



2012 AJC Survey of American Jewish Opinion

2012 Survey of American Jewish Opinion [Highlights](#)

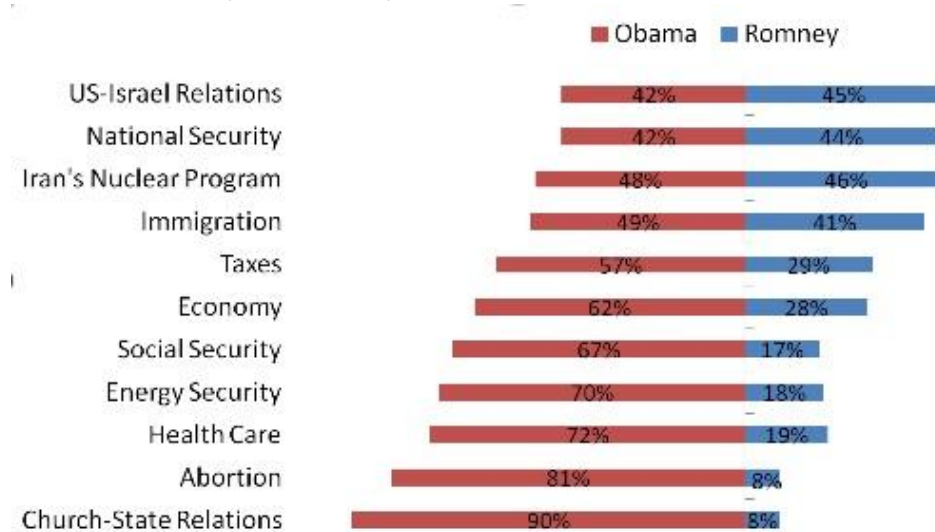
April 30, 2012

Most American Jews Support President Obama; Support for Romney Stronger Among Jews Who Cite National Security and U.S.-Israel Relations Among Top Concerns

While 61 percent of Jews report that they would vote for Obama if the election were held today and Romney were the Republican candidate (28 percent would vote for Romney, 11 percent are undecided), support for Obama is lower among Jews who cite national security and U.S.-Israel relations among their top three priority issues in deciding their vote in the election.

Among those Jews who are focused on national security concerns or U.S.-Israel relations, only 42 percent would vote for Obama in an election against Romney. Of those who cite national security as a priority, 44 percent would vote for Romney; of those who cite U.S.-Israel relations, 45 percent would vote for Romney.

Presidential Vote by Issue Priority



Economy Is Top Issue in Election; American Jews Who Cite Domestic Issues Among Top Concerns Favor Obama

Eighty percent of American Jews cite the economy as one of the three most important issues in deciding their vote, and overall 57 percent approve of the way President Obama is handling that issue. Sixty-two percent of those voters

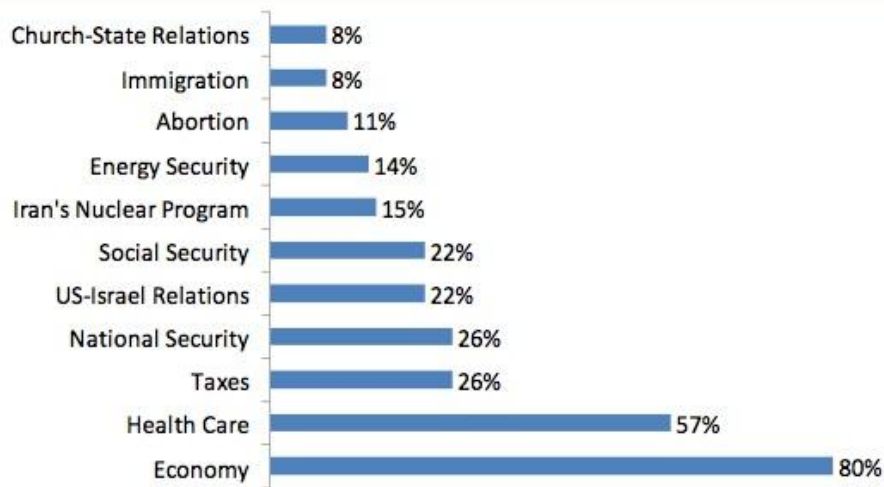
who cite the economy as one of the three top issues prefer Obama to Romney.

