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PROVIDE EMPIRICAL SURVEY DATASETS ABOUT THE NORTH AMERICAN JEWISH COMMUNITY FROM NATIONAL AND LOCAL SOCIO-DEMOGRAPHIC STUDIES AS WELL AS OTHER TYPES OF CONTEMPORARY AND HISTORICAL SOCIAL SCIENCE RESEARCH.

MAKE AVAILABLE SUBSTANTIVE AND METHODOLOGICAL REPORTS ON THE JEWISH COMMUNITY, IN PARTICULAR, REPORTS BASED ON DATASETS THAT ARE PART OF THE ARCHIVE.

PROMOTE THE DATA BANK TO JEWISH FEDERATIONS, COMMUNAL ORGANIZATIONS, FOUNDATIONS AND OTHER GROUPS INTERESTED IN RESEARCH CONCERNING JEWISH LIFE IN NORTH AMERICA.

ENCOURAGE ACADEMICIANS, STUDENTS, COMMUNAL PROFESSIONALS AND OTHERS TO UTILIZE DATA BANK HOLDINGS AND TO SUBMIT THEIR STUDIES TO THE ARCHIVE.

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PREPARE PUBLICATIONS AND OTHER FORMS OF INFORMATION DISSEMINATION CONCERNING SOCIAL SCIENTIFIC RESEARCH ABOUT NORTH AMERICAN JEWRY.

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Jewish Federation of Greater Atlanta
in collaboration with
Marcus Jewish Community Center of Atlanta

Jewish Community Study of North Metro Atlanta: 2004

FACT SHEET

Context: 1996

- The last study of the Jewish Population of Greater Atlanta was in 1996. An estimated 76,800 Jewish persons lived in 38,100 Jewish Households in Greater Atlanta.
- In 1996, the North Metro Atlanta was essentially outside the Study Area.

Jewish Household and Population Estimates

- An estimated 16,000 Jewish persons live in over 6,000 Jewish households in the North Metro Atlanta area.
- US Census Data: The 10 zip code North Metro Atlanta area has undergone rapid growth over the past several decades — from 1990 to 2003, the total population has increased 140%.
- Jewish persons represent just under 4% of the total population in all North Metro Atlanta households.

Demography

- North Metro Atlanta is a young Jewish community.
- Children under age 18 constitute 36% of the total Jewish persons, while only 8% are seniors 65 or older.
- Adults ages 35-49 are the predominant age group among adults.
- The Jewish community of North Metro Atlanta is much younger (38% are 0-19 years old) than the national Jewish community, 2000-2001 (23% are 0-19 years old) and Greater Atlanta, 1996 (25% are 0-19 years old).
- Over half of all North Metro Atlanta Jewish households include a minor child and two adults, over twice the national Jewish average.
- The average number of people in Jewish North Metro Atlanta households is 3.0. Two-three-and-four person households account for almost 80% of all area Jewish households.
- 7% of survey respondents were born in Greater Atlanta; 32% were born in New York.
- 37% of survey respondents have lived in Greater Atlanta for at least 20 years or were either born in Greater Atlanta. The next largest group is composed of newcomers, who have lived in Greater Atlanta for under 10 years.
- The typical North Metro Atlanta Jewish households reports an annual income between \$50,000 to \$99,000. Approximately 3-of-10 Jewish households are “just managing” financially (at best).

Jewish Connections

- Being Jewish is very important to 62% of Jewish respondents in North Metro Atlanta. Only 9% felt that being Jewish is not important.
- Being part of the Jewish community in North Metro Atlanta is “very important” to just over half of Jewish survey respondents.

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The majority of Jewish survey respondents (56%) identify with Reform Judaism. One-quarter identify as Conservative Jews.

- About half of all Jewish households have some formal organizational affiliation to the Jewish community, including congregations, JCC and other Jewish organizations.
- 41% of survey respondents report that their household belongs to a Jewish congregation.
- Newcomers tend to be less connected to Jewish organizations.
- 59% of Jewish households report that a household member attended a Jewish museum or a Jewish cultural event during the two years preceding the survey.
- 93% of North Metro Atlanta Jewish households report contributions to charitable causes:
 - 22% report a contribution to the Jewish Federation of Greater Atlanta.
 - 65% report a contribution to any Jewish cause, including the Federation.
- Chanukah candle lighting is reported by 84% of all Jewish households — 73% participate in a Passover Seder — 60% of Jewish respondents Fast on Yom Kippur.
- 99% of North Metro Atlanta Jewish households with children always or usually light Chanukah candles, but only 20% light Shabbat candles.
- 12% of children ages 6-17 being raised Jewish (or Jewish and something else) are currently enrolled in a fulltime Jewish Day School. 78% are in public schools; only 9% are in private, non-Jewish education.
- Three-of-four children ages 6-17 being raised Jewish (or Jewish and something else) have had some formal Jewish education.
- Just over one-third of households with children ages 6-17 have sent a child to a summer camp with Jewish content, or have had their child involved in a Jewish teen or youth group.

Intermarriage and Raising Children as Jews

- 35% of currently married couples are intermarried. 18% of currently married couples who were married prior to 1990 are intermarried, compared to 48% of couples married since 1990.
- 55% of the children in intermarried Jewish households are being raised Jewish, and another 32% are being raised “Jewish and something else.”
 - Only 13% - an exceptionally low number – are not being raised Jewish or Jewish and something else.
 - Jewish children in intermarried Jewish household are almost as likely as children in inmarried households to receive some Jewish education (48% vs. 52%).

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North Metro Atlanta: Programs and Services

- Key Jewish agencies are reasonably well-known by Jewish household respondents in the North Metro Atlanta area:
 - 60% are very or somewhat familiar with the Jewish Federation of Greater Atlanta;
 - 48% are very or somewhat familiar with JFCS (Jewish Family and Career Services);
 - And 67% are very or somewhat familiar with the Marcus Jewish Community Center of Atlanta (JCC).
- Services sought by North Metro Jewish households reflect a wide range of life cycle issues, from infant or child care (17%), to personal marriage and family counseling (16%), to help in finding a job (10%), to services for older adults (12%).
- In addition to the seniors currently living in North Metro Atlanta, an estimated 1,000 Jewish households have either a senior parent elsewhere in Greater Atlanta, or have a senior parent living outside the area who is likely to move to the North Metro Atlanta area.
- There are 2,500 children under age six in North Metro Atlanta Jewish households. 35% of these children are currently going to a fulltime Jewish pre-school or day care program, while another 8% have attended a similar program in the past.

Interest in Jewish Day Schools

- For 15% of these 2,500 children, fulltime Jewish Day School will definitely be “seriously considered” when they are old enough to go to school fulltime; for another 30%, Jewish Day School will probably be considered.
- 59% of respondents with children under age 6 said that the major reason they would not seriously consider sending their child (in the future) to a Jewish Day School was that they preferred public schools. Another 28% cited cost issues as the most important factor.
- Among households with children (all ages), 42% report that financial cost had prevented them from sending a child to a Jewish Day School at some time in the five year period preceding the survey.

Interest in a Branch of the Marcus Jewish Community Center of Atlanta (MJCCA)

- Respondents were asked how interested they/their household would be in using a new MJCCA branch in the North Fulton/Alpharetta/North Metro Atlanta area, assuming it is built in a location convenient for them. 56% of the Jewish households were very interested, and another 29% were “somewhat interested.”
- Two-thirds of respondents interested in using the JCC facilities report that they would join and pay dues — an estimated 1,800 Jewish households “definitely,” and another 1,700 households “probably.”

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