

Examining Mode Effects in a Sample of Jewish Households:

DIFFERENCES BEYOND STANDARD DEMOGRAPHICS

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research. refined.

AAPOR

Annual Conference

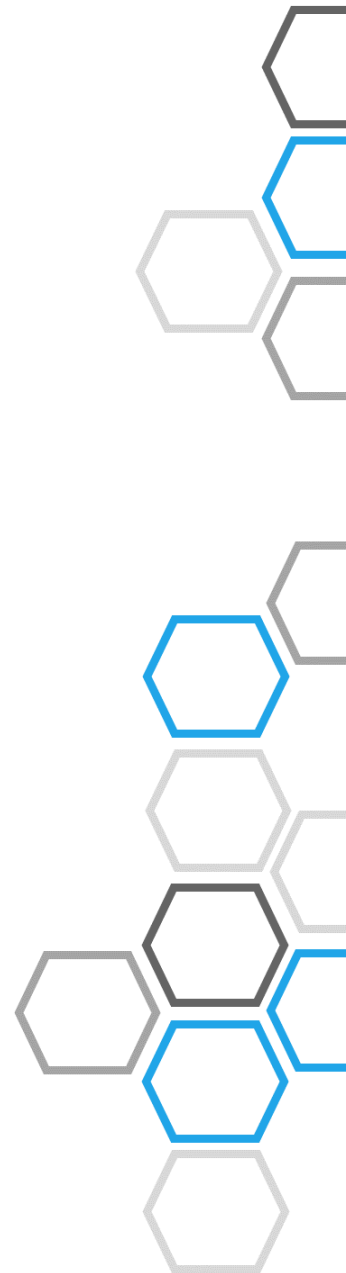
2022

Chicago, IL

May 11, 2022

Overview

- Reaching low-incidence populations requires multiple modes of data administration
- Respondents may self-select into modes in systematic ways resulting in differential responses on outcomes of interest
- These differences may be explained by demographic characteristics used in standard weighting procedures
- In some cases, these standard characteristics may not fully explain the variance by mode
- Other characteristics specific to the population of interest may help explain differences



Background

STUDY

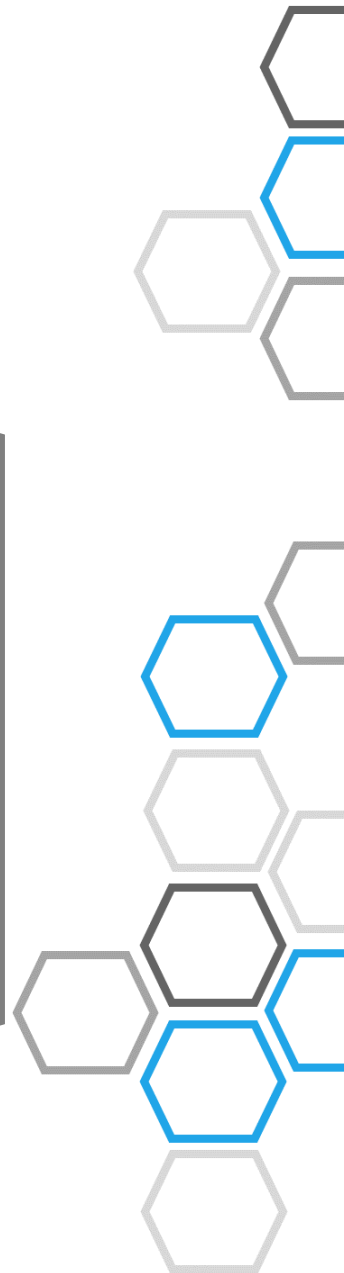
- Jewish Community Impact Study of New York, on behalf of the UJA Federation of New York

TARGET POPULATION

- Jewish households* in the five boroughs of NYC plus Nassau, Suffolk and Westchester counties

