

The Jewish Community Study of San Diego County: 2003

A Leadership Briefing

September 7th – 9th , 2003

The United Jewish Federation of San Diego County

The information in the briefing is drawn from the 2003 Jewish Demographic Study of San Diego County. The Study was sponsored by the United Jewish Federation of San Diego County, and conducted by International Communications Research (ICR) and Ukeles Associates Inc. (UAI). This briefing was prepared by Dr. Jack Ukeles and Dr. Ron Miller of UAI.

Thanks

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ABOUT THE STUDY

STUDY GOALS

The Jewish Community Study of San Diego County was conducted in order to:

- Provide useful information about the San Diego County Jewish community in 2003.
- Support more informed decisions in planning, fundraising, service delivery, and connecting people to Jewish communal life.

DEFINITIONS

JEWISH PERSONS

- Adults (age 18+) who consider themselves Jewish.
- Children being raised as Jews.

JEWISH HOUSEHOLDS

- Households that include one or more Jewish adults, at least 18 years old.

PEOPLE LIVING IN JEWISH HOUSEHOLDS INCLUDE:

- Jews, and
- Non-Jews – non-Jewish adults, and children who are not being raised as Jews.

THE STUDY

- **Interviewing began on October 2, 2002, and was completed on March 6, 2003.**
- **93,226 Different phone numbers were called.**
- **Over 34,000 households were contacted.**
- **1,268 Jewish households were identified** during the interviewing process.
- **1,080 Jewish household interviews were conducted**, an 85% interview cooperation rate for identified Jewish households.

**JEWISH HOUSEHOLD
&
POPULATION ESTIMATES**

JEWISH HOUSEHOLD AND POPULATION ESTIMATES

**There are three answers to the question:
What is the size of the San Diego County
Jewish community?**

Jewish Households	46,000
Jewish Persons	89,000
All People in Jewish Households (including Non-Jews)	118,000

JEWISH HOUSEHOLD & POPULATION ESTIMATES

Jewish households represent 4.5% of all San Diego County households.

People living in Jewish households represent 4.1% of all people living in the County.

	All of San Diego County	Jewish Study Estimates	Jewish Percent of San Diego County
Total Households: San Diego County*	1,020,000		
Total Population: San Diego County*	2,892,800		
Jewish Households		46,000	4.5%
Jewish Persons		89,000	3.1%
All People Living in Jewish Households		118,000	4.1%

*2002 San Diego County total household and population estimates from 2002 Claritas data.

JEWISH HOUSEHOLD AND POPULATION ESTIMATES

San Diego County is Among the Largest Jewish Communities in the United States

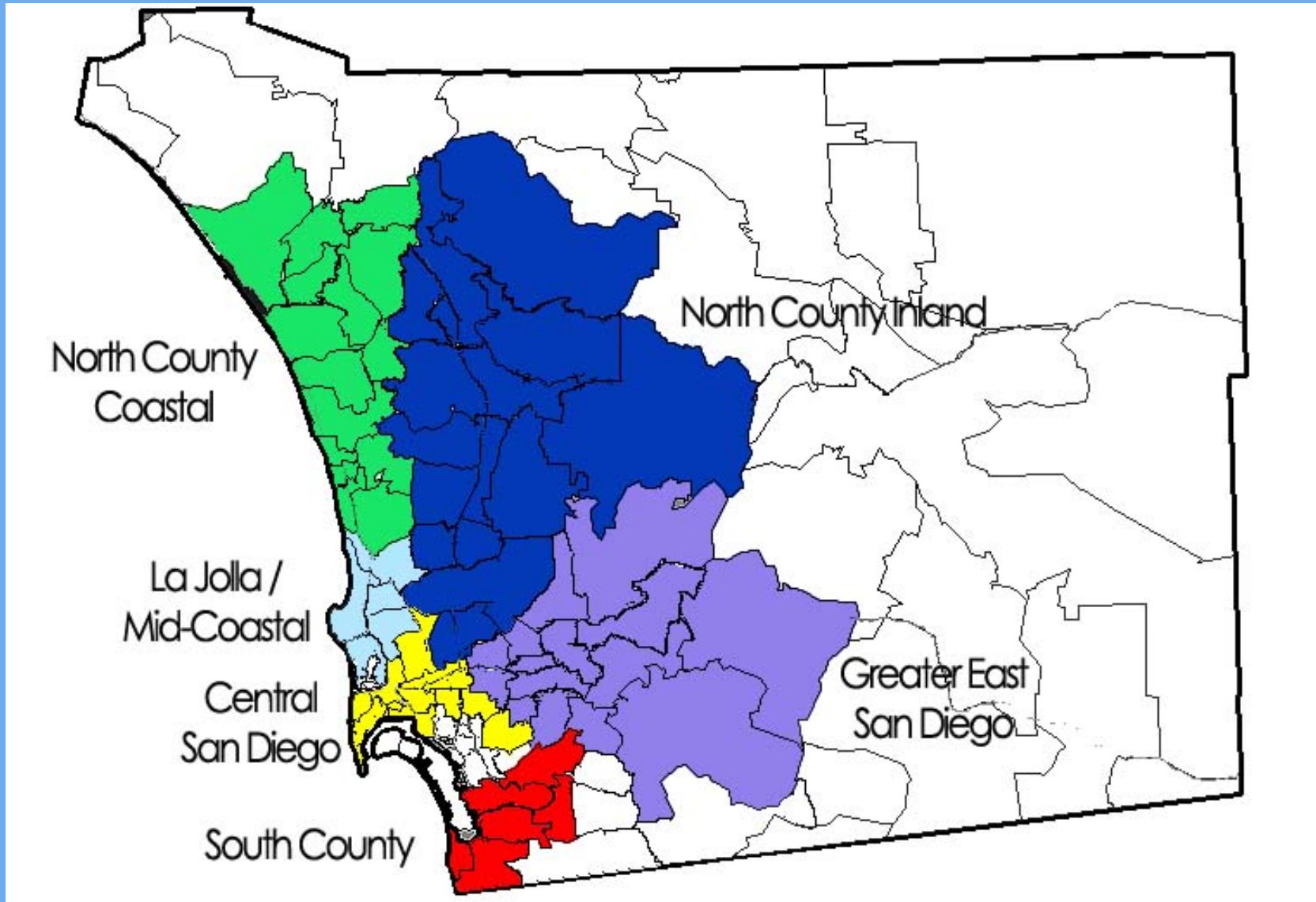
Community	Number of Jewish Households	Number of Jews	Year of Study
New York	643,000	1,412,000	2002
Los Angeles	247,700	519,000	1997
Broward County (FL)	133,000	234,000	1997
Chicago	120,000	261,000	1990
Philadelphia	99,300	206,000	1997
Boston	97,000	227,300	1995
San Francisco Bay Area	90,660	210,000	1986
Miami	74,500	129,000	1994
Washington, DC	67,000	165,000	1983
South Palm Beach (FL)	61,300	123,000	1995
West Palm Beach (FL)	52,900	95,000	1999
Metro West (NJ)	47,000	109,700	1998
San Diego County	46,000	89,000	2003

JEWISH HOUSEHOLD AND POPULATION ESTIMATES

San Diego County has more Jewish households than...

Community	Number of Jewish Households	Number of Jews	Year of Study
Greater Phoenix	44,000	82,900	2002
Detroit	42,500	94,000	1989
South Broward (FL)	39,000	80,000	1990
Atlanta	38,100	85,000	1996
Baltimore	36,600	91,400	1999
Cleveland	33,710	81,500	1996
Denver	32,000	66,700	1997
Las Vegas	29,100	75,000	1995
St. Louis	24,600	54,000	1995
Seattle	22,940	37,200	2001
Tucson	13,400	22,300	2002

JEWISH HOUSEHOLD & POPULATION ESTIMATES: GEOGRAPHIC SUB-AREAS



HOUSEHOLD & POPULATION ESTIMATES: GEOGRAPHY, ZIP CODES

Geographic Area	Zip Codes Included
South County	91902, 91910, 91911, 91913, 91932, 92154
Central San Diego	92101, 92103, 92104, 92105, 92106, 92107, 92108, 92110, 92111, 92114, 92116, 92118, 92123
Greater East San Diego	91901, 91935, 91941, 91942, 91945, 91977, 91978, 92019, 92020, 92021, 92040, 92071, 92115, 92119, 92120, 92160
La Jolla / Mid-Coastal	92037, 92092, 92109, 92117, 92121, 92122, 92169
North County Coastal	92003, 92007, 92008, 92009, 92014, 92023, 92024, 92054, 92056, 92057, 92067, 92075, 92083, 92084, 92091, 92130
North County Inland	92025, 92026, 92027, 92029, 92046, 92064, 92065, 92069, 92082, 92096, 92124, 92126, 92127, 92128, 92129, 92131, 92145, 92150

JEWISH HOUSEHOLD & POPULATION ESTIMATES

Just under half of the Jewish households live in the North County region: North County Coastal (27%) and North County Inland (18%).

Geographic Sub-Area	Number of Jewish Households 2003	% of All Jewish Households in San Diego County
North County Coastal	12,300	27%
North County Inland	8,400	18
La Jolla – Mid Coastal	7,900	17
Central San Diego	7,200	16
Greater East San Diego	9,400	21
South County	500	1
Total San Diego County	46,000*	100%

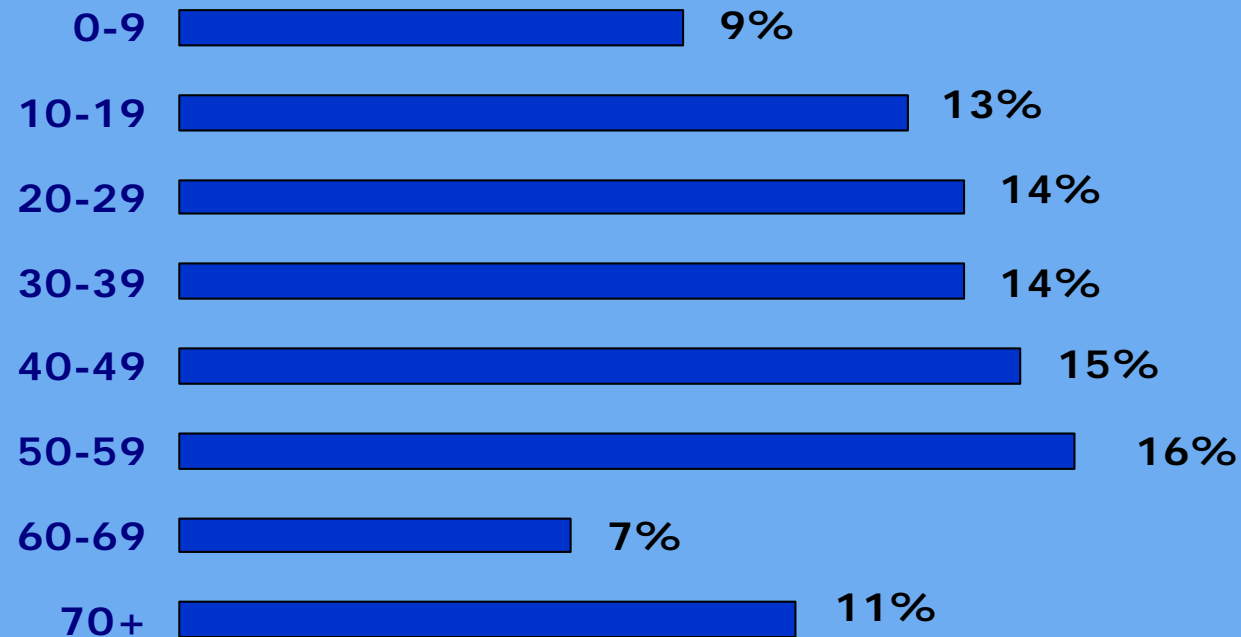
*Numbers may not add precisely, or percentages may not add to 100%, due to rounding in this and subsequent tables. For an estimated 300 Jewish households, zip code information is not available.

DEMOGRAPHY

DEMOGRAPHY

Among all people living in San Diego County Jewish households, the youngest and the oldest cohorts have the fewest people.

Decile Analysis: All People Living in San Diego County Jewish Households

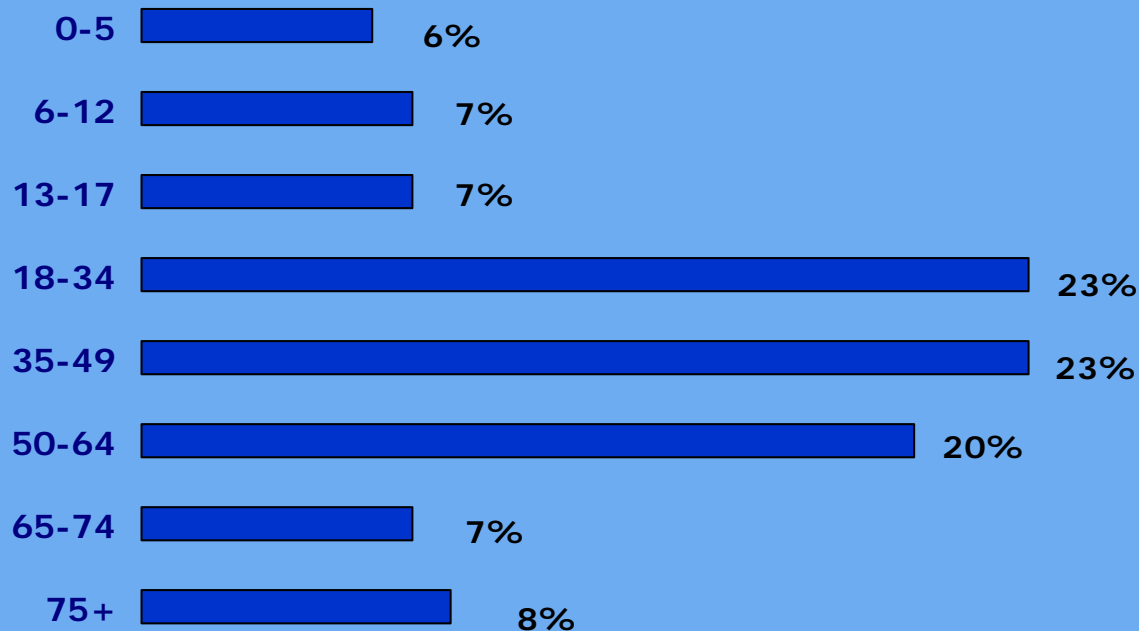


DEMOGRAPHY

When organized by life cycle age groupings, 20% of the people living in San Diego County Jewish households are children under 18, while 15% are 65 or older.

San Diego County is a young and middle-age Jewish community.

