

Brandeis University

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The Taglit-Birthright Israel Application Process: Feedback from 2013 Applicants

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February 2014

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Introduction

For the past decade, every February and September, tens of thousands of Jewish young adults apply to participate on a Taglit-Birthright Israel program. The demand for the free, ten-day peer educational trip to Israel has always exceeded the number of slots available. Although there have been fluctuations in the number of slots available over the years, application numbers have been holding fairly steady with an average of 70,000 applications initiated each year (see Appendix A). In the past few years, Taglit has introduced several changes to the application process, including pre-registration for past applicants, extended questions about applicants' backgrounds and interests and a re-design of the look and feel of the application website. In addition, Taglit has increasingly shifted responsibility for program marketing from Trip Organizers (TOs) to itself.

This study attempts to better understand the current Taglit application experience. The report examines the motivations for applying to Taglit, for selecting a particular trip, and the possible reasons for not going on the trip. For those who participated in a 2013 trip, the survey also assessed their overall trip experience.

Who was Surveyed?

The sample for this study was drawn from all applicants to Taglit in 2013. The population considered included three groups: those who started the application but never completed it ("incompletes"), those who completed the application but never went on the trip ("nonparticipants") and those who went on the trip ("participants"). Applicants who were deemed ineligible for the program were not considered. While individuals could have applied to Taglit twice in 2013 (i.e., in winter and summer), the application database was de-duplicated to include only one record per applicant.

A stratified random sample was drawn from this population, comprised of 7,500 randomly selected applicants from each of the three groups (strata) described above for a total of 22,500 individuals.

Sample members were invited by email to participate in an online survey. Data was collected between January 27, 2014 and February 10, 2014. The overall response rate (AAPOR RR4) was 16.8% (26.1% for participants, 15.9% for nonparticipants and 8.1% for incompletes).

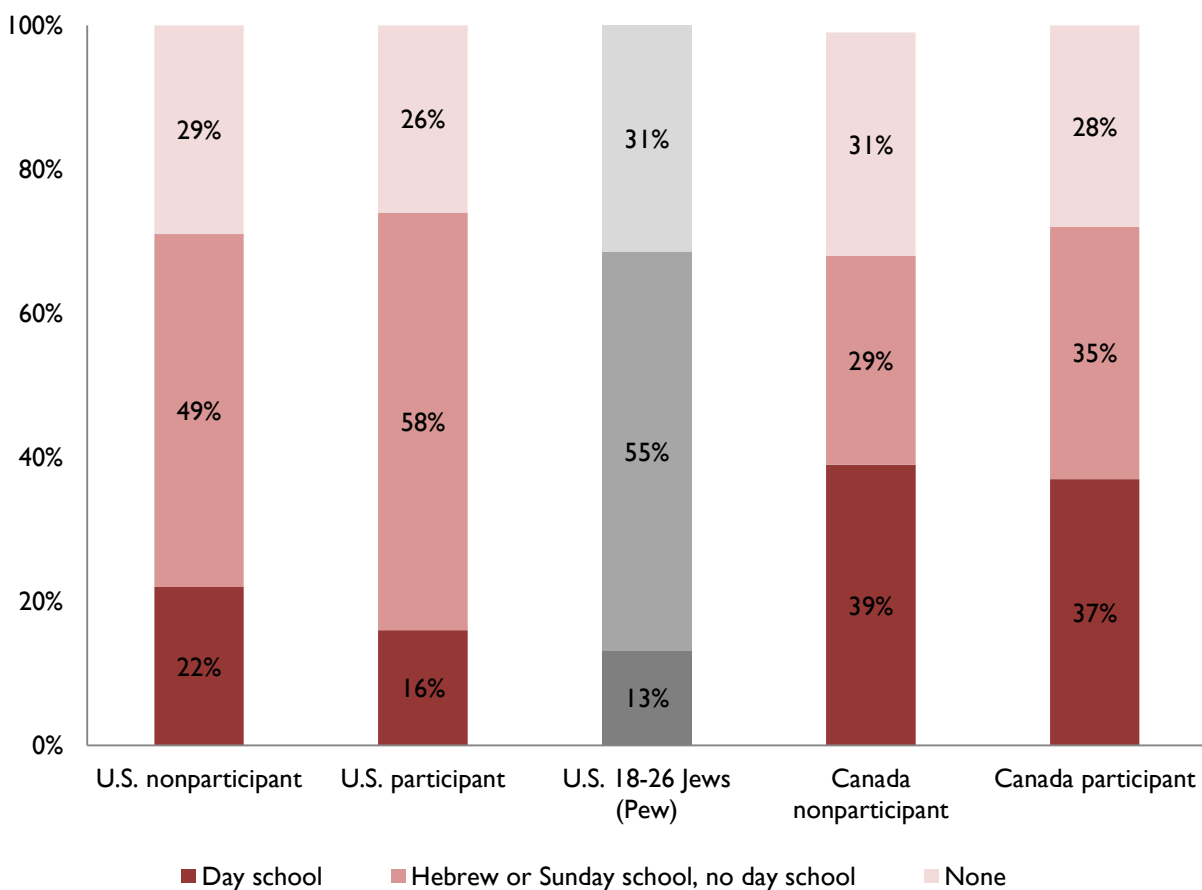
Design weights and post-stratifications weights were calculated to account for the differing probability of selection into the sample and to correct for any bias due to non-response.

Applicant Characteristics

One of Taglit's goals has been to reach unengaged Jews and to foster the Jewish identity of those who have had no or little exposure to Jewish education.

Just over a quarter of U.S. applicants in 2013 (26% of participants and 29% of nonparticipants) received no formal Jewish education as children. About half attended a supplementary Jewish education program (Hebrew or Sunday school). The average number of years attending such programs is just over five years. A small minority (about one in five) attended a Jewish day school for at least one year. Compared to estimates derived from the 2013 Pew Center's study of the U.S. Jewish population regarding the 18-26 age cohort, U.S. Taglit participants are only slightly more Jewishly educated.

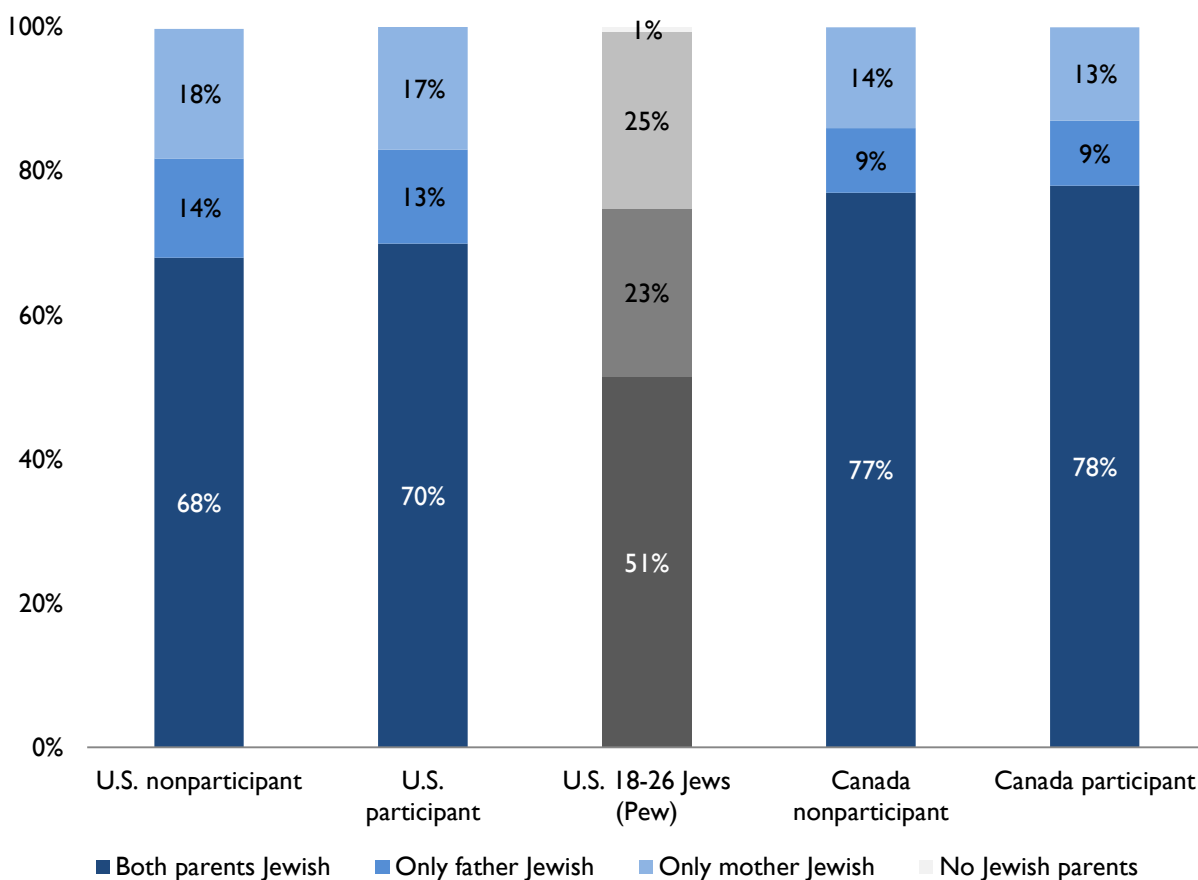
Figure 1. Jewish education of 2013 Taglit Applicants (U.S. & Canada)



Source: Taglit registration system; CMJS analysis of data from the Pew Research Center's 2013 survey of U.S. Jews.

Along with Jewish education, a key demographic factor is whether or not applicants are from families with one or two Jewish parents. As can be seen in Figure 2, just under a third of U.S. applicants (30%) indicated that they have only one Jewish parent. Applicants with only one Jewish parent are under-represented compared to their U.S. age cohort. According to an analysis of the recent Pew Center data about half of all Jewish young adults in this age cohort have only one Jewish parent (Pew Research Center).¹

Figure 2. Jewish parent status of 2013 Taglit Applicants



Source: Taglit registration system; CMJS analysis of data from the Pew Research Center's 2013 survey of U.S. Jews.

Note: Those with no Jewish parents are converts to Judaism. Less than 1% of all applicants are in this category.

As has been characteristic of the applicant pool in recent years, slightly more than half of all applicants (53%) in 2013 were 22 years old or older.

