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MODERN JEWISH STUDIES
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RESEARCH INSTITUTE



2020 Greater MetroWest NJ Jewish Community Study



Study Overview

Revised 12/14/21

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The Cohen Center for Modern Jewish Studies (CMJS), founded in 1980, is dedicated to providing independent, high-quality research on issues related to contemporary Jewish life.

The Cohen Center is also the home of the Steinhardt Social Research Institute (SSRI). Established in 2005, SSRI uses innovative research methods to collect and analyze sociodemographic data on the Jewish community.

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www.brandeis.edu/cmjs/community-studies/greater-metrowest-nj-report.html



Dear Greater MetroWest Community,

On behalf of Jewish Federation of Greater MetroWest NJ, we are pleased to present the results of our 2020 Jewish Community Study.

As Federation approaches its centennial in 2023, the study provides a snapshot of a strong and vibrant Jewish community that continues to evolve. The data yielded by the study will help us prepare for the challenges and opportunities that will present themselves in the coming years.

How large is our community? Where does our population live? How do we engage in Jewish life and connect with the Jewish community? What are the needs of our community members, from the youngest to the oldest? How many of us live in poverty or have unmet financial needs? How do we connect to Israel? This study answers these and many other questions that are relevant to the present and future of our community.

Federation engaged the Maurice and Marilyn Cohen Center for Modern Jewish Studies (Cohen Center) at Brandeis University, a renowned multi-disciplinary research institute dedicated to the study of American Jewry and religious and cultural identity. The Cohen Center provided a skilled research team led by principal researcher, Dr. Janet Aronson, who used the most advanced techniques to create a high-quality survey and generate reliable and relevant findings.

Thank you to the Federation Board of Trustees for their foresight and strategic vision to fund this study and their understanding of how important this data and analysis will be to the future of our community. We are also grateful to the Federation Executive Committee for serving as thought partners during the study process, and to the members of the Federation professional staff who moved this project forward.

We now begin the process of assisting the community in realizing the benefits that the study is intended to achieve. We look forward to the wide range of discussions, insights, and initiatives that will emerge from our collective review of the information and help guide us into the next decade.

Sincerely,

A handwritten signature in black ink, appearing to read "David Saginaw".

David Saginaw
President

A handwritten signature in black ink, appearing to read "Sheryl Pearlstein".

Sheryl Pearlstein
Chair, Community Study

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The Jewish Federations of North
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Dedication

With gratitude to those who have come
before us, and in hopes that these
learnings will lead our community to a
strong future ahead of us. *L'dor Va'dor.*

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INTRODUCTION

The 2020 Greater MetroWest Jewish Community Study, conducted by the Cohen Center for Modern Jewish Studies (CMJS) at Brandeis University, employed innovative state-of-the-art methods to create a comprehensive portrait of the characteristics, attitudes, and behaviors of the Jewish community in Greater MetroWest New Jersey (GMW). The principal goal of this study is to highlight data and findings that will be useful for the Greater MetroWest Jewish Federation and other community organizations and funders for communal planning. This study is intended to promote understanding of the community and to aid strategic planning, program development and policies to support and enhance Jewish life.

The present study provides a portrait of the Greater MetroWest Jewish community as it was in the fall of 2020, six months into the COVID-19 pandemic. Although some survey responses were likely influenced by the special circumstances of the pandemic, the questions were designed to provide a demographic and attitudinal portrait of the stable characteristics of the community. The survey questionnaire was developed by CMJS in consultation with the Jewish Federation of Greater MetroWest NJ. As necessary, questions were modified to account for changes in usual patterns of behavior during the pandemic.

In total, 3,295 eligible households completed surveys between October 1 and December 11, 2020. The response rate for the primary sample, which was designed to be representative of the entire community, was 33.4% (AAPOR RR4¹).

This report provides a demographic snapshot of the Jewish community of Greater MetroWest, including information about the size of the population; where residents live; and breakdowns by age, gender, household composition, and education and financial status.

Additional topic reports can be found on the CMJS website² and include:

- Community connections
- Finances
- Geography
- Israel
- Jewish children
- Jewish engagement
- Philanthropy/Volunteering
- Seniors/Health and disability

¹ American Association for Public Opinion Research (AAPOR) is a professional organization that sets standards for survey research.

² View at <<https://www.brandeis.edu/cmjs/community-studies/greater-metrowest-nj-report.html>>

Additional information about the study is available in the study appendix and through analysis of the dataset.

Notes on this report:

- In order to extrapolate respondent data to the entire community, individual respondents were assigned a “survey weight” so that their survey responses represent the proportion of the overall community that has similar demographic characteristics. Unless otherwise specified, this report presents weighted survey data in the form of percentages or proportions. Accordingly, these data should be read not as the percentage or proportion of respondents who answered each question in a given way, but as the percentage or proportion of the population that we estimate would answer each question in that way if each member of the population had been surveyed.
- Because estimates are based on a probability survey, no one estimate should be considered an exact measurement. As a guideline, the reader should assume that all estimates have a range of plus or minus five points; therefore, reported differences between any two numbers of less than 10 percentage points may not necessarily reflect true differences in the population
- When a percentage is between 0% and 0.5% and would otherwise round down to 0%, the number is denoted as < 1%. When there are insufficient respondents in a particular subgroup for reporting reliable information, the estimate is shown as “—”.
- Comparisons across subgroups: When there is a statistically significant difference among subgroups, we are 95% confident that at least some of the differences in estimates reflect actual differences and are not just the result of random chance. In the tables in this report, we designate these differences by shading them light gray. Findings that are not statistically significant are not shaded. Even in cases where there are statistically significant differences in a full set of responses, it is unlikely that there are statistically significant differences between every pair of numbers. As noted above, even when a table is statistically significant, differences between any two numbers of less than 10 percentage points may not reflect true differences in the population.
- When reporting qualitative or open-ended data, the report indicates the total number of responses that mentioned a particular code or theme. This number appears in parentheses after the response without a percent sign, or in tables labeled as “n” or number of responses. In most cases, sample quotes are also included, with identifying information removed and edited for clarity. These responses are not representative of the views of all community members but add context and depth to the representative quantitative data included in the report.
- Comparisons across surveys: As part of the goal to assess trends, we made comparisons of answers to data from national studies (in particular, the CMJS/SSRI American Jewish Population Project (ajpp.brandeis.edu) and the Pew Research Center report, “Jewish Americans in 2020.”³