METHOD

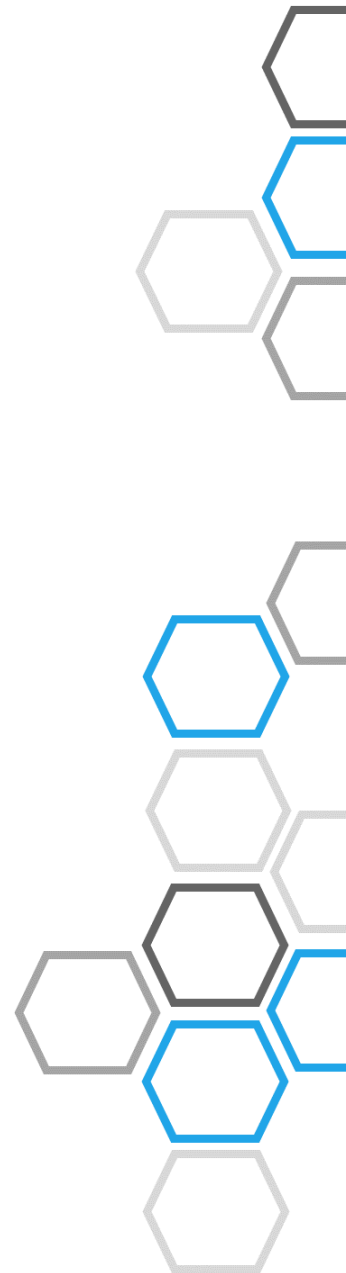
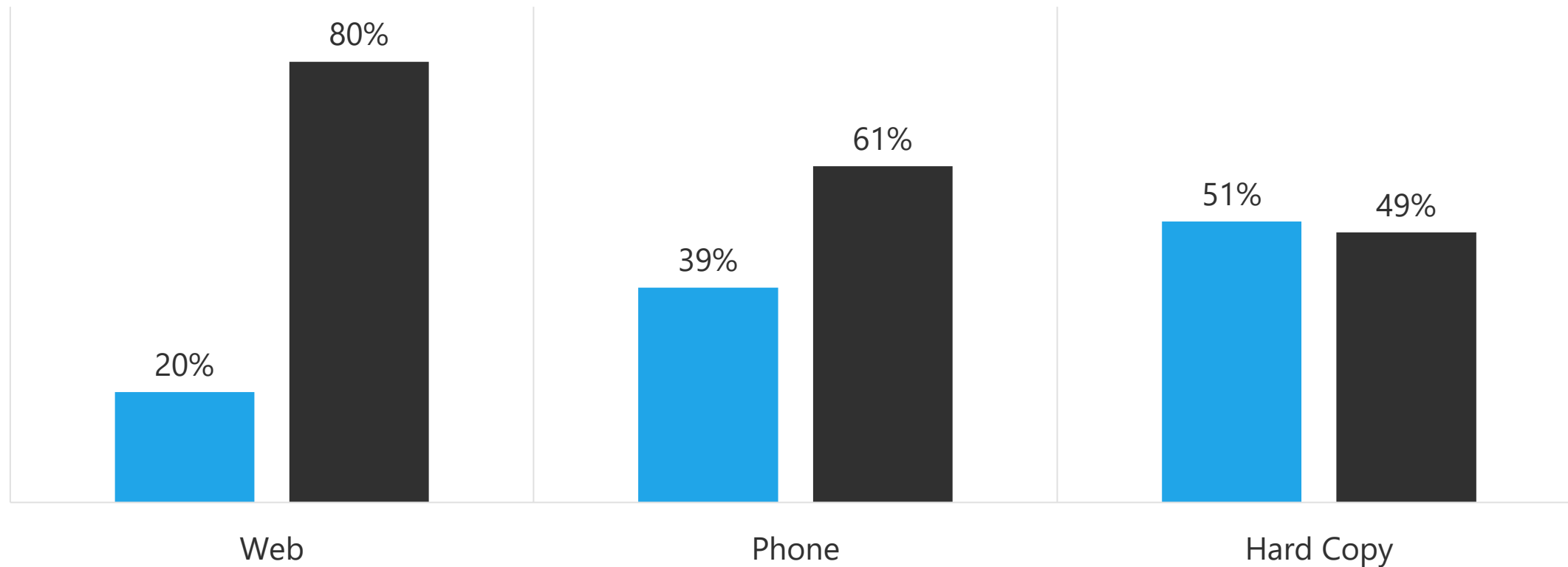
- Representative Address Based Sample reached by letters to complete:
 - Online
 - By phone
 - Hardcopy (to areas with high Jewish incidence)



