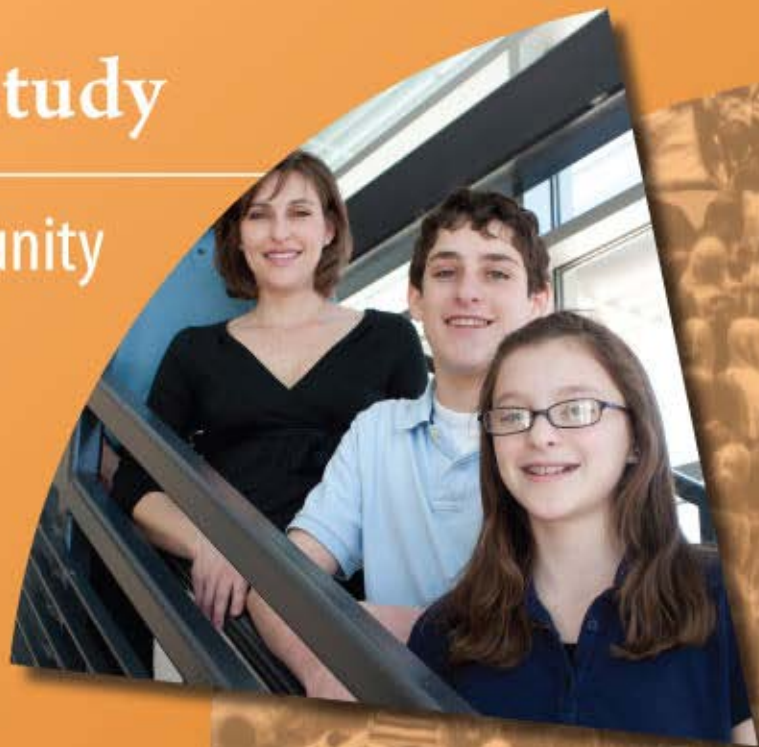


2011
Greater Cleveland
Jewish
Population Study

Stability & Opportunity



Jewish Federation
OF CLEVELAND

Study conducted by Jewish Policy and Action Research, a strategic alliance between Ukeles Associates, Inc., and Social Science Research Solutions

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Today's Cleveland Jewish
Community is
larger and more diverse
than many believed.

2011 STUDY GOALS:

- Estimate the size of the Jewish community in the Greater Cleveland Study Area - Cuyahoga County plus portions of Geauga, Lake, Lorain, Portage and Summit Counties.
- Describe the characteristics, attitudes and behaviors of the Jewish community's population in 2011.
- Compare the findings in 2011 to the findings from previous studies.
- Provide a database to inform future policy and planning decisions in the Greater Cleveland Jewish community.

Jewish Population Study Comparisons: 1996-2011

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(A) Similarities between the studies

- The boundaries of the 2011 and 1996 geographic study areas are similar.
- The 2011 Study used a more sophisticated version of the random sampling method used in 1996; random cell phone interviews were added in 2011.

(B) Differences between the studies

- In 1996 Jewish- born-or raised people who no longer identified as Jews (“Jewish origin”) were counted as Jews. They are not counted as Jews in 2011. The published 1996 report does not include an estimate of the number of “Jewish origin” persons counted as Jews.
- The 1996 Study did not include Jewish college students temporarily living outside of Greater Cleveland in the count of Jewish persons. The 2011 Study counts these Jewish college students as Jews living in Cleveland (approximately 2,500).
- It is possible that the 1996 estimate did not include people who identify as “Jewish and something else.”

JEWISH PEOPLE

- **Adults (age 18+) who consider themselves Jewish.**
- **Children being raised as Jews.**

JEWISH HOUSEHOLDS

- **Households that include at least one self-identified Jewish adult.**

PEOPLE LIVING IN JEWISH HOUSEHOLDS INCLUDE:

- **Jewish people, and**
- **Non-Jews (non-Jewish adults, as well as children who are not being raised as Jews).**

Cleveland's Jewish Population is Stable

	1996 Study	2011 Study	% Change 1996-2011
Jewish Households	33,700	38,300	+14%
Jewish People	80,500	80,800	0%
All People in Jewish Households	88,300	98,300	+11%

Why is the estimate of the number of Jews unchanged since 1996 and so much higher than conventional thinking?

10

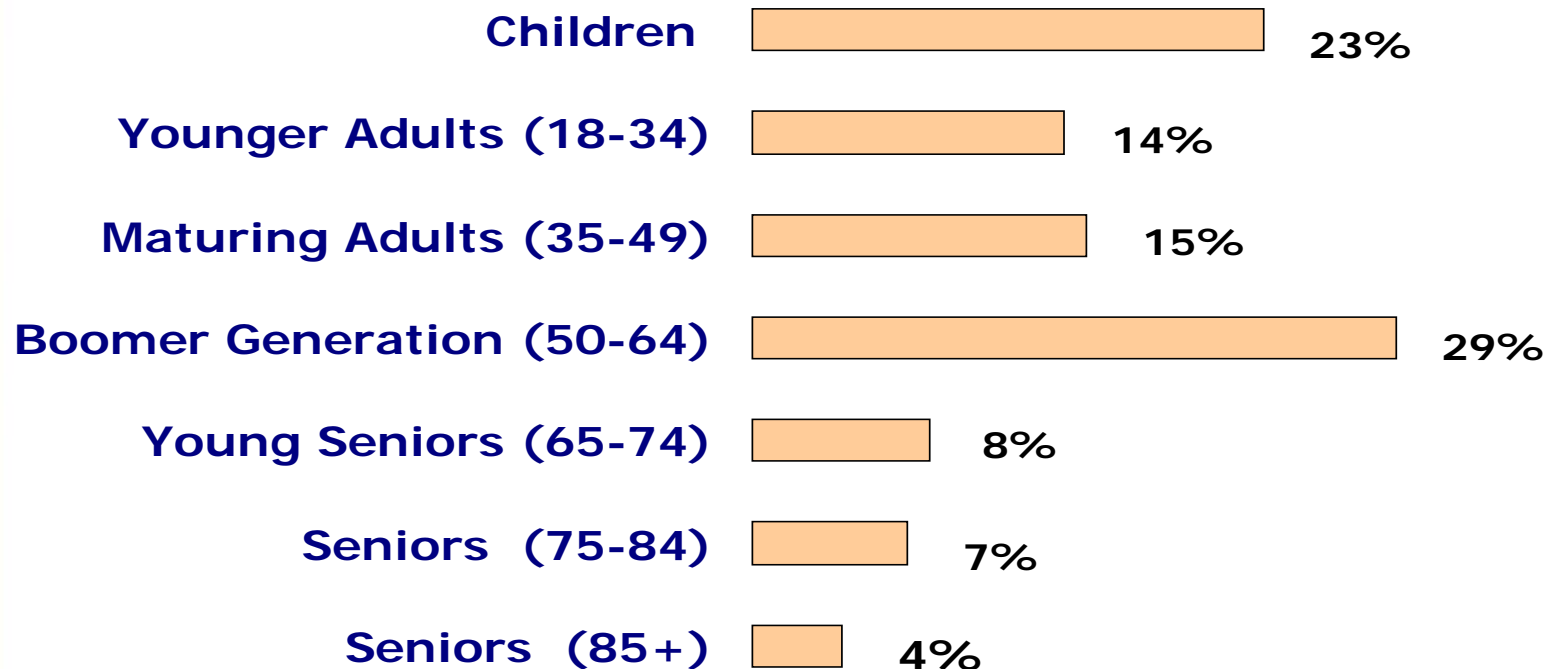
- Sources of decline are highly visible
 - Anecdotal information about adult children leaving
 - Declines in number of people affiliated with Jewish organizations
 - Declines in general community, especially non-Hispanic whites
- Sources of increase are less visible
 - Estimated increase in number of Orthodox people (2,200)
 - Newcomers to Cleveland (about 5,200)
 - Returnees to Cleveland (about 2,600)
 - Intermarried households (8,700)
 - Unmarried households that identify as Jewish & something else (2,400)

Jewish Cleveland has more children than older adults

23% of All Cleveland Jewish People are Children; 19% Are Jewish Seniors.

