Iran Nuclear Deal Survey of Jews and Non-Jews 2015

The study was aimed at measuring attitudes about the nuclear deal with Iran among Jews and non-Jews. Data were collected for the study in SSRS's Omnibus survey as well as through custom calling of respondents prescreened to have a Jewish household member. Interviews were completed Thursday July 16th to Monday July 20[th.]

SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey designed to meet standards of quality associated with custom research studies. Each weekly wave of the SSRS Omnibus consists of 1,000 interviews, of which 500 are obtained with respondents on their cell phones, and approximately 35 interviews completed in Spanish. All SSRS Omnibus data are weighted to represent the target population. The study required a total population N of 500 non-Jews and any Jewish respondents who were interviewed during the same time period. A total of 492 interviews (475 non-Jews and 17 Jewish respondents) were completed via SSRS Omnibus.

In addition, after the final night of interviewing, the study still required 25 non-Jews, and so SSRS completed an additional night of interviewing using prescreened landline and cell phone RDD sample to reach the target N. A total of 505 non-Jewish interviews and 501 Jewish interviews were conducted.

SSRS OMNIBUS

Sample Design
The SSRS Omnibus sample is designed to represent the adult U.S. population (including Hawaii and Alaska). SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households, and randomly generated cell phone numbers.[1] Sample telephone numbers are computer generated and loaded into on-line sample files accessed directly by the computer-assisted telephone interviewing (CATI) system.

Respondent Selection
Within each landline household, a single respondent is selected through the following selection process: First, interviewers ask to speak with the youngest adult male/female at home. The term "male" appears first for a random half of the cases and "female" for the other randomly selected half. If there are no men/women at home during that time, interviewers ask to speak with the youngest female/male at home.

Cell phones are treated as individual devices and the interview may take place outside the respondent's home; therefore, cell phone interviews are conducted with the person answering the phone.

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[1] The landline sample is structured through MSG's Genesys database is using eighteen independent strata, comprised of the nine census divisions, split by metro and non-metro county definitions.

Spanish Language Sample

To facilitate proper representation of the Hispanic population, approximately 35 interviews are conducted weekly in Spanish. Each week, bilingual interviewers contact those households dispositioned as language barriers the previous week. Thus, the Spanish sample is, in effect, a subsample of the regular landline and cell phone RDD sampling frames.

Sample Control/Field Period

Interviewing for each SSRS Omnibus survey is conducted over a five-day period, from Wednesday through Sunday, thus including weekdays and weekends. The field period for the Iran study began on Thursday and ran through Sunday. Sample telephone numbers are displayed directly on each interviewer's screen. Based on the result of the call, the interviewer either begins the questionnaire introduction or dispositions that particular sample number by entering an appropriate call result code. The result of every attempt is stored for each sample telephone number. Consequently, a full sample disposition can be quickly produced following the completion of each survey.

Questionnaire Design/Respondent Information

Each wave of SSRS Omnibus is composed of two distinct parts. The first is a series of inserts contracted for by our clients; these inserts may range from a single, closed-ended, question to a twenty-minute battery of open and closed-ended questions. Our staff reviews each insert to ensure that the questions, as worded, will provide clients with the desired information. Clients are given exclusivity for their subject area and inserts may be randomized to reduce bias. Typically, tracking studies are given preference, in terms of placement, within the composite survey.

The CATI system allows for computer control of questionnaire administration, automatic handling of skip pattern response editing, and range checks. Closed-ended responses are ready for tabulation following completion of the last interview. Open-ended responses require additional time for coding and thus are tabulated after the basic closed-ended questions. (Note: pre-coded responses to questions which have an "other" listing are prepared as part of normal closed-end tabulations.)

