

The 2018 Jewish Federation of Metropolitan Detroit Population Study: A Portrait of the Detroit Community

Women and Philanthropy

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Topics Covered in the Study

1. Survey Methodology
2. Jewish Population Size
3. Geographic Profile
4. Demographic Profile
5. Religious Profile
6. Types of Marriage
7. Membership Profile
8. Jewish Education: Adults
9. Jewish Education: Children
10. Jewish Agencies
11. Social Service Needs
12. Israel
13. Anti-Semitism
14. The Media
15. Philanthropic Profile
16. Political Profile

Survey Methodology

Survey Methodology

****Random Digit Dialing** (RDD) methodology provides scientific validity, allowing us to interview households not on any lists and who do not have DJNs

(248) 357 - __ _ _

Population estimate

Produces the “purest” random sample

****1,200 completed interviews**

****340,607** phone calls were placed to 211,002 telephone numbers to complete the 1,200 interviews

****RDD** Telephone Survey (Landline (N=123) and Cell (N=164))

****List** Telephone Survey (Landline (N=430) and Cell (N=420))

****DJN** Telephone Survey (Landline (N=58))

**** Cell Phone Households with non-local area codes** with DJNs based on billing zip codes

**** Total Landline (N =611); Total Cell (N=591)**

****Weighting factors are used to combine the samples**

****Response Rate (AAPOR RR₃) is 26%**

****Cooperation Rate is 84%**

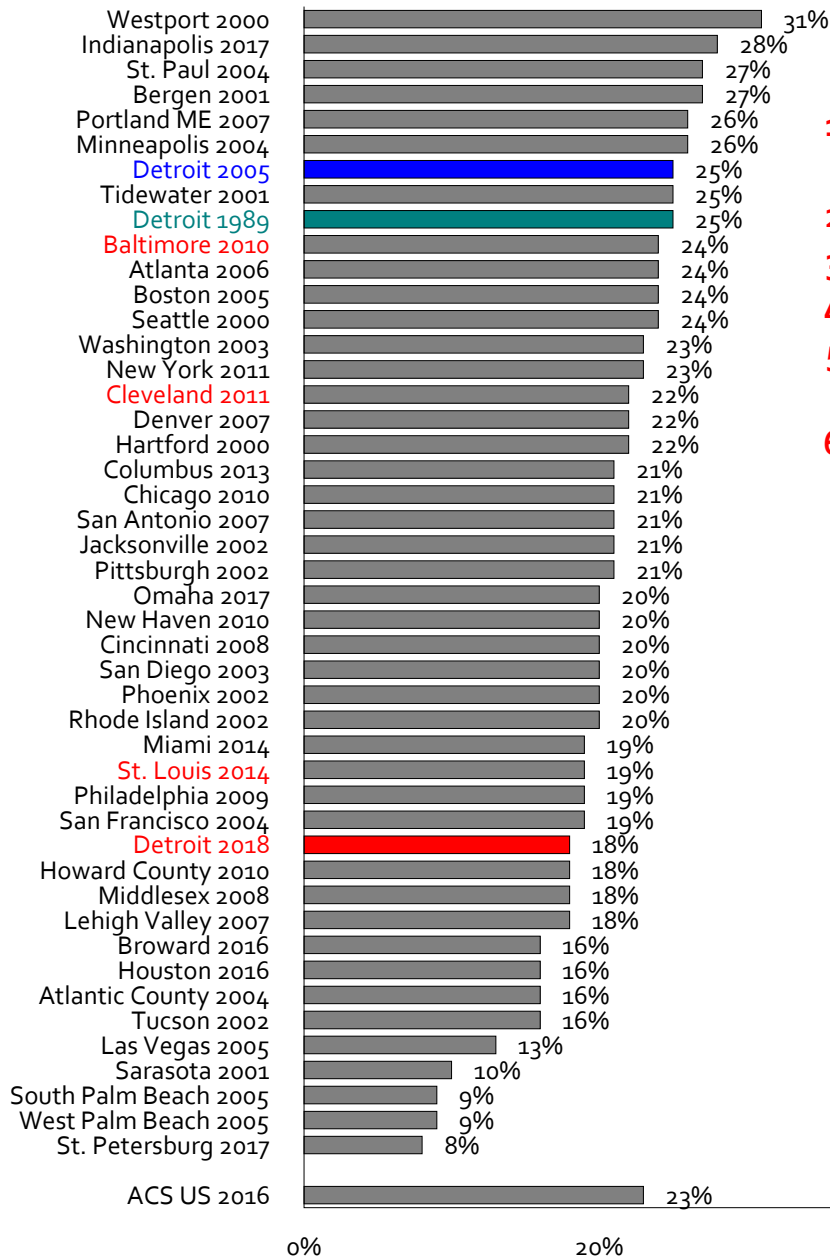
****Average length: 22.0 minutes**

****Surveying done January 17, 2018 to March 27, 2018**

Resources Available to the Community

1. Main Report (1,200+ pages)
2. Summary Report (180 pages)
3. Slides (1,000+)
4. Posted at www.jewishdetroit.org and www.jewishdatabank.org

Sample Comparison Bar Chart



1. Compare Detroit with up to about 45 other Jewish communities with RDD studies since 2000
2. Red is Detroit 2018
3. Blue is Detroit 2005
4. Green is Detroit 1989
5. Particularly Instructive Comparisons: Baltimore, Cleveland, and St. Louis
6. ACS is the American Community Survey done by the US Census every year

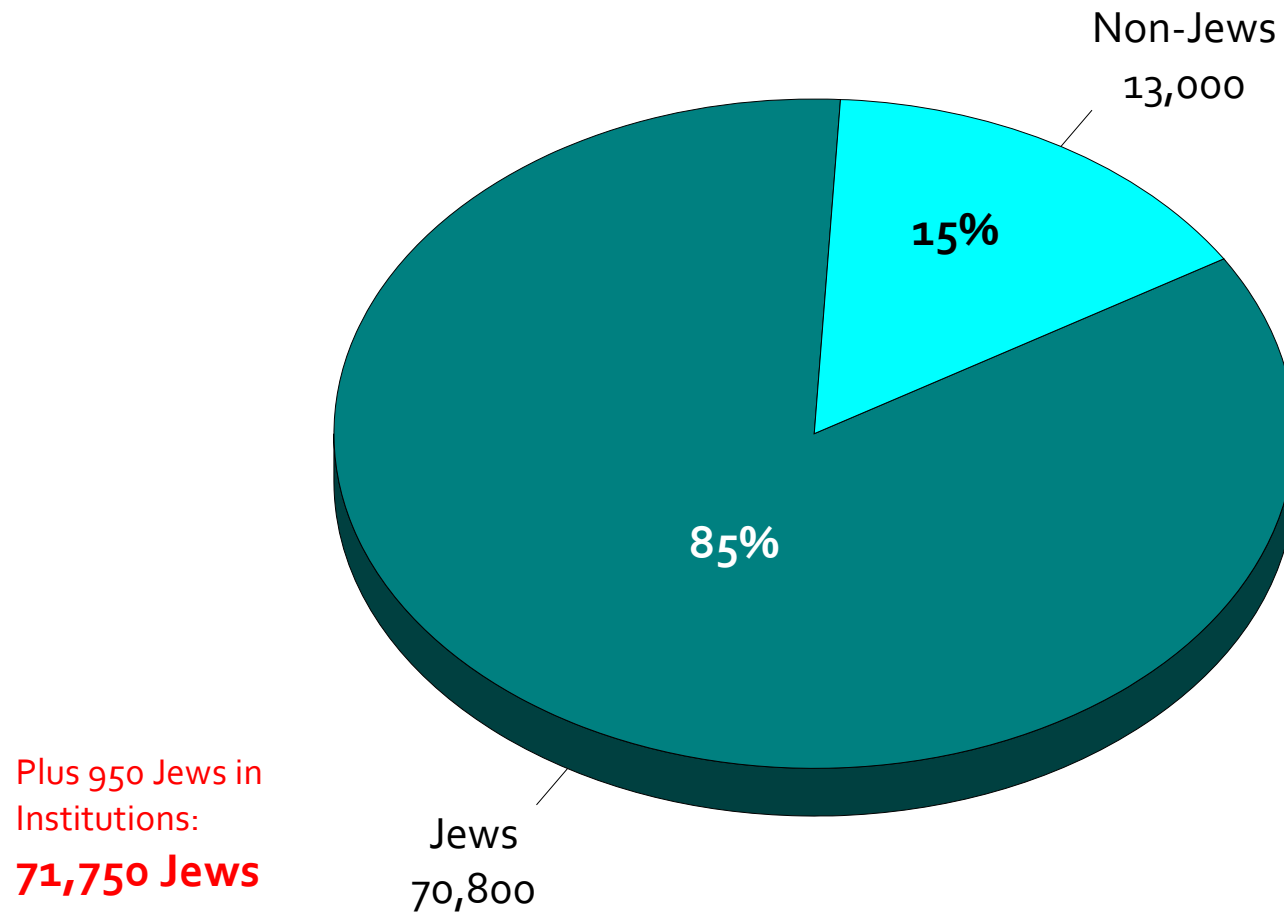
Dates	Number of Studies
2001-2004	17
2005-2009	13
2010-2014	10
2015-present	5
Total	45

Dates of studies are not repeated on all slides

Jewish Population Size and Geography

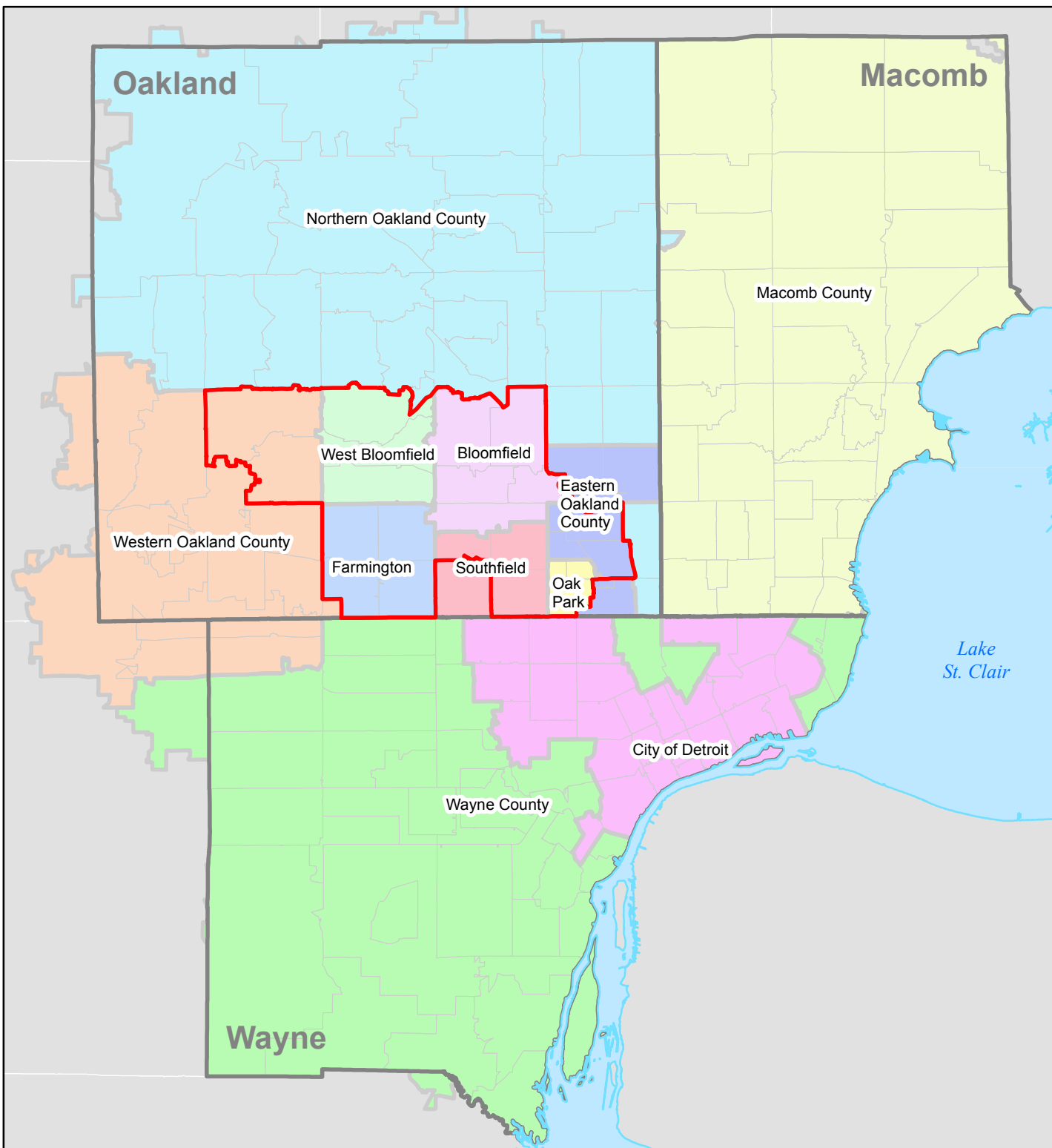
The Jewish Community of Detroit

83,800 persons live in 31,500 Jewish households,
of whom 70,800 persons are Jewish



Changes in the Size of the Jewish Community of Detroit - 1989-2018

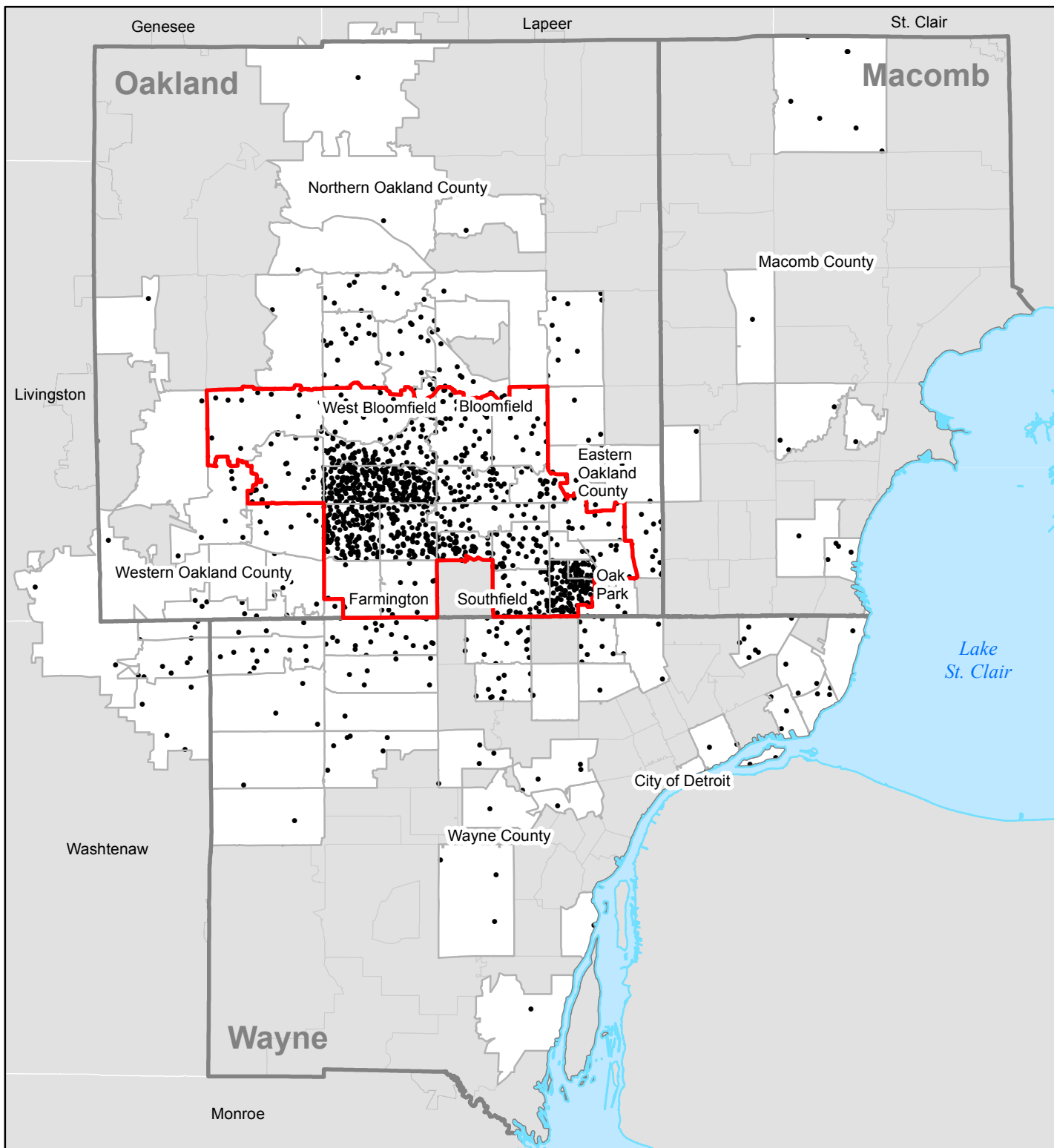
Number of	1989 Estimate	2005 Estimate	2018 Estimate	Increase 2005-2018
Households	42,500	30,000	31,500	1,500
Persons in Jewish Households	105,000	78,000	83,800	5,800
Jews	96,000	71,500	70,800	-700



Geographic Subareas of Metropolitan Detroit

Core

- City of Detroit
- Wayne County
- Macomb County
- Northern Oakland County
- Western Oakland County
- Eastern Oakland County
- West Bloomfield
- Bloomfield-Birmingham-Franklin
- Farmington
- Southfield
- Oak Park-Huntington Woods



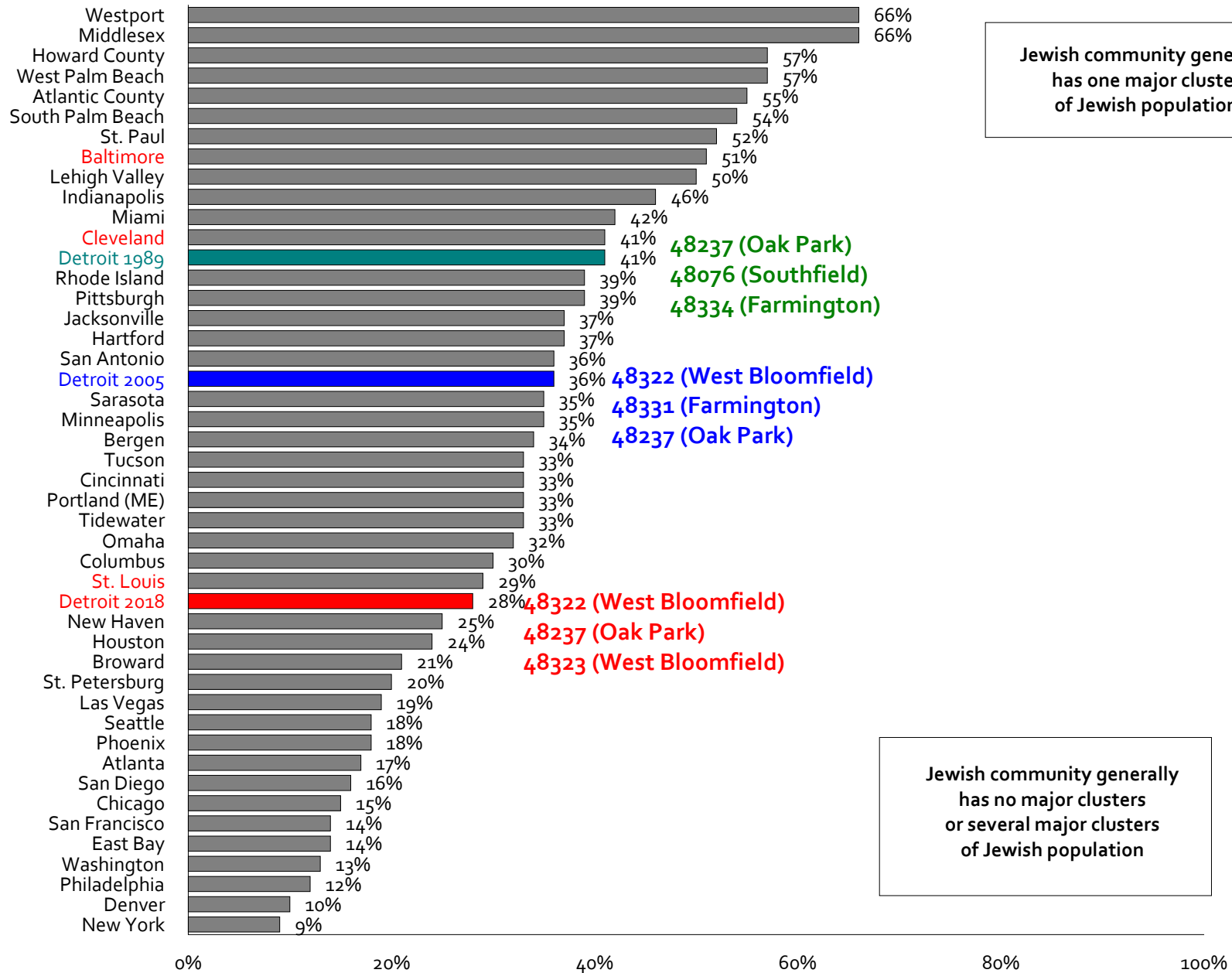
Distribution of Jewish Households Detroit 2018

1 Dot = 20 Households

Core 

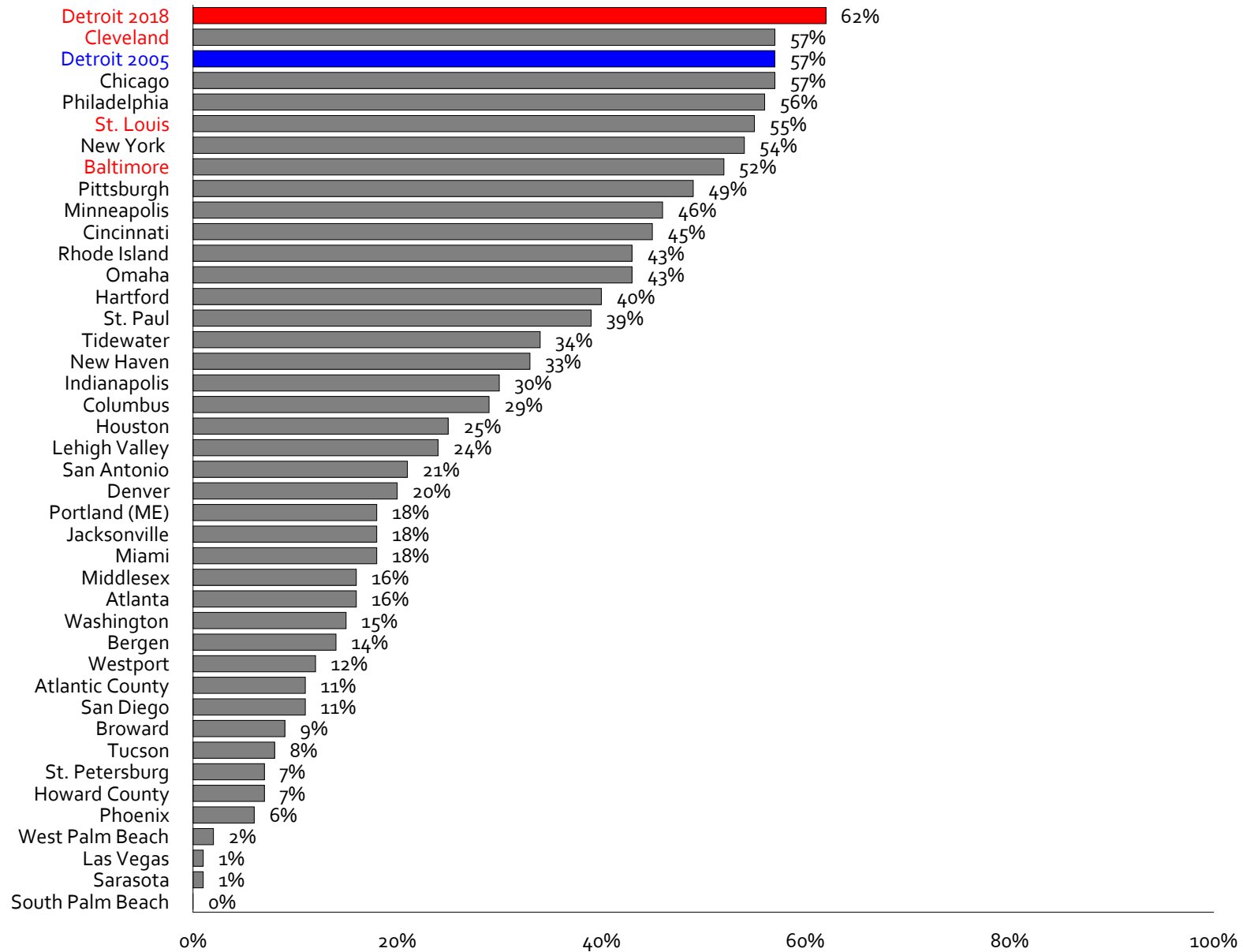
Households in Top Three Zip Code Areas

(Jewish Households)



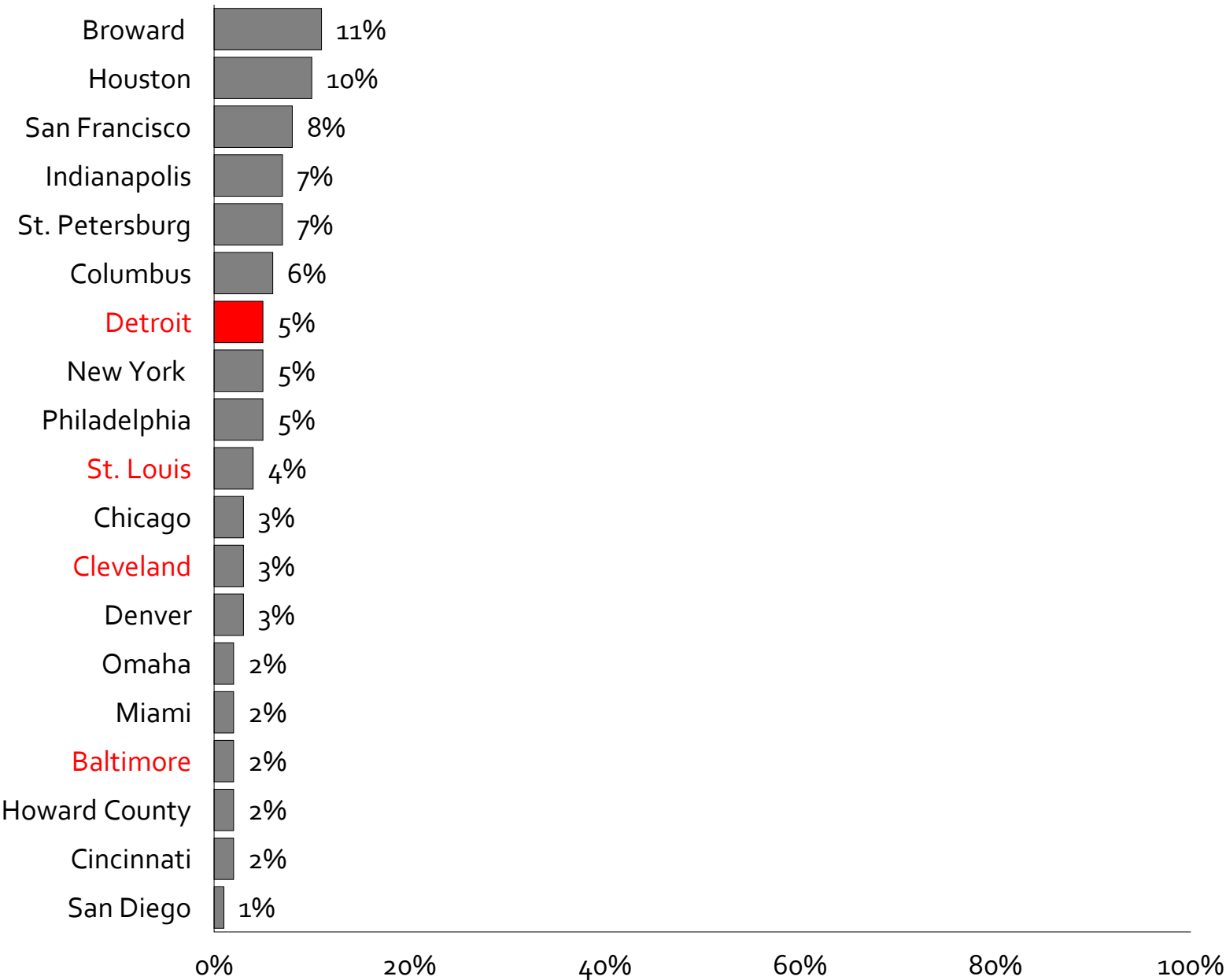
Locally Born

(Adults in Jewish Households)



An Adult in the Household is LGBTQ

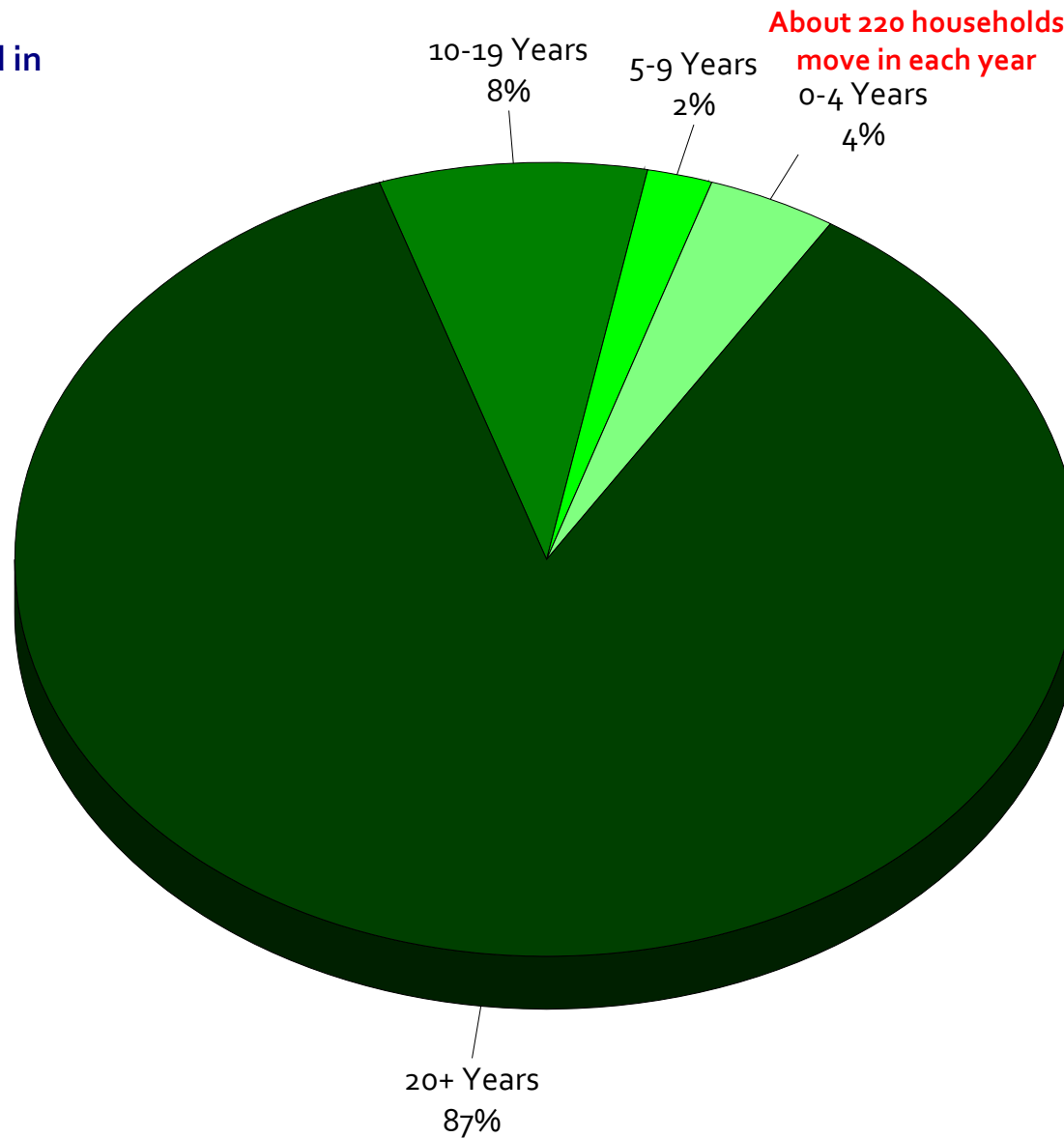
(Jewish Households)



Length of Residence in Detroit

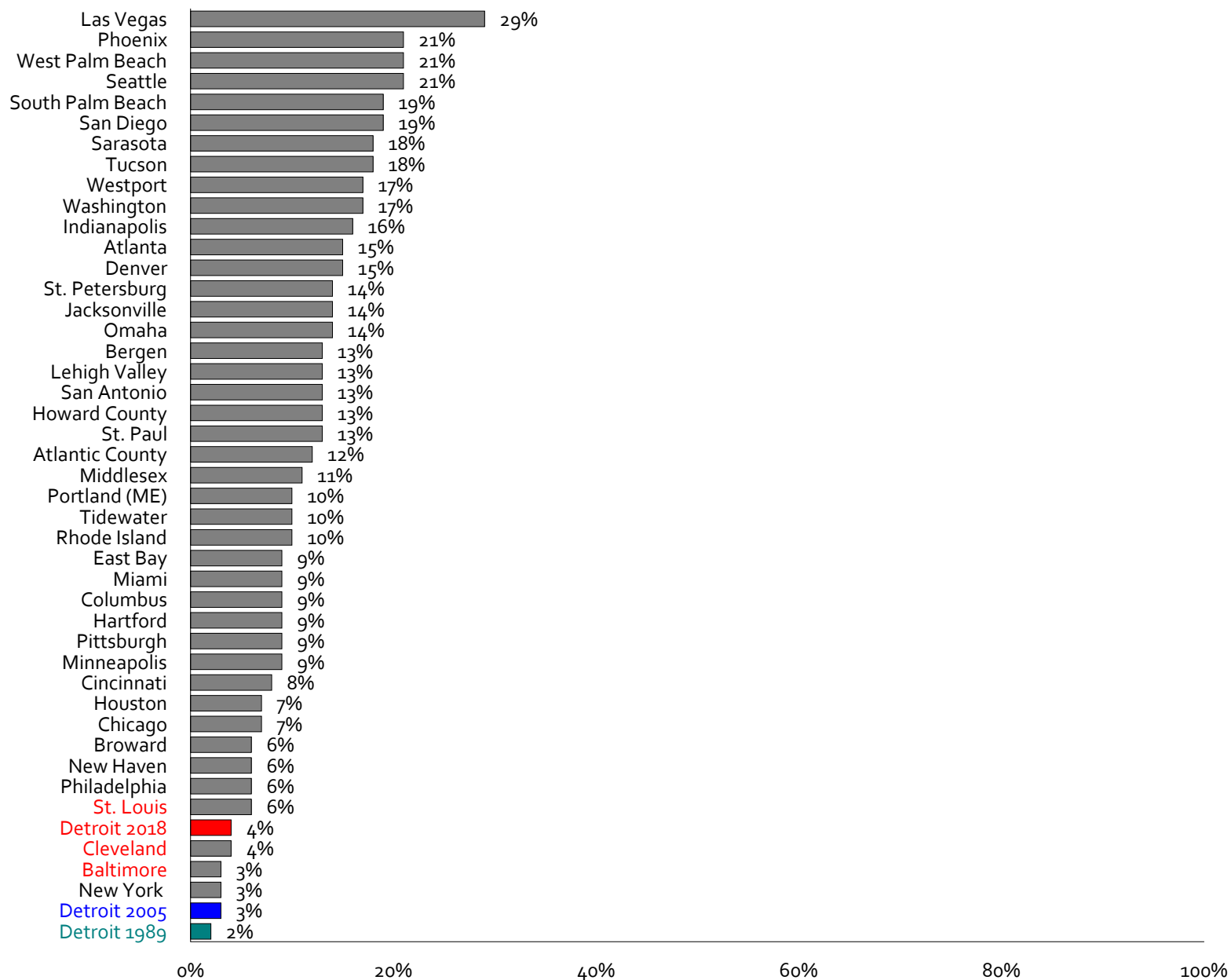
(Respondents)

93% of the households interviewed lived in Detroit in 2005 during our last survey



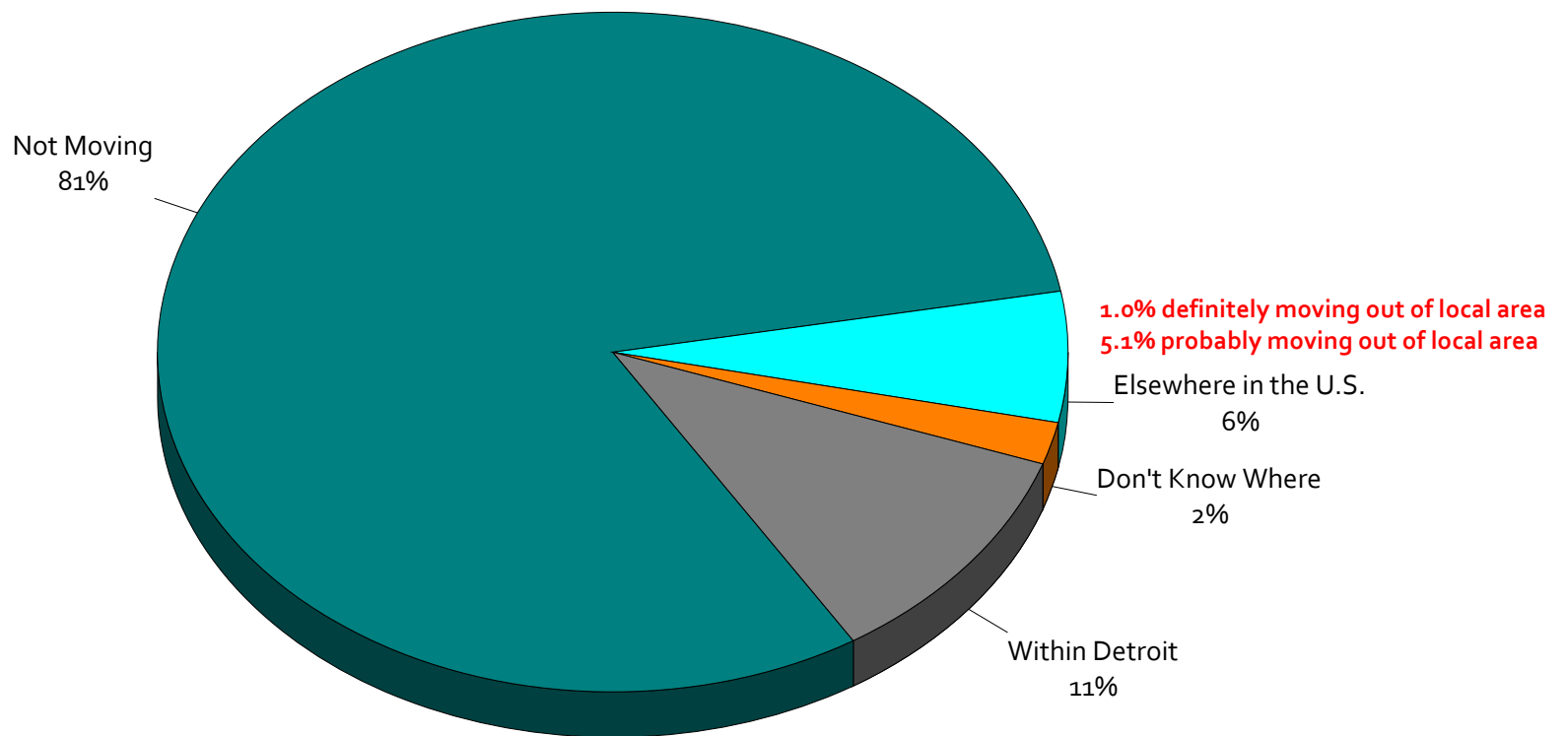
New Households (0-4 Years)

(Respondents)



Expected Destination for Households Who Are Moving Within the Next Three Years

(Jewish Households)



Migration of Jewish Households

Average Annual In-Migration

220 households **moved in each year during the past five years

Projected Average Annual Out-Migration

** 100 households **definitely moving out** of Detroit each year during the next three years

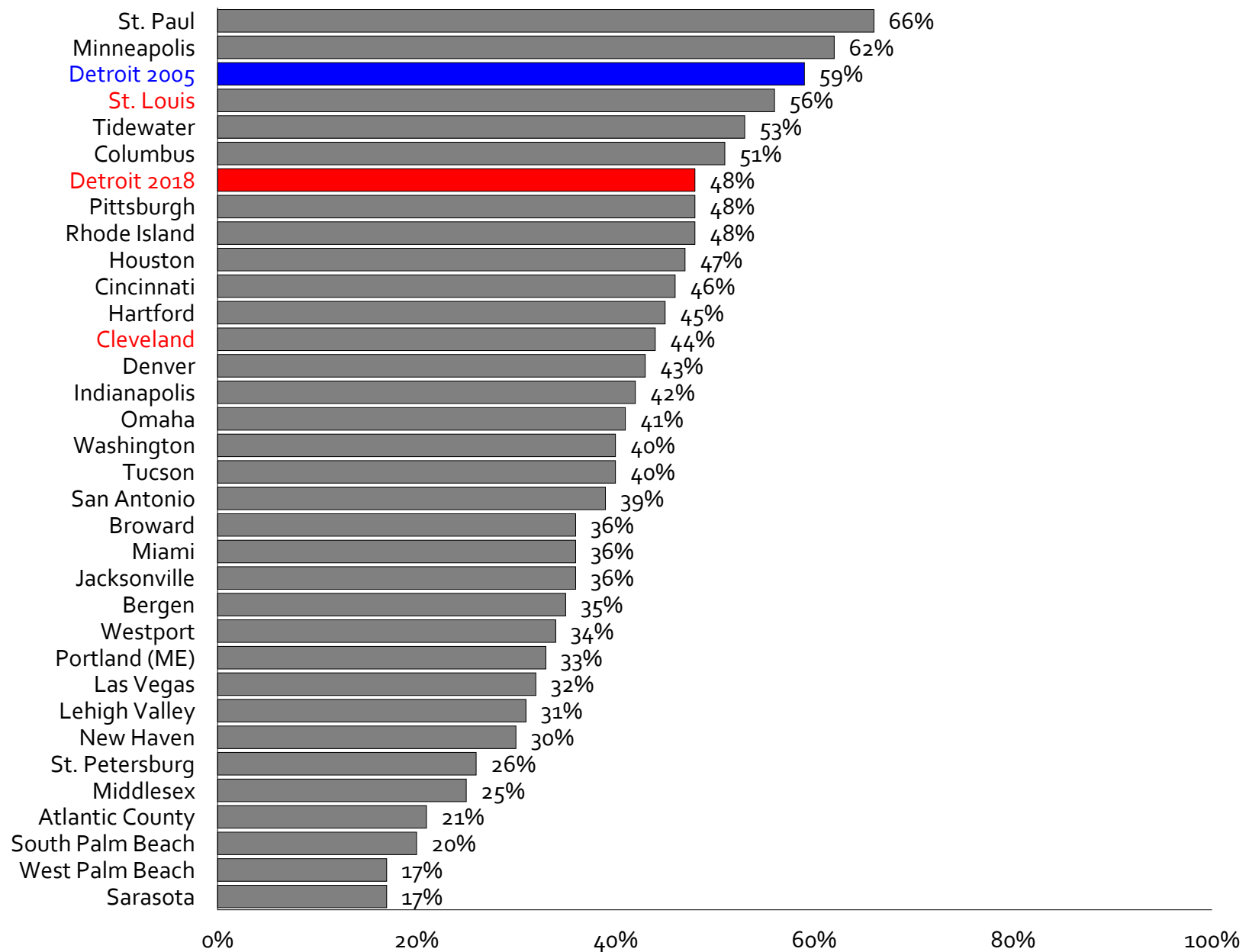
535 households **probably moving out of Detroit each year during the next three years