12

Age of Jewish Persons in Greater Cleveland Jewish Households



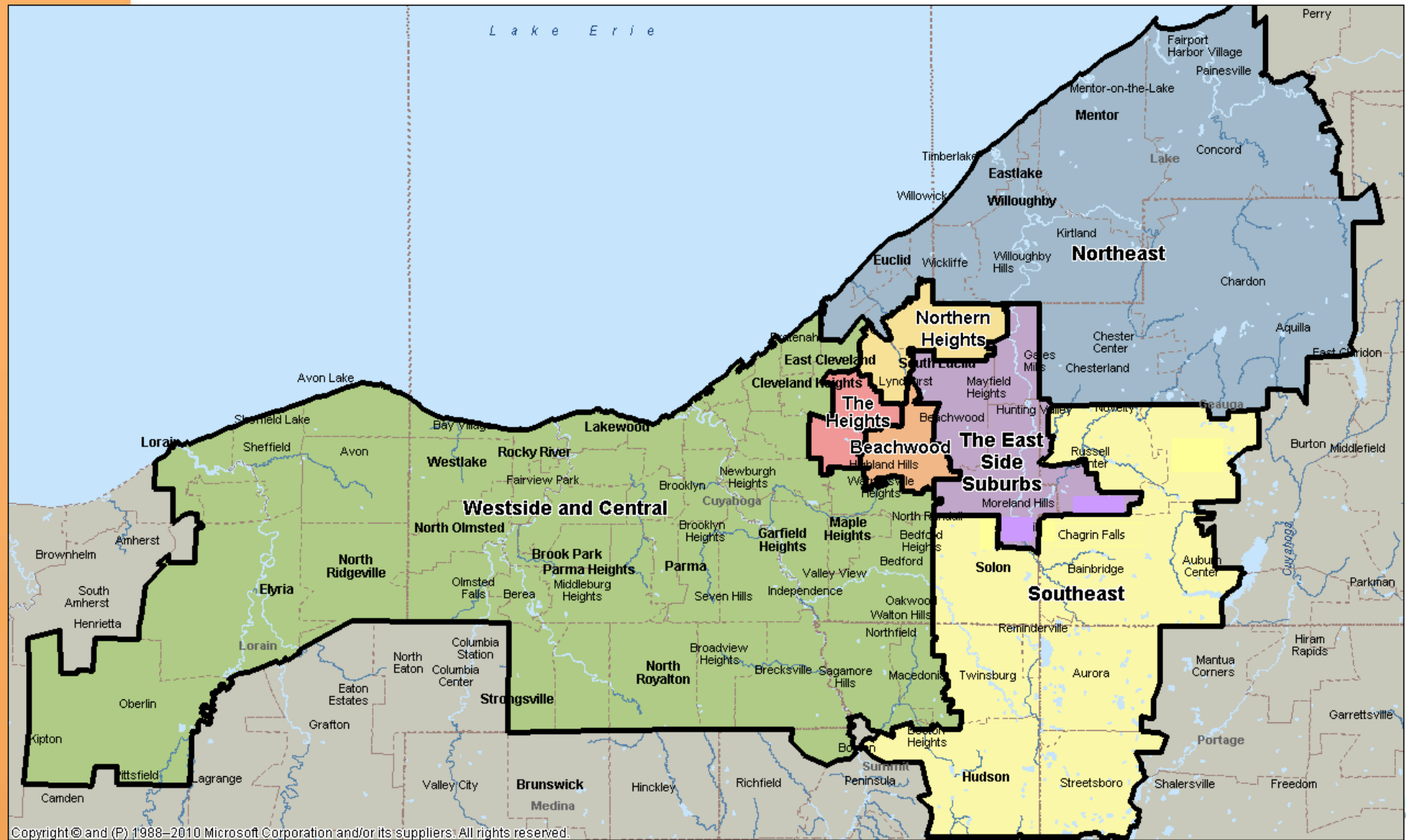
Returning Sons and Daughters: Family Reasons Critical

13

- Of all survey respondents born in Cleveland, the majority (73%) have always lived in Cleveland, but 27% report that they had not always lived in Cleveland.
- Of these approximately 5,900 returning sons and daughters, 67% had returned to Cleveland more than ten years before the survey.
- Another 33% (1,900 survey respondents) who had been born in Cleveland - but left the area - report that they returned to Greater Cleveland in the ten years preceding the survey.
- These relatively recent returnees (N=1,900) were asked why they moved back to Cleveland:
 - 70% report that they returned for family-related reasons;
 - 14% report they returned for health reasons; and
 - 15% returned for work-related reasons.
 - 1% cite miscellaneous reasons

Over the past fifteen years, the Jewish community has moved geographically but is actually **less spread out.**

The Study Area and Sub-Areas: Greater Cleveland 2011



Jewish Growth and Decline: Geography, 1996-2011

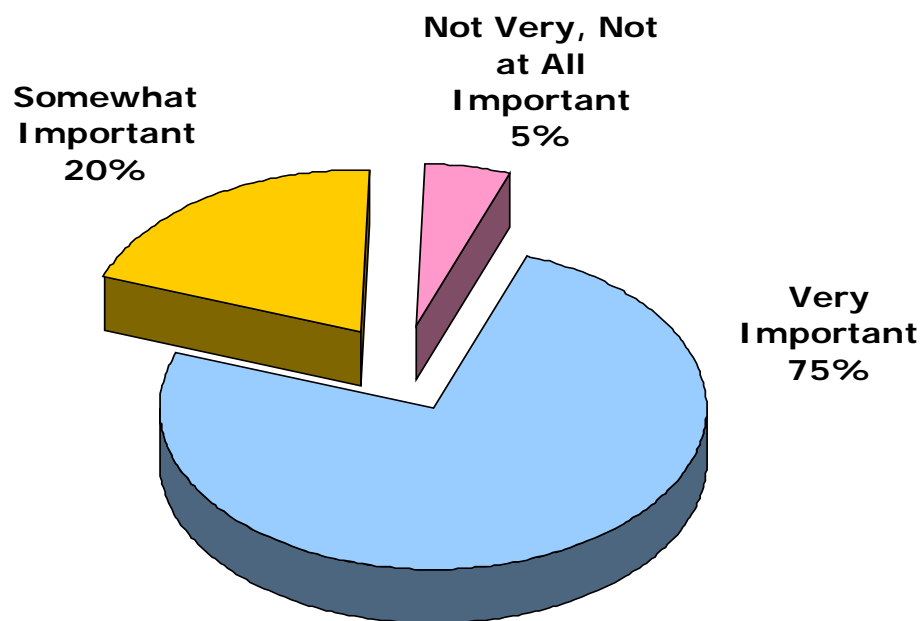
Geographic Area	Jewish People 1996	Jewish People 2011	Percent Change
The Heights	23,100	22,200	- 4%
East Side Suburbs		5,300	
Beachwood	21,700	10,700	+ 44%
Solon & Southeast Suburbs		15,300	
Northern Heights	17,000	10,400	- 39%
West Side/Central Area	13,000	11,900	-8%
Northeast	5,600	5,000	- 10%
Total	80,500*	80,800	0%

** Numbers were rounded.*

As a whole, Cleveland remains a
**strong, highly engaged Jewish
community**

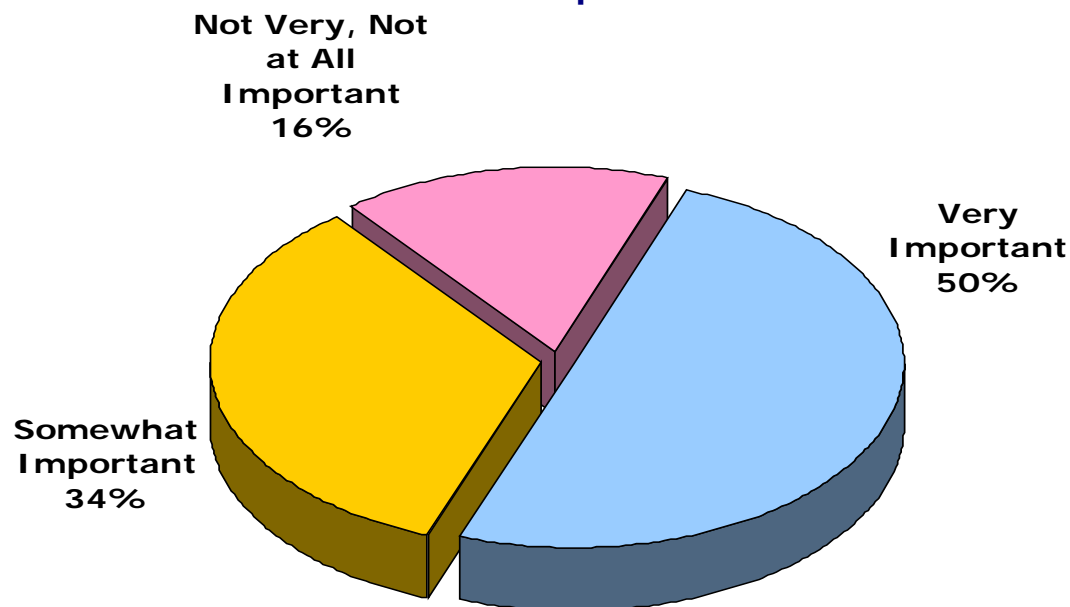
Being Jewish is Very Important to Three-of-Four Jews in Greater Cleveland

