

From Margin to Mainstream: The Seismic Shift among Jews in the San Francisco Metro Area

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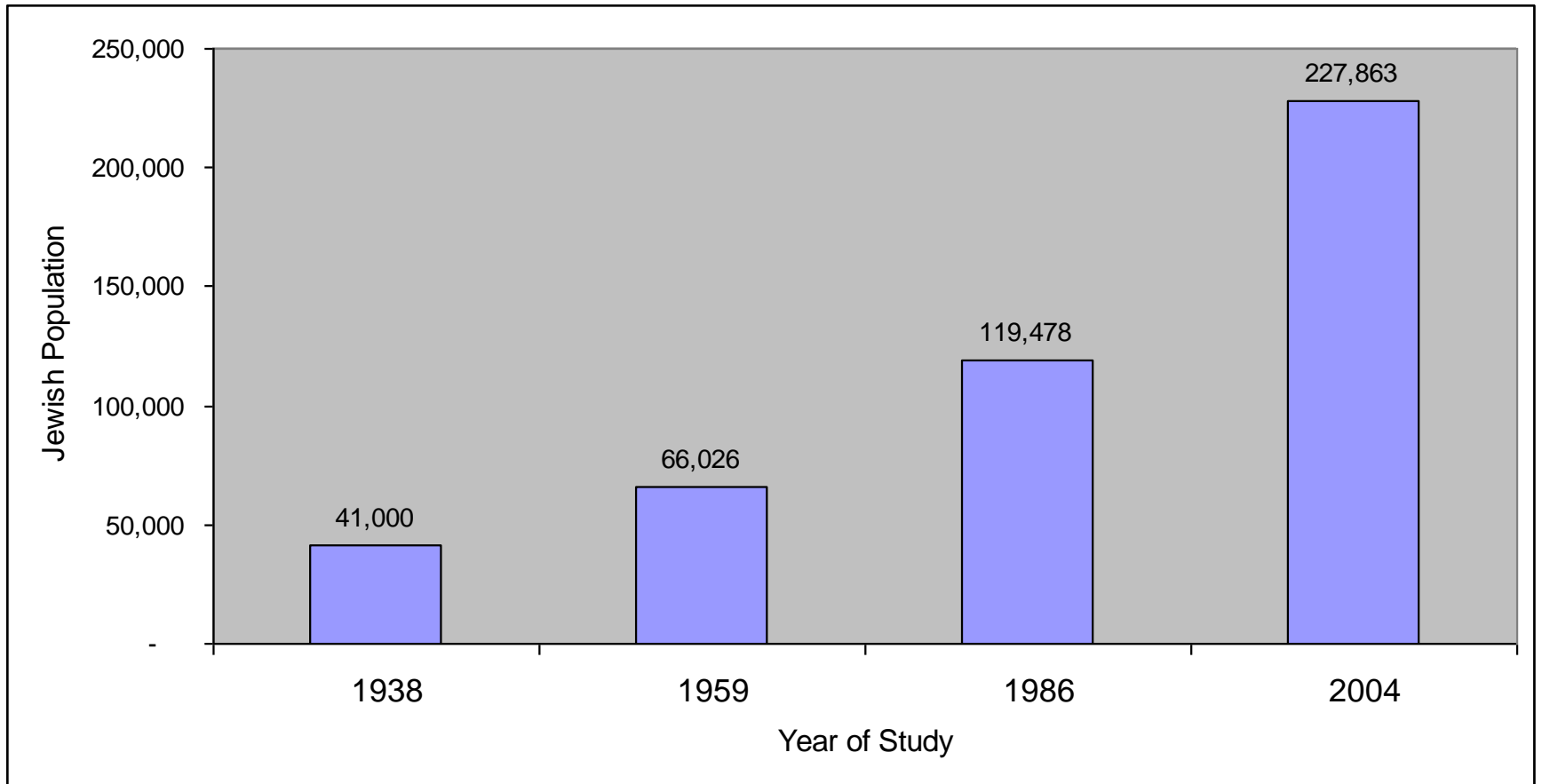
San Francisco, like many communities in the NAJDB, has conducted more than one study (covering Sonoma, Marin, San Francisco, San Mateo, and parts of Santa Clara counties). By comparing the 2004 study earlier studies, a picture of sweeping changes becomes evident. For example,

