**covid-19   
Jewish community impact study**

**of new york**

**uja-federation of new york**

**draft Methodology report**

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# SAMPLE DESIGN

The sample was designed to reach a representative sample of Jewish households in the eight-county Federation Service Area (FSA) with the goal of reaching target minimums of completes in specified neighborhoods. The broad coverage area includes the five New York City Boroughs, as well as Nassau, Suffolk, and Westchester counties. The sample design is informed by the 2019 Pilot Study that tested the feasibility and best practices to completing this study using Address-Based Sampling (ABS), and implementing big data modeling to effectively reach Jewish households. SSRS combined this type of modeling with a more traditional stratification that leverages listed Jewish households and likely Jewish incidence based on geography, in addition to special treatment of drop point addresses.

Table 1 below identifies the five main strata for this study’s sample design, with an indication of the number of addresses and the expected Jewish incidence in each stratum, based on the pilot, and additional sources. These counts are expressed overall from all eight counties and were obtained from the most current USPS Computerized Delivery Sequence (CDS) File, an overlay of our proposed model for likely Jewish households, and information from UJA-Federation on the Federation Listed Sample

### Table 1: FSA Strata

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strata** | **Households (HHs)** | **Expected Jewish HH Incidence** | **Expected Jewish HHs** | **Expected Percent of all Jewish HHs** |
| Federation Listed Sample | 238,681 | 86.4% | 206,134 | 24.4% |
| Jewish Model or  Distinctive Jewish Names/Listed | 391,849 | 44.1% | 172,978 | 20.5% |
| Drop Units | 676,245 | 22.3% | 151,006 | 17.9% |
| High Residual | 446,965 | 16.7% | 74,494 | 8.8% |
| Low Residual | 3,069,304 | 7.8% | 239,750 | 28.4% |
| Total | 4,823,045 | 17.5% | 844,362 | 100% |

As in past studies, we first identified all addresses in the Federation supplied list as a separate stratum. Historically, these sample records have a very high incidence of Jewish households. These households are therefore typically oversampled.

The next main stratum leveraged our tested technique for identifying likely Jewish households, which was recently proven effective by Dutwin (2020), and tested as part of the 2019 pilot. For the 2019 pilot study, SSRS merged data from its omnibus survey, which has identified both Jews by Religion and Jews, No Religion for the preceding seven years, with a large address-based file which contained over 250 consumer, behavioral, demographic, geographic, and voter participation variables on nearly all U.S. households.[[1]](#footnote-1) The combination of these two data sources afforded the ability to model a probability for every household in the 8-county UJA Federation service area as to whether or not it is Jewish, using a “machine learning” algorithm.

Consistent with expectations, just under half of these households self-reported as Jewish in the 2019 Pilot study.

For 2021, this model was re-estimated using the 2019 Pilot data in order to leverage predictions that are most consistent with the 2021 study design.

It is important to note that all strata are deduplicated hierarchically, so that if a household is both on the Federation List and is predicted Jewish from the model, that household will be counted in the Federation List stratum. As such, the numbers in the table above denote the number of households the model will identify over and above Federation List households.

## Addressing Drop Point Units

Drop point buildings are buildings for which there is only a central mail receptacle for multiple units, and limited, if any, information in the ABS frame at the unit level, such as apartment or unit numbers. Drop units are those individual units contained within a drop point address. Given that there is no individualized information at the unit level, it becomes challenging to sample individual households randomly with a known probability of selection. There are over a quarter of a million drop point addresses in the 8-county area, comprising approximately 6% of all addresses and 14% of all households. As reported in Table 2 below Queens (12% of all addresses), Richmond (13%), and Kings (10%) have the highest rates of drop points and drop units.

The vast majority of drop point buildings contain four or fewer drop units (99%). However, nearly three-quarters of the drop units in New York County reside in buildings of at least 50 units. There is, in short, a great deal of variation in the problem.

### Table 2: Drop Points and Units in the FSA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **County** | **% of all HHs in FSA** | **Prevalence of drop points & units in county** | | **Breakdown of drop points by number of units per point** | |
| **% Drop Points** | **% Drop Units** | **LT 5 Units/Point** | **GT 50 Units/Point** |
| Bronx | 11% | 3.4% | 8.0% | 99% | 0% |
| Kings | 22% | 9.6% | 23.4% | 99% | 0% |
| Nassau | 9% | 2.6% | 5.6% | 99% | 0% |
| New York | 19% | 0.2% | 7.0% | 53% | 20% |
| Queens | 18% | 12.1% | 27.4% | 99% | 0% |
| Richmond | 4% | 12.8% | 26.4% | 99% | 0% |
| Suffolk | 11% | 0.8% | 3.6% | 98% | 0% |
| Westchester | 8% | 1.9% | 4.4% | 99% | 0% |

Given the prevalence of drop points in the FSA, a valid approach to sampling households living in drop units is critical to the success of any ABS study conducted in the FSA. To do so, SSRS employed the following steps. First, we linked the initially sampled drop point addresses to the USPS No Stat file (as recommended by Amaya, 2017), the national voter file, and a variety of consumer files, all of which contain unit numbers not listed on the CDS. Additionally, the sample was matched to the New York Primary Land Use Tax Lot Output (PLUTO™) data file, which contains extensive land use and geographic data at the tax lot level including building characteristics for some of the larger drop-point buildings.

Our next step wasto fill in the remaining unit numbers for drop points in which some, but not all, unit numbers were identified from this augmentation process. To do so, we used machine learning coupled with logical imputation rules to predict the format of the remaining unit numbers. For example, if the external sources identify units 1a, 1b, and 1d through 1g, and there is a unit “c” on another floor, we can assume that there is a 1c somewhere in the building. In this way, we filled in unit numbers for all drop points

This procedure only needs to be undertaken on the selected sample. The sample was selected using the unit-level probability of selection identified on the CDSF[[2]](#footnote-2), meaning a drop point with 100 units has 100 times the probability of selection. This ensures that the households residing within drop-point units have the same likelihood of being selected into the sample as households residing at city-style addresses. If a unit from a drop point was selected,we then underwent the above procedure to select one unit from the list to be included in the actual sample.[[3]](#footnote-3)

## Harder-to-Reach Populations

UJA-Federation expressed interest in reaching several populations that may be harder to reach. SSRS included measures aimed at reaching each of these groups:

* People who identify as Jewish ethnically or culturally but not by religion: The screening questionnaire that SSRS uses in its Jewish population studies (including the NY Pilot Study) allows for respondents to be identified as religiously Jewish, ethnically Jewish, Jewish by heritage or culturally Jewish. The screener was designed to be as inclusive as possible, with the Jewish status of some cases determined after data collection.
* People with no or limited English fluency: The survey was offered in four languages (English, Russian, Yiddish, and Hebrew), and the screener was also offered in Spanish, Chinese, and French-Creole. Of those who completed the screener questionnaire, 12,507 respondents completed the questionnaire in English, 190 in Spanish, 111 in Russian, 92 completed the screener in Chinese, 10 in Yiddish, and 2 in Hebrew and 1 in Haitian-Creole.
* People with no or low literacy: Respondents were provided with a call-in number in all recruitment materials. This is typically the preferred mode of response with people with low-literacy and low educational attainment levels. Low-literacy respondents were also likely to be reached as part of the outbound dialing (where applicable). See table 7 for the distribution of completes by mode.
* People with no or limited internet access: Respondents without internet were able to complete the survey by inbound calling and (where applicable) outbound dialing, as well as hardcopy questionnaires.
  + Furthermore, in Williamsburg, Borough Park, Flatbush and Coney Island, respondents in the Federation List and Jewish Model strata, received the hardcopy questionnaire in English with their initial invitation. The third mailing included hardcopy in Yiddish (in Williamsburg, Borough Park, and Flatbush) or Russian (Coney Island).

