

Jewish Federations of North America

Israel-Hamas War Sentiment Survey

METHODOLOGICAL STATEMENT

The results presented in this memo are derived from a national cross-sectional survey conducted by Benenson Strategy Group on behalf of the Jewish Federations of North America. The survey was fielded February 23 through March 11, 2024. Individuals were recruited via text messages to cell phone numbers which pushed them to a self-administered web survey. The survey sample was developed using a national database that utilized big data models to generate predictions of individual's demographics including religion. The sample was specifically designed to be representative of the general US population, while oversampling likely Jews to enable analysis of both populations. Additional oversamples were developed of likely Jewish young adults, Jewish parents, and Jews of color¹. A total of 6044 completed the survey, of which 1901 identified as Jewish.

Overall margin of error is $\pm 1.26\%$ for the general US population and $\pm 2.25\%$ for Jewish Adults. Data were weighted to ensure both the general population and the Jewish sample were representative.

A separate oversample of likely Jews in Los Angeles was fielded and is reported on separately. That survey achieved 194 Jewish completes with a margin of error $\pm 7.05\%$ for Jewish adults of Los Angeles, California.

Sample Design

Given the challenges of surveying a population representing 2% of the general US population, the survey sample was stratified in ways to maximize Jewish responses while also generating a representative sample of the general public.

The first stage of stratification sought to divide the country into groups based on the size of the Jewish population. The American Jewish Population Project's (AJPP) 2020 estimates were utilized to provide a Jewish population estimate at the county cluster level. This analysis is the most precise, methodologically rigorous, and consistent method when exploring Jewish populations across the country.

These geographic definitions are too large for sampling as Jewish population density is not consistent within counties. To achieve greater specificity, Jewish Federations of North America utilized data from a big data vendor that predicts an individual's likely religion. Their religion model utilizes big data and machine learning to estimate how likely someone is to identify with a standard list of religious affiliations. The number of individuals with a 40% or higher probability of being Jewish were calculated for each zip code overall and based on several demographic characteristics.

¹ The survey did not achieve enough responses of Jews of Color to report on them.

Zip codes are technically not geographically defined; single buildings can have their own zip codes, while others are just postal routes. A Zip Code to Zip Code Tabulation Area (ZCTA) was used to compare the religion model's zip code data to the AJPP county clusters. The zip code estimates by age were weighted to the AJPP age distribution numbers. This resulted in a Jewish population estimate at the ZCTA level.

In suburban areas, ZCTAs often resemble town/village borders. However, it is possible for an individual to travel to a neighboring town to engage in Jewish life. This makes ZCTA smaller than desired to explore the size of a local Jewish community. ESRI ArcGIS was utilized to calculate the Jewish population within a five-mile buffer of every zip code. This generated concentric circles ranging from areas with high levels of Jews to those with lower levels.

Using prior research on small Jewish communities by Dr. Matt Boxer, PhD, ZCTAs were stratified into six groups based on the estimated number of Jews within five miles:

1. Less than 100
2. 100 to less than 1,000
3. 1,000 to less than 5,000
4. 5,000 to less than 20,000
5. 20,000 to less than 95,000
6. 95,000+

An additional goal of the stratification process was to explore differences in experiences between Jews in larger communities and those in smaller communities. Recognizing that Jews in smaller communities make up a lower proportion of their local population than in large communities, the religion model was again utilized to stratify individuals by predicted Jewish score within strata. Four strata were developed at this level:

1. 0 to less than 5% probability
2. 5 to less than 40% probability
3. 40 to less than 70% probability
4. 70% or higher probability

The resulting stratification plan meant that any individual would fall in only one possible stratum so there would not be a potential for more than one chance of selection. The results of this stratification process, the available sample in each, the sample size, and resulting probability of selection can be seen in [Table 1](#).

Data Collection

Individuals were recruited via SMS message pushed to a self-administered web survey. It was fielded February 23 through March 11, 2024. Approximately 1.1 million phone numbers were contacted. Outreach for the survey did not identify the topic of the survey or who was sponsoring it to reduce response bias. Given concerns in the Jewish community about nefarious actors, individuals who screened into the survey as Jewish were then informed of the sponsor.