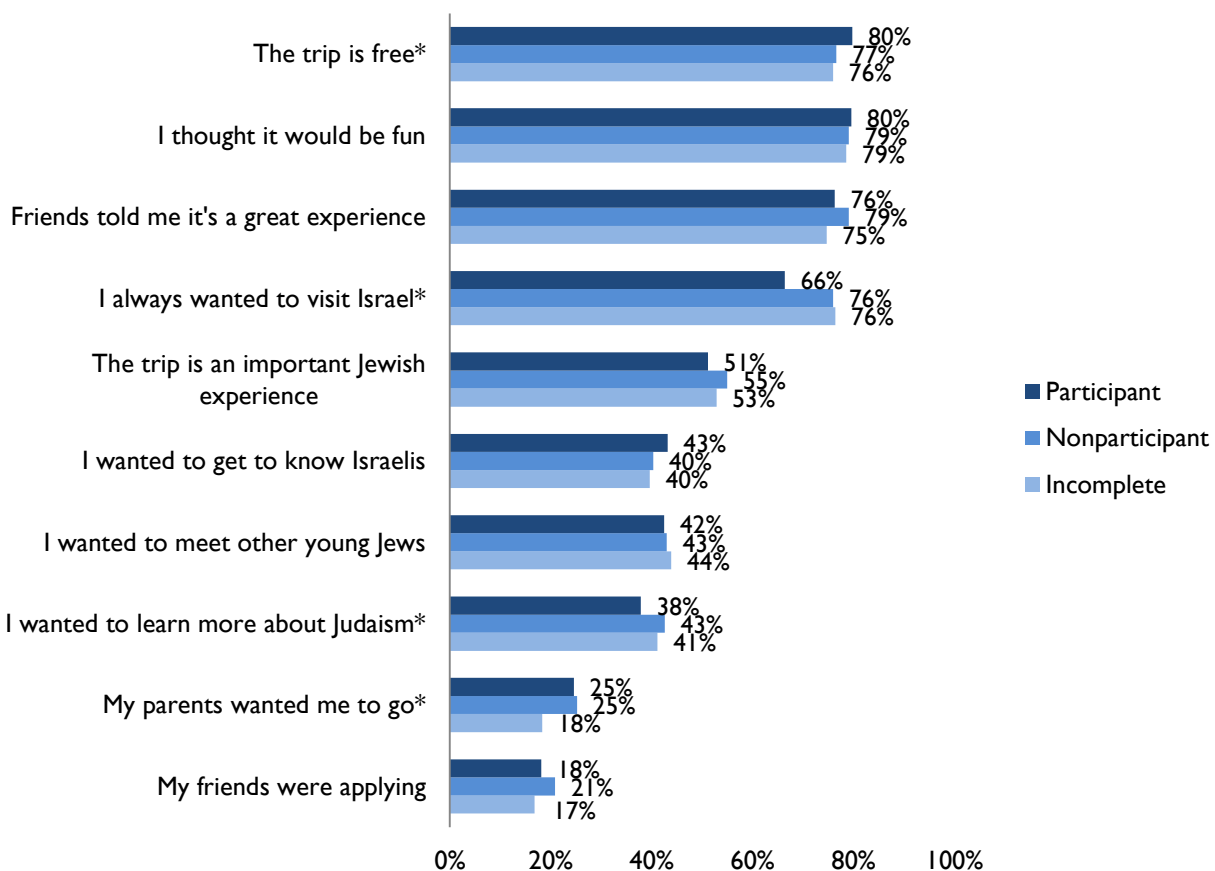
¹ The Pew Research Center's 2013 survey of U.S. Jews data presented in this report is based on an analysis of the data performed by CMJS.

What were Respondents Asked?

Motivation for applying to the trip

Earlier research consistently found that the majority of applicants hear about Taglit from their family and friends and are motivated to go because they are expecting a free and fun experience in Israel (Saxe et al., 2004). In the present survey, respondents were asked how important a variety of factors were in their decision to apply to Taglit. As can be seen in Figure 3, the decision to apply to Taglit was most strongly influenced by the fact that the trip was free, the expectation that the trip would be fun, the fact that friends recommended going on the trip and a desire to see Israel.

Figure 3. Factors influencing decision to apply
Percent responding “very much” by participation status (Estimated proportions)

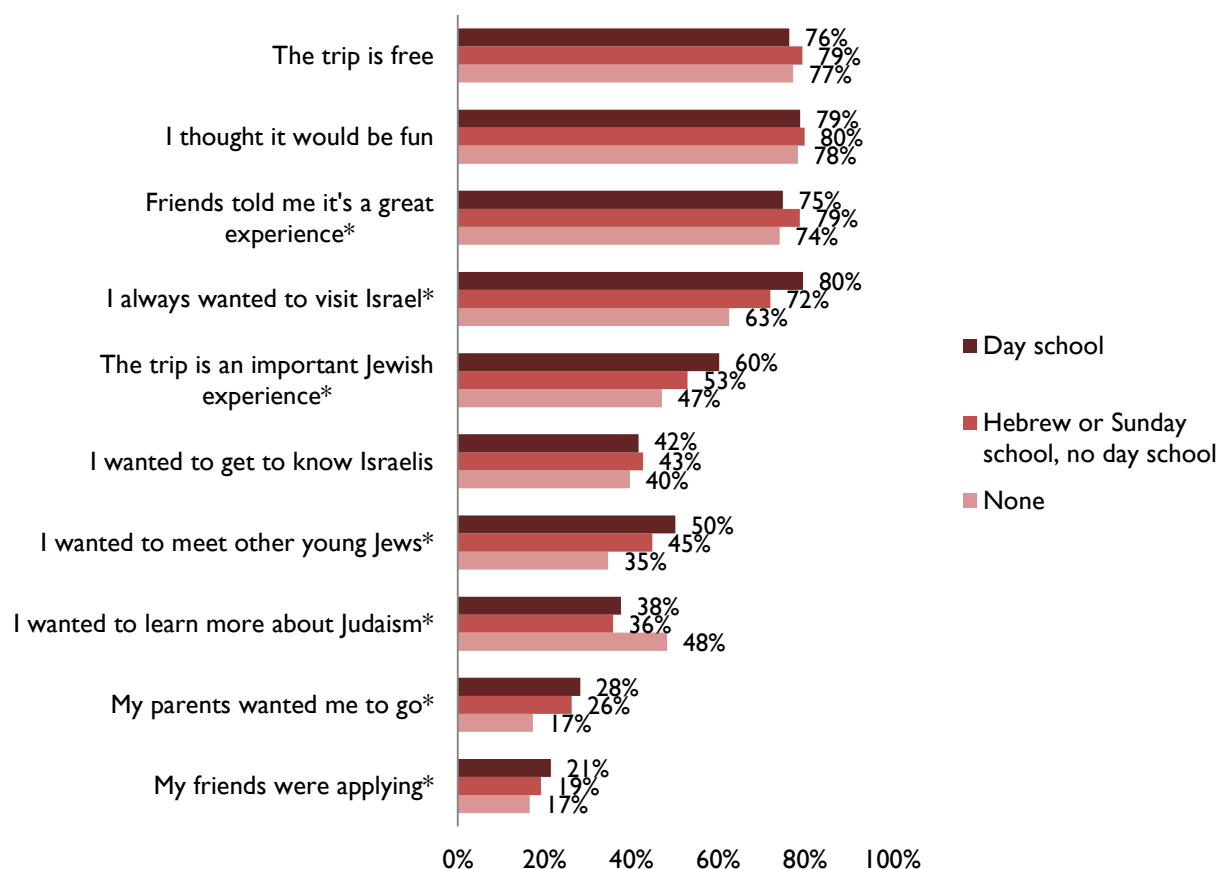


Note 1: How important were each of the following in your decision to begin a Taglit-Birthright Israel application?

Note 2: * denotes items where differences between groups are significant at the 95% confidence level.

Although the key reasons for wanting to apply to Taglit are similar among applicants from different Jewish educational backgrounds, there were some differences. Applicants with a day school education were far more likely than both those with only supplementary and those with those with no Jewish education to place great importance on wanting to visit Israel. Those with more formal Jewish education were also more likely to think that the trip is an important Jewish experience and to want to meet Jewish peers. Similarly, those with at least some Jewish education were more likely to report that their parents' desire for them to go played a role in their decision to apply. Those with no Jewish education were far more likely to say that they applied because they wanted to learn more about Judaism (Figure 4).

Figure 4. Factors influencing decision to apply
Percent responding "very much" by level of Jewish education (Estimated proportions)

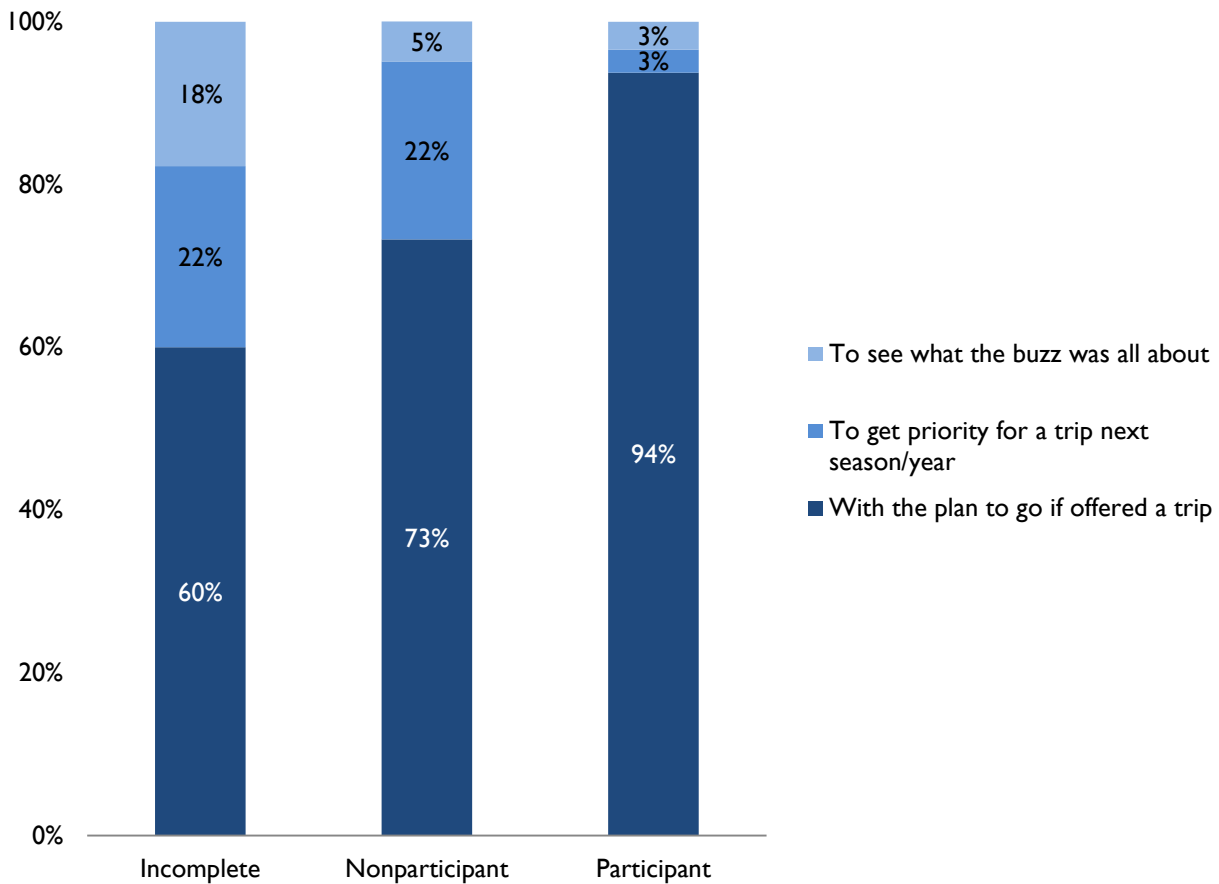


Note 1: How important were each of the following in your decision to begin a Taglit-Birthright Israel application?