## Geographic Substrata

SSRS oversampled the following areas with the aim of collecting data from at least 150 Jewish household residents in each of the targeted areas:

* Kings County: Bensonhurst/Kings Bay, Borough Park, Coney Island, Flatbush, Williamsburg, Crown Heights[[4]](#footnote-4)
* Nassau County: Five Towns5
* Queens County: Rockaways5
* New York County: Lower East

These areas, defined by zip codes, were sampled specifically within each county to ensure minimum sample sizes within each geographic area.

# FIELDING: RECRUITMENT, DATA COLLECTION PROCEDURES

## Development of Questionnaire and Screener

The primary questionnaire design was constructed by UJA, with assistance from SSRS. The questionnaire consisted of two sections – the screener questionnaire and the main questionnaire.

The main questionnaire consisted of those questions asked of eligible respondents. In contrast, the screening interview consisted of questions to determine eligibility of the household and the respondent to participate in the eight-county study of Jewish households.

The main questionnaire content focused on impacts of Covid-19 across an array of areas – including health, substance abuse, domestic violence, and a range of economic and financial impacts. In addition, standard synagogue membership, attendance, and denomination questions were also included. SSRS updated questions as needed for the multi-mode administration, and suggested alternative wording for ease of administration.

SSRS programmed the instrument using Confirmit web/CATI software that integrates data from both modes. The survey utilized a responsive design that would alter the layout for mobile devices. Team members and UJA reviewed all programs to confirm accuracy of skip patterns and reasonable flow of the instrument.

Testers also scanned the programs with an eye toward respondent usability – to this end, the web survey was tested on a variety of devices and platforms; including smart phones, tablets, and lap/desktop computers, as well as Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge.

### Pretest

SSRS conducted a pretest of the CATI survey to assess length and ensure that proper wording, questionnaire sequence, and study objectives were being met. The pretest also provided an opportunity to 1) get feedback from interviewers and supervisors regarding the clarify of the instrument (including issues raised by participants) and 2) monitor interviewers and make modifications to interviewers training procedures. The pretest utilizing both landline and cell phone numbers was conducted on January 5, 2021. A total of 17 interviews were conducted with UJA Federation members. Overall, the participants were engaged and able to responds to questions. The interview ranged from 21 to 58 minutes, with the average length of interview 35 minutes. Due to the length, significant changes to reduce length and simplify questions were made following the pretest.

### Translation

Once the English version was finalized, the survey was translated by THG/Fluently. The screener portion of the survey was available in English, Spanish, Chinese, French-Creole, Russian, Hebrew, and Yiddish. While the main questionnaire for Jewish households was available in online and by phone in English, Russian, Hebrew, and Yiddish. The survey was also printed in English, Russian, and Yiddish.

### Changes to Questionnaire During Field Period

In response to issues raised by participants and increased web breakoffs at sensitive questions, some changes were made to the questionnaire during the field period. These changes include:

* + Identifying the survey as being conducted by UJA-Federation because participants were concerned about the origins of the survey, specifically due to its focus on Jewish people
  + Removing the within-household random selection (i.e., the adult with most recent birthday should complete the survey) based on experiment results suggesting that it may detrimentally impact survey response rates.
  + Identifying the purpose of the survey being to understand and address how COVID-19 impacts the Jewish Community in the New York area, in order to clarify the focus on Jewish households in the questionnaire.
  + Separating questions about other household members’ Jewish identity from those about the respondent’s identity to address concerns that the study was “targeting” Jews Moving a series of questions about mental health from the middle of the survey to the end since this proved to be a sensitive issue that led to increased breakoff rates.

## Development of Mailing Materials

A logo was created that would emphasize that the survey was being conducted in the New York area. The project team collaboratively designed all letters, postcards, and emails (see Appendix for content). SSRS provided final proofs of all mailing materials to UJA and received UJA approval before printing. All mail materials utilized color printing. In addition, an email was sent to the Federation’s sample that had an email address.

These outreach materials consisted of:

* Email invitation
* Initial invitation letter
* Reminder postcard
* Reminder email
* Final invitation letter
* 20-page paper survey

## Human Subject Review

The study protocols were reviewed and approved by Solutions IRB (Protocol ID 2021/01/33). Key researchers working on the project received Human Research Subject Training prior to fielding the study, and all questionnaires and recruitment materials (in all languages) were review and approved by the IRB. In response to respondent concerns, modifications were made to the questionnaire and recruitment materials.

## Mailing Procedures

A multi-mode, multi-contact strategy was employed to elicit participation among selected households. This strategy involved contacting the sample primarily by mail. Where possible, selected households also received follow-up by phone and email. The survey was available for completion online, by phone, and for some by paper copy.

An initial invitation was sent to all 158,218 sampled addresses. This initial invitation letter was sent on stationery that identified the survey as the Covid-19 Community Impact Study of New York. Letters were sent as first-class mail.

The letter emphasized the importance of participation and how the results may help understand the effects of Covid-19 on New York area residents. The letter included the survey URL and a secure access code unique to the household address. Additionally, a QR code for direct access into the survey via mobile device was included. A toll-free number for those who did not wish to participate online was provided in the invitation. The letter also included information in Spanish, Chinese, French-Creole, Russian, Hebrew, and Yiddish on how to participate in the survey.

For addresses identified by geography and sample modeling to be located in areas where Russian or Yiddish speaking households are higher in prevalence, the initial invitation letter was bilingual – English and either Russian or Yiddish as appropriate (see Table 3). For these segments of the sample, an initial paper survey in English with business reply envelope was also mailed.

### Table 3: Language or Outreach Materials by Strata and Geography

|  |  |  |  |
| --- | --- | --- | --- |
|  | **English** | **English/ Russian** | **English/ Yiddish** |
| Federation List  and  Jewish Model Strata | Bronx,  Kings-Bensonhurst,  Kings Bay, Residual Nassau, New York, Queens, Richmond, Suffolk, Westchester | Kings - Coney Island | Kings-  Williamsburg,  Borough Park, Flatbush |
| Drop Units,  High Residual,  and Low Residual  Strata | Bronx, Kings  Nassau, New York, Queens, Richmond, Suffolk, Westchester |  |  |

## Incentives:

Invitation letters sent to respondents in the Federation Listed Sample, Jewish Model Sample, and High Residual Sample included a $2 bill as a non-contingent incentive for respondents. Previous research indicates that small non-contingent incentives, meaning incentives that do not depend on whether the respondent completes the study or not, tend to improve response rates[[5]](#footnote-5). The impact of incentives for a New York Jewish community study was tested specifically in a pilot study conducted by SSRS on behalf of UJA-Federation in 2019. The pilot study found that $2 bills included with the invitation letters, yielded the highest response rates for the screeners, and among screened Jewish households. A cost-analysis indicated that the trade-off between the added costs for the incentives and the improvement in response rates (and consequent reduction in mailing costs) would make sense for the Federation List, Jewish Model, and High-Residual samples. Given the volume of mailings, and the specific impact of the incentives in those strata, incentives were not included in mailings to households in the other two strata (see Appendix D for analysis of Pilot Study experiments).

