

# GEORGIA REPORT

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

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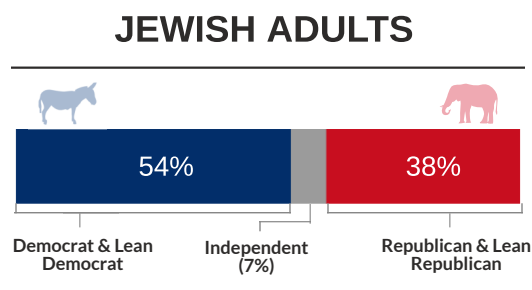
At the request of the non-partisan Jewish Electorate Institute, researchers at the American Jewish Population Project at Brandeis University's Steinhardt Social Research Institute conducted an analysis of hundreds of national surveys of US adults to describe the Jewish electorate in each of the 435 districts 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 and ethnicity, political party, and political ideology. The following report presents a portrait of the Jewish electorate in Georgia and its 14 congressional districts.<sup>1</sup>

Georgia is home to ~104,000 Jewish adults, comprising 1.3% of the state's electorate.<sup>2</sup> In the 2020 election, Georgia's 16 electoral votes went to Joe Biden who won by 11,779 votes (+0.24%). It was a major reversal of the 2016 vote when Trump won by 211,141 votes (+5.2%).

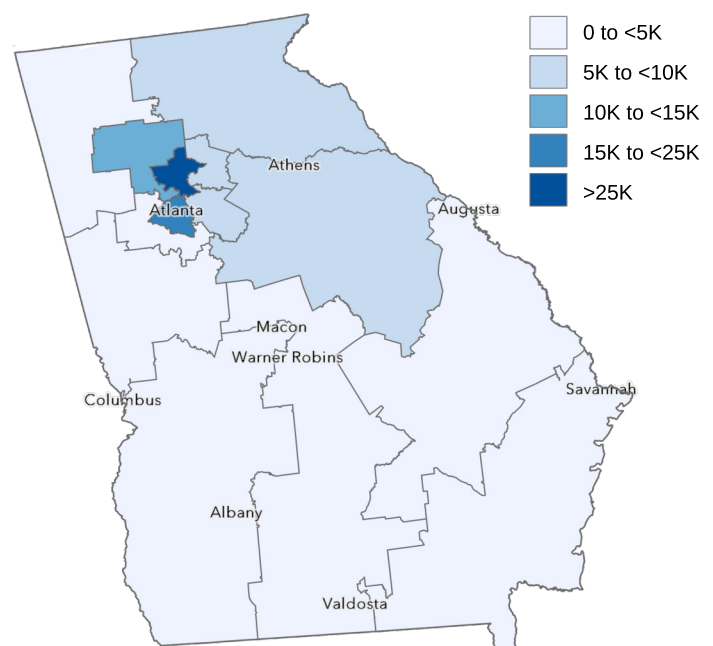
## OVERVIEW: THE GEORGIA JEWISH ELECTORATE

The majority (~68%) of Jewish adults in Georgia resides in congressional districts within the Atlanta metropolitan area.

More than half (54%) of Georgia's Jewish electorate identifies with or leans toward the Democratic Party.<sup>3</sup> This is lower than the Jewish electorate nationally (65%).