Note 2: * denotes items where differences between groups are significant at the 95% confidence level.

The vast majority of participants applied to the trip with the intent to go if offered a trip. However, about one in five nonparticipants, and the same proportion of incompletes, applied in order to gain priority for a trip in the following season or year. Among incompletes, a substantial proportion (18%) also reported that they started their application only to find out what the program was all about.

Figure 5. Intentions when applying for the trip (Estimated proportions)



Note 1: Thinking back to when you applied for the trip, did you apply...

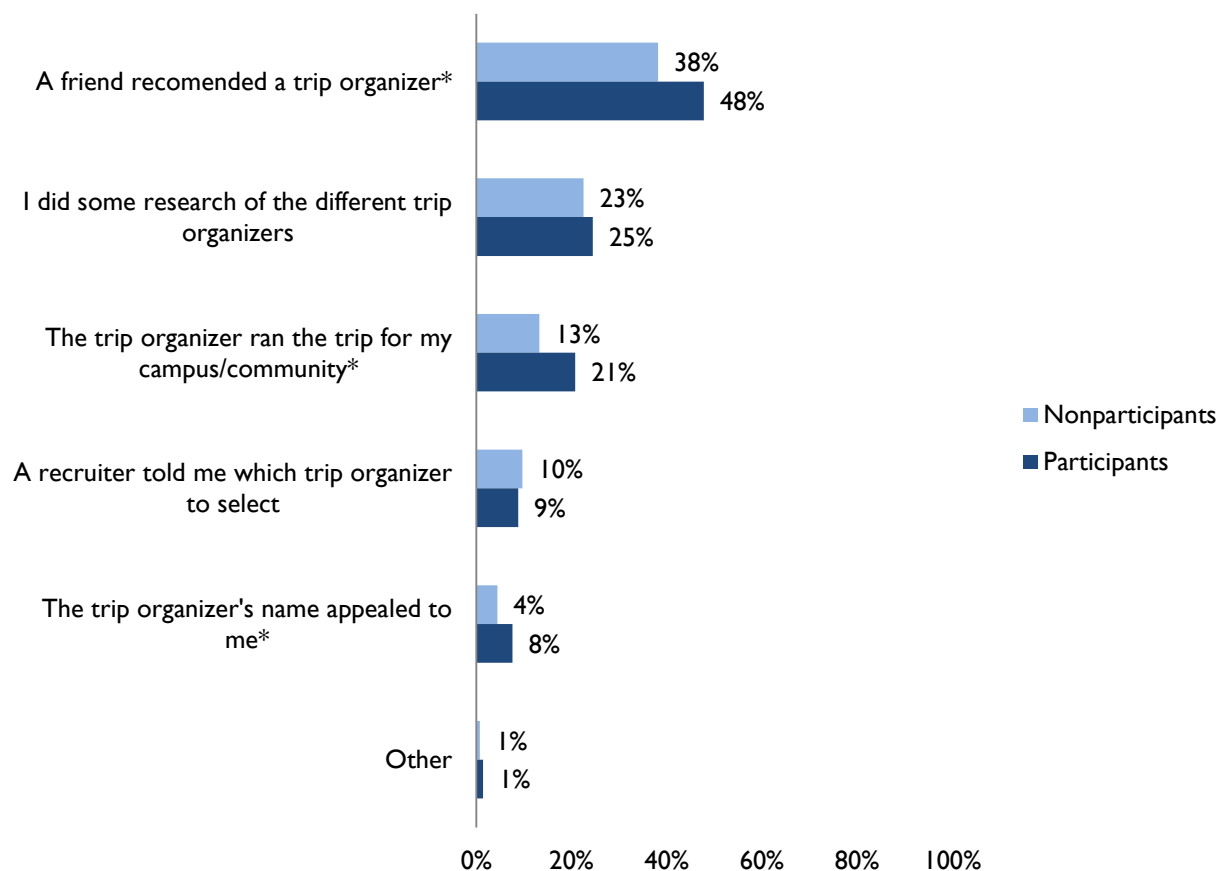
Note 2: Differences between groups significant at the 95% confidence level.

Selecting a trip

Selecting a trip organizer is the gateway to selecting a trip. Applicants often start their application through the trip organizer's online application portal. However, even when they register through Taglit's main website, applicants must choose a trip organizer in order to proceed with their application. Responses indicate that applicants were, for the most part, well informed about the role of trip organizers and understood that they were separate entities from Taglit. Word of mouth was very powerful in influencing choice of trip organizer – nearly half of all applicants mentioned it as the reason for choosing a particular trip organizer. It is also clear that applicants have become increasingly savvy

with regards to trip selection – almost one in four said they had researched the different options and a significant number indicated that they had chosen their trip organizer because they wanted to go with a specific trip run by that organizer. Recruiters appear to play a minor role in influencing choice of trip organizer.

Figure 6. Reasons for selecting a trip organizer (Estimated proportions)

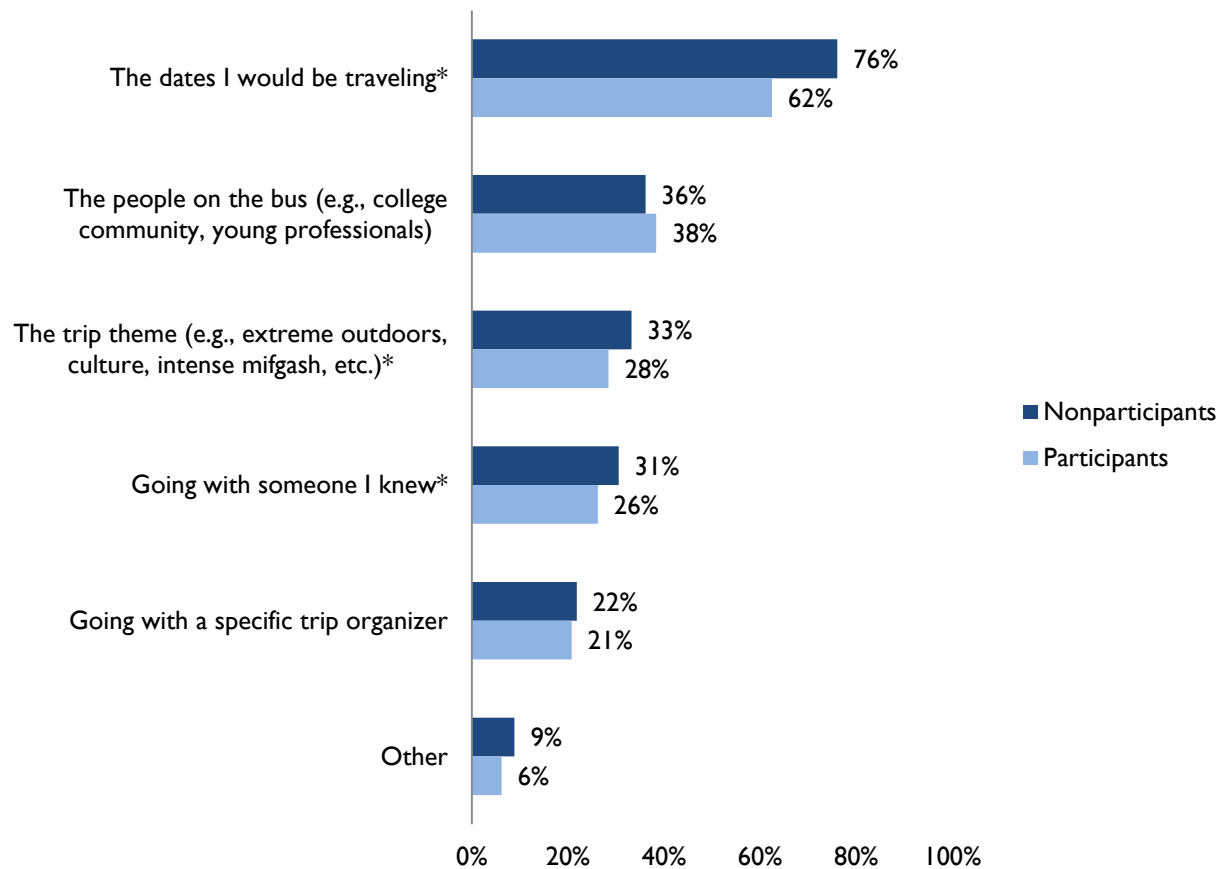


Note 1: When you applied to Taglit, how did you choose a trip organizer (e.g., Hillel, Tlalim, Mayanot, etc.)? Check all that apply.

Note 2: * denotes items where differences between participants and nonparticipants are significant at the 95% confidence level.

Applicants were asked which factors were most important to them in making a trip selection. Overwhelmingly, respondents indicated that trip dates were the main motivator for selecting a particular trip. This is particularly true for nonparticipants, of whom 76 percent said that the dates they would be traveling were “very important” in making the trip choice. Dates were the leading factor for participants as well, but to a somewhat lesser degree. This suggests that applicants who were more flexible in regards to the date of the trip were more likely to end up going on the trip.

