2011
Greater Cleveland
Jewish
Population Study
Stability & Opportunity

Jewish Federation
OF CLEVELAND
Introduction to the 2011 Greater Cleveland Jewish Population Study

January 2012

Counting Jews has been going on since Biblical times, and almost always with some controversy over counting. So, as you read through the report and stop at one point or another and exclaim, “How can that be?” we won’t be surprised.

In fact, I think you’ll find many surprises in the data that follows – starting with the finding that our community numbers an estimated 80,800, very similar to what we estimated in 1996. We are a significant Jewish community in North America, not only qualitatively, but numerically as well. You also will find that an alarming portion of our community is living in poverty, much more so than in similar Jewish communities such as Baltimore and Chicago.

The data in this report will be used to help our synagogues and agencies chart future courses of services, outreach efforts and organizational goals. The same will be true of the Federation itself. It will help us understand the makeup of our community, as well as the opportunities we have for improvement. I now believe we have significant opportunity (and the responsibility) to grow the level of donor participation in our annual campaign, especially as we absorb the stark statements of poverty and need revealed in this data.

There is also much encouragement to be found in our community’s strong commitment to Israel and in the desire of so many people to make a connection with the community.

As you read through the material, be assured that it was prepared by a highly experienced, well-trained professional team. The sampling methodology was vetted as well, by very sophisticated volunteers who are themselves experts in their fields. In short, we are presenting to you as thorough and accurate a survey as can be done, again mindful that counting Jews is not for the faint hearted!

Please let us have your thoughts and reactions to this report as well as to future reports from this study. You can reach me at shhdesk@jcfcleve.org.

Sincerely,

Stephen H. Hoffman
President

This study provides a platform for one of the most important Jewish communities in the United States to confront its challenges and mine its opportunities.
METHODOLOGY
The results of the 2011 Greater Cleveland Jewish Population Study are based on a state-of-the-art survey sampling method. Over 85,000 randomly selected telephone numbers were dialed, including more than 11,000 cell phone numbers. Over 7,300 households (Jewish and non-Jewish) answered a two-to-three minute “screener” which determined whether there was an adult in the household who self-identified as Jewish, and established a baseline for population estimates. Extensive interviews were completed with 1,044 respondents in Jewish households. (75% of all identified Jewish households agreed to complete the extensive interview.) This method provides for an accurate estimate of the Greater Cleveland Jewish population and produces a representative sample of Jewish households.

The full text of the methodology report will be available online at www.jewishcleveland.org/popstudy.aspx

Jewish Population Study Comparisons: 1996 and 2011

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

Differences between the studies
• In 1996, people born or raised Jewish who no longer identified as Jews (“Jewish origin”) were counted as Jews. In 2011, they are not counted as Jews. The published 1996 report does not include an estimate of the number of people of “Jewish origin.”
• The 1996 Study did not include Jewish college students temporarily living outside of Greater Cleveland in the Jewish population estimate. 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 & Something Else.
Today’s Cleveland Jewish community is larger and more diverse than many believed.

Cleveland’s Jewish population is stable.

Jewish Cleveland has more children than older adults.

Jewish Cleveland’s connection to Israel is very strong.

Jewish households that are less connected to the organized Jewish community present an opportunity.
There is significant economic vulnerability within the Cleveland Jewish community.

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

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

As a whole, Cleveland remains a strong, highly engaged Jewish community.
Cleveland’s Jewish population is stable

- 80,800 Jewish people in 2011 vs. 81,500 Jewish people in 1996;
- The Jewish community has experienced several sources of growth since 1996:
  - 5,300 Jewish people have moved to Cleveland over the last decade
  - 2,600 Jewish people born in Cleveland have returned in the last decade
  - 2,200 person increase in the Orthodox population

Sources of Decline are Highly Visible
- Anecdotal information about young adults/people leaving Cleveland
- Declines in number of people affiliated with Jewish organizations
- Declines in overall general community, especially non-Hispanic whites

Sources of Increase are Less Visible
- Estimated 2,200 person increase in Orthodox population. (18% of Jewish population in 2011, vs. 14% in 1996)
- 5,300 newcomers to Cleveland
- 2,600 returnees to Cleveland
- Intermarried households (8,700)
- Unmarried households that identify as Jewish & Something Else (2,400)

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>33,700</td>
<td>+14%</td>
</tr>
<tr>
<td>2011</td>
<td>38,300</td>
<td></td>
</tr>
</tbody>
</table>

Jewish People
Adults (age 18+) who consider themselves Jewish, and children being raised as Jews.

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>81,500*</td>
<td>0%</td>
</tr>
<tr>
<td>2011</td>
<td>80,800</td>
<td></td>
</tr>
</tbody>
</table>

All People in Jewish Households
Jewish people, and those who do not consider themselves Jewish (adults, as well as children who are not being raised as Jews).

