

The First Web-Based Probabilistic Panel in Israel: Representativeness, Probability Sampling, and the Extended Panel Recruitment Process

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Abstract. This article introduces the first web-based probabilistic Panel in Israel, developed and built by the B.I. and Lucille Cohen Institute for Public Opinion Research at Tel Aviv University. The uniqueness of the panel and its possible uses compared to existing web-based panels in Israel are described, as well as the way the panel's sample frame was built. The panel's recruitment and maintenance procedures are complex and include the following components: creating a dedicated sample using probability sampling from a sampling frame, i.e., a random selection of individuals from the Israeli population registry; combining recruitment methods (phone and mail) to enhance representativeness; and constant refreshment of the panel's pool of participants. This procedure, carried out in full transparency as required, provides the panel with methodological advantages over other existing panels in Israel, such as the ability to calculate the sampling error. This is the only Panel in Israel that complies with the highest methodological standards, and it can replace face-to-face or telephone surveys. Despite the low costs of collecting data using the web-based probabilistic panel, there is no compromise in methodological standards relative to traditional data collection methods.

Keywords: web-based survey, web-based probabilistic panel, probability sampling, representative sample

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Introduction

The COVID-19 crisis engendered a need for creative thinking about new ways to conduct surveys while observing and maintaining methodological excellence. Although over the years, many countries around the world shifted to web-based data collection, in Israel—until recently—it had not been possible to collect representative data (i.e., data based on probability sampling) using web-based, self-administered questionnaires. Therefore, web-based data collection at high methodological standards had only been done in the context of specific sampling frames such as employees in an organization, hospitalized individuals, university graduates, grant recipients, etc. The COVID-19 crisis exacerbated the problem since, during the disruption, it was not possible to carry out face-to-face inquiries. In May 2020, the B.I. and Lucille Cohen Institute for Public Opinion Research¹ picked up the gauntlet. They decided to invest in creating a web-based representative sample, the only one in Israel based on a random, dedicated sample from the Israeli population registry (which is part of the Ministry of the Interior's database). In this article, we will highlight the shortcomings of existing web-based panels in Israel, describe the web-based probabilistic panel's design, and highlight its potential applications. In the second part of this article, we will explain the process of creating the sample for the web-based panel.

The Cohen Institute's web-based probabilistic panel differs from other panels currently in Israel in two crucial methodological ways. First, it uses a dedicated sample to recruit panel participants based on random sampling from a sampling frame. Second, recruitment to the panel is done using a combination of methods: a dedicated telephone recruitment survey and recruitment by mail. This procedure—sampling from a sampling frame and combining two recruitment methods—complies with the highest methodological standards in web-based studies such as NORC (the National Opinion Research Center at the University of Chicago) and the PEW Research Institute (Kaczmirek et al., 2019; Keeter, 2019; Keeter & McGeeney, 2015).²

From a methodological perspective, the web-based probabilistic panel is a worthy substitute for face-to-face and telephone surveys because it is based on similar sampling principles. Its advantages are that it enables obtaining high-quality data, doing so in a

¹ The B. I. Cohen Institute for Public Opinion Research is a university institute that combines the academic development of survey theory and methodology with the implementation of independent public opinion surveys of the highest scientific quality. The Institute operates under the auspices of the Faculty of Social Sciences, and works in collaboration with the Department of Statistics and Operations Research on creating samples of the general population for different surveys, in accordance with the unique requirements of each survey. The main objectives of the Institute are to conduct surveys for scholars from academia and public institutions; to develop a program of periodical public opinion surveys on issues of public interest in Israeli society; to create databases That will allow tracking long-term trends in public opinion in Israel; to carry out experiments in survey methodology in order to contribute to the development of quality public opinion studies in Israel; and to conduct methodological workshops on topics related to the collection and analysis of survey data.

² For a review of additional probability-based samples see Callegaro et al., 2014.

short amount of time, under various social circumstances (for instance, during lockdown), and at a lower cost than traditional data collection methods (Cernat and Revilla, 2020). In addition, the panel enables carrying out complex experiments using a representative sample of the population (i.e., one that was created using a sampling frame) and, in doing so, allows to generalize from the results of the experiment to the broader (general) population.

