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 percentages of political identity are not sensitive to quick changes in attitudes that can result from current events and they are not necessarily indicative of voting behaviors. The following report presents a portrait of the Jewish electorate in Wisconsin and its eight congressional districts.[1]

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Wisconsin is home to ~42,000 Jewish adults, comprising just under 1% of the state's electorate.[2] Worth 10 electoral votes, Wisconsin was won narrowly by Trump (+0.77%; 22,748 votes) in 2016 and by Biden (0.62%; 20,682 votes) in 2020.
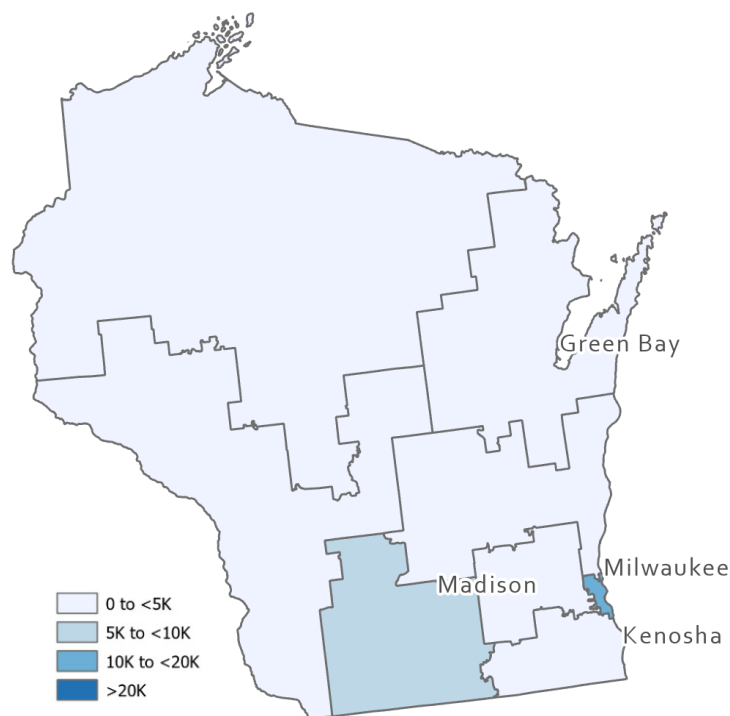
OVERVIEW: THE WISCONSIN JEWISH ELECTORATE

Over half of Jewish adults in Wisconsin (~57%) reside in just two of the state's congressional districts, spanning the metropolitan and suburban areas of Milwaukee and Madison.

Two thirds (66%) of the Wisconsin Jewish electorate identifies with or leans toward the Democratic Party compared with 65% of the Jewish electorate nationally.[3]

JEWISH ADULTS

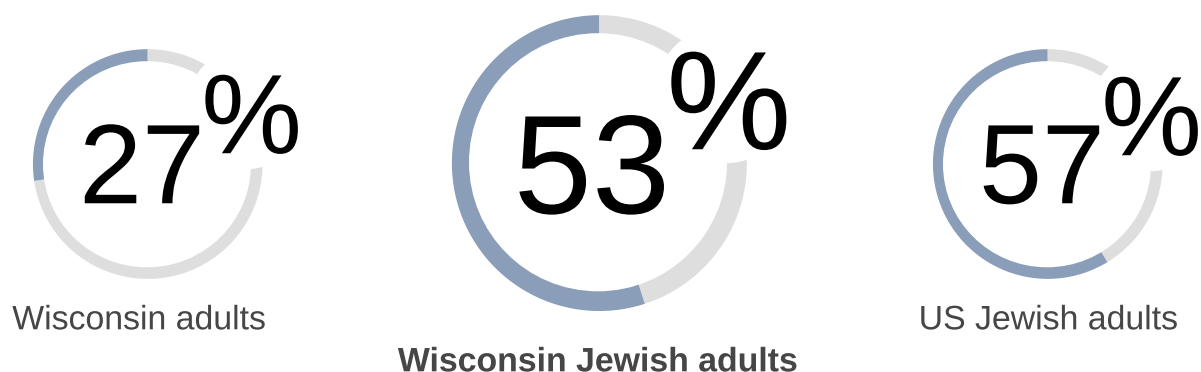| 66%		26%
Democrat & Lean Democrat	Independent (6%)	Republican & Lean Republican
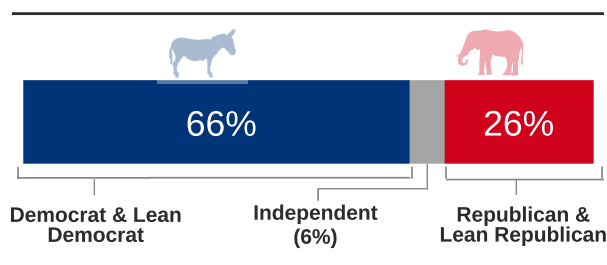
Total does not sum to 100% due to omitted "Other" category.

