

## **COMPARISONS OF JEWISH COMMUNITIES: A COMPENDIUM OF TABLES AND BAR CHARTS**

*Comparisons of Jewish Communities: A Compendium of Tables and Bar Charts* was prepared by Dr. Ira M. Sheskin for the Berman Jewish DataBank, under a grant provided by the Mandell and Madeleine Berman Foundation and with support from The Jewish Federations of North America.

The compendium is a single source of tables and bar charts designed to provide a comparative context for understanding American Jewish communities. It is intended for local Jewish communities seeking to compare themselves to others, as well as for researchers, teachers, and students of American Jewry.

Each of the 36 Sections of this compendium is available as a stand-alone PDF. A single PDF (a "portfolio of all Sections") with all content is also available.

The comparison tables and bar charts are based on local Jewish community studies archived at the DataBank ([www.jewishdatabank.org](http://www.jewishdatabank.org)). The Data Bank holds reports, questionnaires, methodological documentation and information about sponsoring organizations and researchers for each study in the compendium. From time to time, the compendium is updated with information from new local Jewish community studies.

Following social science convention, the year of each community study reflects when the survey interviews were completed, which may differ from the year the study report was issued.

The compendium also includes information from the National Jewish Population Survey 2000-01 (NJPS, [www.jewishdatabank.org/NJPS2000.asp](http://www.jewishdatabank.org/NJPS2000.asp)) and the US Census Bureau's Decennial Census and American Community Survey (ACS, [www.census.gov/acs/www/](http://www.census.gov/acs/www/)).

The Appendix at the end of this section provides further information to help readers use the tables and bar charts.

For further information or inquiries, please contact the Data Bank at:  
[info@jewishdatabank.org](mailto:info@jewishdatabank.org).

**Note that this edition of *Comparisons of Jewish Communities* (Current Jewish Population Report 12) is an updated version of reports released in 2012 (Report 5) and 2013 (Report 8). It replaces the Columbus 2001 results with 2013 results, Miami 2004 results with 2014 results, and St. Louis 1995 results with 2014 results.**

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## **SECTION 28 - THE MEDIA**

June 2015

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**TABLE 1  
READERSHIP OF THE LOCAL JEWISH NEWSPAPER  
COMMUNITY COMPARISONS**

**BASE: JEWISH RESPONDENTS**

<b>Community</b>	<b>Year</b>	<b><i>Always/ Usually</i></b>	<b>Always</b>	<b>Usually</b>	<b>Some- times</b>	<b>Never</b>
Detroit	2005	57%	50%	7	22	22
San Antonio *	2007	49%	41%	8	22	29
Rhode Island *	2002	49%	40%	9	20	31
Jacksonville *	2002	48%	43%	5	18	33
Tidewater *	2001	47%	39%	8	17	37
Lehigh Valley *	2007	47%	36%	11	16	37
Milwaukee *	1996	46%	38%	8	20	34
Charlotte * ❁	1997	45%	36%	8	19	36
Tucson *	2002	42%	32%	11	10	48
Broward	1997	42%	32%	10	28	31
Minneapolis * ❁	2004	39%	30%	9	28	34
Bergen *	2001	38%	30%	8	23	39
Sarasota *	2001	37%	29%	8	9	54
Middlesex *	2008	37%	28%	9	26	37
W Palm Beach	2005	36%	27%	9	25	39
S Palm Beach	2005	36%	25%	11	23	41
St. Paul * ❁	2004	35%	29%	6	29	36
Atlantic County	2004	33%	25%	8	21	46
Monmouth *	1997	29%	21%	8	24	47
Portland (ME) *	2007	26%	21%	6	16	57
New Haven *	2010	26%	19%	7	18	56
Hartford	2000	25%	20%	5	31	44
Las Vegas * ❁	2005	24%	19%	5	15	61

**TABLE 1  
READERSHIP OF THE LOCAL JEWISH NEWSPAPER  
COMMUNITY COMPARISONS**

BASE: JEWISH RESPONDENTS						
Community	Year	<i>Always/ Usually</i>	Always	Usually	Some- times	Never
Washington	2003	14%	11%	3	20	66
Westport *	2000	14%	9%	5	16	70
Richmond *	1994	NA	66% ( <i>receive or read</i> )			34
Harrisburg *	1994	NA	61% ( <i>regularly receive or read</i> )			39
St. Louis	2014	NA	60% ( <i>regularly, sometimes, rarely read</i> )			40
Essex-Morris	1998	NA	58% ( <i>receive</i> )			42
Buffalo	1995	NA	57% ( <i>read</i> )			43
St. Petersburg *	1994	NA	54% ( <i>regularly receive or read</i> )			46
Orlando	1993	NA	42% ( <i>regularly receive or read</i> )			58
Seattle	2000	NA	21% ( <i>subscribe</i> )			79
Individual Newspapers in Communities with More Than One Jewish Newspaper						
Charlotte ( <i>Charlotte Jewish News</i> ) *	1997	44%	36%	9	19	37
Minneapolis ( <i>American Jewish World</i> )	2004	28%	23%	5	22	50
St. Paul ( <i>Twin Cities Jewish Life</i> ) *	2004	28%	21%	7	26	47
Minneapolis ( <i>Twin Cities Jewish Life</i> ) *	2004	28%	18%	10	26	46
St. Paul ( <i>American Jewish World</i> )	2004	25%	21%	4	23	52
Charlotte ( <i>Jewish Times Outlook</i> )	1997	23%	19%	4	20	56
Las Vegas ( <i>Jewish Reporter</i> ) *	2005	20%	17%	4	9	71
Las Vegas ( <i>Israelite</i> )	2005	9%	7%	2	10	81

**TABLE 1**  
**READERSHIP OF THE LOCAL JEWISH NEWSPAPER**  
**COMMUNITY COMPARISONS**

BASE: JEWISH RESPONDENTS

Community	Year	<i>Always/ Usually</i>	Always	Usually	Some- times	Never
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\* The Jewish newspaper or one of the Jewish newspapers in the community is published by the Jewish Federation and distributed to all or some of the households on the Jewish Federation mailing list. In Milwaukee, the newspaper is published in *association with* the Jewish Federation. In St. Petersburg and Middlesex, the newspaper is not published by the Jewish Federation, but is distributed to all or some of the households on the Jewish Federation mailing list.