For the panel to exclude "professional respondents," the Cohen Institute refreshes the panel's pool of participants regularly. Participants have been recruited to the panel—and removed from it in cases where respondents asked to leave—regularly since May 2020, resulting in a constantly growing and refreshed panel. Currently, the panel consists of approximately 10,000 Jewish and 1,000 Arab participants. Our ultimate goal is to reach a fixed number of 12,000 respondents who will keep being refreshed regularly (the panel size is updated according to the population growth).

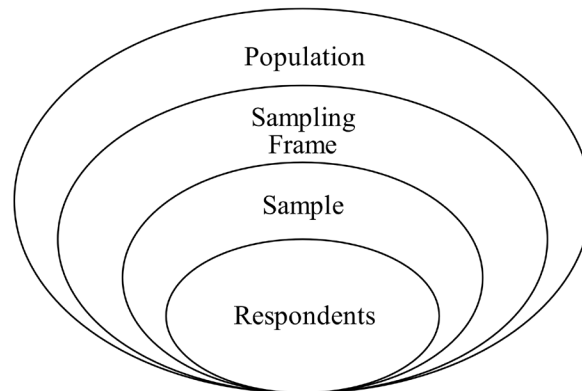
Since the panel's creation, it has been used in conducting various surveys. Notably, Israel's data collection for the 2019 module of the International Social Survey Programme (ISSP)³ on social inequality was done using the panel (up until then, data collection had been done using face-to-face interviews). In addition, as part of the Israel National Elections Studies (INES), panel surveys were carried out at two points (before and after the elections). Until then, data collection was based on telephone interviews (other panel surveys were conducted at two different points, one year apart).

What is Probabilistic Sampling?

Probabilistic sampling is a general term for various sample selection procedures in which the sample's units are selected randomly. Probabilistic sampling requires a sampling frame, which lists all the units that comprise a given population. The units are then randomly selected from the sampling frame, each having a positive and known probability of being selected. When sample selection is not carried out randomly or if the likelihood of being selected is unknown, the sampling is non-probabilistic. The main advantage of probabilistic sampling is that the sample generated represents the population from which they were drawn. Put differently, probabilistic sampling results in high external validity, i.e., the ability to generalize from the sample to the entire population while estimating the total survey error (Cornesse et al., 2020).

³ The International Social Survey Program (ISSP) is an international program for social research. It is a workgroup composed of representatives from research institutions from all over the world who cooperate with a shared goal of improving comparative research. The program was founded in 1985 as a scholarly cooperation between Germany, Great Britain, the United States and Australia and expanded over the years to include a (current) total of 45 countries. Israel joined the program in 1989 and served as its secretariat between 2008 to 2014.

Figure 1. Probabilistic Sampling



Non-Probabilistic Sampling and Panels Currently in Existence in Israel

Non-probabilistic sampling is a procedure in which the sample is not selected randomly from the population, or the likelihood of a unit being selected is unknown (Elliot & Valliant, 2017). In the absence of a web-based panel predicated on probabilistic sampling, the use of non-probabilistic surveys of market-research companies has increased in recent years. In many cases, these are web-based surveys based on sampling from a fixed panel of individuals who signed up for the panel voluntarily and who, for a certain period (and in return for various types of monetary benefits), fill out questionnaires of multiple sorts. In other words, such samples include respondents who selected themselves for the panel rather than being sampled randomly from a sampling frame (i.e., the population). These panels tend to attract unemployed and internet-savvy users in higher proportions than their relative share of the population, and approximately 30% of panel participants participate in more than one Panel (Pennay et al., 2018). That being the case, although these panels aspire to provide a representative sample of the population, in practice, they give a quota sample from the pool of participants who signed up for the panel.⁴ When the sampling is not probabilistic but rather a type of convenience sampling (respondents are the ones who contacted the panel companies themselves, sample selection was not random, and the probability of being selected is unknown), there is no way of knowing who such samples represent.