This survey is being conducted by Opinion Research Institute for the Jewish Federations of North America representing over 146 local Jewish Federations.

The survey explores how Jews in the US engage in Jewish life and what they want from their local Jewish community. It also asks some questions about you, your background, and some of the ways you think about yourself.

All of your responses will remain confidential and nothing you share will be attributed or linked directly to you. Your answers will be combined with answers from other survey respondents when the survey results are analyzed and reported.

You will not be asked for a donation in this survey, and the information you provide in this survey will not be used to contact you for a donation later.

If you have any questions, feel free to contact us at Research@JewishFederations.Org.

The initial invitation had an incentive of a chance to win a \$500 gift card for participation. Near the end of data collection, individuals who had screened in as Jewish but did not complete the survey received a follow-up text message with a \$10 or \$20 incentive depending on their strata. The text message included similar information to the disclosure including the sponsor and purpose of the survey.

Weighting

Weights were developed to account for sample design and post stratify responses to the US Census and the Pew Research Center's 2020 study of Jewish Americans.

Initial weights were developed to account for the sample design, balancing the probability that someone is Jewish and the Jewish population density to account for different probabilities of selection and response. These were enhanced to account for the oversamples to balance the potential for multiple selections.

The results were then post-stratified based on demographic, religious, and political affiliation responses, responses to whether individuals are Jewish by Religion or Jews of no Religion, and the denominational breakdown within the Jewish community. With the new stratification, the Jewish community represents 2% of the general population.

Questions about methodology should be directed to Research@JewishFederations.org

Table 1: Sample Creation

Strata	Objective	ZCTA Strata	Individual Score	Available Sample	Available with good cell phone	Sample	Responses	Percent Jewish
1	Primary	Less than 100	0 (or blank) to <.05 Jewish Score	38,228,629	23,666,224	55,977	252	0%
2	Primary	100 to less than 1,000	0 (or blank) to <.05 Jewish Score	49,610,166	33,060,016	52,869	293	1%
3	Primary	1,000 to less than 5,000	0 (or blank) to <.05 Jewish Score	60,919,970	41,473,647	47,662	189	2%
4	Primary	5,000 to less than 20,000	0 (or blank) to <.05 Jewish Score	36,151,998	24,619,323	43,722	210	2%
5	Primary	20,000 to less than 95,000	0 (or blank) to <.05 Jewish Score	17,102,422	11,480,121	44,379	185	4%
6	Primary	95,000+	0 (or blank) to <.05 Jewish Score	4,142,788	2,510,311	45,985	173	3%
7	Primary	Less than 100	.05 to <.4 Jewish Score	144,251	86,227	11,100	125	11%
8	Primary	100 to less than 1,000	.05 to <.4 Jewish Score	625,292	402,780	43,980	378	15%
9	Primary	1,000 to less than 5,000	.05 to <.4 Jewish Score	2,089,044	1,388,989	47,038	352	12%
10	Primary	5,000 to less than 20,000	.05 to <.4 Jewish Score	3,452,293	2,356,333	52,898	327	11%
11	Primary	20,000 to less than 95,000	.05 to <.4 Jewish Score	4,141,138	2,801,790	45,595	243	11%
12	Primary	95,000+	.05 to <.4 Jewish Score	1,162,401	715,919	44,781	272	16%
13	Primary	Less than 1,000	.4 to <.7 Jewish Score	60,536	39,245	32,746	215	50%
15	Primary	1,000 to less than 5,000	.4 to <.7 Jewish Score	231,073	157,259	43,476	235	56%
16	Primary	5,000 to less than 20,000	.4 to <.7 Jewish Score	472,053	334,992	30,835	162	68%
17	Primary	20,000 to less than 95,000	.4 to <.7 Jewish Score	897,852	616,573	30,863	146	57%
18	Primary	95,000+	.4 to <.7 Jewish Score	394,778	243,396	30,813	133	59%
19	Primary	Less than 5000	>=.7 Jewish Score	56,860	37,517	33,132	209	69%

