



JEWISH FEDERATIONS OF CANADA - UIA
UIA - הפדרציות היהודיות בקנדה
FÉDÉRATIONS JUIVES DU CANADA - UIA

Canadian. Jewish. Advocacy.

Key Findings of Survey of Jewish Canadians aged 18 to 40

June 2017

Why?

- There is rich data in the United States (such as the 2013 PEW study of American Jewry), and some Canadian data (such as the 2016 JFC-UJA survey of Baby Boomers).
- **However, there is a lack of current survey data on young Canadian Jewry.**
- With the closure of the National Young Leadership Department at JFC-UJA (2015), a vacuum emerged – requiring research into the views, priorities, and engagement levels of young Jews.

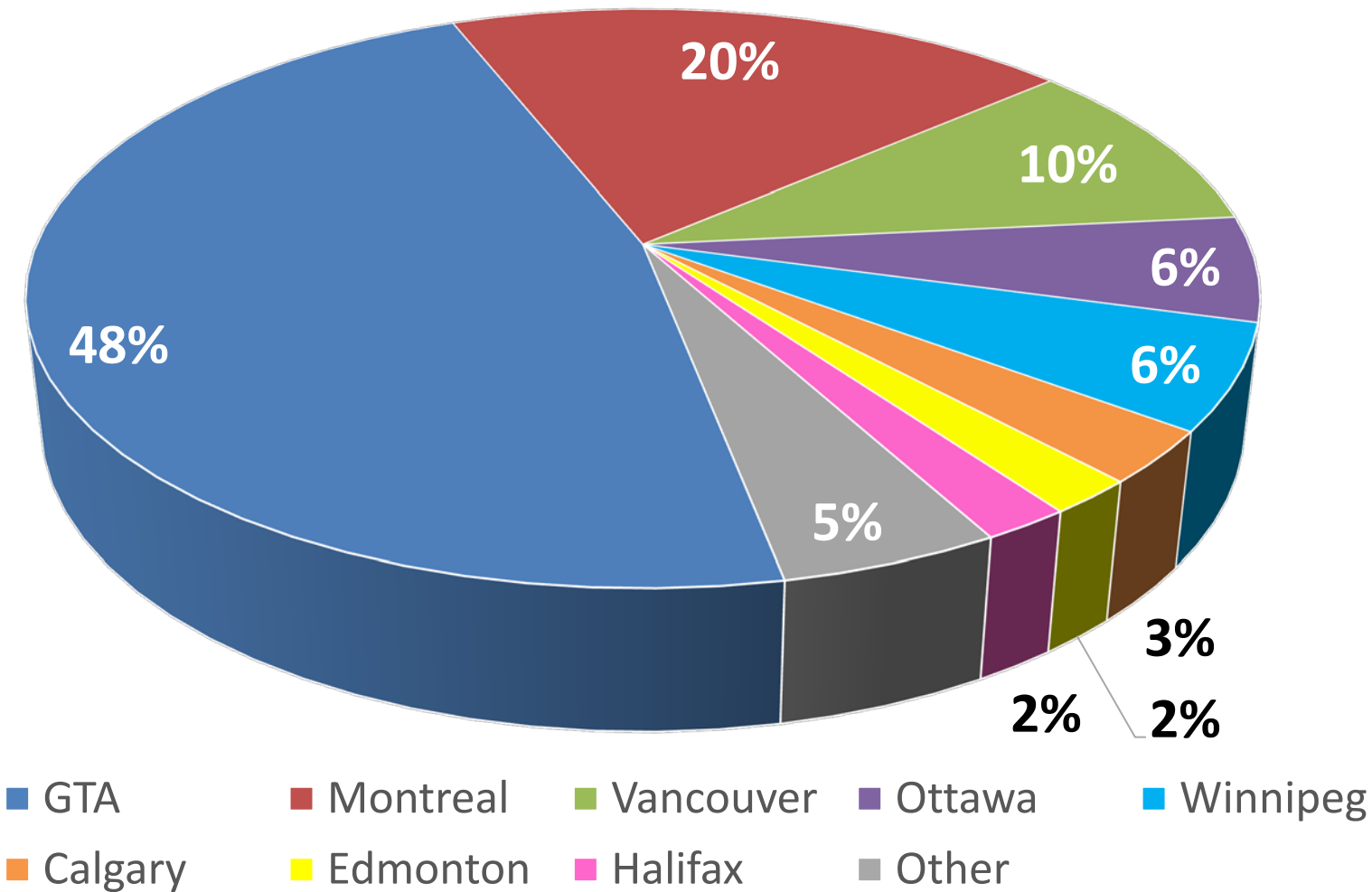
Research Objectives

- To ensure that our partners have Canadian data to inform planning on a local and national level.
- Purpose of the survey is to better understand Jews aged 18-40.