3 Pew Research Center, “Jewish Americans in 2020” (Washington DC: Pew Research Center, 2021).
<https://www.pewforum.org/2021/05/11/jewish-americans-in-2020/>

DEMOGRAPHIC SNAPSHOT

This section discusses the size and demographic characteristics of Jewish GMW as part of a larger context. The ways in which Jewish individuals and households in the GMW Jewish community participate in Jewish life, through ritual and holiday celebrations, personal activities, organizational membership and programs, and more, are closely related to members' ages, household composition, denomination, marital status, and other demographic factors.

As of 2020, there are 56,800 Jewish households in Greater MetroWest. These households include 155,000 individuals, of whom 122,300 are Jewish (see Figure 1 for definitions).

Approximately 7.6% households⁴ in the five-county catchment area⁵ include at least one Jewish adult.

Table 1. Jewish population of Greater MetroWest in 2020

	Estimated size
Total Jewish households	56,800
Total people in Jewish households	155,000
Total Jews	122,300
Adults	
Jewish	96,900
Non-Jewish	26,600
Children	
Jewish	25,400
Non-Jewish	4,300

Numbers do not add up to total due to rounding.

Detailed population estimates

For the purposes of this study, adults in Jewish households are classified according to how they view their Jewish identity, and children are classified according to how their parents view their Jewish identity. Of the 96,900 Jewish adults in Greater MetroWest, 83,400 are Jews by religion (Table 2). Another 7,200 Jewish adults are Jews of no religion and 5,100 are Jews of multiple religions (see Figure 1 for definitions). Among the 4,300 children in Jewish households who are not considered Jewish, the majority (2,900) have no religion.

⁴ ACS 2019 5-year estimates. Estimate of 748,000 households is approximate because it includes only part of Somerset County.

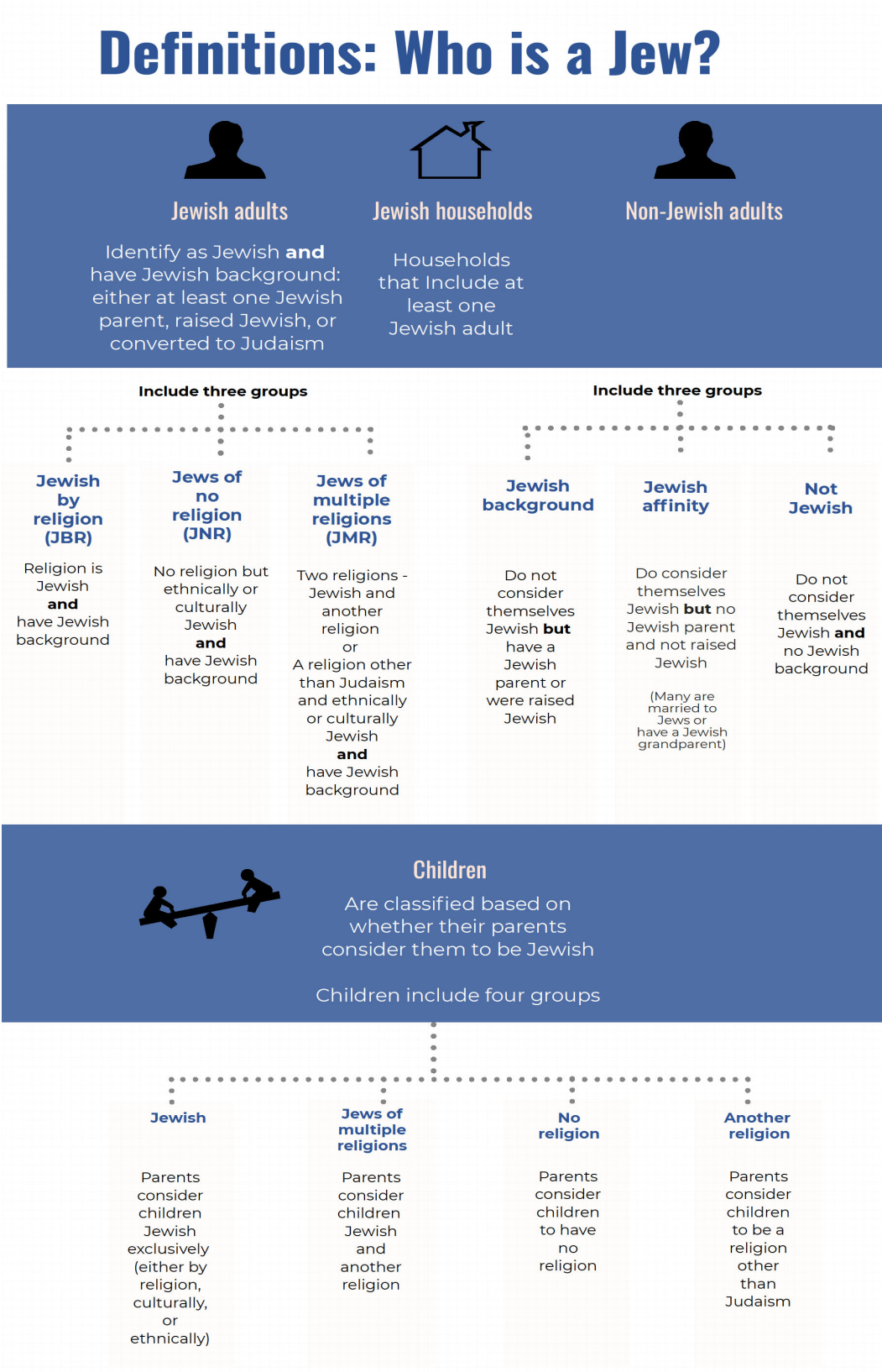
⁵ Essex, Morris, parts of Somerset, Sussex, and Union Counties.

