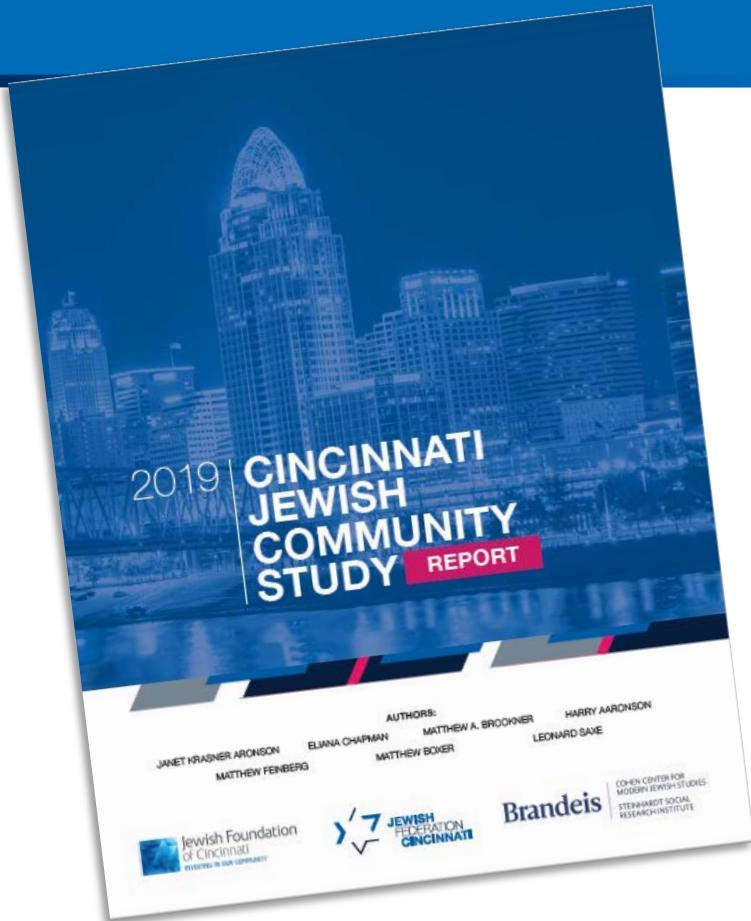


# Brandeis



COHEN CENTER FOR  
MODERN JEWISH STUDIES  
  
STEINHARDT SOCIAL  
RESEARCH INSTITUTE

# 2019 Cincinnati Jewish Community Study

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# US Jewish Population (2018)

The American Jewish population is increasing ...

Adult Jewish Population

ESTIMATE

Jewish Adults by religion

**4,432,900**

Other Jewish Adults

**1,466,500**

Total Jewish Adults

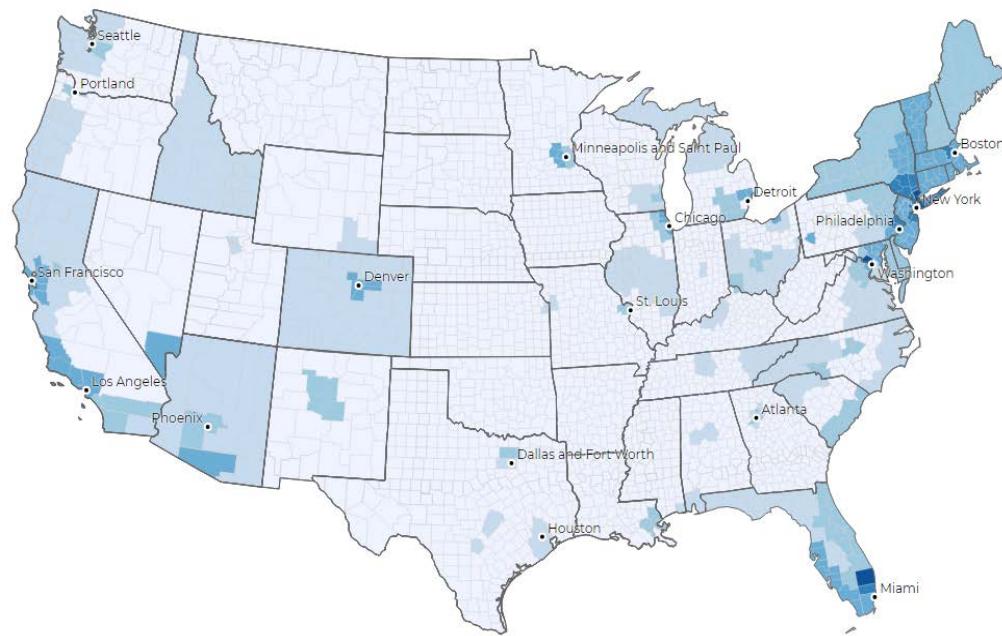
**5,899,100**

Total Jewish Children

**1,579,500**

**Total Jewish population**

**7,479,100**



**But who are they? More importantly, who are the Jews of Cincinnati and how do they engage?**

# Using Your Cincinnati Community Study

Designed to describe, not to evaluate. To inform, but not to prescribe.

