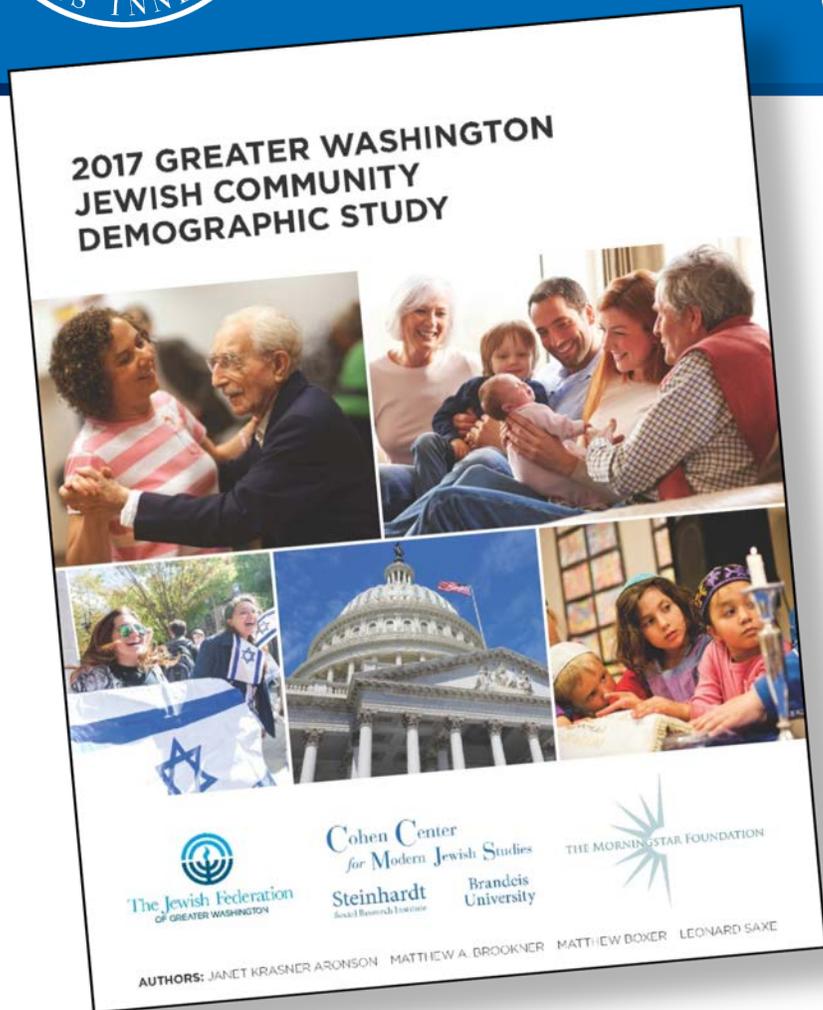




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2017 Greater Washington Jewish Community Demographic Study Northern Virginia Presentation

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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)

