



PRRI 2012 Jewish Values Survey
February 23 – March 5, 2012
N=1,004

ASK ALL:

Q.1 Do you approve or disapprove of the way Barack Obama is handling his job as President?

58	Approve
34	Disapprove
5	Mixed (VOL.)
1	Other (SPECIFY)
<u>2</u>	Refused (VOL.)
100	Total

Q.2 Of the following issues, which one would you say is MOST important to your vote for President this year? **[RANDOMIZE LIST]**

50	The economy
15	The growing gap between rich and poor
9	Health care
7	The federal deficit
4	National security
4	Israel
2	Iran
1	Immigration
1	Same-Sex marriage
1	Abortion
1	Environment (VOL.)
4	Other (SPECIFY)
*	Refused (VOL.)
100	Total

REMOVE ITEM SELECTED IN Q2 FROM Q3 LIST

Q.3 And what issue is the SECOND MOST important to your vote? **[RANDOMIZE LIST]**

26	The economy
22	Health care
13	The growing gap between rich and poor
12	The federal deficit
12	National security
5	Israel
5	Iran
1	Immigration
1	Same-Sex marriage
1	Abortion
1	Environment (VOL.)
2	Other (SPECIFY)
*	Refused (VOL.)
—	
100	Total

ASK ALL:

REGIST—These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

91	Yes, registered
5	No, not registered
4	Not sure if registered
*	Refused (VOL.)
—	
100	Total

Q.4 In the 2008 presidential election between Barack Obama and John McCain, did you vote for Obama the Democrat, McCain the Republican, or did things come up that prevented you from voting? **[ROTATE OPTIONS 1-2]**

24	Voted for McCain, the Republican
63	Voted for Obama, the Democrat
10	Did not vote
2	Other (SPECIFY)
*	Refused (VOL.)
—	
100	Total

Q.5 Looking ahead, would you like to see Barack Obama re-elected in 2012 or would you prefer that a Republican candidate win the election? **[ROTATE OPTIONS 1-2]**

29	Republican candidate
62	Barack Obama
4	Undecided/Unsure (VOL.)
4	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

IF PREFER REPUBLICAN CANDIDATE (Q5=1), ASK [N= 227]:

Q.6 And who would you prefer to win the Republican nomination? **[RANDOMIZE LIST]**

56	Mitt Romney
15	Rick Santorum
15	Ron Paul
13	Newt Gingrich
<u>1</u>	Refused (VOL.)
100	Total

IF VOTE FOR OBAMA OR REPUBLICAN CANDIDATE (Q5=1,2), ASK:

Q.7 And how excited would you be to cast a vote for **[INSERT CANDIDATE]**? Would you feel excited about your vote or not?

<u>Barack Obama</u>	<u>Mitt Romney</u> ¹	
54	38	Excited
46	61	Not excited
<u>1</u>	<u>1</u>	Refused (VOL.)
100	100	Total

ASK ALL:

Q.8 If the elections for Congress were being held today, which party's candidate would you vote for in your Congressional district--the Democratic Party's candidate or the Republican Party's candidate? **[ROTATE OPTIONS 1-2]**

64	The Democratic candidate
26	The Republican candidate
5	Undecided/Unsure (VOL.)
3	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

¹ Other Republican candidates were not included because fewer than 100 respondents selected Santorum, Paul or Gingrich.

Q.9 Which of the following best describes how you feel about the Obama presidency so far?
[RANDOMIZE OPTIONS 1-5]

35	Disappointed
33	Satisfied
14	Worried
9	Angry
3	Excited
2	Mixed feelings (VOL.)
4	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

ROTATE Q10 AND Q11

Q.10 Which one of these would you say is the most positive accomplishment of the Obama administration? **[RANDOMIZE LIST]**

24	Preventing another economic depression
20	Killing Osama bin Laden
17	Passing the health care law
14	Bringing the troops home from Iraq
3	Improving America's image around the world abroad
3	Saving the American automobile industry
15	None of these
2	Something else (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