Table 2. Jewish population of Greater MetroWest, detail

	Estimated size
Total Jewish households	56,800
Total people in Jewish households	155,000
Total Jewish individuals	122,300
Non-Jewish individuals	32,400
Jewish adults	96,900
JBR adults	83,400
JNR adults	7,200
JMR adults	5,100
Jewish children	25,400
Jewish alone	19,200
Jewish and another religion	6,200
Non-Jewish adults	28,100
Jewish background	3,300
Jewish affinity	1,400
Not Jewish	21,100
Non-Jewish children	4,300
No religion	2,900
Other religion	1,400

Note: rounded to nearest 100; sums may not add up to total due to rounding.

Figure 1. Jewish definitions for this study



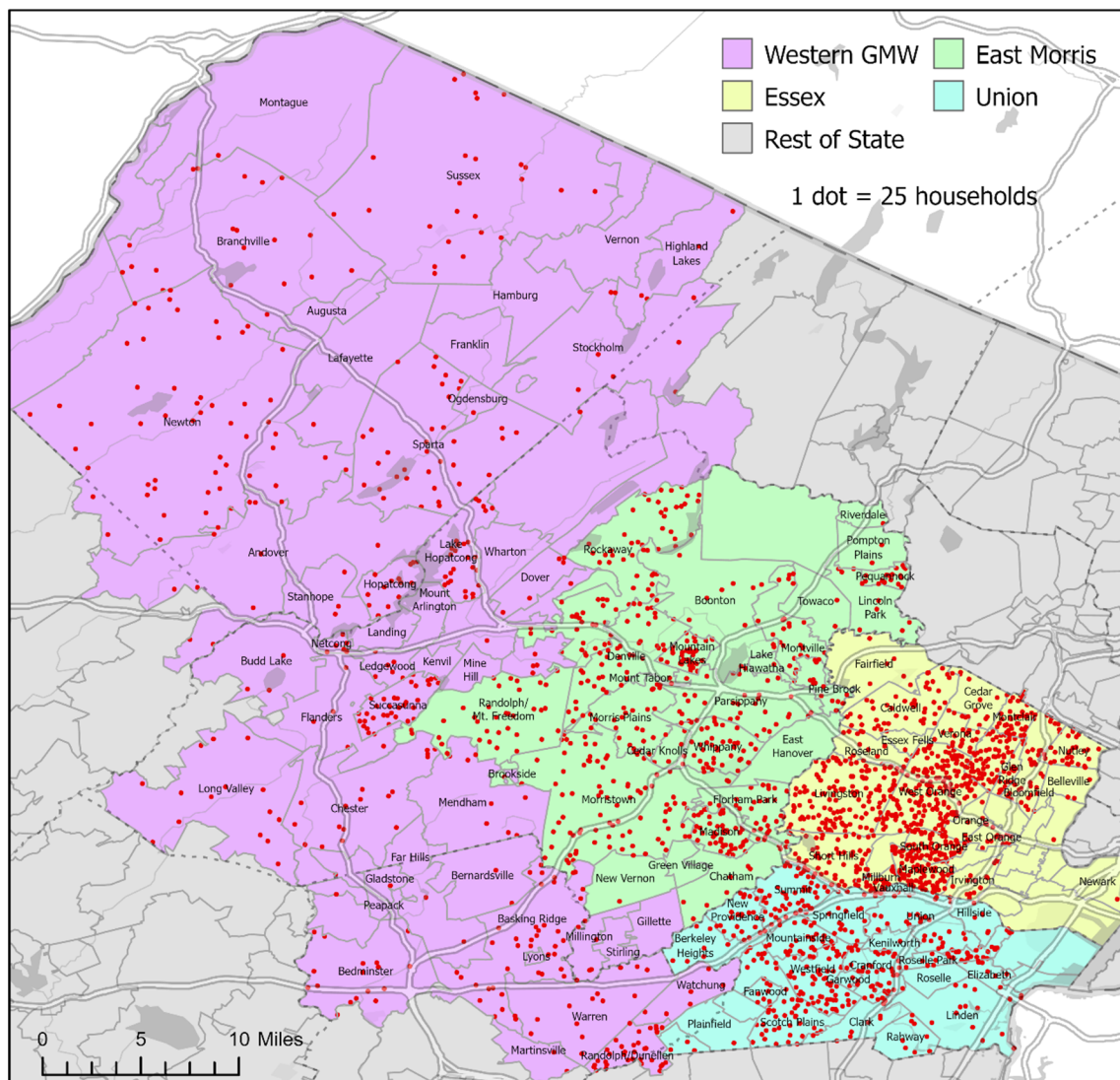
Where do Jewish families reside?