Green Bay

Milwaukee

Madison

Kenosha

- 0 to <5K
- 5K to <10K
- 10K to <20K
- >20K

STATE-LEVEL DEMOGRAPHICS

Adults with a College Degree

27%

Wisconsin adults

53%

Wisconsin Jewish adults

57%

US Jewish adults

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).

■ Jewish Adults
■ WI Adults

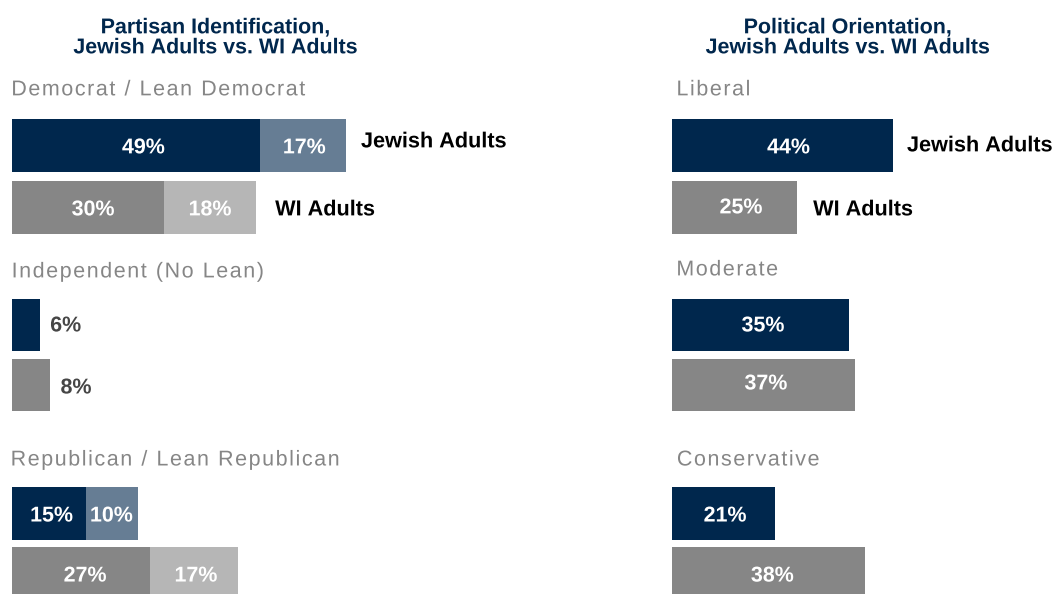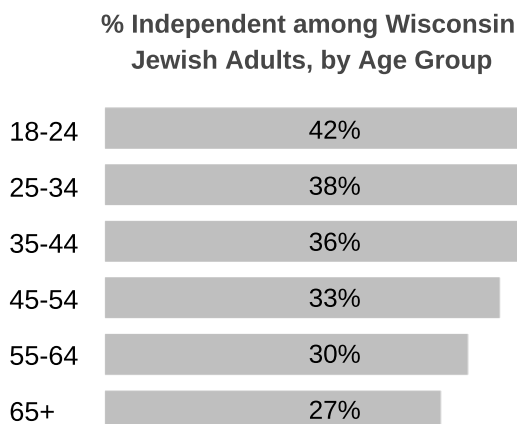| Age	Jewish Adults	WI Adults
18-24	15%	12%
25-34	16%	16%
35-44	12%	16%
45-54	13%	16%
55-64	18%	18%
65+	26%	23%
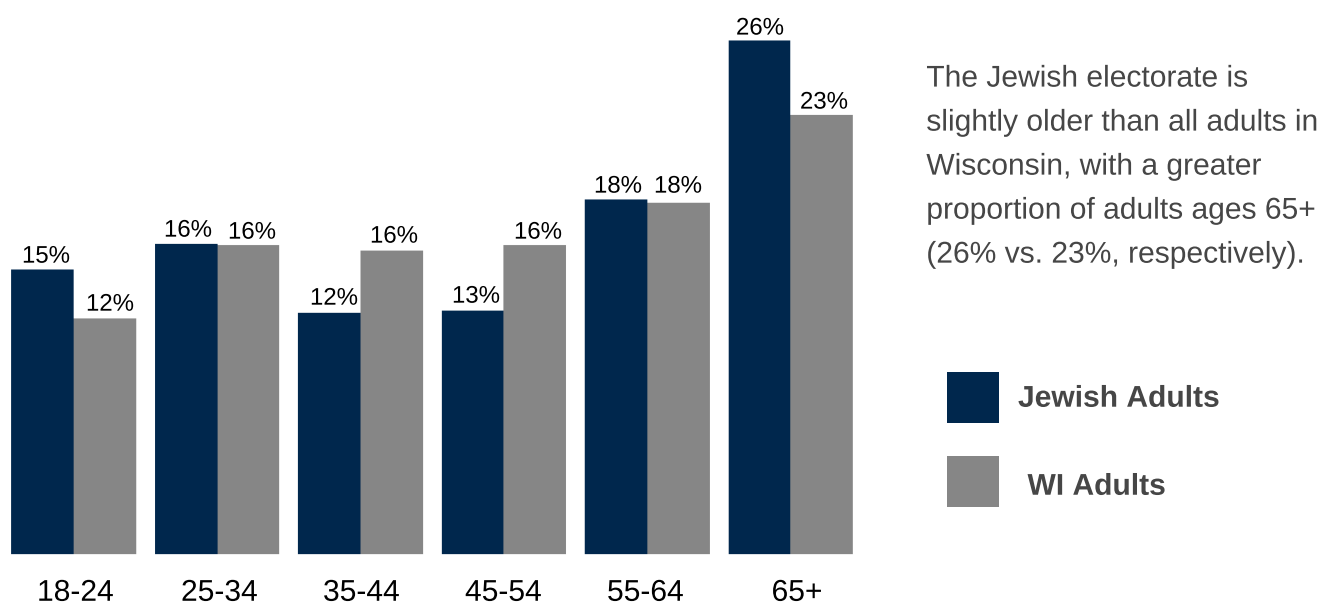
STATE-LEVEL POLITICS