Projected Change

**the Jewish population should not change *significantly* in the next few years as a result of migration

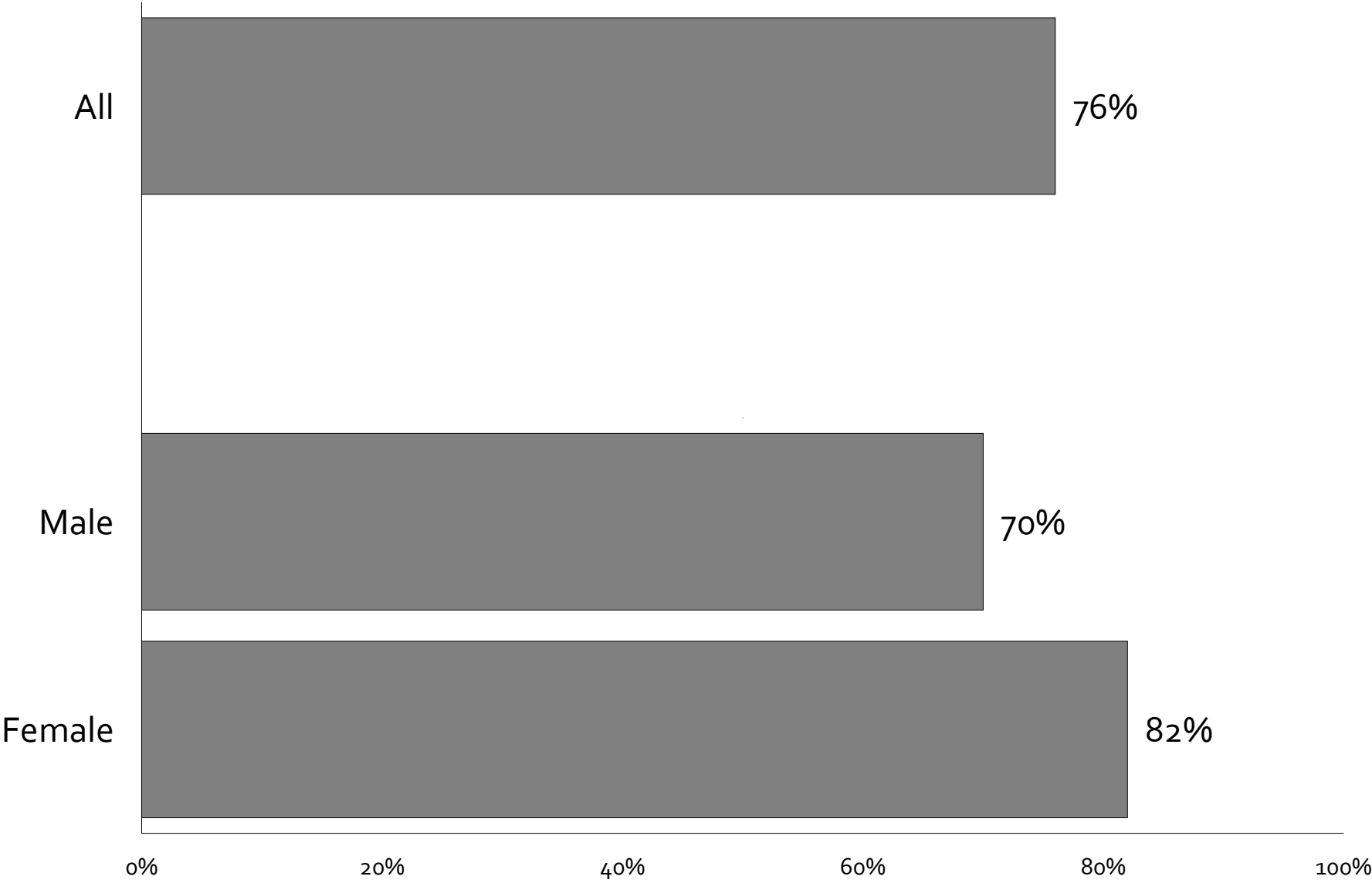
Households with Local Adult Children

(Households in Which the Respondent Is Age 50 or Over)



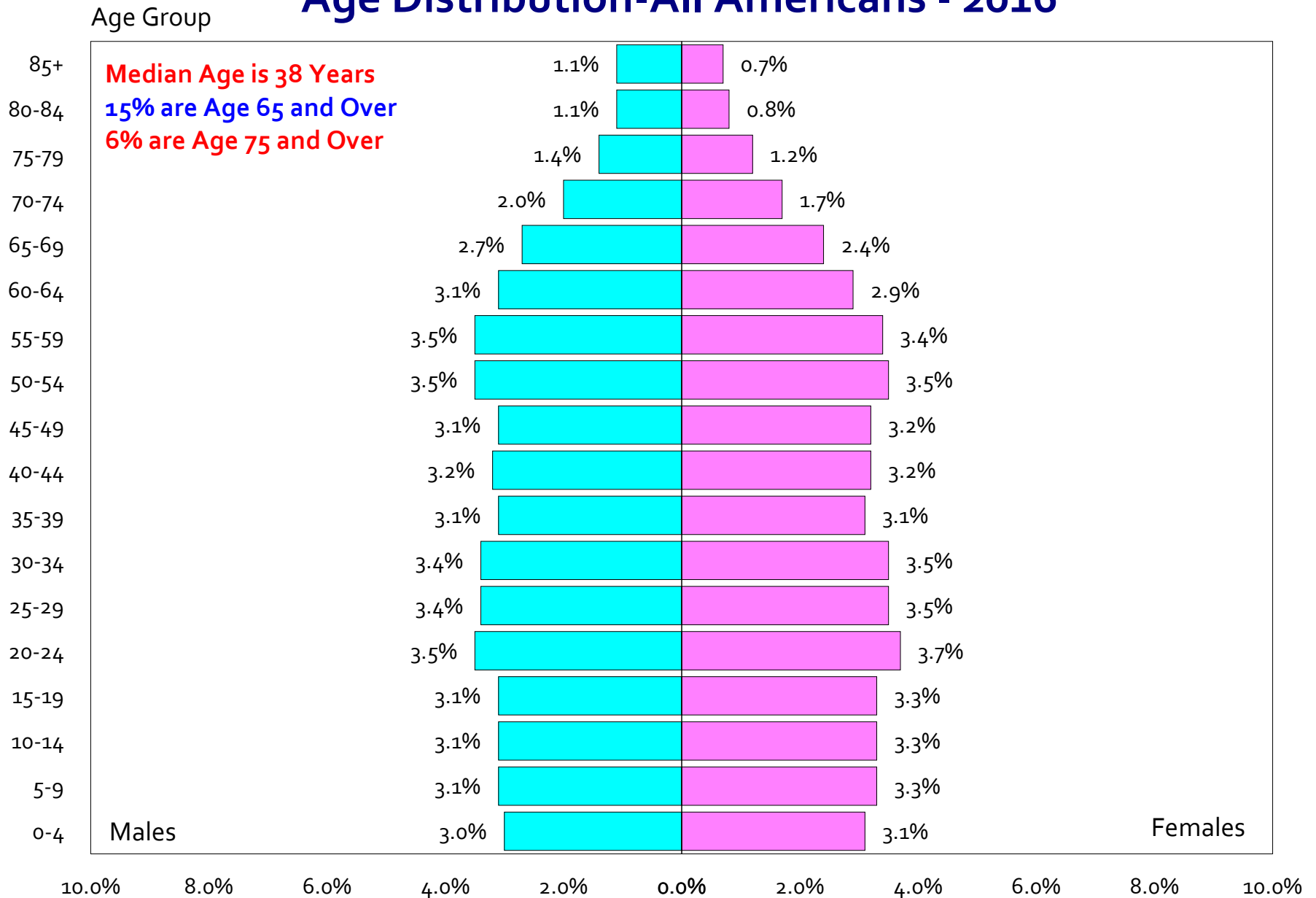
Attended College in Michigan

(Jewish Households)



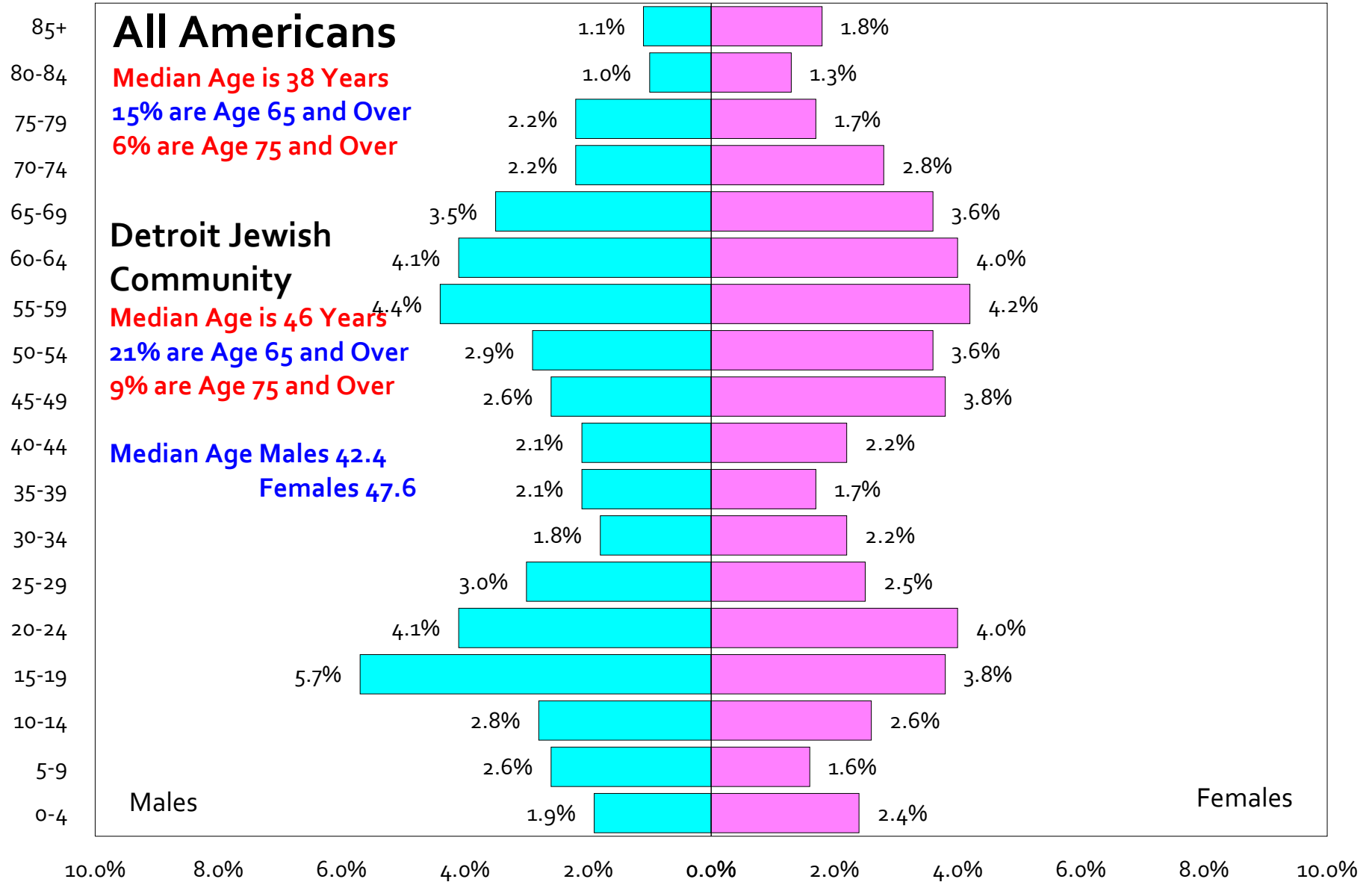
Demography

Age Distribution-All Americans - 2016



Age Distribution-Detroit Jewish Community 2018

Age Group



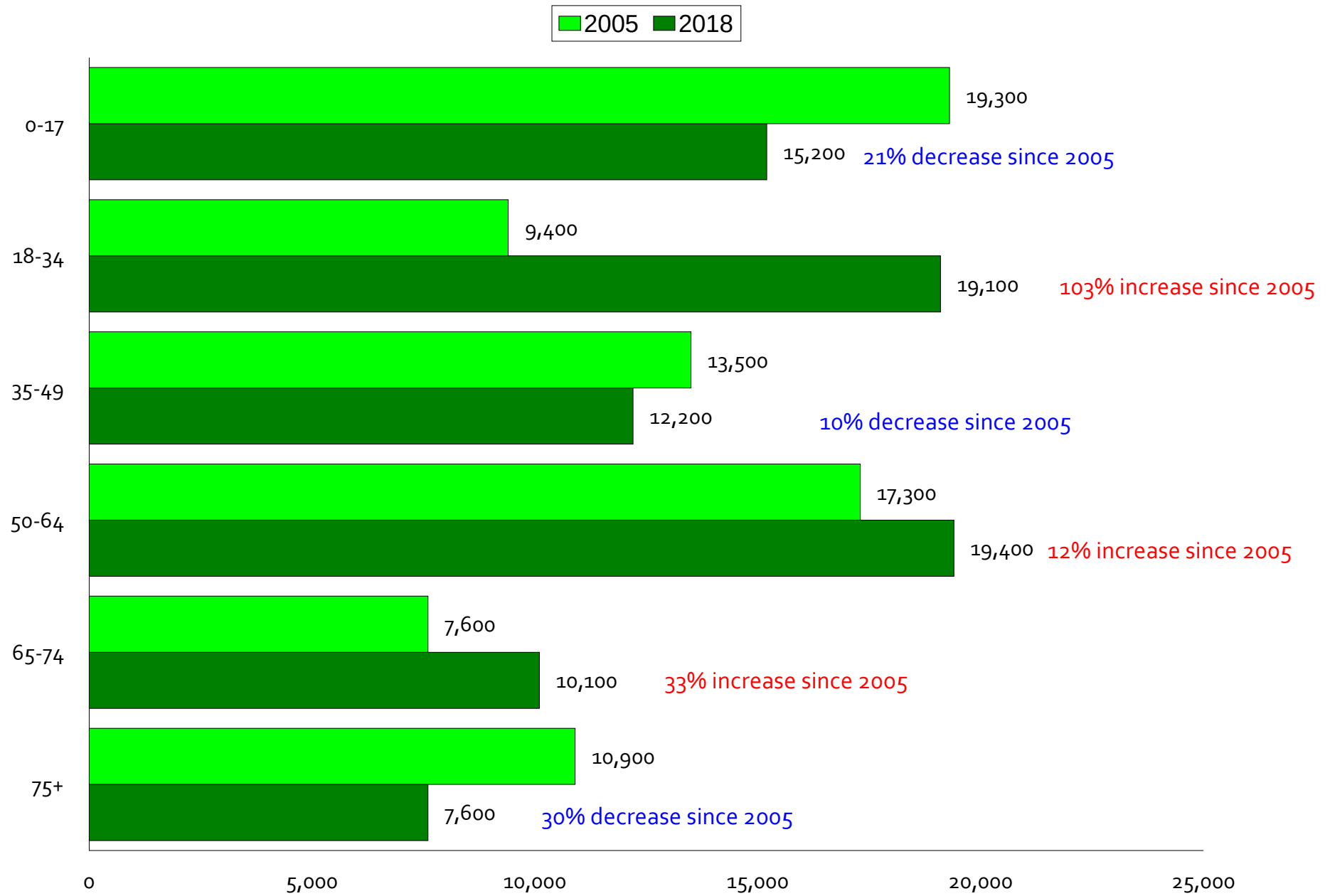
Number of Persons in Jewish Households

(Rounded to Nearest 100)

- 1.** 83,800 total persons in Jewish households, of whom 70,800 are Jewish
- 2.** 17,800 persons age 65 and over
- 3.** 7,600 persons age 75 and over
- 4.** 15,200 children age 0-17
 - 1.** Jewish: 12,000
 - 2.** Part Jewish: 1,000
 - 3.** Not Jewish: 2,100
- 5.** 68,600 persons are of voting age

Changes in Age Over Time

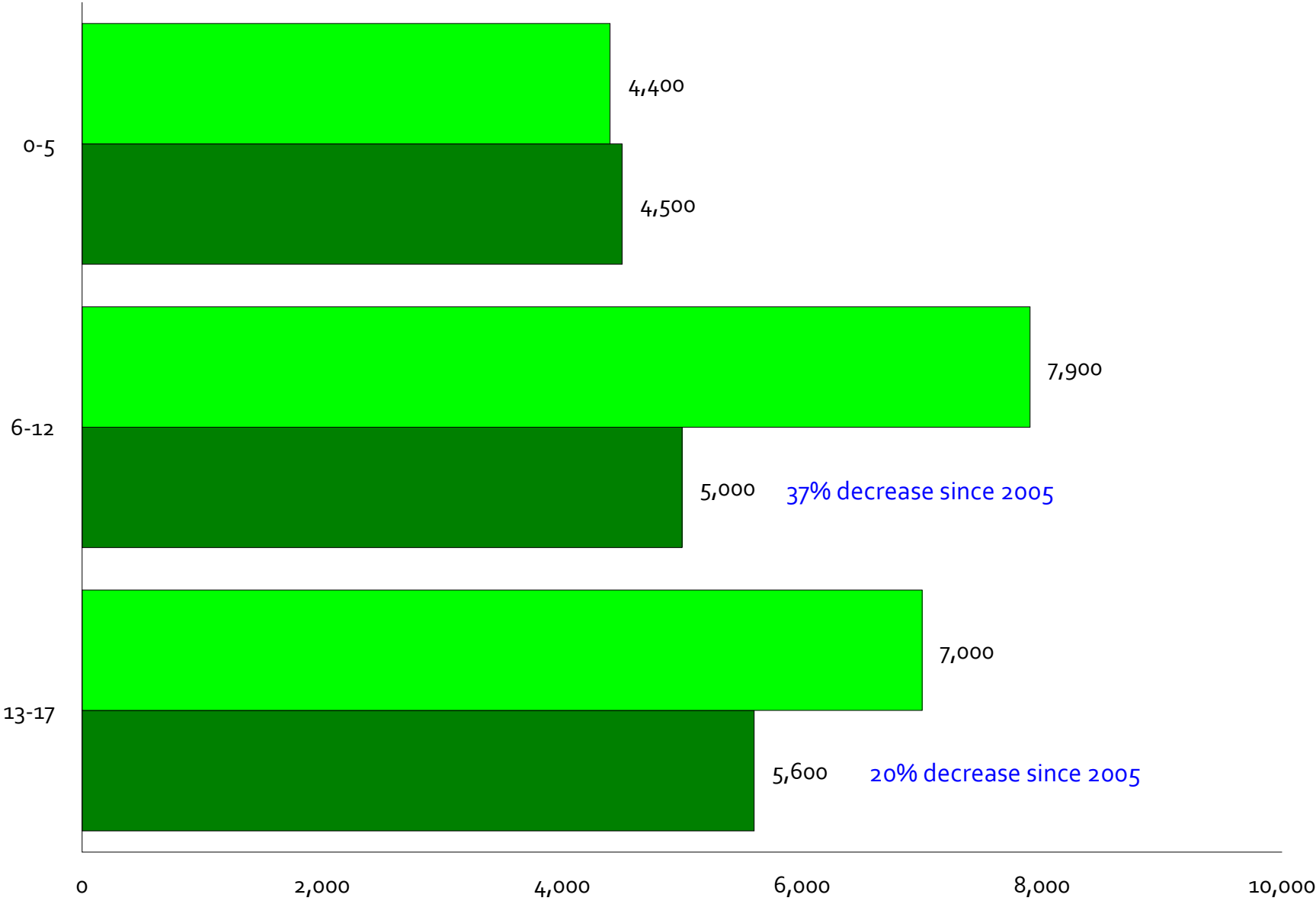
(Persons in Jewish Households)



Changes in Age of Children Over Time

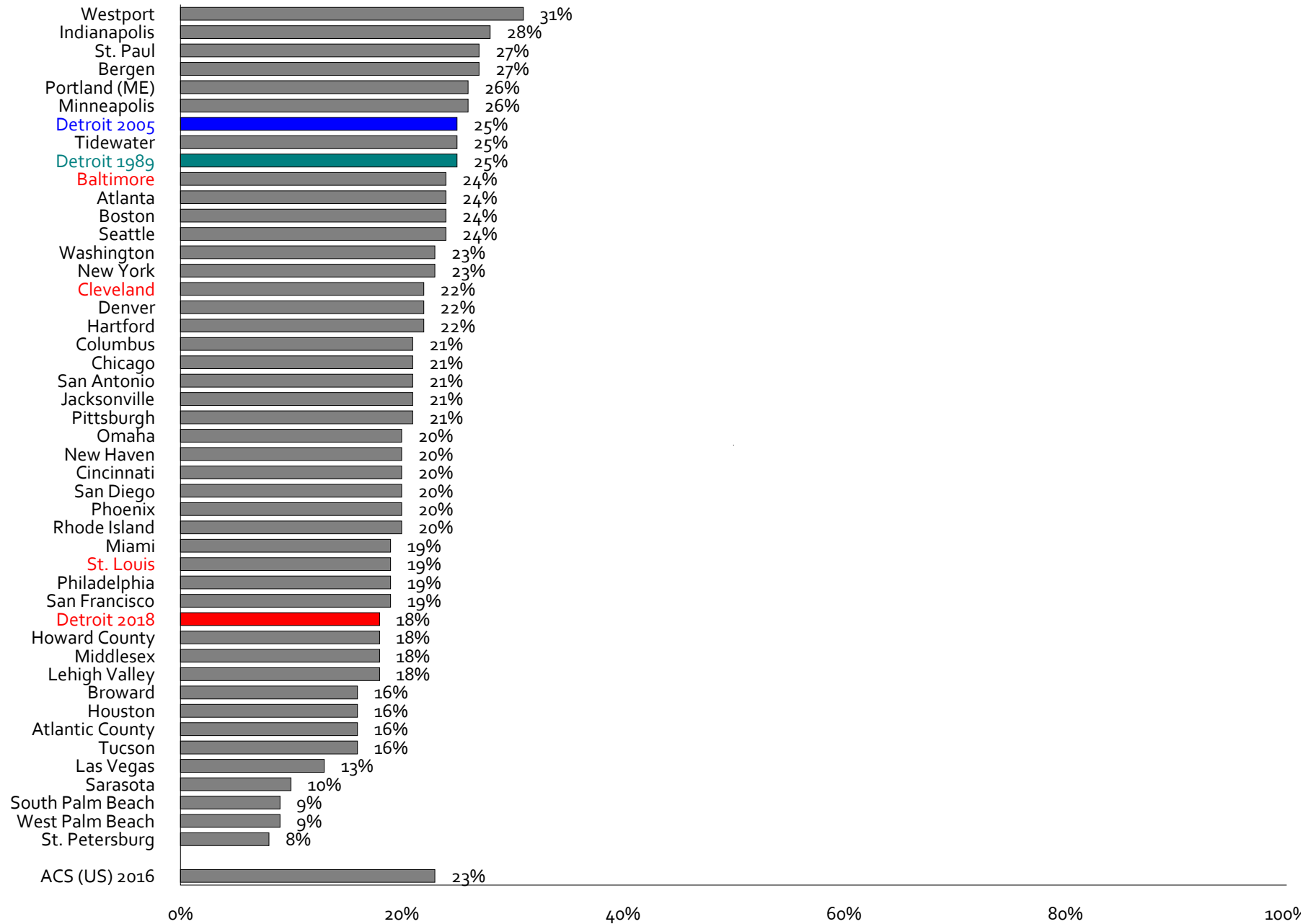
(Persons in Jewish Households)

2005 2018



Age 0-17

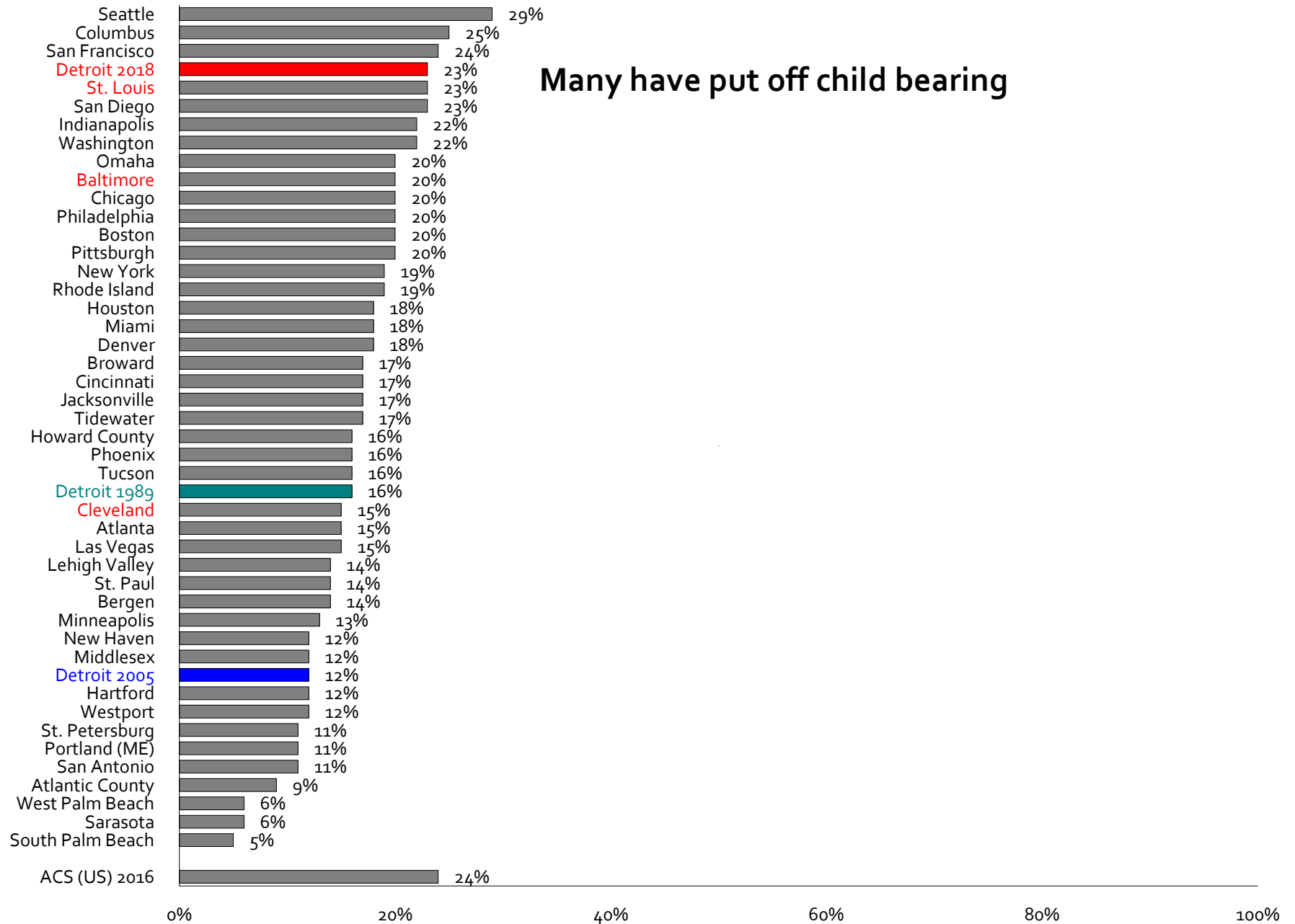
(Persons in Jewish Households)



Age 18-34

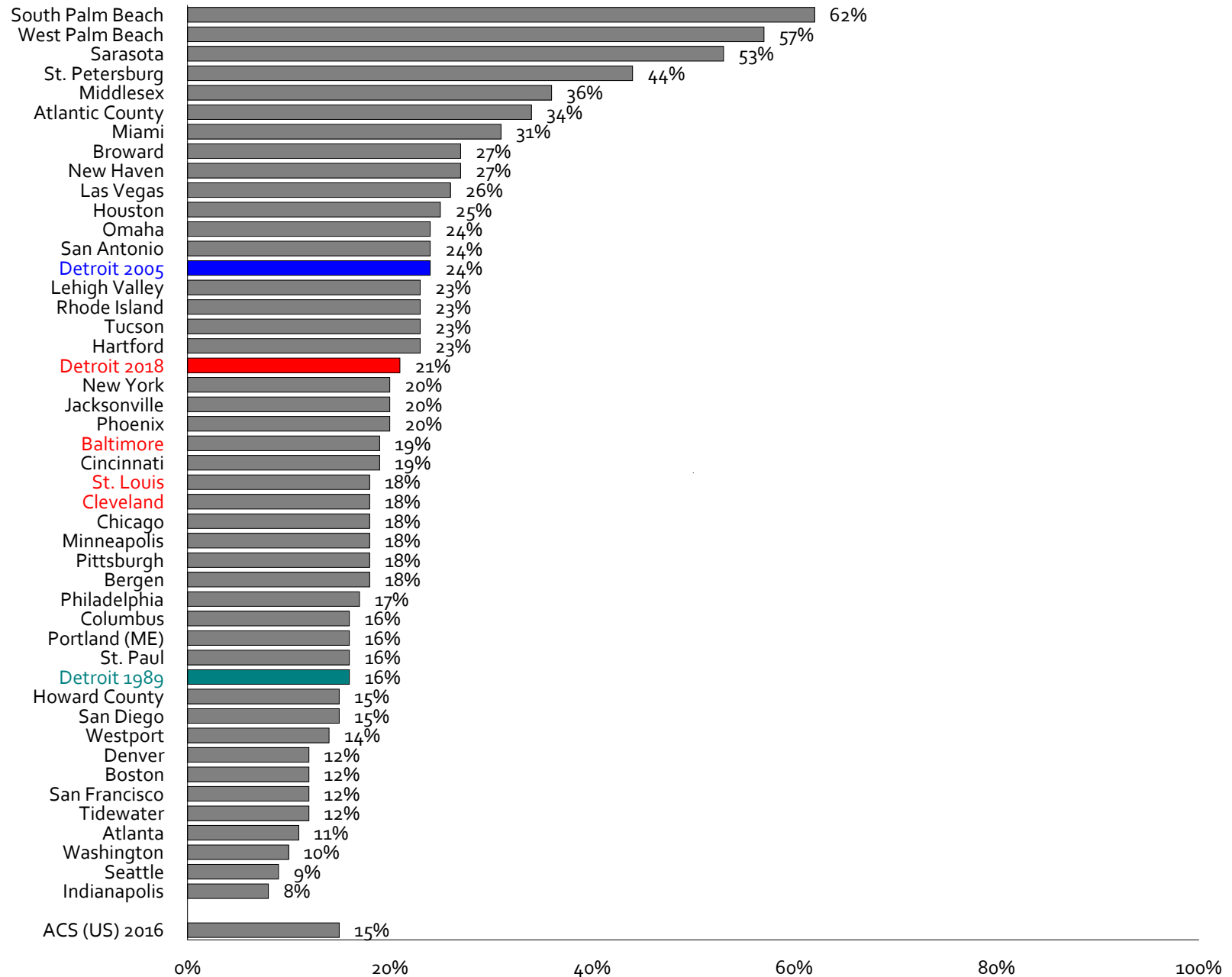
(Persons in Jewish Households)

Many have put off child bearing



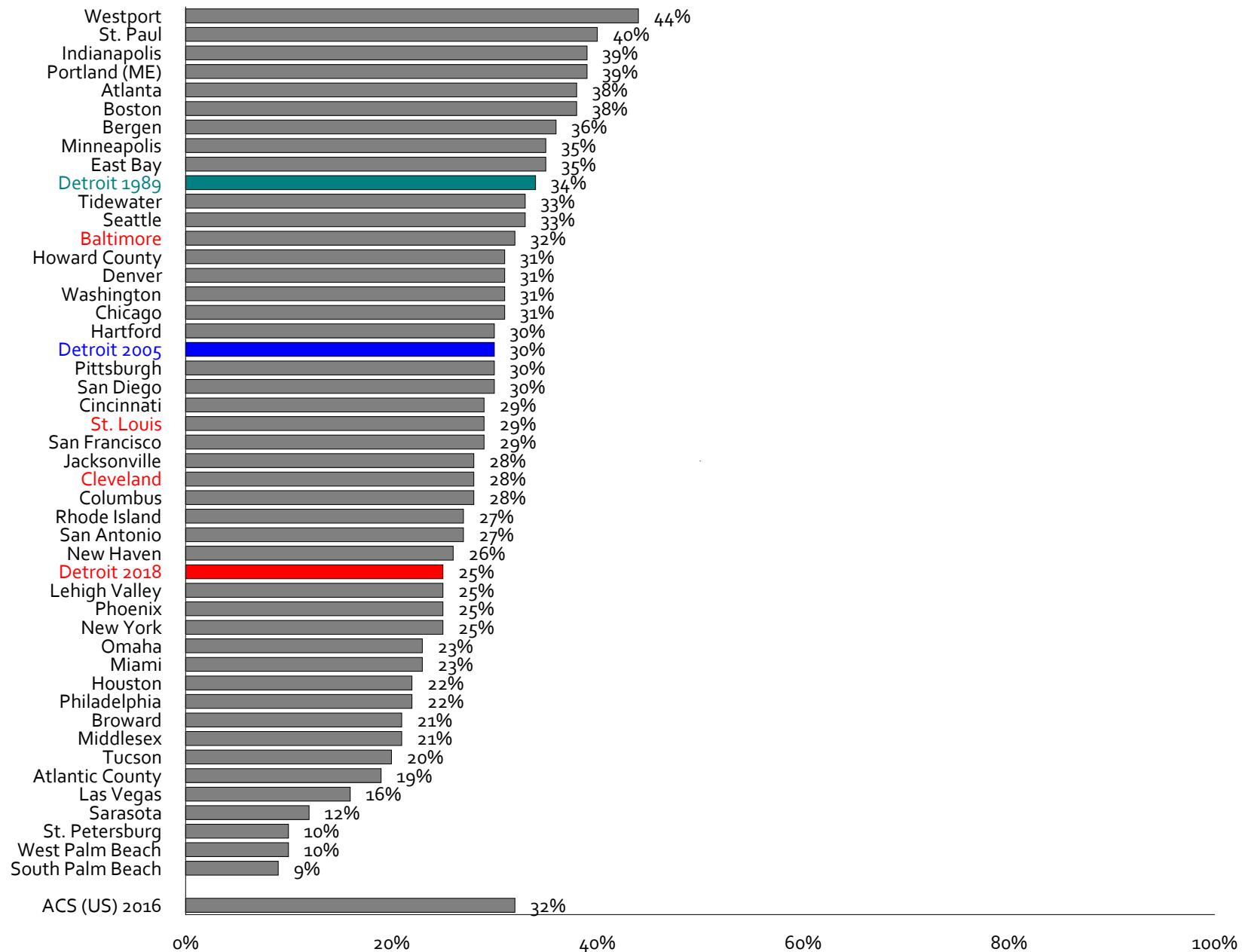
Age 65 and Over

(Persons in Jewish Households)



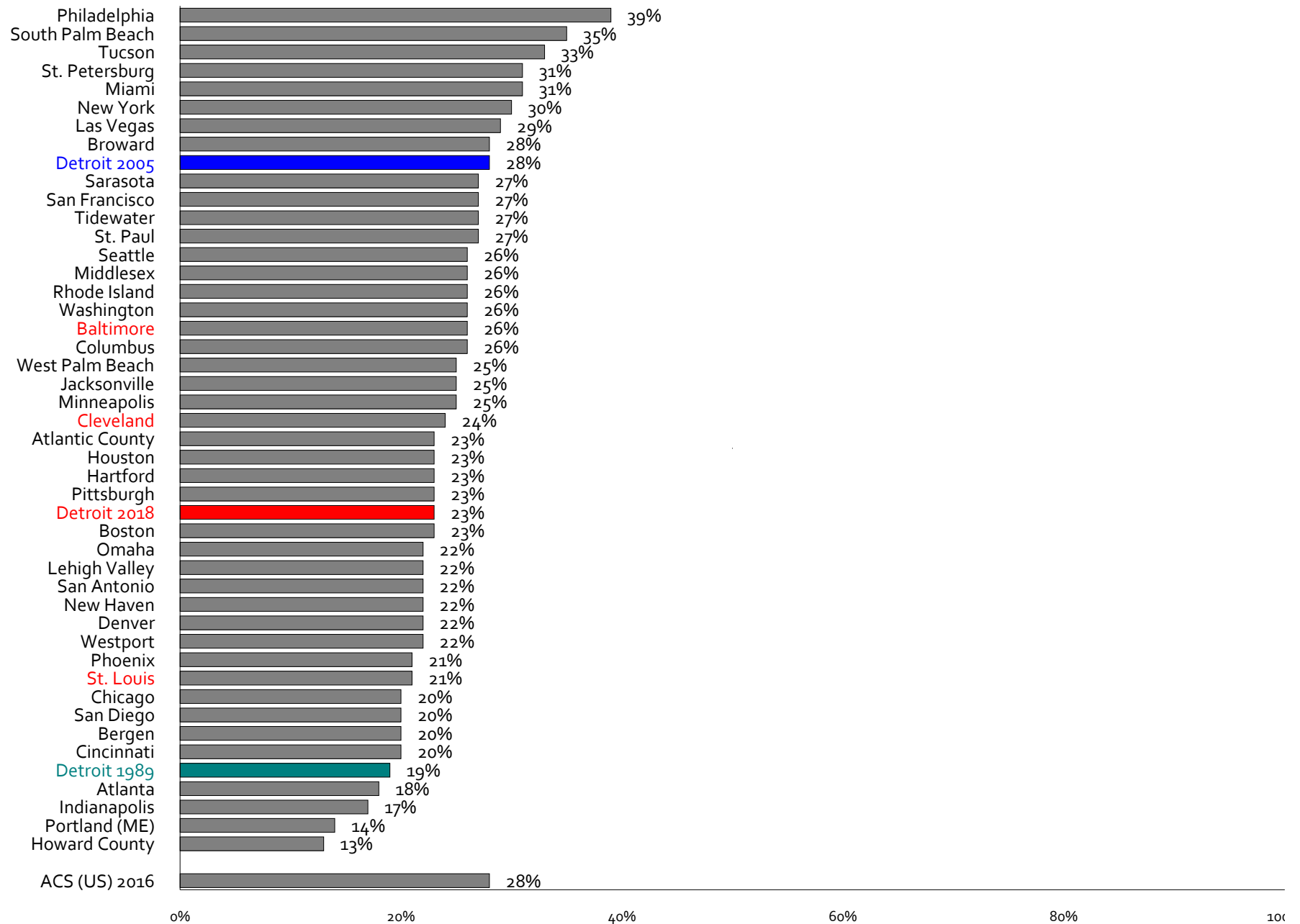
Households with Children Age 0-17 at Home

(Jewish Households)



One-Person Households

(Jewish Households)



Single Male Households Under Age 65

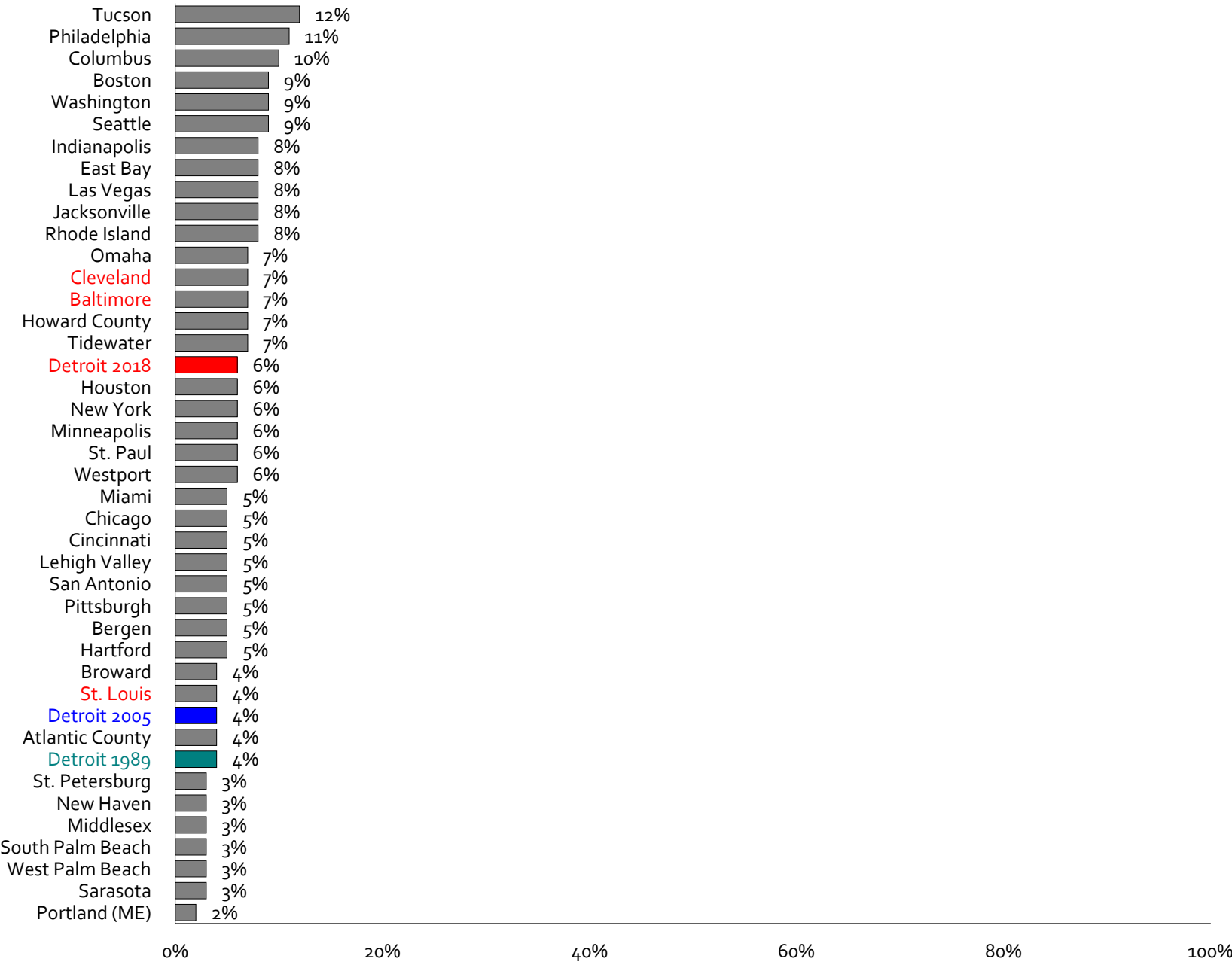
(Jewish Households)



