WISCONSIN REPORT

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

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 Wisconsin and its eight congressional districts.¹

Daniel Kallista
Daniel Parmer
Elizabeth Tighe
Daniel Nussbaum

Raquel Magidin de Kramer
Xajavion Seabrum
Leonard Saxe

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ajpp.brandeis.edu
Wisconsin is home to ~42,000 Jewish adults, comprising 0.95% of the state's electorate. Worth 10 electoral votes, Wisconsin was won by President Obama (+6.94%) in 2012 and swung narrowly to Trump (+0.77%) in 2016.

OVERVIEW: THE WISCONSIN JEWISH ELECTORATE

Over half of Jewish adults in Wisconsin (~56%) reside in just two of the state's congressional districts, spanning the metropolitan and suburban areas of Milwaukee and Madison.

Two thirds of the Wisconsin Jewish electorate identifies with or leans toward the Democratic Party.²

JEWISH ADULTS

<table>
<thead>
<tr>
<th>Party Identity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Democrat &amp; Lean Democrat</td>
<td>66%</td>
</tr>
<tr>
<td>Independent (6%)</td>
<td>26%</td>
</tr>
<tr>
<td>Republican &amp; Lean Republican</td>
<td></td>
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</tbody>
</table>

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

Adults with a College Degree

More than half of the Wisconsin Jewish electorate is college educated (53%). Compared to all adults in the state, Wisconsin's Jewish electorate is twice as likely to be college educated (53% vs. 27%); however, Jewish adults in Wisconsin are less likely to have a college degree compared to Jewish adults nationally (57%).

Age

The Jewish electorate is slightly older than all adults in Wisconsin, with a greater proportion of adults ages 65+ (26% vs. 23%, respectively).
STATE-LEVEL POLITICS

Jewish adults in Wisconsin are more likely than all Wisconsin adults to identify as Democrats (66% vs. 48%, respectively) when asked if they identify with a political party. They are also less likely to identify as Republicans (26%) and as Independent (6%) than all Wisconsin adults (44% and 8%, respectively).

When asked about political ideology, Jewish adults in Wisconsin are far more likely to identify as liberal (44%) than all adults (25%). Jewish adults are also far less likely to identify as conservative (21%) than all adults (38%). Both groups, Jewish adults and the general Wisconsin population, identify as moderate in approximately equal proportions (35% and 37%, respectively).

Age of Independents

Within Wisconsin’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 (42% vs. 27%, respectively).
Of Wisconsin’s eight congressional districts, the top two by Jewish population account for over half (56%) of the state’s Jewish electorate. These districts encompass the area in and around Milwaukee, as well as much of the area surrounding Madison.

The top two districts are represented by Democrats and are home to ~24,000 Jewish adults. Both districts are considered safe for their incumbents in the upcoming House races, and neither is rated competitive for the 2020 presidential election.
Competitive Districts

All but one of Wisconsin's congressional districts are considered safe for incumbent representatives in upcoming House races. Of these, two districts—WI-4 and WI-2—are represented by Democrats, and five are represented by Republicans. The remaining district, WI-3, is considered competitive for Representative Ron Kind (D) in the upcoming House election.⁴

WI-3 is also considered competitive in the upcoming presidential race, as is WI-7, represented by Republican Sean Duffy.

Wisconsin Competitive House Races

Only one of Wisconsin's eight congressional districts are considered competitive House races in 2020.

Five of Wisconsin's eight congressional districts are considered solidly Republican. None have significant Jewish populations.

Two of Wisconsin's districts — WI-4, represented by Gwen Moore (D), and WI-2, represented by Mark Pocan (D) — are considered reliable for the Democratic Party in the upcoming House elections. They are also the only districts with significant Jewish populations. Altogether, they account for over half (56%) of the state's Jewish electorate.

WI-3, represented by Republican Ron Kind, is the state's only competitive district in the upcoming House election, and is likely to flip to the Democratic Party. It does not have a significant Jewish population.
WI-4 District Profile

WI-4 has the largest Jewish adult population in the state and is represented by Democrat Gwen Moore. Clinton won this district by a large margin (+51.5%), and it is considered reliable for Democrats in both the upcoming House and presidential races.

Spanning much of Greater Milwaukee, WI-4 is home to ~14,000 Jewish adults, accounting for 2.8% of the district’s voting-age population. Nearly three quarters (72%) of the WI-4 Jewish electorate live in just six of its 26 ZIP Codes, encompassing parts of Milwaukee and Whitefish Bay.

Jewish adults in WI-4 are more likely to identify with or lean toward the Democratic Party (74%) than the state’s overall Jewish electorate (66%) and less likely to identify with or lean toward the Republican Party (18%). The WI-4 Jewish electorate is also less likely to identify as Independent (5%) than all Wisconsin Jewish adults (26% and 6%, respectively). When asked about their political views, Jewish adults in WI-4 are nearly twice as likely to identify as liberal (48%) than all adults in the state (25%). They are also less likely to identify as conservative (17%) or moderate (35%) than the overall Wisconsin Jewish electorate.

Interpret data with caution. The coefficient of variation (CV) for the "lean" political estimate is greater than 30%.
WI-2 District Profile

WI-2 has the second largest Jewish adult population in the state and is represented by Democrat Mark Pocan. Clinton won this district by a large margin (+36%), and it is considered safe in both the upcoming House and presidential races.

Spanning portions of Madison and its surrounding areas, WI-2 is home to ~10,000 Jewish adults, accounting for 1.6% of the district's voting-age population. About 60% of the WI-2 Jewish electorate live in 11 ZIP Codes, encompassing central Madison and the suburbs of Maple Bluff, Monona, and Fitchburg.

Jewish adults in WI-2 are more likely to identify with or lean toward the Democratic Party (84%) than the state's Jewish electorate overall (66%) when asked if they identify with a political party.
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.