Seventy-two percent of those American Jews who cite health care among their top three concerns (57 percent of the sample), and 67 percent of those who name social security among those concerns for the 2012 election (22 percent of the sample) would vote for Obama if the election were held today against Romney.

Jewish voters for whom energy security is one of the top concerns favor Obama over Romney by 70 percent to 17 percent.

Ninety percent of Jews who cite church-state issues among their top concerns would vote for Obama in an election against Romney.

Most Important Issues in Deciding Presidential Vote

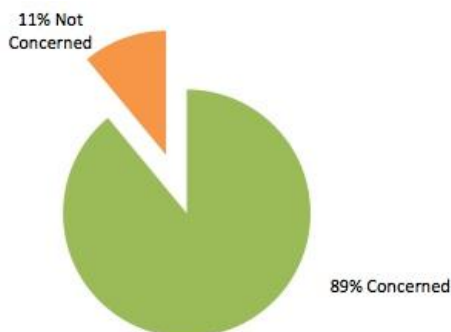


Obama Gets High Marks and Netanyahu Even Higher on U.S.-Israel Relationship; Majority of American Jews Say Prospects for Arab-Israeli Peace Unchanged

58 percent of American Jews approve of the way President Obama is handling the U.S.-Israel relationship. Support for Prime Minister Netanyahu is even higher on this issue, with 70 percent of American Jews saying they have a favorable opinion of the way his government is handling the U.S.-Israel relationship.

More than one-third (37 percent) of American Jews believe that prospects for Arab-Israeli peace have decreased over the past year. Over half (55 percent) say prospects for peace today are about the same as they were a year ago, and just seven percent think prospects for peace have increased.

Nine in Ten American Jews Concerned About Iranian Nuclear Threat



The Iranian nuclear program concerns the vast majority of American Jews: 89 percent are very (56 percent) or somewhat (33 percent) concerned about it. Only 11 percent say they are not too concerned or not concerned at all.

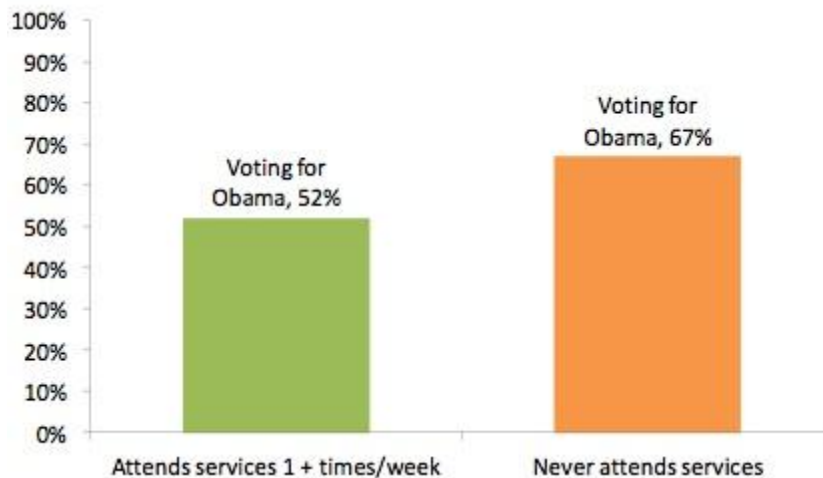
Sixty-two percent of American Jews approve of the way President Obama is handling this issue, and 60 percent say the Democratic Party is more likely than the Republican Party to make the right decisions in dealing with the Iranian nuclear program.

Over half (56 percent) of American Jews believe it is unlikely that a combination of diplomacy and sanctions can stop Iran from developing nuclear weapons.

Almost two-thirds (64 percent) of American Jews say that, if diplomacy and sanctions fail, they would support the U.S. taking military action against Iran to prevent it from developing nuclear weapons. Three-quarters (75 percent) would support Israel taking such action if diplomacy and sanctions fail.

Religious Practice A Factor in 2012 Election

Among American Jews who attend religious services one or more times per week (the “religiously active”), 52 percent say they would vote for Obama if the election were held today against Romney, considerably less than the 67 percent of those who never attend religious services who would vote for Obama.