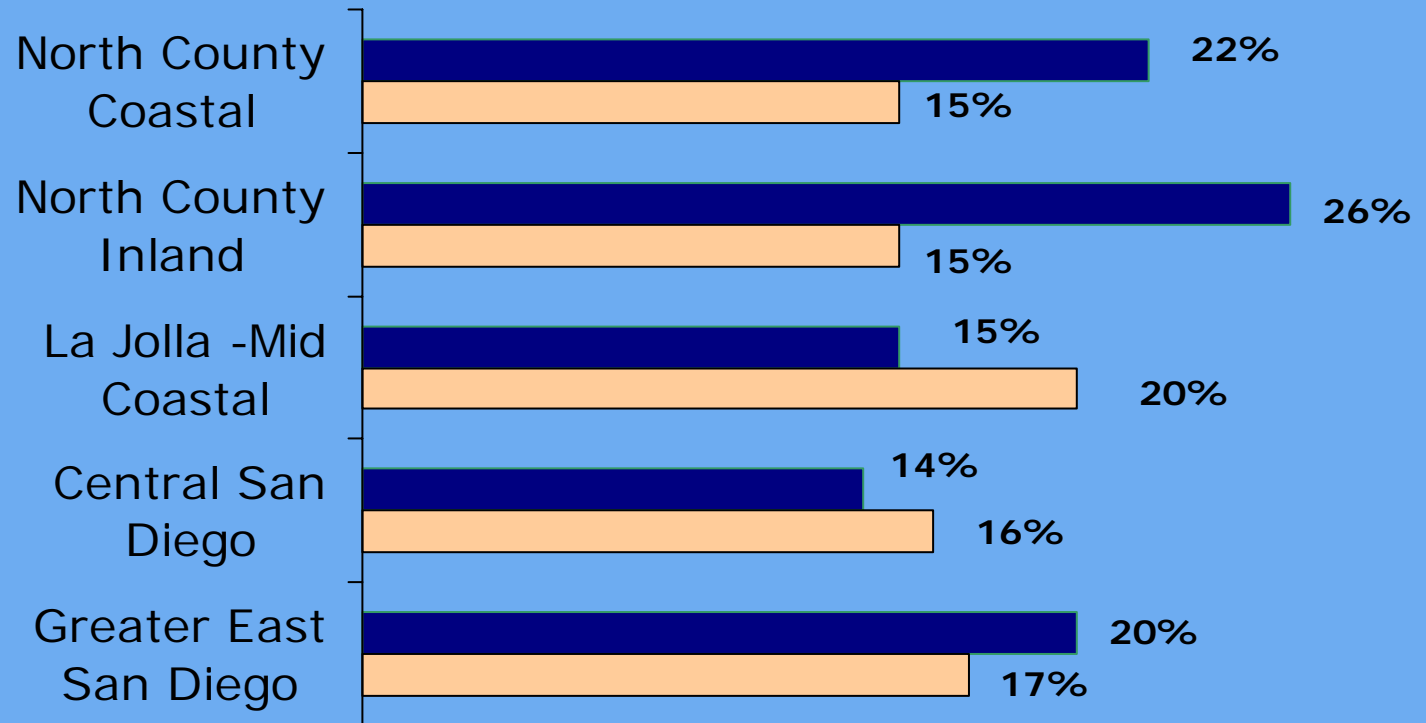
All People Living in Jewish Households:
San Diego County, 2002



DEMOGRAPHY

The North County Inland area has the highest percentage (26%) of Jewish children.

The La Jolla – Mid Coastal area has the highest percentage (20%) of Jewish seniors.

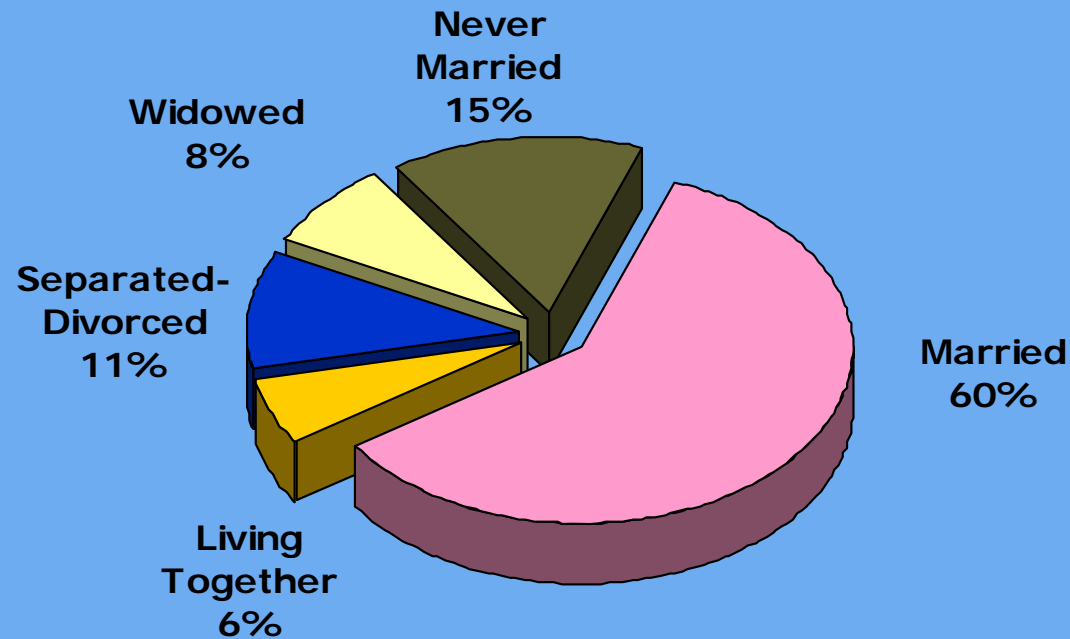


■ Jewish Persons Under 18 ■ Jewish Persons 65 and Older

DEMOGRAPHY

60% of the survey respondents were married at the time that they were interviewed.

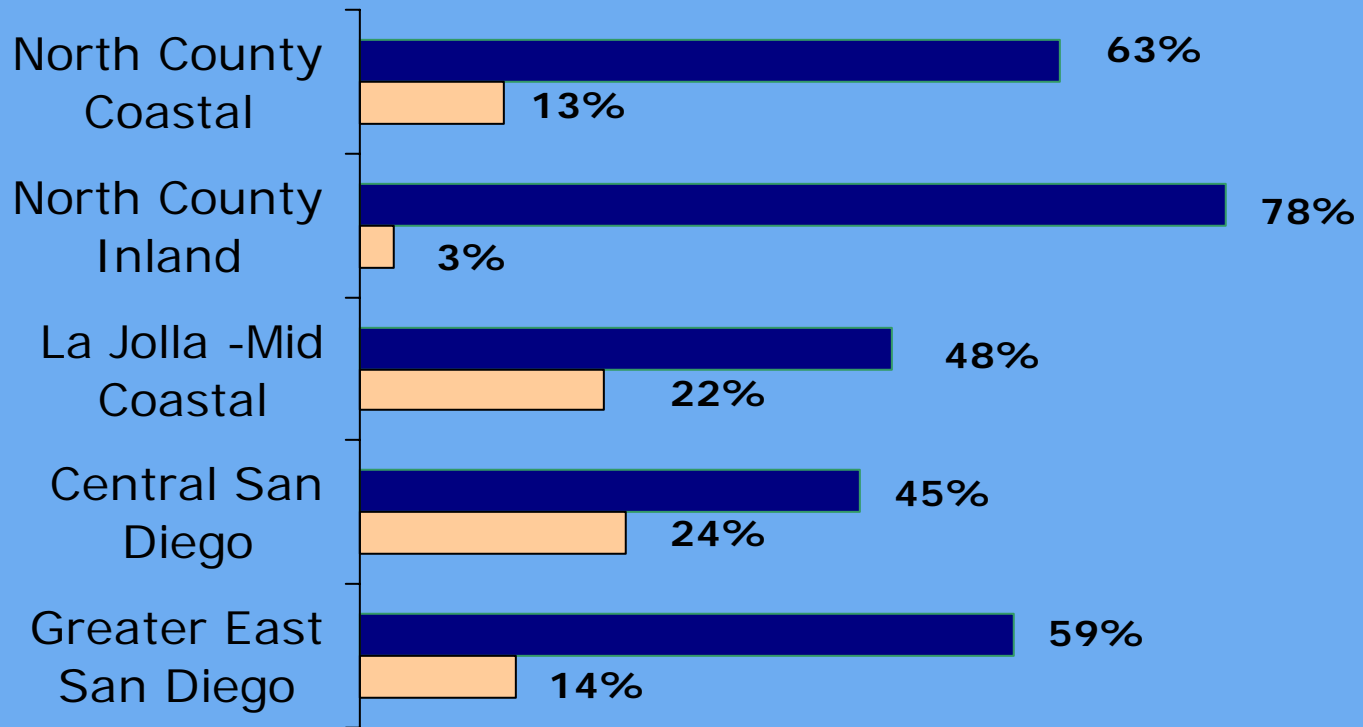
15% had never been married.



DEMOGRAPHY

North County Inland respondents are most likely to be married.

La Jolla–Mid Coastal and Central San Diego survey respondents are most likely to be single and never married.



■ Married Currently Respondents ■ Never Married Respondents

DEMOGRAPHY

A child under age 18 lives in one-of-three San Diego County's Jewish households.

Minor Children in Household?	Number of Households	Percent *
No Children In Household	32,100	70%
Minor Children in Household	13,900	30
TOTAL	46,000	100%

DEMOGRAPHY

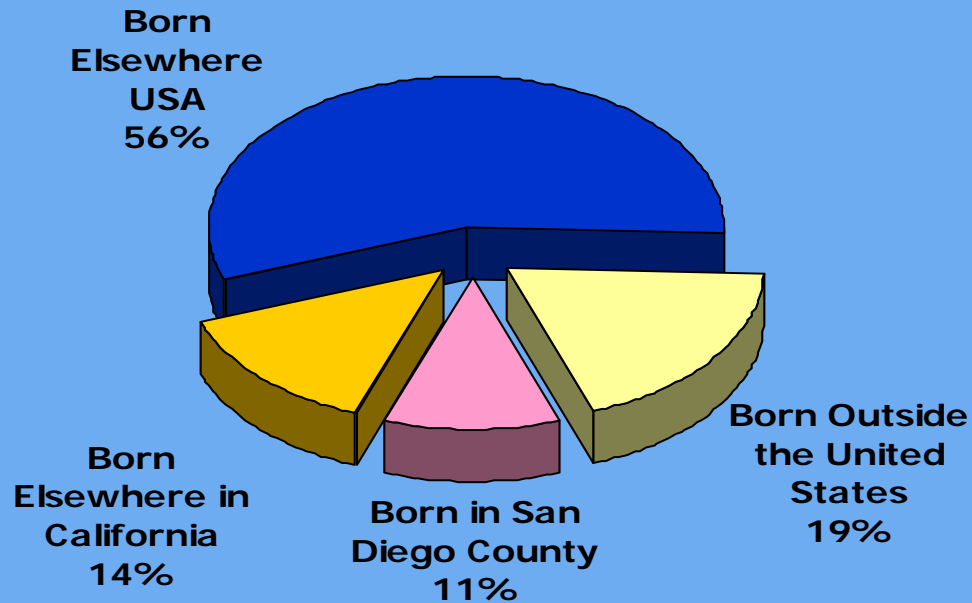
- **There are equal proportions of empty-nester, married-with-children and senior households**
 - Married, under 65, minor children in the household 24%
 - Empty-nesters: Age 40 to 64; mostly married, no minor children 23%
 - Senior Households: 65 years and over 25%
- **There are more single-parent households than in most Jewish communities** 6%
- **The most vulnerable senior households include one person living alone** 7%
- **In most communities, some children have returned to the nest** 6%

DEMOGRAPHY

11% of survey respondents were born in San Diego County; 14% were born elsewhere in California.

19% were born outside the United States.

Place of Birth: Survey Respondents

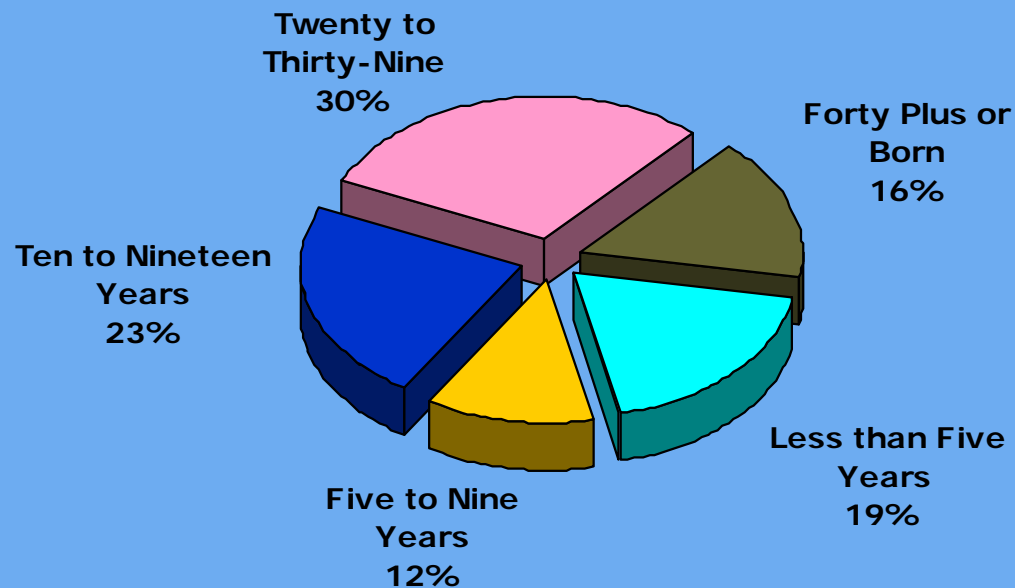


DEMOGRAPHY

Significant numbers of newcomers to San Diego County indicate the likelihood of Jewish growth in future years.

8,700 Jewish households have lived in San Diego County for less than five years, and another 5,700 Jewish households have lived in the area less than ten years.

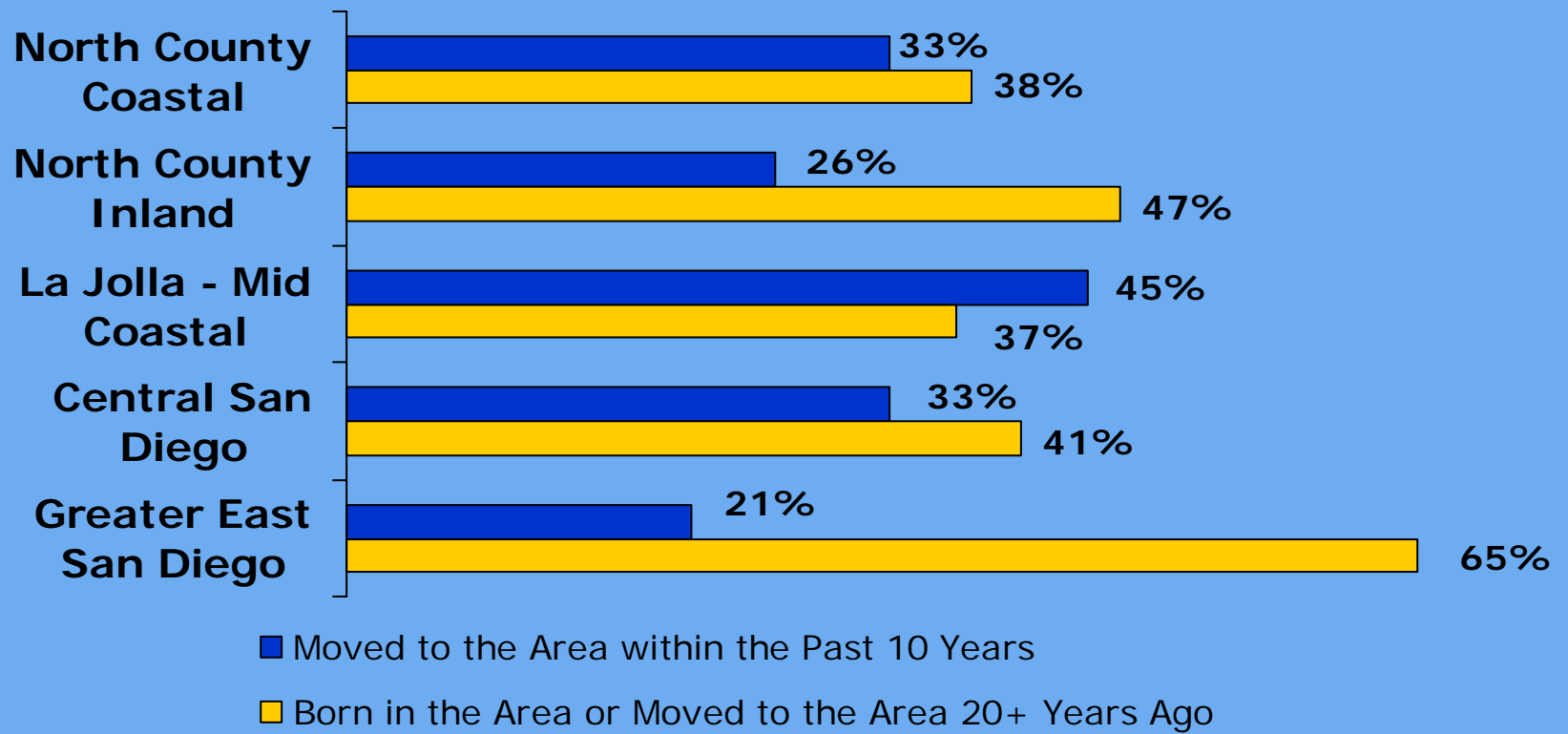
Years Respondent Has Lived in San Diego County



DEMOGRAPHY

Greater East San Diego respondents are most likely to be longtime residents.

