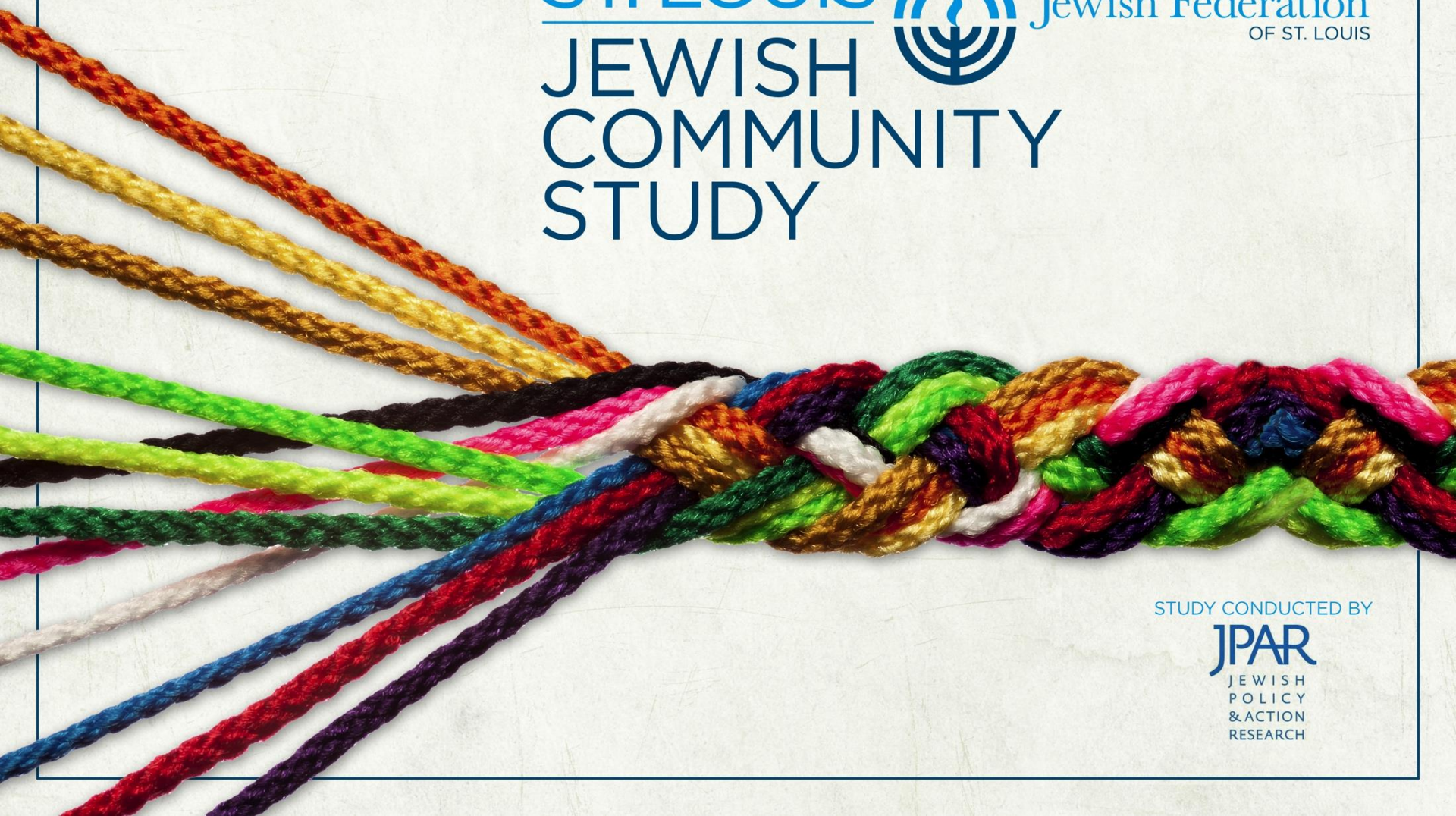
2014 ST. LOUIS JEWISH COMMUNITY STUDY

Jewish Federation
OF ST. LOUIS



STUDY CONDUCTED BY

JPAR
JEWISH POLICY & ACTION RESEARCH

ABOUT THE STUDY

ABOUT THE STUDY

2014 Study Goals

1. Provide a database to inform policy and planning decisions in the St. Louis Jewish community.
2. Estimate the number of Jewish persons and Jewish households in greater St. Louis.
3. Describe the characteristics, attitudes, behaviors and geographic distribution of the Jewish population.
4. Compare the 2014 Jewish population to the previous study results (1995).

ABOUT THE STUDY

- Interviewing occurred April 1, 2014 - June 23, 2014
- We called 181,762 different randomly generated telephone numbers.
  - 143,418 landline phone numbers
  - 38,344 cell phone numbers
- 9,493 households answered a 3-5 minute “screener,” to determine whether an adult in the household self-identified as Jewish.

ABOUT THE STUDY

- The “screening” phase identified 1,205 Jewish households.
- In these households, either the respondent or another adult identified their religion as Judaism or, if not, they considered themselves to be Jewish or partly Jewish.
- 1,003 Jewish household respondents completed the entire survey – 83% of all eligible Jewish households.
- In order to maximize participation of intermarried households in the survey, 105 of these 1,003 interviews were completed with non-Jewish respondents.

ABOUT THE STUDY

- Of the 1,003 interviews, 292 were cell phone interviews, allowing us to reach a significant number of younger Jewish adults.
- **The screening response rate was 38.5%**.
  - The landline response rate was 42.8%.
  - The cell phone response rate was 25.8%.
- The maximum potential survey sampling error for data based on all 1,003 survey respondents is +/- 4.5% at the standard 95% confidence level (including design effect).

SEVEN BIG STORIES

1. Since 1995, the number of Jewish households has grown.
2. The St. Louis Jewish community is stable, with few planning to leave the area.
3. Young adults are a large, diverse and geographically concentrated segment.
4. Large numbers of people in Jewish households self-define as non-Jewish or partly Jewish.
5. Many Jewish households are highly engaged in Jewish life; but a significant number are not.
6. There is a geographic divide between more engaged and less engaged Jewish households.
7. 26% of households are poor or near-poor.

JEWISH POPULATION ESTIMATES

DEFINITIONS: WHO IS COUNTED AS JEWISH IN THIS STUDY?

Jewish Persons

- Respondents (age 18+) who view Judaism as their religion or who say that “aside from religion” they consider themselves to be Jewish or partly Jewish
- Spouses whom respondent define as Jewish or partly Jewish either by religion or by self-definition
- All other adults in the household whom the respondent views as Jewish or partly Jewish
- Children being raised as Jewish or as partly Jewish

Non-Jewish Persons

- Respondents, spouses and other adults who are NOT Jewish – either by religion or by self-definition
- Children NOT being raised Jewishly – they are being raised in another religion, or without a religion and not Jewish, or the respondent says their status is “undecided”

DEFINITIONS: JEWISH HOUSEHOLDS

Jewish Households*

- Households that include at least one Jewish adult

People Living in Jewish Households Include

- Jewish persons, and
- Non-Jewish persons

*“Jewish Household” refers to households with at least one Jewish adult, but the term has no implications for the identity of all household members or the nature of their engagement in Jewish life.

WHAT IS THE SIZE OF THE ST. LOUIS JEWISH COMMUNITY?

Jewish Households	32,900
Jewish Persons	61,100
All People in Jewish Households (including non-Jews)	89,300

WHY THE ESTIMATED NUMBER OF JEWS IN 2014 EXCEEDS THE CONVENTIONAL WISDOM

Increases are not highly visible to Jewish leadership

- Newcomers to St. Louis – 11% of all Jewish households have moved to area in last ten years, and may not join Jewish organizations
- Returnees to St. Louis – moved out, often post-college, but return.
- Intermarried, unmarried and partly Jewish households are typically disconnected.

Symptoms of decline are highly visible

- Declines in number of donors, congregational members, etc.
- Anecdotal information about children of members leaving
- Friends and organizational members may have moved

OF THE 89,000 PEOPLE IN ST. LOUIS JEWISH HOUSEHOLDS, 11% ARE "PARTLY JEWISH" AND 31% ARE NOT JEWISH

JEWISH STATUS OF ALL PEOPLE IN JEWISH HOUSEHOLDS, ST. LOUIS, 2014

	Jewish Only	Partly Jewish	Not Jewish	Total
Adults	42,300	7,900	21,600	71,800
Children	9,200	1,700	6,600	17,600
Total	51,500	9,600	28,200	89,300

Due to rounding, numbers in the tables may not add precisely and percentages may not add to 100%.

THE NUMBER OF JEWISH HOUSEHOLDS IS 34% HIGHER THAN IN 1995; THE NUMBER OF NON-JEWS IN JEWISH HOUSEHOLDS GREW FAR MORE

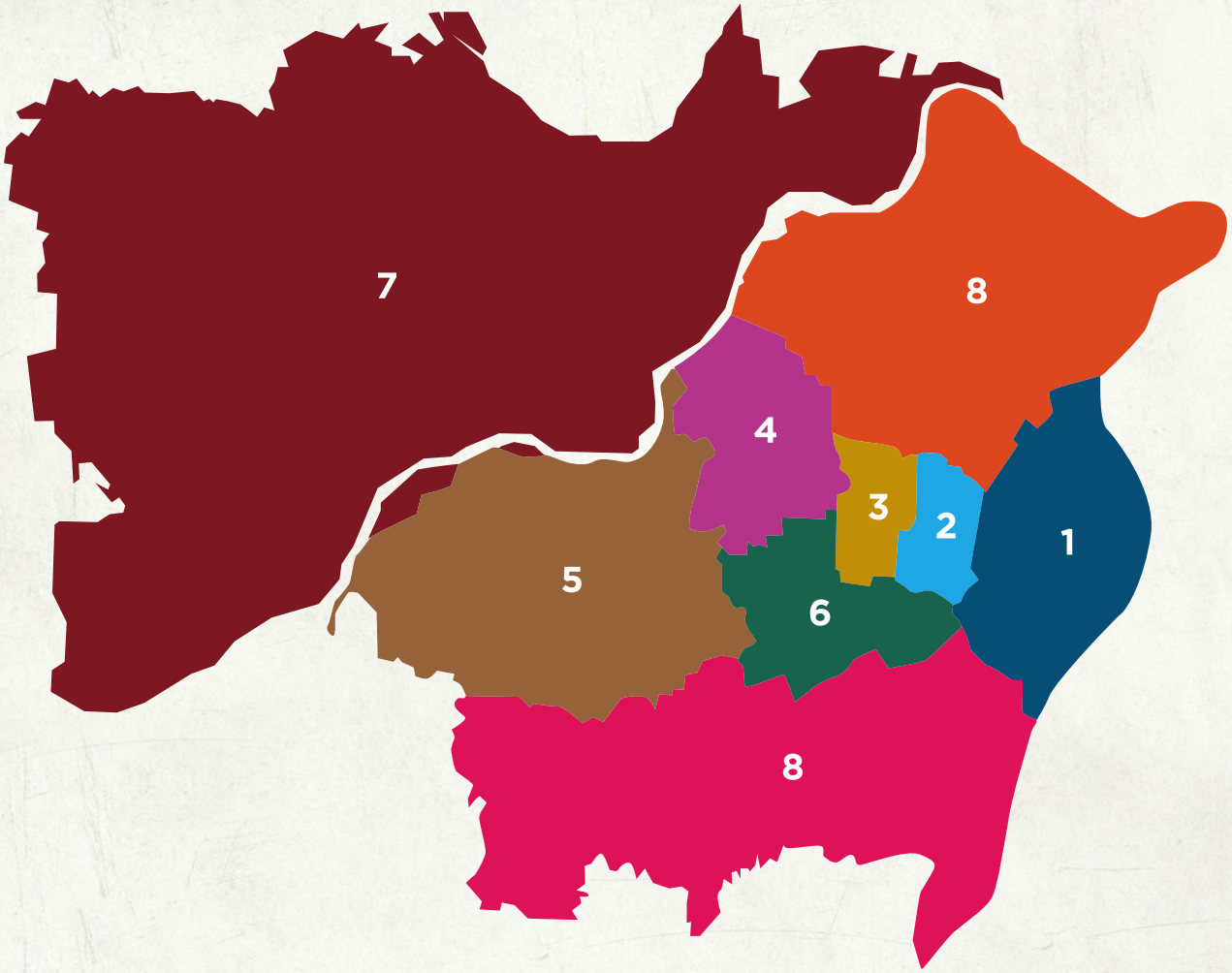
	1995 STUDY	2014 STUDY	CHANGE %
Jewish Households (Households with at Least One Jewish Adult)	24,600	32,900	+34%
Jewish Persons	53,400	61,100	+14%
Non-Jewish Persons	6,000	28,200	+370%
All People in Jewish Households	59,400	89,300	+50%