Religiously Active Jews More Attached to Israel

Overall, 59 percent of American Jews have never been to Israel.

Nearly nine out of ten (87 percent) of those Jews who never attend religious services have never been to Israel, while only 26 percent of religiously active American Jews (those who attend services at least once a week) have not traveled to Israel.

71 percent of American Jews agree with the statement, "Caring about Israel is a very important part of my being a Jew." Agreement with that statement is related closely to religious practice: 93 percent of religiously active Jews (those who attend services one or more times per week) agree that caring about Israel is an important part of being a Jew. Only 40 percent of those who never attend religious services agree with that statement.

Responses to this question also vary by age. Sixty-one percent of American Jews under age 30 believe caring about Israel is an important part of being a Jew, while 82 percent of those over age 60 agree.

Other Notable Findings

More American Jewish women (67 percent) than men (55 percent) would vote for Obama if the election were held today against Romney.

Large majorities of American Jews say the Democratic Party is more likely than the Republican Party to make the right decisions in dealing with church-state issues (75 percent) and the abortion issue (81 percent).

Overall, 69 percent of American Jews approve of the way President Obama is handling national security, and 60 percent believe that the Democratic Party is more likely than the Republican Party to make the right decisions on national security issues. However, among the 26 percent of Jews who cite national security as one of their top three issue priorities in the 2012 election, only 52 percent say the Republican Party is more likely to make the right decisions regarding national security.

Among survey respondents who say being Jewish is very or somewhat important in their own lives, 58 percent would vote for Obama if the 2012 election were held today against Romney, whereas among respondents who say being Jewish is not too important or not important at all, 66 percent would vote for Obama.

[Press Release: AJC Survey Reveals Link between American Jewish Attitudes and 2012 Election](#)

April 30, 2012 – New York – A new [AJC survey of American Jews](#) shows President Obama would win a majority of the Jewish vote in a contest against Gov. Mitt Romney, the presumptive Republican nominee. Obama would gain 61 percent and Romney 28 percent, with 11 percent undecided. Obama won 78 percent of the Jewish vote in 2008.

The national survey reveals certain indicators of Jewish voting behavior. Probed for the first time, for example, is the link between religious activity (based on frequency of synagogue attendance) and voting behavior. Among the 14 percent of American Jews who attend religious services one or more times per week, 52 percent would vote for Obama and 34 percent for Romney. By comparison, 67 percent of those who never attend religious services – 31 percent of respondents – would vote for Obama, while 21 percent would vote for Romney.

The survey also found that more Jewish women (67 percent) than men (55 percent) would vote for Obama, while Romney is favored by 34 percent of American Jewish men and 22 percent of women.

The AJC survey explored current American Jewish thinking on issues in the U.S. presidential campaign, as well as Jewish identity and attachment to Israel.

“Our survey confirms a politically active, and yet diverse, American Jewish community that has strong views on the pressing issues confronting the United States,” said AJC Executive Director David Harris.

Asked for the most important issues in deciding their vote, 80 percent of American Jews cite the economy, 57 percent health care, 26 percent national security and 22 percent U.S.-Israel relations.

More than half -- 57 percent -- approve of the way President Obama is handling the economy. Sixty-two percent of those voters who cite the economy as a top issue in the election prefer Obama to Romney, who would win 28 percent of those voters.

Nearly three-quarters (72 percent) of American Jews who cite health care as a top concern would vote for Obama if the election were held today against Romney, while Romney would win 19 percent of their votes.

But among Jews who are more focused on national security concerns or U.S.-Israel relations, only 42 percent would vote for Obama. Forty-four percent of those who cite national security and 45 percent of those who cite U.S.-Israel relations would vote for Romney.

Almost one in five respondents to the survey identify themselves as Republican (19 percent), more than half as Democrat (52 percent), and about one-quarter as Independent (26 percent).

On the current state of U.S.-Israel relations, 58 percent approve and 40 percent disapprove of President Obama's handling of the relationship. By comparison, 70 percent approve of Prime Minister Netanyahu's handling of U.S.-Israel relations and 28 percent disapprove.

Iran's nuclear program continues to concern American Jews.