 - Interests
 - Views
 - Lifestyle
 - Jewish identity
 - Pathways and barriers to engagement

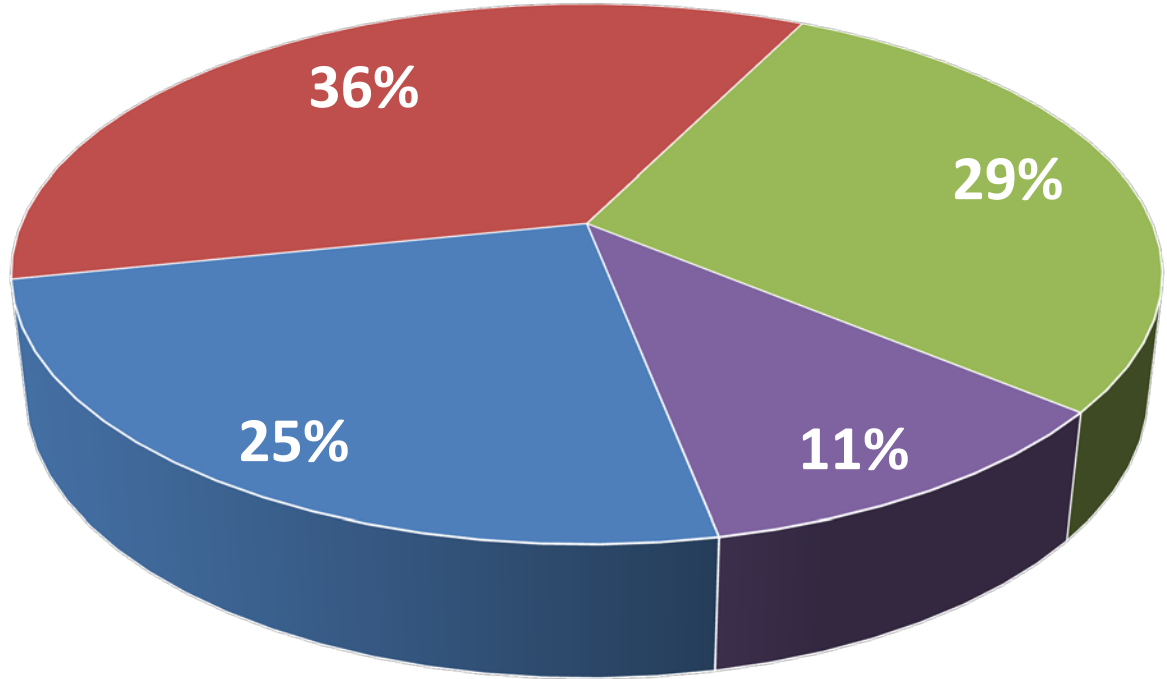
Methodology

- Online survey of Canadian Jews between the ages of 18 and 40.
- Survey distributed by JFC-UIA, CIJA, Federations, Hillel, Canada-Israel Experience, The House, and other organizations.
- Conducted in both official languages in April 2017, garnering 2,617 respondents in total (2,607 English, 10 French).
- Survey design benefited from review and advice by various experts, including Charles Shahar, Research and Evaluation Specialist at Federation-CJA of Montreal.
- This project should be viewed as a meaningful pulse-check of a relatively engaged segment of Jews aged 18-40. Results are reflective of participants but not of the general Jewish population.
- Research has been supplemented with focus groups in two cities.