Follow up postcards were sent next. The content was similar to the invitation letter- it reinforced the importance of the household’s participation in the survey. It included the survey URL and a secure access code unique to the household, as well as a toll-free number.

The final outreach by mail was sent to those who had not yet responded or refused. The final mailing was sent via bulk postage. It was segmented into three conditions based on strata and geography, with identified Russian and Yiddish areas receiving hard copy, paper surveys in those languages:

### Table 4: Final Outreach Materials by Strata and Geography

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **English  Hard Copy** | **Russian  Hard Copy** | **Yiddish  Hard Copy** | **English  Letter** |
| Federation List  and  Jewish Model Strata | Bronx,  Kings-Bensonhurst,  Kings Bay, Residual Nassau, New York, Queens, Richmond, Suffolk, Westchester | Kings - Coney Island | Kings- Williamsburg, Borough Park, Flatbush |  |
| Drop Units,  High Residual,  and Low Residual  Strata |  |  |  | Bronx, Kings  Nassau, New York, Queens, Richmond, Suffolk, Westchester |

In addition to contact by mail, key strata were identified for additional telephone outreach. Outbound phone calls were limited to the Federation List and Jewish Model strata. Calls were made to those who had not yet completed or refused the survey[[6]](#footnote-6). No calls took place from Friday evening through Saturday. In addition, calls were suspended during Passover (March 27 – April 4, 2021) and Shavuot (May 16 – 18, 2021).

Federation members with an email address were sent up to two email invitations to participate as well.

### Table 5: Mailing Dates

|  |  |  |
| --- | --- | --- |
|  | **Release 1** | **Release 2** |
| Email #1  Sent to Federation List | February 25, 2021 | April 6, 2021 |
| Mailing #1  Initial Invitation Letter Only | February 26, 2021 | April 1, 2021 |
| Mailing #1 Invitation Letter with  Hard Copy Survey | March 8, 2021 |  |
| Mailing #2 Postcard  Sent to All | March 3, 2021 | April 5, 2021 |
| Mailing #2 Postcard Yiddish and Russian | March 10, 2021 |  |
| Email #2 to Federation List | March 8, 2021 |  |
| Mailing #3 Final Invitation Letter or  Hard Copy Survey Sent to All non-responders/non-refusals | March 16, 2021 | April 20, 2021 |
| Mailing #3 Final Invitation Letter or  Hard Copy Survey | March 22, 2021 | April 23, 2021 |
| Outbound Phone Calls to those assigned this condition | March 24, 2021 | April 28, 2021? |
| Close of Field | June 24, 2021 | |

## Phone Interviewing

Supervisors and interviewers were briefed by the project team prior to the initial mailing. This briefing covered the study objectives, screening process, as well as reviewed individual questions and pronunciations as needed. Supervisors and interviewers were provided with examples of the mailing materials provided to respondents. A FAQ document was also provided for interviewers to refer to if needed (see Appendix). A second briefing was held prior to beginning outbound calls in order to train a larger pool of interviewers. The training materials remained the same.

A toll-free number was supplied to respondents in the event they wanted to call in to ask questions about the web survey or to complete the survey over the phone with a trained interviewer. Inbound phone calls were fielded by SSRS.

For key strata, interviewers made outbound phone calls to those who had not yet participated in the survey or had not explicitly refused. Up to 5 calls were made, with calls being staggered over weekday/weekend and time of day. Dialing was suspended from Friday evening until Sunday morning in observance of Shabbat, as well as during Passover (March 27 – April 4, 2021) and Shavuot (May 16 – 18, 2021).

# DATA COLLECTION REPORTS

A total of 4,403 interviews were completed with respondents from Jewish households. The table below details the number of completes from each of the eight counties by the sampling strata. Interviews that had completed the survey through annual household income questions were determined to be completed surveys.

### Table 6: Number of Interviews by County and Stratum

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Completed Interviews** | **Federation List** | **Jewish Model** | **Drop  Units** | **High Residual** | **Low  Residual** |
| Bronx | 198 | 107 | 69 | 1 | 8 | 13 |
| Brooklyn  (Kings County) | 1397 | 621 | 554 | 52 | 35 | 135 |
| Nassau County | 574 | 439 | 29 | 4 | 86 | 16 |
| Manhattan  (New York County) | 1,080 | 361 | 486 | 46 | 95 | 92 |
| Queens | 493 | 237 | 117 | 20 | 49 | 70 |
| Staten Island  (Richmond County) | 169 | 137 | 13 | 8 | 1 | 10 |
| Suffolk County | 205 | 119 | 10 | 1 | 11 | 64 |
| Westchester County | 287 | 177 | 33 | 2 | 52 | 23 |
| TOTAL INTERVIEWS | 4,403 | 2,198 | 1,311 | 134 | 337 | 423 |

All respondents were able to complete the survey by web or by phone, and a portion were provided a paper copy of the survey. The majority of interviews (66.5%) were completed by web mode, while 22.3% completed by paper copy and 11.1% completed by telephone.

### Table 7: Number of Interviews by Mode

|  |  |
| --- | --- |
|  | **Mode of Interview** |
| Web interview | 2,931 |
| Phone interview | 490 |
| Paper survey | 982 |
| Total interviews | 4.403 |

Since surveys were completed through a variety of modes; both self-administered (i.e., web and hard-copy) and interviewer-administered (CATI), SSRS conducted a mode effects analysis to examine the potential for differences among the web, CATI, and hard copy completes. Appendix C details the full results of this analysis.

Impact of In-Field Changes

As mentioned above, during the course of field period, some updates were made to screening process, questionnaire, and identification of sponsor. The changes were implemented in the program, and, as appropriate, the mailing materials.

### Removing Most Recent Birthday Selection

A change made for the second wave of mailings was removing the experimentation of asking for either the adult with most recent birthday or simply an adult in the household. Changes we made to the CATI and CAWI instruments and programming, invitation letters, and paper surveys to reflect this change. Prior to making the change, SSRS analyzed the impact of this change on survey cooperation rates, the share of Jewish households in the sample, and other demographic possible differences in the resultant sample based on the inclusion or exclusion of last-birthday selection. The conclusion from this analysis was that overall cooperation levels were higher when not asking for the adult with the most recent birthday, and that the impact on Jewishness and other demographics was negligible. See Appendix C for full analysis. Table 8 below summarizes the differences within Wave 1 by experimental condition, and in comparison to Wave 2, as far as the Jewish makeup of screened households.