SINCE 1995, THE PERCENTAGE OF PEOPLE LIVING IN JEWISH HOUSEHOLDS WHO ARE JEWISH DECLINED SUBSTANTIALLY



GEOGRAPHY

GEOGRAPHIC SUB-AREAS: ST. LOUIS 2014

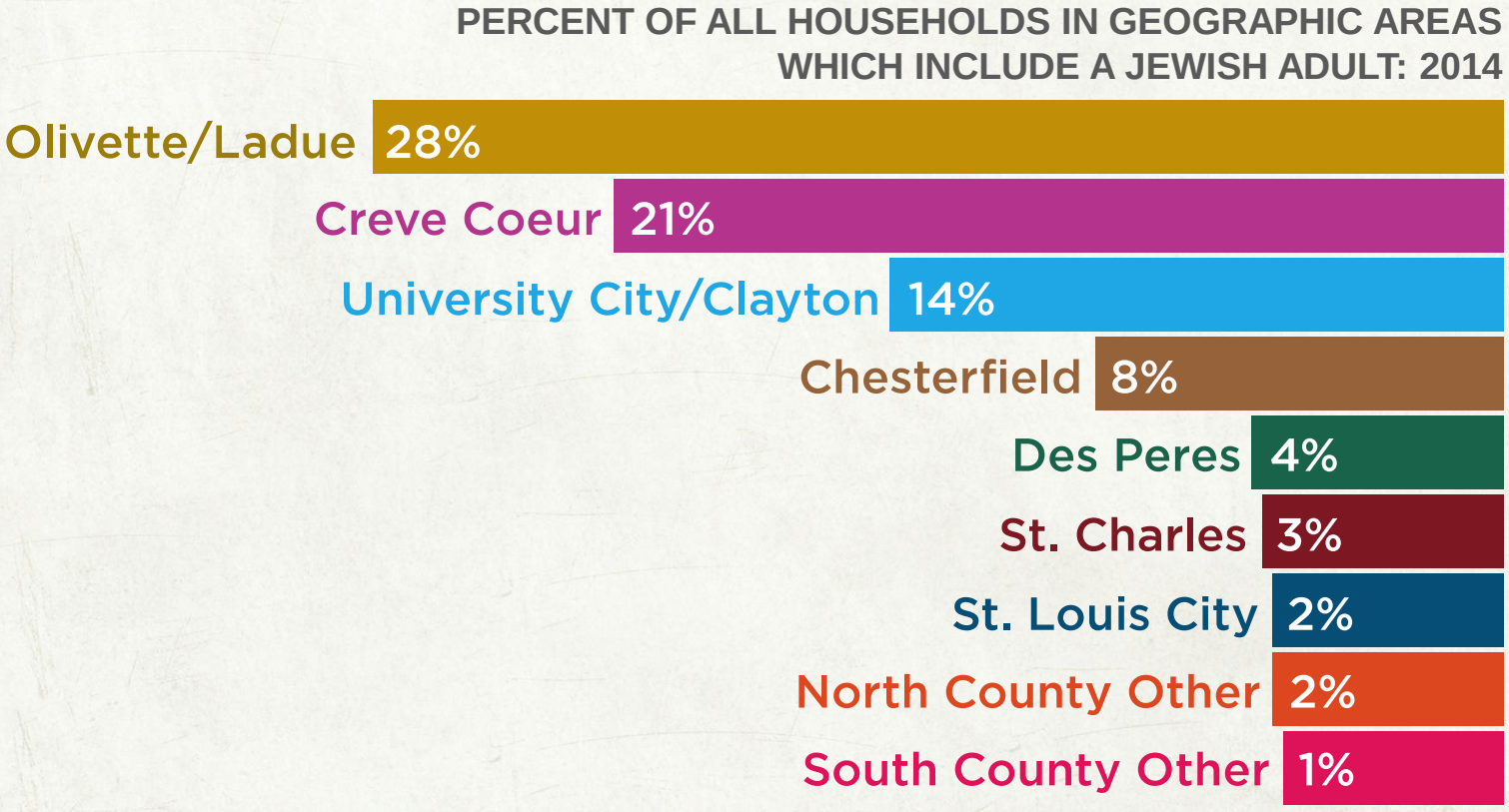


1. St. Louis City
2. University City/Clayton
3. Olivette/Ladue
4. Creve Coeur Area
5. Chesterfield
6. Des Peres/Kirkwood/ Webster Groves
7. St. Charles County
8. Residual Areas: North [St. Louis] County others and South County Areas

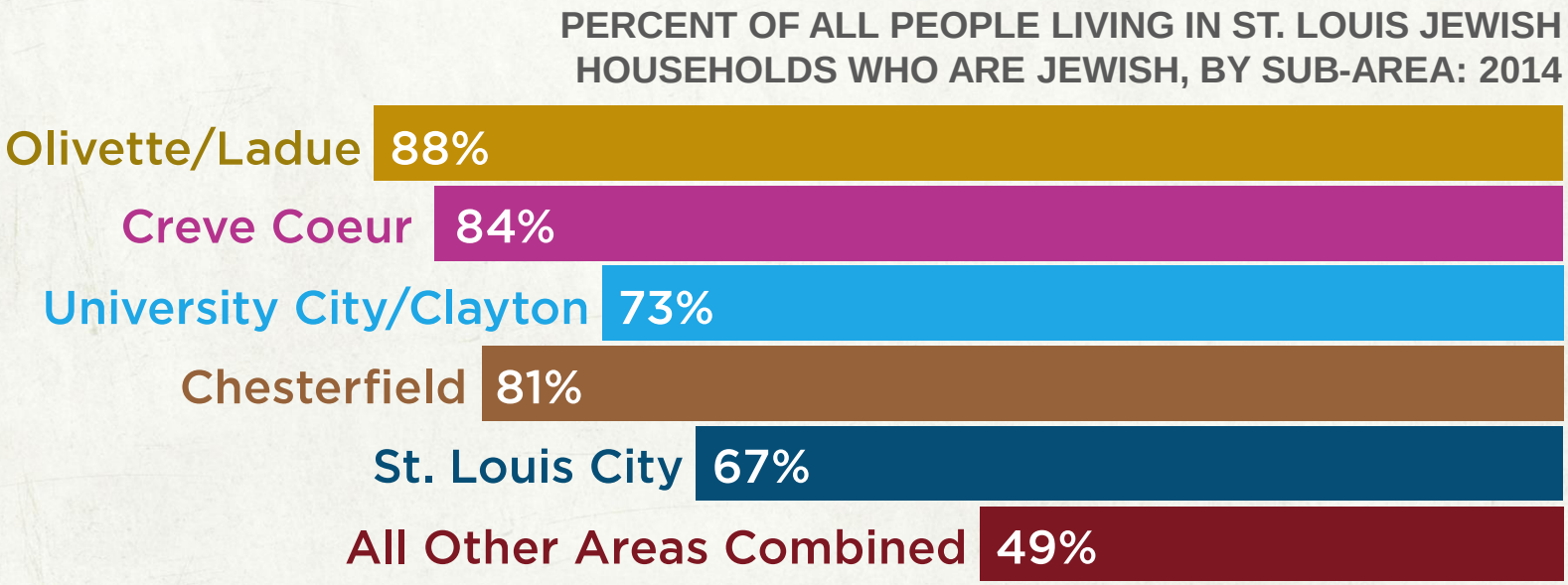
CHESTERFIELD, CREVE COEUR AND UNIVERSITY CITY/ CLAYTON HAVE THE MOST JEWISH PERSONS

GEOGRAPHIC AREA: 2014	JEWISH PERSONS	
	NUMBER OF JEWISH PERSONS	PERCENT OF ALL JEWISH PERSONS
Creve Coeur Area (N=275 interviews)	13,400	22%
Chesterfield (N=196)	12,000	20%
University City/Clayton (N=183)	9,000	15%
Olivette/Ladue (N=123)	6,100	10%
St. Charles County (N=38)	5,800	9%
St. Louis City (N=75)	5,100	8%
Des Peres/Kirkwood/Webster (N=54)	2,700	4%
North County Residual (N=32)	4,400	7%
South County Residual (N=20)	1,900	3%
Total Study Area	**61,100**	**100%**

THE PROPORTION OF ALL AREA HOUSEHOLDS WHICH ARE JEWISH IS HIGHEST IN OLIVETTE/LADUE & CREVE COEUR, LOWEST IN NORTH & SOUTH COUNTY OTHER



88% OF PEOPLE IN OLIVETTE/LADUE JEWISH HOUSEHOLDS ARE JEWISH; 49% IN ST. CHARLES COUNTY/DES PERES/SOUTH & NORTH COUNTY OTHER COMBINED

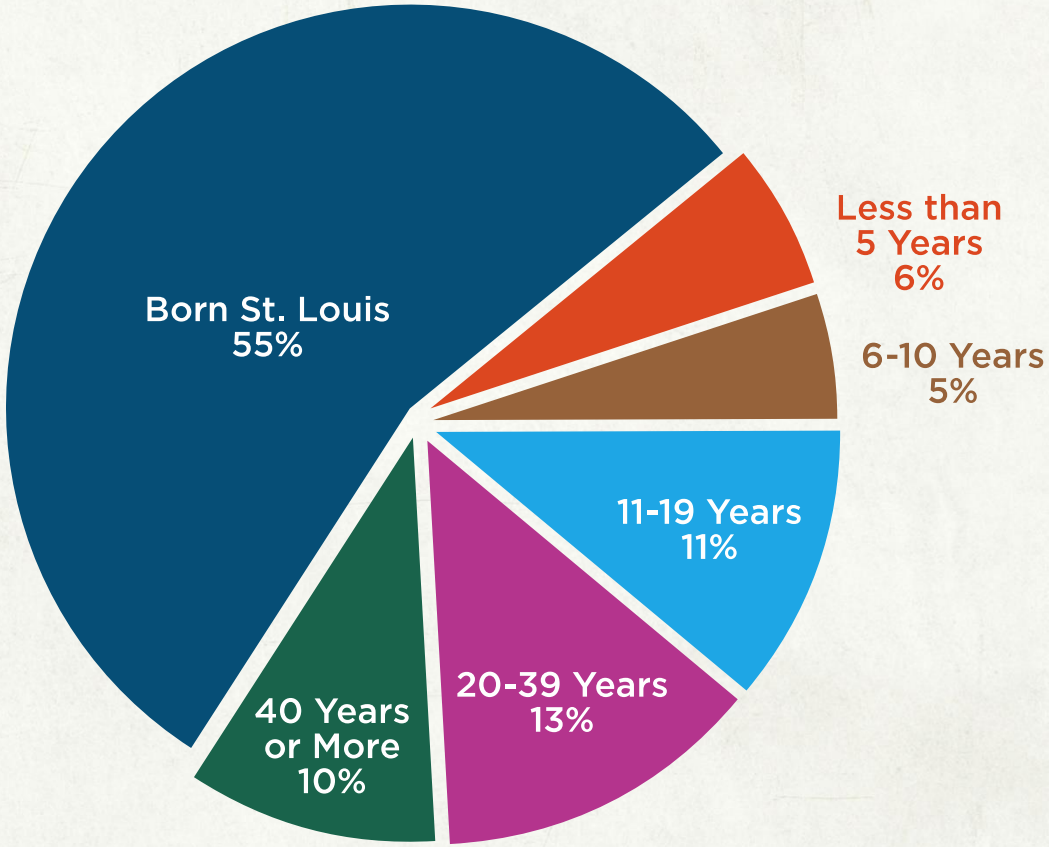


DEMOGRAPHY

SINCE 1981, THE ST. LOUIS JEWISH COMMUNITY HAS AGED SOMEWHAT – JEWISH PERSONS ARE OLDER THAN NON-JEWS IN JEWISH HOUSEHOLDS

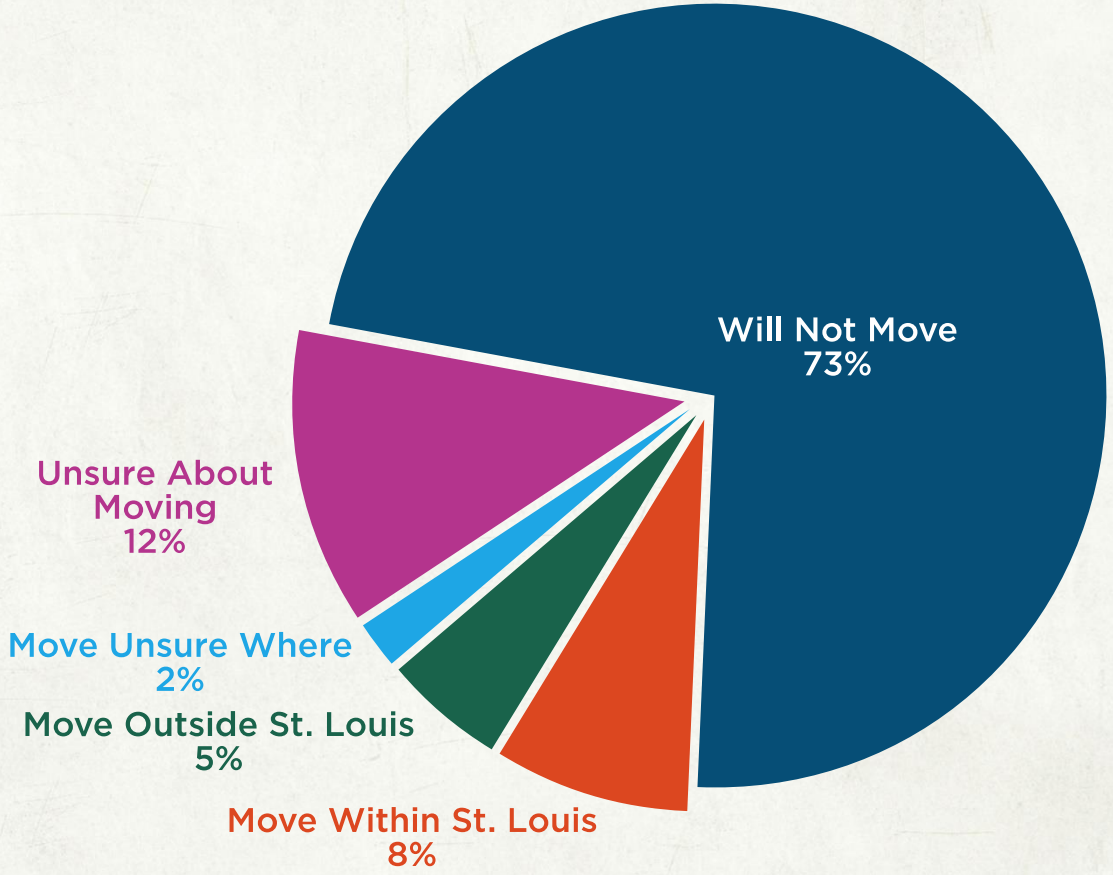
AGE GROUPING	1981 Study All People in Jewish Households	1995 Study All People in Jewish Households	2014 Study All People in Jewish Households	2014 Study Jewish Persons Only
Children 0-17	21%	21%	19%	18%
18-34	24%	22%	23%	20%
35-44	13%	17%	13%	12%
45-64	25%	24%	27%	29%
65-74	10%	10%	9%	11%
75+	7%	7%	9%	11%
TOTALS	100%	100%	100%	100%