Figure 7. Factors important in making trip selection
Percent responding “very much” (Estimated proportions)



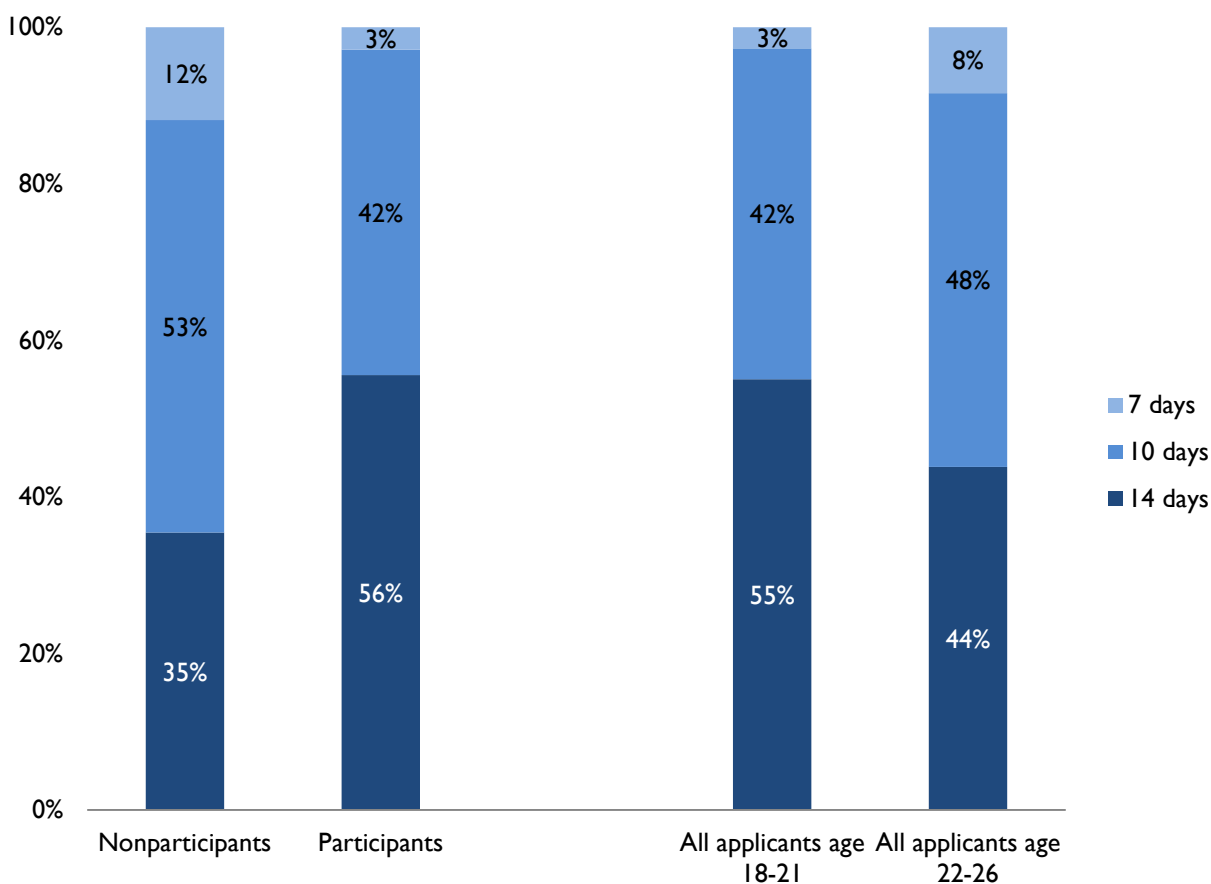
Note 1: How important were the following when selecting a trip on your Taglit application?

Note 2: * denotes items where differences between participants and nonparticipants are significant at the 95% confidence level.

Trip length

Taglit has made a “ten-day” experience a distinctive feature of its program. The survey explored whether there was interest in shorter or longer trips. Respondents were asked what was for them personally, the ideal trip length. Participants and those who are of college age were in favor of a 14 day trip. Although some have suggested that Taglit could be more attractive if the trip was shorter, there seems to be little interest in a seven-day trip.

Figure 8. Ideal trip length by participation and age (Estimated proportions)



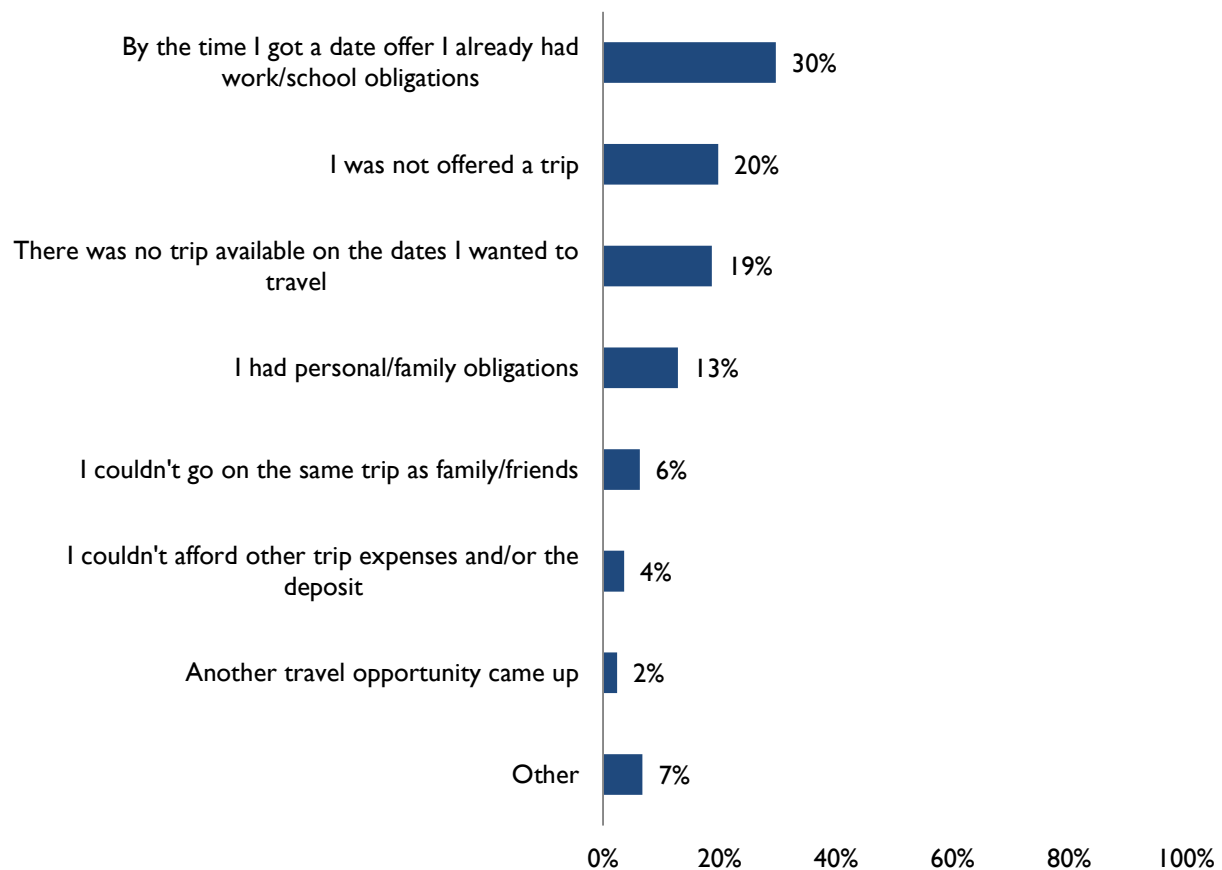
Note 1: For you personally, the ideal length of a Taglit trip would be...

Note 2: Weighted tabulations. Differences between participants and nonparticipants and difference between age groups are significant at the 95% confidence level.

Nonparticipants: Reasons for not going

Nonparticipants were asked why they did not go on the trip. About one in five of nonparticipants indicated that they were not offered a trip date. For those who mentioned other reasons, the biggest barriers were logistical: not enough lead time to prepare for the trip and no availability of dates on which they could travel. Thirty percent say that by the time they got a date offer they already had work/school obligations, and an additional 20 percent indicate that there was no trip available on the dates they wanted to travel.

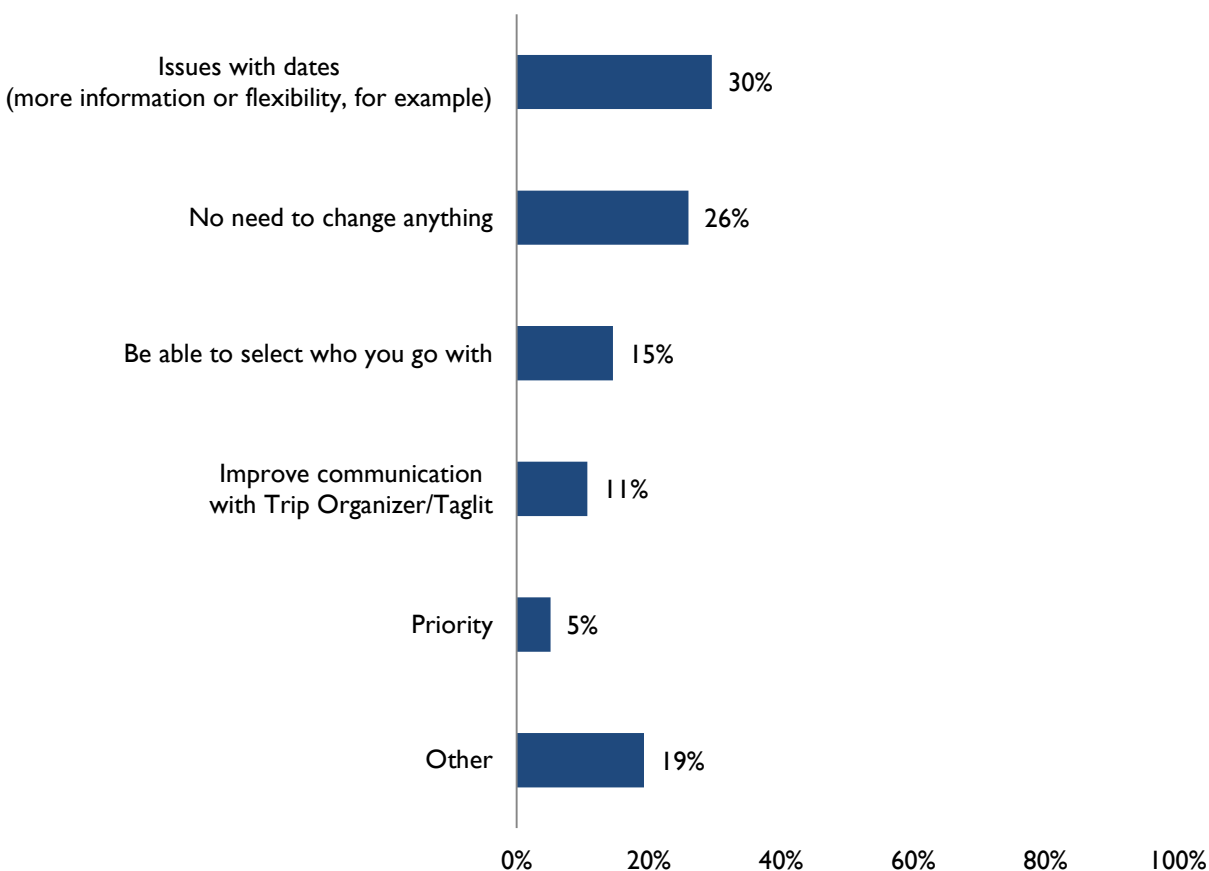
Figure 9. The main reason for not going on the trip (Estimated proportions)



Note: What is the MAIN reason you did not go on a Taglit-Birthright Israel trip?