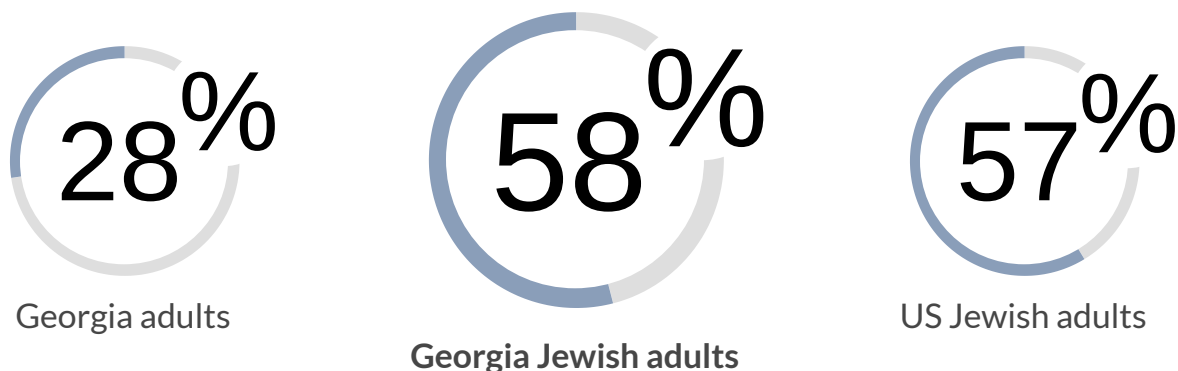


Total does not sum to 100% due to omitted "Other" category.



## STATE-LEVEL DEMOGRAPHICS

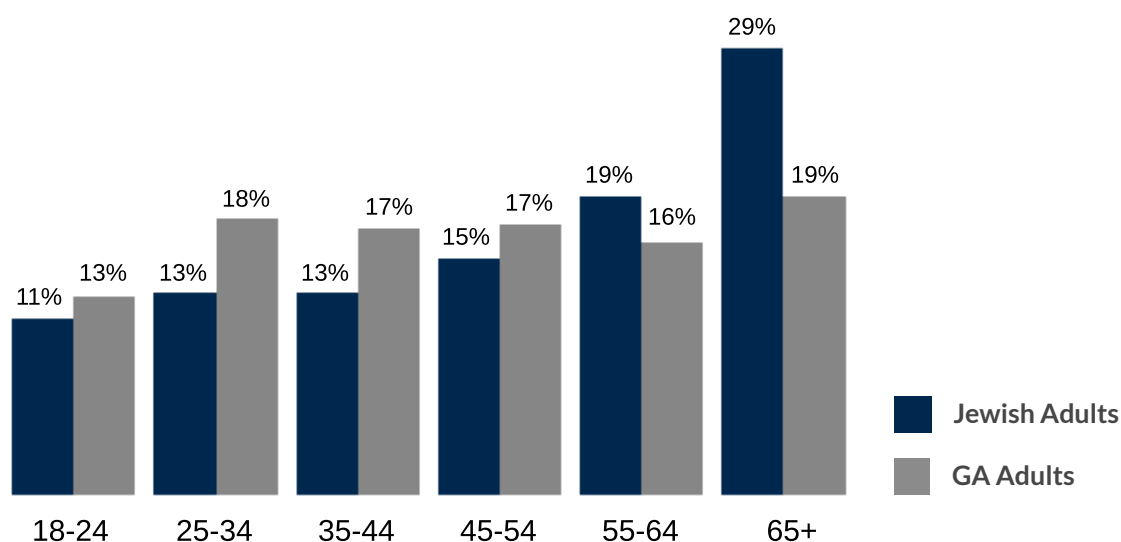
### Adults with a College Degree



More than half of Jewish adults in Georgia are college educated. Compared to the general adult population of the state, Georgia's Jewish electorate is more likely to be college educated (58% vs. 28%), with educational attainment comparable to Jewish adults nationally (58% vs. 57%).

### Age

The Georgia Jewish electorate is older compared to all adults in the state, with a greater proportion of adults ages 65+ (29% vs. 19%, respectively).



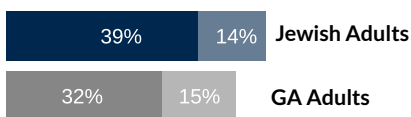
## STATE-LEVEL POLITICS

Jewish adults in Georgia are more likely to identify as or lean Democratic (54%) than all adults in the state (47%). Of the 54% of Jewish adults who identify as Democrats in some way, 39% identified as Democrat when asked if they identify with a political party. An additional 14% identify as Independent who lean toward the Democratic Party. Among all Georgia adults, 32% identify as Democrats, and an additional 15% lean Democratic. Jewish adults are less likely to identify as or lean Republican (38%) than all Georgia adults (46%). Jewish adults and Georgia adults identify nearly equally as Independent (7% and 8%, respectively).