Systematic Differences in Mode

REACHING JEWISH HOUSEHOLDS

■ Jewish HH ■ Non-Jewish HH

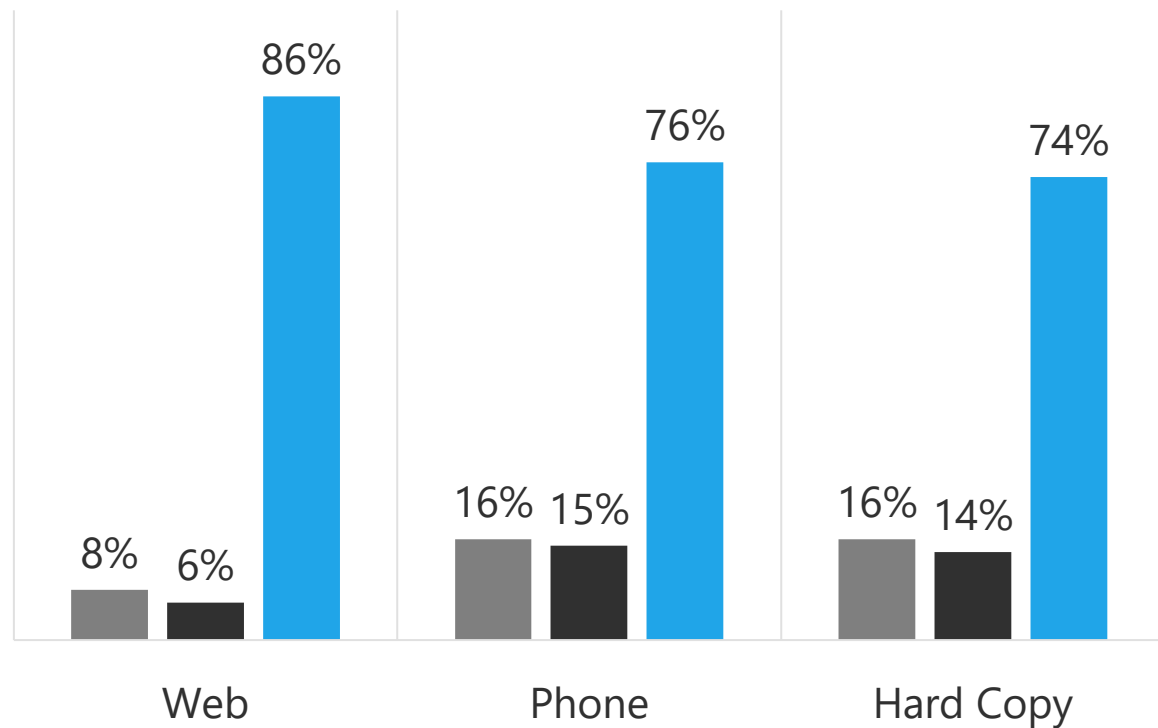


Systematic Demographic Differences in Mode

AMONG JEWISH HOUSEHOLDS

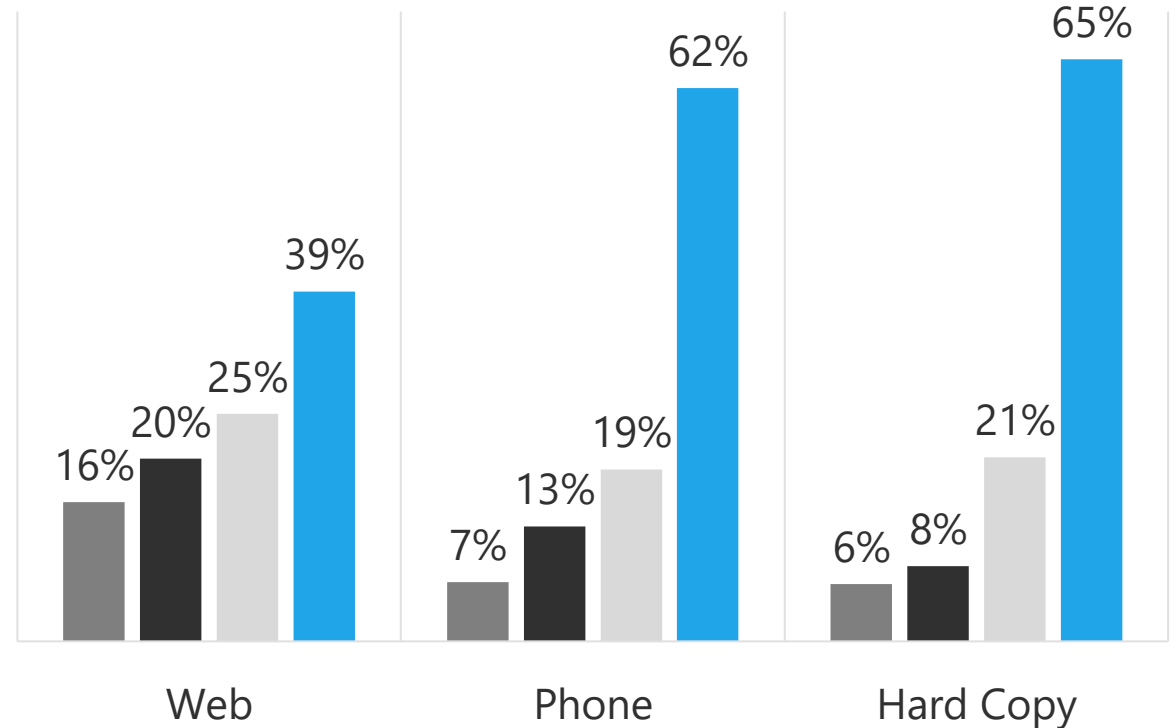
EDUCATION

■ HS or less ■ Some College ■ College or more



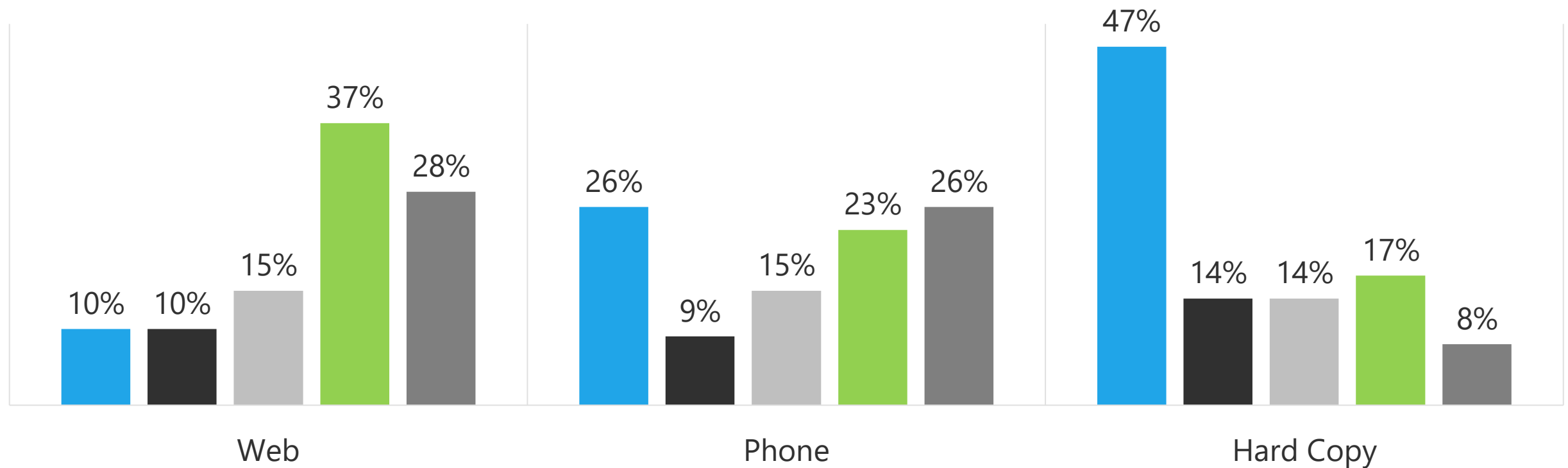
AGE

■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



Other Systematic Differences by Mode: The Case for Denomination

■ Orthodox ■ Conservative ■ Reform ■ Culturally Jewish ■ Nothing in Particular



Other Systematic Differences by Mode: The Case for Denomination

After controlling for other demographic characteristics associated with mode, there is still a large significant difference in proportion of orthodox via hard copy compared to online.

