

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@jcfccleve.org.

Sincerely,



Stephen H. Hoffman
President



Stephen H. Hoffman

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





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



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

Signs of Stability

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

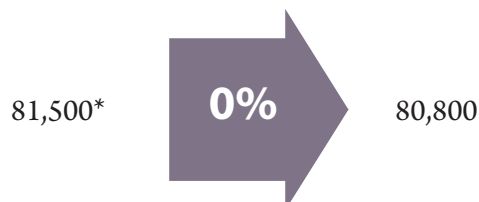
Jewish Households

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



Jewish People

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



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).



* 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.



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

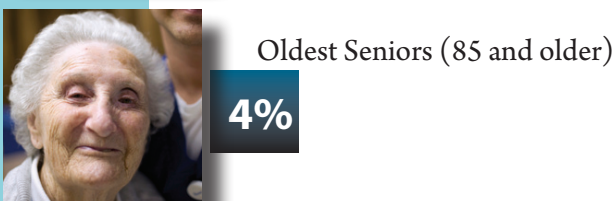
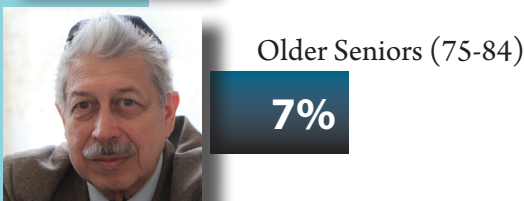
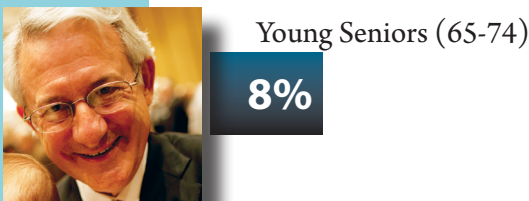
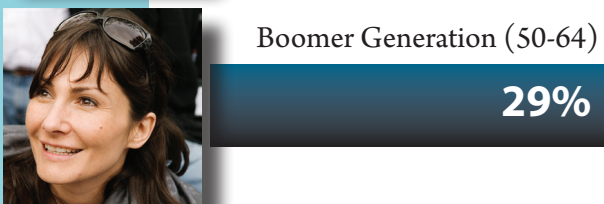
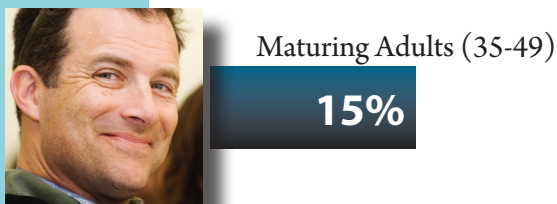
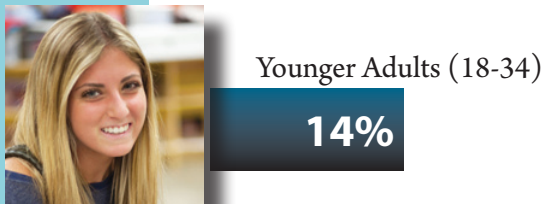
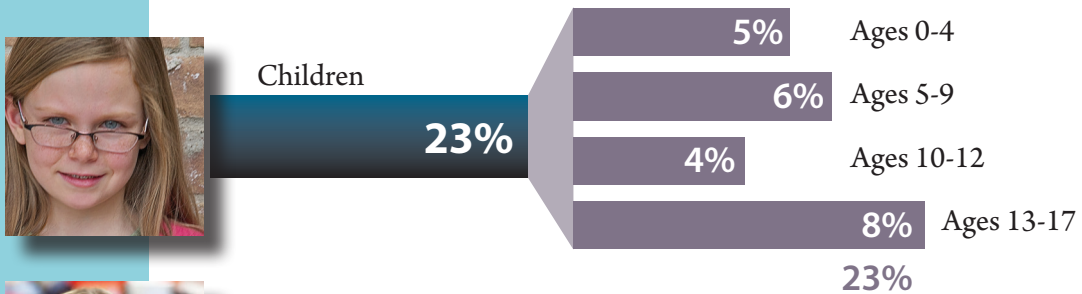
Sources of Decline are Highly Visible

- 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)

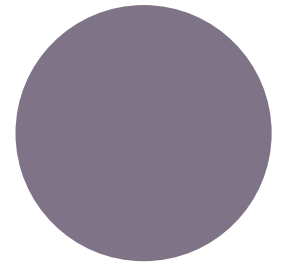
23% of All Cleveland Jewish People are Children; 19% are Seniors