- Provides a “broad stroke” portrait of the community
- Allows you to generalize beyond your own experience and people you know/engage
- Serves as a baseline for planning; for the future, a benchmark to measure change
- Provides information to set priorities and strategic directions
- Summary tonight is only the beginning of the analyses that can be developed

Demography is not destiny. Our goal is to empower the community.

# How We Did the Study

## Survey

- Questions developed in consultation with advisory committee

## Respondents

- Selected from ~50 organization lists and market research lists
- ~2,000 Jewish HHs interviewed
- 28% response rate of 28% in the representative sample
- Data collected February-May 2019 by telephone and online

## Analysis

- Data from 100s of other surveys used to develop population estimates
- Adjusted using benchmarks from administrative data

## Study deliverables

- Full report plus appendices with data presented in tabular format
- Dataset

## Limitations

- Numbers represent “point estimates”
- Data about full population more precise than data about subgroups

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## Key findings

# Key findings: population estimates

## The Greater Cincinnati Jewish Community Population Estimates, 2019

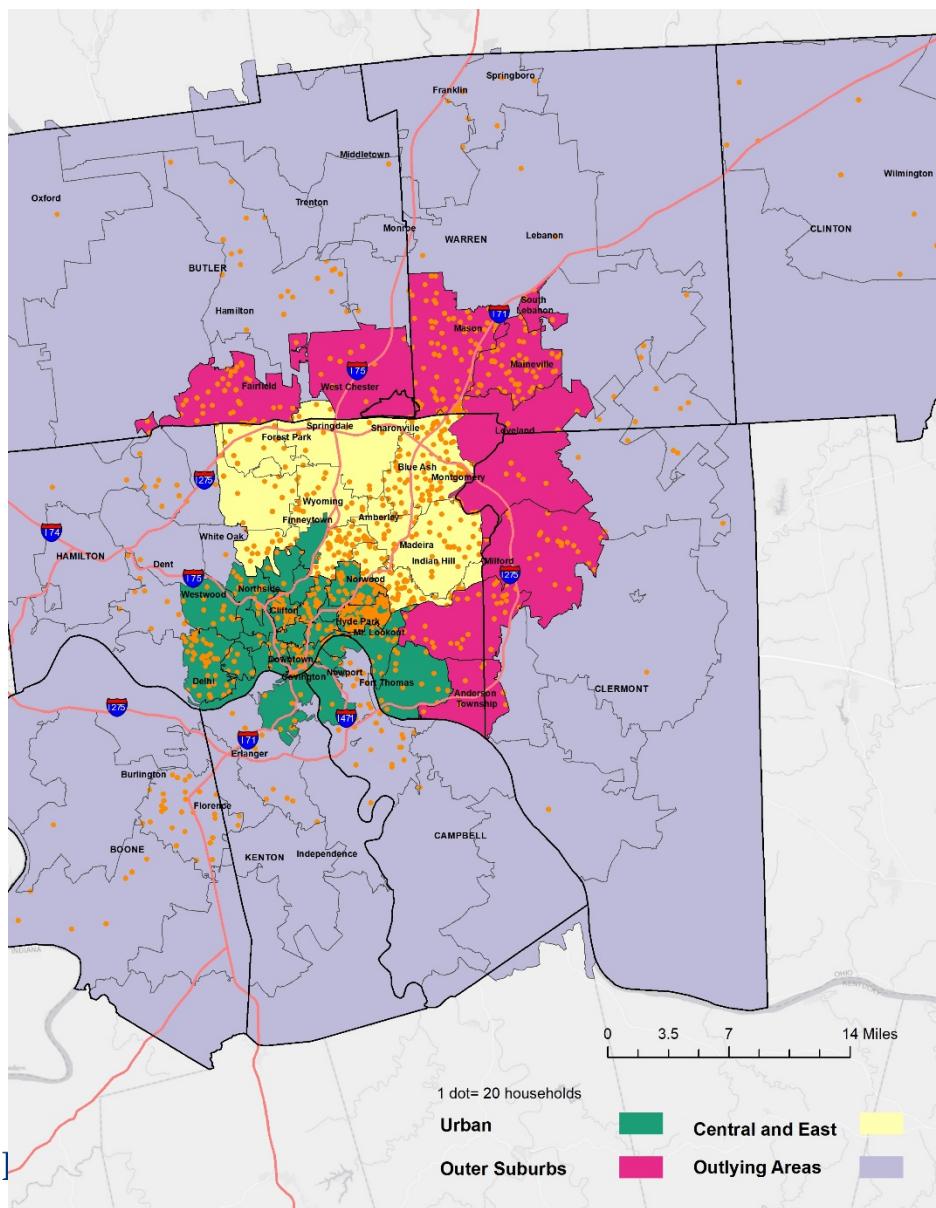
Total Jews	32,100
Adults	
Jewish	26,400
Non-Jewish	11,600
Children	
Jewish	5,700
No religion or not yet decided	3,700
Other religion	800
Total Jewish HHs	18,900
Total people in Jewish HHS	48,200

