

The State of Antisemitism in America 2023 Surveys

Methodology Report
Prepared for the American
Jewish Committee



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Study Overview

In the fall of 2023, the American Jewish Committee contracted with SSRS to conduct two surveys of American Attitudes about Antisemitism. The primary survey interviewed Jewish Americans about their attitudes towards and experiences of antisemitism. For the fourth year in a row, a companion survey was conducted asking American adults related questions regarding about their attitudes and knowledge of antisemitism. While the surveys were designed to build on existing trends, the Hamas attacks on Israel on October 7, 2023, and lasting impacts, make this survey field period somewhat unique.

The 2023 AJC Antisemitism Survey of Jewish Americans soft launched on October 5 with the goal of fully launching the following week; however, fieldwork was paused following the October 7 terrorist attacks in Israel. In response to those events, and the subsequent spike of antisemitism and anti-Israel activity on college campuses and in communities all over the U.S., the questionnaire was adjusted to add survey items to measure awareness of the terrorist attacks and the impact of those attacks on feelings of safety in the United States.¹ The revised survey fully launched on October 17. The 2023 AJC Antisemitism Survey of U.S. adults also launched on October 17, with an added question to measure awareness of the terrorist attacks. It is important to consider this broader context when analyzing survey data.

The Jewish American survey collected data from a nationally representative sample of 1,528 adults (ages 18 and older) of Jewish religion or background. The survey was conducted from October 5, 2023-November 21, 2023. For the third year in a row, the survey was completed as a mixed-mode survey; most respondents (n=1,274) participated via a self-administered web survey, and n=254 were interviewed on the phone.

The U.S. adult survey collected data from a nationally representative sample of 1,223 adults (ages 18 or older). Data for this companion survey were collected from October 17-24, 2023, through the [SSRS Opinion Panel](#).²

Data from each survey were weighted to correct for known biases due to sampling and non-response. This report provides additional information about the methods used to collect the data and report the survey results. See Appendix A for more information on previous surveys.

¹ Jewish respondents also were asked an open-ended question at the end of the survey: "This annual survey is sponsored by a global Jewish advocacy organization. Is there anything we didn't ask you about that you'd like to share now, including any thoughts on the recent terrorist attacks in Israel?"

² The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults, aged 18 and older. For more information: <https://ssrs.com/opinion-panel/>

Jewish American Survey

Sample Design

The Jewish population is a very low incidence population. Best efforts were made to complete interviews with the most representative sample possible. The vast majority of interviews (n=1,274) were completed via online probability panel. Additional interviews (n=254) were completed via recontact telephone sample.³

Respondents who had previously indicated being Jewish by religion or Jewish aside from religion were invited to participate. They were then asked screener questions to confirm their Jewish identity; if they no longer identified as Jewish by religion or aside from religion, the interview was terminated. In addition, a portion of those having no religion (identifying as atheist, agnostic, or no particular religion) were asked the screener questions to identify any additional panelists who identified as Jewish aside from religion. Participants only qualified to complete the full survey if they indicated in the screener that they identified as Jewish.

Questionnaire Development and Field Procedure

The Jewish American questionnaire was initially developed by the staff of the American Jewish Committee. SSRS provided feedback regarding new question wording, order, clarity, and other issues pertaining to questionnaire quality. Together, the SSRS and AJC teams worked to finalize the questionnaire.

The two surveys – Jewish American and general population – were designed in concert, to allow for a more cohesive comparative analysis. Each of the surveys included a mix of new questions and previously asked questions. For example, the 2023 surveys asked Jewish Americans and the general population for opinions on the current state of antisemitism in the United States, repeating questions that were asked in previous years. Some new questions for 2023 asked about awareness of the U.S. National Strategy to Counter Antisemitism, Jewish American Heritage month, and, as noted above, the Hamas terrorist attacks on Israel on October 7, 2023. While some questions were the same for both sets of respondents, others were tailored to the specific populations. For example, whereas respondents in the general population survey were asked about *awareness of* antisemitic incidents, respondents in the Jewish survey were asked if they had personal experiences being the *target of* antisemitism.

