

# JERUSALEM U: ONLINE POLL OF JEWS



# METHODOLOGY

- The poll was done online and was sent to email addresses associated with Jerusalem U as well as several other Jewish databases.
- A link to the survey was shared broadly via social media.
- The sample is therefore more likely to be of Jews who are somehow engaged in the community than in a random sample. However, because the sample size is so large, the differences between age groups and other key demographics are statistically valid.
- Individuals were encouraged to complete the survey to be entered to win \$500 to go to a charity of their choosing. The winner of the \$500 donation will be chosen before Rosh Hashanah.
- The poll is still in the field but results are being reported as of August 23, 2013 with 1874 Jewish respondents.

# WHO WE SURVEYED

- 49% Male - 51% Female
  - 326 Jews age 18-29
  - 300 Jews age 30-49
  - 1242 Jews age 50+
  - 504 Orthodox
  - 611 Conservative
  - 319 Reform & Reconstructionist
  - 440 Just Jewish & Culturally Jewish
- TOTAL- 1874 Jewish Respondents**

# YOUNG JEWS MORE LIKELY TO GO TO JEWISH DAY SCHOOL & CAMP THAN THEIR PARENTS GENERATION

Please indicate if you... CHECK ALL THAT APPLY	TOTAL	18-29	30-49	50+
Attended a day school or yeshiva	30%	45%	37%	24%
Went to Jewish summer camp	41%	56%	46%	36%
Were Bar/Bat Mitzvah'd	63%	81%	63%	58%
Were involved in a Jewish youth group before college (i.e. BBYO, NCSY, USY, NFTY)	44%	46%	43%	43%
None of these	21%	10%	25%	23%

**YOUNGER JEWS SHOW A  
STRONG CONNECTION  
TO ISRAEL AND  
JUDAISM, BUT VARIES  
WITH AGE AND  
OBSERVANCE**

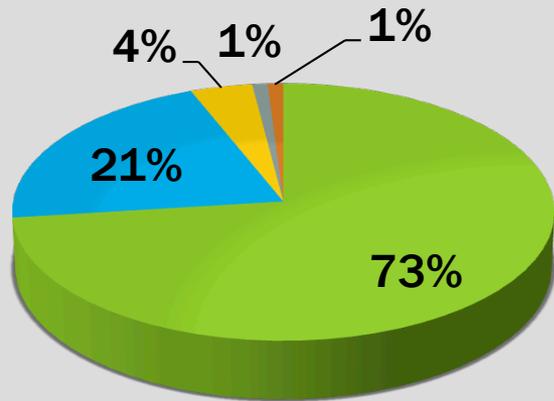
# CARING ABOUT ISRAEL IS A VERY IMPORTANT PART OF MY BEING JEWISH

	18-29	30-49	50+
Strongly Agree	66%	83%	87%
Somewhat Agree	25%	14%	10%
Somewhat Disagree	4%	1%	1%
Strongly Disagree	2%	1%	1%
Really Not Sure	3%	2%	1%

# NORTH AMERICAN AND ISRAELI JEWS SHARE A COMMON DESTINY

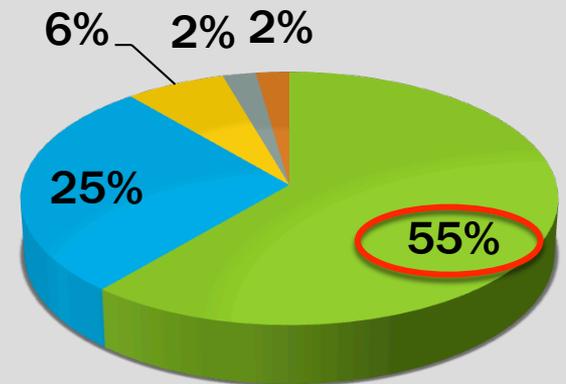
	18-29	30-49	50+
Strongly Agree	37%	52%	52%
Somewhat Agree	39%	29%	33%
Somewhat Disagree	11%	11%	7%
Strongly Disagree	3%	3%	3%
Really Not Sure	10%	6%	5%