- 89 percent are concerned about the prospect of Iran obtaining nuclear weapons, and 11 percent are not concerned.
- If diplomacy and sanctions fail, 64 percent would support, and 34 percent oppose, U.S. military action against Iran, while 75 percent would support, and 25 percent oppose, Israeli military action.
- Regardless of how the respondents intend to vote, 60 percent think the Democratic Party is more likely to make the right decision in dealing with Iran's nuclear program. Thirty-seven percent choose the Republican Party.

On the Arab-Israeli peace process, the survey found that 37 percent think that prospects for peace have decreased since a year ago, 7 percent think they have increased, and 55 percent think prospects for peace have stayed the same.

In a series of questions about relations between American Jews and Israel, the survey found that a majority of U.S. Jews – 59 percent – have never visited Israel, 19 percent visited once, and 21 percent have visited two or more times.

Among those American Jews who have never visited Israel, 48 percent say they have never had the opportunity to go, 32 percent say it is too expensive, 13 percent say they are afraid to go, and 31 percent say they are not interested.

And, nearly nine out of ten (87 percent) of those Jews who never attend religious services have never been to Israel, while only 26 percent of religiously active American Jews (those who attend services at least once a week) have not traveled to Israel.

At the same time, 71 percent of respondents believe that caring about Israel is a very important part of being a Jew.

The AJC survey of 1,074 American Jews was conducted by Knowledge Networks, March 14 – 27, 2012, and has a margin of error of plus or minus 4.8 percent. The full survey, selected highlights and methodology are available at www.ajc.org.

Results

The AJC survey of 1,074 American Jews was conducted by Knowledge Networks, March 14 – 27, 2012.

Survey Results:

1. Where would you place yourself on this scale?

24%	Liberal
22%	Lean Liberal
35%	Moderate, Middle of the Road
10%	Lean Conservative
9%	Conservative
0%	No Response

2. In politics TODAY, do you consider yourself a Republican, a Democrat, or an Independent?

19%	Republican
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26%	Independent
52%	Democrat
2%	Other
0%	No Response

2A. [IF INDEPENDENT/OTHER] As of TODAY, do you think of yourself as closer to the...

34%	Republican Party
64%	Democratic Party
1%	No Response

3. This is a list of the front running candidates for the Republican presidential nomination. Please indicate your opinion of each candidate. If you haven't heard enough to decide, please select that response.

3A. Mitt Romney

11%	Very Favorable
25%	Somewhat Favorable
29%	Very Unfavorable
28%	Somewhat Unfavorable
6%	Haven't Heard Enough to Decide
1%	No Response

3B. Rick Santorum

3%	Very Favorable
15%	Somewhat Favorable
55%	Very Unfavorable
19%	Somewhat Unfavorable
8%	Haven't Heard Enough to Decide
1%	No Response

3C. Newt Gingrich

3%	Very Favorable
14%	Somewhat Favorable
53%	Very Unfavorable
23%	Somewhat Unfavorable
6%	Haven't Heard Enough to Decide
1%	No Response

3D. Ron Paul

5%	Very Favorable
17%	Somewhat Favorable
39%	Very Unfavorable
27%	Somewhat Unfavorable
12%	Haven't Heard Enough to Decide
1%	No Response

4. If the presidential election was being held today, and the candidates were [ORDER ROTATED] Mitt Romney, Republican, or Barack Obama, Democrat, for whom

would you most likely vote?

28% Mitt Romney, Republican
61% Barack Obama, Democrat
11% Undecided
*% No Response

4A. [IF UNDECIDED IN Q4] At this point, are you leaning toward Mitt Romney, Republican, or Barack Obama, Democrat [ORDER ROTATED]?

5% Mitt Romney, Republican
6% Barack Obama, Democrat
1% No Response

5. If the presidential election was being held today, and the candidates were [ORDER ROTATED] Rick Santorum, Republican, or Barack Obama, Democrat, for whom would you most likely vote?

21% Rick Santorum, Republican
68% Barack Obama, Democrat
11% Hard Undecided
*% No Response

5A. [IF UNDECIDED IN Q5] At this point, are you leaning toward Rick Santorum, Republican, or Barack Obama, Democrat [ORDER ROTATED]?

