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New Paradigm

• **Utilize high quality extant data**
  ... from multiple national surveys that include standard questions about religious/ethnic identity

• **Synthesizes individual level data**
  ... while taking account of survey/design characteristics

• **Provides reliable estimate of U.S. Jewish population**
  ... that can be used to weight studies that describe specific characteristics of the Jewish population
Surveys

Over 150 surveys included in current database
Cross-Survey Analysis Method

- All surveys of the U.S. adult population that assess religious and/or ethnic identification identified

- Data pooled data across surveys

- Model survey level variance
  - Sampling and post-stratification variables included in hierarchical models
  - Bayesian analyses with Monte Carlo simulations used to post-stratify (geographic and demographic composition)

Estimates of Adult U.S. Population who Identify as Jewish by Religion -- 1990 - 2008

![Graph showing estimates of Jewish adult population from 1990 to 2008](image-url)

- **NJPS**
- **SSRI**
Estimates of U.S. Adults and Children who Identify as Jewish by Religion -- 1990 - 2010

- NJPS
- SSRI
- SSRI plus 1-17 yr olds
Jewish Specific Characteristics of U.S. Population Knowledge Networks Panel

- **Nationally representative online panel**
  - c. 50,000 US residents age 13 and older
  - c. 1,400 with some Jewish affiliation

- **Selected with RDD and address based sampling (ABS)**
  - Includes panelists who do not otherwise have online access
  - AAPOR considers RDD/ABS procedure superior

- **Panel surveyed in June, July and December, 2010**
  - 80%+ response rate
  - Preliminary weights applied from cross-survey analysis

Jewish religious status by age

Overall 82%
Jewish by Religion

- 18-29: 91% Jewish by religion, 9% Jewish not by religion
- 30-44: 81% Jewish by religion, 19% Jewish not by religion
- 45-59: 77% Jewish by religion, 23% Jewish not by religion
- 60+: 83% Jewish by religion

Source: Brandeis SSRI/Knowledge Networks surveys
Jewish Denomination Raised and Current

Source: Brandeis SSRI/Knowledge Networks surveys
In marriage by Jewish religious status and age

Source: Brandeis SSRI/Knowledge Networks surveys
Had a Bar/Bat Mitzvah by gender

Source: Brandeis SSRI/Knowledge Networks surveys
Hebrew comprehension by age

Source: Brandeis SSRI/Knowledge Networks surveys
Synagogue membership by Jewish religious status

Source: Brandeis SSRI/Knowledge Networks surveys
Any synagogue honor by age in the past year

Source: Brandeis SSRI/Knowledge Networks surveys
Participated in Jewish lifecycle event in past year

Source: Brandeis SSRI/Knowledge Networks surveys
## Total U.S. Jewish population estimates

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<tbody>
<tr>
<td>Adult Jews (18+) who identify by religion</td>
<td>3,399,527</td>
<td>3,047,568</td>
<td>3,780,000</td>
<td>4,143,000</td>
<td><strong>4,225,860</strong></td>
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<td>Children (under 18) who identify by religion</td>
<td></td>
<td>1,055,896</td>
<td>1,241,828</td>
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<td><strong>1,266,665</strong></td>
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<td>Jews who identify by non-religious criteria</td>
<td></td>
<td>857,888</td>
<td>955,269</td>
<td></td>
<td><strong>974,374</strong></td>
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<tr>
<td>Total</td>
<td><strong>5,500,000</strong></td>
<td><strong>5,200,082</strong></td>
<td><strong>5,693,784</strong></td>
<td><strong>6,340,097</strong></td>
<td><strong>6,466,899</strong></td>
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“Take-Aways”

• **U.S. Jewish population significantly larger than previously estimated**
  - includes 5.5M adults and children who identify as Jewish by religion
  - includes 1M who identify as Jewish by other criteria
  - Jewish population is increasing at a rate similar to U.S. population

• **Majority of Jews uninvolved in Jewish communal life, lack education**
  - Even among those who identify “by religion,” majority do not belong to synagogues, participate in Jewish life cycle events, or have visited Israel
  - Most U.S. Jews do not understand Hebrew and many not able to read

• **Challenges**
  - How does the Jewish community respond to the interest in Jewish identification, but the lack of institutional connections among Jews
  - How to engage the millennial generation that has had the benefit of broad array of new educational programs and opportunities to engage with Israel
Sponsors

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