RELATIVELY FEW NEWCOMERS: 11% OF ALL RESPONDENTS MOVED TO ST. LOUIS SINCE 2004



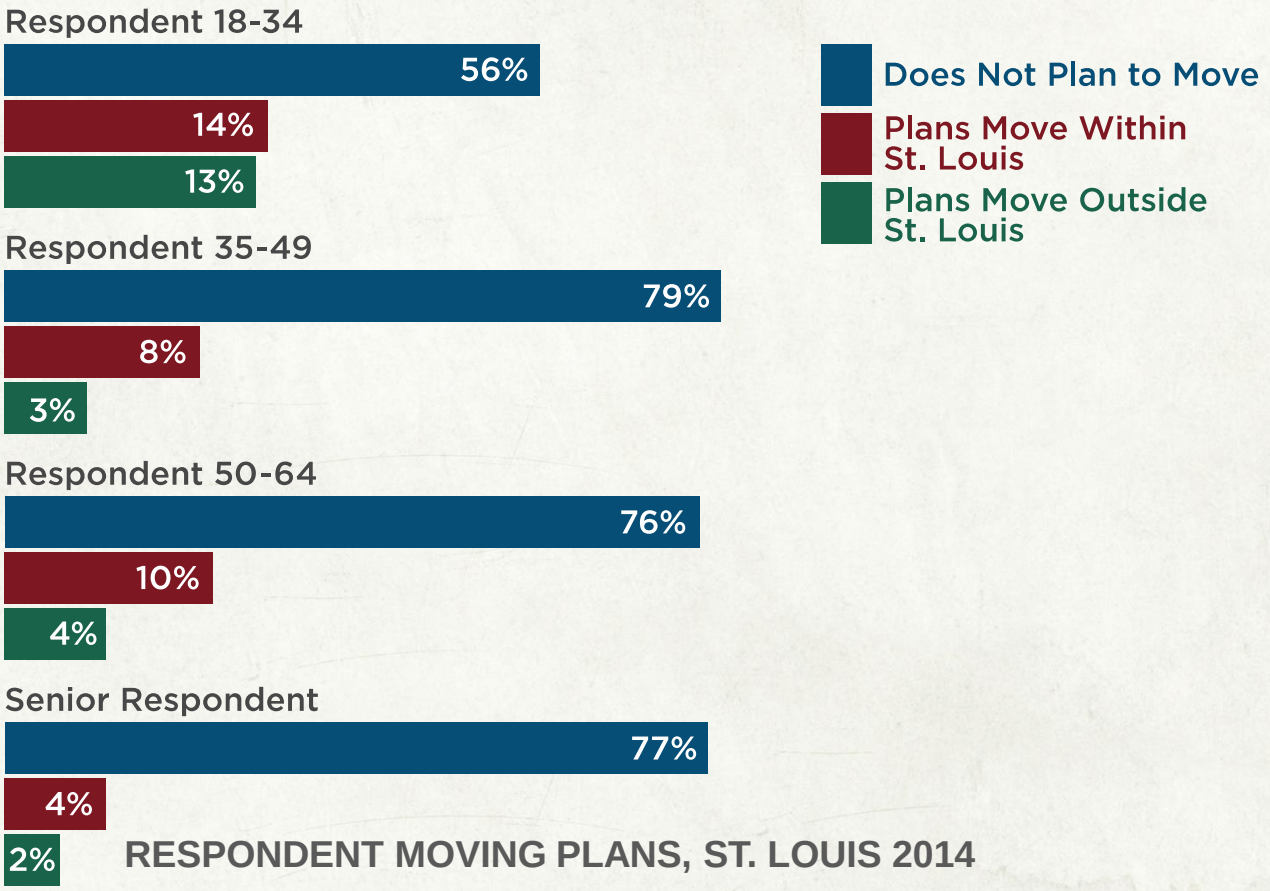
YEARS RESPONDENT HAS LIVED IN THE ST. LOUIS AREA

ONLY 5% OF ALL RESPONDENTS PLAN TO MOVE AWAY FROM ST. LOUIS IN THE NEXT TWO YEARS



SURVEY RESPONDENTS PLANS TO REMAIN IN ST. LOUIS OR MOVE OUT IN THE NEXT TWO YEARS, 2014

EVEN AMONG RESPONDENTS UNDER AGE 35, FEW PLAN TO MOVE OUTSIDE THE ST. LOUIS AREA IN THE NEXT TWO YEARS



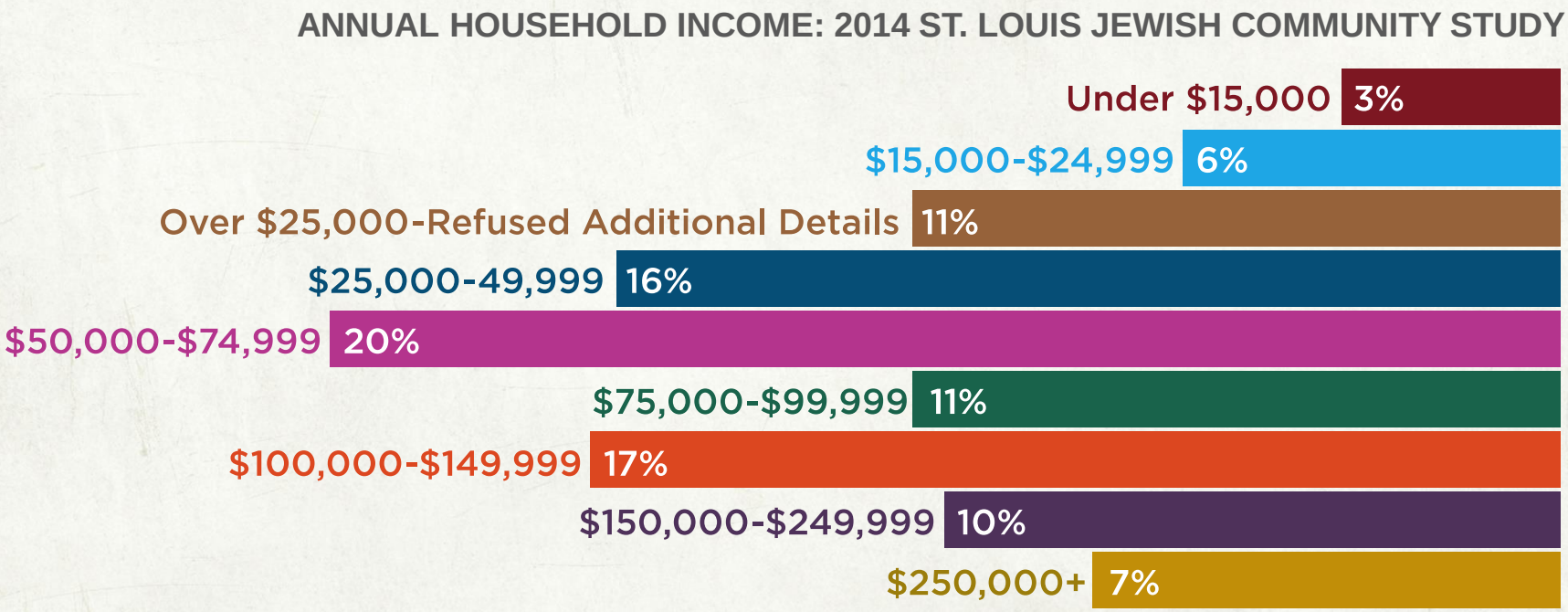
RESPONDENT MOVING PLANS, ST. LOUIS 2014

ONLY 25% OF RESPONDENTS 18-34 ARE MARRIED & 70% OF THOSE 35-49 ARE MARRIED

MARITAL STATUS	Ages 18-34	Ages 35-49	Ages 50-64	Seniors 65+	Total All Ages
Married	25%	70%	68%	61%	59%
Living Together with Partner	15%	8%	2%	2%	6%
Never Married (Single)	60%	17%	10%	3%	19%
Divorced, Separated	<1%	6%	16%	2%	15%
Widowed	<1%	<1%	4%	22%	11%
Total	100%	100%	100%	100%	100%

VULNERABLE POPULATIONS AND HUMAN SERVICES

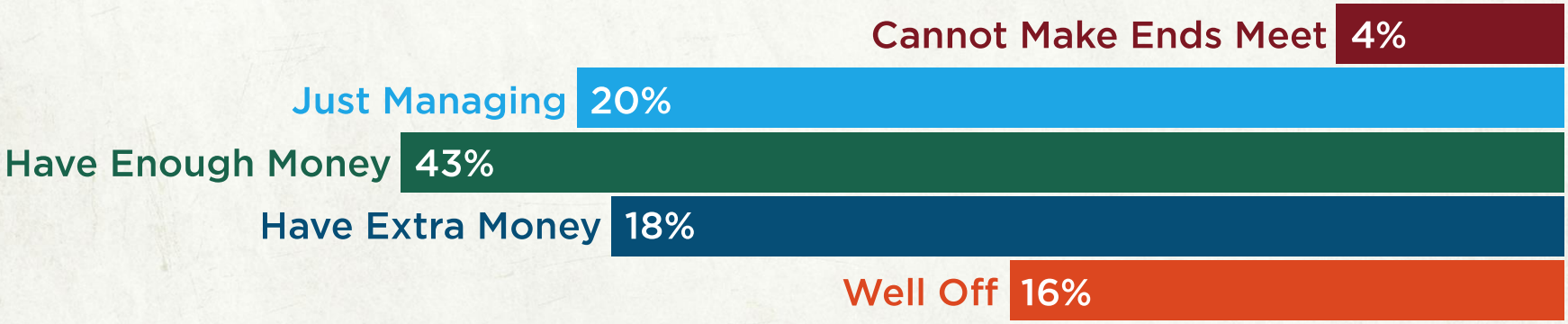
ANNUAL INCOME: 9% OF HOUSEHOLDS UNDER $25,000



The percentages in the chart above reflect income patterns **excluding** 10% of respondents who totally refused to answer and the 2% who said that they did not know the household's income. The chart includes those who said that their household income was at least $25,000 annually, but would not provide additional details.

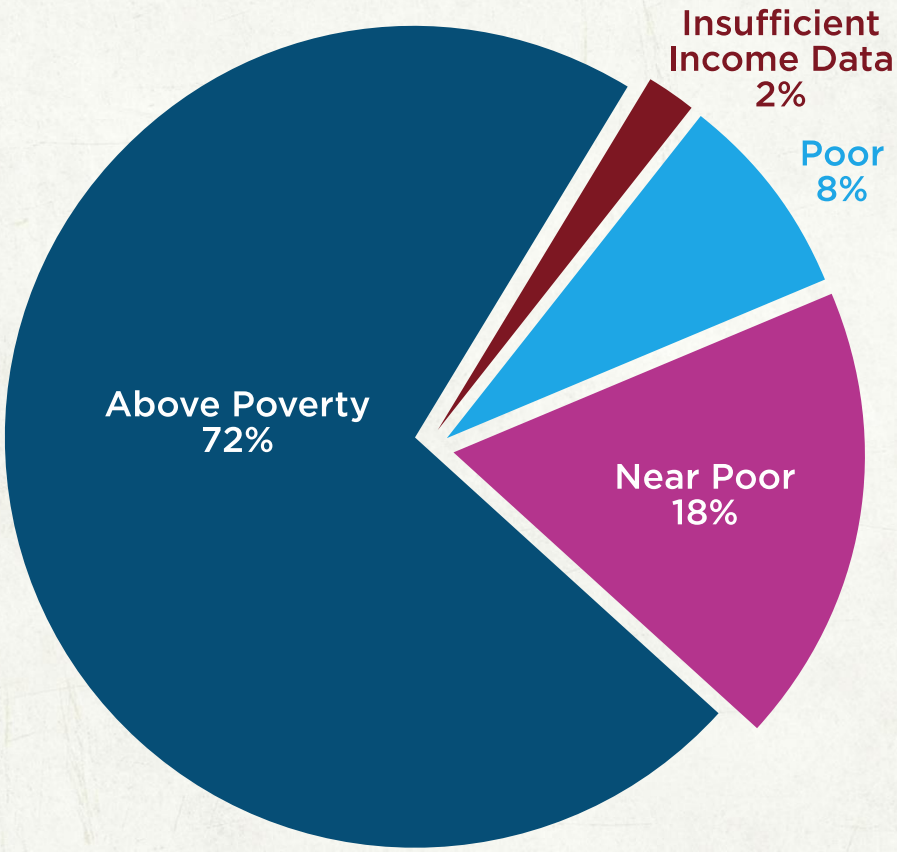
24% OF HOUSEHOLDS REPORT THEY ARE "JUST MANAGING" FINANCIALLY OR "CANNOT MAKE ENDS MEET"

SUBJECTIVE SELF-ASSESSMENT OF HOUSEHOLD FINANCIAL SITUATION, ST. LOUIS, 2014



In general, respondents are more likely to answer the subjective financial status question than questions on income; only 5% of the 1,003 survey respondents refused to answer the financial status question while about 12% did not provide any income information. Missing responses are excluded in this chart.

