

JEI Survey Methodology June 28-July 1, 2021

GBAO designed the questionnaire for this national survey of American Jews for the Jewish Electorate Institute (JEI). The survey was conducted June 28-July 1, 2021, and included interviews with 800 self-identified American Jews who are registered to vote. The survey is subject to a margin of error of +/- 3.5 percentage points at the 95 percent confidence level. Sub-groups and split sample exercises are subject to a higher margin of error.

JEI's previous surveys have been conducted using web-based panels, and this survey employs the same sampling methods with an adjustment that pollsters have increasingly used in the past two years as voter files have increased their cell phone coverage and technology has improved researchers' ability to conduct surveys on cell phones.

Respondents in this survey were contacted through a mix of web-based panel and text-to-web methodology. For the text-to-web respondents (53 percent of the sample), the survey sample was drawn from a national voter file, consisting of all registered voters in the United States. Respondents with a likelihood of being Jewish based on their first or last name or their geography were contacted by text, and then took the survey on a secure link on their phone or computer. For the web-based panel respondents, GBAO contracted the research company Dynata to administer the survey by email invitation to its web-based panel, which is regularly updated and consists of over 17 million Americans.

All respondents were asked at the beginning of the survey whether they consider themselves Jewish, using the same question wording as the 2020 Pew Research Center's study, "Jewish Americans in 2020."

The sample was weighted on key demographic variables, such as gender, denomination, age, and synagogue membership. Demographic comparisons with the results in Pew's study are shown in the table below. Minor differences can be attributed to the Pew study consisting of all adults and the GBAO study consisting of registered voters.

	Pew 2020 Jewish Adults	GBAO July 2021 Registered Voters
Reform	37	37
Conservative	17	17
Orthodox (total)	9	9
Hasidic/Chabad	3	3
Modern/Centrist	3	3
Yeshivish/Litvish/Agudah	2	2
Other Orthodox	1	1
No particular denomination	32	31
Reconstructionist	n/a	2
Other	4	3
Don't know/unsure	1	1
Belong to a synagogue	35	35
Don't belong to synagogue	64	65
18-29 years-old	18	17
30-49 years-old	32	32
50-64 years-old	20	26
Over 64 years-old	29	26
Male	49	48
Female	51	51
Non-binary	n/a	1
Democrat	71	70
Independent	3	5
Republican	26	25

Figures in the table may not add to 100 percent due to rounding.

The survey results, including full question wording, are available at jewishelectorateinstitute.org.