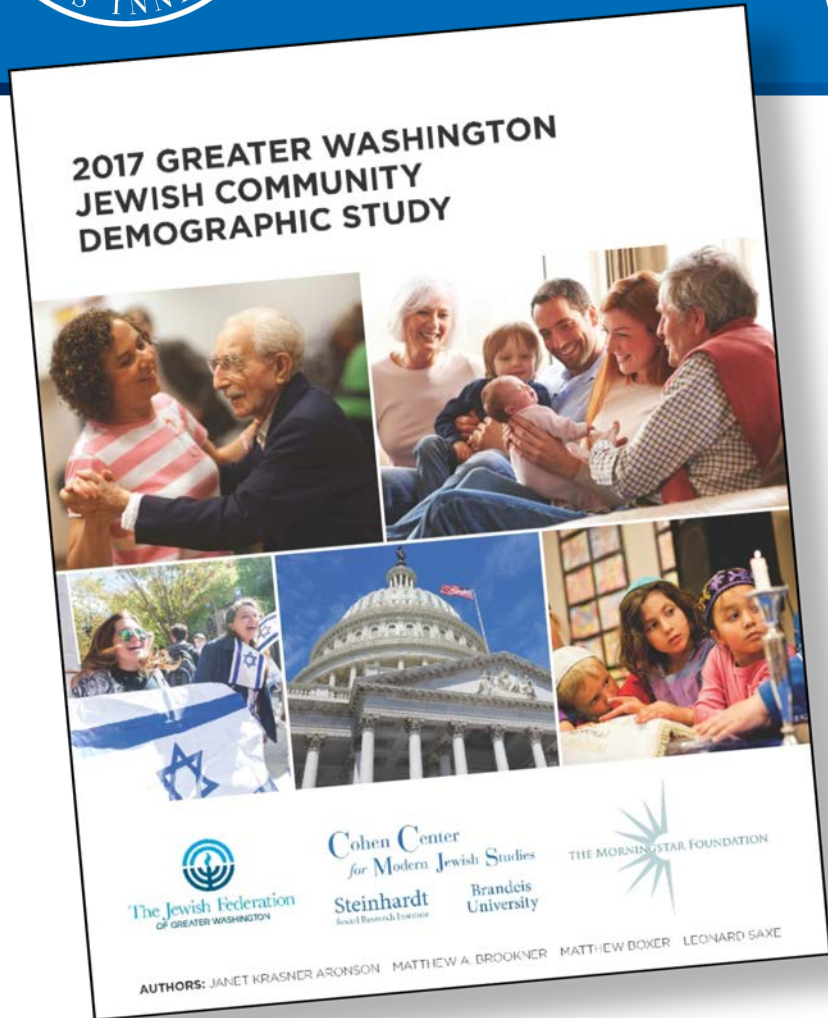




Maurice and Marilyn Cohen
Center for Modern Jewish Studies



2017 Greater Washington Jewish Community Demographic Study

Jewish Engagement

Dr. Janet Krasner Aronson
Matthew Brookner
Dr. Matthew Boxer
Prof. Leonard Saxe



11 February 2018

Methods: Survey Sample

- ❖ Largest-ever survey of local Jewish community (NY had 6,274 respondents)
- ❖ List frame of over 145,000 unique households compiled from organizations
- ❖ Almost 2,000 in primary sample, representative of entire community, had 31% response rate
- ❖ In total, 6,600 respondents interviewed
- ❖ Almost 160 respondents who moved from DC within last 3 years
- ❖ Small RDD survey to ensure complete coverage

| | Primary | Supplement | RDD | Total |
|--------------------------------------|---------|------------|---------|---------|
| Completed eligible HH | 1,989 | 4,460 | 214 | 6,663 |
| Completed screeners | 3,795 | 6,717 | 4,793 | 15,303 |
| Sample size | 8,900 | 33,986 | 212,559 | 255,445 |
| Response rate (AAPOR RR3) | 30.8% | 15.0% | 10.8% | |