Q.11 Which one of these would you say is the biggest failure of the Obama administration?
[RANDOMIZE LIST]

24	Unable to improve economic conditions
19	Not providing strong leadership
13	Increasing government spending
10	Keeping American troops in Afghanistan
6	Passing the health care law
3	Compromising too often (VOL.)
2	Placing too much regulation on business
14	None of these
7	Something else (SPECIFY)
<u>2</u>	Refused (VOL.)
100	Total

Q.12 Which of the following statements best describes how you view President Obama's handling of the Arab-Israeli conflict?

20	I agree with the President's policies and I like the way he is executing these policies
15	I agree with the President's policies, but I don't like the way he is executing these policies
28	I disagree with the President's policies
36	Not sure
<u>1</u>	Refused (VOL.)
100	Total

ASK FORM 1 ONLY [N=477]:

Q.13 Do you think Barack Obama is doing too much, too little or about the right amount to compromise with the Republican leaders in Congress on important issues?

26	Too much
34	Too little
39	About the right amount
<u>*</u>	Refused (VOL.)
100	Total

ASK FORM 2 ONLY [N=527]:

Q.14 Do you think Republican leaders in Congress are doing too much, too little or about the right amount to compromise with Barack Obama on important issues?

11	Too much
73	Too little
14	About the right amount
<u>1</u>	Refused (VOL.)
100	Total

ASK ALL:

Q.15 Now we would like your views on some political leaders and groups. Please say whether your overall opinion of each of the following is very favorable, mostly favorable, mostly unfavorable, or very unfavorable. **[RANDOMIZE LIST]**

a. Mitt Romney

3	Very favorable
26	Mostly favorable
39	Mostly unfavorable
28	Very unfavorable
<u>2</u>	Refused (VOL.)
100	Total

b. Barack Obama

16	Very favorable
45	Mostly favorable
17	Mostly unfavorable
20	Very unfavorable
<u>2</u>	Refused (VOL.)
100	Total

c. George W. Bush

4	Very favorable
19	Mostly favorable
26	Mostly unfavorable
48	Very unfavorable
<u>2</u>	Refused (VOL.)
100	Total

d. Bill Clinton

29	Very favorable
47	Mostly favorable
15	Mostly unfavorable
7	Very unfavorable
<u>1</u>	Refused (VOL.)
100	Total

e. The Democratic Party

8	Very favorable
51	Mostly favorable
24	Mostly unfavorable
14	Very unfavorable
<u>2</u>	Refused (VOL.)
100	Total

f. The Republican Party

2	Very favorable
19	Mostly favorable
35	Mostly unfavorable
41	Very unfavorable
<u>2</u>	Refused (VOL.)
100	Total

ASK ALL:

Q.16 Now as you read you a few pairs of statements. Please say whether the FIRST statement or the SECOND statement comes closer to your own views—even if neither is exactly right. **[RANDOMIZE LIST; ROTATE OPTIONS]**

a.

35	1— It is not really that big a problem if some people have more of a chance in life than others
49	2— One of the big problems in this country is that we don't give everyone an equal chance in life.
1	Both/Neither (VOL.)
12	Other (SPECIFY)
<u>3</u>	Refused (VOL.)
100	Total

b.

32	1— The growing number of newcomers from other countries threatens traditional American customs and values.
57	2— The growing number of newcomers from other countries strengthens American society.
2	Both/Neither (VOL.)
6	Other (SPECIFY)
<u>3</u>	Refused (VOL.)
100	Total

c.

24	1— The best way to ensure peace is through military strength.
63	2— Good diplomacy is the best way to ensure peace.
9	Both/Neither (VOL.)
2	Other (SPECIFY)
<u>2</u>	Refused (VOL.)
100	Total

Q.17 Do you think the American Dream--that if you work hard you'll get ahead--still holds true, never held true, or once held true but does not anymore?