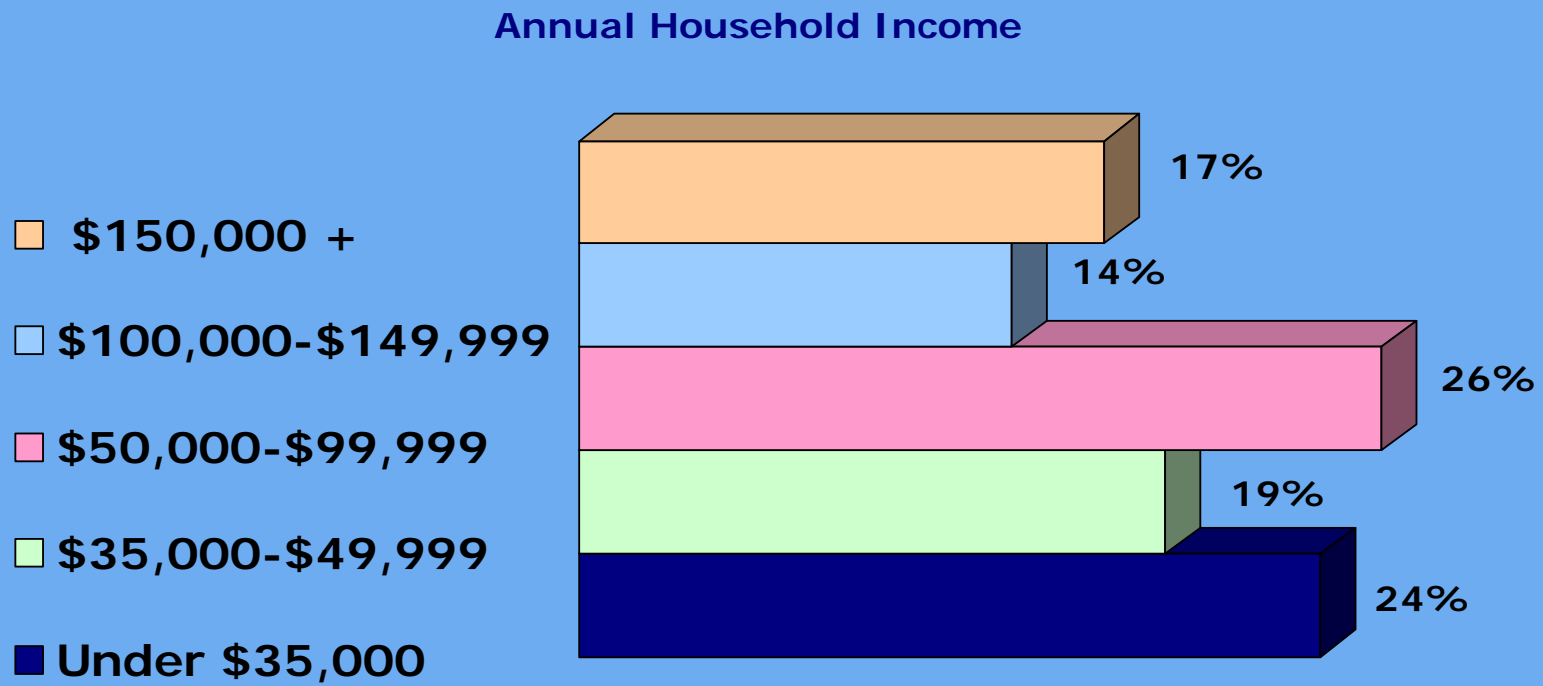
Central San Diego and La Jolla - Mid Coastal have significant numbers of newcomers.



DEMOGRAPHY

Jewish household income varies considerably:

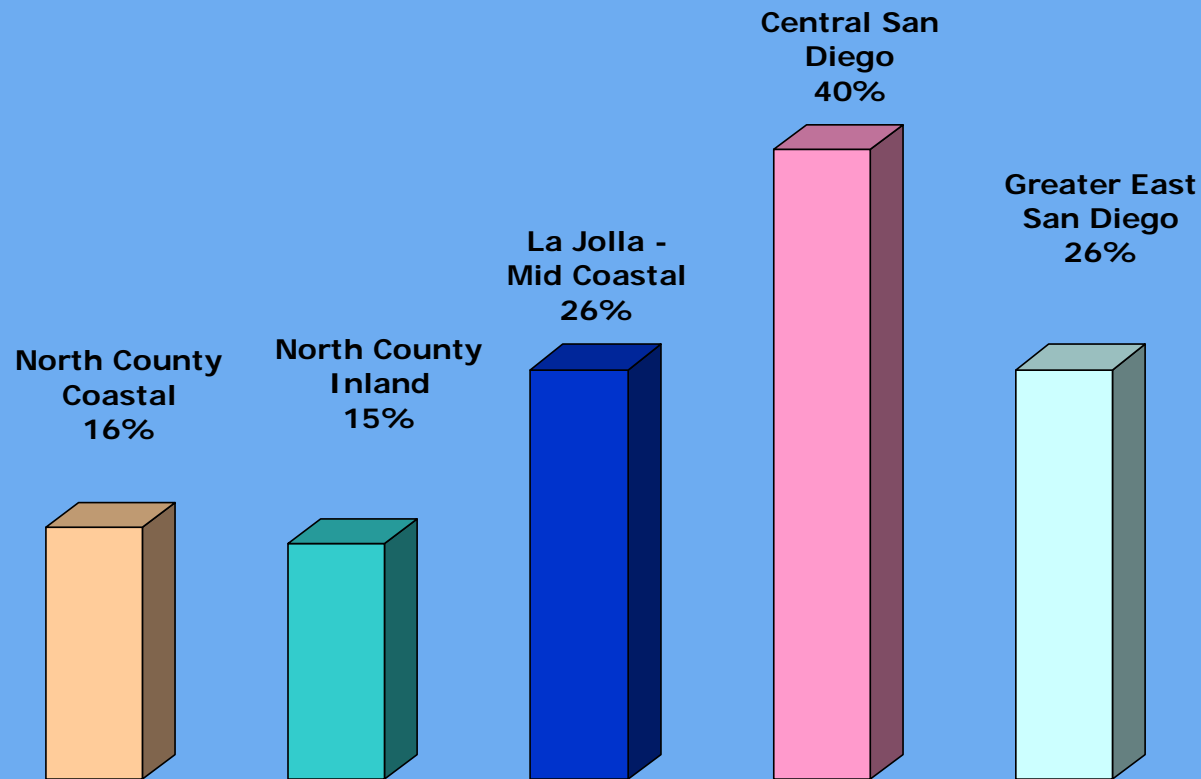
- **Almost one in four Jewish households reports an annual income of less than \$35,000.**
- **Over three-of-ten households report \$100,000 or more annual incomes.**



DEMOGRAPHY

Central San Diego County respondents are most likely to report Jewish household annual income below \$35,000.

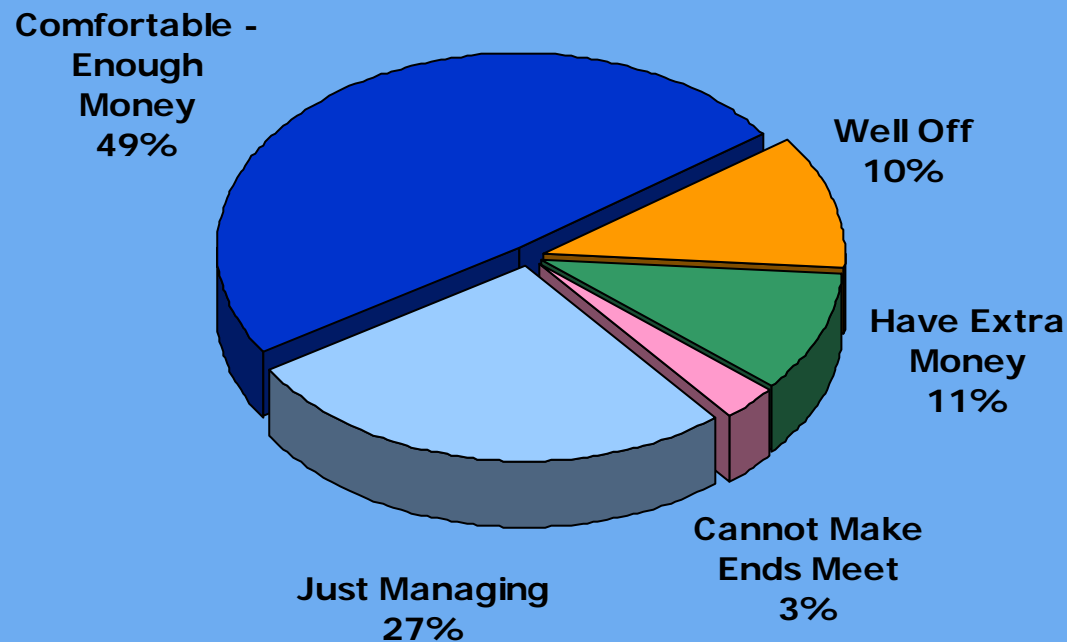
Percent of Jewish Households:
Annual Incomes Under \$35,000



DEMOGRAPHY

Using a subjective measure of financial status, about 30% of survey respondents report their household is (at best) “just managing” financially

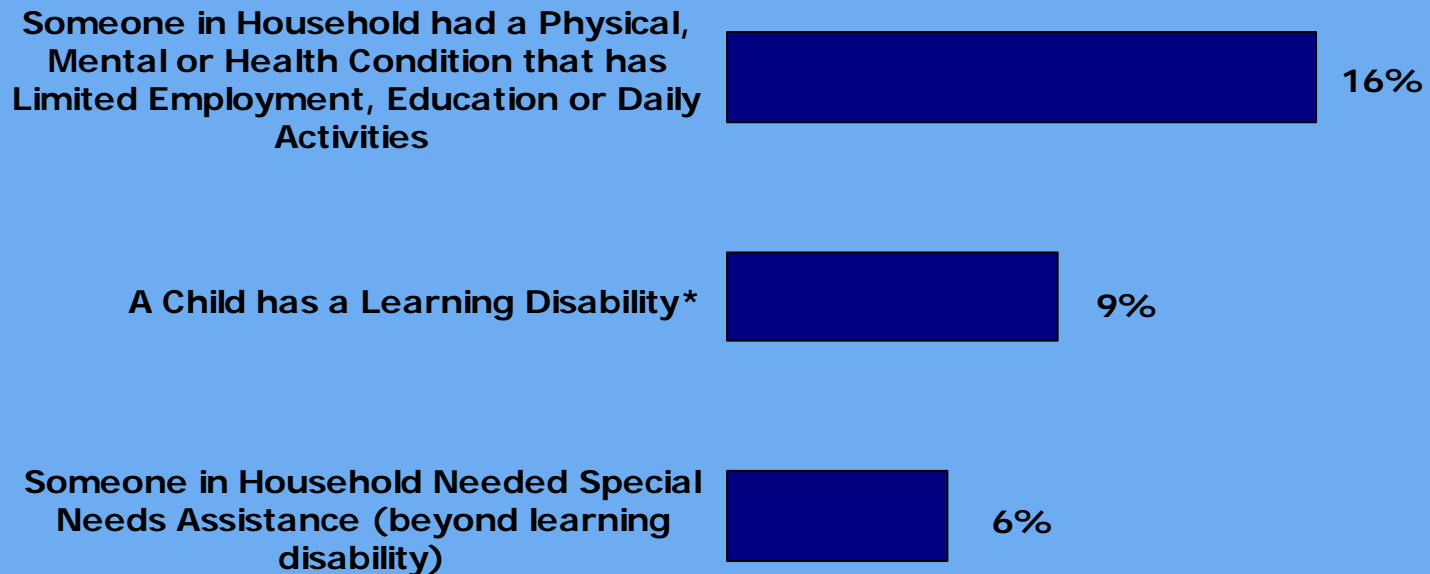
Respondent's Subjective Assessment of Jewish Household's Financial Status



DEMOGRAPHY

16% of Jewish households report that a household member had been incapacitated for six months in terms of employment, education, or daily activities.

Percent of Households Reporting That:

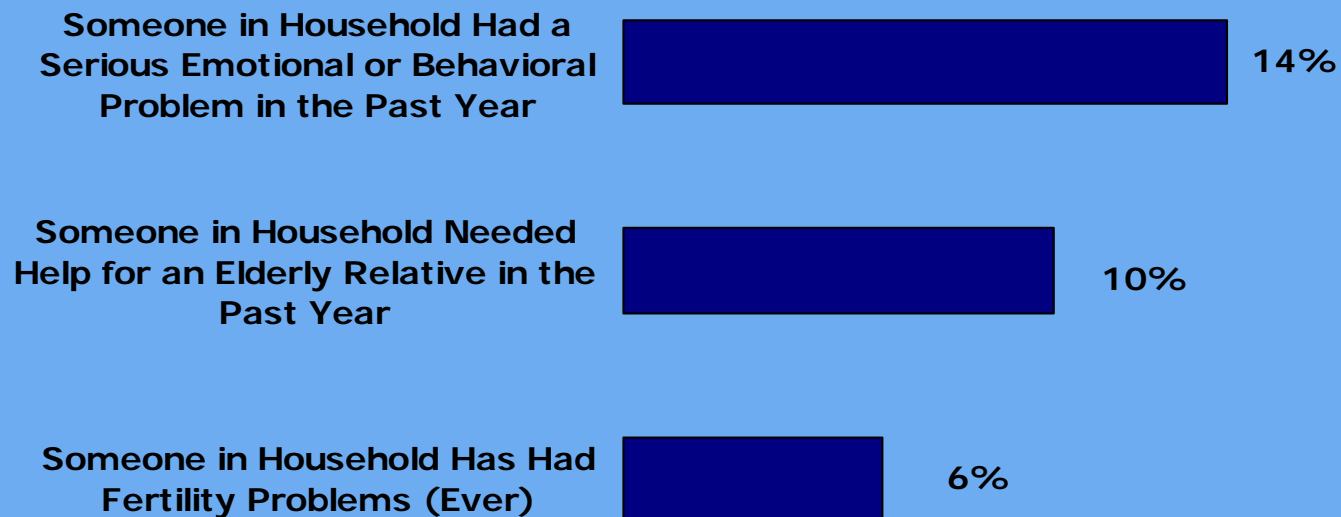


*For child's learning disability, percentage based on households with children; other data based on total households responding to question.

DEMOGRAPHY

14% of Jewish households report that a household member has had a serious emotional or behavioral problem in the past year.