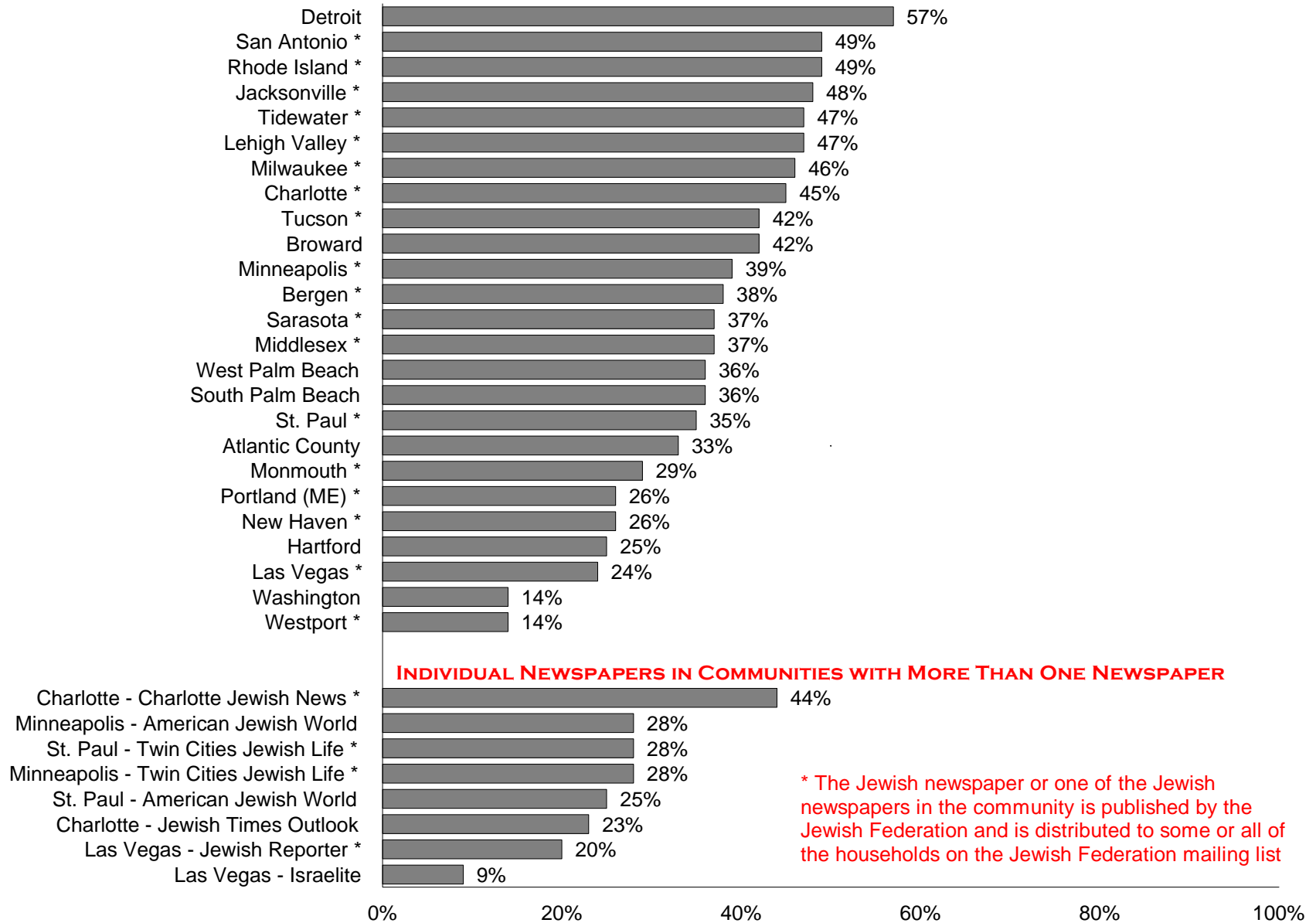
✿ More than one Jewish newspaper is published. *Always* indicates an “always” response to at least one Jewish newspaper. *Usually* indicates a “usually” response to at least one Jewish newspaper, without an “always” response to the other Jewish newspapers. *Sometimes* indicates a “sometimes” response to at least one Jewish newspaper, without an “always” or a “usually” response to the other Jewish newspapers. *Never* indicates a “never” response to all Jewish newspapers.

Note: Communities which asked respondents whether they *always, usually, sometimes, or never* read the local Jewish newspaper are reported above the thick line. Communities which asked alternative questions (for example, *read, receive, subscribe, etc.*) are reported below the thick line, and the question asked is indicated.