37	Still holds true
10	Never held true
45	Once held true, but not anymore
4	Holds true for some/Harder to achieve (VOL.)
2	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

Q.18 Do you think in their lifetime, your children will be better off, about the same, or less well off financially than you?

19	Better off
40	About the same
40	Less well-off
<u>1</u>	Refused (VOL.)
100	Total

Q.19 Now, read each statement and please say if you completely agree, mostly agree, mostly disagree or completely disagree with it. **[RANDOMIZE LIST]**

a. The government should do more to reduce the gap between the rich and poor.

27	Completely agree
37	Mostly agree
22	Mostly disagree
13	Completely disagree
<u>1</u>	Refused (VOL.)
100	Total

b. I admire people who get rich by working hard.

44	Completely agree
46	Mostly agree
8	Mostly disagree
2	Completely disagree
<u>1</u>	Refused (VOL.)
100	Total

c. The economic system in this country unfairly favors the wealthy.

36	Completely agree
37	Mostly agree
18	Mostly disagree
7	Completely disagree
<u>1</u>	Refused (VOL.)
100	Total

d. Wall Street makes an important contribution to the American economy.

9	Completely agree
53	Mostly agree
28	Mostly disagree
9	Completely disagree
<u>1</u>	Refused (VOL.)
100	Total

e. Poor people have become too dependent on government assistance programs.

21	Completely agree
33	Mostly agree
33	Mostly disagree
12	Completely disagree
<u>1</u>	Refused (VOL.)
100	Total

Q.20 In general, would you be willing to pay more in taxes to fund federal programs that help the poor or would you not be willing to pay more?

40	Willing to pay more
52	Not willing to pay more
4	Depends (VOL.)
3	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

Q.21 We would like to get your views on some issues that are being discussed in the country today. Do you favor or oppose the following issues? **[RANDOMIZE LIST]**

a. Allowing gay and lesbian couples to marry legally.

51	Strongly favor
30	Favor
10	Oppose
8	Strongly oppose
<u>1</u>	Refused (VOL.)
100	Total

b. Allowing illegal immigrants brought to the U.S. as children to gain legal resident status if they join the military or go to college.

22	Strongly favor
48	Favor
20	Oppose
9	Strongly oppose
<u>1</u>	Refused (VOL.)
100	Total

c. Tougher laws and regulations to protect the environment even if it raises prices or costs jobs.

24	Strongly favor
45	Favor
24	Oppose
6	Strongly oppose
<u>1</u>	Refused (VOL.)
100	Total

d. Increasing the tax rate on Americans earning more than \$1 million a year.

58	Strongly favor
23	Favor
11	Oppose
6	Strongly oppose
<u>1</u>	Refused (VOL.)
100	Total

e. The Supreme Court overturning the recent health care law.

18	Strongly favor
22	Favor
31	Oppose
27	Strongly oppose
<u>3</u>	Refused (VOL.)
100	Total

Q.22 Do you think abortion should be...[RANDOMIZE LIST ORDER 1-4; 4-1]

49	Legal in all cases
44	Legal in most cases
6	Illegal in most cases
1	Illegal in all cases
<u>1</u>	Refused (VOL.)
100	Total

Q.23 As you read a list of different groups of Americans please rate that group using a feeling thermometer, a scale that goes between 1 and 100. Ratings between 51 degrees and 100 degrees mean that you feel favorable and warm toward the group. Ratings between 1 degree and 49 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group. If you don't feel particularly warm or cold toward the group, you would rate the group at the 50-degree mark. [RANDOMIZE LIST]

a. Muslims [N=608]

Mean: 41.4

b. The Christian Right [N=776]

Mean: 20.9

c. Mormons [N=563]

Mean: 47.0

ASK FORM 1 ONLY:

d. Labor unions [N=357]

Mean: 50.6

e. The Tea Party [N=382]

Mean: 26.4

ASK FORM 2 ONLY:

f. The federal government in Washington [N=400]

Mean: 34.9

g. Occupy Wall Street [N=398]

Mean: 44.3

ASK ALL:

Q.24 Now, read each statement and please say if you completely agree, mostly agree, mostly disagree or completely disagree with it. [RANDOMIZE LIST]

a. American Muslims are an important part of the religious community in the United States.