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



57%
 Greater Cleveland

57% of all respondents were l

The Study Area and Sub-Areas: Greater Cleveland 2011

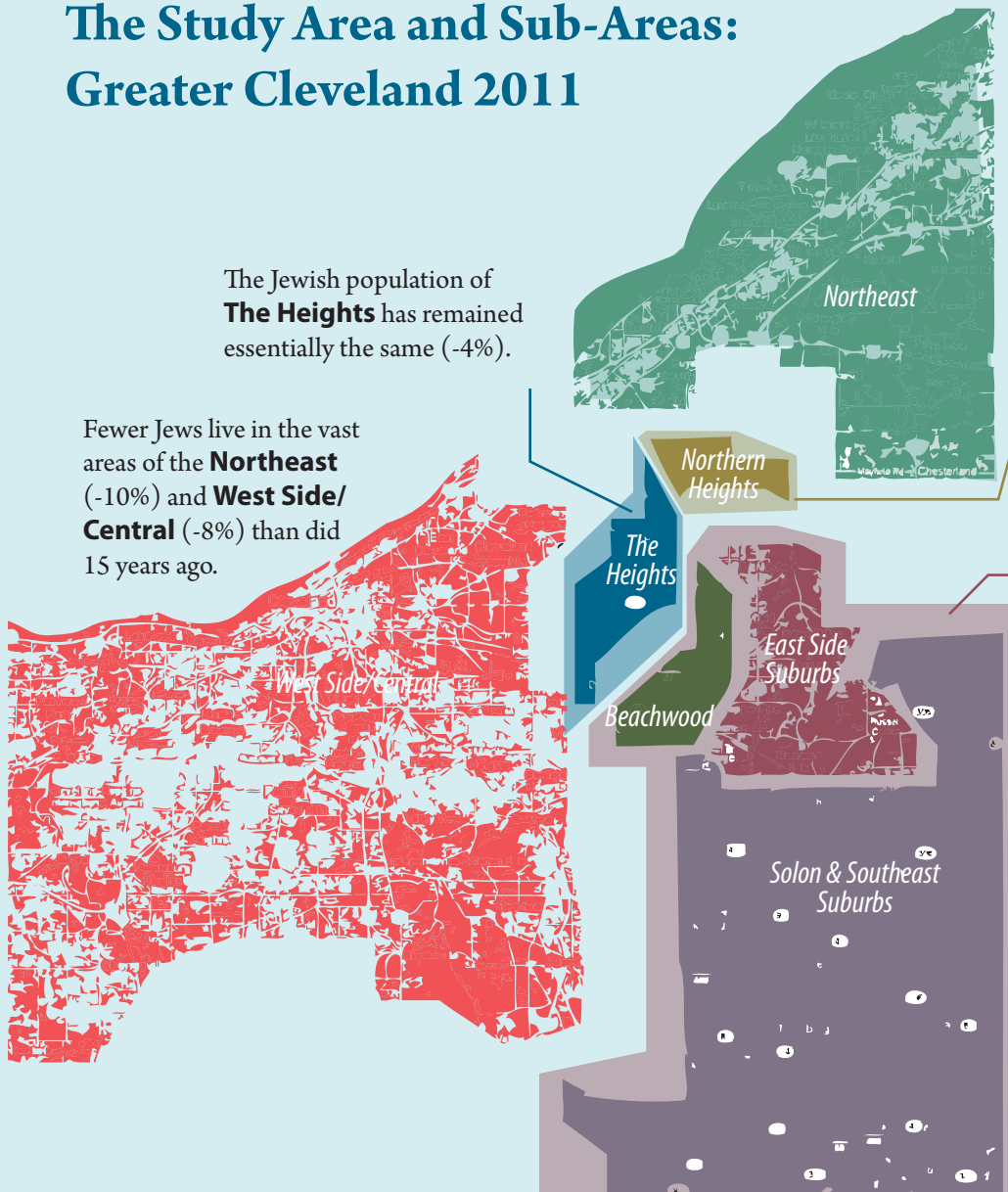
The Jewish population of **The Heights** has remained essentially the same (-4%).