6% Rick Santorum, Republican
5% Barack Obama, Democrat
*% No Response

6. If the presidential election was being held today, and the candidates were [ORDER ROTATED] Newt Gingrich, Republican, or Barack Obama, Democrat, for whom would you most likely vote?

21% Newt Gingrich, Republican
68% Barack Obama, Democrat
12% Undecided
*% No Response

6A. [IF UNDECIDED IN Q6] At this point, are you leaning toward Newt Gingrich, Republican, or Barack Obama, Democrat [ORDER ROTATED]?

6% Newt Gingrich, Republican
5% Barack Obama, Democrat
1% No Response

7. If the presidential election was being held today, and the candidates were [ORDER ROTATED] Ron Paul, Republican, or Barack Obama, Democrat, for whom would you most likely vote?

19% Ron Paul, Republican
66% Barack Obama, Democrat
15% Undecided
1% No Response

7A. [IF UNDECIDED IN Q7] At this point, are you leaning toward Ron Paul,

Republican, or Barack Obama, Democrat [ORDER ROTATED]?

8% Ron Paul, Republican
7% Barack Obama, Democrat
1% No Response

8. Among the following list of choices, which are the 3 most important issues to you in deciding how you will vote in the 2012 presidential election?

1st	2nd	3rd	All	
9%	9%	8%	26%	National Security
29%	26%	28%	80%	Economy
20%	19%	20%	57%	Health Care
6%	9%	8%	22%	US-Israel Relations
4%	3%	1%	8%	Immigration
4%	5%	4%	14%	Energy Security
8%	10%	10%	26%	Taxes
8%	7%	8%	22%	Social Security
4%	5%	6%	15%	Iran's Nuclear Program
4%	2%	2%	8%	Church-State Issues
3%	4%	4%	11%	Abortion
1%	-	-	1%	No Response

9. Do you approve or disapprove of the way President Obama is handling each of these issues:

9A. National Security

23% Approve Strongly
46% Approve Somewhat
18% Disapprove Somewhat
11% Disapprove Strongly
1% No Response

9B. Economy

16% Approve Strongly
41% Approve Somewhat
20% Disapprove Somewhat
21% Disapprove Strongly
2% No Response

9C. Health Care

23% Approve Strongly
39% Approve Somewhat
14% Disapprove Somewhat
22% Disapprove Strongly
1% No Response

9D. US-Israel Relations

15% Approve Strongly
43% Approve Somewhat
22% Disapprove Somewhat

18% Disapprove Strongly
1% No Response

9E. Immigration

12% Approve Strongly
44% Approve Somewhat
26% Disapprove Somewhat
16% Disapprove Strongly
2% No Response

9F. Energy Security

13% Approve Strongly
48% Approve Somewhat
22% Disapprove Somewhat
16% Disapprove Strongly
2% No Response

9G. Taxes

15% Approve Strongly
42% Approve Somewhat
24% Disapprove Somewhat
17% Disapprove Strongly
2% No Response

9H. Social Security

18% Approve Strongly
43% Approve Somewhat
25% Disapprove Somewhat
13% Disapprove Strongly
1% No Response

9I. Iran's Nuclear Program

17% Approve Strongly
44% Approve Somewhat
21% Disapprove Somewhat
16% Disapprove Strongly
1% No Response

9J. Church-State Issues

24% Approve Strongly
44% Approve Somewhat
18% Disapprove Somewhat
12% Disapprove Strongly
2% No Response

9K. Abortion

34% Approve Strongly

39%	Approve Somewhat
15%	Disapprove Somewhat
10%	Disapprove Strongly
1%	No Response

10. Regardless of how you usually vote, do you think the Republican Party or the Democratic Party is more likely to make the right decisions in dealing with the following issues:

10A. National Security

36%	Republican Party
60%	Democratic Party
3%	No Response

10B. Economy

36%	Republican Party
62%	Democratic Party
2%	No Response

10C. Health Care

32%	Republican Party
66%	Democratic Party
2%	No Response

10D. US-Israel Relations

40%	Republican Party
57%	Democratic Party
3%	No Response

10E. Immigration

32%	Republican Party
64%	Democratic Party
4%	No Response

10F. Energy Security

30%	Republican Party
66%	Democratic Party
4%	No Response

10G. Taxes

35%	Republican Party
63%	Democratic Party
2%	No Response

10H. Social Security

32%	Republican Party
65%	Democratic Party
2%	No Response

10I. Iran's Nuclear Party

37%	Republican Party
60%	Democratic Party
3%	No Response

10J. Church-State Issues

22%	Republican Party
74%	Democratic Party
3%	No Response

10K. Abortion

16%	Republican Party
81%	Democratic Party
2%	No Response

11. How concerned are you about the prospect of Iran obtaining nuclear weapons?

56%	Very Concerned
33%	Somewhat Concerned
9%	Not Too Concerned
2%	Not Concerned At All
0%	No Response

12. How likely do you think it is that a combination of diplomacy and sanctions can stop Iran from developing nuclear weapons?

5%	Very Likely
37%	Somewhat Likely
35%	Somewhat Unlikely
21%	Very Unlikely
2%	No Response

13. If diplomacy and sanctions fail, would you support or oppose the United States taking military action against Iran to prevent it from developing nuclear weapons?

28%	Support Strongly
36%	Somewhat Somewhat
24%	Oppose Somewhat
10%	Oppose Strongly
2%	No Response

14. If diplomacy and sanctions fail, would you support or oppose Israel taking military action against Iran to prevent it from developing nuclear weapons?

39%	Support Strongly
36%	Somewhat Somewhat
14%	Oppose Somewhat
11%	Oppose Strongly
1%	No Response

15. Compared to one year ago, do you think prospects for Arab-Israeli peace have

increased, decreased, or stayed the same?

7%	Increased
37%	Decreased
55%	Stayed the Same
2%	No Response

16. Do you think of yourself as...

8%	Orthodox
26%	Conservative
1%	Reconstructionist
34%	Reform
26%	Just Jewish
5%	No Response

17. How important is being Jewish in your own life?

38%	Very Important
29%	Somewhat Important
18%	Not Too Important
14%	Not At All Important
1%	No Response

18. Aside from special occasions such as weddings and Bar Mitzvahs, how often do you attend services at a Jewish temple or synagogue?

6%	More Than Once a Week
8%	Once a Week
12%	Once or Twice a Month
27%	A Few Times a Year
16%	Once a Year or Less
31%	Never
1%	No Response

19. Do you agree or disagree with the following statement: Caring about Israel is a very important part of my being a Jew.

37%	Agree Strongly
34%	Agree Somewhat
15%	Disagree Somewhat
13%	Disagree Strongly
1%	No Response

20. Have you ever been to Israel?

59%	No
19%	Yes, Once
9%	Yes, Twice
12%	Yes, Three or More Times
1%	No Response

20A. [IF NO] Why not?

48%	I've never had the opportunity to go
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32%	Its too expensive
13%	I'm afraid
31%	I'm not interested
11%	Other

21. What is your opinion of the way the Israeli government led by Prime Minister Benjamin Netanyahu is handling the US-Israel relationship?

22%	Very Favorable
48%	Somewhat Favorable
10%	Very Unfavorable
18%	Somewhat Unfavorable
2%	No Response

Knowledge Network Profile Questions

22. Gender

51%	Male
49%	Female

23. Age

15%	18-29
24%	30-44
26%	45-59
36%	60+

24. Education

1%	Less Than High School
9%	High School Graduate
24%	Some College
66%	College Graduate

25. Household Income

20%	\$0 - <\$50K
28%	\$50K - <\$85K
29%	\$85K - <\$125K
22%	\$125K+

26. Marital Status

54%	Married
17%	Previously Married
21%	Never Married
8%	Living with Partner

27. Region

36%	Northeast
13%	Midwest
26%	South
24%	West

AJC Survey of American Jewish Opinion Methodology

This survey was administered on behalf of the American Jewish Committee (AJC) by Knowledge Networks, and data collection utilized the proprietary KnowledgePanel®, a web-based respondent panel designed to be representative of the United States.

Questionnaires were completed online by panelists who were invited to participate due to meeting either qualification criteria (in a previously administered profile interview): they identified their religion as “Jewish” (75 percent of respondents) or they said they considered themselves Jewish for any other reason (25 percent of respondents).

