

Jewish Federation of New Mexico

Demographic and Attitudinal Survey of the Jewish Population of New Mexico

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Executive Summary

Introduction

Kupersmit Research is pleased to present this overview of the results of the 2014 Demographic and Attitudinal Survey conducted on behalf of the Jewish Federation of New Mexico. The survey examined:

- How Jews in NM identify as being Jewish, including denomination and upbringing
- Attitudes regarding the importance of being Jewish and participating in the community
- Level of Jewish practice, including religious and community involvement
- Demographic characteristics

The following report presents the findings from this survey, presenting both overall (topline) numbers and relevant subgroup analysis (cross-tabs). Where available, we present trends versus the data from the Pew Center for Religion & Public Life's *Portrait of Jewish Americans*, which can be found at (<http://www.pewforum.org/files/2013/10/jewish-american-full-report-for-web.pdf>).

Major Findings

Major highlights from the survey include:

- ✓ The majority of New Mexico Jews say that ‘being Jewish’ is “very important” in their life (with 59%), with another 31% saying it is “somewhat” important to them. Nationally, 46% say being Jewish is “very important,” 34% say “somewhat” and 20% say “not too/not at all” important.
- ✓ Fewer say that being involved in the Jewish community is important to them, with 40% saying it is “very important” and 38% saying it is “somewhat important.”
- ✓ A majority (56%) are members of a synagogue, and another 3% are members of an Independent Havurah or minyan and another 4% say there is no synagogue available nearby.
- ✓ Three-quarters feel attachment to Israel, including 40% who are “very attached” and 38% who are “somewhat attached.” Nationally, 30% say “very” and 39% say “somewhat” attached.
- ✓ The population of Jews in New Mexico is considerably older than the national Jewish population: one-third of New Mexico’s Jewish population is over the age of 65, with 11% over the age of 75 and 22% between the ages of 65-74. Nationally, 24% of Jews in America are estimated to be over the age of 65 (versus 17% of the overall population).
- ✓ Fully 87% have moved to New Mexico from another state, but 40% have been here more than 20 years.
- ✓ A majority of New Mexico’s Jewish population lives in Bernalillo County (55%), with another 6% in Sandoval County. Another 23% reside in Santa Fe County, while 6% are in Doña Ana County and 3% are in Taos County.

Conclusions

Like Jews across much of the United States, the Jewish community in New Mexico faces significant challenges. These include a general trend toward decreasing participation in organized religion, an increasing portion of Jews who are intermarried or who claim “no” denomination,” and a decrease in affinity toward Israel among younger generations. Furthermore, there are even more significant challenges unique in nature to New Mexico: an older, often retired population with varying degrees of interest in connecting to the community (and perhaps not a lot of interest in reconnecting to the Judaism of their youth) and a substantial portion of younger people who are thinking about leaving New Mexico in the near future for any number of reasons (possibly including economic conditions in the state).

The survey suggests that the key challenge facing JFNM is identifying and providing the right mix of services, experiences and opportunities for personal connection that can bring the community together and strengthen it, even in the face of these challenges. Encouragingly, while many Jews in New Mexico are from all over the country, the bulk of the population has been in the state for a long time (upwards of 20 years), and the levels of interest and commitment to Judaism in the survey are not particularly out of the norm relative to national trends. In other words, this data is evidence in the survey that the Jewish community in New Mexico has already made great strides towards becoming a vibrant center of Jewish life; the next step is strengthening this community and ensuring that young and old alike feel they are welcome and can be Jewish in a way that is meaningful and relevant to them.

As we move into the focus groups, we will be specifically looking for ideas and interest in traditional and non-traditional ideas for strengthening the Jewish community in New Mexico. We will speak to the elderly, looking for ways to allow them to connect to the Judaism of their past while responding to their needs (and their interest in sharing their own experiences) as Jews in their adopted home. We will speak to parents and middle-age Jews, who may be looking for connections for themselves as well as their children (particularly those approaching Bar/ Bat Mitzvah age). We will speak to youth, who the survey suggest are looking to engage their spirituality and express their Judaism in potentially new and innovative ways. And, we will be reaching out across the entire state, so that Jews in places where there are no synagogues or can find connection and feel that they too are part of the broader community of New Mexico’ Jews.

In short, our task will be to identify a strategy that helps JFNM support efforts to nurture connections, both religious as well as social, and to deliver services and support that strengthen the bonds that are the cornerstone of a vibrant, engaged Jewish community.

Methodology

We utilized various approaches to create a sample and determine the characteristics of the Jewish population in New Mexico.

- We began with telephone calls targeting a “random” list of 4,012 individuals across New Mexico (including non-Jews) that utilizes a mix of likely Jewish surnames and known zip codes with higher Jewish populations to create a targeted list of areas that are likely to include Jews from across the state. We contacted 678 of these households, and these calls yielded a sample of 90 Jewish individuals, including Jews who are considerably less likely to be involved in their community or a synagogue than those identified from the lists provided by JFNM.
- Once these initial phone calls were completed, our next phase was additional phone calls to households from a list of 5,052 potential contacts with email, phone or both provided by JFNM. We dialed each household for which we had a phone number at least once to ensure that each had a chance of being included in the study. These calls yielded another 152 completes.
- Once all phone calls had been made, we emailed invitations to all those who we had not completed a phone survey for from these lists provided by JFNM. These email invitations yielded 484 completes.
- JFNM also provided a website with access to the survey so that individuals could log on and take the survey at their convenience. This link yielded 665 completes.
- Finally, JFNM provided a paper copy of the survey in The Link, which individuals could drop off or mail in for inclusion in the study. These yielded an additional 300 completes.
- Just 1.6% began the survey and did not complete the online survey.

In total, we have 1,691 responses to the survey, resulting in a margin of error of $\pm 2.4\%$ at the 95% confidence level. Results have been weighted to reflect the distribution by gender of the population and the distribution by age of Jews in New Mexico as estimated by the Brandeis University Steinhardt Social Research Institute.

The survey was conducted September 3-November 4, 2014. While the survey is not perfectly representative of the Jewish population (in that it is financially/practically not feasible to call every household across New Mexico and ask whether they are Jewish or not), we are confident that the data presented herein presents as comprehensive and detailed an examination of the Jewish community in New Mexico possible.

Comparisons to the Pew survey are presented in the data below, but we would caution the reader to bear in mind that the Pew data is based in part on RDD (Random Digit Dialing) samples, concentrated in parts of the U.S. with high concentrations of Jews, including Jews who are unlikely to be members of synagogues or have had other contact with the Jewish community (that would result in their emails/phones being available for the JFNM to provide to us for inclusion in our sample). In particular, the Pew data has a significantly higher “Jews of No Religion” component as noted above.

Screening Questions

The survey utilized the same questions for screening and identifying Jewish respondents from the Pew survey in order to ensure consistency and comparability of findings. Of course, these questions were considerably more important among the respondents who came to the survey from the purchased sample of non-Jewish and Jewish New Mexicans, while respondents who came to the survey from the JFNM lists were almost certainly likely to be Jewish and qualify for the study.

The process for identifying/qualifying individuals for the survey was as follows:

1. Those contacted via the phone survey were read an introductory paragraph (which can be found in the full questionnaire text in the Appendix below), and asked their age as a warm-up question. Those who clicked on an email/web link read a similar introduction, and also proceeded with an age question as a warm-up.
2. **JEWISH BY RELIGION:** Potential respondents were then asked to name their present religion (on an open-ended basis by phone, and from a drop-down list via computer). Those who said “Jewish” continued directly to the survey.

87% of JFNM survey respondents are “Jews By Religion” (versus 78% for the Pew survey)

3. **JEWS OF NO RELIGION:** All other respondents continued with a question asking whether they consider themselves “Jewish or partially Jewish,” apart from religion. Those who answered “yes” to this question, but did not identify themselves as being “Messianic Jews/Jews for Jesus” (but had identified as an “agnostic,” “atheist,” “none” or another religion), continued the survey. Just 1% of the survey included individuals who fit this description.

4. JEWISH BY BACKGROUND: All respondents who did not identify as Jewish initially were asked if they had a Jewish parent, or were raised Jewish/partially Jewish. All respondents who replied that they had a Jewish parent, or were raised Jewish, qualified for the study as well. Another 12% of the survey included these individuals.

These groups - Jews of No Religion and Jews by Background - constitute 13% of the respondents to the JFNM survey (versus 22% in the Pew survey)

5. All respondents who qualified at this point (Jewish by Religion, Jews of No Religion and Jews by Background) were asked if they are descendants of Crypto-Jews:

4% identify as the descendants of Crypto-Jews.