## Change since 2008

Total Jewish people	6%
People in Jewish HH	24%
Number of Jewish HH	36%



# Key findings: geography

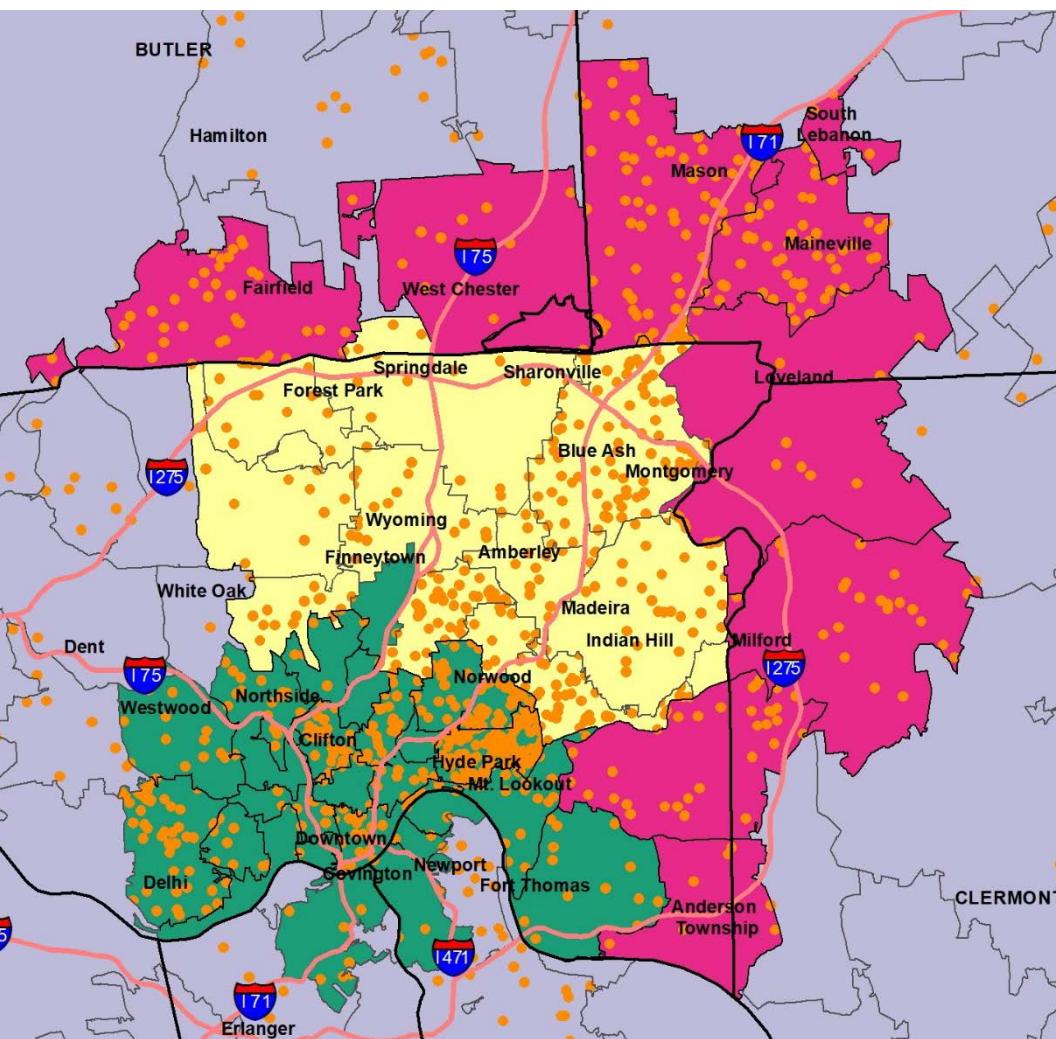


33% of Jewish households live in the Urban region

35% of Jewish individuals live in the Central and East region.

Regions	Jewish households	Jewish individuals
Urban	33	27
Central and East	29	35
Outer Suburbs	24	27
Outlying Areas	14	11