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

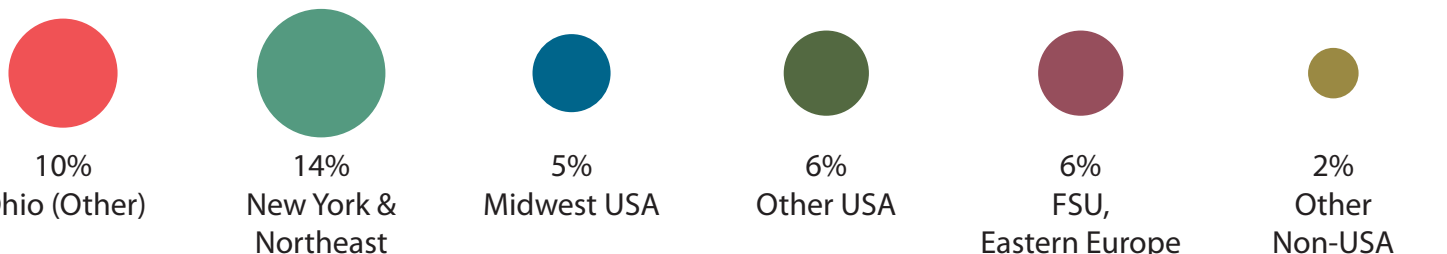
The most dramatic decline occurred in the communities of the **Northern Heights**, where the Jewish population has declined 39% over the past 15 years.

The 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.

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



Where We Were Born



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

Avon, Avon Lake, Bay Village, Bedford, Bedford Heights, Berea, Bratenahl, Brecksville, Broadview Heights, Brooklyn, Brooklyn Heights, Brook Park, City of Cleveland, East Cleveland, Elyria, Fairview Park, Garfield Heights, Independence, Lakewood, Lorain, Maple Heights, Middleburg Heights, North Olmsted, North Randall, North Ridgeville, North Royalton, Olmsted Falls, Parma, Parma Heights, Rocky River, Seven Hills, Strongsville, Warrensville Heights, Westlake

NORTHEAST

Chardon, Chesterland, Concord, Eastlake, Euclid, Fairport Harbor, Grand River, Kirtland, Kirtland Hills, Mentor, Mentor-on-the-Lake, Painesville, Timberlake, Waite Hill, Wickliffe, Willoughby, Willoughby Hills, Willowick

Jewish People by Area, Number and Percent, 2011

| Geographic Area | Number of Jewish People | Percent of All Jewish People |
|---------------------------|-------------------------|------------------------------|
| The Heights | 22,200 | 27% |
| East Side Suburbs | 5,300 | 7% |
| Beachwood | 10,700 | 13% |
| Solon & Southeast Suburbs | 15,300 | 19% |
| Northern Heights | 10,400 | 13% |
| West Side/Central Area | 11,900 | 15% |
| Northeast | 5,000 | 6% |
| Total | 80,800 | 100% |

Jewish Growth and Decline: Geography, 1996-2011

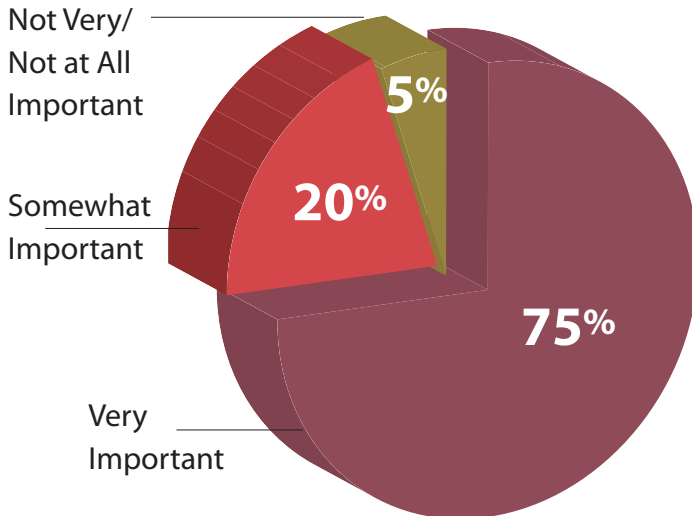
| Geographic Area | Jewish People 1996 | Jewish People 2011 | Percent Change |
|---------------------------|--------------------|--------------------|----------------|
| The Heights | 23,100 | 22,200 | - 4% |
| East Side Suburbs | | 5,300 | |
| Beachwood | 21,700 | 10,700 | + 44% |
| Solon & Southeast 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**