For further information about the questions and rationale used for screening the respondents to the survey, please see the full detail at the Pew survey website: <http://www.pewforum.org/files/2013/10/jewish-american-survey-app-a-methodology.pdf>

How to read the tables in the report:

The tables in the report below present key subgroup breakdowns for the survey; if there are any additional tables that would be of interest to you or your organization, please do not hesitate to contact JFNM.

Each table has a row for the answers given by the overall population of Jews in New Mexico (or the relevant subset of respondents, such as “parents” or “married individuals”). This is noted with an ALL designation in the first column in each table. Each row below the ALL data presents the results for that given subgroup.

Data of particular interest is highlighted with bolded numbers throughout the tables.

In the example below, 40% of all Jews in New Mexico say “about the same” when asked if they prefer to read news online or in print, while 38% said “online” and 21% said “print.”. Among those age 18-34, we see that 59% say “online,” and just 7% say “print,” while among those age 75+, 52% say “print” and just 9% say “online.”

<i>T17: Do you prefer to read the news (in general) in print, online or about the same?</i>	<i>About the same</i>	<i>Online</i>	<i>Print</i>
ALL	40%	38%	21%
Age 18-34	31	59	7
35-44	34	52	10
45-54	34	44	21
55-64	39	27	31
65-74	44	17	37
75+	36	9	52

Note: The subgroup labeled “Married/Partner” includes those who are married and those living with their partner; the subgroup labeled “Unmarried” includes those who have never been married, those who are divorced and those who are widowers.

Recognition and Thanks

We want to take a moment and recognize and thank individuals whose contribution helped make this survey possible:

- Sam Sokolove, Sara Koplik, Marvin Gottlieb and Sabra Minkus, for their tireless efforts on behalf of this project. A special thanks to Sarah Abonyi, Julian Lesnevich and Ezra Rabinsky, the students at Hillel who volunteered their time to enter the data from the paper surveys.
- Dr. Laurence Kotler-Berkowitz, PhD, Senior Director, Research and Analysis Director, Berman Jewish DataBank at The Jewish Federations of North America, for his support and consultation on the sampling, methodology, questionnaire and analysis framework utilized for the survey.
- Those members of the community who attended the community forums to introduce the survey and solicit input on its content.
- Those 1,691 members of the Jewish community of New Mexico who took the time to be counted and included in the survey.

Detailed Findings

Denomination

- Nearly one-half of Jews in New Mexico consider themselves to be Reform (48%), while 18% consider themselves Conservative, 8% are either Renewal (5%) or Reconstructionist (3%), and 4% are either Orthodox (2%) or Chabad (2%). Another 15% say “none” and 6% say “other.”
- Nationally, 35% are Reform, 18% are Conservative, 6% are Renewal/Reconstructionist and 10% are Orthodox/Chabad. One-third (30%) say “none” and 6% say “other.”
- Note the subgroup at the bottom of the table that focuses on how respondents were raised; 20% of those raised Orthodox/Chabad are still Orthodox/Chabad, 35% of those raised Conservative are still Conservative and 71% of those raised Reform are still Reform.

<i>T1: Thinking about Jewish religious denominations, do you consider yourself...</i>	<i>Reform</i>	<i>Cons</i>	<i>Renwl/ Recon</i>	<i>Orthdx/ Chabad</i>	<i>None/ Other</i>
ALL	48%	18%	8%	4%	21%
Member of synagogue	53	21	8	5	11
Not a member	40	13	7	2	36
<i>Women</i>	47	18	11	4	20
<i>Men</i>	49	19	6	5	21
Age 18-34	40	20	8	4	24
35-44	46	17	4	6	23
45-54	51	13	6	5	24
55-64	47	17	11	2	20
65-74	52	20	9	2	15
75+	49	21	6	2	22
<i>Married/Partner</i>	50	19	7	4	19
<i>Unmarried</i>	44	16	9	5	24
Children <18	49	15	7	7	20
No children <18	47	19	9	2	21
<i>Non-college</i>	48	19	11	6	19
<i>College grad</i>	48	19	6	3	22
<i>Graduate school</i>	49	17	8	3	22
Born in NM	51	18	7	5	17
NM for <6 yrs	40	28	4	2	23
6-10 yrs	43	16	11	11	19
11-20 yrs	50	14	8	3	24
NM for >20 yrs	51	15	10	3	20
<i>Bernalillo/Sandoval</i>	47	21	9	2	20
<i>Santa Fe</i>	48	10	11	6	25
<i>All other counties</i>	50	17	9	4	20
Raised reform	71	6	7	2	14
Raised conservative	37	35	7	2	17
Raised orthodox/Chabad	28	24	4	20	21
Raised no denomination	28	6	11	3	47
Not raised Jewish	45	20	6	5	20

- One-third of New Mexican Jews (33%) were raised Reform, 29% were raised Conservative, 13% were not raised Jewish, and 7% were raised Orthodox (less than 1% was raised Chabad), while 8% were raised with “no denomination” and 6% said “another denomination.” Additionally (not shown in the table), 2% were raised Renewal (1%) or Reconstructionist (1%).
- Nationally, 29% were raised Reform, 26% Conservative, 14% Orthodox and 17% with “no denomination.”
- Those age 65+ were much more likely to have been raised in an Orthodox household than those 55-64 or younger, while those age 35-54 were more likely to be raised Reform. Those 18-44 are more likely not to have been raised Jewish

<i>T2: Were you raised...?</i>	<i>Raised Reform</i>	<i>Raised Cons</i>	<i>Raised Orth</i>	<i>Raised No/othr</i>	<i>Not raised Jewish</i>
ALL	33	29	7	14	13
Member of synagogue	33	32	8	12	13
Not a member	34	25	6	17	14
<i>Women</i>	33	28	5	17	15
<i>Men</i>	33	31	9	11	11
Age 18-34	29	20	6	17	19
35-44	44	21	2	14	17
45-54	37	30	3	15	12
55-64	34	33	3	14	13
65-74	33	34	10	12	10
75+	22	37	17	13	8
<i>Married/Partner</i>	33	31	7	13	14
<i>Unmarried</i>	34	27	7	16	12
Children <18	37	24	5	14	17
No children <18	32	31	7	14	12
<i>Non-college</i>	31	20	10	18	16
<i>College grad</i>	32	31	6	13	13
<i>Graduate school</i>	34	31	6	13	13
Born in NM	39	18	3	9	23
NM for <6 yrs	30	34	8	16	9
6-10 yrs	30	32	12	13	11
11-20 yrs	34	28	5	20	13
NM for >20 yrs	34	31	7	13	13
<i>Bernalillo/Sandoval</i>	33	30	6	14	14
<i>Santa Fe</i>	34	30	7	17	9
<i>All other counties</i>	33	27	9	14	17

- Among the 13% who report that they “were not raised Jewish,” two-thirds (65%) have had a formal conversion to Judaism, and 34% say they have not.
- Among those who report that they did have a formal conversion to Judaism (two-thirds of those who were not raised Jewish), 62% say they had a conversion through the Reform movement, 24% say Conservative, 6% say Orthodox (and another 2% say Chabad), and 6% say Reconstructionist (5%) or Renewal (1%).

- Two-thirds of Jews in New Mexico report that they were in a formal Jewish education program when they were growing up, ‘such as Jewish Day School, Hebrew school or Sunday school,’ with 69% saying as such and 31% saying they had not.
- Those most likely to say they grew up with some formal Jewish education include those who are currently Conservative, those over the age of 45 (and particularly those over 65) and those who were not born in New Mexico.

<i>T3: When you were growing up, did you participate in a formal Jewish educational program, such as Jewish Day school, Hebrew School or Sunday school?</i>	<i>Had formal Jewish education</i>
<u>ALL</u>	69%
<i>Reform</i>	71
<i>Conservative</i>	76
<i>Renewal/ Reconstructionist</i>	68
<i>Orthodox/ Chabad</i>	62
<i>None/ other</i>	58
Member of synagogue	73
Not a member	63
<i>Women</i>	63
<i>Men</i>	76
Age 18-34	62
35-44	65
45-54	72
55-64	69
65-74	74
75+	74
<i>Married/ Partner</i>	70
<i>Unmarried</i>	68
Children <18	68
No children <18	70
<i>Non-college</i>	60
<i>College grad</i>	68
<i>Graduate school</i>	72
Born in NM	61
NM for <6 yrs	72
6-10 yrs	71
11-20 yrs	67
NM for >20 yrs	72
<i>Bernalillo/ Sandoval</i>	69
<i>Santa Fe</i>	74
<i>All other counties</i>	65
Raised reform	87
Raised conservative	92
Raised orthodox/Chabad	86
Raised no denomination	30

Attitudes

- The majority of New Mexico Jews say that ‘being Jewish’ is “very important” in their life (with 59%), with another 31% saying it is “somewhat” important to them. Just 7% say it is “not too important” to them, and 2% say it is “not at all” important.
- Nationally, 46% say being Jewish is “very important,” 34% say “somewhat” and 20% say “not too/not at all” important.
- Orthodox/Chabad and Conservative Jews are more likely to say “very important,” as are those who are members of a synagogue generally (though we would point out that 41% of those who are not members say “very important”).