Almost 300,000 Jews in Greater Washington

| | 2017 | 2003 | Change |
|-------------------------|---------|---------|--------|
| Total Jews | 295,500 | 215,000 | + 37% |
| ADULTS | | | |
| Jewish | 244,500 | | |
| Non-Jewish | 70,900 | | |
| CHILDREN | | | |
| Jewish | 51,000 | | |
| Non-Jewish | 9,100 | | |
| Total people | 375,500 | 267,000 | + 40% |
| Total households | 155,200 | 110,000 | + 41% |

- ❖ 6% of area population
- ❖ 3rd largest U.S. Jewish community
(based on federation catchment area)

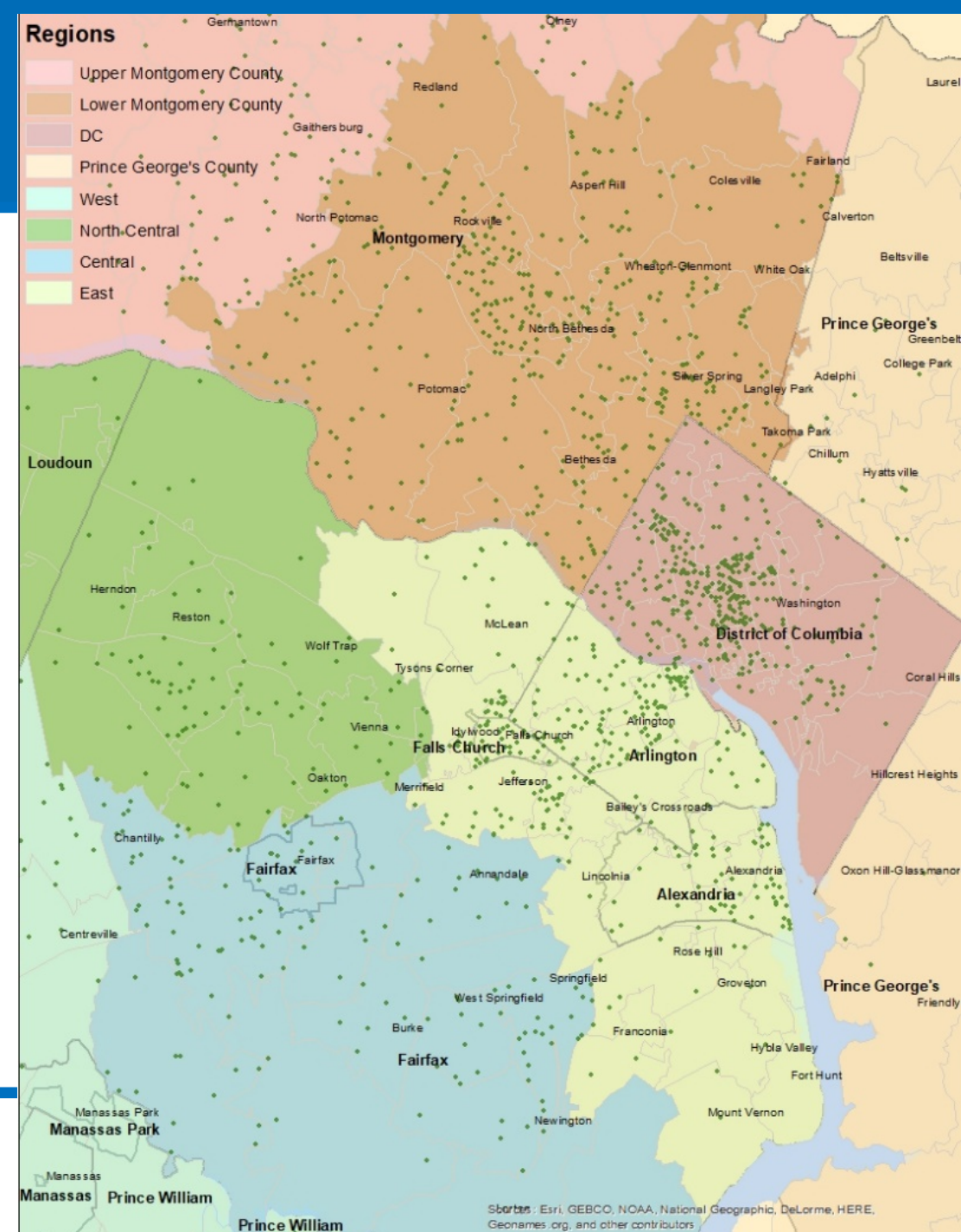
Geographic Distribution

Jewish individuals

| Geographic region | % | Count |
|-------------------|----|---------|
| Washington, DC | 19 | 57,300 |
| Suburban Maryland | 39 | 116,700 |
| Northern Virginia | 41 | 121,500 |

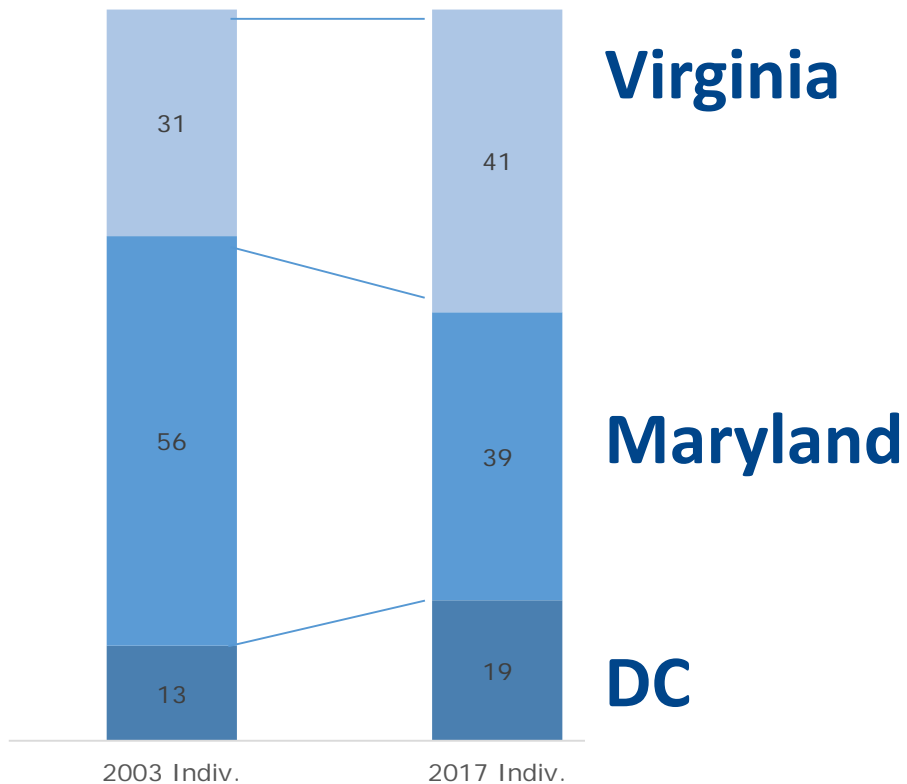
Jewish households

| Geographic region | % | Count |
|-------------------|----|--------|
| Washington, DC | 22 | 34,600 |
| Suburban Maryland | 37 | 56,900 |
| Northern Virginia | 41 | 63,700 |



37% growth in Jewish community

Regional distribution of Jews 2003-2017



Changes in general population 2000-15

| | Growth |
|---|--------|
| Total region | 22% |
| Northern Virginia | 31% |
| Suburban Maryland | 14% |
| DC | 13% |
| DC White non-Hispanic college educated | 52% |

Community Demographics: Metro DC and US Jews

| % of J. adults | MetroDC | US |
|----------------|-----------|-----------|
| Orthodox | 5 | 10 |
| Conservative | 21 | 18 |
| Reform | 29 | 36 |
| Reconstruct. | 3 | 1 |
| Other | 3 | 5 |
| None | 39 | 30 |

Metro DC has fewer in denominations, more in no denomination

Metro DC has larger share of 30-39 year olds

| % of J. adults | Metro DC | US |
|----------------|-----------|-----------|
| 18-29 | 22 | 21 |
| 30-39 | 21 | 14 |
| 40-49 | 10 | 14 |
| 50-64 | 25 | 30 |
| 65+ | 20 | 22 |