The Greater MetroWest Jewish community encompasses Essex, Union, Morris, Sussex, and parts of Somerset counties. Unlike many other metropolitan areas, there is no “center” in the region, but rather a set of contiguous towns with unique demographic features and Jewish character.

For analysis purposes, this report divides the community into four regions: Union County, Essex County, the eastern part of Morris County, and the remainder of Morris County, all of Sussex, and part of Somerset, combined into a single region called Western GMW.

Figure 2 shows the number of Jewish households in the region, with each dot representing about 25 households in a given ZIP code.

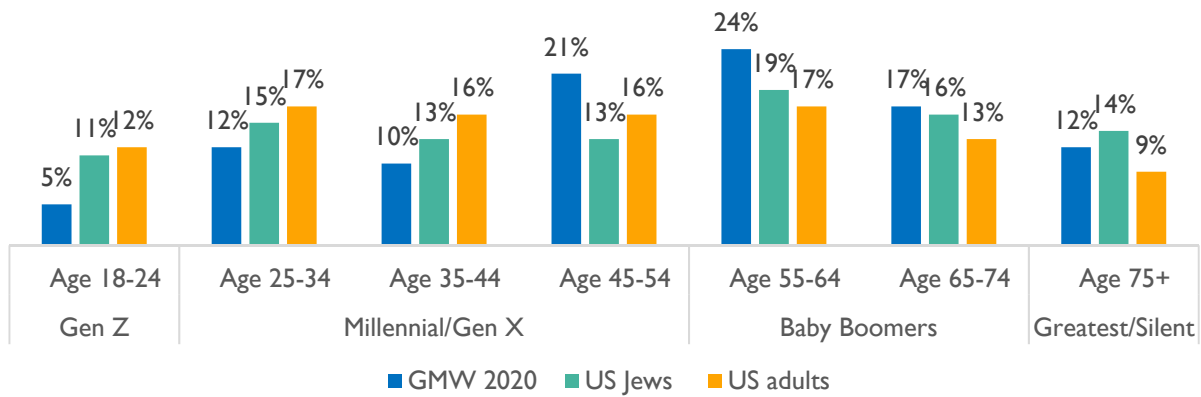
Figure 2. Dot-density map of Jewish households in Greater MetroWest New Jersey



Age and gender

Greater MetroWest Jewish community members (Figure 3, Table 3) skew slightly older than that of the US Jewish community as a whole.

Figure 3. Age and generation of Jewish adults in Greater MetroWest 2020, US Jews, and US adults⁶



⁶ US Jews and US adults: from ajpp.brandeis.edu

Table 3. Age of Jewish adults in Greater MetroWest 2020

	GMW 2020 (%)	US Jews ⁷ (%)	US adults ⁸ (%)
Gen Z			
Age 18-24	5	11	12
Millennial/Gen X			
Age 25-34	12	15	17
Age 35-44	10	13	16
Age 45-54	21	13	16
Baby Boomers			
Age 55-64	24	19	17
Age 65-74	17	16	13
Greatest/Silent			
Age 75+	12	14	9
Total	100	100	100

The mean age of local Jewish adults is 53, and the median age is 56; nationally, the median age of Jewish adults is 49.⁹ Including children in the analysis lowers the mean age. The mean age of all Greater MetroWest Jewish individuals is 44, and the median is 50.

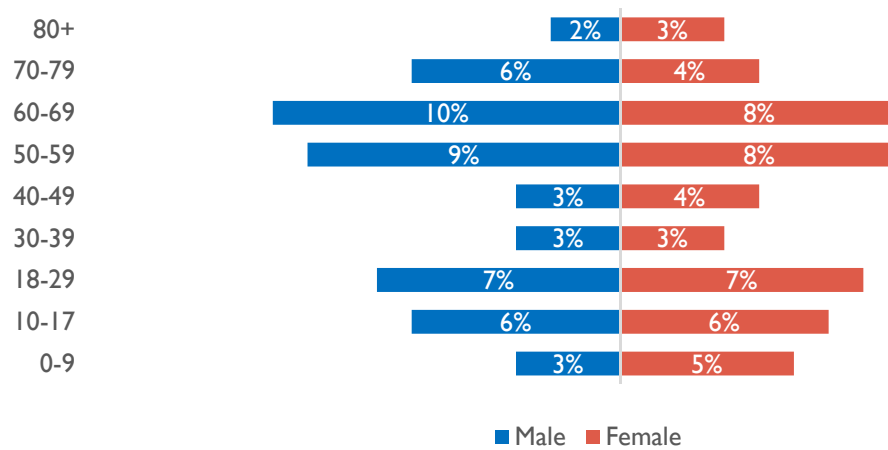
The age-gender pyramid shows the distribution of Jews in Greater MetroWest (Figure 4). Overall, the Greater MetroWest Jewish community is 50% female, 50% male, and < 1% another gender identity (not shown in figure).

⁷ American Jewish Population Project, <https://ajpp.brandeis.edu/>

⁸ Pew Research Center, “Jewish Americans in 2020.”

⁹ Pew Research Center, “Jewish Americans in 2020.”

Figure 4. Age-gender distribution of Jewish adults and children in the Greater MetroWest



Household composition

As a suburban community, Greater MetroWest Jewish households include families with children under age 18 (30%) and married or cohabiting couples without children at home (29%) (Table 4). Multigenerational Jewish households, constituting 23% of Jewish households, are defined as parents and adult children of any age living together. This category can include adults who are living with children in their 20s or adults living with a parent in their 80s. Eighteen percent of Jewish households include an adult living alone. In addition to the permanent residents, 9% of Jewish households included one or more people who are living with them temporarily, either due to the COVID-19 pandemic, economic reasons, health issues, or some other reason.