How Important Is Being Jewish to Jewish Respondents*



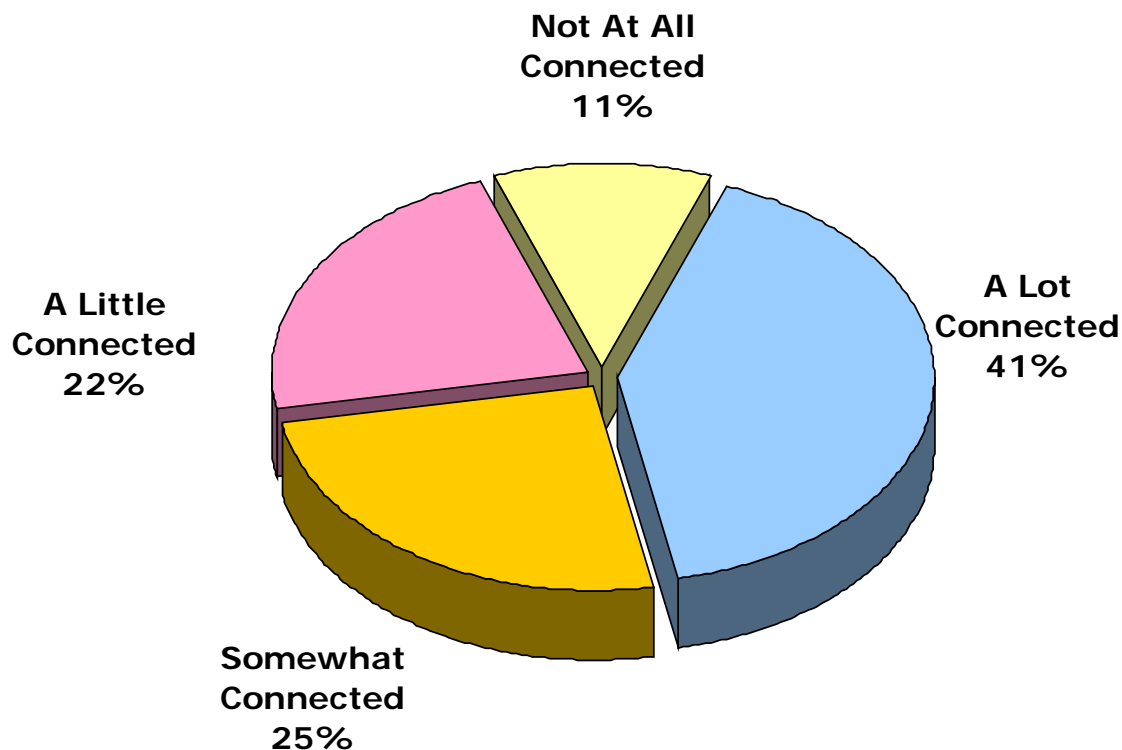
Being Part of a Jewish Community is Very Important to Half of Jewish Clevelanders

How Important Is Being Part of a Jewish Community
to
Jewish Respondents *



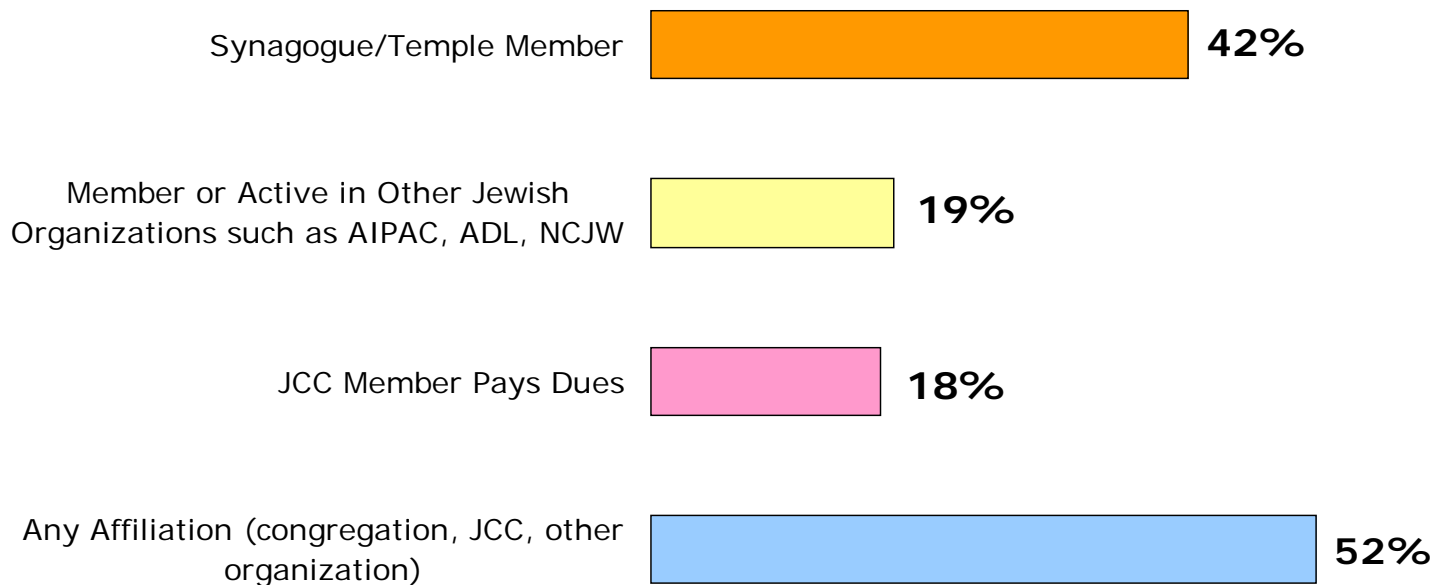
Four-of-ten Jewish People Feel “A Lot” Connected to a Jewish Community in Greater Cleveland

How Connected Do Jewish Respondents Feel to a
Jewish Community in Greater Cleveland?



Just Over Half of Jewish Households Affiliate With a Jewish Organization

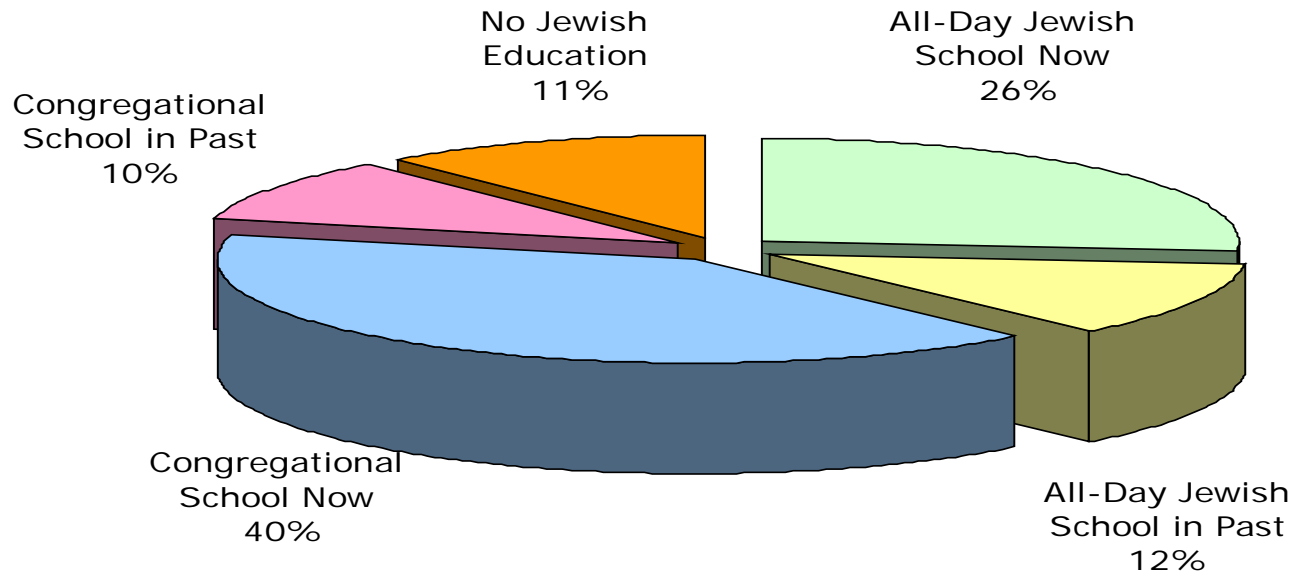
Percent of Jewish Households Which Are Affiliated With Jewish Communal Organizations



Almost All Children Raised Jewish-only Have Had Some Jewish Education

22

Jewish Education of Children Ages 5-17 Being Raised
Jewish-only in Greater Cleveland



One-of-three Households With Children Ages 7-17 Report a Child Had Attended a Jewish-Sponsored Overnight Camp

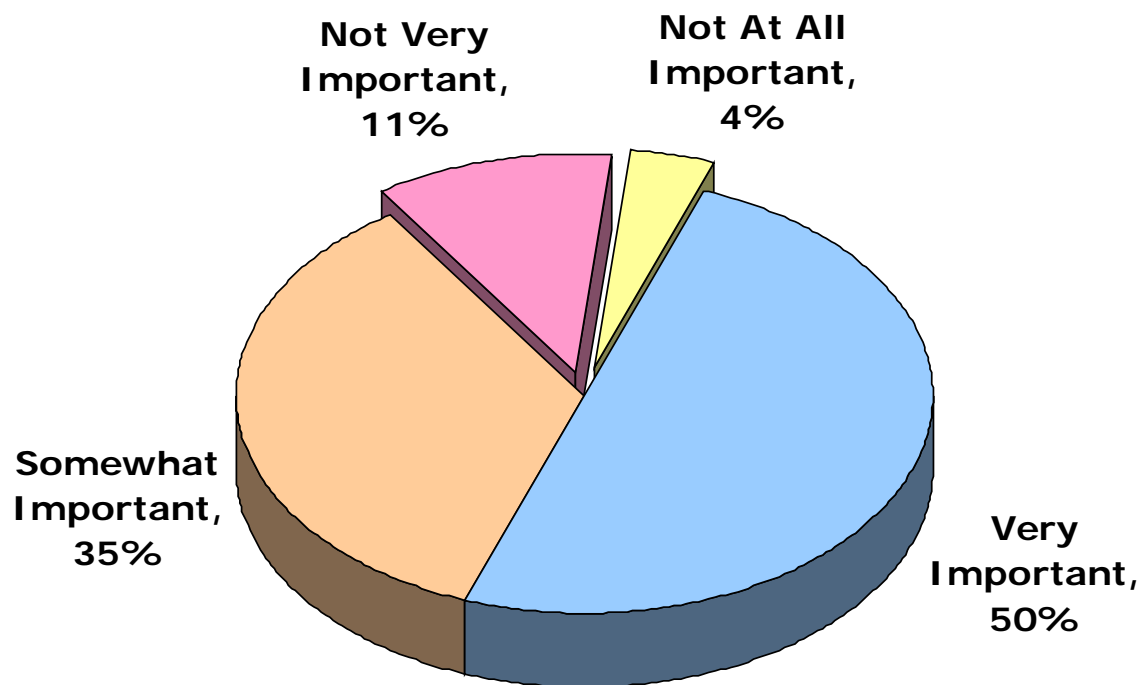
Informal Jewish Education Experiences: Households With Children Ages 7-17



