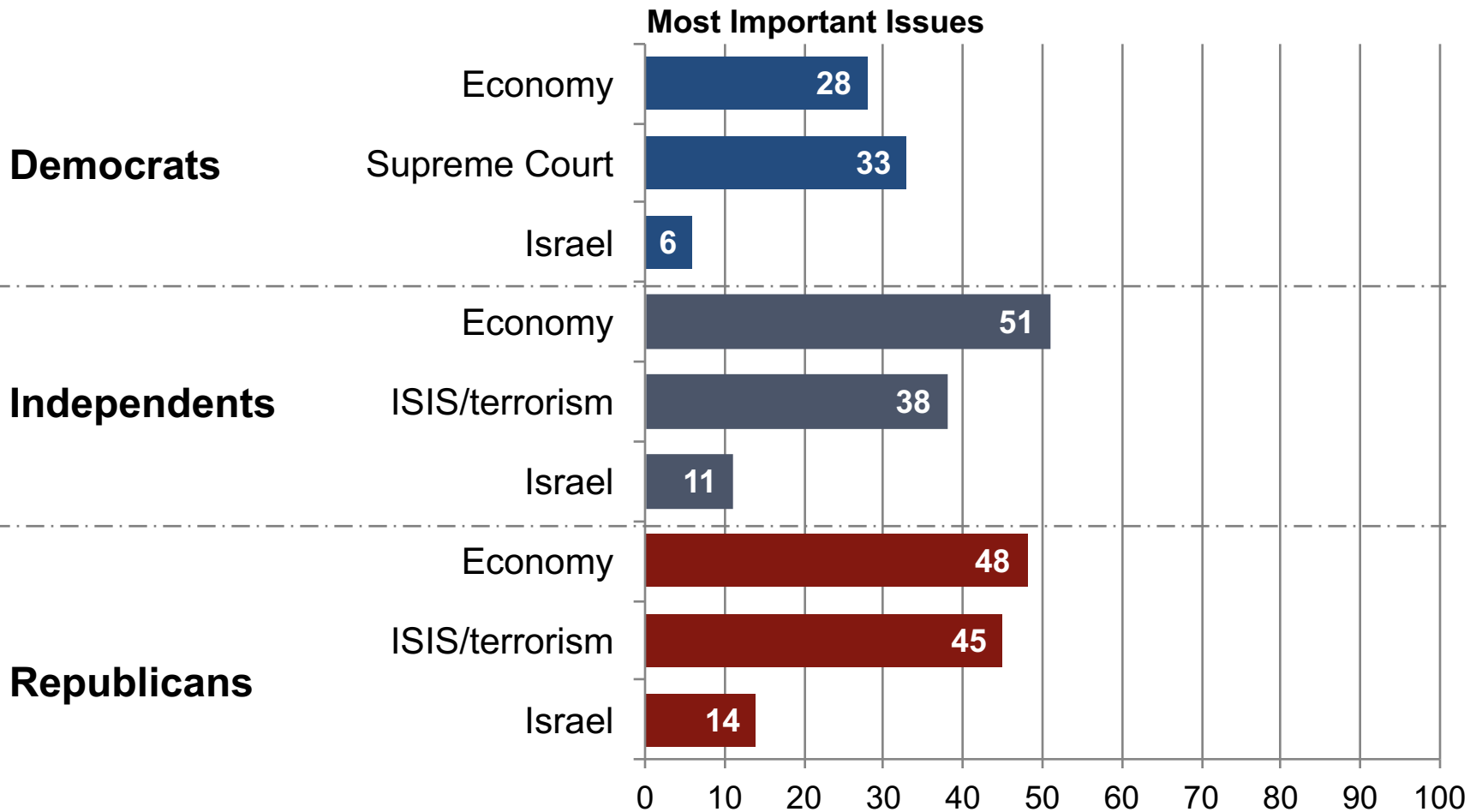
Orthodox Voters are Solidly Republican and Oppose Democrats

Figure 17



Economy is Top Issue for Republicans and Independents

Figure 18

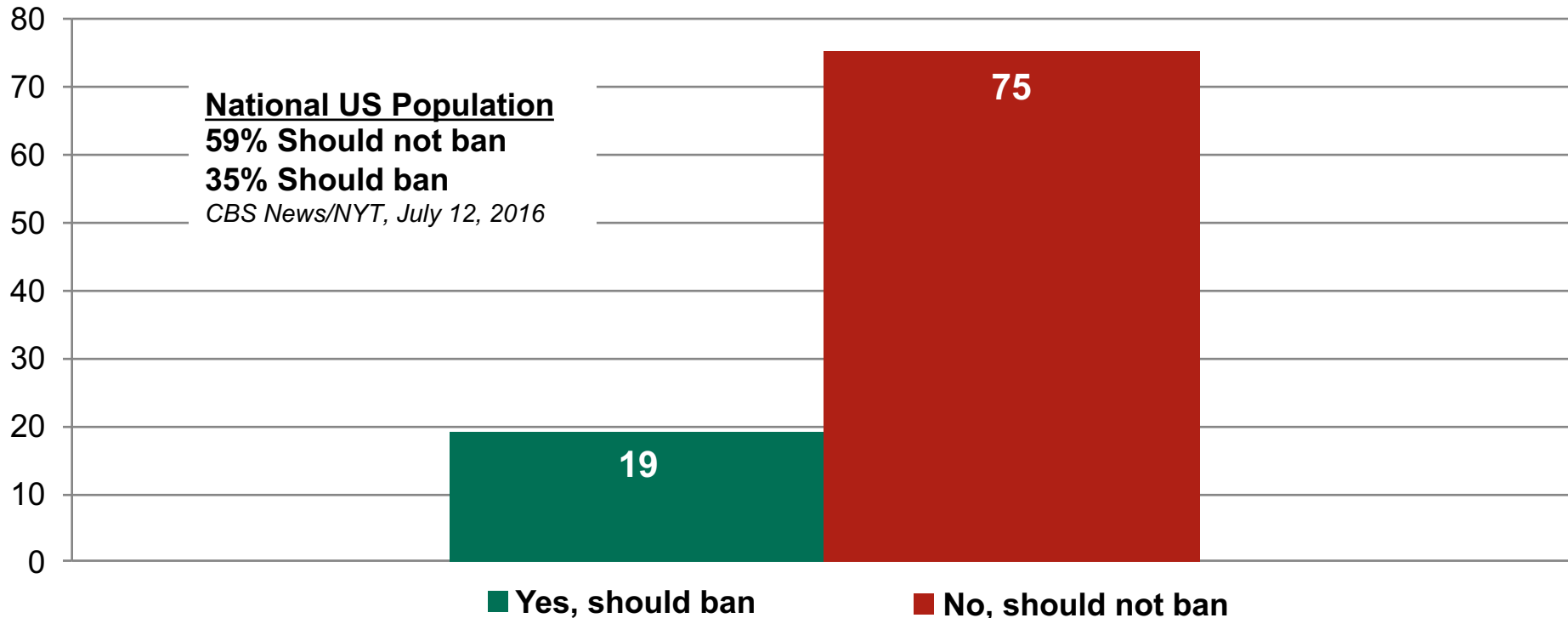


Strong Opposition to Muslim Ban; Exceeds U.S. Population

Figure 19



Do you think the U.S. should temporarily ban Muslims from other countries from entering the United States or not?