8% OF JEWISH HOUSEHOLDS IN ST. LOUIS ARE POOR – BUT 18% ARE "NEAR POOR"



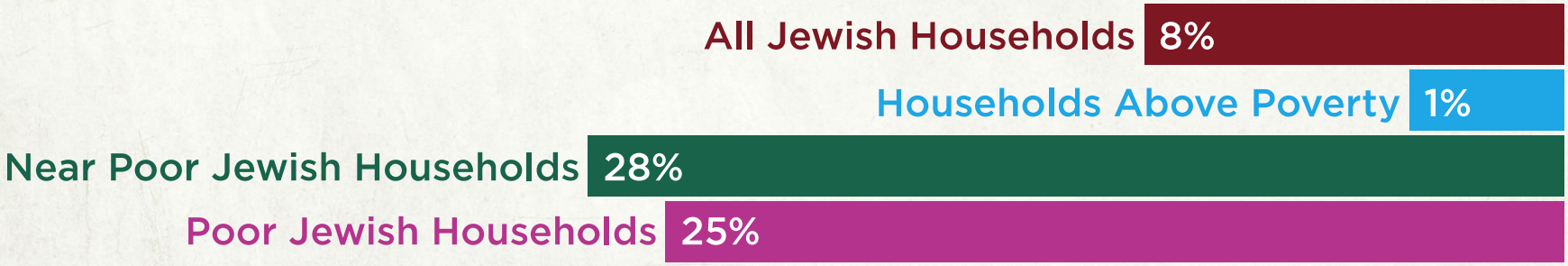
We define 2,500 Jewish households in St. Louis as "poor" since their household income relative to household size falls below 150% of the Federal Poverty Guidelines (FPG), and the respondent does not say the household has extra money or is well off.

We define another 5,900 Jewish households as near poor. Their incomes relative to their household sizes fall between 150% and 250% of FPG.

PERCENT OF ST. LOUIS JEWISH HOUSEHOLDS ESTIMATED TO BE "POOR" OR "NEAR POOR"

FOOD INSECURITY AFFECTS BOTH THE POOR & NEAR-POOR

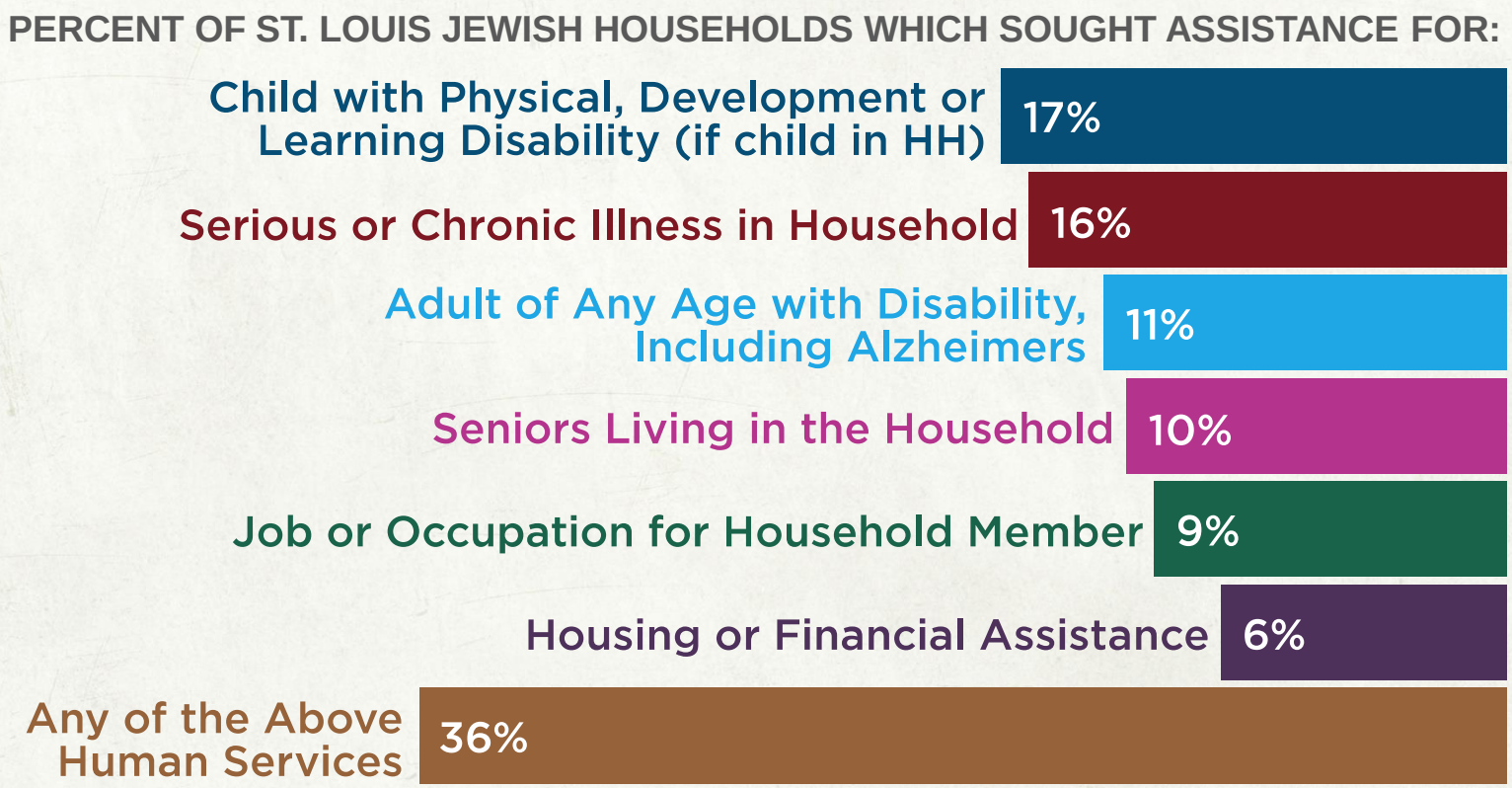
PERCENT OF JEWISH HOUSEHOLDS WHICH REPORT SKIPPING MEALS OR CUTTING MEAL SIZE BECAUSE OF LACK OF MONEY FOR FOOD



Respondents were asked “In the last 12 months, did you or other adults in the household ever cut the size of your meals or skip meals because there wasn't enough money for food?”

.

36% OF ALL JEWISH HOUSEHOLDS SOUGHT ASSISTANCE FOR AT LEAST ONE OF HUMAN SERVICES NEEDS



3,000 JEWISH SENIORS LIVE ALONE IN ST. LOUIS

The 3,000 Jewish seniors who live alone are potentially at high risk of social isolation.

- Of the 3,000 Jewish seniors living alone, 64% have an adult child in the St. Louis area, who could assist them if needed.
- But, about 1,000 Jewish seniors living alone have no adult child living in the St. Louis area, or do not have any adult children at all.

The health status of Jewish seniors living alone is problematic.

- 12% of Jewish seniors living alone report “poor” health, and another 28% report “fair” health;
- In sharp contrast, only 2% of Jewish senior respondents living with other people in the household are in poor health, while 21% are in fair health.

INTERMARRIAGE AND RAISING CHILDREN AS JEWS

DEFINING INMARRIAGE AND INTERMARRIAGE

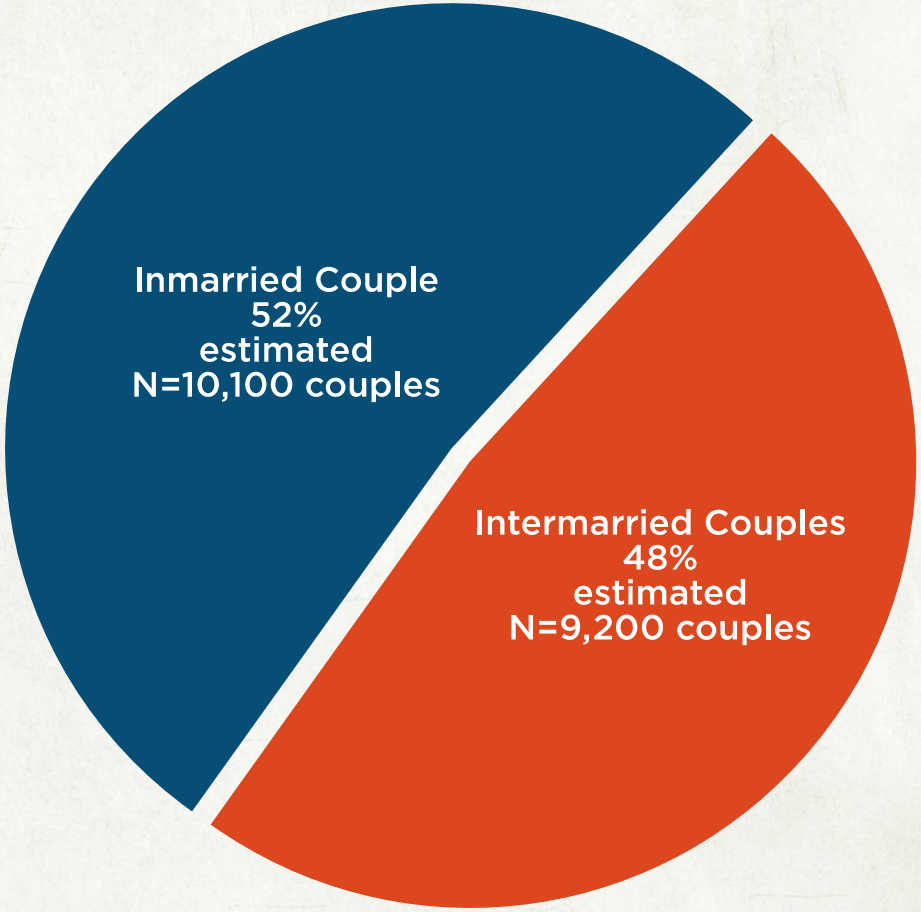
Inmarried Couples

- Both spouses currently identify as Jewish.
- Inmarried couples include “conversionary” couples where a spouse became Jewish through conversion or some other process.

Intermarried Jewish Couples

- One spouse identifies as Jewish, while the other spouse is not Jewish.

48% OF ALL MARRIED COUPLES ARE INTERMARRIED*

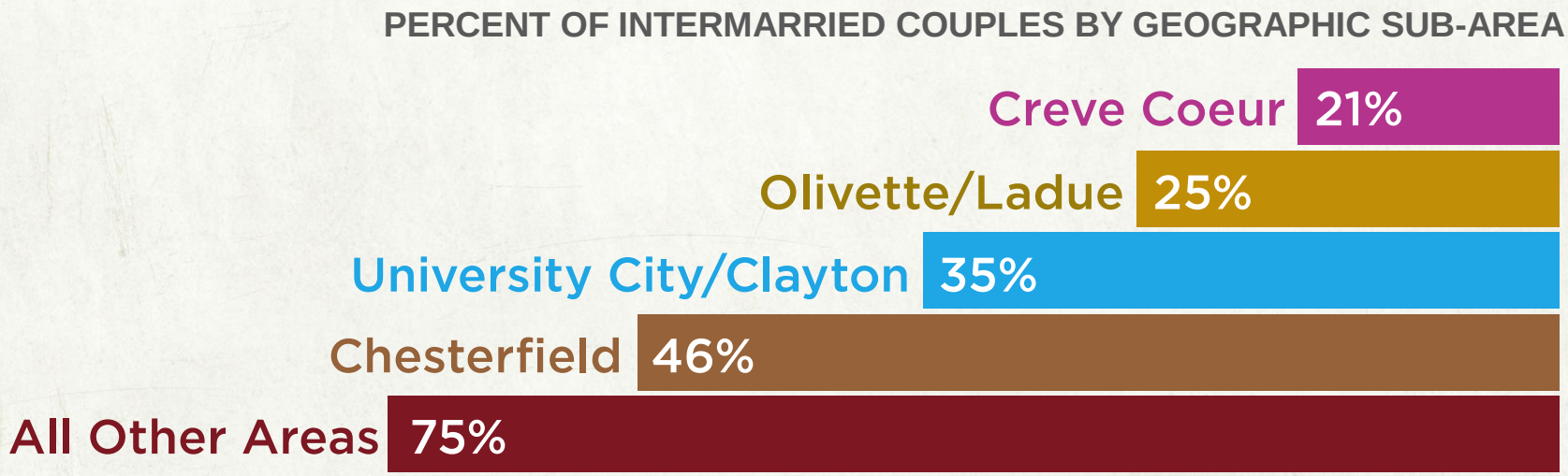


*Intermarriage rates are calculated for currently married respondents and spouses only, and does not include the very few marriages of other adults in the household.

