

2006 LOUISVILLE JEWISH COMMUNITY FEDERATION DEMOGRAPHIC STUDY



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INTRODUCTION

The Jewish community of Louisville currently faces a number of decisions which will have significant impact on the strength of the community for the next half century. These decisions relate to targeting our community's limited resources into programs and infrastructure which positively enhance involvement in all aspects of Jewish life and strengthen our spirit of community.

About a half century ago the Jewish Community Center opened on Dutchmans Lane, replacing the downtown YMHA; in addition, Louisville's synagogues and temples began to

move east from their downtown locations to join the migration of Louisville's Jewish population. Now may be the time for an equally radical change. But where the 1950's and 1960's were marked by geographical changes in the physical locations of institutions and population alike, the 21st century calls for changes to create a reunification, to bring Jews back into greater use of and participation in these institutions. Whether these institutions maintain their current size, location, and ranges of services or whether they adapt to expected geographical and demographic demands is the subject of this report.

STUDY DESIGN

The 2006 Louisville study follows up on a number of previous studies, the most recent in 1991. The report conducted by Gary Tobin, et al estimated that there were 8,700 Jews in Louisville. Throughout this report, references will be made to the 1991 report to indicate change. Numbers shown in parentheses next to current report numbers will refer to the 1991 findings.

For the 2006 study, a local group of social scientists were recruited to review the current demands of the community for data and to produce a report using only local resources. As a result, a mail survey mailed to approximately half the affiliated Jewish households in the area was conducted. The initial questionnaire was followed by a postcard reminder and a second

questionnaire to all non-respondents. A postcard was returned independently indicating a participant had returned his anonymous response. In all, 1,759 households of the Jewish community were mailed questionnaires and 640 responded.

In 1991, as in most other cities' attempts to count their Jewish populations, a second sampling frame was included. In 1991, a list of 35 distinctive Jewish names (DJN) were compiled, de-duplicated against the list of affiliated Jews, and added to the telephone calling list. This second group was replaced in the current study by having respondents identify Jewish acquaintances and co-workers they believed to be unaffiliated. The outcome of this effort is reported in the next section of this report.

SIZE OF THE JEWISH POPULATION

As with many other Jewish communities around the world, our community has a great interest in how many Jews we have to support our institutions and how affiliated we are. As a result of this perception, this study utilized only a single mode of data collection, a mailed survey sent to approximately half the affiliated households in the Louisville area. The efforts and costs involved with utilizing a random digit dial (RDD) or even the DJN strategy were not perceived to provide sufficient benefit. The steps in preparing the sample to be included are described below.

An assumption was made that most Jews in Louisville had identified themselves with one or more of the following institutions:

- Adath Jeshurun (Conservative synagogue)
- The Temple (Reform temple)
- Keneseth Israel (Conservative synagogue)
- Temple Shalom (Reform temple)
- Anshei Sfard (Orthodox synagogue)
- Jewish Community Center
- National Council of Jewish Women
- Eliahu Academy (Jewish day school – grades 1-8)
- Jewish Community Federation

NOTE: Other Jewish organizations may have encompassed additional members of the universe, but because they provide HIPAA-protected (Jewish Hospital, Four Courts Senior Center) or confidential services (Jewish Family and Vocational Service), they were not asked to contribute names.

From a combined list of these organizations, 12,548 names of adults were collected. Duplications were removed from this list and 6,084 names remained. This list of names yielded 3,217 different household addresses through another de-duplication process with only one name per address, selected by a random procedure, being chosen. Of these, about half, 1,759 households were selected at random to be sent surveys. At least 33 persons in the sample died during the data collection. Of the 1,726 who might have been included, 640 responses were received prior to October 1, 2006.

Calculating the Jewish Population of Louisville

619 (96.7%) of the 640 responses received were from people identifying themselves as Jewish. Assume then that 96.7% of the unduplicated list of adult members of Jewish organizations and/or congregations are Jewish. That is, 5,884 of the list are Jewish.

The 640 responses represented 1,402 individuals of whom 1,266 (90.3%) were Jewish. Of the Jewish individuals represented in the study, the age cohort are as follows:

Age	Percent
0-6 years	6.6%
7-12 years	6.5%
13-18 years	7.3%
19-24 years	4.4%
25-34 years	4.3%
35-44 years	11.1%
45-54 years	15.2%
55-64 years	18.1%
65-74 years	12.5%
75-84 years	10.4%
85 years and older	3.75%

In the study 25.2% of individuals were 24 and younger. Assume that a miniscule number of “24 and under” appear in the list of 5,762 Jewish adults from which the sample was selected (the 640 responses contained just 3). That being the case, they are not counted in the 5,884, but need to be added to that number. Therefore, the total of Jewish members of the community who are affiliated is 7,866.