### Table 8: Most Recent Birthday Selection

|  |  |  |  |
| --- | --- | --- | --- |
|  | **W1-Most recent birthday** | **W1-Adult  in household** | **W2 – Adult  in household** |
|  | (n=2,279) | (n=2,440) | (n=9823) |
| Jewish households | 35.0% | 34.6% | 35.8% |
| Jewish respondent | 32.3% | 31.7% | 33.2% |

### Identification of Survey

A change was made on April 18, 2021 to the CATI and CAWI instruments and programming, final invitation letters, and paper surveys to identify the survey as being conducted by the Federation. Additionally, the emphasis of the survey was changed to ‘…how COVID-19 impacts **members of the Jewish community** in New York City, Long Island, and Westchester’. It had previously said ‘…how COVID-19 impacts **people** in New York City, Long Island, and Westchester’. Among those households who completed enough of the survey to determine if it was a Jewish household or not, this change is correlated with increases in the share of Jewish households, Jewish respondents, and Orthodox[[7]](#footnote-7).

### Table 9: Identification of Sponsor

|  |  |  |
| --- | --- | --- |
|  | **Pre-Identification** | **Post-Identification** |
| Among all Responding Households | (n=10,736) | (n=3,836) |
| Jewish households | 33.7% | 40.8% |
| Jewish respondent | 30.9% | 38.6% |
| Orthodox | 4.8% | 6.7% |
| Among Jewish households | (n=3,613) | (n=1,567) |
| Jewish respondent | 91.8% | 94.4% |
| Orthodox | 15.7% | 19.5% |

### Altering order of Mental Health Series

SSRS monitored on which questions break-offs occurred, a few questions had higher than average breakoffs, including the mental health series. A change was made on April 6, 2021 to the CATI and CAWI instruments and programming to move the mental health series later in the survey. Among those Jewish households who did not complete the survey, moving this series of questions did not alter the share of breakoffs at the particular question series.

### Table 10: Change in Order of Mental Health Questions

|  |  |  |
| --- | --- | --- |
|  | **Pre-Change** | **Post-Change** |
|  | (n=356) | (n=457) |
| Break-off at mental health series | 2.0% | 1.8% |

### Altering order and filter of Religion and Jewish Household questions

As with the mental health series, a question to determine if any other adult in household ‘identified as Jewish or part Jewish in any way’ was resulting in a high number of breakoffs. This question was moved to the middle of the main survey questionnaire and asked just of Jewish respondents. This change was implemented on April 6, 2021. After the change in location and filter breakoffs at this particular question decreased.

### Table 11: Change in Order of Religion Questions

|  |  |  |
| --- | --- | --- |
|  | **Pre-Change** | **Post-Change** |
|  | (n=356) | (n=457) |
| Break-off at do others identify as Jewish | 5.1% | 0.2% |

# WEIGHTING

The first step in developing weights was to develop household population estimates for the FSA by strata and by county. To do so, we take the universe counts of household addresses in the CDF (USPS) file and combine it with the Federation listed sample and the proportion of the addresses estimated be in the Jewish model stratum to arrive at the number of households per stratum, as shown below[[8]](#footnote-8):

### Table 12: Households in the FSA, County by Stratum

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **County** | **Fed  List** | **Jewish Model** | **Drop  Unit** | **High Residual** | **Low  Residual** | **Total** |
| Bronx | 7,143 | 6,456 | 40,843 | 10,939 | 445,006 | 510,387 |
| Kings | 33,364 | 81,214 | 241,144 | 43,424 | 642,360 | 1,041,506 |
| Nassau | 54,964 | 44,028 | 25,380 | 121,688 | 211,588 | 457,648 |
| New York | 66,241 | 145,011 | 60,849 | 148,512 | 471,945 | 892,558 |
| Queens | 26,342 | 27,331 | 227,774 | 44,100 | 522,267 | 847,814 |
| Richmond | 5,091 | 6,830 | 45,635 | 286 | 116,460 | 174,302 |
| Suffolk | 16,746 | 41,489 | 18,745 | 17,440 | 438,806 | 533,227 |
| Westchester | 28,790 | 39,489 | 15,877 | 60,576 | 220,871 | 365,603 |
| TOTAL | 238,681 | 39,1848 | 676,246 | 446,965 | 306,9305 | 4,823,045 |

Dividing the number of households above by the amount of sample mailed out in each cell provides the stratification base weight for the cases in all strata except the Drop Unit stratum. Due to the unique nature of the Drop Units, their stratification base weight was calculated differently.

As noted above, Drop Units are units that are sampled from a special type of building, called Drop Points. Drop Points are multi-unit buildings for which the ABS frame includes an estimated *number* of units (the Drop Count), but not individual unit numbers. Therefore, Drop Units were sampled via a two-stage process. In the first phase, the vendor selected an initial sample of Drop Point buildings, and then SSRS applied an automated imputation routine to fill in plausible unit numbers for those buildings based on data appended from external sources. In the second phase, SSRS then subsampled from the total number of imputed units to mail to the target number of Drop Units within each county. Therefore, to calculate a Drop Unit’s selection probability, the first step was to calculate the probability that its building was initially selected by the frame vendor. This depended on the building’s Drop Count as supplied by the CDSF; buildings with larger Drop Counts had higher selection probabilities. The selection probability was then adjusted to account for SSRS’s subsampling to the target number of Drop Units. This adjustment factor depended on the total number of units that were *imputed* for the in-sample Drop Points, which was not always the same as the Drop Count. After calculating the selection probability accounting for both stages of sampling, the base weight for each in-sample Drop Unit was set to the reciprocal of this probability.

A base weight adjustment was then applied to address potential systemic nonresponse to the survey. This cell-based nonresponse adjustment was calculated separately within each design strata using a Conditional Inference Tree (CART). This analysis uses screener completion status as the dependent variable and a set of variables available for the full sample (or appended to the sample) as independent variables. The following independent variables were included in the CART model: apartment status, whether a phone number was included on the sample frame, whether an email address was included on the sample frame, county and subcounty, and variables from the Census Planning Database by block group including the Low Response Score, percentage of English speakers, percentage of college graduates, the percentage of the population over age 65, percentage below the poverty level. The Trees were used predict the probability of completing the screener for each piece of sample. The weighting adjustment was calculated as the reciprocal of the predicted probability. The product of this non-response adjustment and the stratification base weight is the design weight.

This design weight was then multiplied by the number of adults in the household, capped at 10, to attain a person-level (adult-level) design weight that was used in post-stratification. The screener file was raked, separately for each county, to adult population derived from the ACS 2019. Post-stratification parameters included the following (within county):

* Age (18-34, 35-49, 50-64, 65+)
* Education (LT College, Bachelor's degree, Graduate/Professional Degree)
* Gender (Male, Female)
* Race/ethnicity (White, non-Hispanic, Black, non-Hispanic, Hispanic, Asian, non-Hispanic, Other, non-Hispanic)
* Caucasian by Gender
* Caucasian by Education
* Number of Persons (capped at 5 or more)

Weights over the 98th and under the 2nd percentile were trimmed in order to prevent cases with unusually large weights to dominate estimates and to control the weighting variability and design effect.