Synagogues: More Jews attend than belong

| % of Jewish HH | % |
|-----------------------------|-----------|
| Synagogue Member HH | 26 |
| Brick and Mortar, Pays Dues | 18 |

| % of Jewish adults | % |
|---------------------------|-----------|
| Any Services In Past Year | 75 |
| Service Monthly or More | 20 |
| High Holy Days | 53 |

In terms of Jewish adults, levels of synagogue membership in the Metro DC area (31% of Jewish adults) are lower than that of the rest of the country (39%).

| Synagogue type (% of Member HH) | |
|--|----|
| Brick-and-mortar synagogue, pays dues | 69 |
| Brick-and-mortar synagogue, doesn't pay dues | 8 |
| Independent Minyan | 16 |
| Chabad | 5 |
| Non-local congregation | 13 |

Comparing the number of reported member households of “brick and mortar synagogues” over time, there were 26,500 households in 2003 and 25,600 households in 2017.

Synagogue Members

| Key indicators | Members | Nonmembers |
|--|-----------|------------|
| Has children | 25 | 22 |
| Intermarried (of married) | 24 | 65 |
| Raising children Jewish | 94 | 81 |
| Synagogue Member | n/a | n/a |
| Children in Jewish Ed (K-12) | 65 | 8 |
| Donate to Jewish Cause | 89 | 53 |
| Attend Jewish program | 74 | 45 |
| Volunteer Any Org. | 55 | 37 |
| Volunteer Jewish Org. | 34 | 9 |
| Reads Israel news weekly | 57 | 37 |
| Attended High Holy Day services | 92 | 35 |
| Very attached to Israel | 47 | 27 |
| Very connected to local community | 40 | 4 |

Inmarried and Intermarried Households

63% of households include a married or partnered couple.

Of those

- **47% are inmarried**
- **53% are intermarried**

| Key indicators | Inmarried | Intermarried |
|--|-----------|--------------|
| Raising children Jewish | 94 | 75 |
| Synagogue Member | 48 | 14 |
| Children in Jewish Ed (K-12) | 52 | 15 |
| Donate to Jewish Cause | 82 | 50 |
| Attend Jewish program | 63 | 36 |
| Volunteer Any Org. | 47 | 37 |
| Volunteer Jewish Org. | 25 | 9 |
| Reads Israel news weekly | 51 | 30 |
| Attended High Holy Day services | 72 | 29 |
| Very attached to Israel | 43 | 23 |
| Very connected to local community | 26 | 4 |

Young Adults (ages 22-39, without children)

| Young Adult Program Participation | % |
|--|----|
| Any YA program | 53 |
| Sixth and I | 41 |
| GatherDC | 16 |
| OneTable | 14 |
| Moishe House | 13 |
| Shir Delight at Adas Israel | 9 |
| 2239 at Washington Hebrew Congregation | 9 |
| Other Program | 12 |

| Key indicators | Young Adults |
|------------------------------------|--------------|
| Raising children Jewish | n/a |
| Synagogue Member | 17 |
| Children in Jewish Ed (K-12) | n/a |
| Donate to Jewish Cause | 54 |
| Attend Jewish program | 60 |
| Volunteer Any Org. | 40 |
| Volunteer Jewish Org. | 14 |
| Reads Israel news weekly | 43 |
| Attended High Holy Day svc. | 56 |
| Very attached to Israel | 31 |
| Very connected to local community | 11 |

Patterns of Jewish Engagement

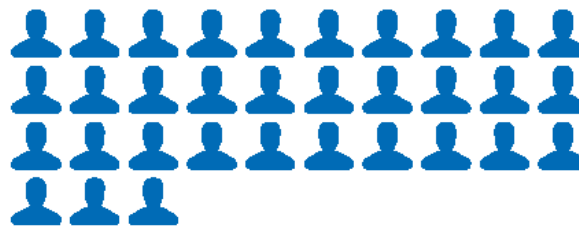
18% Immersed

Highly engaged in all aspects of Jewish life



33% Involved

Involved in most aspects of Jewish life



17% Cultural

Participates in cultural and personal activities



18% Holiday

Participates in holiday activities



14% Minimal

Little or no involvement in Jewish life



- ❖ Statistically-created groups based on Jewish behaviors
- ❖ Unique to Metro DC Jews

