



# 2017 Portrait of Bay Area Jewish Life and Communities: Community Research Study

## Methodology Report

Between June and November 2017, YouGov completed interviews with 3,516 respondents in Jewish households in the 10-county Bay Area region. For the study, the target population was Jewish adults and the non-Jewish adults with whom they live in the following ten counties: San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, San Mateo and Santa Cruz.

Interviews were conducted by web between June 28 and November 19, 2017. Survey responses were sourced from four sample frames: a mail to web probability based sample (n=634); the YouGov online opt-in panel (n=180); YouGov partner opt-in panel (n=1,223); and Jewish community organizational lists (n=1,506).

### Definition of Jewish

For the purposes of eligibility respondents had to indicate they were Jewish by religious belief and, or, considered themselves Jewish. To identify non-conventional defined Jews, respondents were asked about Jewish conversion, and spouse or partner's Jewishness. The determination of Jewish eligibility is documented question by question in Appendix A, "Portrait Survey Jewish Eligibility". The full survey is available in Appendix D, "2017 Portrait Questionnaire".

Potential survey respondents were asked, "What is your present religion, if any?" Upon presentation of a list of religions, if a respondent did not indicate "Jewish" they were asked, "Aside from religion, do you consider yourself Jewish, or partially Jewish, or not Jewish?" Affirming that you consider yourself Jewish or partially Jewish was followed by "Did you have a Jewish parent or parents?" and "Were you raised Jewish, partially Jewish, or not Jewish?" If a respondent did not confirm a Jewish parent or being raised Jewish, we asked if they had converted to Judaism or were in the process of converting. And, finally, if no other conventional reason for considering oneself Jewish was provided, we asked, "Have you decided that you are Jewish or have you chosen to think of yourself as Jewish?" to capture those who simply identify as Jewish based on non-conventional reasons. These non-conventional identifiers were asked an open-ended question to explain in their own words why they considered themselves Jewish.

## **Data Collection**

The survey administration was intended to combine **probability** and **non-probability based samples** - using the probability based sample as a true frame of the population to determine the demographics of the ten-county based population.

The Portrait has four specific categories of sample sources: (1) Random sample of residents 18 and older- voter and consumer files administered from a mail-to-web recruit. Population lists were provided by L2 and Marketing Systems Group. (2) YouGov opt-in survey panel; (3) Online sample partners; and (4) Two Bay Area Jewish Federation contact lists and two JCCs.

Initially, an RDD telephone survey, a probability based sample, was planned to generate the survey responses that would be used to weight the non-probability based answers. However, an unusually low response rate led to concerns that the Bay area's unique tech culture and demographics would deem this effort highly flawed, if not financially infeasible.

In an attempt to acquire an acceptable probability based sample, YouGov changed strategies and piloted a mail to web protocol that made use of the most accurate population list in the 10-county area- state voter data. Based on previous studies that have concluded that Jewish adults are registered to vote by approximately 90%, we chose the voter lists as acceptable frame for the population (see 2014 Pew Religious Landscape Study). The voter lists for the ten counties were stratified by voters with or without Jewish surname.

### **Probability Based: Mail to Web**

Respondents received a letter identifying the sponsor and describing the purpose of the study. The letter indicated that the study concerned people—Jewish and not Jewish, but living in Jewish households throughout the Bay area. We provided a public facing website and a secure and unique access code for the respondent to complete the study eligibility questions. The letters were sent with first class postage stamps, personalized to the selected resident, and included \$2 cash as a token of our appreciation for going to the website to determine their eligibility. (The recruitment letter is attached as Appendix C.)

While the mail-to-web response was heavily impacted by the naming of the sponsoring organization (70% eligibility), the recruitment captured eligible respondents that were significantly less likely to be associated with the Jewish communal network.

### **Non-Probability Based samples: Consumer and Member lists**

In an effort to recruit eligible respondents in the ten-county bay area, unlikely to be reached by other methods, YouGov made use of its national consumer panel, composed of willing survey respondents. YouGov is a nationally known opinion firm with results published by leading news organizations. Respondents provide a mailable address to receive small incentives for participation and this allows YouGov to target invitations to residence. For a description of the YouGov panel recruitment, methods and quality control efforts, see Appendix B.

YouGov panelists were invited based on county of residence and screened for eligibility for the study. To qualify for the study a respondent had to provide an eligible zip code and confirm they were Jewish by birth or ethnicity to qualify.