At the end of the survey, respondents were asked to name individuals who they believed to be Jewish, but who these did not think were affiliated with any Jewish organization. The 640 respondents named a total of 50 Jewish people who were not found on the lists of affiliated Jews. No unaffiliated person was named twice. From this, we might assume that any sample of 640 chosen might have identified a unique 50 additional Jewish people in our community. If this were the case, then $50 \times 5,884/619 = 475$ more people to add to the 7,672. If this group has children at the same rate as the affiliated group, the 475 becomes 635. $7,672 + 635 = 8,307$ (8,700 in 1991) members of the Jewish population in Louisville, a 4.5% decrease, but not statistically different at the 95% probability level (a common standard in statistical analysis). Coincidentally, the overall population of Jefferson County has risen by 4.5% in a similar period (1991 and 2005 population estimates published by the Kentucky State Data Center).

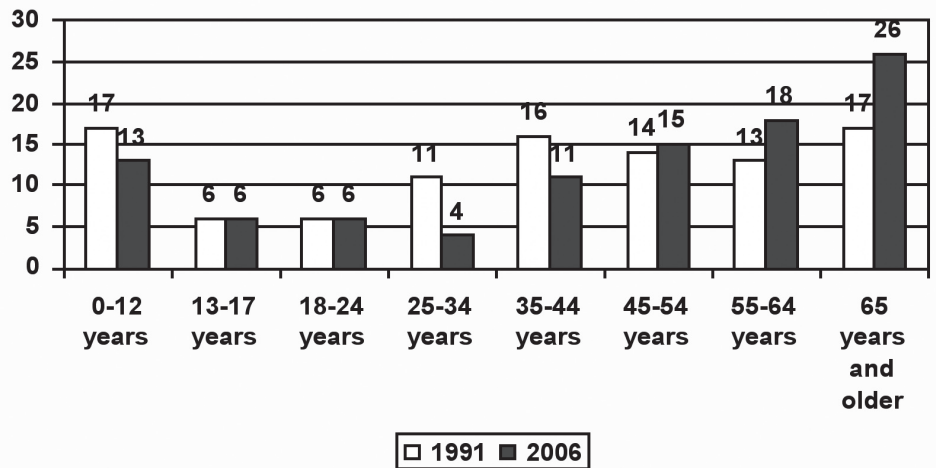
Could this 8,307 number be higher or lower? Of course! It depends on who answered, what data they left out, and assumptions we made concerning the number of children and the number of unaffiliated. It's an honest estimate and open to refinement using more rigorous data collection methods. Has the Jewish population dropped by 4%? Possibly, but it's best to assume that our population is unchanged in the past 15 years.

DEMOGRAPHIC CHARACTERISTICS

AGE

The chart below demonstrates the distribution of age of Louisville's Jewish population. The age breaks were selected to match the 1991 study and to demonstrate the age shift since that time. Most importantly, the post-college age group of 25-34 has fallen from 11% to 4%, and the 65-and-over group has increased from 17% to 26%. We are getting older.

Age Cohort Changes
% of population



In addition to the impact of the aging of the baby boomers and the influence of modern health care, which permits people to live longer, this distribution is driven by a dramatic exodus of Jewish youth. 23% of Jewish families have seen children move away. The average age of departure was 22 years old, and the current average age of these offspring is 33 years old. This exodus is aided by having 90% of our college age youth currently attending college, but two-thirds of these attend college outside of Kentucky. 44% of these children reportedly left between ages 18 and 24 years. 56% are now married, starting their families in other communities.

Destination	%
Chicago	17
California	8
New York/New Jersey	7
Washington/Baltimore	6
Atlanta	5

The most popular current locations of these departed offspring are shown in the table to the left.

IMMIGRATION

87% of Jewish respondents were born in the USA. Of the 13% who immigrated to the United States, more than half are from the former Soviet Union and a fourth came from other parts of Europe. The last quarter is evenly divided among Israel, Latin America, and Canada. The average age of coming to the USA was 32 years. Their average age today is 63 years.

50% of US-born respondents were born in Kentucky. Of the non-natives 26% are from New York, 12% from Ohio, 8% from Illinois, 6% each from Indiana and Pennsylvania, 5% each from Massachusetts and Mississippi, 4% from New Jersey. Their average age today is 59 years.