Upon final approval, SSRS formatted and programmed the survey for completion via telephone and online administration. Additional steps were employed to ensure a quality experience in

³ The recontact sample included landline and cell records identified as belonging to Jewish respondents, based on previously conducted telephone surveys.

survey administration regardless of the device or browser utilized by respondents. Tests were conducted using desktop/laptop computers, tablets, and phones, as well as various web browsers - Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge.

Prior to the field period, SSRS programmed the survey into Confirmat web/Computer-assisted telephone interviewing (CATI) software that integrates both modes. Extensive checking of the program was conducted to assure that skip patterns followed the design of the questionnaire. The field period for the survey was October 5, 2023-November 21, 2023. All interviews were done through the Confirmat web/CATI system. This system ensured that questions followed logical skip patterns, and the CATI system ensured that complete dispositions of all call attempts were recorded.

Web Field Procedures

Panelists were sent an email invitation to take the survey online, as well as up to four reminder emails throughout the field period. The survey program was optimized so that respondents could complete using a desktop or laptop computer, as well as a mobile device.

CATI Field Procedures

CATI interviewers received both written materials on the survey and formal training. The written materials were provided prior to the beginning of the field period and included an annotated questionnaire that contained information about the goals of the survey as well as detailed explanations of why questions were being asked, the meaning and pronunciation of key terms, potential obstacles to be overcome in getting good answers to questions, and respondent issues that could be anticipated ahead of time as well as strategies for addressing the potential challenges.

Interviewer training was conducted immediately before the survey was officially launched. The SSRS team reviewed each question from the questionnaire with call center supervisors and interviewers. Interviewers were given instructions to help them maximize response rates and ensure accurate data collection.

Weighting Procedures

The data from this project were weighted to represent the adult Jewish population of the United States.

Base weight

The base weight was computed differently depending on whether the panelist was recruited from the Omnibus, the SSRS Probability Panel, or Ipsos Probability Panel.

SSRS Omnibus Callback Sample

The base weights for the SSRS Omnibus Callback sample were their original base weight from the Omnibus survey (OMNI_BW). This base weight accounted for selection probability of telephone numbers along with the overlapping landline and cell frames.

SSRS Opinion Panel Sample

The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults, aged 18 and older. Members are recruited randomly based on a nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). Additionally, the SSRS Opinion Panel has recruited hard-to-reach demographic groups via the SSRS Omnibus survey platform. Prior to July 2019, the SSRS Opinion Panel was recruited entirely from the SSRS Omnibus.

The base weights for SSRS Opinion Panelists were their standard design weights, which accounts for differential probabilities of selection for the sample. The design weights for the SSRS Opinion Panel were computed differently depending on whether the panelist was recruited from address-based sample (ABS), a prepaid cell sample, or the SSRS dual-frame RDD telephone Omnibus. Final base weights for SSRS Opinion Panelists were computed by applying non-response and attrition adjustments to the design weights.

Ipsos Probability Panel

Ipsos' KnowledgePanel is an online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the internet and hardware if needed. Ipsos recruits panel members by using address-based sampling (ABS) methods.

Respondents recruited from the Ipsos Panel were assigned base weights provided by Ipsos upon completion of data collection.⁴ Base weights were standardized by sample source so that the weights within each sample source sum to the number of interviews by sample source.

⁴ <https://www.ipsos.com/sites/default/files/kpsamplingandweighting.pdf>

Calibration

With the base weights applied, the combined sample was calibrated to target population parameters.⁵ The sample was calibrated to estimates of the Jewish population along the following dimensions: age (18-29, 30-49, 50-64, 65+); gender (male, female); Census region (North, Midwest, South, West); education (high school graduate or less, some college, four-year college or more); race/ethnicity (White non-Hispanic or Other non-Hispanic, Black non-Hispanic, Hispanic); marital status (married, all other); denomination (Orthodox, Conservative, Reform, or other); and internet use frequency (several times a day or more, less often). Target benchmark distributions were modeled using data from the 2022 wave of the AJC Antisemitism Jewish Survey, the SSRS Opinion Panel (October 2023), the SSRS Omnibus Survey (August 2019 – July 2021), and the Pew Research Center (2020).⁶

Weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure.

Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population. The following table compares target population benchmark distributions to unweighted and weighted sample distributions.

⁵ To handle missing data among some of the demographic variables we employ a technique called hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. These are further determined by variables predictive of non-response that are present in the entire file. We use an SPSS macro detailed in 'Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data' (Myers, 2011).

⁶ <https://www.pewforum.org/2021/05/11/jewish-americans-in-2020/>

Table 1: Weighted and Unweighted Sample Distributions

Category	Value	Parameter	Unweighted	Weighted
Sex	Male	52.1%	51.3%	51.9%
	Female	47.9%	48.7%	48.1%
Age	18-29	20.4%	13.9%	19.3%
	30-49	30.4%	29.6%	31.3%
	50-64	21.7%	22.4%	21.6%
	65+	27.3%	34.1%	27.8%
Education	High school or less	22.5%	7.9%	19.5%
	Some college	22.2%	16.3%	22.9%
	College degree or more	55.2%	75.8%	57.7%
Denomination	Orthodox	9.1%	8.4%	9.2%
	Conservative	13.8%	18.9%	14.0%
	Reform	28.3%	33.6%	28.8%
	Secular/Other denomination	48.9%	39.1%	48.0%
Region	North	33.5%	34.5%	33.8%
	Midwest	12.7%	13.9%	12.4%
	South	29.1%	28.9%	28.8%
	West	24.7%	22.7%	25.0%
Marital Status	Married	53.6%	50.7%	53.7%
	Other	46.4%	49.3%	46.3%
Race/Ethnicity	White/Other	86.7%	92.9%	88.6%
	African American	4.0%	1.4%	3.0%
	Hispanic	9.4%	5.8%	8.4%
Internet Frequency	Several times a day or more	88.3%	95.1%	90.3%
	Less often	11.7%	4.9%	9.7%

Effects of Sample Design on Statistical Inference

Specialized sampling designs and post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. SSRS calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or deff represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.

The total sample design effect for this survey was 1.61.

SSRS calculates the composite design effect for a sample of size n , with each case having a weight, w as:⁷

$$def f = \frac{n \sum w^2}{(\sum w)^2}$$

The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. For example, the margin of error for the entire sample is ± 3.2 percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.2 percentage points away from their true values in the population. Margins of error for subgroups will be larger. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording, and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

Cooperation Rate⁸

For the web component of this survey, the combined cooperation rate is calculated to be 49%. For the phone component, the cooperation rate is calculated to be 14%.

⁷ Kish, L. (1992). Weighting for Unequal Pi. *Journal of Official Statistics*, Vol. 8, No.2, 1992, pp. 183-200.

⁸ The cooperation rate is calculated by dividing the number of completed interviews by the total amount of eligible sample. The cumulative combined response rate for the Jewish survey is 3%, using AAPOR's Response Rate 3 formula, which accounts for response rates to initial panelist recruitment.

U.S. Adult Survey

This U.S. adult survey was conducted for the American Jewish Committee through the [SSRS Opinion Panel](#).⁹ Data for this companion survey were collected from October 17-24, 2023, among a sample of 1,223 respondents. All data were weighted to represent the target population and to correct for known biases due to sampling and non-response.

Qualitative Interviews

From Wednesday, August 8, through Monday, August 14, SSRS completed ten (10) qualitative in-depth interviews to evaluate new questions for the 2023 Antisemitism General Population Survey. The interviews focused on comprehension of new survey items, some of which were informed by previous qualitative research SSRS conducted on behalf of AJC. Other new items were developed based on the AJC team's internal goals and, due to the sensitive nature of some topics, required testing to: (1) ensure questions would make sense to survey respondents, and (2) explore improvements to questionnaire wording to reduce bias or measurement error.