Geographic Breakdown of Respondents



How involved are you in the Jewish community?



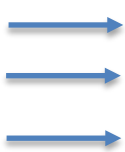
■ Very ■ Somewhat ■ Slightly ■ Not at all

How important should the following be when it comes to the role of Federation?

Slightly & Not at
all Involved

Somewhat Inv.

Very Involved



Priority	% Say "Very Important"
Combating antisemitism	73%
Supporting disadvantaged members of the Jewish community	73%
Supporting Jewish education	65%
Strengthening Jewish identity	64%
Supporting Israel	61%
Creating social opportunities for the Jewish community	59%
Developing Jewish leaders	57%
Fundraising for Jewish social service agencies	56%
Creating Jewish cultural programs	56%
Enhancing Jewish-general community relations	53%
Providing informal or experiential educational opportunities	49%
Supporting creative, grassroots-led Jewish initiatives	48%

In Their Own Words: Federation's Role

“Federation should stop acting like a clearing-house for every activity and idea that transpires in the Jewish community -- be more of a facilitator, catalyst, connector.”

How likely would you be to attend a Federation event such as...

Activity	% say "Very Likely"
A subsidized trip to Israel	52%
A networking event related to my professional field	50%
An Israeli- or Jewish-themed food tasting	39%
An Israeli beer, wine or spirits tasting	35%
A Ted Talks-style series on a Jewish or Israeli topic	32%
Volunteering abroad to help a disadvantaged Jewish community	29%
An Israeli art, music, or cultural performance	24%
A peace-building initiative	24%
Volunteering abroad to help a disadvantaged non-Jewish community	24%
An Israeli- or Jewish-themed party	23%
An Israeli film	20%

Top Federation Event Options, By Group



Subsidized trip to Israel

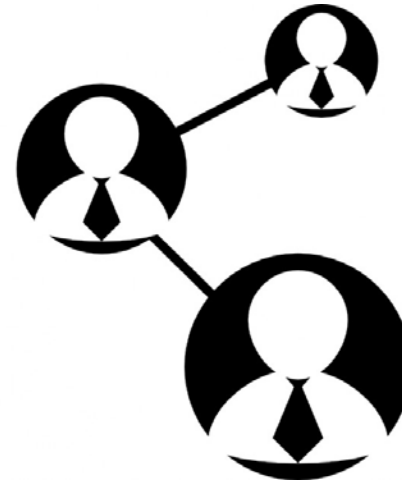
Age 18-24 = 73%

Age 25-29 = 57%

Women = 56%

Slightly Involved = 52%

Not at all Involved = 47%



Career Networking Event

Age 30-40 = 40%

Men = 51%

Very Involved = 55%

Somewhat Inv. = 53%

How likely would you be to attend a Federation event if it took place...

Venue	% say "Very Likely"
At a friend's house	46%
At a bar or restaurant	42%
At a museum or cultural venue	39%
At a cultural festival/performance	32%
At a Jewish community centre	31%
At a Jewish Federation building	25%
At a synagogue	23%
On a social media platform	22%

In Their Own Words: Venues

“I think mixing events with already happening events in the city would generate more interest rather than creating isolated events just for a small group of people from the federation. IE: if there is a gallery opening, or a music show, organizing groups to have an activity before or after, and go together.”

Top Federation Event Venues, By Group



Friend's House

Very Involved = 55%

Women = 50%

Somewhat Inv. = 48%

Age 25-29 = 46%

Age 30-40 = 43%

Men = 41%

Slightly Involved = 39%



Bar or Restaurant

Age 18-24 = 54%



Museum/Cultural Venue

Not at all Involved = 36%

How important are these factors when considering a Federation event?