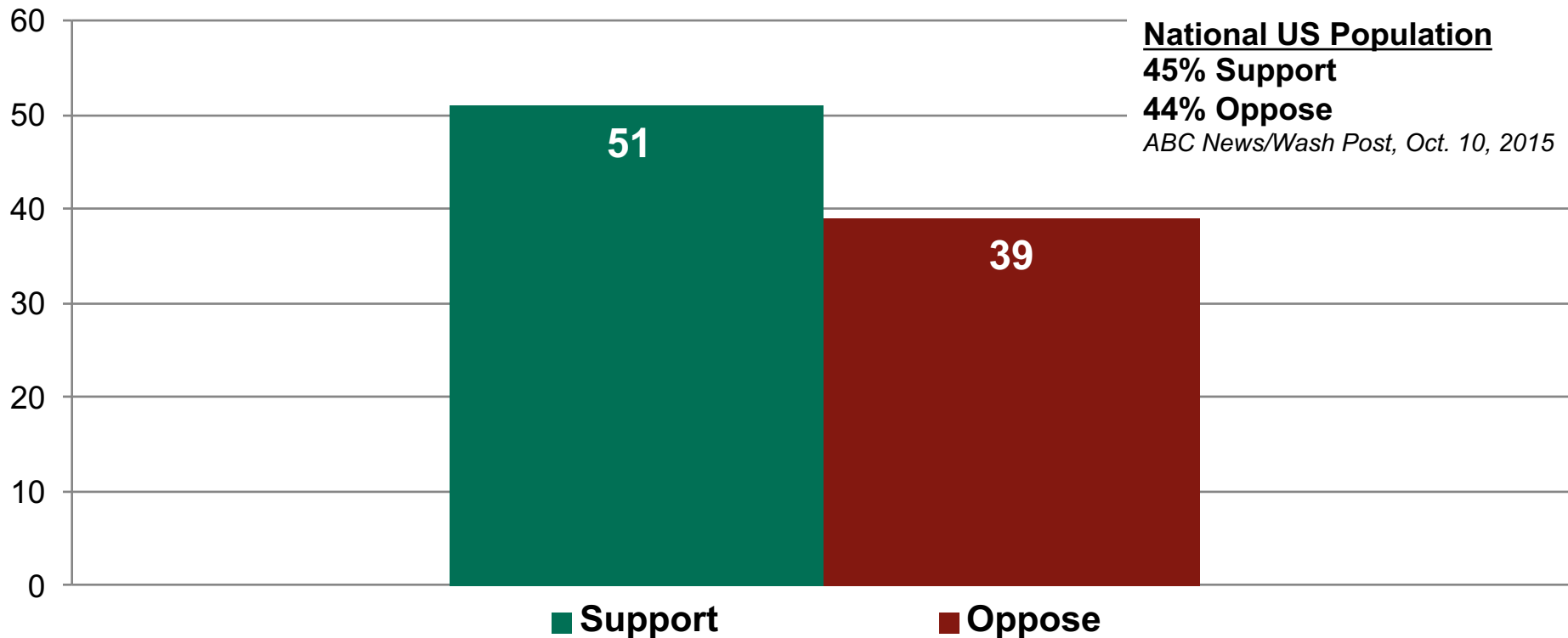


Majority Support for Iran Agreement; Exceeds U.S. Population

Figure 20



Do you support or oppose the agreement that the United States and other countries made one year ago to lift economic sanctions against Iran in exchange for Iran dismantling its nuclear weapons program and allowing international inspectors to monitor Iran's facilities?