<i>T4: How important is being Jewish in your life?</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not very/ Not at all</i>
ALL	59%	31%	9%
<i>Reform</i>	56	36	7
<i>Conservative</i>	78	18	3
<i>Renewal/Reconstructionist</i>	70	28	1
<i>Orthodox/Chabad</i>	85	6	7
<i>None/other</i>	38	40	20
Member of synagogue	70	25	4
Not a member	41	41	17
<i>Women</i>	61	32	6
<i>Men</i>	56	31	11
Age 18-34	59	32	9
35-44	65	25	10
45-54	55	34	9
55-64	58	36	6
65-74	61	29	9
75+	54	30	13
<i>Married/Partner</i>	60	31	9
<i>Unmarried</i>	58	32	10
Children <18	61	30	10
No children <18	58	32	9
<i>Non-college</i>	62	32	5
<i>College grad</i>	56	32	11
<i>Graduate school</i>	59	31	9
Born in NM	63	31	6
NM for <6 yrs	58	32	10
6-10 yrs	60	32	7
11-20 yrs	54	32	13
NM for >20 yrs	60	31	9b
<i>Bernalillo/Sandoval</i>	59	32	9
<i>Santa Fe</i>	54	33	10
<i>All other counties</i>	65	26	8

- Two-in-five New Mexico Jews (40%) say that being ‘involved in the Jewish community’ is “very important” to them, with another 38% saying it is “somewhat” important to them. Another 16% say it is “not too important” to them, and 5% say it is “not at all” important.
- We see a similar trend as above, with Orthodox/Chabad and Conservative Jews (and Reconstructionist/Renewal Jews as well) saying “very important.” There is an even more pronounced gap between those who are members of a synagogue and those who are not.

<i>T5: How important is it to you to be involved in the Jewish community where you live?</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not very/Not at all</i>
<u>ALL</u>	40	38	21
<i>Reform</i>	38	43	18
<i>Conservative</i>	55	35	10
<i>Renewal/ Reconstructionist</i>	50	28	23
<i>Orthodox/ Chabad</i>	75	18	7
<i>None/ other</i>	17	36	44
Member of synagogue	53	38	8
Not a member	18	37	43
<i>Women</i>	43	36	20
<i>Men</i>	36	39	24
Age 18-34	43	40	16
35-44	43	40	16
45-54	37	41	22
55-64	37	37	25
65-74	39	35	24
75+	37	31	30
<i>Married/ Partner</i>	39	39	22
<i>Unmarried</i>	40	36	23
Children <18	38	43	18
No children <18	40	36	23
<i>Non-college</i>	46	32	19
<i>College grad</i>	37	37	25
<i>Graduate school</i>	39	39	20
Born in NM	36	50	13
NM for <6 yrs	45	37	18
6-10 yrs	42	36	22
11-20 yrs	34	34	30
NM for >20 yrs	40	36	22
<i>Bernalillo/ Sandoval</i>	39	39	21
<i>Santa Fe</i>	37	33	29
<i>All other counties</i>	46	36	17

- About one-quarter of Jews in New Mexico (28%) say that “all” (3%) or “most” (25%) of their close friends are Jewish, while 51% say that “some” are Jewish and 20% say “hardly any” (17%) or “none” (3%) are Jewish.
 - Nationally, 32% say “all/most,” 46% say “some” and 21% say “hardly any” or “none.”
 - Those 18-34 are considerably more likely to say “none,” while those over 65 are more likely to say “all/most.” Those who are not members of a synagogue are less likely to say “all/most,” while those who are non-members are more likely to say “hardly any/none.”
 - A higher proportion of those living in “Other Counties” (than Santa Fe or Bernalillo) say “hardly any/none,” while few Jews in Santa Fe tend to say “hardly any/none.”

<i>T6: How many of your close friends are Jewish?</i>	<i>All/Most</i>	<i>Some</i>	<i>Hardly any/None</i>
ALL	28%	51%	20%
<i>Reform</i>	25	52	23
<i>Conservative</i>	38	43	18
<i>Renewal/Reconstructionist</i>	29	55	17
<i>Orthodox/Chabad</i>	52	34	11
<i>None/other</i>	20	61	18
Member of synagogue	35	50	13
Not a member	15	54	30
<i>Women</i>	28	51	20
<i>Men</i>	27	52	20
Age 18-34	22	40	37
35-44	25	49	26
45-54	18	61	20
55-64	27	57	15
65-74	37	52	8
75+	38	48	13
<i>Married/Partner</i>	31	51	18
<i>Unmarried</i>	23	52	24
Children <18	21	49	28
No children <18	27	52	18
<i>Non-college</i>	30	36	30
<i>College grad</i>	25	56	19
<i>Graduate school</i>	28	53	18
Born in NM	19	51	29
NM for <6 yrs	36	42	21
6-10 yrs	33	48	18
11-20 yrs	23	58	18
NM for >20 yrs	27	54	18
<i>Bernalillo/Sandoval</i>	26	50	22
<i>Santa Fe</i>	32	59	9
<i>All other counties</i>	29	44	26

- Three-quarters of Jews in New Mexico report being emotionally attached to Israel, including 40% who are “very attached” and 38% who are “somewhat attached.” Another 21% are either “not very attached” (14%) or “not at all attached” (7%), and 2% are unsure how to respond.
- Nationally, 30% say “very,” 39% say “somewhat” and 33% say “not very/not at all.”
- Those who are members of a synagogue are more likely to say “very attached,” while those who are non-members are less likely to do so (and more likely to say “not very/not at all attached.” Orthodox/Chabad Jews are most likely to say “very attached,” with Conservative Jews also more likely to say so. Younger Jews (as well as Jews who say they have “no” or “another” denomination, and those in the Renewal/Reconstructionist movement, are more likely to say “not very/not at all attached.”

<i>T7: How emotionally attached are you to Israel?</i>	<i>Very attached</i>	<i>Somewhat</i>	<i>Not very/Not at all attached</i>
ALL	40%	38%	21%
<i>Reform</i>	35	41	22
<i>Conservative</i>	51	39	9
<i>Renewal/ Reconstructionist</i>	32	39	27
<i>Orthodox/ Chabad</i>	71	23	6
<i>None/ other</i>	35	36	25
Member of synagogue	44	38	17
Not a member	32	39	25
<i>Women</i>	39	36	24
<i>Men</i>	41	40	18
Age 18-34	40	39	20
35-44	34	33	31
45-54	37	35	26
55-64	44	38	16
65-74	40	41	18
75+	43	41	14
<i>Married/ Partner</i>	38	40	20
<i>Unmarried</i>	44	33	20
Children <18	39	35	24
No children <18	40	39	19
<i>Non-college</i>	47	38	15
<i>College grad</i>	35	39	24
<i>Graduate school</i>	40	37	20
Born in NM	43	35	22
NM for <6 yrs	37	39	23
6-10 yrs	42	37	18
11-20 yrs	39	33	24
NM for >20 yrs	40	41	17
<i>Bernalillo/ Sandoval</i>	42	38	18
<i>Santa Fe</i>	33	39	26
<i>All other counties</i>	41	36	20

Practices

- A majority of Jews in New Mexico (56%) say that someone in their household is ‘a member of a synagogue or temple,’ and another 3% say they are a member of an independent Havurah or minyan; one-third (35%) are not members, and 4% say ‘there is no synagogue available nearby.’
- Nationally, 39% overall report being members of a synagogue (with 47% saying as such among “Jews by Religion” in the Pew survey).
- Jews under the age of 35 are much less likely than those over age 35 to be member (and there is little difference between Jews above the age of 35). Those with children and Orthodox/Chabad Jews are most likely to belong to a synagogue, while those who say they “none” or “another” denomination are considerably less likely to do so. Jews outside Bernalillo/Sandoval and Santa Fe are more likely to report “no synagogue nearby.”