Factor	% say "Very Important"
Subject matter is interesting	72%
Time is convenient	64%
Environment is welcoming to newcomers	58%
Location is convenient	48%
Atmosphere is fun and vibrant	48%
Free or affordable admission	46%
An opportunity to get together with my friends	30%
A networking or career-building opportunity	26%
An opportunity to meet new friends	26%
An opportunity to experience Jewish culture or learning	24%
A fun activity with my kids	20%
An opportunity to meet a future partner/spouse	19%

In Their Own Words: Cliques

“Since I moved here I’ve attended 7-8 events by Federation and at each one have left disappointed in the lack of effort to welcome new people. ...each time felt there was nothing done to ensure that new people were engaged. This could be something as simple as putting a sticker on a new donor/newcomers name tag, and making your board responsible for making the effort to welcome those people.”

“ I feel more comfortable to join when at least one friend is involved.”

“I am nervous to join in events where I feel like everyone already knows each other.”

Top Federation Event Factors, By Group



Subject Interesting

Very Involved = 75%
Somewhat Inv. = 71%
Slightly Involved = 69%
Not at all Involved = 73%

Women = 74%
Men = 68%
Age 18-24 = 73%
Age 25-29 = 69%
Age 30-40 = 73%



Environment Welcoming to Newcomers

Very Involved = 51%
Somewhat Inv. = 56%
Slightly Involved = 64%
Not at all Involved = 66%

Women = 64%
Men = 48%
Age 18-24 = 64%
Age 25-29 = 61%
Age 30-40 = 52%

In Their Own Words: Cost

“Would prefer if events cost less or nothing, not everyone has disposable income and it makes it difficult to attend many events a year when they are expensive. You may engage more people that way and it's more welcoming when you can walk in somewhere and not have to take your wallet out.”

How interesting are the following to you?

Topic	% say "Very Interesting"
Travel	59%
Food and Drink	52%
Health and Wellness	38%
Music	36%
Technology	31%
Science	28%
Film	28%
Performance Arts	26%
Television	24%
Art	23%
Literature	19%

How important are the following to you?

All other involvement groups →

Very Involved →

Issue	% say "Very Important"
Healthcare	51%
Security and Terrorism	45%
Fighting Discrimination Against Visible Minorities	42%
Peace and Conflict Resolution	41%
Gender and Equity Issues	39%
The Environment	37%
Poverty in Canada	35%
Canadian Politics and Democracy	33%
Poverty in the Developing World	28%
Refugees	28%
LGBTQ Issues	27%
First Nations Issues	24%

How important are the following to your Jewish identity?

Activity	% say "Very Important"
Remembering the Holocaust	79%
Raising one's kids to be proud and knowledgeable about Jewish identity	74%
Combating antisemitism	70%
Supporting Israel	61%
Combating hatred and discrimination against all minorities	55%
Marrying or having a committed relationship with a Jewish partner	54%
Promoting social justice or "tikkun olam"	49%
Having Jewish friends	40%
Observing Jewish religious traditions, ie: keeping kosher, Shabbat, holidays	33%
Supporting disadvantaged Jews in Canada and globally	33%
Being involved with the local organized Jewish community	32%
Enjoying Jewish/Israeli culture, ie: music, art, food, entertainment, etc.	28%
Knowing Hebrew	28%
Attending synagogue	16%