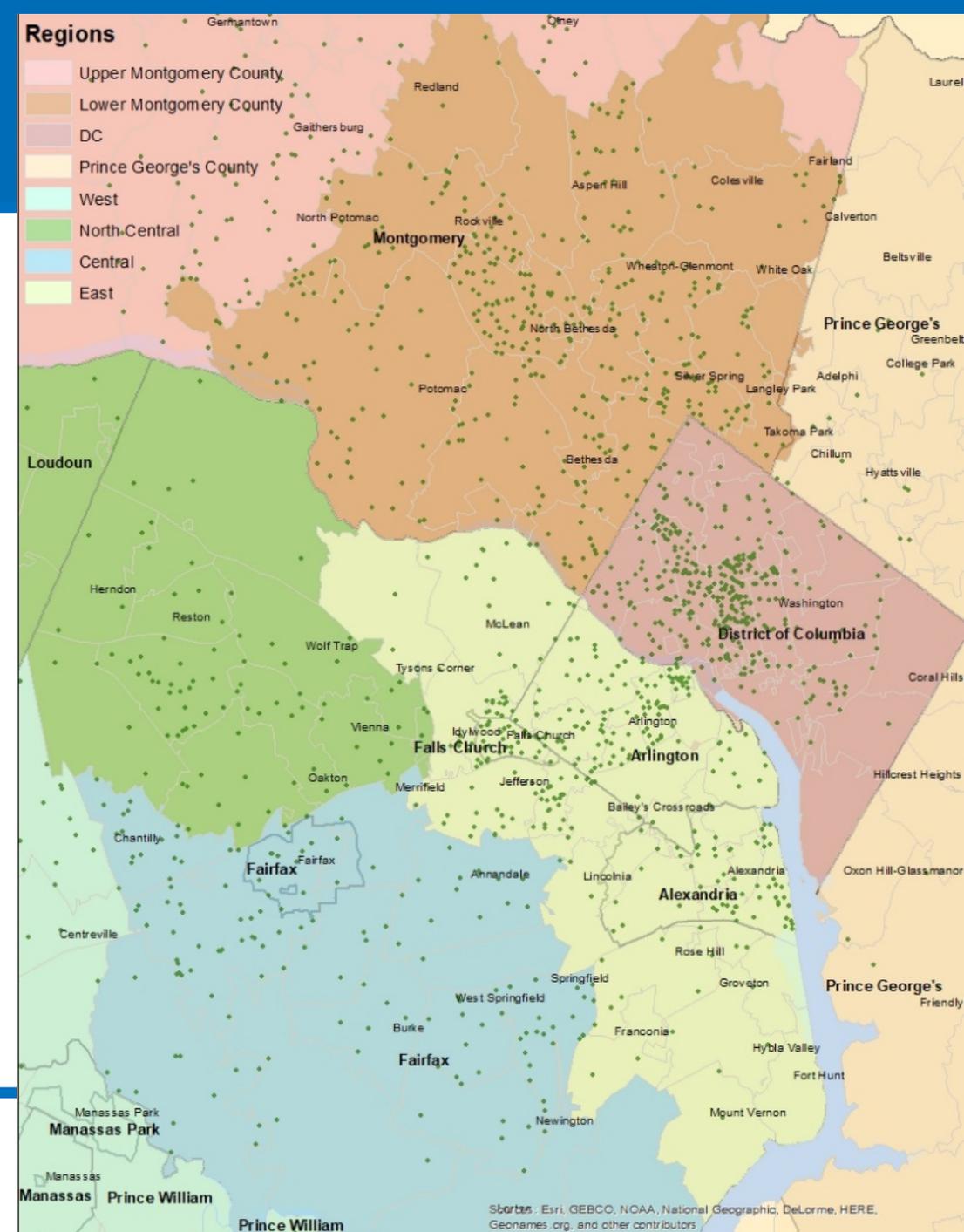
Geographic Distribution

Jewish individuals

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

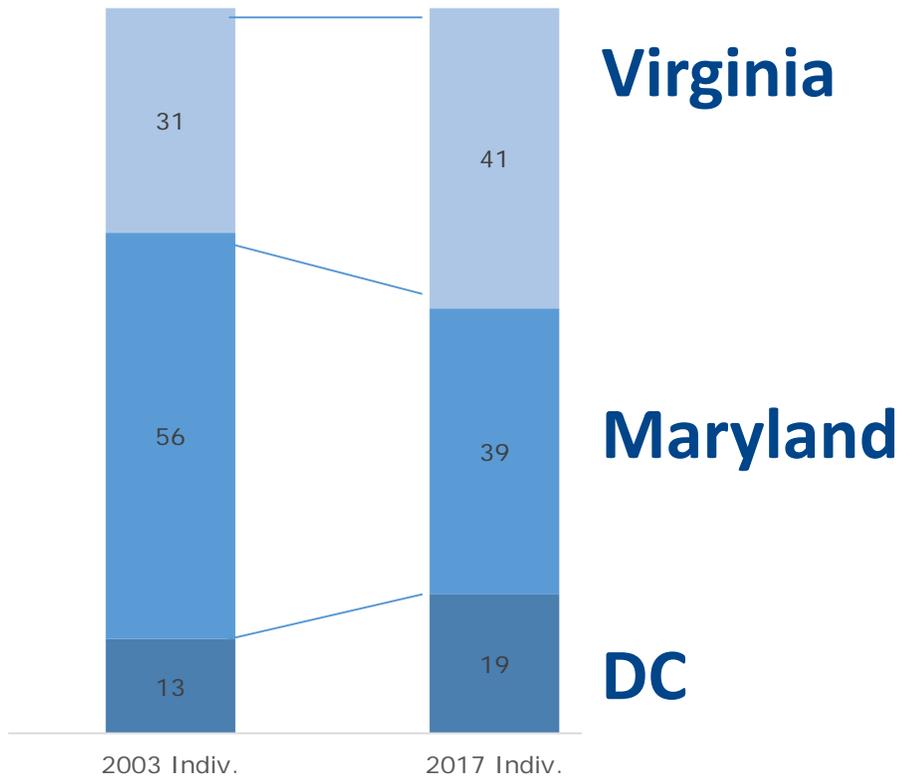
Jewish households

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



Population change

Regional distribution of Jews 2003-2017



	Overall 2000-2015	Jews 2003-2017
Total region	22%	+ 37%
Northern Virginia	31%	+ 80%
Suburban Maryland	14%	0%
DC	13%	+ 105%
DC White non-Hispanic college educated	52%	

Virginians' Length of Residence in Metro DC

Length of time in Metro DC	% Adults
20 + years	60
10-19 years	20
5-9 years	9
< 5 years	13

- Most common reason for moving to area was for work
- 35% of Virginians have lived at or near their current address for less than 5 years

Within the next 5 years...

- 13% plan to move somewhere else in VA
- 3% plan to move to MD or DC
- 19% plan to leave region

Age by region



	18-29	30-39	40-49	50-64	65 +	
DC	28	35	8	16	13	100
MD	9	15	13	33	30	100
VA	16	19	15	25	25	100

Key indicators by region

Key indicators	Virginia	DC	Maryland
Has children	25	19	24
Intermarried (of all HH)	44	30	29
Raising children Jewish	88	66	92
Synagogue Member	25	19	34
Children in Jewish Ed (K-12)	30	17	36
Donate to Jewish Cause	62	58	71
Attend Jewish program	44	65	55
Volunteer Any Org.	41	45	41
Volunteer Jewish Org.	14	17	20
Reads Israel news weekly	39	43	47
Attended High Holy Day services	78	83	86
Very attached to Israel	31	30	38
Very connected to local community	10	12	24