- The Jewish population doubled between 1959 and 1986, and then doubled again by 2004.
- The Jewish population spread out. In 1959, 71% of the Jews lived in the San Francisco. By 2004 only 29% lived in the city and 32% were in the Palo Alto area.
- Despite these changes in population distribution, certain constants remained: Sonoma and Marin had the highest rates of intermarriage in 1986 and 2004. Sonoma and San Francisco were the least affluent areas while Marin and the Palo Alto area remained the most affluent.
- The apparent decline in Jewish observance is explained by the increase in intermarriage. In-married couples actually became more observant.
- Migration did not result in disaffiliation. More new migrants affiliated for the first time upon moving to the study area than dropped their memberships, and most were affiliated in both communities.
- The average age at migration was older in 1990-2003 than it was in previous decades.

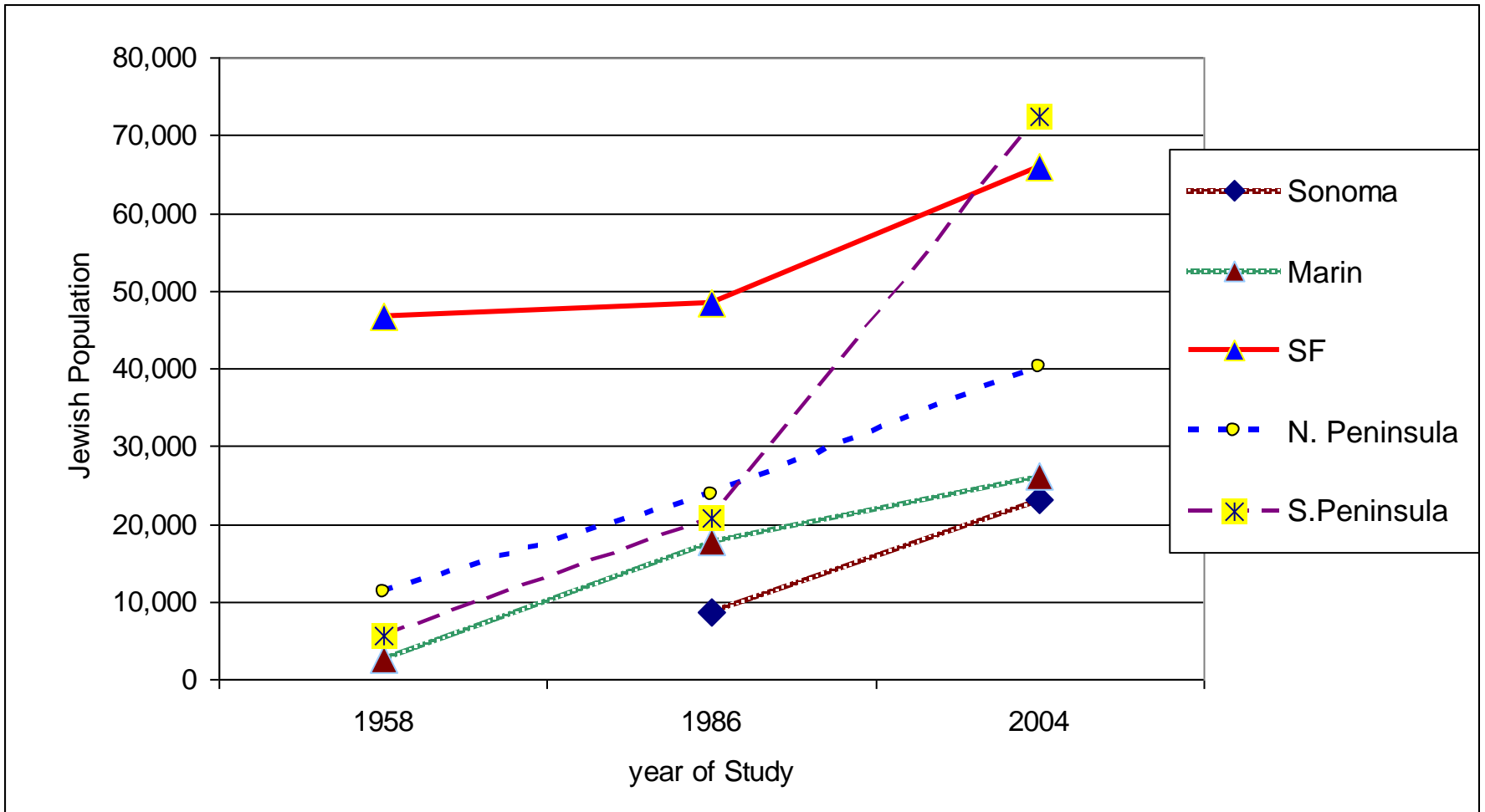
Study area



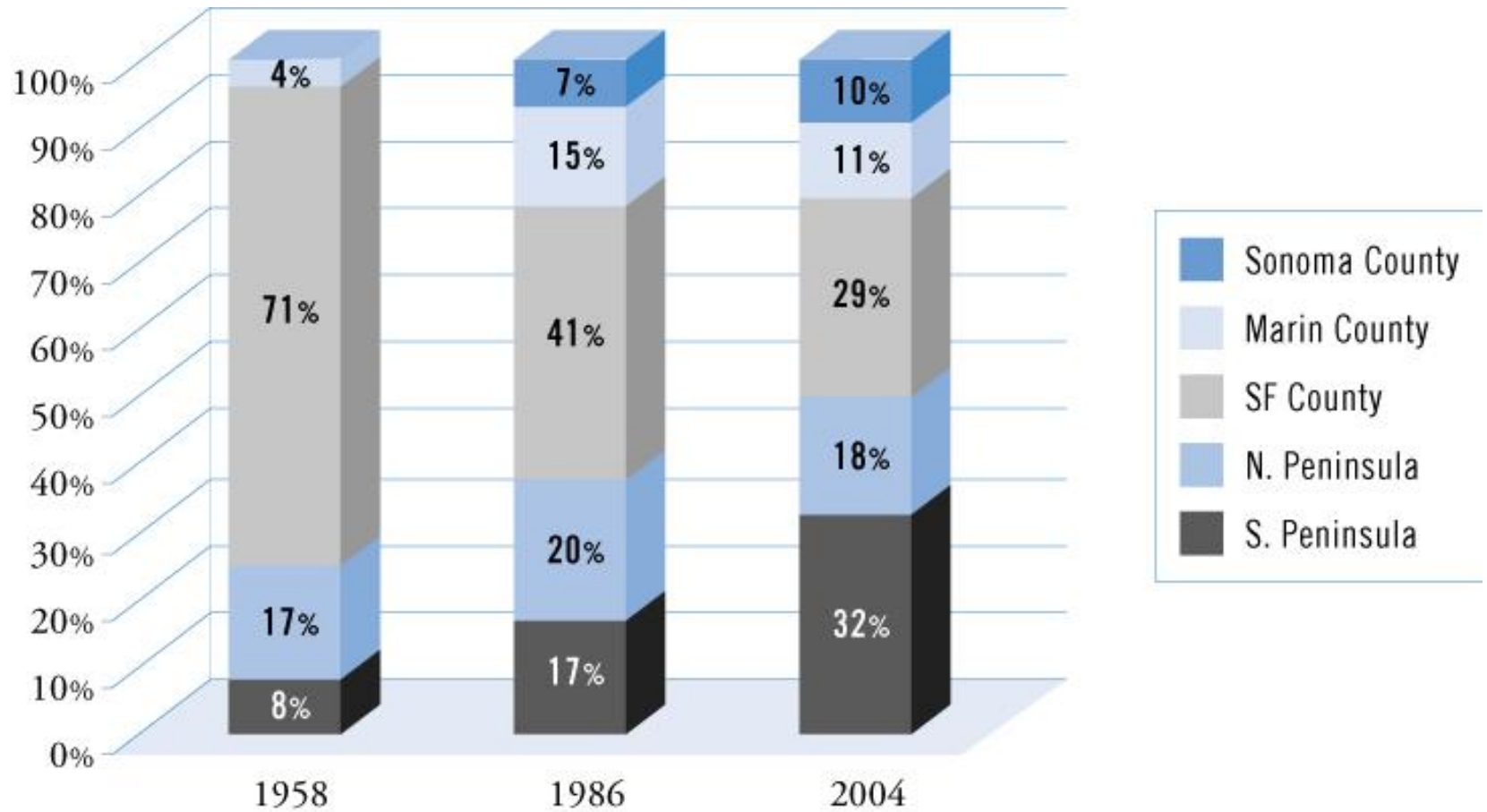