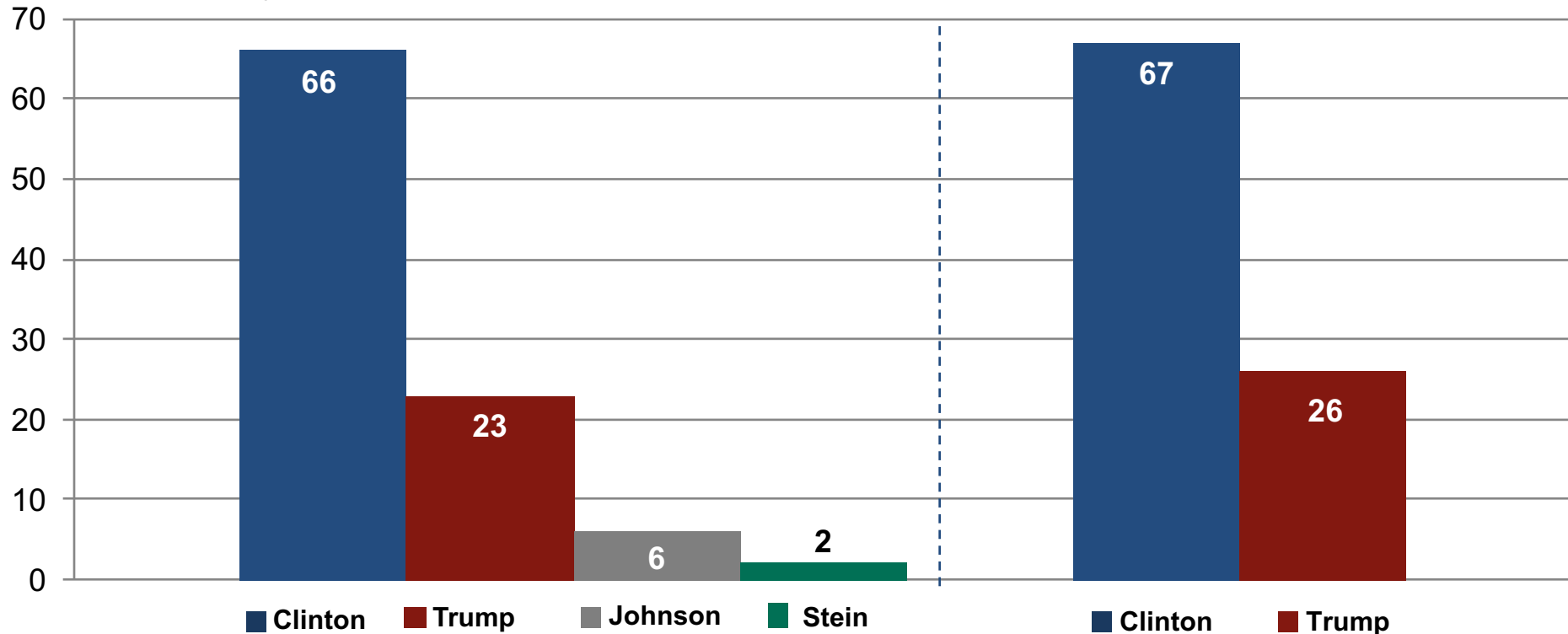
2016 Vote

Clinton Holds Massive Lead over Trump

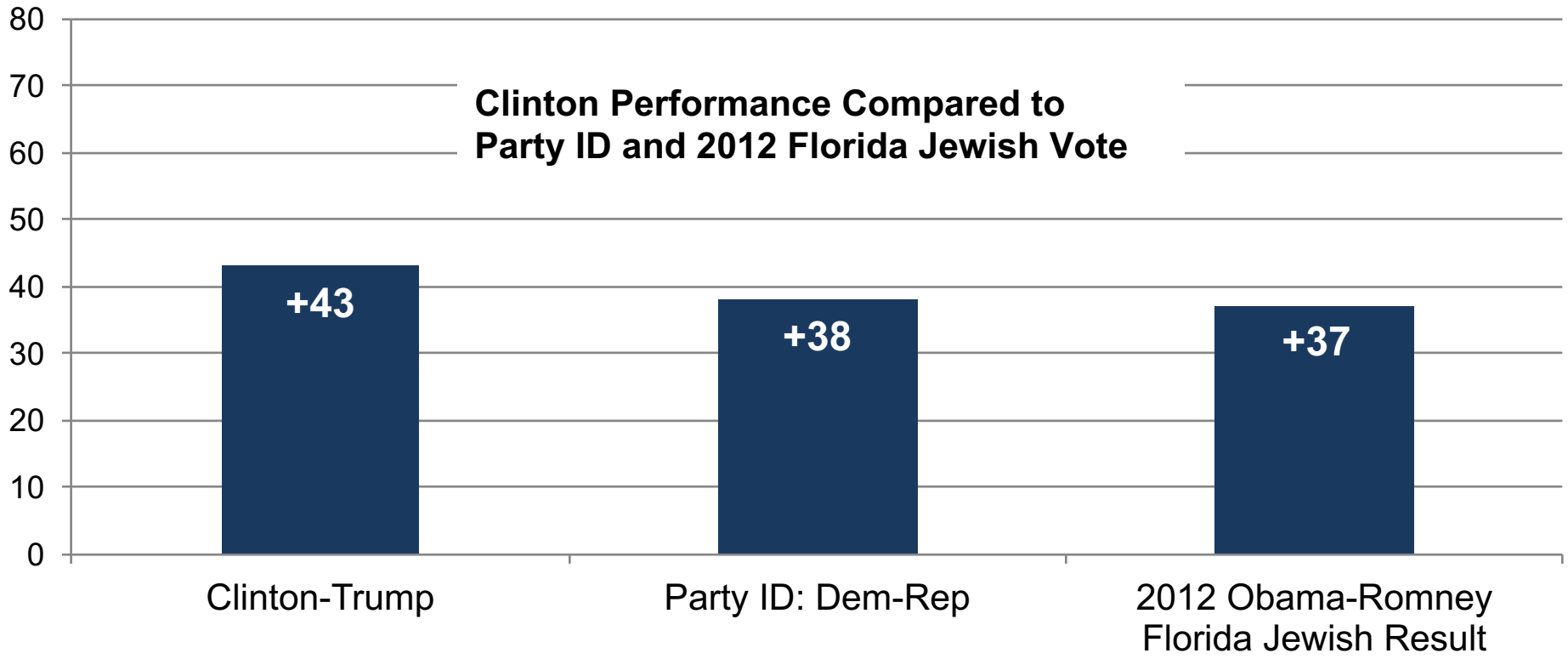
Figure 22



Thinking about the election for President in November, if the election for President were held today and the candidates were Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, and Green Party candidate Jill Stein for whom would you vote?



Clinton Outperforms Party ID and 2012 Vote



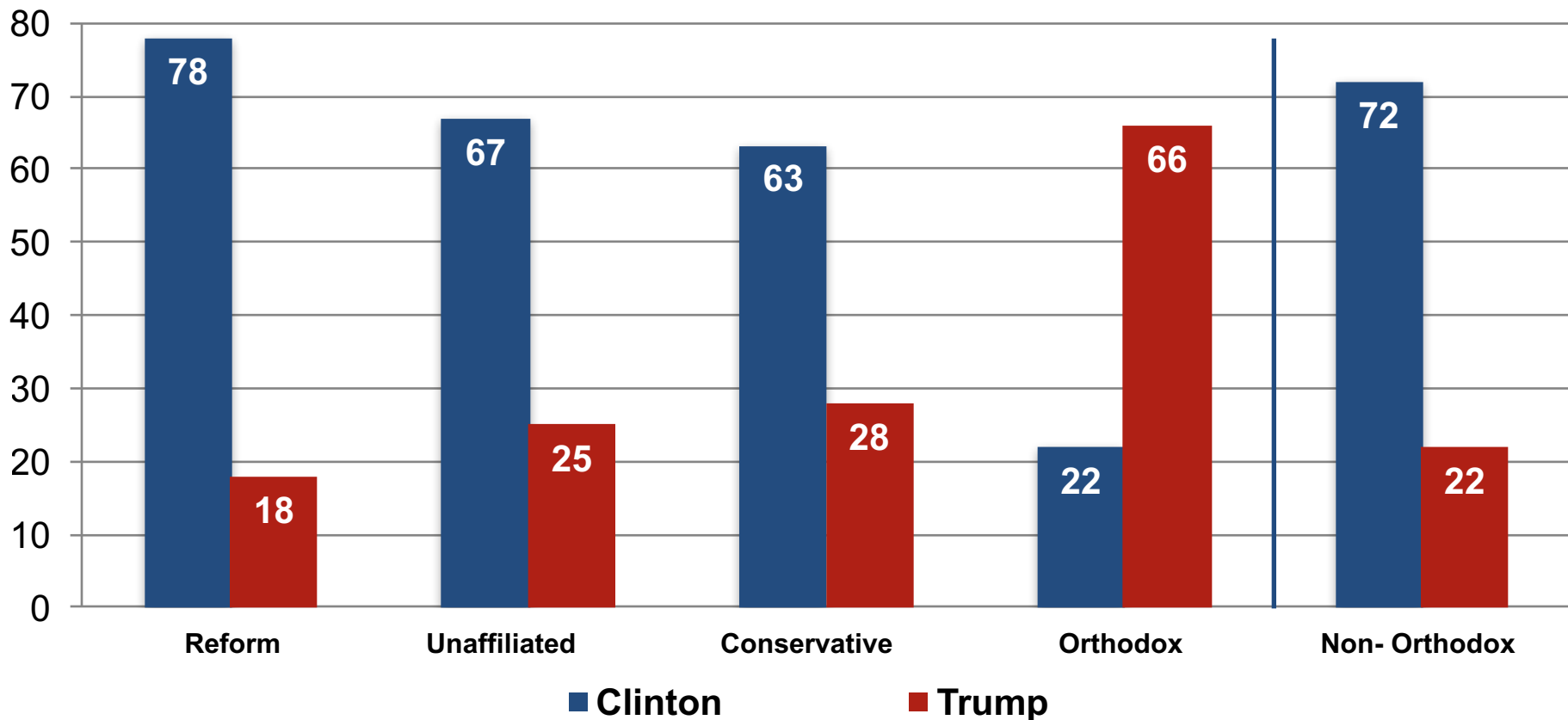
Clinton Performance Compared to Party ID and 2012 Florida Jewish Vote

Presidential Vote by Denomination

Figure 24



And if the candidates were just Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?