2006 Household Size	%
1	24.6
2	42.3
3	14.5
4	12.1
5	4.4
6	1.6
7	0.5

HOUSEHOLD SIZE

The average household size has dropped from 2.45 in 1991 to 2.36 in 2006, reflecting the aging population. Two-thirds are one or two person households.

SNOWBIRDS

5% of Jewish households have someone who spends three or more months a year somewhere other than Louisville. This figure excludes college students going away to school.

LOCATION OF POPULATION AND JEWISH INSTITUTIONS

Many issues are currently being discussed about the future locations of Jewish institutions. As in the 1950's, population migration eastward exerts pressure on services to move closer to the people. Today is different from a half century ago, with more cars and interstate highways and less need to escape from deteriorating neighborhoods. In addition, the migration eastward has not been limited to one principal area as it did before to the Highlands, but has spread along the entire eastern border of Jefferson County. Recognition of this dispersal is important to the decision process.

The average tenure of respondents in

their current home is almost 19 years. When asked where they expect to live ten years from now, 61% answered "same house" or "same neighborhood." Only 8% predicted they would move to another part of the city. Another 4% plan to leave Louisville and 1% plan to leave the USA. 26% are uncertain.

At this time, 47.7% of respondents live in the US 42, KY 22, and US 60 corridors, and 47.6% live in the older areas of the Highlands, St. Matthews, Hikes Point, and Crescent Hill/Clifton. This near equal division of residency coupled with the average of near 19 years of residency doesn't make decisions about shifting

Neighborhood	%
Downtown	0.5
Highlands	20.5
Hikes Point / Dutchmans Lane	15.1
St. Matthews / Mall	9.7
Hurstbourne Lane/ Middletown / US 60	7.7
US 42 Area/Prospect	27.0
Highway 22 / Summit area	12.0
Jeffersontown / Fern Creek	2.0
Crescent Hill / Clifton	2.3
Other	3.3

the locations of institutions very easy. (See table at left for more detail.)

All respondents, whether or not they planned a move, were asked how important the location of their synagogue or temple would be to their decision about where to move. A similar question substituted Jewish agencies (JCC, JFVS, senior activities) for synagogues and temples. On both (see below left) the responses were split almost evenly between “important” and “unimportant” with sanctuary location slightly more important.

Another pair of questions asked how important it is that the same institutions be located close to their congregants or, for the Jewish agencies, close to the majority of the Jewish population. The table below indicates that about one-quarter of respondents believe proximity is “very important.” These are stronger responses than in the previous table and may carry the message that we believe proximity is a little more important for the community than for the individual choosing a new place to live.

	Synagogue/Temple	Agencies
Very important	24.6%	27.2%
Somewhat important	61.0%	59.7%
Not at all important	14.5%	13.0%

Those people who responded that they would move to another part of Louisville in the next ten years (8% of the sample) were asked where; about 4 of 10 chose the more eastern regions (US 42, KY 22, and US 60 corridors), 2 of ten chose the Highlands or St. Matthews, and 4 of 10 did not know. These numbers translate to about 100 families having ten-year plans to move to eastern Jefferson County and about 50 families moving to the Highlands or St. Matthews.

	Have children %	No children %	Total %
Crescent Hill/ Clifton	0.5	1.8	2.3
Downtown		0.5	0.5
Highlands	4.3	16.2	20.5
Hikes Point / Dutchmans Lane	3.3	11.8	15.1
St. Matthews/ Mall	3.0	6.7	9.7
Hurstbourne/ Middletown/ US 60	2.6	5.1	7.7
US 42 Area/ Prospect	10.8	16.2	27.0
Highway 22/ Summit area	4.1	7.9	12.0
Jeffersontown/ Fern Creek	0.8	1.1	1.9
Other	1.5	1.8	3.3
Total	30.8	69.2	100.0

The table to the left provides more detail about where Jewish families with children live in Louisville. These families find the US 42 area most popular. These families are twice as likely to live in far eastern Jefferson County than in the Highlands, St. Matthews, or areas near the JCC. Families without children, and this group includes seniors, are somewhat more likely to live to live in the Highlands, Hikes Point, Dutchmans Lane, or St. Matthews areas. The availability of newer family-size homes alone would drive this finding, but schools, shopping, and proximity to the Temple may play a role.