<i>T8: Is anyone in your household currently a member of a synagogue or temple, or not?</i>	<i>Synagogue/ minyan member</i>	<i>Not a member</i>	<i>No synagogue nearby</i>
ALL	59%	35%	4%
<i>Reform</i>	67	30	2
<i>Conservative</i>	71	23	5
<i>Renewal/ Reconstructionist</i>	65	25	8
<i>Orthodox/ Chabad</i>	81	8	11
<i>None/ other</i>	26	69	4
<i>Women</i>	58	37	4
<i>Men</i>	62	33	4
<i>Age 18-34</i>	44	44	8
<i>35-44</i>	63	32	6
<i>45-54</i>	67	32	1
<i>55-64</i>	60	35	3
<i>65-74</i>	63	34	3
<i>75+</i>	62	36	1
<i>Married/ Partner</i>	61	31	7
<i>Unmarried</i>	49	43	7
<i>Children <18</i>	65	29	5
<i>No children <18</i>	58	38	3
<i>Non-college</i>	48	45	8
<i>College grad</i>	56	40	3
<i>Graduate school</i>	64	31	3
<i>Born in NM</i>	67	27	6
<i>NM for <6 yrs</i>	47	45	7
<i>6-10 yrs</i>	64	32	4
<i>11-20 yrs</i>	54	42	3
<i>NM for >20 yrs</i>	66	31	1
<i>Bernalillo/ Sandoval</i>	59	38	2
<i>Santa Fe</i>	60	38	1
<i>All other counties</i>	61	24	13

- One-third of New Mexico’s Jews attend religious services ‘aside from special occasions’ “a few times a year” (34%) and 24% attend “once or twice a month.” One-in-ten (12%) attend “weekly” (8%) or “more than once a week” (4%), while 16% attend “seldom” and 12% “never” attend.
- Orthodox/Chabad are much more likely to say they attend services at least weekly, while Conservative and Renewal/Reconstructionist Jews are more likely to say they attend at least a few times a month; those who say “no” or “another” denomination are most likely to say they “seldom/never” attend (as are those who are not members of a synagogue).

<i>T9: Aside from special occasions like weddings, funerals and bar mitzvahs, how often do you attend Jewish religious services at a synagogue, temple minyan or Havurah?</i>	<i>1x per wk or more</i>	<i>1x-2x per month</i>	<i>Few x per year</i>	<i>Seldom/ Never</i>
ALL	12%	24%	34%	28%
<i>Reform</i>	11	26	39	23
<i>Conservative</i>	16	30	41	11
<i>Renewal/ Reconstructionist</i>	15	35	32	18
<i>Orthodox/ Chabad</i>	46	34	12	8
<i>None/ other</i>	5	8	24	60
Member of synagogue	18	35	36	9
Not a member	3	7	31	57
<i>Women</i>	11	24	38	26
<i>Men</i>	15	24	31	29
Age 18-34	15	20	36	28
35-44	12	30	34	22
45-54	9	31	35	24
55-64	10	24	33	31
65-74	13	23	33	30
75+	15	15	35	33
<i>Married/ Partner</i>	11	27	34	28
<i>Unmarried</i>	18	19	34	28
Children <18	10	31	36	22
No children <18	14	22	34	30
<i>Non-college</i>	17	19	33	31
<i>College grad</i>	13	20	34	33
<i>Graduate school</i>	12	27	35	24
Born in NM	11	18	47	23
NM for <6 yrs	15	30	27	27
6-10 yrs	16	23	36	23
11-20 yrs	10	20	34	35
NM for >20 yrs	13	25	33	28
<i>Bernalillo/ Sandoval</i>	12	23	37	28
<i>Santa Fe</i>	17	22	27	32
<i>All other counties</i>	11	32	34	22

- Jews in New Mexico are about equally divided on the importance of ‘spirituality and prayer’ in a formal or informal setting in general, with one-third (33%) saying these are “very important” to them, 37% saying these are “somewhat important” to them, and 30% saying these are “not too important” (18%) or “not at all important” to them (12%).
- Orthodox/Chabad Jews are most likely to say “very important,” followed by Renewal/Reconstructionist Jews; those with “no” or “another” denomination are most likely to say “not too/not at all important.” Those age 18-44, as well as those 55-64, are most likely to say “very important,” while those age 65 or greater are most likely to say “not too/not at all important.” Those outside of Bernalillo/Sandoval and Santa Fe are most likely to say “very important.”

<i>T10: In general, how important are spirituality and prayer in your life (whether in a formal or informal setting)?</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not too/ Not at all important</i>
ALL	33%	37%	30%
<i>Reform</i>	25	45	29
<i>Conservative</i>	39	38	21
<i>Renewal/ Reconstructionist</i>	59	24	17
<i>Orthodox/ Chabad</i>	75	19	7
<i>None/ other</i>	27	28	43
Member of synagogue	35	41	23
Not a member	30	29	39
<i>Women</i>	37	34	27
<i>Men</i>	28	40	31
Age 18-34	36	38	24
35-44	40	41	19
45-54	31	43	25
55-64	37	33	29
65-74	31	34	35
75+	20	33	45
<i>Married/ Partner</i>	31	35	33
<i>Unmarried</i>	36	40	22
Children <18	35	37	27
No children <18	32	37	30
<i>Non-college</i>	43	33	23
<i>College grad</i>	31	37	31
<i>Graduate school</i>	31	38	30
Born in NM	42	35	24
NM for <6 yrs	31	40	26
6-10 yrs	33	37	30
11-20 yrs	30	35	33
NM for >20 yrs	32	36	30
<i>Bernalillo/ Sandoval</i>	31	37	30
<i>Santa Fe</i>	33	33	32
<i>All other counties</i>	38	41	19

- A majority of New Mexico’s Jews can ‘read or sing along’ during a Hebrew prayer service (56%), while 28% can follow along “partially” and 17% say they cannot.
- Those who are Orthodox/Chabad and Conservative are most likely to say “yes,” as are those who are a member of a synagogue. Those who say “no” or “another” denomination are most likely to say “no.”

<i>T11: Can you read or sing along in Hebrew during a prayer service?</i>	<i>Yes</i>	<i>Partially</i>	<i>No</i>
ALL	59%	35%	4%
<i>Reform</i>	53	33	14
<i>Conservative</i>	73	19	8
<i>Renewal/Reconstructionist</i>	59	30	11
<i>Orthodox/Chabad</i>	75	21	4
<i>None/other</i>	39	25	36
Member of synagogue	64	27	9
Not a member	41	29	29
<i>Women</i>	52	29	18
<i>Men</i>	59	26	15
Age 18-34	57	26	17
35-44	62	27	10
45-54	61	24	15
55-64	56	30	14
65-74	52	31	16
75+	45	26	28
<i>Married/Partner</i>	58	28	13
<i>Unmarried</i>	51	27	22
Children <18	61	26	13
No children <18	54	28	18
<i>Non-college</i>	48	27	24
<i>College grad</i>	52	29	17
<i>Graduate school</i>	59	27	14
Born in NM	54	24	21
NM for <6 yrs	61	25	14
6-10 yrs	61	26	13
11-20 yrs	49	30	20
NM for >20 yrs	55	29	16
<i>Bernalillo/Sandoval</i>	55	28	17
<i>Santa Fe</i>	58	25	16
<i>All other counties</i>	55	29	16

- For purposes of comparison to the Pew survey, we probed regarding two activities: attendance at a Passover Seder and having a Christmas tree in the household. We see that 79% of Jews in New Mexico report that they attended a Seder last year, while 17% report that they had a Christmas tree.
 - Nationally, 70% report attending Seder, and 32% report having a Christmas tree.
 - Orthodox/Chabad and Conservative Jews are most likely to say they attended a Seder, as are those under the age of 44, those with children and natives of New Mexico.
 - Those most likely to have had a Christmas tree include those who say they have “no” or “another” denomination, those who are not members of a synagogue, those under the age of 54, those with children and natives of New Mexico.

<i>T12: Last Passover, did you hold or attend a Seder? Last Christmas, did your household have a Christmas tree?</i>	<i>Attended a Passover Seder</i>	<i>Had a Christmas Tree</i>
ALL	79%	17%
<i>Reform</i>	80	20
<i>Conservative</i>	88	5
<i>Renewal/ Reconstructionist</i>	82	15
<i>Orthodox/ Chabad</i>	96	10
<i>None/ other</i>	64	27
Member of synagogue	90	14
Not a member	62	24
<i>Women</i>	80	17
<i>Men</i>	77	18
Age 18-34	85	22
35-44	84	20
45-54	78	21
55-64	76	17
65-74	78	11
75+	69	12
<i>Married/ Partner</i>	81	20
<i>Unmarried</i>	74	13
Children <18	86	29
No children <18	77	13
<i>Non-college</i>	75	20
<i>College grad</i>	79	19
<i>Graduate school</i>	80	16
Born in NM	88	26
NM for <6 yrs	81	14
6-10 yrs	80	12
11-20 yrs	72	17
NM for >20 yrs	78	18
<i>Bernalillo/ Sandoval</i>	81	17
<i>Santa Fe</i>	74	17
<i>All other counties</i>	80	20

Participation/ Donation

- As the following table indicates, up to one-third of Jews in New Mexico say they are a member or otherwise participate in the activities, programs or meetings of a Jewish organization. Keep in mind that percentages add to more than 100 because individuals could choose multiple responses.
- An additional 13% of respondents cited “Other;” these detailed responses are available in the Verbatim report that accompanies the survey.
- Nearly half (45%) say they do not participate.

