Geography Methodology Report

**What purpose does this report serve?**

This geography report serves as a reference guide and a companion methodology report to the overall methodology report that can be accessed [here](http://jewishdatany-admin.ujafedny.org/sites/default/files/files/replaced_UJA%20Methods%20Report%20Confidential%20SSRS%20-%2010.6.21%20FINAL%20%281%29.docx). This report offers an overview of

* our study coverage area
* how UJA neighborhoods are defined
* which neighborhoods were oversampled
* for which neighborhoods we have sufficient sample size to report data

**Covid-19 Jewish Community Impact Study Coverage Area**

Overall, the UJA COVID-19 Impact Study was developed by UJA staff together with survey experts at SSRS, a leading survey research firm, to understand the needs of the community in its coverage area. To learn about the ways the coronavirus pandemic has affected the lives and livelihoods of the Jewish community, SSRS collected data online, by phone, and through hardcopy questionnaires from a representative sample of 4,403 New York area adults, who are Jewish or living in a household with one or more Jewish adults.

*Map 1. Eight-County Respondent Counts and % of Total Respondents*

Map

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The broad coverage area include the five New York City boroughs, as well as Nassau, Suffolk, and Westchester counties. As Map 1 demonstrates, a third of all respondents live in Brooklyn, and a quarter live in Manhattan. These high shares in responses can be explained primarily by a high concentration of Jewish respondents and households in these two boroughs, but also by the oversampling that took place in some Manhattan and Brooklyn neighborhoods to ensure a minimum number of respondents.

**Defining UJA Neighborhoods**

We retained almost all 2011 ZIP code groupings (or neighborhoods). The only two changes took place in

* Bensonhurst/Gravesend/Bay Ridge and Kings Bay/Madison
* The Rockaways and Five Towns

which were collapsed into one neighborhood each to ensure oversampling targets.