In order to increase the amount of available eligible online respondents, YouGov partnered with the following sample vendors: SSI, Critical Mix, Research Now, Branded Research, Cint, Toluna, Empanel, P2Sample, Tellwut, and OP4g. The resulting survey responses are classified by source as “YouGov Online partners”. These sample vendors all have similar methods of recruitment for their opt-in consumer panels and have been tested in prior surveys by the YouGov operations team. All data sources were deduped from each other using a combination of cookies and IP address.

### **Member Lists**

One component of the study was to accurately describe the embedded and institutionalized members of the Jewish community in the Bay area. The Jewish Federation provided contactable lists of its membership from the following sources:

1. Jewish Federation of the East Bay
2. Jewish Community Center, Sonoma County
3. Peninsula Jewish Community Center
4. Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties

Contacts on these lists were invited to the survey via a unique and secure link to determine the respondent's eligibility. Respondents received at least two invitations by email. The email described the purpose of the study and directed interested respondents to an official statement on the Federation's website concerning the authenticity of the study and request to participate. In total 1506 adults from membership lists qualified and completed the survey.

## Response rate calculations

In the table, we have provided response rate calculations for each of the data source categories:

	YouGov - Online	Online Partners	Community Lists	Mail-to-Web
Invites	2,745	35,8776	29,415	17,628
Starts	1,540	5,147	2,481	1,651
Incompletes	103	782	1,090	496
Screen outs	1,251	3,142	144	501
Qualified Completes	184	1,123	1,506	654
Nonresponse	1,205	30,729	26,934	15,977
Eligibility Rate	19%	39%	94%	70%
RR3	35.9%	8.8%	5.4%	5.3%

The total number of qualified completes in this table (3,567) is higher than the delivered number of completes due to quality check cleaning at the end of the field period.

## Weighting and estimates of population size

In order to develop a target population and estimates for population parameters for the study, YouGov turned to the mail-to-web portion of the study. The mail-to-web sample used for these calculations was drawn from the firm's L2 voter file of the 10 Bay Area counties. Individuals in those counties were subset on those who were coded by L2 as being Jewish or who had a traditionally Jewish name. A random subset of these individuals were selected to receive an invitation by mail to take the survey online.

To create the frame and the survey weights, YouGov employed an approach called “Census clicks,” which is an approach used to estimate population characteristics for groups for which there are no known statistics. The basic technique is as follows:

1. Create a sampling frame of a known population of which the target population is a subset
2. Invite a representative sample of the full sampling frame to the survey and screen on the characteristics of the target sample subset
3. Weight the full set of survey starts, including ineligibles, to the sampling frame
4. Subset the eligible completes and recenter the weights. This weighted dataset can now be used to estimate the population characteristics of the eligible completes.

In the case of Jews, there are no government data on the number of Jews in U.S. counties or their characteristics, as religion is not collected by the Census or the American Community Survey. Without government data, typically the next step would be to use a probability based sample survey, such as from the 2013 Pew Survey of U.S. Jews, to create a frame. However, because the geographic target for this survey was small, the Pew data contained an inadequate number of eligible respondents.

For these reasons, we turned to consumer and voter lists to create a sampling frame. The benefit of these kinds of lists is that they are exhaustive and have reasonably accurate ethnic coding. Therefore, if we take the full set of people coded as Jewish or who have a known Jewish last name, we have something close to a Census, which is suitable for a frame.

From this frame, a representative subset of individuals was drawn and invited to take the survey. Of those who were invited, a relatively small proportion started the survey and, of those who started, only a portion was eligible to complete the survey. When response rates are low, there is the risk that those who start the survey are not representative of those in the population frame. To alleviate this issue, we post-stratified the full set of individuals who started the survey to the characteristics of the frame by age, gender, and county, then used the weighted subset of eligible completed respondents to make inferences about the target population, that is, Jewish and partially Jewish residents of the 10 Bay Area counties.

As a final step, we post-stratified the survey responses to make the Jewish Federation sample 13% of the total sample size, which is our best estimate for the total percentage of membership rate in the 10 counties.

To expand the weights to estimate population parameters, used the total adult population size in each county, plus the estimated portion of residents who are Jewish or partially Jewish in each county (from L2) to create household weights and number of Jewish households estimate of 148,000. We then used the number of adults and children listed in each household to transform these weights into person weights and estimate the total number of Jewish and partially Jewish individuals in the 10 counties.