	Bivariate		Multivariate*	
	<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>
Orthodox (v. not)				
Phone	2.27	<.001	1.91	<.001
Hardcopy	4.51	<.001	4.51	<.001
Culturally Jewish/ Nothing in Particular (v. not)				
Phone	.64	<.001	.73	<.001
Hardcopy	.42	<.001	.48	<.001

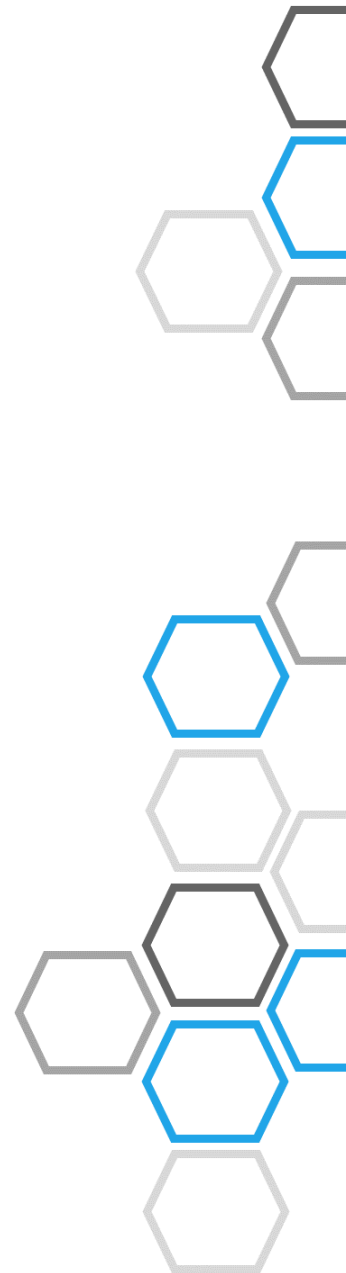
*Multivariate model includes age, parental status, poverty, education, and strata as covariates.

Effects of Mode on Outcomes of Interest

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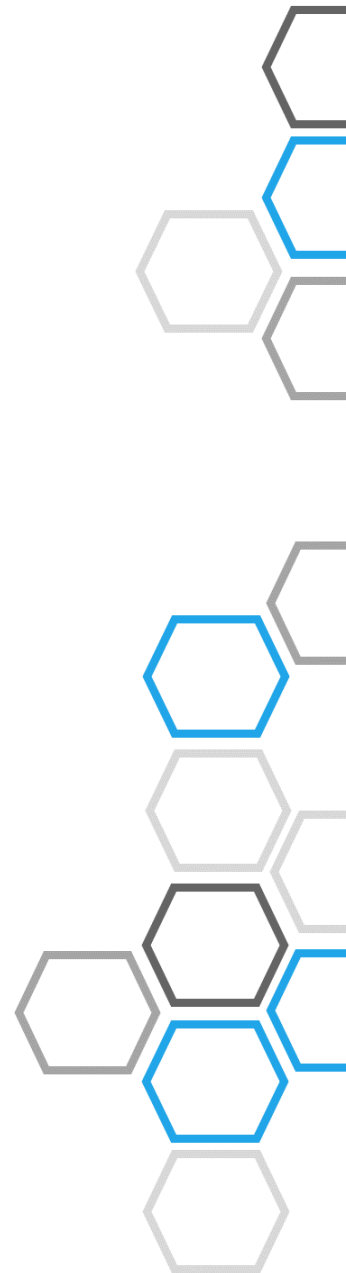
Jewish Connectedness

		Bivariate		Multivariate		Multivariate with Orthodox (vs. not)	
		<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>
Part of Local Jewish Community							
	Phone	1.93	<.001	1.56	<.001	1.29	.020
	Hardcopy	2.65	<.001	2.20	<.001	1.47	<.001
Part of Jewish Community Worldwide							
	Phone	1.64	<.001	1.34	.033	1.31	.076
	Hardcopy	2.34	<.001	1.90	<.001	1.43	.005
Part of Online Jewish Community							
	Phone	1.08	.553	.91	.530	.72	.044
	Hardcopy	1.77	<.001	1.51	<.001	1.06	.635