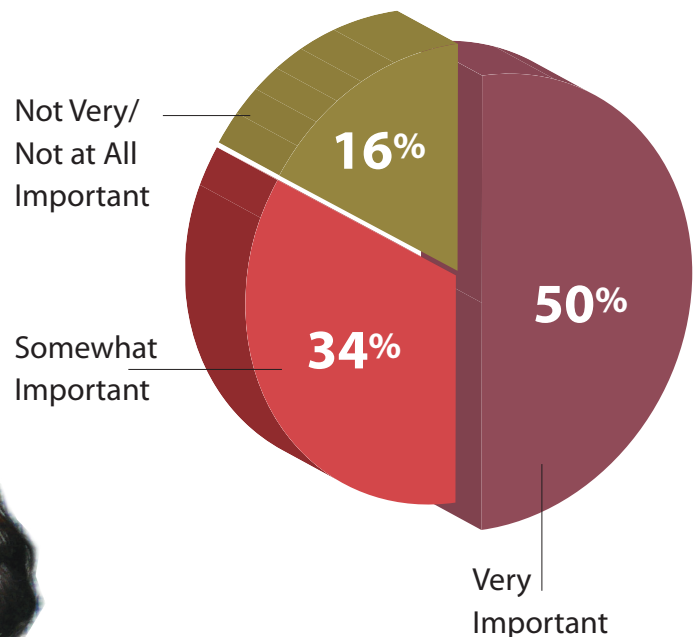
Being Jewish

is Very Important to Three out of Four Jews in Greater Cleveland



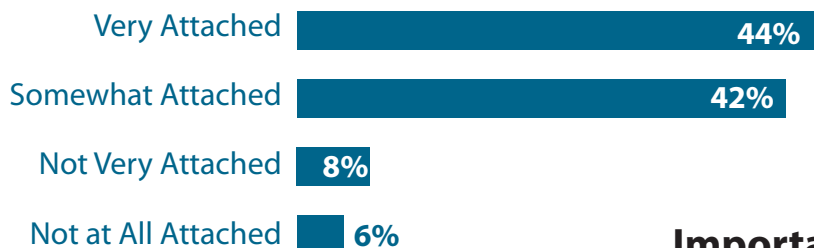
Being Part of a Jewish Community

is Very Important to Half of Jews in Greater Cleveland



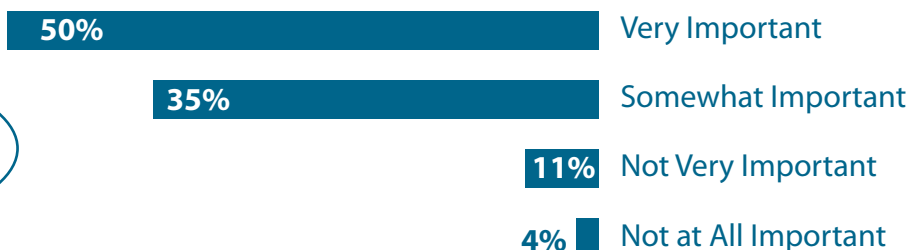
Jewish Cleveland's Connection to Israel is very strong

Emotional Attachment



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

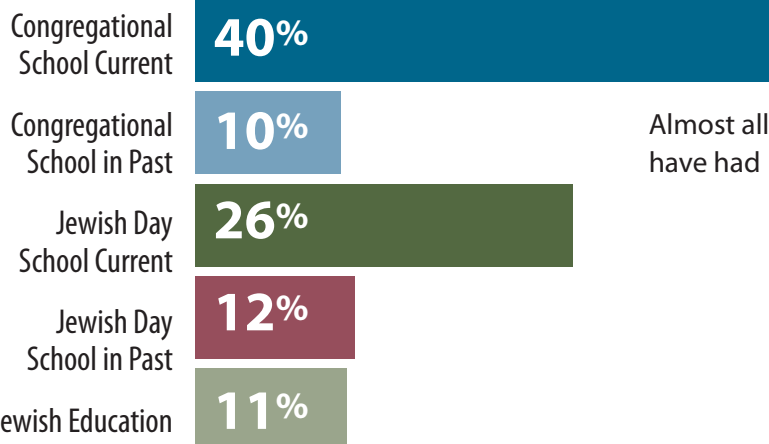
Important Part of Jewish Identity



One-of-three households with children ages 7-17 report a child has attended a Jewish-sponsored

Overnight Camp

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



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



Those who identify
as “Jewish &
Something Else”