# ISRAEL IS THE SPIRITUAL CENTER OF THE JEWISH PEOPLE

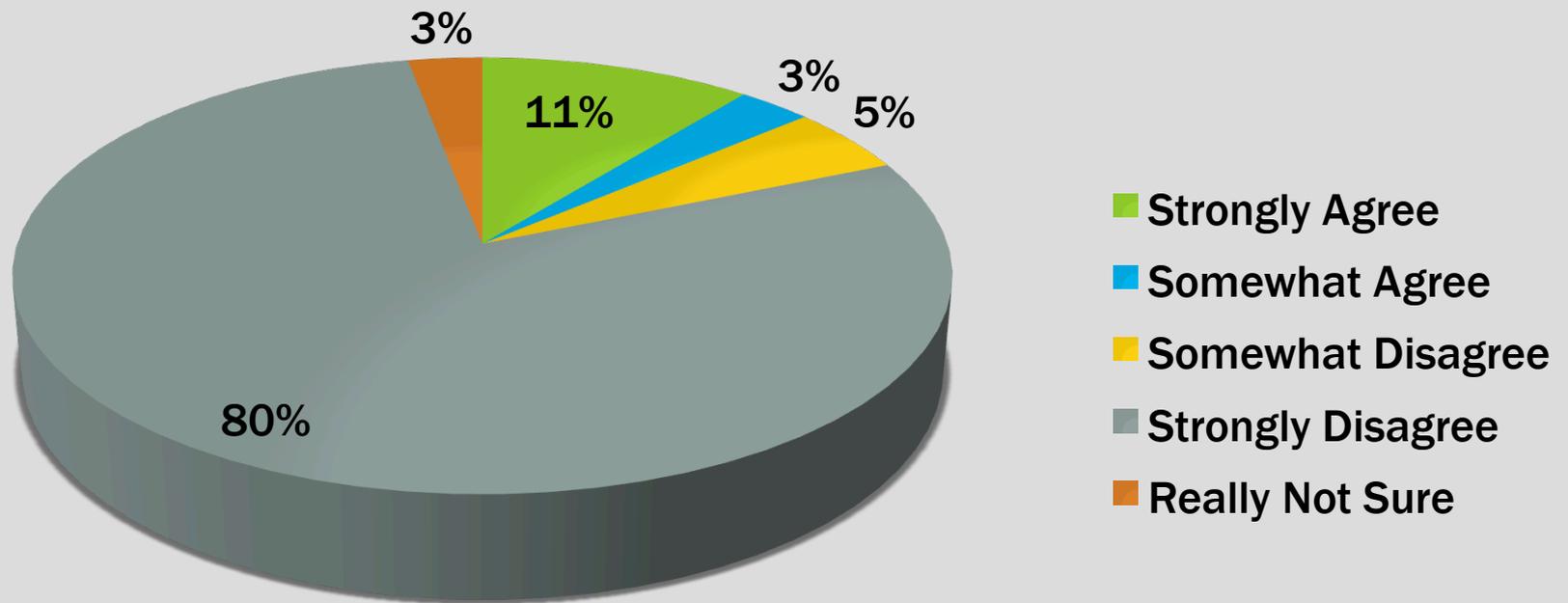


- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Really Not Sure

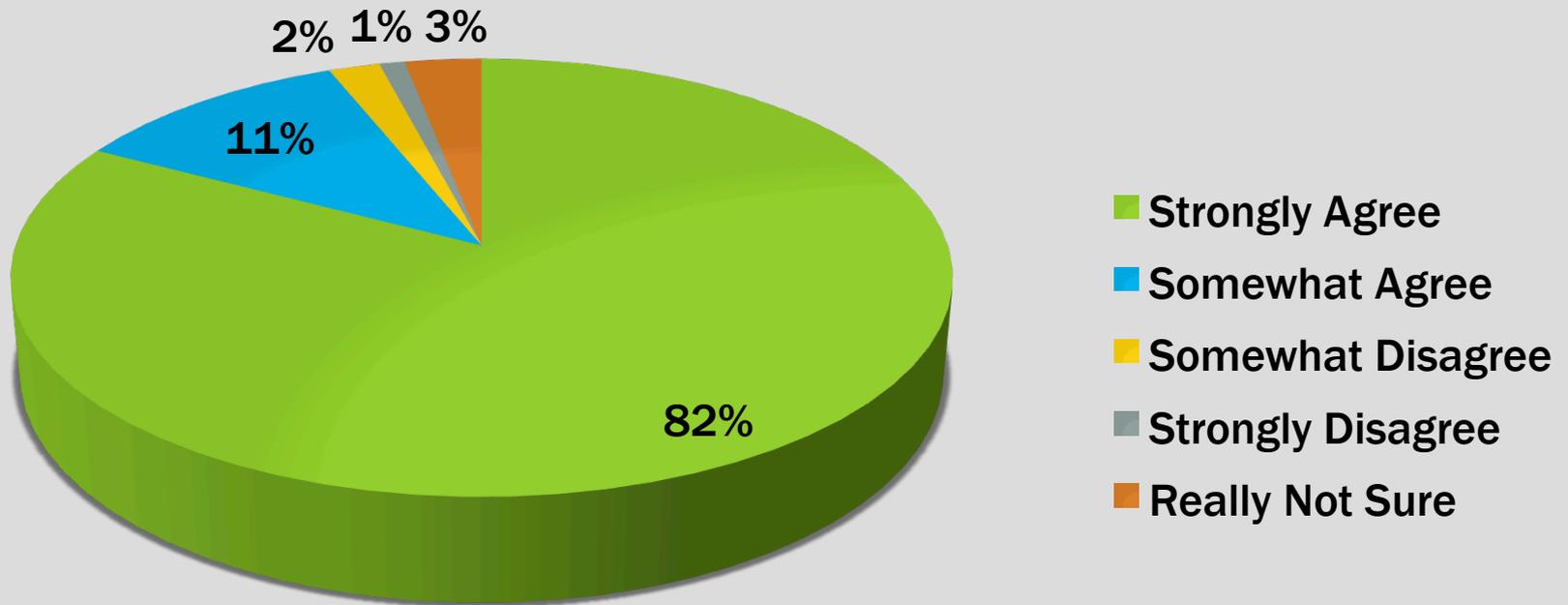
## Reform/ Reconstructionist



# IF ISRAEL NO LONGER EXISTED TOMORROW IT WOULD NOT GREATLY IMPACT MY LIFE



# RAISING MY CHILDREN TO BE JEWISH IS VERY IMPORTANT TO ME



# RAISING MY CHILDREN TO BE JEWISH IS VERY IMPORTANT TO ME

	TOTAL	Orthodox	Conservative	Reform /Recon	Just Jew/ Cultural
Strongly Agree	82%	94%	91%	73%	63%
Somewhat Agree	11%	3%	4%	19%	24%
Somewhat Disagree	2%	*	1%	3%	6%
Strongly Disagree	1%	1%	1%	2%	2%
Really Not Sure	3%	1%	3%	3%	6%

# HAVING A JEWISH SPOUSE/PARTNER IS VERY IMPORTANT TO ME

	TOTAL	Orthodox	Conservative	Reform /Recon	Just Jew/ Cultural
Strongly Agree	74%	95%	80%	57%	55%
Somewhat Agree	14%	2%	13%	25%	22%
Somewhat Disagree	5%	1%	3%	8%	10%
Strongly Disagree	5%4%	1%	1%	5%	9%
Really Not Sure	3%	1%	3%	5%	5%

# HAVING A JEWISH SPOUSE/PARTNER IS VERY IMPORTANT TO ME

	TOTAL	18-29	30-49	50+
Strongly Agree	74%	68%	82%	74%
Somewhat Agree	14%	17%	9%	15%
Somewhat Disagree	5%	7%	3%	5%
Strongly Disagree	5%4%	6%	2%	3%
Really Not Sure	3%	3%	3%	4%