## Appendix A:

### Portrait Survey Jewish Eligibility

#### **S3. What is your present religion if any?**

If Jewish → S5

If not Jewish → S4

(if R does not select Jewish)

#### **S4. Aside from religion, do you consider yourself Jewish, or partially Jewish, or not Jewish?**

If R indicates "not Jewish" → is deemed ineligible

(asked of everyone)

#### **S5\_Did you have a Jewish parent or parents?**

If yes to at least 1 parent,

If no → S5a

(if S4=Jewish or partially Jewish)

#### **S6a\_In terms of your Jewish identity... Have you converted to Judaism or are you in the process of converting?**

If no → S6b

(if not converted but R considers self culturally/ethnically Jewish)

#### **S6b. In terms of your Jewish identity... Have you decided that you are Jewish or have you chosen to think of yourself as Jewish?**

If no → S6c

#### **S6c\_In terms of your Jewish identity... Do you participate in Jewish cultural activities?**

#### **S6d\_In terms of your Jewish identity... Is spouse or your partner Jewish?**

#### **S6e\_In terms of your Jewish identity... Are you raising your children to be Jewish or partially Jewish?**

If yes to c, d, or e → R is deemed eligible

#### **S7\_Is there any other reason that you consider yourself to be Jewish or partially Jewish?**

What is that reason? (open-end)

## Appendix B:

### YouGov Panel Recruitment Methods and Quality Control

The YouGov panel, a proprietary opt-in survey panel, is comprised of 1.5 million U.S. residents who have agreed to participate in YouGov's Web surveys. At any given time, YouGov maintains a minimum of five recruitment campaigns based on salient current events.

Panel members are recruited by a number of methods to help ensure diversity in the panel population. Recruiting methods include Web advertising campaigns (public surveys), permission-based email campaigns, partner sponsored solicitations, telephone-to-Web recruitment (RDD based sampling, and mail-to-Web recruitment (voter registration based sampling).

By utilizing different modes of recruitment continuously over time, this ensures that hard-to-reach populations will be adequately represented in survey samples. Participants are not paid to join the YouGov panel, but do receive incentives through a loyalty program to take individual surveys.

#### ***Invitations:***

All invitations were made to profiled panel members by email and/or SMS, depending on how the panelist has opted to be contacted. All invited respondents have opted-in to receive survey invitations from YouGov. Panelists who did not respond to the initial invitation received up to two follow-up emails.

YouGov administered the survey via web to panelists and was responsible for all contact with respondents. During data collection, YouGov was in communication with the Baker Center staff to provide updates and discuss any issues that arise.

***Detecting fraud:***

The YouGov panel does not permit multiple registrations under the same email address. In the event that an individual attempts to register for the panel under multiple email addresses, we are able to detect this behavior through a combination of cookie and IP address tracking. IP addresses and cookies from each individual survey are also checked and cleaned for any evidence of duplicate responses or responses coming from outside the United States. Additionally, YouGov panel incentive practices discourage individuals outside of the United States from registering for the panel. All panel incentives are distributed through postal mail and require a deliverable US address.

## Appendix C

October 13, 2017

«FNAME» «LNAME»  
«ADDR1» «ADDR2»  
«CITY», «STATE» «ZIP»«Dash»«ZIP4»

Dear «FNAME»,

We are conducting a study sponsored by the SF-based Jewish Community Federation (<https://jewishfed.org/>).

**This study concerns people – Jewish and not Jewish – living in Jewish households throughout the Bay Area.** The survey focuses on your experiences, interests and needs. Your answers are vitally important to get an accurate picture of the people in Jewish households in the Bay area.

This survey represents a unique opportunity to play a direct role in shaping the future of the Bay Area and its Jewish community.

Using your internet web browser, please complete our short survey online today at:

**Website:** <http://bayarea.yougov.com>

**Your access code:** «RespID»

Your responses are voluntary and will be kept confidential. If you have any questions about YouGov or this study please contact me at [ashley.grosse@yougov.com](mailto:ashley.grosse@yougov.com). At the JCF, you may reach out to Julie Golde, Senior Director of Community Impact, at the Jewish Community Federation ([JulieG@sfjcf.org](mailto:JulieG@sfjcf.org)). More information about this study is located at <https://bayareastudy/jewishfed.org/>

Thank you in advance for your participation in this important study. We are enclosing a small token of appreciation in gratitude of sharing your time and opinion. Your views are very important to us.

Sincerely,



Ashley Grosse, Ph.D.  
Senior Vice President  
Academic and Government Research

**NOTE:** This document has been repurposed from a dynamic online questionnaire, and therefore will not display in consecutive order, show designated form fields, drop down fields, or have multiple choice answers aligned with each question.