<i>T13: Is anyone in your household currently a member of any of the following Jewish organizations or does anyone participate in their activities, programs or meetings? ACCEPT MULTIPLE RESPONSES</i>	<i>Among All Respondents</i>
ADL (The Anti-Defamation League)	35%
Hadassah	33
The Jewish Community Center, or JCC	31
Jewish National Fund	28
The Jewish Federation of New Mexico	24
B’Nai Brith	19
Hillel	11
The Holocaust Museum	10
Other	13
None of these	45

- Two-thirds (69%) donate to a Jewish charity or organization, 61% attend or participate in ‘other formal or informal Jewish groups, activities or gatherings’ and 60% donate or are a member of ‘a secular organization.’
- Nationally, 56% donate to Jewish charities (67% among Jews by Religion).
- Those most likely to donate to Jewish charities include Orthodox/Chabad and Conservative Jews, those who are members of a synagogue, those over the age of 55, those who are natives of New Mexico and those who have been in New Mexico for over 20 years.
- Those more likely to participate in Jewish activities/groups include Orthodox/Chabad and Reconstructionist/Renewal Jews, synagogue members, those <44 and those with children.
- Those most likely to participate in secular organizations include Renewal/Reconstructionist Jews, synagogue members and those who have been in NM for over 20 years.

<i>T14: Does anyone in your household...?</i>	<i>Donate to Jewish charities</i>	<i>Attend or participate in other Jewish organizations</i>	<i>Donate/ member of non-Jewish/ secular organizations</i>
ALL	69%	61%	60%
<i>Reform</i>	71	59	60
<i>Conservative</i>	80	66	56
<i>Renewal/ Reconstructionist</i>	73	77	72
<i>Orthodox/ Chabad</i>	91	76	41
<i>None/ other</i>	49	49	57
Member of synagogue	82	71	65
Not a member	50	44	51
<i>Women</i>	69	63	59
<i>Men</i>	70	58	60
Age 18-34	48	64	55
35-44	65	65	55
45-54	67	62	67
55-64	76	58	60
65-74	78	60	63
75+	84	55	52
<i>Married/ Partner</i>	72	61	60
<i>Unmarried</i>	65	61	60
Children <18	65	65	54
No children <18	71	59	62
<i>Non-college</i>	65	55	46
<i>College grad</i>	63	55	51
<i>Graduate school</i>	73	65	67
Born in NM	77	61	55
NM for <6 yrs	59	64	61
6-10 yrs	69	61	56
11-20 yrs	61	53	55
NM for >20 yrs	76	63	65
<i>Bernalillo/ Sandoval</i>	71	61	58
<i>Santa Fe</i>	67	58	65
<i>All other counties</i>	66	63	57

- Among the 60% who say they donate to or participate in a non-Jewish or secular organization, three-quarters (79%) say they support a charitable/social services organization, while 53% say they attend events/festivals/concerts. One-quarter support animal shelters/rescues and a similar percentage participate in walks/runs for a cause.
- An additional 22% of respondents cited “Other;” these detailed responses are available in the Verbatim report that accompanies the survey.

<i>T15: Which organizations, groups or activities? Please choose all that apply.</i>	<i>Among All Respondents</i>
Charitable/social services organizations	79%
Festivals/concerts/events	53
Animal shelter/rescues	26
Races/walks for charities (fun run, Walk for the Cure)	26
Other religious/spiritual group	14
Civic groups (Kiwanis, Rotary, etc.)	10
Other	22

Communications/Media

- As the following table indicates, the New Mexico Jewish Link is read by 39% of Jews in New Mexico, with other periodicals being read by 10%-20%.
- An additional 21% of respondents cited “Other;” these detailed responses are available in the Verbatim report that accompanies the survey.
- One-third (33%) say they do not read any Jewish newspapers or periodicals.

<i>T16: Do you regularly read news in any of the following Jewish newspaper or a periodicals, or do you get this information from another source?</i>	<i>Among All Respondents</i>
New Mexico Jewish Link	39%
Ha'aretz	17
Abq Jew	15
Jerusalem Post	15
Forward	11
Jewish Telegraphic Agency	5
Other	21
None of these	33

- About one-third (36%) of New Mexico’s Jews have no preference whether they read the news (generally speaking) online or in print, while 35% prefer reading online and 27% prefer reading it in print. Another 2% (not shown in the table below) say “neither.”
- Those most likely to say they prefer to read news online include Orthodox/Chabad Jews, those with “no” or “another” denomination, those under age 44 and those with children.
- Those most likely to say they prefer print include those over age 55 and those who have been in New Mexico for over 20 years.

<i>T17: Do you prefer to read the news (in general) in print, online or about the same?</i>	<i>About the same</i>	<i>Online</i>	<i>Print</i>
ALL	40%	38%	21%
<i>Reform</i>	37	33	29
<i>Conservative</i>	41	29	29
<i>Renewal/Reconstructionist</i>	39	30	26
<i>Orthodox/Chabad</i>	28	53	18
<i>None/other</i>	30	44	21
Member of synagogue	38	30	31
Not a member	35	42	21
<i>Women</i>	38	34	26
<i>Men</i>	35	35	27
Age 18-34	31	59	7
35-44	34	52	10
45-54	34	44	21
55-64	39	27	31
65-74	44	17	37
75+	36	9	52
<i>Married/Partner</i>	38	34	27
<i>Unmarried</i>	34	37	25
Children <18	31	51	17
No children <18	39	29	30
<i>Non-college</i>	33	32	29
<i>College grad</i>	36	39	24
<i>Graduate school</i>	38	34	27
Born in NM	37	39	20
NM for <6 yrs	38	39	20
6-10 yrs	35	41	22
11-20 yrs	34	39	25
NM for >20 yrs	37	25	35
<i>Bernalillo/Sandoval</i>	34	37	28
<i>Santa Fe</i>	40	30	25
<i>All other counties</i>	42	34	22

Key Demographics: Migration Patterns, Marital Status & Children in HH

- Fully 87% of Jews in New Mexico report that they moved to New Mexico, while 12% report that they were born in New Mexico. Overall, 19% moved to New Mexico within the past 5 years, 33% did so in the past 6-20 years and 35% did so more than 20 years ago.
- Those more likely to live in New Mexico for less than five years include Conservative Jews, those who are non-members of a synagogue, those age 18-34, those without children and those who are unmarried. Not surprisingly, those age 18-34 are most likely to be New Mexico natives.
- Those who have been in New Mexico for 6-20 years are more likely to include Orthodox/Chabad Jews, those age 35-54 and those with children.
- Those more likely to have been in New Mexico 20 years or longer include Renewal/Reconstructionist Jews, members of a synagogue, those age 55+ and those with no children.

<i>T18: Were you born in New Mexico, or did you move here? IF MOVED: How long have you lived in New Mexico?</i>	<i>Born in NM</i>	<i>Lived in NM <5 yrs</i>	<i>6-20 yrs</i>	<i>20 yrs or longer</i>
ALL	12	19	33	35
<i>Reform</i>	13	17	33	37
<i>Conservative</i>	13	30	27	30
<i>Renewal/ Reconstructionist</i>	10	9	37	44
<i>Orthodox/ Chabad</i>	17	11	48	24
<i>None/ other</i>	11	23	35	31
Member of synagogue	14	15	32	40
Not a member	10	25	35	29
<i>Women</i>	14	17	33	35
<i>Men</i>	11	21	33	35
Age 18-34	32	42	17	9
35-44	15	24	46	15
45-54	12	11	43	34
55-64	5	16	27	52
65-74	4	15	37	44
75+	2	7	33	58
<i>Married/ Partner</i>	10	17	36	37
<i>Unmarried</i>	17	24	27	32
Children <18	21	12	40	28
No children <18	9	22	31	38
<i>Non-college</i>	22	21	23	33
<i>College grad</i>	18	17	33	32
<i>Graduate school</i>	7	20	35	37
Bernalillo/Sandoval	15	18	29	37
Santa Fe	5	23	38	35
All other counties	11	20	40	28

- As the following table indicates, Jews who moved to New Mexico did so primarily from New York (and other Northeastern states), as well as California, Texas and Illinois. (A full list of results can be found below in the Topline Results in the Appendix).