# JEWISH IDENTITY AND PRACTICE

# WHAT DOES JUDAISM MEAN TO YOU?

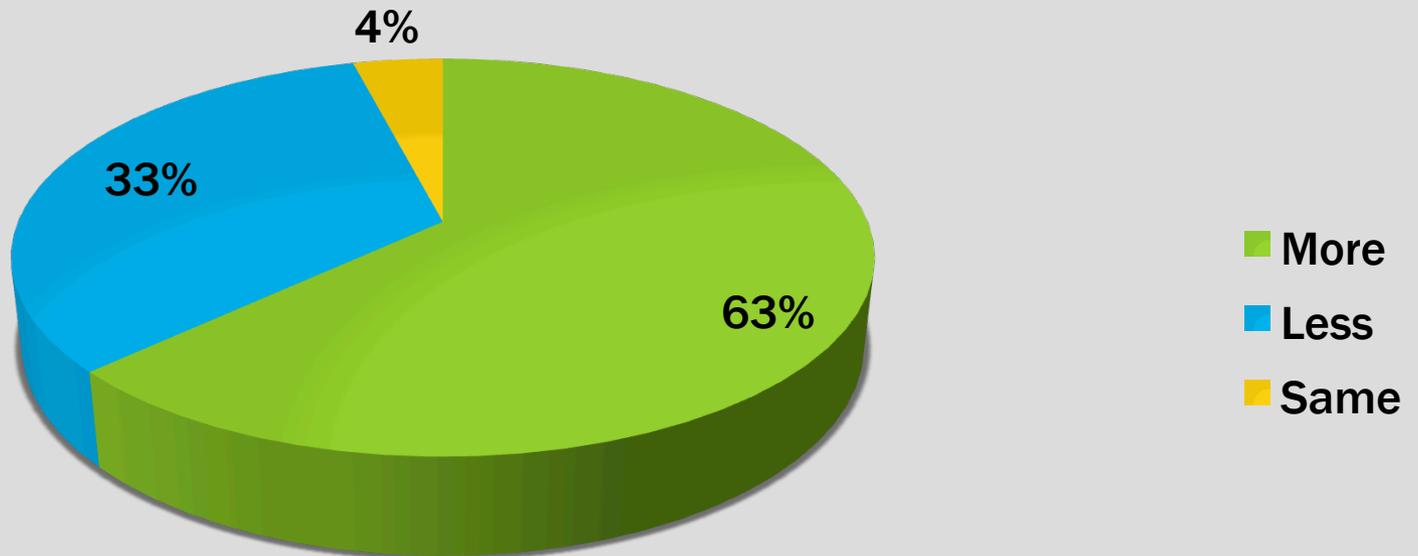
When you think about what Judaism means to you, which is the most accurate statement even if none are exactly right?	TOTAL	ORTHO	CONSER	REFORM/ RECON	JUST JEW/ CULTURAL
Judaism is central to my life and to the life I want for my family and it factors into my daily life and decisions	65%	95%	71%	44%	27%
Judaism is not currently central to my life, but I want it to play a more significant role	8%	1%	7%	14%	14%
Judaism is important but it doesn't generally impact my daily life, mostly it's a family and cultural thing for me	23%	3%	18%	38%	42%
I was raised Jewish but frankly it just isn't that important to me today or in how I see my future	1%	*	*	3%	4%

# FREQUENCY VARIES GREATLY WITH OBSERVANCE LEVEL

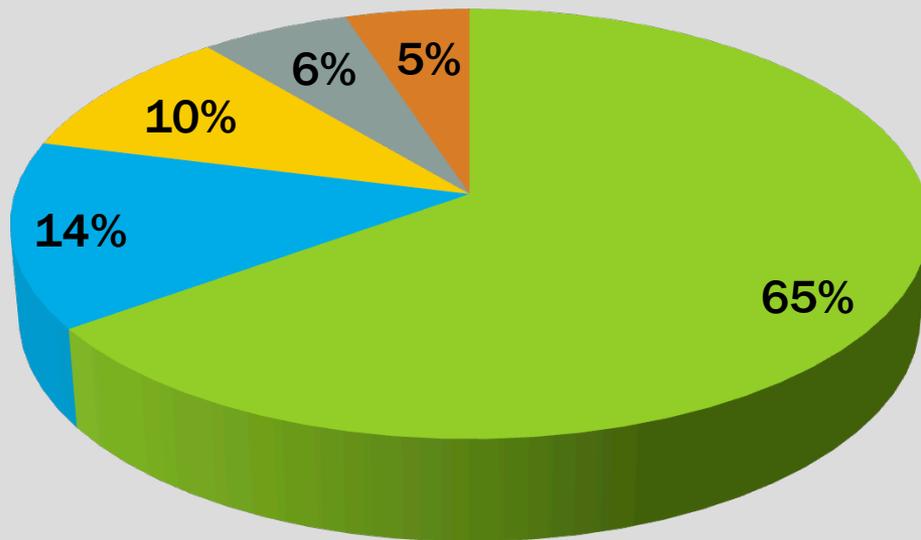
How often would you say you attend religious services or celebrate Shabbat?	TOTAL	ORTHO	CONSER	REFORM/ RECON	JUST JEW/ CULTURAL
Never	7%	1%	3%	4%	21%
Only on high holidays	7%	1%	4%	11%	15%
On high holidays and a few other times	25%	5%	29%	39%	33%
Once or twice a month	18%	7%	26%	27%	11%
Every week	44%	87%	39%	20%	20%