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).

Partisan Identification,
Jewish Adults vs. WI Adults

Democrat / Lean Democrat

49%	17%	**Jewish Adults**
30%	18%	**WI Adults**

Independent (No Lean)

6%

8%

Republican / Lean Republican

15%	10%
27%	17%

Political Orientation,
Jewish Adults vs. WI Adults

Liberal

44%   **Jewish Adults**

25%   **WI Adults**

Moderate

35%

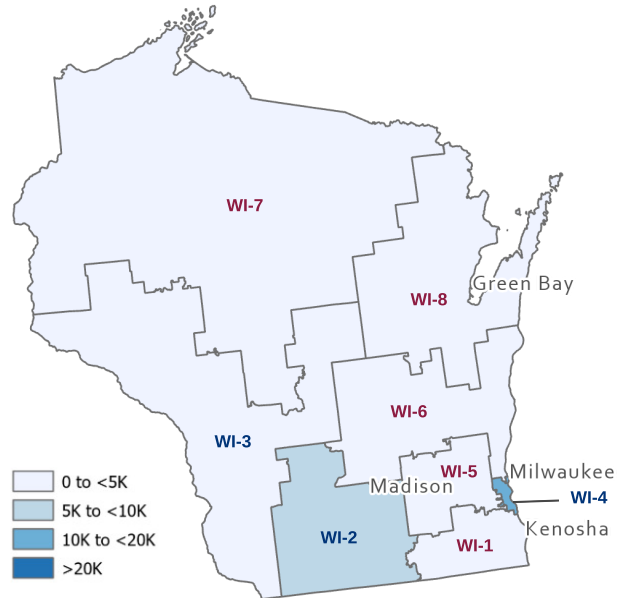37%

Conservative

21%

38%

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).
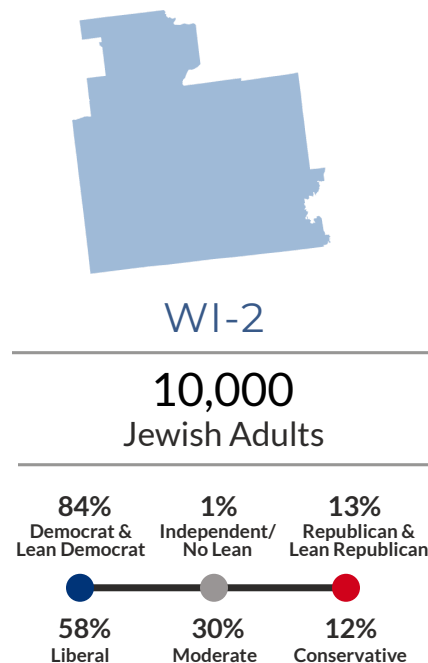
% Independent among Wisconsin
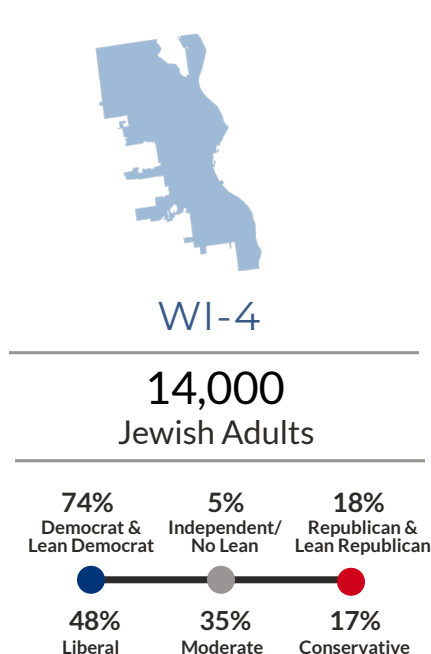**Jewish Adults, by Age Group**

18-24	42%
25-34	38%
35-44	36%
45-54	33%
55-64	30%
65+	27%

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CONGRESSIONAL DISTRICTS

Congressional Districts	Pct. Jewish	Jewish Adults	Representative
WI-4	2.7	14,000	Gwen Moore (D)
WI-2	1.6	10,000	Mark Pocan (D)
WI-6	0.7	4,000	Glenn Grothman (R)
WI-5	0.7	4,000	Scott Fitzgerald (R)
WI-1	0.7	4,000	Bryan Steil (R)
WI-7	0.5	2,000	Tom Tiffany (R)
WI-3	0.4	2,000	Ron Kind (D)
WI-8	0.4	2,000	Mike Gallagher (R)

0 to <5K
5K to <10K
10K to <20K
>20K

WI-7
WI-8
Green Bay
WI-6
WI-3
WI-5
Milwaukee
WI-4
Madison
Kenosha
WI-2
WI-1

Of Wisconsin's eight congressional districts, the top two by Jewish population account for over half (57%) of the state's Jewish electorate. These districts encompass the area in and around Milwaukee, as well as much of the area surrounding Madison.

WI-0 Republican representative
WI-0 Democratic representative

The top two districts by Jewish population are represented by Democrats and together are home to ~24,000 Jewish adults. The majority of these Jewish adults identify as or lean Democratic when asked about political affiliation, ranging from 74% in WI-4 to 84% in WI-2. When asked about their political ideology, a plurality (48%) of Jewish adults identify as liberal in WI-4 and a majority (58%) identify as liberal in WI-2.

WI-4

14,000
Jewish Adults

74% Democrat & Lean Democrat	5% Independent/ No Lean	18% Republican & Lean Republican

48% Liberal	35% Moderate	17% Conservative

WI-2

10,000
Jewish Adults

84% Democrat & Lean Democrat	1% Independent/ No Lean	13% Republican & Lean Republican