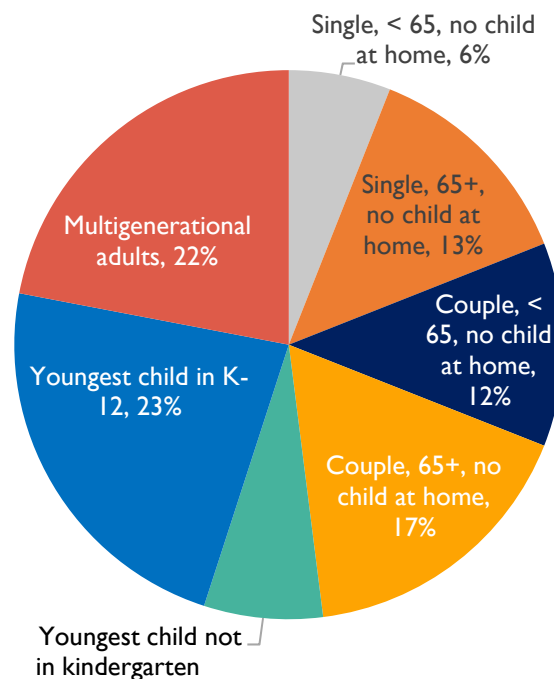
Overall, 74% of Jewish households include a married or cohabiting couple, living with or without children (not shown in figure) (Figure 5). Throughout this report, unless otherwise specified, “couples” and “marriages” include both married and cohabiting couples and “spouse” refers to marital spouses, fiancés, and partners.

The mean Jewish household size is 2.7 individuals. Among households with children, the mean number of children under age 18 is 1.8.

Table 4. Household composition

All Jewish households (%)	
Single adult without minor children at home	20
Single, age < 65	6
Single, age 65+	13
Couple without minor children at home	29
Couple, age < 65	12
Couple, age 65+	17
Households with minor children birth-17	30
Youngest child not in kindergarten	7
Youngest child in K-12	23
Multigenerational adults	22
Total	100

Figure 5. Household composition



Education and financial status

The Greater MetroWest Jewish population is highly educated. Sixty-nine percent of Jewish adults hold a graduate degree of some kind, and nearly all (92%) have at least a Bachelor's degree (Table 5). Nationally, 58% of Jewish adults have a college degree.¹⁰

¹⁰ Pew Research Center, "Jewish Americans in 2020."

The majority of Jewish households are financially comfortable, and 21% reported that their household income is over \$200,000 (Table 6). The Department of Health and Human Services (HHS) determines the federal poverty level (FPL) annually, using a formula based on household income and household size.¹¹ Using that formula, 5% of Jewish households report that their income is less than 250% of the Federal Poverty Level. Twenty-two percent of Jewish households reported that their financial situation is somewhat or much worse than it was before the start of the COVID-19 pandemic (not shown in table).

Seventeen percent of Jewish households reported either being unable to make ends meet or just managing to make ends meet (Table 7). In this report, we refer to these two categories as “struggling.”

Table 5. Educational attainment

	All Jewish adults (%)
High school diploma or less	4
Associate or technical degree	2
Bachelor’s degree	23
Graduate degree	69
Other	2

Table 6. Household income

	All Jewish households (%)
<250% FPL	5
250% FPL-\$149,999	37
\$150,000-199,999	12
\$200,000-249,999	8
\$250,000-299,999	2
\$300,000 or more	11
Prefer not to answer ¹²	23
Don't know	2

Table 7. Standard of living (self-reported)

	All Jewish households (%)
Cannot make ends meet	2
Just managing to make ends meet	15
Enough	41
Extra	24
Well-off	17

¹¹ See <https://aspe.hhs.gov/topics/poverty-economic-mobility/poverty-guidelines/prior-hhs-poverty-guidelines-federal-register-references/2021-poverty-guidelines#thresholds>

¹² The 23% of households (23%) who did not provide income information included all financial levels. Nine percent were financially struggling, 55% had enough, 14% had extra, and 15% were well-off. Five percent did not respond.

JEWISH ENGAGEMENT

Jewish denominations

Nationally, a declining share of Jewish adults identify with a specific Jewish denomination, and this pattern also holds true in Greater MetroWest. Nearly two-in-five (38%) Jewish adults have no denomination, and identify either as secular/cultural Jews or as “just Jewish.” Among all US Jews, 32% do not identify with a specific denomination.

Among those in Greater MetroWest Jewish community who affiliate with a denomination, the largest share affiliate with the Reform movement (32%), followed by the Conservative movement (22%) (Table 8). Four percent of Jewish adult are Orthodox, and 4% identify with another denomination.

Table 8. Denomination of Jewish adults

	GMW Jewish adults (%)	US Jewish adults (%) ¹³
Orthodox	4	9
Conservative	22	17
Reform	32	37
Other denomination	4	4
No denomination	38	32
Secular/cultural	19	
Just Jewish	19	
Total	100	100