Top Identity Markers, By Group



Remembering the Holocaust

Age 18-24 = 88%

Somewhat Inv. = 85%

Women = 83%

Slightly Involved = 80%

Age 25-29 = 79%

Men = 74%

Not at all Involved = 73%



Raising One's Children to be Proud/Knowledgeable Jews

Very Involved = 90%

Age 30-40 = 75%

Somewhat Involved = 82%

Slightly Involved = 61%

Not at all Involved = 41%

Least Important Identity Markers, By Group



Attending Synagogue

Age 18-24 = 16%

Age 25-29 = 11%

Age 30-40 = 18%

Men = 19%

Women = 14%

Very Involved = 34%

Somewhat Involved = 15%

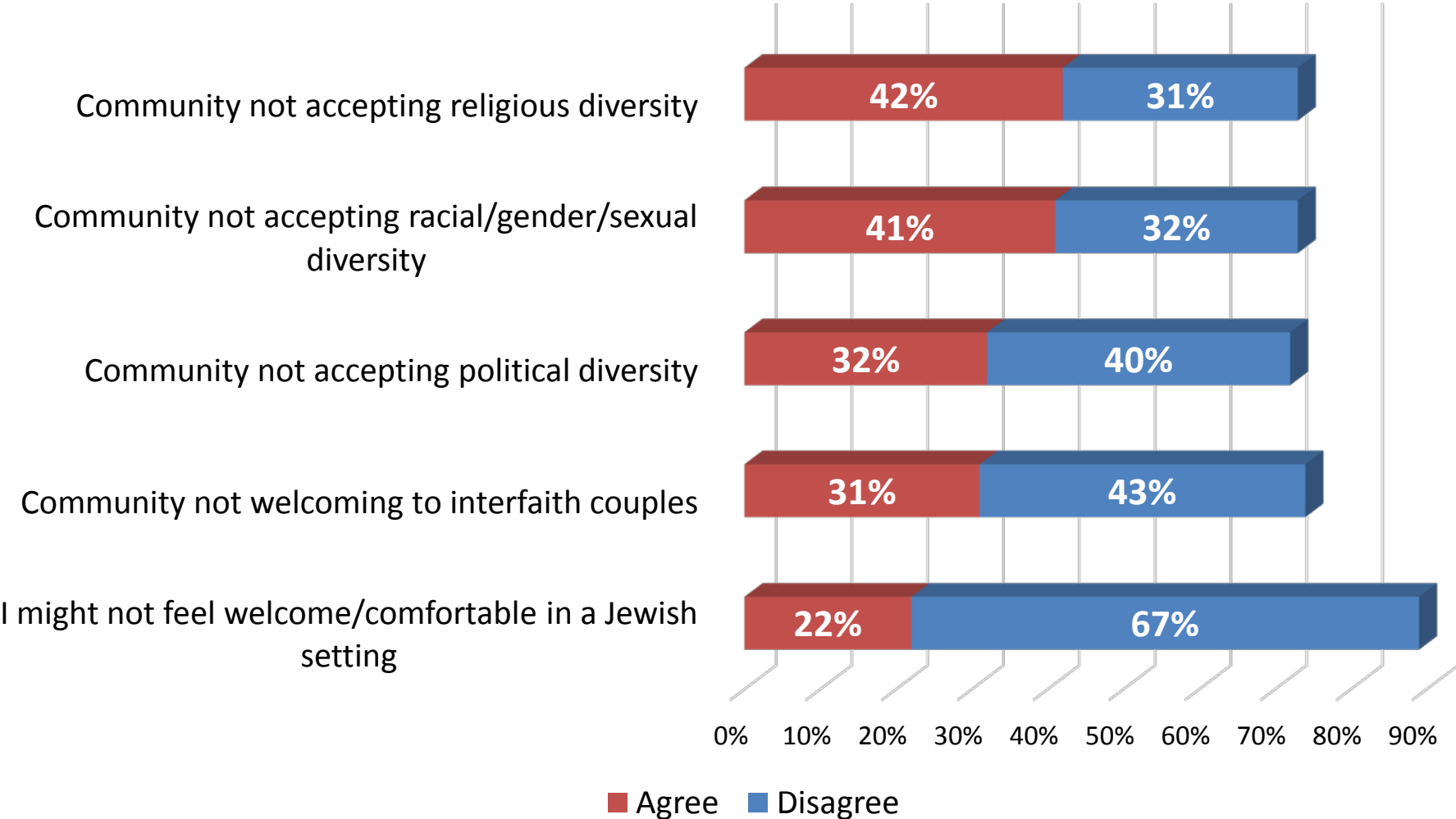
Slightly Involved = 5%

Not at all Involved = 2%

In Their Own Words: Grassroots Judaism

“My Jewish friends and I organize our own Shabbat dinners, get-togethers, salon events, etc. Our network is strong and vibrant, and in many cases educates our non-Jewish friends about Judaism, but is also totally off the radar of Jewish institutions. This is a loss in my opinion. I ask the Federation to strike a more inclusive tone, to foster discourse and debate rather than assuming that all Jews feel a certain way about Israel or diversity or Canadian politics.”