Furthermore, these samples are created using socio-economic quotas (cells) based on geographic, gender, and age-based quotas that reflect—rather than represent—the relative share of each one of these categories in the general population. In other words, although existing panels in Israel promise to provide a representative sample, in practice, they are

⁴ Quota sampling, as opposed to stratified sampling, is a convenience sample (also considered a type of adjusted sampling) that includes socio-economic quotas that reflect their distribution in the general population.

predicated on a group of individuals whose selection process is not fully transparent and whose demographic characteristics cannot be verified. For instance, a respondent who indicated that she is 65 years old—a characteristic that increases one's likelihood of being selected for a panel (due to a shortage of elderly participants)—might be 28 years old. Moreover, the panel's creators artificially ensure that the characteristics (usually, the more accessible ones such as age and gender) of those sampled will reflect their distribution in the general population. Nevertheless, the results of surveys based on non-probabilistic sampling are not generalizable and statistical indices (such as confidence intervals or the standard error, required whenever estimates are based on a sample rather than the population) cannot be computed. The various disadvantages discussed above undermine the credibility of studies using non-probabilistic sampling and, thus, the ability to publish such studies in professional journals (Callegaro et al., 2014).

Building the Cohen Institute's Web-Based Probabilistic Panel

Until recently, it had not been possible to conduct web-based data collection that is probabilistic—and thus representative of the population—in Israel. The COVID-19 crisis made data collection even more challenging since it was no longer possible to carry out face-to-face interviews. As a result, the Cohen Institute initiated the creation of a web-based, representative, probabilistic sample, the only one of its kind in Israel.

The web-based panel is based on probabilistic sampling. Among the Jewish population, a random selection of individuals from the population registry database (that does not include phone numbers) was conducted, followed by locating these individuals' respective phone numbers. Since it is impossible to identify individual phone numbers among the Arab population in Israel,⁵ a random sampling of households (from the household database, which includes phone numbers) was carried out instead.

The Cohen Institute's web-based probabilistic panel differs from other panels currently in Israel in two crucial methodological ways. First, the sample used to recruit the participants is a dedicated sample based on random sampling from a sampling frame (in the Jewish population from the population registry database; in the Arab population from the household database, as stated above). Therefore, an essential requisite in probabilistic sampling is fulfilled: a random selection from a sampling frame. Second, the panel recruitment was done using a dedicated telephone survey and recruitment by mail.⁶ Using these procedures—random sampling from a sampling frame, together with a combination

⁵ The database of the Ministry of the Interior does not (in the majority of cases) provide the exact address for Arab individuals but rather only information regarding their place of residence.

Furthermore, among the Arab population in Israel, it is very common to find numerous individuals with the same first and/or last name in the same place of residence. These two issues pose a daunting challenge in trying to locate specific individuals among the Arab population in Israel, and thus the extremely low location rate (which is often in the single digits, percentagewise).

⁶ The recruitment to the panel in the Arab population was carried out using a telephone recruitment survey, sans the mail-recruitment stage (for the same reasons mentioned above).

of two recruitment methods – enabled the creation of a web-based probabilistic panel representative of Israel's general population.

A key advantage of sampling from the population registry database is its demographic data for all sampled individuals. These data enable various methodological tests and monitoring of the representativeness of different demographic characteristics (although only among the Jewish population, for which such data are available). This article describes the methodological testing process and our findings.

To conduct methodological tests while creating the panel, the Cohen Institute used data from two samples of the Jewish population. *Sample I*, created starting May 2020 and finalized in September that same year, includes 16,000 individuals. This sample tests the representativeness of demographic characteristics for those recruited by telephone. *Sample II was created in September 2020, finalized in April 2021, and included 16,000 sampled individuals.* This second sample tests representativeness for those recruited by telephone and mail.

The AmeriSpeak Panel by NORC is considered by many to be the gold standard of probabilistic panels (Greaves, 2017). This panel uses a sampling frame and combines recruitment methods. In the first stage, those sampled are sent a recruitment kit by mail. In the second stage, those who did not respond are reminded twice by postcard (and a third time by phone in case their telephone number was located). Finally, in the third stage, an in-person visit is conducted in those households where no successful contact had previously been reached.

Clearly, relying on the Israel Postal Company might be problematic in general, specifically in the initial phase of establishing contact with sampled individuals. Therefore, we decided that the initial contact be made by phone. The extent to which this method is biased is examined via the representativeness of participants. Where necessary, an additional attempt at making contact was made by mail to exhaust the response rate and improve the representativeness of the panel (while still relying on a sampling frame and maintaining the principle of random sampling). Altogether, the panel was created in four stages, as described below.