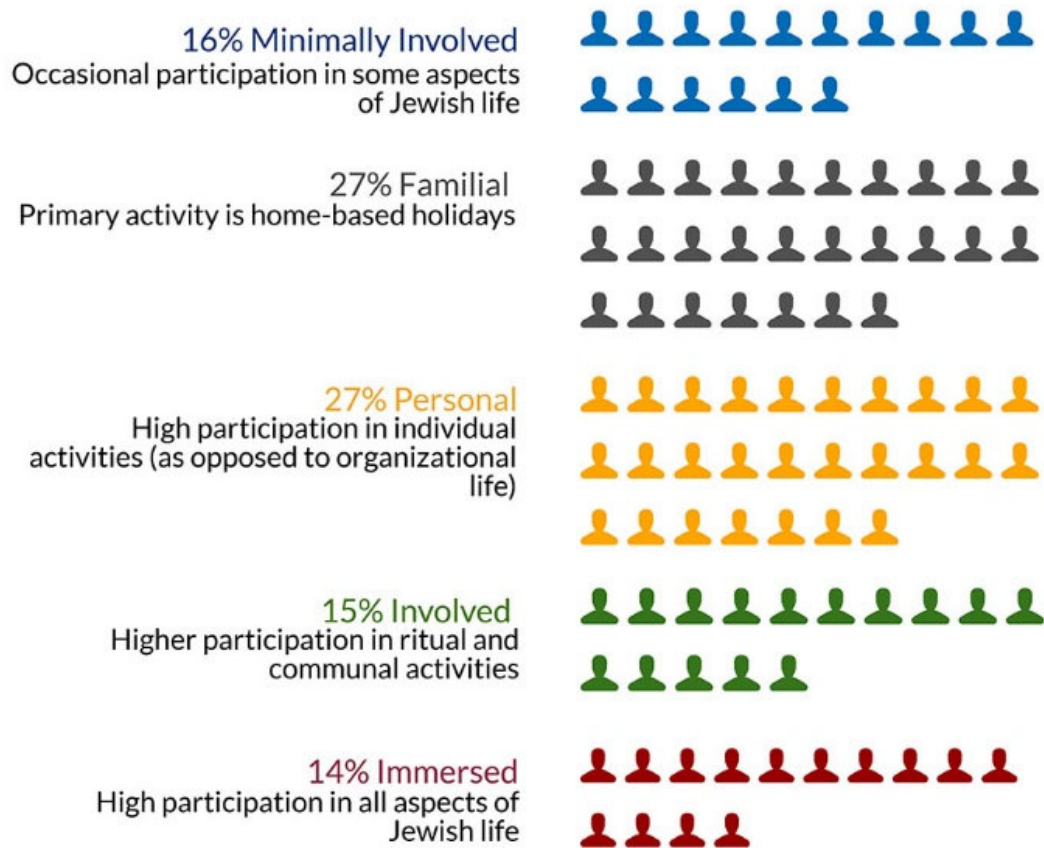
Index of Jewish Engagement

Although denominational affiliation has historically been a primary indicator of Jewish identity and practice, it tends to emphasize adherence to Jewish ritual practices rather than the full range of Jewish communal and cultural behaviors. Beyond that, it does not describe the wide variation in Jewish behaviors among those who identify with the same denomination, and among those who have no denomination.

For this study, CMJS developed a typology, the Index of Jewish Engagement, based on a broad base of reported behaviors, including family holiday celebrations, ritual practice, cultural activities, organizational affiliations, and private activities (Figure 6). The typology has five categories, the names of which reflect the primary, though not necessarily the only, way that Greater MetroWest Jews engage in Jewish life. These categories are intended to help the community understand the Jewish connections different community members are seeking.

¹³ Pew Research Center, “Jewish Americans in 2020.”

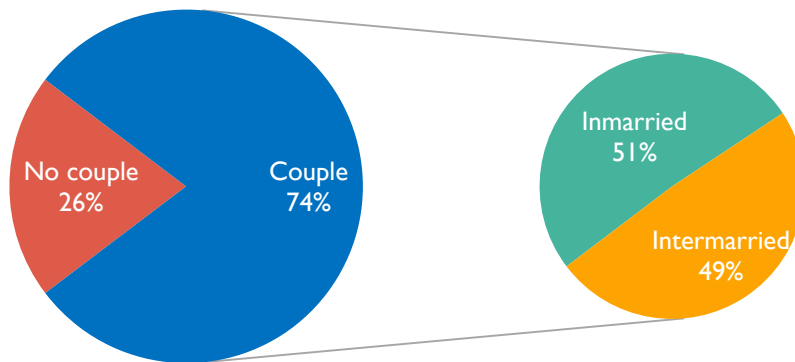
Figure 6. Index of Jewish Engagement



INMARRIAGE AND INTERMARRIAGE

Seventy-four percent of Jewish households in Greater MetroWest include a couple who is married or partnered (Figure 8). Among those couples, 51% are inmarried and 49% are intermarried. (For definitions of inmarried, intermarried, and individual and household intermarriage rate, see Figure 9).

Figure 8. Household marital status



Among Jewish adults in GMW who are married or partnered, 66% are inmarried, and 33% are intermarried (Table 9). Among all US Jews who are married, 58% are inmarried and 42% are intermarried.¹⁴

Table 9. Individual marital status by age (includes partners who live together)

	Overall (%)	Ages 18-34 (%)	Ages 35-49 (%)	Ages 50-64 (%)	Ages 65-74 (%)	Ages 75+ (%)
Married/ partnered Jewish adults	80	49	93	86	83	80
Of married/partnered:						
Inmarried	66	83	70	59	67	71
Intermarried	33	17	29	40	31	27
Total	100	100	100	100	100	100

Jewish adults in interfaith families were asked “Overall, in your opinion, how supportive is the Greater MetroWest Jewish community to interfaith families?” (Table 10). More than half had no opinion. Of the rest, most felt that the Jewish community was supportive, including 20% who described it as somewhat supportive and 16% as very supportive.

¹⁴ Pew Research Center, “Jewish Americans in 2020.” Based on marriages only, not partners.