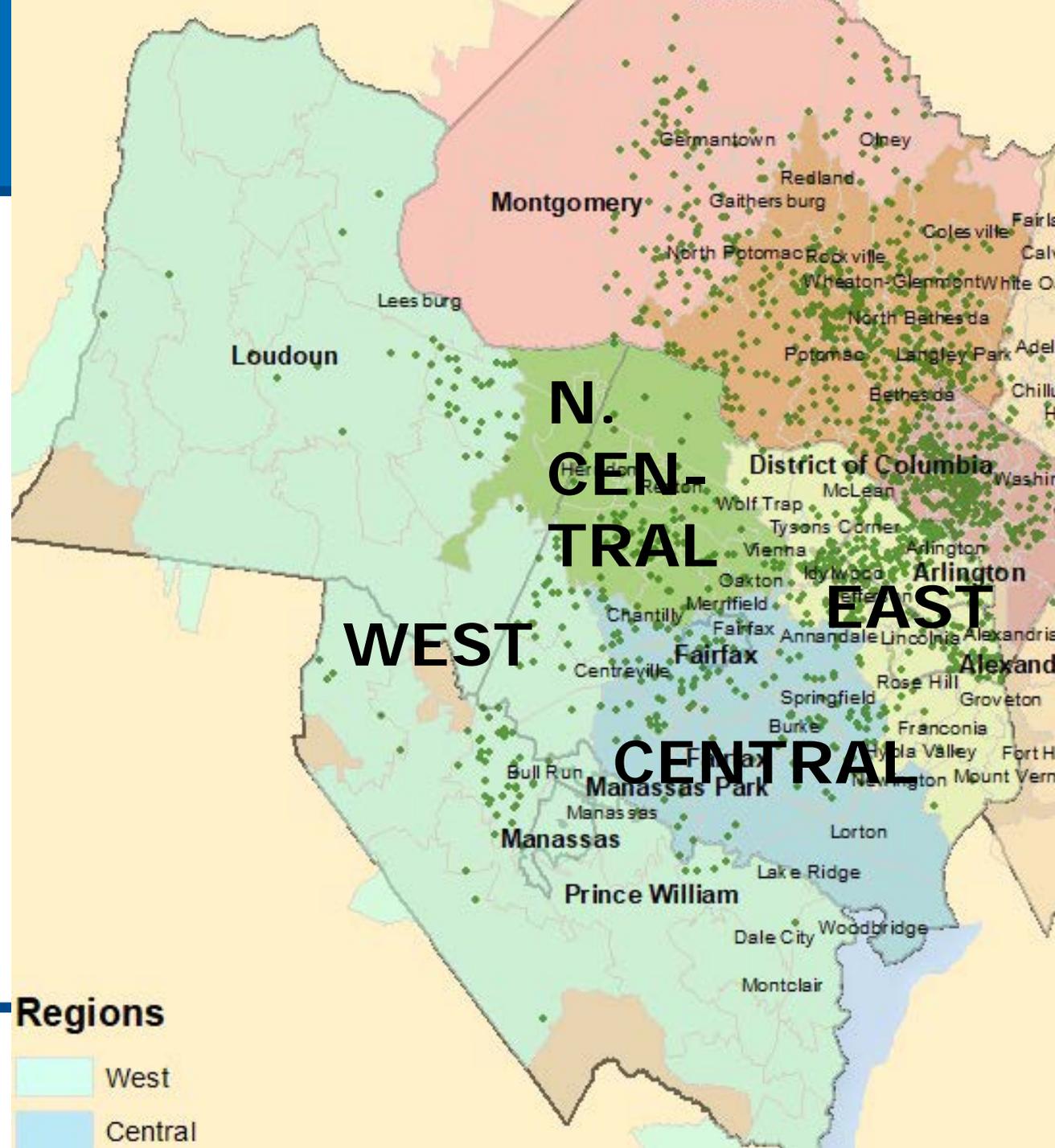
Subregions

North Central

Herndon, Reston, Tysons Corner

West

Most of Loudoun & Prince William counties (Leesburg, Manassas)