These raked and trimmed county weights were then divided by the number of adults to return them to household weights, and balanced to the percent of all households in the county over the number of counties FSA-wide, and combined into a single overall FSA household weight.

The weight was then applied to the screener file to attain the percent of households that were Jewish households. As well, with the person-level weight applied, frequencies of the weighting parameters were computed for Jewish households only. Those weighted frequencies on all Jewish screened interviews were then used to weight Jewish completed interviews in another rake. This rake also included education and county benchmarks extracted from three-year, weighted SSRS Omnibus data for the FSA. This step is necessary given that there are households that were identified as Jewish but did not complete a full survey. Additionally, the final rake helped balance the distribution of Jewish households and account for disproportionate response to the survey within Jewish households. As a final adjustment, denomination among Jewish *respondents* was adjusted to targets obtained from multi-week, weighted SSRS Omnibus data[[9]](#footnote-9). This produces the final person-level Jewish household weight.

This person-level weight for Jewish completed interviews was then divided by the number of adults in the household, capped at 10, to produce the final household-level Jewish weight. The final household-level Jewish weight is multiplied by the estimated number of *Jewish* adults in the household to produce the final individual-level Jewish adult weight. The number of Jewish adults in the household is estimated using the number of adults in the household, whether the respondent themselves is Jewish, whether their spouse or other adult household members are Jewish, and the denomination of the Jewish adults. These three final weights are then adjusted to estimated population sizes.

## Margin of Sampling Error:

The survey’s margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. For example, the margin of error for the entire sample when using the final person-level Jewish household weight is ± 2.8 percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.8 percentage points away from their true values in the population. Margins of error for subgroups will be larger.

It is important to remember that the sampling fluctuations captured in the margin of error are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording, and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

### Table 13: Margin of Sampling Error, Overall and by County

|  |  |  |
| --- | --- | --- |
|  | **Person-level Jewish weight** | **Household-level Jewish weight** |
| Overall | 2.8 | 2.8 |
| Bronx | 15.9 | 17.7 |
| Kings | 5.3 | 5.3 |
| Nassau | 7.5 | 7.6 |
| New York | 5.1 | 5.2 |
| Queens | 8.3 | 8.3 |
| Richmond | 21.9 | 19.7 |
| Suffolk | 11.9 | 12.9 |
| Westchester | 10.1 | 9.9 |

# RESPONSE RATES

The table below displays response rate calculation overall and by each of the 5 design strata. Response rate (RR) was calculated as follows:

* Screener RR is computed using AAPOR RR3 as screened Jewish household count + screened non-Jewish household count divided by the total count of ample addresses for which the mail was deliverable.
* Jewish incidence is calculated by dividing the number of screener respondents identified as Jewish or living in a Jewish household in the stratum by the total number of screened households

The Jewish RR is estimated using AAPOR RR3. It is calculated as the number of full Jewish questionnaire completes divided by the estimated number of Jewish households in each stratum. This estimate is computed by applying the Jewish incidence rate to the portion of the incompletes assumed to be deliverable and adding that to the known Jewish completed screeners.

* Since there is some non-response bias whereby Jews were likelier to respond to the screener, a second, revised, Jewish incidence estimate was calculated for households in the non-Federation Listed strata. This estimate assumed that among the deliverable incomplete sample, the Jewish incidence is 2/3rds of the incidence among screener survey completes.

### Table 14: Response Rates

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Disposition** | **Federation List** | **Jewish Model** | **Drop  Unit** | **High Residual** | **Low  Residual** | **Total** |
| Non-complete | 15,895 | 15,220 | 16,087 | 17,089 | 73,274 | 137,565 |
| Jewish  Complete | 2,194 | 1,311 | 136 | 338 | 424 | 4,403 |
| Jewish  Non-Complete | 351 | 196 | 46 | 76 | 92 | 761 |
| Non-Jewish | 732 | 1,646 | 646 | 1,859 | 4,237 | 9,120 |
| Non-Deliverable | 1,175 | 707 | 830 | 891 | 2,763 | 6,366 |
| TOTAL | 20,347 | 19,080 | 17,745 | 20,253 | 80,790 | 158,215 |
| Screener RR | 22% | 20% | 9% | 16% | 9% | 13% |
| Jewish Incidence | 78% | 48% | 22% | 18% | 11% | 36% |
| Jewish RR | 19% | 18% | 7% | 13% | 8% | 15% |
| Estimated true Jewish incidence | 78% | 32% | 15% | 12% | 7% | 24% |
| Estimated true Jewish RR | 19% | 24% | 10% | 18% | 11% | 18% |

# APPENDIX A: Recruitment Materials

Letter 1A: Initial Mail Invite - w/incentive

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

The greater New York area is facing a variety of challenges related to COVID-19. The *COVID-19 Community Impact Study of New York* seeks your help to understand how COVID-19 impacts people in New York City, Long Island, and Westchester. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

**Your household was randomly selected to be part of a representative sample of all New York area households.** For the study to be successful, it is important to hear from everyone who receives this letter. We want to hear from people of every ethnic group, race, and religion, as well as those with no religion. That is why we’ve made the survey available in several languages (see below).

To complete the survey, please have {{FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2: an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with a smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.**

This research is voluntary and confidential. You have the right to participate or decline. Your answers will be kept confidential and combined with other respondents’.

Enclosed, please find a small token of our appreciation as a thank you for considering our request.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research [info@nycovidstudy.com](mailto:info@nycovidstudy.com) or 800-633-1986. {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).

We hope to hear from you soon.

Melissa Herrmann

President, SSRS Research

Para obtener una traducción de esta carta y para realizar esta encuesta en español, visite [www.NYCovidStudy.com](http://www.survey.com) o llame al 1-855-470-1435.

如需翻译本函并以中文进行本次调查，请访问[www.NYCovidStudy.com](http://www.NYCovidStudy.com) 或致电1-855-470-1435.

Чтобы получить перевод этого письма на русском языке и участвовать в опросе, посетите сайт [www.NYCovidStudy.com](http://www.NYCovidStudy.com) или позвоните по номеру 1-855-470-1435.

Pou jwenn yon tradiksyon lèt sa a epi pou fè sondaj sa a an panyòl, ale sou www.NYCovidStudy.com oswa rele 1-855-470-1435.

פאר אן איבערטייטשונג פון דעם בריוו און צו נעמען דעם אויספרעג אין אידיש, גייט צו [www.NYCovidStudy.com](http://www.survey.com)  אָדער רופט 1-855-470-1435.

לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

Letter 1B: Initial Mail Invite - w/o incentive

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

The greater New York area is facing a variety of challenges related to COVID-19. The *COVID-19 Community Impact Study of New York* seeks your help to understand how COVID-19 impacts people in New York City, Long Island, and Westchester. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

**Your household was randomly selected to be part of a representative sample of all New York area households.** For the study to be successful, it is important to hear from everyone who receives this letter. We want to hear from people of every ethnic group, race, and religion, as well as those with no religion. That is why we’ve made the survey available in several languages (see below).