Table 10. Among intermarried Jewish adults, feeling that community is supportive

Intermarried Jewish adults (%)	
Not at all (%)	6
A little (%)	3
Somewhat (%)	20
Very much (%)	16
No opinion (%)	54
Total (%)	100

Figure 9. Definitions of inmarriage and intermarriage

Definitions: Inmarriage and Intermarriage

"Couples" and "marriages" include married and cohabiting couples. "Spouse" refers to marital spouses and partners.

Inmarried: two partners who are currently Jewish (JBR, JNR, JMR), regardless of whether they were born Jewish or converted

Intermarried: one partner currently Jewish and one partner not Jewish

Household intermarriage rate percentage of couples that include a Jewish and non-Jewish partner

Individual intermarriage rate percentage of married/partnered Jewish adults with a partner who is not Jewish

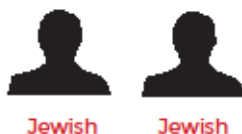
Understanding Intermarriage Rates

Example

Jewish household 1: Intermarried



Jewish household 2: Inmarried



Household intermarriage rate is 50%
because half of the couples (1 out of 2)
are intermarried



Individual intermarriage rate is 33%
because one of the three Jewish
individuals is intermarried

KEY DEMOGRAPHIC GROUPS

The diversity of the Greater MetroWest Jewish community is represented in part by community members raised in Russian-speaking homes, LGBTQ individuals, persons of color, and people holding Israeli citizenship (Table 11).

Table 11. Size of demographic groups

	Jewish adults (%)	Jewish households (%)
Russian-speaking Jews (grew up in Russian-speaking home)	5	7
Israeli citizen	6	5
LGBTQ	4	9
Non-White race and/or Hispanic	4	4

Russian-speakers

Five percent of Jewish adults were raised in a Russian-speaking home, whether in the Former Soviet Union, in the United States, or elsewhere. Seven percent of Jewish households include someone who was born in a Russian-speaking home. Sixteen percent of households with a Russian-speaker belong to a synagogue.

Israeli citizens

Six percent of Jewish adults are Israeli citizens, and 5% of households include an Israeli citizen. Fifty-two percent of those holding Israeli citizenship are ages 35-49. Fifty-one percent of households that have an Israeli citizen have a K-12 child. Among all US Jewish adults, 3% were born in Israel themselves or have at least one parent who was born in Israel.¹⁵

LGBTQ

Four percent of Jewish adults in Greater MetroWest identify as LGBTQ, and 9% of Jewish households have a member who identifies as LGBTQ (who may or may not be Jewish). Seventy-six percent of Jewish LGBTQ adults are married; of those, 73% are intermarried. Twenty-one percent of LGBTQ Jewish households belong to synagogues. Fifty-four percent of LGBTQ Jewish households do not include a child, while 46% of those households include a K-12 child. Nationally, 4% of US Jewish adults identify as gay or lesbian, and another 5% describe themselves as bisexual.¹⁶

¹⁵ Pew Research Center, “Jewish Americans in 2020.”

¹⁶ Pew Research Center, “Jewish Americans in 2020.”

Race, ethnicity, and people of color

Two percent of Jewish adults identify as a race other than white, and 6% of Jewish adults identify as being of Hispanic or Latino origin. However, most of these individuals do not consider themselves to be a person of color; just 1% of Jewish adults identify as a person of color. Twelve percent of Jewish households include someone who identifies as a race other than white or is of Hispanic or Latino origin, whether or not that person is Jewish. Four percent of households include someone who identifies as a person of color.

In Jewish households with a person of color, 73% include a married or partnered couple; of those couples, 72% are intermarried. Nationally, 11% of Jewish adults identify as either Hispanic or as a race other than white¹⁷.

¹⁷ American Jewish Population Project.

SUMMARY OF METHODOLOGY

Below is a summary of the methodology used to conduct this survey. For details, see the study Methodological Appendix.

Jewish community studies utilize scientific survey methods to collect information from selected members of the community and, from those responses, extrapolate information about the entire community. Over time, it has become increasingly complex to conduct these surveys and, in particular, to obtain an unbiased sample of community members. In order to address some of these survey challenges, the 2020 Greater MetroWest Jewish Community Study updates the survey methods that have been used in the past in order to overcome current challenges in conducting survey research.¹⁸ In contrast to market research studies, demographic studies aim to provide scientifically valid information by interviewing representative samples of the population and making statistical adjustments so that the respondents stand in for the entire community.

At the heart of the methodological challenge is that traditional methods to conduct community surveys are no longer feasible. The past survey methodology, random digit dialing (RDD), is particularly problematic when trying to reach households within a specific geographical region. RDD relies on telephone calls to randomly selected households in a given geographic area and phone interviews with household members. Today, as a result of changing telephone technology (e.g., caller ID), fewer people answer the phone for unknown callers, putting response rates for telephone surveys in the single digits.¹⁹ More significantly, nearly half of households no longer have landline phones²⁰ and instead rely exclusively on cell phones. Because of phone number portability,²¹ cell phones frequently have an area code and exchange, and in some cases a billing address, that are not associated with the geographic location in which the phone user resides. Therefore, it is not possible

¹⁸ Aronson, J.K., Boxer, M. & Saxe, L. (2016). ‘All Politics is Local’: Challenges in the Study of Local Jewish Communities. *Contemporary Jewry* 36, 361–380 (2016). <https://doi.org/10.1007/s12397-016-9200-7>. Saxe, L., Tighe, E., & Boxer, M. (2014). Measuring the size and characteristics of American Jewry: A new paradigm to understand an ancient people. *The Social Scientific Study of Jewry*. DOI:10.1093/acprof:osobl/9780199363490.003.0008.