## Appendix D

# Questionnaire Bay Area 2017

We would like to include you as a participant in the 2017 Bay Area Study of Jewish households. This study is about the people – Jewish and not Jewish -- living in Jewish households in the Bay Area. The survey focuses on your experiences, interests, and needs. Your answers are vitally important to get an accurate picture of the people in Jewish households in the Bay area. This survey represents a unique opportunity to play a direct role in shaping the future of the Bay Area and its Jewish community.

All of your responses are confidential. At no point in time will any identifying information you provide be connected to your answers.

Participation is voluntary, and you may decline to answer any questions that you do not want to answer. PLEASE COMPLETE THIS SHORT SURVEY IN ONE SITTING. IF YOU CLOSE THIS BROWSER BEFORE YOU ARE DONE, YOUR INTERVIEW INFORMATION WILL BE SUBMITTED AS INCOMPLETE.

Please begin...

Please make sure the code you provided is correct.

Before we begin, we need to confirm some basics.

**So that we can ask you about the news and events in your area, in what zip code do you currently reside?**

**Which county do you live in?**

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Santa Cruz
- Solano
- Sonoma
- Don't know

**What is your present religion, if any?**

- Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- Roman Catholic (Catholic)
- Jewish (Judaism)
- Muslim (Islam)
- Buddhist
- Hindu
- Atheist (do not believe in God)
- Agnostic (not sure if there is a God)
- Something else
- Or Nothing in particular

**ASIDE from religion, do you consider yourself Jewish, or partially Jewish, or not Jewish?**

- No, not Jewish
- Yes, Jewish
- Yes, partially Jewish, Jewish and another religion, or sometimes consider self-Jewish
- It's complicated (open [Jewish/other])

**Did you have a Jewish parent or parents?**

- No, neither Jewish
- Yes, both parents
- Yes, mother
- Yes, father
- Yes, one parent (mother or father, not specified)

**Were you raised Jewish, partially Jewish, or not Jewish?**

- Jewish, Jewish-only
- Partially Jewish, half-Jewish
- No, raised in a religion that is not Jewish  
(Protestant, Catholic, etc.)
- No, raised without any religion

**In terms of your Jewish identity... Have you converted to Judaism or are you in the process of converting?**

- Yes
- No

**In terms of your Jewish identity... Have you decided that you are Jewish or have you chosen to think of yourself as Jewish?**

- Yes
- No

**In terms of your Jewish identity... Do you participate in Jewish cultural activities?**

- Yes
- No

**In terms of your Jewish identity... Is your spouse or your partner Jewish?**

- Yes
- No

**In terms of your Jewish identity... Are you raising your children to be Jewish or partially Jewish?**

- Yes
- No

**Is there any other reason that you consider yourself to be Jewish or partially Jewish?**

- Yes
- No

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**What is that reason?**

**Including you, how many ADULTS usually live in the household with you? Please include anyone who thinks of this household as their primary residence - spouses/partners or students temporarily living away from home on vacation, for business, at school or those in the military, and any roommates in the household.**

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**Does the other adult in your household consider himself or herself Jewish or partially Jewish - or not Jewish?**

- Jewish or Partially Jewish
- Not Jewish
- Not Sure

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**Do any of the other adults in your household consider themselves to be Jewish or partially Jewish?**

- Yes, at least one adult considers self to be Jewish or partly Jewish
- Not Jewish
- Not Sure

---

**Are any of the Jewish adults in your household... (select all that apply)?**

- Spouse (or domestic partner)
- Family member
- Non-related roommate
- Other

For statistical purposes, can you please tell me the gender and age of the other Jewish adult in the household (If more than one, please answer while thinking of the youngest Jewish adult).

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**What is the gender of the other Jewish adult in the household?**

- Male
- Female

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**How old is the other Jewish adult in the household? (please estimate if you are unsure)?**

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**What is this other Jewish adult's highest degree completed?**

- Did not graduate from high school
- High school graduate
- Some college, but no degree (yet)
- 2-year college degree
- 4-year college degree
- Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)

We would like to include you as a participant in the 2017 Bay Area Study of Jewish households. This study is about the people – Jewish and not Jewish – living in Jewish households in the Bay Area. The survey focuses on your experiences, interests, and needs. Your answers are vitally important to get an accurate picture of the people in Jewish households in the Bay area. This survey represents a unique opportunity to play a direct role in shaping the future of the Bay Area and its Jewish community.

All of your responses are confidential. At no point in time will any identifying information you provide be connected to your answers.

Participation is voluntary, and you may decline to answer any questions that you do not want to answer.

The survey will take approximately 15 minutes to complete.