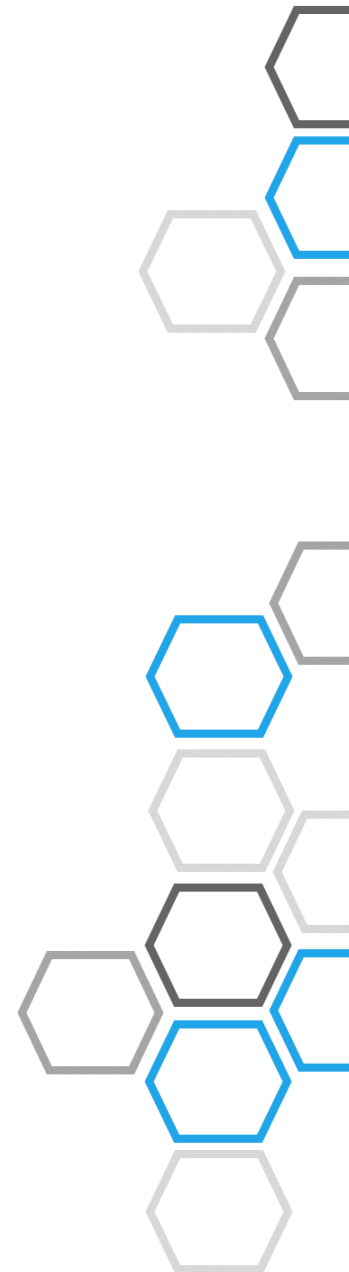
Jewish Connectedness

		Bivariate		Multivariate		Multivariate with Orthodox (vs. not)	
		<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>
Part of Daily Life							
	Phone	1.90	<.001	1.50	.002	1.28	.095
	Hardcopy	2.50	<.001	1.95	<.001	1.29	.039
Help Cope at Times of Crisis							
	Phone	1.82	<.001	1.62	<.001	1.42	.026
	Hardcopy	2.44	<.001	2.17	<.001	1.42	.004