PERCENT OF MARRIED COUPLES IN ST. LOUIS JEWISH HOUSEHOLDS WHO ARE INMARRIED/INTERMARRIED

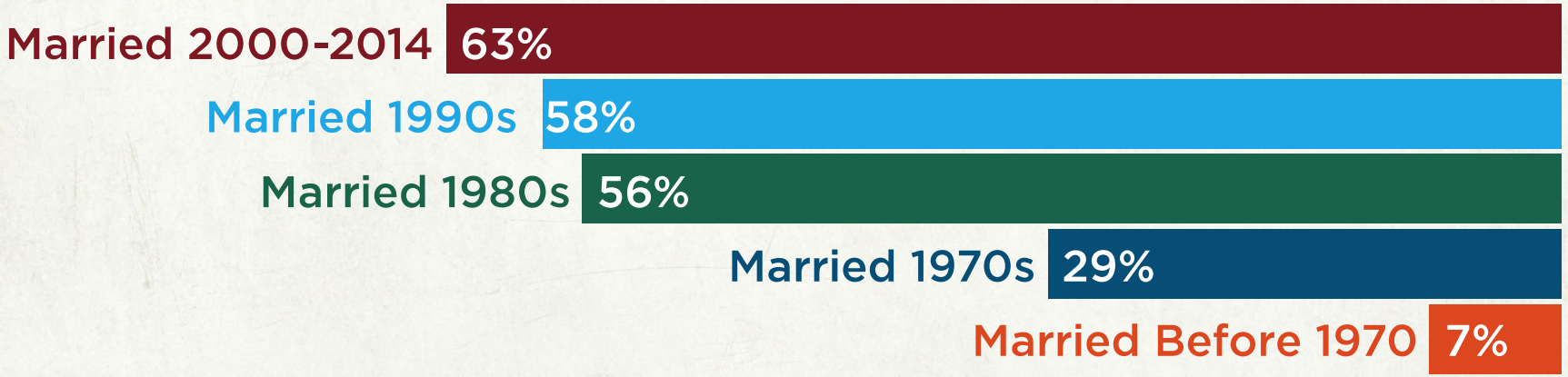
INTERMARRIAGE RATES VARY BY GEOGRAPHIC AREA

Intermarriage rates are relatively low in Creve Coeur, Olivette/Ladue and University City/Clayton. Chesterfield's rate is approximately the same as the community-wide 48% intermarriage rate.



THE COUPLES' INTERMARRIAGE RATE HAS LEVELED OFF SINCE LEAPING IN THE 1980S

PERCENT OF INTERMARRIED COUPLES BY YEAR / DECADE MARRIED: ST. LOUIS, 2014



*Only currently married respondent/spouse couples included in the analysis.
Read: of currently married couples, 63% of who married since 2000 are intermarried compared to 7% of respondents married prior to 1970.

17,600 CHILDREN LIVE IN ST. LOUIS AREA JEWISH HOUSEHOLDS

AGE OF CHILD	Estimated Number of Children	Percent of Children
0-4	4,700	27%
5-8	3,400	19%
9-12	5,000	28%
13-17	4,500	26%
TOTALS	17,600*	100%

*In all tables, percentages may not add precisely due to rounding for presentation. Data have been extrapolated for children with missing data on age of the child.

THE YOUNGEST CHILDREN (AGES 0-4) ARE MOST LIKELY TO BE RAISED AS PARTLY JEWISH OR UNDECIDED

CHILD BEING RAISED	AGES 0-4	AGES 5-8	AGES 9-12	AGES 13-17	ALL CHILDREN
Jewish Only	38%	53%	61%	65%	52%
Partly Jewish	24%	5%	4%	6%	10%
Undecided, Don't Know	19%	19%	2%	7%	14%
Not Jewish, No Religion	11%	10%	14%	10%	11%
Not Jewish, Other Religion	8%	13%	19%	12%	13%
TOTAL	100%	100%	100%	100%	100%

43% OF ALL CHILDREN, JEWISH AND NOT, HAVE INTERMARRIED PARENTS

TYPE OF MARRIAGE	Estimated Number of Children	Percent of Children in Household Type
All Unmarried Respondent Households*	3,300	18%
Inmarried Couples	6,800	39%
Intermarried Couples	7,500	43%
TOTALS	17,600*	100%

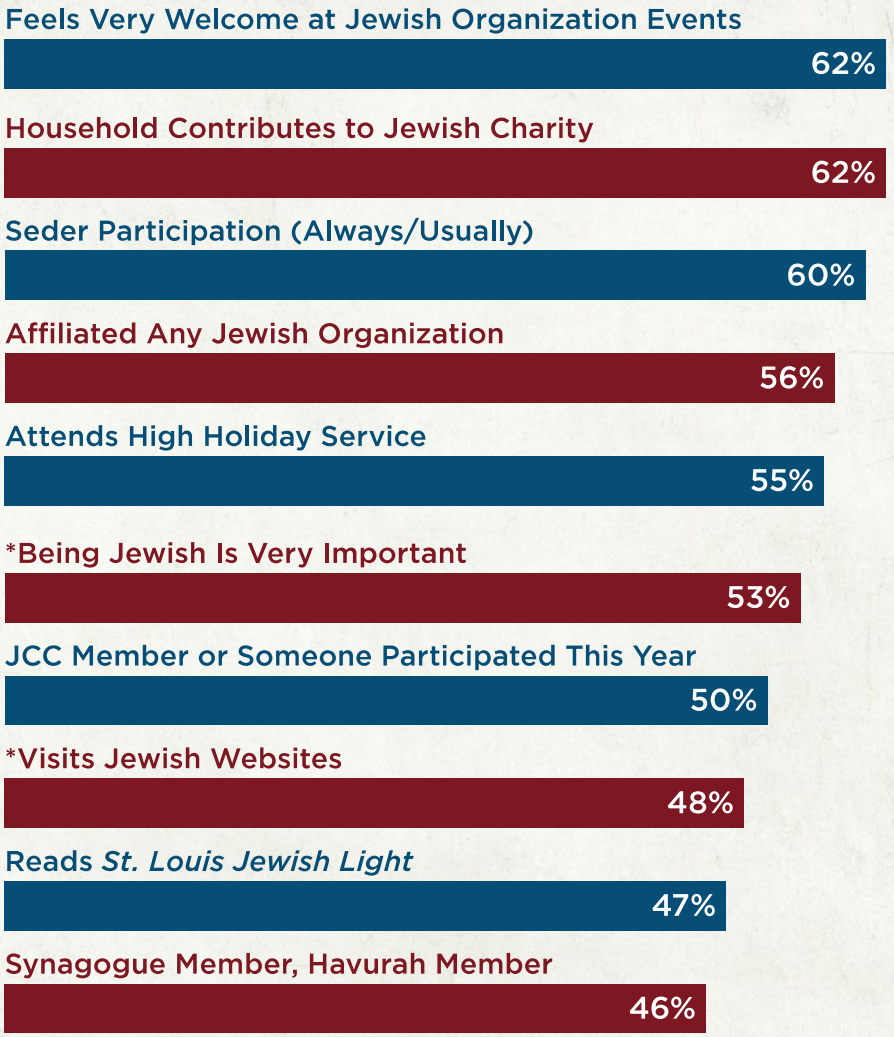
*"All Unmarried Households" includes unmarried partners, divorced, separated, widowed, and never-married households. Totals and percentages may not add exactly due to rounding for presentation; percentages based on unrounded data.

ALMOST ALL CHILDREN IN **INMARRIED** HOUSEHOLDS ARE BEING RAISED JEWISH-ONLY; VS. 27% IN **INTERMARRIED** HOUSEHOLDS

CHILDREN ARE BEING RAISED	Inmarried Respondents	Intermarried Respondents
Jewish-Only	88%	27%
Partly Jewish	3%	18%
Undecided, DK	8%	10%
Not Jewish/ No Religion	<1%	26%
Not Jewish/ In Other Religion	<1%	19%
TOTALS	100% (Number of Children=6,800)	100% (Number of Children=7,500)

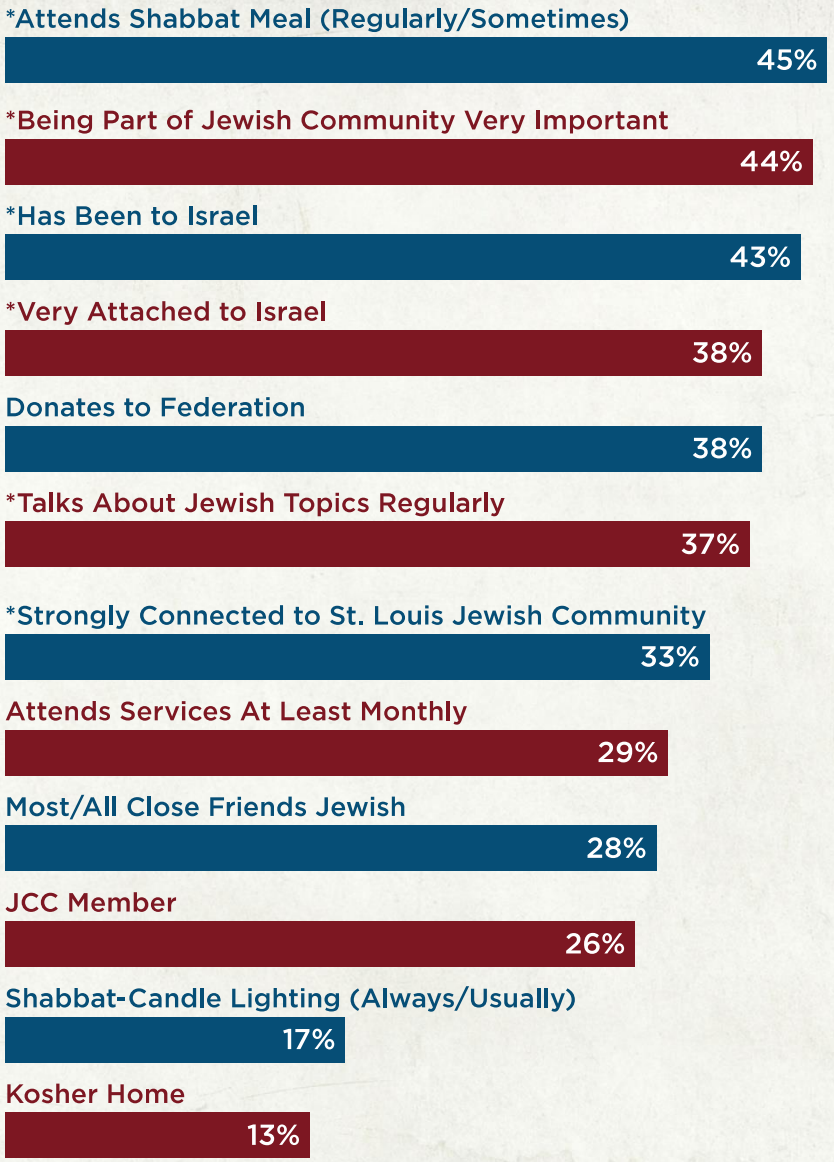
BEING JEWISH IN ST LOUIS

JEWISH ENGAGEMENT INDICATORS: ABOUT 60% OF ALL RESPONDENTS FEEL VERY WELCOME AT JEWISH EVENTS, GO TO A SEDER (PAGE 1)



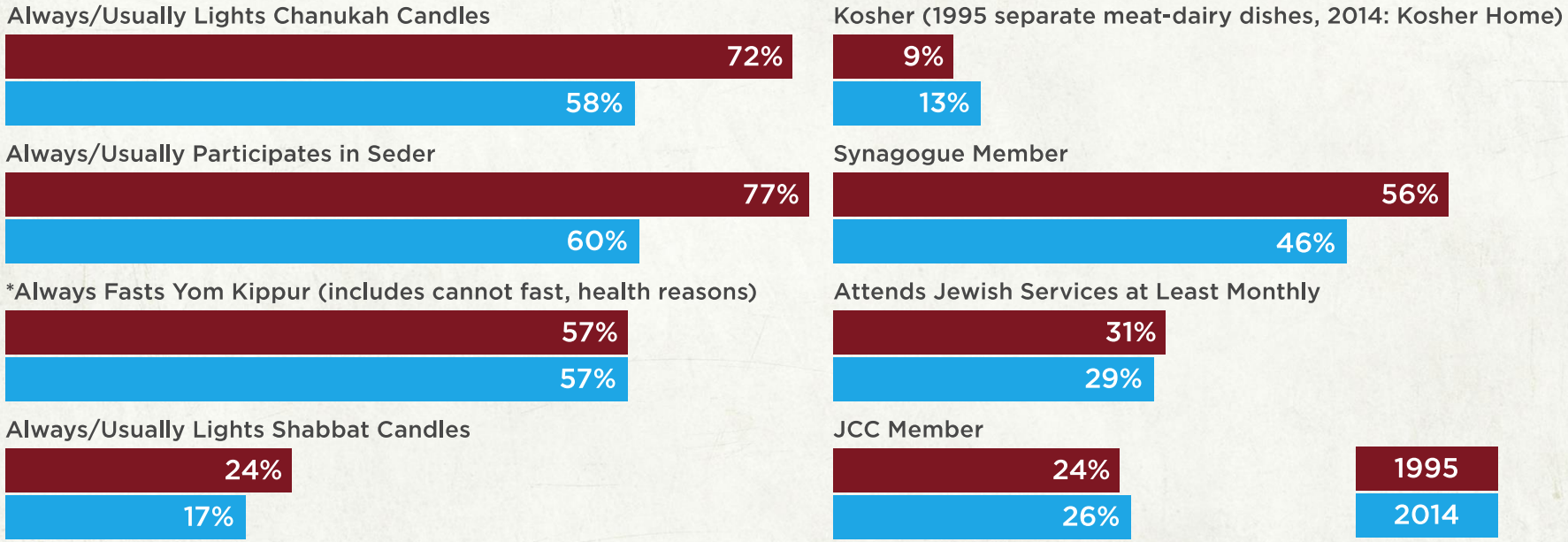
*Questions marked with an asterisk were asked only of Jewish respondents.