Young Jewish
adults



Households
impacted by the
high cost of
Jewish living

Intermarried

Jewish households

Percent of Greater Cleveland Married Couples Who Are Inmarried/Intermarried

Intermarried
Only one spouse self-identifies as Jewish

38%

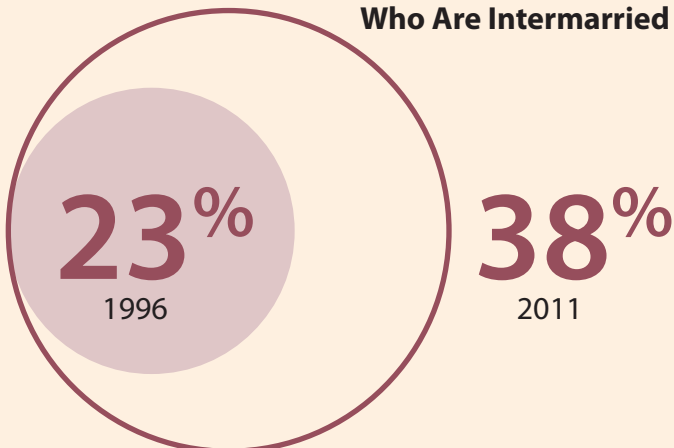
Inmarried
Both spouses self-identify as Jewish

62%



- 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**.

Currently Married Couples Who Are Intermarried



Intermarried families and children

- 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.**

Those who identify as “Jewish & Something Else”

| 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% |

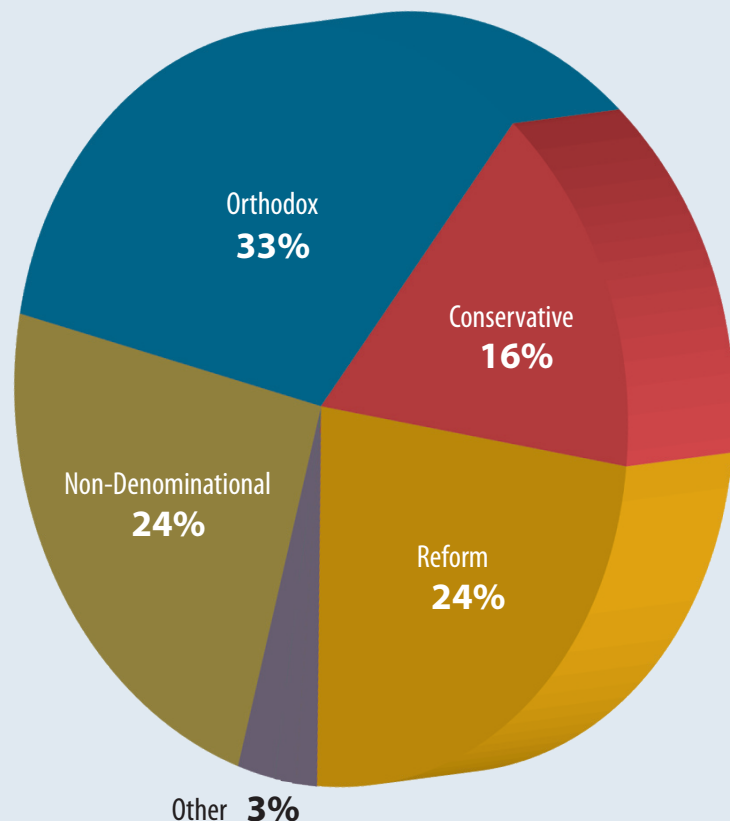
- 8,600 people, including 2,400 children, identify as Jewish & Something Else.
- 43% of children being raised Jewish & Something Else have received some Jewish education.
- 66% of Jewish & Something Else respondents and spouses are children of intermarriage.
- High proportion of Jewish & Something Else responses are from respondents in non-married households.

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

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.