1

# ALWAYS/USUALLY READ A LOCAL JEWISH NEWSPAPER

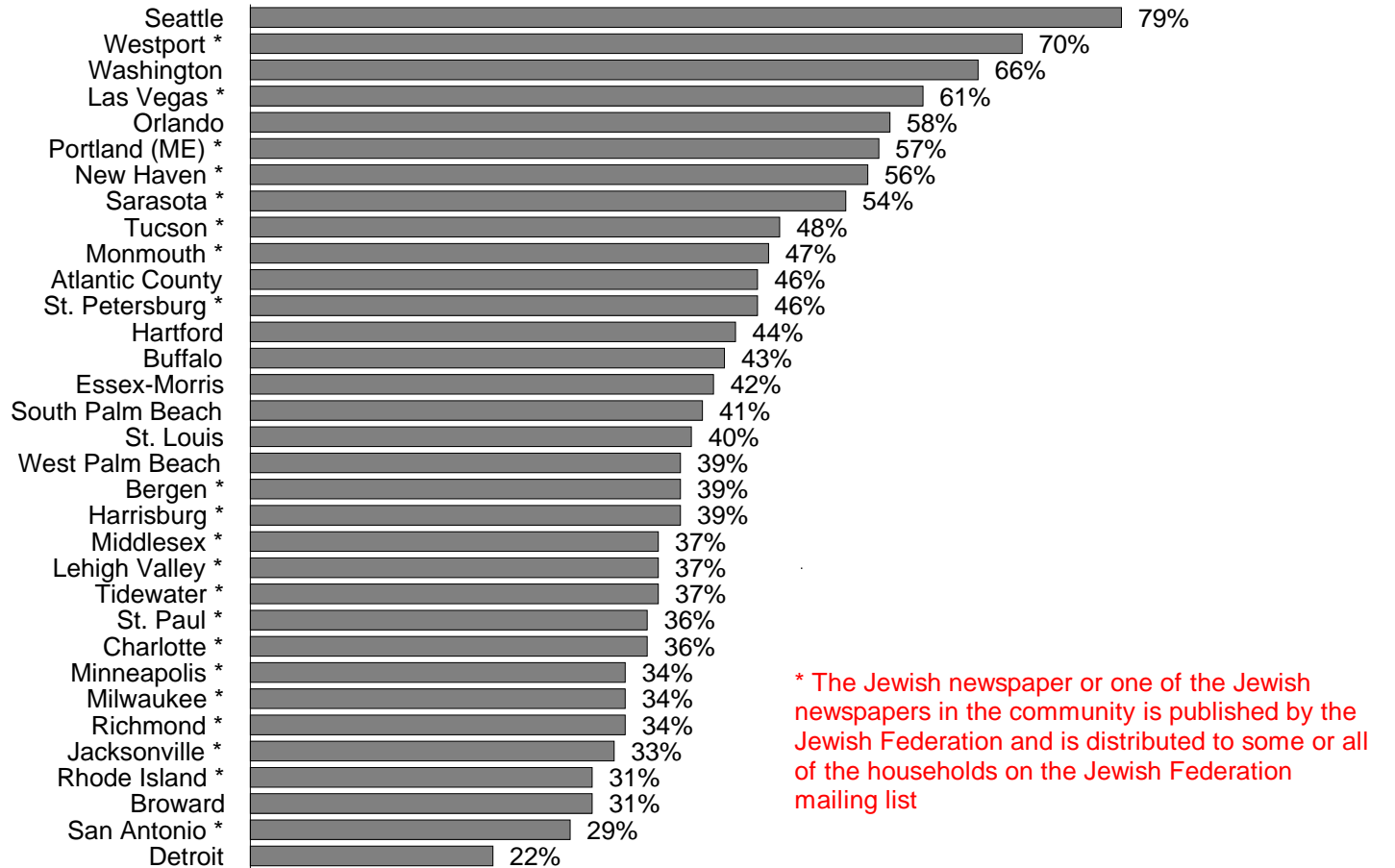
(Jewish Respondents)



2

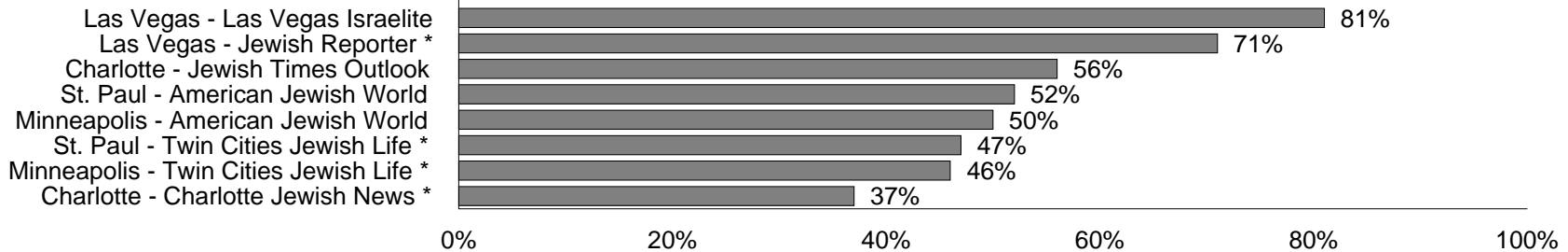
# NEVER READ A LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



\* The Jewish newspaper or one of the Jewish newspapers in the community is published by the Jewish Federation and is distributed to some or all of the households on the Jewish Federation mailing list

## INDIVIDUAL NEWSPAPERS IN COMMUNITIES WITH MORE THAN ONE NEWSPAPER



**TABLE 2  
PERCEPTION OF THE LOCAL JEWISH NEWSPAPER  
COMMUNITY COMPARISONS**

**BASE: JEWISH RESPONDENTS WHO ALWAYS/USUALLY/SOMETIMES READ  
THE LOCAL JEWISH NEWSPAPER**

<b>Community</b>	<b>Year</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Excellent/ Good</b>
St. Petersburg * ♣	1994	38%	53	8	1	91%
Detroit	2005	37%	44	16	4	81%
Jacksonville *	2002	35%	54	11	0	89%
Lehigh Valley *	2007	33%	56	11	0	89%
San Antonio *	2007	33%	53	12	1	86%
Harrisburg * ♣	1994	24%	60	15	1	84%
Atlantic County	2004	24%	59	15	2	83%
Rhode Island *	2002	24%	57	16	2	81%
Orlando ♣	1993	24%	57	16	2	81%
Middlesex *	2008	23%	61	16	1	83%
Las Vegas ( <i>Jewish Reporter</i> ) *	2005	20%	60	19	2	80%
W Palm Beach	2005	19%	61	18	3	80%
S Palm Beach	2005	18%	61	18	4	79%
Portland (ME) *	2007	18%	60	20	2	78%
Minneapolis ( <i>American Jewish World</i> )	2004	18%	59	21	2	77%
New Haven *	2010	17%	61	20	3	78%
Las Vegas ( <i>Israelite</i> )	2005	17%	55	25	3	72%
Minneapolis ( <i>Twin Cities Jewish Life</i> ) *	2004	16%	66	17	2	81%
Washington	2003	14%	60	24	2	74%



**TABLE 2**  
**PERCEPTION OF THE LOCAL JEWISH NEWSPAPER**  
**COMMUNITY COMPARISONS**

**BASE: JEWISH RESPONDENTS WHO ALWAYS/USUALLY/SOMETIMES READ  
 THE LOCAL JEWISH NEWSPAPER**

<b>Community</b>	<b>Year</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Excellent/ Good</b>
St. Paul ( <i>American Jewish World</i> )	2004	14%	59	26	2	72%
St. Paul ( <i>Twin Cities Jewish Life</i> ) *	2004	14%	56	29	1	70%