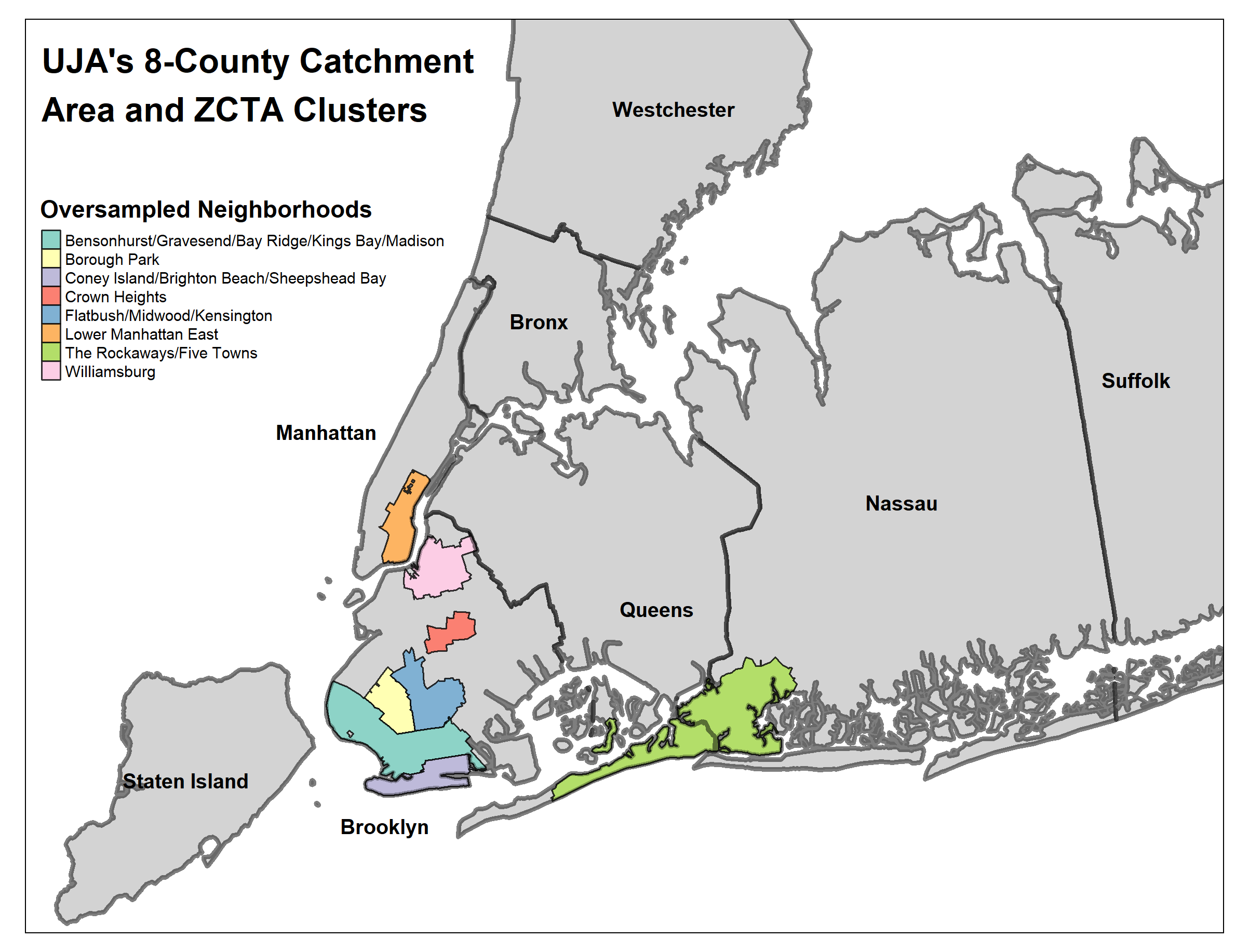
**Oversampling Approach**

Certain areas were oversampled where UJA and its partner organizations are most actively represented and most importantly, where some of the highest need in terms of social and economic vulnerability was anticipated. We aimed at collecting data from at least 150 Jewish household residents in each of the following oversampled areas:

1. Kings County (Brooklyn):
   1. Bensonhurst/Gravesend/Bay Ridge/Kings Bay/Madison
   2. Borough Park
   3. Coney Island/Brighton Beach/Sheepshead Bay
   4. Flatbush/Midwood/Kensington
   5. Williamsburg
   6. In addition, a target of 100 completes was set for Crown Heights
2. Nassau/Queens County: Five Towns/Rockaways
3. New York County (Manhattan): Lower Manhattan East

These areas, defined by zip codes, were sampled specifically within each county to ensure minimum sample sizes within each geographic area. More details about the neighborhoods covered in this study are shown on the map below.

*Map 2. Oversampled Neighborhoods*



**Neighborhoods**

To increase reliability of our findings, we only report on those neighborhoods with more than 100 completed responses. Those 14 areas are highlighted in blue in the table below. The maps below offer a county-by-county look at neighborhoods with more than 100 completes including unweighted counts of responses.

*Table 1. All UJA neighborhoods with sample size*

|  |  |
| --- | --- |
| **Upper West Side** | **323** |
| **Upper East Side** | **270** |
| **Coney Island/Brighton Beach/Sheepshead Bay** | **265** |
| **Lower Manhattan East** | **226** |
| **Bensonhurst/Gravesend/Bay Ridge/Kings Bay/Madison** | **216** |
| **The Rockaways/Five Towns** | **211** |
| **Flatbush/Midwood/Kensington** | **199** |
| **Lower Manhattan West** | **164** |
| **Borough Park** | **158** |
| **Williamsburg** | **158** |
| **Riverdale/Kingsbridge** | **154** |
| **Brownstone Brooklyn** | **145** |
| **Crown Heights** | **123** |
| **Forest Hills/Rego Park/Kew Gardens Area** | **115** |
| Oceanside/Long Beach/West Hempstead/Valley Stream Area | 97 |
| Plainview/Syosset/Jericho Area | 96 |
| Mid–Staten Island | 93 |
| Merrick/Bellmore/East Meadow/Massapequa Area | 86 |
| Long Island City/Astoria/Elmhurst Area | 83 |
| South-Central Westchester | 81 |
| Flushing/Bay Terrace/Little Neck Area | 78 |
| Roslyn/Port Washington/Glen Cove/Old Westbury/Oyster Bay Area | 66 |
| Kew Gardens Hills/Jamaica/Fresh Meadows Area | 64 |
| Great Neck | 63 |
| River Towns | 58 |
| North-Central and Northern Westchester | 57 |
| Sound Shore Communities | 56 |
| Southern Staten Island | 50 |
| Washington Heights/Inwood | 47 |
| Commack/East Northport/Huntington Area | 41 |
| Smithtown/Port Jefferson/Stony Brook Area | 41 |
| Dix Hills/Huntington Station/Melville | 33 |
| Northeast Bronx | 31 |
| Canarsie/Mill Basin | 28 |

To view the location of these neighborhoods within each respective county, please consult the following county-by-county maps.

Bronx

Map

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Brooklyn

Map

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Manhattan

Map

Description automatically generated

Queens

Map

Description automatically generated

Staten Island

Map

Description automatically generated

Suffolk

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Nassau

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Westchester

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