# IF ISRAEL NO LONGER EXISTED, DO YOU THINK THERE WOULD BE...

**More anti-Semitism in N. America than today, about the same amount of anti-Semitism in N. America as today, less anti-Semitism in N. America than today?**



# WHAT DO YOU THINK IS THE BIGGEST BARRIER TO ENCOURAGING MORE YOUNG JEWS TO BE PROUD OF BEING JEWISH AND MORE CONNECTED TO ISRAEL?



- Young Jews don't see it as relevant to their life
- Young Jews are so busy trying to get into the best schools and jobs that they don't have time
- Young Jews today don't face the same kind of anti-Semitism as existed in the past
- Jewish education is too expensive
- Jewish education is boring

# JERUSALEM U DEEMED EFFECTIVE BY THOSE WHO KNOW IT BEST

	Familiar	Took Class
Extremely Effective	7%	9%
Very Effective	32%	31%
Somewhat Effective	55%	53%
Not Very Effective	5%	6%
Not At All Effective	1%	1%
Effective(NET)	94%	94%
Not Effective(NET)	6%	6%

# JERUSALEM U

- Jerusalem U is a leading online portal for Jewish distance learning with a vision to transform Jewish and Israel education for the 21st century, and to inspire, unify, and activate people of all ages as passionate supporters of Israel and the Jewish people.
- Founded in 2009 by Rabbi Raphael Shore, Jerusalem U is breaking new ground in outreach by creating original feature films, engaging film classes and courses, and experiential and interactive learning, all distributed via the internet, social media, television, grassroots campaigns and partnerships with mainstream pro-Israel and outreach organizations.

# JERUSALEM U

## Since its inception, Jerusalem U has:

- Generated more than 120,000 hours of Jewish and Israel learning since our inception, with more than 5,500 college students graduating from a 10-hour course.
- Launched *Israel Inside: How a Small Nation Makes a Big Difference*, a full-length documentary film seen by millions of people on PBS, El Al flights, Comcast on Demand, and screened more than 350 times in 28 countries.
- Spearheaded 17 community-wide grassroots Israel education campaigns with Step Up For Israel.
- Partnered with more than 300 organizations, schools, synagogues and church groups, who are using our Israel education programming.
- More than 100 high schools using its Israel education curriculum.
- Created a virtual, online interactive Israel education program for high school students.
- Trained 1,500 shlichim to use *Israel Inside* and accompany curriculum in more than 300 camps in Summer 2013.
- Reached more than 350 college students through JU Max: a new, 10-week, interactive course on Judaism where students log in for exciting, real-time, online learning, and are offered a free (or highly subsidized) trip to Israel upon completing the class.

# WHERE TO FIND US

[www.JerusalemU.org](http://www.JerusalemU.org)  
[rshore@JerusalemU.org](mailto:rshore@JerusalemU.org)  
646-308-1301

[amy@JerusalemU.org](mailto:amy@JerusalemU.org)  
610-664-5828

~

[www.laszlostrategies.com](http://www.laszlostrategies.com)  
[JLM@laszlostrategies.com](mailto:JLM@laszlostrategies.com)  
202-365-0787