All panelists who met the qualifications (1,356 in total) were invited to participate in this survey, and 1,074 (79 percent) completed the questionnaire during the period of March 14 – 27, 2012.

Knowledge Networks calculates the margin of sampling error as plus or minus 4.8 percent at the 95 percent confidence level.

Knowledge Networks Methodology

The following description of the panel recruitment and survey administration was provided by Knowledge Networks.

Knowledge Networks (KN) has recruited the first 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.

Knowledge Networks selects households by using address-based sampling methods; formerly, KN relied on random-digit dialing (RDD). Once households are recruited for the panel, they are contacted by e-mail for survey taking or panelists visit their online member page for survey taking (instead of being contacted by phone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the freedom to choose what time of day to participate in research.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.

- <http://www.knowledgenetworks.com/ganp/reviewer-info.html>
- <http://www.knowledgenetworks.com/knpanel/index.html>
- <http://www.knowledgenetworks.com/ganp/irbsupport/>

Panel Recruitment Methodology

When Knowledge Networks began recruiting in 1999, the company established the first online research panel (now called KnowledgePanel®) based on probability sampling covering both the online and offline populations in the U.S. Panel members are recruited through national random samples, originally by telephone and now almost entirely by postal mail. Households are provided with access to the Internet and hardware if needed. Unlike Internet convenience panels, also known as opt-in panels, that includes only individuals with Internet access who volunteer themselves for research, KnowledgePanel recruitment uses dual sampling frames that includes both listed and unlisted telephone numbers, telephone and non-telephone households, and cell-phone-only households, as well as households with and without Internet access. Only persons sampled through these probability-based techniques are eligible to participate on KnowledgePanel. Unless invited to do so as part of these national samples, no one on their own can volunteer to be on the panel.

KN employed list-assisted RDD sampling techniques based on a sample frame of the U.S. residential landline telephone universe. For purposes of efficiency, KN excludes only those banks of telephone numbers (a bank consists of 100 numbers) that had fewer than two directory listings. Additionally, an oversampling was conducted within a stratum of telephone exchanges that had high concentrations of African American and Hispanic households based on Census data. Note that recruitment sampling is done without replacement, thus numbers already fielded do not get fielded again.

A telephone number for which a valid postal address can be matched occurred in about 67-70% of each sample. These address-matched cases were all mailed an advance letter informing them that they had been selected to participate in KnowledgePanel. For purposes of efficiency, the unmatched numbers were most recently under-sampled at a rate of 0.75 relative to the matched numbers. Both the minority oversampling mentioned above and this under-sampling of non-address households are adjusted appropriately in the panel's weighting procedures.

Following the mailings, telephone recruitment by trained interviewers/recruiters begins for all sampled telephone numbers. Telephone numbers for cases sent to recruiters were dialed for up to 90 days, with at least 14 dial attempts for cases in which no one answers the phone, and for numbers known to be associated with households. Extensive refusal conversion was also performed. The recruitment interview, about 10 minutes in length, begins with informing the household member that the household had been selected to join KnowledgePanel. If the household does not have a computer and access to the Internet, the household member is told that in return for completing a short survey weekly, the household will be provided with free monthly Internet access and a laptop computer (in the past, the household was provided with a WebTV device). All members of the household are enumerated, and some initial demographic and background information on prior computer and Internet use was collected.

Households that informed recruiters that they had a home computer and Internet access were asked to take KN surveys using their own equipment and Internet connection. Incentive points per survey, redeemable for cash, are given to these PC (personal computer) respondents for completing their surveys. Panel members provided with a laptop computer and free Internet access do not participate in this per-survey points-incentive program. However, all panel members do receive special incentive points for select surveys to improve response rates and/or for all longer surveys as a modest compensation for the extra burden of their time and participation.

All new panel members receive an initial survey for the dual purpose of welcoming them as new panel members and introducing them to how online survey questionnaires work. New panel members also complete a separate profile survey that collects essential demographic information such as gender, age, race, income, and education to create a personal member profile. This information can be used to determine eligibility for specific studies and is factored in for weighting purposes. Operationally, once the profile information is stored, it does not need to be re-collected as a part of each and every survey. This information is also updated annually for all panel members. Once new members have completed their profile surveys, they are designated as "active," and considered ready to be sampled for client studies. [Note: Parental or legal guardian consent is also collected for the purpose of conducting surveys with teenage panel members, aged 13 to 17.]