Is Jewish Engagement the same as Denomination?

| | Immersed | Involved | Cultural | Holiday | Minimal | |
|--------------|-----------|-----------|-----------|-----------|-----------|-----|
| Orthodox | 79 | 9 | 1 | 10 | 0 | 100 |
| Conservative | 33 | 47 | 8 | 10 | 1 | 100 |
| Reform | 12 | 43 | 19 | 20 | 6 | 100 |
| Other | 28 | 36 | 12 | 18 | 7 | 100 |
| None | 4 | 21 | 27 | 25 | 23 | 100 |

- **Helps to differentiate within denominations... including NONE**
- **All denominations (except Orthodox), represented in all Engagement groups**

Who is least and most engaged? Age and Jewish Engagement

| AGE | Immersed | Involved | Cultural | Holiday | Minimal | |
|--------------|-----------|----------|-----------|---------|-----------|-----|
| 18-29 | 19 | 32 | 14 | 23 | 12 | 100 |
| 30-39 | 15 | 33 | 16 | 26 | 10 | 100 |
| 40-49 | 18 | 30 | 16 | 16 | 21 | 100 |
| 50-64 | 21 | 32 | 18 | 18 | 10 | 100 |
| 65+ | 15 | 32 | 28 | 13 | 12 | 100 |

- **18-29 and 30-39 evenly distributed**
- **40-49 largest share of Minimally Involved**
- **50-64 largest share of Immersed**
- **65+ largest share of Cultural**

Immersed (18%)

“We have a strong, vibrant and engaged young Jewish community in DC that will grow to become a strong, vibrant and engaged older Jewish community in several years.”

| Demographics | % |
|--------------------------------|-----------|
| Has children | 24 |
| Intermarried (of married) | 10 |
| Raising children Jewish | 99 |

| Belonging | % |
|-------------------------------|-----------|
| Synagogue Member | 86 |
| Children in Jewish Ed (K-12) | 78 |
| Donate to Jewish Cause | 94 |

| Behaviors | % |
|--------------------------|----|
| Attend Jewish program | 91 |
| Volunteer Any Org. | 65 |
| Volunteer Jewish Org. | 51 |
| Reads Israel news weekly | 72 |
| High Holy Day svc | 98 |

| Attitudes | % |
|-----------------------------------|----|
| Very attached to Israel | 63 |
| Very connected to local community | 57 |

Involved (33%)

“Number 1 reason to be part of the community is so our kids feel a sense of belonging, and I feel a natural support group. It is a true community feeling.”

| Demographics | % |
|--------------------------------|-----------|
| Has children | 22 |
| Intermarried (of married) | 31 |
| Raising children Jewish | 89 |

| Belonging | % |
|-------------------------------|-----------|
| Synagogue Member | 42 |
| Children in Jewish Ed (K-12) | 41 |
| Donate to Jewish Cause | 81 |

| Behaviors | % |
|---------------------------|-----------|
| Attend Jewish program | 64 |
| Volunteer Any Org. | 40 |
| Volunteer Jewish Org. | 15 |
| Reads Israel news weekly | 48 |
| High Holy Day svc. | 93 |

| Attitudes | % |
|-----------------------------------|----|
| Very attached to Israel | 36 |
| Very connected to local community | 14 |

Cultural (17%)

“I’m proud to be associated, through my ethnicity and culture, if not religion, with so many people doing so much good.”