Percent of Households Reporting That:



JEWISH CONNECTIONS

JEWISH CONNECTIONS

Israel and being Jewish is very important to more respondents than being part of the San Diego County Jewish Community

Importance of Jewish Identification to Respondents

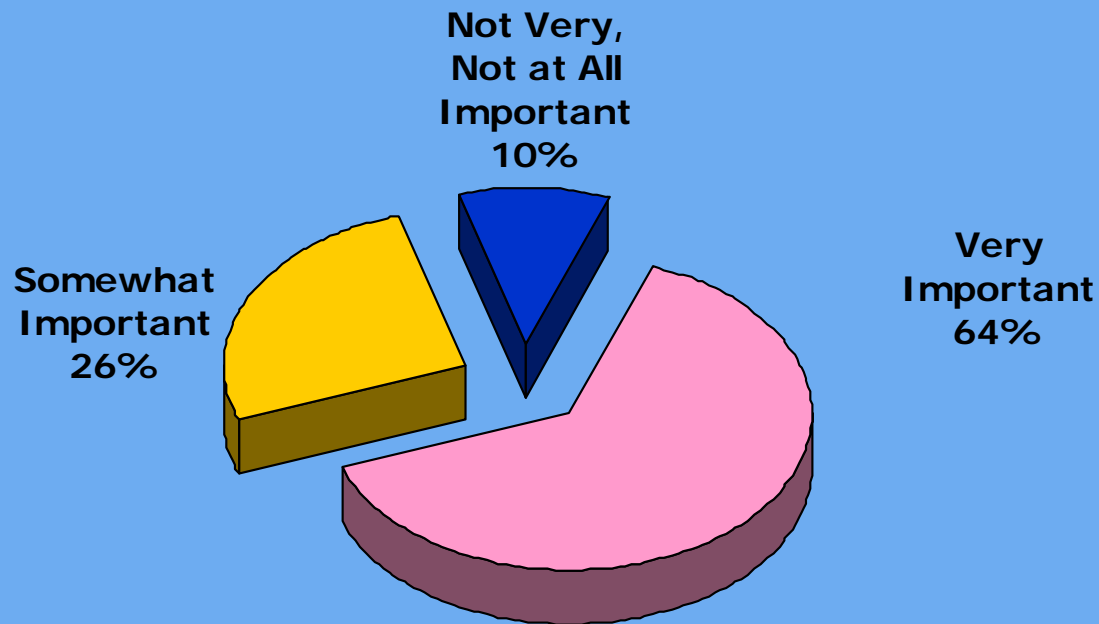
TOPIC	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY/NOT AT ALL IMPORTANT	TOTAL
ISRAEL	69%	24%	7%	100%
BEING JEWISH	64%	26%	9%	100%
BEING PART OF THE JEWISH COMMUNITY	31%	34%	35%	100%

JEWISH CONNECTIONS

Being Jewish is very important to 65% of Jewish respondents in San Diego County.

Only 10% felt that being Jewish was not important.

How Important Is Being Jewish to Jewish Respondents*

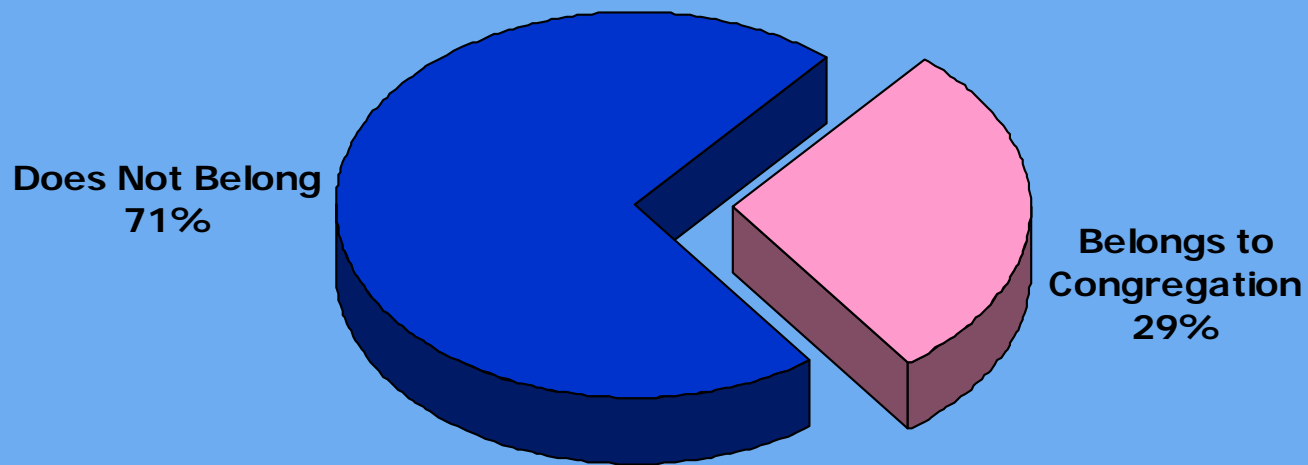


*Percentages may not add to 100% due to rounding.

JEWISH CONNECTIONS

29% of survey respondents report that their household belongs to a Jewish congregation in San Diego County.

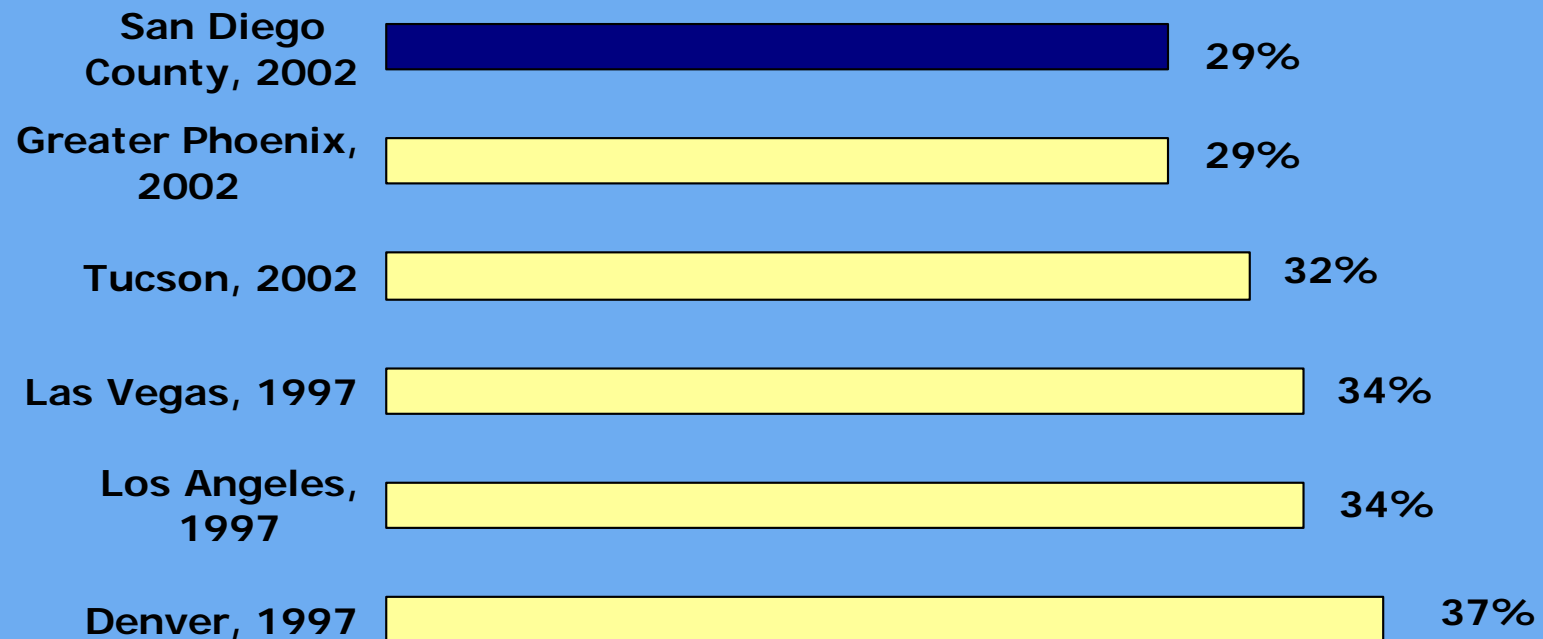
Percent of Jewish Households Which Belong to a Synagogue or Temple



JEWISH CONNECTIONS

Congregation membership among Jewish households in San Diego County is at the lower end of the range of other Western USA Jewish communities

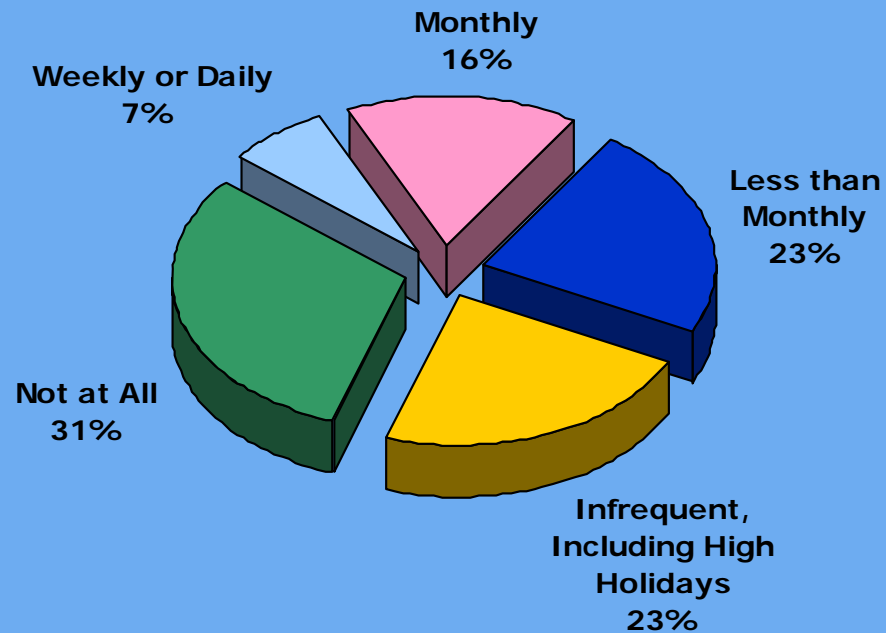
**% of Jewish Households in Key Western Jewish Communities
Which Belong to a Synagogue or Temple**



JEWISH CONNECTIONS

The majority of Jewish survey respondents attend synagogue or temple, but relatively infrequently.

Synagogue or Temple Attendance



JEWISH CONNECTIONS

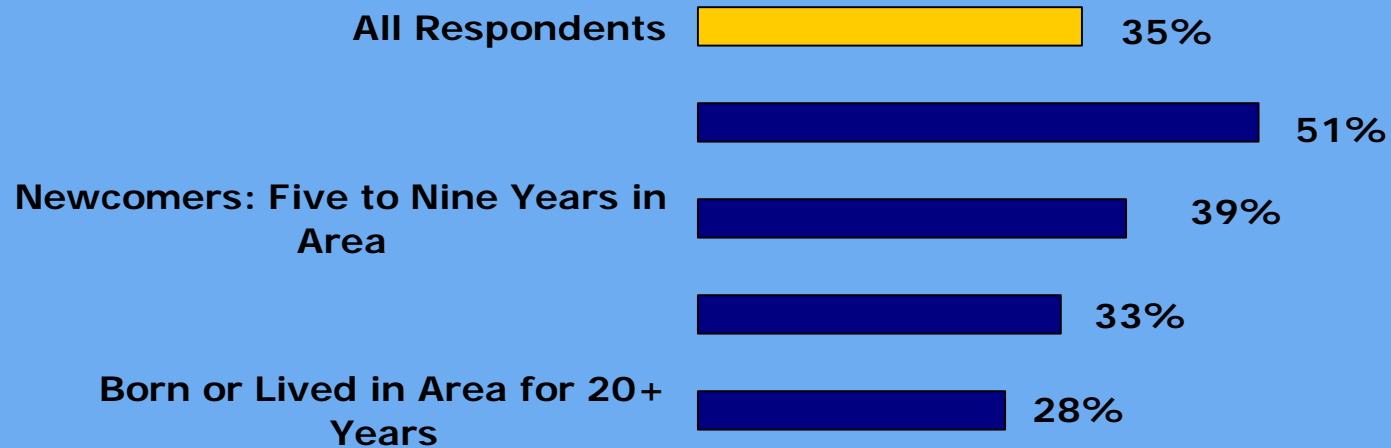
Including the 29% who belong to a congregation, under half of the Jewish households are affiliated with, or participate in, Jewish organizational life in San Diego County.

Jewish Affiliation Status of Household	%
HOUSEHOLDS AFFILIATED WITH THE JEWISH COMMUNITY: SAN DIEGO COUNTY	46%
Belongs to a Synagogue or Temple	29%
Goes to JCC Activity Only	13
JCC Member and Participates in Other Jewish Organization/Activity	4
HOUSEHOLDS DO NOT PARTICIPATE IN ANY JEWISH ORGANIZATION	54
Total	100%

JEWISH CONNECTIONS

35% of respondents feel "not at all connected" to the San Diego County Jewish community.

Percent of Respondents Who Feel "Not At All" Connected to the San Diego County Jewish Community



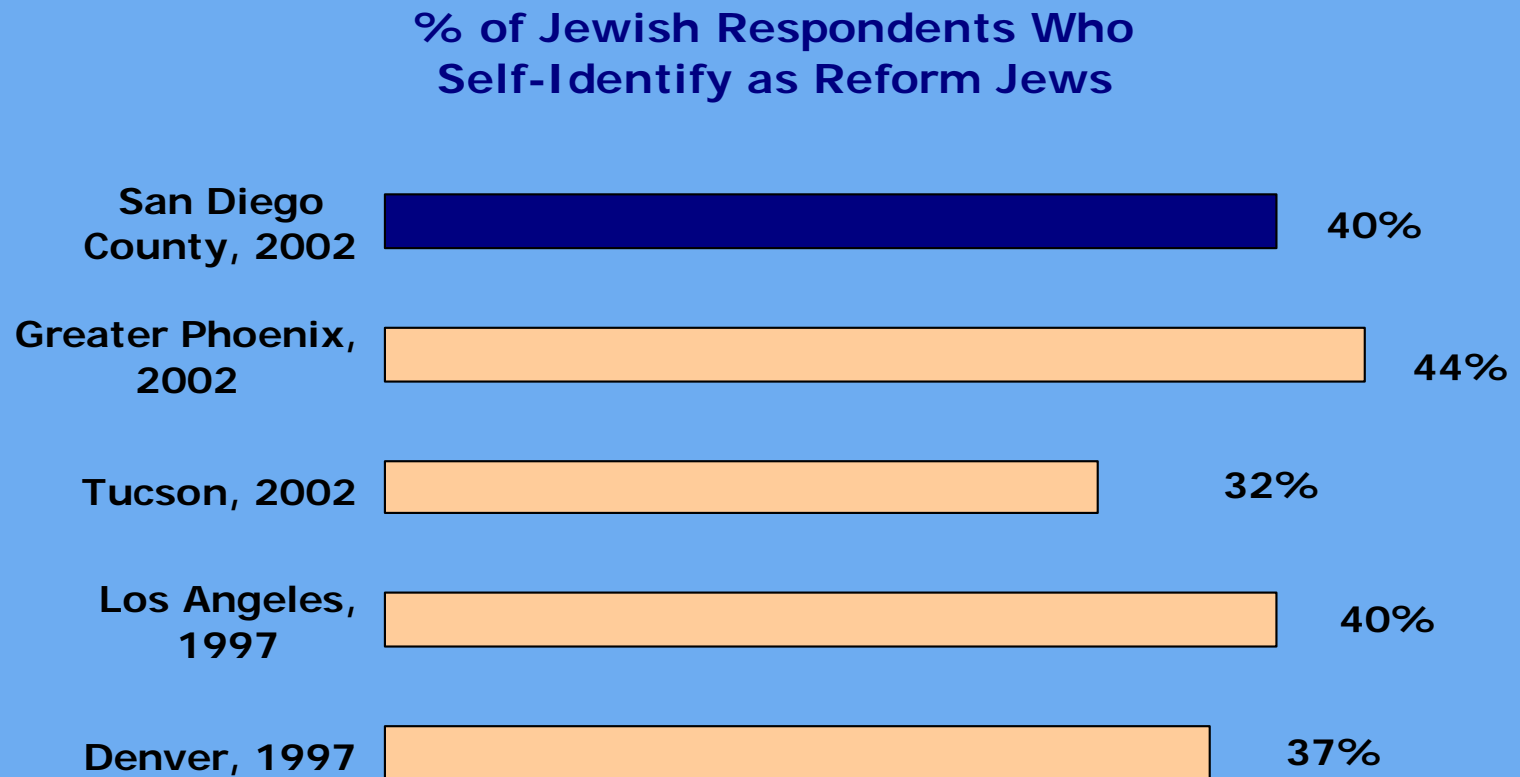
JEWISH CONNECTIONS

40% of Jewish respondents identify themselves as Reform Jews.