33

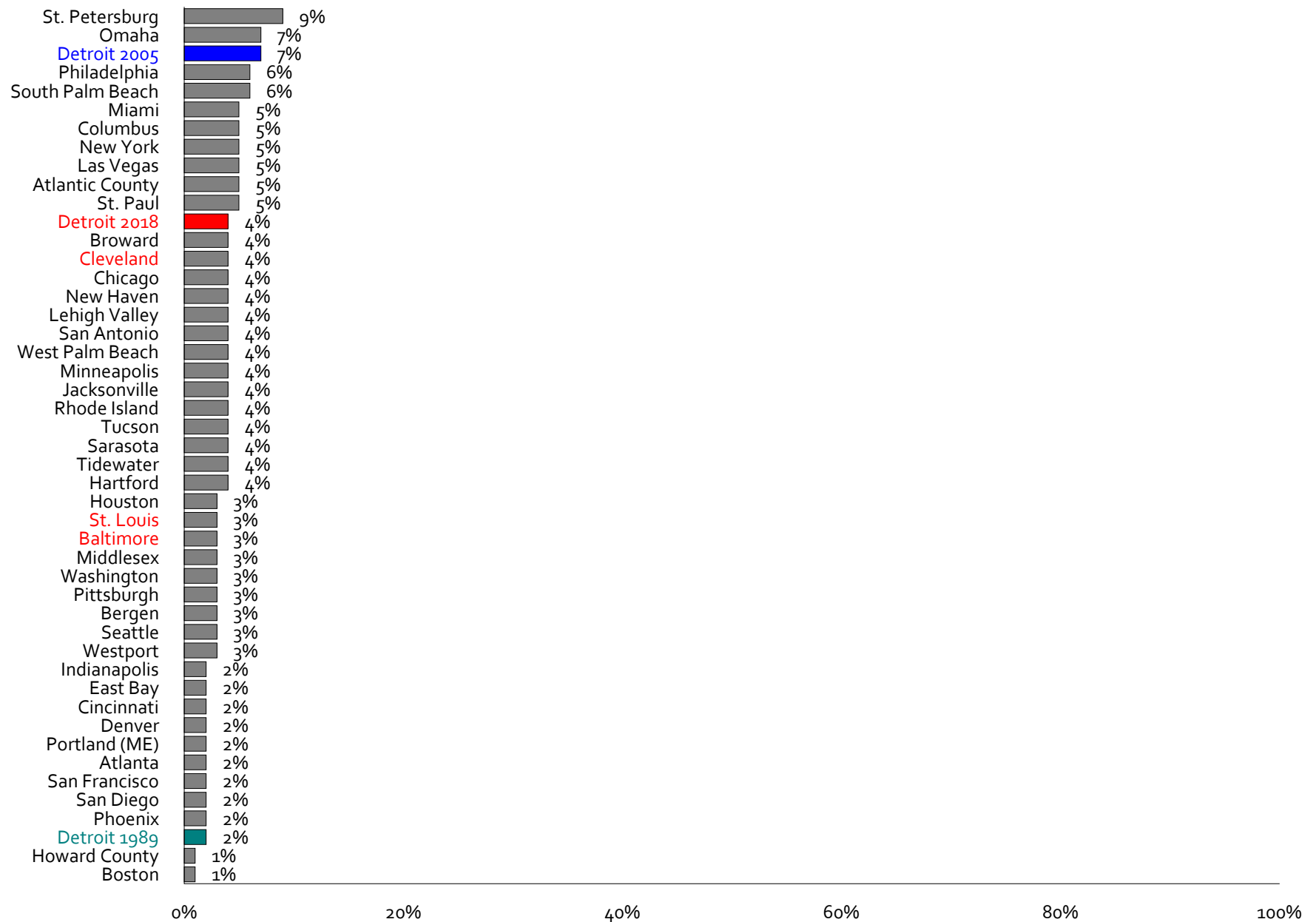
Single Female Households Under Age 65

(Jewish Households)



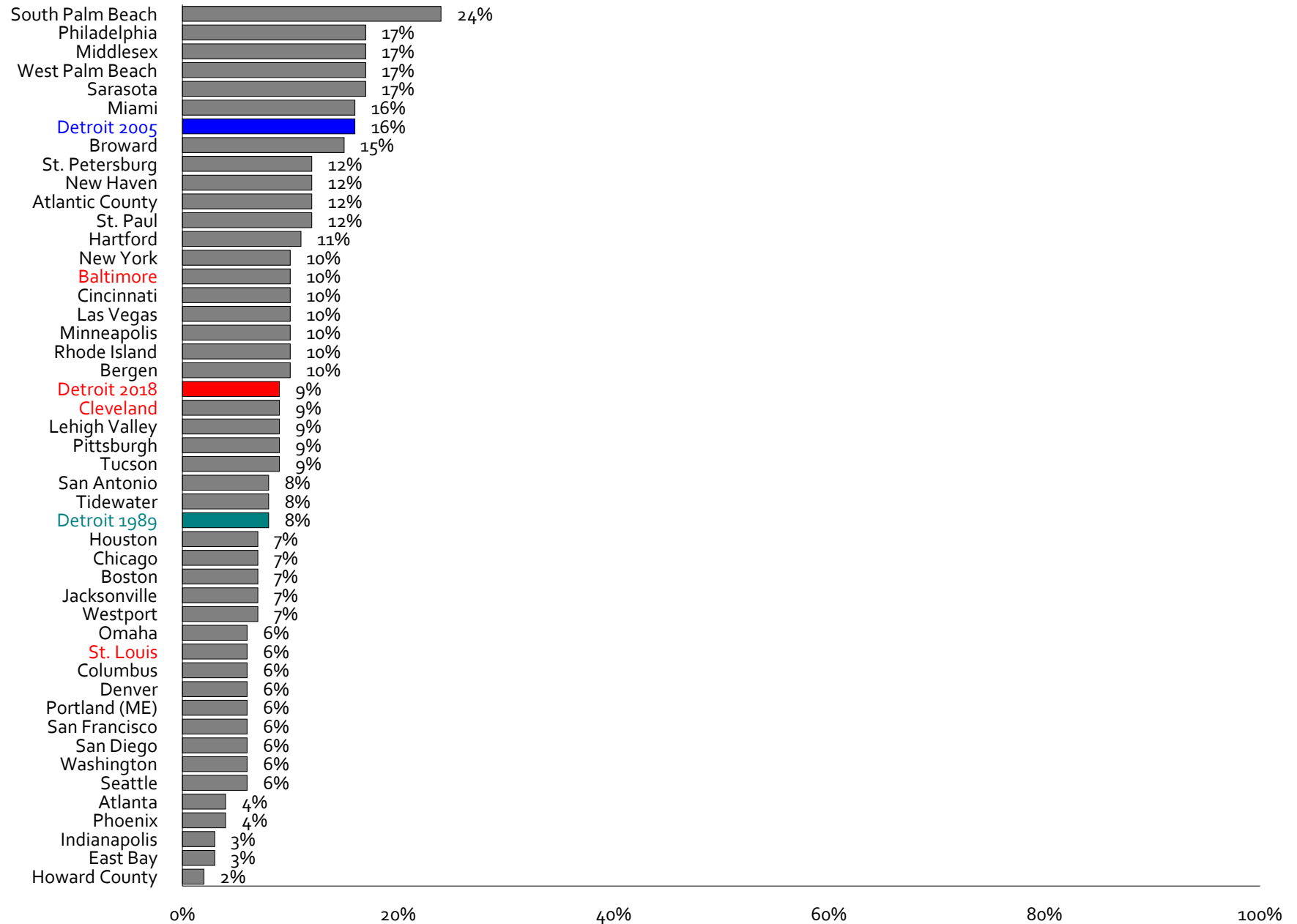
Single Male Households Age 65 and Over

(Jewish Households)



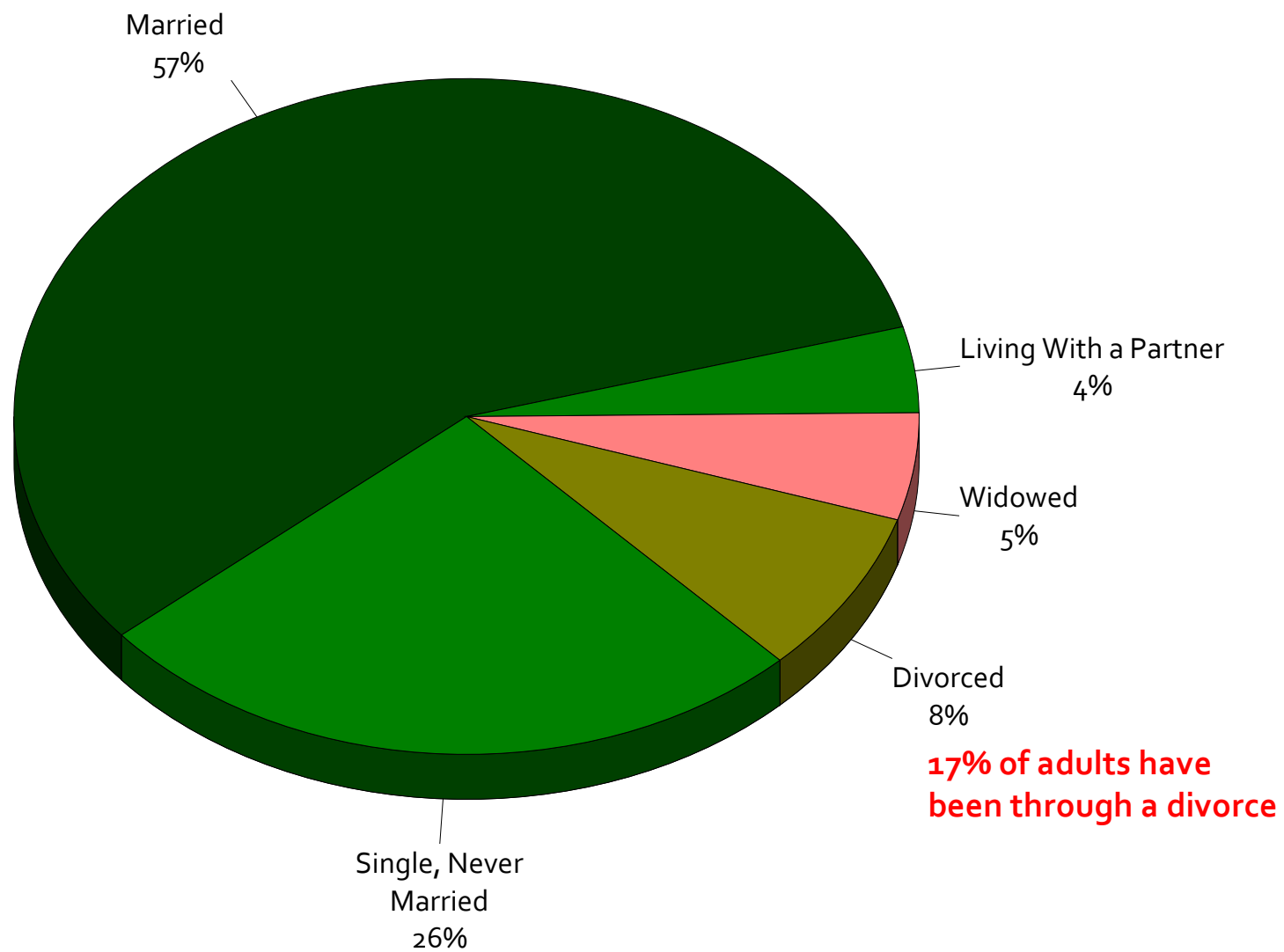
Single Female Households Age 65 and Over

(Jewish Households)

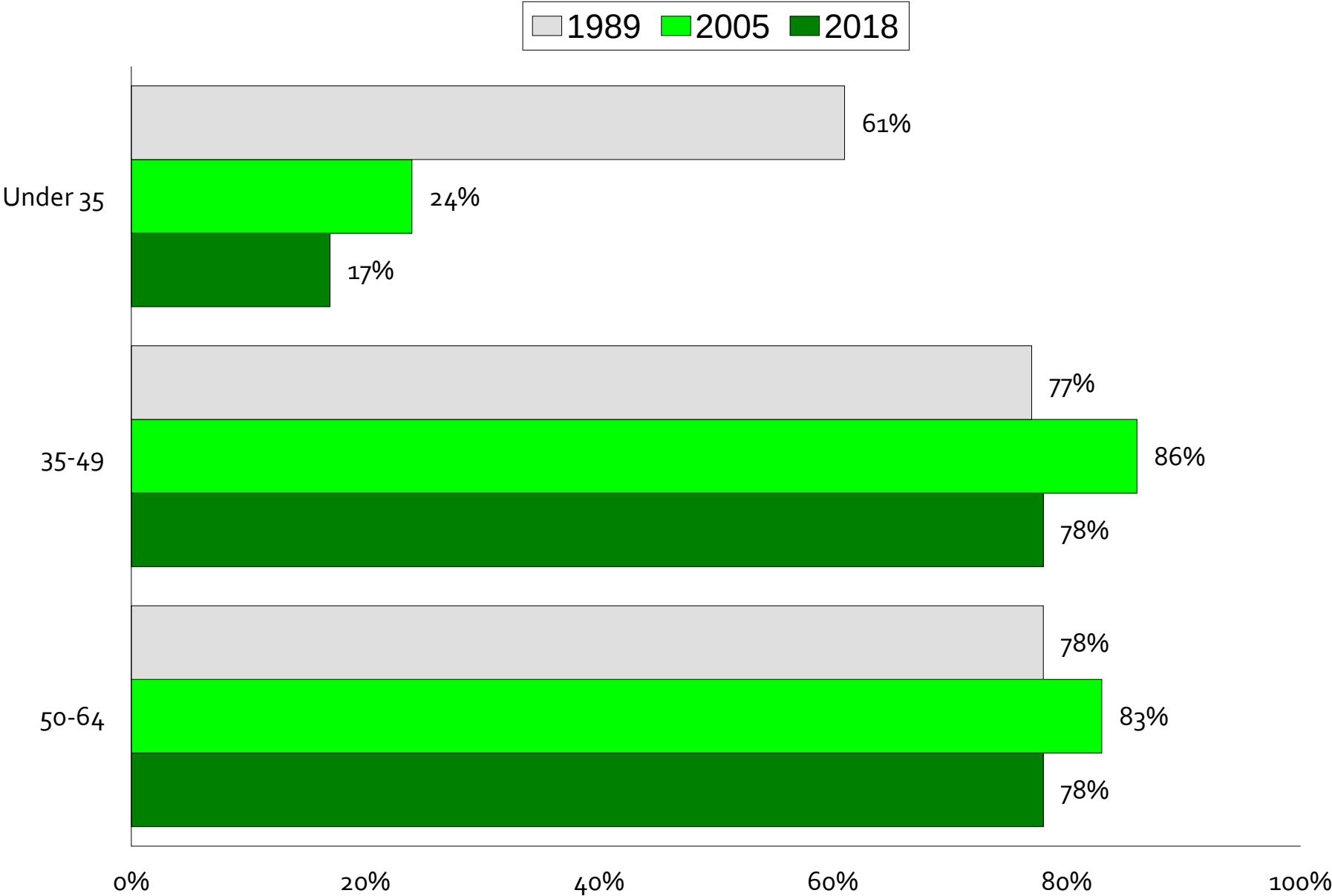


Marital Status

(Adults in Jewish Households)

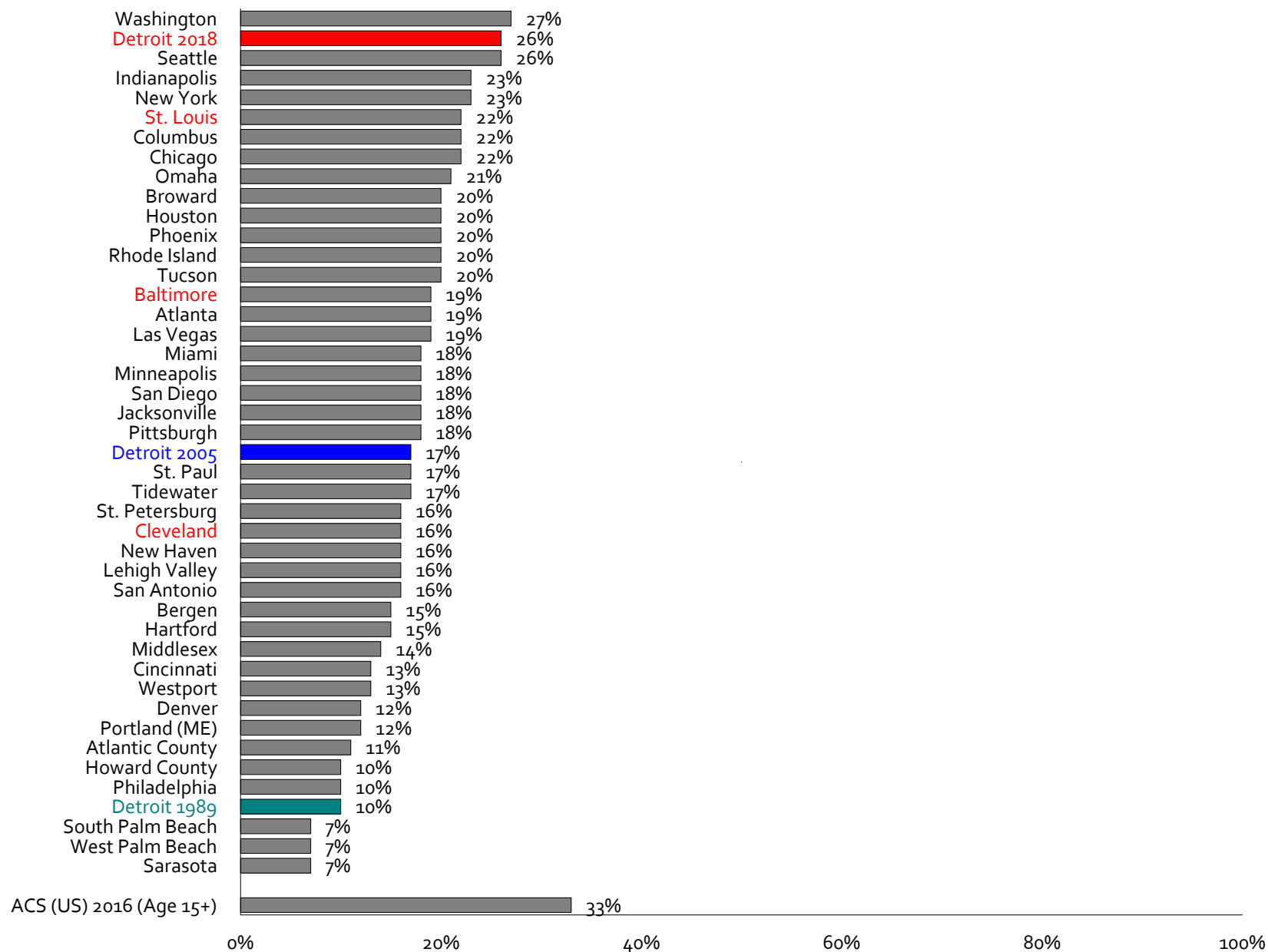


Currently Married, 1989-2018
(Adults in Jewish Households)



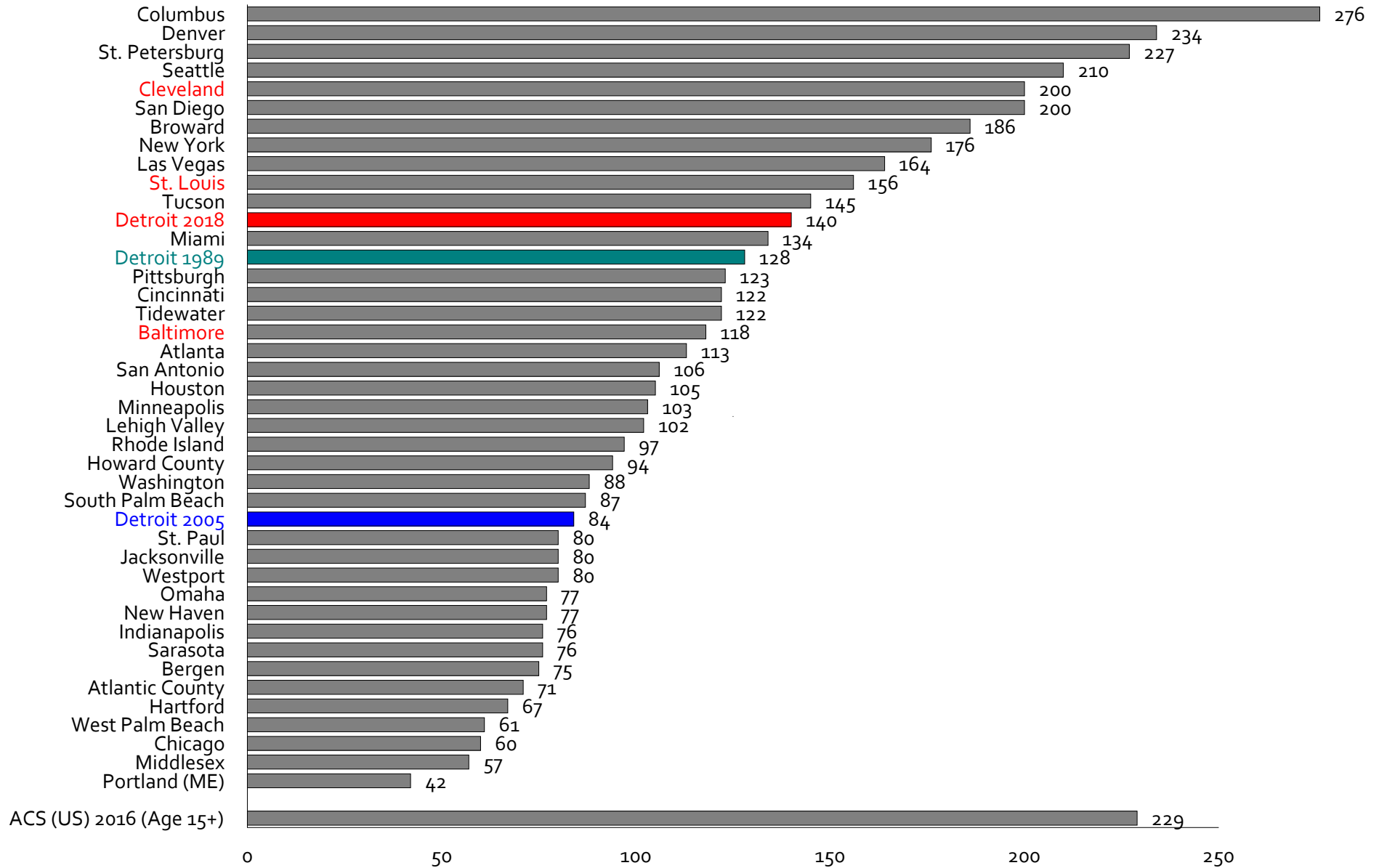
Single, Never Married

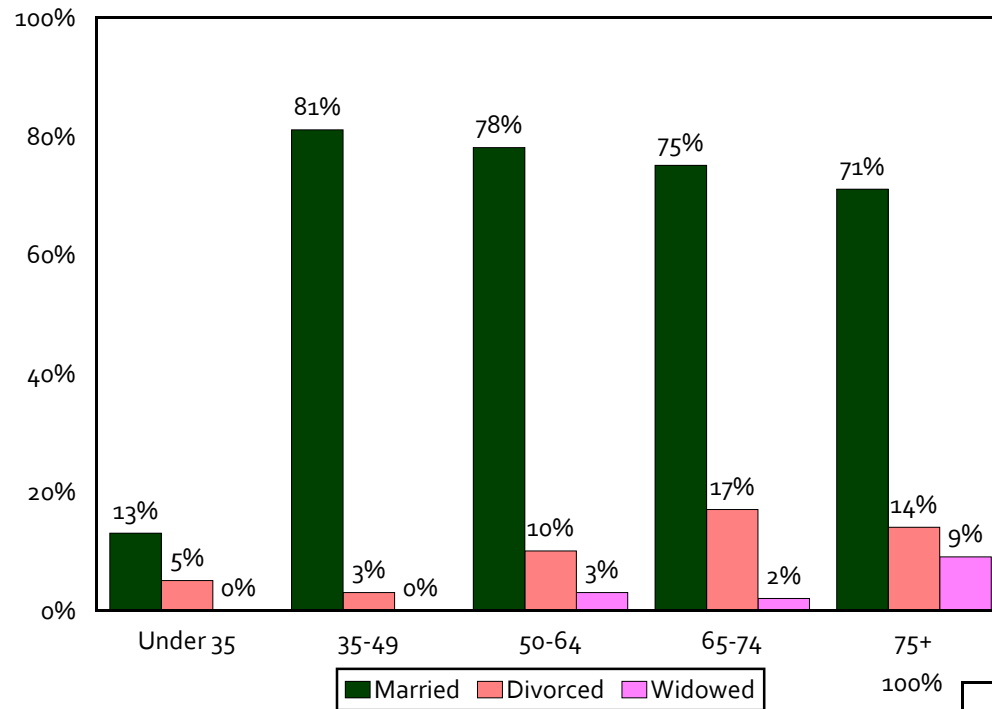
(Adults in Jewish Households)



Divorce Rate

(Adults in Jewish Households)
(Divorced Adults per 1,000 Married Adults)

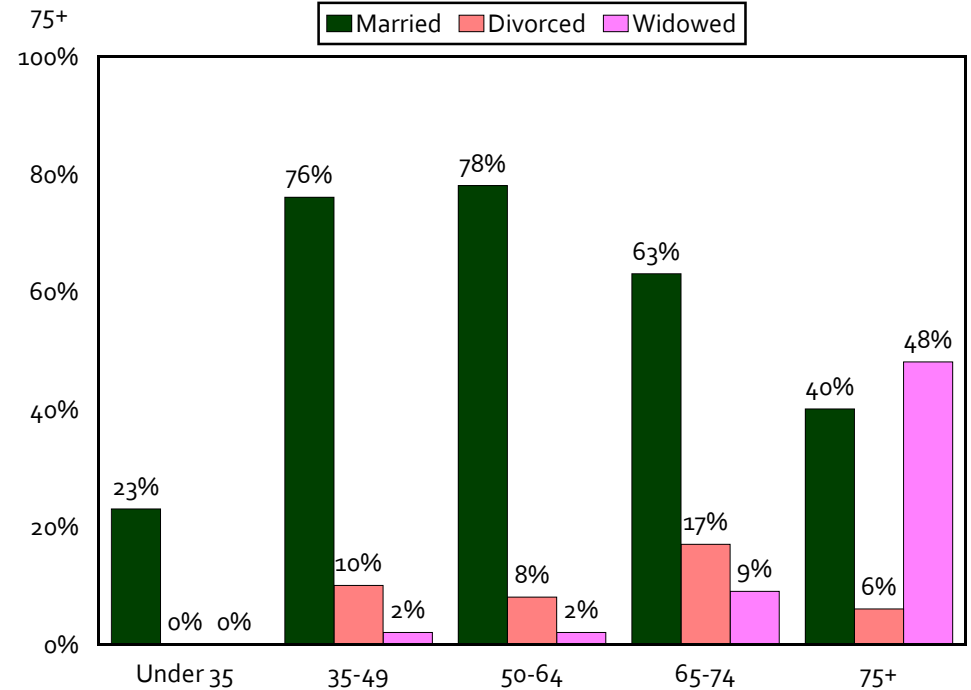




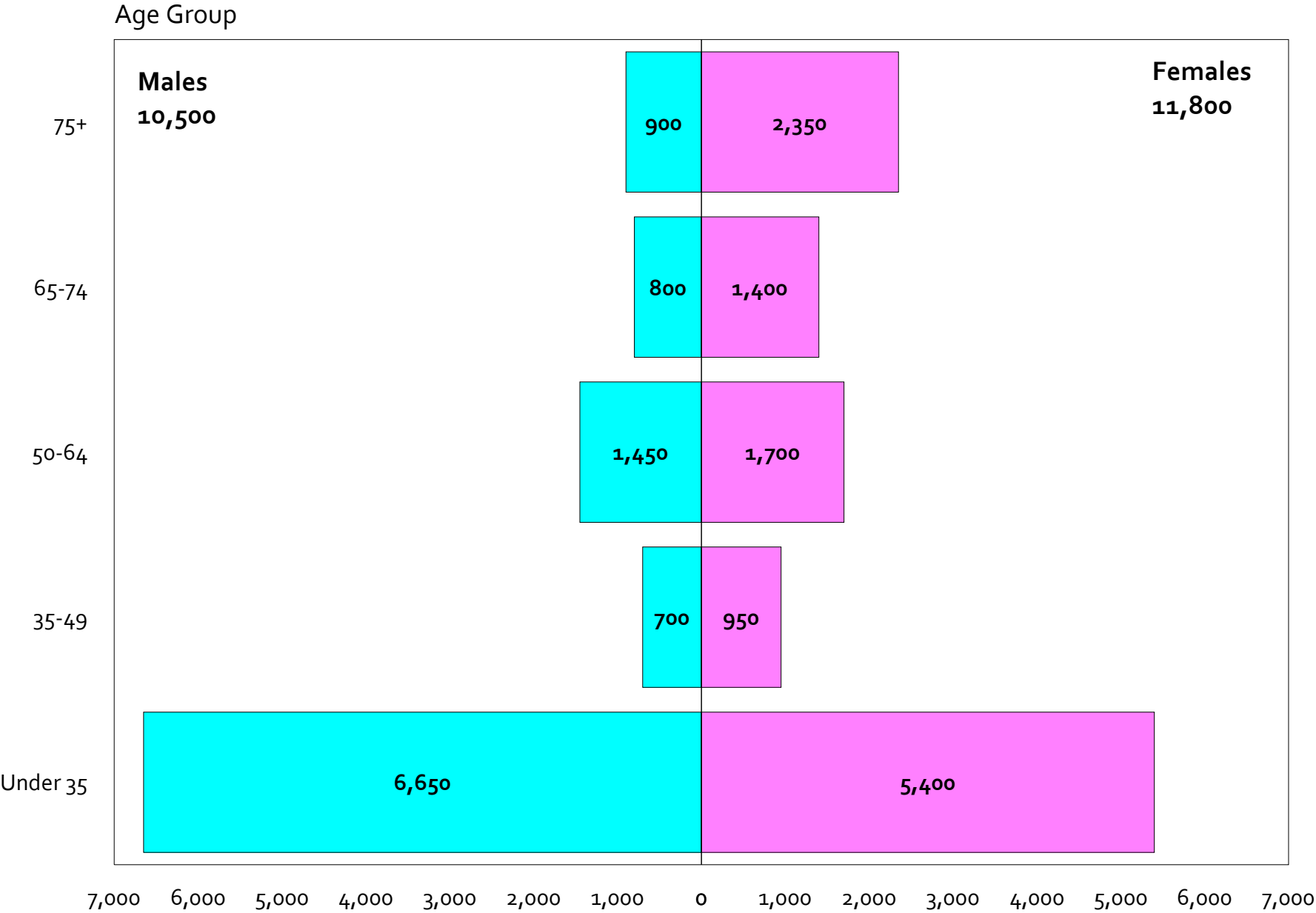
Current Marital Status by Age

(Adults in Jewish Households)

Adult Females

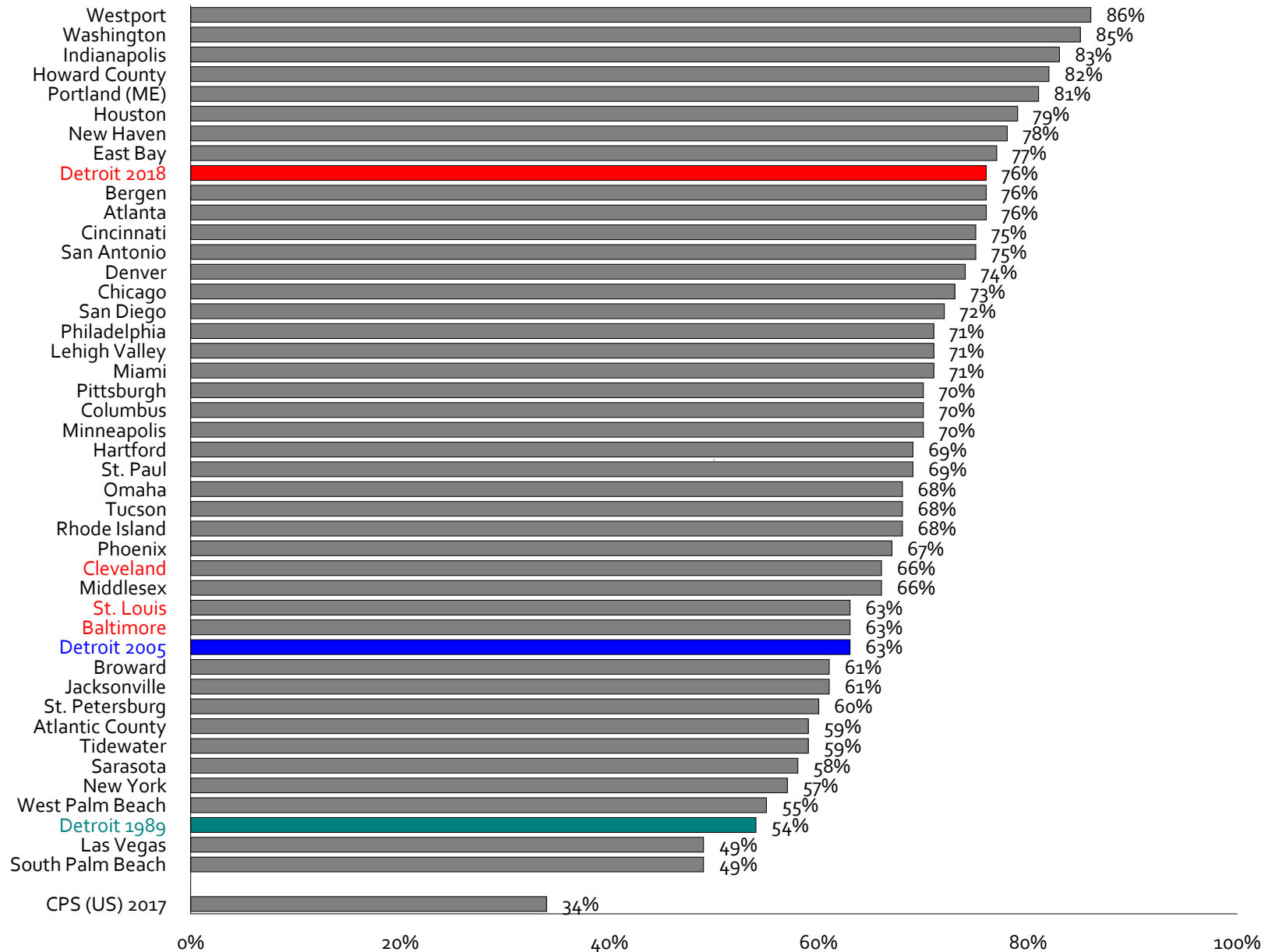


Single Jewish Adults



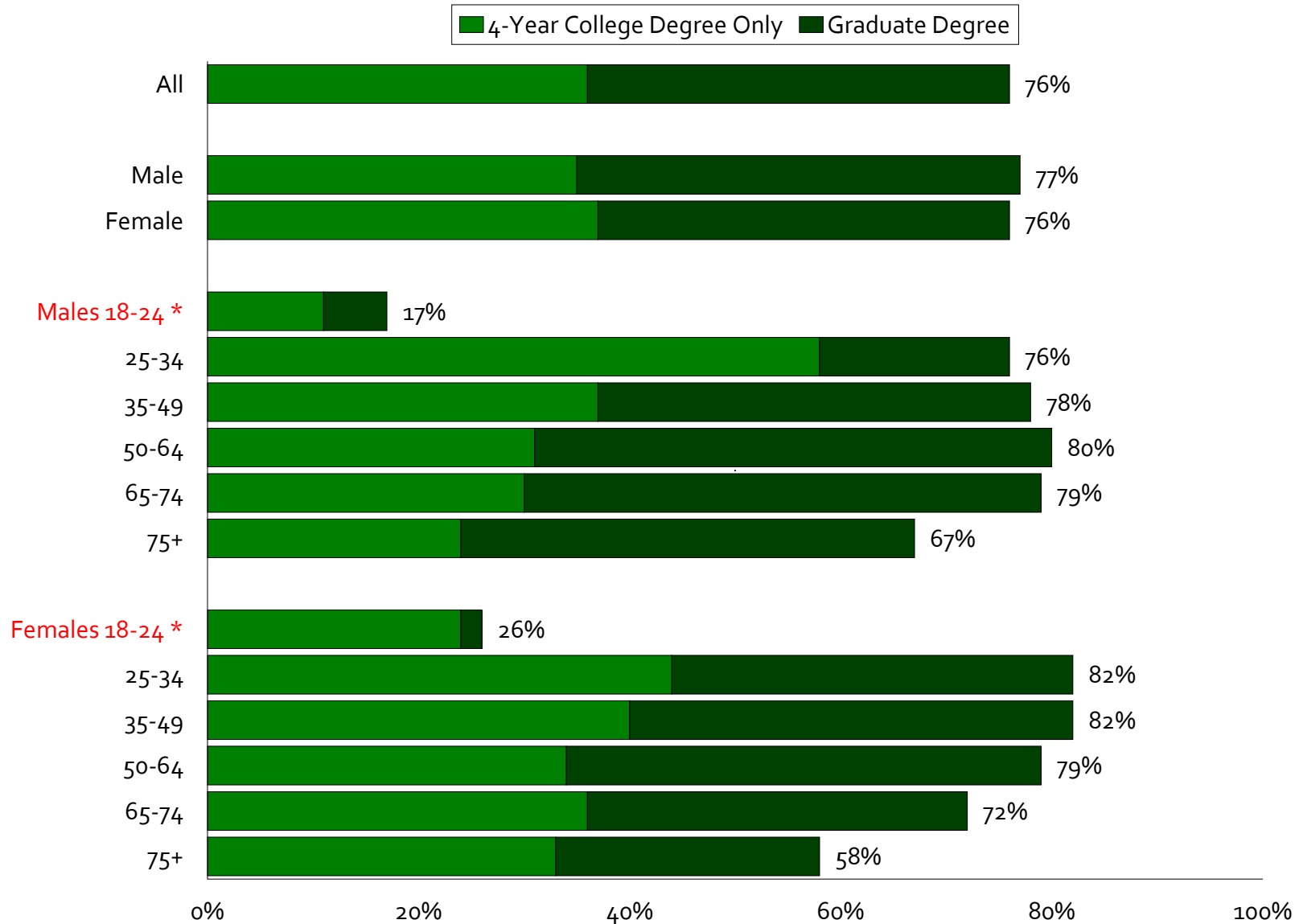
4-Year College Degree or Higher

(Adults Age 25 and Over in Jewish Households)



4-Year College Degree or Higher

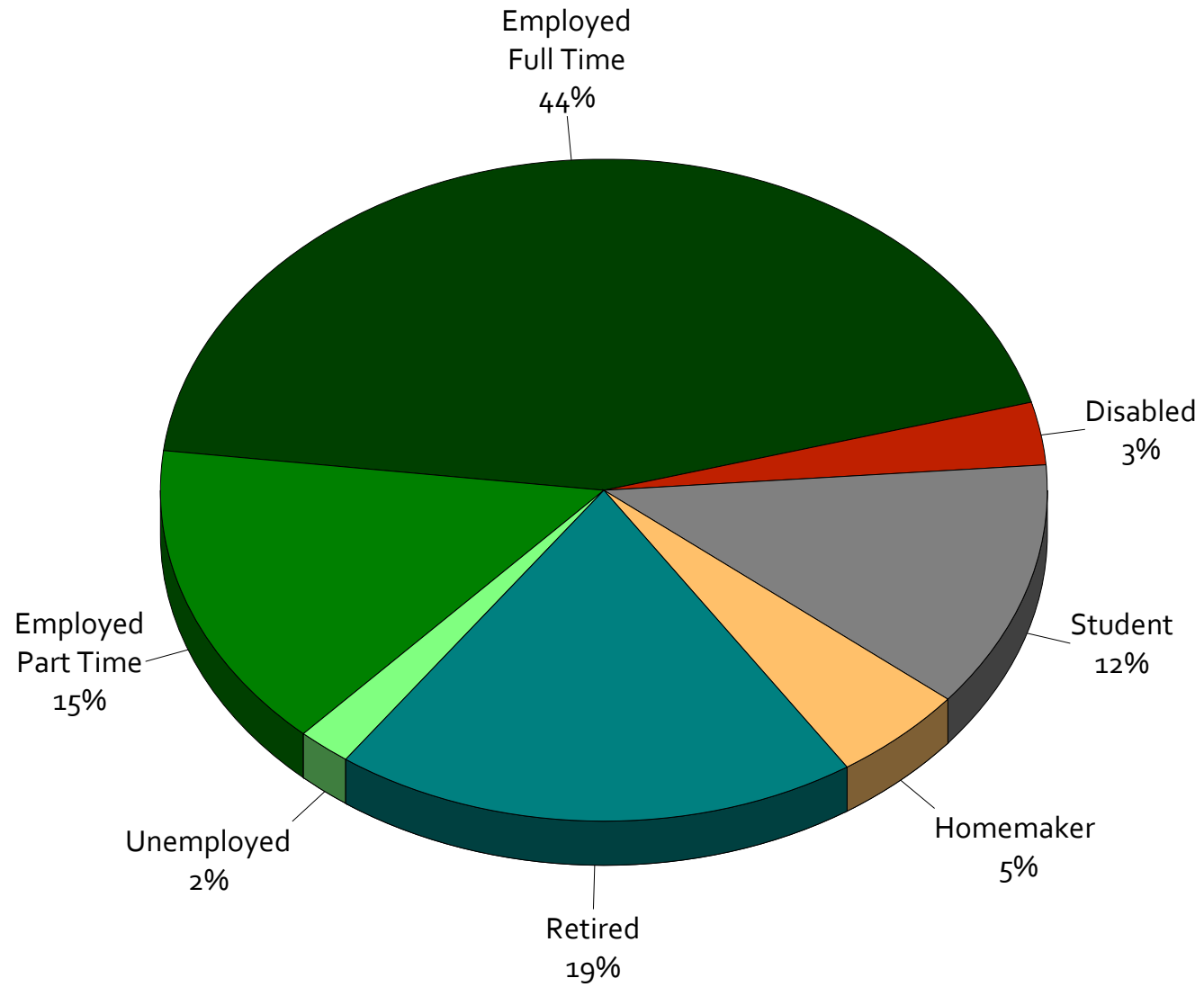
(Adults Age 25 and Over in Jewish Households)



* Not included in other results

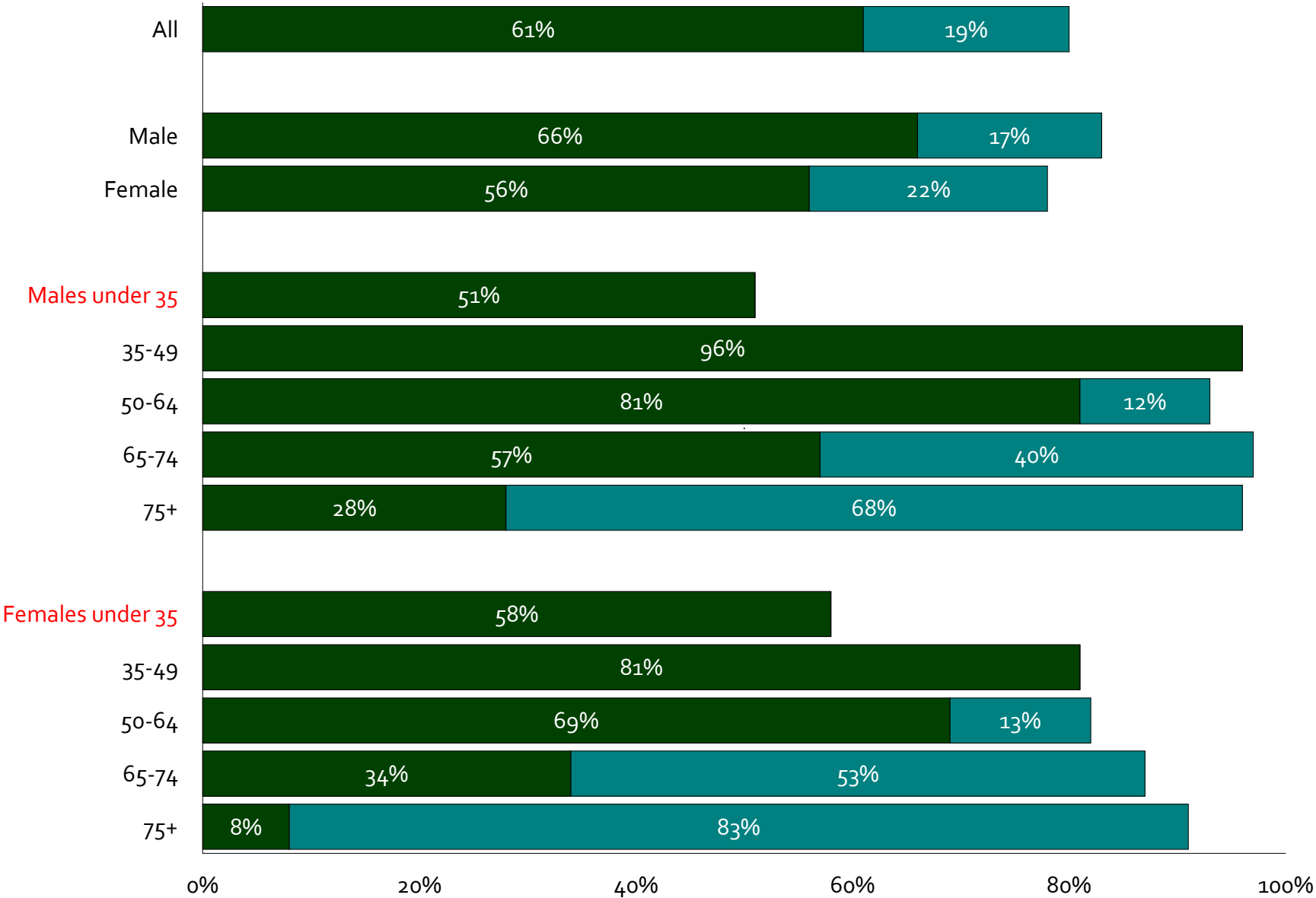
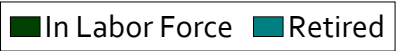
Employment Status