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>88,300</td>
<td>+11%</td>
</tr>
<tr>
<td>2011</td>
<td>98,300</td>
<td></td>
</tr>
</tbody>
</table>

* 1996 estimate of 81,500 people assumed 1,000 Jewish people in nursing homes without telephones. For most purposes, the 80,500 figure for 1996 compares with the 80,800 figure for 2011.

Signs of Stability
- It contains long-time residents, newcomers and returnees, old and young, rich and poor.
- The Orthodox Jewish population has grown, but most Jewish Clevelanders are Reform.
- Most Jewish Clevelanders are highly connected to their sense of being Jewish, to Judaism and to the Jewish community, while a growing minority is not highly connected.
Jewish Cleveland has more children than older adults

- While aging in the Jewish population will require attention, the percentage of Jewish children (23%) is higher than the percentage of Jewish seniors (19%) – reflecting a healthy age balance.

- 29% of Jewish people in Cleveland are baby boomers, representing future needs for aging services.

- While the number of Jewish seniors (65+) has declined since 1996 from 16,500 to 15,000, the 2011 seniors are older than their 1996 counterparts – 55% of this age group are 75 or older compared with 41% in 1996.
Over the past fifteen years, the Jewish community has moved geographically, but is actually less spread out

The most significant increase (44% since 1996) took place in the combination of three areas: East Side Suburbs, Beachwood, Solon & Southeast Suburbs. Most of the growth probably occurred in Solon & Southeast Suburbs.

The most dramatic decline occurred in the communities of the Northern Heights, where the Jewish population has declined 39% over the past 15 years.

The Jewish population of The Heights has remained essentially the same (-4%).

Fewer Jews live in the vast areas of the Northeast (-10%) and West Side/Central (-8%) than did 15 years ago.

Solon & Southeast Suburbs have the second highest percentage of Jewish children (28%, after The Heights at 33%) and the fewest Jewish seniors (6%).

The Study Area and Sub-Areas: Greater Cleveland 2011

57% of all respondents were born in Cleveland and another 10% elsewhere in Ohio.
Seven geographic sub-areas were defined for the 2011 Study.

THE HEIGHTS
Cleveland Heights, Shaker Heights, University Heights

EAST SIDE SUBURBS
Gates Mills, Hunting Valley, Moreland Hills, Orange, Pepper Pike and Woodmere

BEACHWOOD

SOLON & SOUTHEAST SUBURBS
Auburn, Aurora, Bainbridge, Bentleyville, Chagrin Falls, Glenwillow, Hudson, Macedonia, Novelty, Reminderville, Russell, Solon, South Russell, Streetsboro, Twinsburg

NORTHERN HEIGHTS
Highland Heights, Lyndhurst, Mayfield, Mayfield Heights, Richmond Heights, South Euclid

WEST SIDE/CENTRAL

NORTHEAST

Where We Were Born

10% Ohio (Other)
14% New York & Northeast
5% Midwest USA
6% Other USA
6% FSU, Eastern Europe
2% Other Non-USA

Jewish People by Area, Number and Percent, 2011

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Number of Jewish People</th>
<th>Percent of All Jewish People</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Heights</td>
<td>22,200</td>
<td>27%</td>
</tr>
<tr>
<td>East Side Suburbs</td>
<td>5,300</td>
<td>7%</td>
</tr>
<tr>
<td>Beachwood</td>
<td>10,700</td>
<td>13%</td>
</tr>
<tr>
<td>Solon &amp; Southeast Suburbs</td>
<td>15,300</td>
<td>19%</td>
</tr>
<tr>
<td>Northern Heights</td>
<td>10,400</td>
<td>13%</td>
</tr>
<tr>
<td>West Side/Central Area</td>
<td>11,900</td>
<td>15%</td>
</tr>
<tr>
<td>Northeast</td>
<td>5,000</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80,800</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Jewish Growth and Decline: Geography, 1996-2011

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Jewish People 1996</th>
<th>Jewish People 2011</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Heights</td>
<td>23,100</td>
<td>22,200</td>
<td>-4%</td>
</tr>
<tr>
<td>East Side Suburbs</td>
<td>21,700</td>
<td>5,300</td>
<td>-44%</td>
</tr>
<tr>
<td>Beachwood</td>
<td>17,000</td>
<td>10,400</td>
<td>-39%</td>
</tr>
<tr>
<td>Solon &amp; Southeast Suburbs</td>
<td>15,300</td>
<td>15,300</td>
<td>0%</td>
</tr>
<tr>
<td>Northern Heights</td>
<td>13,000</td>
<td>11,900</td>
<td>-8%</td>
</tr>
<tr>
<td>West Side/Central Area</td>
<td>5,600</td>
<td>5,000</td>
<td>-10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>*<em>80,500</em></td>
<td><strong>80,800</strong></td>
<td>0%</td>
</tr>
</tbody>
</table>