Denomination	Jewish Respondents 2003
Reform	40%
Conservative	22
Orthodox	3
Reconstructionist	3
Humanist	3
Other Denominations	1
Nondenominational – “Just Jewish”	17
No Religion (Secular Jews)	11
Total	100%

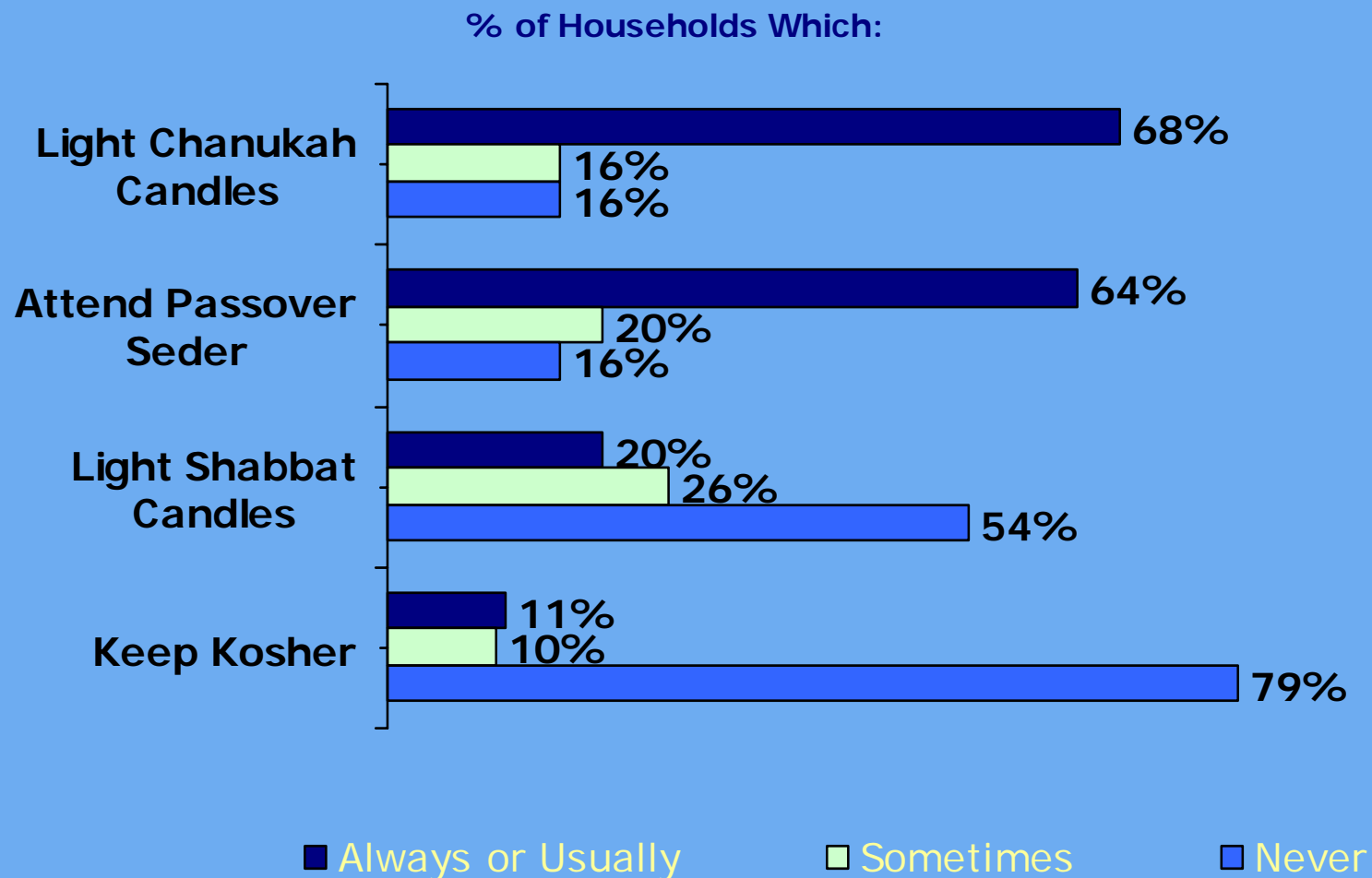
JEWISH CONNECTIONS

Similar proportions of Jewish respondents self-identify as Reform Jews in other Western American Jewish communities



JEWISH CONNECTIONS

Traditional indicators of Jewish practice tend to reflect sharp differences in Jewish ritual observance and participation.



JEWISH CONNECTIONS

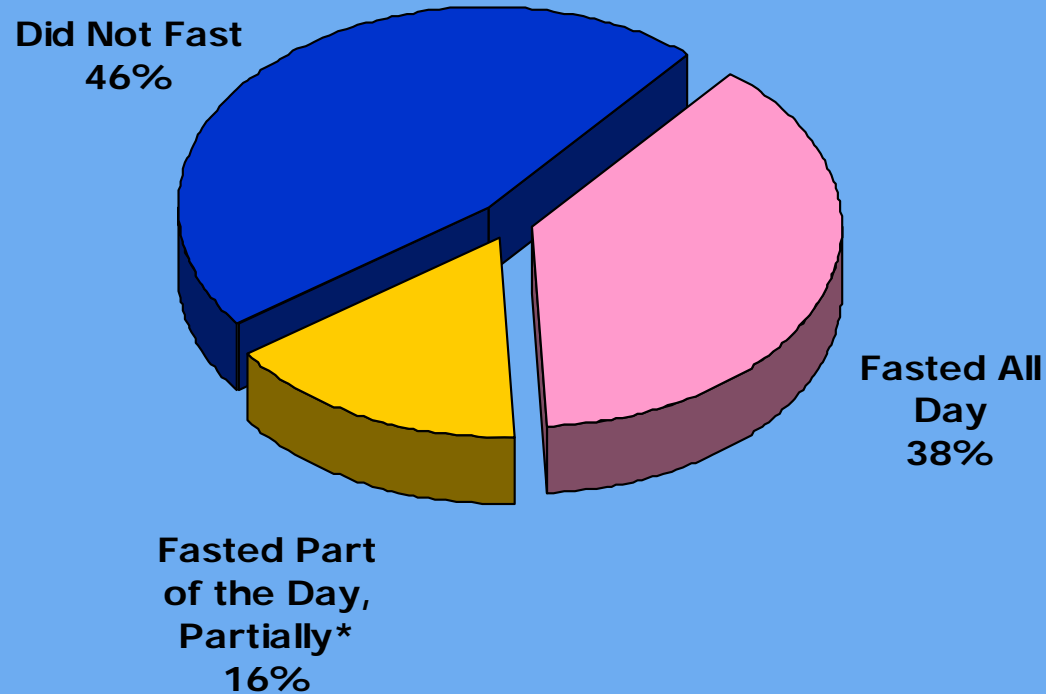
Jewish ritual observance in San Diego County is similar to other key Western American Jewish communities.

	Attend Seder	Light Chanukah Candles	Light Sabbath Candles
San Diego County, 2002	64%	68%	20%
Greater Phoenix, 2002	62%	64%	16%
Tucson, 2002	61%	68%	17%
Las Vegas, 1997	67%	73%	21%
Denver, 1997	62%	63%	27%
Los Angeles, 1997	74%	71%	26%

JEWISH CONNECTIONS

Only half of the Jewish respondents reported that they fasted on Yom Kippur.

Percent of Jewish Respondents Who Fasted on Yom Kippur:

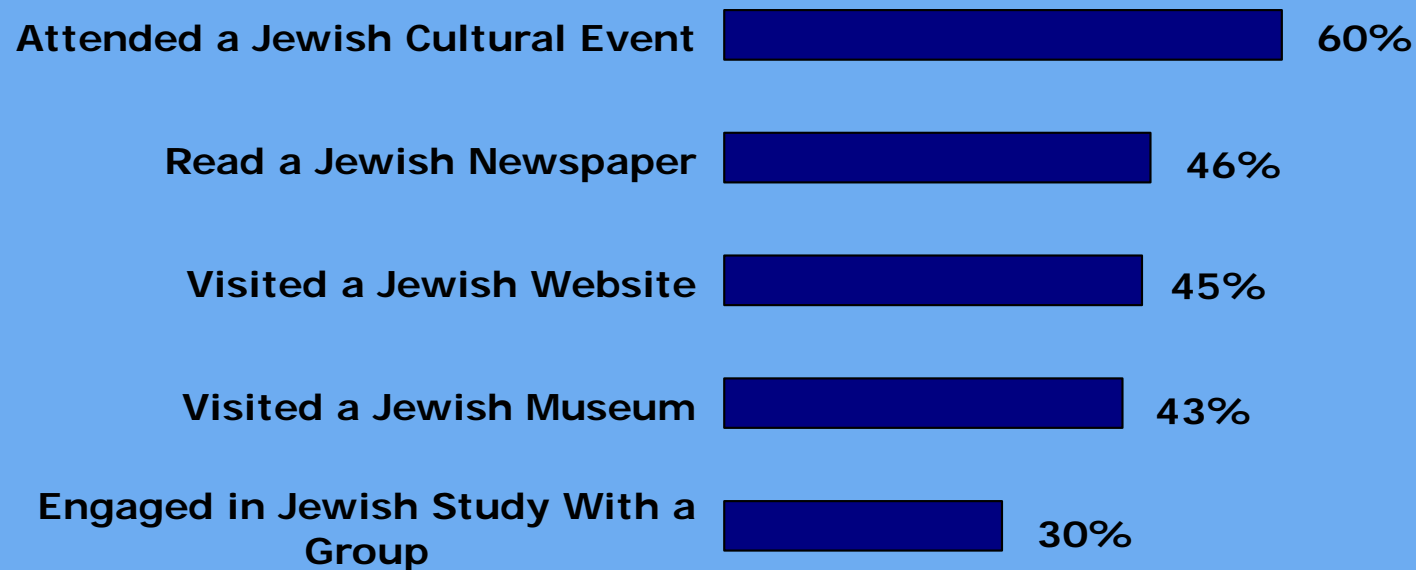


*Includes 5% who reported that they could not fast because of health, nursing, pregnancy.

JEWISH CONNECTIONS

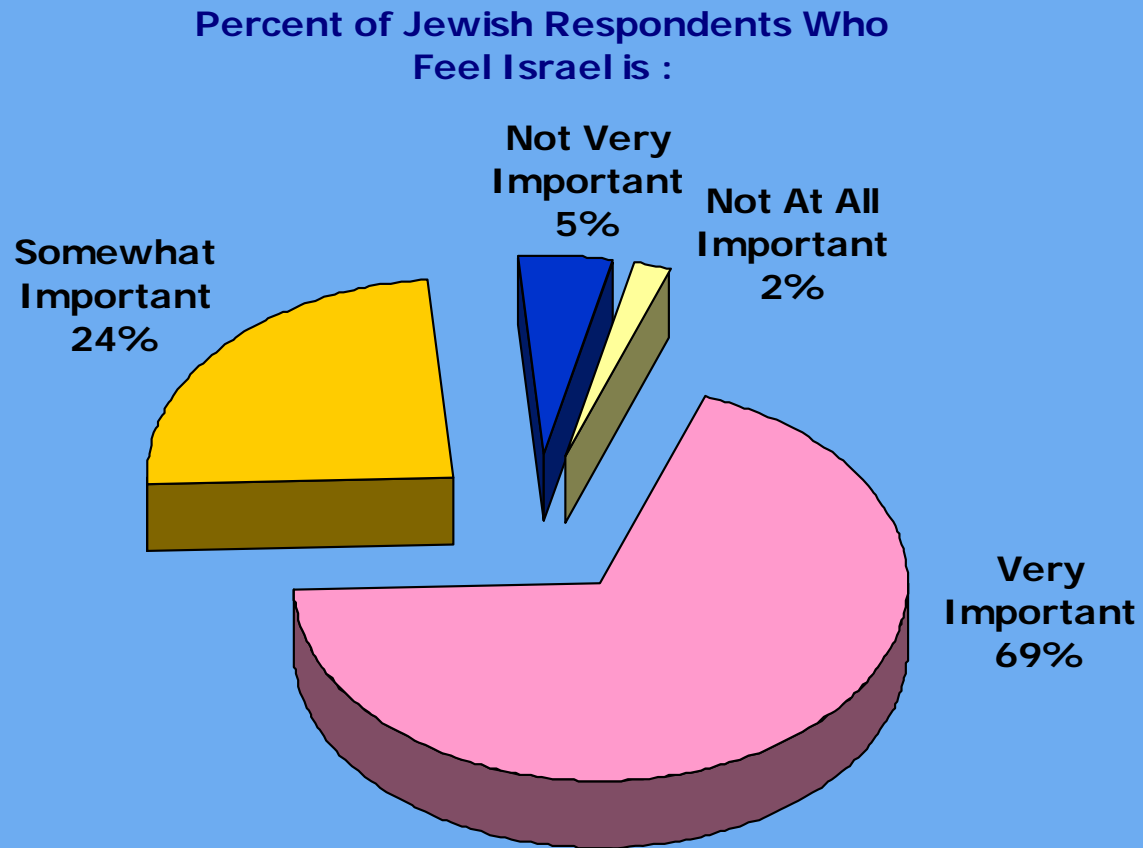
60% of Jewish households report that a household member attended a Jewish cultural event during the three years preceding the survey.