¹⁹ Kohut, A., Keeter, S., Doherty, C., Dimock, M., & Christian, L. (2012). *Assessing the representativeness of public opinion surveys*. Washington, DC: Pew Research Center. Retrieved from <http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys>.

²⁰ Blumberg, S.J., and Luke, J.V. (2017). Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June 2017. National Center for Health Statistics. Retrieved from <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201712.pdf>.

²¹ Lavrakas, P. J., Shuttles, C. D., Steeh, C., & Fienberg, H. (2007). The state of surveying cell phone numbers in the United States: 2007 and beyond. *Public Opinion Quarterly*, 71(5), 840-854.

to select a range of phone numbers and assume that the owners of those numbers will live in the specified area and be willing to answer the phone.

The present study addresses these obstacles with several methodological approaches, described in detail in the study appendix:

- ***Enhanced RDD.*** The enhanced RDD method relies on a synthesis of national RDD surveys conducted by government agencies and other organizations that include information about religion. The synthesis combines data from hundreds of surveys and uses information collected from Greater MetroWest residents to estimate the Jewish population in the region. Because these surveys are national in scope, geographic targeting is not a problem. Synthesizing multiple surveys also produces more accurate results than a single survey because the variance in any single survey can be balanced out by other surveys. This technique is similar to that used in analysis of multiple election polls. See ajpp.brandeis.edu for details.
- ***Comprehensive list-based sample.*** Rather than selecting survey participants from the entirety of the Greater MetroWest area, the CMJS/SSRI study selects respondents based on their appearance on the membership and contact lists of dozens of local Jewish organizations. This comprehensive list-based approach ensures that anyone in Greater MetroWest who has had even minimal contact with a local Jewish organization is eligible to participate in the sample.
- ***Ethnic name sample.*** Not all Jewish community members are known by a community organization. For that reason, the sample is supplemented with a list of households in the area composed of individuals who have a Jewish first or last name. While not all Jews have ethnically Jewish names, other research has indicated that the Jewish behaviors of Jewish people with ethnically Jewish names is similar to those who do not have those names.
- ***Multiple survey modes.*** Because households are increasingly difficult to reach by telephone, CMJS/SSRI approaches survey participants by postal mail, phone, and email. CMJS/SSRI makes multiple attempts to reach respondents and/or update contact information and the respondent's status when initial efforts are unsuccessful.

Survey sample

The 2020 Greater MetroWest Jewish Community Survey relies on a sampling frame of 62,814 households. This sampling frame is the complete deduplicated list of all households on all organization lists and the ethnic name list. From this frame, we drew two random samples: a **primary sample** of 17,769 households and a **supplemental sample** of 27,874 households.

The **primary sample** is a random sample drawn from the whole frame that is designed to be representative of the entire population. Households selected for the primary sample were contacted by postal mail, email, and telephone with survey invitations and reminders. The **supplemental sample** is a random sample of households that were not selected from the primary sample and that had one or more listed email addresses. Households in the supplemental sample received survey

invitations by email only. The purpose of the supplemental sample was to increase the total number of respondents at minimal cost. Because the supplemental sample was contacted by email only, it is not considered a representative sample but instead includes the more engaged households that were most willing to complete the survey.

Completed surveys

In total, 3,295 surveys were available for analysis. Table 12 displays the number of households reached as part of the 2020 Greater MetroWest Jewish Community Study. There were 1,670 completed surveys in the primary sample, and 1,381 in the supplemental sample, yielding 3,055 completed surveys. In addition, 240 respondents partially completed the survey but provided enough data to be included in the analysis. Another 1,358 households began the survey but either screened out, did not provide enough information, or were determined to be ineligible after they completed the survey. The response rate for the primary sample was 33.4% (AAPOR RR4²²).

Table 12. Summary of survey respondents

	Primary	Supplement	Total
ELIGIBLE HOUSEHOLDS			
Completes	1,674	1,381	3,055
Partial	103	137	240
TOTAL eligible	1,777	1,518	3,295
INELIGIBLE HOUSEHOLDS			
Screened out	482	230	712
Incomplete	168	280	448
Ineligible	130	68	198
Total households reached	2,557	2,096	4,653
Response rate (AAPOR 4)	33.4%		

Analysis

When analyzing survey data, we are not only interested in the answers of the respondents, but also the community that they represent. Each response is assigned a numeric “weight” that indicates our estimate of how many people in the population of interest the respondent represents. These statistical adjustments, or survey weights, adjust the sample in several ways:

- Match the size of the population to the estimates and demographic characteristics generated through the enhanced RDD synthesis.
- Match the characteristics of the population to known administrative benchmarks about the community, such as the number of synagogue members and students in Jewish schools

²² American Association for Public Opinion Research (AAPOR) is a professional organization that sets standards for survey research.

- Ensure that the combined set of respondents, both primary and supplemental, represent the entire community in terms of key factors including age, Jewish denomination, and synagogue membership.

Throughout this report, for purposes of analysis and reporting, we derived estimates about the entire population from the primary sample only. We used the combined, or full, sample for analyses of subgroups—such as families with children—where the increased number of respondents in the full sample supported more robust analysis.

Details of survey weighting and analysis are provided in the study appendix.

Limitations

Due to the methodology used to reach community members, some groups were likely to have been undercounted and/or underrepresented. In particular, residents of institutional settings such as hospitals, nursing homes, and dormitories on college campuses, as well as adults who had never been in any contact with a Jewish organization in Greater MetroWest, were less likely to have been identified and contacted to complete the survey. Although we cannot produce a precise count of these individuals, these undercounts were unlikely to have introduced significant bias into the reported estimates. Where appropriate, we noted the limitations of the methodology.

2020 Greater MetroWest NJ Jewish Community Study

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