MODERATE-LOW JEWISH ENGAGEMENT INDICATORS – 13% KEEP KOSHER, 17% ALWAYS/USUALLY LIGHT SHABBAT CANDLES (PAGE 2)



*Questions marked with an asterisk were asked only of Jewish respondents.

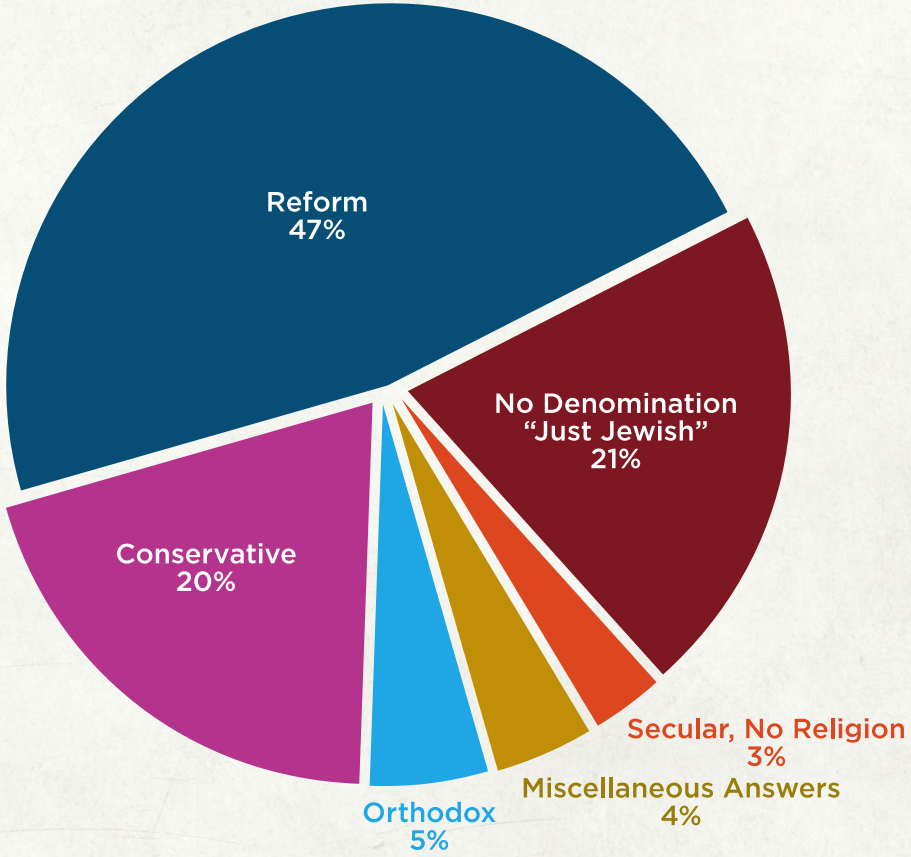
JEWISH RITUAL AND PRACTICE, 1995 AND 2014



*Questions marked with asterisk were asked only of Jewish respondents.

ABOUT HALF (47%) OF JEWISH RESPONDENTS IDENTIFY AS REFORM, 20% AS CONSERVATIVE, 5% AS ORTHODOX – 21% "JUST JEWISH"

In 1995, 60% of Jewish respondents identified as Reform, 21% as Conservative, 3% as Orthodox and 11% "other."



DENOMINATIONAL SELF-IDENTIFICATION: ST. LOUIS SURVEY RESPONDENTS, 2014

YOUNG PEOPLE REPORT LOWER LEVELS OF JEWISH ENGAGEMENT ON MANY JEWISH INDICATORS

	AGE OF RESPONDENT			
INDICATOR	18-34	35-49	50-64	65+
Most/All Friends Jewish	13%	19%	22%	51%
Feels "A Lot" Connected to a Jewish Community in St. Louis*	19%	24%	33%	46%
Jewish Organization Volunteering	37%	44%	48%	55%
Household Donates to Jewish Causes	38%	55%	63%	83%
Household Donates to Federation	19%	19%	42%	64%

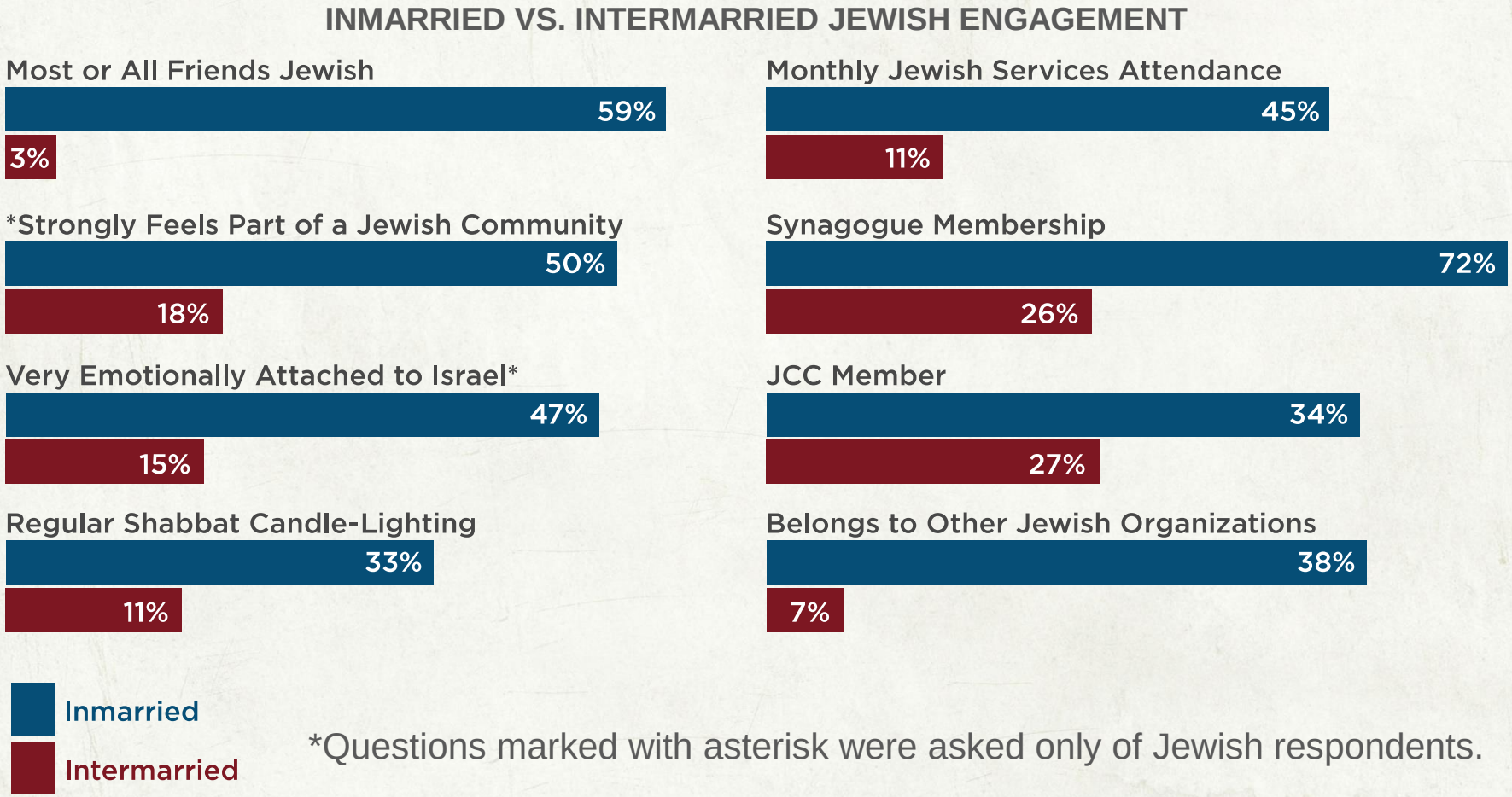
*Questions marked with asterisk were asked only of Jewish respondents.

ON OTHER INDICATORS, YOUNG PEOPLE MATCH OR SURPASS THEIR ELDERS

	AGE OF RESPONDENT			
INDICATOR	18-34	35-49	50-64	65+
Feels Very Attached to Israel*	47%	29%	37%	42%
Fasts All Day on Yom Kippur*	77%	58%	54%	49%
Has Shabbat Meal (Sometimes/Regularly)	48%	41%	46%	47%
Informal Jewish Adult Education*	48%	43%	43%	32%
Jewish Adult Education Programs*	44%	35%	36%	36%
Household is JCC Member	35%	25%	21%	24%
JCC Participant or Member in Household	58%	51%	38%	58%

*Questions marked with asterisk were asked only of Jewish respondents.

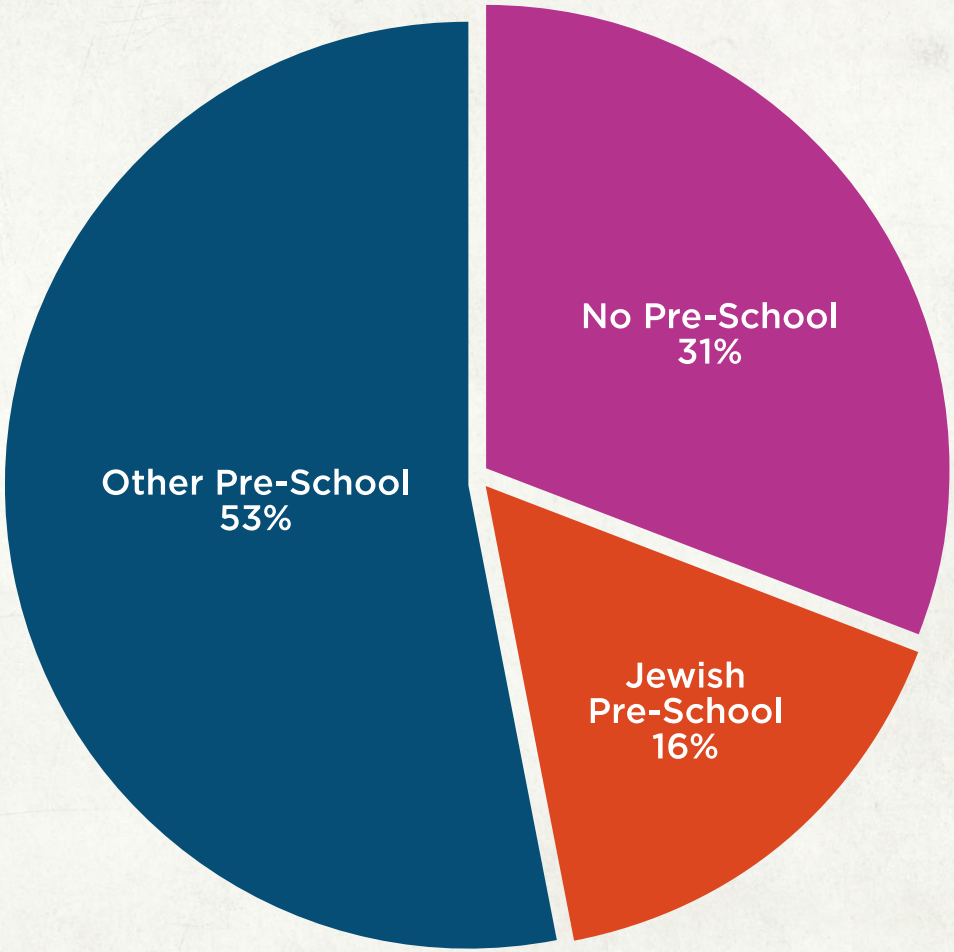
WIDE GAPS IN JEWISH ENGAGEMENT BETWEEN THE INMARRIED & THE INTERMARRIED



*Questions marked with asterisk were asked only of Jewish respondents.