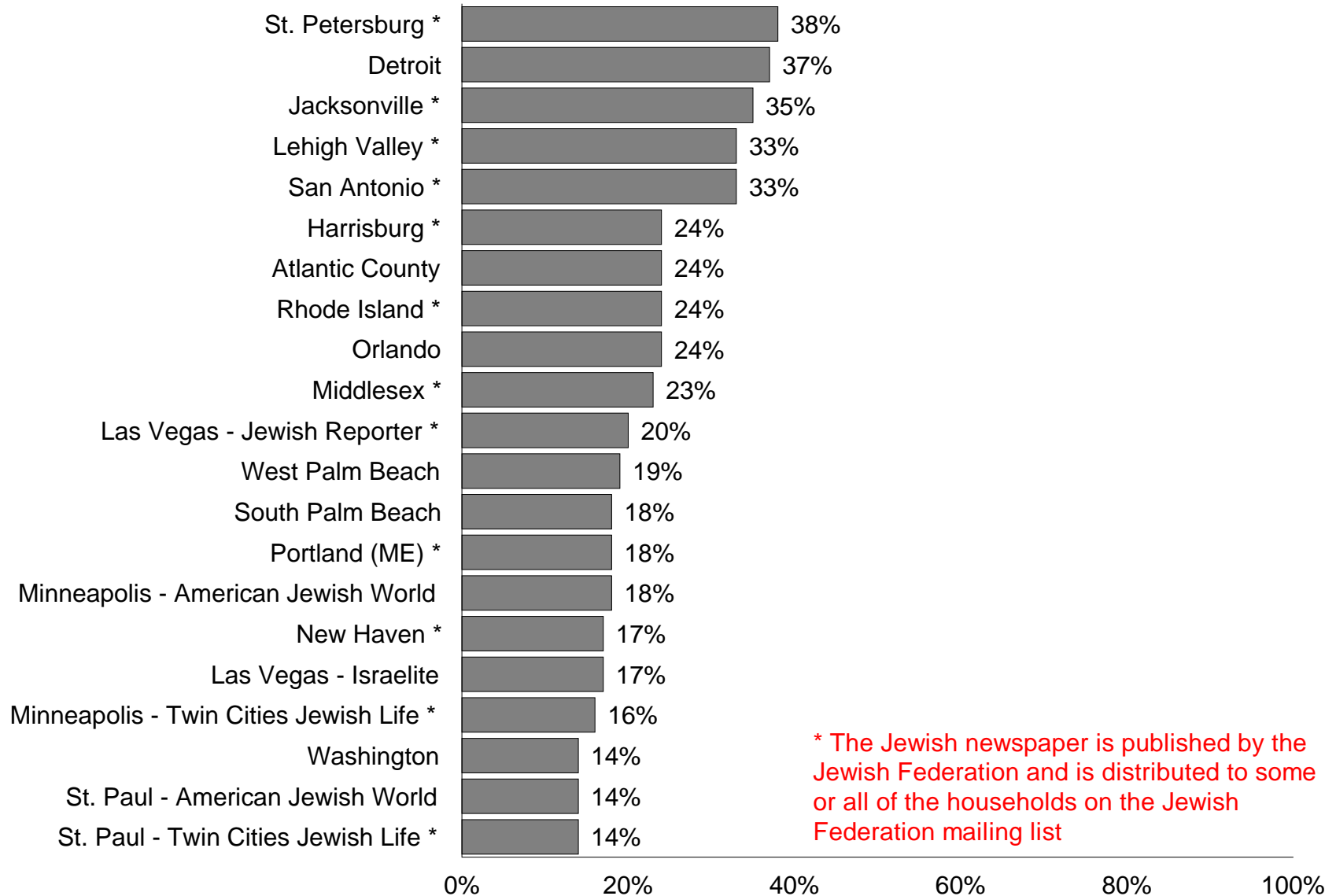
\* The Jewish newspaper is published by the Jewish Federation and distributed to all or some of the households on the Jewish Federation mailing list.

♣ Question asked of respondents who *receive or read* the Jewish newspaper. For exact wording of question in each community, see **Table 1**.

3

# EXCELLENT PERCEPTIONS OF THE LOCAL JEWISH NEWSPAPER

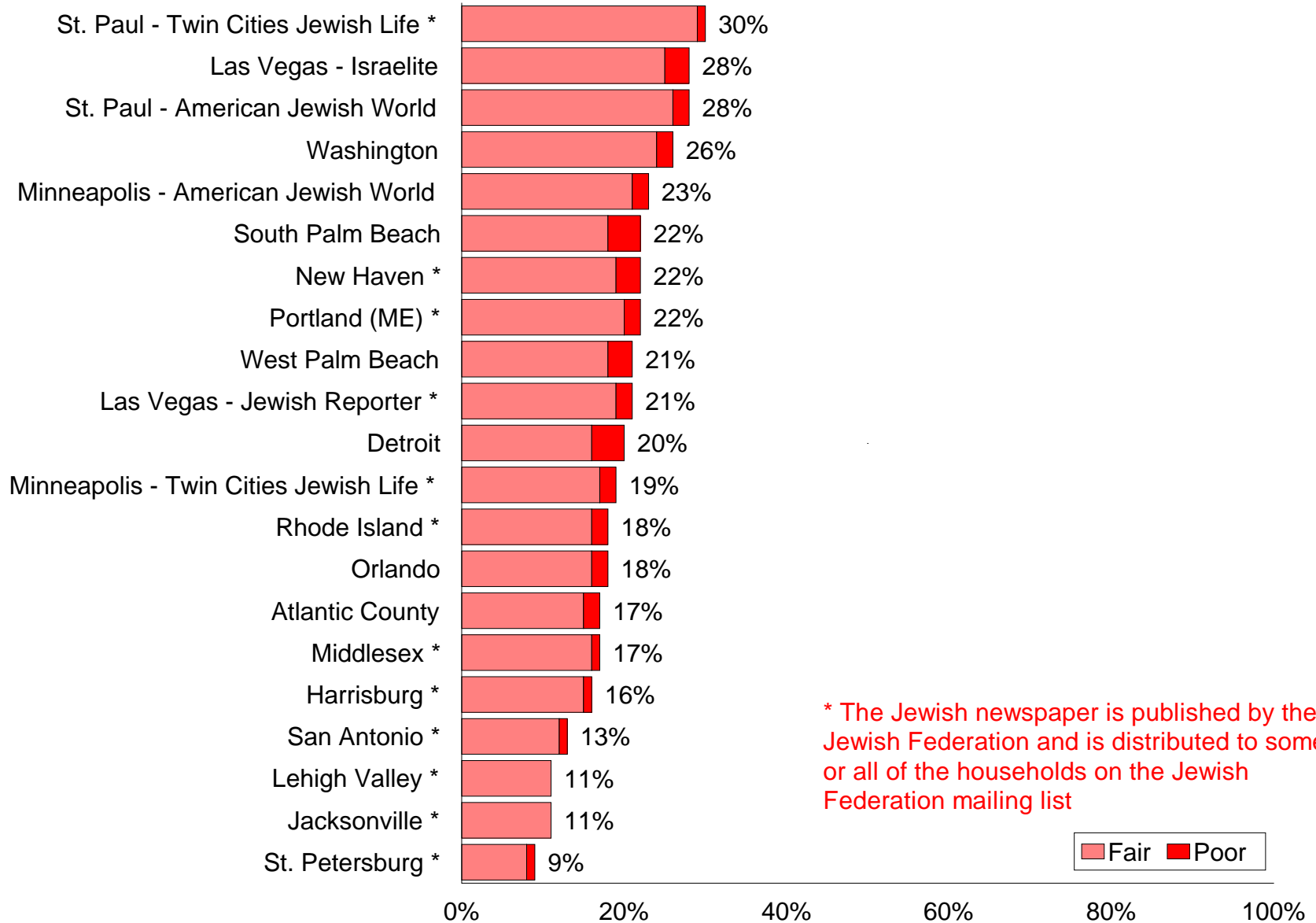
(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