(Adults in Jewish Households)



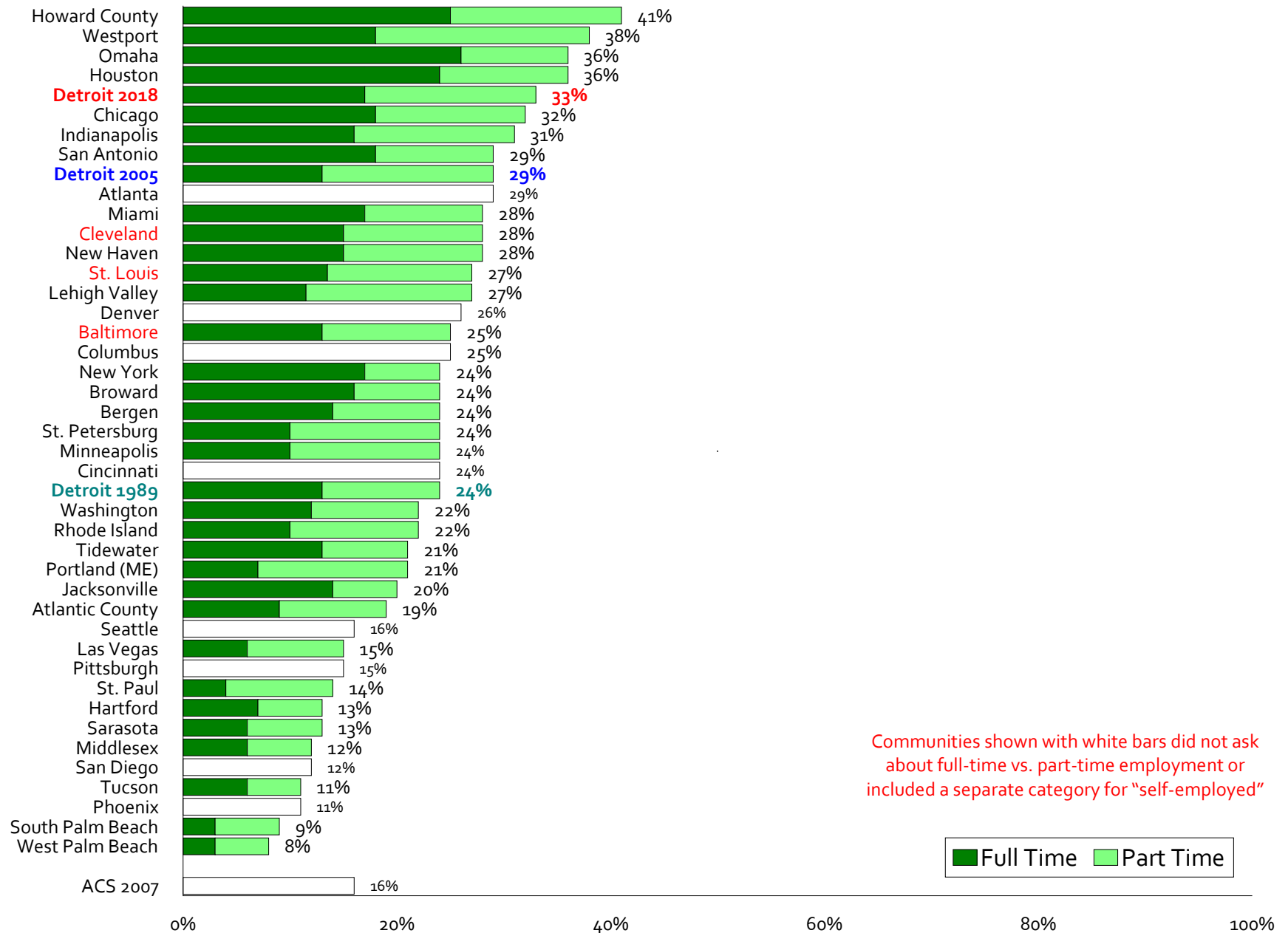
Employment Status

(Adults in Jewish Households)



Persons Age 65 and Over Employed Full or Part Time

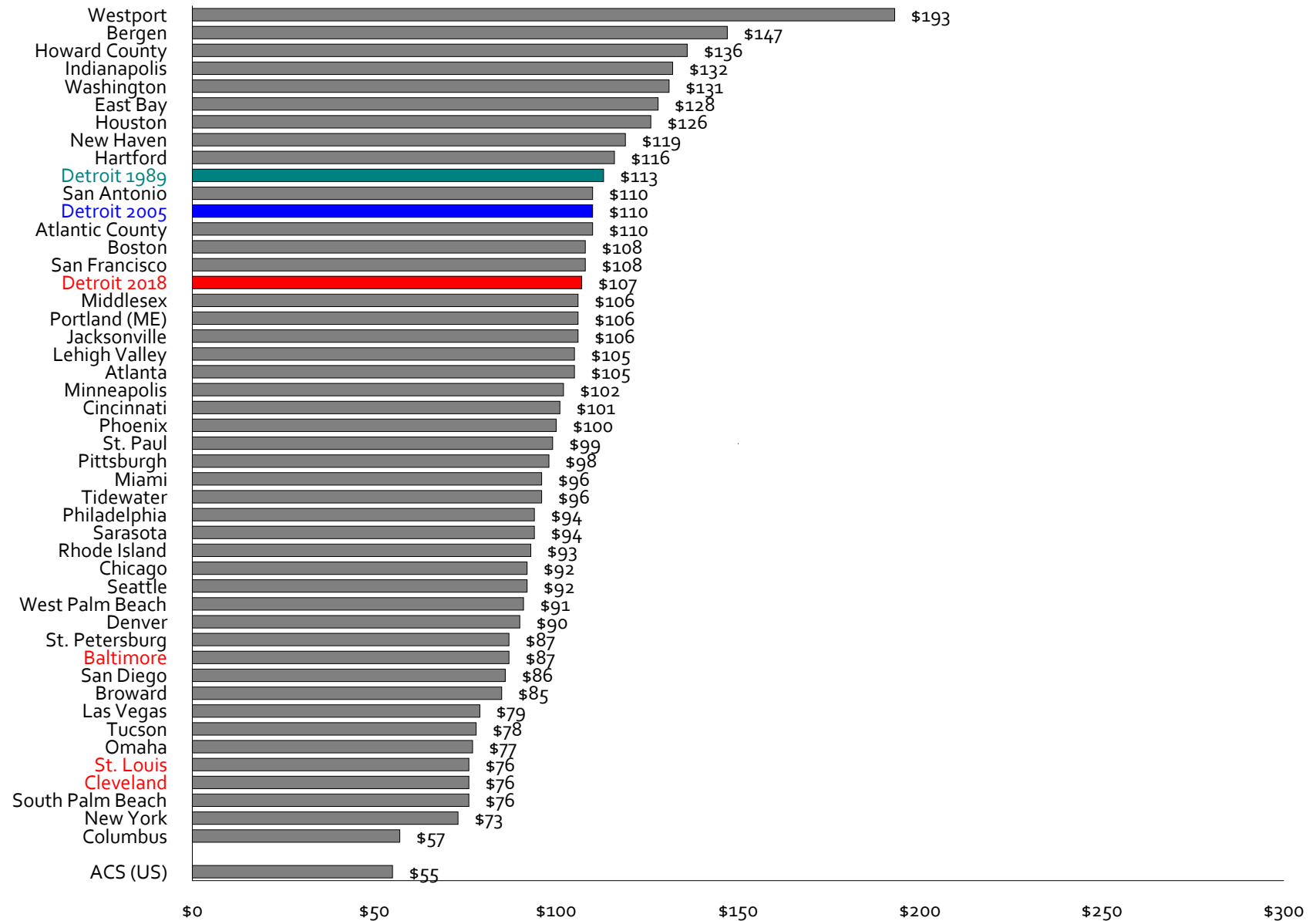
(Persons Age 65 and Over in Jewish Households)



Median Household Income

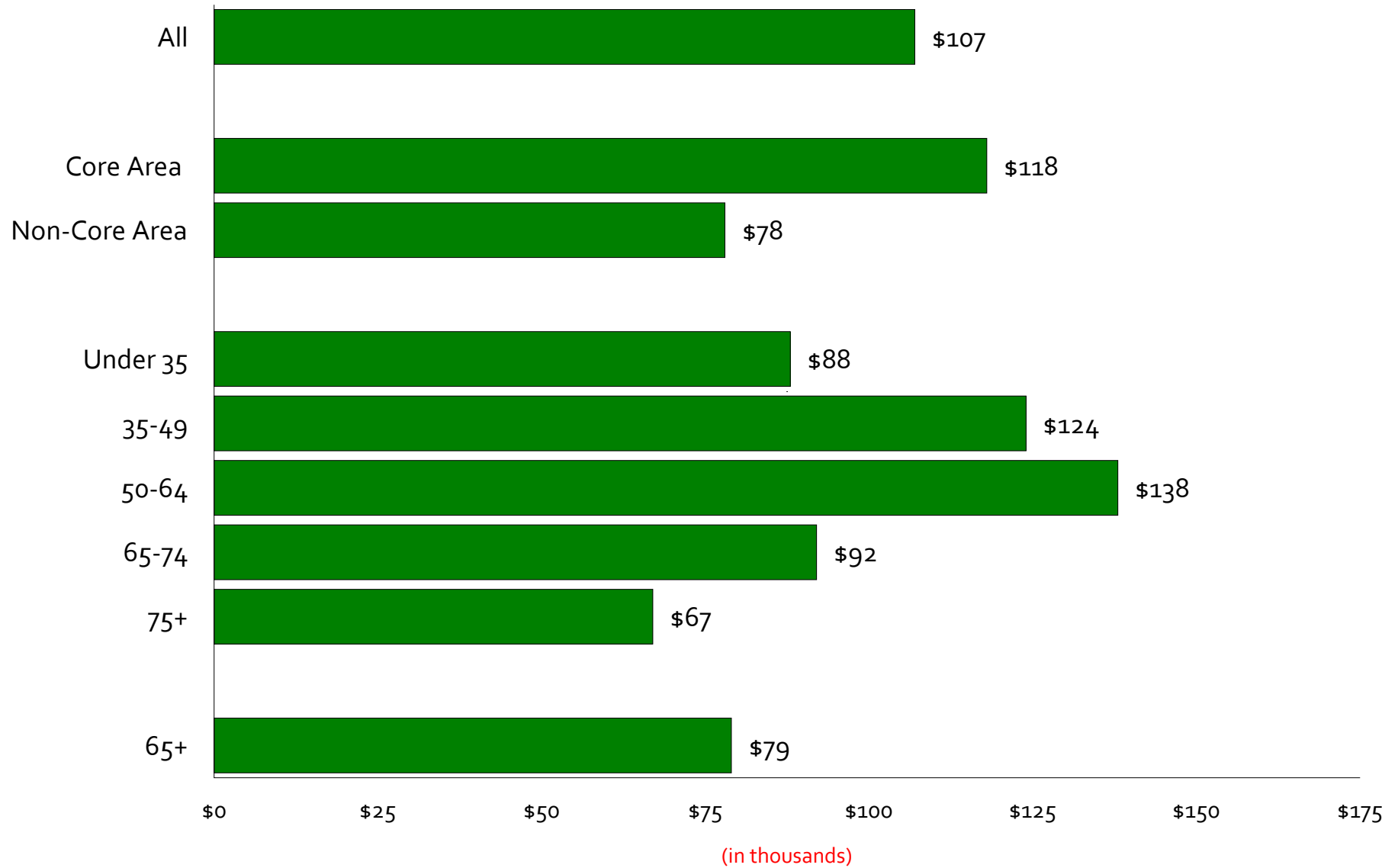
(Adjusted for inflation to 2017 dollars)

(Jewish Households)



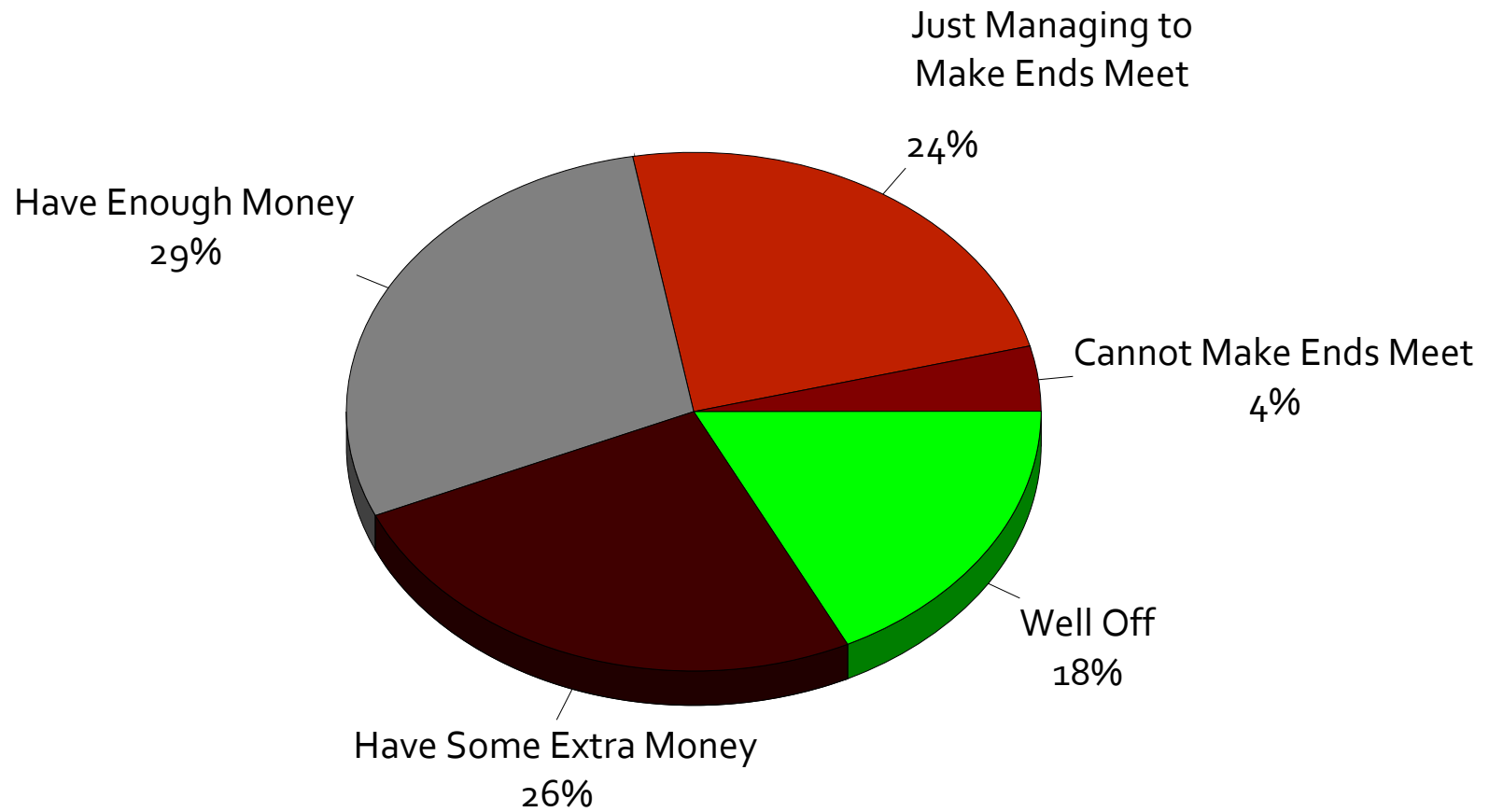
Median Household Income

(Jewish Households)



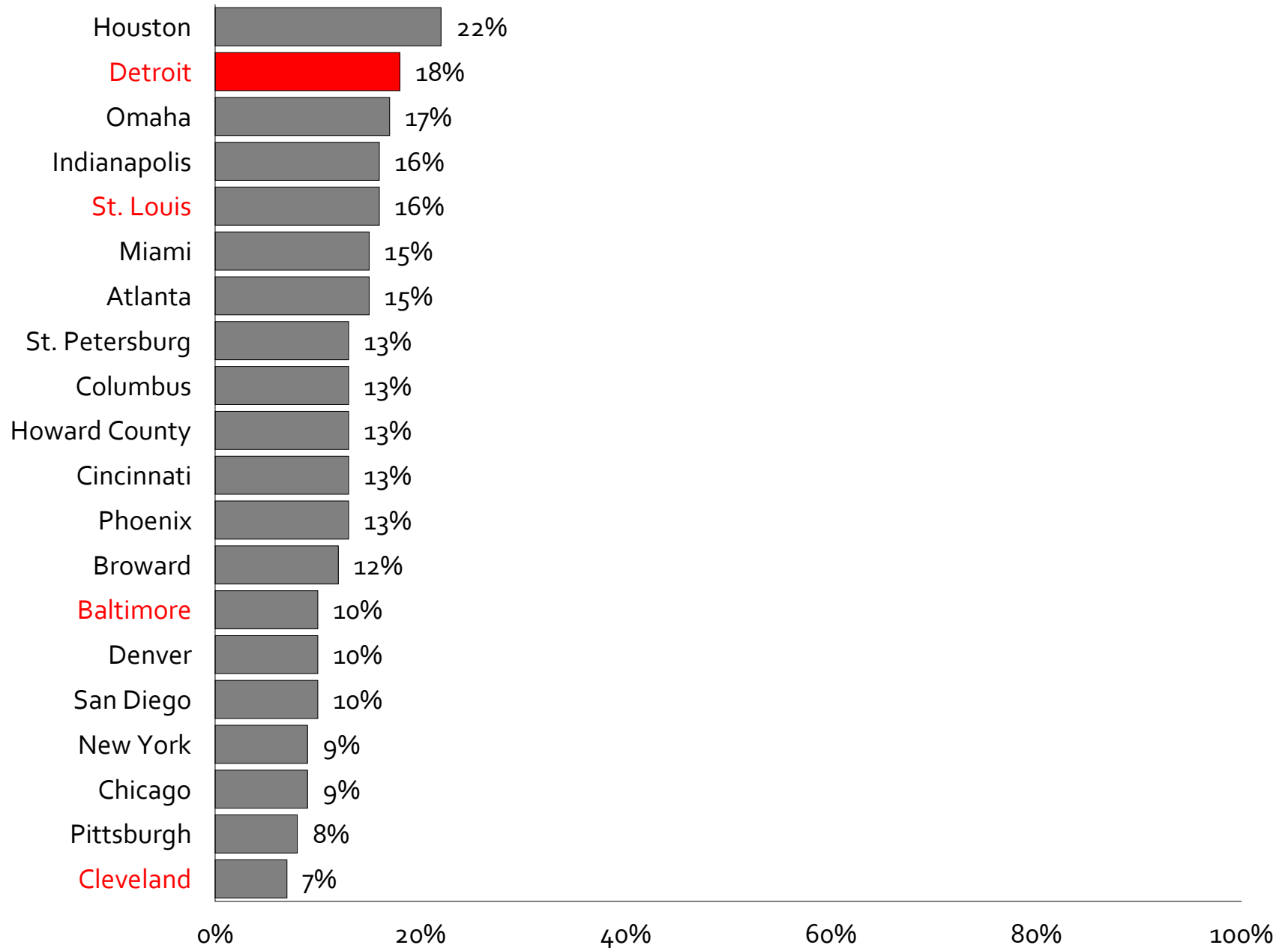
Household Financial Situation

(Jewish Respondents)



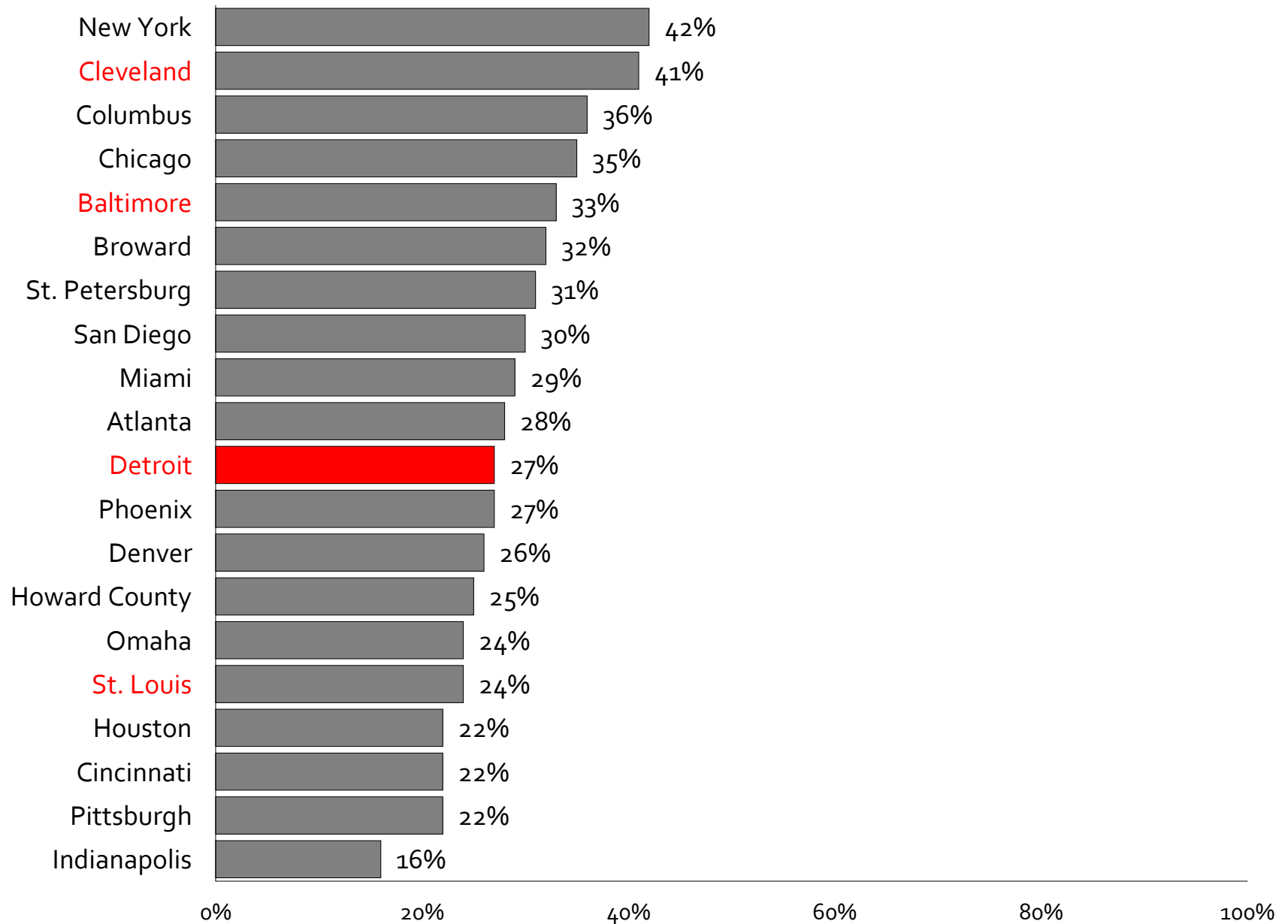
Household Financial Situation Well Off

(Respondents)



Household Financial Situation Just Managing/Cannot Make Ends Meets

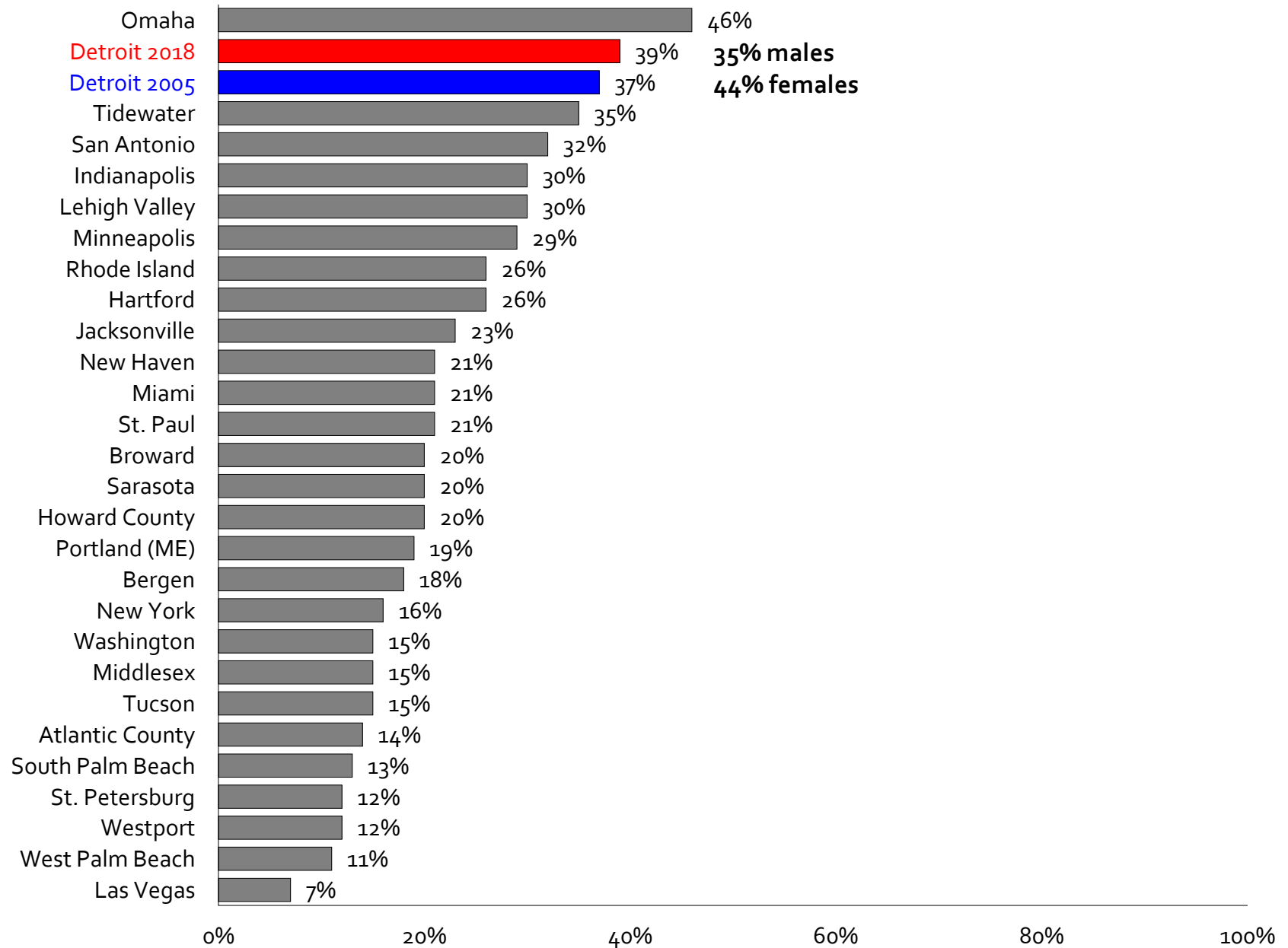
(Respondents)



Jewish Agencies: Familiarity and Perception

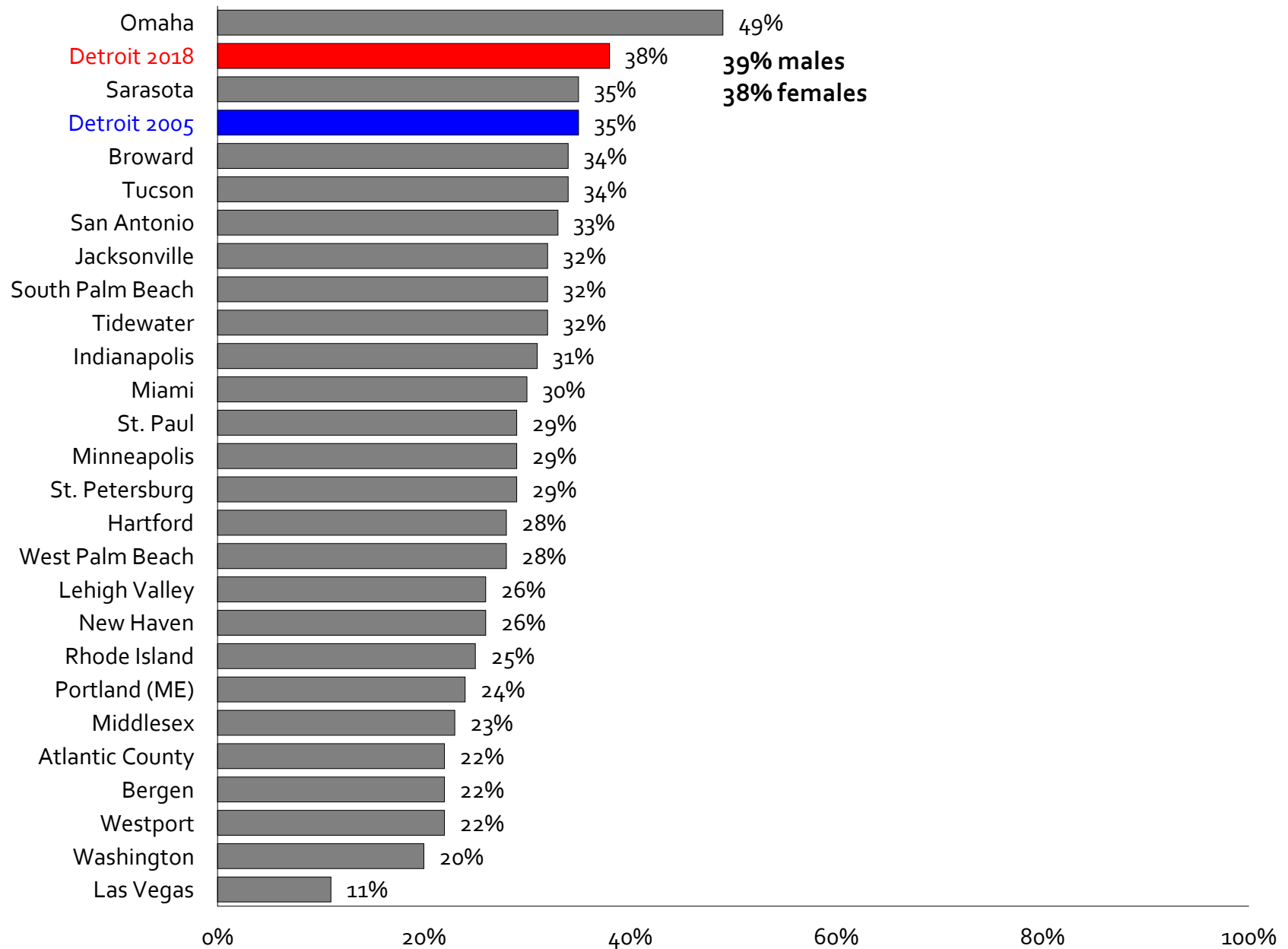
Very Familiar with the Local Jewish Federation

(Respondents)



Excellent Perceptions of the Local Jewish Federation

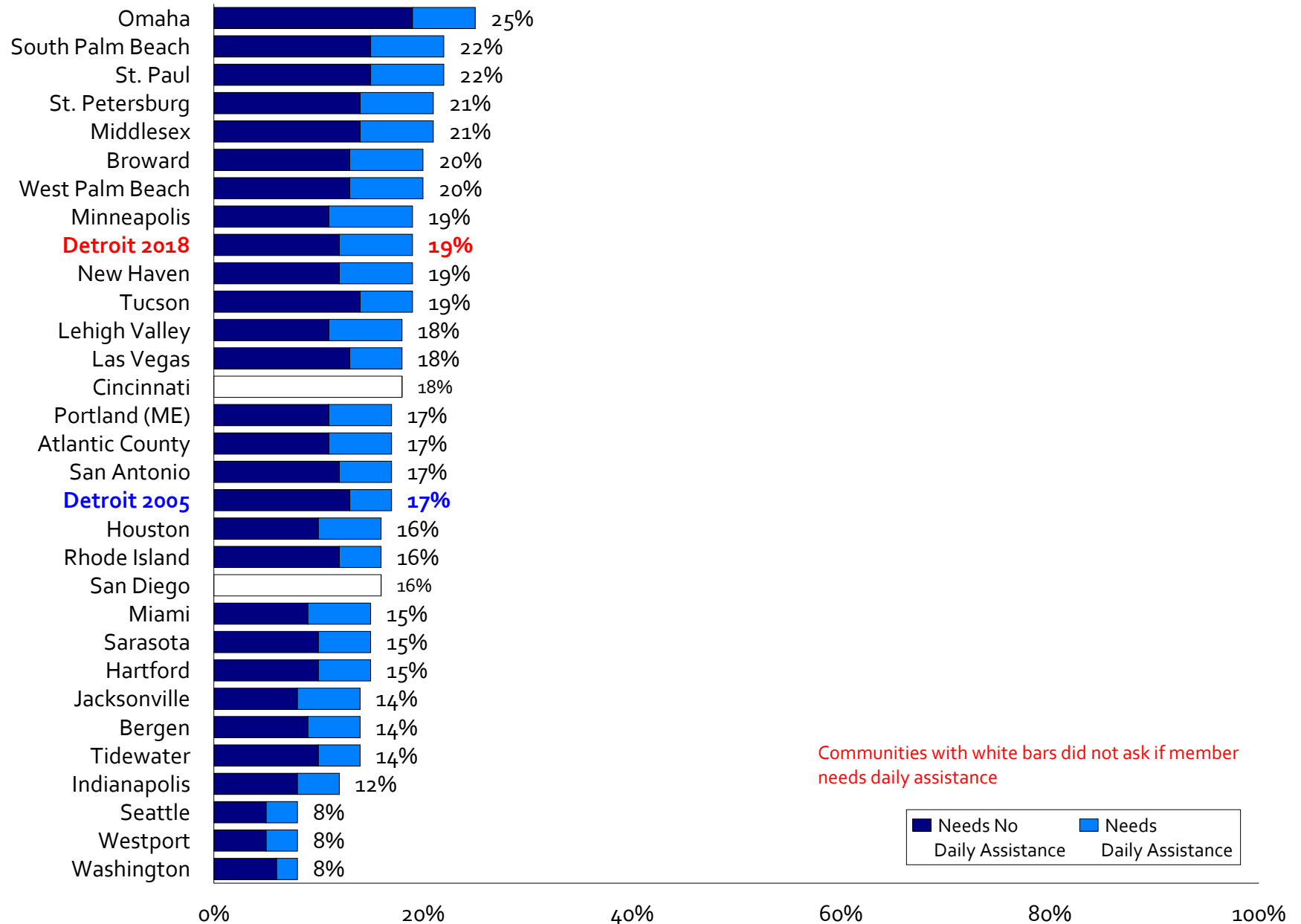
(Respondents Who Are Very/Somewhat Familiar)



Social Service Needs: Health Limitations

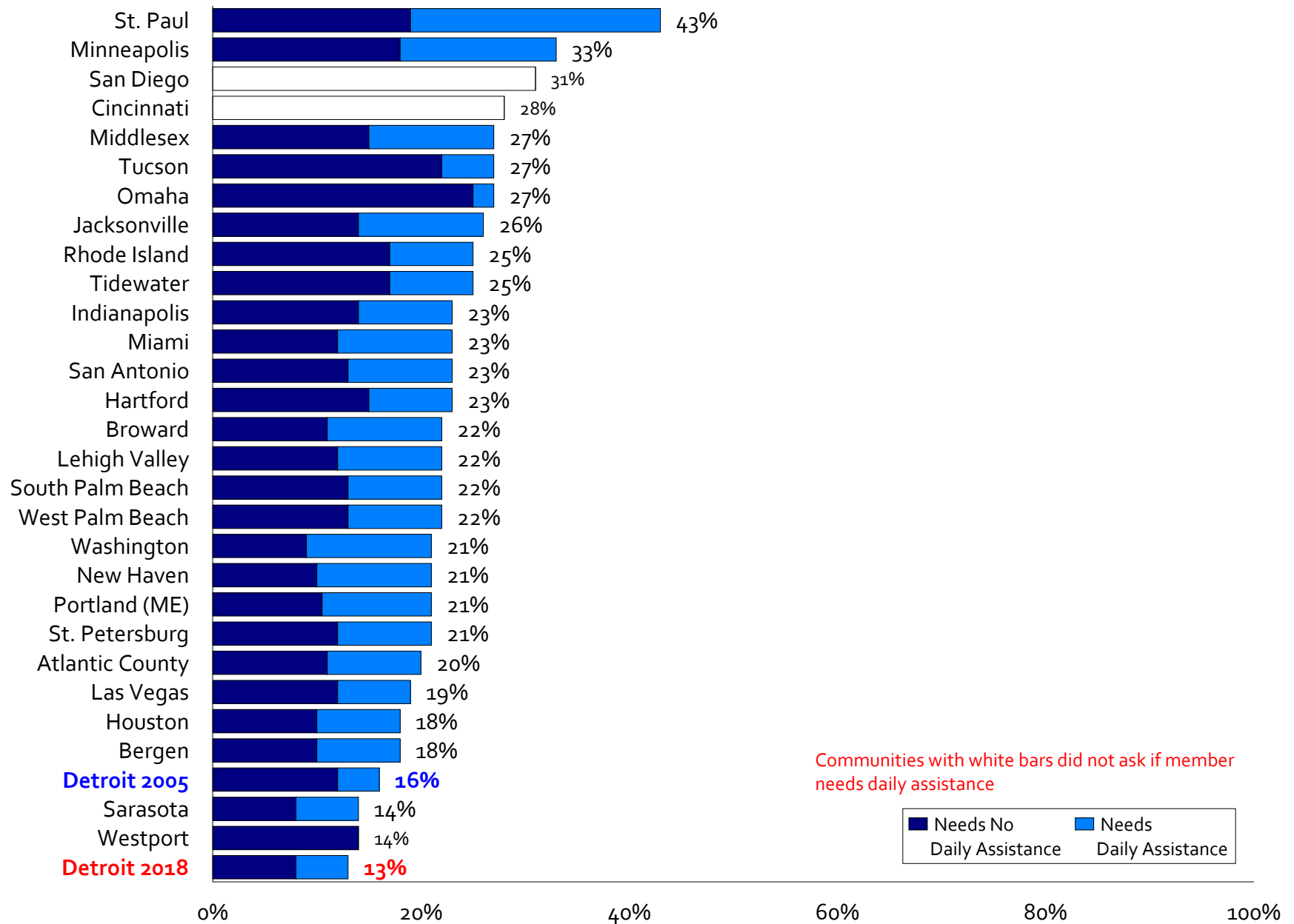
Households in Which a Member Is Health Limited

(Jewish Households)



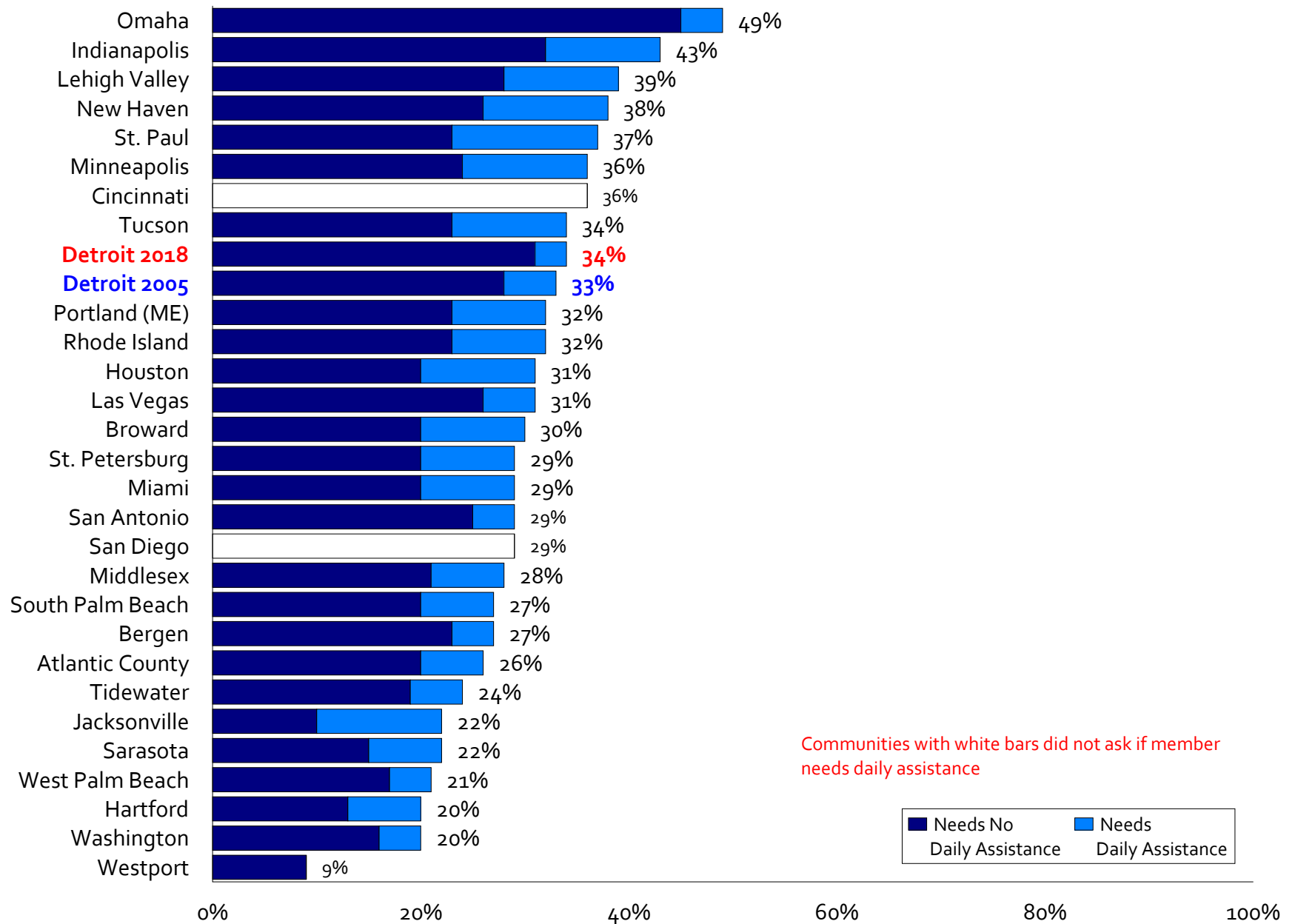
Households in Which a Member Is Health Limited

(Elderly Couple Households)