22	Primary	5,000 to less than 20,000	>=.7 Jewish Score	144,118	100,019	48,748	252	78%
23	Primary	20,000 to less than 95,000	>=.7 Jewish Score	571,476	384,007	63,066	232	84%
24	Primary	95,000+	>=.7 Jewish Score	298,921	179,610	10,019	41	78%
31	National	0 (or blank) to <.05 Jewish Score						
31	Oversample National	21-29 no children	Score	28,899,694	14,691,732	10,000	40	0%
32	Oversample National	21-29 no children	.05 to <.4 Jewish Score	1,277,090	690,434	20,000	86	19%
33	Oversample National	21-29 no children	.4 to <.7 Jewish Score	226,749	127,160	14,450	57	75%
34	Oversample National	21-29 no children	>=.7 Jewish Score	69,053	36,356	14,850	76	91%
35	Oversample National	0 (or blank) to <.05 Jewish Score						
35	Oversample National	30-45 no children	Score	29,118,638	19,318,279	10,000	42	2%
36	Oversample National	30-45 no children	.05 to <.4 Jewish Score	1,727,777	1,149,738	20,000	80	26%
37	Oversample National	30-45 no children	.4 to <.7 Jewish Score	336,296	223,653	14,450	63	87%
38	Oversample National	30-45 no children	>=.7 Jewish Score	89,896	53,343	14,850	66	91%
39	Oversample National	0 (or blank) to <.05 Jewish Score						
39	Oversample National	Has children	Score	52,608,497	40,244,451	30,000	111	3%
40	Oversample National	Has children	.05 to <.4 Jewish Score	1,894,809	1,470,960	50,000	226	19%
41	Oversample National	Has children	.4 to <.7 Jewish Score	290,993	225,902	56,475	209	71%
42	Oversample National	Has children	>=.7 Jewish Score	98,683	69,907	48,934	161	88%
43	Oversample National	Predicted Race is not white	0 (or blank) to <.05 Jewish Score	788,660	434,154	5,000	4	25%
44	Oversample National	Predicted Race is not white	0 (or blank) to <.05 Jewish Score	1,021,858	737,525	5,000	7	0%

45	National Oversample LA	Predicted Race is not white	0 (or blank) to <.05 Jewish Score	1,921,128	1,321,509	5,000	17	6%
81	Oversample LA	21-29 no children	0 (or blank) to <.05 Jewish Score	800,531	631,275	5,000	13	0%
82	Oversample LA	30-45 no children	.05 to <.4 Jewish Score	86,692	51,741	12,500	33	30%
83	Oversample LA	46+ no children	.05 to <.4 Jewish Score	161,061	120,743	12,500	39	18%
84	Oversample LA	Has children	.05 to <.4 Jewish Score	461,064	317,661	5,000	40	5%
85	Oversample LA	21-29 no children	.05 to <.4 Jewish Score	103,291	84,671	12,500	21	10%
86	Oversample LA	30-45 no children	.4 to <.7 Jewish Score	15,992	10,447	7,313	20	70%
87	Oversample LA	46+ no children	.4 to <.7 Jewish Score	29,860	23,476	14,450	44	77%
88	Oversample LA	Has children	.4 to <.7 Jewish Score	93,407	66,240	14,450	92	59%
89	Oversample LA	21-29 no children	.4 to <.7 Jewish Score	17,369	14,812	10,840	31	71%
90	Oversample LA	30-45 no children	>=.7 Jewish Score	3,202	2,235	1,565	5	80%
91	Oversample LA	46+ no children	>=.7 Jewish Score	4,759	3,747	2,970	8	100%
92	Oversample LA	Has children	>=.7 Jewish Score	49,952	35,813	5,940	34	79%
93	Oversample LA	21-29 no children	>=.7 Jewish Score	4,379	3,766	2,636	11	91%
94	Oversample LA	30-45 no children	>=.7 Jewish Score	868	532	420	0	#N/A
95	Oversample LA	46+ no children	.4 to <.7 Jewish Score	11,732	7,673	6,057	24	71%
96	Oversample	Has children	.05 to <.4 Jewish Score	432,799	266,098	40,000	179	17%