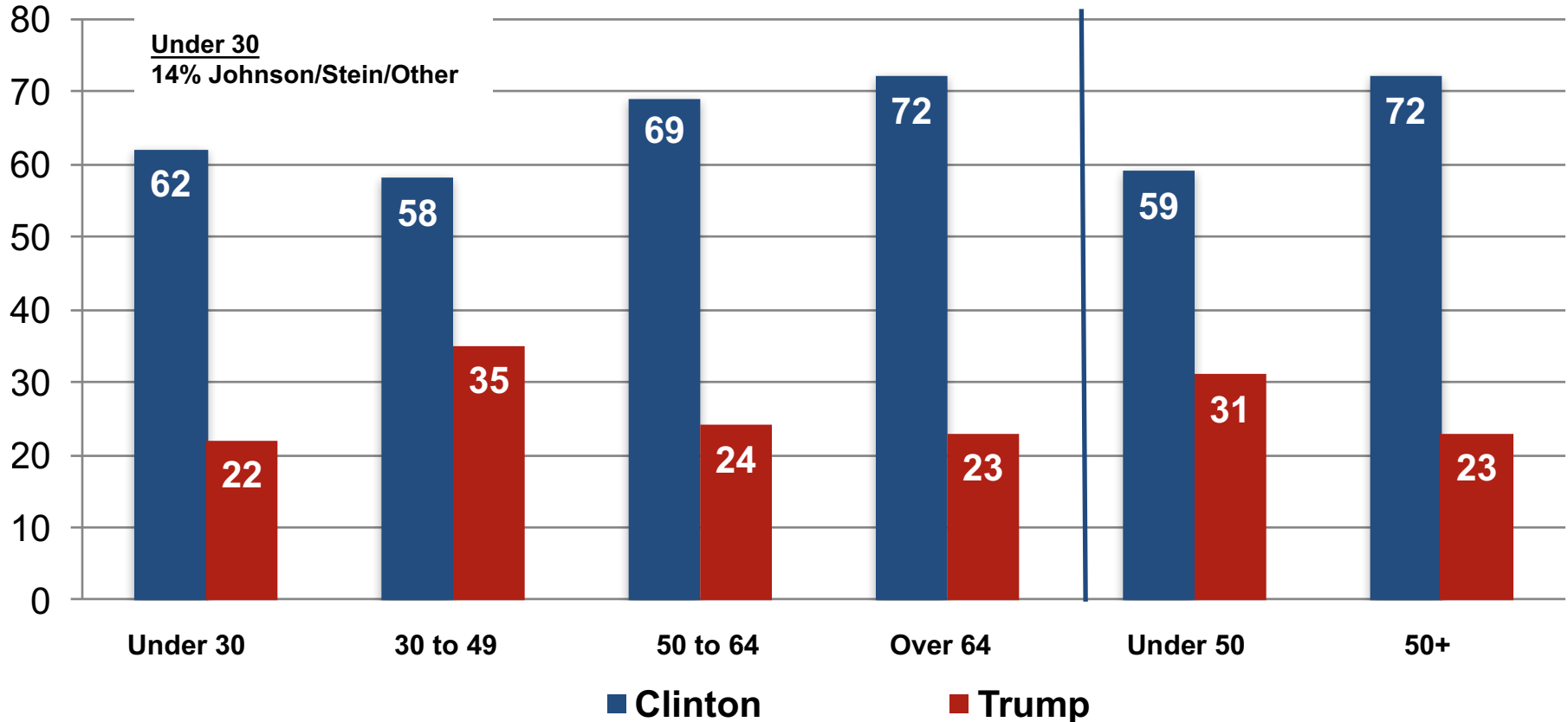


Clinton Very Strong with All Age Groups; Potential to Grow w/Younger Voters

Figure 25



And if the candidates were just Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?





Messages

Equality	Clinton believes all Americans should be treated equally regardless of where they come from, what they look like, how they worship, or who they love. But some people still face obstacles others do not, from discrimination in the workplace to lack of educational opportunities that make it harder to succeed. Clinton says it is time to make sure all Americans are treated with respect and have the opportunity to get ahead.
Women	Clinton has been on the front lines working for women's rights for decades, and she can now make history as America's first woman President. But electing Clinton is more than just a symbol - she is fighting in this campaign to guarantee equal pay for equal work, allow working women to care for a newborn child or a sick family member without losing a paycheck or risking their job, and make quality affordable childcare a reality.
High Stakes	The stakes in this election are very high, and the next President will determine the balance on the Supreme Court, the future of Obamacare, and whether we provide equal protections to all Americans regardless of their religion, race, or sexual orientation. Clinton will make sure that America builds on the progress our country has made in protecting our rights, and she will prevent extremists from taking us backward.
Track Record	Clinton has a proven track record of fighting for middle class families, standing up for kids, strengthening public schools, promoting women's rights, and improving America's standing around the world. She will be ready on day one to fight for an economy that serves all Americans and provide a steady hand on the national security challenges facing our country.

Equality with Jewish Values	<p>Jewish values teach us that we are all made in the image of the divine, and Clinton believes all Americans should be treated equally regardless of where they come from, what they look like, how they worship, or who they love. Clinton says it is time to make sure all Americans are treated with respect and have the opportunity to get ahead.</p>
Economy	<p>While the incomes of ordinary people have flat-lined and the incomes of the richest one percent continue to rise, it is time for the wealthy to pay their fair share. Clinton believes a strong middle class is the way to build a strong economy, and her economic plan makes improving the incomes of ordinary Americans our top priority, so everyone can benefit from the promise of America.</p>
Israel	<p>Clinton has been a steadfast supporter of Israel throughout her entire adult life. From the time she brought an Israeli literacy program to Arkansas to supporting aid to Israel as Senator from New York to negotiating a life-saving cease fire between Israelis and Palestinians as Secretary of State, Clinton has been an important link between Israel and the United States, and she has worked tirelessly to defend the Jewish State.</p>
Economy with Tikkun Olam	<p>Clinton is the candidate of Tikkun Olam, the Jewish value that teaches us to repair the world. While the incomes of ordinary people have flat-lined and the incomes of the richest one percent continue to rise, Clinton's economic plan makes improving the incomes of ordinary Americans our top priority, so everyone can benefit from the promise of America.</p>

