An Analysis of the Jewish Electorate for the Jewish Electorate Institute by the American Jewish Population Project

MICHIGAN REPORT

At the request of the non-partisan Jewish Electorate Institute, researchers at the American Jewish Population Project at Brandeis University’s Steinhardt Social Research Institute conducted an analysis of hundreds of national surveys of US adults to describe the Jewish electorate in each of the 435 districts of the 116th US Congress and the District of Columbia. Surveys include the American National Election Studies, the General Social Survey, Pew Political and social surveys, the Gallup Daily Tracking poll, and the Gallup Poll Social Series. Data from over 1.4 million US adults were statistically combined to provide, for each district, estimates of the number of adults who self-identify as Jewish and a breakdown of those individuals by age, education, race/ethnicity, political party self-identification, and political ideology. The following report presents a portrait of the Jewish electorate in Michigan and its 14 congressional districts.¹

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Michigan is home to ~107,000 Jewish adults, comprising 1.4% of the state's electorate. Worth 16 electoral votes, Michigan was won by President Obama (+9.5%; 449,313 votes) in 2012 and narrowly by President Trump (+0.23%; 10,704 votes) in 2016.

**OVERVIEW: THE MICHIGAN JEWISH ELECTORATE**

The majority (~75%) of Jewish adults in Michigan resides in congressional districts that include the metropolitan areas around Detroit, Ann Arbor, and Lansing.

Nearly two thirds (61%) of Michigan's Jewish electorate, consistent with the Jewish electorate nationally, identifies with or leans toward the Democratic Party.²

<table>
<thead>
<tr>
<th>JEWISH ADULTS</th>
<th>Democrat &amp; Lean Democrat</th>
<th>Independent (5%)</th>
<th>Republican &amp; Lean Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>31%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

Total does not sum to 100% due to omitted "Other" category.
STATE-LEVEL DEMOGRAPHICS

Adults with a College Degree

- Michigan adults: 26%
- Michigan Jewish adults: 54%
- US Jewish adults: 57%

Just over half of Jewish adults in Michigan are college educated. Compared to the general adult population of the state, Michigan’s Jewish electorate is more likely to be college educated (54% vs. 26%), with educational attainment comparable to Jewish adults nationally (54% vs. 57%).

Age

The Michigan Jewish electorate is older compared to all adults in the state, with a greater proportion of adults ages 65+ (28% vs. 23%, respectively).
STATE-LEVEL POLITICS

Jewish adults in Michigan are more likely to identify as Democrats (61%) than all adults in the state (49%). Of the 61% of Jewish adults who identify as Democrats in some way, 47% identified as Democrat when asked if they identify with a political party. An additional 15% identify as Independent who lean toward the Democratic Party. Among all Michigan adults, 31% identify as Democrats, and an additional 17% lean Democratic. Jewish adults are also less likely to identify as or lean Republican (31%) and as Independent (5%) than all Michigan adults (42% and 10%, respectively).

When asked about political ideology, Jewish adults in Michigan are far more likely to identify as liberal (42%) than all adults in Michigan (25%). Jewish adults are also far less likely to identify as conservative (21%) than all adults (37%). Both groups, Jewish adults and the general Michigan population, identify as moderate in approximately equal proportions (37% and 38%, respectively).

Within Michigan’s Jewish electorate, those in younger age groups are more likely to identify as Independent compared with older adults. Jewish adults ages 18-24 are about 50% more likely to identify as Independent than Jewish adults ages 65 or older (44% vs. 29%, respectively).
The top five districts are represented by Democrats and include Michigan's 11th congressional district, which is considered competitive for Representative Haley Stevens's (D) seat, as well as Michigan's 9th, which—while rated safe in the congressional race—is considered competitive in the upcoming presidential election.
MI-14 District Profile

At ~31,000 Jewish adults, the MI-14 Jewish electorate accounts for 5.8% of the district’s voting-age adults. A majority of Jewish adults in MI-14 identifies with or leans toward the Democratic Party (59%), less than the proportion of all adults in the district (72%).

MI-14 spans portions of Eastern Detroit, Farmington Hills, and Pontiac. Over 90% of Jewish adults in this district live in 16 inland ZIP Codes that encompass much of Detroit’s Northern suburbs.

Previous Election Results

<table>
<thead>
<tr>
<th>Year</th>
<th>2016 Presidential</th>
<th>2018 Congressional</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td>18.2%</td>
<td>79.1%</td>
</tr>
<tr>
<td></td>
<td>R</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td>17.3%</td>
<td>80.9%</td>
</tr>
</tbody>
</table>

† Interpret data with caution. The coefficient of variation (CV) for the “lean” political estimate is greater than 30%.
Competitive Districts

The majority of Michigan’s congressional districts—10 out of 14—are considered safe for incumbent representatives in upcoming House elections and are split evenly between Democrats and Republicans. The rest, also split evenly between parties, are rated as competitive in November 2020.³

Five of Michigan’s 14 districts are rated competitive in the presidential race. Of these, just two—MI-9 and MI-11—have significant Jewish populations.