*Numbers were rounded.*
Being Jewish is Very Important to Three out of Four Jews in Greater Cleveland

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

Being Part of a Jewish Community is Very Important to Half of Jews in Greater Cleveland
Jewish Cleveland’s Connection to Israel is very strong

Emotional Attachment

- Very Attached: 44%
- Somewhat Attached: 42%
- Not Very Attached: 8%
- Not at All Attached: 6%

Important Part of Jewish Identity

- Very Important: 50%
- Somewhat Important: 35%
- Not Very Important: 11%
- Not at All Important: 4%

*47% of Cleveland’s Jewish respondents have visited or lived in Israel.

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

- Jewish-Sponsored Summer Overnight Camp: 34%
- Jewish Youth Group: 28%
- Children’s Israel Travel: 26%

Congregational School Current: 40%
Congregational School in Past: 10%
Jewish Day School Current: 26%
Jewish Day School in Past: 12%
No Jewish Education: 11%

Almost all children raised Jewish-only have had Some Jewish Education

- One-of-three young children in a Jewish household is currently in a Jewish preschool.
- Two-of-three children ages 5-17 in Jewish households attend public schools.
Jewish households that are less connected to the organized Jewish community present an opportunity.

Less connected groups

- Intermarried Jewish households
- Young Jewish adults
- Those who identify as “Jewish & Something Else”
- Households impacted by the high cost of Jewish living
42% of couples married since 1996 are intermarried. 80% of intermarried Jews feel being Jewish is very or somewhat important. 65% of intermarried Jews are very or somewhat emotionally attached to Israel.

25% of children in Greater Cleveland’s Jewish households live in intermarried households. 33% are being raised Jewish-only and 22% are being raised Jewish and Something Else. 23% are being raised without a religious identity. Only 7% of children in intermarried households are being raised in another religion.
Young Jewish adults

- Young Jewish adults (ages 18-34) in Cleveland are more likely than those 35 and older to report that it is very important to be part of a Jewish community.

- Similar to their older counterparts, 67% of young Jewish adults feel being Jewish is very important, and 33% say it is somewhat important.

- 33% of young Jewish adults are very emotionally attached to Israel, and 55% are somewhat emotionally attached.

- Young Jewish adults are less likely than those 35 and older to view Israel as an important part of their Jewish identity. 32% report that Israel is very important to their Jewish identity, and 33% say it is somewhat important.

- Young Jewish adults are more likely than those 35 and older to have spent time in Israel. 33% have visited Israel, and another 20% have lived there.

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Those who identify as “Jewish & Something Else”

- 8,600 people, including 2,400 children, identify as Jewish & Something Else.

- 43% of children being raised Jewish & Something Else have received some Jewish education.

- 66% of Jewish & Something Else respondents and spouses are children of intermarriage.

- High proportion of Jewish & Something Else responses are from respondents in non-married households.

*Includes unmarried partners, divorced, separated, widowed, and never-married households.

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Children’s Religious Identity | 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%

Religious Denomination Among Young Adults

- Orthodox: 33%
- Conservative: 16%
- Non-Denominational: 24%
- Reform: 24%
- Other: 3%

*Includes unmarried partners, divorced, separated, widowed, and never-married households.
• 57% of households with children with incomes under $50,000 report cost as a barrier to sending a child to an **overnight summer camp**.

• 26% of households with children with incomes between $50,000 and $99,000 report that cost prevented them from sending a child to **day school**.

• Among Jewish households with income under $50,000, 30% report that cost had prevented **congregation membership** in the year or two preceding the survey. (Only one of three of those earning under $100,000 a year belong to a congregation; 6 of 10 earning over $100,000 belong to a congregation.)

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**Percent Of All Households with Children Reporting that Cost Prevented Them From Sending a Child to:**

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Jewish Overnight Summer Camp</th>
<th>All-Day Jewish School</th>
<th>Jewish Pre-School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50,000</td>
<td>57%</td>
<td>12%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>$50,000 - $99,000</td>
<td>35%</td>
<td>26%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>At Least $100,000</td>
<td>10%</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>
There Is Significant Economic Vulnerability Within The Cleveland Jewish Community

- 36% of Greater Cleveland Jewish households are “just managing;” another 5% cannot make ends meet.
- 58% of single-parent households are just managing (or cannot make ends meet).
- 19% of Cleveland Jewish households report incomes below 200% of federal poverty standards ($29,000 for a two-person household), compared with Baltimore (12%) and Chicago (11%).
- Well over 50% of all Cleveland Jewish households were negatively impacted by economic downturn; Cleveland boomers (ages 50-64) hit hardest.