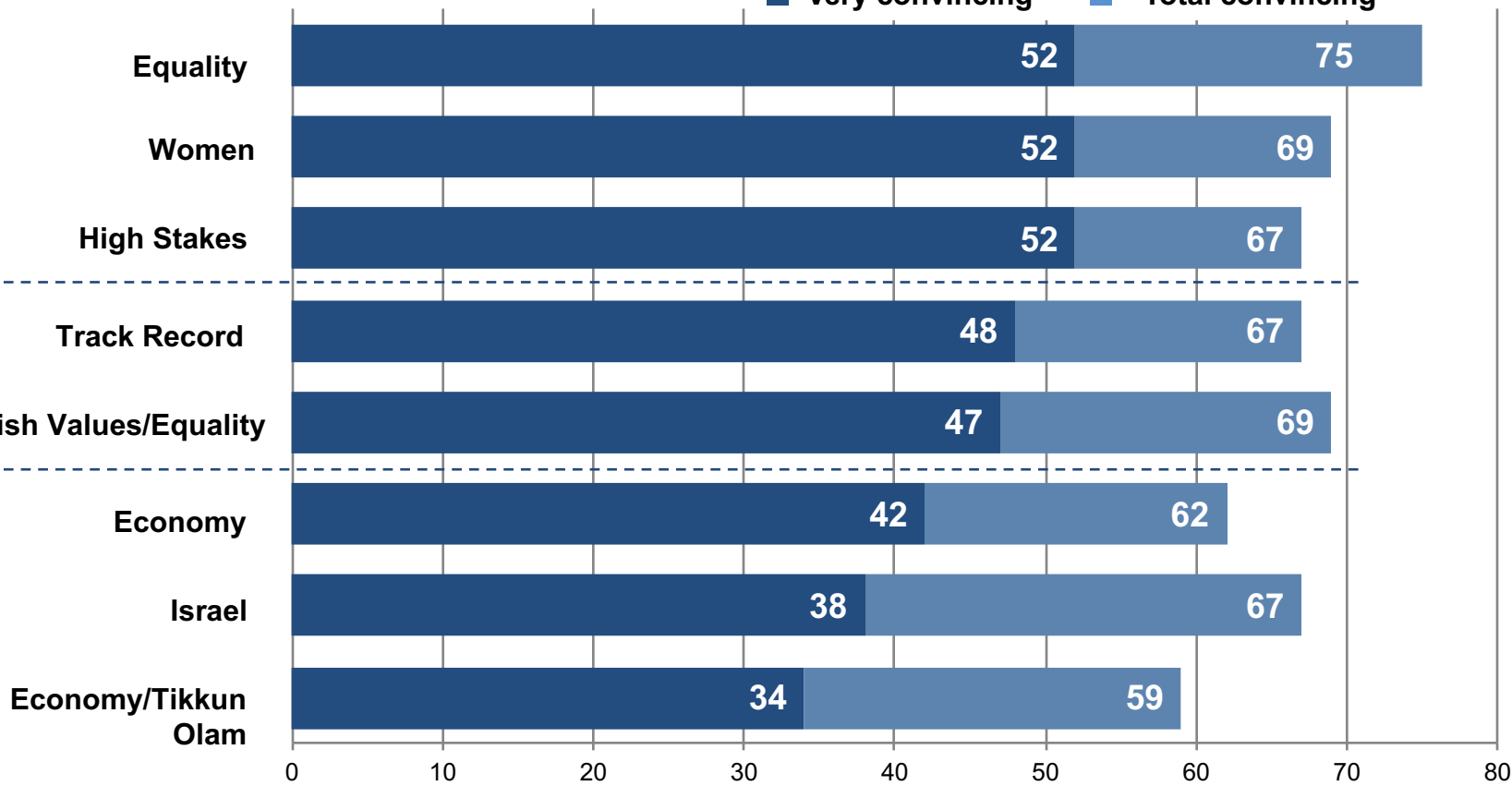
Equality, Women's Rights, High Stakes are Strongest Messages

Figure 29



Now let me read you a series of statements that could be used to describe Hillary Clinton. For each statement, please tell me whether this a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support Hillary Clinton for President.

■ Very convincing ■ Total convincing



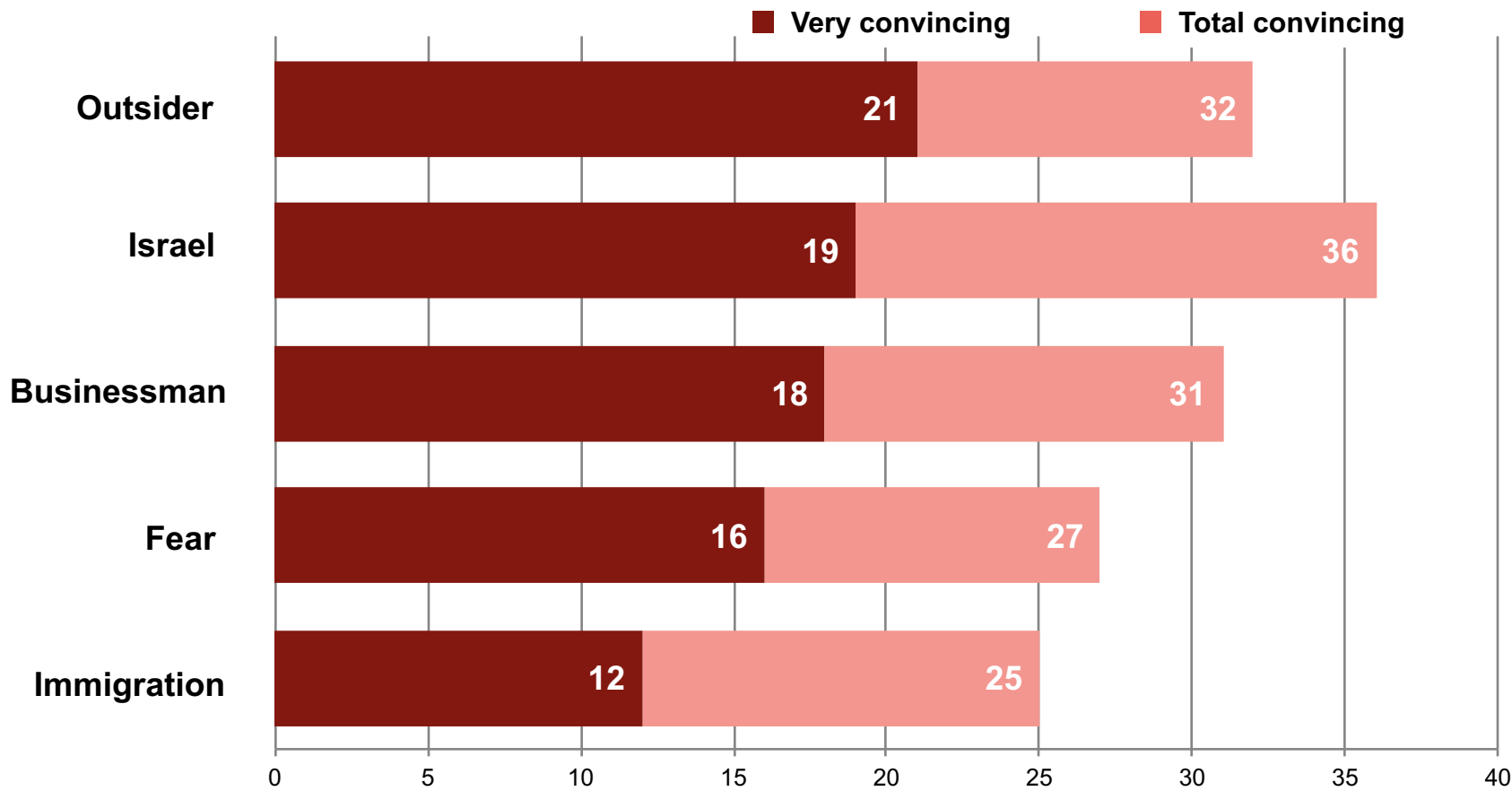
Outsider	Trump is an outsider who is not afraid to say what needs to be said. Unlike typical politicians who are in the hands of special interests, Trump does not owe political favors to anybody. He says that we have too much political correctness in this country, and he will do what it takes to defeat ISIS, end illegal immigration, and make America respected again by our enemies who feel they can walk all over us.
Israel	Trump is a true friend of Israel and served as the Grand Marshal of the 40th Salute to Israel Parade in New York. Trump says that his number one priority will be to dismantle the disastrous Iran nuclear deal, and he will end the days of Israel being a second class citizen. He will show that the United States stands with Israel, and finally move the American embassy to the eternal capital of the Jewish people, Jerusalem.
Businessman	Trump will bring his incredible success in the business world to fix a broken government and make America great again. For too long, Washington has made terrible decisions that serve campaign donors instead of the American people, wrecking our economy, losing trade wars to China, and allowing illegal immigration to flow into our country. We need someone who will take the tough decisions to make real change.
Fear	With ISIS striking around the world, militant movements like Black Lives Matter instigating violence against police, and illegal immigrants sneaking into the country and killing Americans, we need to instill law and order. Trump is the only candidate who is willing to provide the strong leadership required, and break the rules if need be, to restore order and make America great again.
Immigration	Trump says that a nation without borders is not a nation, and we must build a wall to stop Mexico from exporting crime and poverty across our borders. And we will make Mexico pay for the wall because they are responsible for illegal immigration and have been taking advantage of us for years. We will use our economic leverage and power to hold Mexico accountable, and finally make them pay to end the flow of