Michigan Competitive House Races

Four of Michigan’s 14 congressional districts are considered competitive House races in 2020.

Five of Michigan’s 14 congressional districts are considered solidly Republican. None have significant Jewish populations.

Competitive district MI-6, represented by Fred Upton (R), is likely to remain Republican and does not have a significant Jewish population.

Competitive district MI-3, represented by Libertarian Justin Amash, leans Republican. It does not have a significant Jewish population.

Five of Michigan’s 14 congressional districts are considered solid for Democrats. Of these, three have Jewish populations of ~15,000 or greater: MI-14, MI-9, and MI-12. Michigan’s 9th congressional district — considered safe for Democrats in the House race — is rated as competitive in the presidential race.

Competitive district MI-8, represented by Elissa Slotkin (D), leans toward the Democratic Party. It does not have a significant Jewish population.

Competitive district MI-11, represented by Haley Stevens (D), leans toward the Democratic Party and is home to 13.2% (~14,000 Jewish adults) of Michigan’s Jewish electorate. It is considered competitive for the upcoming House and presidential elections.

Five of Michigan’s 14 districts are rated competitive in the presidential race. Of these, just two—MI-9 and MI-11—have significant Jewish populations.
MI-11 District Profile

MI-11 has the fourth largest Jewish adult population in the state and is represented by Haley Stevens (D). Trump won this district by less than 3% of the vote in 2016, and the district is expected to be competitive in the upcoming House and presidential races.

Spanning portions of Wayne and Oakland Counties, MI-11 is home to ~14,000 Jewish adults, accounting for 2.4% of the district’s voting-age population. Two thirds of the MI-11 Jewish electorate live in 19 of its Northernmost ZIP Codes, encompassing the cities of Troy, Birmingham, Clawson, and Auburn Hills, as well as the townships of White Lake and Highland.

The majority of the MI-11 Jewish electorate identifies with the Democratic Party (59%), and a plurality identifies as politically moderate (38%).

~66% of Jewish adults in MI-11 live in 19 northern ZIP Codes* and account for about 2.4% of the district's total electorate.

* Northern ZIP Codes: 48009, 48017, 48023, 48034, 48035, 48036, 48324, 48326, 48327, 48328, 48329, 48336, 48357, 48380, 48381, 48382, 48383, 48386, 48390.

† Interpret data with caution. The coefficient of variation (CV) for the "lean" political estimate is greater than 30%.
MI-9 District Profile

MI-9 has the second largest Jewish adult population in the state. Though considered safe for Representative Andy Levin (D), and despite Clinton’s win here (+7.7%) in 2016, this district is considered competitive in the upcoming presidential election.

Spanning portions of Oakland and Macomb Counties, MI-9 is home to ~15,000 Jewish adults, accounting for 2.7% of the district’s voting-age population. A large majority of the MI-9 Jewish electorate (88%) lives in 19 of its westernmost ZIP Codes,* encompassing the cities of Warren, Center Line, Eastpointe, Fraser, Mount Clemens, Roseville, St. Clair Shores, and Sterling Heights.

Jewish adults in MI-9 are more likely to identify with the Democratic Party (61%) and as politically liberal (45%) than all adults in the district (50% and 27%, respectively).

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Partisan Identification

<table>
<thead>
<tr>
<th>Political Party</th>
<th>Democrat &amp; Lean Democrat</th>
<th>Independent/No Lean</th>
<th>Republican &amp; Lean Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>47%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Moderate</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conservative</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>35-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>23%</td>
<td>48%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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2.7% of the voting-age population is Jewish

15,000 Jewish Adults

88% of the Jewish electorate lives in 19 ZIP Codes

* Western ZIP Codes: 48015, 48021, 48026, 48035, 48036, 48038, 48043, 48066, 48080, 48081, 48082, 48088, 48089, 48091, 48092, 48093, 48310, 48312, 48397.

† Interpret data with caution. The coefficient of variation (CV) for the "lean" political estimates is greater than 30%.
NOTES

¹ Methodology: Individual-level data from all surveys were combined using Bayesian multilevel modeling with poststratification. Poststratification included geographic distributions of respondents by ZIP Codes within congressional districts, and demographic characteristics of age, educational attainment, race/ethnicity, population density, as well as interactions of age by educational attainment, population density by age, and population density by educational attainment. Modeling is based to Jewish adults who self-identify as Jewish when asked about their religion. Estimates of “Total Jewish Adults” are obtained by adding to the model-based estimate, independent estimates of the percentage of Jewish adults who do not identify religiously as Jewish. This percentage can range from a low of 10% to a high of 30% depending on the region.

² Partisan lean of Independents was estimated using a design-based pooled analysis method in which each survey’s original survey weights were adjusted for survey specific designs and sample sizes. This method is not as sensitive to estimation of rare populations as the Bayesian methods used for the main Jewish population estimates but provides an initial ballpark estimate of the groups of interest. Follow-up studies will compare these estimates to those derived from more fully developed Bayesian model-based estimates.

³ Congressional district competitive scores from Cook Political Report and fivethirtyeight.com; data accessed May 2020.