# 4

## FAIR/POOR PERCEPTIONS OF THE LOCAL JEWISH NEWSPAPER

(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



**TABLE 3**  
**USED THE INTERNET FOR JEWISH-RELATED INFORMATION**  
**IN THE PAST YEAR**  
**COMMUNITY COMPARISONS**

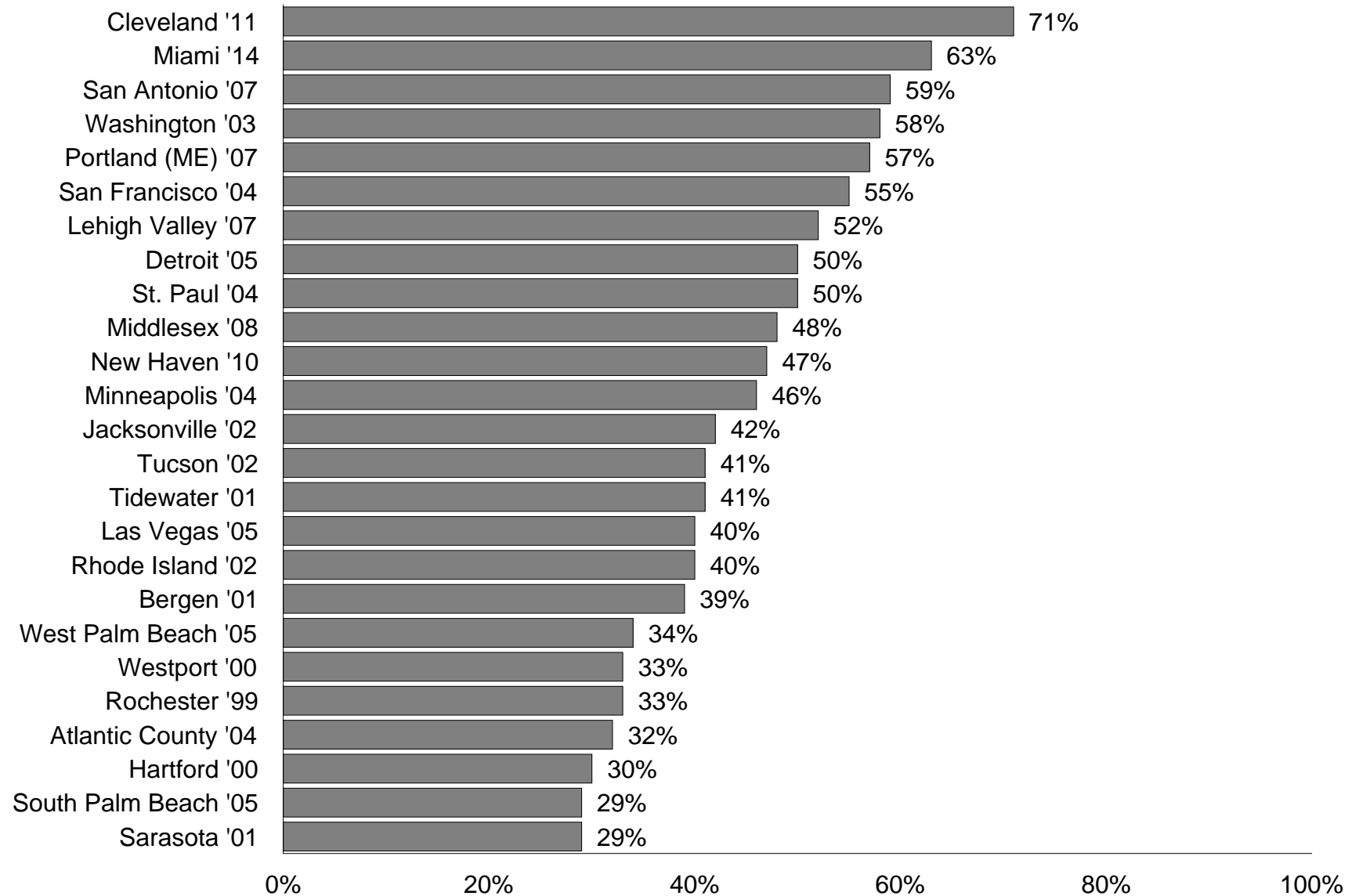
**BASE: JEWISH RESPONDENTS**

<b>Community</b>	<b>Year</b>	<b>%</b>		<b>Community</b>	<b>Year</b>	<b>%</b>
Cleveland	2011	71%		Tidewater	2001	41%
Miami	2014	63%		Las Vegas	2005	40%
San Antonio	2007	59%		Rhode Island	2002	40%
Washington	2003	58%		Bergen	2001	39%
Portland (ME)	2007	57%		W Palm Beach	2005	34%
San Francisco	2004	55%		Westport	2000	33%
Lehigh Valley	2007	52%		Rochester	1999	33%
Detroit	2005	50%		Atlantic County	2004	32%
St. Paul	2004	50%		Hartford	2000	30%
Middlesex	2008	48%		S Palm Beach	2005	29%
New Haven	2010	47%		Sarasota	2001	29%
Minneapolis	2004	46%		NJPS <sup>1</sup>	2000	40%