Nonparticipants were asked to describe in their own words what they would change about the application process to increase the likelihood of them going on a trip. Thirty-three percent of nonparticipants provided open ended responses which were coded into categories. The coded responses are detailed in Figure 10. The most requested change was additional flexibility or information in regards to the dates offered for the trips, with over 30% giving a response that touched on this issue in one form or another. Fourteen percent said they would have liked to be able to select who to go with. About one quarter said they would have changed nothing about the registration process.

Figure 10. Suggested changes to the application process (Estimated proportions)



Note 1: What would you change about the application process to increase the likelihood of you going on a trip?

Note 2: Coded responses from text in open-ended question. Only includes respondents who wrote text in open ended text box. A response could be coded into multiple categories, so numbers add up to more than 100 percent.

IN THEIR OWN WORDS

“The main thing would be to provide dates for the trips so that individuals could plan accordingly. The main reason I couldn’t go was because I work full time, and was not provided the dates in time to make the necessary arrangements.” (Female, 25)

“Being a young professional at a corporate company, vacation days must be requested early on in the year. Being that Birthright does not allow you to select a specific date range to apply to, it makes it hard to plan days off in advance. Ideally I would like to go over Memorial Day Weekend because I already get that Monday off therefore I wouldn't have to use a vacation day for it. However when applying, I did not have a say in what date I wanted to go. Going forward, I would make it more clear to applicants so they can better plan in advance.” (Female, 23)

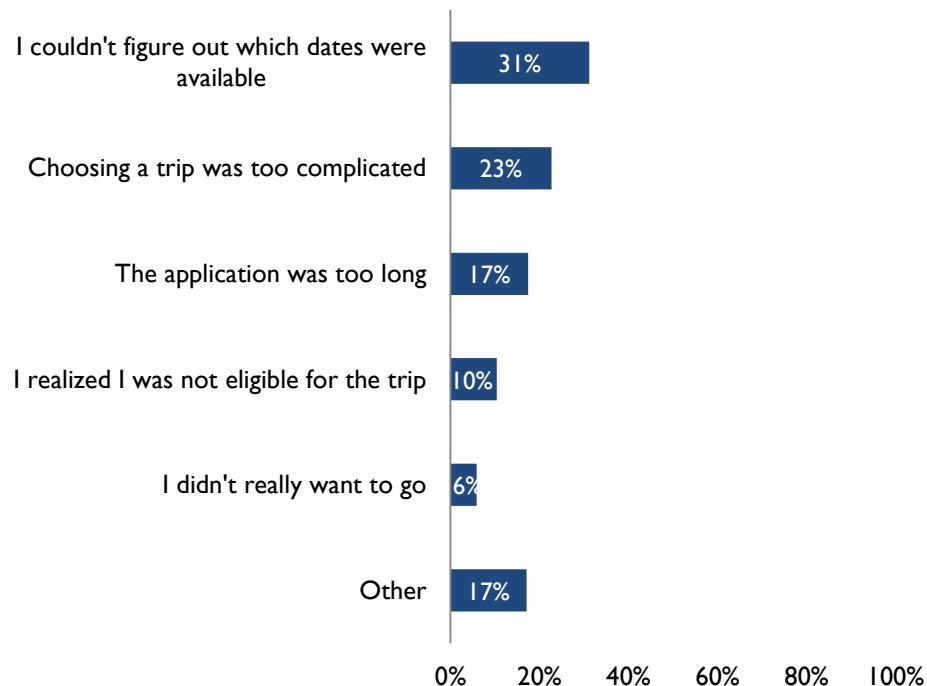
“Publish the available trip dates on the website so that you can view and tell if you will even be able to attend before registering.” (Female, 25)

“Releasing the dates at least a couple weeks before registration begins.” (Female, 20)

Incomplete applications

Those who did not complete their application were asked why they did not finish. The main reasons were related to trip selection and trip dates. Thirty-one percent of incompletes noted that they “couldn't figure out the trip dates,” and 23% said that “choosing a trip was too complicated.” The vast majority of those with incomplete applications (78%) reported receiving an email or a phone call encouraging them to complete the application.

Figure 11. Reasons for not completing an application (Estimated proportions)

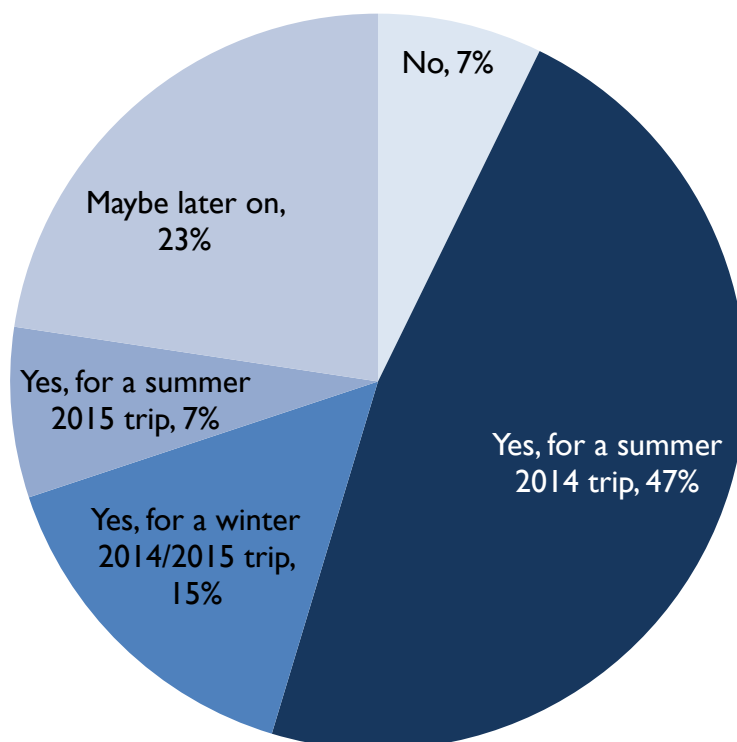


Note: Which of the following statements describes the reasons you did not complete your application?

Applying again

Those who did not go on the trip—both nonparticipants and incompletes—were asked about the likelihood of them applying in the future. About half (47%) reported that they were planning to apply for the 2014 summer trips. Twenty-three percent planned to apply to trips in 2013. Just over one in five reported that they will likely apply, but at a later date (Figure 12).

Figure 12. Likelihood of reapplying for the trip – Nonparticipants and incompletes (Estimated proportions)

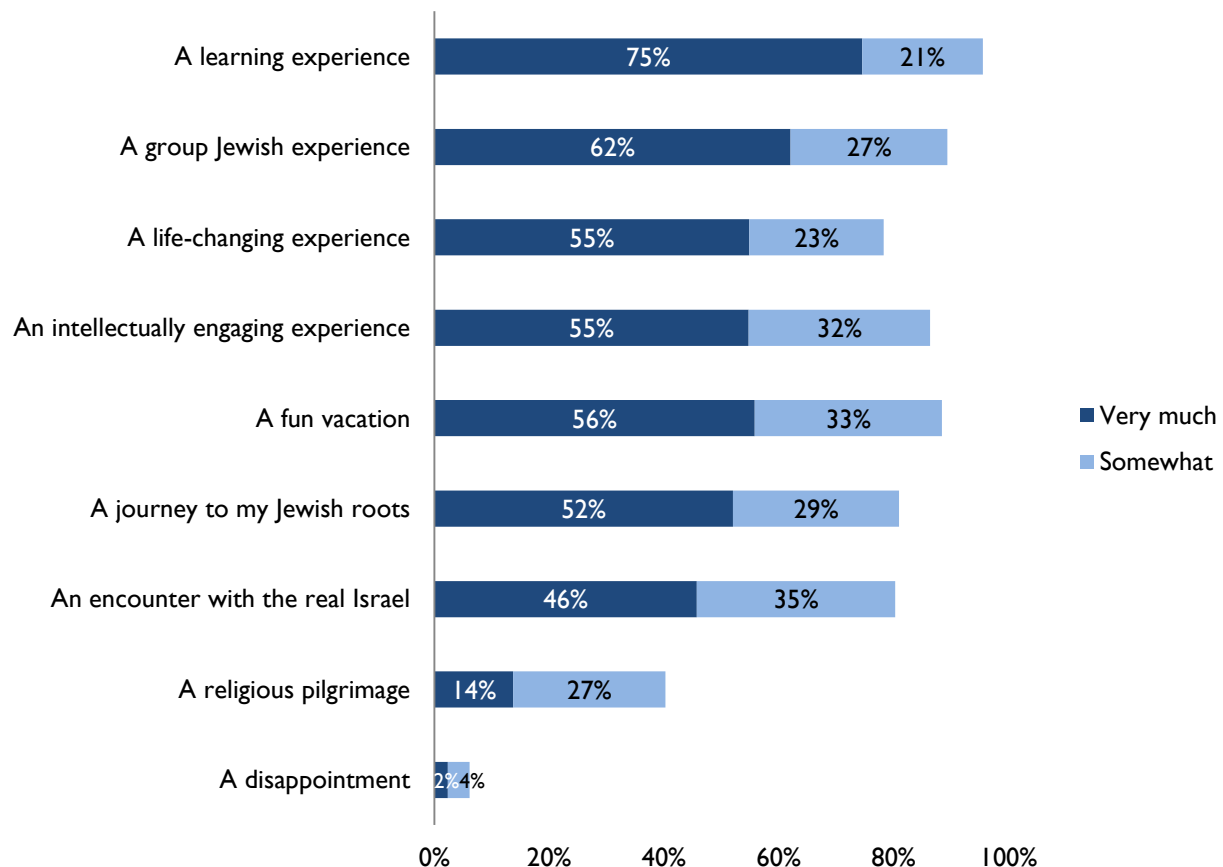


Note: Are you planning to apply to Taglit-Birthright Israel in the future?