Jewish Cleveland's **Connection** to **Israel** is very strong

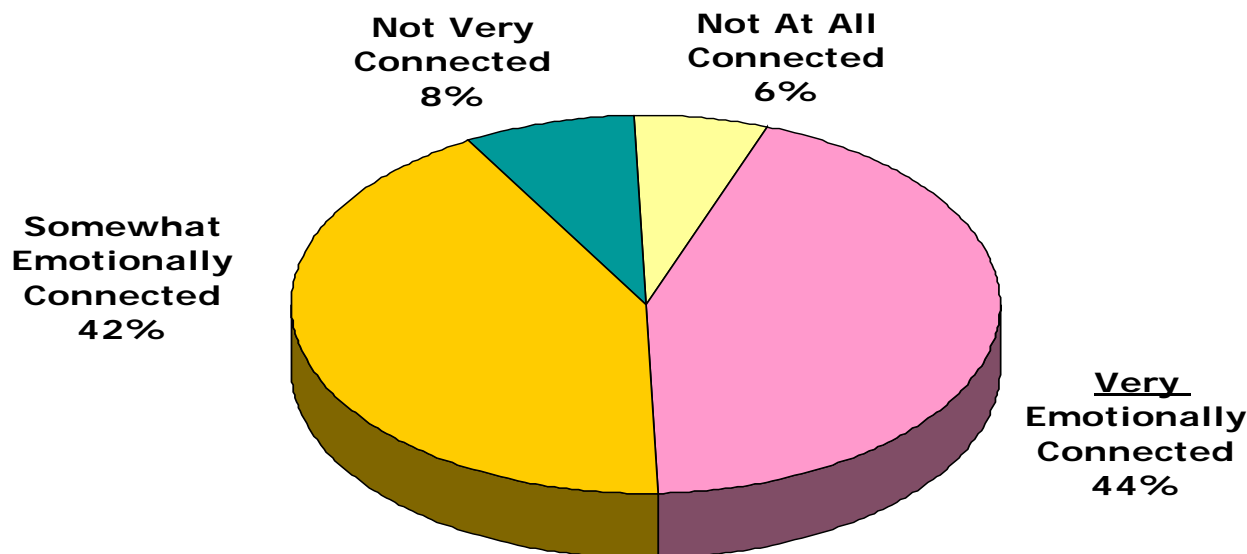
Half of Jewish Clevelanders Feel Israel Is a Very Important Part of Their Jewish Identity

Importance of Israel to Respondents' Jewish Identity,
Greater Cleveland Jewish Respondents, 2011



Very Strong Emotional Attachment to Israel in Cleveland Is Higher than Among U.S. Jews: 44% vs. 28%

**Level of Emotional Connection to Israel,
Greater Cleveland Jewish Respondents, 2011**



7% of Jewish Clevelanders Report Having Lived in Israel – Another 40% Visited Israel

27

Percent of Jewish Respondents Who Have Lived In or Visited Israel



Jewish Households that are
less connected to the
organized Jewish community
present an opportunity

Less Connected Groups

- **Intermarried** Jewish households
- Those who identify as “**Jewish & Something Else**”
- **Young** Jewish adults
- Households impacted by the **high cost** of Jewish living.

Intermarriage Definitions

Inmarried Couples

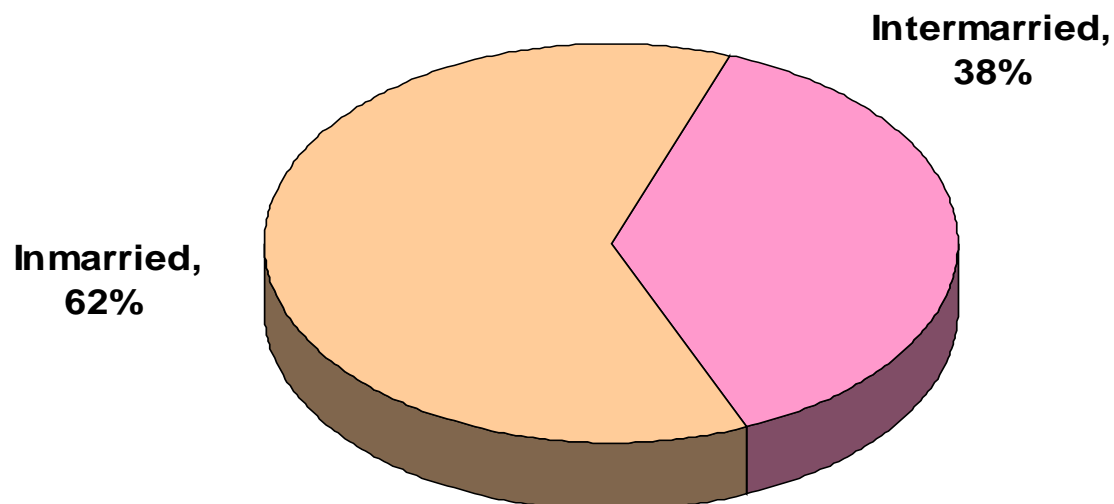
- Both spouses currently self-identify as Jewish

Intermarried Jewish Couples

- All married couples where a Jewish adult is married to a spouse who does NOT consider self Jewish.

38% of Currently Married Couples are Intermarried; in 1996, the Intermarriage Rate Was 23%

**Percent of Greater Cleveland Married Couples
Who Are Inmarried/Intermarried: At Least One
Adult Considers Self Jewish**

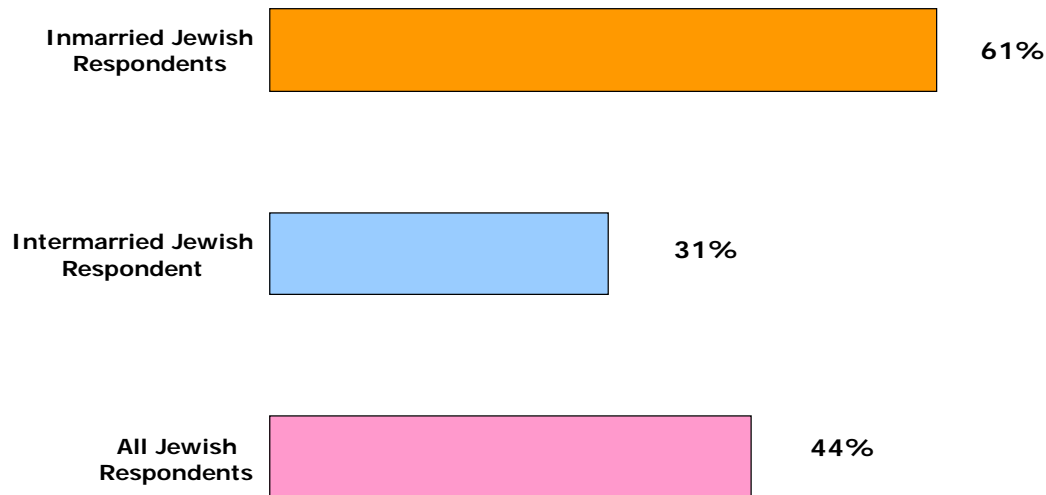


One-of-three Intermarried Jews Are Very Strongly Emotionally Attached to Israel

32

31% of Greater Cleveland intermarried Jewish respondents report being very emotionally attached to Israel compared to 13% of Greater Baltimore intermarried Jews and 20% in Chicago.

Percent of Greater Cleveland Jewish Respondents Who Feel Very Strongly Emotionally Attached to Israel



25% of Children Live in Intermarried Jewish Households

Type of Marriage	Number of Children	% of Children in Household Type
Inmarried Households	13,100	60%
Intermarried Households	5,600	25
All Other Households*	3,200	15
Total	21,900	100%

Only 7% of children in intermarried households are being raised in another religion.