Population growth



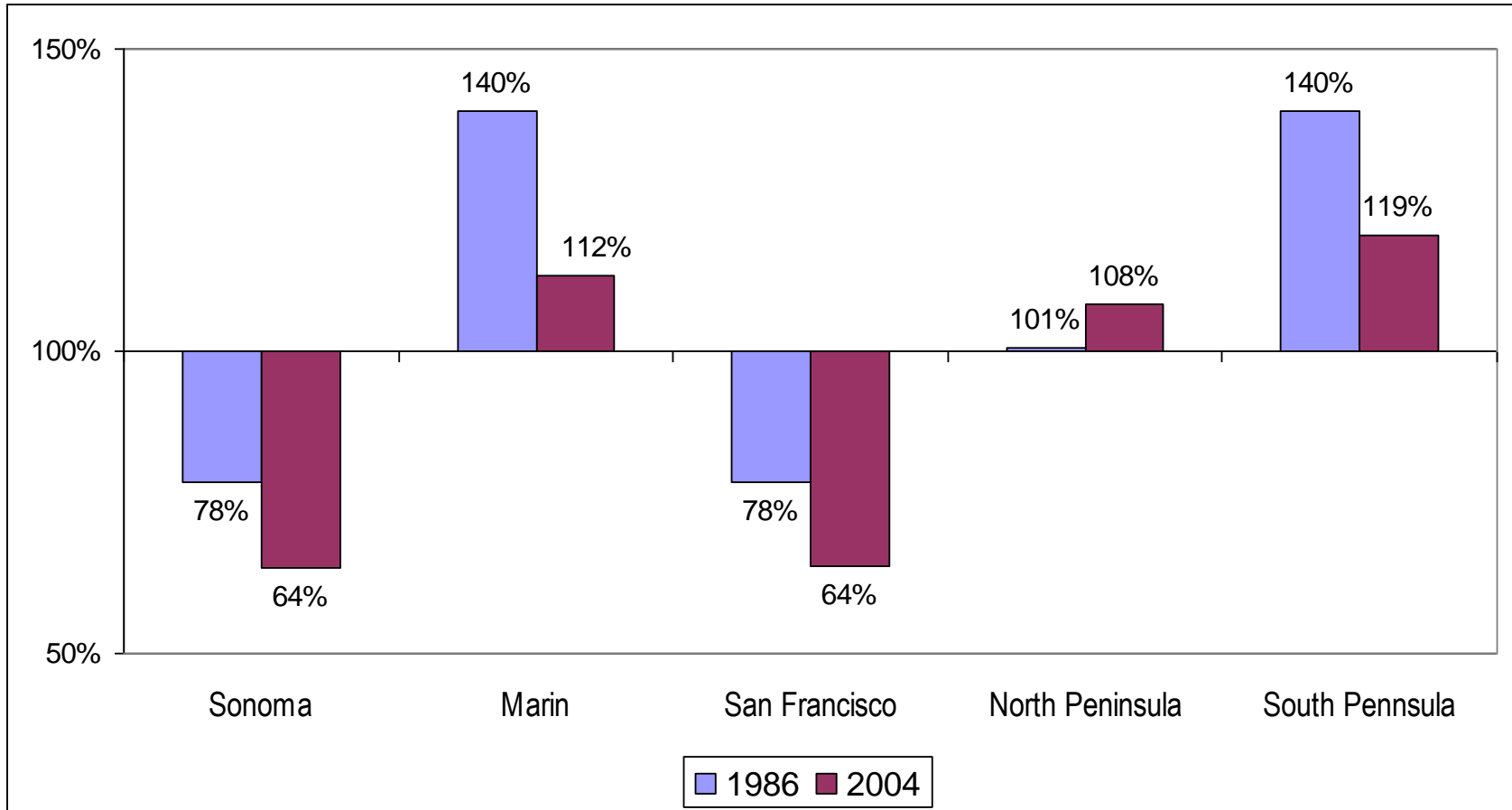
Growth by County



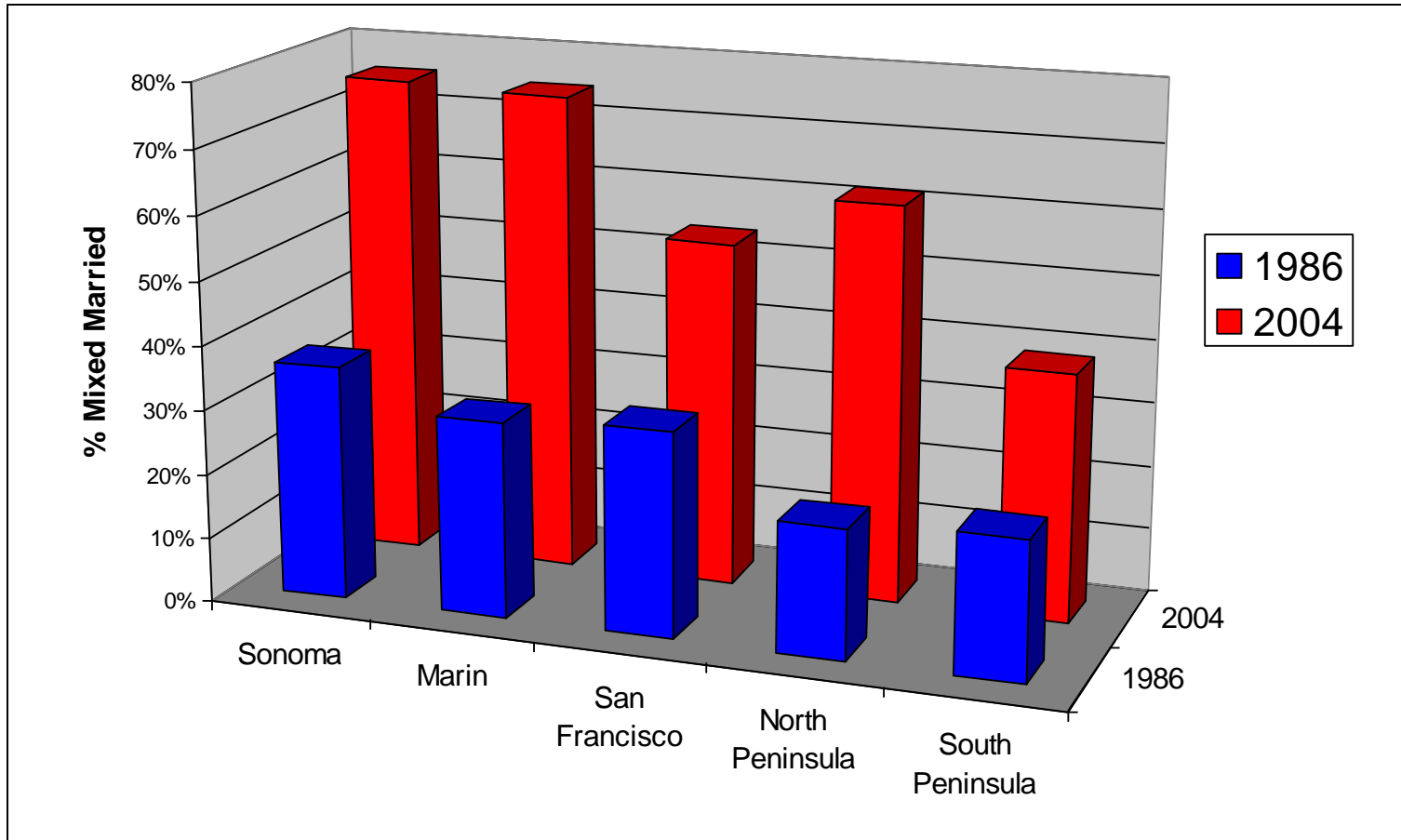
Share of Jewish Population



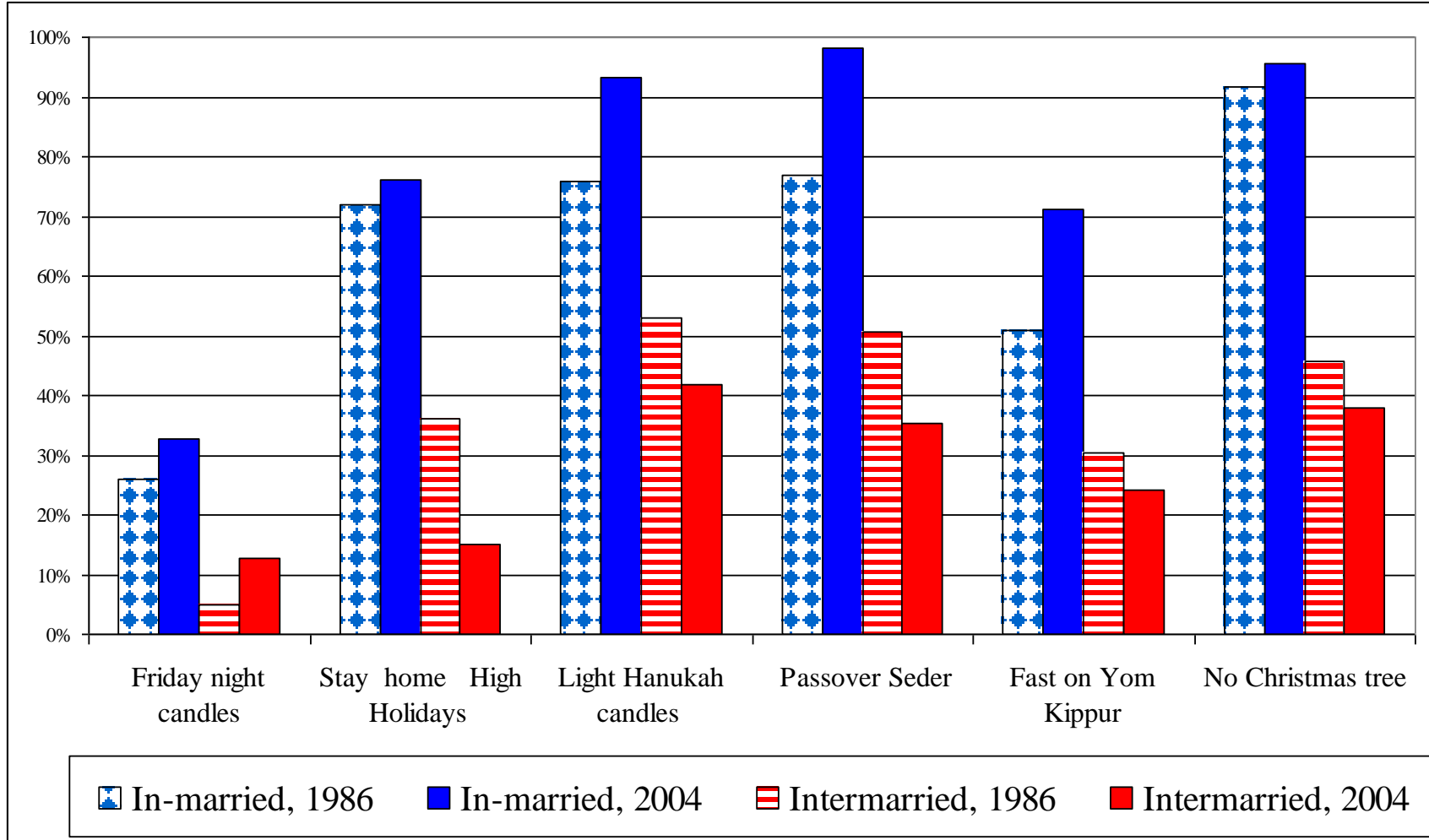
Median Income of Region as a a percent of Total Median Income