Please begin...

**In what year were you born?**

**We would like to know, where were you born? Was it in the Bay Area, elsewhere in the US, in Israel, in the Former Soviet Union, or elsewhere outside the US?**

- Bay Area
- Outside Bay Area, but in the U.S.
- In Israel
- In the Former Soviet Union
- Elsewhere, outside the United States

**How many years have you lived in the Bay Area?**

**How long have you lived at your current address?**

**How likely are you to move from your current residence in the next two years? Would you say you will...?**

- Definitely move
- Probably move
- Probably NOT move
- Definitely NOT move
- Don't know

**If you move, are you likely to stay in the Bay Area or move outside the Bay Area?**

- Stay in the Bay Area
- Move outside
- Don't know

**Are you...**

- Married
- Living with a partner
- Single - never married
- Divorced
- Separated
- Widowed

Next, we are trying to estimate the number of people who live in Jewish households. To do this we need to ask participants about the members of their household.

**How many adults age 18 or older usually live in your household? (Please include any college students who are temporarily living away from home.)**

**How many, if any, are children under age 18?**

Now I have a few questions about the other people age 18 and older who usually live in your household. Please think about the oldest person besides you when answering the following questions.

**How old is this person?**

**What is their gender?**

- Man
- Woman

**Does this adult currently consider themselves Jewish or partially Jewish or not Jewish**

- Jewish
- Partially Jewish
- Not Jewish
- Don't know

**What is this adult's relationship to you?**

- Boyfriend/girlfriend
- Roommate/housemate, friend (not partner/boy/girlfriend), boarder
- Son
- Stepson
- Daughter
- Stepdaughter
- Grandson/Granddaughter
- Parent (Father/Mother)
- Grandparent
- Brother
- Sister
- Other relative
- Employee - nanny, housekeeper, companion, aide
- Other

*[Sequence repeated for persons 2-12]*

For some people gender is a more complex issue. We are interested in how you think about yourself.

**Do you consider yourself...?**

- Male
- Female
- Transgender
- I prefer to identify my gender as open

**Would you say that you transitioned...?**

- From male to female
- From female to male
- Neither
- Other

**Which of the following best describes your spouse's gender?**

- Man
- Woman

**Where was your spouse born?**

- Bay Area
- Outside Bay Area, but in the U.S.
- In Israel
- In the Former Soviet Union
- Elsewhere, outside the United States
- Don't know

**And what is your spouse's religion, if any?**

- Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- Roman Catholic (Catholic)
- Jewish (Judaism)
- Muslim (Islam)
- Buddhist
- Hindu
- Atheist (do not believe in God)
- Agnostic (not sure if there is a God)
- Something else
- Or Nothing in particular

**Aside from religion, does your spouse consider himself/herself Jewish, or partially Jewish, or not Jewish?**

- No, not Jewish
- Yes, Jewish
- Yes, partially Jewish, Jewish and another religion, or sometimes consider self Jewish
- It's complicated

**With which group do you most closely identify?**

- Heterosexual / straight
- Lesbian / gay woman
- Gay man
- Bisexual
- Other
- Prefer not to say

**What racial or ethnic group best describes you?**

- White
- Black or African-American
- Hispanic or Latino
- Asian or Asian-American

- Native American
- Middle Eastern
- Mixed Race
- Other

**What is your highest education degree?**

- Did not graduate from high school
- High school graduate
- Some college, but no degree (yet)
- 2-year college degree
- 4-year college degree
- MSW
- MEd
- MBA
- LLB, JD
- MD, DDS, other health-related doctor
- Ph.D.
- Other Master's
- Other Doctorate
- Other graduate degree

**Last week, were you self-employed, employed by someone else or an organization, or not employed for any reason?**

- Self-employed
- Employed by someone else or an organization
- Not-employed
- Both employed by someone else and self-employed

**You indicated that you were not employed last week. Were you...**

- Retired
- A student
- Disabled and Unable to work
- Unemployed - not working - and looking for a job
- Not working, and not looking for a job
- Stay-at-home parent or spouse
- Something else

**Where do you primarily work? Is it in San Francisco, the East Bay, the North Bay, the Peninsula, Silicon Valley, or elsewhere?**

- San Francisco
- the East Bay
- the North Bay
- the Peninsula
- Silicon Valley
- Elsewhere

**Now I have a few questions about your spouse. What year was she born in?**

**What is his/her highest education degree?**

- High school graduate
- Some college, but no degree (yet)
- 2-year college degree
- 4-year college degree
- MSW
- MEd
- MBA
- LLB, JD
- MD, DDS, other health-related doctor
- Ph.D.
- Other Master's
- Other Doctorate
- Other graduate degree