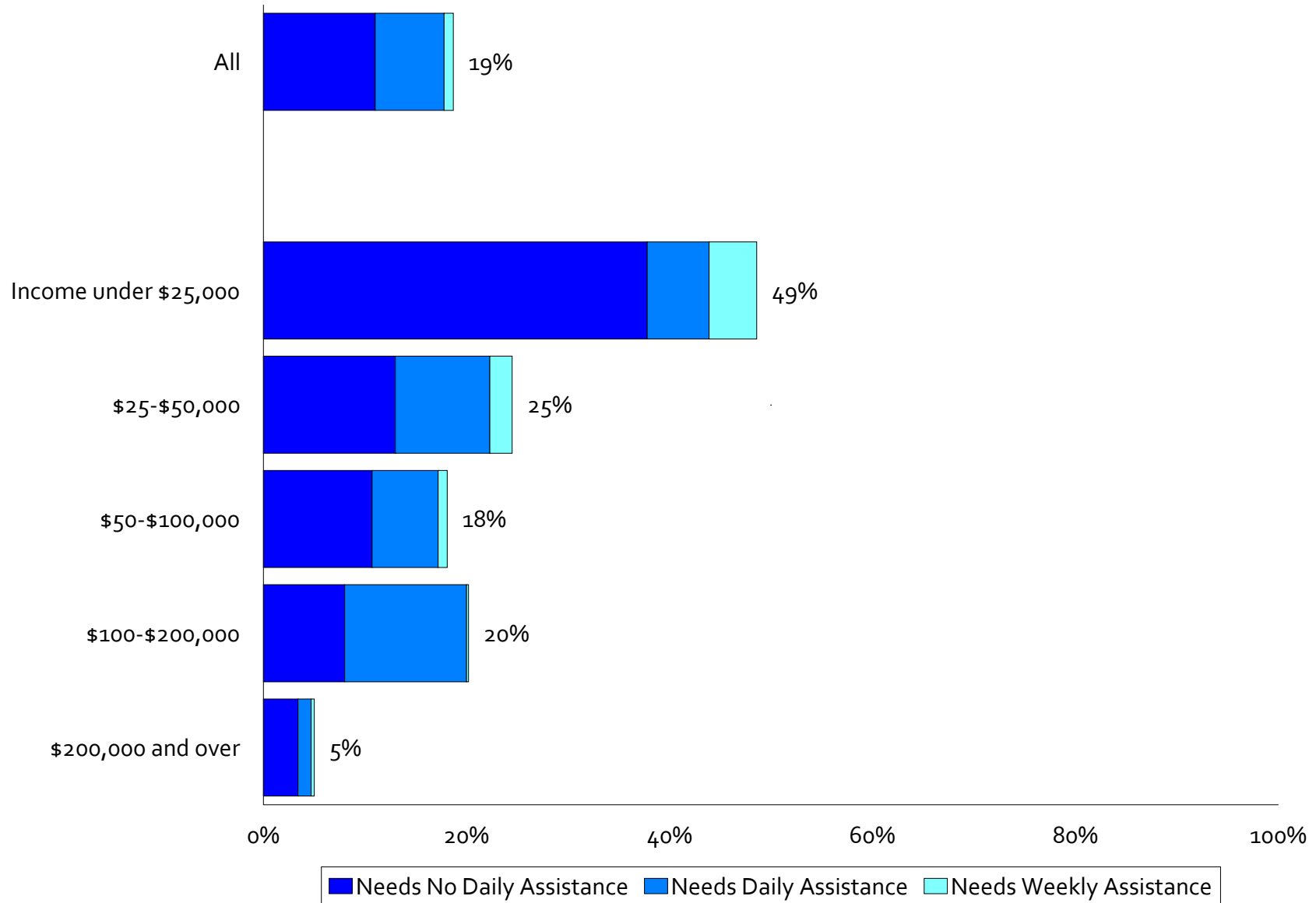


Households in Which a Member Is Health Limited

(Elderly Single Households)



Households in Which a Member Is Health Limited



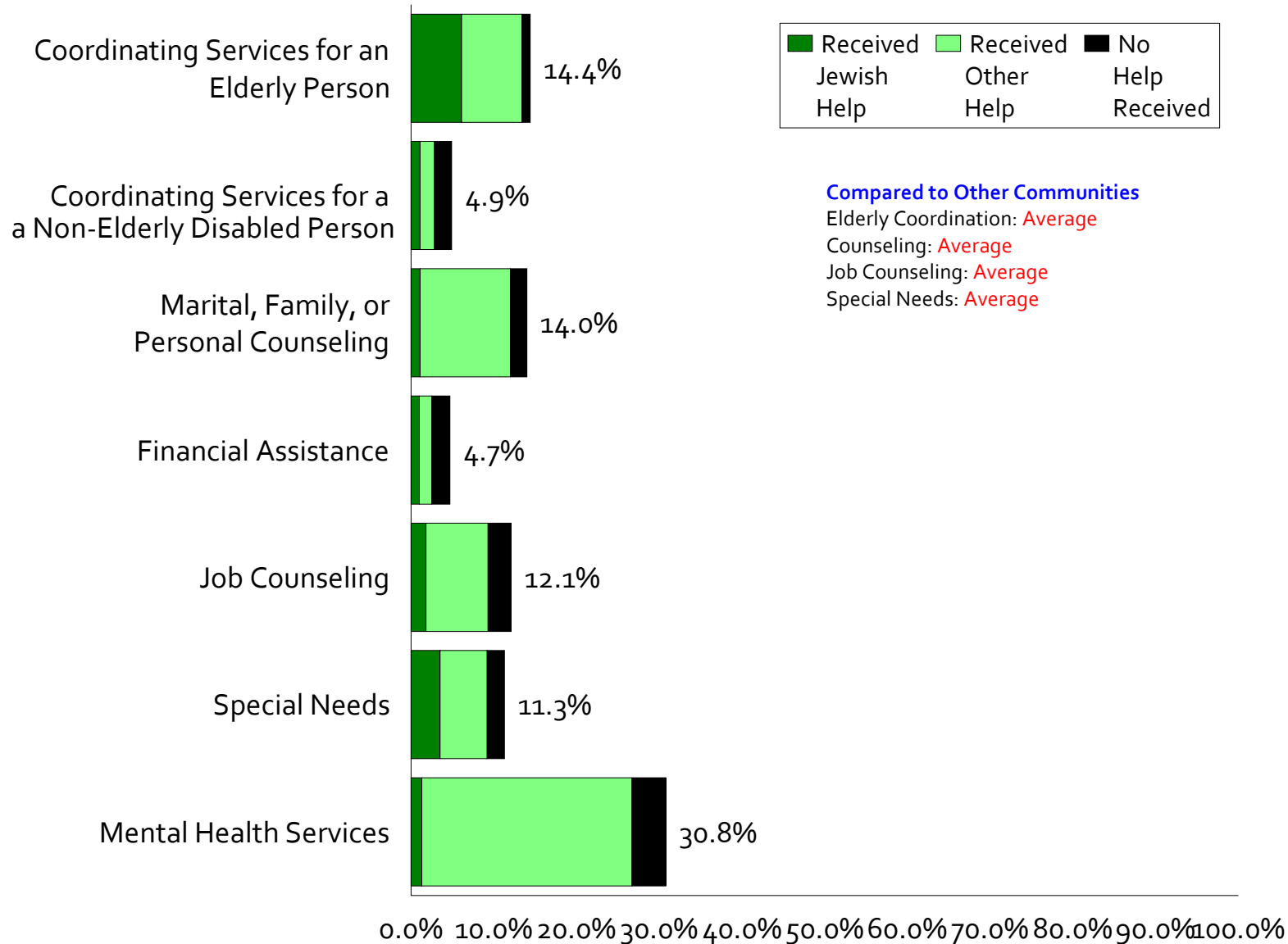
Disabilities

1. 3.2% (2,200 adults) of adults in Jewish households are disabled and unable to work
2. 1.5% (470 households) of Jewish households contain a disabled adult child (age 18 and over) who is unable to work and lives at home with his/her parents or other adults

Social Service Needs

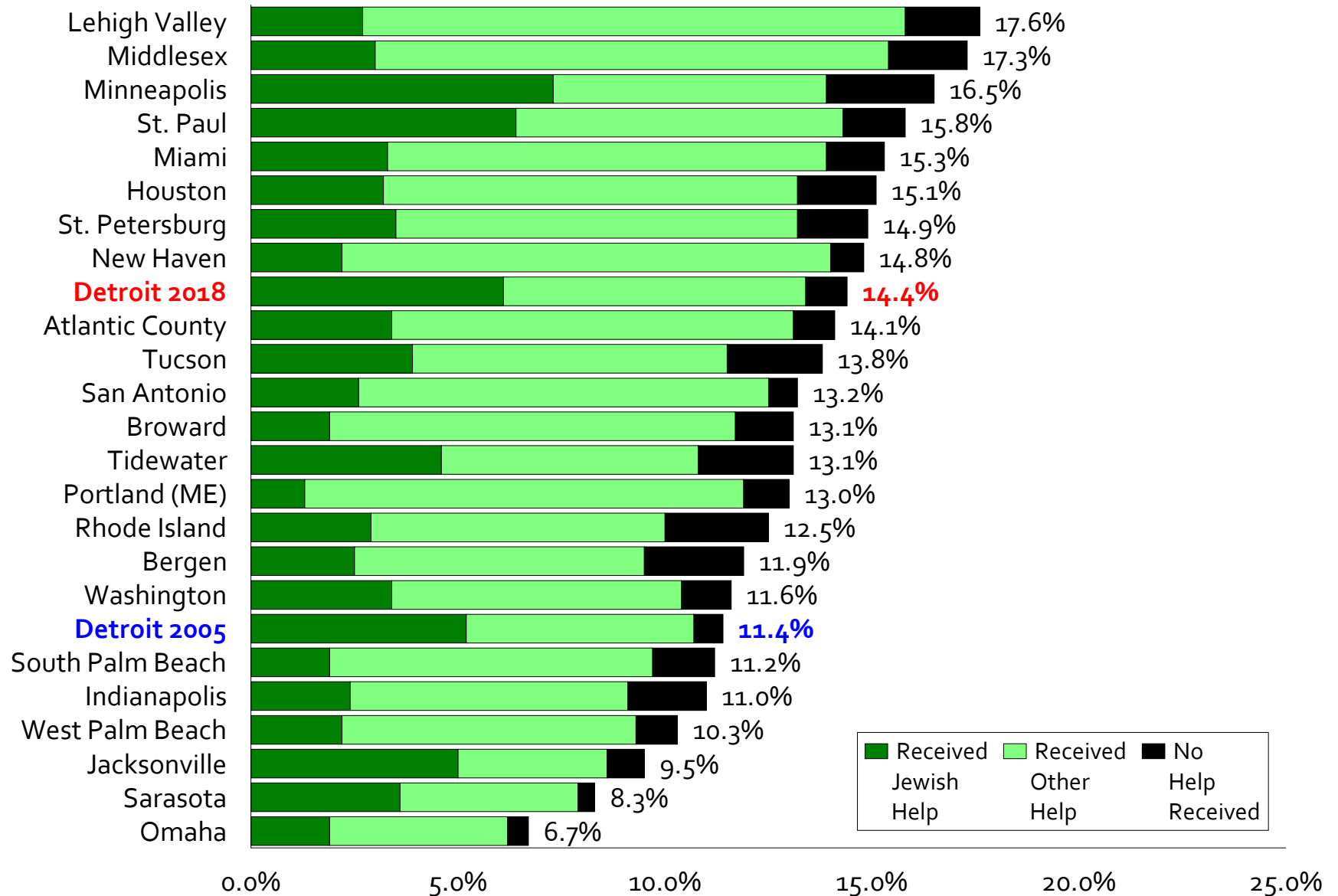
Need for Social Services in the Past Year

(Jewish Households, except Job Counseling-- Households Age 18-64 and
Special Needs, Mental Health Services--Households with Children)



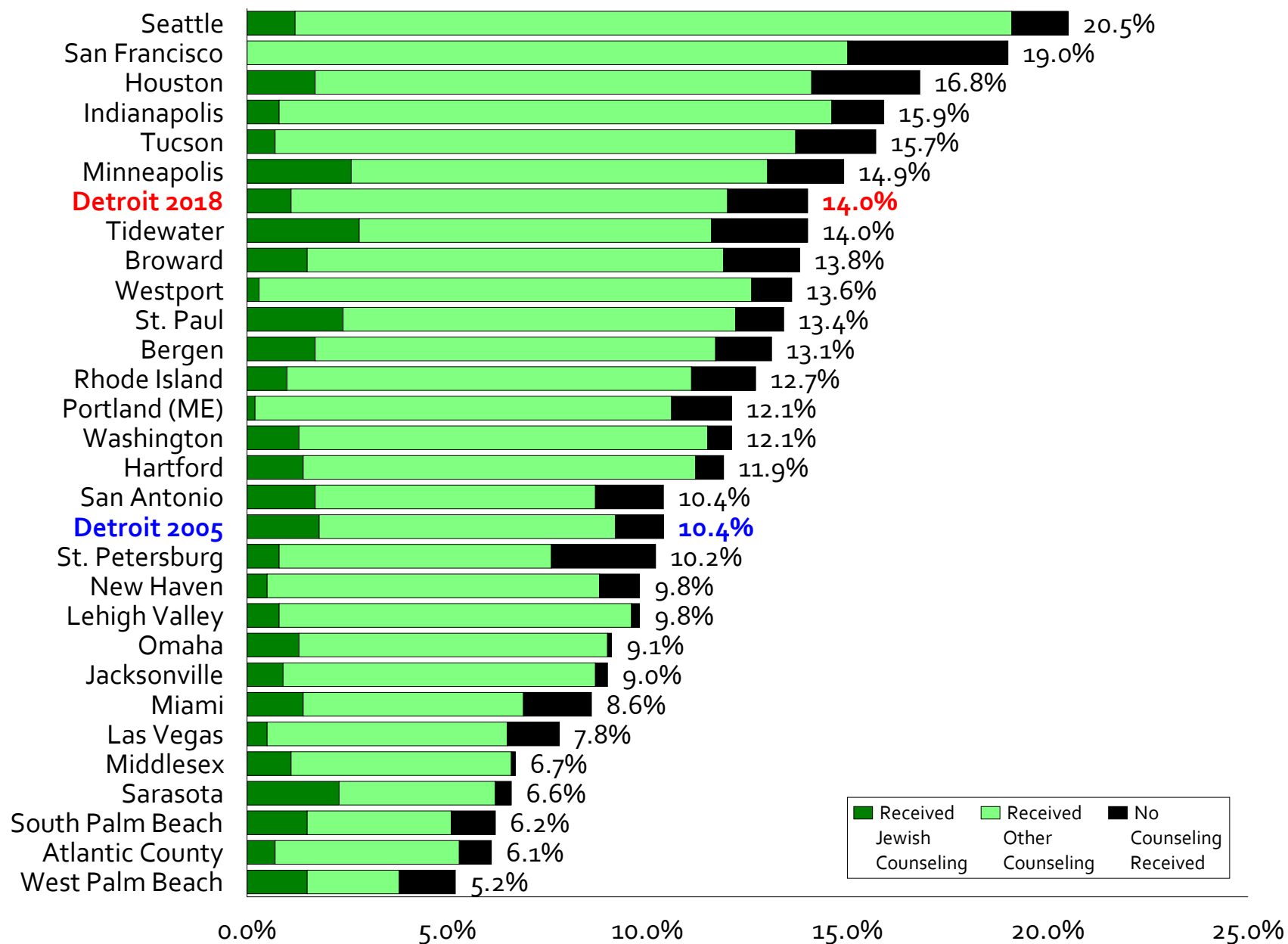
Need for Help in Coordinating Services for an Elderly Person in the Past Year

(Jewish Households)



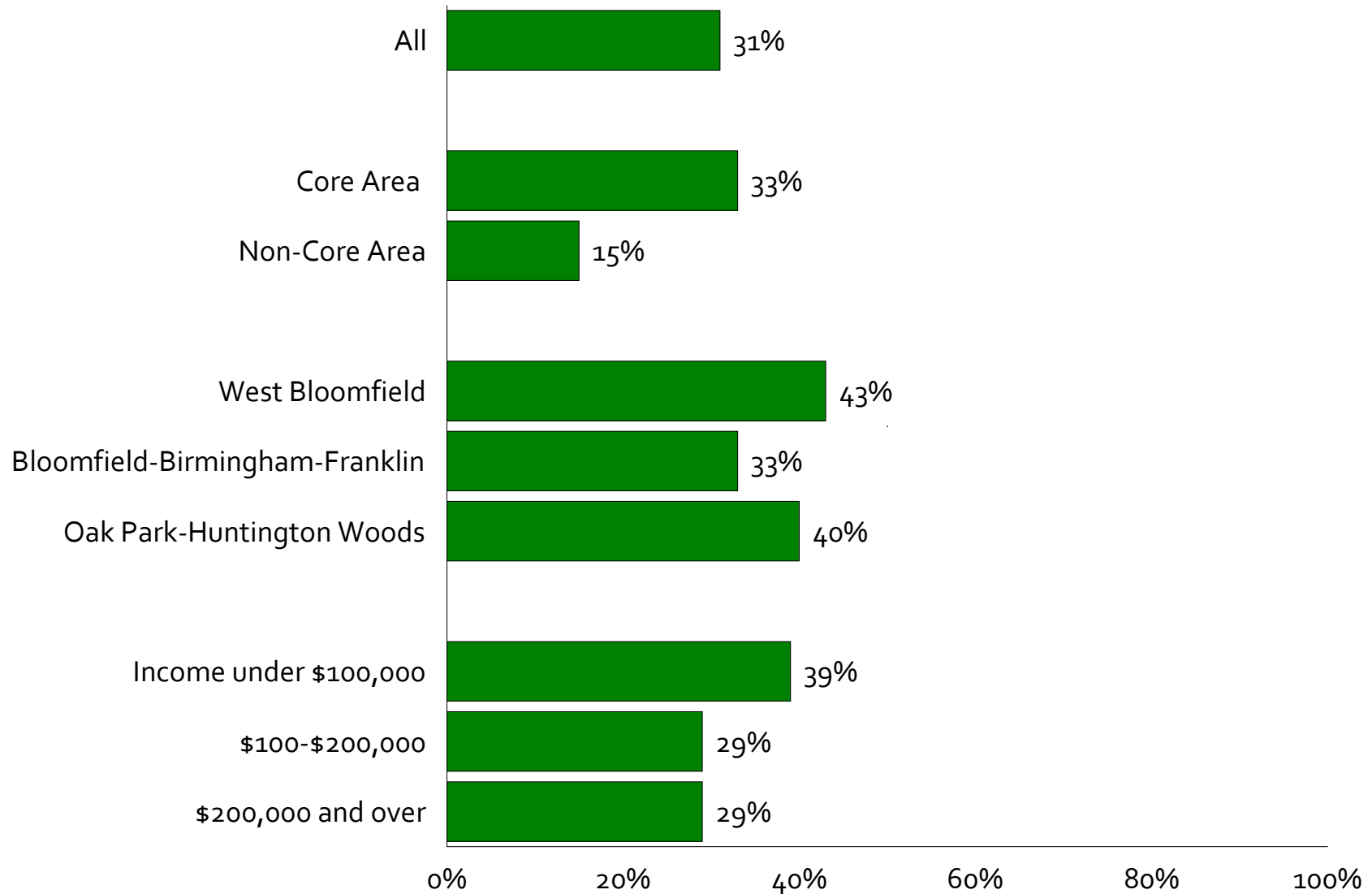
64 Need for Marital, Family, or Personal Counseling in the Past Year

(Jewish Households)



Need for Mental Health Services for Jewish Children

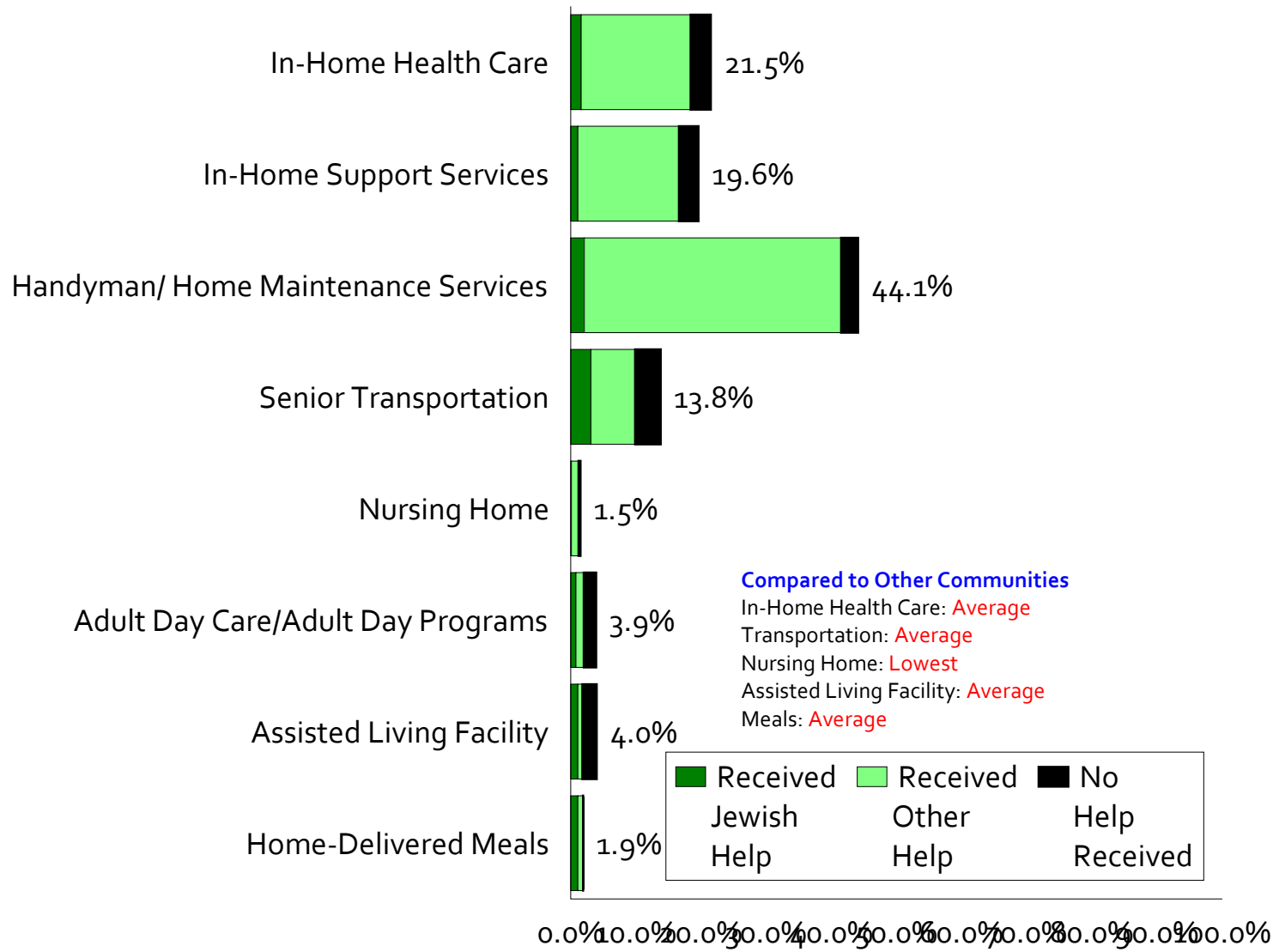
(Households with Jewish Children Age 5-17)



Social Service Needs of Older Adults

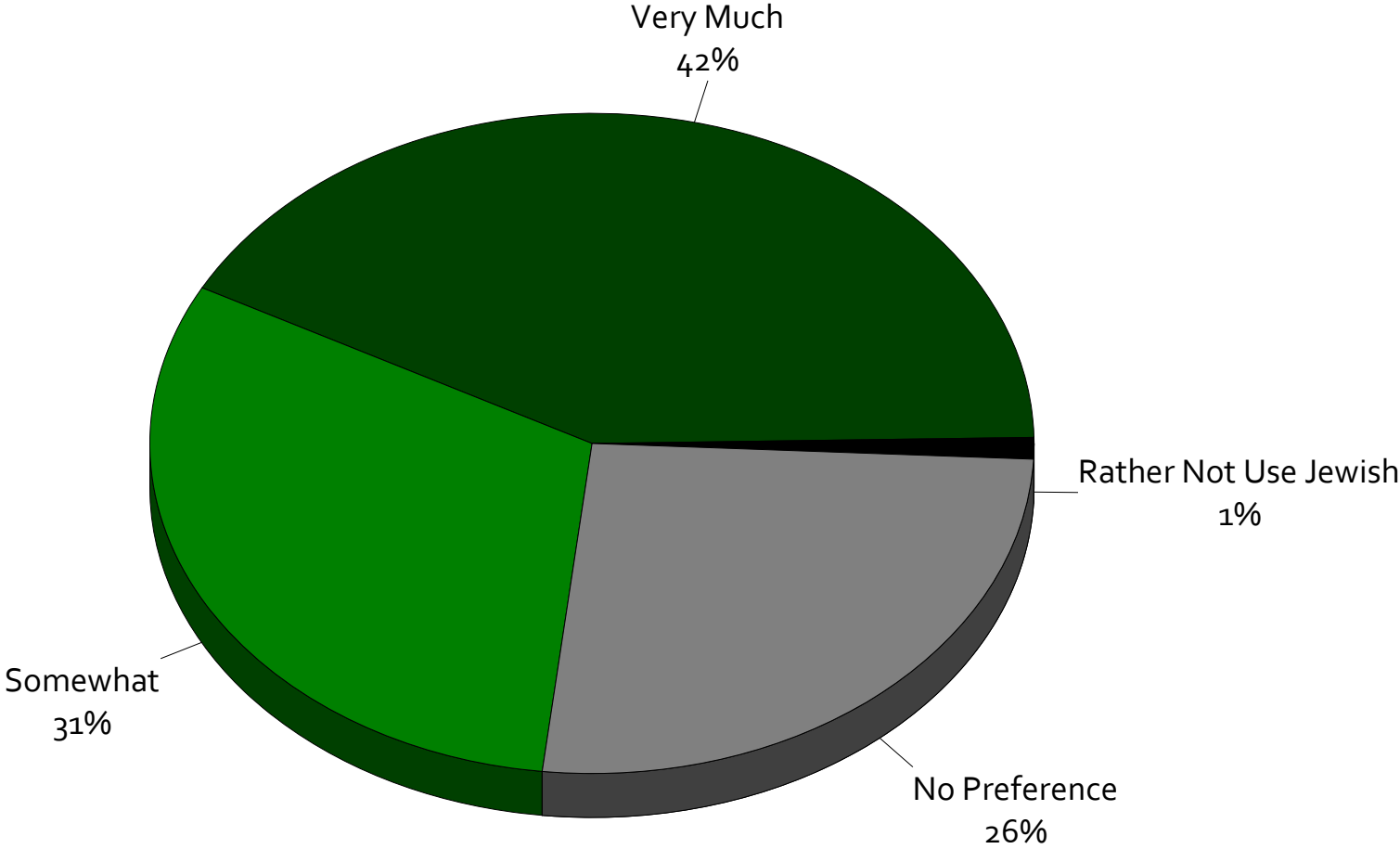
Need for Social Services in the Past Year

(Households with Persons Age 75 and Over)



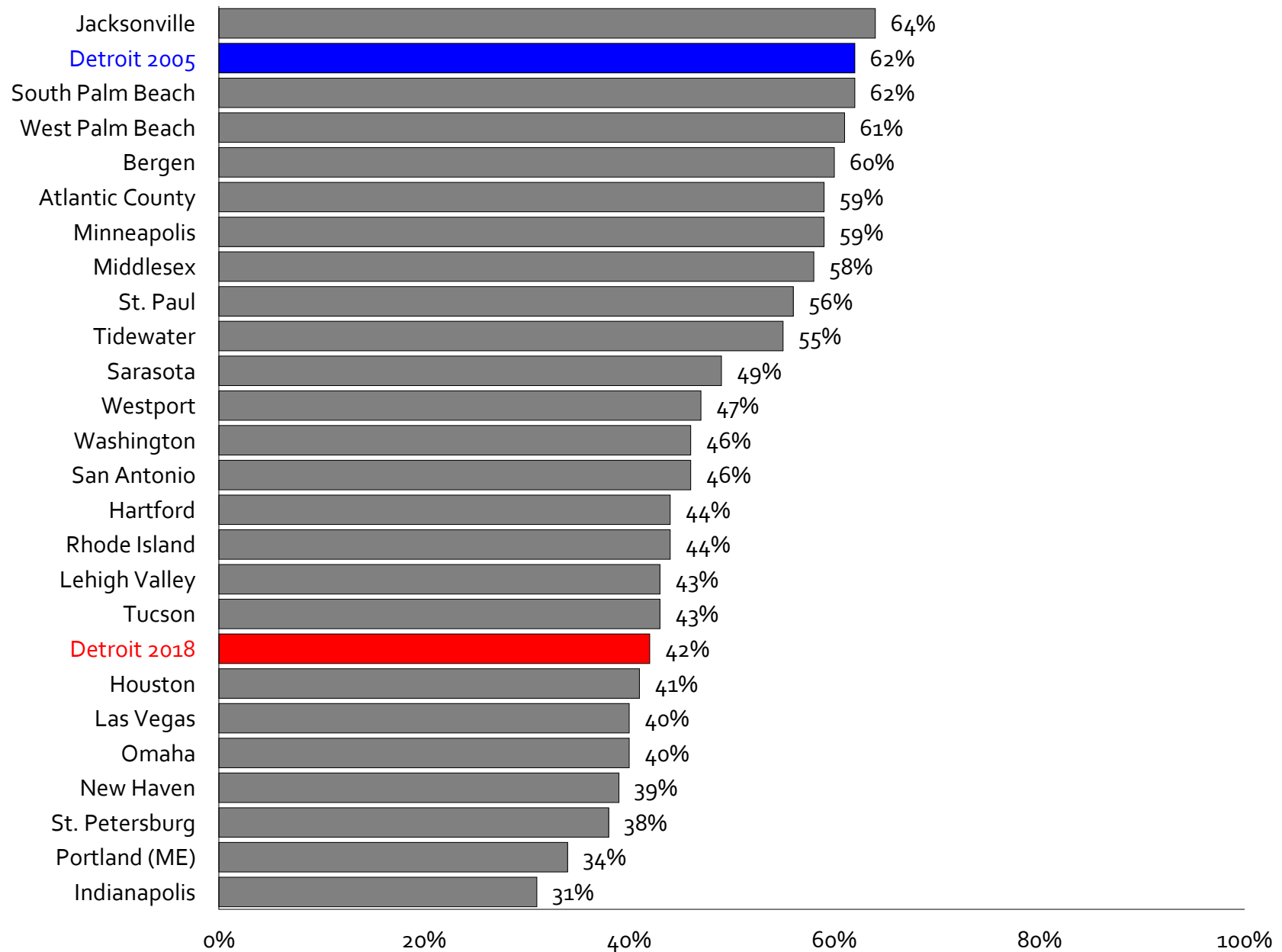
Preference for Jewish Adult Care Facilities

(Jewish Respondents Age 40 and over)



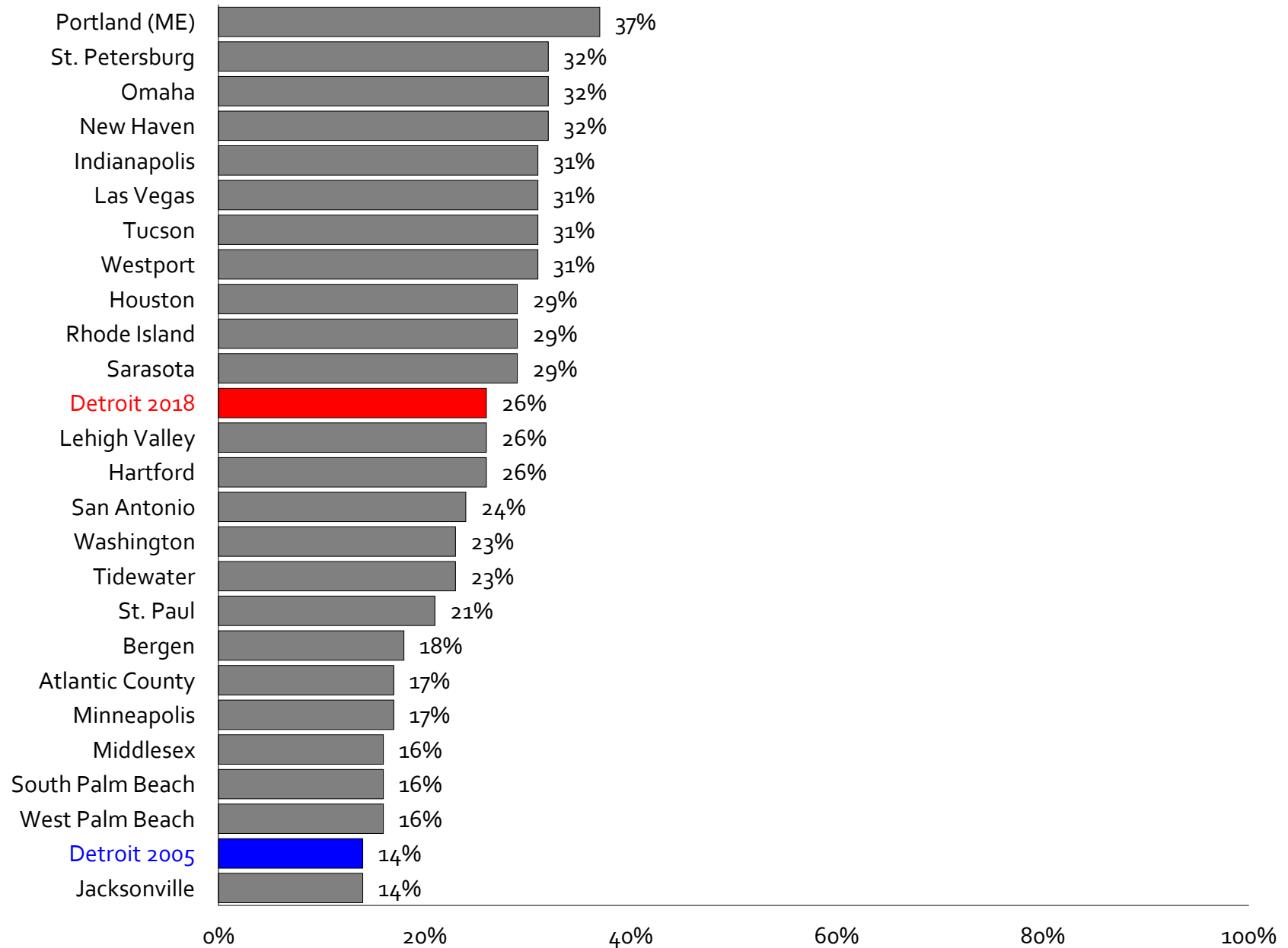
Very Much Prefer Jewish-Sponsored Adult Care Facilities

(Jewish Respondents Age 40 and Over)



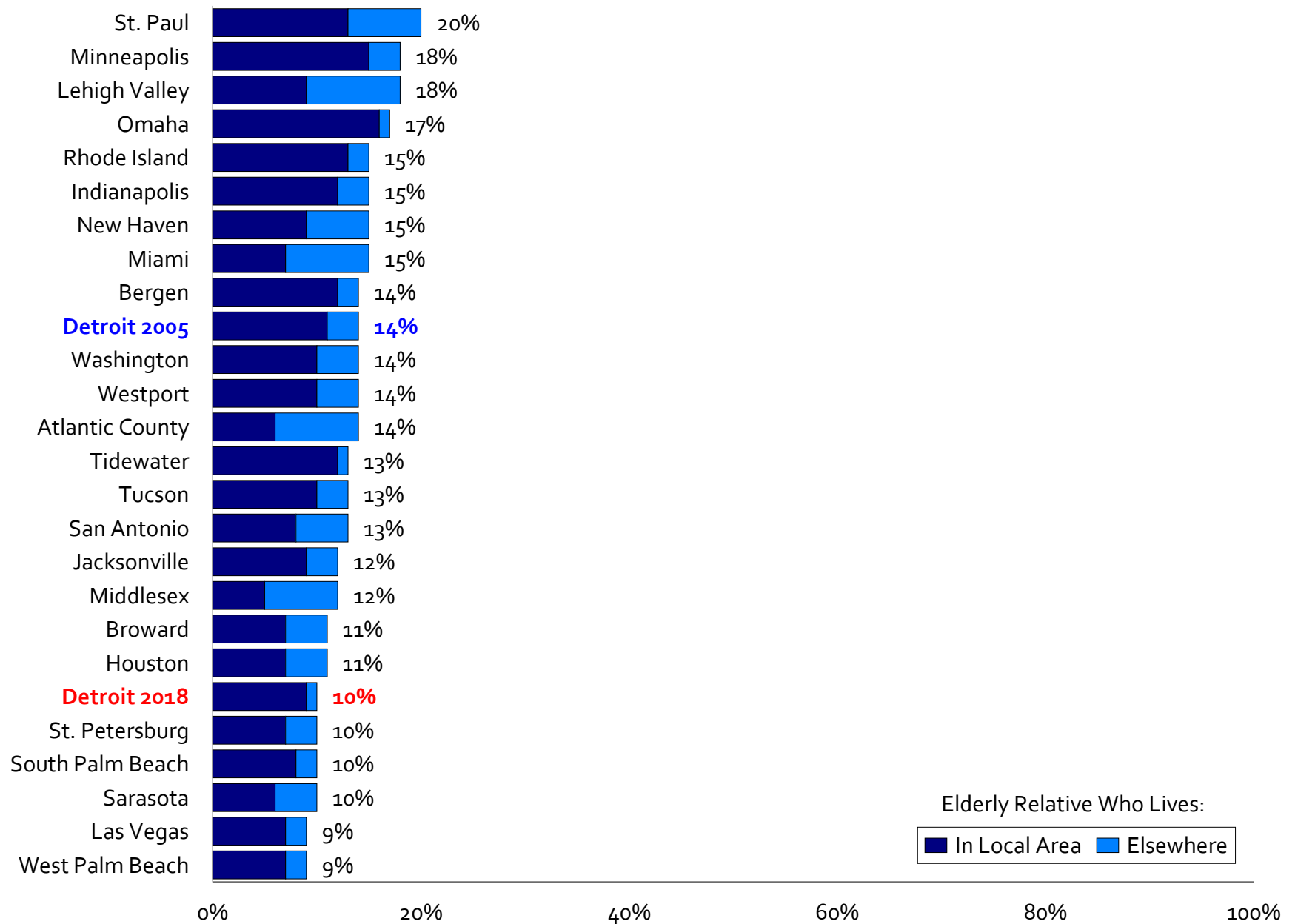
Have No Preference for Jewish-Sponsored Adult Care Facilities

(Jewish Respondents Age 40 and Over)



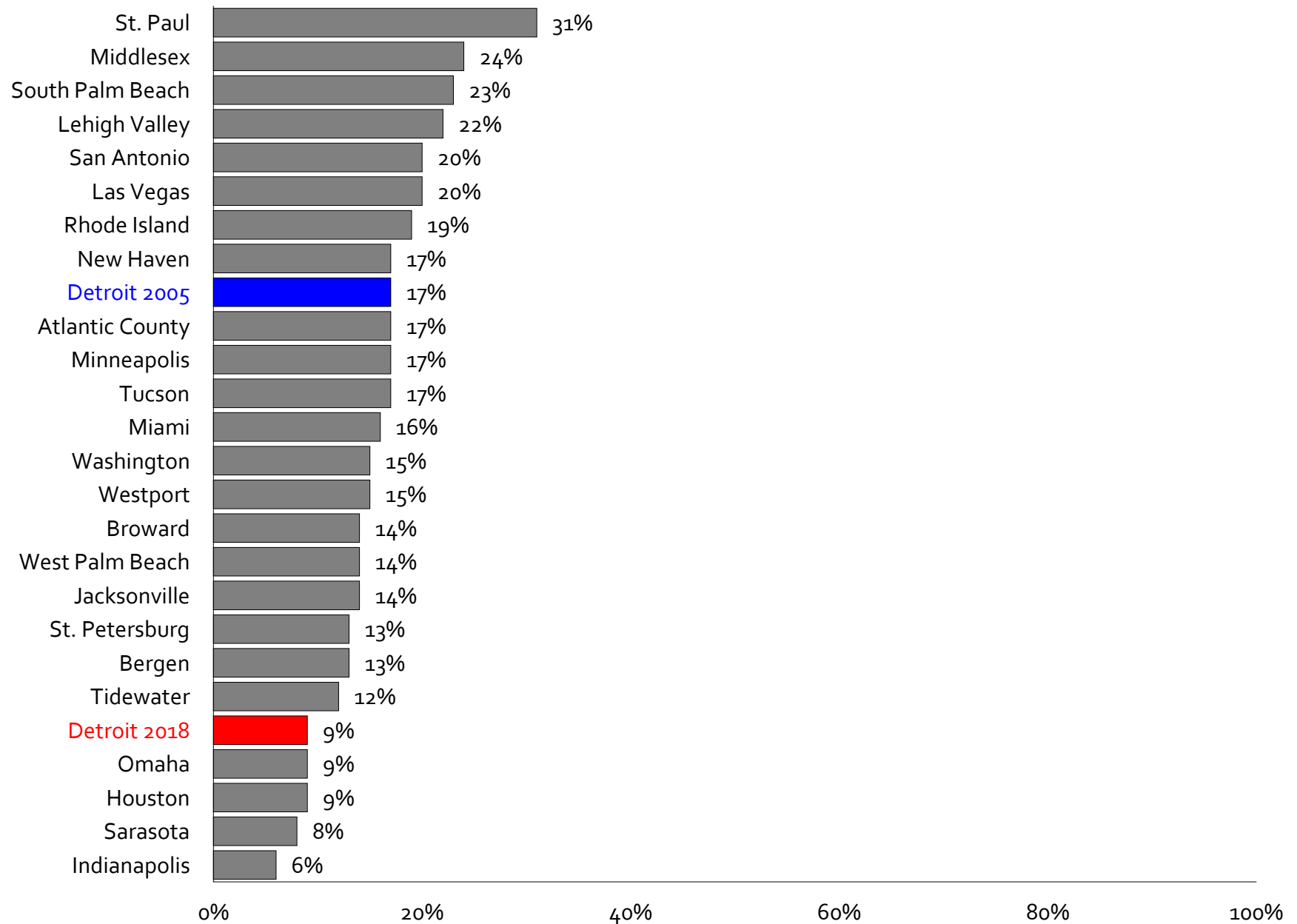
Households Who Care for an Elderly Relative

(Jewish Households in Which the Respondent Is Age 40 or Over)