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Jewish Raised Status	Inmarried Households	Intermarried Households	Non-Married Households	TOTAL: All Households
Jewish	98%	33%	52%	75%
Jewish & Something Else	<1%	22	35	11
Not Jewish, but No Religion	<1%	23	13	8
Other Religion	<1%	7	<1%	2
Undecided	1%	14	<1%	4
Total	100%	100%	100%	100%

Two-of-Three “Jewish & Something Else” Adults Are Adult Children of Intermarried Families

“Jewish & Something Else” Persons, Greater Cleveland,				
Type of Household	Respondents	Other Adults	All Children	Total
Inmarried Household	200	400	<100	700
Intermarried Household	1,200	1,300	1,200	3,700
Non-Married Households	2,400	700	1,100	4,200
Total	3,800	2,400	2,400	8,600

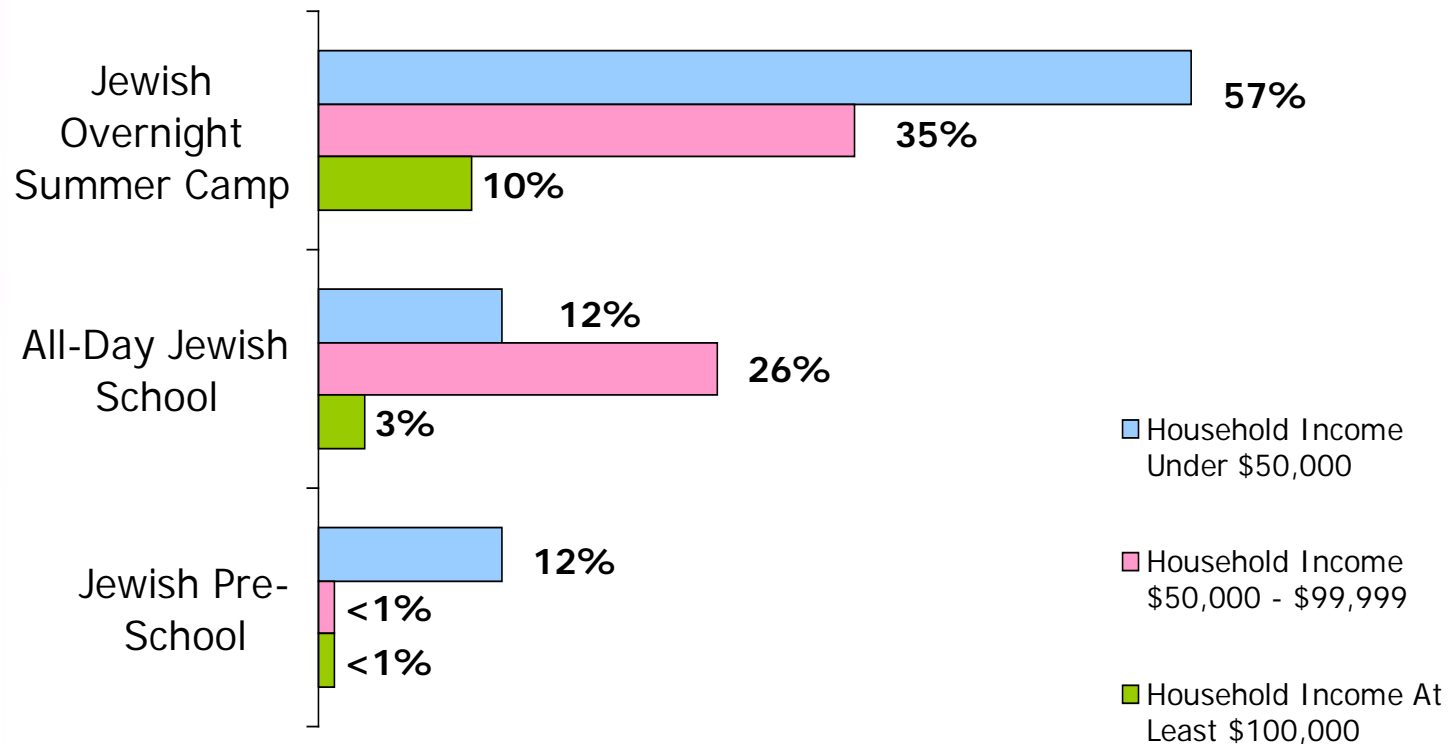
Young Adults

- Are more likely than those older to report that it is **very important to be part of a Jewish community**.
- Are more likely to have **spent time in Israel** – 33% (visited) and 20% (have lived there).
- Are **less likely** to view Israel as an important part of their **Jewish identity**.
- **33%** are **very emotionally attached** to Israel and **55%** are **somewhat emotionally attached** to Israel.

Cost Prevented Households from Participation

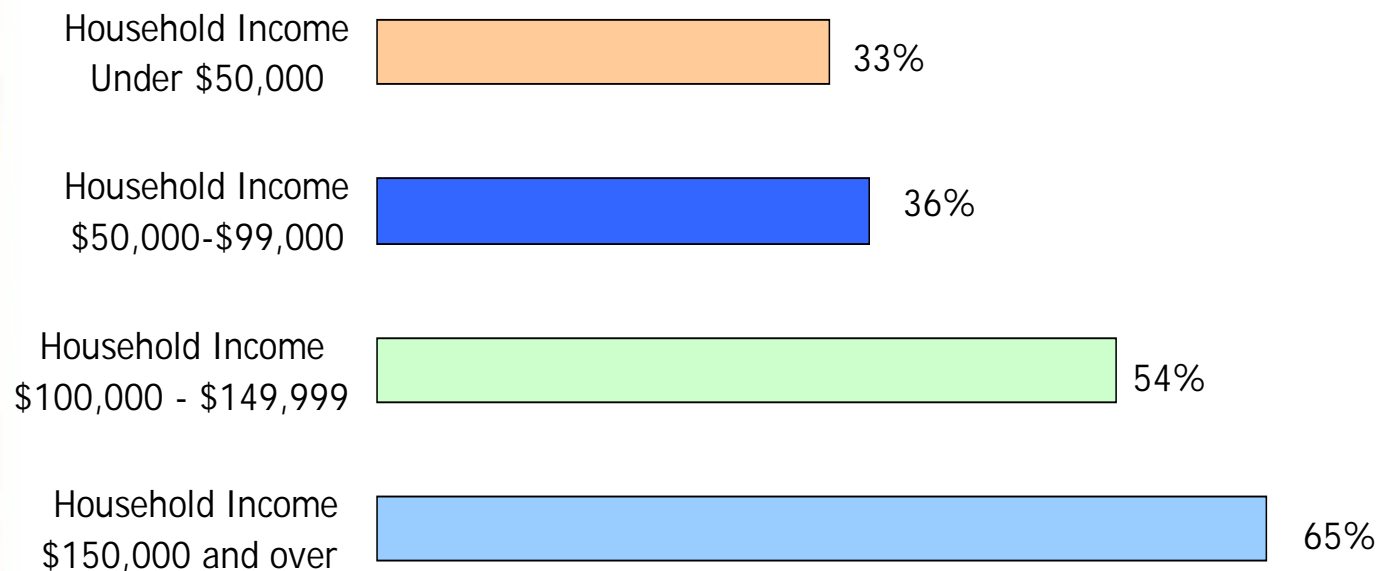
37

Percent of All Households with Children Which Report COST Prevented Them From Sending a Child to:



Congregation Membership is Strongly Related to Income

Percent of Greater Cleveland Respondents Who Report Household Membership in Synagogue, Temple, Havurah or Minyan, 2011

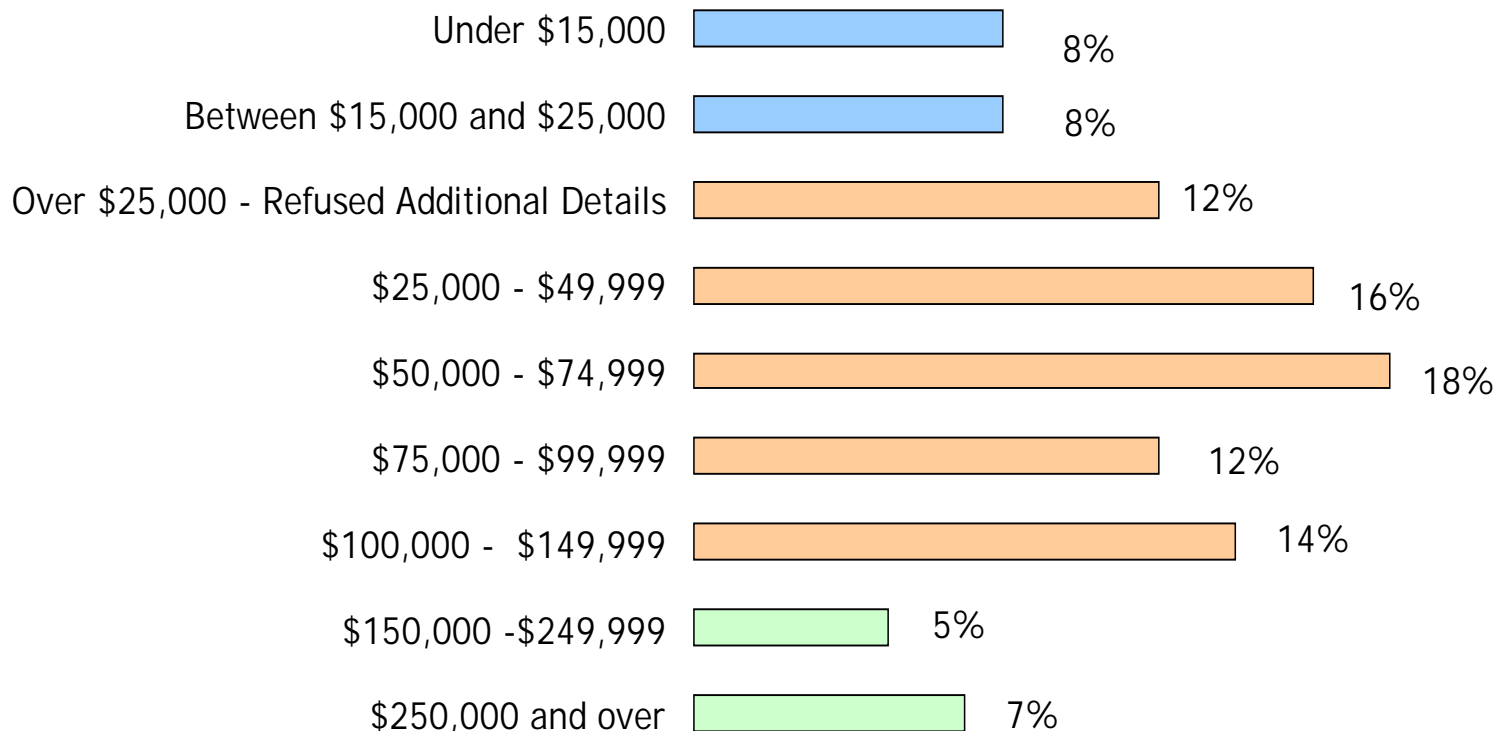


There is Significant **Economic Vulnerability** within the Cleveland Jewish Community