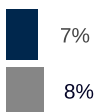
When asked about political ideology, Jewish adults in Georgia are far more likely to identify as liberal (36%) than all adults in Georgia (21%). Jewish adults are also far less likely to identify as conservative (26%) than all adults (43%). Both groups, Jewish adults and all adults, identify as moderate in approximately equal proportions (38% and 36%, respectively).

Partisan Identification, Jewish Adults vs. GA Adults

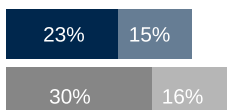
Democrat / Lean Democrat



Independent (No Lean)



Republican / Lean Republican

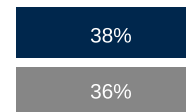


Political Orientation, Jewish Adults vs. GA Adults

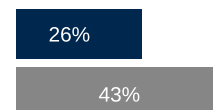
Liberal



Moderate



Conservative



## Age of Independents

Within Georgia'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 (45% vs. 30%, respectively).

% Independent among Georgia Jewish Adults, by Age Group



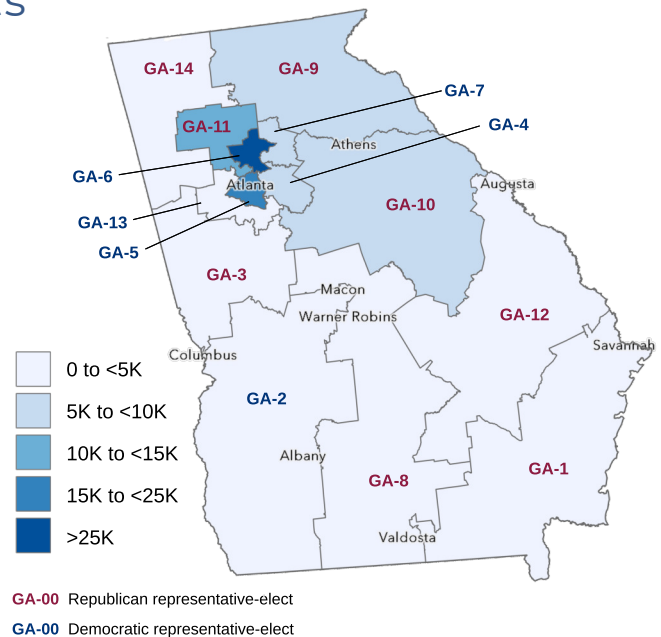
## CONGRESSIONAL DISTRICTS

### Top Five Congressional Districts

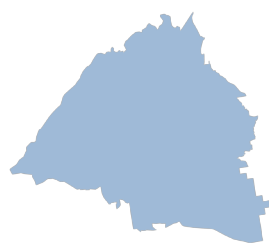
Congressional Districts	Pct. Jewish	Jewish Adults*	Representative-elect
GA-6	4.8	27,000	Lucy McBath (D)
GA-5	3.0	17,000	Nikema Williams (D)
GA-11	2.1	14,000	Barry Loudermilk (R)
GA-7	1.1	7,000	Carolyn Bourdeaux (D)
GA-4	1.0	7,000	Hank Johnson (D)

\* Estimates are based on a synthesis of sample surveys and may have a margin of error between +/- 1,000 to 5,000, depending on the estimate.

Of Georgia's 14 congressional districts, the top five by Jewish population account for about 68% (~71,000) of the state's total Jewish electorate (~104,000). All five districts are located within the Atlanta metropolitan area.

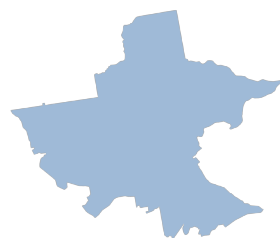
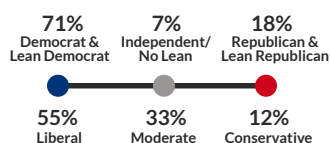


Four of the top five districts are represented by Democrats, including GA-7 where the seat flipped from Republican in 2020. Among the top three districts by Jewish population, the Jewish electorate of both GA-6 and GA-11 are roughly split in identification with the Democratic and Republican parties. A plurality of the Jewish electorate in these two districts are politically moderate. The Jewish electorate of GA-5 leans left, with 71% identifying as or leaning Democratic, and a majority identifying as politically liberal (55%).