Evaluation of the trip

Respondents who went on a trip were asked to evaluate their experience. Consistent with previous evaluation studies, respondents overwhelmingly viewed the trip very positively. The trip was perceived mostly as a learning experience (75% “very much” and 21% “somewhat”) and a group Jewish experience (62% “very much” and 27% “somewhat”). Slightly over half of respondents report that the trip was “very much” a life-changing experience, an intellectually engaging experience, a fun vacation and a journey to their Jewish roots.

Figure 13. Perceptions of the trip
Percent responding “very much” and “somewhat” (Estimated proportions)

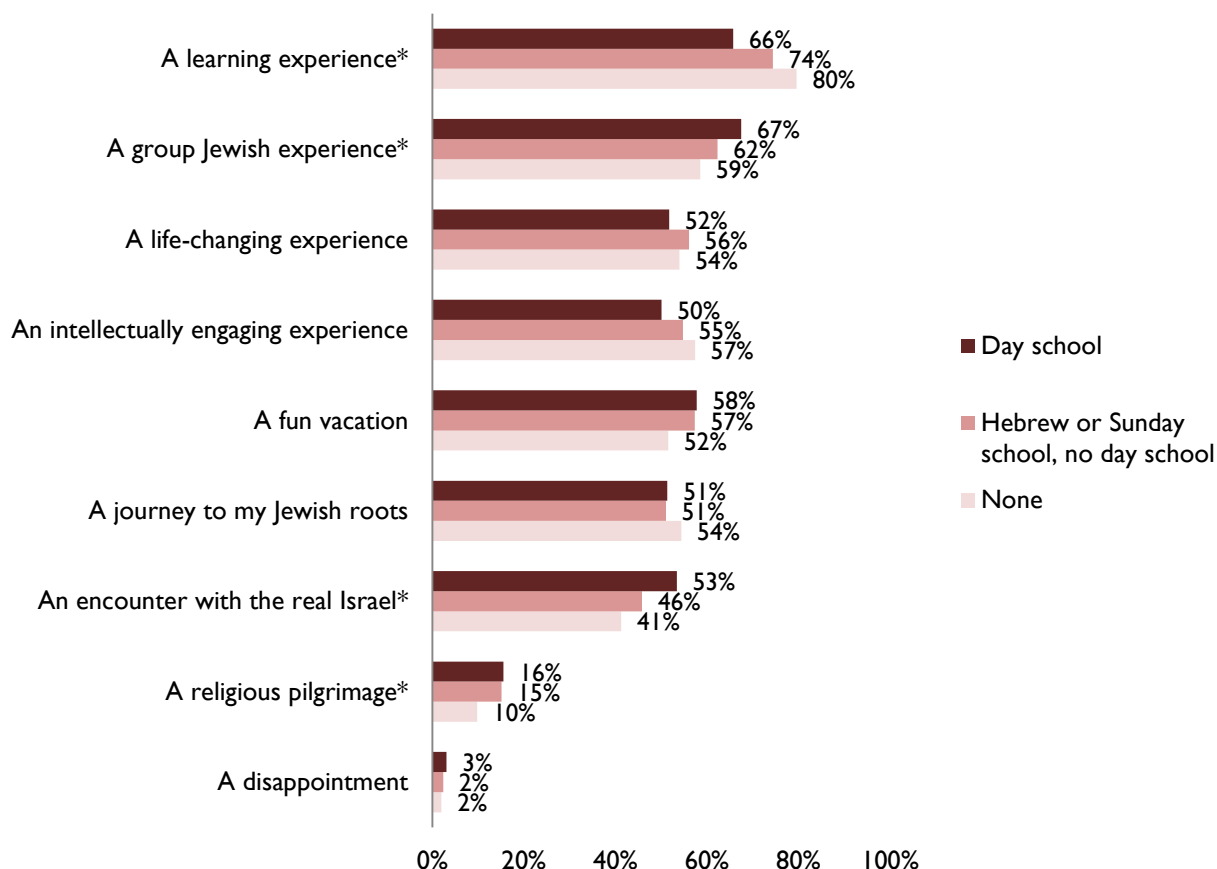


Note: Trip participants have described the trip in many ways. Overall, for you, the trip felt like...

It is interesting to note that the top description of the trip was that of a learning experience and that a fun vacation rates much lower. This is in contrast to the described motivations to apply, in which “fun” was rated much higher than learning. It should also be noted that those with no prior Jewish education were much more likely than those with a day school education to perceive the trip as a learning experience.

Figure 14. Perceptions of the trip

Percent responding “very much” by level of Jewish education (Estimated proportions)

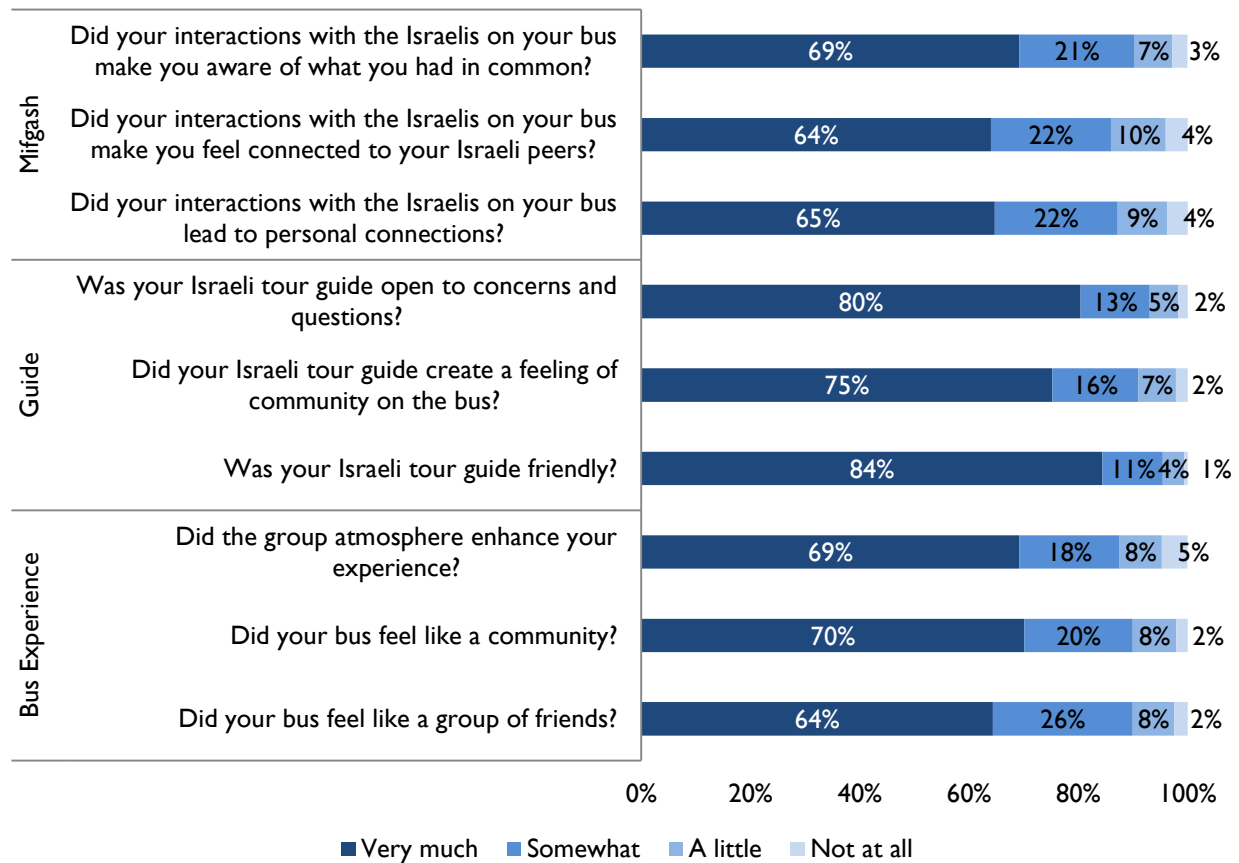


Note 1: Trip participants have described the trip in many ways. Overall, for you, the trip felt like...

Note 2: * denotes items where differences between groups are significant at the 95% confidence level.

Respondents also felt very positively about their bus experience. The vast majority thought highly of their guide, of the bus community and of the Mifgash component of the trip.

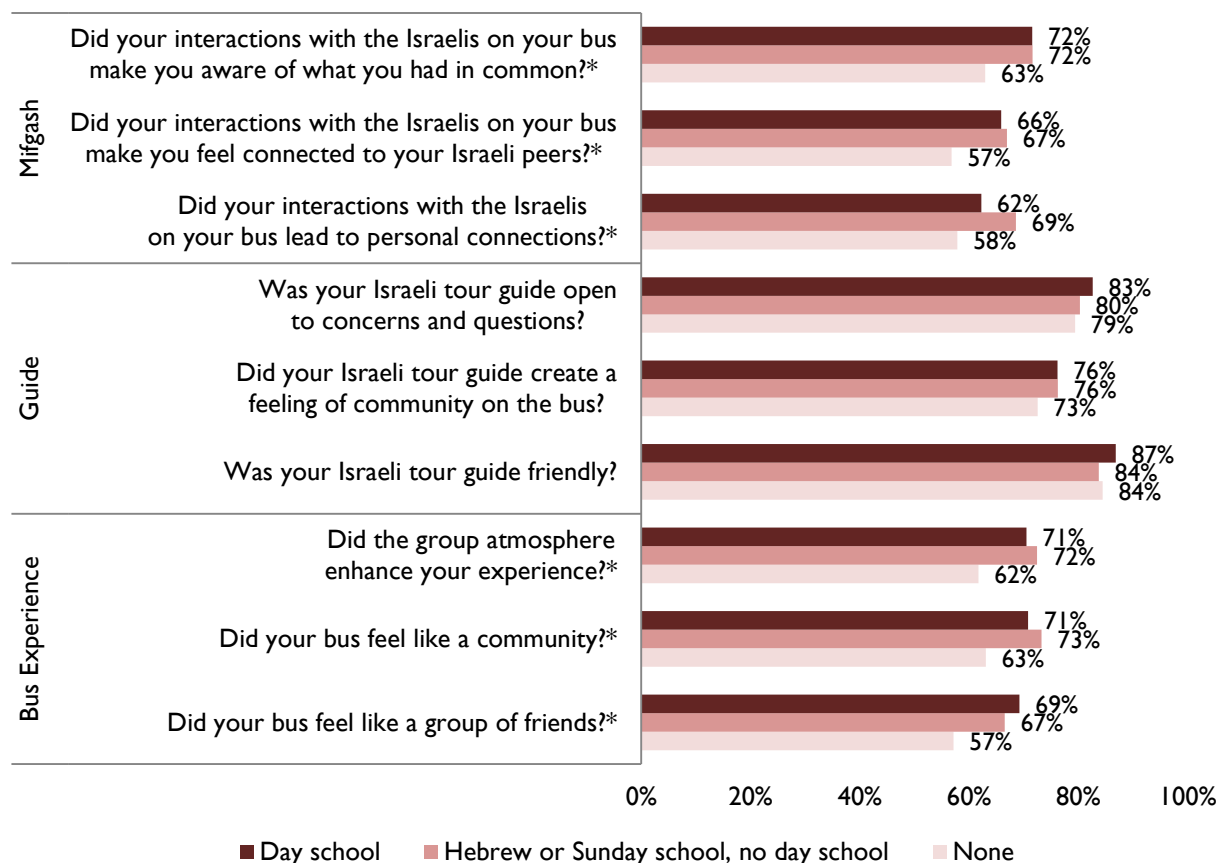
Figure 15. Evaluation of the bus community, guide and Mifgash (Estimated proportions)



Note: To what extent...