East

McLean, Falls Church, Alexandria, Arlington

Central

Fairfax, Springfield

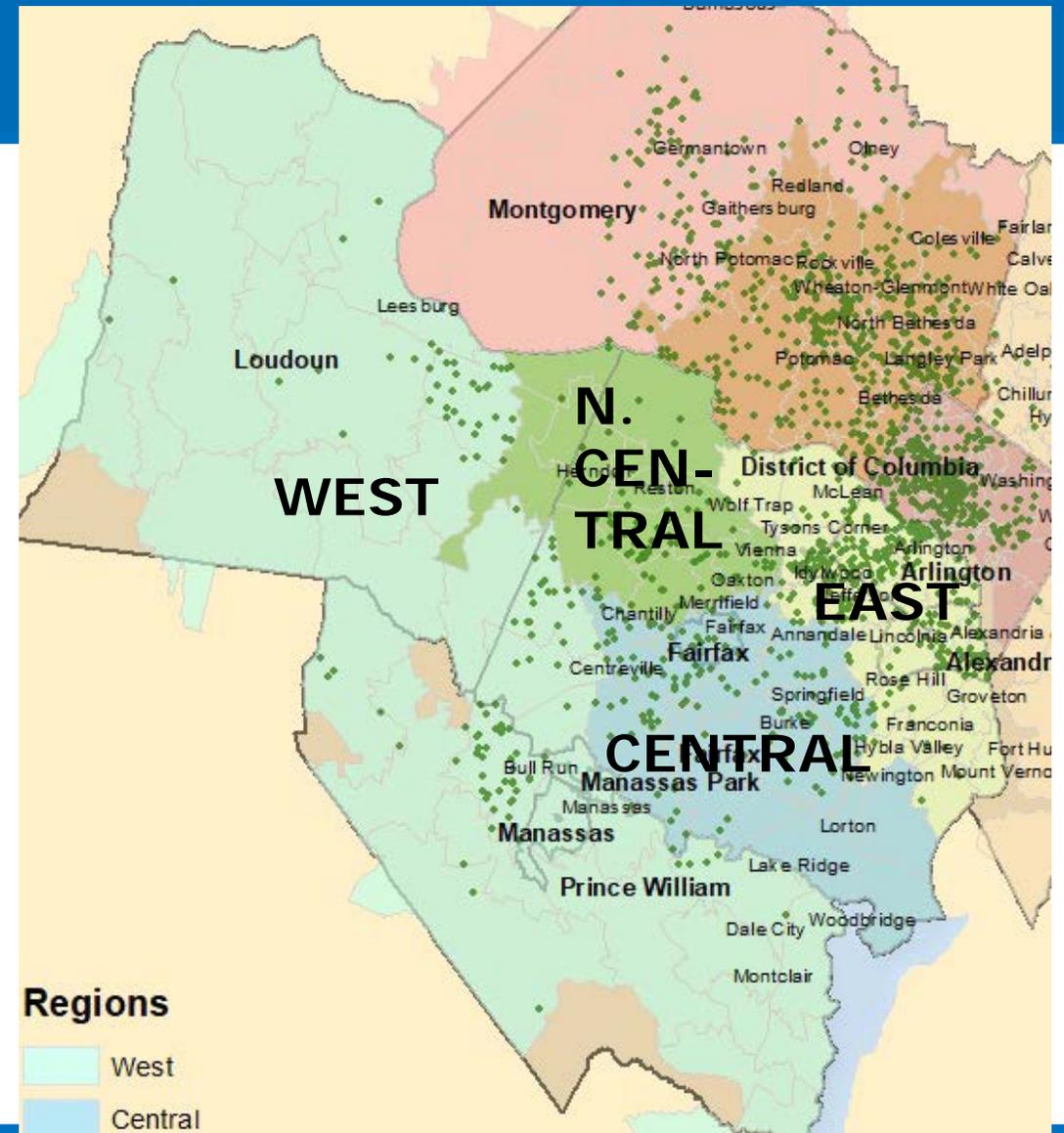
Geographic Distribution

Jewish individuals

Geographic region	% of VA	Count
North Central	20	24,500
Central	19	23,100
East	45	54,400
West	16	19,400

Jewish households

Geographic region	% of VA	Count
North Central	18	11,200
Central	19	12,200
East	46	29,600
West	17	10,700



Age by subregion

	18-29	30-39	40-49	50-64	65 +	
N. Central	24	18	3	35	21	100
Central	28	11	9	24	28	100
East	28	28	13	20	12	100