Stage 1: Creating a Random Sample of Individuals from the Population Registry and Locating the Telephone Numbers of those Sampled

First, as stated above, individuals were randomly sampled out of the population registry, and their telephone numbers were located using a telephone number locating company. A key distinction here is between those for whom at least one telephone number was successfully located (hereafter referred to as "located") and those for whom no telephone number was found (the "not-located"). Regardless, the main advantage of sampling from the population registry is the available data regarding the gender, age, and socio-economic cluster for both located and not-located individuals.

Telephone numbers (either the participant's or their family members' numbers) were identified for approximately 80% of the individuals sampled, which promised a relatively high success rate in finding these individuals. Nevertheless, it turned out that the actual success rate was lower, mainly due to either wrong phone numbers being stored in the registry or failure to locate the correct individuals. That being the case, it was decided to expand the recruitment process and add recruitment by mail.

Table 1 presents the gender, age, and socio-economic cluster distribution among all the sampled individuals (both located and not-located) compared to the adult Jewish population in Israel (CBS, 2019, Table 2.3). The table shows that the distributions of gender and age among those sampled are very similar to their (respective) distributions in the general population. Additionally, the distributions of gender and age among both located and not-located individuals are very similar to those found in the population. Yet, there is a slight gap among the oldest age group: the percentage of individuals 70 years old and older among the not-located is 17.3%, compared to 13.8% (among the located) and 13.1% (in the general population). The distribution of socio-economic clusters among those located is similar to the distribution in the entire sample. At the same time, among the not-located, there is a higher percentage in the lowest socio-economic cluster (~29% compared to ~22% in the general population).

Stage 2: Conducting a Phone Recruitment Survey Among Those Located

A telephone recruitment survey was carried out among all those located to obtain their consent for participating in the panel. The recruitment interviews were conducted only with the person sampled and not with anyone else willing or attempting to answer on their behalf. The Institute's interviewers made sure that they were interviewing the actual person that was sampled from the population registry and identified each person according to their first and last names. In cases where the telephone number was found to not belong to the person sampled but to a relative, the interviewer asked the relative for the contact information of the sampled individual. In cases where the relative asked to participate in the panel, the interviewer apologized and explained that only the sampled individuals were allowed to participate. To exhaust the sample, the interviewers labored diligently to locate sampled individuals with repeated phone calls on different days and at various times during the day. Eventually, the response rate in the telephone survey was relatively high at 45% (the 100% total includes cases where contact was established with either the intended individual or someone else on their behalf, in addition to cases in which there was no answer).⁷

⁷ That is a relatively high response rate for a telephone survey. Empirical studies show that standard, phone-based data collection among the general Israeli population (i.e. contact attempted for a duration of five days, during different times, with up to four repeat calls for each household and one 'persuasion call' made to those who refused to participate) yields a response rate of approximately 20-25% (Miller et al., 2000).

Table 2 shows that the gender and age distributions among those interviewed and not-interviewed are very similar to their distributions in the general population. In terms of socio-economic cluster distribution, the table indicates that those interviewed tend to belong to the higher clusters than those not interviewed.

Stage 3: Inviting the Recruitment Survey Interviewees to Participate in the Web-Based Panel

In the telephone recruitment survey, interviewees were asked about demographic characteristics such as age, gender, education, and level of religiosity. They are also asked about computer and internet usage, employment, and their feelings and mood following the COVID-19 crisis. The collection of demographic information is an essential part of verifying the identity of sampled individuals and identifying their demographic characteristics to test the representativeness of the panel (and enable the measures necessary to exhaust the sampling frame). Following the short interview, interviewees are invited to be included in the web-based panel and participate in surveys several times a year in return for a monetary reward for each survey they complete. Approximately 65% of the interviewees (who amount to 22% of the total individuals sampled) agreed to participate in the web-based panel.

Table 3 exhibits the distribution of demographic characteristics (gender, age, education, and level of religiosity) among all participants in the recruitment survey—those who agreed to be included and those who did not—compared to the adult (Jewish) population in Israel. The table shows that the gender and age distributions for those deciding to participate in the panel are similar to the population distribution, except for the underrepresentation of 70 and over individuals.