Although both those with and without formal Jewish education were equally likely to rate the guide very highly, those with no Jewish education were far less likely to have viewed the group atmosphere and the Mifgash in highly favorable terms.

Figure 16. Evaluation of the bus community, guide and Mifgash
Percent responding “very much” by level of Jewish education (Estimated proportions)



Note 1: To what extent...

Note 2: * denotes items where differences between groups are significant at the 95% confidence level.

Participants were overwhelmingly happy to recommend the trip to friends and family. Sixty percent reported that since their return they have “talked it up all the time” and 35 percent say they have recommended it once or twice.

IN THEIR OWN WORDS

“My Birthright trip was one of the most meaningful experiences of my life. I feel that I bonded not only with the Israelis on my trip but also the Americans, many of whom are now my best friends. Birthright was a tremendous experience for me both religiously and culturally. Now that I have been to Israel I cannot imagine life without that trip having been a part of it.” (Male, 25)

“The trip was the best trip I’ve ever been on. It really has changed my life and I’ve built a whole new circle of friends. I don’t come from a very Jewish area and so didn’t have any Jewish friends (only one), now I feel like I have my own little community and I LOVE it! Thank you.” (Female, 25)

“My trip made such an impact on my views of religion as well as my personal life that I moved to Israel two days after my birthday. I have been living very happily in Haifa since the beginning of October and enjoying every moment! Also I met my boyfriend on the trip, he is one of the Israeli peers that I met :) I’m one lucky lady that had the trip of a lifetime :)!” (Female, 23)

Conclusion

Taglit continues to attract tens of thousands of applicants each year. The features of the program that have made it attractive for hundreds of thousands Jewish young adults over the past decade continue to drive interest in the program. The key finding of the study is that the fall-off between application and participation is related to the lack of availability of particular dates, along with a lack of prior information about dates when registering for the trip. Nonparticipants repeatedly mentioned the need for more specific advance information about available travel dates and the need for longer lead times to plan their travel.

The main drivers for Taglit application continue to be the free and fun nature of the trip and word of mouth – mainly through friends. Interestingly, the most salient features of the trip mentioned once participants returned were related to learning and being among other Jewish peers. Among participants, the trip was still “fun,” but the substantive nature of the experience was most profound.

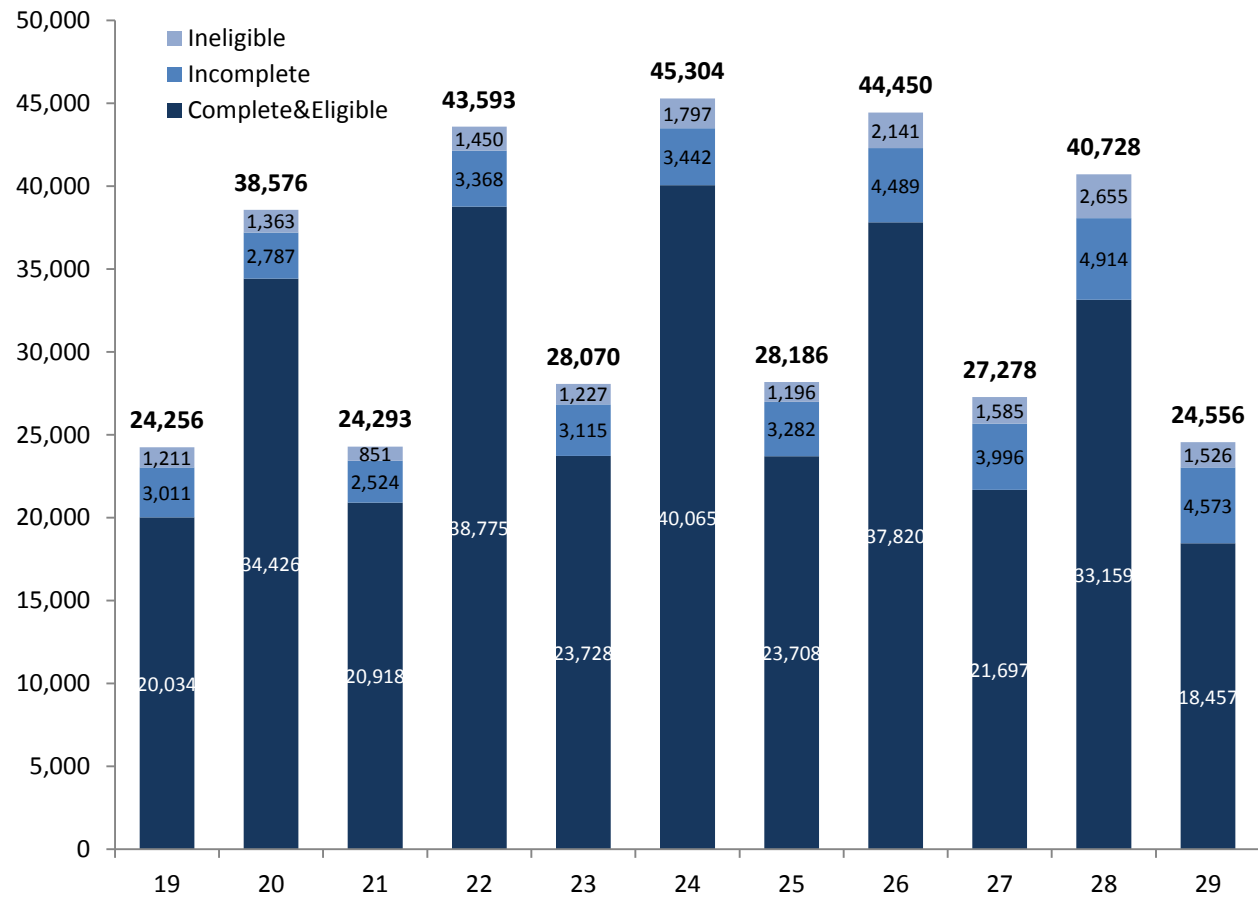
After more than 13 years of operation, Taglit continues to be a successful program that is viewed very positively by participants. It continues to be a life-changing experience that is rich with meaning (Saxe et al., 2012, 2013). The majority of applicants said they actively recommend the trip to friends and family and those that ended up not going are highly likely to apply again in the next year.

References

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Appendix A: Number of Applications 2009-2013 (rounds 19-29)

Figure 17. Total applications by round and application status: Ineligible, Incomplete, Complete & Eligible



Appendix B: Methodology

The sample

The sample for this study was drawn from all applicants to Taglit in 2013. The population considered included those who started the application but never completed it, those who completed but never went and those who completed and went to Israel on a trip. Those who were deemed ineligible for the program were not considered, but applicants with incomplete applications whose eligibility was never reviewed were included. While individuals could have applied to Taglit multiple times in 2013 (e.g., in the winter and in summer) the application database was de-duplicated to include only a single record per applicant. If an individual had both a complete and incomplete application in 2013, the incomplete application was discarded. If an individual had multiple completed applications in 2013, only the most recent eligible application was kept.

Table 1. Sampling frame

	Number of Applicants in Frame	Percentage of Total
Incomplete	8,503	14.69%
Complete – Nonparticipant	18,217	31.48%
Complete – Participant	31,157	53.83%
Total	57,877	100.00%

A stratified random sample was drawn from this population, comprised of 7,500 randomly selected applicants from each of the three groups (strata) described above. This represents an effective oversample of Incomplete and Complete Nonparticipant applicants, and an effective undersample of Complete Participants. Design weights were calculated to compensate for the differential probability of selection produced by this sampling scheme (see below).

Table 2. Sample

	Number of Applicants Sampled	Proportion of Strata Population Sampled
Incomplete	7,500	88.20%
Complete – Nonparticipant	7,500	41.17%
Complete – Participant	7,500	24.07%
Total	22,500	38.88%

Data Collection

The survey instrument was designed using LimeSurvey. The survey was launched on January 27, 2014. An email invitation to complete a five minute web survey was sent to all sample members. As an incentive to complete the survey, respondents were entered into a lottery to win one of two \$100 Amazon.com gift certificates. Two additional email reminders were sent on January 30, 2014 and February 5, 2014. Data collection ended on February 10, 2014.

Response Rates

The overall response rate for the survey (AAPOR RR4) is 16.8%. Response rates are higher for those who went on the trip (26.1%), see Table 3.

Table 3. Response Rates

	Sampled Incompletes	Sampled Nonparticipants	Sampled Participants	Total sample
Unknown/non-contact	6,158	5,906	5,244	17,308
Ineligible	249	61	21	331
Other, non-refusals	415	0	0	415
Refusal	202	284	170	656
Breakoff	29	103	125	257
Partial interview	25	50	60	135
Complete interview	422	1,096	1,880	3,398
Total number sampled	7,500	7,500	7,500	22,500
Estimate of unknown eligibility	0.814	0.962	0.991	0.936
AAPOR RR4	8.1%	15.9%	26.1%	16.8%

The estimate of unknown eligibility uses eligibility information from those who responded to the survey to estimate the number of eligible cases among those who did not respond to the survey. This estimate is used in the calculation of AAPOR's Response Rate 4 which is presented in the table.

Complete interviews are defined as an interview where the respondent completed more than 80% of the instrument.

Interviews where the respondent completed between 11% and 80% inclusive are considered partial interviews. Interviews where the respondent completed between 1% and 10% inclusive are considered breakoffs. Completion rates were rounded to the nearest percent.

Other non-refusals are cases where the respondent completed at least some of the survey but did not provide information essential to weighted analysis.