Religious Denomination Among Young Adults

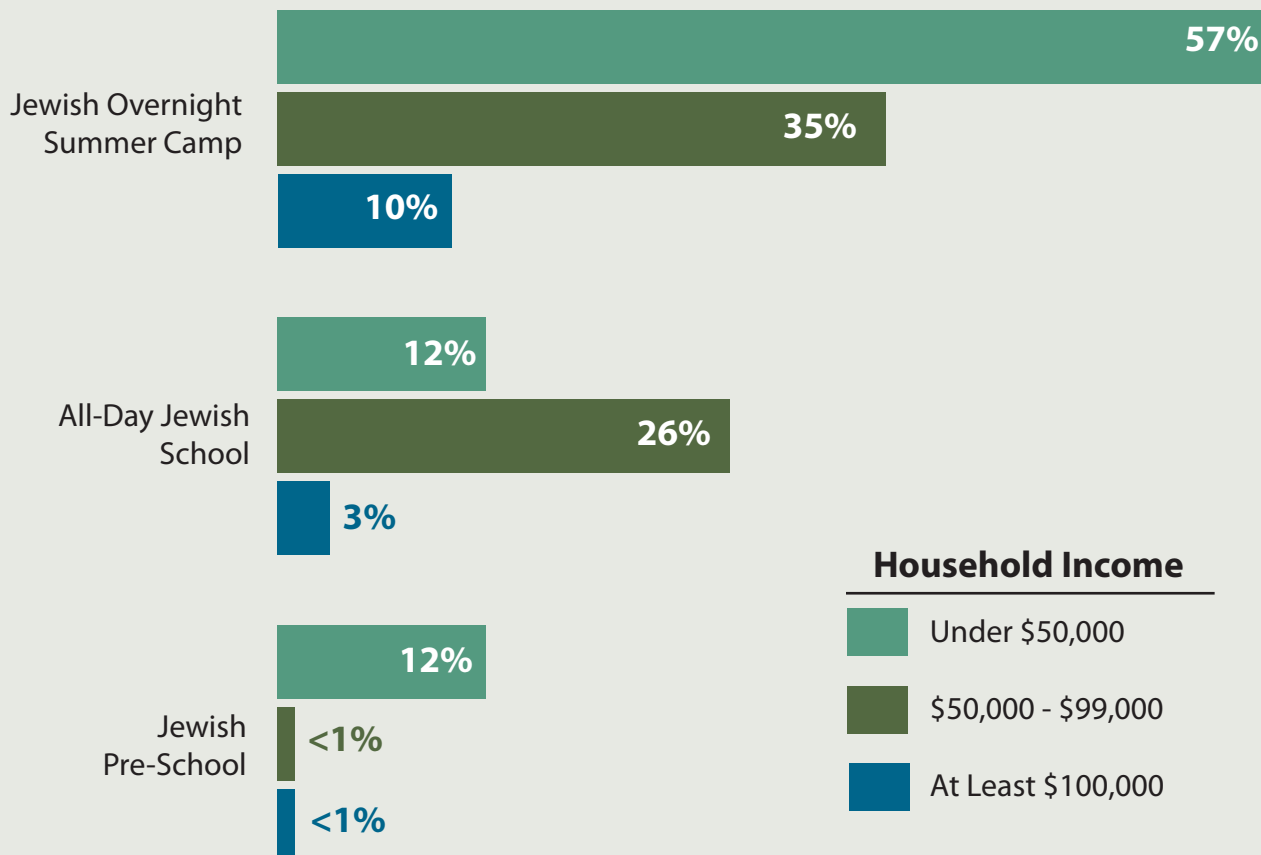


Households impacted by the high cost of Jewish living

- 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.)



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



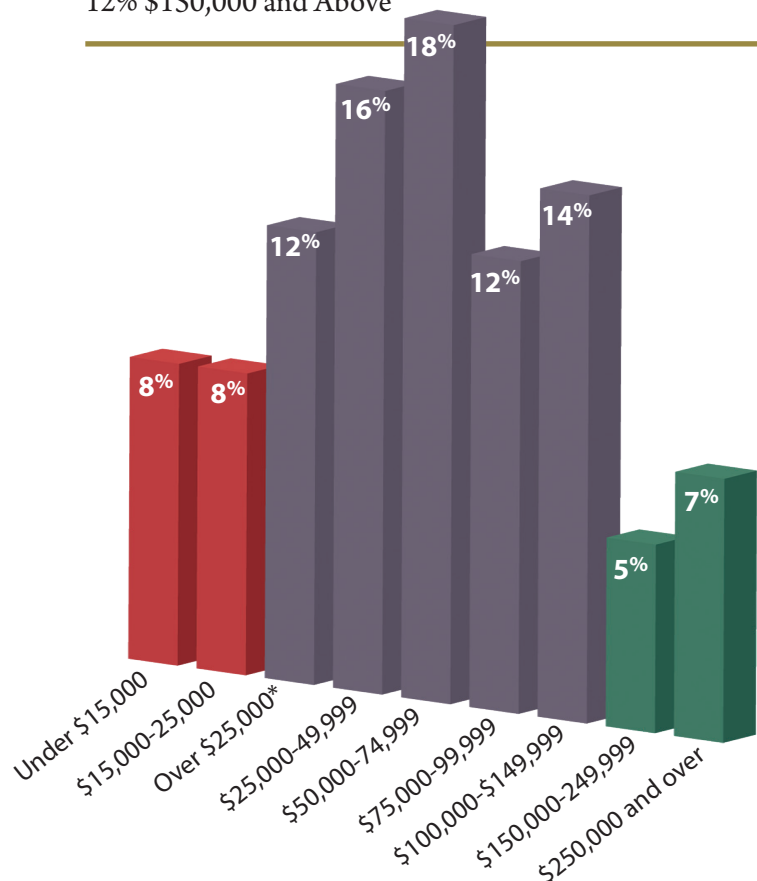
There Is Significant Economic Vulnerability Within The Cleveland Jewish Community