Household Income: 16% Under \$25,000 Annually; 12%: \$150,000 and Above

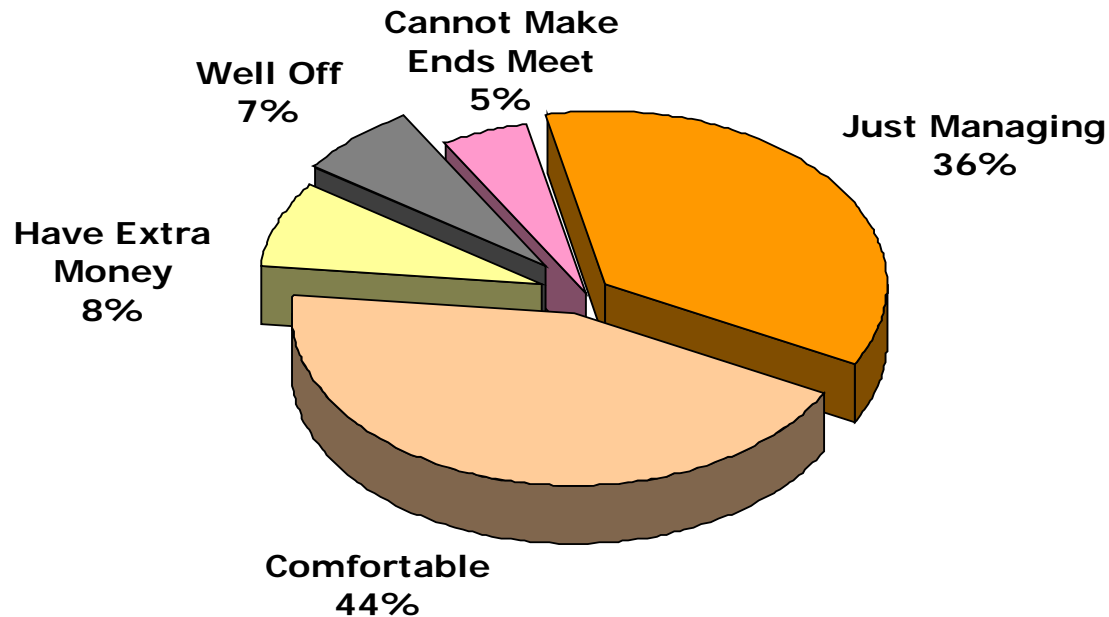
40

Annual Household Income: 2011 Greater Cleveland Jewish Community Study



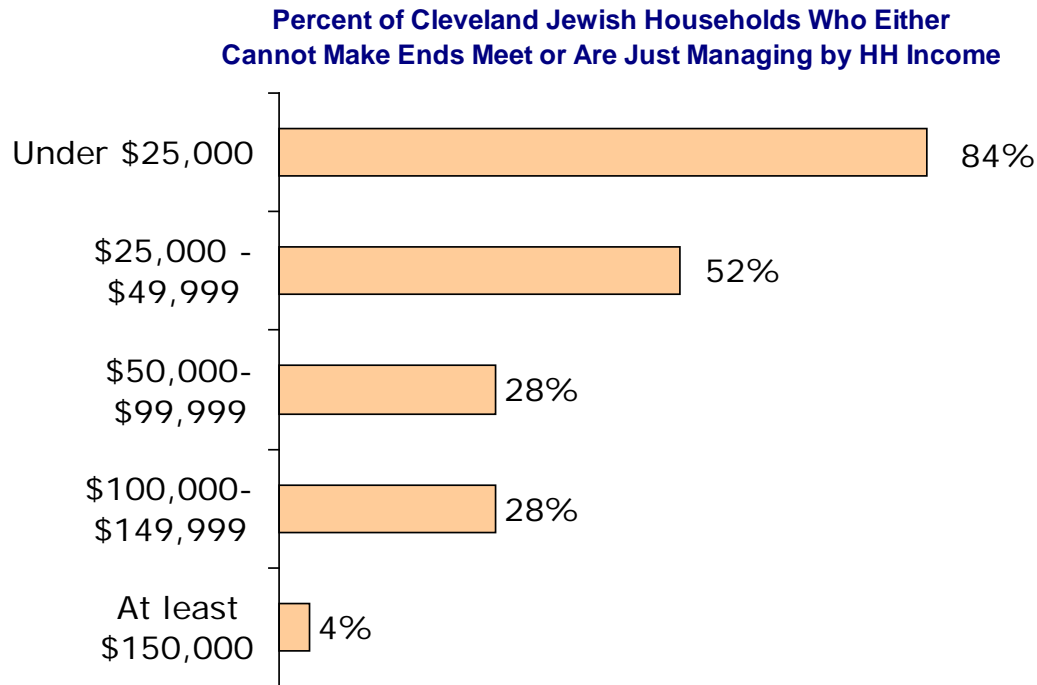
41% of Greater Cleveland Jewish Households Are Just Managing Financially or Cannot Make Ends Meet

Respondent Subjective Assessment of Household's Financial Status, Cleveland 2011



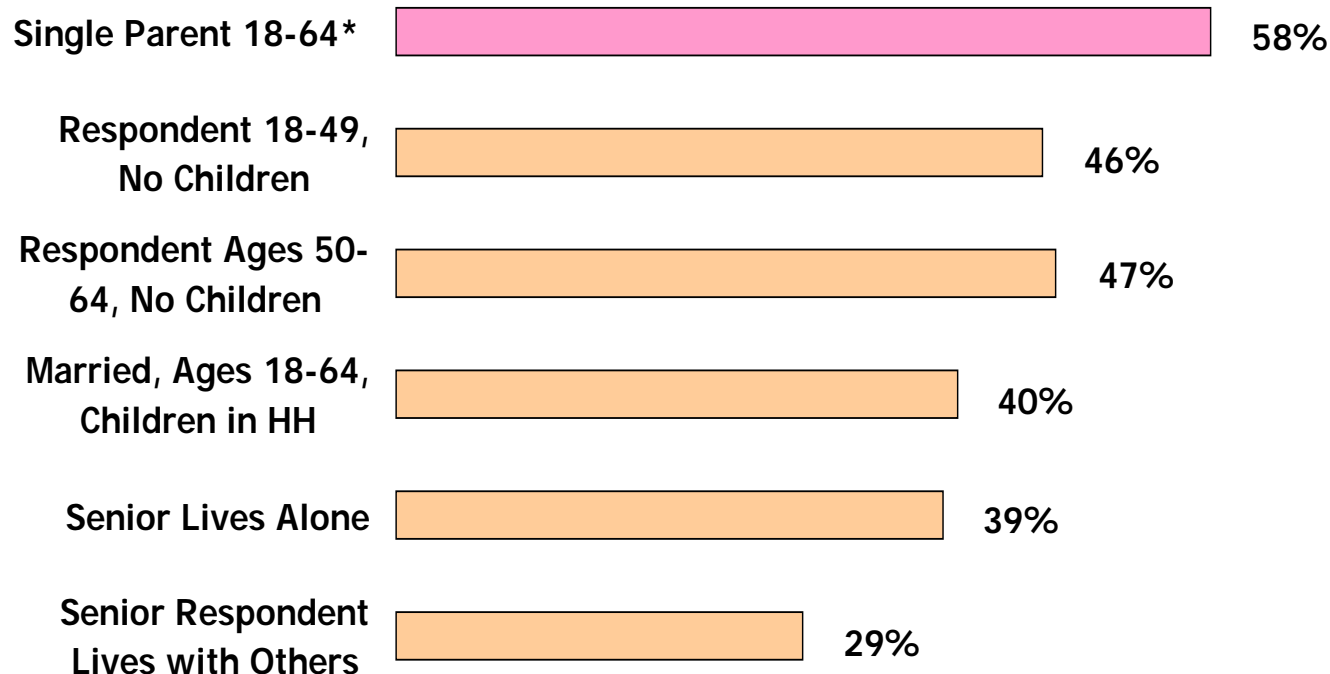
84% of Respondents in Households Earning Under \$25,000 Report They Cannot Make Ends Meet or Are Just Managing