Once a household is recruited and each household member's e-mail address is either obtained or provided, panel members are sent survey invitations linked through a personalized e-mail message (instead of by phone or postal mail). This contact method permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls and allows research subjects to participate in research when it is convenient for them.

After conducting an extensive pilot project in 2008, KN made the decision to move toward address-based sample (ABS) frame in response to the growing number of cell-phone-only households that are outside the RDD frame. Before conducting the ABS pilot, we also experimented with supplementing its RDD samples with cell-phone samples. However, this approach would be not cost effective—and raised a number of other operational, data quality, and liability issues (for example, calling cell phones while respondents were driving).

The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households is "covered" in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings and, in some cases, telephone follow-up calls to non-responders when a telephone number can be matched to the sampled address.

After initially accepting the invitation to join the panel, respondents are then "profiled" online by answering key demographic questions about themselves. This profile is maintained through the same procedures that were previously established for RDD-recruited panel members. Respondents not having an Internet

connection are provided a laptop computer and free Internet service. Respondents sampled from the ABS frame, like those sampled from the RDD frame, are offered the same privacy terms and confidentiality protections that we have developed over the years and that have been reviewed by dozens of Institutional Review Boards.

Large-scale ABS sampling for KnowledgePanel recruitment began in April 2009. As a result, sample coverage on KnowledgePanel of CPOHHs, young adults, and non-whites has been increasing steadily since that time.

Because KnowledgePanel members have been recruited from two different sample frames, RDD and ABS, KN implemented several technical processes to merge samples sourced from these frames. KN's approach preserves the representative structure of the overall panel for the selection of individual client study samples. An advantage of mixing ABS frame panel members in any KnowledgePanel sample is a reduction in the variance of the weights. ABS-sourced samples tend to align more closely to the overall demographic distributions in the population, and thus the associated adjustment weights are somewhat more uniform and less varied. This variance reduction efficaciously attenuates the sample's design effect and confirms a real advantage for study samples drawn from KnowledgePanel with its dual frame construction.

Survey Administration

For client surveys, samples are drawn at random from among active panel members. Depending on the study, eligibility criteria will be applied or in-field screening of the sample will be carried out. Sample sizes can range widely depending on the objectives and design of the study.

Once assigned to a survey, members receive a notification e-mail letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the e-mail reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

Knowledge Networks also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. Some client surveys exceed this time, and in the case of longer surveys, an additional incentive can be provided.

Survey Sampling from KnowledgePanel

Once Panel Members are recruited and profiled, they become eligible for selection for specific client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

For this survey, a sample of U.S. adults (18 and older) who self-identify as Jewish by religion or background (meaning no religion but considers self Jewish) was selected.

Sample Weighting

The design for KnowledgePanel® recruitment begins as an equal probability sample with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's base weight.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error by using a panel demographic post-stratification weight as an additional adjustment.

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of study-specific post-stratification weights are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

The Base Weight

In a KnowledgePanel sample there are seven known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight.

The Panel Demographic Post-stratification Weight

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (before the study sample is drawn), a post-stratification adjustment is applied based on demographic distributions from the most recent data from the Current Population Survey (CPS). The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet access (October 2009).

The overall panel post-stratification variables include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10K to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

Study-Specific Post-Stratification Weights

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification process is used to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. For this study, demographic and geographic distributions for the non-institutionalized, civilian population that self-identify as Jewish by religion or background from KnowledgePanel are used as benchmarks in this adjustment.

Comparable distributions are calculated by using all completed cases from the field data ($n = 1074$). Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, this procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The post-stratified and trimmed weights are then scaled to the sum of the total sample size of all eligible respondents.

Following KN weighting, adjustments were made by the client that incorporated the weight and corrected for denomination. The benchmark used by the client to develop this weight was the 2008 Pew Religious Landscape Survey. KN then trimmed and scaled this new weight to the sum of the total sample size.