Connection to the Jewish Community

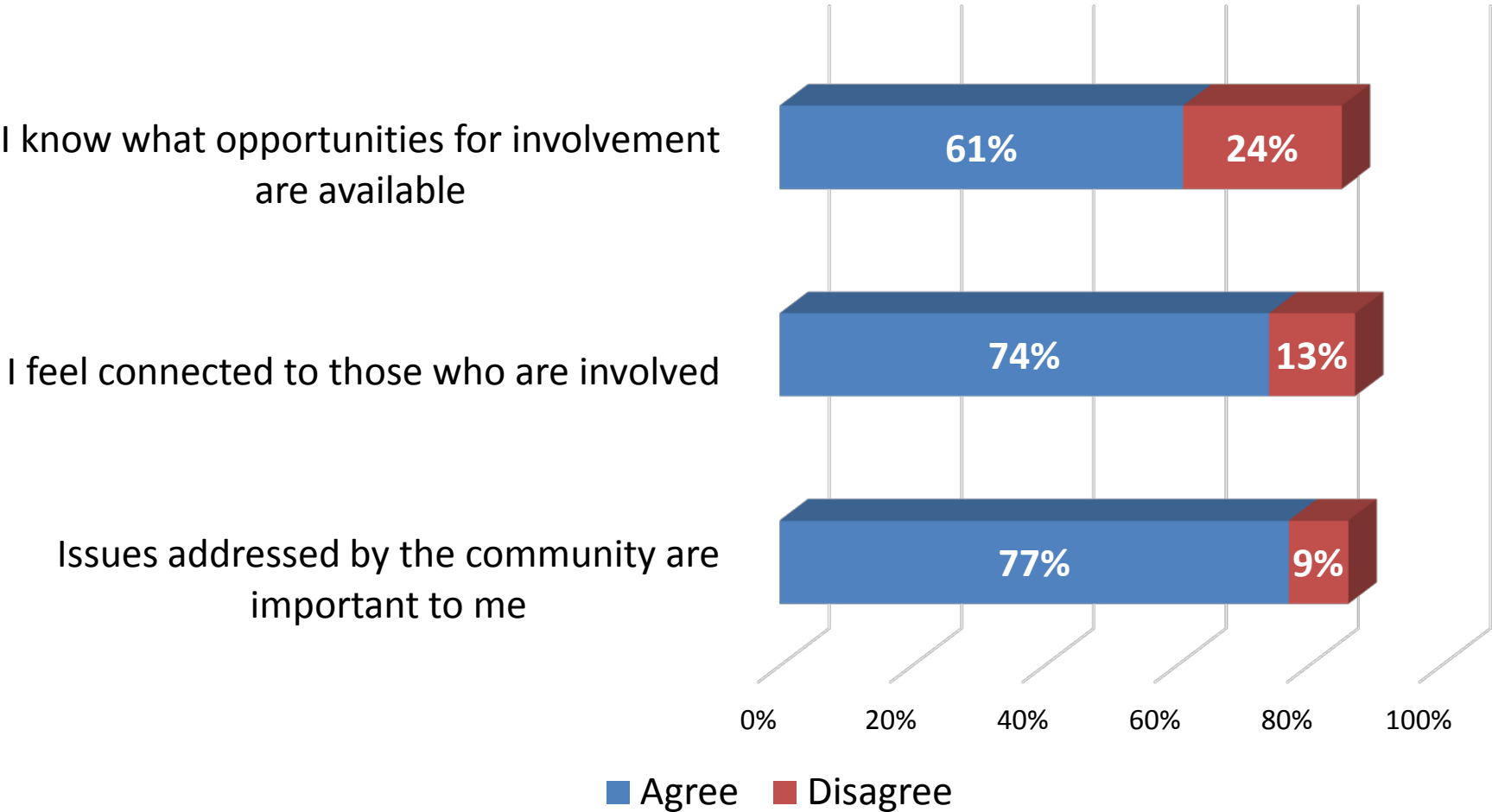


In Their Own Words: Big Tent

“Opening the tent around conversations with Israel will also allow a lot of disenchanted young people to feel more comfortable in a community space - not to say that people should endorse hate, but to be open to the more critical thinking that many young people tend to do.”