Trump Messages are Weak; Lag far Behind Clinton Messages

Figure 31



Now let me read you a series of statements that could be used to describe Donald Trump. For each statement, please tell me whether this a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support Donald Trump for President.



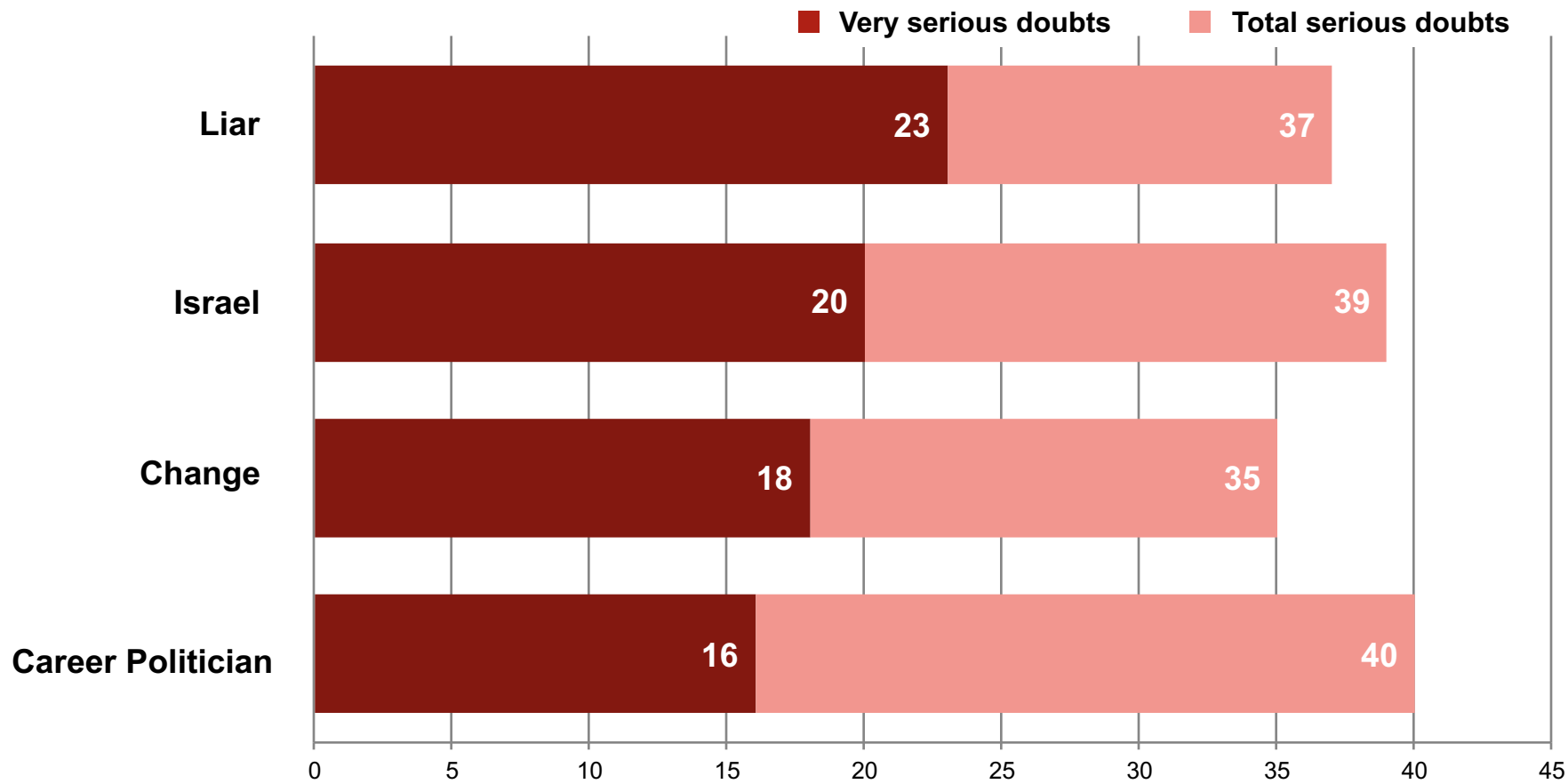
Liar	Crooked Hillary has been lying to us for decades, whether it is covering up her husband's affairs, falsifying what happened in Benghazi, or hiding documents from investigators in her illegal private email account that she created as Secretary of State. She lied to the FBI, and we simply cannot trust the presidency with someone who thinks laws don't apply to her.
Israel	The Obama administration repeatedly disrespected Israel and Prime Minister Netanyahu, and Clinton did nothing to defend Israel against Obama's misguided policies. Instead of standing up to Obama, Clinton was behind the disastrous Iran deal, she publicly criticized Netanyahu, and she made moral equivalences between Israel and the Palestinians.
Change	America needs to change direction, but Clinton thinks everything is great and she wants to continue Obama's failed path. With ISIS threatening our way of life, a failing economy, and an America that does not stand up for its allies like Israel, we cannot afford a third Obama term.
Career Politician	Clinton is a career politician who has spent decades serving campaign donors and special interests. She and her husband have taken millions of dollars from Wall Street banks, foreign governments, and criminals in exchange for access and favors that put big money ahead of the American people.

Anti-Clinton Messages Do Not Resonate

Figure 33



Now let me read you a few more statements about Hillary Clinton. This time, please tell me whether this description raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Hillary Clinton.



Women	Trump denigrates women, calling them fat pigs and bimbos, and he said that women who are harassed at work should find another career instead of reporting the abuse. He sends a terrible message to our daughters and sons, undermining the basic values we teach at home.
Temperament	Trump lacks the temperament to be President of the United States. His public swearing, mocking of disabled people, and bullying set the wrong example for our children and his erratic behavior disqualifies him from the Oval Office where America must have a responsible and steady hand during moments of crisis.
Anti-Semitism	Trump's attacks on Hispanics and Muslims have drawn the support of White Supremacist groups that target Jews. Instead of pushing these hate groups away from his campaign, the Trump campaign has accepted their support and even used an anti-Semitic image from a White Supremacist website.
Commander-in-Chief	Trump insults military families and is not fit to be our Commander-in-Chief. He publicly demeaned the mother of a U.S. soldier killed in action because she is Muslim and he attacked John McCain for becoming a prisoner of war. Trump got a phony exemption from serving in Vietnam and when asked to name sacrifices that he made for the country, Trump said that he built great buildings.