42



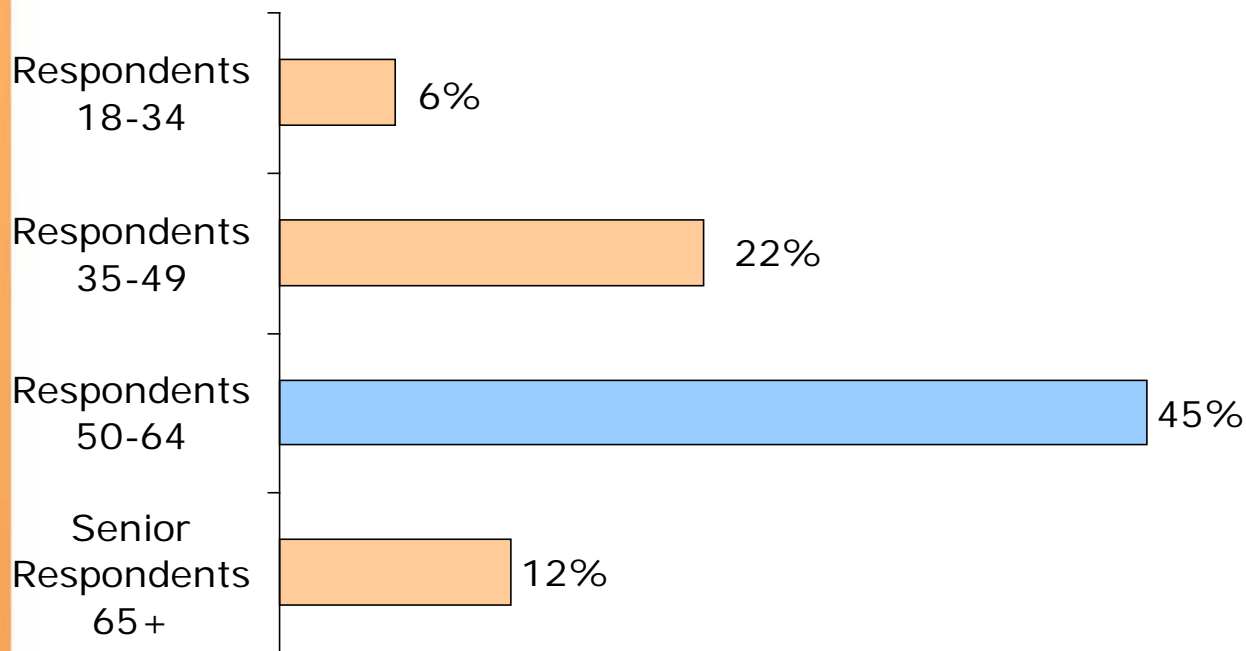
Single Parent Households Feel the Most Financially Vulnerable

Percent of Jewish Households Which Report Just Managing Financially or Not Being Able To Make Ends Meet by Household Type



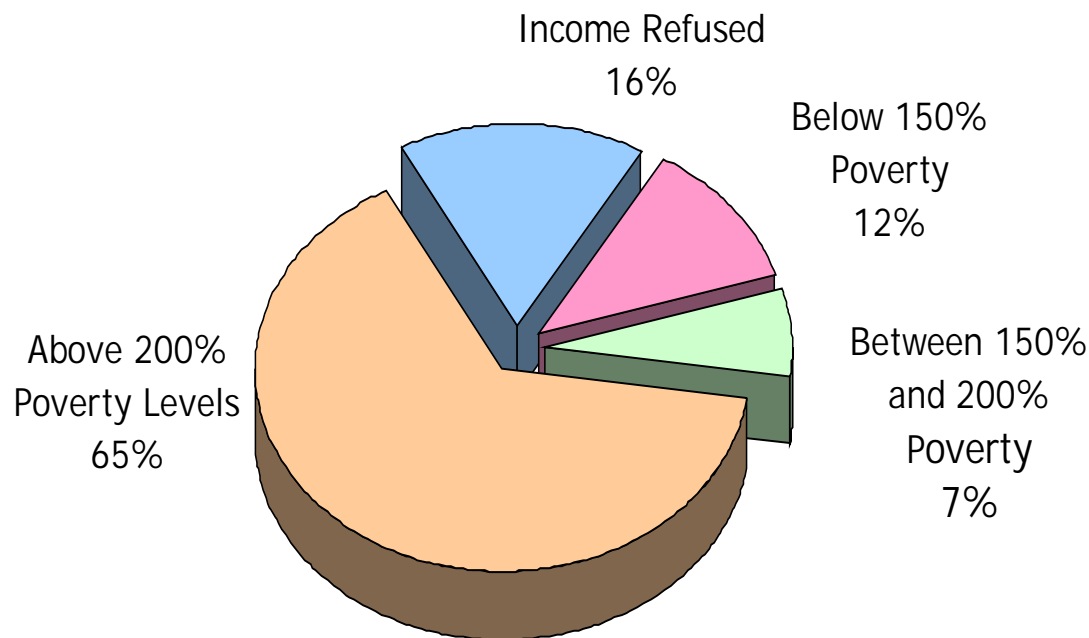
Cleveland Boomers (Ages 50-64) Hit Hardest by the Economic Downturn

Percent of Greater Cleveland Respondents in 2011
Who Report **STRONG NEGATIVE IMPACT** of the Economic Downturn



19% of Cleveland Jewish Households Report Incomes Below 200% of Federal Poverty Levels

Percent of Greater Cleveland Jewish Households
Below Federal Poverty Guideline Levels



Over 18,000 People Live in 7,400 “Poor” Cleveland Jewish Households

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	Below 150% Poverty	Between 150% and 200% Poverty	Total “Poor” in Jewish Cleveland, 2011
Number of Jewish Households	4,500	2,900	7,400
Number of Jewish Persons	8,800	6,800	15,600
Number of People in Jewish Households	10,300	8,300	18,600

Jewish Seniors Living Alone: At Risk?

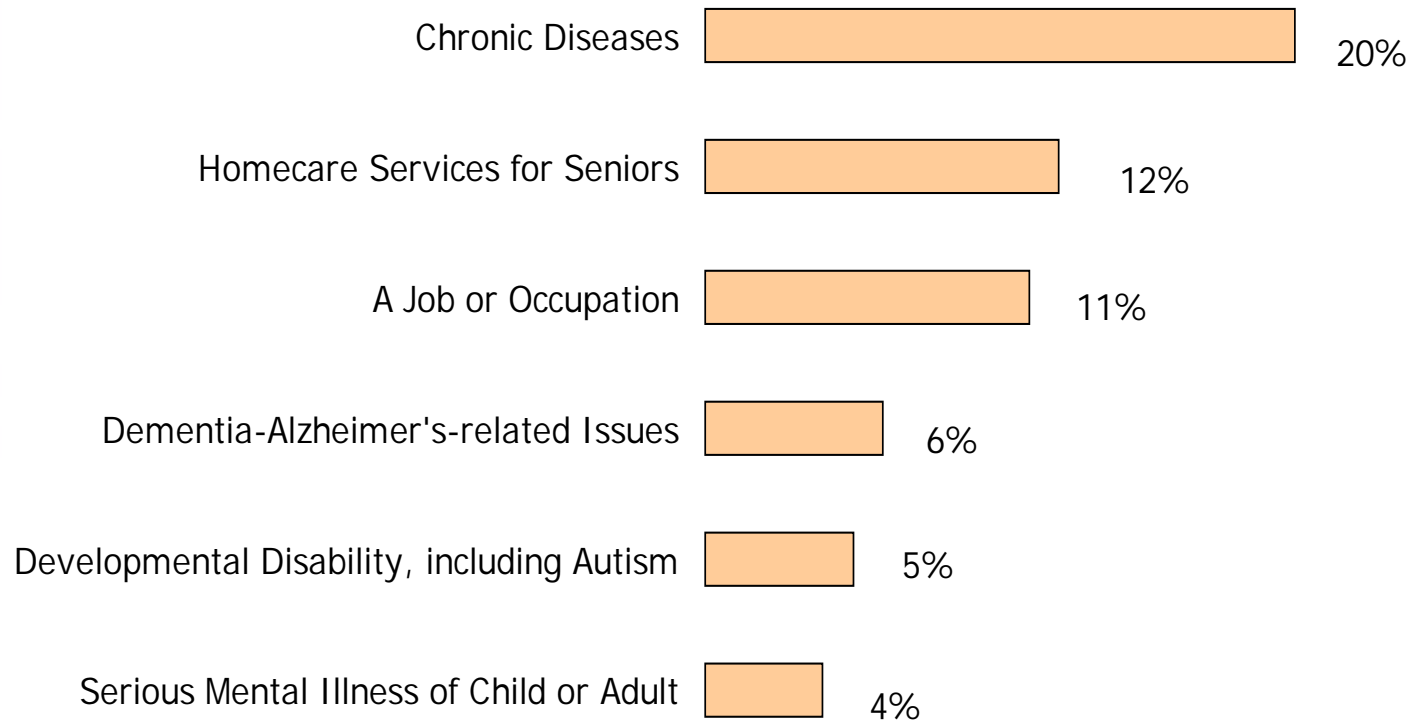
- Approximately 15,000 Jewish seniors live in Greater Cleveland; another 2,300 non-Jewish seniors live in Greater Cleveland Jewish households.
- 5,200 Jewish seniors - 35% of all Jewish seniors - live alone.
- 20% of all seniors age 70+ (estimated number is 1,700) report that they or someone in their household needs assistance with activities of daily life (seniors living alone similar data).
- Of the 5,200 Jewish seniors living alone, 38% do not have an adult child living in Greater Cleveland.

The Cleveland Jewish community is a **caring community** and those seeking assistance turn to the community for help.

Respondents sought assistance for a wide range of needs.