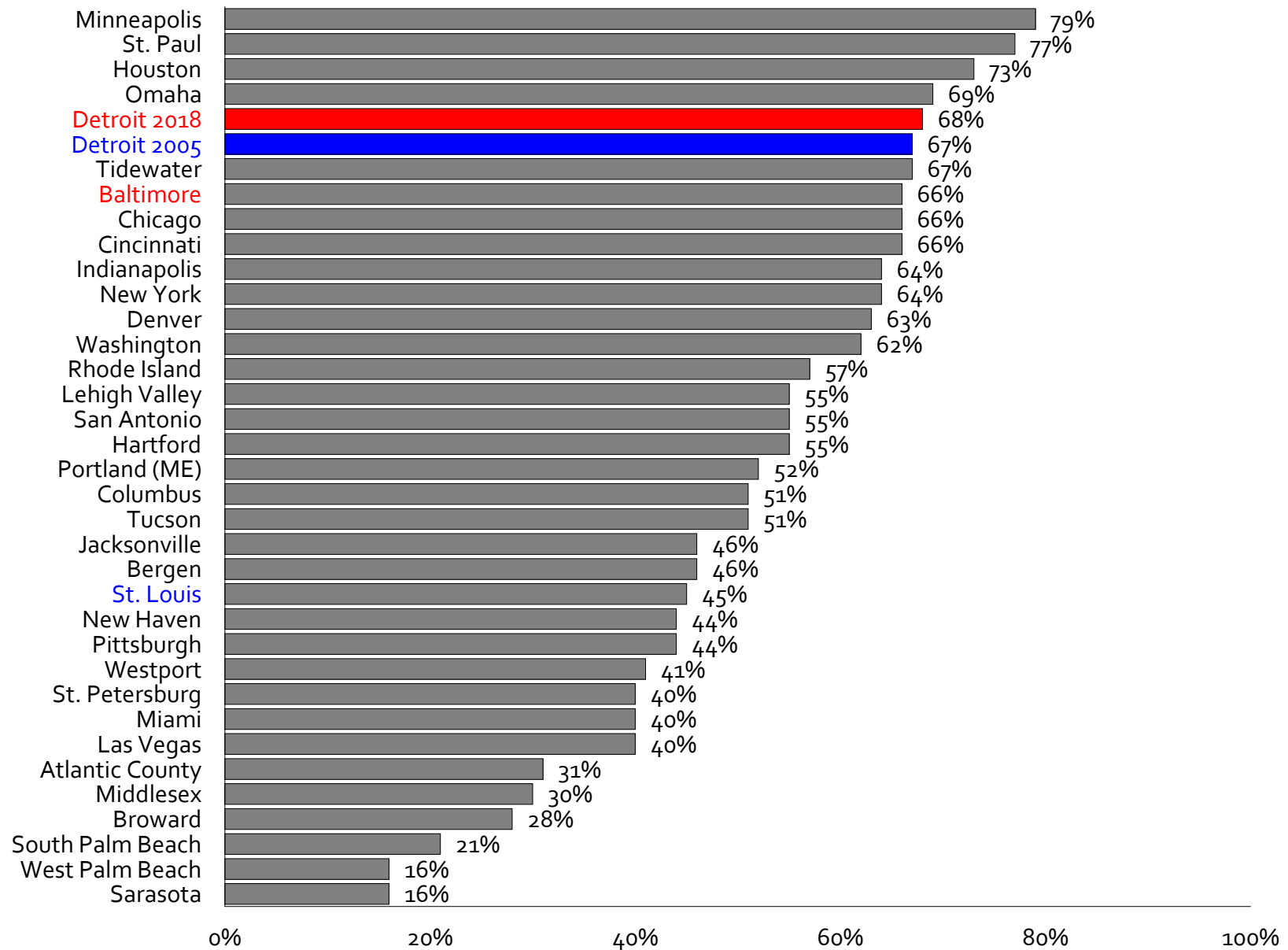
Households with Children Who Care for an Elderly Relative

(Jewish Households with Children in Which the Respondent Is Age 40 or Over)



Have a Local Adult Child

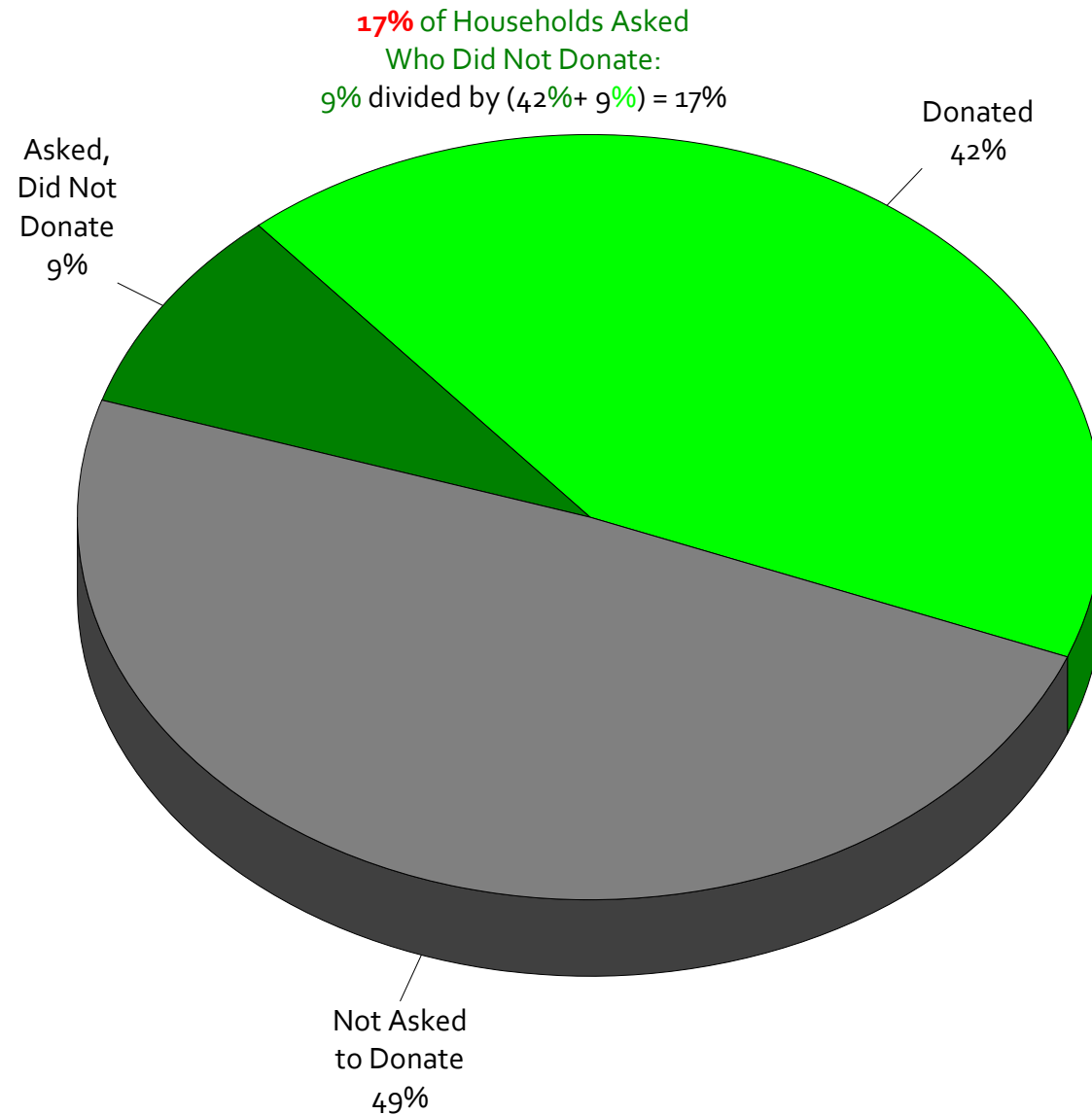
Households Age 75 and Over



**Philanthropic Profile:
Jewish Federation Donations**

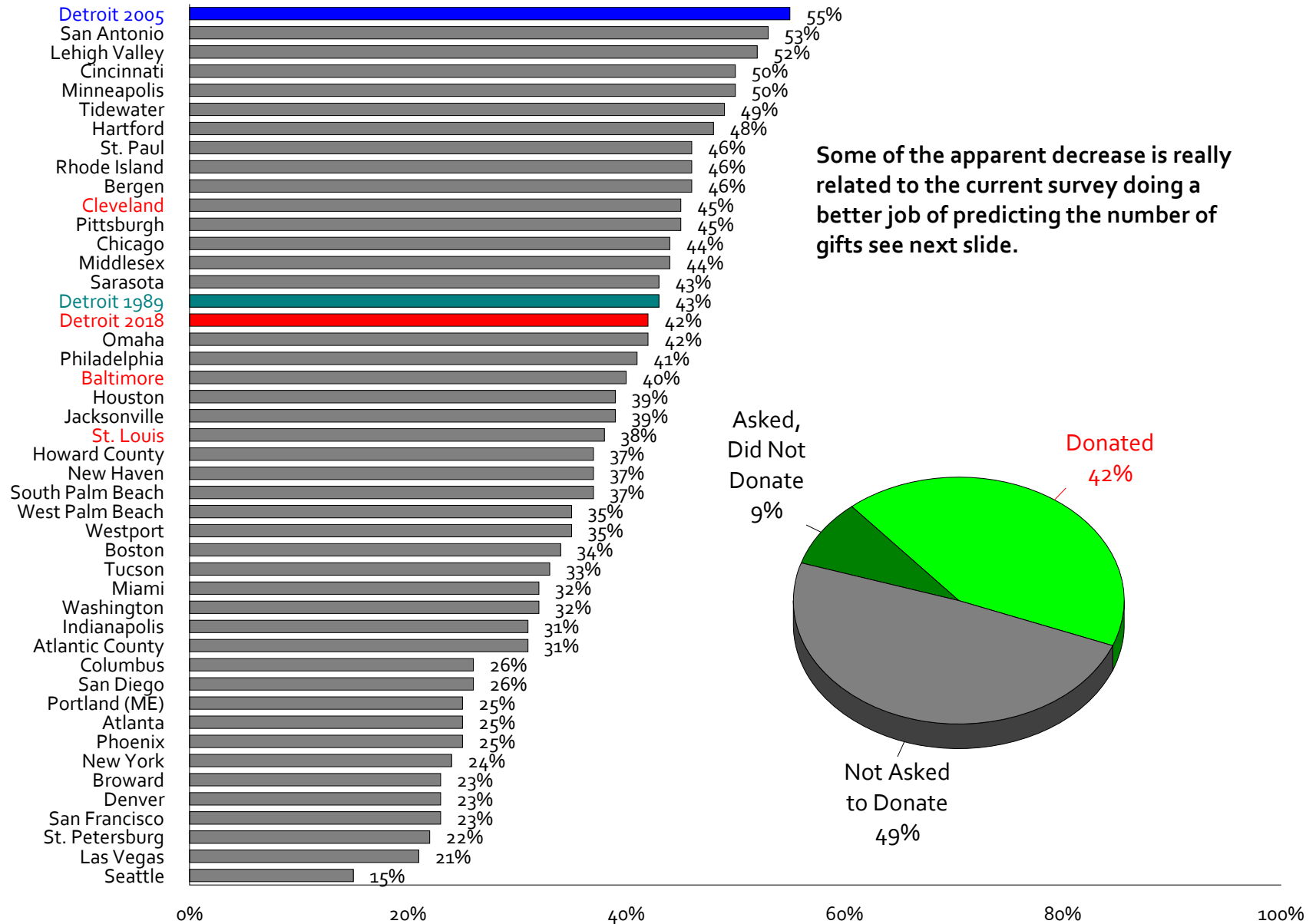
Jewish Federation Market Segments in the Past Year

(Jewish Households)



Donated to Local Jewish Federation in the Past Year

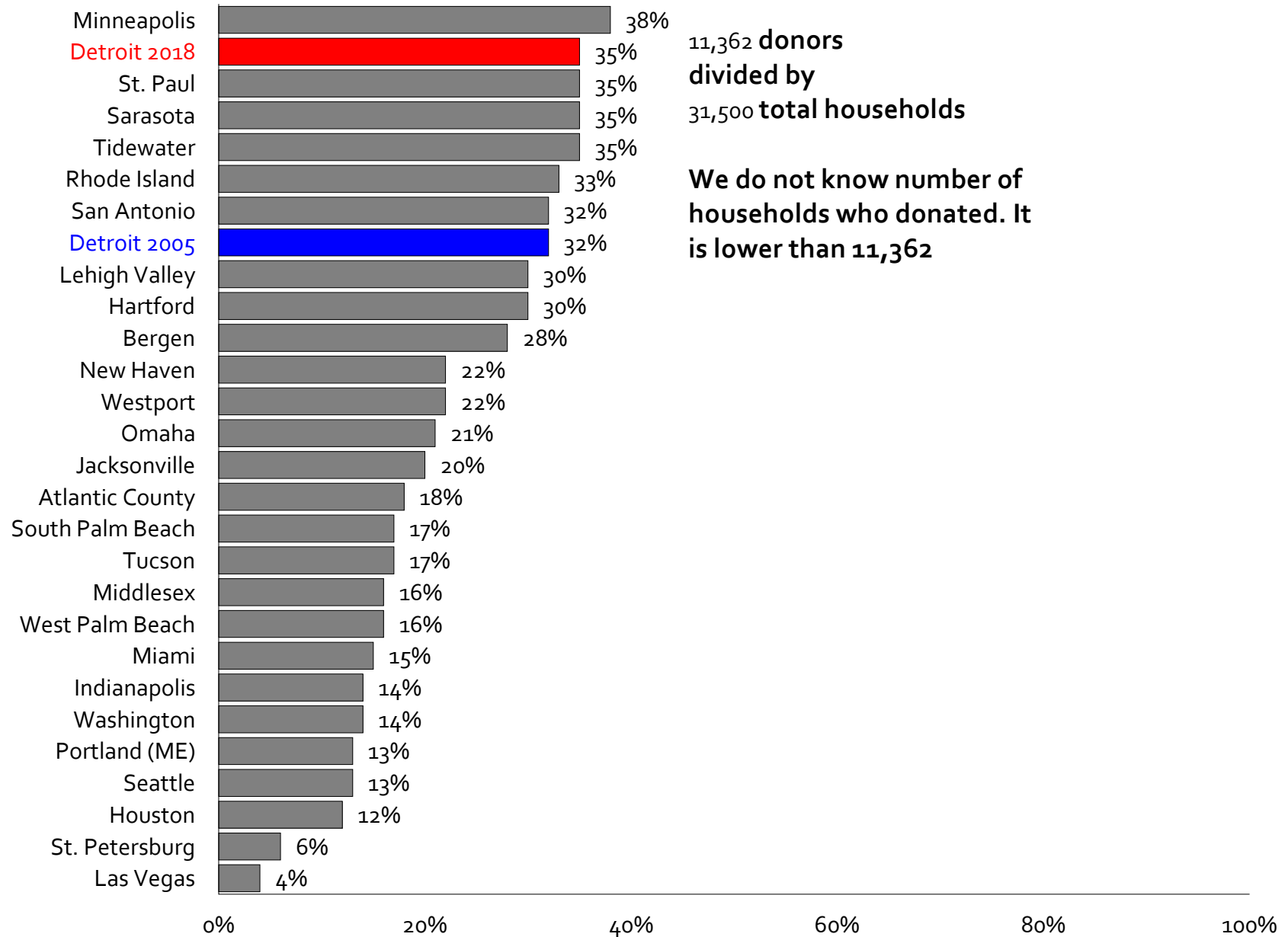
(Based upon the Telephone Survey)
(Jewish Households)



Donated to Local Jewish Federation in the Past Year

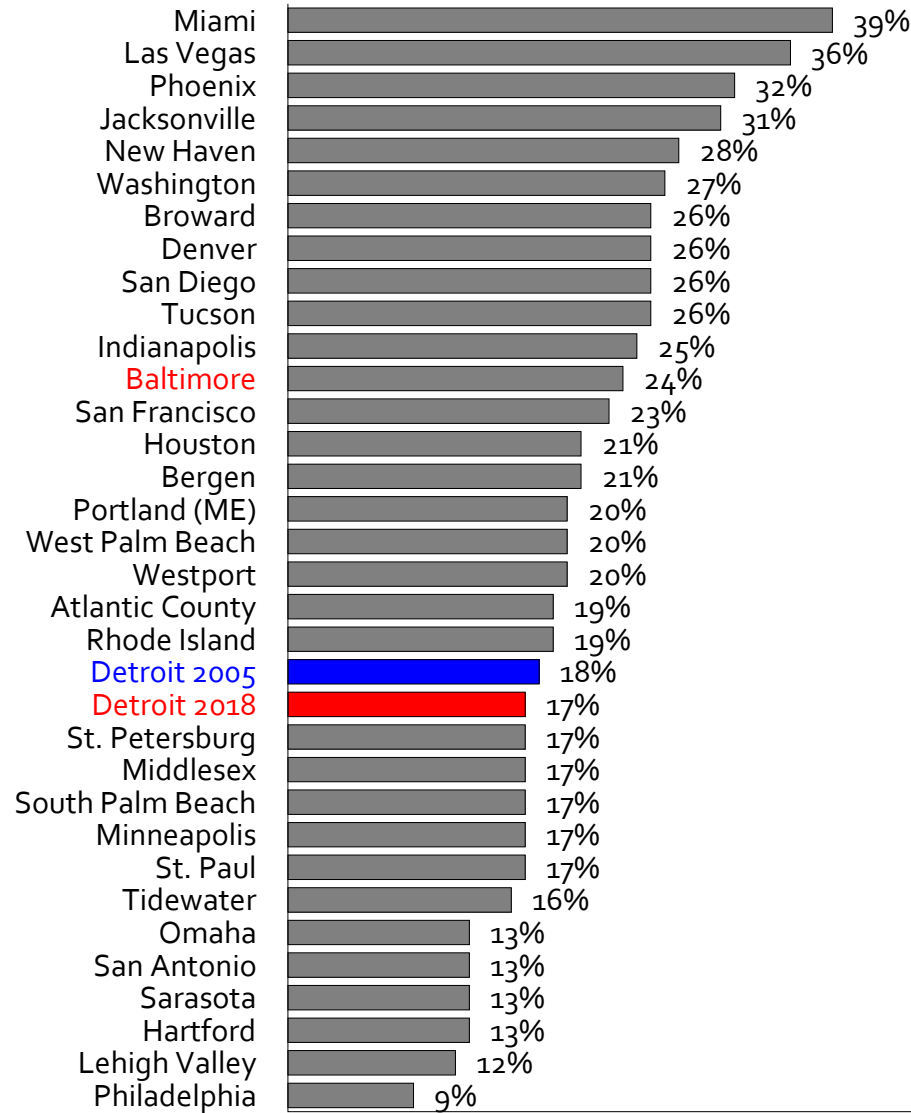
(Based upon the Jewish Federation Survey)

(Jewish Households)



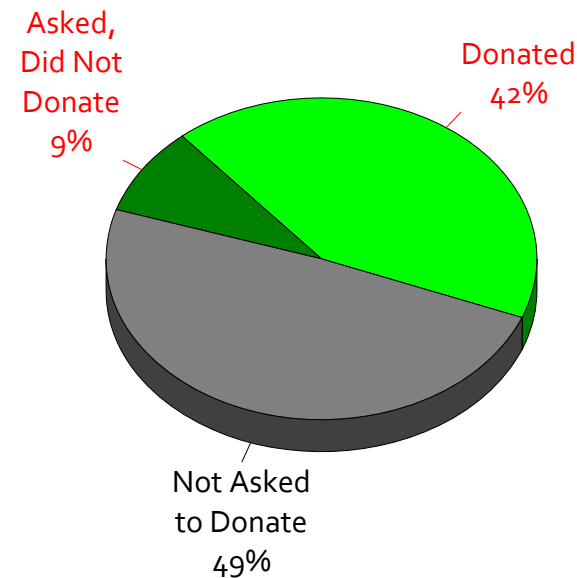
% of Households Asked Who Did Not Donate to Local Jewish Federation in the Past Year

(Jewish Households)



% Who Turned the Federation Down

17% of Households Asked
Who Did Not Donate:
9% divided by (42% + 9%) = 17%



0% 20% 40% 60% 80% 100%

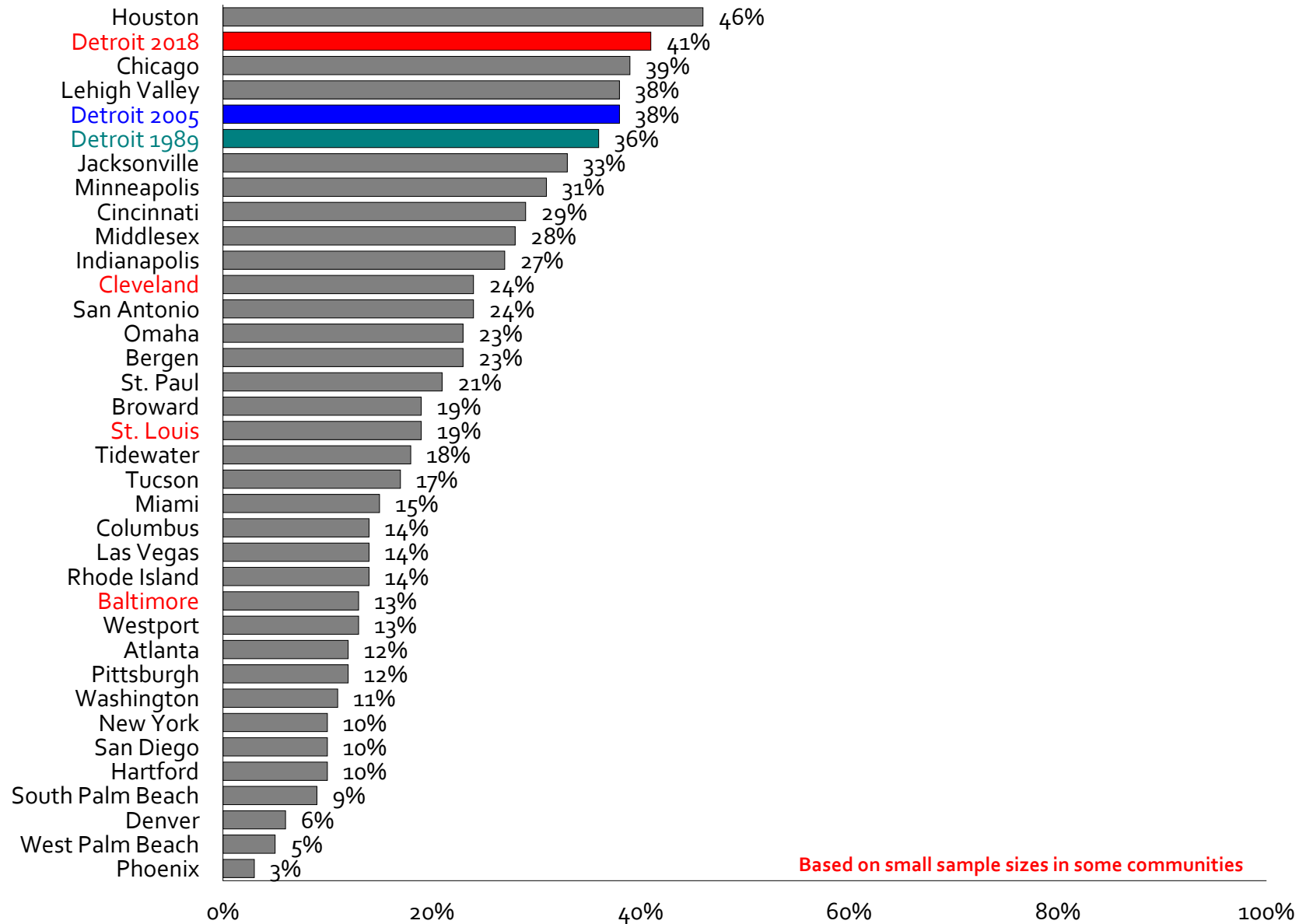
Profile of Households Who Were Asked But Did Not Donate to the Jewish Federation in the Past Year

1. 75% live in the Core Area; and 25%, in the Non-Core Area
2. 77% are in residence in Detroit for 20+ years
3. 29% are age 50-64 and 26% are age 65 and over
4. 23% are households with children; 21% are households with adult children; 13% are non-elderly single households and elderly single households; and 10% are non-elderly couple households and elderly couple households;
5. 9% earn an annual income under \$25,000 and 41% earn \$100,000 and over
6. 41% of Jewish respondents are Reform; 26% are Conservative; 16% are Just Jewish; 15% are Orthodox; and 3% are Humanist
7. 87% always or usually participate in a Passover Seder
8. 29% of Jewish respondents attend synagogue services once per month or more
9. 19% of married households are intermarried
10. 49% are synagogue members and 12% attended Chabad
11. 3% are JCC members and 17% are Jewish organization members
12. 74% contain an adult who visited Israel
13. 32% of Jewish respondents are extremely emotionally attached to Israel; 25% are very attached; 22% are somewhat attached; and 21% are not attached
14. 60% donated to other Jewish charities in the past year, including 25% who donated \$500 and over
15. 79% donated to non-Jewish charities in the past year, including 30% who donated \$500 and over
16. 62% are Democrat; 22% are Independent; and 16% are Republican

Donated to Local Jewish Federation in the Past Year

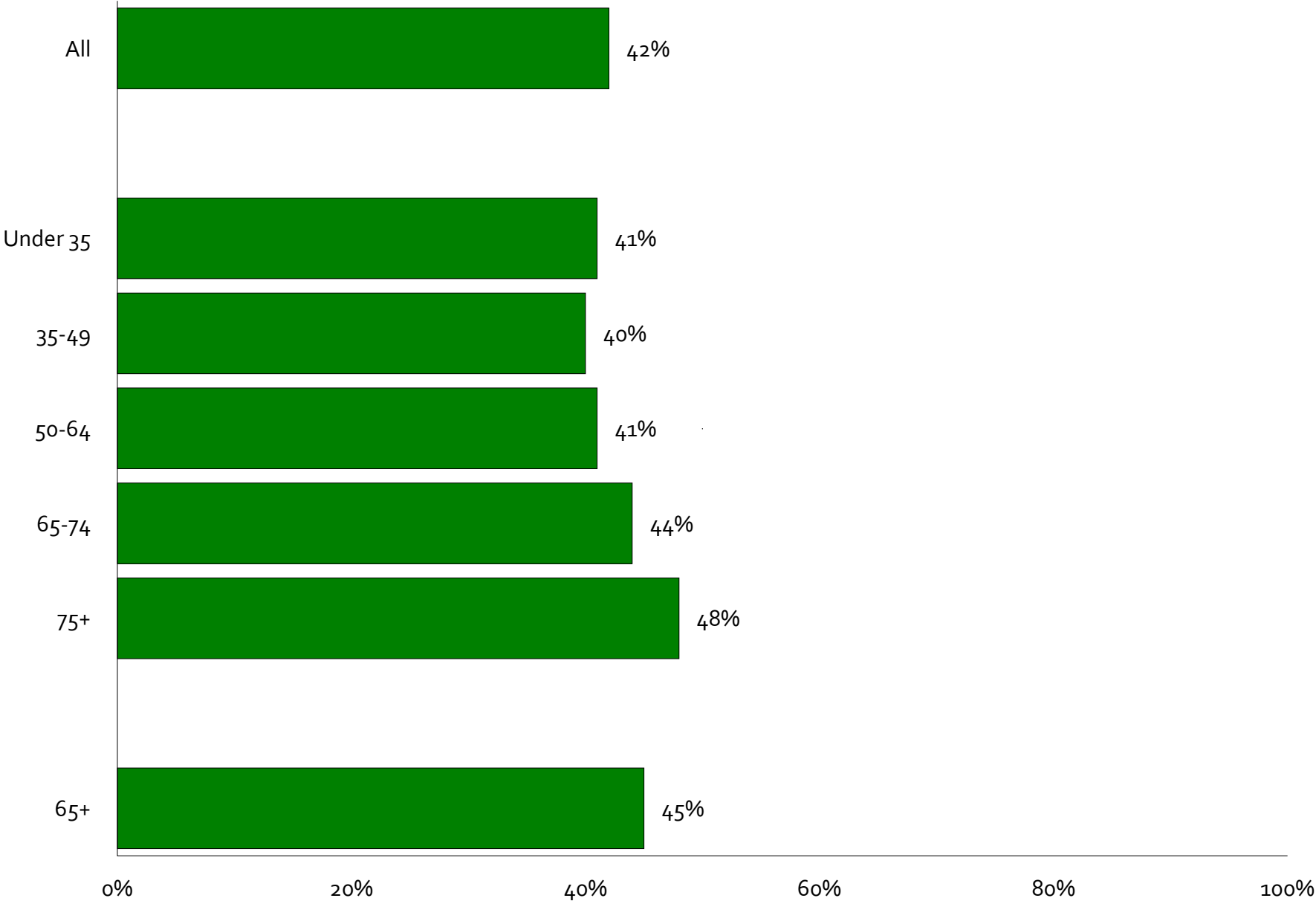
Head of Household Under Age 35

(Jewish Households)



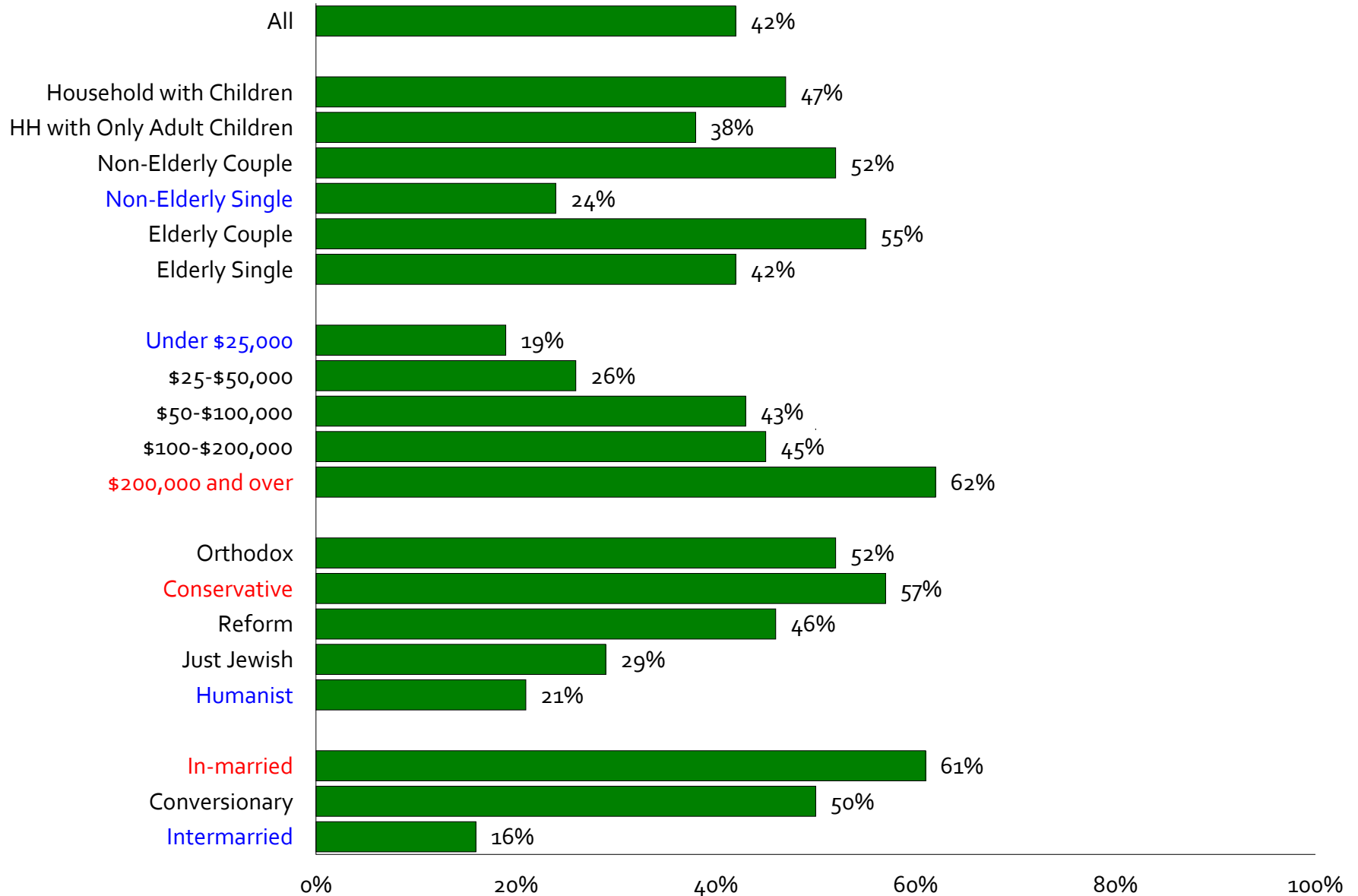
Donated to Jewish Federation in the Past Year

(Jewish Households)



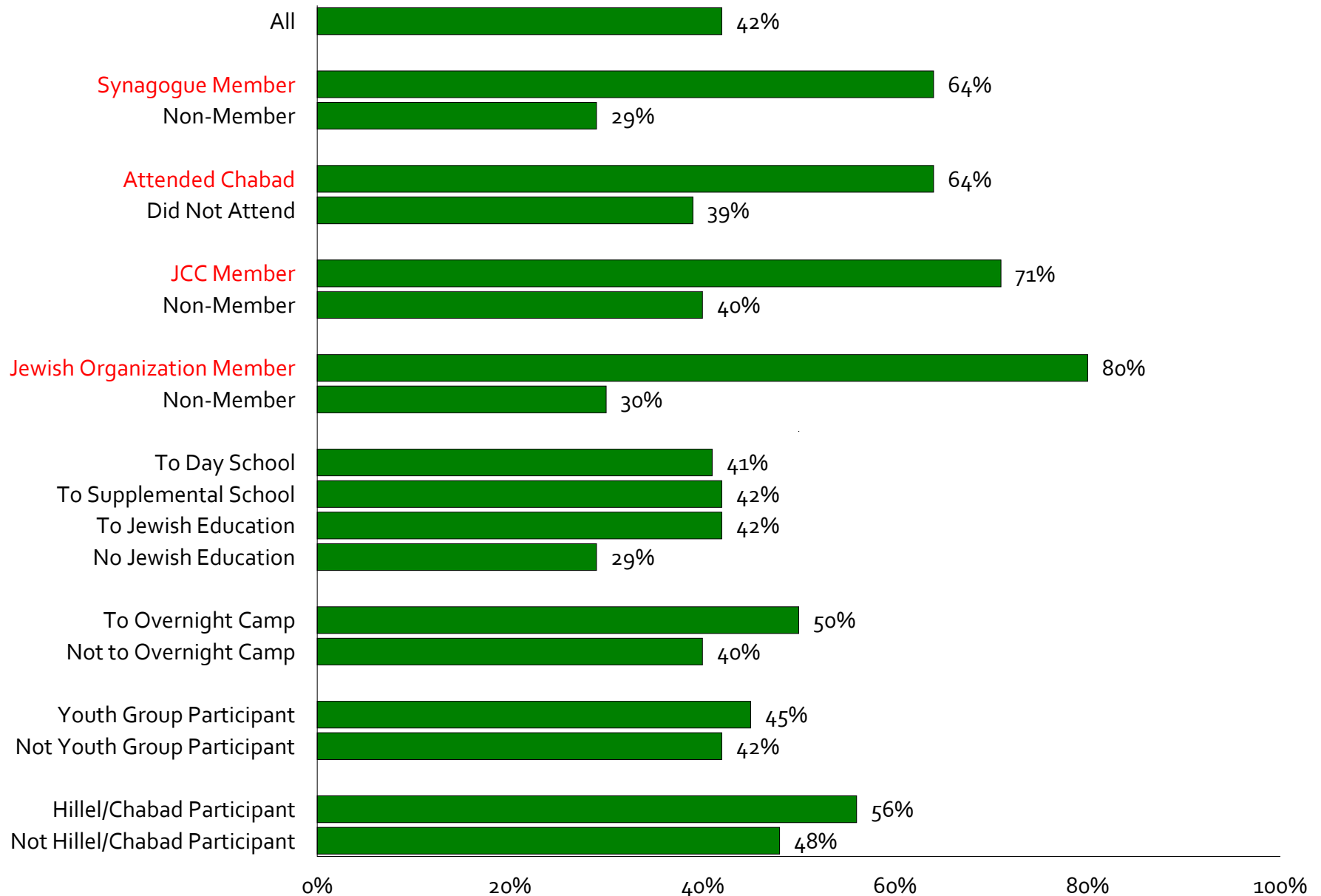
Donated to Jewish Federation in the Past Year

(Jewish Households)



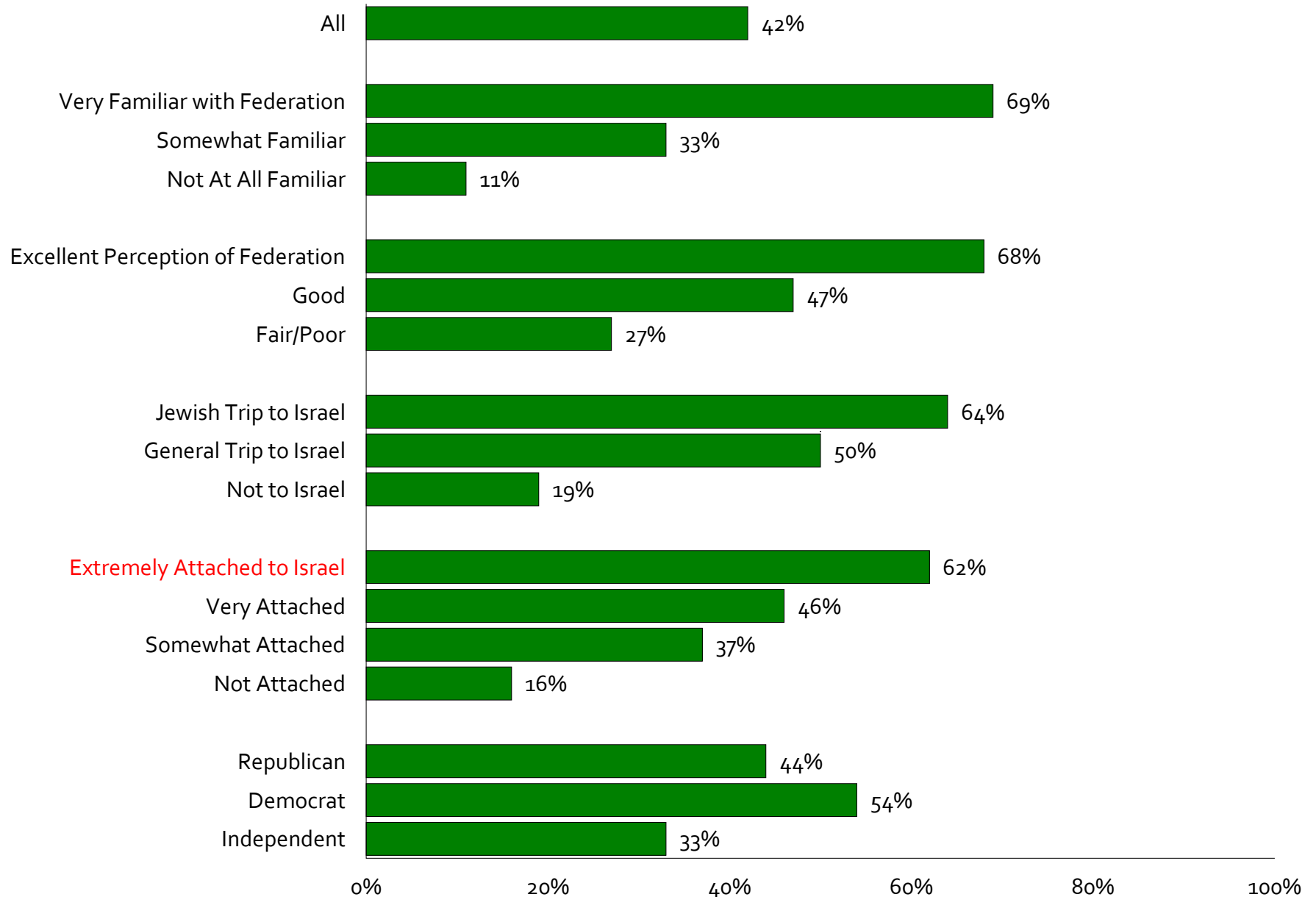
Donated to Jewish Federation in the Past Year

(Jewish Households)



Donated to Jewish Federation in the Past Year

(Jewish Households)

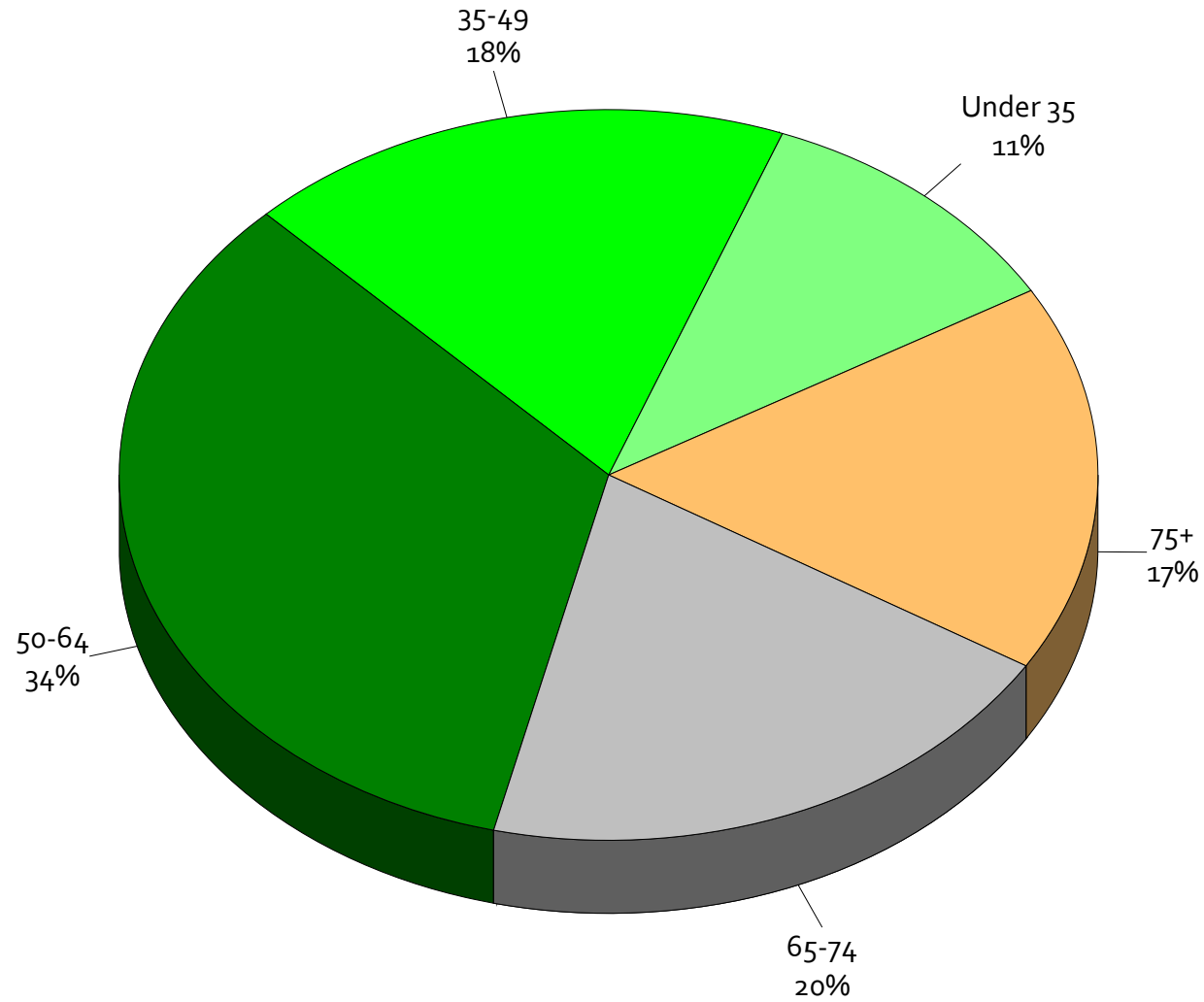


Profile of Households Who Donated \$500 and over to the Jewish Federation in the Past Year

1. 94% live in the Core Area; and 7% in Non-Core Area
2. 90% are in residence in Detroit for 20+ years
3. 17% are age 35-49; 42% are age 50-64 and 34% are age 65 and over
4. 30% are households with children; 24% are elderly couple households; 16% are households with only adult children; 11% are non-elderly couples; 4% are non-elderly single households; and 8% are elderly single households
5. 4% earn an annual income under \$50,000 and 93% earn \$100,000 and over
6. 40% of Jewish respondents are Reform and Conservative; 11% are Just Jewish; 7% are Orthodox; and 2% are Humanist
7. 97% always or usually participate in a Passover Seder
8. 33% of Jewish respondents attend synagogue services once per month or more
9. 6% of married households are intermarried
10. 82% are synagogue members and 21% attended Chabad
11. 15% are JCC members and 51% are Jewish organization members
12. 99% contain an adult who visited Israel
13. 45% of Jewish respondents are extremely emotionally attached to Israel; 28% are very attached; 26% are somewhat attached; and 2% are not attached
14. 91% donated to other Jewish charities in the past year, including 79% who donated \$500 and over
15. 98% donated to non-Jewish charities in the past year, including 74% who donated \$500 and over
16. 54% are Democrat; 34% are Independent; and 13% are Republican