**In Three Years Preceding the Survey Interview,
Percent of Jewish Households Which**



JEWISH CONNECTIONS

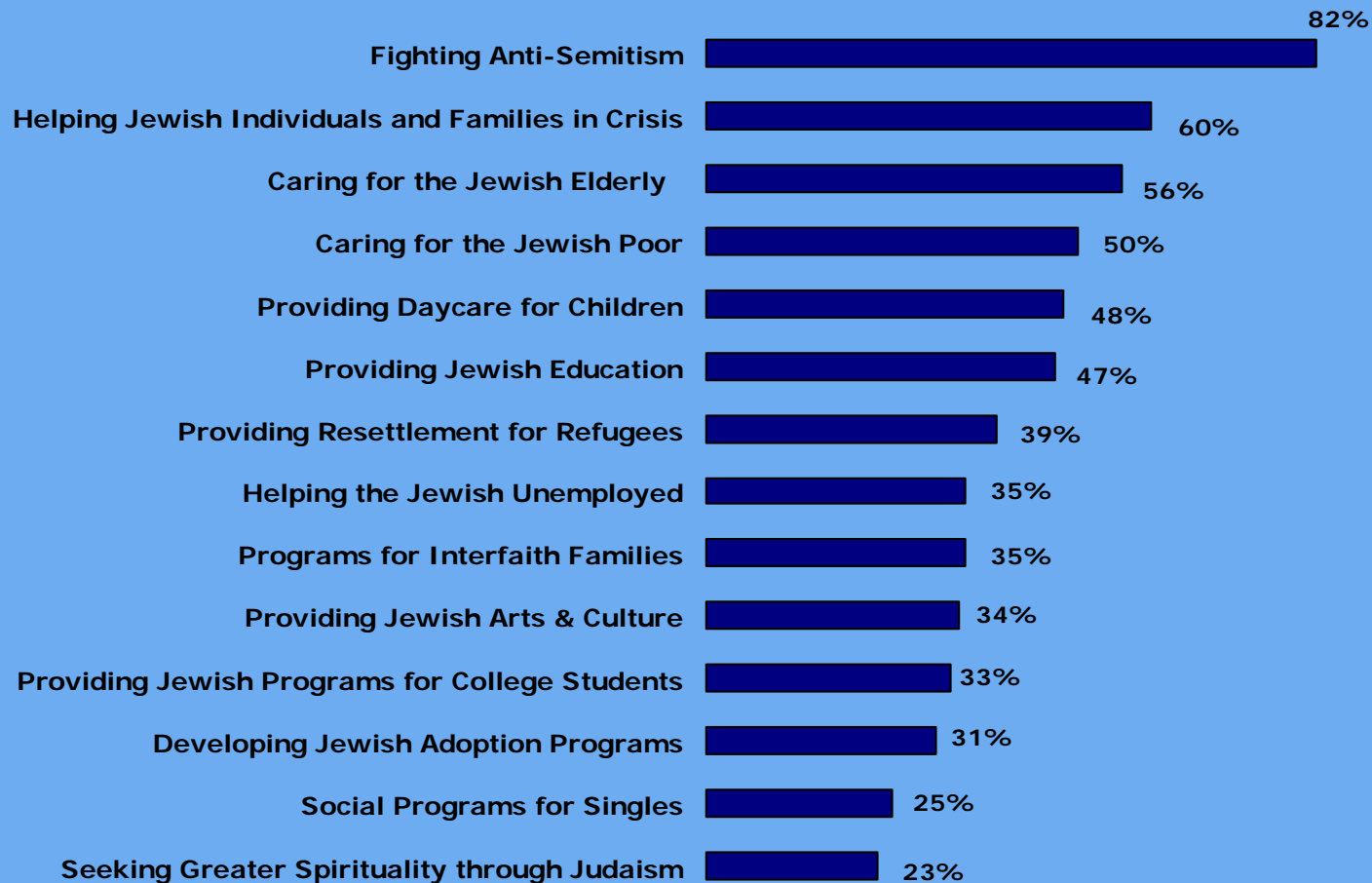
Israel is very important to 7 of 10 Jewish respondents.



JEWISH CONNECTIONS

Fighting anti-Semitism is the most salient issue for San Diego County survey respondents.

% of Respondents Who Say Topic Is Extremely Important

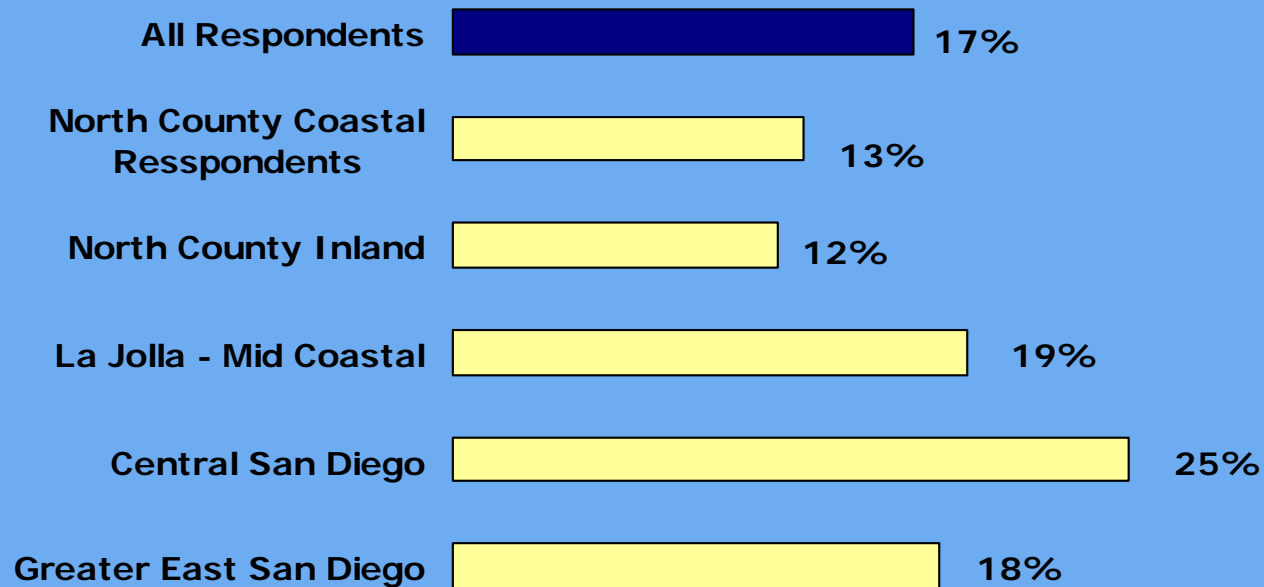


JEWISH CONNECTIONS

One-of-six survey respondents reported that they had personally experienced anti-Semitism in the “last” year.

Preliminary analysis indicates anti-Semitism is least likely to be experienced in the two North County regions.

**In the Year Preceding the Survey Interview,
Percent of Respondents Who Experienced Anti-Semitism:**



**INTERMARRIAGE
&
RAISING CHILDREN AS JEWS**

INTERMARRIAGE: RESEARCH DEFINITIONS

Inmarried Jewish Households

- Both spouses raised as Jews.

Conversionary Jewish Households

- Jewish adult married to spouse who was not raised as a Jew, but the spouse currently considers self Jewish (regardless of whether formal conversion occurred).

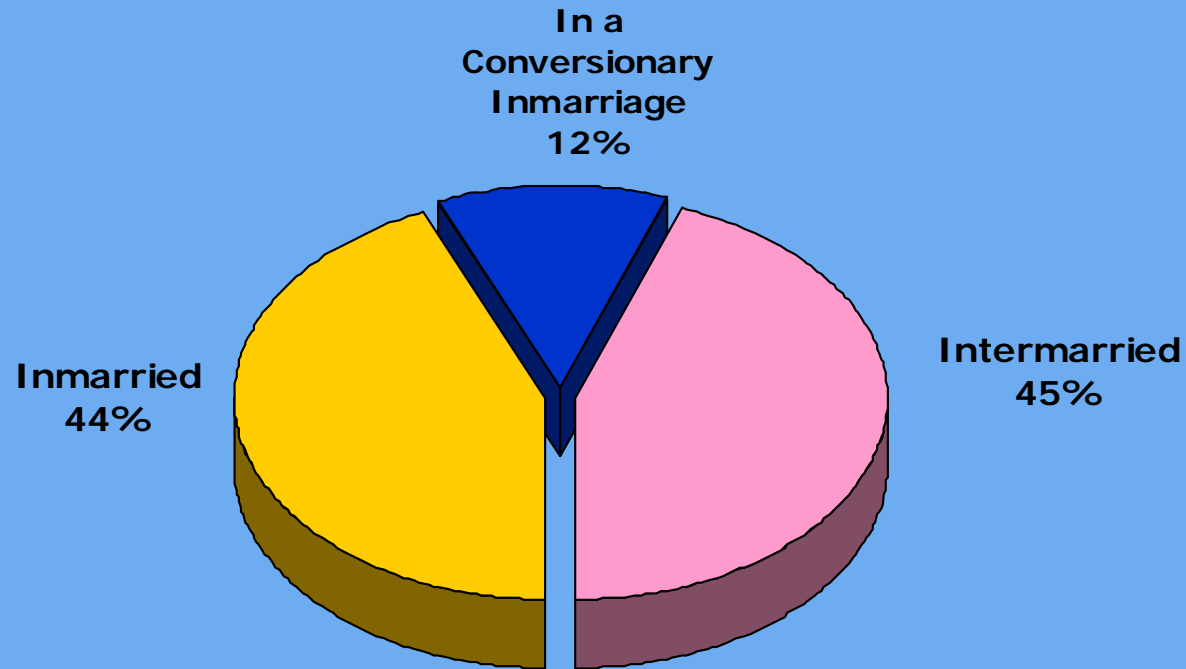
Intermarried Jewish Households

- Jewish adult married to spouse who does NOT consider self Jewish.

INTERMARRIAGE

45% of currently married respondents to the 2002 Jewish Community Study of San Diego County are intermarried.

Percent of Currently Married Survey Respondents Who Are:



INTERMARRIAGE: CALCULATIONS

There are actually two ways to calculate intermarriage rates: (1) for Jewish persons, and (2) for marriages - couples.

Using illustrative data – six people, three marriages, five Jewish persons (blue), one non-Jewish person (red)

INMARRIED



INMARRIED



INTERMARRIED



1 out of 5 Jewish persons is intermarried – a 20% Jewish persons intermarriage rate

1 out of 3 couples are intermarried – a 33% couples intermarriage rate

INTERMARRIAGE

2003 Survey Data:

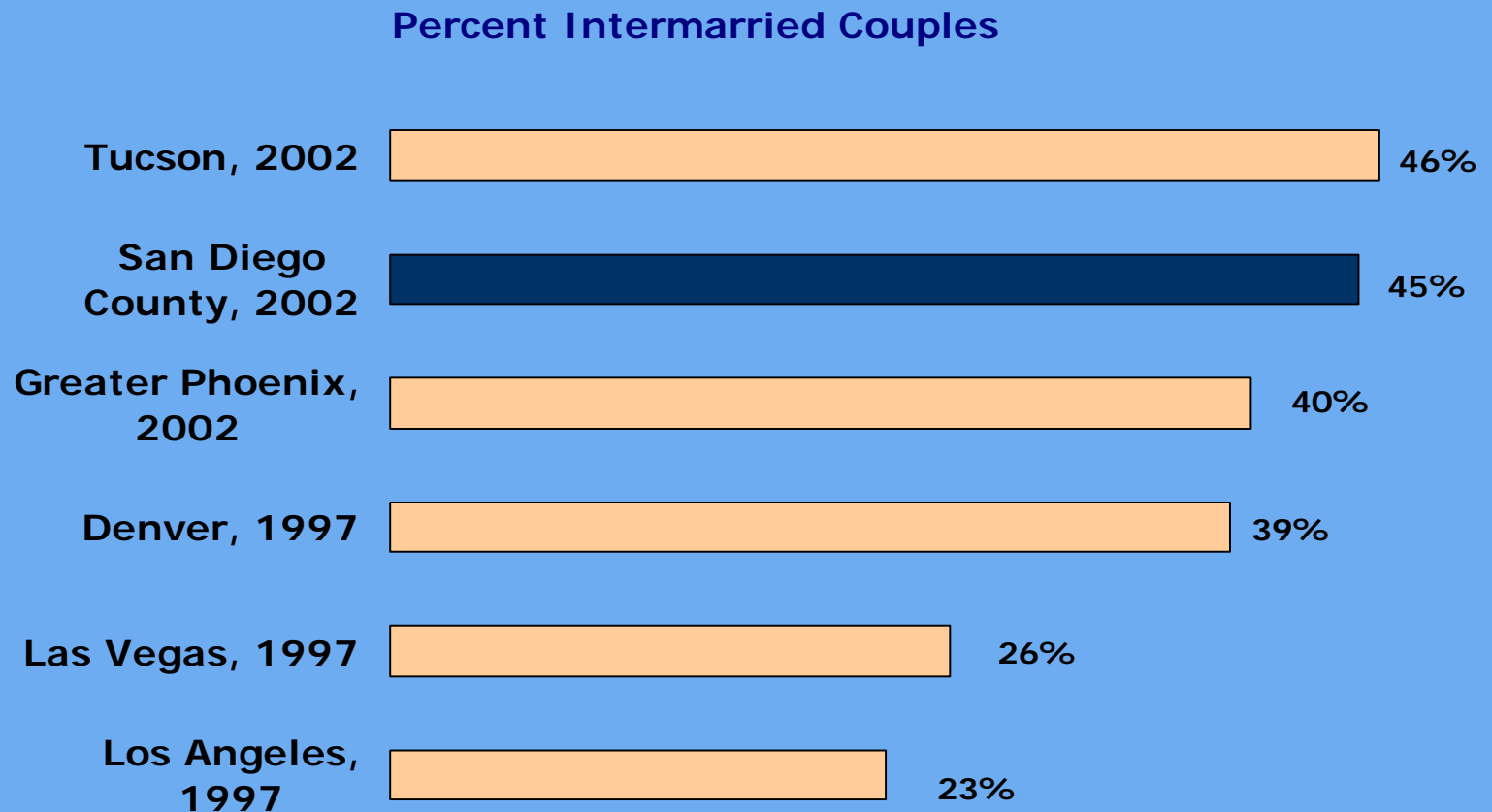
- a 31% Jewish persons intermarriage rate, and
- a 45% couples intermarriage rate.

Type of Marriage	Percent of Jewish Born Persons*	Percent of Marriages
Inmarriage	61%	44%
Conversionary Marriage	8	12
Intermarriage	31	45
Total	100%	100%

*Since an inmarriage involves two Jewish persons, intermarriage rates based on Jewish persons are different from intermarriage rates calculated on the basis of marriages/couples. Percentages may not add to 100% due to rounding.

INTERMARRIAGE

The current intermarriage rate for San Diego County (respondent/spouses) is on the high end of the range for other western communities.

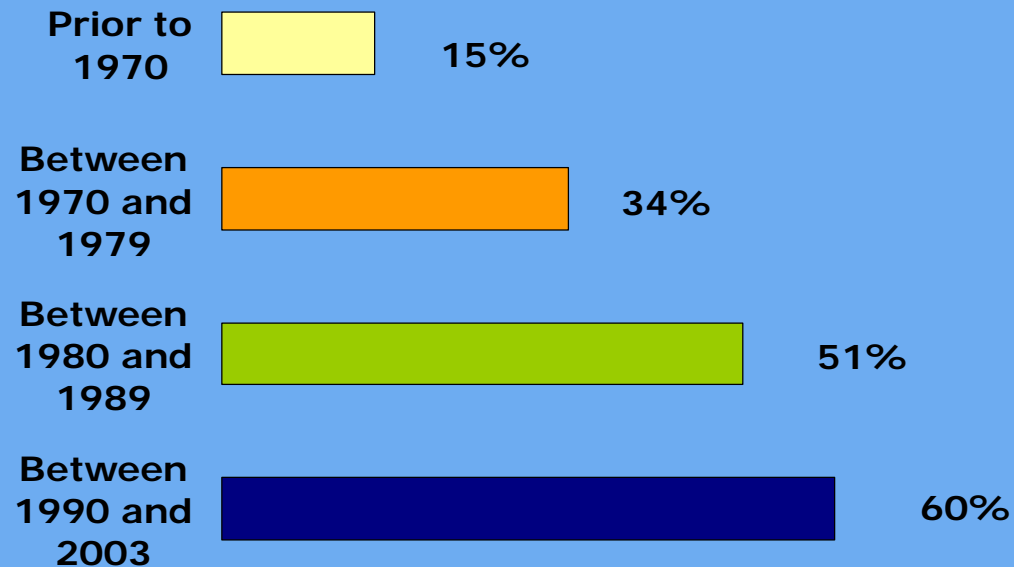


INTERMARRIAGE: TRENDS OVER TIME

Among 2003 respondents who are currently married, 15% who were married prior to 1970 are intermarried.

Intermarriage rates in the 1980s and the 1990s have continued to rise.