17	Completely agree
49	Mostly agree
23	Mostly disagree
9	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

b. American Muslims ultimately want to establish Shari'a or Islamic law as law of the land in the United States.

7	Completely agree
15	Mostly agree
41	Mostly disagree
35	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

Now a few different questions...

DENOM—Thinking about Jewish religious denominations, do you consider yourself to be...

35	Reform
26	Conservative
8	Orthodox
1	Reconstructionist
29	Just Jewish
<u>*</u>	Something else (SPECIFY)
100	Total

Q.25 How important is religion in your life?

5	The most important thing
22	Very important
32	Somewhat important
23	Not too important
18	Not at all important
*	Refused (VOL.)
100	Total

Q.26 How important is being Jewish in your life?

8	The most important thing
34	Very important
29	Somewhat important
20	Not too important
9	Not at all important
*	Refused (VOL.)
100	Total

Q.27 Aside from weddings and funerals, how often do you attend religious services?

5	More than once a week
5	Once a week
11	Once or twice a month
31	A few times a year
21	Seldom
26	Never
1	Refused (VOL.)
100	Total

Q.28 Are you currently a member of a synagogue or temple?

35	Yes
60	No
1	Member of independent Havurah
2	No synagogue available nearby
2	Other (SPECIFY)
*	Refused (VOL.)
100	Total

Q.29 Which statement comes closest to your view of God?

40	God is an impersonal force
26	God is a person with whom people can have a relationship
18	I do not believe in God
2	Agnostic (VOL.)
7	Other (SPECIFY)
<u>6</u>	Refused (VOL.)
100	Total

Q.30 What is the most important Jewish holiday to you personally?

43	Yom Kippur
25	Passover
10	Hanukkah
10	Rosh Hashanah
2	Shabbat (VOL.)
5	None (VOL.)
2	All of them (VOL.)
2	Something else (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

Q.31 This year, are you planning to participate in a Passover Seder?

68	Yes
27	No
5	Other (SPECIFY)
*	Refused (VOL.)
<u>1</u>	
100	Total

How important are the following Jewish values for informing your political beliefs and political activity? [RANDOMIZE LIST]

a. Tikkum olam, healing the world

35	Very important
37	Somewhat important
15	Not too important
13	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

b. Welcoming the stranger

26	Very important
46	Somewhat important
17	Not too important
10	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

c. Caring for the widow and the orphan

34	Very important
46	Somewhat important
10	Not too important
9	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

Pursuing d

52	Very important
32	Somewhat important
6	Not too important
9	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

e. Seeing every person as made in the image of God

25	Very important
30	Somewhat important
21	Not too important
23	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

Q.33 How important are the following Jewish experiences for informing your political beliefs and political activity? **[RANDOMIZE LIST]**

a. The immigrant experience in America

27	Very important
43	Somewhat important
17	Not too important
11	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

b. Being a religious minority in America

28	Very important
38	Somewhat important
19	Not too important
12	Not at all important
<u>2</u>	Refused (VOL.)
100	Total

c. The Holocaust

54	Very important
33	Somewhat important
7	Not too important
5	Not at all important
<u>2</u>	Refused (VOL.)
100	Total

d. Having opportunities for economic success in America

46	Very important
39	Somewhat important
7	Not too important
8	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

Q.34 Should synagogues be involved in the following activities or not? [RANDOMIZE LIST]

a. Performing acts of charity

96	Yes, Should
3	No, Should not
<u>1</u>	Refused (VOL.)
100	Total

b. Engaging in public policy advocacy to address social problems

76	Yes, Should
23	No, Should not
<u>1</u>	Refused (VOL.)
100	Total

c. Supporting political campaigns or candidates

28	Yes, Should
71	No, Should not
<u>1</u>	Refused (VOL.)
100	Total

Q.35 How important is it for synagogues to work to expand economic opportunities and secure basic rights for all Americans?