**How would you describe your spouse's race or origin?**

- White
- Black or African-American
- Hispanic or Latino
- Asian or Asian-American
- Native American
- Middle Eastern
- Mixed Race
- Other

**Last week, was she self-employed, employed by someone else or an organization, or not employed for any reason?**

- Self-employed
- Employed by someone else or an organization
- Not employed
- Both employed by someone else and self-employed

**You said that she was not employed last week, was she...**

- Retired
- A student
- Disabled and unable to work
- Unemployed - not working - looking for a job
- Not working, and not looking for a job
- Stay-at-home partner or spouse
- Something else

Now I have a few questions about the children 17 and younger who usually live in your household. Please think about the oldest child when answering the following questions.

**So that we can reference this child later on in the survey, please enter the child's name, nickname, or initials.**

**How old is this child?**

**Is this child being raised..?**

- Jewish
- Partially Jewish (Is this child being raised in a religion other than Judaism, or in no religion?)
- Not Jewish (Is this child being raised in a religion other than Judaism, or in no religion?)
- You haven't decided
- Other (Is this child being raised in a religion other than Judaism, or in no religion?)

**When asked about how this child is being raised you selected "Other". Could you please specify.**

*[Sequence repeated for each child.]*

- Yes
- No

**What type of school is this child going to on a FULL-TIME basis?**

- Public school
- Jewish day school
- Other private school
- At home full-time schooling
- Already completed school
- Not in school

**Does this child currently receive any Jewish schooling?**

- Yes
- No

**Is this child attending a congregational school, religious school, Hebrew school, receiving regular tutoring at home, or something else?**

- Attending a congregational school, religious school, Hebrew school
- Receiving regular tutoring at home
- Something else

**Has this child ever received any Jewish schooling?**

- Yes
- No

**Did this child attend a Jewish day school, congregation school, religious school, or Hebrew school, or received regular tutoring at home?**

- Attended a Jewish day school
- Attended a congregation school, religious school, or Hebrew school
- Receiving regular tutoring at home

*[Sequence repeated for each child.]*

**With respect to the Jewish schooling your**

- Very satisfied

- Somewhat satisfied
- Not satisfied
- Not at all satisfied

**Has any child ages 5-17 in your household ever...**

- Attended a Jewish-sponsored pre-school before entering kindergarten?
- Attended a Jewish day camp?
- Attended or worked in a summer overnight camp with Jewish content?

**Does your child's spouse or partner identify as Jewish, or not?**

- Yes
- No

**Is this child currently enrolled in an infant care, day care, nursery school or pre-school?**

- Yes
- No

**Is that in a Jewish setting, such as one sponsored by a synagogue or JCC?**

- Yes
- No

*[Sequence repeated for all children age 6 and under.]*

**What was the main type of Jewish schooling you received as a child in elementary school, if any? Was it a part-time school that generally met once a week, one that generally met twice or more a week, a Jewish all-day school, or none?**

- School that generally met just Sundays or once a week
- One that generally met twice or more a week
- A Jewish day school
- None

**Do you have children who are now married or partnered?**

- Yes
- No

**Page: page Qa**

- Yes
- No
- Don't know

**Of your children' spouses or partners, how many identify as Jewish?****Do you have any grandchildren?**

- Yes
- No

**How many of them are being raised Jewish?****Right now, how important is being Jewish in your life?**

- Very important
- Somewhat important
- Not very important
- Not at all important
- Do not consider self Jewish

**In addition to being Jewish, do you also consider yourself part of another religion or another ethnic group?**

- Yes
- No

**What is that religion or ethnic group?****Do you identify with a Jewish denomination and if so, is it...**

- Orthodox
- Conservative
- Reform
- Reconstructionist
- Other denomination
- No denomination

**About how often do you participate in a Friday night Shabbat meal, if at all?**

- Regularly
- Sometimes
- Rarely
- Never

**About how often do you access Jewish websites or look for Jewish content on the Internet, if at all?**

- Regularly
- Sometimes
- Regularly
- Sometimes
- Rarely
- Never

**Do you attend any type of synagogue, temple, or Jewish religious service, and if so, about how often?**

- Several times a week or more
- About once a week
- Several times a month
- About once a month
- A few times a year
- Only on High Holidays (Rosh Hashanah, Yom Kippur)
- Only on special occasions, such as a Bar Mitzvah or wedding
- Not at all