West	21	19	5	28	27	100

Key indicators by subregion

Key indicators	North-Central	Central	East	West
Has children	30	17	26	25
Intermarried (of all HH)	56	57	66	58
Synagogue Member	30	26	24	19
Attend Jewish program	47	50	44	36
Attended High Holy Day services	49	45	47	28

Patterns of Jewish Engagement

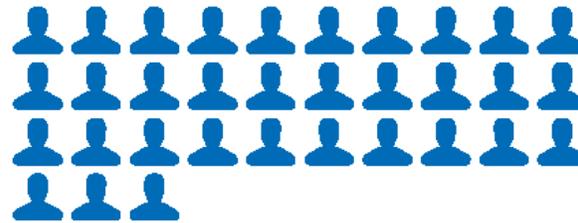
18% Immersed

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

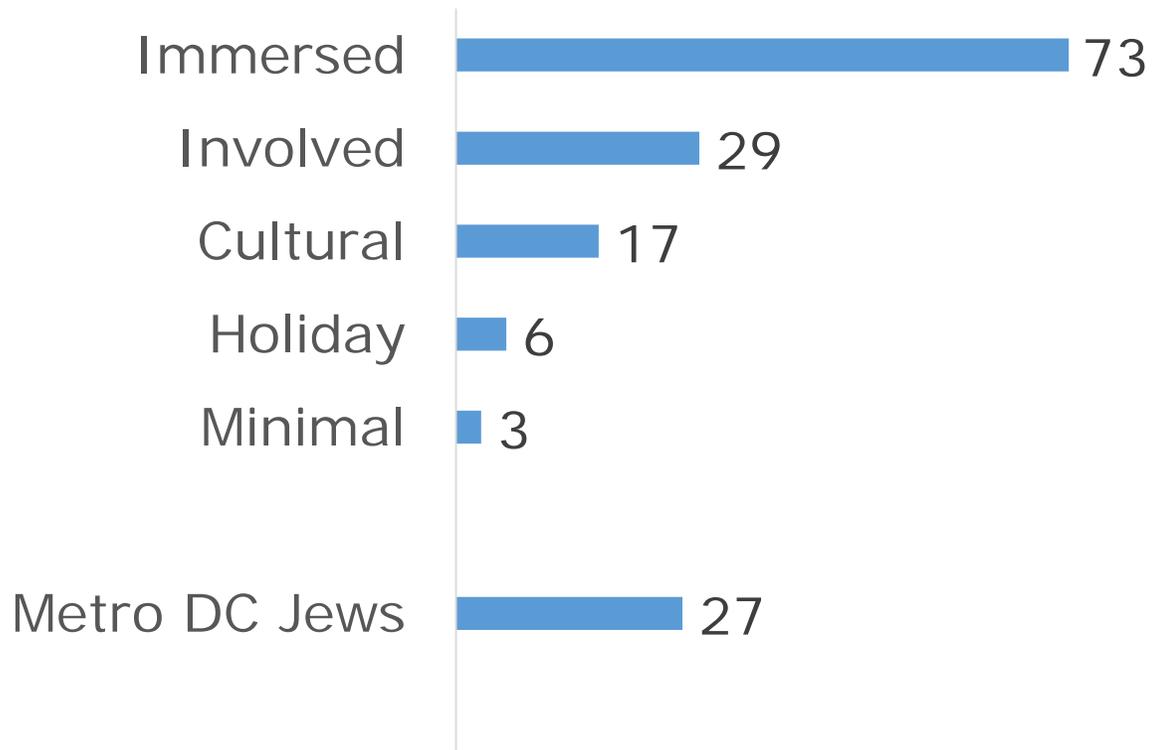
Belonging	%
Synagogue Member	<1
Children in Jewish Ed (K-12)	<1
Donate to Jewish Cause	19