Intermarriage by Area



Observance by Intermarriage, 1986 & 2004



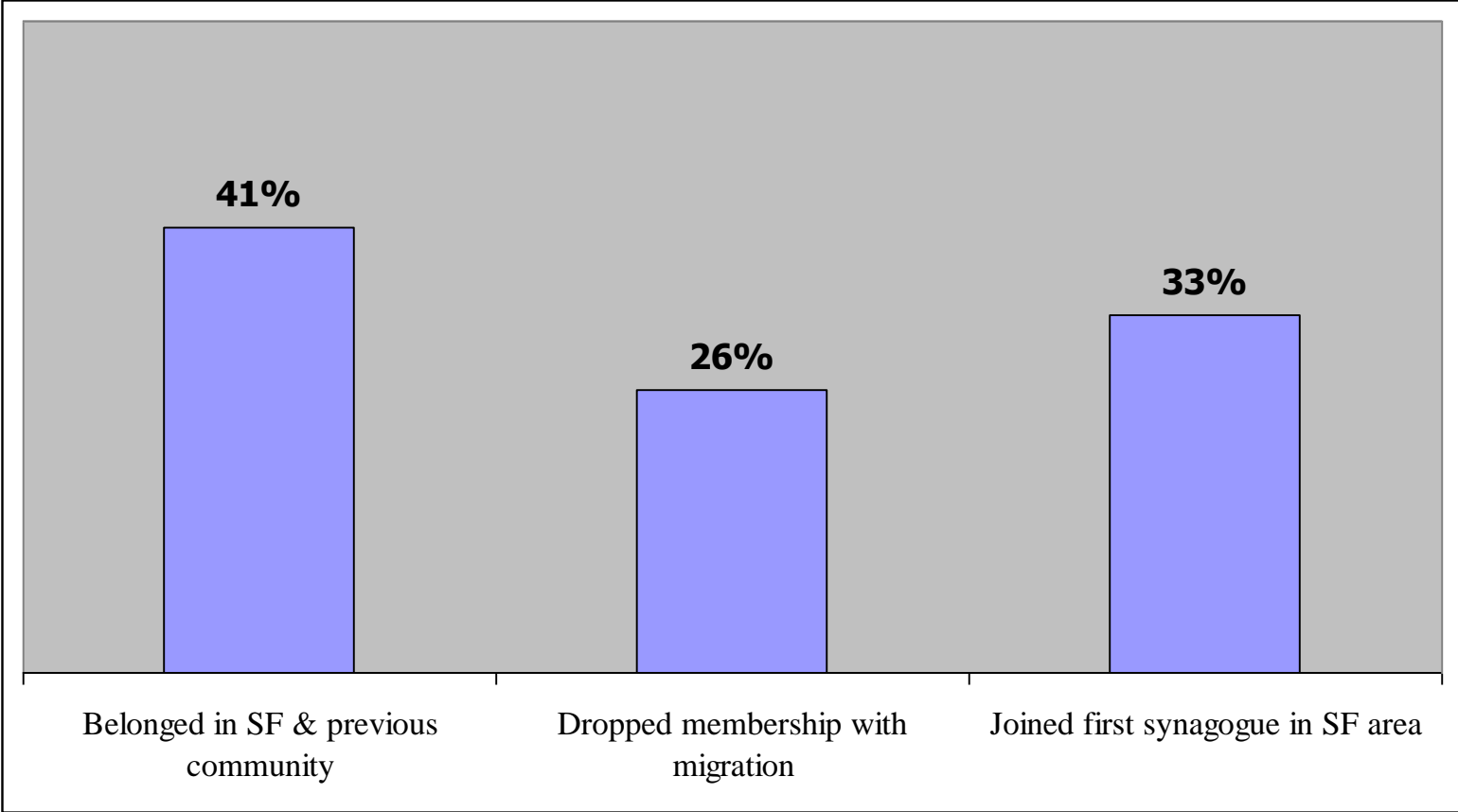
Synagogue membership by Inter-marriage, 1986 & 2004

	1986	2004
In-married	50%	45%
Intermarried	15%	13%
Single	20%	18%
Study Area	35%	22%

Two migration scenarios

- Jews with weak communal ties move to new communities
- Jews with strong communal experiences strengthen new communities.

Affiliation and Migration (Moved to Bay Area in past 10 years)



Age at Migration to Bay Area

Age at migration	Year of migration to Bay Area		
	1990-2003	1975-1989	1960- 1975
18-29	45	67	68
30-39	24	25	22
40 +	31	8	11
Total	100	100	100

Percent of respondents with One Jewish Parent