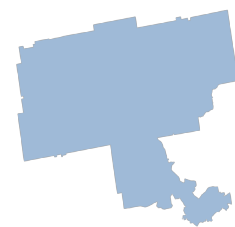
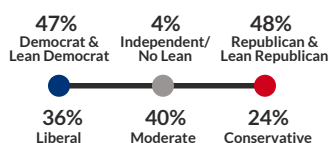
GA-5

17,000  
Jewish Adults



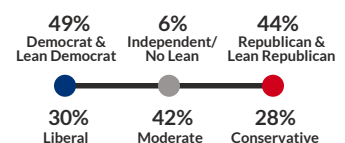
GA-6

27,000  
Jewish Adults



GA-11

14,000  
Jewish Adults



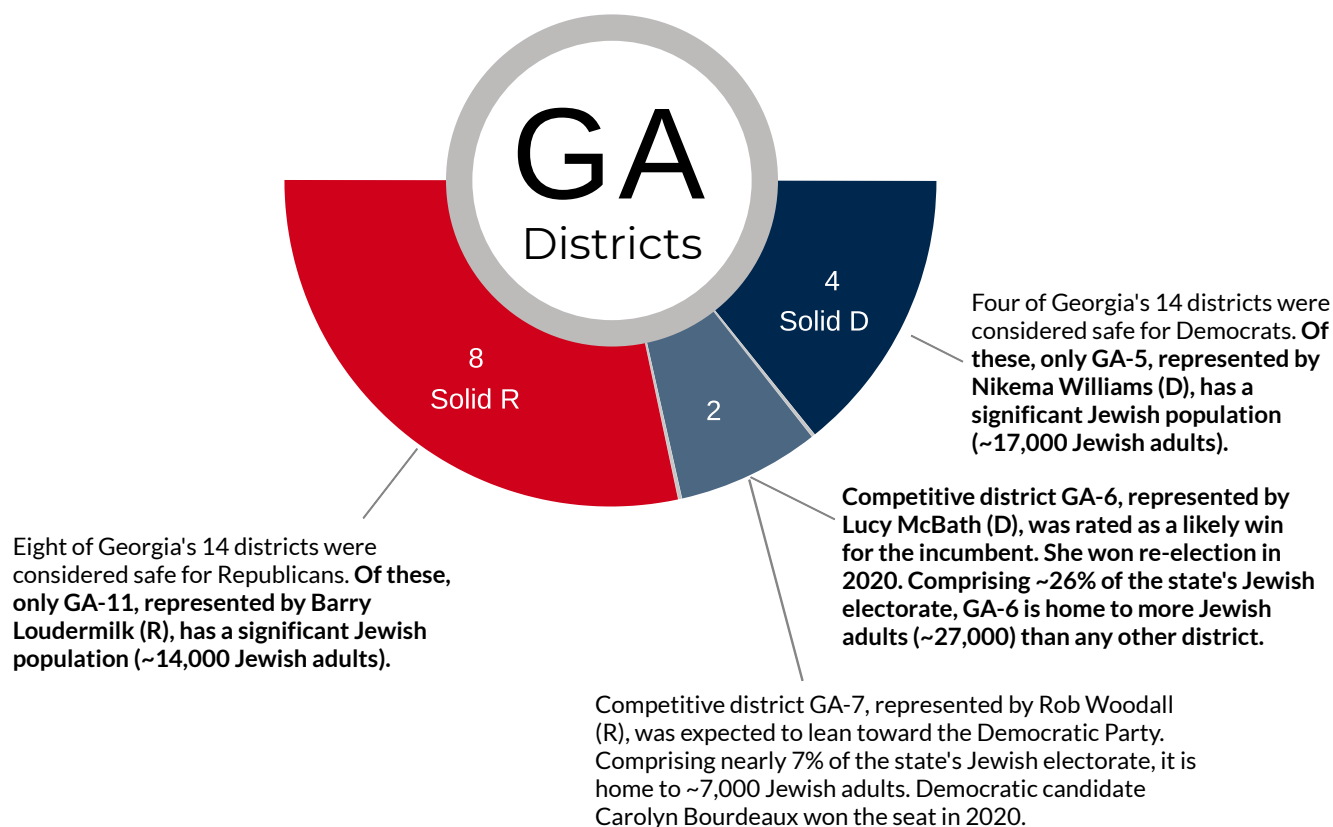
## Competitive Districts

In the month preceding the 2020 House races, the majority of Georgia's congressional districts — 12 out of 14 — were considered safe for incumbent representatives. Of those considered safe, eight were represented by Republicans. Democrats were considered safe in half as many districts, but were favorites to win both competitive races in GA-6 and GA-7.<sup>4</sup> In GA-6, Lucy McBath (D) won re-election with 54.6% of the vote. After GA-7 incumbent Rob Woodall (R) chose not to run for reelection in 2020, the seat was flipped by Carolyn Bourdeaux (D), who won with 51.4% of the vote, expanding the number of seats held by the Democratic Party to six.

In addition to the House races, a special election was held in January 2021 to determine Georgia's Senators. Both seats were won by Democratic challengers, Rev. Raphael Warnock and Jon Ossoff, giving control of the United States Senate to the Democratic Party for the first time since 2008.

### Georgia Competitive House Races

Only two of Georgia's 14 House races were considered competitive, and both were won by Democratic candidates in 2020.

