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Sumit

Committee for the Re-election of the President

MEMORANDUM

August 8, 1972

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

ROBERT M. TEETER *RMT*

SUBJECT:

Jewish Voters

The purpose of this memo is to summarize the Wave II data on Jewish voters. As the Jewish population does not give us a statistically significant sample of Jews in most of the states, we grouped the Jews from the priority states and paid special attention to New York and California where there is the largest concentration of Jews.

While the President has increased his support among Jewish voters since January, he is not running significantly better with them than the expected vote for a Republican presidential candidate. Using normal vote projections, the President is running 8% ahead of normal Republican vote in New York and California with all voters but only even with the normal vote in New York, and Nixon is behind the normal vote in California with Jewish voters. This is in contrast to almost every other demographic group. The President is running well ahead of normal vote projections for almost all of the other demographic groups in New York and California.

Jewish Voters Only

	Normal Rep. Vote	Wave II						Wave I		
		Nix.	McG	Und.	Nix.	Hump.	Und.	Nix.	Mus.	Und.
New York	30%	27%	63%	10%	26%	60%	14%	12%	82%	6%
California	30	18	79	4	29	64	7	13	66	22

The Jewish vote appears to be largely a function of party affiliation and past voting behavior. In terms of past voting behavior, only 7% of the Jews are behavioral Republicans, and 31% are ticket-splitters, while 62% are Democrats. Moreover, McGovern's nomination does not appear to have had a major affect on the Jewish vote. There are very small differences between the Jewish support for both McGovern and Humphrey.



The data also shows a fairly consistent pattern across demographic Jewish subgroups. Nixon does slightly better with older Jews than younger Jews; however, the margins are much more consistent than the total of all voters. The same pattern is true with income. Nixon is only somewhat better off with higher income Jews than with lower incomes.

In general, Nixon has a low approval rating on the way he handles the job of being President.

Job Approval Rating

	<u>Jewish Voters</u>	<u>National</u>	<u>California</u>	<u>New York</u>
Approve	41%	58%	51%	53%
Disapprove	36	30	36	35

In comparison to their handling of issues, Jewish voters give the President much lower ratings on most issues than the ratings given to McGovern.

Jewish Ratings in New York

	<u>Nixon</u>		<u>McGovern</u>	
	<u>Pos.</u>	<u>Neg.</u>	<u>Pos.</u>	<u>Neg.</u>
Drugs	24%	74%	51%	19%
Taxes	32	67	56	22
Health Care	46	53	63	13
Vietnam	41	59	63	17
Unemployment	22	77	57	18
Race	34	66	61	18
Foreign Policy	67	32	53	26
National Defense	61	34	55	22
Crime	24	75	54	22
Inflation	24	74	52	25
Environment	29	69	63	14
Bussing	36	57	55	17
General Unrest	24	74	59	18
Welfare	29	70	60	19

The only issues on which Nixon exceeds McGovern are national defense and foreign policy. Apparently, this is related to the President's position on Israel. The only other issues where the President is equal to McGovern are Vietnam and health care. On all other issues, McGovern has a sizeable edge.



Conclusions

The data leads us to several conclusions:

1. The general notion that the President is making great inroads over McGovern with Jewish voters is borne out by the data at this time.
2. The belief that McGovern is an anathema to Jewish voters is apparently not true. In fact McGovern actually has slightly more committed votes in both New York and California than Humphrey.
3. It is clear that the support of the President and the reasons for this support on the part of Jewish leaders has not been effectively communicated to the rank and file. If we are going to make any inroads with Jewish voters we will have to make the differences between McGovern's and the President's positions on Israel much better known. I would think that we should make the maximum possible use of Senator Javits and Dr. Kissinger in this regard.
4. Under the circumstances of having a set of low issue ratings relative to McGovern and low approval ratings, large increases in the President's support may be difficult. The only issues where we have an advantage are foreign policy and national defense. If these can be related to Israel we may be able to improve our standing. On Vietnam and health care we are equal to McGovern and these issues may also be of some use to us. No other issues hold such a promise, and our advertising and media to Jewish voters should be limited to those issues where we have the edge.
5. One of the problems in increasing the President's support among Jews is that it should be kept in mind that the great majority of Jewish voters consider themselves liberals and see the President as a conservative.