# Key findings: geography

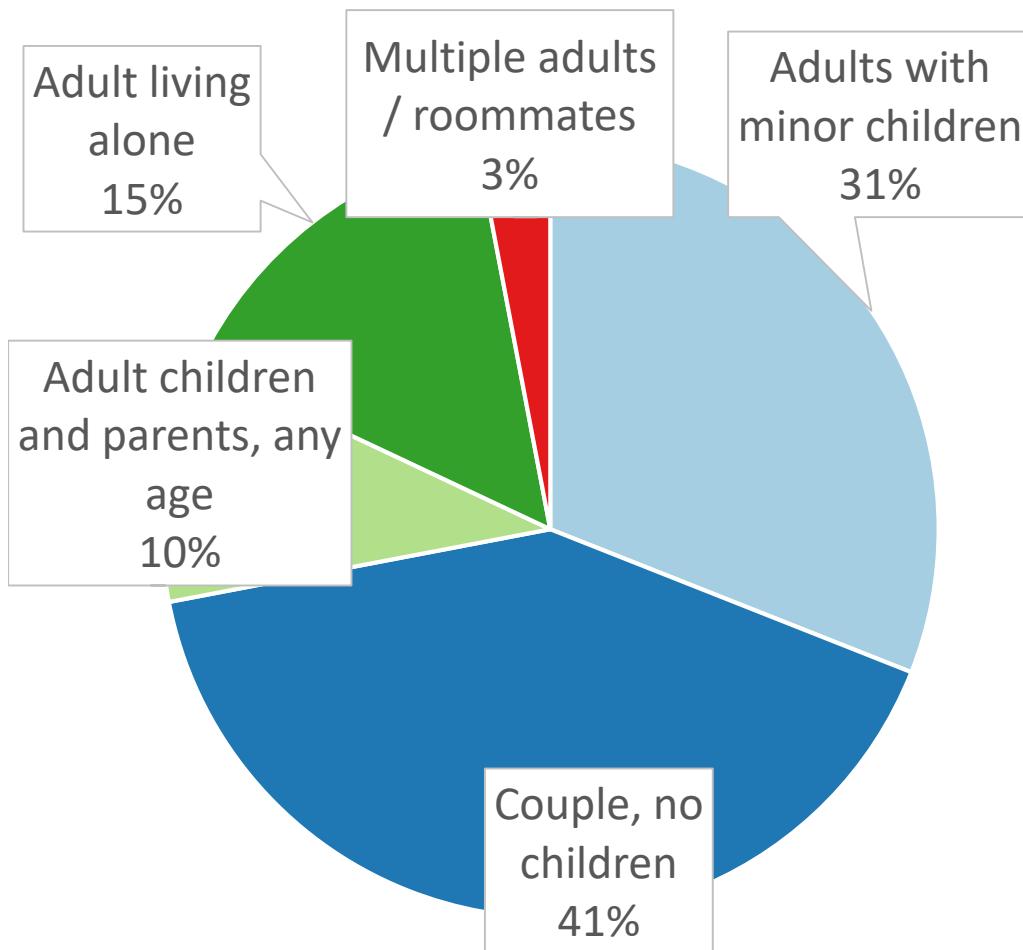


43% of Jewish children live in the Central and East region

46% of Jewish young adults ages 18-34 live in Urban region.

Regions	Ages 0-17	Ages 18-34
Urban	16	46
Central and East	43	19
Outer Suburbs	31	21
Outlying Areas	10	14

# Key findings: Household composition



**31%** of households include minor children (age 17 or younger)

**41%** of households include a couple without children.

**12%** of Jewish households have a member who identifies as LGBTQ.

**5%** of households include someone who is a person of color, Hispanic, or Latino.

**9%** of households include someone who is Russian speaking or was raised in a Russian-speaking home.

**4%** of households include an Israeli citizen.

# Key findings: Intermarriage

- About **75%** of households include a couple (married or living together).
- **55%** of married/partnered Jewish adults have a non-Jewish spouse.
- Among married US Jews (Pew) **44%** have a non-Jewish spouse; among married Jews in the Midwest, **49%** have a non-Jewish spouse.
- Of those in interfaith relationships, 31% feel that community is very supportive to interfaith families

**Overall, in your opinion, how supportive is the Cincinnati Jewish community to interfaith families?**

<b>Not at all</b>	7
<b>A little</b>	9
<b>Somewhat</b>	19
<b>Very much</b>	31
<b>No opinion</b>	34

# Index of Jewish engagement

- Market segmentation based on different kinds of Jewish behaviors
- More comprehensive and meaningful than denominations
- Statistically created groups based on 18 Jewish behaviors
- Used as primary analytical lens in report
- Focuses on meaningful patterns rather than single data points
- The goal is to describe behavior and not to evaluate it.

## *How We Developed These Categories*

Responses to questions about Jewish behaviors were analyzed using a statistical technique, Latent Class Analysis. Five primary patterns of Jewish behavior were identified.

The LCA analysis presented here is unique to the Greater Cincinnati Jewish community. Both the set of classifications and their names are derived directly from Cincinnati respondents.

# Jewish engagement in Greater Cincinnati

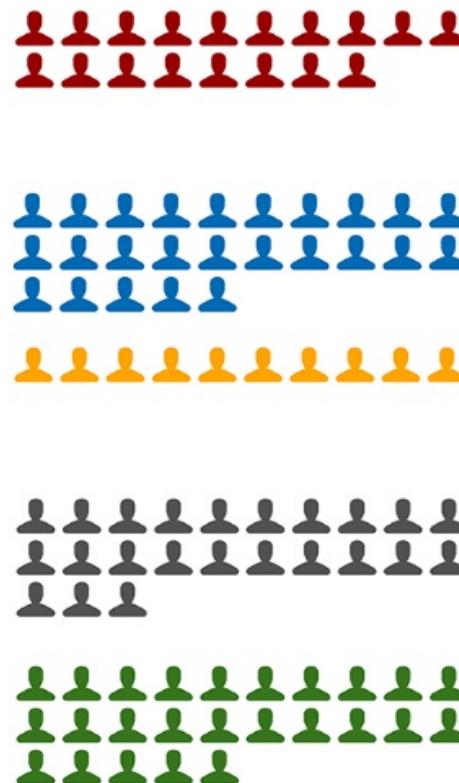
**18% Personal**  
Participates primarily in individual Jewish activities and less so in organizational and ritual activities

**25% Occasional**  
Occasionally participates in some aspects of Jewish life

**10% Communal**  
Participates in organizational and individual activities

**23% Congregational**  
Participates in ritual and other synagogue-related activities

**25% Immersed**  
Participates in all dimensions of Jewish life



- Group names were developed in consultation with advisory committee. They are intended to highlight distinguishing characteristics of each group
- The five patterns differ both in terms of prevalent types of Jewish behaviors and in the degree of participation in those behaviors.
- The groups do not represent a simple high-to-low continuum.