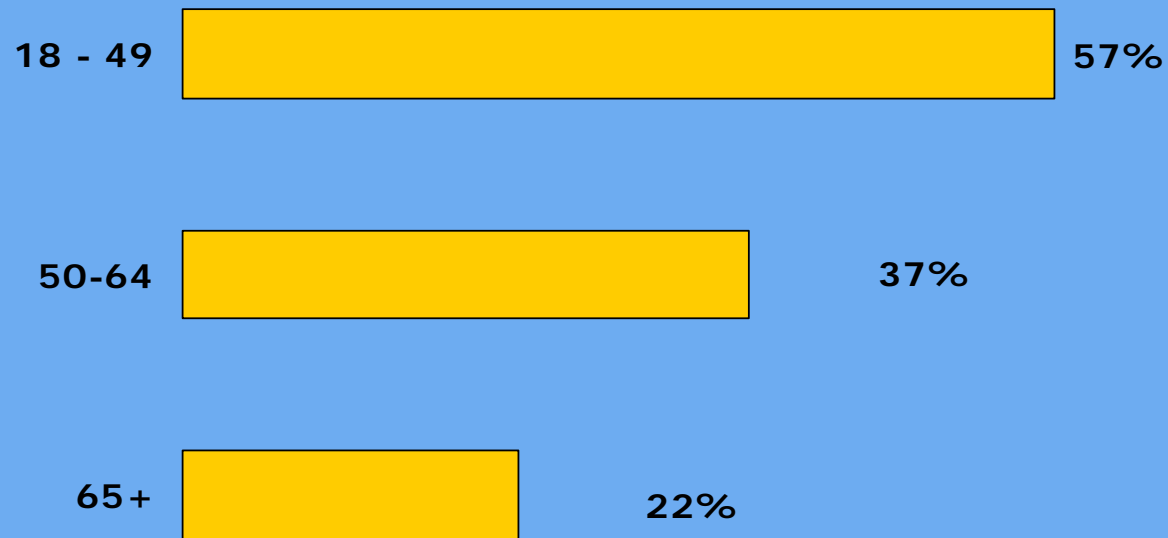
% of Marriages During Time Period
Which Are Intermarriages...



INTERMARRIAGE: AGE OF SURVEY RESPONDENT

In a parallel manner, younger respondents are much more likely to be intermarried than older respondents.

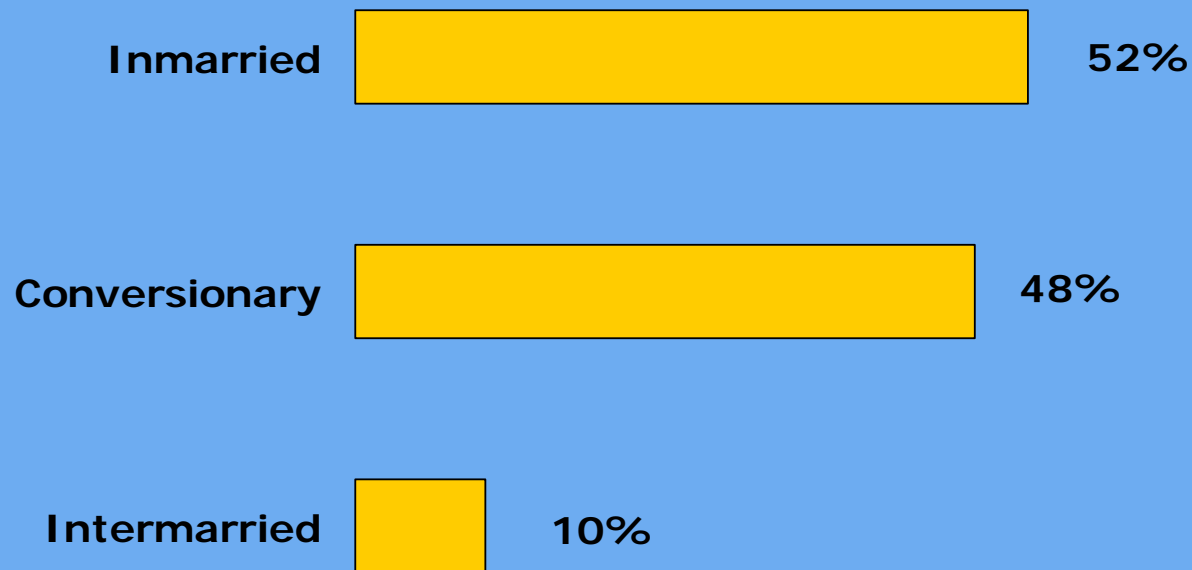
Percent of Intermarried Respondent - Spouse
Couples by Age of Respondent



INTERMARRIAGE & CONGREGATION MEMBERSHIP

Congregation membership is exceptionally low among the intermarried - - only 10% of intermarried households are synagogue or temple members.

% of Married Couples Who Are
Congregation Members



INTERMARRIAGE: RAISING CHILDREN JEWISH

Approximately 23,700 children under age 18 live in San Diego County Jewish households.

42% of these children - an estimated 10,000 - live in intermarried Jewish households.

Type of Marriage	Number of Children	% of Children in Household Type
Inmarried Households	7,000	30%
Conversionary Households	2,400	10
Intermarried Households	10,000	42
Other Households *	4,300	18
Total	23,700*	100%

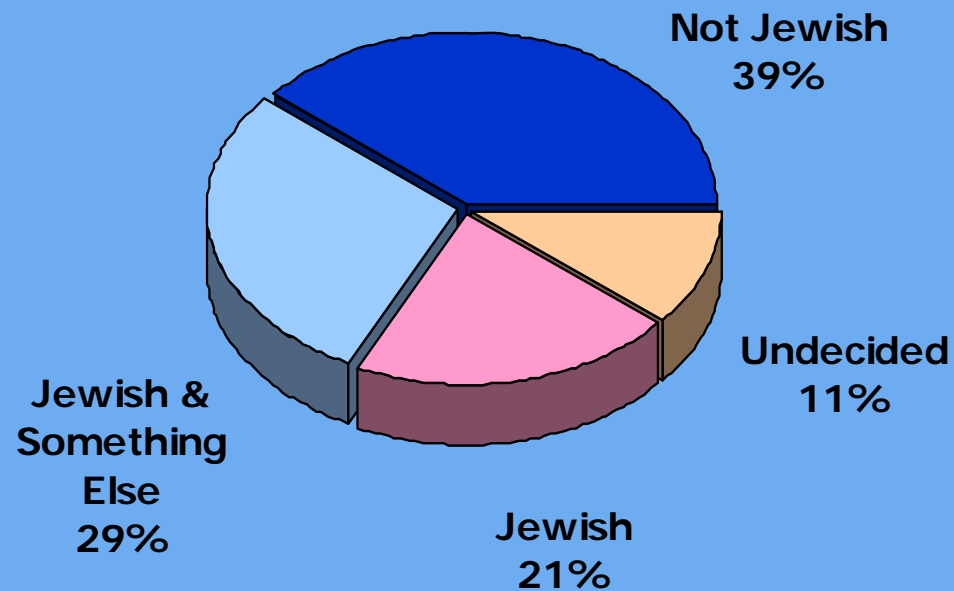
*"Other Households" can include unmarried partners, divorced, separated, widowed, and never-married households. Data on children with information provided on Jewish-raised status only..

INTERMARRIAGE & RAISING CHILDREN JEWISH

21% of children in intermarried Jewish households are being raised "Jewish."

29% are being raised "Jewish and something else."

**% Children in Intermarried Households
Who Are Being Raised:**



JEWISH CONNECTIONS & JEWISH EDUCATION

Half of the children ages 6-17 being raised Jewish or Jewish and something else in intermarried households are not receiving any Jewish education.

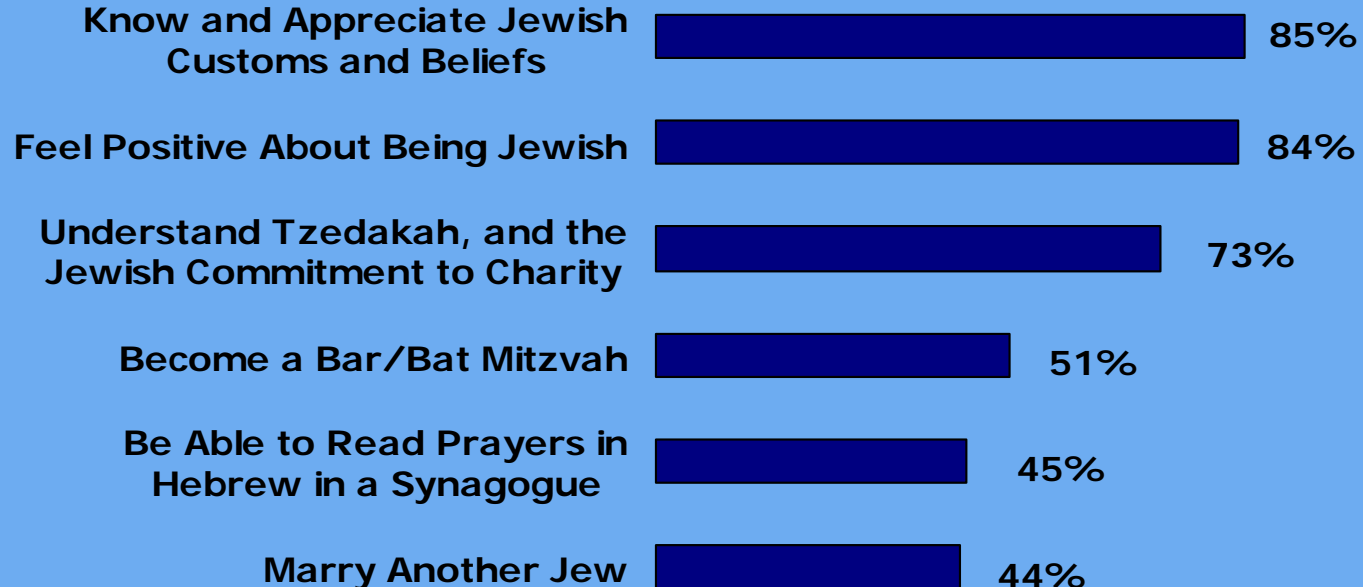
Jewish Education of Children Ages 6-17 Being Raised Jewish	Inmarried, Conversionary Households	Intermarried Households	Other Households
Current Fulltime Jewish Day School	17%	2%	14%
Previous Fulltime Jewish Day School	22	19	24
Current Supplemental School	27	18	14
Prior Supplemental School	23	10	29
No Jewish Education	12	52	19
TOTAL	100%	100%	100%
Number of Children	[6,000]	[2,900]	[2,100]

RAISING CHILDREN JEWISH

85% of parents of San Diego County children feel it is “extremely/very important” for children to know and appreciate Jewish customs and beliefs.

44% feel it is extremely or very important for children to marry another Jew.

Percent Who Feel It Is Extremely or Very Important for Children to:



INTERMARRIAGE & RAISING CHILDREN JEWISH

Understanding the differences between inmarried and intermarried Jewish respondents on the Jewish upbringing of children is critical to the future of the Jewish community.

Percent Feel It is Extremely / Very Important for Children to:	Inmarried & Conversionary Households*	Intermarried Jewish Households
Know and Appreciate Jewish Customs and Beliefs	98%	75%
Feel Positive About Being Jewish	97%	74%
Understand Tzedakah, Jewish Charity	91%	49%
Become a Bar/Bat Mitzvah	75%	29%
Be Able to Read Hebrew Prayers	72%	23%
Marry Another Jew	72%	16%

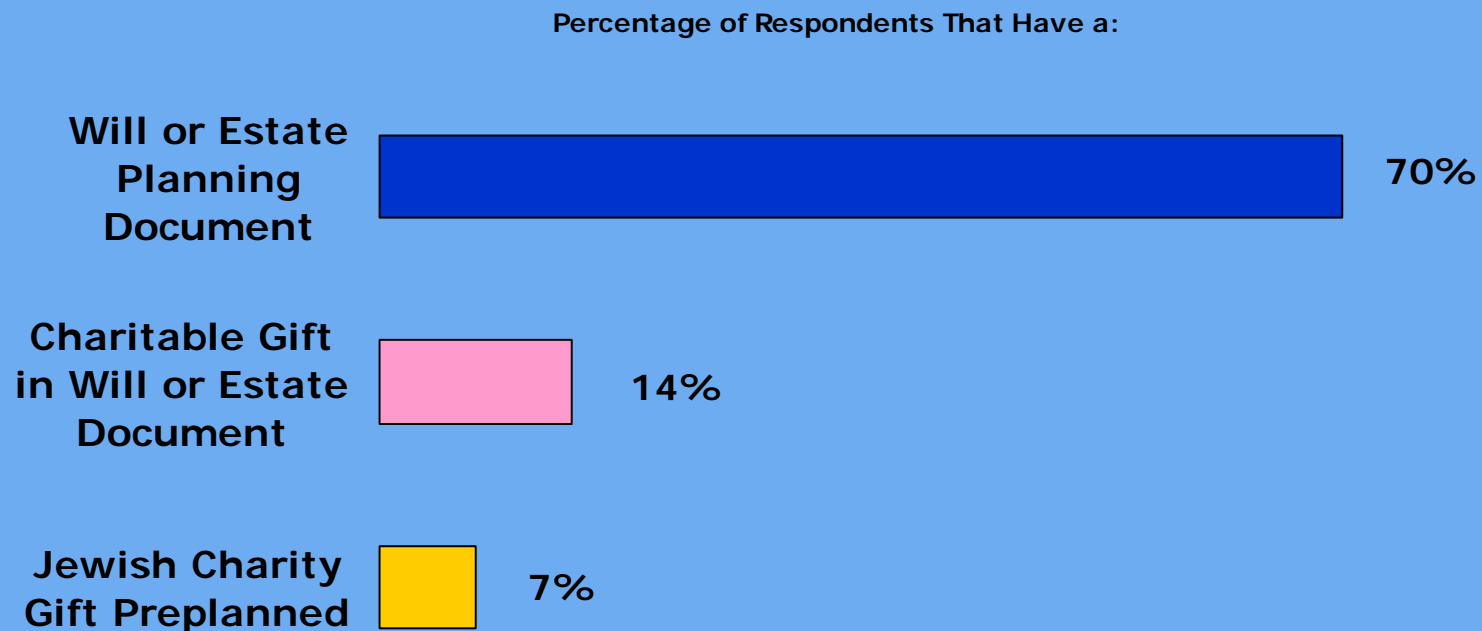
*Inmarried and Conversionary inmarried Jewish households have been combined for this analysis.

PHILANTHROPY

PHILANTHROPY

14% of survey respondents reported that they had arranged for a planned gift to a charity via a will or estate-planning document.

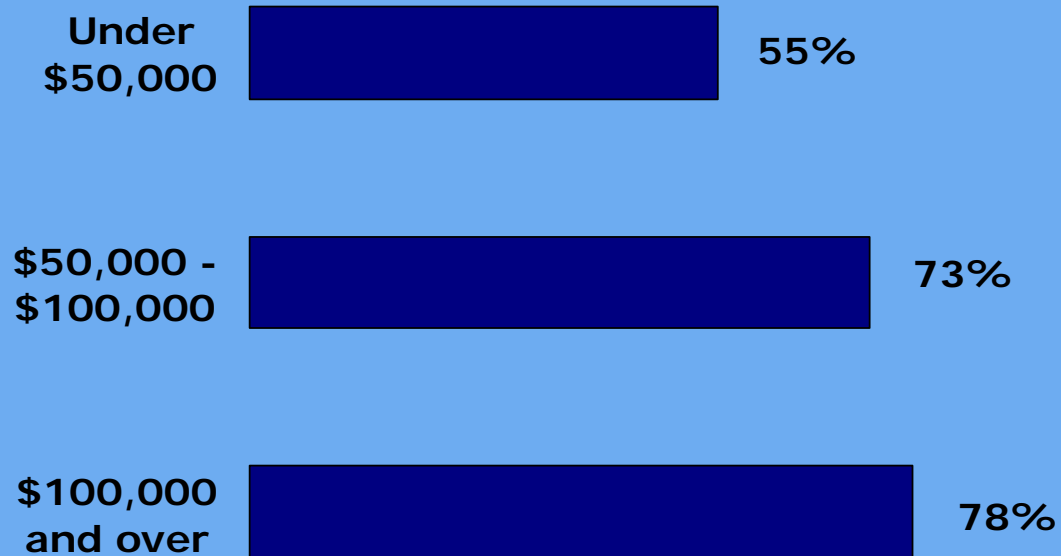
- 7% of all survey respondents had will or estate document plans for a contribution to a Jewish charity.