| Demographics | % |
|--------------------------------|-----------|
| Has children | 14 |
| Intermarried (of married) | 64 |
| Raising children Jewish | 81 |

| Belonging | % |
|-------------------------------|--------------|
| Synagogue Member | <1 |
| Children in Jewish Ed (K-12) | 9 |
| Donate to Jewish Cause | 63 |

| Behaviors | % |
|---------------------------|----------|
| Attend Jewish program | 54 |
| Volunteer Any Org. | 51 |
| Volunteer Jewish Org. | 11 |
| Reads Israel news weekly | 54 |
| High Holy Day svc. | 6 |

| Attitudes | % |
|-----------------------------------|----|
| Very attached to Israel | 32 |
| Very connected to local community | 2 |

Holiday (18%)

“I am not a formally religious person and my experiences are private and spiritual. I go to High Holy Day services at a conservative congregation because I love the rabbi... The liturgy means very little to me, but I feel I am a Jew and am proud of it.”

| Demographics | % |
|--------------------------------|-----------|
| Has children | 23 |
| Intermarried (of married) | 55 |
| Raising children Jewish | 87 |

| Belonging | % |
|-------------------------------|-----------|
| Synagogue Member | 7 |
| Children in Jewish Ed (K-12) | 14 |
| Donate to Jewish Cause | 35 |

| Behaviors | % |
|---------------------------|-----------|
| Attend Jewish program | 30 |
| Volunteer Any Org. | 32 |
| Volunteer Jewish Org. | 3 |
| Reads Israel news weekly | 13 |
| High Holy Day svc. | 55 |

| Attitudes | % |
|-----------------------------------|----|
| Very attached to Israel | 11 |
| Very connected to local community | 1 |

Minimal (14%)

“I like being around my friends who are Jewish where we can make occasional Jewish jokes or when I understand Jewish cultural references in the media, but other than that I don’t feel as though I have many Jewish ‘experiences.’”

| Demographics | % |
|--------------------------------|-----------|
| Has children | 25 |
| Intermarried (of married) | 94 |
| Raising children Jewish | 58 |

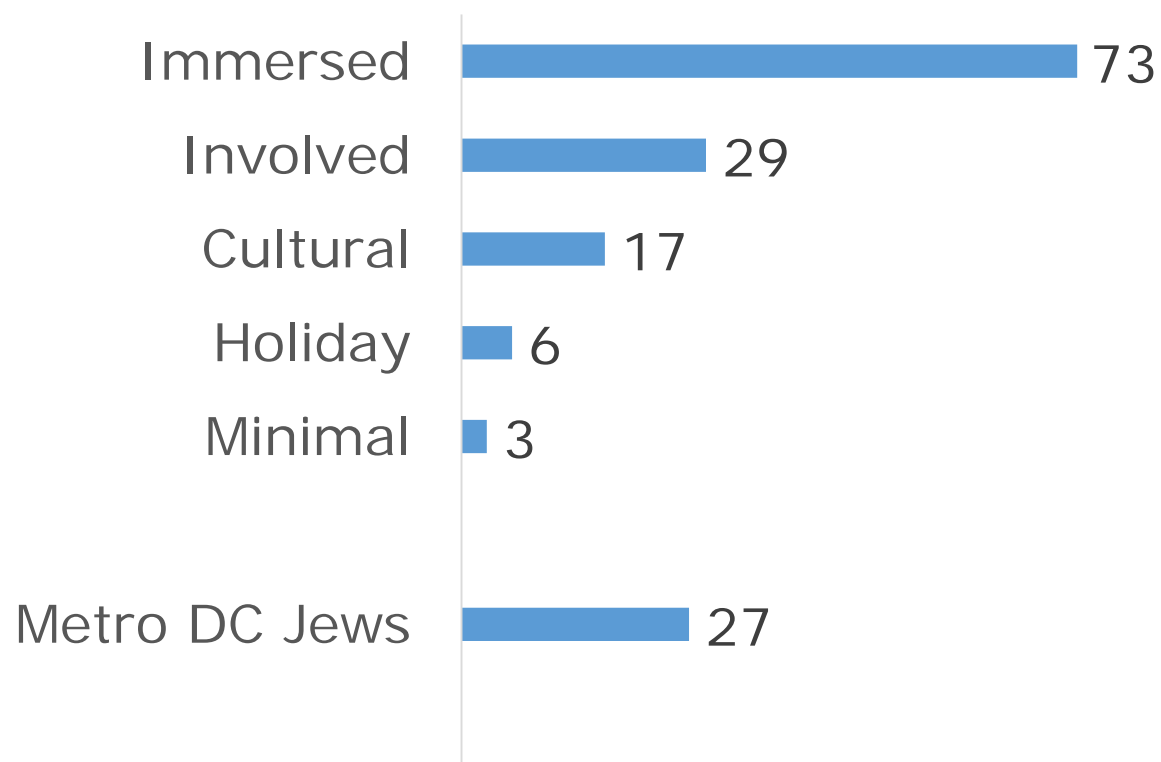
| Belonging | % |
|-------------------------------|--------------|
| Synagogue Member | <1 |
| Children in Jewish Ed (K-12) | <1 |
| Donate to Jewish Cause | 19 |