**Right now, how important is it to YOU to be part of a Jewish community in the Bay Area?**

- Very important
- Somewhat important
- Not very important
- Not at all important

**Do you belong to a synagogue, temple, minyan or havurah?**

- Yes
- No

**In the past months, did you attend any event or program at a Jewish Community Center, or use the JCC facilities - other than to go to a private event, such as a wedding?**

- Yes
- No
- Don't know

**In the past months, about how often did you go to Jewish cultural events ... things such as visiting a Jewish museum or Jewish exhibit, going to a Jewish-themed film, or attending an Israeli musical event?**

- Many times
- A few times
- Once or twice
- Never

**Other than a synagogue, temple or a JCC, do you belong to or participate in any other Jewish organization or group?**

**Page: page Qa**

- Yes
- No
- Don't know

**How welcome or unwelcome do you feel attending events and activities sponsored by Jewish congregations, groups and other organizations?**

- Very welcome
- Somewhat welcome
- Somewhat unwelcome
- Very unwelcome
- It depends, varies
- Do not consider self Jewish
- Don't know/ have mixed feelings

**Please describe an occasion in which you felt unwelcome in a Jewish setting?**
**Are you an officer, board member or committee member of a synagogue, or Jewish organization?**

- Yes
- No

**About how often, if at all, do you...**

Q1\_a- prompt once on skip      Attend a Passover Seder in your home or somewhere else?

Q1\_b- prompt once on skip      Light Sabbath candles on Friday night?

Q1\_c- prompt once on skip      Light Hanukkah candles?

**COLUMNS**

- Always
- Usually
- Sometimes
- Never

**Did you fast on Yom Kippur this past year, either all day or part of the day?**

- Yes, all day
- Yes, part of the day
- No, did not fast
- Cannot fast because of health, pregnancy, nursing
- Fasted partially, e.g., no food, but drank

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**During the past year, have you volunteered for any type of nonprofit organization or cause?**

- Yes
- No

**As far as you know, was that volunteering for Jewish organizations or causes, for groups that are not specifically Jewish, or both?**

- Only Jewish organizations
- Only groups that are not specifically Jewish
- Both Jewish and non-Jewish groups/organizations

**Did your volunteering include some kind of hands-on service to people in need, such as the elderly, the poor or someone in the hospital?**

- Yes
- No

**Did your volunteering include some kind of social action or advocacy for a cause you support?**

- Yes
- No

**To what extent do you feel like you are a part of a Jewish community in the Bay area?**

- A lot
- Some
- Only a little
- Not at all

**Among your closest friends, about how many are Jewish?**

- All or almost all
- Most
- About half
- Some
- Few or none
- Don't know

**How interested, if at all, are you in increasing your connections to being Jewish in any way?**

- Very Interested
- Somewhat Interested
- Not Very Interested
- Not at All Interested

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**In what ways might you be interested in increasing your connections with being Jewish? Whatever comes to mind is fine.**

**Did you ever travel to Israel or live there?**

- Yes, traveled to Israel
- Yes, lived in Israel
- No

**Have you been to Israel once, twice, or more times?**

- Once
- Twice
- Three times or more

**How emotionally attached are you to Israel?**

- Very attached
- Somewhat attached
- Not very attached
- Not at all attached

**How important is it to you that there is a Jewish state in the world?**

- Very important
- Somewhat important
- Not very important
- Not at all important
- Not sure

**Page: page Qa****Would you say you are comfortable or uncomfortable with the idea of Israel as a Jewish state?**

- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable
- Not sure

**In the dispute between Israel and the Palestinians, which side do you sympathize with more -- Israel, or the Palestinians?**

- Israel
- The Palestinians
- Both
- Neither
- Don't know / Not sure

**Would you say that you sympathize with Israel much more or somewhat more?**

- Much more
- Somewhat more

**Would you say that you sympathize with the Palestinians much more or somewhat more?**

- Much more
- Somewhat more

**With respect to the Israeli-Palestinian conflict, do you favor or oppose the solution based on the establishment of a Palestinian state alongside Israel, known as the two-state solution?**

- Favor
- Oppose
- Not sure

**With respect to the Israeli-Palestinian conflict, do you favor or oppose Israel formally annexing the West Bank?**

- Favor
- Oppose
- Not sure

**With respect to the Israeli-Palestinian conflict, do you favor or oppose a single state where roughly equal numbers of Jews and Arabs would have equal rights?**

