



SURVEY METHODOLOGY

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The National Sample Frame provides coverage of approximately 97 percent of the U.S. household population. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between June 11-17, 2026, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak. In addition, Jewish respondents were sampled at a higher rate than their proportion of the population for reasons of analysis. The oversample was drawn from the AmeriSpeak panel and respondents to the 2026 Jewish Youth Survey who agreed to be recontacted. The study includes a total of 3,040 interviews—2,962 via the web and 78 by telephone. In total, 544 recontacted respondents completed the survey online.

Panel members were invited by email or by phone from a NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey. The weighted household panel recruitment rate is 24.9 percent, the survey completion rate is 35.1 percent, for a weighted cumulative response rate of 8.7 percent. The overall margin of sampling error is +/-2.8 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. For example, the margin of sampling error is 4.1 percentage points for Democrats, 4.6 percentage points for Republicans and 6.5 percentage points for independents. The overall margin of sampling error for the 1,022 completed interviews with Jewish respondents is +/- 5.0 percentage points at the 95 percent confidence level including the design effect.



Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 146 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, Jewish identity, census region, race/ethnicity, education, and the 2024 presidential vote. Weighting variables were obtained from the 5-Year 2018 ACS, the Jewish Americans in 2020 study by Pew Research Center, 2024 AP VoteCast, and the final results for 2024 presidential vote turnout and vote choice. The weighted data reflect the U.S. population of adults age 18 and over.

Complete questions and results are available at: apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at: <https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@apnorc.org.

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