Anti-Trump Messages (continued)

**more Trump messages due to split samples*

Figure 35

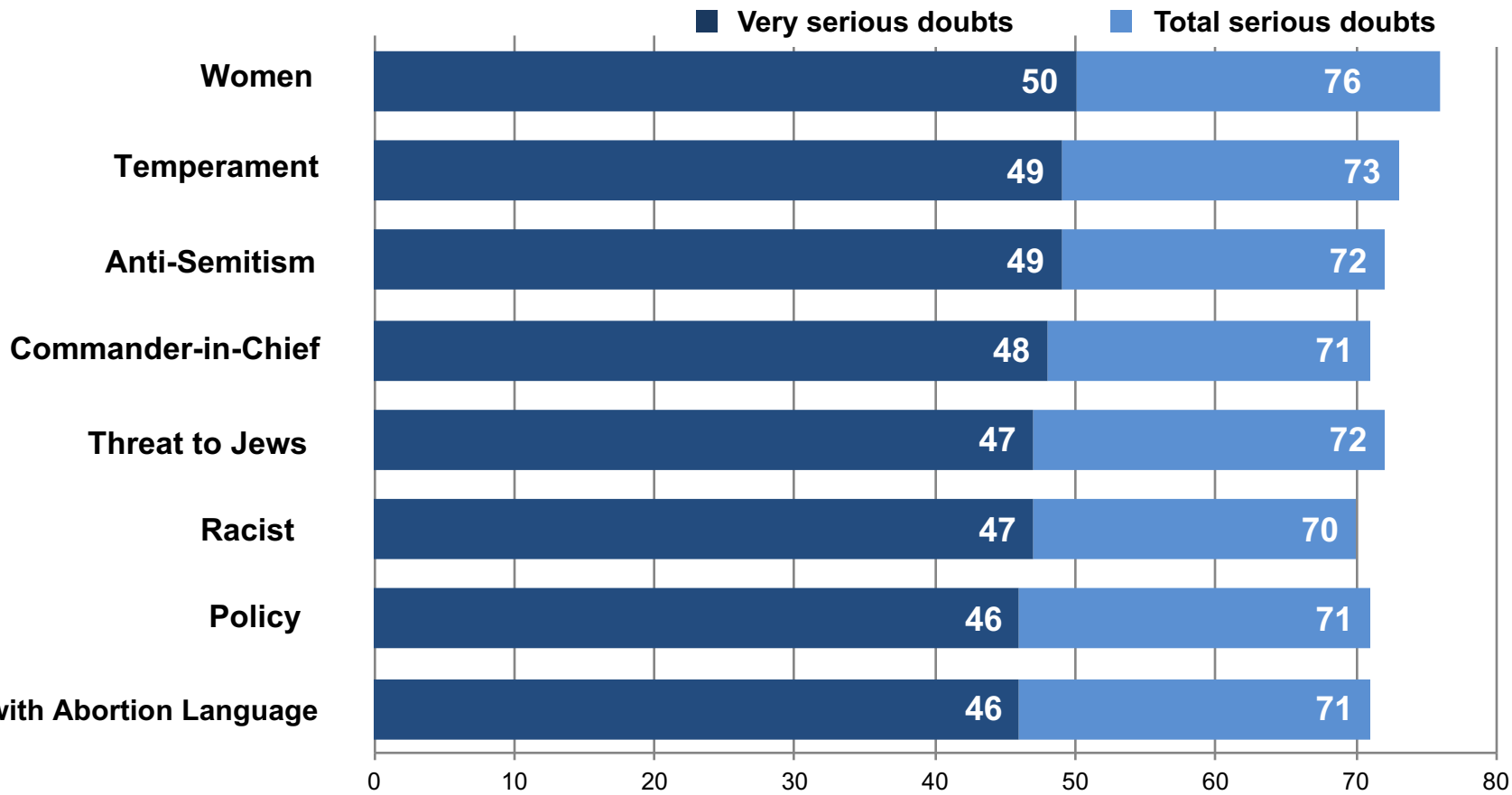
Threat to Jews	Trump's mocking of disabled people, calling Mexican immigrants rapists and criminals, and seeking a ban on Muslims from entering the U.S. is an assault on all minorities in America. Trump's attacks on minorities have brought White Supremacist groups out on social media and public venues, where they target Jews with anti-Semitic vitriol.
Racist	Trump talks about Muslims, immigrants, and women the way anti-Semites in Europe used to talk about Jews. Trump threatens and insults minorities, he says they don't belong here, and he wants the U.S. government to sign them up on a list so they can be tracked.
Policy	Trump's policies put the rich ahead of middle class families, drastically cut spending on education, and will take health care away from millions of Americans. He wants to reverse the course set forward by Obama, and return to the Republican policies that gave millions in tax cuts to the top one percent and drove us into recession.
Women (with abortion language)	Trump denigrates women, calling them fat pigs and bimbos. He said that women should be punished for having an illegal abortion, and that women who are harassed at work should find another career instead of reporting the abuse. Trump sends a terrible message to our daughters and sons, undermining the basic values we teach at home.

Critiques of Trump Receive Comparable Results

Figure 36



Now let me read you a few more statements about Donald Trump. This time, please tell me whether this description raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Donald Trump.