To complete the survey, please have {FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2:an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with a smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.**

This research is voluntary and confidential. You have the right to participate or decline. Your answers will be kept confidential and combined with other respondents’.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research [info@nycovidstudy.com](mailto:info@nycovidstudy.com) or 800-633-1986. {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).}

Thanks so much for considering our request. We hope to hear from you soon.

Melissa Herrmann

President, SSRS Research

Para obtener una traducción de esta carta y para realizar esta encuesta en español, visite [www.NYCovidStudy.com](http://www.NYCovidStudy.com) o llame al 1-855-470-1435.

如需翻译本函并以中文进行本次调查，请访问[www.NYCovidStudy.com](http://www.NYCovidStudy.com) 或致电1-855-470-1435.

Чтобы получить перевод этого письма на русском языке и участвовать в опросе, посетите сайт [www.NYCovidStudy.com](http://www.NYCovidStudy.com) или позвоните по номеру 1-855-470-1435.

Pou jwenn yon tradiksyon lèt sa a epi pou fè sondaj sa a an panyòl, ale sou www.NYCovidStudy.com oswa rele 1-855-470-1435.

פאר אן איבערטייטשונג פון דעם בריוו און צו נעמען דעם אויספרעג אין אידיש, גייט צו [www.NYCovidStudy.com](http://www.survey.com)  אָדער רופט 1-855-470-1435.

לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

Letter 1C: Initial Mail Invite - to Fed List with E-mails

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

We recently sent you an email asking for your participation in the *COVID-19* Community *Impact Study of New York*. We are conducting this study to help service providers understand how COVID-19 impacts people in New York City, Long Island, and Westchester. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

**If you or someone in your household has already completed the survey, please accept our sincere thanks.**

If you have not yet completed the survey, please have {FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2:an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with your smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.**

**Your household was randomly selected from the UJA-Federation of New York list as a part of a representative sample of all New York area households.** This research is voluntary and confidential. You have the right to participate or decline. Your answers will be kept confidential and combined with other respondents’.

Enclosed, please find a small token of our appreciation as a thank you for considering our request.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research [info@nycovidstudy.com](mailto:info@nycovidstudy.com) or 800-633-1986. {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).}

We hope to hear from you soon.

Melissa Herrmann

President, SSRS Research

Para obtener una traducción de esta carta y para realizar esta encuesta en español, visite [www.NYCovidStudy.com](http://www.survey.com) o llame al 1-855-470-1435.

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לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

Letter 1D: Initial Mail Invite – w/incentive & English paper survey

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

The greater New York area is facing a variety of challenges related to COVID-19. The *COVID-19 Community Impact Study of New York* seeks your help to understand how COVID-19 impacts people in New York City, Long Island, and Westchester. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

**Your household was randomly selected to be part of a representative sample of all New York area households.** For the study to be successful, it is important to hear from everyone who receives this letter. We want to hear from people of every ethnic group, race, and religion, as well as those with no religion. That is why we’ve made the survey available in several languages (see below).

If you have not yet completed the survey, please have {FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2: an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with your smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.** Or you can return the paper questionnaire in the enclosed postage-paid envelope.

Enclosed, please find a small token of our appreciation as a thank you for considering our request.

This research is voluntary and confidential. Your answers will be kept confidential and combined with other respondents’. You have the right to participate or decline. You can skip any question or stop the survey at any time.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research [info@nycovidstudy.com](mailto:info@nycovidstudy.com) or 800-633-1986 x 4421. {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).}

We hope to hear from you soon.

Melissa Herrmann

President, SSRS Research

Para obtener una traducción de esta carta y para realizar esta encuesta en español, visite [www.NYCovidStudy.com](http://www.survey.com) o llame al 1-855-470-1435.

如需翻译本函并以中文进行本次调查，请访问[www.NYCovidStudy.com](http://www.NYCovidStudy.com) 或致电1-855-470-1435.

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Pou jwenn yon tradiksyon lèt sa a epi pou fè sondaj sa a an panyòl, ale sou www.NYCovidStudy.com oswa rele 1-855-470-1435.

פאר אן איבערטייטשונג פון דעם בריוו און צו נעמען דעם אויספרעג אין אידיש, גייט צו [www.NYCovidStudy.com](http://www.survey.com)  אָדער רופט 1-855-470-1435.

לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

Postcard:

We recently sent your household a request to participate in the *COVID-19 Community Impact Study of New York.* The letter explained that the study’s purpose is to help service providers understand how COVID-19 impacts all New Yorkers. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

**If you or someone in your household has already completed the survey, please accept our sincere thanks.**

If you have not yet completed the survey, please have {{FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2: an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with your smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.**

Thank you for considering our request.

Melissa Herrmann

President, SSRS Research

The survey is also available:

en español… 中文… на русском языке… an panyòl… אין אידיש.בעברית ...

at [www.NYCovidStudy.com](http://www.NYCommunityStudy.com) / 1-855-470-1435

Letter 2E: Final Mail Invite –w/ paper que & phone follow up

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

About three weeks ago, we sent you a letter asking for your help with the COVID-19 Community Impact Study of New York. The study is being conducted {FOR WAVE 2: by UJA-Federation} to understand and address how COVID-19 impacts {FOR WAVE 1: people in/FOR WAVE 2: members of the Jewish community} in New York City, Long Island, and Westchester. Even if you are not a part of this community, your response to this invitation is very important.

To the best of our knowledge, we have not yet heard from your household. To complete the survey, please have {FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2:an adult (age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with a smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.** Or you can return the paper questionnaire in the enclosed postage-paid envelope.

Your household was randomly selected to be part of a representative sample of New Yorkers. It is important that we hear from all persons asked to participate. Results from this study will be released only as percentages for large groups of people. Individuals will not be identified.

If we don’t receive your response in the next few weeks, we may follow up by contacting you by phone, hoping that this will make participation easier for you. We hope you will have time when we call.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research [info@nycovidstudy.com](mailto:info@nycovidstudy.com). {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).}

Thanks for helping us better understand and serve New York’s diverse communities.

Melissa Herrmann

President, SSRS Research

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如需翻译本函并以中文进行本次调查，请访问[www.NYCovidStudy.com](http://www.survey.com) 或致电1-855-470-1435.

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Pou jwenn yon tradiksyon lèt sa a epi pou fè sondaj sa a an panyòl, ale sou www.NYCovidStudy.com oswa rele 1-855-470-1435.

פאר אן איבערטייטשונג פון דעם בריוו און צו נעמען דעם אויספרעג אין אידיש, גייט צו [www.NYCovidStudy.com](http://www.survey.com)  אָדער רופט 1-855-470-1435.

לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

Letter 2G: Final Mail Invite – w/o paper que & no phone follow up

New York Resident DATE

Address

City, St Zip

Dear New York Resident,

About three weeks ago, we sent you a letter asking for your help with the *COVID-19 Community Impact Study of New York*. The study is being conducted to understand and address how COVID-19 impacts {FOR WAVE 1: people in/FOR WAVE 2: members of the Jewish community} New York City, Long Island, and Westchester. Your response is a very important part of New York’s efforts to deal with the COVID-19 pandemic.