Age of Households Who Donated to Jewish Federation in the Past Year

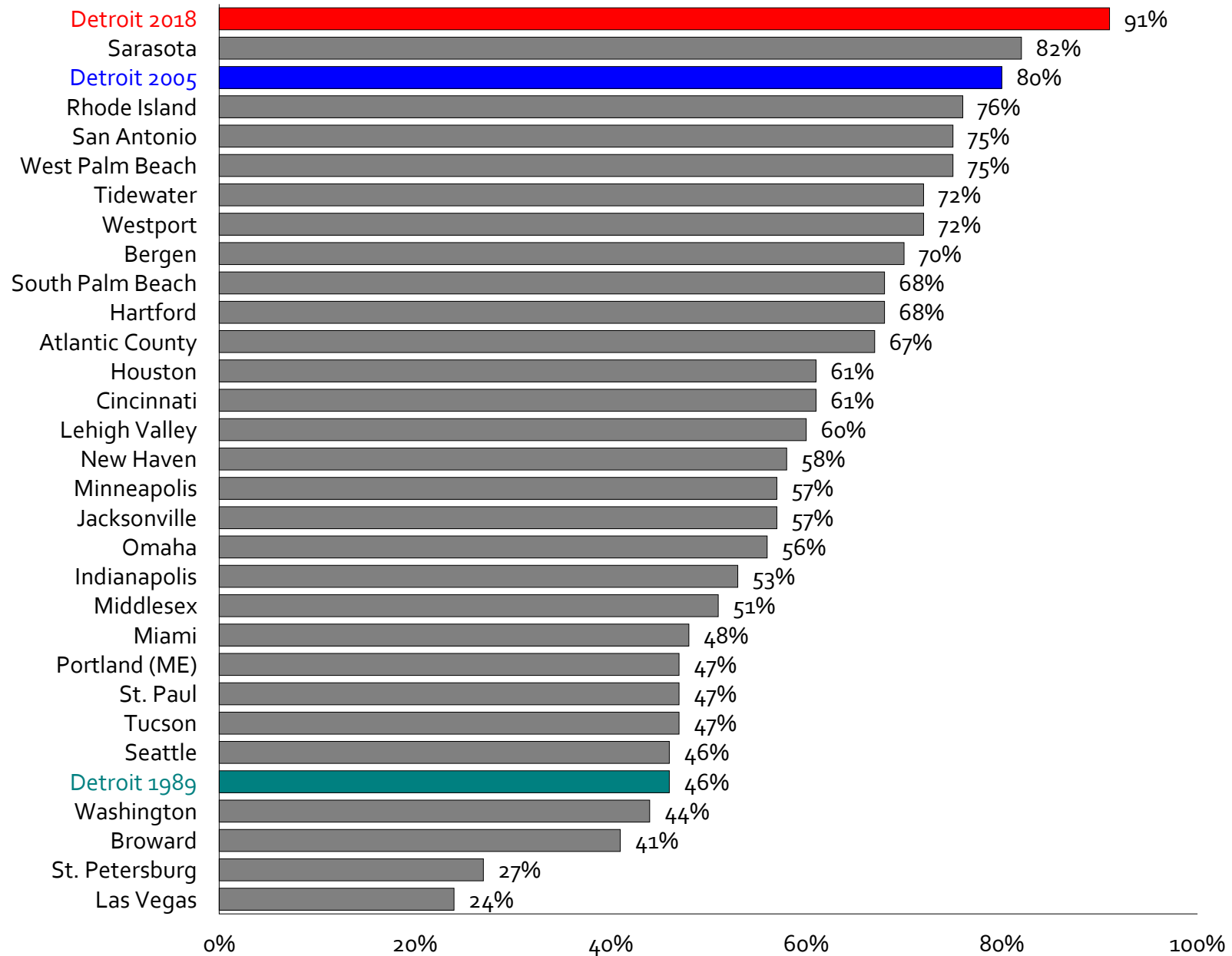
(Jewish Households Who Donated)



**Philanthropic Profile:
Annual Campaign Data**

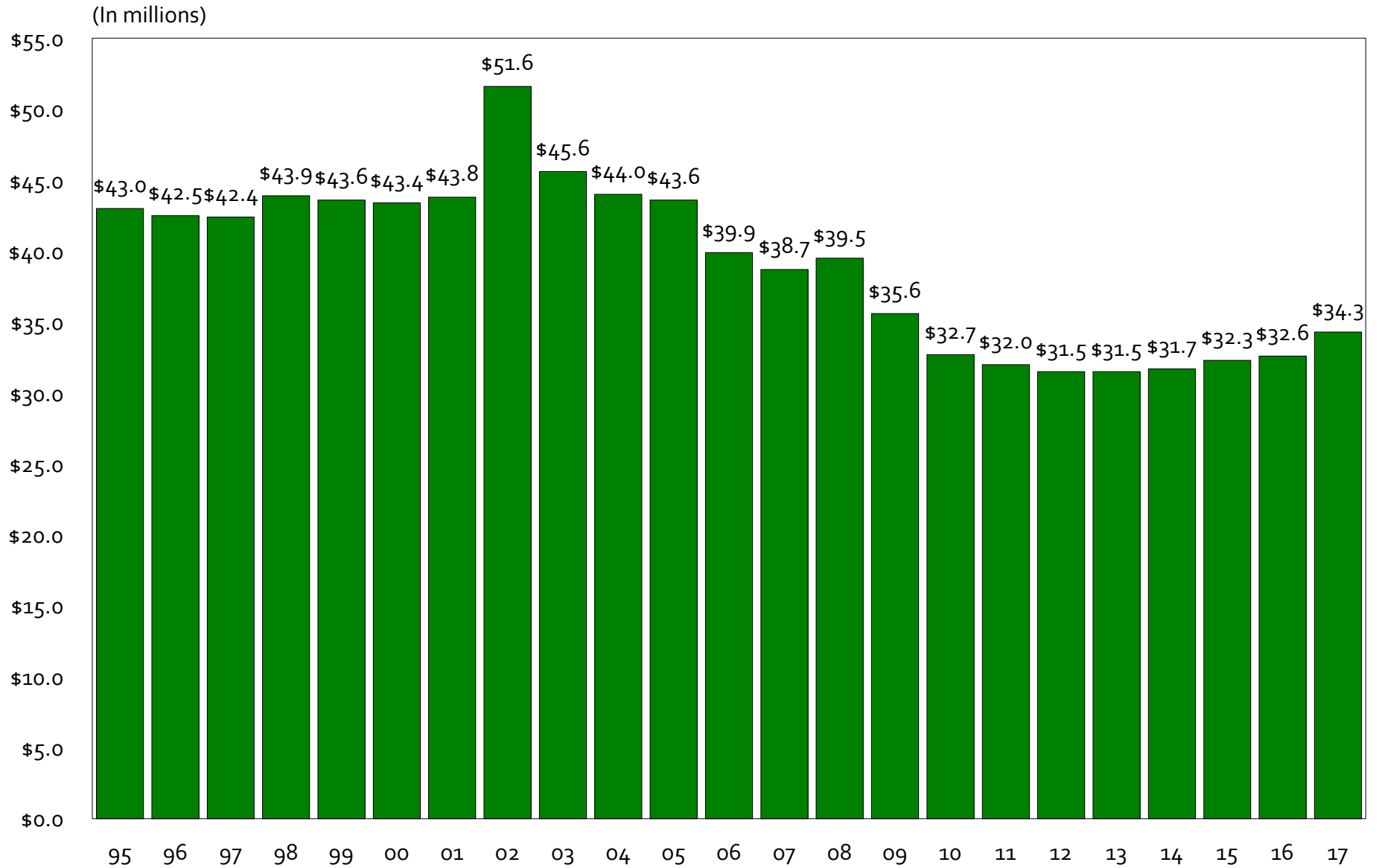
Households on Local Jewish Federation Mailing List

(Jewish Households)

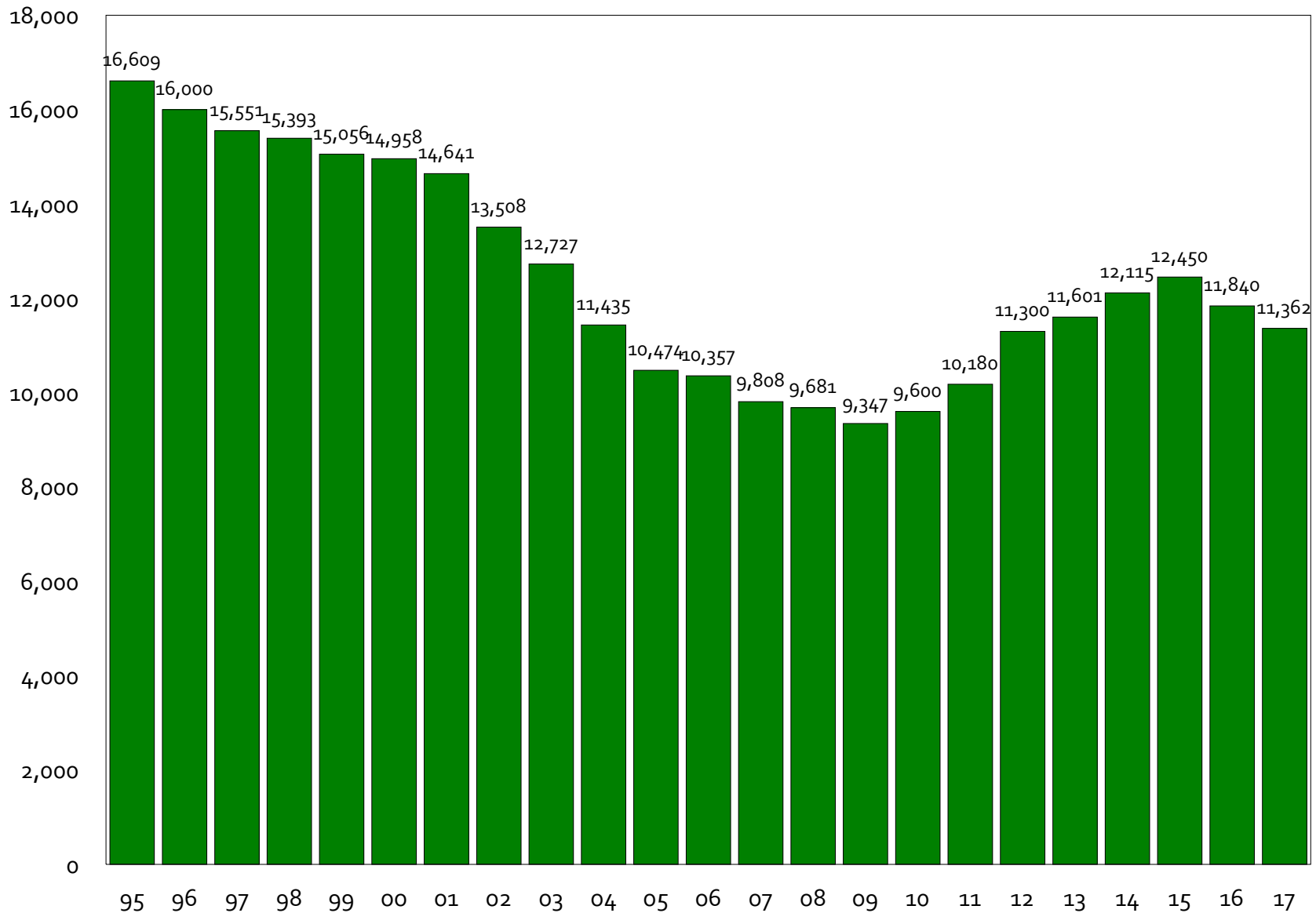


Jewish Federation Annual Campaign

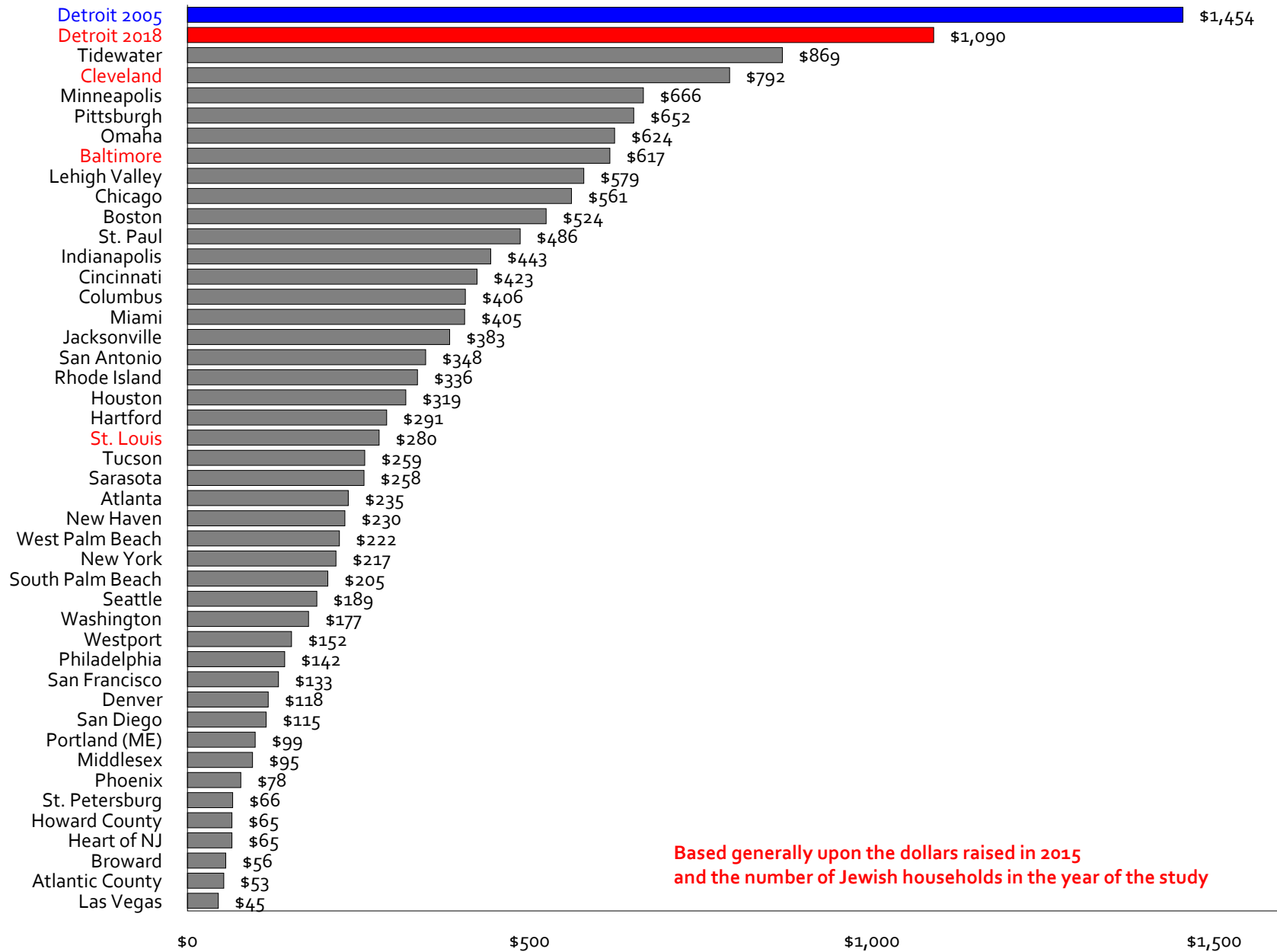
(Adjusted for Inflation to 2017 Dollars)



Number of Donors to Jewish Federation Annual Campaign



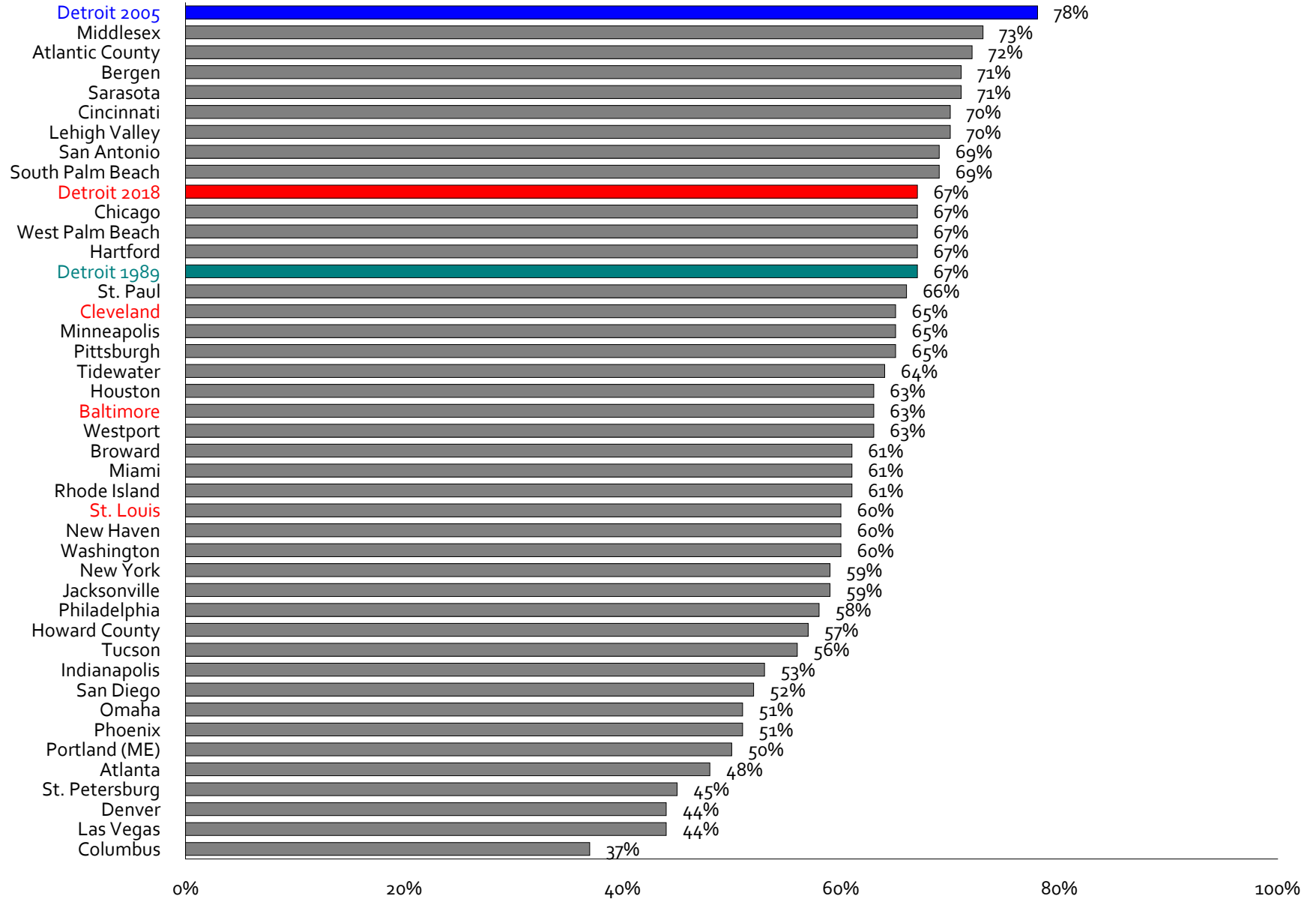
Average Donation to Local Jewish Federation Per Jewish Household



Donated to Any Jewish Charity in the Past Year

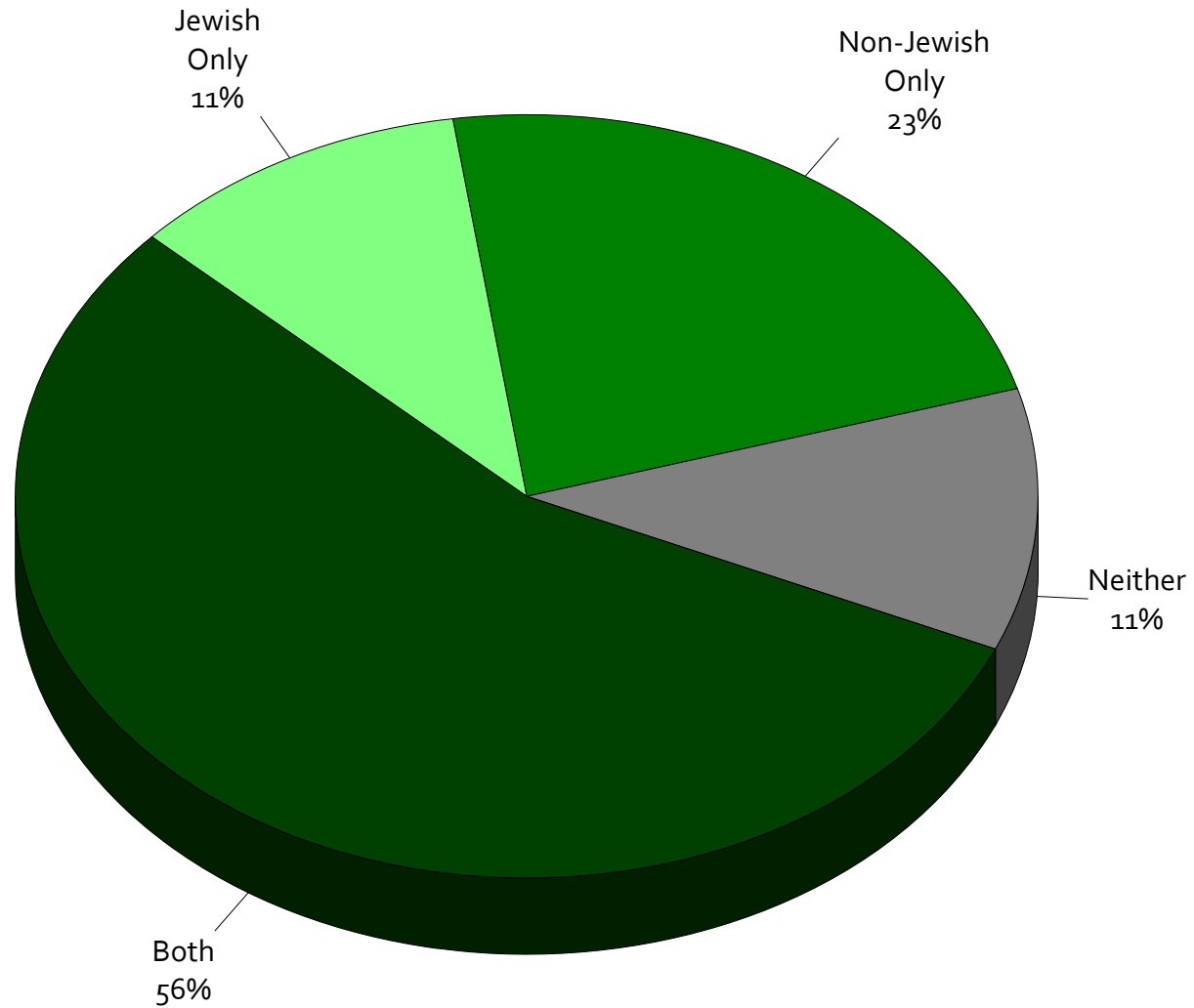
(Including Jewish Federations and Other Jewish Charities)

(Jewish Households)



Overlap Between Households Who Donated to Non-Jewish and Jewish Charities in the Past Year

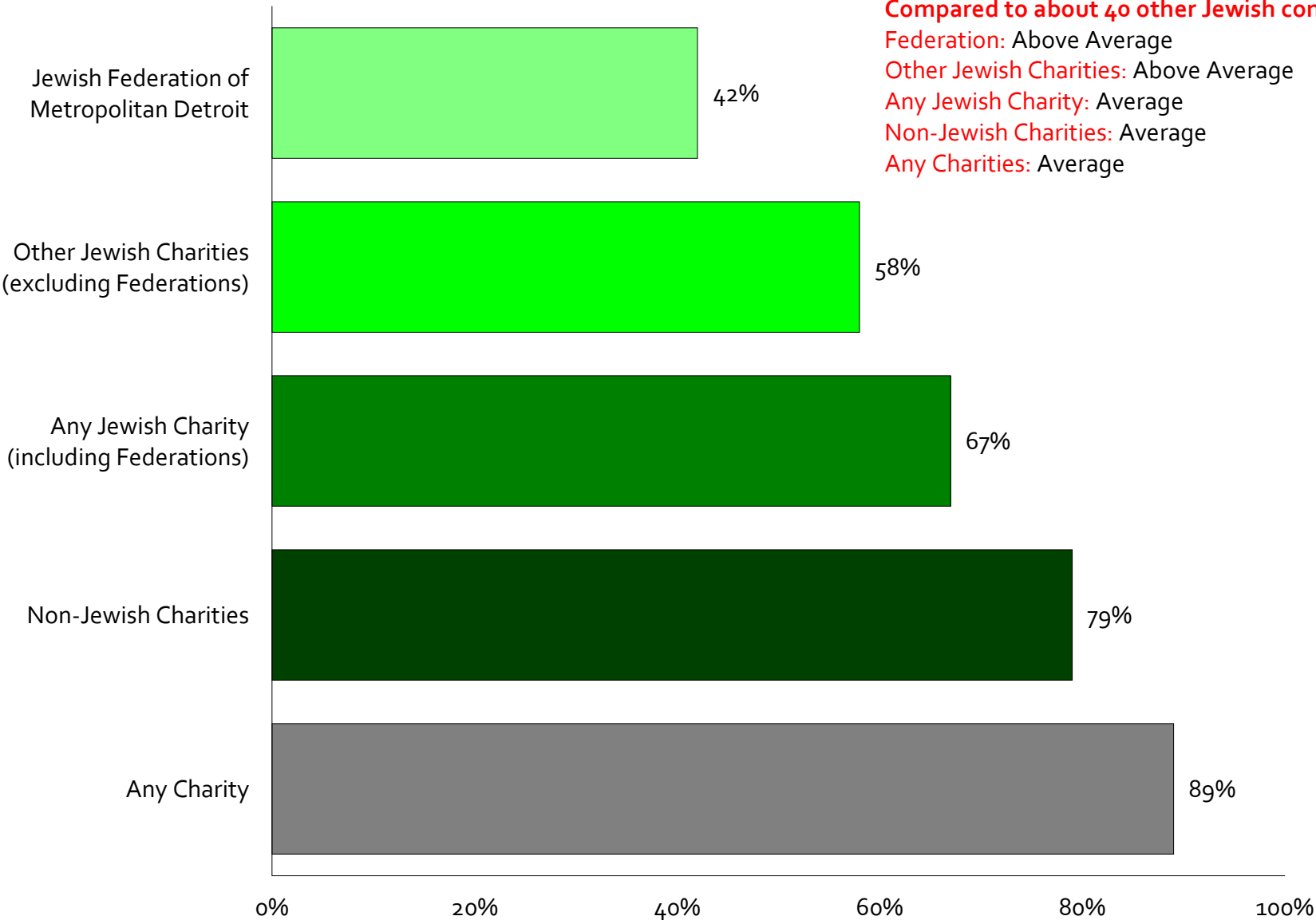
(Jewish Households)



Summary of Donations

(Jewish Households)

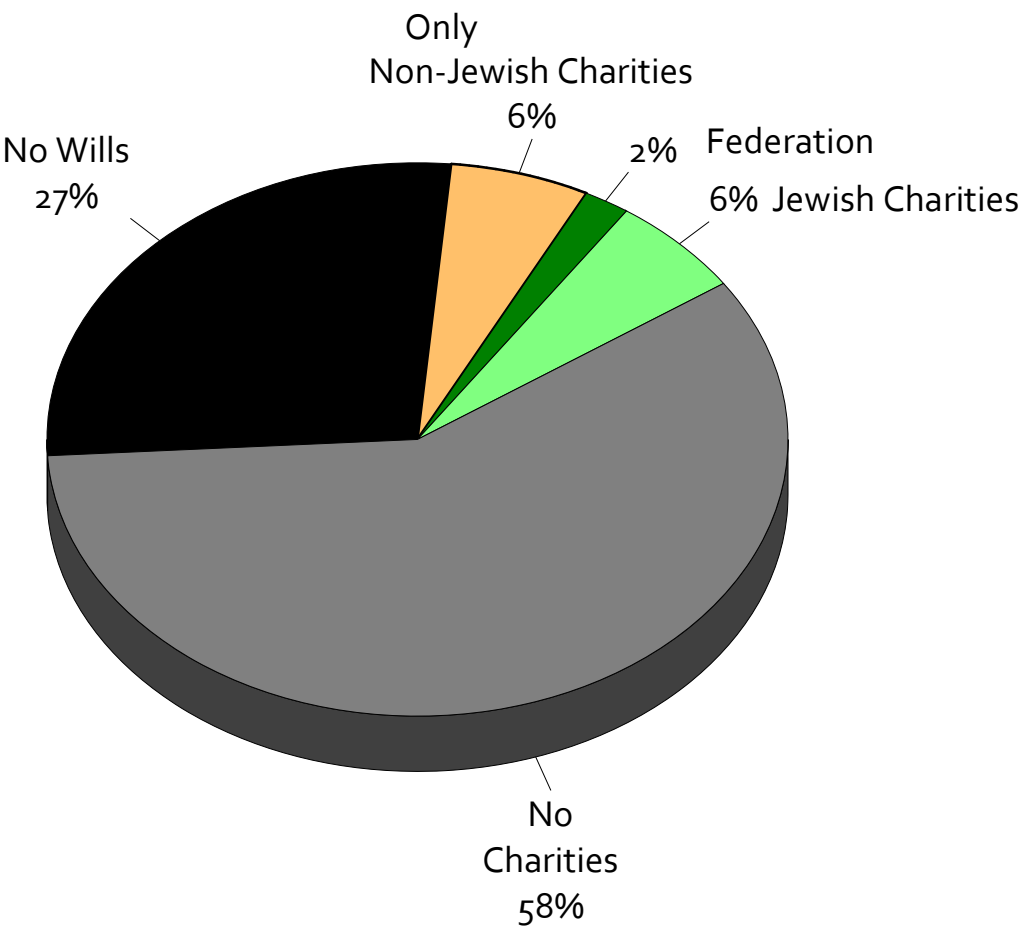
Compared to about 40 other Jewish communities:
Federation: Above Average
Other Jewish Charities: Above Average
Any Jewish Charity: Average
Non-Jewish Charities: Average
Any Charities: Average



**Philanthropic Profile:
Wills**

Charitable Provisions in Wills

(Respondents Age 50 and Over)

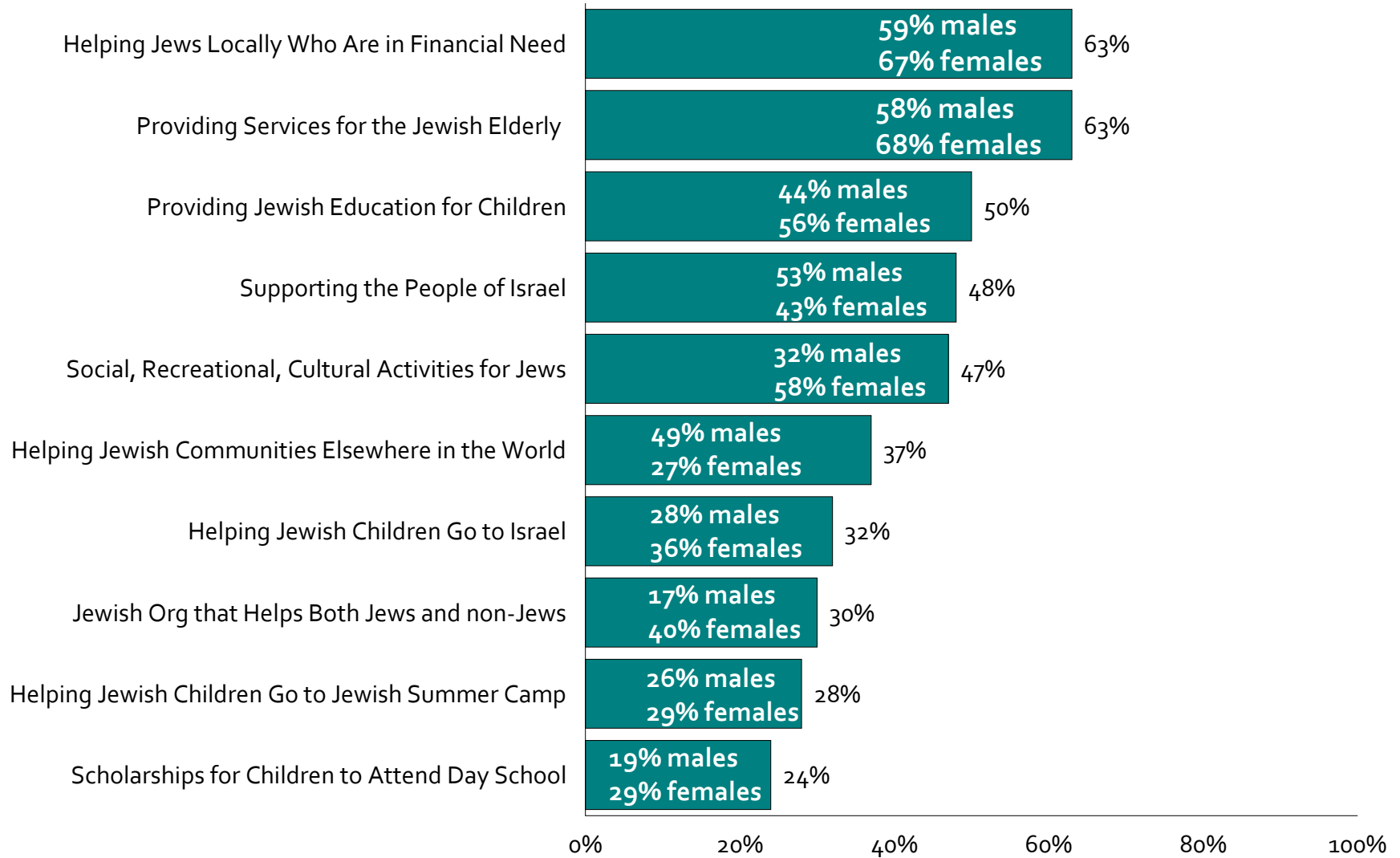


**Philanthropic Profile:
Motivations for Giving**

Importance of Motivations to Donate to a Jewish Organization

% Very Important

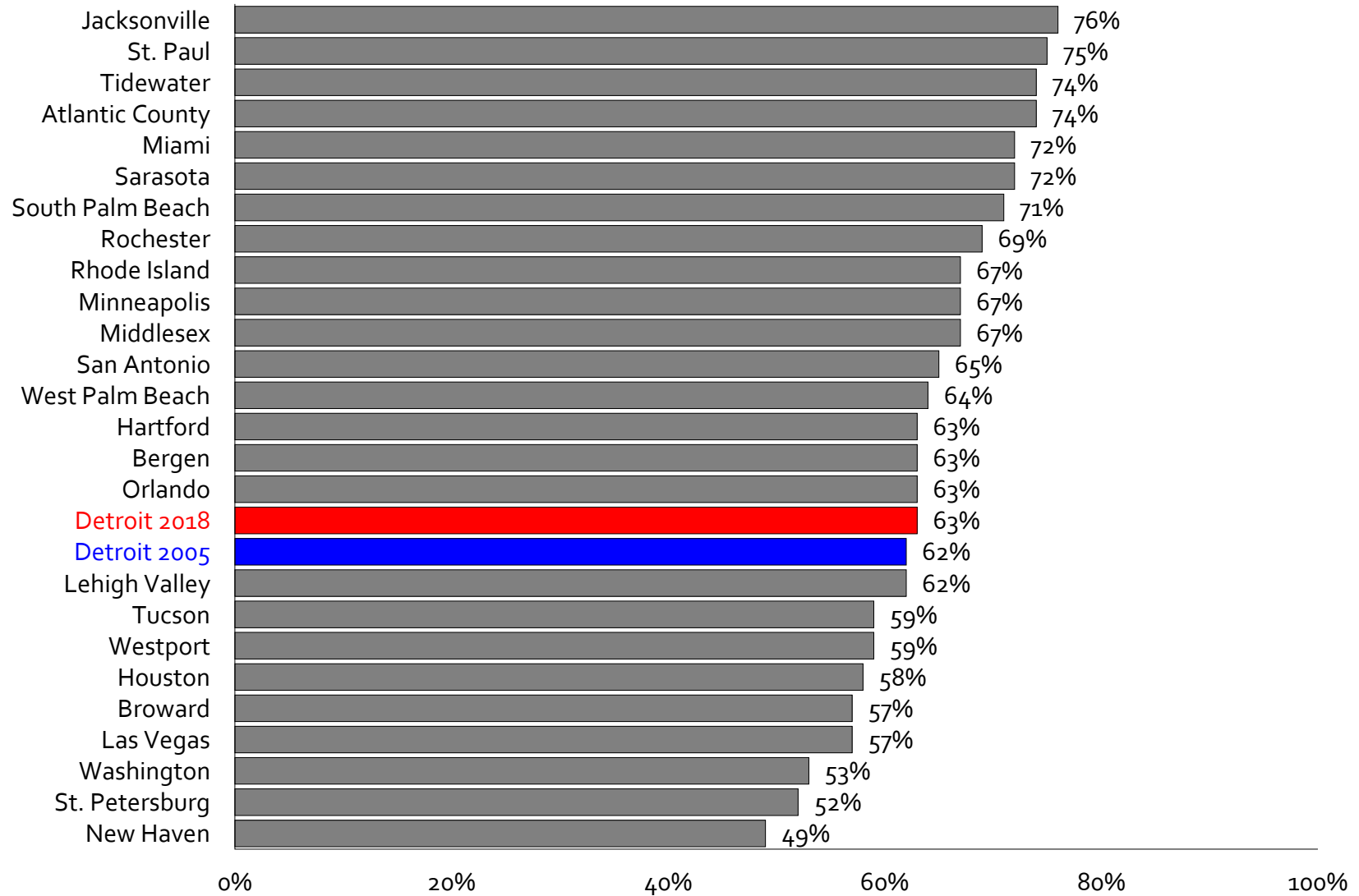
(Respondents in Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



Importance of Providing Social Services for the Jewish Elderly as a Motivation to Donate to a Jewish Organization

% Very Important

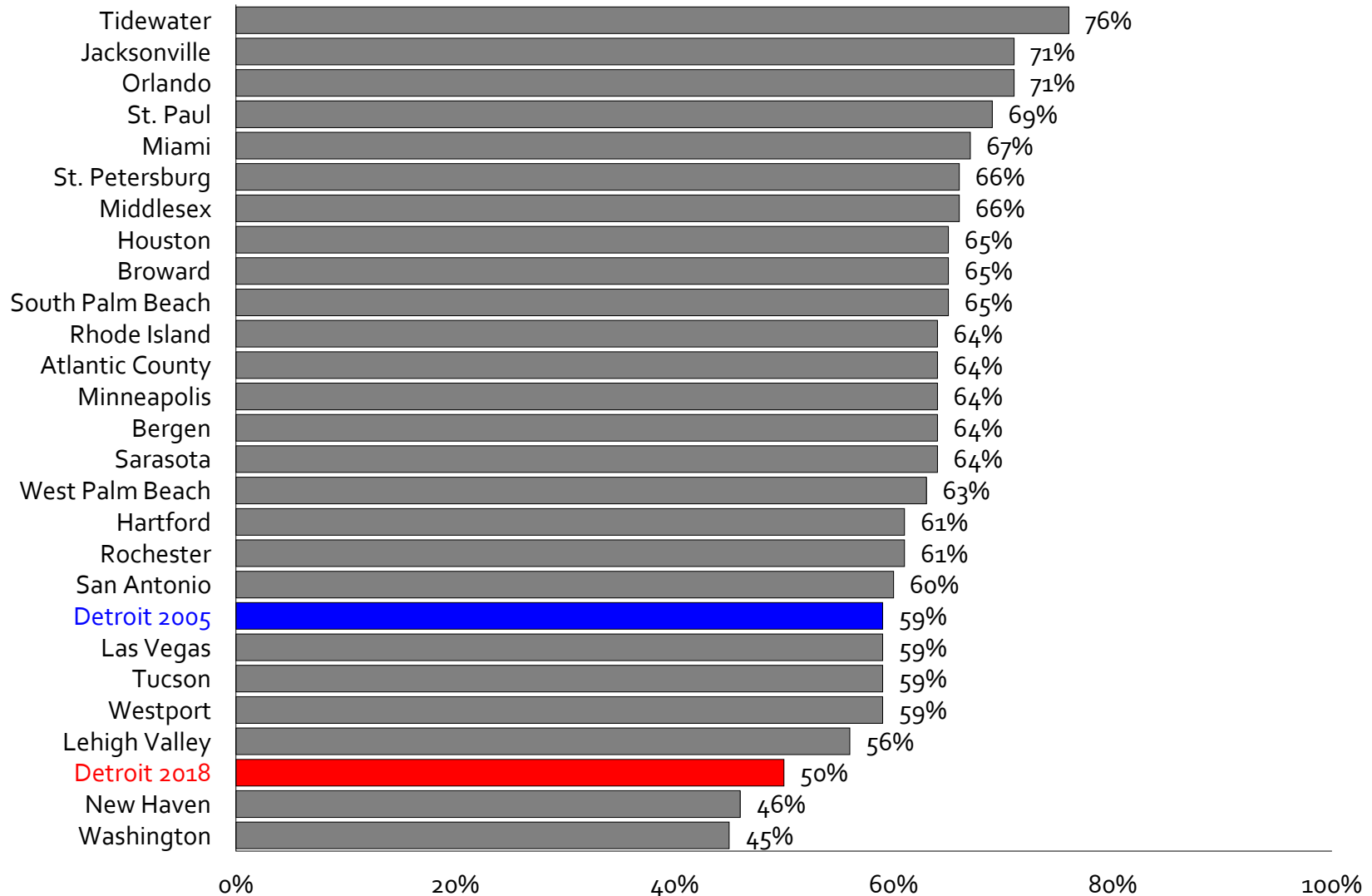
(Respondents in Jewish Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



Importance of Providing Jewish Education for Children as a Motivation to Donate to a Jewish Organization

% Very Important

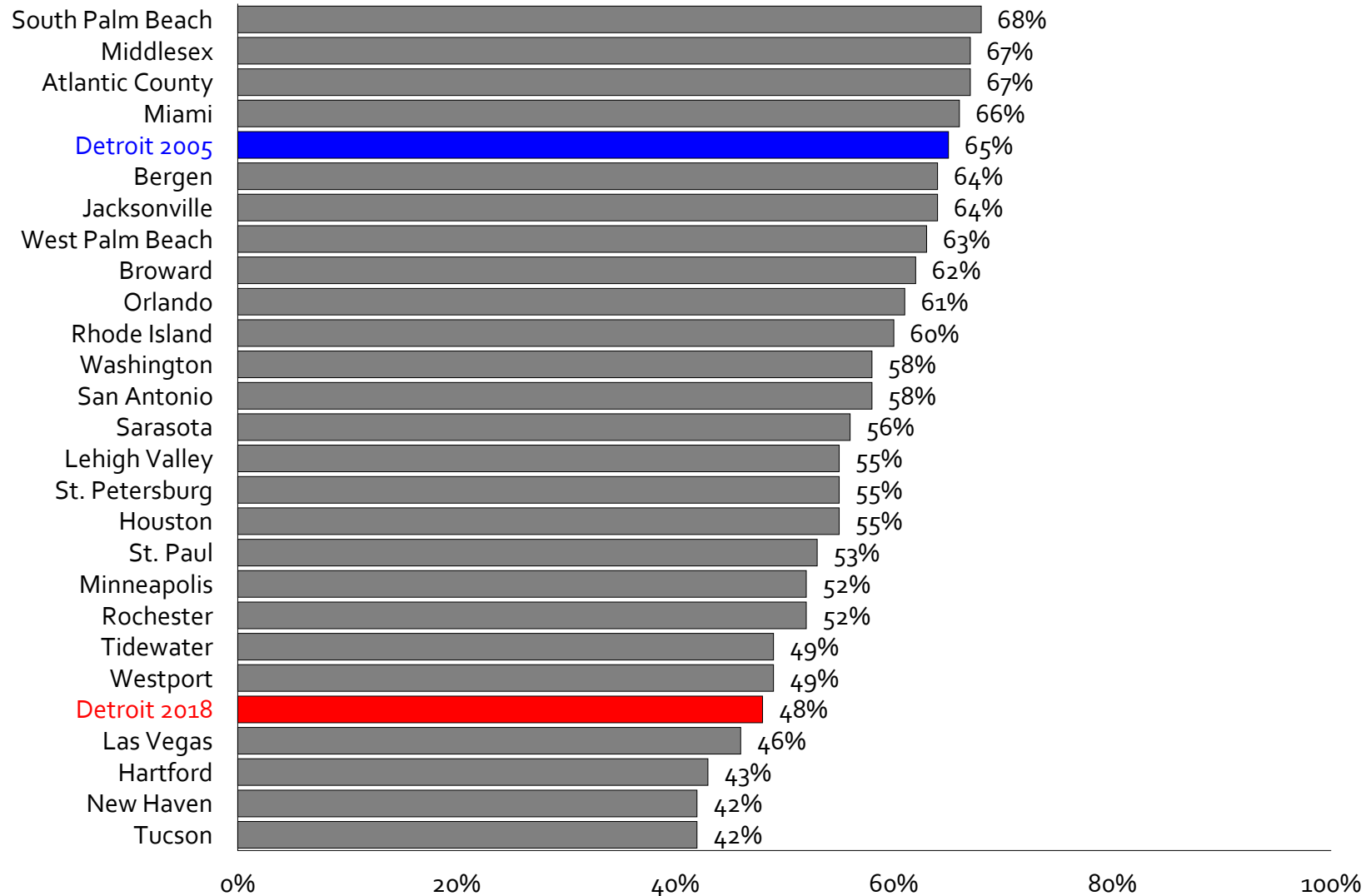
(Respondents in Jewish Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