<i>T19: IF MOVED: From where did you move to New Mexico?</i>	<i>States with 4% or greater</i>
New York	19%
California	14
Texas	6
Illinois	5
Massachusetts	5
Pennsylvania	4
New Jersey	4

- We also see that 72% of Jews in New Mexico are planning to remain in New Mexico for the foreseeable future, while 17% are considering moving away in the next few years and 11% are unsure of their plans.
- Those most likely to say they are considering moving or are unsure include Orthodox/Chabad Jews, those age 18-34, those who are unmarried and those who have been in New Mexico for less than 6 years.

<i>T20: Do you plan to remain in New Mexico for the foreseeable future, or are you considering moving away in the next few years?</i>	<i>Staying in NM</i>	<i>Considering moving/Not sure</i>
ALL	72%	28%
<i>Reform</i>	75	25
<i>Conservative</i>	74	26
<i>Renewal/ Reconstructionist</i>	74	26
<i>Orthodox/ Chabad</i>	60	40
<i>None/ other</i>	67	33
Member of synagogue	75	26
Not a member	69	32
<i>Women</i>	73	26
<i>Men</i>	72	17
Age 18-34	40	60
35-44	73	28
45-54	76	24
55-64	76	24
65-74	86	14
75+	88	12
<i>Married/ Partner</i>	78	22
<i>Unmarried</i>	61	39
<i>Non-college</i>	69	32
<i>College grad</i>	66	34
<i>Graduate school</i>	76	24
Born in NM	71	29
NM for <6 yrs	54	45
6-10 yrs	73	27
11-20 yrs	71	29
NM for >20 yrs	84	16
<i>Bernalillo/ Sandoval</i>	72	11
<i>Santa Fe</i>	74	12
<i>All other counties</i>	71	13

- A majority (59%) of Jews in New Mexico are married, while 15% have never been married, 13% have been divorced, 6% are living with a partner and 5% are widowers.

<i>T21: Marital Status</i>	<i>Married</i>	<i>Partner</i>	<i>Widowed</i>	<i>Divorced</i>	<i>Never Married</i>
ALL	59%	6%	5%	13%	15%
<i>Reform</i>	63	5	6	9	16
<i>Conservative</i>	65	4	7	13	10
<i>Renewal/ Reconstructionist</i>	48	12	2	23	14
<i>Orthodox/ Chabad</i>	57	2	6	18	16
<i>None/ other</i>	49	7	3	14	22
Member of synagogue	66	4	6	10	12
Not a member	49	7	4	16	21
<i>Women</i>	55	6	7	15	15
<i>Men</i>	64	5	4	10	17
Age 18-34	35	9	0	2	54
35-44	71	4	0	14	8
45-54	62	6	1	15	11
55-64	68	6	3	15	6
65-74	69	3	6	16	4
75+	55	5	25	12	2
Children <18	80	2	1	12	4
No children <18	52	7	7	13	20
<i>Non-college</i>	41	4	10	17	26
<i>College grad</i>	55	5	7	12	19
<i>Graduate school</i>	65	6	4	12	11
Born in NM	50	1	2	9	35
NM for <6 yrs	50	7	2	10	31
6-10 yrs	66	6	4	14	6
11-20 yrs	60	9	4	15	9
NM for >20 yrs	63	4	9	14	8
<i>Bernalillo/ Sandoval</i>	59	5	6	12	17
<i>Santa Fe</i>	57	8	5	13	15
<i>All other counties</i>	63	5	5	15	11

- Nearly two-thirds of those who are married (63%) say their spouse or partner is Jewish, while 34% say their spouse is not; another 3% say they are unsure/prefer not to say. (Please keep in mind in reviewing these results that they are *only* among the 59% who are married)
 - Furthermore, 70% of those who are married to someone Jewish say their spouse was raised Jewish, while 22% say their spouse converted (and 7% say “other” or “not sure”).
 - Those most likely to be married to someone raised Jewish include Orthodox/Chabad and Conservative Jews, synagogue members, those 65+ and those in NM for 10 years or less.
 - Those most likely to be married to a non-Jew include Renewal/Reconstructionist and “no” or “other” denomination, those who are not members of a synagogue, those in NM for over 10 years and women (while men are more likely to be married to someone who converted).

<i>T22: And does your spouse or partner consider themselves Jewish, in terms of religion, culture or background?</i>	<i>Married to Jew/Raised Jew</i>	<i>Married to Jew/Converted</i>	<i>Married to non-Jew</i>
ALL	42%	14%	34%
<i>Reform</i>	44	16	35
<i>Conservative</i>	57	22	20
<i>Renewal/ Reconstructionist</i>	44	8	39
<i>Orthodox/ Chabad</i>	81	13	3
<i>None/ other</i>	32	10	49
Member of synagogue	55	17	25
Not a member	30	12	51
<i>Women</i>	46	8	42
<i>Men</i>	46	21	27
Age 18-34	43	16	39
35-44	39	21	31
45-54	32	22	40
55-64	47	10	38
65-74	57	13	26
75+	56	8	33
Children <18	40	19	34
No children <18	49	13	34
<i>Non-college</i>	35	21	43
<i>College grad</i>	44	16	35
<i>Graduate school</i>	48	13	33
Born in NM	31	27	36
NM for <6 yrs	65	11	23
6-10 yrs	55	15	27
11-20 yrs	40	11	41
NM for >20 yrs	42	16	38
<i>Bernalillo/ Sandoval</i>	46	17	33
<i>Santa Fe</i>	51	11	32
<i>All other counties</i>	41	14	41

- Overall, 26% of Jews in New Mexico have children under the age of 18 in their household.
- Nationally, 33% report having children under the age of 18.

<i>T23: Do you currently have any children under the age of 18 living in your household?</i>	<i>Children under 18</i>
ALL	26%
<i>Reform</i>	27
<i>Conservative</i>	22
<i>Renewal/Reconstructionist</i>	20
<i>Orthodox/Chabad</i>	53
<i>None/other</i>	26
Member of synagogue	29
Not a member	23
<i>Women</i>	26
<i>Men</i>	27
Age 18-34	30
35-44	75
45-54	51
55-64	11
65-74	2
75+	1
<i>Married/Partner</i>	33
<i>Unmarried</i>	13
<i>Non-college</i>	30
<i>College grad</i>	24
<i>Graduate school</i>	26
Born in NM	46
NM for <6 yrs	16
6-10 yrs	32
11-20 yrs	31
NM for >20 yrs	20
<i>Bernalillo/Sandoval</i>	29
<i>Santa Fe</i>	17
<i>All other counties</i>	29

- As the following table indicates, the oldest child in about one-third of households with children (35%) is between the ages of 13-18, while another third is ages 6-12 and one-third is age five and under. As we would expect, among the one-half of parents with a second child, the oldest tends to be slightly younger, with 17% age 13-18, 50% age 6-12 and 34% age five under.
- 13% of those with children have three children (nearly all of which are under the age of 10), and just 2% of those with children have four children.

<i>T24: How old is the oldest child? And the next oldest?</i>	<i>Oldest child (100% of those with children)</i>	<i>Second child (55% of those with children)</i>
<2	9%	6%
2-5	21	28
6-9	19	28
10-12	18	22
13-18	35	17

- A majority of Jews in New Mexico with children between the ages of 2-18 (56%) say that they have a child currently participating in a formal Jewish education program, while 44% say they do not.

Other Demographics

- A majority of New Mexico's Jewish population lives in Bernalillo County (55%), with another 6% in Sandoval County. Another 23% reside in Santa Fe County, while 6% are in Doña Ana County and 3% are in Taos County.
 - We found Jewish individuals across the state, with 1% of the survey coming from Chaves County, 1% from Los Alamos and 1% from San Miguel; another 20 counties had at least 1 respondent to the survey.
- One-third of New Mexico's Jewish population is over the age of 65, with 11% over the age of 75 and 22% between the ages of 65-74. Another 17% are age 55-64, and 20% are age 45-54. One-in-ten (10%) is age 35-44, and just 20% are age 18-34.
 - Nationally, 42% are over the age of 65, 19% are age 55-64, 17% are age 35-44 and 31% are age 18-34.
- A solid majority report that they have at least a post-graduate degree (58%), while another 28% say they have a college degree from a four year institution. Another 6% have accomplished a 2 year associate's degree, and 7% have a high school diploma.
- 5% of Jews in New Mexico report that they are of Latino/Hispanic origin.
- Fully 89% describe their race or ethnic background as being White/Caucasian, 4% say other, 2% say Hispanic/Latino, 2% say they are multi-racial and 3% are "unsure" or "prefer not to say."
- The strong majority (89%) describe their race or ethnic background as being White/Caucasian, 4% say other, 2% say Hispanic/Latino, 2% say they are multi-racial and 3% are "unsure" or "prefer not to say."
- In addition to the 18% who said "unsure" or "prefer not to say," 30% reported their income as being over \$100K, 27% between \$50-\$99K, and 23% lower than \$50K per year.
 - Nationally, 42% have incomes over \$100K, 26% between \$50-\$99K, and 33% lower than \$50K.