| Behaviors | % |
|---------------------------|--------------|
| Attend Jewish program | 6 |
| Volunteer Any Org. | 20 |
| Volunteer Jewish Org. | 1 |
| Reads Israel news weekly | 17 |
| High Holy Day svc. | <1 |

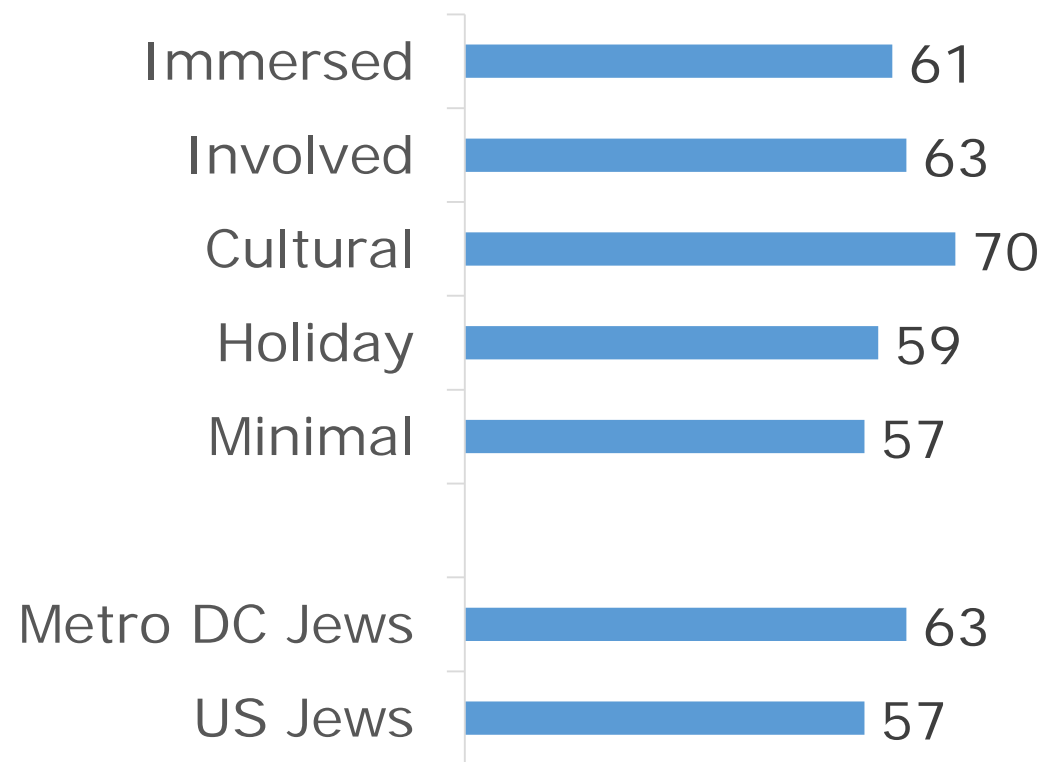
| Attitudes | % |
|-----------------------------------|----|
| Very attached to Israel | 18 |
| Very connected to local community | <1 |

Meaning of being Jewish: Similarities and Differences

Judaism part of daily life (% very much)



Working for Justice and Equality essential to being Jewish (% agree)