In the youngest age group, the Highlands is more than twice as popular as any other neighborhood. But in all the age ranges from 35 to 74 years, it is surpassed by areas far-

ther out in the county. Baby boomers clearly favor the outer areas, where seniors have established themselves in the Highlands and particularly in the Hikes and Dutchmans Lanes areas where abundant apartments and Shalom Tower, as well as the homes they have occupied for decades, exist. *(Note: The shaded rows below show the percent of the overall population by age and location.)*

Which of the areas below best describes the location of your home?							
	<35	35-44	45-54	55-64	65-74	75	Total
	years	years	years	years	years	years +	
	%	%	%	%	%	%	%
Crescent Hill/Clifton	2.6	1.3	5.4	1.5	2.1	0.0	
of total	0.2	0.2	1.0	0.3	0.3	0.0	2.1
Downtown	2.6	0.0	0.0	.8	1.1	0.0	
of total	0.2	0.0	0.0	0.2	0.2	0.0	0.5
Highlands	33.3	7.8	17.0	17.7	19.1	28.5	
of total	2.3	1.0	3.3	4.0	3.1	6.1	19.8
Hikes Point/Dutchmans Lane	7.7	9.1	8.0	7.7	22.3	30.9	
of total	0.5	1.2	1.6	1.7	3.7	6.6	15.3
St. Matthews/Mall	12.8	10.4	8.0	10.8	5.3	11.4	
of total	0.9	1.4	1.6	2.4	0.9	2.4	9.6
Hurstbourne Lane/ Middletown/US 60	2.6	10.4	11.6	7.7	7.4	4.9	
of total	0.2	1.4	2.3	1.7	1.2	1.0	7.8
US 42 Area/Prospect	12.8	35.1	33.9	30.8	26.6	17.1	
of total	0.9	4.7	6.6	7.0	4.3	3.7	27.1
Highway 22/Summit area	17.9	16.9	11.6	16.9	12.8	4.1	
of total	1.2	2.3	2.3	3.8	2.1	0.9	12.5
Jeffersontown/Fern Creek	2.6	2.6	2.7	2.3	2.1	0.8	
of total	0.2	0.3	0.5	0.5	0.3	0.2	2.1
Other	5.1	6.5	1.8	3.8	1.1	2.4	
of total	0.3	0.9	0.3	0.9	0.2	0.5	3.1
of total	6.8	13.4	19.5	22.6	16.3	21.4	100.0

The inner areas are most popular in the lower ranges of income, but only the Highlands continues to hold on to families as wealth increases. The US 42 area is the most popular among the wealthiest of families. *(Note: The shaded rows below show the percent of the overall population by income and location.)*

Which of the areas below best describes the income of your household?

	<\$25K	\$25K up	\$50K up	\$75K up	\$100K up	\$200K up	>	Total
	%	to \$50K	to \$75K	to \$100K	to \$200K	to \$300K	\$300K	%
Crescent Hill/Clifton	2.3	4.0	7.6	1.7	2.1	0.0	0.0	2.8
of total	.2	.6	1.1	.2	.6	0.0	0.0	2.8
Downtown	.2.3	2.7	0.0	0.0	0.0	0.0	0.0	.6
of total	.2	.4	0.0	0.0	0.0	0.0	0.0	.6
Highlands	27.3	20.0	18.2	23.7	19.6	20.0	18.0	20.6
of total	2.5	3.2	2.5	3.0	5.9	1.5	1.9	20.6
Hikes Point/Dutchmans Lane	52.3	29.3	16.7	11.9	4.9	0.0	2.0	15.0
of total	4.9	4.7	2.3	1.5	1.5	0.0	.2	15.0
St. Matthews/Mall	2.3	6.7	16.7	16.9	9.1	8.6	8.0	10.0
of total	.2	1.1	2.3	2.1	2.8	.6	.8	10.0
Hurstbourne Lane/ Middletown/US 60	2.3	8.0	4.5	8.5	7.0	17.1	10.0	7.6
of total	.2	1.3	.6	1.1	2.1	1.3	1.1	7.6
US 42 Area/Prospect	2.3	9.3	15.2	13.6	34.3	48.6	56.0	25.4
of total	.2	1.5	2.1	1.7	10.4	3.6	5.9	25.4
Highway 22/Summit area	2.3	6.7	13.6	16.9	18.9	5.7	4.0	11.9
of total	.2	1.1	1.9	2.1	5.7	.4	.4	11.9
Jeffersontown/Fern Creek	4.5	4.0	3.0	3.4	2.1	0.0	0.0	2.5
of total	.4	.6	.4	.4	.6	0.0	0.0	2.5
Other	2.3	9.3	4.5	3.4	2.1	0.0	2.0	3.6
of total	.2	1.5	.6	.4	.6	0.0	.2	3.6
of total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

INTERMARRIAGE AND RELIGIOSITY

RELIGIOUS ACTIVITIES

49.6% of respondents are Reform, 40.1% are Conservative, and 5.0% are Orthodox. 5.2% do not practice Judaism currently. 80.7% currently belong to a local congregation. Of those who do not belong now, 7.1 out of 10 once belonged.