The second part of the SSRS Omnibus questionnaire includes standard demographic/ classification questions, which include the following:

Respondent Demographics	Household Characteristics
Age*	Income*
Gender*	Homeownership
Education*	Household Size/Composition
Employment Status	Age of children
Race*	Region*
Years in the U.S.	Metro Status*
Marital Status	
Party Identification	
Political Ideology	
Voter Registration	
Parental Status	
Religion	
Health Insurance Status	

CATI Procedures

Interviewing is conducted via SSRS's computer assisted telephone interviewing system (CATI). The CATI system is state-of-the-art in telephone data collection today. Principals of SSRS have been instrumental in developing CATI since the early 1970's. SSRS relies on its 250-station CATI system in an effort to make every research project as efficient and effective as possible. The survey questionnaire is programmed directly into the Hewlett Packard computer. Using the industry standard software, by Computers For Marketing Corporation (CfMC), the computer displays the questionnaire one question at a time to each interviewer via computer terminals. In this way, the computer can be programmed to ensure that all appropriate skip patterns are followed and only valid answers are recorded.

In addition to enhancing reliability, CATI removes the burden of interviewing logistics from the interviewers, enabling them to concentrate on the content of the questions and respective responses while maintaining a better rapport with the respondent.

The CATI system enhances quality control and efficiency in the research process by making obsolete many of the more traditional tasks such as printing questionnaires and related materials. Similarly, the processes of editing and keypunching completed interviews (often time consuming and potentially error-filled) are eliminated since the CATI interviewing and raw data file construction systems are integrated. Moreover, on an on-going basis, the survey research team will monitor marginal response frequencies of the still-compiling data set.

Another key feature of SSRS's CATI system is the sample control routine. This routine performs the following functions:

- Displays the next number for the interviewer to dial on the CRT screen
- Records the disposition of the call (no answer, call back, complete, etc.)

- Automatically retrieves unanswered or busy phone numbers at different times of the day and different days of the week in order to minimize not-at-home bias
- Allows the interviewer to enter a specific call-back time and then retrieves the phone number at that time, eliminating the need for the complex clerical task of call-back control
- Generates status reports of each phone number on demand

Automatic by products of our CATI system are:

- Automated sample control of numbers dialed; call disposition, call-back retrieval, and quotas
- Fully annotated marginal (top-line) response frequencies
- Complete top line cross-tabulations (once the banner has been defined)
- Automatic ad hoc question by question cross-tabulations

SSRS has combined state of the art hardware and software with a staff whose experience in this area exceeds that of any company in the industry. Quality control is built into the CATI interviewing package. SSRS employs its computer-assisted telephone interviewing system's Sample Control Routine to ensure that sample is "worked" and controlled in the interest of efficiency, productivity, and high completion rates. The telephone samples will be downloaded directly into SSRS's Hewlett-Packard Series 947 computer, allowing the following quality control functions to be performed electronically:

- Maintenance of Sample Integrity. Via a random selection process, the computer will divide the sample into representative "mini-samples" or replicates. The routine will thoroughly "work" each replicate before opening a subsequent one. In this way, the integrity of the sample will be maintained by allowing only a representative sample to be available for dialing.

- Automatic Retrieval of Unsuccessfully Contacted Households. The routine automatically retrieves previously unanswered or busy telephone numbers and schedules them appropriately. These types of telephone numbers are scheduled for additional dialing attempts following a differential callback rule in an effort to reduce non-response bias.

- Automatic Retrieval of Specific Callbacks. By allowing an interviewer to enter a convenient callback time, the computer automatically retrieves a scheduled callback and makes it available for dialing at the appropriate day and time. This eliminates the need for the often-complex task of callback control and "missed" callbacks due to human error.

- Sample Disposition Generation. Every dialing attempt is entered and tracked by computer. This allows for a comprehensive disposition of the sample as a whole or for a status report for each individual telephone number.

Each unit in the sample receives as many calls as necessary in order to survey qualified respondents and to fulfill the required number of interviews within each sub-strata of the samples.

Additional callback attempts follow a differential callback schedule (AM/PM, alternate days, weekdays-weekends, etc.) to ensure the highest completion rate possible.