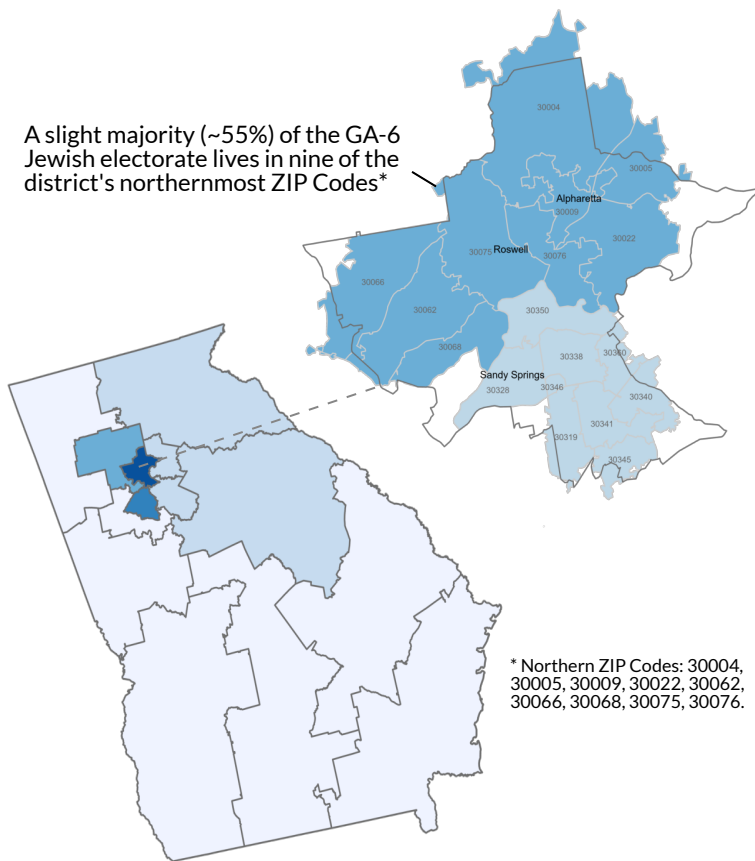




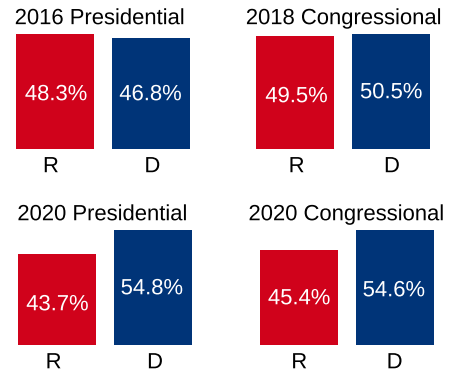
## GA-6 District Profile

GA-6 has the largest Jewish population in the state and is represented by Democrat Lucy McBath. Leading up to the 2020 House races, GA-6 was considered a likely win for the Democratic incumbent despite her slim margin (+1%) in 2018. As expected, she won by a larger margin (+9.2%) in 2020, beating Republican challenger Karen Handel.

A slight majority (~55%) of the GA-6 Jewish electorate lives in nine of the district's northernmost ZIP Codes\*



## Election Results: GA-6



Spanning the northern suburbs of Atlanta, including portions of Cobb, Fulton, and DeKalb Counties, GA-6 is home to ~27,000 Jewish adults and comprises about 26% of the state's Jewish electorate. A little over half (~55%) of the GA-6 Jewish electorate lives in nine of the district's northernmost ZIP Codes, encompassing the cities of Alpharetta, Roswell, and Milton.