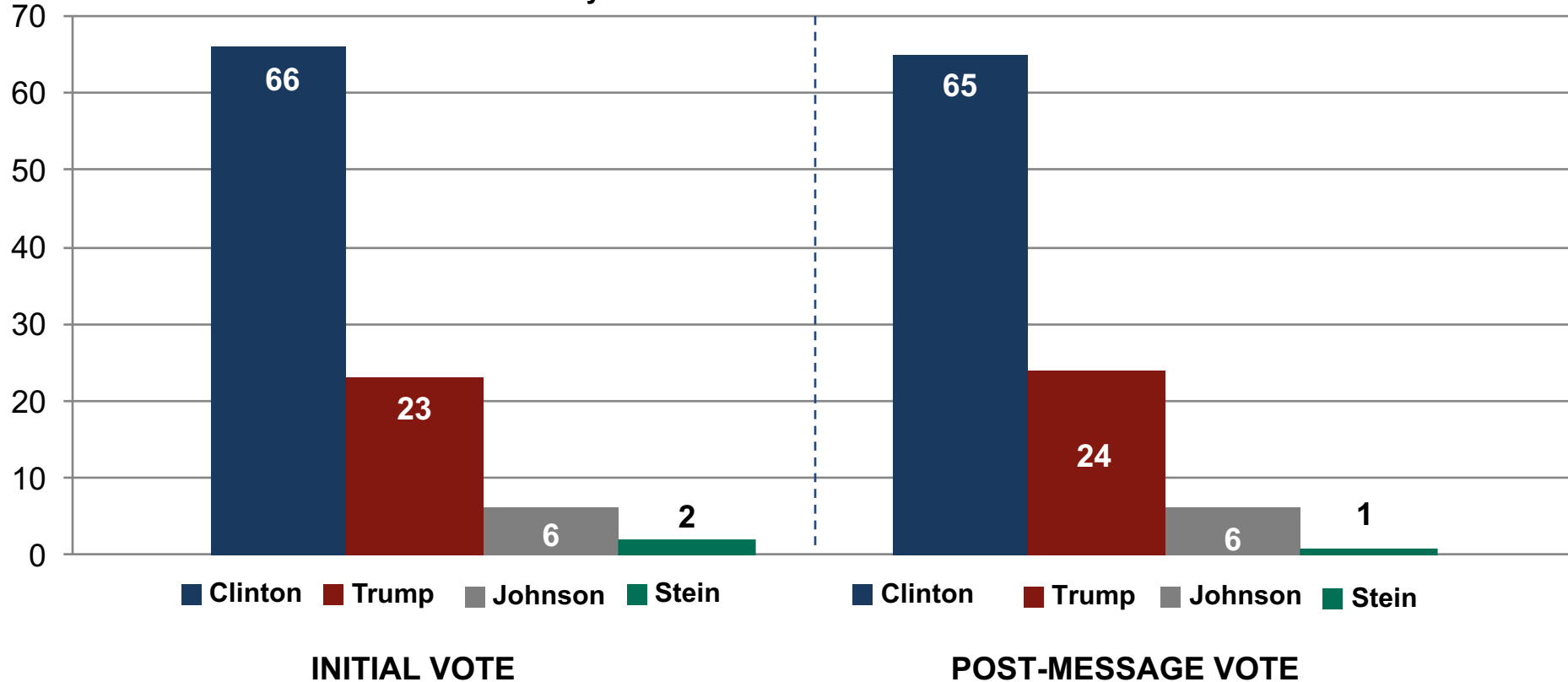


Voters Locked In: Messaging Does Not Move Votes

Figure 37



Thinking again about the election for President in November, if the election for President were held today and the candidates were Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, and Green Party candidate Jill Stein for whom would you vote?

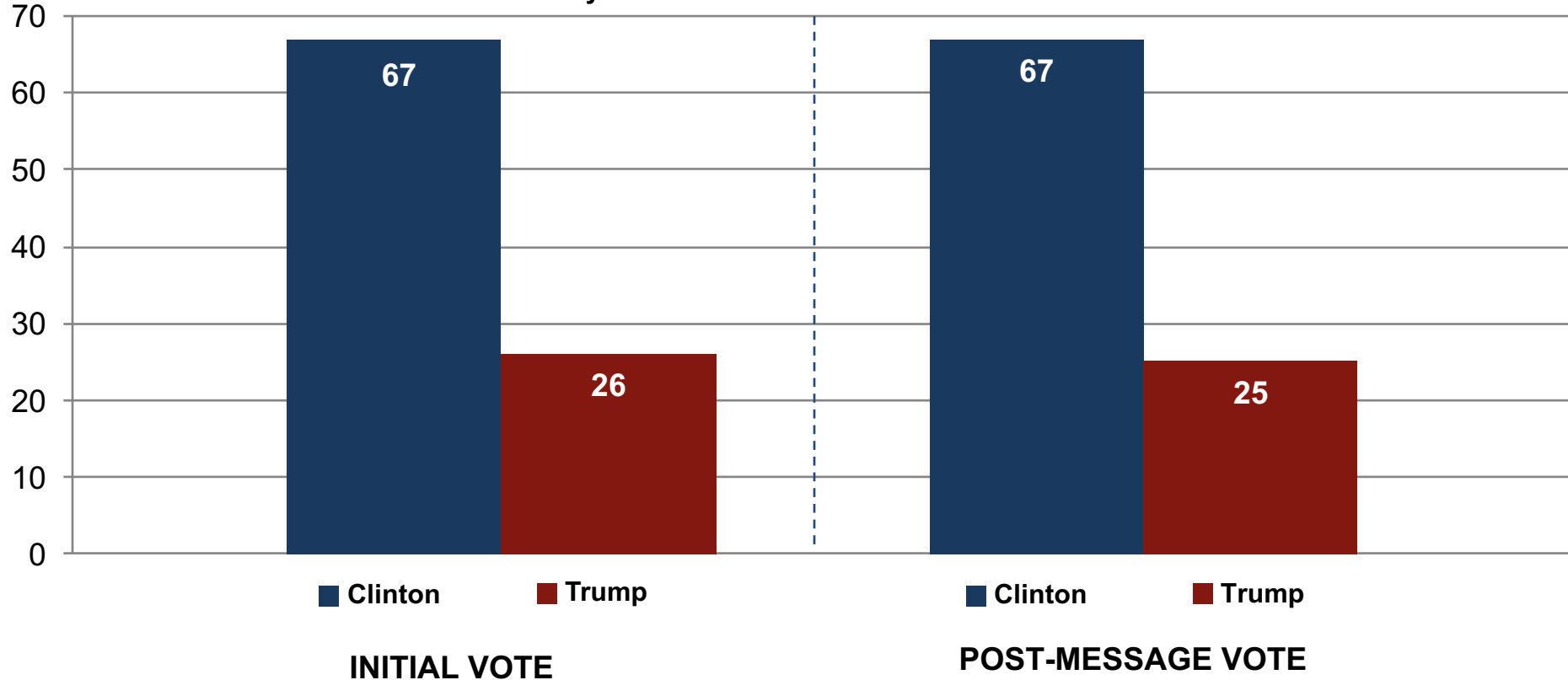


No Movement in 2-Way Vote

Figure 38



Thinking again about the election for President in November, if the election for President were held today and the candidates were Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, and Green Party candidate Jill Stein for whom would you vote?



- 1) Clinton has an overwhelming advantage among Jewish voters in Florida, and the primary focus of Clinton supporters should be maximizing turnout. Any Reform, Conservative, or unaffiliated voter who turns out to vote is highly likely to vote for Clinton, making targeting clear and uncomplicated.
- 2) Orthodox voters in Florida have vastly different political beliefs and issue priorities than non-Orthodox voters. Orthodox Jews are solidly Republican and show little chance of changing in this election. Among Florida Jews, the strategic priority for Clinton supporters (in addition to turnout) is holding onto her current vote share and not alienating supporters.
- 3) The issue environment and message framework is very clear. Jewish voters in Florida are focused on the economy, ISIS and terrorism, and the Supreme Court. They respond very well to messages that demonstrate the candidates' contrast on their attitudes toward women, their differences on tolerance and promoting equal opportunity for all Americans, and the high stakes of this election that will determine the balance on the Supreme Court and whether we provide equal protections to all Americans regardless of religion, race, or sexual orientation.
- 4) With Florida Jewish voters rejecting Trump's proposed ban on Muslims and supporting the Iran agreement, Clinton supporters should have confidence in her positions on these issues. Punditry about Jews holding hawkish positions on the Middle East has consistently been proven wrong in each election and ongoing polling, and the data in this survey show that Florida Jewish voters share the progressive views of Jews across the country.

g | b | a **gerstein | bocian | agne**

strategies