The in-depth interviews led to modifications of question and option wording based on participant feedback. Additionally, each participant gave valuable context to their responses for each question that helped to reduce any possible confusion, bias, or measurement error.

Sample Design

The companion survey was designed to be able to draw comparisons with the Jewish survey, as well as to explore the general public's understanding of antisemitism. To this end, SSRS invited members of its probability-based online panel (SSRS Opinion Panel) to participate in the survey. For the survey of U.S. adults, Hispanic and Black respondents were oversampled.

The SSRS Opinion Panel is a nationally representative probability-based web panel. Given that this is a probability-based web panel, findings are statistically projectable to the adult general population. SSRS Probability Panel members are recruited through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS). ABS respondents are randomly sampled by MSG through the U.S. Postal Service's Computerized Delivery Sequence (CDS), a regularly-updated listing of all known addresses in the U.S. For the Opinion Panel, known business addresses are excluded from the sample frame.

⁹ SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). Additionally, the SSRS Opinion Panel has recruited hard-to-reach demographic groups via the SSRS Telephone Omnibus survey platform. Prior to July 2019, the SSRS Opinion Panel was recruited entirely from the SSRS Telephone Omnibus. For more information: <https://ssrs.com/opinion-panel/>

Field Procedures

Prior to the field period, SSRS programmed the U.S. adult survey into Conformat Computer Assisted Web Interviewing (CAWI) software. Extensive checking of the program was conducted to assure that skip patterns followed the design of the questionnaire.

Data were collected from October 17-24, 2023, on the SSRS Opinion Panel. All interviews were done through the CAWI system, which ensured that questions followed logical skip patterns.

Panelists were sent an email invitation to take the survey online, as well as up to 4 reminder emails throughout the field period. The survey program was optimized so that respondents could complete using a desktop or laptop computer, as well as a mobile device.

Weighting Procedures

Data were weighted to represent the residential adult population of the United States. The data were weighted by applying a base weight and balancing the demographic profile of the sample to target population parameters.

Design Weight

The design weight accounts for differential probabilities of selection for the sample. The design weight for the SSRS Opinion Panel was computed differently depending on whether the panelist was recruited from address-based sample (ABS), a prepaid cell sample, or the SSRS dual-frame RDD telephone Omnibus.

ABS Recruits

The design weight for ABS recruits corrects for the disproportionate ABS design by adjusting the distribution of sample across the ABS strata to match the distribution of the ABS frame across strata.

ABS recruits come from a variety of sample sources, some of which employ different stratification schemes. The design weight for ABS recruits is tailored to the stratification scheme used for the sample from which the panelist was recruited. Currently, ABS recruitment waves for the SSRS Opinion Panel are stratified on a combination of geographic region and model-based indicators of the presence of key subpopulations.

Prepaid Cell Recruits

The design weight for prepaid cell recruits accounts for any disproportionate sampling of prepaid cell phone numbers from the cell phone RDD frame.

Telephone Omnibus Recruits

The design weight for the telephone Omnibus recruits is their original base weight computed at the time of the original omnibus interview. This base weight accounts for selection probabilities associated with the overlapping dual-frame Omnibus sample design.¹⁰ This base weight is a function of the landline and cell frame sample sizes as well as each respondent's telephone usage and number of adults in the household.

Non-Response Adjustments

Two adjustments are applied to the design weight to create the final base weight:

- A nonresponse adjustment correcting for variability in the recruitment response rate.
- An attrition adjustment correcting for variability in the rate at which originally recruited panelists are retained on the Panel.

Both steps use a weighting class adjustment in which adjustment cells are defined by a cross of the recruitment channel and geographic strata.

For ABS recruits, a household size adjustment is also applied to correct for the sampling of one adult within each sampled address.