To the best of our knowledge, we have not yet heard from your household. To complete the survey, please have {FOR WAVE 1 RANDOM HALF SAMPLES: an adult (age 18 or older) in your household/ the adult (age 18 or older) in your household who had the most recent birthday/FOR WAVE 2: an adult )(age 18 or older) in your household} visit the website below and enter the access code, or simply scan the QR code with a smart phone or tablet.

**Survey Website: www.NYCovidStudy.com**

**Access Code: XXXXXXXX**

If you prefer to complete the survey by phone, please call our toll-free number **1-855-470-1435.**

Your household was randomly selected to be part of a representative sample of New Yorkers. It is important that we hear from all persons asked to participate. Results from this study will be released only as percentages for large groups of people. Individuals will not be identified.

If you have any questions about the survey, please contact Margie Bauer at SSRS Research info@nycovidstudy.com. {FOR WAVE 2: For more information about this study, please visit [www.nycommunitystudyinfo.com](http://www.nycommunitystudyinfo.com).}

Thanks for helping us better understand and serve New York’s diverse communities.

Melissa Herrmann

President, SSRS Research

Para obtener una traducción de esta carta y para realizar esta encuesta en español, visite [www.NYCovidStudy.com](http://www.survey.com) o llame al 1-855-470-1435.

如需翻译本函并以中文进行本次调查，请访问[www.NYCovidStudy.com](http://www.survey.com) 或致电1-855-470-1435.

Чтобы получить перевод этого письма на русском языке и участвовать в опросе, посетите сайт [www.NYCovidStudy.com](http://www.survey.com) или позвоните по номеру 1-855-470-1435.

Pou jwenn yon tradiksyon lèt sa a epi pou fè sondaj sa a an panyòl, ale sou www.NYCovidStudy.com oswa rele 1-855-470-1435.

פאר אן איבערטייטשונג פון דעם בריוו און צו נעמען דעם אויספרעג אין אידיש, גייט צו [www.NYCovidStudy.com](http://www.survey.com)  אָדער רופט 1-855-470-1435.

לקבלת מידע זה בעברית ובכדי לענות על הסקר בעברית, נא לפנות לאתר[www.NYCovidStudy.com](http://www.survey.com) או להתקשר למספר 1-855-470-1435.

# APPENDIX B: Mode Effects Analysis

While it is expected that different types of people will prefer to respond by different modes, mode effects are a measurement of differences in response to certain questions that are attributable to the response mode, even after controlling for demographic characteristics. For this survey, demographic characteristics of respondents differed by mode in expected ways. As shown in Table 14, 41 percent of phone respondents had a high school diploma or less compared to just 15 percent of web respondents. Additionally, the majority of web respondents were under age 50 (53%) compared to only 24 percent of those who responded by phone and 34 percent who responded via hard copy. Additionally, while more than a third of hard copy (38%) and phone (36%) respondents were under 250% of the federal poverty line (FPL), only 17 percent of web respondents were under 250% FPL. Finally, more parents were web (27%) or hardcopy (29%) respondents compared to phone respondents (20%), which is likely related to the age differences noted above.

### Table 15: Demographic Differences by Mode

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Web** | **Phone** | **Hardcopy** |
| **Age** | | | |
| Under age 35 | 3% | 4% | 7% |
| Age 35-49 | 50% | 20% | 27% |
| Age 50-64 | 21% | 18% | 21% |
| Age 65+ | 26% | 58% | 45% |
| **Education** | | | |
| High School or Less | 15% | 41% | 37% |
| Some college | 11% | 18% | 19% |
| College + | 34% | 18% | 16% |
| **Poverty** | | | |
| Under 250% FPL | 17% | 36% | 38% |
| 250% FPL+ | 83% | 39% | 62% |
| **Parental Status** | | | |
| Parent | 73% | 80% | 71% |
| Not a parent | 27% | 20% | 29% |

In addition to examining differences in demographic characteristics by response mode, the mode effects analysis examined mode differences on a variety of outcomes of interest including: Jewish denomination, connectedness to Jewish community, attendance at religious services and programs, Synagogue membership, physical health status, disability status, mental health (feeling little interest/pleasure, down or depressed, worry, nervous), donating to charity, experiences of antisemitism, financial situation before and during the COVID-19 pandemic, experiences with domestic violence, and experiences with substance abuse.

For each outcome of interest, bivariate analyses tested whether there was a statistically significant difference in the outcome variable by response mode (phone vs. web and hardcopy vs. web). For those variables that showed a statistically significant bivariate difference, multivariate analyses were conducted that controlled for demographics that are proven to be correlated to mode preference including age, parental status, poverty, education, and strata.

Four key groups of outcomes showed statistically significant differences by mode: (1) Jewish denomination, (2) Jewish connectedness, (3) Jewish program attendance and Synagogue membership, and (4) experiences with substance abuse (5) mental health. Findings for each are outlined below. The other outcomes tested did not show consistent differences by response mode, suggesting the risk of mode effects is low for those constructs. Results for domestic violence are also shown below.

1. Online respondents were less likely to be Orthodox, and more likely to be culturally Jewish or nothing in particular, even when controlling for demographics and geography. The table below shows the odds ratios from logistic regression models predicting denomination, with and without demographic covariates.

### Table 16: Mode Analysis for Denomination

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Bivariate** | | **Multivariate** | |
|  | **OR** | **p** | **OR** | **p** |
| **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 |

1. Jewish Connectedness: Online respondents were less likely to feel part of the local or worldwide community, even when controlling for demographics and denomination (i.e., being Orthodox or something else). Similarly, online respondents were also less likely to report that being Jewish helped them cope in times of crisis compared to phone and hard copy respondents even when controlling for demographics and denomination.

### Table 17: Mode Analysis for Jewish Connectedness

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Bivariate** | | **Multivariate** | | | **Multivariate with Orthodox (vs. not)** | | |
|  | **OR** | **p** | **OR** | **p** | **OR** | | **p** |
| **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 |
| **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 |

3. Attendance and Membership: While online respondents were less likely to report attending services and programs during the pandemic, this effect was not seen after controlling for denomination. A similar pattern emerges for Synagogue membership. Online respondents were less likely to report being a member but when controlling for denomination this effect is no longer present.

### Table 18: Mode Analysis for Attendance and Synagogue Membership

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Bivariate** | | **Multivariate** | | **Multivariate with Orthodox  (vs. not)** | |
|  | **OR** | **p** | **OR** | **p** | **OR** | **p** |
| **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 |

4. Substance Abuse: Online respondents were more likely to report an experience with substance abuse than respondents by phone or hard copy. Experiences with substance abuse was defined as saying yes to one of the following four questions: (1) felt the need to cut down on drinking or drug use; (2) people annoyed or criticizing their drinking or drug use; (3) felt guilty about drinking or drug use; (4) felt they needed a drink or drugs first thing in the morning. This difference was still statistically significant even when controlling for demographic variables and denomination. This effect may be partially due to a social desirability bias. Respondents may feel more comfortable reporting such issues in a self-administered online platform than on the phone with an interviewer or responding at home to a paper questionnaire or sending such responses via mail.