- 12.5% got to services more than 50 times a year and another 10.4% go 21-50 times a year.
- 10.7% have kosher homes.
- 84% attended a Seder in 2006.
- 26.3% regularly light Sabbath candles.
- 23.7% regularly attend Jewish educational classes and programs.
- 76% of households had at least one adult member who went to Sunday school, Hebrew school, or a Jewish day school as a youth.

- 58.4% of households have one or more adult who has visited or lived in Israel.
- 72.1% of children age 0-5 have attended a Jewish pre-school. Overall 61.3% of youth 0-24 attended a Jewish preschool.
- 19.5% of youth at one time attended a Jewish day school.
- 74% of 6-12 year olds, 79.8% of 13-18 year olds, and 83.3% of 19-24 year olds attended Hebrew Schools or Sunday School.
- 41% of 0-5 year olds and 61% of 6-24 year olds attended a Jewish summer camp.
- 42.4% of 13-18 year olds and 48.1% of 19-24 year olds belonged to a Jewish youth group.
- 14.1% of 13-18 year olds and 16.7% of 19-24 year olds have experienced an organized youth trip to Israel.

INTERMARRIAGE

63.3% of households included in this study as being Jewish households have exclusively Jewish heads of household. The other 36.7% are households which are intermarried or a mixed, unmarried couple. 29.1% of Jewish people in Louisville live in these household which are intermarried or mixed unmarried. A scan by the Jewish Outreach Institute conducted in June, 2006 suggests that the affiliation rate could be lower because there could be a sizeable number of households not captured in the Federation's database.

54.0% of respondents from intermarried households are Reform, 32.6% are Conservative, and 5.4% are Orthodox. 8.0% do not practice Judaism currently. 65.9% currently belong to local congregation. Of those do not belong now, 7.4 out of 10 once belonged.

- 10.6% got to services more than 50 times a year and another 7.9% go 21-50 times a year.
- 5.4% have Kosher homes.
- 78.2% attended a Seder in 2006.
- 17.7% regularly light Sabbath candles.
- 21.0% regularly attend Jewish educational classes and programs.
- 68.2% of households had at least one adult member who went to Sunday school, Hebrew school, or a Jewish day school as a youth.
- 45.2% of households have one or more adult who has visited or lived in Israel.
- 22.9% in intermarried households believe it affects their belonging to a synagogue or temple.
- 87.5% in intermarried households believe their non-Jewish members feel

welcomed by synagogue and temple leaders and members.*

- 92.6% in intermarried households believe their non-Jewish members feel welcomed by Jewish agencies and organizations.*

The difference in participation in religious activities is lower among Jews in intermarried households, but the difference is small. The comfort that non-Jews feel from our various institutions is a big opportunity to actively promote inclusiveness in all activities of the Jewish community.

*JOI again suggests that these rates may be inflated, given the results of their scan regarding “points of contact” newcomers have with the community.

JEWISH AGENCIES

The Jewish community of Louisville has created many agencies through the years which have been pioneers in Louisville for social services and recreational activities. Today, these agencies compete with secular organizations in the private and the non-profit sectors. The importance of Jewish sponsorship to the user is an essential component of competitiveness and survivability of these organizations.