With the increased popularity of telemarketing and the use of telephone voicemail systems, the problem of non-response has become more acute. SSRS has developed several techniques to alleviate the problem of non-response in order to increase response rates including:

- Increasing the number of callbacks placed before considering a sampling unit "dead."
- Varying the times of day, and the days that call-backs are placed (differential call rule)
- Explaining the purpose of the survey and stating as accurately as possible the expected length of the interview
- Permitting respondents to set the schedule for a call-back; allowing them to phone-back on our 800 number
- A clear and early statement that the call is not a sales call
- Informing respondent about how they will be well served by the survey results

In an effort to maximize the response rate in the interview phase, respondents in this phase will be given every opportunity to complete the interview at their convenience. For instance, those refusing to continue at the initiation of or during the course of the interview will be offered the opportunity to be re-contacted at a more convenient time to complete the interview.

As we recognize that an increasing number of households are "blocking" calls being made by research organizations, SSRS has begun attempting to recontact households that have privacy managers. SSRS has found that if we call these households back on an identified telephone line, we are able to convert completed interviews.

A key way to increase responses rates is through the use of refusal conversions. Though all of SSRS's interviewers regularly go through "refusal aversion" training, refusals are still a regular part of survey research. SSRS has a core group of specially trained and highly experienced refusal converters who will redial all initial refusals on this project to attempt to convert them to final completed interviews.

Interviewer Briefing/Training

Prior to the start of every Omnibus, interviewers are personally briefed and trained on the issues specific to the inserts. The inserts' overall objectives, specific procedures, and questionnaire content are conveyed to the interviewers. Each and every question is reviewed, and mock interviews are conducted to ensure that all procedures are being followed correctly. In addition, written "job decisions" are created to serve as a manual and record of how to handle out-of-the-ordinary responses to the questionnaires thus promoting interviewer consistency over time.

Throughout the week, strict control procedures are maintained. Field personnel and project directors continually monitor the interviewers. Each time an interview is monitored, a supervisor reviews the responses as they are entered into the CATI system to verify the accuracy of the responses recorded by the interviewer.

In addition, evaluation forms are completed to rate interviewers on diction, refusal conversion, verbatim recording of open ends, probing, etc. Interviewers are counseled on their weaknesses and praised on improvements.

Coding/Editing

Prior to running cross-tabulations, the data are thoroughly cleaned through use of a computer validation program written by one of our data processing programmers. This program establishes editing parameters in order to locate any errors.

After these quality control procedures have been carried out, top-line frequency distributions and arrays are run, as needed.

The data are then ready to be tabulated. Cross-tabulations of each question are run, designating the frequency of each response category for total respondents, selected target sub populations, and other meaningful points of analysis. The Project Director carefully checks each table before final copies are submitted to our clients.

The importance of coding, the process whereby raw data are converted into meaningful categories, cannot be minimized. SSRS employs only experienced coders. Each one is thoroughly trained by the Coding Supervisor prior to beginning work on a study.

Before this training process begins, the Coding Supervisor is briefed and an in depth review of the unique features of each insert is held with the project direction staff.

Once interviewing is under way, the Coding Department begins transcribing verbatim answers to the open ended questions. Codes are constructed by the Coding Supervisor or Study Director based on a minimum sample of 20% of respondents.

Codes are built on a frequency of 3% or more. If an answer does not meet the specified frequency, list sheets of Other Responses are maintained. These listings are updated frequently. If they show an emergence of some response which justifies creation of a new category code, such a code is established.

All codes are compiled in a question by question coding manual, which is reviewed in a detailed training session. This training session encompasses the following areas:

- Discussion of the study's background and objectives. Each coder is made aware of how the coding function fits into the overall analytic scheme.
- Question by question and column by column instruction. The entire coding manual is carefully reviewed, with special emphases placed on any problem areas or special features of the project.
- Review of open ended codes. This ensures that each code is thoroughly understood by the staff.

Weighting

Each SSRS Omnibus insert is weighted to provide nationally representative and projectable estimates of the adult population 18 years of age and older. The weighting process takes into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cell phones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member. Following application of the above weights, the sample is post-stratified and balanced by key demographics such as age, race, sex, region, and education. The sample is also weighted to reflect the distribution of phone usage in the general population, meaning the proportion of those who are cell phone only, landline only, and mixed users. Specific steps are provided below:

(1) Probability of Selection (phone number): A phone number's probability of selection depends on the number of phone-numbers selected out of the total sample frame. So for each landline number this is calculated as total landline numbers dialed divided by total numbers in the landline frame and conversely for the cell phone numbers this is calculated as total cell phone numbers divided by total numbers in the cell phone frame.