Jewish Federation of New Mexico

Demographic and Attitudinal Study of the Jewish Community in New Mexico

TOPLINE RESULTS

Prepared By Kupersmit Research

This survey was conducted via phone calls, email invitations, an open website and a mail-in paper survey. Data was collected from September 2-November 3, 2014. The total sample of 1,691 has a margin of error of $\pm 2.4\%$ at the 95% confidence level. Results have been weighted to reflect the distribution by gender of the population and by the distribution by age of Jews in New Mexico as estimated by the Brandeis University Steinhardt Social Research Institute.

THE FOLLOWING WAS ADMINISTERED VIA TELEPHONE AND ONLINE. AN ANSWER WAS REQUIRED FOR EACH QUESTION. WHERE APPLICABLE,

INSTRUCTIONS ARE PRESENTED IN CAPS. RESPONDENTS TO THE ONLINE SURVEY SAW RADIO BUTTONS, CHECKBOXES OR OTHER VISUALS, THEY DID NOT SEE THE HEADERS, INSTRUCTIONS OR NUMERICAL CODES. PHONE INTERVIEWERS WERE GIVEN PRONUNCIATION GUIDES AS APPROPRIATE.

LOGIC STATEMENTS ARE PRESENTED WITH A QUESTION NUMBER AND RESPONSE, SO THAT "Q16=2,4" INDICATES THAT THE "2" AND "4" RESPONSES TO QUESTION 16 ARE BEING REFERENCED. QUESTIONS THAT ARE ASKED CONDITIONALLY (IE, IF THEY HAVE CHILDREN) HAVE A SMALLER SET OF RESPONDENTS (AND A HIGHER MARGIN OF ERROR) THAN THE ENTIRE SAMPLE.

(DNR) NEXT TO A RESPONSE MEANS "DO NOT READ." THE 'NOT SURE/PREFER NOT TO SAY' RESPONSE WAS NOT READ ALOUD, BUT WAS AN OPTION FOR THE ONLINE SURVEY.

QUESTIONS MARKED "OPEN-ENDED" WERE RECORDED VERBATIM. THESE RESPONSES ARE AVAILABLE UNDER SEPARATE COVER. THE OPEN-ENDED QUESTIONS WERE ASKED ONLINE ONLY.

Introduction

PHONE VERSION:

Hello, my name is _____ and I am calling on behalf of Kupersmit Research, a public opinion research company. We are conducting a survey about the Jewish community of New Mexico in conjunction with area synagogues and the Jewish Federation of New Mexico. We are not selling anything; I am calling to ask your opinion about some issues. The survey should take about 6 to 7 minutes to complete. To begin, I have some questions to see if you qualify.

ONLINE VERSION:

Thank you for agreeing to take this survey and be counted as part of the effort to identify the opinions and characteristics of the Jewish population in New Mexico in conjunction with area synagogues and the Jewish Federation of New Mexico. The survey should take about 7-10 minutes to complete. We thank you for your time, and look forward to sharing what we learn.

Identity

Screening

1. Which of the following best describes your age? (READ LIST)

Under 18	<1%
18-24	5
25-34	14
35-44	10
45-54	21
55-64	16
65+	34
Not sure/Refused	0

2. What is your present religion, if any? Are you Protestant, Roman Catholic, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

USE THE PRE-CODES FROM THE FOLLOWING LIST IF THEY VOLUNTEER (VOL.) OTHER RESPONSES

IF RESPONDENT GIVES ANY INDICATION OF BEING A MESSIANIC JEW OR PART OF THE "JEWS FOR JESUS" MOVEMENT OR A "COMPLETED JEW," BE SURE TO RECORD THIS AS THEIR SPECIFIED RESPONSE (RESPONSE "2"). IF THEY SAY "nothing in particular, none, no religion, etc." PROMPT WITH: and would you say that's atheist, agnostic, or just nothing in particular?

FOR ONLINE VERSION, PLEASE HAVE THE SAME LIST AVAILABLE, BUT WITH ALL OF THE "OTHER" RESPONSES COLLAPSED INTO ONE "OTHER" CATEGORY

Jewish	87%
Agnostic	2
Atheist	2
Nothing in particular	2
Jewish and Christian	1
Buddhist	1
Messianic Jew/Completed Jew/Jews for Jesus/ Hebrew Christian	
Hebraic Roots	
Protestant	0
Catholic	0
Muslim	0
Hindu	0
Other/SPECIFY	3
Not sure/Prefer not to say	1

IF “JEWISH,” (Q2=1) CONTINUE WITH THE CRYTPO-JEWISH QUESTION (Q5)

IF NOT “JEWISH” IN Q2 (Q2≠1), CONTINUE HERE WITH Q3 AND Q4

3. Aside from religion, do you consider yourself Jewish or partially Jewish, or not?

Yes, consider self Jewish	61%
Yes, consider self partially Jewish	35
No	0
Not sure/Prefer not to say	0

PHONE INTERVIEWER: RESPONDENTS VOLUNTEERING “culturally Jewish” SHOULD BE COUNTED AS JEWISH. FOR ALL RESPONDENTS INDICATING THEY ARE JEWISH OR PARTIALLY JEWISH, PROBE TO DISTINGUISH BETWEEN “Yes, Jewish” and “Yes, partially Jewish.”

4. Did you have a Jewish parent or were you raised Jewish or partially Jewish – or not?

Yes, have a Jewish parent	61%
Yes, was raised Jewish or partially Jewish	32
No	5
Not sure/Prefer not to say	1

ASK ALL:

5. Do you have ancestors who were Crypto-Jews, or are you a descendant of Crypto-Jews?

Yes, ancestors were Crypto-Jews	4%
No, ancestors were not Crypto-Jews	86
Not sure/Prefer not to say	10

BASED ON ABOVE RESPONSES, THE FOLLOWING GROUPS QUALIFY FOR THE SURVEY, AND ALL OTHERS TERMINATE HERE.

<u>Category</u>	<u>Percent</u>
Jewish by religion (Q2=1). CODE AS JBR	87%
Jews by background (those with Jewish parents) (ALL Q4=1, 2) CODE AS BCK	12
Jews of no religion (those who consider selves Jewish, excluding those who say they are Jewish & Christian/messianic/completed/Jews for Jesus or Hebraic Roots in the initial Religion question) (Q3=1, 2 AND Q2=5-14, UNLESS Q4=1,2) CODE AS NBR	1

PHONE INTERVIEWER: ALL RESPONDENTS WHO ARE INELIGIBLE FOR THE SURVEY SHOULD BE ASKED: “Are there any other adults in your household who are Jewish or had a Jewish parent or were raised Jewish or partially Jewish?”

ALL QUALIFYING RESPONDENTS CONTINUE HERE:

Denomination/ Background

6. Thinking about Jewish religious denominations, do you consider yourself to be (READ LIST, ROTATE THE FIRST THREE RESPONSES)?

Reform	48%
Conservative	18
Renewal	5
Reconstructionist	3
Orthodox	2
Chabad	2
Something else/SPECIFY	6
No particular denomination	15
Not sure/Prefer not to say	2

7. Were you raised (READ LIST, ROTATE THE FIRST THREE RESPONSES)?

Reform	33%
Conservative	29
Not raised Jewish	13
Orthodox	7
Chabad	<1
Renewal	1
Reconstructionist	1
Something else/SPECIFY	6

No particular denomination	8
Not sure/Prefer not to say	1

IF NOT RAISED JEWISH IN Q7:

8. Did you have a formal conversion to Judaism?

Yes	65%
No	34
Not sure/Prefer not to say	1

IF YES:

9. Did you convert through a reform, conservative, orthodox or other Jewish denomination?

Reform	62%
Conservative	24
Orthodox	6
Reconstructionist	5
Chabad	2
Renewal	1
Something else/SPECIFY	0
No particular denomination	0
Not sure/Prefer not to say	1

Attitudes

Today's survey is being conducted by a range of organizations and groups that want to better understand the views and background of [IF JBR: "Jews in New Mexico."] [IF NBR OR BCK: "those who consider themselves Jews or are of Jewish background in New Mexico."]

10. How important is being Jewish in your life – very important, somewhat important, not too important, or not at all important?