Non-Internet Adjustment

For projects that collect data entirely online, people who do not use the internet are necessarily not included in the sample. To account for this non-coverage and make the results more representative of the entire target population, we make a non-internet adjustment to the base weight.

This is a propensity score adjustment that models adults with internet access to be representative of all adults (regardless of whether or not they have internet access). Propensity scores are estimated by modeling panel response mode on a range of demographic, attitudinal and behavioral covariates. The model is a CART¹¹ (Classification and Regression Trees) decision tree built in SPSS by using its scoring wizard available with the decision tree license.

¹⁰ Buskirk T.D., Best J. (2012) Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*. Vol. 15: 3696-3710.

¹¹ Practical Tools for Designing and Weighting Survey Samples (2nd ed.) by Richard Valliant, Jill A. Dever, and Frauke Kreuter. Cham, Switzerland: Springer, 2018.

Raking

With the base weight applied, the data were weighted to balance the demographic profile of the sample to the target population parameters.

Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in ‘Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data’ (Myers, 2011).

Weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure.¹²

Data were first weighted, within race group, as detailed in Table 2. The population parameters for the calibration variables were derived from the sources listed in Table 3.

Table 2: Calibration Variables per Race Group

African American	Hispanic	White/Other
Gender (M, F)	Gender (M, F)	Gender (M, F)
Age (18-29, 30-49, 50+)	Age (18-29, 30-49, 50+)	Age (18-29, 30-49, 50-64, 65+)
Education (HS grad or less, some college, college grad+)	Education (HS grad or less, some college, college grad+)	Education (HS grad or less, some college, college grad+)
Region (Northeast, Midwest South, West)	Region (Northeast, Midwest South, West)	Region (Northeast, Midwest South, West)
Marital Status (married, not married)	Marital Status (married, not married)	Marital Status (married, not married)
Civic Engagement (yes, no)	Civic Engagement (yes, no)	Civic Engagement (yes, no)
Internet frequency of use (almost constantly, less often)	Internet frequency of use (almost constantly, less often)	Internet frequency of use (almost constantly, several times/day, less often)
--	Nativity (U.S. born, foreign born)	--
--	--	Race/ethnicity (non-Hispanic white, other/mixed)
Party ID (Rep, Dem, Ind/other)	Party ID (Rep, Dem, Ind/other)	Party ID (Rep, Dem, Ind/other)
Voter Registration (yes, no)	Voter Registration (yes, no)	Voter Registration (yes, no)
Religious Affiliation (affiliated, not)	Religious Affiliation (affiliated, not)	Religious Affiliation (affiliated, not)
Population density (total population quintiles)	Population density (total population quintiles)	Population density (total population quintiles)

¹² <https://community.ibm.com/HigherLogic/System/DownloadDocumentFile.ashx?DocumentFileKey=17fd2f0b-7555-6ccd-c00c-5388b082161b&forceDialog=0>

Table 3: Calibration Variable Sources

Dimensions	Source
Sex	2023 Current Population Survey ¹³
Age	
Education	
Race	
Hispanic nativity	
Marital status	
Census region	
Home Tenure	
Number of adults per household	
Population density	Census Planning Database ¹⁴
Religion Affiliation	Pew Research Center’s National Public Opinion Reference Survey (NPORS) ¹⁵
Internet frequency	
Party ID	September 2021 CPS Volunteering and Civic Life Supplement ¹⁷
Civic Engagement ¹⁶	
Voter Registration	CPS 2022 Voting and Registration Supplement ¹⁸

After the race group samples were weighted, they were combined, and the total sample was rebalanced to the general population’s distribution of race/ethnicity. Weights were trimmed at the 5th and 95th percentiles to prevent individual interviews from having too much influence on survey-derived estimates.

The following tables compare unweighted and weighted sample distributions to target population benchmarks.

¹³ Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler and Michael Westberry. IPUMS CPS: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2023. <https://doi.org/10.18128/D030.V11.0>

¹⁴ <https://www.census.gov/topics/research/guidance/planning-databases/2022.html>

¹⁵ <https://www.pewresearch.org/methods/fact-sheet/national-public-opinion-reference-survey-npors/> - May 19 to Sept 5, 2023.