“How do we foster an environment that encourages differences and not curating a single perspective?”

Connection to the Jewish Community



Jewish Lifestyle Habits



38% read a Jewish community newspaper or website regularly



52% were involved with Hillel/Jewish activism on campus



*53% are synagogue members
9% attend weekly
13% attend monthly
67% attend a few times a year
11% never attend*



24% are currently (or recently) on a Jewish dating site



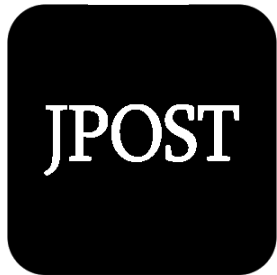
facebook

73% are connected to Jewish causes on social media



16% are members of a JCC

Jewish Experiences



47% read an Israeli English news site regularly



Trips to Israel: 5% never, 19% once, 19% twice, 16% 3 times, 11% 4 times, 30% 5+ times



*57% attended full-time Hebrew school
23% attended supplemental Hebrew school*



TAGLIT • ת ג ל י ת
BIRTHRIGHT ISRAEL
71% participated in Birthright Israel

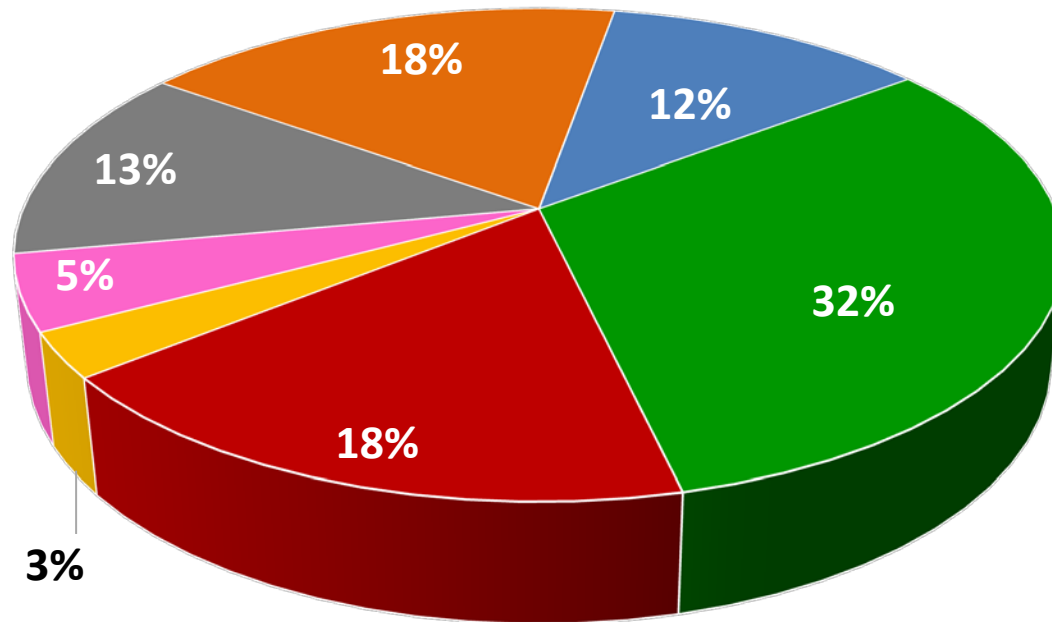


64% attended Jewish summer camp



20% participated in a university exchange or internship in Israel

Denominational Affiliation



- Orthodox
- Conservative
- Reform
- Reconstructionist
- Humanistic
- Not Affiliated
- Other