# Personal Jews: 18% of Jewish adults

Participates primarily in individual Jewish activities and less so in organizational and ritual activities.

## Most frequent Jewish behaviors

Legend
0-19%
20-39%
40-59%
60-79%
80-100%



Married or partnered (%)	Inmarried (of married) (%)	Children under 18 (%)	Reform (%)	No denomination (%)
81	20	16	15	71

# Occasional Jews: 25% of Jewish adults

Occasionally participates in some aspects of Jewish life.

## Most frequent Jewish behaviors (at least 40%)

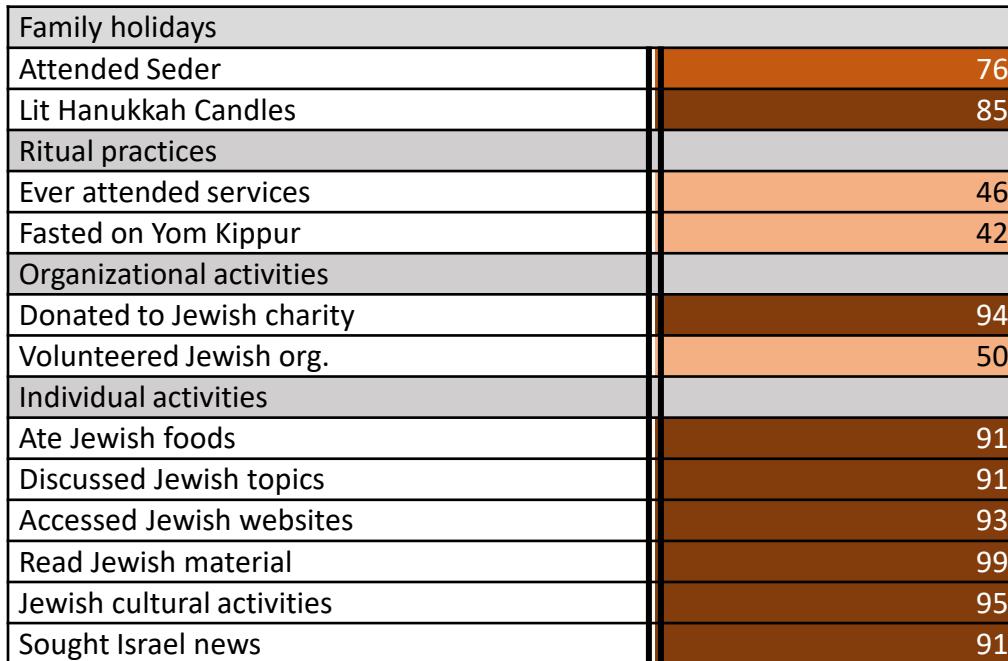
Attended Seder	41
Lit Hanukkah Candles	58



Married or partnered (%)	Inmarried (of married) (%)	Children under 18 (%)	Reform (%)	No denomination (%)
83	23	45	20	65

# Communal Jews: 10% of Jewish adults

Participates in organizations and individual activities.  
**Most frequent Jewish behaviors**

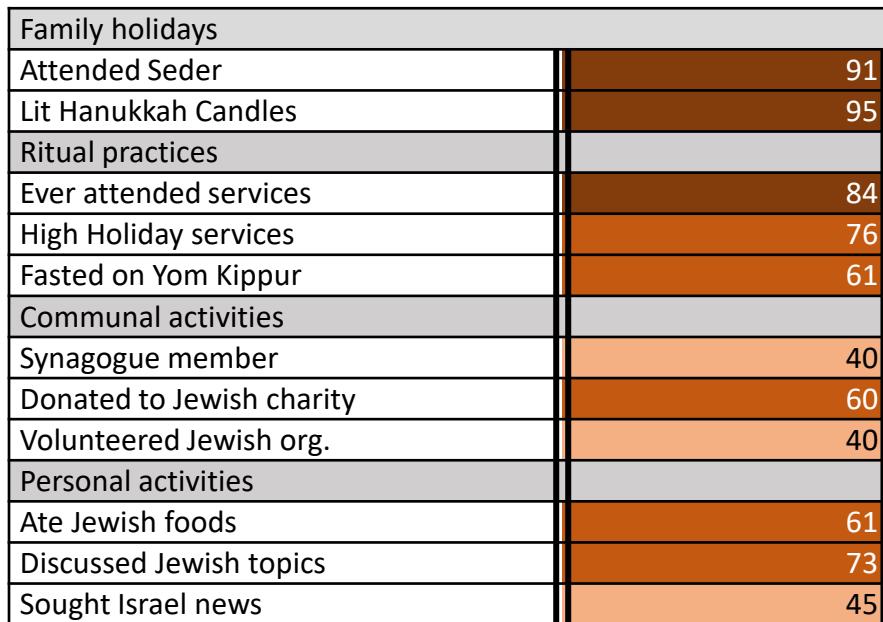


Legend
0-19 %
20-39%
40-59%
60-79%
80-100%

Married or partnered (%)	Inmarried (of married) (%)	Children under 18 (%)	Conservative (%)	Reform (%)	No denomination (%)
57	57	14	18	43	35

