

Survation's UK Jewish Opinion Panel – Frequently Asked Questions.

Survation's Jewish Panel is an opt-in telephone and online opinion panel (for those members who have opted to complete surveys online) of the UK's Jewish population.

Our faith and ethnicity research, including the Survation Jewish Panel, are used to better understand the opinions of often overlooked groups.

The process of building the panel began in 2015. The Survation Jewish Panel is used primarily for academic and social research, including Jewish charities as well as public polling on behalf of a range of clients such as the Jewish Chronicle.

What is the methodology?

For the Survation Jewish Panel recruitment, a probabilistic assignment of someone having a likely Jewish identity, estimated from a range of geographic, demographic, and demographic aspect indicators was created. To establish these indicators, Survation worked in consultation with Jewish community expert consultants, academics, as well as Office for National Statistics data.

Using these indicators, contact data was originated of a random selection of individuals who met the criteria.

For the building of the Survation Jewish Panel we used this information to telephone respondents who were (after stating the survey's purpose) asked to confirm at the start of the survey if they self-identified as Jewish (including secular and non-practising), and only those who confirmed and consented continued into the survey. Respondents were then further asked at the end if they wished to be part of the Survation Jewish Panel.

In every poll run using the Survation Jewish Panel respondents are always asked at the end if they still wish to remain a part of the panel to ensure ongoing consent.

What are the demographic characteristics?

As the Jewish population within the UK is composed of many different groups, including those who identify as secular Jews, great care was taken during the recruitment phase to make sure that the Survation Jewish Panel was geographically, and religiously diverse.

By ensuring the Survation Jewish Panel itself is diverse and roughly in line with official government statistical information about the UK's Jewish population, a random sample of data drawn from the Survation Jewish Panel for each poll will likely have a similar composition.

As is the case when researching with smaller populations some demographic units are merged. In our Survation Jewish Panel polls we include the standard sex cross-breaks with slightly different age and regional cross-breaks from our standard polling.

We have looked at the make-up of the Survation Jewish Panel with regards to religious practice, whether the respondents were a member of a synagogue or not, Synagogue type (e.g. Strictly

Orthodox, Central United, Central Other, Federation, Sephardi, Masorti, Reform, Liberal) and also the number of secular participants. Our findings are such that our advice has been that the panel is representative of the “engaged Jewish community” of the UK.

How do we ensure the survey results are representative of the UK Jewish population?

As with any survey sample, collected data will not be perfectly representative of the UK Jewish population. Survation weight our surveys to census targets for the UK’s Jewish population provided by the ONS to correct for sample imbalance. For all our polls any variable we have used to weight the data is included in our tables as a cross-break – these are usually age, sex, and geographical region.

Sample sizes of 1,000 are regularly used for national polling by many members of the British Polling Council. For a smaller population such as the UK Jewish community using a sample size of 500+ with appropriate weights is suitable. The margin of error for the Survation Jewish Panel sample relative to the Jewish population for each poll can be found in the individual methodology section of any tables released.

Why is there not a comparison poll with a different religious/ethnic/minority group?

The Survation Jewish Panel is for research into the opinions of the UK Jewish population. The Panel is regularly used by Jewish charities and for academic research purposes. Not every poll done using the Survation Jewish Panel will be suitable to run a separate comparison poll for.

What is the relationship between the Jewish Chronicle and the Survation Jewish Panel?

Our Jewish panel is an independent Survation panel used to gauge opinions of the wider Jewish UK community; it is not a poll of Jewish Chronicle readers. The Jewish Chronicle did not have input on the membership of the panel, do not hold any panelist data and did not provide any data to construct the panel.

For further information on Survation’s Jewish panel and our faith and ethnicity research, or to commission a poll, contact John Gibb or Harry Mason at researchteam@survation.com or our Special Projects Manager Rushaa Louise Hamid at rushaa.hamid@survation.com

About Survation

Survation are an established and innovative market research firm who are trusted partners to well-known brands and organisations in the UK. We achieve global publicity for our clients and are a well-known and trusted brand in our sector. We offer mixed-method market research with an in-house 80 seat CATI telephone operation, direct online panel access to an ESOMAR certified panel of 1 million UK consumers, business-to-business and face-to-face market research.

Survation are a Living Wage Employer. This means that every member of staff in our organisation plus our contractors are paid the London Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost living in the UK. We believe that every member of staff deserves a Living Wage. You can find out more about the Living Wage by visiting www.livingwage.org.uk.