Jacksonville	2002	42%		<sup>1</sup> NJPS 2000 data are for the <i>more Jewishly-connected sample</i> .		
Tucson	2002	41%				

5

# USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

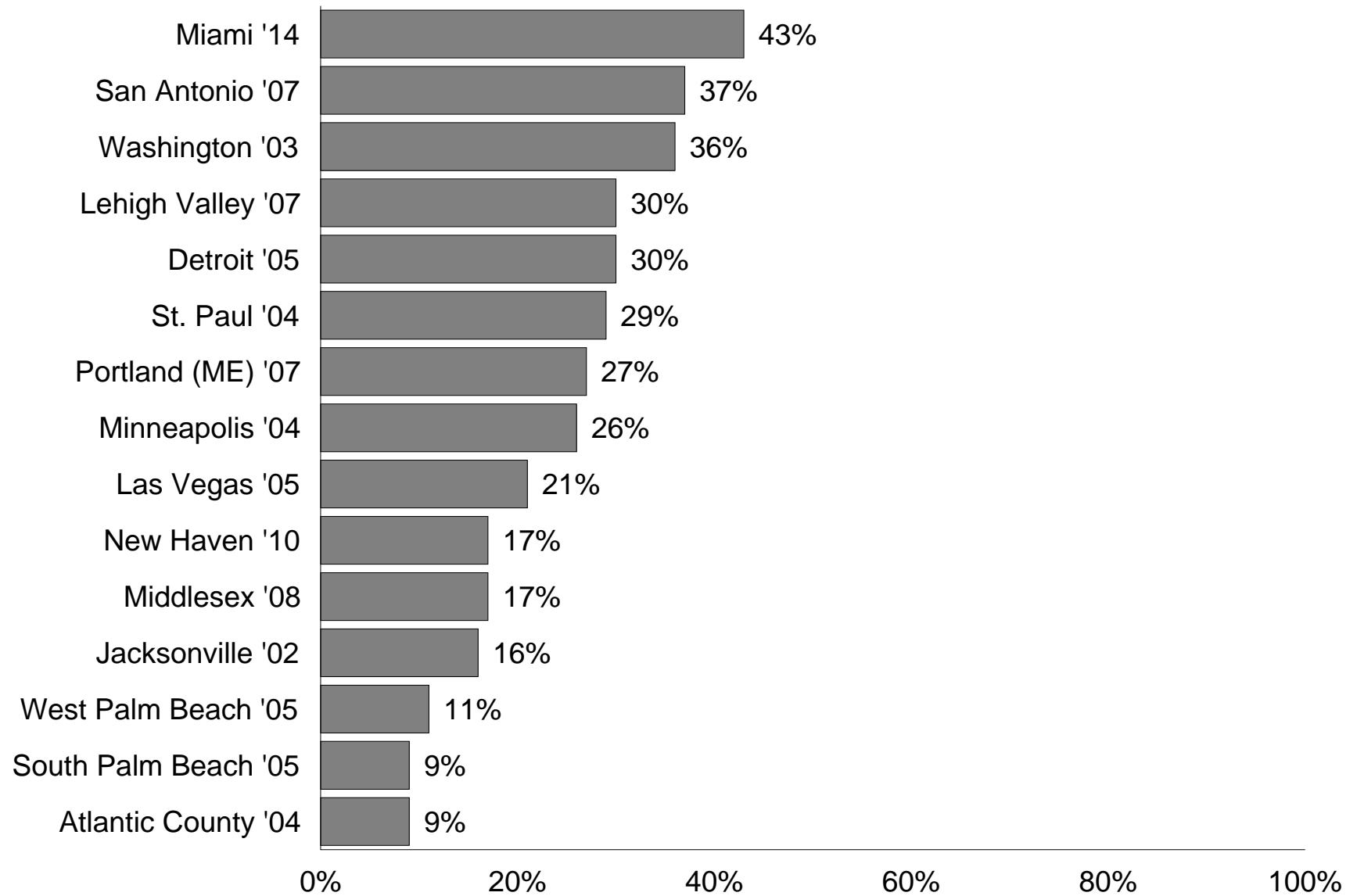
(Jewish Respondents)



<b>TABLE 4</b>						
<b>USED THE INTERNET FOR LOCAL JEWISH-RELATED INFORMATION</b>						
<b>IN THE PAST YEAR</b>						
<b>COMMUNITY COMPARISONS</b>						
<b>BASE: JEWISH RESPONDENTS</b>						
<b>Community</b>	<b>Year</b>	<b>%</b>		<b>Community</b>	<b>Year</b>	<b>%</b>
Miami	2014	43%		Las Vegas	2005	21%
San Antonio	2007	37%		New Haven	2010	17%
Washington	2003	36%		Middlesex	2008	17%
Lehigh Valley	2007	30%		Jacksonville	2002	16%
Detroit	2005	30%		W Palm Beach	2005	11%
St. Paul	2004	29%		S Palm Beach	2005	9%
Portland (ME)	2007	27%		Atlantic County	2004	9%
Minneapolis	2004	26%				