# Congregational Jews: 23% of Jewish adults

Participates in ritual and other synagogue-related activities.  
**Most frequent Jewish behaviors**



Legend
0-19 %
20-39%
40-59%
60-79%
80-100%

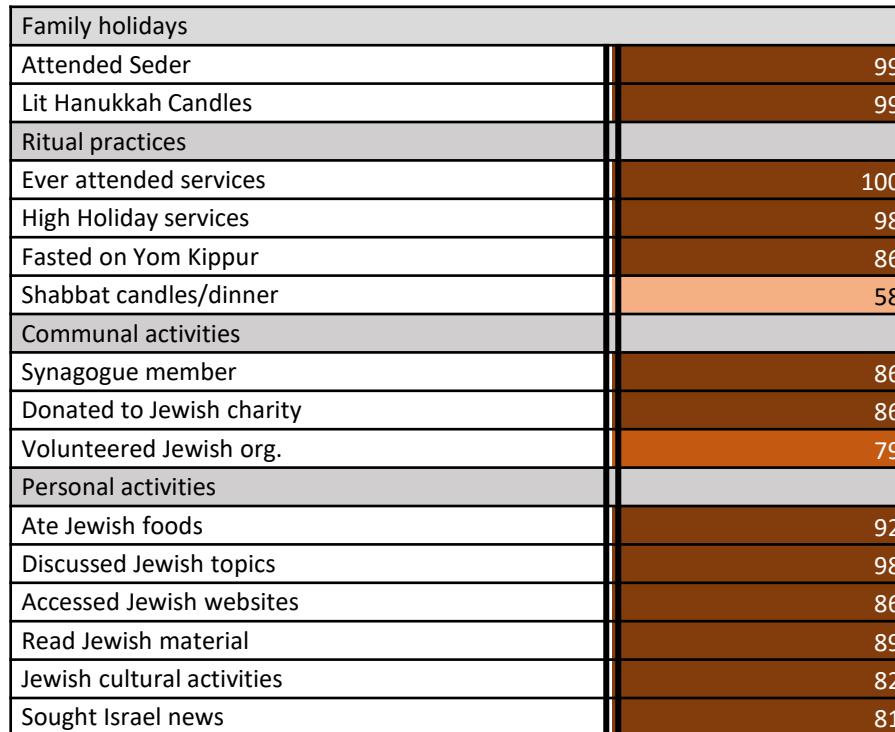
Married or partnered (%)	Inmarried (of married) (%)	Children under 18 (%)
79	48	32

Conservative (%)	Reform (%)	No denomination (%)
16	62	16

# Immersed Jews: 25% of Jewish adults

Participates in all dimensions of Jewish life.

## Most frequent Jewish behaviors



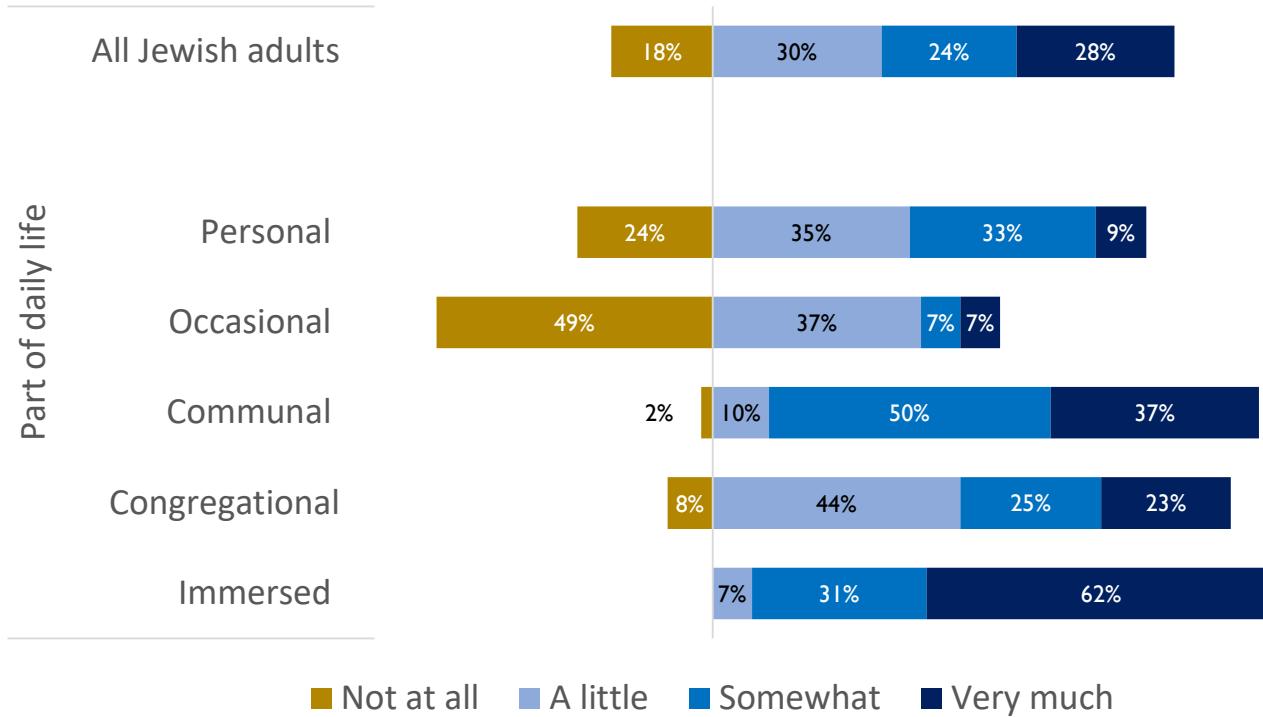
Legend
0-19 %
20-39%
40-59%
60-79%
80-100%