PHILANTHROPY

Affluent respondents are more likely to have a will or an estate-planning document.

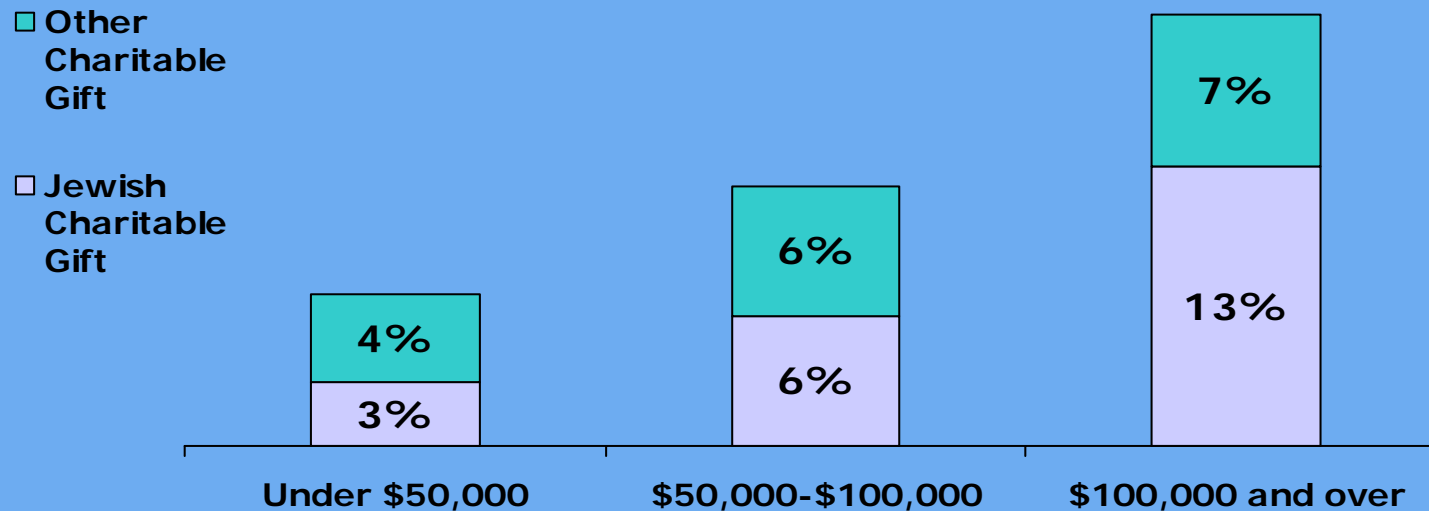
% Respondents With Will or Estate Document



PHILANTHROPY

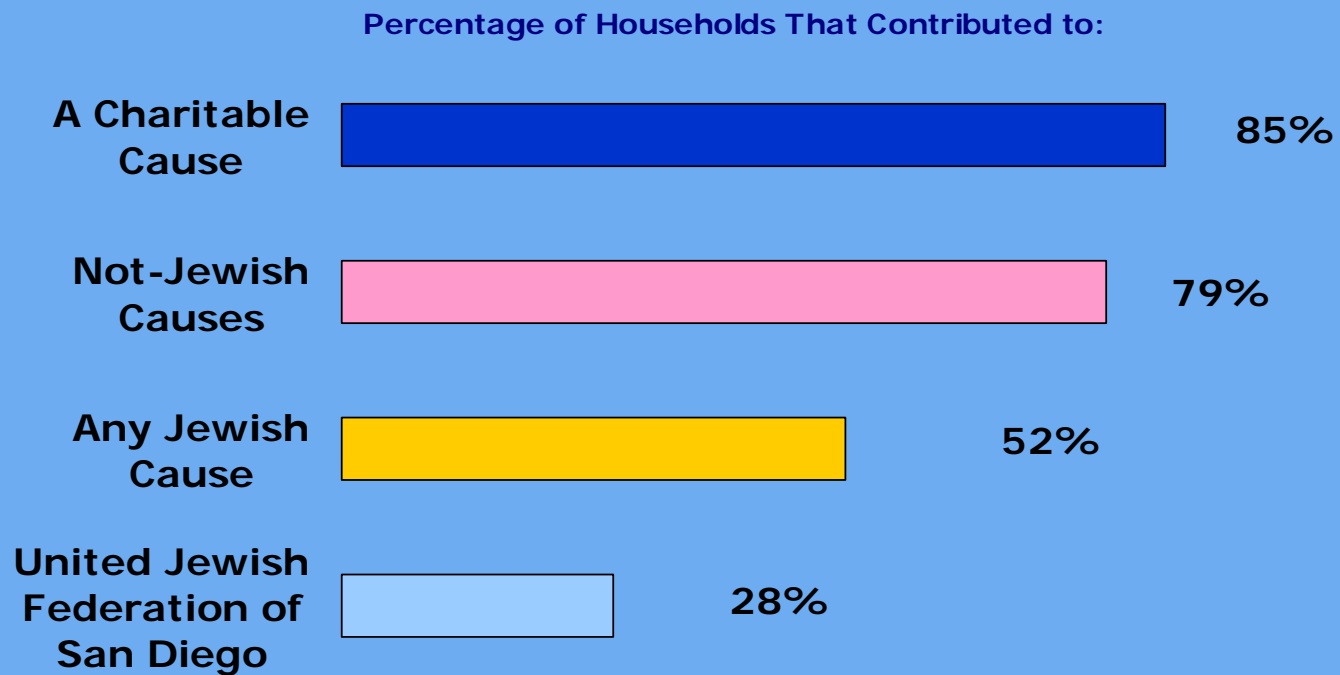
Only 20% of respondents in households with annual incomes over \$100,000 report having planned charitable donations in their will or estate document.

% Respondents With Planned Charitable Gifts



PHILANTHROPY

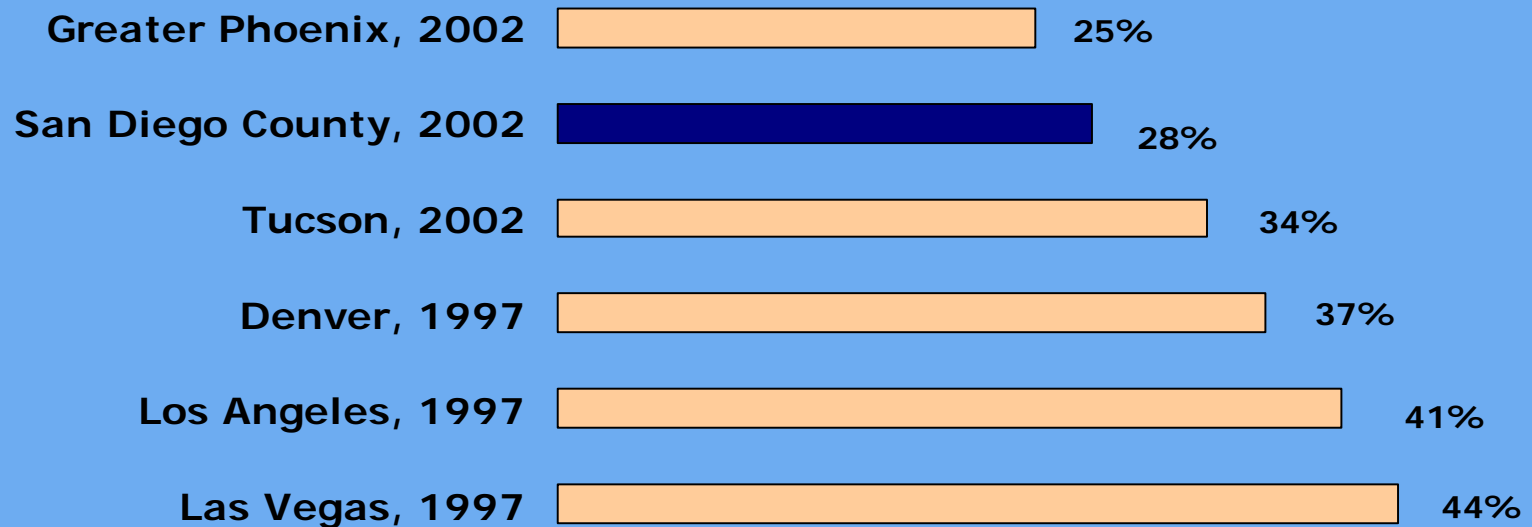
85% of respondents report household contributions to charitable causes.



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Reported giving levels in San Diego County are near the low end of Jewish communal giving among Western American Jewish communities.

Percent Households Donated to Jewish Federation



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Campaign Contributions in San Diego County are at the high end of Western American Jewish communities of similar size.

Contributions to Jewish Federation Unrestricted Annual Campaigns, 2002

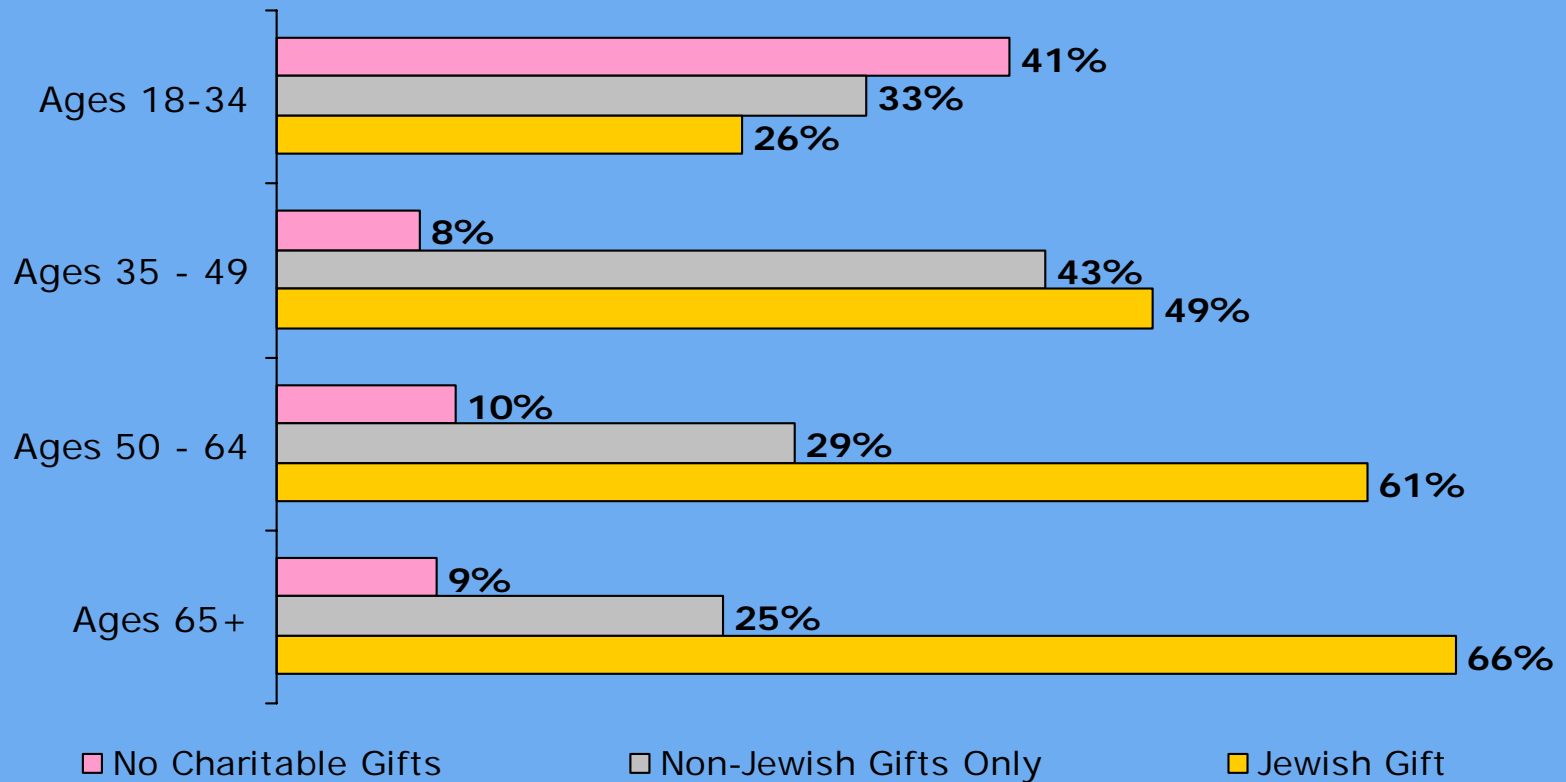
Los Angeles	\$43,918,000
San Diego County	7,083,000
Denver	5,307,000
Greater Phoenix	4,997,000
Las Vegas	1,561,000

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41% of younger respondents do not donate to charitable causes.

Only 26% make a Jewish charitable gift.

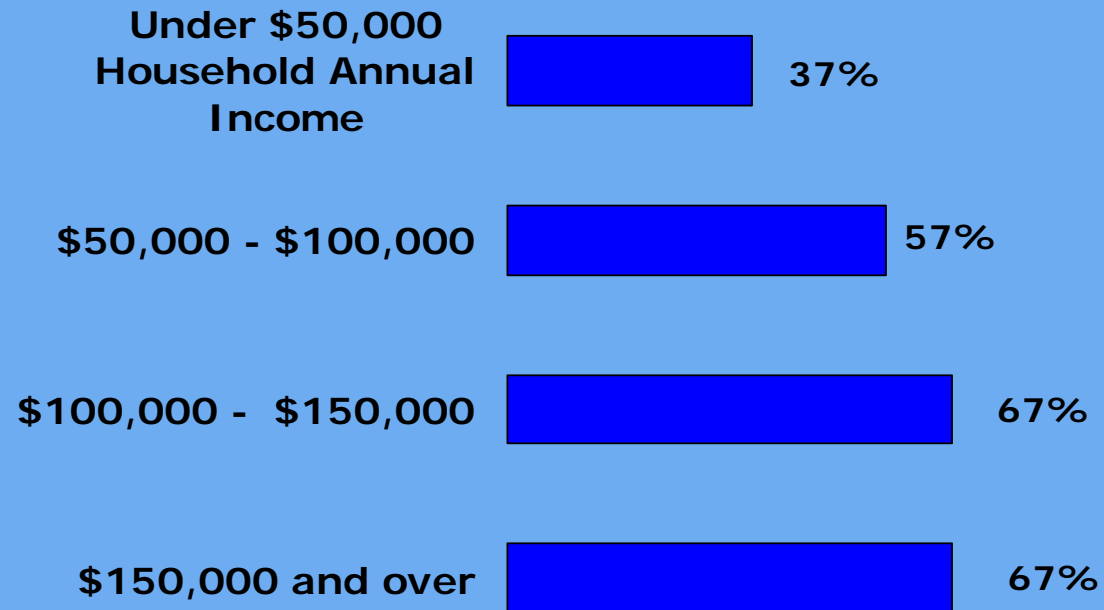
Household Charitable Patterns



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Household income is related to charitable contributions, but one-in-three affluent San Diego Jewish households do not contribute to Jewish causes.

Percentage of Households That Contributed to Any Jewish Cause:



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Travel to Israel is strongly related to contributions to the United Jewish Federation of San Diego County.

- Among Jewish respondents, 45% of those who have traveled to Israel report a federation philanthropic contribution.**

% of Jewish Respondents Reporting Jewish Charitable Donations