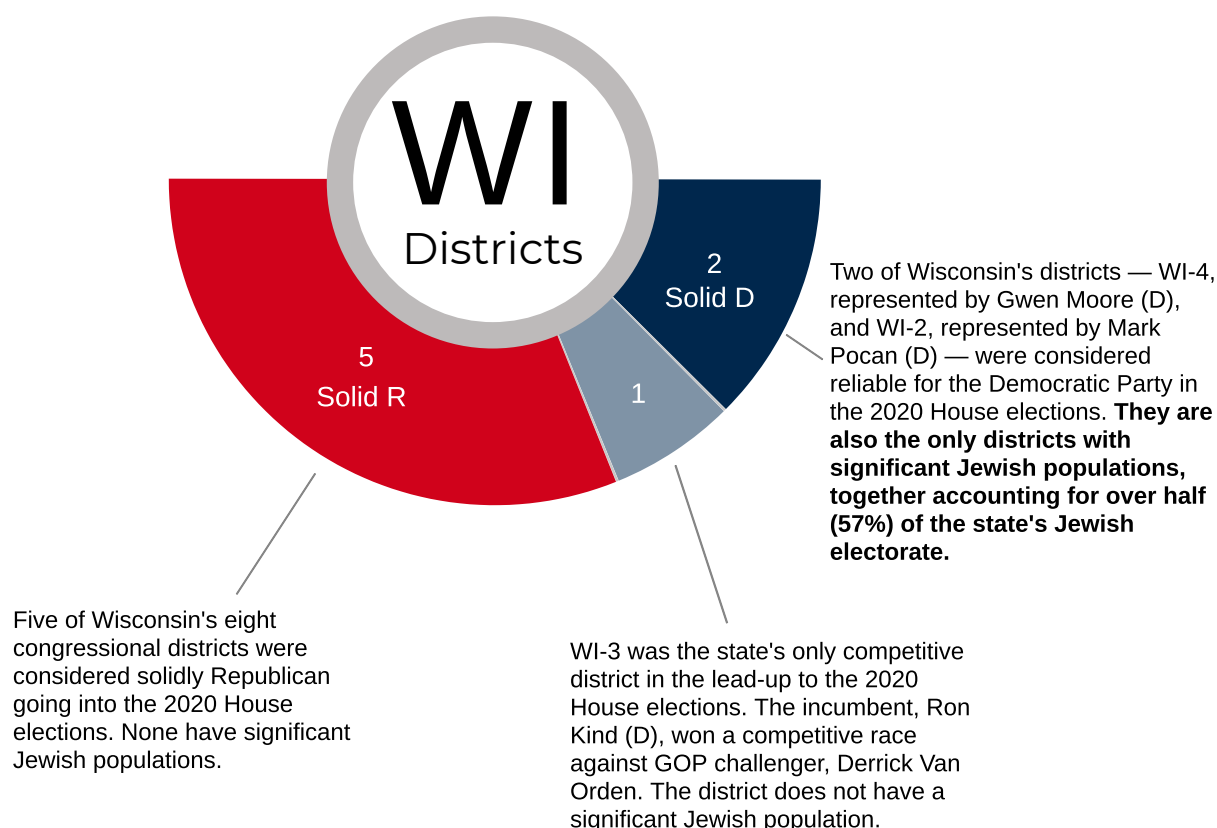| 58% Liberal	30% Moderate	12% Conservative

Competitive Districts

All but one of Wisconsin's congressional districts were considered safe for incumbent representatives ahead of the 2020 House races. Of these, two districts—WI-4 and WI-2—were represented by Democrats, and five by Republicans. The remaining district, WI-3, was considered competitive both for Representative Ron Kind (D) in the House and for Joe Biden in the presidential race.[4]

There were no upsets in Wisconsin's 2020 House races. Incumbent Ron Kind (D) won a competitive race (+2.7%) against the GOP challenger, Derrick Van Orden, to secure another term as representative for WI-3, which also went for President Biden by a slim margin (+4.7%).

Wisconsin 2020 House Races

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

WI
Districts

5
Solid R

2
Solid D

1

Two of Wisconsin's districts — WI-4, represented by Gwen Moore (D), and WI-2, represented by Mark Pocan (D) — were considered reliable for the Democratic Party in the 2020 House elections. **They are also the only districts with significant Jewish populations, together accounting for over half (57%) of the state's Jewish electorate.**

Five of Wisconsin's eight congressional districts were considered solidly Republican going into the 2020 House elections. None have significant Jewish populations.