Married or partnered (%)	Inmarried (of married) (%)	Children under 18 (%)
85	77	39

Orthodox (%)	Conservative (%)	Reform (%)	No denomination (%)
17	24	38	17

# Judaism part of daily life

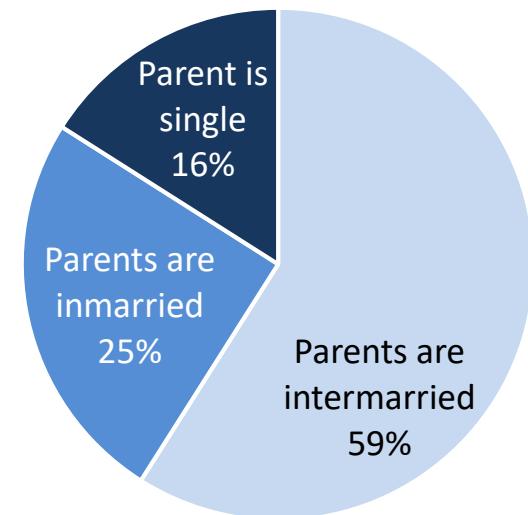
To what extent is Judaism part of your daily life?



# Key findings: Children

- **59%** of children are being raised by intermarried parents; **25%** are being raised by inmarried parents, and **16%** are being raised by a single parent.
- **67%** of children of inmarried parents are being raised Jewish in some way.
- **51%** of children of intermarried parents are being raised Jewish in some way.

**Parentage of children in Jewish households**



	Number	All children (%)
Jewish by religion	3,400	33%
Secular/culturally Jewish	1,800	18%
Jewish & another religion	500	5%
No religion	2,600	26%
Not yet decided	1,100	10%
Another religion	800	8%
<b>Total</b>	<b>10,200</b>	<b>100%</b>

# Key findings: Formal Jewish education

	Number of students	Proportion of age-eligible Jewish children (%)	Proportion of all age-eligible children (%)
<b>Any formal Jewish education</b>	1,600	28%	15%
<b>Jewish preschool</b>	400	18%	12%
<b>Supplemental school, K-12</b>	800	21%	12%
<b>Day school, K-12</b>	400	10%	5%

# Key findings: Informal Jewish education

	Number of students	Proportion of age-eligible Jewish children (%)	Proportion of all age-eligible children (%)
<b>Any informal Jewish education, K-12</b>	1,500	38%	21%
<b>Jewish day camp, K-12</b>	600	15	8
<b>Jewish overnight camp. K-12</b>	600	15	8
<b>Jewish youth group, 6-12</b>	500	19	12
<b>Peer Israel trip, 11-12</b>	200	25	16

# Key findings: Synagogue participation

- **28%** of households (~5,300) include someone who belongs to a synagogue or another Jewish worship community of some type
- **21%** of households are dues-paying members of a brick-and-mortar synagogue, representing about **3,600** households. In comparison, in **2008**, **26%** of Jewish households were dues paying members of local synagogues, representing **3,500** households. The number of synagogue households is nearly unchanged over time, but the proportion of households has decreased due to the increase in total number of households.
- **35%** of Jewish adults live in synagogue-member households, comparable to that of the rest of the country (39%), but lower than among other Jews in the Midwest (47%).
- Among those who are not currently synagogue members, **38%** were members in the past.
- **62%** of Jewish adults attended at least one Jewish religious service in the past year
- **45%** of Jewish adults participated in a synagogue-sponsored program in the past year

# Key findings: Communal life

- **8%** of Jewish households are members of the Mayerson JCC. **28%** of Jewish adults participated in a JCC sponsored program in the past year.
- In the past year, **67%** of Jewish adults volunteered at least once. **32%** volunteered only with non-Jewish organizations, **14%** volunteered only at Jewish organization, and **21%** volunteered at both types.
- **82%** of households made at least one charitable contribution. **27%** donated only to non-Jewish organizations, **2%** donated only to Jewish organizations, and **53%** donated both to Jewish and non-Jewish organizations.