# 6 USED THE INTERNET FOR LOCAL JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)



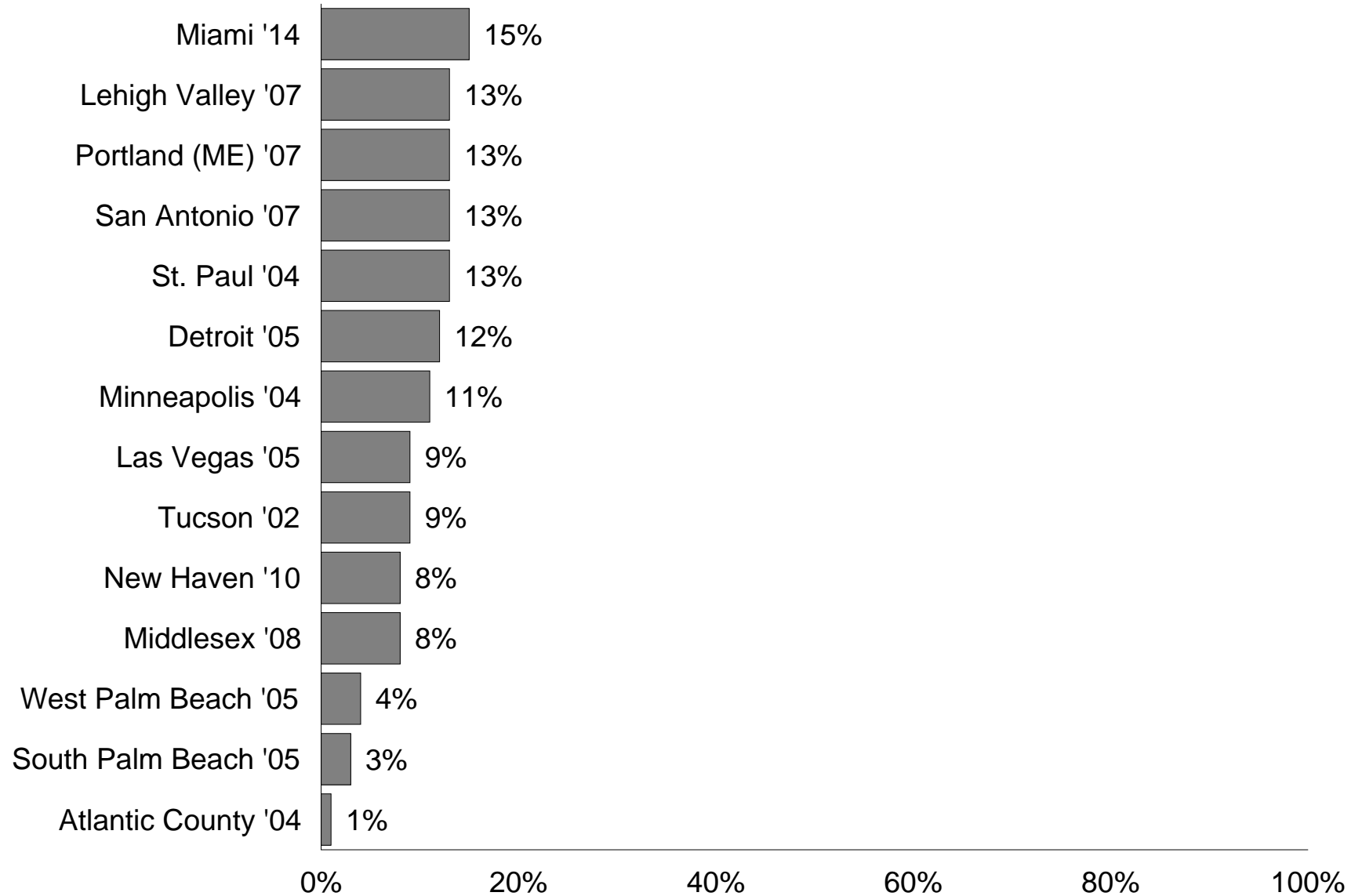
**TABLE 5**  
**VISITED THE LOCAL JEWISH FEDERATION WEBSITE IN THE PAST YEAR**  
**COMMUNITY COMPARISONS**

**BASE: JEWISH RESPONDENTS**

<b>Community</b>	<b>Year</b>	<b>%</b>		<b>Community</b>	<b>Year</b>	<b>%</b>
Miami	2014	15%		Las Vegas	2005	9%
Lehigh Valley	2007	13%		Tucson	2002	9%
Portland (ME)	2007	13%		New Haven	2010	8%
San Antonio	2007	13%		Middlesex	2008	8%
St. Paul	2004	13%		W Palm Beach	2005	4%
Detroit	2005	12%		S Palm Beach	2005	3%
Minneapolis	2004	11%		Atlantic County	2004	1%



# 7 VISITED THE LOCAL JEWISH FEDERATION WEBSITE IN THE PAST YEAR (Jewish Respondents)



## COMPARISONS OF JEWISH COMMUNITIES: A COMPENDIUM OF TABLES AND BAR CHARTS

### APPENDIX

This appendix provides further information to help readers use the tables and bar charts, including rules for inclusion of local studies in the compendium, methodological issues in comparing communities, the order of communities, and tips for reading the tables and bar charts.

#### RULES FOR INCLUSION OF COMMUNITY STUDIES

To be included in the comparison tables and bar charts, a community study must meet the following criteria:

- ❶ The study had to include a telephone survey using random digit dialing for at least part of the sample.
- ❷ The study had to be completed since 1993. If a community completed multiple studies during this period, only the results of the most recent study are shown.
- ❸ The study had to ask the questions addressed in the tables and bar charts using wording similar to other studies and to report the results in a manner facilitating comparison. In many cases where the original results were not reported in a manner facilitating comparison, Dr. Sheskin obtained the original survey data and produced results that permit comparisons. In some cases, differences in the wording of the questions or categories used to report the results are noted in the footnotes to the tables.
- ❹ The study had to ask the questions addressed in the tables and bar charts of the same set of households or persons in a household (known as the *base*) as other studies asked. For example, a question asked only about *Jewish children in Jewish households* cannot be included in the tables and bar charts with other studies that asked the same question about *all children (both Jewish and non-Jewish) in Jewish households*. Minor differences in the set of households or persons queried are noted in the footnotes to the tables. In some cases, communities for which the base is significantly different from that used in the table are listed at the end of the table with the alternative base noted. Such communities are not included in the comparison bar charts.