28	Very important
46	Somewhat important
16	Not too important
8	Not at all important
<u>1</u>	Refused (VOL.)
100	Total

Q36. Thinking about the following Jewish political, business and cultural leaders, how well do the following figures represent Jewish values? [RANDOMIZE LIST]

ASK FORM 1 ONLY [N=477]:

a. Sarah Silverman

6	Very well
19	Somewhat well
24	Not too well
18	Not at all well
29	Unfamiliar with that person
<u>3</u>	Refused (VOL.)
100	Total

b. Rep. Eric Cantor

5	Very well
16	Somewhat well
15	Not too well
19	Not at all well
42	Unfamiliar with that person
<u>3</u>	Refused (VOL.)
100	Total

c. Sen. Joe Lieberman

18	Very well
34	Somewhat well
21	Not too well
13	Not at all well
11	Unfamiliar with that person
<u>3</u>	Refused (VOL.)
100	Total

d. Benjamin Netanyahu

24	Very well
37	Somewhat well
14	Not too well
7	Not at all well
14	Unfamiliar with that person
<u>3</u>	Refused (VOL.)
100	Total

ASK FORM 2 ONLY [N=527]:

e. Jon Stewart

20	Very well
33	Somewhat well
20	Not too well
11	Not at all well
14	Unfamiliar with that person
<u>2</u>	Refused (VOL.)
100	Total

f. Natalie Portman

11	Very well
32	Somewhat well
25	Not too well
9	Not at all well
21	Unfamiliar with that person
<u>2</u>	Refused (VOL.)
100	Total

g. Elana Kagan

14	Very well
26	Somewhat well
12	Not too well
10	Not at all well
36	Unfamiliar with that person
<u>2</u>	Refused (VOL.)
100	Total

h. Michael Bloomberg

12	Very well
44	Somewhat well
17	Not too well
12	Not at all well
12	Unfamiliar with that person
<u>1</u>	Refused (VOL.)
100	Total

ASK ALL:

Q.37 As a Jew, which of the following qualities do you consider most important to your Jewish identity? **[RANDOMIZE LIST]**

46	A commitment to social equality
20	Support for Israel
17	Religious observance
6	Cultural heritage/Tradition (VOL.)
3	Values (VOL.)
3	Something else (SPECIFY)
3	None (VOL.)
<u>2</u>	Refused (VOL.)
100	Total

Q.38 Have you ever been to Israel?

35	Yes
64	No
<u>1</u>	Refused (VOL.)
100	Total

Q.39 How much of a problem for Israel are each of the following? **[RANDOMIZE LIST]**

a. Iran's nuclear program

83	Major problem
12	Minor problem
3	Not a problem
<u>2</u>	Refused (VOL.)
100	Total

b. The Israeli-Palestinian conflict

90	Major problem
5	Minor problem
2	Not a problem
<u>3</u>	Refused (VOL.)
100	Total

c. Ultra-Orthodox control of religious life in Israel

53	Major problem
36	Minor problem
8	Not a problem
<u>3</u>	Refused (VOL.)
100	Total

d. Economic and social inequality in Israel

38	Major problem
52	Minor problem
8	Not a problem
<u>3</u>	Refused (VOL.)
100	Total

Q.40 If the economic sanctions are unable to stop Iran's nuclear weapons program, do you think the US (United States) should take military action to prevent Iran's development of a nuclear weapon or not?

59	Yes, Should
37	No, Should not
<u>4</u>	Refused (VOL.)
100	Total

Q.41 Generally speaking, would you support or oppose the establishment of a Palestinian state?

53	Support
42	Oppose
<u>4</u>	Refused (VOL.)
100	Total

Q.42 Do you believe that relations between Israel and the U.S. are better than they have been in the past, worse or about the same?