Ritual

| | Services, Monthly | Services, High Holy Day | Light Chanukah candles | Attend Passover Seder | Light Shabbat candles, Past Year | Shabbat Meal, Past Month |
|-----------------|-------------------|-------------------------|------------------------|-----------------------|----------------------------------|--------------------------|
| Overall | 20 | 53 | 82 | 83 | 44 | 32 |
| Immersed | 86 | 98 | 99 | 99 | 89 | 89 |
| Involved | 13 | 68 | 98 | 99 | 56 | 32 |
| Cultural | 3 | 4 | 73 | 85 | 23 | 12 |
| Holiday | < 1 | 33 | 89 | 95 | 19 | 6 |
| Minimal | 0 | 0 | 19 | 9 | 2 | 1 |
| DC | 17 | 56 | 83 | 89 | 42 | 34 |
| MD | 27 | 59 | 86 | 87 | 51 | 36 |
| VA | 15 | 44 | 78 | 81 | 35 | 22 |

Organizations and Programs

| | JCC Member (dues) | Other Org. Member | Participate/ Attend Program in Past Year | Read Org. Material |
|----------|----------------------|----------------------|--|-----------------------|
| Overall | 5 | 18 | 62 | 61 |
| Immersed | 12 | 43 | 92 | 93 |
| Involved | 8 | 25 | 64 | 78 |
| Cultural | 7 | 16 | 54 | 68 |
| Holiday | 2 | 3 | 30 | 9 |
| Minimal | 4 | 2 | 6 | 21 |
| DC | 6 | 15 | 65 | 59 |
| MD | 7 | 23 | 55 | 67 |
| VA | 6 | 16 | 44 | 60 |

Personal/Cultural Activities, Performed Weekly

| | Discuss Jewish Topic | Eat Jewish Food | Seek Jewish Info Online | Consume Jewish Culture | Study Jewish Text | Jewish Dating Service |
|----------|----------------------|-----------------|-------------------------|------------------------|-------------------|-----------------------|
| Overall | 51 | 34 | 33 | 22 | 9 | 12 |
| Immersed | 91 | 63 | 71 | 52 | 37 | 15 |
| Involved | 60 | 31 | 36 | 18 | 5 | 15 |
| Cultural | 60 | 28 | 40 | 27 | 5 | 6 |
| Holiday | 25 | 13 | 2 | < 1 | 0 | 6 |
| Minimal | 22 | 11 | 3 | < 1 | 0 | 0 |
| DC | 55 | 25 | 32 | 19 | 8 | 13 |
| MD | 59 | 41 | 35 | 23 | 13 | 5 |
| VA | 50 | 26 | 30 | 18 | 7 | 9 |

Download report and appendices

www.brandeis.edu/cmjs

www.brandeis.edu/ssri/communitystudies/dcreport

Public use dataset will be posted in March

Report chapters:

- 1: Introduction, how to read report
- 2: Population estimates and demographics
- 3: Geography
- 4: Index of Jewish engagement
- 5-9: Special topics
- 10: Conclusions, with respondent comments

| Israel (2/3) | Feels a Connection Israel: Not at All | Feels a Connection Israel: A Little | Feels a Connection Israel: Somewhat | Feels a Connection Israel: Very Much |
|--------------|--|--|--|---|
| Overall | 14% | 26% | 26% | 34% |
| Immersed | 3% | 9% | 24% | 63% |
| Involved | 7% | 25% | 32% | 36% |
| Communal | 18% | 23% | 27% | 32% |
| Holiday | 28% | 42% | 19% | 11% |
| Minimal | 29% | 27% | 27% | 18% |
| DC | 20% | 25% | 25% | 30% |
| Maryland | 13% | 23% | 27% | 38% |
| Virginia | 14% | 28% | 27% | 31% |

**Comparison Chart
Appendix
has detailed
breakdowns that
don't appear in
report**

Thank you to...



The Jewish Federation
OF GREATER WASHINGTON

**Members of the study
advisory committee**

**Organizations that provided
contact information**

**The 6,663 survey
respondents**