¹⁶ Civically engaged respondents are defined as those who have volunteered in the past 12 months or who talk to their neighbors daily.

¹⁷ <https://www.census.gov/programs-surveys/cps/about/supplemental-surveys.html>

¹⁸ https://www.census.gov/data/datasets/time-series/demo/cps/cps-supp_cps-repwtg/cps-voting.html

Table 4: Weight Summary - Black, non-Hispanic

Category	Value	Target	Unweighted	Weighted
Sex	Male	46.4%	33.6%	46.1%
	Female	53.6%	66.4%	53.9%
Age	18-29	23.1%	23.8%	23.1%
	30-49	35.7%	46.6%	36.5%
	50+	41.2%	29.6%	40.4%
Education	HS grad or less	43.8%	37.7%	43.6%
	Some college/Assoc Degree	29.9%	31.4%	29.6%
	College grad+	26.3%	30.9%	26.8%
Census Region	Northeast	15.6%	16.6%	15.8%
	Midwest	16.7%	17.5%	17.4%
	South	58.8%	54.7%	57.6%
	West	8.8%	11.2%	9.2%
Civic Engagement	Not engaged	77.5%	65.0%	76.6%
	Civically engaged	22.5%	35.0%	23.4%
Internet Frequency	Almost constantly	45.6%	64.6%	47.1%
	Several times a day or less often	54.4%	35.4%	52.9%
Party ID (non-leaning)	Republican	5.8%	6.3%	5.9%
	Democrat	62.6%	52.0%	61.5%
	Independent/Other	31.6%	41.7%	32.6%
Religious Affiliation	Affiliated	81.7%	67.3%	80.9%
	Not affiliated	18.3%	32.7%	19.1%
Voter Registration	Registered	77.3%	86.5%	77.4%
	Not registered	22.7%	13.5%	22.6%
Population Density	1 Lowest density	11.9%	8.1%	11.3%
	2	15.5%	16.6%	15.7%
	3	17.0%	16.1%	17.0%
	4	24.9%	24.7%	24.4%
	5 Highest density	30.7%	34.5%	31.6%
Marital Status	Married	33.8%	25.1%	34.4%
	Not married	66.2%	74.9%	65.6%

Table 5: Weight Summary - Hispanic

Category	Value	Target	Unweighted	Weighted
Sex	Male	50.4%	38.8%	48.6%
	Female	49.6%	61.2%	51.4%
Age	18-29	27.4%	26.7%	27.0%
	30-49	39.8%	49.8%	40.2%
	50+	32.9%	23.5%	32.9%
Nativity	U.S.-born	48.2%	62.2%	48.2%
	Foreign-born	51.8%	37.8%	51.8%
Education	HS grad or less	57.4%	44.3%	56.7%
	Some college/Assoc Degree	23.4%	30.9%	22.8%
	College grad+	19.2%	24.8%	20.4%
Census Region	Northeast	13.8%	13.4%	14.3%
	Midwest	9.0%	9.8%	7.8%
	South	39.4%	42.0%	40.5%
	West	37.8%	34.9%	37.4%
Civic Engagement	Not engaged	83.7%	64.5%	82.7%
	Civically engaged	16.3%	35.5%	17.3%
Internet Frequency	Almost constantly	48.9%	62.9%	51.8%
	Several times a day or less often	51.1%	37.1%	48.2%
Party ID (non-leaning)	Republican	17.2%	18.6%	18.1%
	Democrat	36.9%	32.6%	35.7%
	Independent/Other	45.9%	48.9%	46.2%
Religious Affiliation	Affiliated	70.2%	64.8%	70.0%
	Not affiliated	29.8%	35.2%	30.0%
Voter Registration	Registered	47.1%	72.6%	48.5%
	Not registered	52.9%	27.4%	51.5%
Population Density	1 Lowest density	15.1%	16.3%	15.0%
	2	15.1%	16.6%	14.1%
	3	19.6%	18.9%	19.4%
	4	20.2%	22.1%	20.5%
	5 Highest density	30.0%	26.1%	30.9%
Marital Status	Married	46.7%	36.8%	44.0%
	Not married	53.3%	63.2%	56.0%