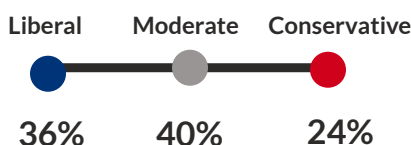
Although a plurality of Jewish adults in GA-6 identifies with or leans toward the Republican Party (48%)—more than the proportion of all Georgia adults in the district (46%)—they are more likely to identify as liberal (36%) than as conservative (23.9%).

4.8%  
of the voting-age  
population is Jewish

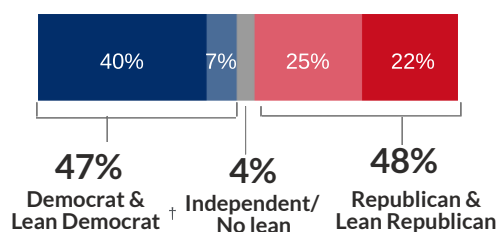
27,000  
Jewish Adults

55%  
of the Jewish electorate  
lives in 9 ZIP Codes

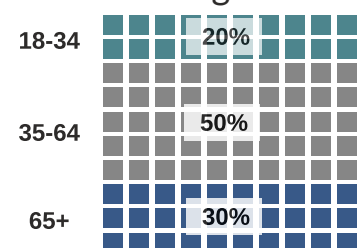
## Political Ideology



## Partisan Identification



## Age

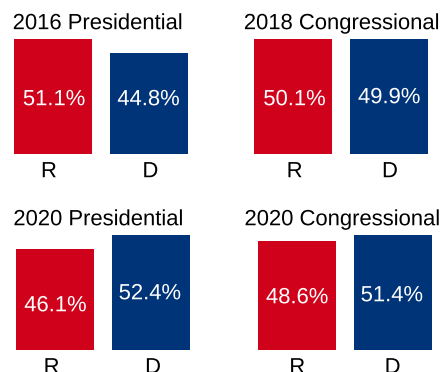


† Interpret data with caution. The coefficient of variation (CV) for the "lean" political estimate is greater than 30%.