- Favor
- Oppose
- Not sure

**Generally speaking, do you think of yourself as a ...?**

- Democrat
- Republican
- Independent
- Other
- Not sure
- Strong Democrat
- Not very strong Democrat
- Strong Republican
- Not very strong Republican
- The Democratic Party
- The Republican Party
- Neither
- Not sure
- Don't know

**In general, how would you describe your own political viewpoint?**

- Very liberal
- Liberal
- Moderate
- Conservative
- Very conservative
- Not sure

**Now we have a few questions about your health and related issues.**

**Would you say that your own health is excellent, good, fair or poor?**

- Excellent
- Good
- Fair
- Poor

**Do you typically need help with daily activities --- such as preparing meals, dressing, bathing, walking up and down stairs, or shopping alone?**

- Yes
- No
- Don't know

**In the past months, did you seek...**

Services for an adult who is 65 or over in your household?

- Yes
- No

**Which services were sought?**

- Adult day care
- Bereavement support
- Caregiver respite
- Financial or legal assistance
- Information and referral
- Mental health services
- Nutrition or meal services
- Participation in a senior center
- Transportation
- Something else

**In the past 1months, did you seek...**

Services for an adult of any age with a disability, including Alzheimer's?

- Yes
- No

**Help for a child who has a physical, developmental or learning disability or other special needs?**

- Yes
- No

**Help in finding a job or choosing an occupation? Help with housing or financial assistance?**

- Yes
- No

**How easy or difficult was it to get assistance for...**

- Services for an adult who is 65 or over in your household?
- Services for an adult of any age with a disability, including Alzheimer's?
- Help for a child who has a physical, developmental or learning disability or other special needs?
- Help in finding a job or choosing an occupation? Help with housing or financial assistance?

**COLUMNS**

- Very difficult
- Somewhat difficult
- Somewhat easy
- Very easy

**Do you manage the care or personally provide care on a regular basis for an aging family member or friend? This could be for someone living in your household or somewhere else.**

- Yes
- No

**The next few questions are about charitable causes. Please remember we are NOT asking for contributions.**

**In 2016, did you contribute financially to any charity or cause?**

- Yes
- No
- Don't know

**In 2016, did you contribute to any charity or cause that is NOT specifically Jewish - like the United Way, a cancer charity, or a university?**

- Yes
- No
- Don't know

**In total, what was the amount you contributed in 2016 to non-Jewish charities?**

- Less than \$100
- \$100 to just under \$1,000
- \$1,000 to just under \$5,000
- \$5,000 to just under \$10,000
- \$10,000 or more
- Don't know

**In 2016, did you contribute to a local Jewish Federation?**

- Yes
- No
- Don't know

**In total, was the amount you contributed in 2016 to a Jewish Federation?**

- Less than \$100
- \$100 to just under \$1,000
- \$1,000 to just under \$5,000
- \$5,000 to just under \$10,000
- \$10,000 or more
- Don't know

**During [fill in] did you contribute to [fill in] Jewish charity, cause, organization, or to a congregation?**

- Yes
- No
- Don't know

**In total, was the amount you contributed in 2016 to all Jewish causes and organizations - excluding the Jewish Federation ...?**

- Less than \$100
- \$100 to just under \$1,000
- \$1,000 to just under \$5,000
- \$5,000 to just under \$10,000
- \$10,000 or more
- Don't know

**Do you have a will or an estate planning document?**

- Yes
- No

**Does it contain a provision for any charity or cause?**

- Yes
- No
- Don't know

**Does this charity provision include a Jewish cause?**

- Yes
- No
- Don't know

We have just a few final, but very important questions. Please remember that all information is confidential and totally anonymous.

**Which of these statements best describes your household's financial situation?**

- Cannot make ends meet
- Just managing to make ends meet
- Have enough money
- Have some extra money
- Well-off

**In the last months, did you or other adults in the household ever cut the size of your meals or skip meals because there wasn't enough money for food?**

- Yes
- No

**Thinking back over the last year, what was your family's annual income?**

- Less than \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999

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- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$119,999
- \$120,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$349,999
- \$350,000 - \$499,999
- \$500,000 or more
- Prefer not to say

**Do you or anyone in the household receive Food Stamps?**

- Yes
- No

**Do you receive Medi-Cal, California's free or low-cost health coverage?**

- Yes
- No

**Do you receive Supplemental Security Income payments?**

- Yes
- No

**During the past three years, has financial cost prevented you from joining a synagogue or temple?**

- Yes
- No

**During the past three years, has financial cost prevented you from sending a child to an overnight Jewish summer camp?**

- Yes
- No

**Thank you for your participation in the 2017 Bay Area Study of Jewish residents.**

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