Table 6: Weight Summary - White/Other, non-Hispanic

Category	Value	Target	Unweighted	Weighted
Sex	Male	49.1%	51.2%	50.4%
	Female	50.9%	48.8%	49.6%
Age	18-29	18.0%	16.3%	17.7%
	30-49	31.4%	30.2%	31.1%
	50-64	24.9%	26.6%	25.4%
	65+	25.7%	27.0%	25.8%
Race/Ethnicity	White	87.0%	88.0%	87.0%
	Other	13.0%	12.0%	13.0%
Education	HS grad or less	32.5%	32.8%	33.1%
	Some college/Assoc Degree	26.6%	26.8%	26.0%
	College grad +	41.0%	40.4%	40.9%
Census Region	Northeast	18.5%	16.2%	17.0%
	Midwest	24.0%	25.3%	24.6%
	South	34.9%	36.9%	36.0%
	West	22.6%	21.6%	22.4%
Civic Engagement	Not engaged	69.7%	57.6%	68.5%
	Civically engaged	30.3%	42.4%	31.5%
Internet Frequency	Almost constantly	39.8%	45.3%	40.9%
	Several times a day	47.5%	48.6%	47.8%
	About once a day	12.7%	6.1%	11.3%
Party ID (non-leaning)	Republican	35.1%	41.0%	36.6%
	Democrat	24.0%	21.5%	23.1%
	Independent/Other	40.9%	37.5%	40.3%
Religious Affiliation	Affiliated	69.5%	64.8%	68.7%
	Not affiliated	30.5%	35.2%	31.3%
Voter Registration	Registered	81.3%	87.6%	83.1%
	Not registered	18.7%	12.4%	16.9%
Population Density	1 Lowest density	22.4%	20.2%	22.8%
	2	22.4%	22.9%	23.0%
	3	20.7%	21.2%	21.1%
	4	18.8%	18.8%	18.2%
	5 Highest density	15.7%	16.9%	14.9%
Marital Status	Married	55.9%	54.5%	56.8%
	Not married	44.1%	45.5%	43.2%

Table 7: Weight Summary - Total

Category	Value	Target	Unweighted	Weighted
Race/Ethnicity	White, non-Hispanic	61.3%	49.9%	61.3%
	Black, non-Hispanic	12.1%	18.2%	12.1%
	Hispanic, U.S.-born	8.4%	15.6%	8.4%
	Hispanic, Foreign-born	9.1%	9.5%	9.1%
	Asian, non-Hispanic	6.5%	5.6%	6.5%
	Other, non-Hispanic	2.6%	1.2%	2.6%

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. SSRS calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response. The total sample design effect for this survey is 1.64.

SSRS calculates the composite design effect for a sample of size n , with each case having a weight, w , as:¹⁹

$$deff = \frac{n \sum w^2}{(\sum w)^2}$$

The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. For example, the margin of error for the entire sample is ± 3.6 percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.6 percentage points away from their true values in the population. Margins of error for subgroups will be larger. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording, and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

¹⁹ Kish, L. (1992). Weighting for Unequal Pi. *Journal of Official Statistics*, Vol. 8, No.2, 1992, pp. 183-200.

Table 8: DeFFs and MOEs

	n	Design Effect	Margin of Error
Total sample	1,223	1.64	±3.6 percentage points
White/Other, non-Hispanic	693	1.41	±4.4 percentage points
Black, non-Hispanic	223	1.8	±8.8 percentage points
Hispanic	307	2.19	±8.3 percentage points

Cooperation Rate²⁰

For the U.S. adults survey on the SSRS Opinion Panel, the cooperation rate was 39%.