WI-3 was the state's only competitive district in the lead-up to the 2020 House elections. The incumbent, Ron Kind (D), won a competitive race against GOP challenger, Derrick Van Orden. The district does not have a significant Jewish population.
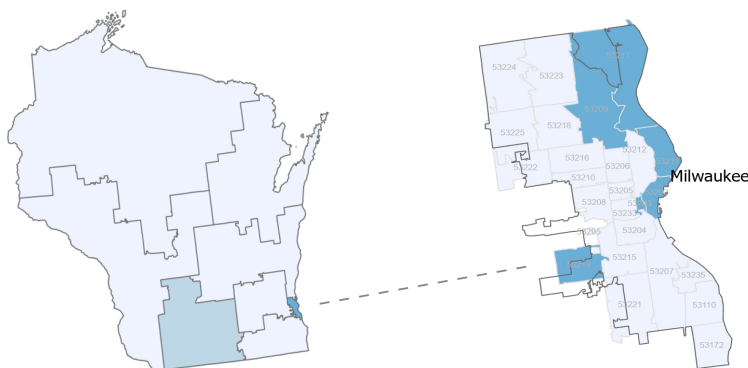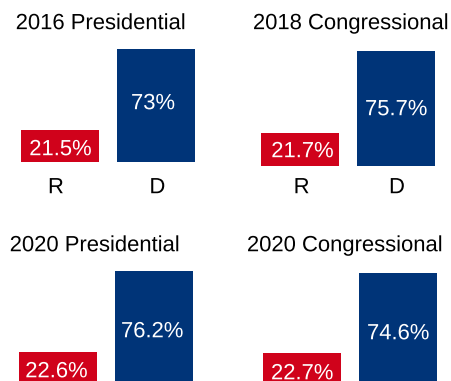
WI-4 District Profile

WI-4 has the largest Jewish adult population in the state and is represented by Gwen Moore (D). Considered reliable for Democrats going into the 2020 House races, Moore won reelection by a significant margin (+51.9%). The same was true for Hillary Clinton in 2016 (51.5%) and for Joe Biden in 2020 (+53.6%).

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.

Election Results: WI-4

2016 Presidential
21.5% R · 73% D

2018 Congressional
21.7% R · 75.7% D

2020 Presidential
22.6% · 76.2%

2020 Congressional
22.7% · 74.6%

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.

53224 53223
53225 53218
53222 53216 53212 53206
53210 53205
53208 53233
53295 53204
53215
53207 53235
53221 53110
53172

Milwaukee

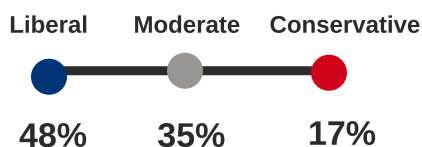*ZIP Codes: 53202, 53203, 53209, 53211, 53217, 53219.

2.8%
of the voting-age population is Jewish

14,000
Jewish Adults

72%
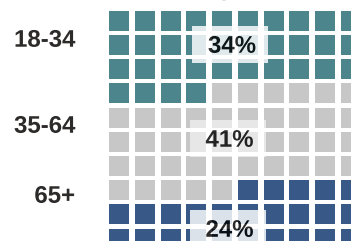of the Jewish electorate lives in six Milwaukee ZIP Codes

Political Ideology
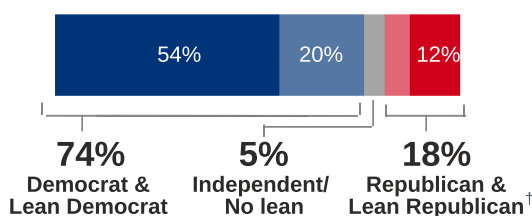
Liberal · Moderate · Conservative