7	Better
37	Worse
54	About the same
<u>2</u>	Refused (VOL.)
100	Total

Q.43 Which of the following television news sources do you trust the MOST to provide accurate information about politics and current events? **[RANDOMIZE LIST]**

19	CNN
17	Broadcast network news, such as NBC, ABC or CBS
16	Public television (PBS)
12	Fox News
6	Comedy Central’s Daily Show with Jon Stewart
5	MSNBC
2	BBC (VOL.)
20	Do not watch television news
2	Other (SPECIFY)
<u>1</u>	Refused (VOL.)
100	Total

IDEO—In general, would you describe your political views as...

2	Very conservative
16	Conservative
37	Moderate
34	Liberal
10	Very liberal
<u>1</u>	Refused (VOL.)
100	Total

PARTY—In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

13	Republican
39	Independent
<u>49</u>	Democrat
100	Total

Note: Numbers may not add to 100% due to rounding

Survey Methodology

The 2012 Jewish Values Survey was conducted by Public Religion Research Institute among a random sample of 1,004 self-identified Jewish adults (ages 18 and older) who are part of the Knowledge Networks' KnowledgePanel. Interviews were conducted online between February 23 and March 5, 2012. The margin of sampling error for the entire sample is +/- 5.0 percentage points at the 95% level of confidence. The survey was funded by a generous grant from the Nathan Cummings Foundation.

The KnowledgePanel is a nationally representative probability sample of the U.S. adult population. Panelists are recruited by randomly selecting residential addresses using a process called address-based sampling (ABS). Since nearly three in ten U.S. households do not have home Internet access, respondent households who do not have Internet access or own a computer are provided Internet service and a netbook computer to ensure that panel respondents are representative of the U.S. adult population. Unlike opt-in panels, households are not permitted to "self-select" into KnowledgePanel; nor are they allowed to participate in many surveys per week. Additional details about the KnowledgePanel can be found on the Knowledge Networks website: www.knowledgenetworks.com/knpanel.

Identifying the Population

The population of Jewish Americans was determined by using two separate screening questions that were designed to identify the Core Jewish Population, a category with a long history in Jewish demography, consisting of self-identifying Jews by religion (JBR) and persons who consider themselves Jewish (e.g., ethnically or culturally) but who claim no religion (JNR).²

The two screening questions were as follows:

Q1. What is your religion?

Q2. Do you consider yourself to be Jewish for any reason?

Respondents who self-identified as Jewish by religion (JBR) in question 1 composed 86% of the unweighted sample. The remaining 14% of the sample was composed of JNR respondents who did not identify as Jewish by religion in question 1, did not identify with another major religious tradition in question 1, and reported that they considered themselves to be Jewish or partly Jewish for any reason in question 2. Thirty percent of the sample identified as JBR but did not claim any denominational affiliation. For weighting and analysis purposes, these two groups (JNR + JBR claiming no denominational affiliation) were combined into a "just Jewish" category.

Post-Stratification

To ensure that the final dataset was representative of the national Jewish population, weights were applied as follows. Knowledge Network's panel weight, which is applied to ensure the

² See Barry Kosmin, *The Changing Population Profile of American Jews 1990-2008*, Paper Presented at the Fifteenth World Congress of Jewish Studies, Jerusalem, Israel (August 2009).

panel is representative of the U.S. population and to address the study-specific survey non-response, was incorporated in the final weight. Two national surveys, the Religious Landscape Survey (RLS) and the General Social Survey (GSS), were used to derive the overall population parameters used to balance the demographic characteristics of the sample. An additional survey, the National Jewish Population Survey (NJPS), was used in combination with the RLS and GSS to derive parameters for denominational distribution only.