Jewish Ritual



79% fasted last year on Yom Kippur



91% (or spouse/partner) lit the menorah last Hanukkah



56% (or spouse/partner) lights candles most Friday nights

*54% hold a Shabbat dinner every week
12% are Shomer Shabbat*



95% attended a Passover seder last year



36% have a kosher home

8% only eat in kosher restaurants

Activities in the Past 12 Months



52% volunteered for a Jewish org
30% served on a Jewish org's board/committee
73% donated to a Jewish cause

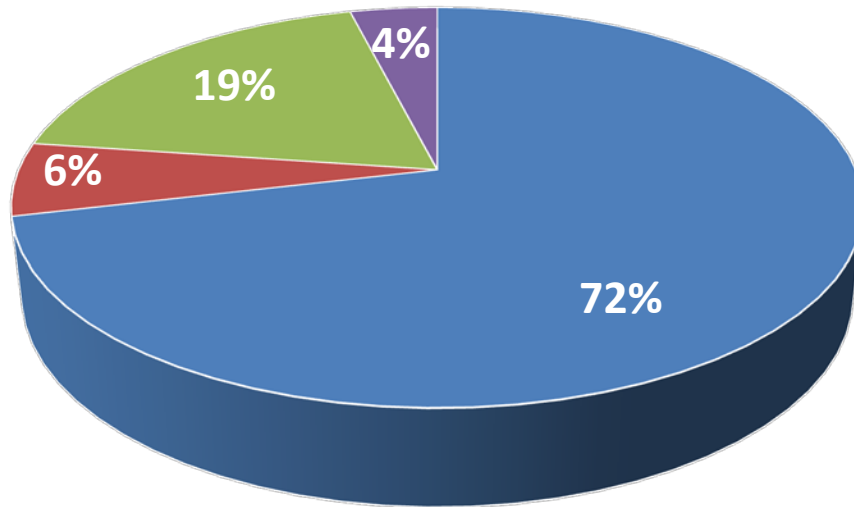


45% volunteered for a non-Jewish org
24% served on a non-Jewish org's board/committee
70% donated to a non-Jewish cause



63% attended a synagogue event (not services)
51% attended a Federation event
78% attended another Jewish org's event (Chabad, JCC, etc.)
22% participated in MOL, Birthright, or another community experience

The Married



- Spouse is Jewish by birth
- Spouse is Jewish by conversion
- Spouse is not Jewish
- Other



***Among those with children
(26% of all respondents)...
81% are enrolled in PJ
Library
59% attend or will attend
Jewish childcare
55% attend or will attend
Jewish summer camp
50% attend or will attend
full-time Hebrew school
28% attend or will attend
supplemental Hebrew
school***

The Unmarried: Views on Marriage

"It is very important to me to marry someone Jewish"

48%

"It doesn't matter to me if the person I marry is Jewish or not"

17%

If I marry or commit to a long-term relationship...

"I would prefer to marry Jewish, but don't feel I must do so"

35%

"I would prefer to marry someone who is not Jewish"

1%

Takeaways and Discussion Points

- Federation seen as hub for fighting antisemitism, helping vulnerable Jews, continuity, and supporting Israel – all of which are among the top identity markers.
- Successful events require interesting topics, a welcoming and innovative environment, convenient timing and low cost of entry.
- For this cohort, synagogues are less central to Jewish identity and practice.
- However, this segment remains highly – and equally – engaged in Jewish and non-Jewish causes. (eg. 53% volunteered for Jewish orgs and 45% for non-Jewish orgs)
- Ritual/religious observance not limited to traditional institutional affiliation. (eg. vast majority attend seders, light Hanukkah candles, fast on Yom Kippur).

Next Steps

- **Continued analysis and engagement with key stakeholders**
 - Federations, Hillels, Birthright, synagogues, etc.
 - Community profiles and niche profiles (Birthright, etc.)
 - Examination of implications for national planning and programs
- **Publication of key data for community consumption**
 - As a point of interest for community members, demonstration of Federation/JFC-UJA/CIJA commitment to listening and using research in planning
- **Additional research, focused on less engaged cohort**
 - Focus groups and other avenues

Thank you – and with thanks to...

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