48% · **35%** · **17%**

Partisan Identification

54% · 20% · 12%

74%
Democrat & Lean Democrat

5%
Independent/ No lean

18%
Republican & Lean Republican[†]
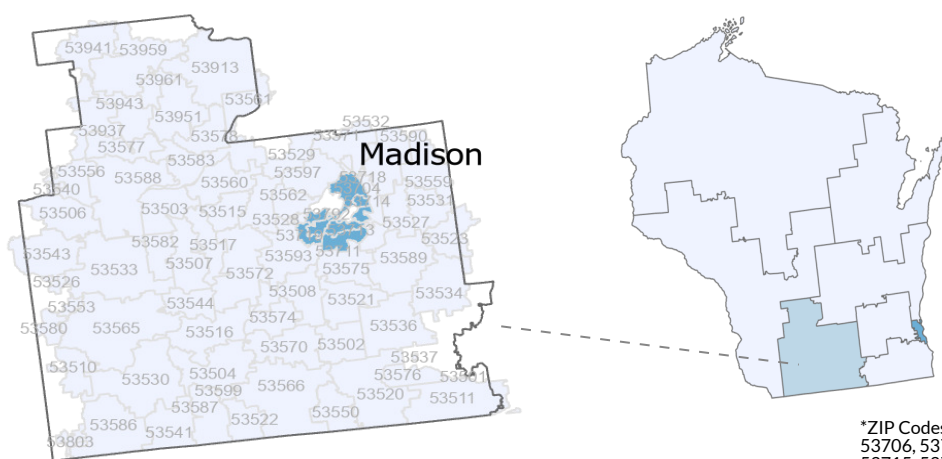
Age

18-34 — 34%
35-64 — 41%
65+ — 24%

† 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 (~14,000) and is represented by Democrat Mark Pocan. This district, much like WI-4, was considered safe for Democrats in the 2020 House and presidential races and, as anticipated, both Pocan and President Biden won their races here by margins of ~40%.

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 lives in 11 ZIP Codes, encompassing central Madison and the suburbs of Maple Bluff, Monona, and Fitchburg.

Election Results: WI-4

2016 Presidential

28.6% R
64.9% D

2020 Presidential

29.2% R
69.4% D

2020 Congressional

30.3% R
69.7% D

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.
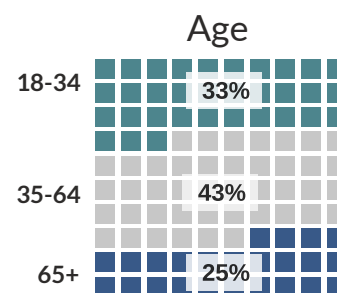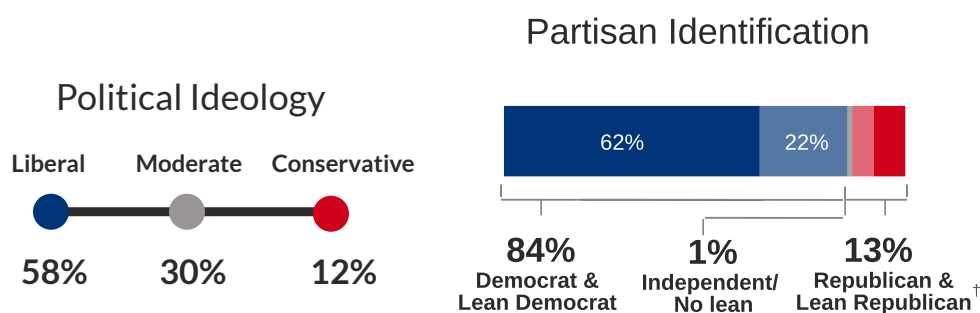

*ZIP Codes: 53703, 53704, 53705, 53706, 53711, 53713, 53714, 53715, 53716, 53719, 53726.
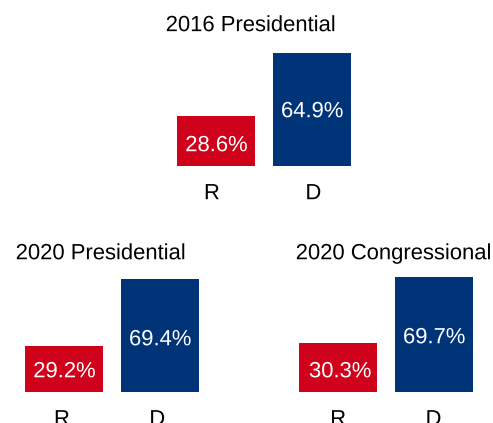
1.6%
of the voting-age population is Jewish

10,000
Jewish Adults

60%
of the Jewish electorate lives in 11 Madison ZIP Codes

Political Ideology

Liberal — Moderate — Conservative

58% **30%** **12%**

Partisan Identification

62% | 22%

84% Democrat & Lean Democrat
1% Independent/ No lean
13% Republican & Lean Republican †

Age

18-34 — 33%
35-64 — 43%
65+ — 25%

† Interpret data with caution. The coefficient of variation (CV) for the "lean" political estimate 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] State-level Jewish adult totals are estimated from AJPP 2020 models and adjustments for Jewish adults who do not identify religiously as Jewish.

[3] 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.

[4] Congressional district competitive scores from Cook Political Report House Race Ratings (Nov 2, 2020) and FiveThirtyEight's Partisan Lean (Oct 19, 2020); data accessed January 2021.