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

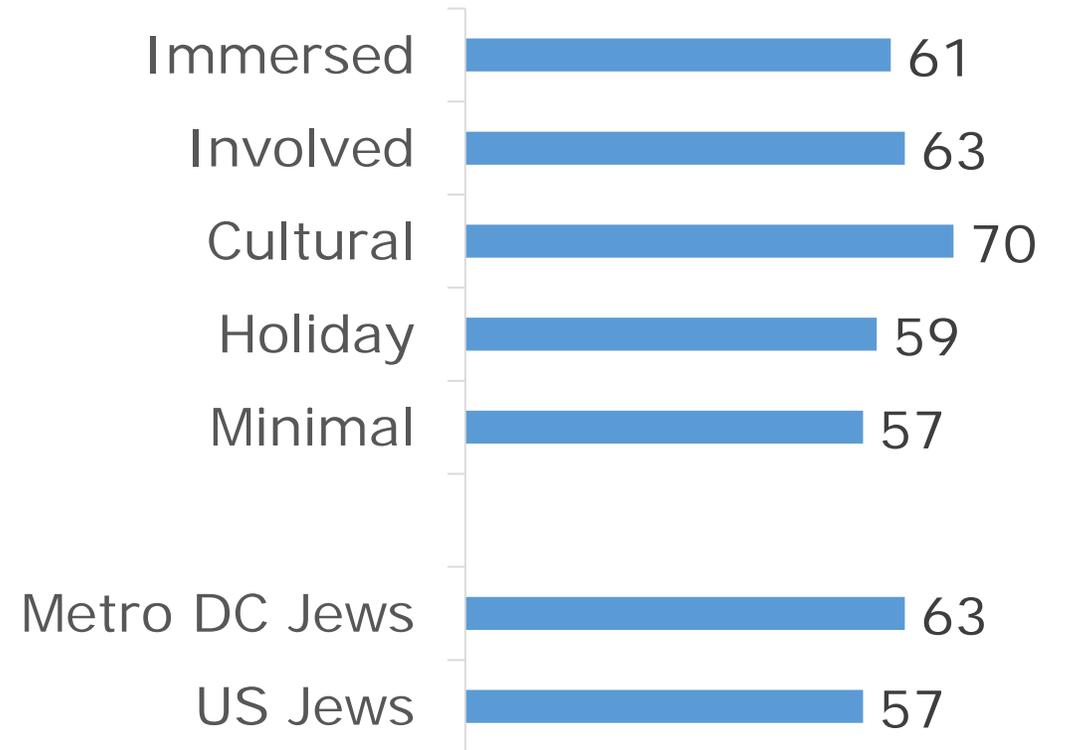
Attitudes	%
Very attached to Israel	18
Very connected to local community	<1

Meaning of being Jewish: Similarities and Differences

Judaism part of daily life (% very much)



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



Jewish engagement by region



GEOGRAPHY	Immersed	Involved	Cultural	Holiday	Minimal	
DC	16	35	19	22	8	100
MD	25	32	18	17	9	100
VA	13	31	20	20	17	100

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**