Attendance and Membership

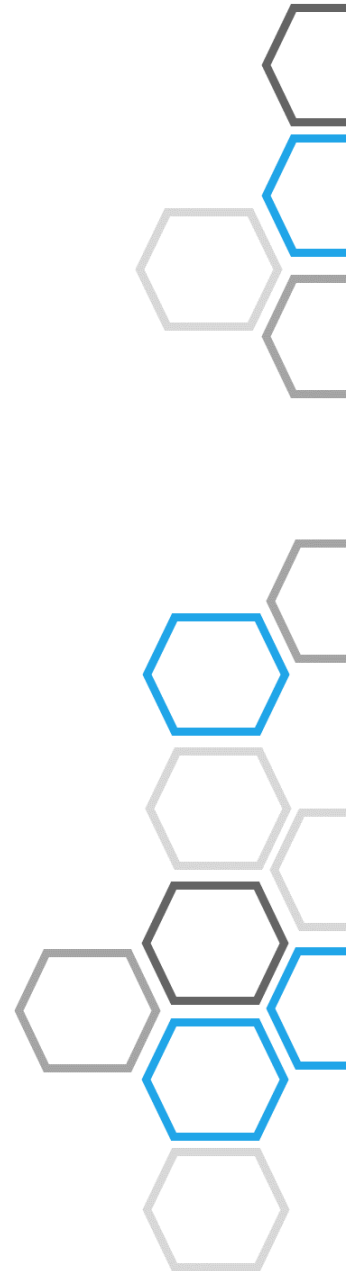
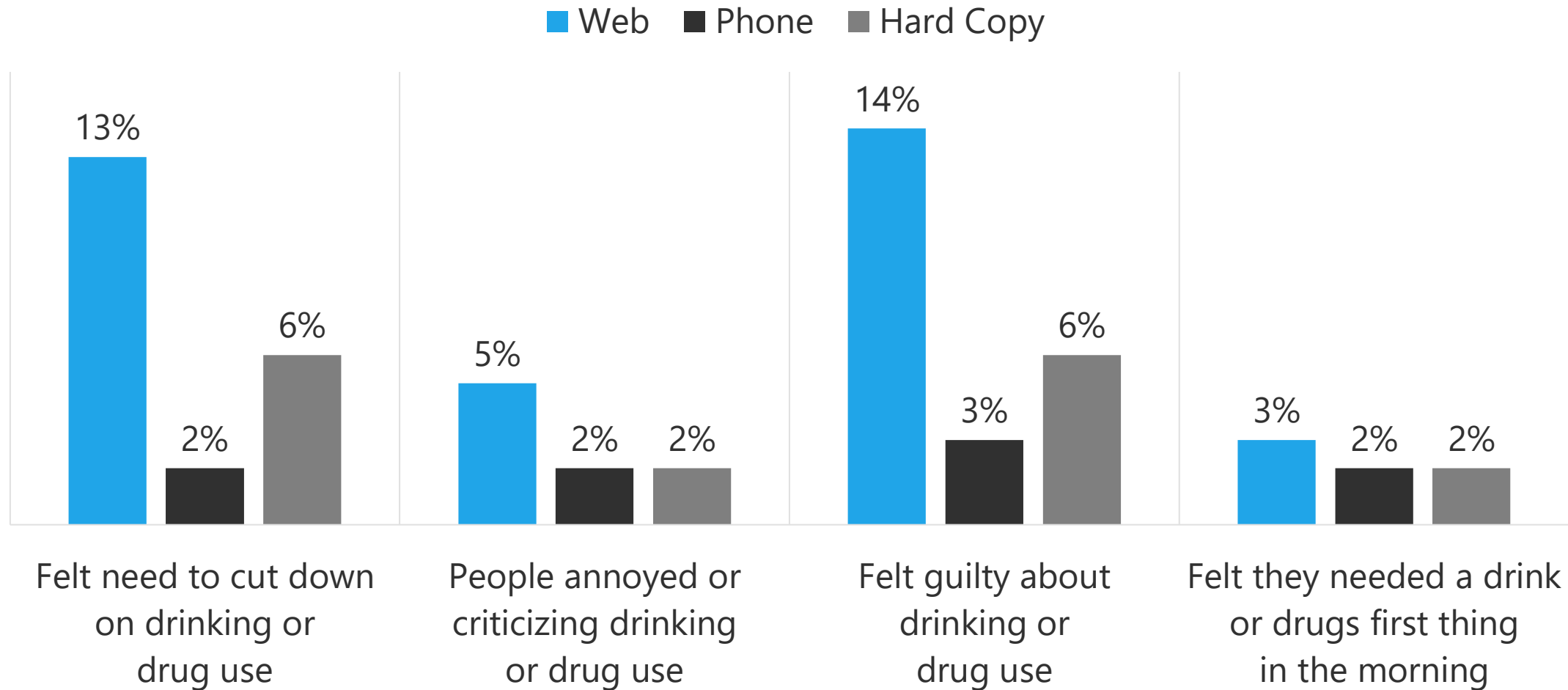
		Bivariate		Multivariate		Multivariate with Orthodox (vs. not)	
		<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>
Attend Religious Services (During Pandemic)							
	Phone	1.73	<.001	1.41	.004	1.13	.378
	Hardcopy	1.97	<.001	1.76	<.001	.94	.650
Attend Jewish Programs (During Pandemic)							
	Phone	1.59	<.001	1.29	.028	1.03	.843
	Hardcopy	2.08	<.001	1.79	<.001	1.12	.349
Synagogue Member							
	Phone	1.66	<.001	1.40	<.001	1.21	.099
	Hardcopy	1.99	<.001	1.76	<.001	1.08	.490



Effects Beyond Demographics and Denomination

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Substance Abuse



Substance Abuse

BASED ON THOSE WHO SAID YES TO ANY OF THE FOUR EXPERIENCES

		Bivariate		Multivariate		Multivariate with Orthodox (vs. not)	
		<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>	<i>OR</i>	<i>p</i>
	Phone	.24	<.001	.43	<.001	.46	.002
	Hardcopy	.35	<.001	.55	<.001	.02	.015



Key Takeaways

RESPONDENTS SELF-SELECT INTO MODE IN SYSTEMATIC WAYS.

MANY DIFFERENCES EXPLAINED THROUGH STANDARD DEMOGRAPHIC FACTORS (E.G. AGE, EDUCATIONAL ATTAINMENT, POVERTY STATUS, ETC.)

IMPORTANT TO CONSIDER FEATURES BEYOND STANDARD DEMOGRAPHICS THAT MAY EXPLAIN MODAL DIFFERENCES

- When analyzing some low incidence populations, other features may be at play (i.e. denomination within a religious/cultural group)

HOWEVER, ISSUES OF SOCIAL DESIRABILITY STILL PRESENT AS ARE ISSUES WITH GEOGRAPHY

MULTI-MODE DATA COLLECTION ALLOWS FOR:

- Reach to diverse populations that may not feel comfortable using some modes
- Reach low incidence populations
- Collection of wider range of responses due to issues of social desirability in some modes

Thank You, AAPOR

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