The Religious Landscape Survey is a national random-digit dial (RDD) telephone survey that was conducted by the Pew Forum on Religion & Public Life in 2007. The study includes more than 35,000 adult respondents. The General Social Survey is a major academic sociological survey conducted in person by the National Opinion Research Center (NORC) at the University of Chicago since 1972. In order to have a large enough sample size to derive population parameters, the GSS surveys conducted from 2000 to 2010 were aggregated, yielding an overall sample size of 16,971. The National Jewish Population Survey is a random-digit dial telephone survey of the Jewish population in the United States sponsored by United Jewish Communities and the Jewish federation system. It was conducted between August 2000 and August 2001 among a representative sample of over 4,500 Jewish adults.

Both the Religious Landscape Survey and General Social Surveys included a question that asks respondents to identify their religion and therefore allowed a straightforward comparison for JBR as identified in PRRI's screening question 1. However, neither survey included a direct measure to identify JNR respondents as identified in PRRI's screening question 2, those who do not identify as Jewish by religion but who identify as ethnically or culturally Jewish. In order to generate population parameters for the JNR population, we generated a JNR proxy by using childhood religious affiliation. The proxy for JNR respondents in the RLS and GSS was generated as follows: respondents who claimed that they currently had no formal religious affiliation but who reported that they were raised Jewish were classified as JNR. In both the RLS and GSS, this definition of the JNR population represented 14% of the total Jewish core population sample. An additional 17% in GSS and 12% in RLS identified as religious but claimed no denominational affiliation; these groups were combined with the JNR population in each survey in the category "Just Jewish." The sample size for the core Jewish population is 782 in the RLS and 727 in the GSS.

The final weighting involved conforming (often called "raking") the entire sample to overall population parameters derived from GSS and RLS survey data. The data was raked, by form, to match population parameters for sex, age, race, education, region, metro status, household size, and denomination³. As a final step, extreme weights were trimmed to ensure that no respondent has too large an influence on overall results.

The sample raking was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a

³ The NJPS was used in conjunction with the GSS and RLS to derive the parameters for denominational affiliation only.

statistical technique called the *Deming Algorithm*. 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.

Table 1 compares the complete weighted and unweighted sample demographics to population parameters.

Table 1: Weight Summary

	<u>Parameter</u>	<u>PRRI Unweighted</u>	<u>PRRI Weighted</u>
<u>Sex</u>			
	Male	51.0	42.4
	Female	49.0	57.6
<u>Age</u>			
	18-34	25.4	8.9
	35-44	18.2	10.5
	45-64	35.1	44.6
	65+	20.8	36.1
<u>Race</u>			
	White (Non-Hispanic)	94.9	93.8
	Other Races	5.1	6.2
<u>Education</u>			
	High School or Less	19.1	5.0
	Some College	23.1	23.6
	College Graduate+	57.8	71.4
<u>Region</u>			
	Northeast	42.5	33.0
	Midwest	11.5	14.3
	South	24.5	24.3
	West	22.0	28.4
<u>Metro</u>			
	Metro	97.5	96.4
	Non-Metro	2.5	3.6
<u>Household Size</u>			
	One	18.0	27.6
	Two-Three	58.0	58.6
	Four or More	24.0	13.8
<u>Denomination</u>			
	Orthodox	8.6	4.2
	Conservative	25.9	19.2
	Reform	36.9	29.6
	Reconstructionist	1.0	2.7
	Just Jewish	27.6	44.3

Table 2 compares the weighted and unweighted sample denominational distribution to population distribution.

Table 2. Denomination Distribution Comparisons

	Weighted GSS (2000-2010)	Weighted RLS (2007)	Weighted NJPS (2001)	Weighted PRRI (2012)	Unweighted PRRI (2012)
Orthodox	7	9	10	8	4
Conservative	24	27	27	26	19
Reform	39	37	35	35	30
Reconstructionist	N/A	1	2	1	3
Just Jewish	<u>31</u>	<u>26</u>	<u>26</u>	<u>29</u>	<u>44</u>
Total	100	100	100	100	100
Sample Size	(N=727)	(N=782)	(N=4,523)	(N=1,004)	(N=1,004)