How important would it be for those activities or services to be provided by a Jewish organization?	1991 Total Sample	2006 Total Sample	2006 Families with children
Adult recreational activities	NA	51%	47%
Arts and cultural activities	NA	52%	47%
Fitness center	NA	37%	39%
Housing for the elderly	NA	73%	77%
Services for the elderly	NA	75%	78%
Assisted living	NA	71%	77%
Nursing home care	73%	70%	75%
Counseling services	49%	57%	55%
Vocational services	NA	47%	48%
Youth Recreational activities	NA	72%	72%
Youth Arts and cultural activities	NA	61%	60%
Youth Sports leagues	NA	43%	43%
Preschool	75%	80%	84%
Day camp	77%	78%	80%
Overnight camp		76%	80%

Questions asked in 2006 about preferences for Jewish services were also asked in 1991. The table at left indicates both sets of findings where available. *(Note: In 1991, the scale was Very much prefer, Prefer, No preference, Prefer not Jewish. In 2006, the scale was Very important, Somewhat important, Not very important, Not at all important. The percentages below represent the sum of the highest two ratings.)*

This table indicates strong support for Jewish agencies, especially for services for children and the elderly. The weakest support relates to fitness centers for adults and sport leagues for children. In these cases, as we see in the table below, proximity is important for these two categories. The wide range of alternatives in these two areas may also be a factor, especially for youth sports leagues where no appropriate Jewish activity may exist. *(The scale was Very important, Somewhat important, Not very important, Not at all important. The percentages below represent the sum of the highest two ratings.)*

How important is it to you that these activities and services be near where you live?	1991 Total Sample	2006 Total Sample	2006 Families with children
Adult recreational activities	61%	69%	72%
Arts and cultural activities	65%	60%	67%
Fitness center	71%	72%	70%
Housing for the elderly	60%	57%	64%
Services for the elderly	64%	59%	73%
Assisted living	60%	57%	64%
Nursing home care	59%	57%	63%
Counseling services	53%	52%	56%
Vocational services	43%	44%	42%
Youth Recreational activities	74%	76%	NA
Youth Arts and cultural activities	67%	69%	NA
Youth Sports leagues	71%	72%	NA
Preschool	66%	68%	NA
Day camp	64%	66%	NA

EVALUATION OF JEWISH AGENCIES

Many people have contact with many Jewish supported agencies, but a few are designed to meet the needs of only a small segment of the community. As such, the sample size of each of the percentages below varies with the number of people knowledgeable enough and willing to give a rating. *(Note: In the 1991 study, only the top rating of “Excellent” was published. To allow comparison, only the top rating of ‘Very well’ was used in the tables below.)* The interpretation of change over time is difficult due to the different questions having been asked. All four agencies have been upgraded substantially in the past 15 years. The JCC, with the highest 1991 rating, moved up the least in the highest rating category.

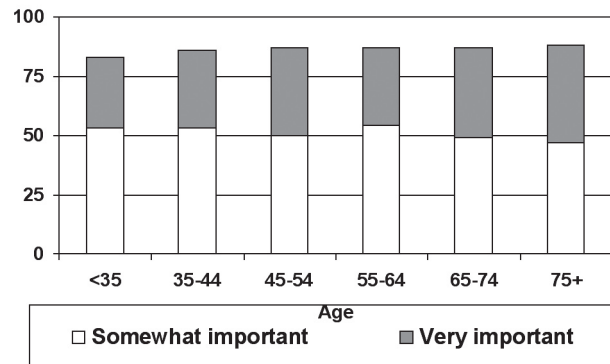
How well has each of these agencies met your needs?	1991 Total Sample	2006 Total Sample	2006 Families with children	2000 Seniors(65+)
Jewish Community Center	52%	56%	49%	73%
Four Courts	28%	48%	56%	45%
Jewish Hospital		65%	57%	71%
JFVS	48%	60%	45%	65%
Shalom Tower		70%	47%	77%
Jewish preschools		84%	86%	65%
Community Hebrew School		46%	44%	40%
Temple Hebrew School		65%	70%	75%
Eliahu Academy	27%	49%	32%	67%
High School of Jewish Education		48%	51%	36%
Torah Academy		39%	57%	20%
Vaad		32%	12%	37%

THE FEDERATION AND PHILANTHROPY

In 1991, 37% of those asked rated the Federation as “Excellent.” This time 45% of the respondents who had an opinion gave the Federation the top rating – i.e., the Federation serves the Jewish community very effectively. (Overall, 20% of respondents did not or could not rate the Federation.) The Federation was rated much higher among the 55 and older respondents than among the younger ones. 52% of the older respondents gave the Federation the highest rating, and among the 65 to 74 age group, 60% the gave it the highest rating.

36.2% of respondents believe that it is important to them when making a gift that an organization have a Jewish affiliation. Another 50.2% believe it is somewhat important. The “very important” percentages increase with the age of the giver.

Jewish Philanthropy



It is also important to respondents that their volunteer commitments are to Jewish organizations. Importance falls off with the elderly but that may be an issue of energy, not commitment.

Jewish Volunteerism