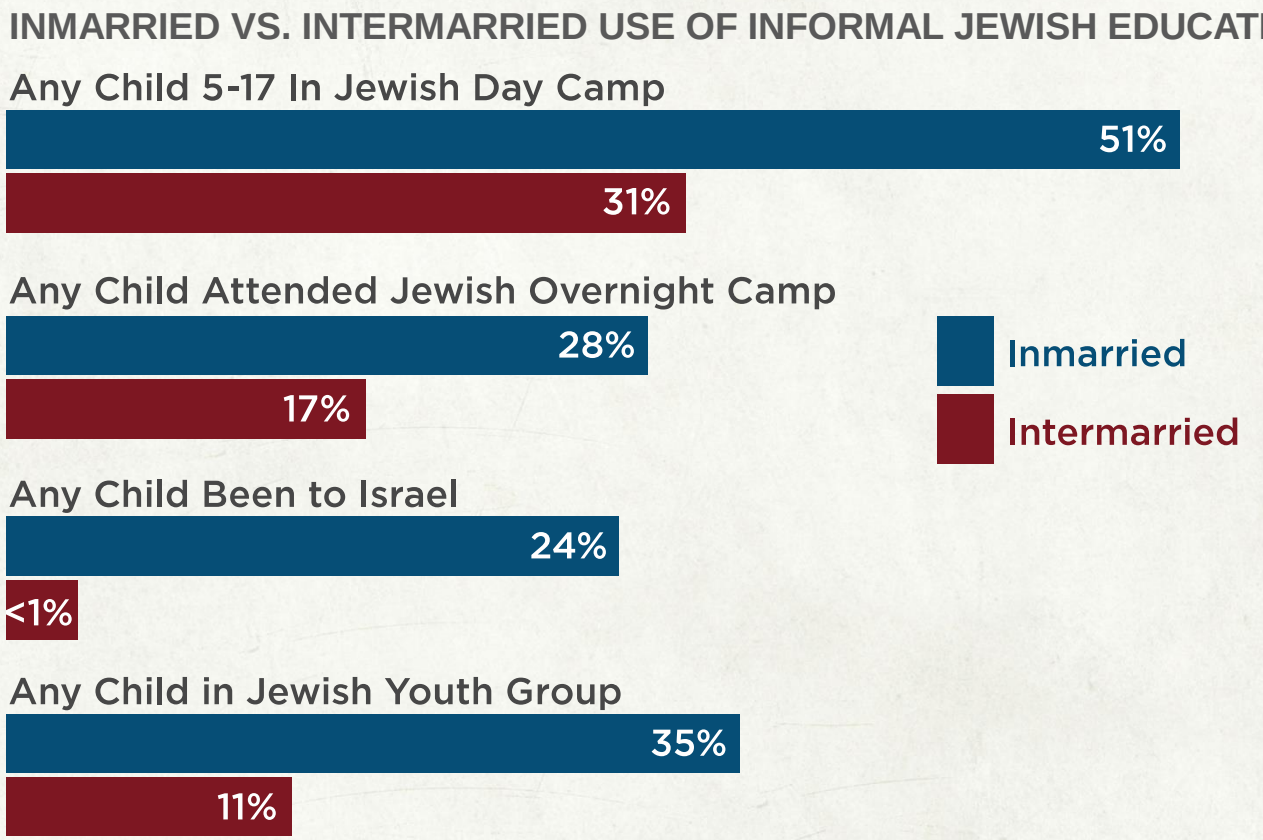
SMALL NUMBERS IN JEWISH PRE-SCHOOL

Of all children in Jewish households ages 0-4, just 16% have gone to Jewish pre-schools (including infant care, day care and nursery schools).



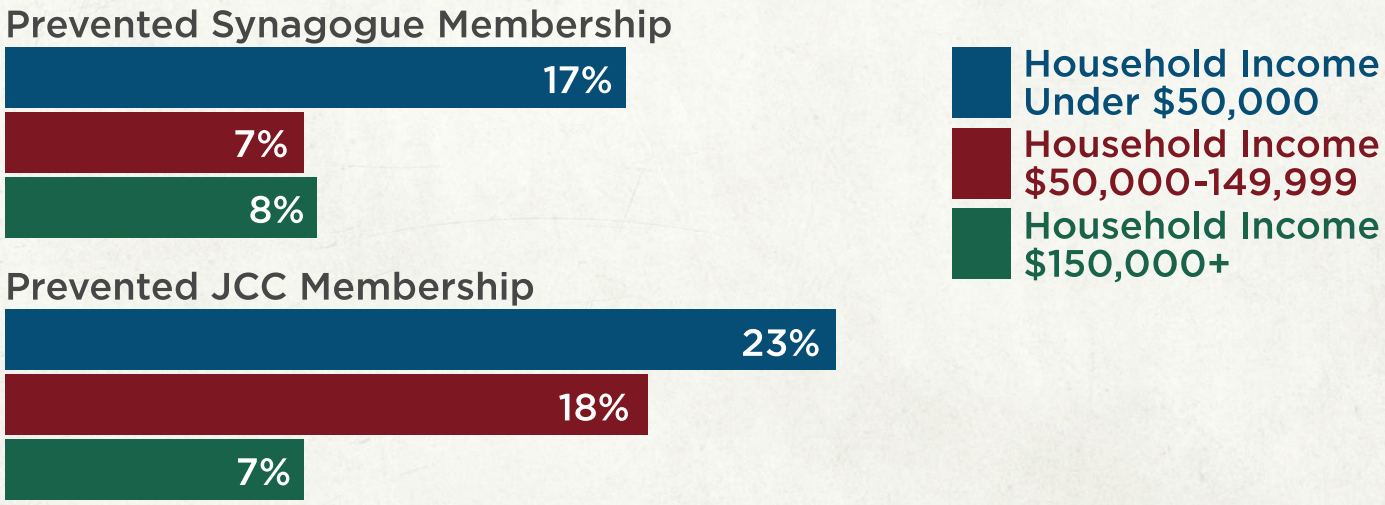
CHILDREN'S EDUCATION – PRE-SCHOOL ATTENDANCE: ST. LOUIS SURVEY RESPONDENTS, 2014

LITTLE USE OF INFORMAL JEWISH EDUCATION BY THE INTERMARRIED – NOTEWORTHY IS THE LOW RATE OF TRIPS TO ISRAEL BY THEIR CHILDREN



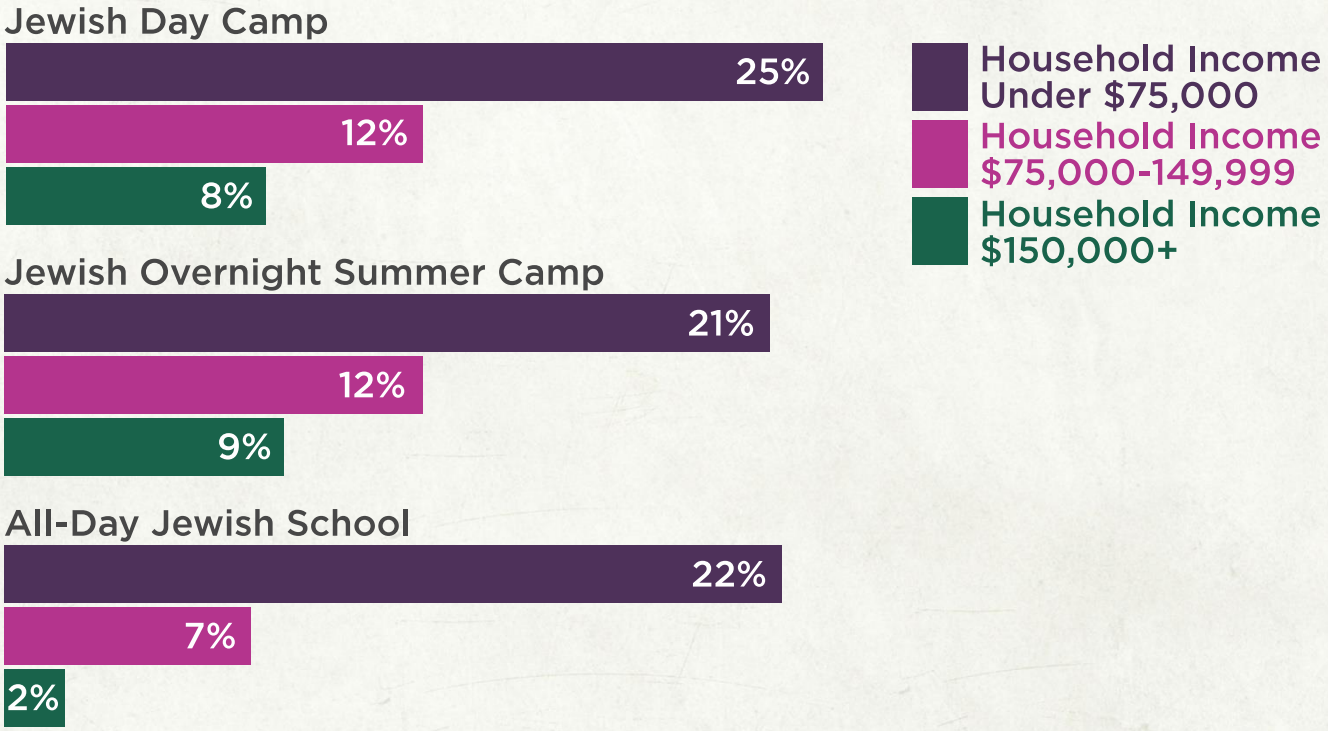
LOWER INCOME HOUSEHOLDS SOMEWHAT MORE LIKELY TO REPORT COST A SIGNIFICANT BARRIER FOR SYNAGOGUE OR JCC MEMBERSHIP