- 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.

Household Income

16% Under \$25,000 Annually

12% \$150,000 and Above



* refused additional details

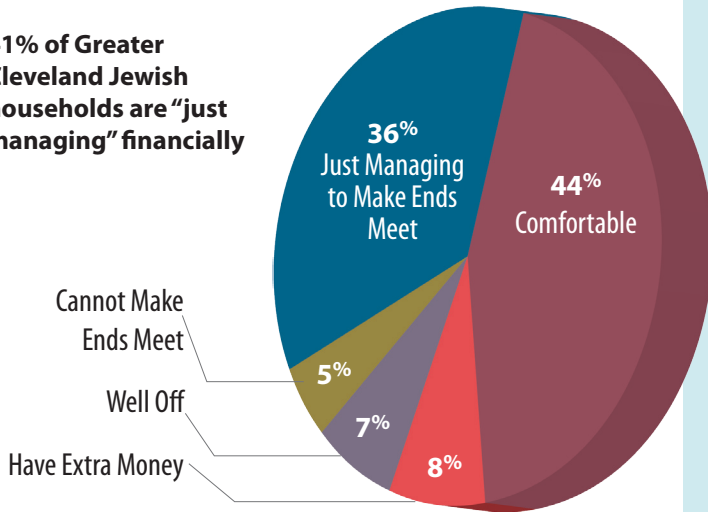
The Cleveland Jewish community is a caring community and those seeking assistance turn to the community for help

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).

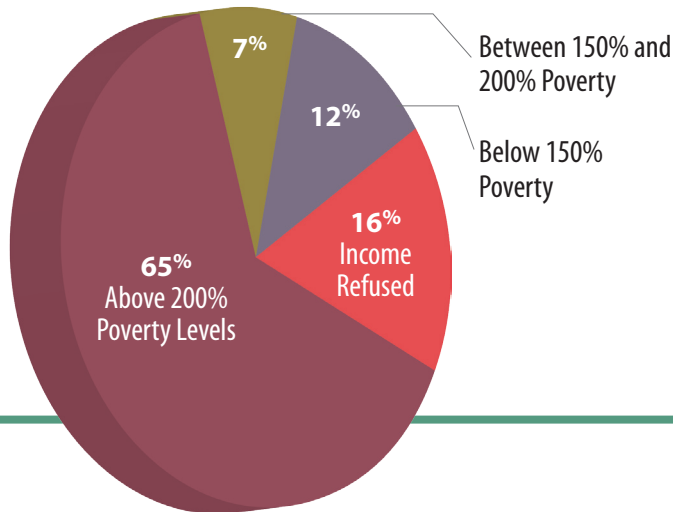
Percent of households which sought assistance for

| | |
|---|-----|
| Chronic Diseases | 20% |
| Homecare Services for Seniors | 12% |
| A Job or Occupation | 11% |
| Dementia/Alzheimer's-Related Issue | 6% |
| Developmental Disability, including Autism Spectrum Disorders | 5% |
| Serious Mental Illness of Child or Adult | 4% |