Comparing education levels between participants in the survey and the general population (Table 3) reveals that the percentage of individuals with an academic degree is higher among survey participants (+7% difference). The relationship is reversed in the lowest education category (-13%). Notably, the difference is more considerable for the group of those who agreed to participate in the panel (+10%). Furthermore, the percentage of Orthodox Jews among all participants is slightly lower than their share in the general (adult Jewish) population (~ -2%) and is even lower among those who agreed to participate in the panel (~ -4%).

Stage 4: Expanding the Recruitment Process—Adding Recruitment by Mail

As expected, estimating the biases in the representativeness of those recruited to the panel in Sample I clarified the need to expand the recruitment process. Due to the substantial rate of not-located sampled individuals—i.e., sampled individuals whose telephone numbers were not located—as well as the gaps in the characteristics of panel participants, especially among the elderly (>70) and the lower socio-economic clusters (as described

above), the recruitment process was expanded in Sample II to include recruitment by mail among two groups: first, the group of those not located, and second, the group of those sampled whose telephone numbers were found but did not yield successful contact.

Figure 2 presents the expanded recruitment process of Sample II.

Recruitment by mail in Sample II added more than 3% to the number of individuals agreeing to be included in the panel. *Following the expanded recruitment process, a quarter of those sampled initially from the population registry agreed to be included on the panel.*

On the face of it, the 3% increase mentioned above might seem negligible; however, it is very significant due to the unique characteristics of those agreeing to join the panel, which was essential for achieving representativeness. Table 4 shows the distribution of gender, age, education, and religiosity among all individuals participating in the panel, distinguished by recruitment method. The table demonstrates that the main contribution of recruitment by mail was among Orthodox Jews, individuals with a low education level, and younger individuals: 17.1% of those recruited by mail, for instance, were Orthodox Jews (compared to merely 6.2% of those recruited by phone), an addition which increased the percentage of Orthodox Jews on the panel to 7.6%. Additionally, 43.6% of those recruited by mail were young adults (compared to only 21.1% of those recruited by phone), with this addition increasing the percentage of young individuals on the panel to 24%. Finally, 20.1% of those recruited by mail were individuals with a low education level, compared to only 12.4% of those recruited by phone. This addition increased the percentage of individuals with a low education level on the panel to 13.4% and decreased the rate of individuals with academic education to 43.9%.

Summary

During the past two decades, many non-probabilistic panels have been created in Israel. They have become a popular tool for data collection in market research studies, mainly due to their promise to provide a representative sample at a low cost. In practice, however, they give a quota sample from a fixed panel of participants who voluntarily signed up for the panel (many of whom simultaneously participate in numerous panels). When research participants actively reach out to panel companies (rather than being approached by them), the resulting sample is a non-probabilistic one since sample selection is not random and the chance of being selected is unknown. In such cases, the sample is based on socio-economic quotas (such as geographic region, gender, and age) that are supposed to mimic the distributions found in the general population.

Furthermore, these samples are based on a group of individuals whose actual demographic characteristics are based solely on participants' attestation and thus cannot be verified. That being the case, even though existing panels in Israel promise a representative sample, in practice, they do not live up to the promise. The cost of data collection of that kind is relatively low. Still, it comes at a great price since these data are

based on a sort of "black box" and we cannot know who these findings represent, and it is impossible to calculate the total survey error. As a result, it is impossible to generalize estimates from the sample to the general population, which limits the ability to publish such findings in professional journals.

Alternatively, the thorough recruitment process carried out by the Cohen Institute's web-based probabilistic panel—creating a dedicated sample out of a sampling frame, combining two recruitment methods, constant refreshment of the panel's participant pool, and full transparency—creates methodological advantages for academic studies and yields the only Panel in Israel that complies with the highest methodological standards. That being the case, the Cohen Institute's Panel is able to substitute face-to-face and telephone surveys while maintaining the highest methodological quality at a lower cost compared to more traditional data collection methods.