## COMPARISONS AMONG COMMUNITIES: METHODOLOGICAL CONCERNS

As noted, comparisons among Jewish communities help provide an important context for understanding American Jewish communities. Nonetheless, the comparisons should be treated with caution for the following reasons:

❶ **Different Dates of the Studies.** The Jewish community studies included in the comparison tables and bar charts were completed over an extended period of time. Differences between Community A in 1993 and Community B in 2010 may be due to the temporal differences in the community studies. For example, the intermarriage rate in Community A may be lower than in Community B simply because the community study in Community A was completed 17 years earlier, when intermarriage rates generally were lower. This is an extreme example since most comparisons are between studies completed closer in time than in this illustration.

❷ **Different Sampling Methods.** Three different sampling methods generally have been used in Jewish community studies: a random digit dialing (RDD) only sample (drawn from randomly generated telephone numbers); an RDD sample combined with a Distinctive Jewish Name (DJN) sample (drawn from a telephone directory); and an RDD sample combined with a List sample (usually drawn from the local Jewish Federation mailing list). Only Jewish communities that used RDD sampling for at least part of the sample are included in the comparison tables and bar charts. Different sampling methods *may* lead to differences in survey results. See Section I - Methodology for the sampling methods and sample sizes used in each community study included in the comparison tables and bar charts.

❸ **Different Questionnaires.** A variety of questionnaires have been used in Jewish community studies. For examples, see the Jewish Survey Question Bank (<http://jewishquestions.bjpa.org/>). The survey research literature indicates that even small changes in question wording or in the sequence in which questions are asked on a telephone survey can have a significant impact upon survey results.

❹ **Small Sample Sizes.** In general, when comparing the overall results for Jewish households or persons in Jewish households among Jewish communities, the sample sizes used in the community studies are such that differences of five percentage points or more may be considered statistically significant. On the other hand, when comparing the results among Jewish communities for *population subgroups* (such as households with children or respondents under age 35), the sample sizes may be substantially smaller such that even differences of 10-15 percentage points may not be statistically significant.

❺ **Missing Data.** Researchers sometimes treat missing data and “don’t know” responses differently, leading to minor differences in reported results.

⑥ **Identifying Jewish Households.** While there is considerable agreement among researchers and policy makers about how to define Jewish households and persons, different studies may use different questions for qualifying Jewish households and respondents, and researchers may use different methods for deciding if households and persons should be considered Jewish when a particular case is ambiguous.

⑦ **Time-Specific Conditions.** Some comparisons are affected by the year in which a study was completed. This applies particularly to comparisons on economic variables such as income and philanthropy (which may be affected by the state of the economy in a given year) and variables related to Israel (which may be affected by the political situation in Israel in a given year).

### **ORDER OF COMMUNITIES IN THE COMPARISON TABLES AND BAR CHARTS**

**Tables.** Each comparison table is ordered based upon one particular data column (referred to as the *primary column* in the discussion below), in descending order of magnitude of the data. Except for those tables with only one data column, the primary column has an *italicized* heading. The choice of primary column is determined by the data thought to be most interesting. Thus, for example, the household size table is ordered by the percentage of one-person households and the employment status table is ordered by the percentage employed full time. While listing the communities in alphabetical order might simplify finding the results quickly for a particular community, such a presentation would be much less helpful in facilitating comparisons among Jewish communities.

When two or more communities show the same percentage (or number) in the primary column, three rules are followed to determine the order in which the communities are listed:

① The first rule applies when a secondary column is used to order the communities that show the same percentage in the primary column.

In some cases, when the primary column is the sum of two (or more) other columns, the communities are listed according to the community that has the higher percentage on the more “extreme” of the columns being summed. For example, if two communities show the same percentage for “always/usually,” the community with the highest “always” percentage is listed first.

In other cases, a table is ordered on a particular column, but a secondary “related” column is used to order the communities that show the same percentage in the primary column. For example, in the employment status table, if two communities show the same percentage for “full time,” the community with the highest “part time” percentage is listed first.

If the communities continue to show the same percentages after applying this rule, the process is continued using the next appropriate column.

② The second rule applies when the first rule is not applicable or does not resolve the situation, that is, the communities show the same percentages in all the data columns. In this case, the community with the most recent study is listed first.

③ The third rule applies when the first two rules do not resolve the situation, that is, the communities also have the same year of study. In this case, the communities are listed in alphabetical order.

Communities for which data are unavailable for the primary column (but are available for other columns) are listed below a thick horizontal line in the tables.

**Bar Charts.** Comparison bar charts correspond to each primary column in the comparison tables, with the data presented in the same order as it appears in the table. In addition, for tables with multiple data columns, additional bar charts are presented to correspond to those additional data columns thought to be most interesting, with the data presented in descending order of magnitude. In these additional bar charts, when two or more communities show the same percentage (or number), the community with the most recent study is listed first. If the communities also have the same year of study, the communities are listed in alphabetical order.

## READING THE TABLES AND BAR CHARTS

Demographic data are easily misunderstood. The most common error in interpretation occurs when readers do not concentrate on the *nature of the denominator (or base) used in calculating a percentage*. Thus, the base in each table and bar chart is generally shown directly below the title.

In some tables and bar charts, “don't know” responses are included in the computations, while in other tables and bar charts they are excluded. The inclusion or exclusion of “don't know” responses depends on whether “don't know” is a statement of value (generally included) or merely an inability to remember or a refusal to respond (generally excluded). In some tables and bar charts, “don't know” responses are treated as negative responses. For example, if a respondent does not know whether the household maintains a synagogue membership, a reasonable assumption is that they do not. Missing responses are excluded from the tables and bar charts.

The reader may notice small differences in the percentages between tables and bar charts due to rounding. At times, also due to rounding, the reported percentages may not sum to 100% and the reported numbers may not sum to the appropriate numerical total. However, the convention employed shows the total as 100% or the appropriate numerical total.

White numbers in black circles (❶, ❷, ❸, etc.) are used in the column headings of tables to indicate that definitions of the terms are provided in the footnotes at the bottom of the table.

Some of the footnotes in the tables are not included in the bar charts to simplify the presentation.

### **ERRORS IN THE TABLES AND BAR CHARTS**

In an undertaking like this, errors in the data are inevitable. Please bring potential errors to the attention of Ira Sheskin at [isheskin@miami.edu](mailto:isheskin@miami.edu).