# Key findings: Israel

- **52%** of Jewish adults have been to Israel at least once. Among US Jews, 43% have been to Israel at least once.
- **24%** of Jewish adults have traveled with a Jewish organization on a mission or other sponsored trip to Israel.
- **32%** of Jewish adults feel very connected to Israel.
- **28%** of Jewish adults sought out news about Israel frequently over the past year.
- Among Jewish young adults (ages 22 to 34), **72%** have been to Israel, compared to 45% of US Jews of the same age.
- Among Jewish young adults (ages 22 to 34), 42% feel very connected to Israel, compared to 23% of US Jews of the same age.

# Key findings: Financial conditions

## Self-reported standard of living and household income

### Standard of living

Prosperous	9
Living very comfortably	31
Living reasonably comfortably	49
Just getting along	11
Nearly poor	1
Poor	< 1

### Household income

\$200,000 or more	16
\$150,000 to \$199,999	5
\$100,000 to \$149,999	24
\$50,000 to \$99,999	23
Less than \$50,000	14
Prefer not to answer	19

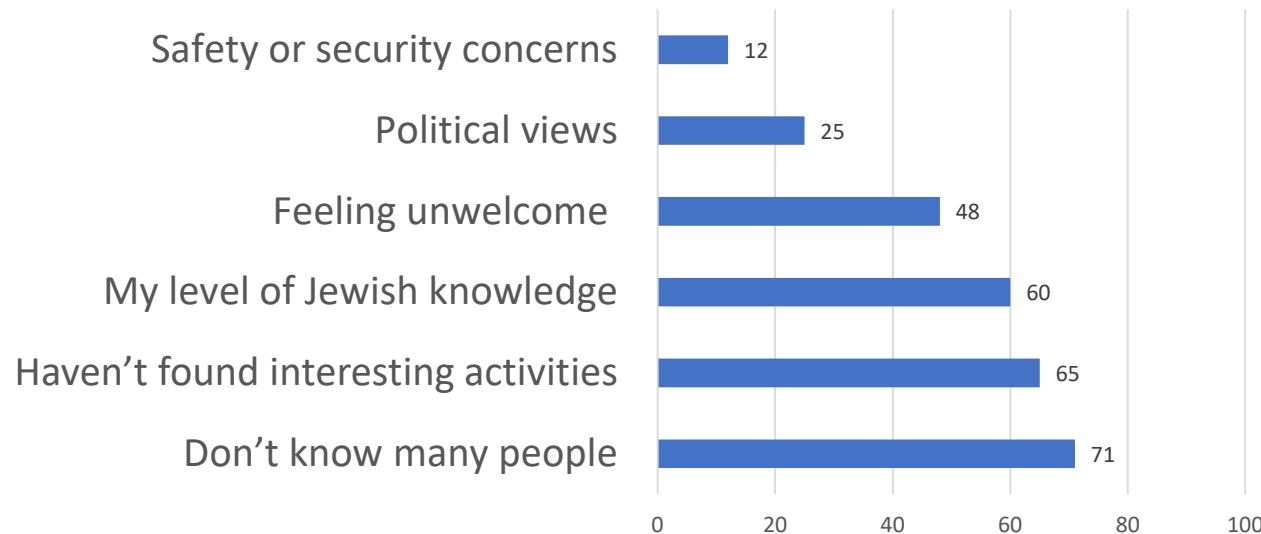
- **11%** of Jewish households describe their standard of living as “just getting along” and **less than 2%** describe themselves as nearly poor or poor.
- **40%** of Jewish households describe their standard of living as prosperous or very comfortable.
- **28%** of households had insufficient savings to cover 3 months of expenses.
- **26%** of households are not confident in their ability to live comfortably during retirement, **18%** percent of parents are not confident paying for their children’s college education, and **7%** of households are not confident paying off student loans
- **5%** of households indicated that full participation in Jewish life was difficult due to financial issues.

# Key findings: Health and social services

- **17%** of households include someone with a health issue that limited their work, school, or other activities. The most common issues were chronic illness and physical disabilities.
- **12%** of households include someone who provides care on a regular basis for a close relative or friend.
- **10%** of Jews younger than age 75 indicate that they have parents living in an assisted living facility in Greater Cincinnati, and **11%** have a parent in a senior community elsewhere.
- **8%** of households include someone for whom full participation in Jewish life was difficult due to health reasons;
- **5%** indicated that full participation in Jewish life was difficult due to financial issues.

# Barriers to participation

- **70%** of Jewish adults feel at least a little connected to the local Jewish community; **15%** feel very connected.
- **48%** of Jewish adults would like to be more connected to the Jewish community
- Of those who would like to be more connected, the reasons that their connection is limited include:





## THANK YOU TO

The Jewish Federation of Cincinnati, the Jewish Foundation of Cincinnati, and their dedicated staff  
Members of the advisory committee who provided invaluable feedback  
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The 1,887 survey respondents