### Table 19: Substance Abuse Questions by Mode

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Web** | **Phone** | **Hard Copy** |
| Felt need to cut down on drinking or drug use | 13% | 2% | 6% |
| People annoyed or criticizing drinking or drug use | 5% | 2% | 2% |
| Felt guilty about drinking or drug use | 14% | 3% | 6% |
| Felt they needed a drink or drugs first thing in the morning | 3% | 2% | 2% |

### Table 20. Logistic Regression Models for Substance Abuse

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Bivariate** | | **Multivariate** | | **Multivariate with Denomination** | |
|  | **OR** | **p** | **OR** | **p** | **OR** | **p** |
| Phone | .24 | <.001 | .43 | <.001 | .46 | .002 |
| Hardcopy | .35 | <.001 | .55 | <.001 | 02 | .015 |

5. Mental Health: There were no statistically significant differences in reports of experiencing three of the four mental health outcomes: little interest or pleasure in doing things; feeling down, depressed, or hopeless; not being able to stop or control worrying. There was a significant difference in feeling nervous, anxious or on edge in that web respondents were more likely to report this (16%) than hard copy respondents (12%). However, when controlling for demographic factors this difference is no longer statistically significant.

### Table 21. Mental Health Question Experienced Most Days or Nearly Every Day by Mode

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Web** | **Phone** | **Hard Copy** |
| Little interest or pleasure in doing things |  | 10% | 9% | 12% |
| Feeling down, depressed, or hopeless |  | 10% | 8% | 10% |
| Feeling nervous, anxious, or on edge |  | 16% | 14% | 12% |
| Not being able to stop or control worrying |  | 12% | 12% | 10% |

### Table 22. Logistic Regression Models for Feeling Nervous, Anxious or on Edge Most Days or Nearly Every Day

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Bivariate** | | **Multivariate** | |
|  | **OR** | **p** | **OR** | **p** |
| Phone | .88 | .322 | 1.10 | .520 |
| Hardcopy | .69 | .002 | .84 | .175 |

6. Domestic Violence: There were no statistically significant differences in reports of experiences domestic violence across modes. Experience with domestic violence was defined as responding yes to at least one of the following: (1) Anyone makes them feel unsafe now; (2) police called to home in the past year; (3) physically hurt by someone they know.

### Table 23: Domestic Violence Questions by Mode

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Web** | **Phone** | **Hard Copy** |
| Anyone makes them feel unsafe now | 2% | 1% | 2% |
| Police called to home in the past year | 1% | 2% | 1% |
| Physically hurt by someone they know | 1% | 1% | 1% |

# APPENDIX C: Respondent Selection Experiment

### Table 24: Respondent Selection Comparison

|  |  |  |
| --- | --- | --- |
|  | **Adult in  Household** | **Adult in HH with**  **Recent Birthday** |
| Completed as Jewish | 316 | 273 |
| Started Screener | 1 | 2 |
| Refused During Screener | 23 | 18 |
| Refused at Consent | 24 | 18 |
| Completed as Non-Jewish | 809 | 732 |
| Online: Incomplete | 251 | 177 |
| No Response | 22,120 | 22,163 |
| Total | 23,544 | 23,383 |
| % Screened | 4.8% | 4.3% |
| % Jewish Complete | 1.3% | 1.2% |
| Screened as Jewish Household | 28.2% | 27.1% |
| Jewish Respondent Screened (within Jewish Household) | 91.5% | 90.1% |
| **Demographics Among All Screened Respondents** | | |
| Woman | 57% | 56% |
| 1 adult in the Household | 32% | 36% |
| 2 adults in the household | 49% | 48% |
| 3+ adults in the household | 17% | 15% |
| Child in Household | 23% | 23% |
| Married | 51% | 47% |
| High School or Less | 14% | 13% |
| 4- year College+ | 77% | 77% |
| White | 73% | 72% |
| Hispanic | 11% | 12% |
| Black | 7% | 7% |
| **Demographics Among Respondents in Screened Jewish Households** | | |
| Woman | 53% | 55% |
| 1 adult in the Household | 30% | 32% |
| 2 adults in the household | 55% | 51% |
| 3+ adults in the household | 15% | 15% |
| Child in household | 19% | 22% |
| Married | 56% | 55% |
| High School or Less | 9% | 7% |
| 4- year College+ | 86% | 87% |
| White | 96% | 96% |
| Hispanic | 3% | 4% |
| Black | 3% | 1% |

# APPENDIX D: Incentive Experiments from Pilot Study

The pilot study was conducted between May 16 and July 1, 2019. Data were collected using ABS with similar stratification to the current Covid-19 study. A total of 690 surveys were completed with respondents in Jewish households, along with 1,508 completed screeners with respondents not living in households with Jewish adults. The non-contingent incentives (pre-incentive) experiment involved randomly assigning sampled households into one of three treatments: (1) no pre-incentive; (2) $1-bill as pre-incentive; (3) $2-bill as pre-incentive.

The findings indicated that $2 pre-incentives were associated with the highest study participation rates to the screener). Furthermore, Jewish household response rate was highest in the $2 condition as well, though not by much compared with the $1 condition.

A follow-up cost analysis found that the cost of pre-incentives was offset by response rate in three of the strata (Federation List, Jewish Model, High Residual), but not in the others.

1. The model also incorporates a list of DJNs that is far more extensive than that used by any other researchers. Developed by Ira Sheskin over the past two decades, our DJNs include tens of thousands of Distinctive Jewish Names, Sephardic names, Russian first names, and Yiddish and Hebrew first names. [↑](#footnote-ref-1)
2. As described in the weighting section below, there were situations where the number of units identified on the CDSF for a particular drop point, differed from the final imputed count of units. This discrepancy was corrected for through weighting. [↑](#footnote-ref-2)
3. For the 2021 UJA COVID survey, final unit selection for drop points with more than 10 units restricted selection to units that have appended or imputed unit numbers. In order to reduce cost, the imputation algorithm for the large drop points was not be updated from that developed for the 2020 study that was not fielded. [↑](#footnote-ref-3)
4. The target number of Jewish interviews was 100 for Crown Heights and 75 each for Five Towns and Rockaways. [↑](#footnote-ref-4)
5. See meta-analysis: Mercer A., Caporaso, A, Cantor, D., & Townsend, R. (2015), How much gets you how much? Monetary incentives and response rates in household surveys, *Public Opinion Quarterly*, 79, 105-129. [↑](#footnote-ref-5)
6. Calls were also made to households with matched phone numbers in any stratum that completed the screener and indicated there was a Jewish person in the household, but did not complete the full questionnaire. [↑](#footnote-ref-6)
7. The differences noted in the table below also reflect the fact that this was done before a relatively large mailing of hardcopy questionnaires that targeted higher-incidence Jewish areas, specifically in Orthodox neighborhoods. [↑](#footnote-ref-7)
8. Note these counts are based on the CDSF and differ slightly from the U.S. Census estimate of households in the FSA. Final weights will be calibrated to Census population counts by county. [↑](#footnote-ref-8)
9. This final adjustment was agreed upon by the project staff and UJA in order to correct for underrepresentation of Orthodox households. [↑](#footnote-ref-9)