Table 1: SAMPLE:

The Distribution of Gender, Age, and Socio-Economic Clusters Among All Sampled Individuals, in Comparison to the General (Jewish) Population

		Entire Adult Jewish Pop. (Israel)	Entire Sample	Cleansing (Location by Phone)	
				Located	Not Located
Gender	Men	48%	49.5%	49.7%	48.9%
	Women	52%	50.5%	50.3%	51.1%
Age	18-29	23.1%	21.9%	21.7%	22.5%
	30-39	19.5%	19.0%	19.4%	17.9%
	40-49	17.4%	17.3%	17.7%	16.1%
	50-59	13.7%	13.9%	14.1%	13.2%
	60-69	13.2%	13.1%	13.2%	13.0%
	70+	13.1%	14.8%	13.8%	17.3%
Socio-Economic Cluster	1-3	-	21.9%	19.3%	29.4%
	4-6	-	32.0%	31.9%	32.3%
	7-8	-	36.8%	38.4%	32.3%
	9-10	-	9.3%	10.4%	6%

* Data obtained from Sample I

Table 2: CONTACT (TELEPHONE INTERVIEW):

The Distribution of Gender, Age and Socio-Economic Clusters by Interview Status, in Comparison to the General (Jewish) Population

		Entire Adult Jewish Pop. (Israel)	Interview Status	
			Interviewed	Not Interviewed
Gender	Men	48%	49.4%	50.2%
	Women	52%	50.6%	49.8%
Age	18-29	23.1%	20.1%	22.2%
	30-39	19.5%	17.8%	20.1%
	40-49	17.4%	17.0%	17.9%
	50-59	13.7%	14.5%	14.1%
	60-69	13.2%	14.8%	12.8%
	70+	13.1%	15.8%	12.9%
Socio-Economic Cluster	1-3	-	14.5%	21.2%
	4-6	-	27.8%	33.5%
	7-8	-	44.8%	35.8%
	9-10	-	12.9%	9.5%

* Data obtained from Sample I

Table 3. RECRUITMENT (TELEPHONE):

Distribution of Demographic Characteristics among Participants in the Recruitment Survey by Consent to be included on the panel, in comparison to the General (Jewish) Population

* Data obtained from sample I

		Entire Adult Jewish Pop. — (Israel)	Consent		
			All Survey Participants	Agreed to be Included on the Panel	Did not Agree to be Included on the panel
Gender	Men	48%	49.4%	49.2%	49.7%
	Women	52%	50.6%	50.8%	50.3%
Age	18-29	23.1%	20.1%	24.8%	13.0%
	30-39	19.5%	17.8%	20.2%	14.1%
	40-49	17.4%	17.0%	18.0%	15.3%
	50-59	13.7%	14.5%	15.3%	13.4%
	60-69	13.2%	14.8%	12.8%	17.9%
	70+	13.1%	15.8%	9.0%	26.3%
Education*	High School (no Matriculation)	28.8%	15.8%	9.0%	26.6%
	High School (with Matriculation)	20.2%	21.4%	22.8%	19.3%
	Post-Secondary (Non-Academic)	15.5%	21.3%	20.8%	22.0%
	Academic	35.5%	42.0%	45.2%	37.0%
Level of Religiosity*	Very Religious, Orthodox	10.1%	8.2%	6.5%	10.9%
	Religious	11.3%	11.4%	12.2%	10.2%
	Religious-Traditional	12.8%	11.4%	10.7%	12.5%
	Traditional-Not Very Religious	22.1%	15.2%	15.1%	15.4%
	Secular	43.2%	53.8%	55.5%	51.0%
	Unknown	0.4%			

** Obtained from the Central Bureau of Statistics—2019 Social Survey table generator

Table 4. PANEL:

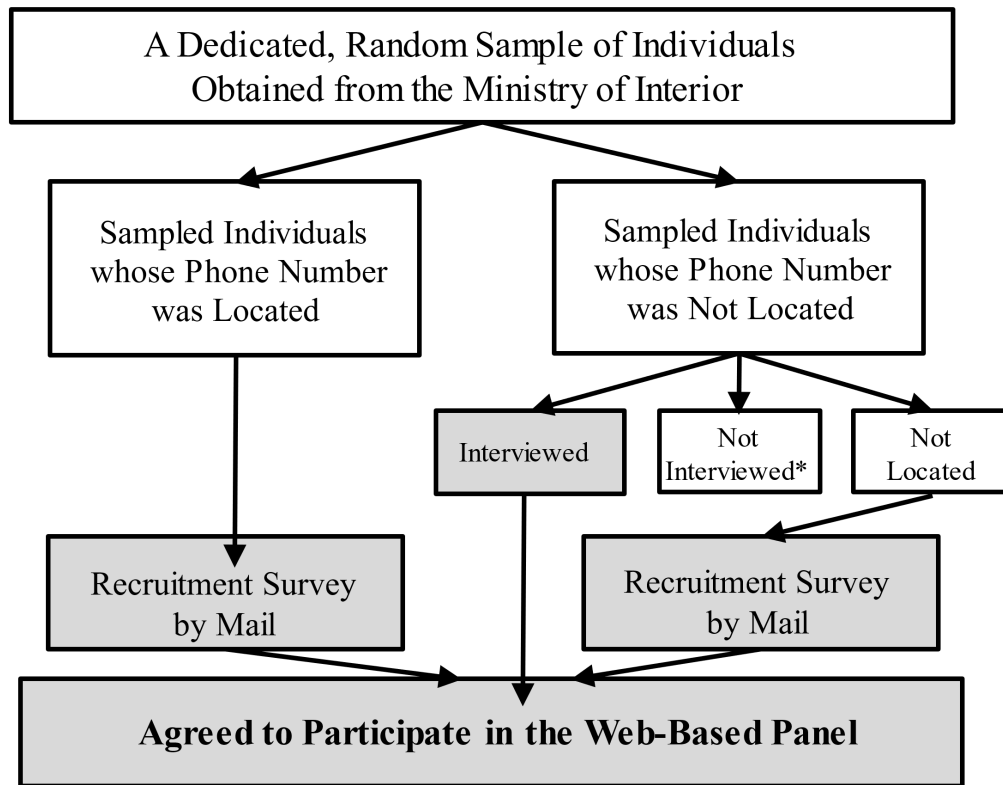
Distribution of Gender, Age, Education, and Level of Religiosity among those Agreeing to be Included on the Panel, by Recruitment Method, in Comparison to the General (Jewish) Population

		Entire Adult Jewish Pop. — (Israel)	Recruitment Method		
			Agreed to be Included — Panel	Agreed to be Included — Phone Recruit.	Agreed to be Included — Mail Recruit.
Gender	Men	48%	47.7%	47.4%	49.8%
	Women	52%	52.3%	52.6%	50.2%
Age	18-29	23.1%	24.0%	21.1%	43.6%
	30-39	19.5%	18.6%	17.8%	23.9%
	40-49	17.4%	21.3%	22.5%	13.1%
	50-59	13.7%	14.3%	15.1%	8.5%
	60-69	13.2%	13.5%	14.4%	6.9%
	70+	13.1%	8.3%	8.9%	3.9%
Education*	High School (no Matriculation)	28.8%	13.4%	12.4%	20.1%
	High School (with Matriculation)	20.2%	21.0%	20.6%	22.4%
	Post-Secondary (Non-Academic)	15.5%	21.8%	21.7%	22.2%
	Academic	35.5%	43.9%	45.2%	34.4%
Level of Religiosity*	Very Religious, Orthodox	10.1%	7.6%	6.2%	17.1%
	Religious	11.3%	12.7%	12.6%	13.6%
	Religious-Traditional	12.8%	12.2%	12.5%	9.9%
	Traditional-Not Very Religious	22.1%	13.8%	13.9%	12.6%
	Secular	43.2%	53.7%	54.8%	46.7%
	Unknown	0.4%	-	-	-

* Data obtained from sample II

** data obtained from the Central Bureau of Statistics—2019 Social Survey table generator

Figure 2. The Expanded Recruitment Process for the Web-Based Probabilistic Panel: Recruitment Using a Dedicated Telephone Survey and Mail



* The "Not interviewed" category includes sampled individuals who were not interviewed due to a variety of reasons: refusal to be interviewed, language-related issues, unqualified individuals, sampled individuals who were out of the country, and sampled individuals who passed away.

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