

2016 PJ Library Family Survey Results

Below is a summary of results from the 2016 PJ Library family survey. We received 25,270 responses out of 126,660 families (20% completion rate). Communities that received at least 20 responses will see their community's results in the yellow column. Also provided for reference are two comparison columns: gray for other communities similar to yours in size, and blue for all communities in the US and Canada. Please reach out to your Program Officer or email familysurvey@pjlibrary.org if you'd like to discuss more.

	Winnipeg	All Medium/Large Communities		All US and Canada Communities	
		Value	+/-	Value	+/-
Number of Respondents	214	2,530		25,270	
Response Rate	35%	23%	12%	20%	15%
Family Backgrounds: Families who/whose...					
Identify as intermarried (one parent identifies as Jewish and one does not)	27%	33%	-6%	28%	-1%
Have a family member who is Jewish by choice	17%	19%	-2%	16%	1%
Primary language in the home is other than English	41%	8%	33%	7%	34%
Index of Jewish Engagement Score is Low (0-2)*	17%	16%	1%	13%	4%
Index of Jewish Engagement Score is Moderate (3-5)*	32%	34%	-2%	30%	2%
Index of Jewish Engagement Score is High (6-8)*	51%	49%	2%	57%	-6%
Community Involvement: Families who...					
Know who their community partner is	76%	66%	9%	35%	41%
Have interacted with their community partner in the last year	53%	41%	11%	24%	29%
Read the e-newsletter from their community	69%	48%	21%	38%	31%
Are interested in getting more connected to local Jewish organizations, activities, and/or people	85%	78%	8%	75%	10%
Attended a program for young Jewish families in the last year	67%	55%	12%	47%	20%
Of those that attended...					
A few times a year	78%	65%	12%	63%	15%
Monthly	12%	19%	-7%	20%	-8%
A few times a month	9%	9%	-1%	9%	0%
Weekly	2%	6%	-5%	8%	-6%
Are very likely to recommend these programs to a friend or family member	72%	77%	-5%	75%	-3%
Connected socially with other adults during the program	71%	75%	-4%	72%	-1%
Experience at Home: Families who say...					
They are satisfied with their PJ Library books and resources	93%	96%	-3%	95%	-2%
They are very likely to recommend PJ Library to their friends and family members	84%	90%	-6%	90%	-6%
PJ Library has increased their confidence to engage with their children regarding Jewish traditions, values, and/or customs	89%	86%	3%	83%	6%
<i>Intermarried families who report PJ Library has increased their confidence to engage with their children regarding Jewish traditions, values, and/or customs</i>	91%	94%	-3%	94%	-3%
PJ Library has made them more interested in Jewish traditions, values, and/or customs	90%	92%	-3%	91%	-1%
PJ Library has been a valuable parenting tool	89%	92%	-3%	91%	-2%
PJ Library has supported them in building upon or adding a Jewish tradition to their home life	95%	96%	-1%	94%	1%
PJ Library has supported them in conversations about Jewish traditions, values, and/or customs	94%	97%	-3%	96%	-2%
PJ Library has helped them think about the kind of Jewish practice they want to have in their home	87%	89%	-2%	87%	0%
Other Influence: Families who say PJ Library has influenced their decision to enroll their children in a...					
Jewish summer day or overnight camp	35%	27%	8%	28%	7%
Jewish after-school or weekend program	25%	17%	8%	28%	-3%
Jewish early education program	21%	28%	-7%	27%	-6%
Jewish day school	26%	30%	-3%	17%	9%

*To help better understand families' collective Jewish experiences and attitudes, we developed a composite score and awarded one point for each of the following eight survey items: (1) are raising their children as Jewish or Jewish and something else; (2) believe it is very important that their children identify as all or partially Jewish; (3) belonged to or participated in a synagogue over the last year; (4) made a financial donation to any Jewish charity or cause over the last year; (5) believe it is very important that their family is part of a Jewish community; (6) enrolled their children in a Jewish day school, camp, early education program, or after-school or weekend program over the last year; (7) attended programs for Jewish families with young children over the last year; and (8) have most or all of their friends identify as Jewish.