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

People in need – spanning issues from developmental disabilities to senior care – consistently turn to the Jewish communal safety net (not true in every Jewish community).

<table>
<thead>
<tr>
<th>Percent of households which sought assistance for</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronic Diseases</td>
<td>20%</td>
</tr>
<tr>
<td>Homecare Services for Seniors</td>
<td>12%</td>
</tr>
<tr>
<td>A Job or Occupation</td>
<td>11%</td>
</tr>
<tr>
<td>Dementia/Alzheimer’s-Related Issue</td>
<td>6%</td>
</tr>
<tr>
<td>Developmental Disability, including Autism Spectrum Disorders</td>
<td>5%</td>
</tr>
<tr>
<td>Serious Mental Illness of Child or Adult</td>
<td>4%</td>
</tr>
</tbody>
</table>
41% of Greater Cleveland Jewish households are “just managing” financially

19% of Cleveland Jewish households report incomes below 200% of federal poverty levels

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.
- 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 (data similar for seniors living alone).
- 5,200 Jewish seniors - 35% of all Jewish seniors - live alone.
- Of the 5,200 Jewish seniors living alone, 38% do not have an adult child living in Greater Cleveland.
- 26% have incomes under the 200% federal poverty standard ($22,000 for a single person).

Percent of households seeking assistance which contacted a Jewish agency

14%
42%
43%
39%
42%
43%
Adult education

- 46% of all adult Jewish respondents report participating in Jewish education programs at synagogues or Orthodox outreach programs.
- 53% of respondents report using the internet for access to Jewish information.
- About one-of-five Jewish respondents is connected to a Jewish virtual social networking site or distribution list.

Greater Cleveland Jewish Households Are Philanthropic

Percent of Greater Cleveland Jewish Households that Contribute to:

<table>
<thead>
<tr>
<th>Cause</th>
<th>1996</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any charitable cause</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Not specifically Jewish causes</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Any Jewish cause</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Jewish Federation of Cleveland</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>
Jewish Federation of Cleveland Leadership
Enid Rosenberg, Chair, Community Planning Committee
Erika Rudin-Luria, Vice President, Community Development
Michael Siegal, Board Chair
Stephen H. Hoffman, President

2011 Greater Cleveland Jewish Population Study Committee
Margaret Cohen*  Marlyn Jaffe  Karen Rutman-Weiss  Erica Starrfield
Julie Cristal  Beth Robbins  Kyla Schneider  Darby Steiger*
Jamie Ginsberg  Sharon Rosenbaum  Bradley Sherman  Sally Wertheim*
Bruce Goodman*  Jackie Rothstein  Harvey Siegel  Judy Willensky

Community Planning Committee
Chicky Drost  Lorin Gottlieb  Judy Kaufman  Steven Soclof
Ted Einhorn  Rochelle Gross  Keith Libman  Jeanne Tobin
Ann Freimuth  Susan Hurwitz  Kevin Margolis  Danielle Wild
Ira Goffman  Bob Immerman  Karen Newborn  Dara Yanowitz
Allan Goldner  Marc Insul  Mitchell Schneider
Lois Goodman  Jeffrey Kahn  Scott Siegel

* Also member of Community Planning Committee

The Jewish Federation of Cleveland Population Study Professional Team
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Jennifer Stuart Lesch, Senior Graphic and Web Designer

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

Ukeles Associates, Inc.
Jacob B. Ukeles, Ph.D., President
Ron Miller, Ph.D., Vice-President, Research
Pearl Beck, Ph.D., Director, Evaluation Research

Social Science Research Solutions
David Dutwin, Ph.D., Vice-President & Chief Methodologist
Robyn Rapoport, Research Director
### Children and Jewish Ritual Practice among all Jewish households

- Cleveland Jewish households with children are consistently more likely to practice Jewish rituals than are adult-only households.
- While 90% of households with children report lighting Chanukah candles, only 39% report lighting Shabbat candles. 70% of households with children celebrate Shabbat with friends or family.

<table>
<thead>
<tr>
<th>Jewish Ritual Observance</th>
<th>Percent Always/Usually Observe Ritual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Households with Minor Children</td>
</tr>
<tr>
<td>Lights Chanukah Candles</td>
<td>90%</td>
</tr>
<tr>
<td>Attends Passover Seder</td>
<td>82%</td>
</tr>
<tr>
<td>Fasts on Yom Kippur</td>
<td>75%</td>
</tr>
<tr>
<td>Lights Shabbat Candles</td>
<td>39%</td>
</tr>
<tr>
<td>Keeps Kosher</td>
<td>30%</td>
</tr>
</tbody>
</table>

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25701 Science Park Drive
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