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%

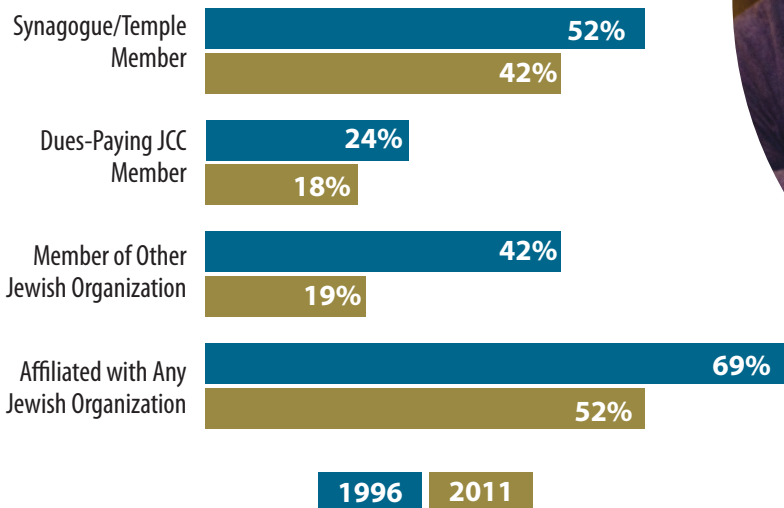
39%

42%

43%

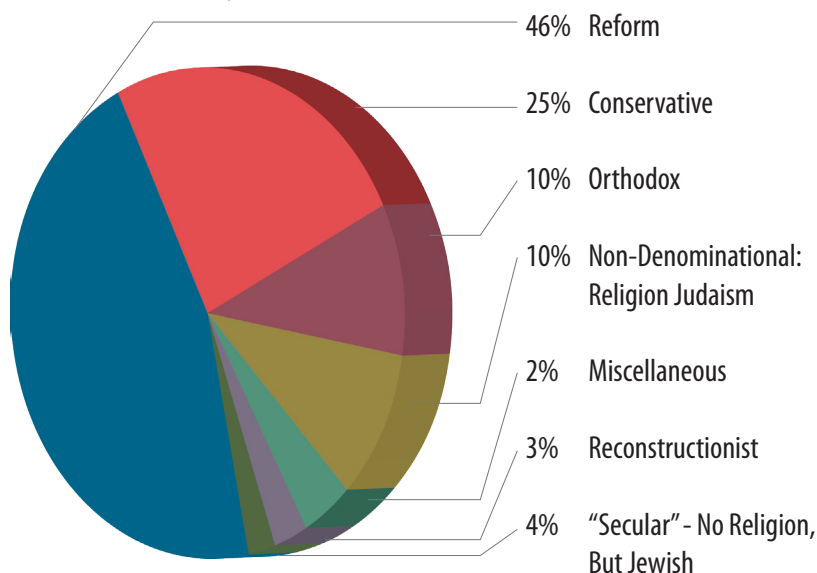
Affiliation with Jewish Organizations Has Declined Sharply (Consistent with National Trend)

Percent of Greater Cleveland Jewish Households in which a Household Member is a:



- Although fewer than in 1996, just over half of Jewish households are affiliated with a Jewish organization (including 78% of inmarried couples).
- 56% of all survey respondents report a visit to a Jewish museum or participation at a Jewish-Israeli cultural event.

Almost half of all Jewish respondents self-identify as Reform

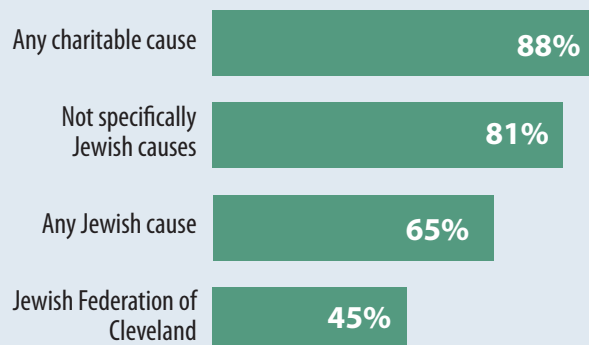


Adult education

- 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 Households that Contribute to:



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 |
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Community Planning Committee

| | | | |
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| 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*

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

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Children and Jewish Ritual Practice

among all Jewish households

| Jewish Ritual Observance | Percent Always/Usually Observe Ritual | |
|--------------------------|---------------------------------------|----------------------------|
| | All Households with Minor Children | All Adults-Only Households |
| Lights Chanukah Candles | 90% | 61% |
| Attends Passover Seder | 82% | 66% |
| Fasts on Yom Kippur | 75% | 60% |
| Lights Shabbat Candles | 39% | 17% |
| Keeps Kosher | 30% | 17% |

- 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.

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