(2) Probability of Contact: The probability that the sampling unit (households on landlines or respondents on cell phone) will be reached is a product of the number of phones (by type) a respondent or their household answer.

(3) Probability of Respondent selection: In households reached by landline, a single respondent is selected. Thus, the probability of selection within a household is inversely related to the number of adults in the household.

Total Probability of Selection: This is calculated as the phone number's probability of selection (by frame), multiplied by the number of devices of each type the respondent answers, and for landlines, divided by the number of adults in the household.[1] The sample weights derived at this stage are calculated as the inverse of the probability of selection.

In the final stage of the base-weighting (the design-weight process), the sample-weight is applied and the share of single and dual users in each frame is calculated. The weight is then adjusted so that the share of respondents answering landlines only and those answering both types of phone is representative of this distribution in the most recent account from the National Health Interview Survey (NHIS). Similarly, the weights are adjusted so that the share of respondents answering cell phones only and those answering both types of phone is representative of this distribution in the most recent NHIS.

The final base-weight is calculated as the cell phone design-weight for respondents answering cell phone only, the landline design-weight for those answering landlines only, and a combination of these weights for those answering both types of phone.

(4) Post Stratification Iterative Proportional Fitting ('raking'): With the base-weight applied, the sample will undergo the process of iterative proportional fitting (IPF), in which the sample

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[1] To avoid extremely large or small weights, the maximum number of devices for each type of phone, and the maximum number of adults was capped at 3.

will be balanced to match known adult-population parameters based on the most recent March Supplement of the U.S. Census Bureau's Current Population Survey (CPS). This process of weighting will repeat until the root mean square error for the differences between the sample and the population parameters is 0 or near-zero.

The population parameters used for post-stratification are: age (18-29; 30-49; 50-64; 65+) by gender, Census region (Northeast, North-Central, South, West) by gender, Education (less than high school, high school graduate, some college, four-year college or more); race/ethnicity (white non-Hispanic; Black non-Hispanic; Hispanic; Other non-Hispanic); marital status (married/not married), population density (divided into quintiles) and phone-usage (cell phone only, landline only, both).

(5) Weight truncation ('trimming'): To ensure the consistency of the population estimates produced week-to-week by Excel, the weights will undergo truncation (or 'trimming') so that they do not exceed 4.0 or fall below under 0.25.

The sum of weights will equal the sample N.

Prescreened Jewish Sample

Concurrent with data collection through the SSRS Omnibus, 484 interviews were completed with sample where someone in the household had been identified as Jewish in a previous Omnibus survey. If there was no longer anyone Jewish in the household, the interview was terminated.

Prescreened Jewish Sample Weighting

The sample was weighted to represent the Jewish population estimates as stated in the PEW 2013 'A Portrait of Jewish Americans' report. We first applied a base weight to adjust for the fact that not all survey respondents were selected with the same probabilities within the landline or cell phone frames. Next, with the base weight applied, the sample was weighted using Iterative Proportion Fitting (or 'raking') on gender, age, ethnicity, education, marital status, region, and wireless only phone status. Finally, weight truncation (or 'trimming') was applied to reduce the variance. The min was set at .25 and the max was set to 4. The final design effect for this study is 1.89 overall.

Response Rate

Two response rates were calculated using AAPOR's Response Rate 3 formula, one for the general population and one for the Jewish only population. This calculation divides the number of completed interviews in each sampling frame, by the estimated number of eligible phone numbers in the frame. For the SSRS Omnibus general population component: the response rate was 8%. For the Jewish prescreened component, the response rate was 16.5%. [1]

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[1] This does not account for the response rate from the original omnibus survey from which this sample was drawn. Omnibus survey response rates are typically between 7%-10%.