PERCENT OF ALL HOUSEHOLDS WHICH REPORT COST PREVENTED THEM FROM SYNAGOGUE OR JCC MEMBERSHIP

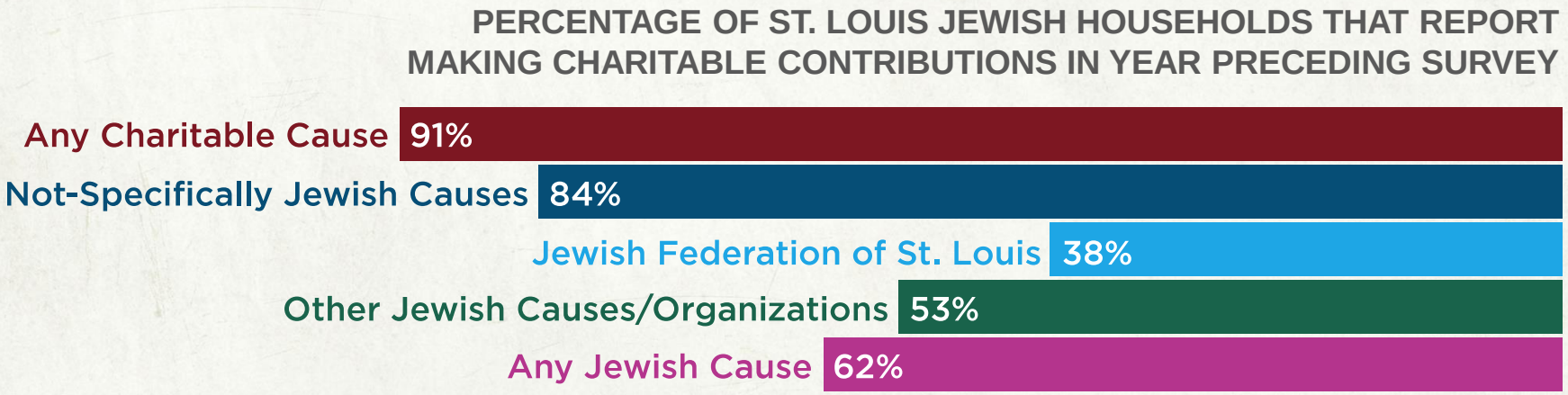


LOWER INCOME HOUSEHOLDS MORE LIKELY TO REPORT COST A SIGNIFICANT BARRIER FOR THEIR CHILDREN'S JEWISH EXPERIENCES

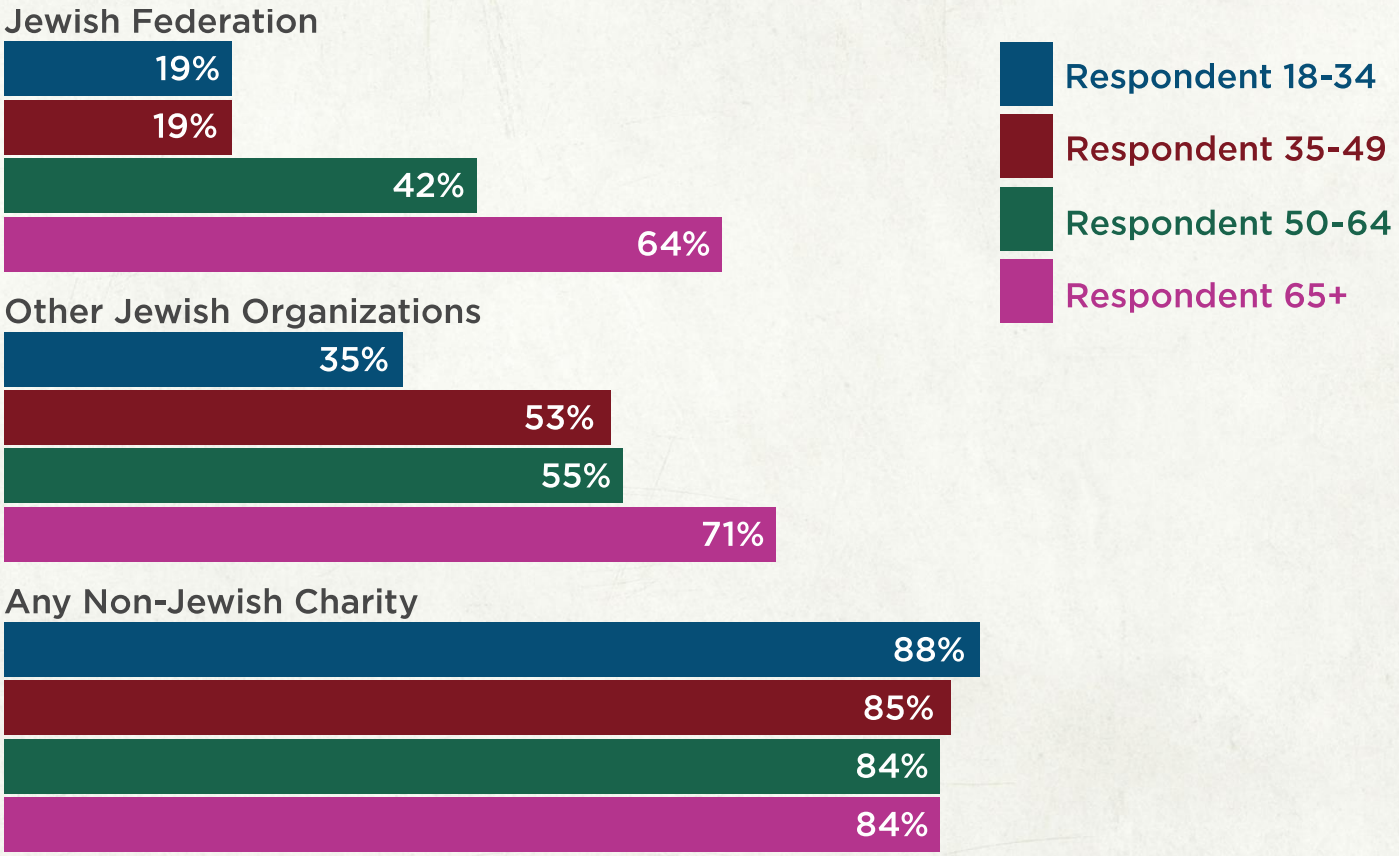
PERCENT OF ALL HOUSEHOLDS WITH CHILDREN WHICH REPORT COST PREVENTED THEM FROM SENDING A CHILD TO:



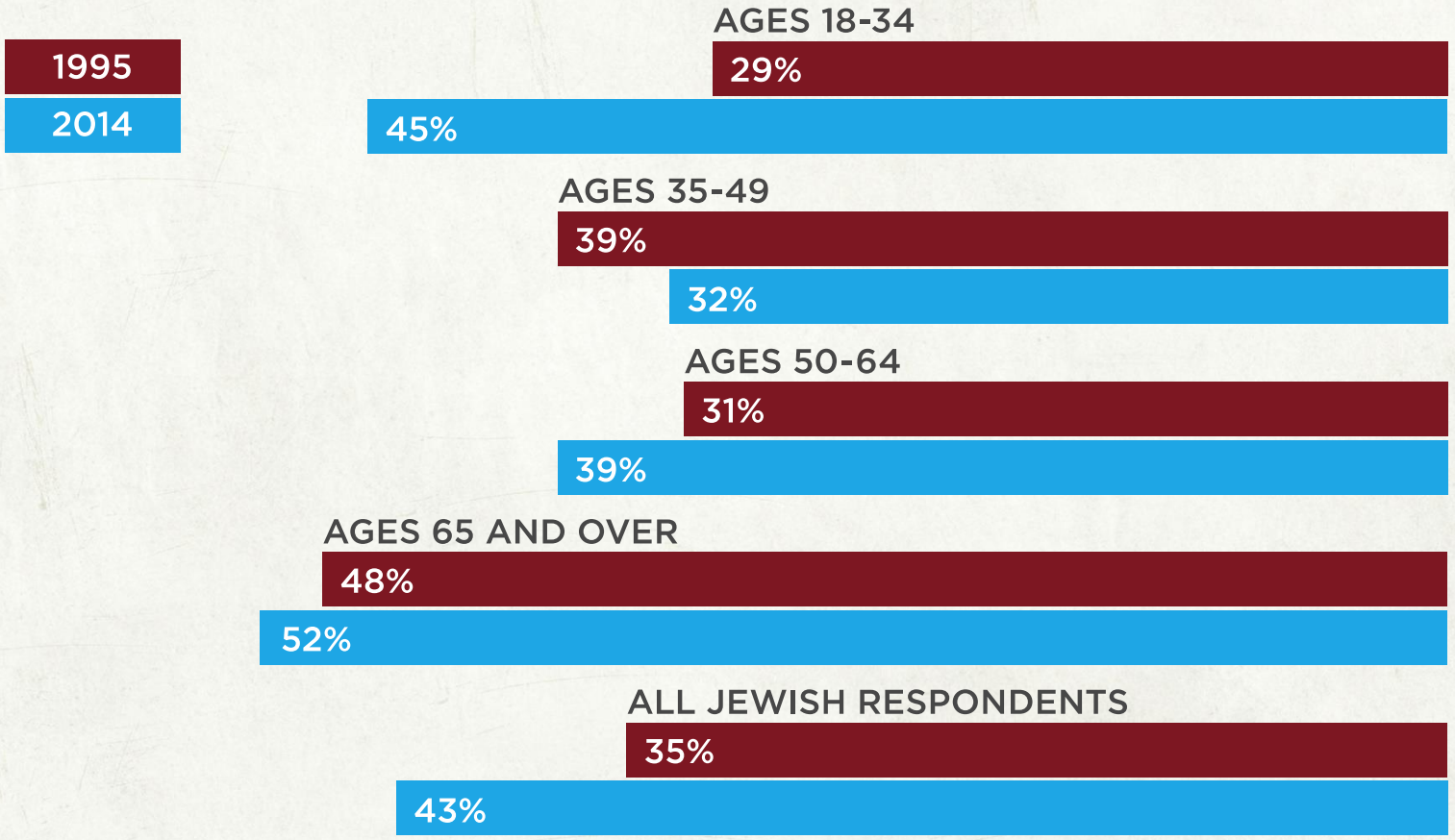
62% OF JEWISH HOUSEHOLDS DONATED TO A JEWISH CHARITY, VS. 84% TO OTHER (NOT SPECIFICALLY JEWISH) CAUSES



WEAKER COMMITMENT TO JEWISH GIVING AMONG YOUNGER JEWS



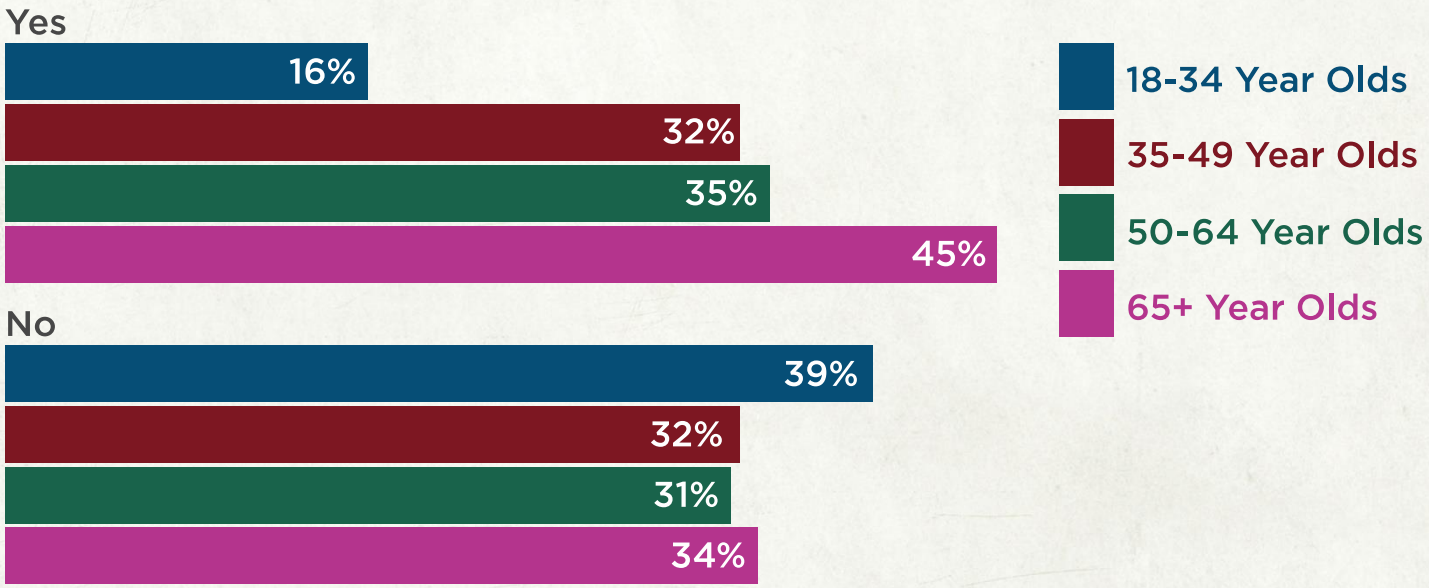
SINCE 1995, TRAVEL TO ISRAEL HAS INCREASED, ESPECIALLY AMONG JEWS 18-34



ARE ISRAELI LEADERS "MAKING A SINCERE EFFORT TO BRING ABOUT A PEACE SETTLEMENT WITH THE PALESTINIANS?"

The proportion of all respondents – Jewish and not Jewish combined – who think **Israel** is sincerely trying to make peace equals those who do not believe; 34% answer "yes," 34% answer "no," and the remainder have no opinion (the survey took place before the war in Gaza).

Age of respondent shapes the "yes" answers.



MAJOR THEMES AND IMPLICATIONS

1. SINCE 1995, THE NUMBER OF JEWISH HOUSEHOLDS HAS GROWN

- 32,900 Jewish households in 2014 – 34% growth since 1995

Implications: Growth represents a challenge and opportunity for communal leadership – a challenge, because more people means more needs; and an opportunity, because there are now more people to engage in Jewish life.

2. THE ST. LOUIS JEWISH COMMUNITY IS STABLE, WITH FEW PLANNING TO LEAVE THE AREA

- Only 5% of all respondents currently plan to move from St. Louis in the next two years.
- Even among respondents under age 35, few plan to move outside the St. Louis area.
- 55% of survey respondents were born in the St. Louis area.

Implications: A stable community provides a good platform for planning and community development.

3. YOUNG ADULTS ARE A LARGE, DIVERSE & CONCENTRATED SEGMENT

- Nearly a quarter of people in Jewish households are young adults (18 to 34); in University City/Clayton and St. Louis City, more than half are 18-44.
- Young adults are less likely to give to Jewish causes; on the other hand, they are the most likely to be very attached to Israel.

  Implications: Engagement of young adults in Jewish life should continue to be a communal priority, responding to their vantage point, and to their diversity as a group and targeting the geographic areas where young adults predominate.

4. LARGE NUMBERS OF PEOPLE IN JEWISH HOUSEHOLDS ARE NOT JEWISH OR PARTLY JEWISH

- Of the 89,000 adults and children in St. Louis Jewish households, 11% are “Partly Jewish” and 31% are not Jewish.

Implications: Building Jewish community with people without strong Jewish roots requires creativity. For example, the large number of very young children in intermarried households who are being raised partly Jewish or “uncertain,” argues for more Jewish early childhood and Israel experiences for less connected young families.

5. MANY JEWISH HOUSEHOLDS ARE HIGHLY ENGAGED IN JEWISH LIFE; BUT A SIGNIFICANT NUMBER ARE NOT

- Jews with no denomination/no religion are less Jewishly engaged than the denominationally identified.
- Intermarried households are less Jewishly engaged than inmarried households.

Implications: A targeted effort to build Jewish engagement focusing on these two key groups – Jews with no denomination/religion and intermarried households. There is no magic formula; experimenting with cultural programming probably needs to be part of the effort.

6. THERE IS A GEOGRAPHIC DIVIDE BETWEEN MORE & LESS ENGAGED JEWISH HOUSEHOLDS

- 60% of Jewish households live in areas with large numbers of Jewish households, relatively high Jewish residential density and higher rates of Jewish connection – Creve Coeur, Chesterfield, University City/Clayton & Olivette/Ladue.
- 40% of Jewish households live in areas with fewer Jewish households, low Jewish density, high intermarriage, low affiliation –St. Charles County, St. Louis City, Des Peres/Kirkwood/Webster, North County Residual & South County Residual.

6. GEOGRAPHIC DIVIDE (CONTINUED)

Implications: Communal leadership will need to decide what, where and how much to invest in building Jewish social, cultural and possibly physical infrastructure in areas of low density and low engagement. Whatever programs are developed to try to connect less engaged Jewish households, in the end choices will have to be made “on the ground.”

7. 26% OF JEWISH HOUSEHOLDS IN ST. LOUIS ARE POOR OR NEAR-POOR

- Poor and near-poor Jewish households have difficulty making ends meet and struggle with food insecurity and issues of employment.
- For many Jewish programs, cost is a barrier to participation for poor and near-poor households.

Implications: The Jewish community may need to review its efforts to supplement public programs to combat poverty. Near-poor Jewish households may be candidates for more Jewish communal support as they are ineligible for many public programs.

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JFedSTL.org/CountMeIn