

# 2024 Survey of American Jewish Opinion

Methodology Report  
Prepared for the American  
Jewish Committee



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## Study Overview

The American Jewish Committee (AJC) contracted with SSRS to conduct the 2024 Survey of American Jewish Opinion, the seventh in a series of surveys on American Jewish opinion starting in 2016. The 2024 survey interviewed Jewish adults in the United States to gain a better understanding of the range of opinions they hold on various topics, including Israel, antisemitism, Jewish life and education, and politics – particularly in the post-October 7 world. Many of the questions were specifically designed to gauge how attitudes, opinions, and behaviors may have shifted since the October 7 attack on Israel.

The 2024 Survey of American Jewish Opinion launched on March 12 and field closed on April 6. The survey collected data online from a nationally representative sample of 1,001 adults (ages 18 and older) of Jewish religion or background.<sup>1</sup> On average, respondents completed the survey in 12 minutes.

The data for this survey were weighted to represent the adult Jewish population of the United States. This report provides additional information about the methods used to collect the data and report the survey results.

## Sample Design and Screening

The Jewish population is a very low incidence population. Best efforts were made to complete interviews with the most representative sample possible. The majority of interviews (n=699) were completed via the [SSRS Opinion Panel](#),<sup>2</sup> with an additional sample provided by a partner probability panel (n=302).

For this survey, panelists from the SSRS Opinion Panel and from the partner probability panel who have 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 identify 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 identify as Jewish aside from religion. Panelists qualified to complete the full survey if they indicated in the screener that they identify as Jewish or Jewish aside from religion.

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<sup>1</sup> Respondents were first asked, “What is your present religion, if any?” Those who selected, “Jewish,” automatically qualified and were directed to the main survey. Those who selected, “Atheist,” “Agnostic,” “Something else,” or “Nothing in particular,” or who skipped the question were subsequently asked, “Do you consider yourself to be Jewish for any reason?” Those who said, “Yes” or “Half or part Jewish,” to that question qualified and were directed to the main survey.

<sup>2</sup> 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/>

## Questionnaire Development and Field Procedure

The questionnaire was initially developed by the staff of the American Jewish Committee (AJC). 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 survey included mostly new questions, but some questions that were previously asked in other iterations of this survey or other AJC surveys were also incorporated.

Upon final approval, SSRS formatted and programmed the survey and made sure that it was mobile optimized. As a growing share of Americans use mobile devices as their main form of online access, many are taking surveys on smartphones and tablets, rather than on desktop or laptop computers. This requires surveys to be programmed in what is known as a responsive design platform, meaning the survey program identifies the type of device on which the survey is taken (desktop, laptop, tablet, smartphone) and the interface is adapted accordingly.

After programming, the SSRS team tested the program to ensure skip patterns were working correctly, and that the program can be used efficiently by respondents. Additional steps were employed to ensure a quality experience in 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.

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 it using a desktop or laptop computer, as well as a mobile device.

## Weighting Procedures

The data from this project were weighted to represent the adult Jewish population of the United States. The first step in the weighting was to apply base weights to account for sampling probabilities. Base weights were computed separately for each of the two sample sources. After the base weighting, the combined sample was calibrated to match target population benchmarks.

### *Base Weight*

The base weight was computed differently depending on whether the respondent was recruited from the SSRS Probability Panel or Ipsos KnowledgePanel.

### SSRS Opinion Panel Sample

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-Internet, non-response, and attrition adjustments to the design weights.

### Ipsos KnowledgePanel

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 KnowledgePanel were assigned base weights provided by Ipsos upon completion of data collection.<sup>3</sup>

Base weights were standardized by sample source, so that the weights within each sample source sum to the number of interviews by sample source.

### Calibration

With the base weights applied, the combined sample was calibrated to target population parameters.<sup>4</sup> 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);
- Jewish identity (Jewish By Religion, Jewish Not By Religion); and
- Internet frequency (several times a day or more, less often).

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<sup>3</sup> <https://www.ipsos.com/sites/default/files/kpsamplingandweighting.pdf>

<sup>4</sup> 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).

Target benchmark distributions were modeled using data from the 2022 wave of the AJC Antisemitism Jewish Survey, the SSRS Opinion Panel, the SSRS Omnibus Survey (August 2019 – July 2021), and the Pew Research Center (2020).<sup>5</sup>

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 at the 2<sup>nd</sup> and 98<sup>th</sup> percentiles 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 unweighted and weighted sample distribution to target population benchmark distributions.

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<sup>5</sup> <https://www.pewforum.org/2021/05/11/jewish-americans-in-2020/>

**Table 1. Weighted and Unweighted Sample Distributions**

Category	Value	Parameter	Unweighted	Weighted
Age	18-29	18.2%	11.6%	16.1%
	30-49	30.8%	28.6%	30.9%
	50-64	21.0%	25.1%	22.2%
	65+	29.9%	34.8%	30.9%
Gender	Male	51.0%	51.4%	50.4%
	Female	49.0%	48.6%	49.6%
Education	HS or less	20.8%	7.0%	16.9%
	Some college	21.7%	16.3%	22.4%
	College+	57.6%	76.7%	60.7%
Denomination	Orthodox	9.2%	6.8%	7.6%
	Conservative	14.6%	19.6%	14.9%
	Reform	30.8%	35.4%	31.9%
	Other denomination	45.4%	38.3%	45.5%
Jewish Identity	Jewish by religion	74.5%	75.1%	74.8%
	Jewish by culture/else	25.5%	24.9%	25.2%
Census Region	North	36.6%	33.3%	36.0%
	Midwest	11.4%	13.7%	11.9%
	South	27.4%	29.3%	27.3%
	West	24.5%	23.8%	24.8%
Marital Status	Married	55.7%	53.4%	55.9%
	Else	44.3%	46.6%	44.1%
Race/Ethnicity	White/other race	90.6%	94.2%	91.4%
	African American	2.4%	1.8%	2.5%
	Hispanic	7.0%	4.0%	6.1%
Internet Frequency	Several times a day or more	89.6%	95.2%	91.3%
	Less often	10.4%	4.8%	8.7%

### *Design Effect and Margin of Sampling Error*

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 1.63.

SSRS calculates the composite design effect for a sample of size  $n$ , with each case having a weight,  $w$  as<sup>6</sup>:

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

The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample—one around 50%. For example, the margin of error for the total sample is  $\pm 3.9$  percentage points. This means that in 95 out of every 100 samples using the same methodology, estimated proportions based on the entire sample will be no more than 3.9 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 Rate<sup>7</sup>**

The combined cooperation rate for this survey is calculated to be 53%.

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<sup>6</sup> Kish, L. (1992). Weighting for Unequal Pi. *Journal of Official Statistics*, Vol. 8, No.2, 1992, pp. 183-200.

<sup>7</sup> 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 survey is 3%, using AAPOR's Response Rate 3 formula, which accounts for response rates to initial panelist recruitment.



## **Deliverables**

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

Final deliverables for this study included:

- Final, formatted questionnaire
- Final topline results
- Two banner books of cross-tabulated data
- Final methodology report
- Final substantive report

## **Contact**

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## **Appendix A: 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](http://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.