Very important	59%
Somewhat important	31
Not too important	7
Not at all important	2
Not sure/Prefer not to say	1

11. How important is it to you to be involved in the Jewish community where you live?

Very important	40%
Somewhat important	38
Not too important	16
Not at all important	5
Not sure/Prefer not to say	1

ONLINE ONLY:

12. Why do you feel that way?

Open-Ended Responses will be presented in our analysis

Practices

13. Is anyone in your household currently a member of a synagogue or temple, or not?

Yes	56%
No	35
Member of independent Havurah or minyan (DNR)	3
No synagogue available/nearby (DNR)	4
Not sure/Prefer not to say	1

ONLINE ONLY; IF YES OR INDEPENDENT HAVURAH (Q10=1,3)

14. What is the name of the synagogue or havurah?

Open-Ended Responses will be presented in our analysis

15. Aside from special occasions like weddings, funerals and bar mitzvahs, how often do you attend Jewish religious services at a synagogue, temple minyan or havurah?

More than once a week	4%
Once a week	8
Once or twice a month	24
Few times a year, like for the High Holidays	34
Seldom	16
Never	12
Not sure/Prefer not to say	1

16. In general, how important are spirituality and prayer in your life (whether in a formal or informal setting)?

Very important	33%
Somewhat important	37
Not too important	18
Not at all important	12
Not sure/Prefer not to say	1

17. Can you read or sing along in Hebrew during a prayer service?

Yes	56%
No	17
Partially	28
Don't know/Prefer not to say	0

18. Is anyone in your household currently a member of any of the following Jewish organizations or does anyone participate in their activities, programs or meetings? ACCEPT MULTIPLE RESPONSES

ADL (The Anti-Defamation League)	35%
Hadassah	33
The Jewish Community Center, or JCC	31
Jewish National Fund	28
The Jewish Federation of New Mexico	24
B’Nai Brith	19
Hillel	11
The Holocaust Museum	10
Other/SPECIFY	13
None of these	45
Not sure/Prefer not to say	3

19. Does anyone in your household donate to any Jewish charities or organizations?

Yes	69%
No	26
Not sure/Prefer not to say	5

20. Does anyone in your household attend or participate in other formal or informal Jewish groups, activities or gatherings?

Yes	61%
No	36
Not sure/Prefer not to say	3

21. Does anyone in your household donate or is anyone a member of a non-Jewish or secular organization or does anyone participate in the activities, programs, or meetings of a non-Jewish or secular organization?

Yes	60%
No	36
Not sure/Prefer not to say	4

IF YES, ONLINE ONLY:

22. Which organizations, groups or activities? Please choose all that apply:

Charitable/social services organizations	79%
Festivals/concerts/events	53
Animal shelter/rescues	26
Races/walks for charities (fun run, Walk for the Cure)	26
Other religious/spiritual group	14

	Civic groups (Kiwanis, Rotary, etc.)	10
	Other/SPECIFY	22
	Not sure	2
23.	Last Passover, did you hold or attend a Seder?	
	Yes	79%
	No	21
	Don't know/Prefer not to say	0
24.	Last Christmas, did your household have a Christmas tree?	
	Yes	17%
	No	82
	Not sure/Prefer not to say	0
25.	How many of your close friends are Jewish? READ LIST	
	All of them	3%
	Most of them	25
	Some of them	51
	Hardly any of them	17
	None of them (DNR)	3
	Don't know/Prefer not to say	1
26.	When you were growing up, did you participate in a formal Jewish educational program, such as Jewish Day School, Hebrew School or Sunday school?	
	Yes	69%
	No	30
	Not sure/Prefer not to say	1
27.	How emotionally attached are you to Israel?	
	Very attached	40%
	Somewhat attached	38
	Not very attached	14
	Not at all attached	7
	Not sure	2

Demographics

News

28. Do you regularly read news in any of the following Jewish newspaper or a periodicals, or do you get this information from another source? READ LIST

New Mexico Jewish Link	39%
Ha'aretz	17
Abq Jew	15
Jerusalem Post	15
Forward	11
Jewish Telegraphic Agency	5
Other/SPECIFY	21
Do not read Jewish newspapers or periodicals	33
Not sure	3

29. Do you prefer to read the news (in general) in print, online or about the same?

In print	27%
Online	35
About the same	36
Neither	2
Not sure	1

Migration Patterns

30. Were you born in New Mexico, or did you move here?

Born in New Mexico	12%
Moved here	87
Not sure/Prefer not to say	<1

IF MOVED HERE:

31. How long have you lived in New Mexico?

<1 year	8%
2-5 years	14
6-10 years	14
11-20 years	23
More than 20 years	40
Not sure/Prefer not to say	0

32. From where did you move to New Mexico?

States with less than 2% not shown

New York	19%
California	14
Texas	6
Illinois	5
Massachusetts	5
Pennsylvania	4
New Jersey	4
Florida	3
Maryland	3
Arizona	2
Colorado	2
Connecticut	2
Michigan	2
Missouri	2
Ohio	2
Virginia	2
Washington, DC	2
Outside the US	5
Prefer not to say	0

33. Do you plan to remain in New Mexico for the foreseeable future, or are you considering moving away in the next few years?

Remaining in NM	72%
Considering moving away	17
Not sure	11

ALL RESPONDENTS CONTINUE HERE:

Household/Family Information

34. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married	59%
Living with a partner	6
Widowed	5
Divorced	13
Never been married	15
Not sure/Prefer not to say	2

IF MARRIED/PARTNER:

35. And does your spouse or partner consider themselves Jewish, in terms of religion, culture or background?

Yes	63%
No	34
Not sure/Prefer not to say	3

IF YES:

36. Was your spouse raised Jewish or did they convert to Judaism?

Raised Jewish	70%
Converted to Judaism	22
Other/SPECIFY	6
Not sure	1

37. Do you currently have any children under the age of 18 living in your household?

Yes	26%
No	73
Not sure/Prefer not to say	1

ASK FOR EACH CHILD:

38. How old is the oldest child? And the next oldest?

Age	Oldest child	2 nd oldest child
<2	9%	6%
2-5	21	28
6-9	19	28
10-12	18	22
13-18	35	17

Responses for those with more than 2 children will be presented in the final analysis.

IF THEY HAVE A CHILD BETWEEN THE AGES OF 2-18

39. Do any of your children currently participate in a formal Jewish educational program, such as Jewish Day School, Hebrew School or Sunday school?

Yes	56%
No	44
Not sure/Prefer not to say	0

Other Demographics

40. What is the highest level of school you have completed or the highest degree you have received? [DO NOT READ]

Less than high school	1%
High school graduate	7
Two-year associate degree	6
Four-year college or university degree	28
Graduate or professional degree	58
Not sure/Prefer not to say	1

41. What year were you born?

Coded age ranges shown

18-24	5%
25-34	15
35-44	10
45-54	20
55-64	17
65-74	22
75+	11

42. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

Yes	5%
No	94
Not sure/Prefer not to say	1

43. Which of the following best describes your race or ethnic background?

White	89%
Black, African-American	<1
Hispanic	2
Native American	0
Asian	0
Multi-racial	2
Other	4
Not sure/Refused	3

44. For statistical purposes only, which of the following best describes your household income for the year 2013?

Less than \$19,999 per year	6%
\$20-\$49,999	17
\$50-\$74,999	13
\$75-\$99,999	14
\$100,000-\$149,999	14
\$150,000 or greater	16
Not sure/Prefer not to say	18

45. What is your gender (READ LIST)?

Female	50%
Male	47
Transgender	1
Prefer not to say (DNR)	2

46. What county do you live in?

(Counties with 0 individuals not shown)

Bernalillo	55%
Santa Fe	23
Doña Ana	6
Sandoval	6
Taos	3
Chaves	1
Los Alamos	1
San Miguel	1

We found at least 1 individual (between .1%-1% of the total of the survey) in the following counties:

Catron, Cibola, Colfax, Curry, Eddy, Grant, Lea, Lincoln, Luna, McKinley, Mora, Otero, Rio Arriba, Roosevelt, San Juan, Socorro, Sierra, Torrance, Union, Valencia

Conclusion

ONLINE VERSION:

Thank you for your time. We look forward to releasing the results of our survey, and continuing to learn about ways to strengthen the Jewish community here in New Mexico. Please ask Jewish friends or acquaintances to visit (www.jewishsurveynm.org) if they want to participate via email and have not received an invitation. Thank you again for your time.

PHONE:

Thank you for your time. It is possible that you will receive an email invitation asking you to take this survey; please do not click on the link and reply. We are trying to ensure full confidentiality for all respondents, so please do not take the survey again. Others in your household are encouraged to take the survey, and please ask your Jewish friends or acquaintances to visit (www.jewishsurveynm.org) if they want to participate via email. Thank you again for your time.