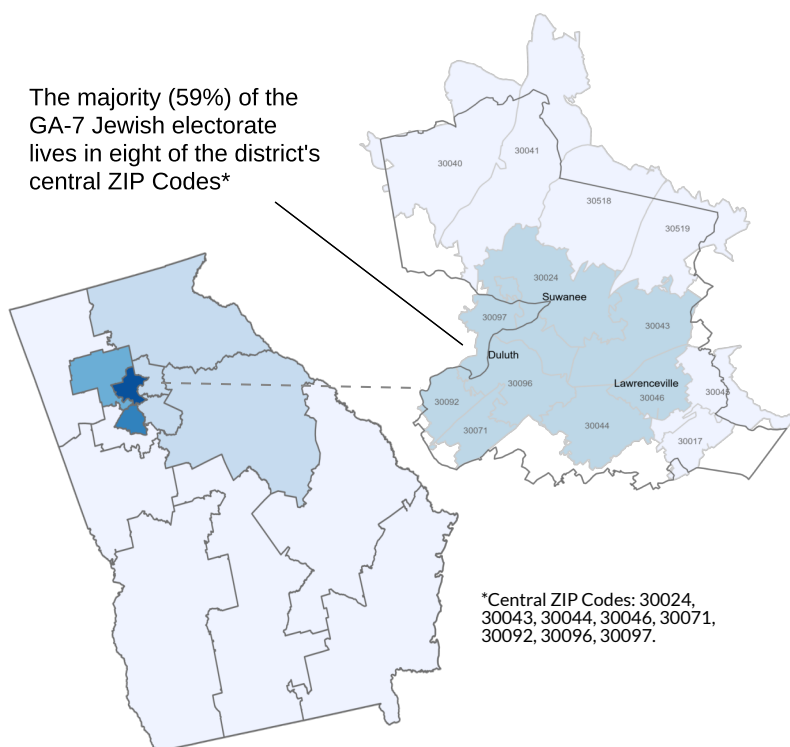
## GA-7 District Profile

GA-7 has a relatively small Jewish electorate compared to districts such as GA-6, GA-5, and GA-11 but, in a state that was won by fewer than 13,000 votes, it is important to consider where Jewish voters factor into the electoral calculus. GA-7, previously represented by Rob Woodall (R), was one of 49 open seats in the 2020 US House races. Once considered a Republican stronghold, the district was won in the 2020 election by Carolyn Bourdeaux (D), who beat Rich McCormick (R) by 10,336 votes (2.8%).

### Election Results: GA-7



The majority (59%) of the GA-7 Jewish electorate lives in eight of the district's central ZIP Codes\*



Encompassing portions of Forsyth and Gwinnett Counties, GA-7 is home to ~7,000 Jewish adults, accounting for 1.1% of the district's voting-age population. The majority (59%) of the GA-7 Jewish electorate lives in eight of its central ZIP Codes, spanning northeastern portions of the Atlanta metropolitan area, including the cities of Peach Tree, Lawrenceville, Norcross, and Duluth.

Though a plurality of Jewish adults in GA-7 identify with or lean toward the Democratic Party (44%), no other district in Georgia has a higher percentage of Jewish adults who identify as independent (18%).

1.1%

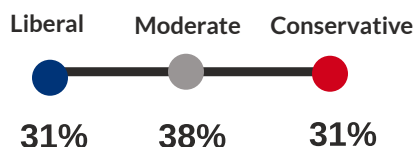
of the voting-age population is Jewish

7,000  
Jewish Adults

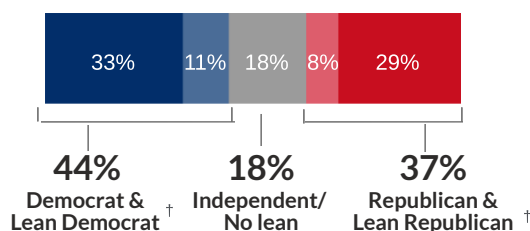
59%

of the Jewish electorate lives in eight ZIP Codes

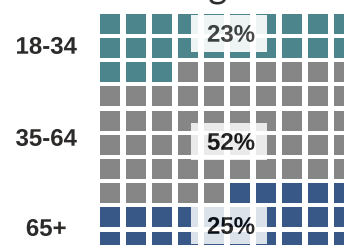
### Political Ideology



### Partisan Identification



### Age



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



## NOTES

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<sup>1</sup> 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.

<sup>2</sup> State-level Jewish adult totals are estimated from AJPP 2020 models and adjustments for Jewish adults who do not identify religiously as Jewish.

<sup>3</sup> 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.

<sup>4</sup> 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.