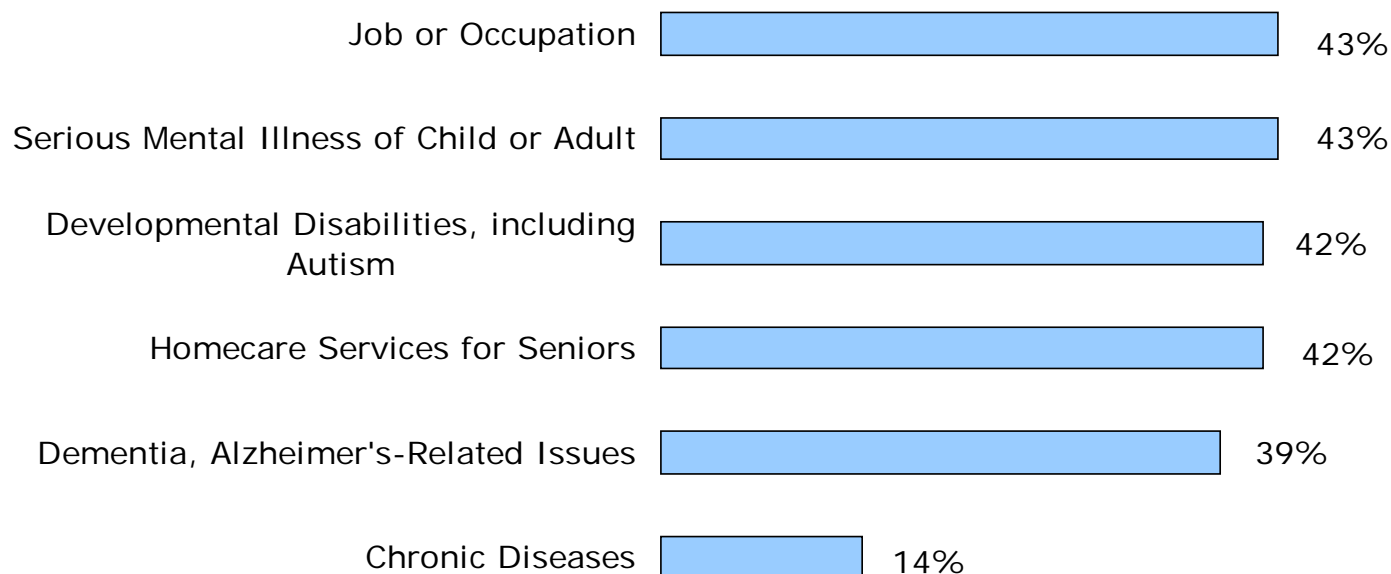
49

Percent of 2011 Greater Cleveland Respondents Who
Sought Assistance for:



Jewish households in need consistently turn to the Jewish communal safety net for help

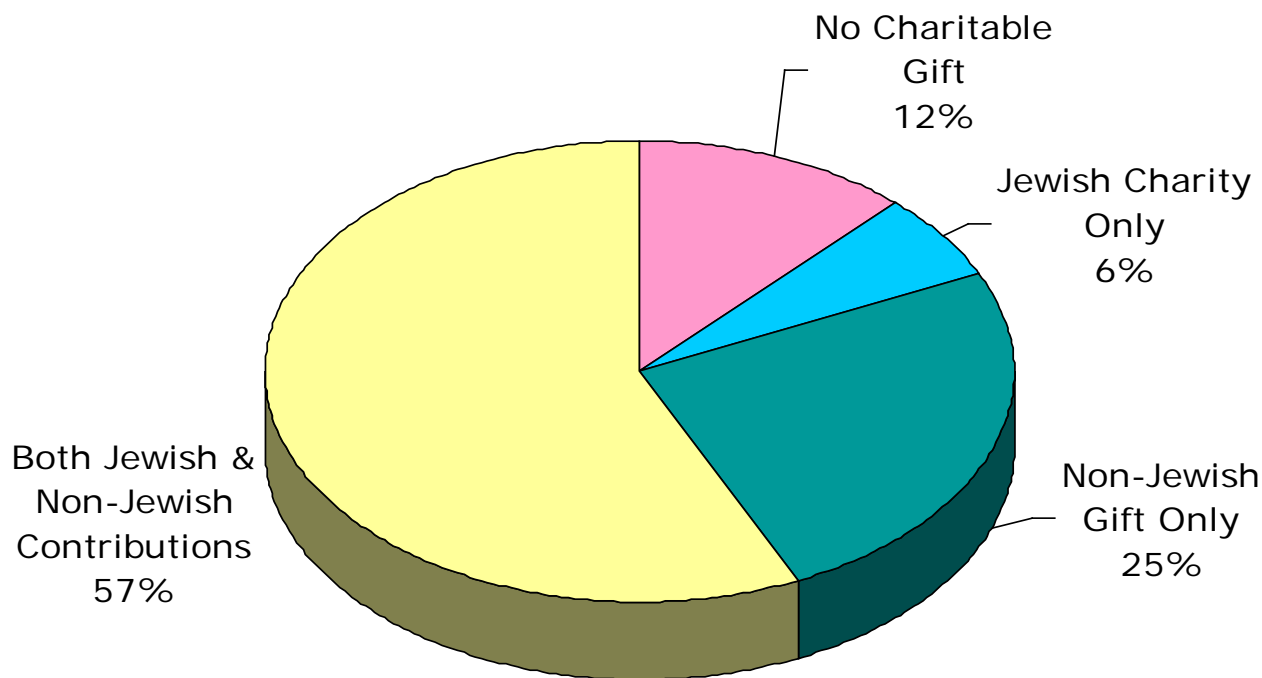
Percent of 2011 Greater Cleveland Respondents Who Report Contacting a Jewish Agency to Get Help When They Sought Human Services Assistance:



Jewish Cleveland Households Are Philanthropic

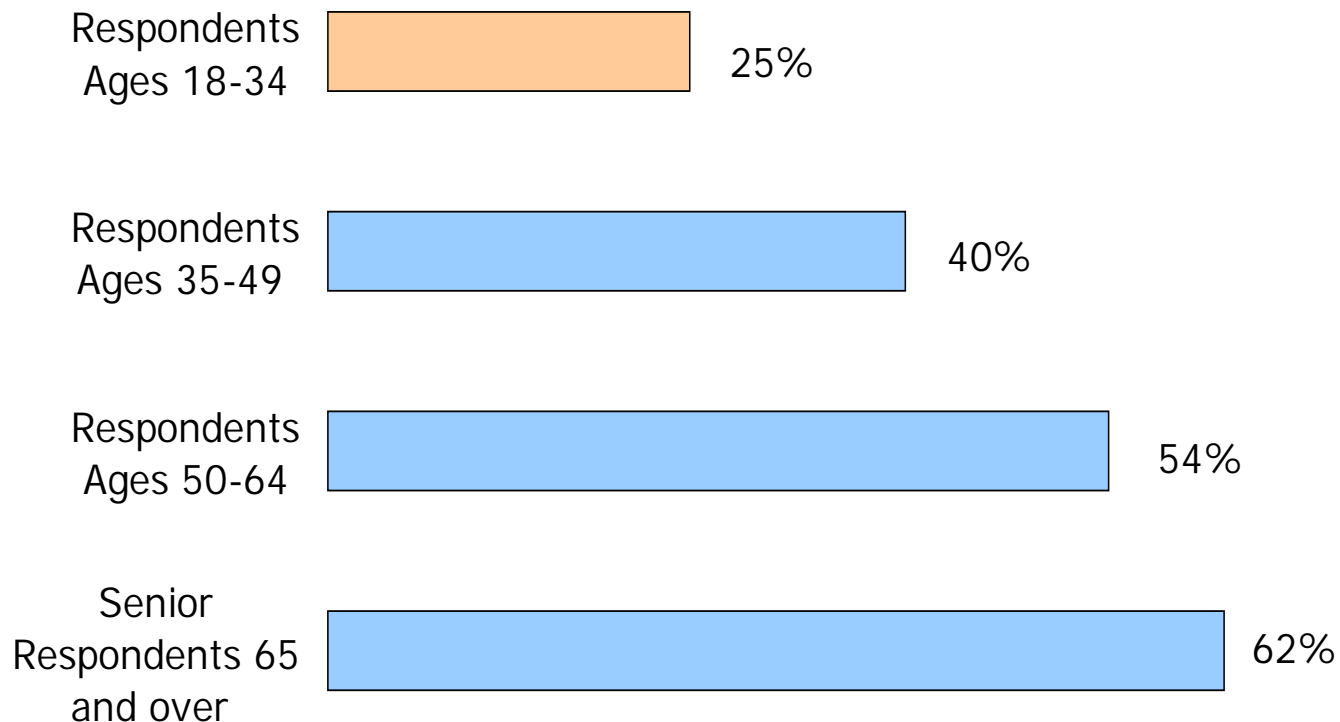
Over Half Donate to **BOTH** Jewish & Non-Jewish Charities

Greater Cleveland Jewish Households, 2011:
Reported Charitable Contribution Patterns



Younger Jewish Respondents Less Likely to Report Jewish Federation Contributions than Older Respondent Households

Percent of Greater Cleveland Jewish Respondents Reporting Their Household Made A Jewish Federation Donation, 2011



Thank you...

To all study participants who stayed
on the phones and answered our
questions!

Thank you..

The 2011 Greater Cleveland Jewish Population Study was generously funded by the Jewish Federation of Cleveland, the Cleveland Foundation, The Treu-Mart Fund, and The Mt. Sinai Health Care Foundation.

Questions?

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