Deliverables

In the course of fielding the surveys, SSRS met with and provided a progress report to the AJC team every other week with the number of completed surveys by key parameters of interests. Additionally, a few survey questions were included in these progress updates to see how unweighted data came in.

Final deliverables for this study included:

- Final, formatted questionnaires
- Preliminary and final topline results
- Eight banner books of cross-tabulated data, including:
 - Five banners from the Survey of Jewish Americans
 - Three banners from the General Population Comparison Survey
- Two custom banner books of cross-tabulated data for report-writing:
 - Trending Banner with data from previous surveys
 - Comparison Banner with questions from both the Survey of Jewish Americans and the General Population Comparison Survey
- Final methodology report
- Final substantive reports
 - Core report on Survey of Jewish Americans, sub-group analysis, and trends
 - Comparison report on findings between the Survey of Jewish Americans and the General Population Comparison Survey

²⁰ The cooperation rate is calculated by dividing the number of completed interviews by the total number of eligible sample. The cumulative combined response rate is 2%, using AAPOR's Response Rate 3 formula, which accounts for response rates to initial recruitment.

Contact

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Appendix A: Comparisons with Previous Surveys

Similar to the 2023 survey, the 2022 survey of Jewish Americans was a mixed-mode survey; most respondents (n=1,020) participated via a self-administered web survey, and about a third (n=487) were interviewed on the phone. The 2021 survey was also a mixed-mode survey; approximately half of the respondents that year (n=760) were interviewed on the phone, and half (n=673) participated via a self-administered web survey. The 2020 and 2019 surveys of Jewish Americans collected data via telephone from nationally representative samples of n=1,334 and n=1,283 adults of Jewish religion or background.

The four previous surveys were completed in a similar time frame as the 2023 survey. The 2022 survey was conducted from September 28-November 3, 2022. The 2021 survey was conducted from September 1-October 3, 2021. The 2020 survey was conducted from September 9-October 4, 2020. The 2019 survey was conducted from September 11-October 6, 2019.

For the third year in a row, the survey of U.S. adults was a fully self-administered web survey, after transition from an interviewer-conducted telephone survey in 2020²¹ to a fully self-administered web survey in 2021.²²

²¹ The 2020 telephone survey of U.S. adults was conducted using the SSRS Telephone Omnibus, which was a national, weekly dual-frame bilingual telephone survey designed to meet standards of quality associated with custom research studies.

²² For more information regarding transitions from telephone to self-administered web surveys, including possible mode effects to consider when analyzing data, please see [here](#).

Appendix B: About SSRS

SSRS is a division of AUS, a Mt. Laurel, New Jersey-based global market research and consulting firm. Through its affiliation with AUS, SSRS shares resources and experience with Marketing Systems Group (MSG).

SSRS is a full-service social science and market research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. SSRS designs and implements solutions to complex strategic, tactical, public opinion, and policy issues in the U.S. and worldwide. We partner with clients interested in conducting high-quality research. In the industry, SSRS is renowned for its sophisticated sample designs and its experience with all facets of data collection, including qualitative research, mixed methods, and multimodal formats.

The SSRS team specializes in creative problem-solving and informed analysis to meet its clients' research goals. SSRS provides the complete set of analytical, administrative and management capabilities needed for successful project execution.

SSRS is proud to be a Charter Member of the American Association of Public Opinion Research (AAPOR) Transparency Initiative (www.aapor.org). The Transparency Initiative's goal is to encourage broader and more effective disclosure of research methods through proactively and routinely disclosing the critical research methods associated with publicly-released studies.

SSRS is also a member of the Insights Association. Officially launched in January 2017, the Insights Association was formed through the merger of two organizations with long, respected histories of servicing the market research industry: CASRO and MRA. The result is a new, larger and more connected association with a unified, coordinated and higher profile voice, aligned in mission and message, and ultimately more effective at advancing the industry and profession in which we all share an abiding passion. The Insights Association strives to effectively represent, advance, and grow the research profession and industry.