Weights

Design weights were calculated to account for the oversampling of certain strata. For each strata design weights were calculated as the ratio of the population of that strata (as described in Table 2) over 7,500, the number of applicants sampled in each strata.

During data collection some respondents (n=49) were discovered to be ineligible for the study, because they had gone on a Taglit trip in a round outside of the frame of the study. These individuals were removed from the sample and their responses discarded. In addition, a number of respondents (n=157) were discovered to actually belong to a different strata than the one they were sampled for. For example, an individual sampled as an "incomplete" in the summer 2013 round was found to be a "nonparticipant" in the winter 2013 round. In these cases the individual's strata was changed to correspond to their actual status (i.e. nonparticipant) prior to the calculation of design weights, in order to account for their true probability of selection.

Post stratification weights were also calculated for all applicants with completed applications. These weights used registration system information on participation status, gender and the Jewish status of parents to adjust for any bias due to nonresponse on any of these variables. Because this information

was generally not available for incomplete applications, post stratification weights were only calculated for applicants with complete applications.

The analyses reported below were run using Stata, using the “svy” suite of commands to account for the complex sample design. Unless otherwise noted, analyses refer to weighted cross-tabs.

Appendix C: Survey Questionnaire

Dear {TOKEN:FIRSTNAME},

Thank you for participating in this brief survey of {TOKEN:ATTRIBUTE_2}.

This survey will ask you questions about your experience of applying to the Taglit-Birthright Israel program this past year.

The survey will take no more than 5 minutes and will help Taglit learn more about those who are interested in the program. When you are done you will be entered into a raffle to win one of two \$100 Amazon.com gift cards.

This study is conducted by the Cohen Center for Modern Jewish Studies at Brandeis University. Your responses will be kept strictly confidential and only aggregate responses will be reported.

Participating in this survey will not impact any of your future interactions with Taglit.

To begin the survey click the "Next" button below.

There are 34 questions in this survey

Applying to the trip

1 [Apply]In 2013, did you apply to go on a Taglit-Birthright Israel trip? *

Please choose only one of the following:

- ☐ No
- ☐ I started an application but did not complete it
- ☐ Yes, I completed an application but didn't go
- ☐ Yes, I completed an application and went on a trip

Application Process

2 [FriendsApply]Did any of your friends apply to go on a Taglit trip in 2013?

Please choose **only one** of the following:

- ☐ No
- ☐ Yes
- ☐ I don't know

3 [WhyApply]How important were each of the following in your decision to begin a Taglit-Birthright Israel application?

Only answer this question if the following conditions are met:

* Answer was 11 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 21 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 31 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose the appropriate response for each item:

	Not at all	A Little	Somewhat	Very Much
I always wanted to visit Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn more about Judaism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends told me it's a great experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trip is free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet other young Jews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to get to know Israelis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My parents wanted me to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trip is an important Jewish experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends were applying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thought it would be fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other. Please describe below:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4 [WhyApplyOth]

Only answer this question if the following conditions are met:

* Answer was 2'A Little' or 'Somewhat' or 'Very Much' at question '3 [WhyApply]' (How important were each of the following in your decision to begin a Taglit-Birthright Israel application? (Other. Please describe below:)) and Answer was 3'A Little' or 'Somewhat' or 'Very Much' at question '3 [WhyApply]' (How important were each of the following in your decision to begin a Taglit-Birthright Israel application? (Other. Please describe below:)) and Answer was 4'A Little' or 'Somewhat' or 'Very Much' at question '3 [WhyApply]' (How important were each of the following in your decision to begin a Taglit-Birthright Israel application? (Other. Please describe below:))

Please write your answer here:

5 [TripPlan]Thinking back to when you applied for the trip, did you apply...

Only answer this question if the following conditions are met:

* Answer was 11 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 21 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 31 started an application but did not complete it or 'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose **only one** of the following:

- ☐ With the plan to go if offered a trip?
- ☐ To get priority for a trip next season/year?
- ☐ To see what the buzz was all about?

6 [WhyIncomplete] Which of the following statements describes the reasons you did not complete your application?

Only answer this question if the following conditions are met:

* Answer was '1' started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose the appropriate response for each item:

	No	Yes
The application was too long	<input type="radio"/>	<input type="radio"/>
I realized I was not eligible for the trip	<input type="radio"/>	<input type="radio"/>
Choosing a trip was too complicated	<input type="radio"/>	<input type="radio"/>
I couldn't figure out what dates were available	<input type="radio"/>	<input type="radio"/>
I didn't really want to go	<input type="radio"/>	<input type="radio"/>
Other. Please explain below:	<input type="radio"/>	<input type="radio"/>

7 [IncompleteOther]

Only answer this question if the following conditions are met:

* Answer was '1'Yes' at question '6 [WhyIncomplete]' (Which of the following statements describes the reasons you did not complete your application? (Other. Please explain below:

))

Please write your answer here:

8 [IncompContact] Were you ever contacted (by email or phone) and encouraged to complete your application?

Only answer this question if the following conditions are met:

* Answer was '1' started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose **only one** of the following:

- ☐ No
☐ Yes

9 [TOChoice] When you applied to Taglit, how did you choose a trip organizer (e.g. Hillel, Tlalim, Mayanot, etc.)? Check all that apply.

Only answer this question if the following conditions are met:

* Answer was '2'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was '3'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose **all** that apply:

- ☐ A recruiter told me which trip organizer to select
☐ A friend recommended a trip organizer
☐ The trip organizer's name appealed to me
☐ The trip organizer ran the trip for my campus/community
☐ I did some research of the different trip organizers
☐ Other:

10 [ImpTrip]How important were the following when selecting a trip on your Taglit application?

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 3'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose the appropriate response for each item:

	Not at all important	A little important	Somewhat important	Very important
Going with a specific trip organizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trip theme (e.g. extreme outdoors, culture, intense mifgash, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people on the bus (e.g. college community, young professionals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The dates I would be traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going with someone I knew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other. Please explain below:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11 [ImpTripOth]

Only answer this question if the following conditions are met:

* Answer was 2'A little important' or 'Somewhat important' or 'Very important' at question '10 [ImpTrip]' (How important were the following when selecting a trip on your Taglit application? (Other. Please explain below:

)) and Answer was 3'A little important' or 'Somewhat important' or 'Very important' at question '10 [ImpTrip]' (How important were the following when selecting a trip on your Taglit application? (Other. Please explain below:

)) and Answer was 4'A little important' or 'Somewhat important' or 'Very important' at question '10 [ImpTrip]' (How important were the following when selecting a trip on your Taglit application? (Other. Please explain below:

))

Please write your answer here:

12 [BRIContact]After applying for a trip did you ever...? (Check all that apply)

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 3'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose all that apply:

- ☐ Contact Taglit or the trip organizer with questions about the trip
- ☐ Get contacted about the trip
- ☐ Get offered a trip date
- ☐ Get placed on a waiting list
- ☐ Change your trip selection
- ☐ Attend an orientation session
- ☐ Consider canceling your application

13 [Alttrip]After applying, how many trip dates did you consider in the SAME trip season?

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 3'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ None, I was never offered a date
- ☐ One
- ☐ Two
- ☐ Three or more

14 [7dayTrip]For you personally, the ideal length of a Taglit trip would be...

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 3'Yes, I completed an application but didn't go' or 'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ 7 days
☐ 10 days
☐ 14 days

15 [WhyNoGo]What is the MAIN reason you did not go on a Taglit-Birthright Israel trip?

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ I was not offered a trip
☐ There was no trip available on the dates I wanted to travel
☐ I couldn't go on the same trip as family/friends
☐ By the time I got a date offer I already had work/school obligations
☐ I had personal/family obligations
☐ I couldn't afford other trip expenses and/or the deposit
☐ Another travel opportunity came up
☐ Other

16 [tripoverall]Trip participants have described the trip in many ways. Overall, for you, the trip felt like...

Only answer this question if the following conditions are met:

* Answer was 3'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose the appropriate response for each item:

Only answer this question for the items you selected in question 0 (*)

Only answer this question for the items you did not select in question 0 (*)

	Not at all	A little	Somewhat	Very much
A fun vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A learning experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A religious pilgrimage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A journey to my Jewish roots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An encounter with the real Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A group Jewish experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A life-changing experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A disappointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An intellectually engaging experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17 [Bus]To what extent...

Only answer this question if the following conditions are met:

* Answer was 3'Yes, I completed an application and went on a trip' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose the appropriate response for each item:

	Not at all	A Little	Somewhat	Very Much
Did your bus feel like a group of friends?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did your bus feel like a community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did the group atmosphere enhance your experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was your Israeli tour guide friendly?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did your Israeli tour guide create a feeling of community on the bus?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was your Israeli tour guide open to concerns and questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did your interactions with the Israelis on your bus lead to personal connections?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did your interactions with the Israelis on your bus make you feel connected to your Israeli peers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did your interactions with the Israelis on your bus make you aware of what you had in common?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18 [ChangeApp]What would you change about the application process to increase the likelihood of you going on a trip?

Only answer this question if the following conditions are met:

* Answer was 2'Yes, I completed an application but didn't go' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please write your answer here:

23 [hebrew]If you were asked to read a text in Hebrew how much would you understand?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ Don't know Hebrew alphabet at all
- ☐ Can read the letters, but not understand the words
- ☐ Some of what I read
- ☐ Most of what I read
- ☐ Everything I read

24 [fborn]Where was your father born?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

Only answer this question for the items you selected in question 0 (*)

Only answer this question for the items you did not select in question 0 (*)

- ☐ The United States
- ☐ Canada
- ☐ Israel
- ☐ The Former Soviet Union
- ☐ Other. Please specify:

25 [fjew]Was your father born Jewish?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ No
- ☐ Yes

26 [fewnow]Is your father Jewish now?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

- ☐ No
- ☐ Yes

27 [mborn]Where was your mother born?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose only one of the following:

Only answer this question for the items you selected in question 0 (*)

Only answer this question for the items you did not select in question 0 (*)

- ☐ The United States
- ☐ Canada
- ☐ Israel
- ☐ The Former Soviet Union
- ☐ Other. Please specify:

28 [mjew]Was your mother born Jewish?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose **only one** of the following:

- ☐ No
☐ Yes

29 [mjewnow]Is your mother Jewish now?

Only answer this question if the following conditions are met:

* Answer was 0'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?) and Answer was 1'No' or 1 started an application but did not complete it' at question '1 [Apply]' (In 2013, did you apply to go on a Taglit-Birthright Israel trip?)

Please choose **only one** of the following:

- ☐ No
☐ Yes

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