Importance of Supporting the People of Israel as a Motivation to Donate to a Jewish Organization

% Very Important

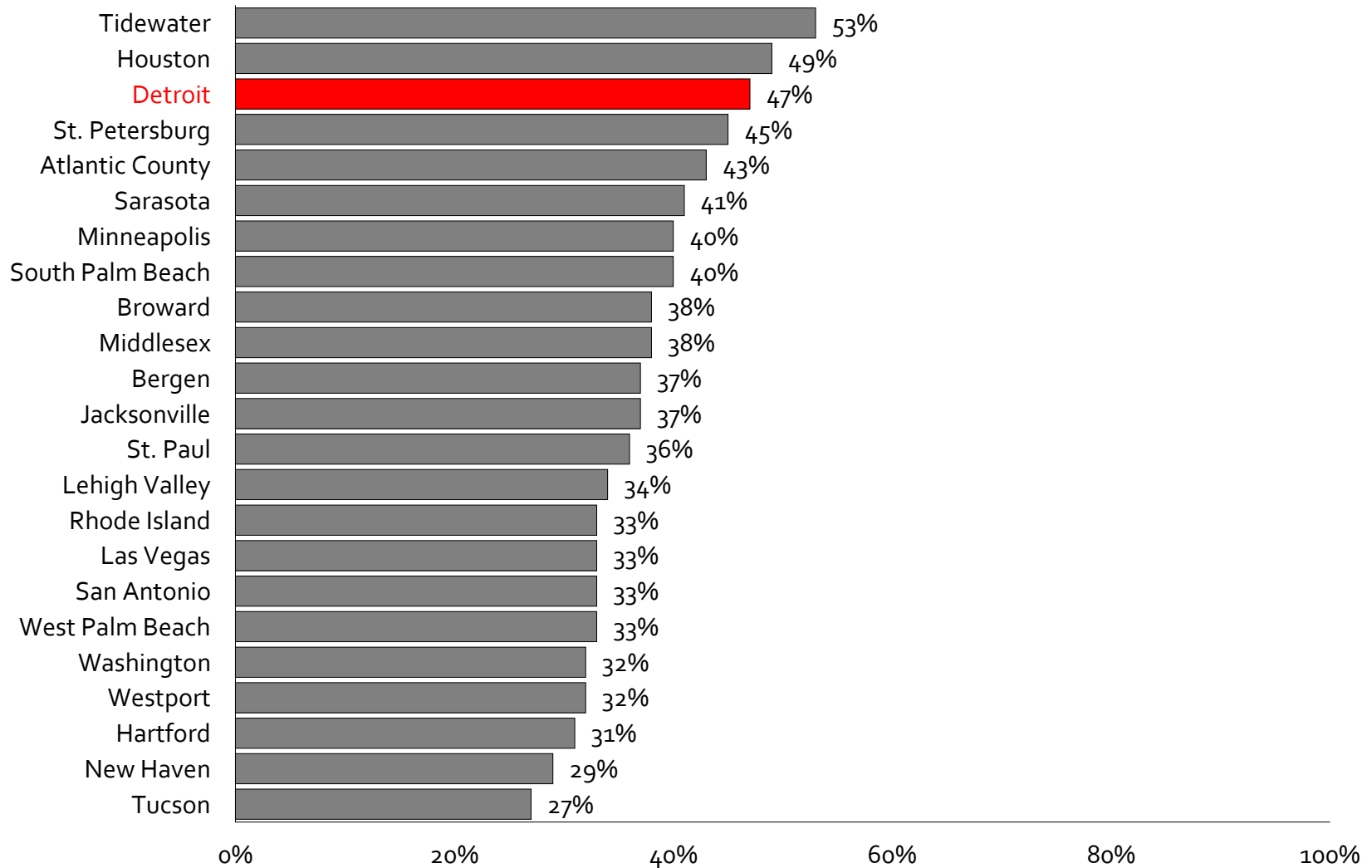
(Respondents in Jewish Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



Importance of Providing Social, Recreational, and Cultural Activities for Jews as a Motivation to Donate to a Jewish Organization

% Very Important

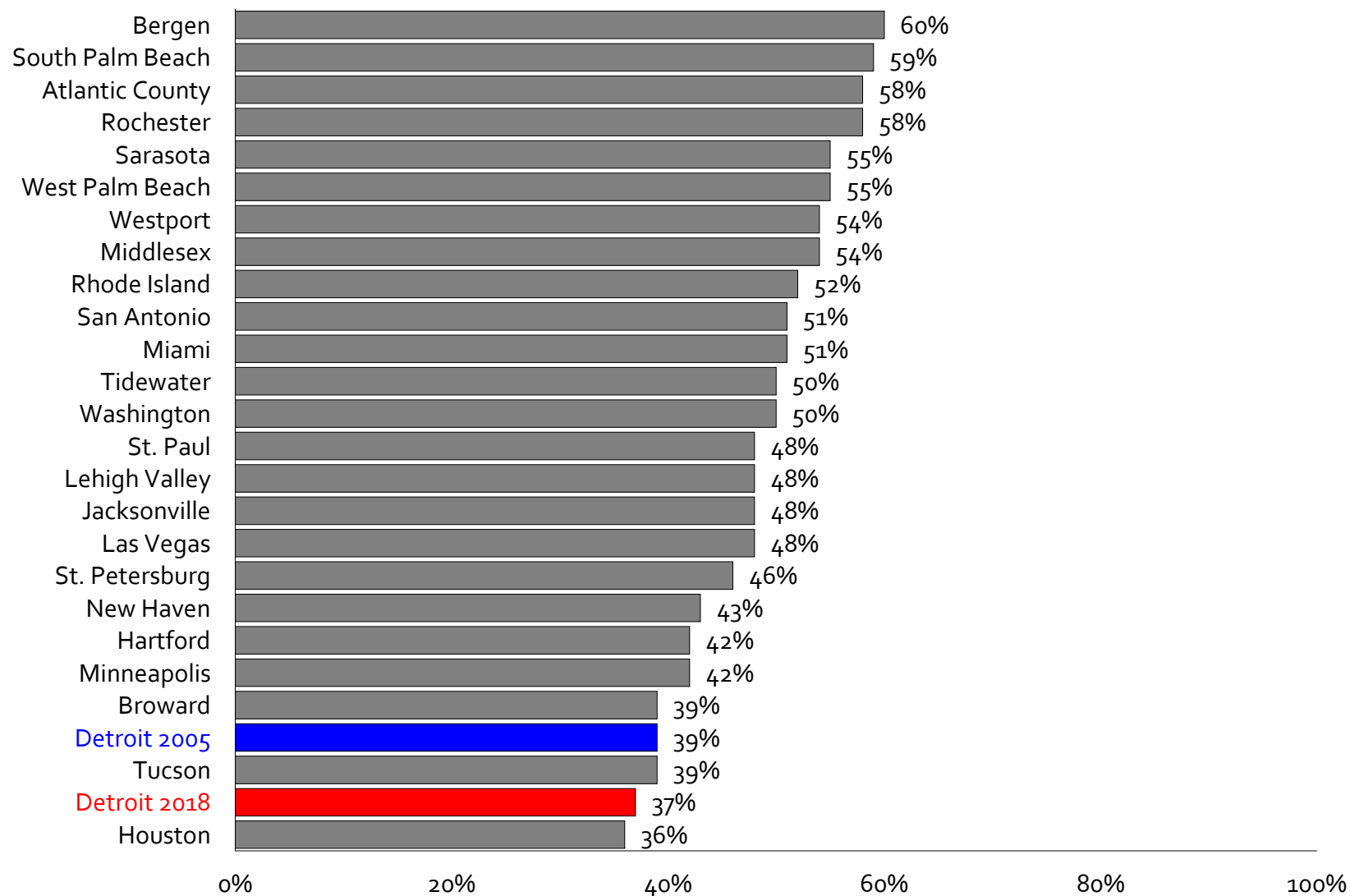
(Respondents in Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



Importance of Helping Jews Elsewhere in the World as a Motivation to Donate to a Jewish Organization

% Very Important

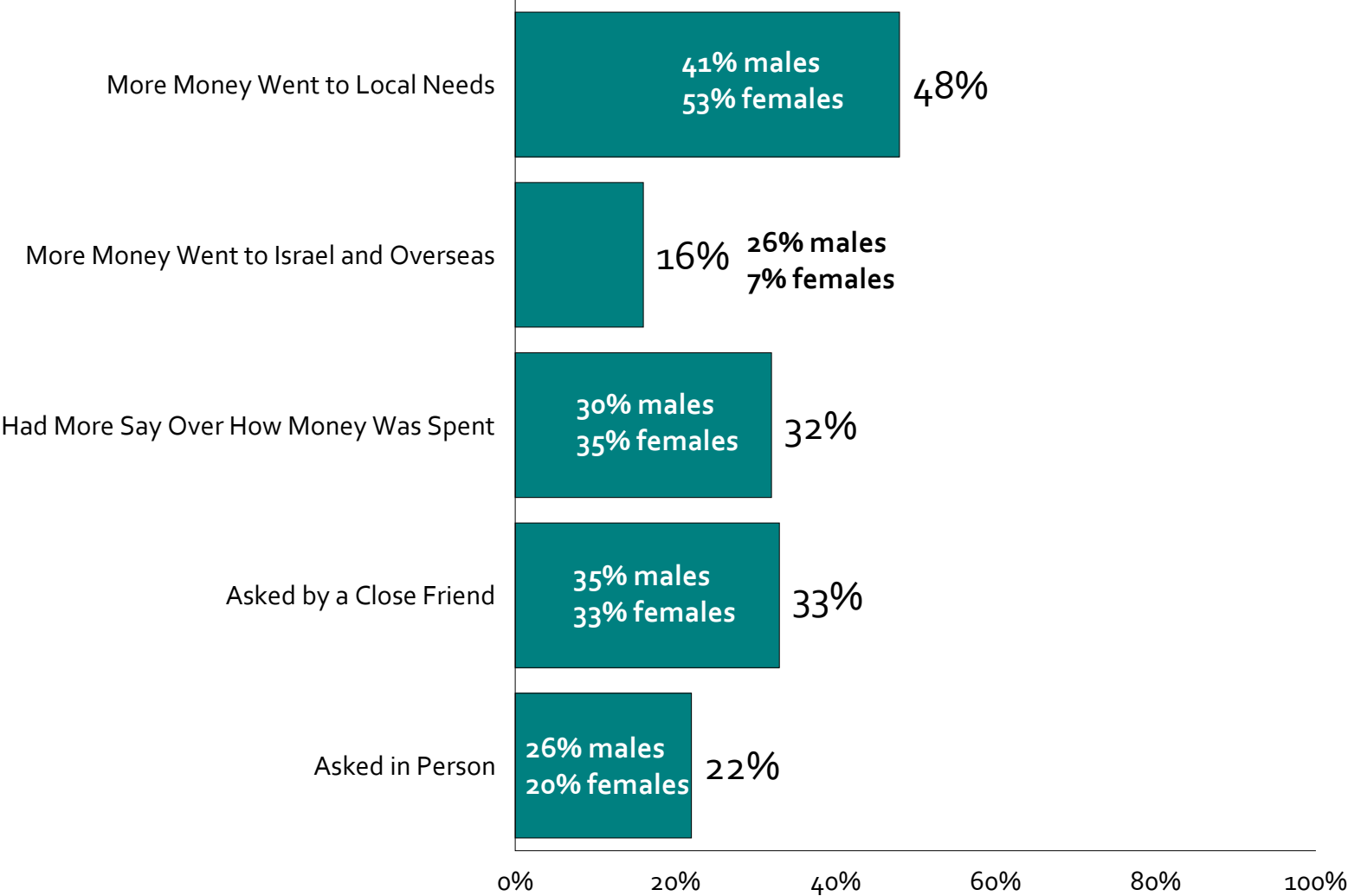
(Respondents in Jewish Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



**Philanthropic Profile:
Giving More to the Jewish Federation**

Would Donate More to Jewish Federation If:

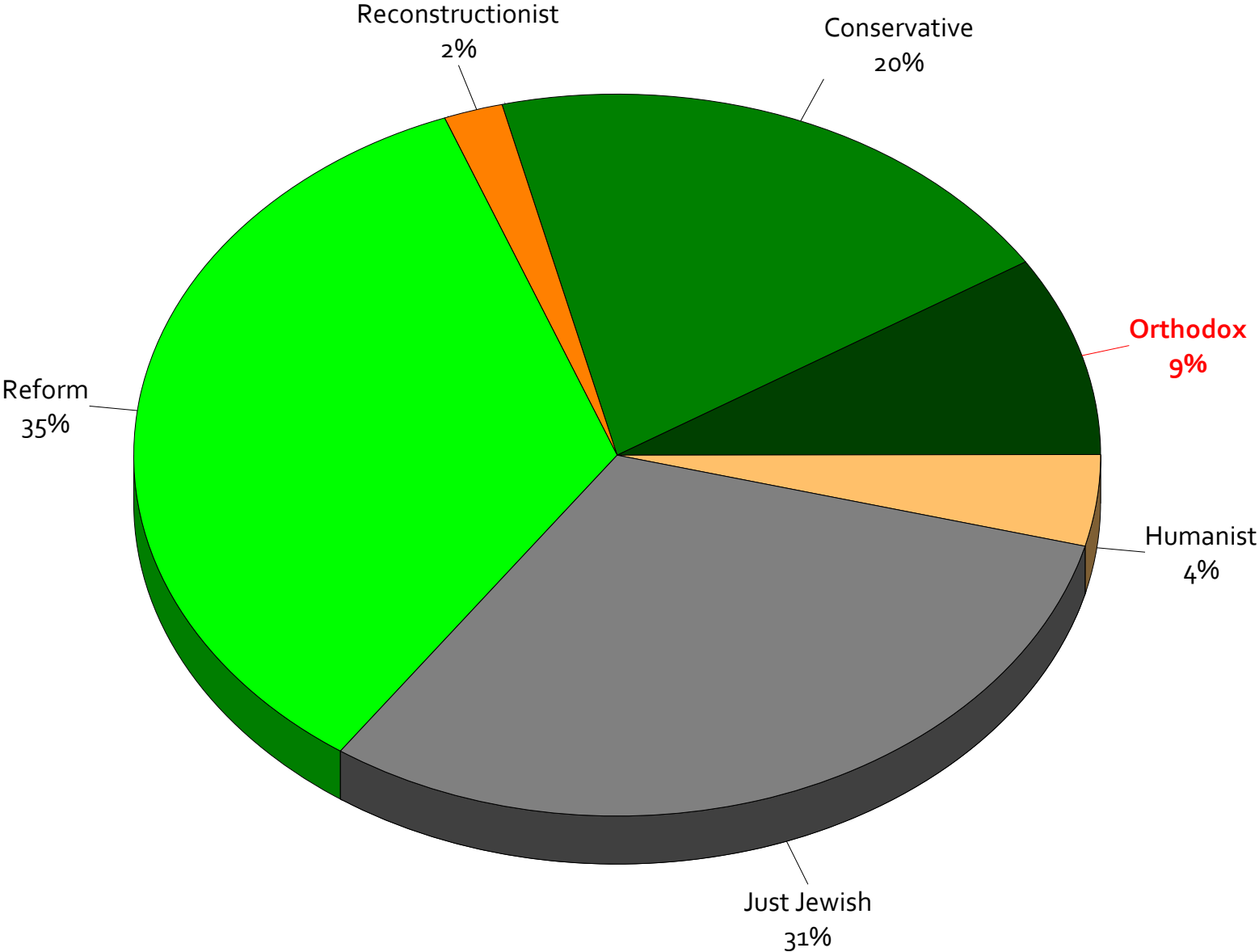
(Respondents in Households Who Donated \$100 and Over
to the Jewish Federation of Metropolitan Detroit in the Past Year)



Religious Profile: Jewish Identification

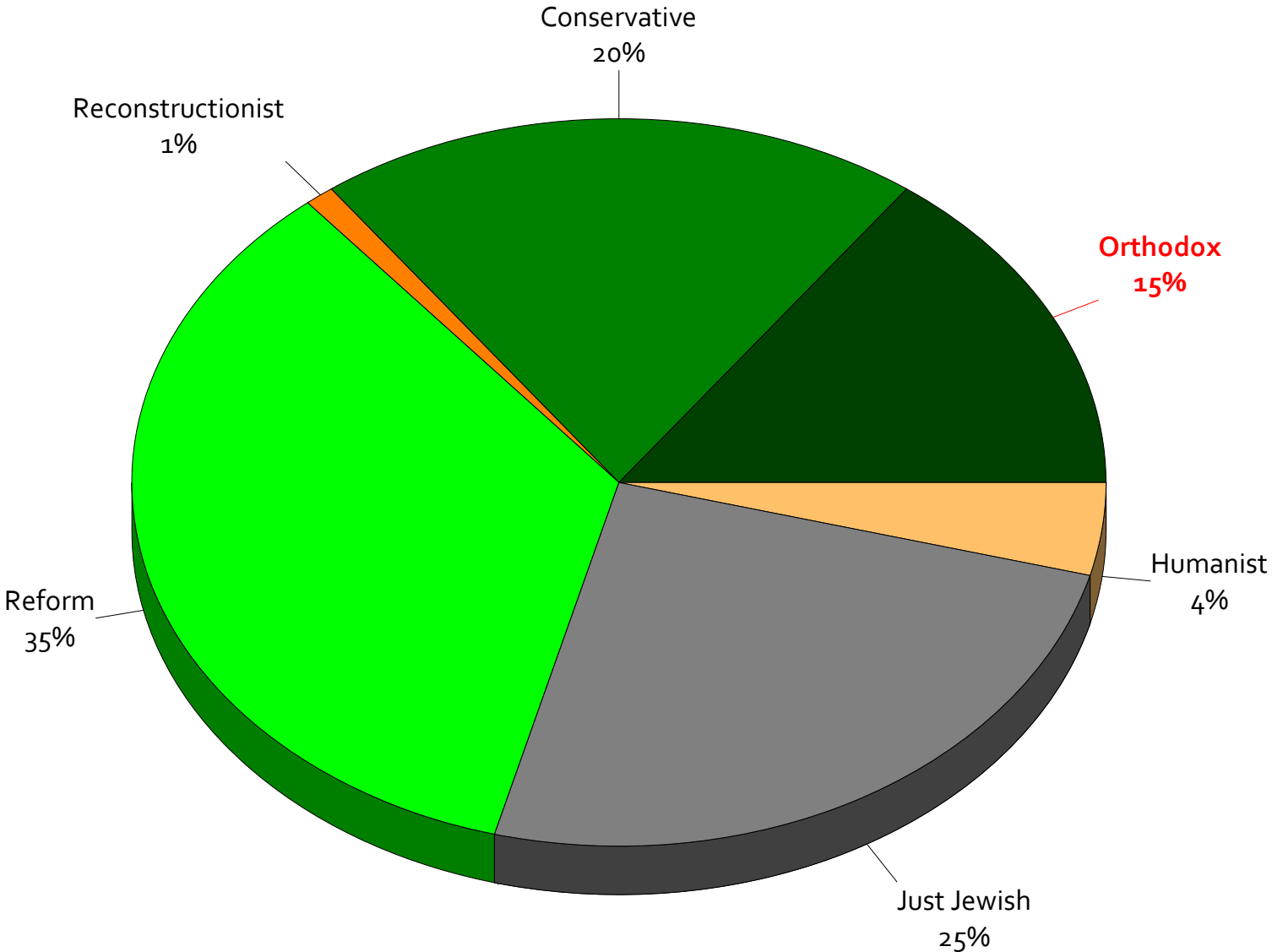
Jewish Identification

(Jewish Households)



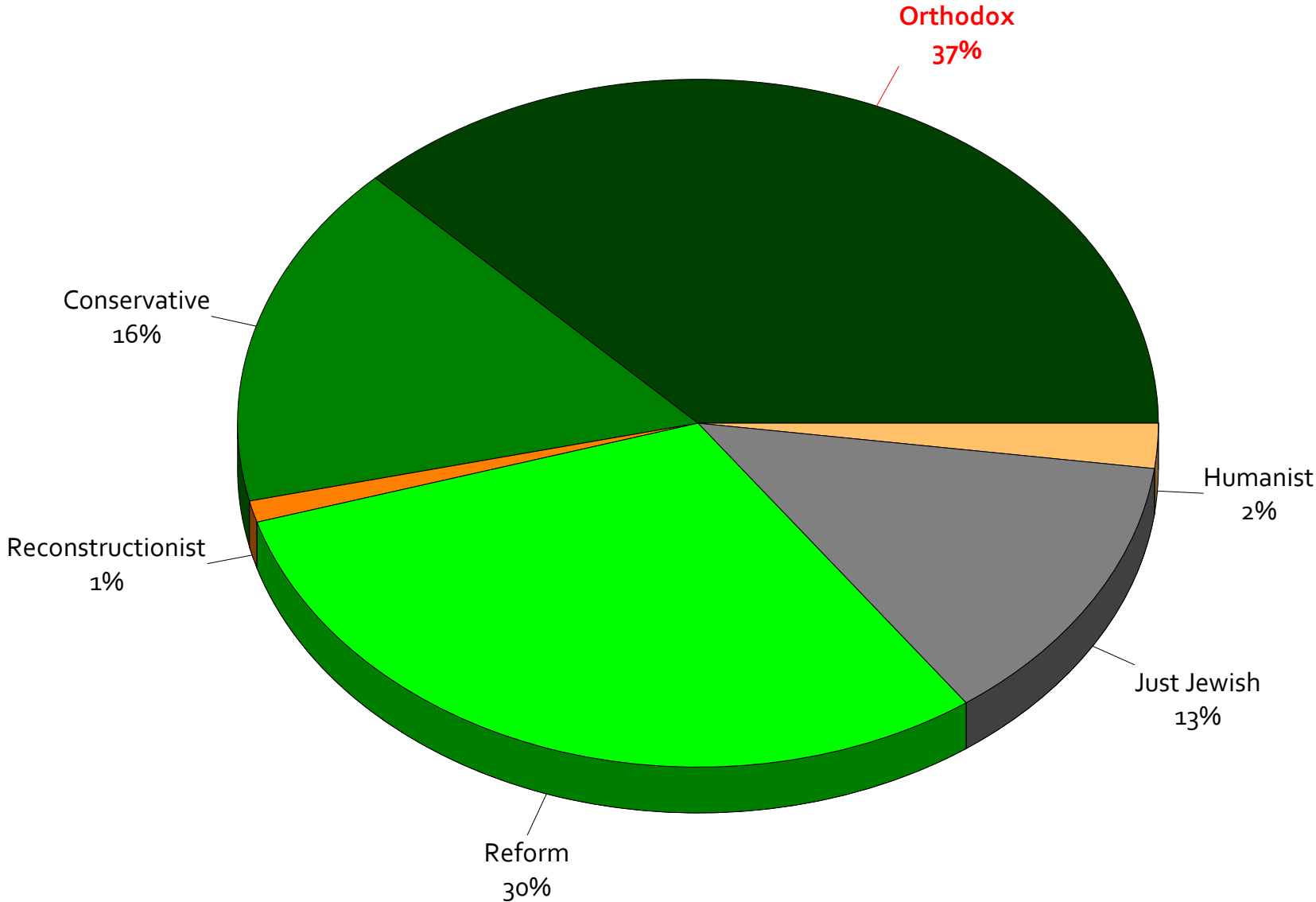
Jewish Identification

(Jewish Persons)



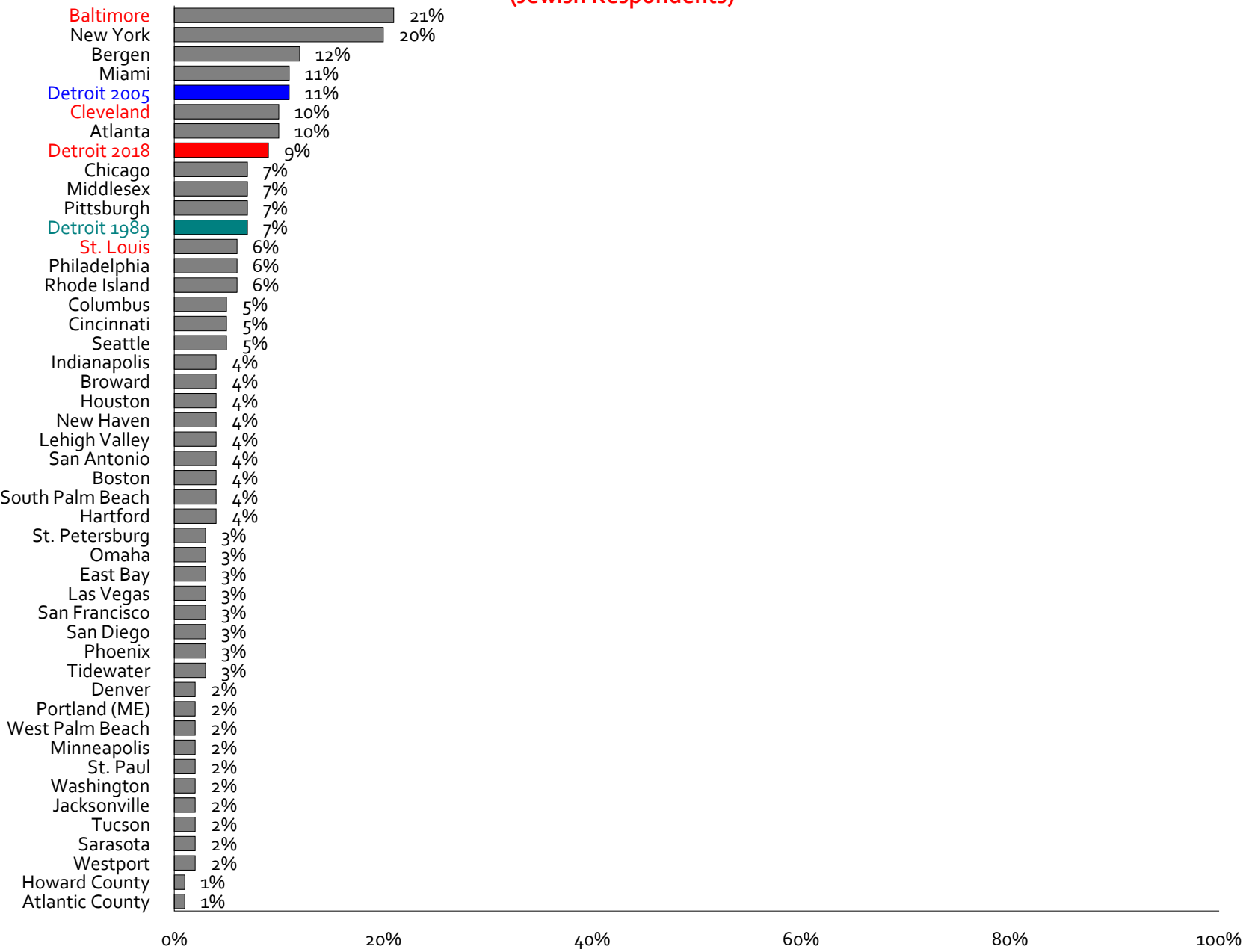
Jewish Identification

(12,000 Jewish Children)



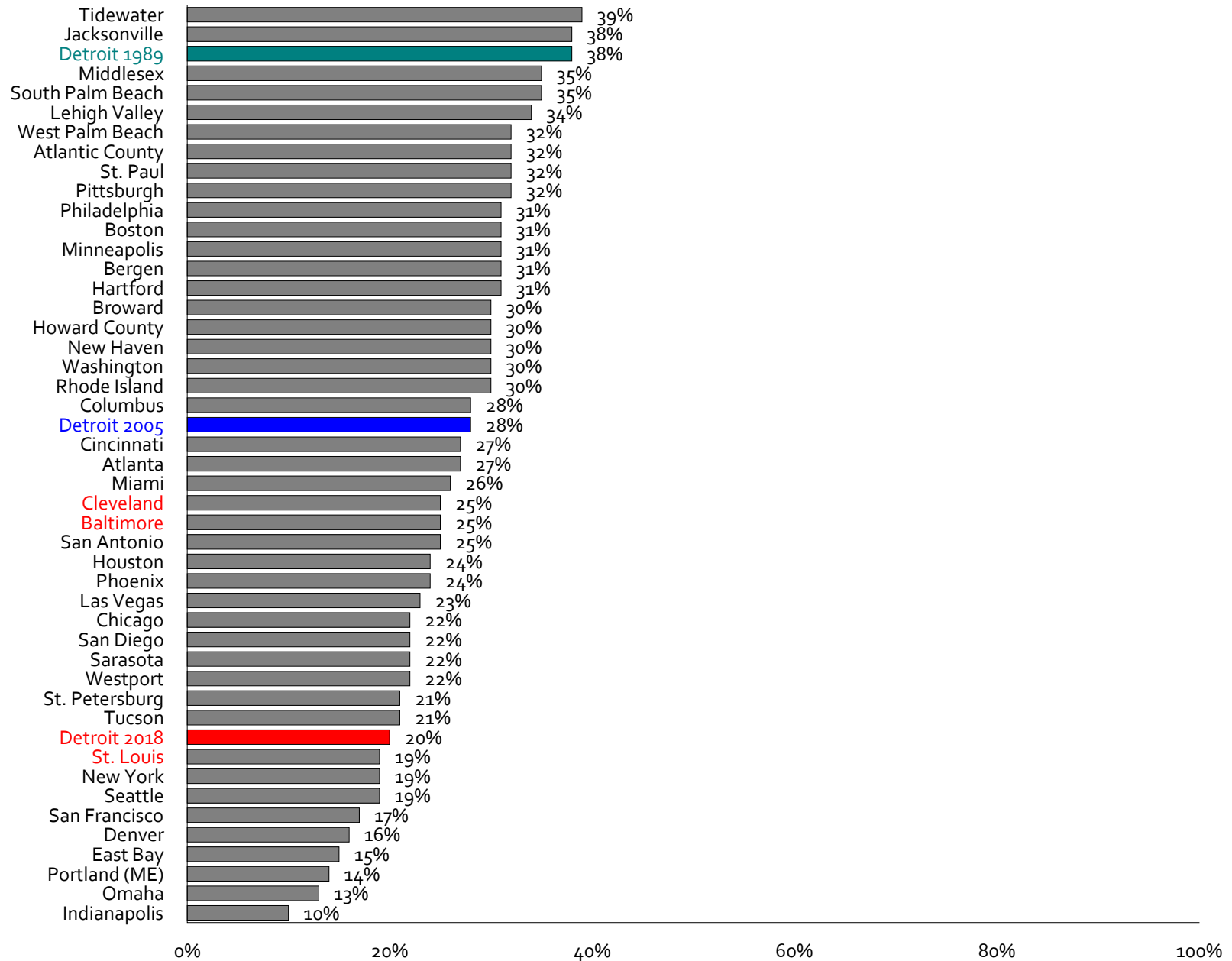
Orthodox Identification

(Jewish Respondents)



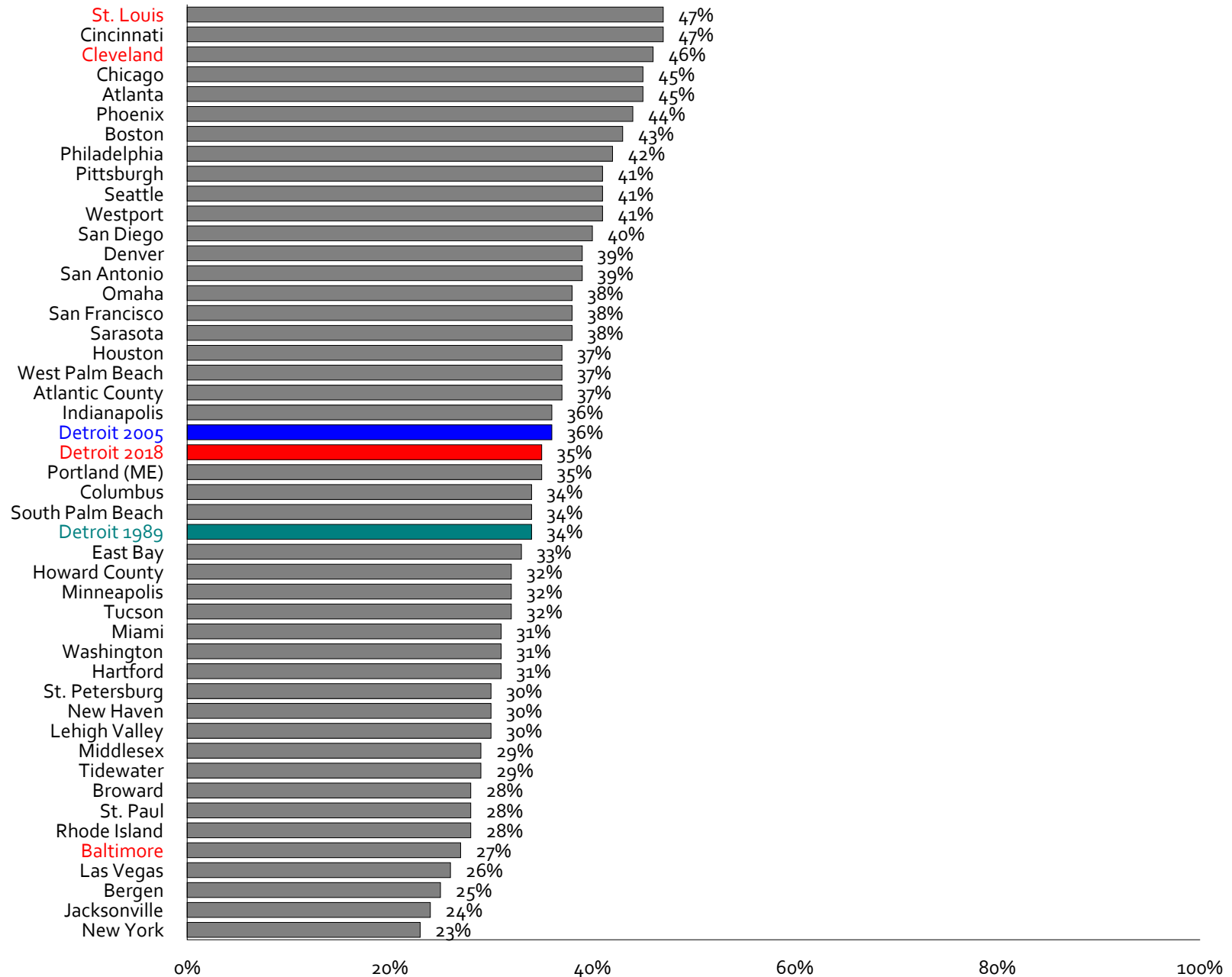
Conservative Identification

(Jewish Respondents)



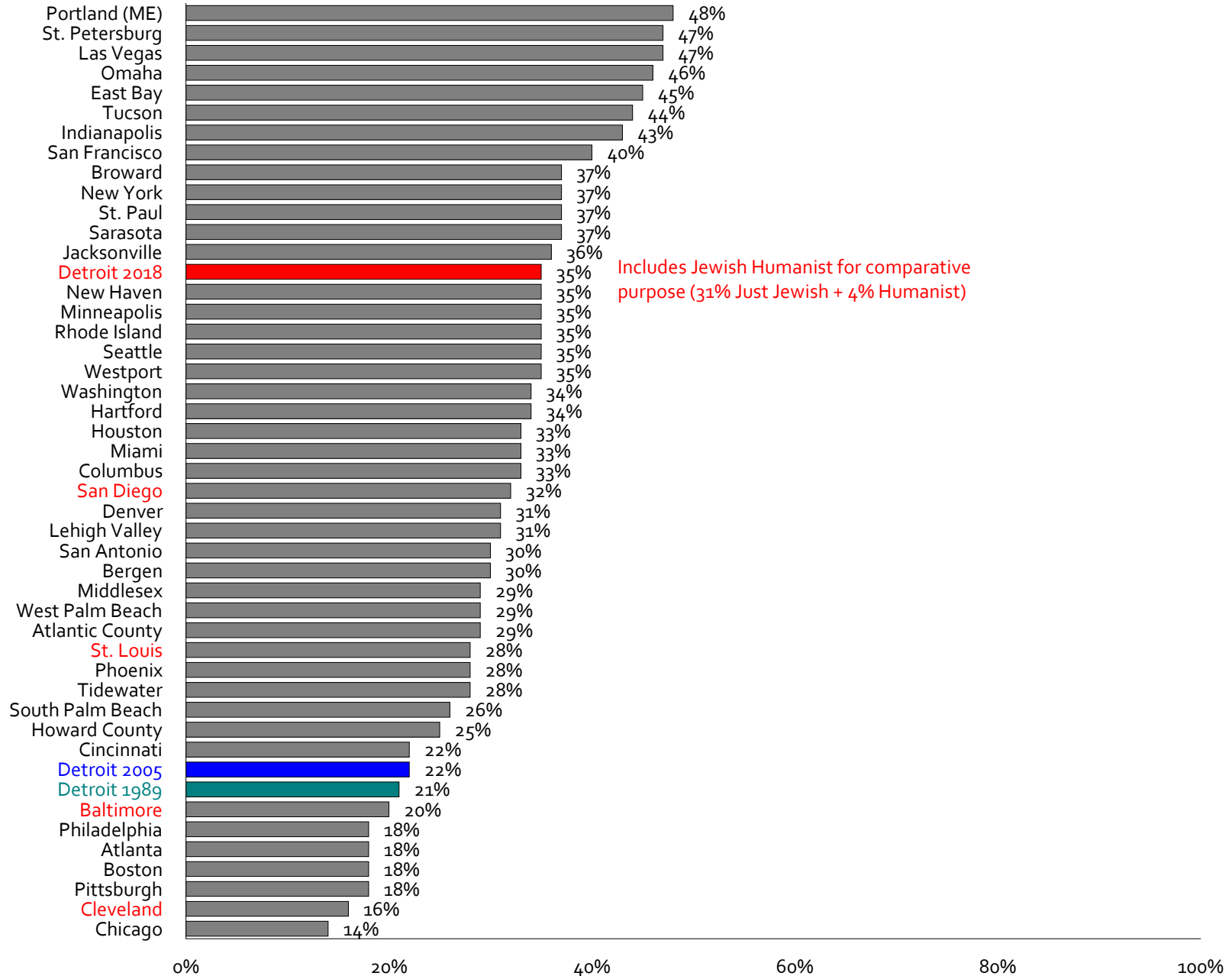
Reform Identification

(Jewish Respondents)



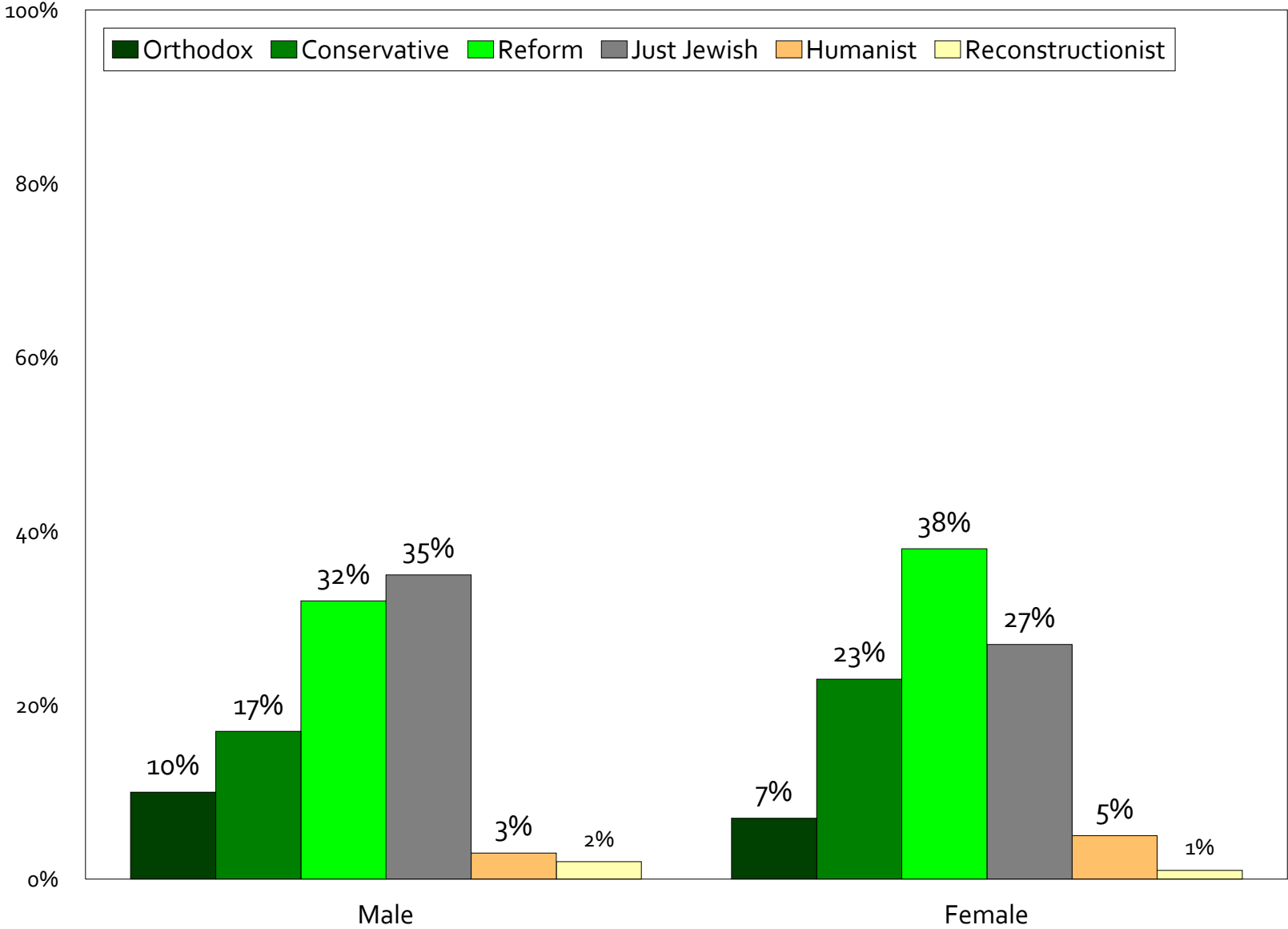
Just Jewish Identification

(Jewish Respondents)



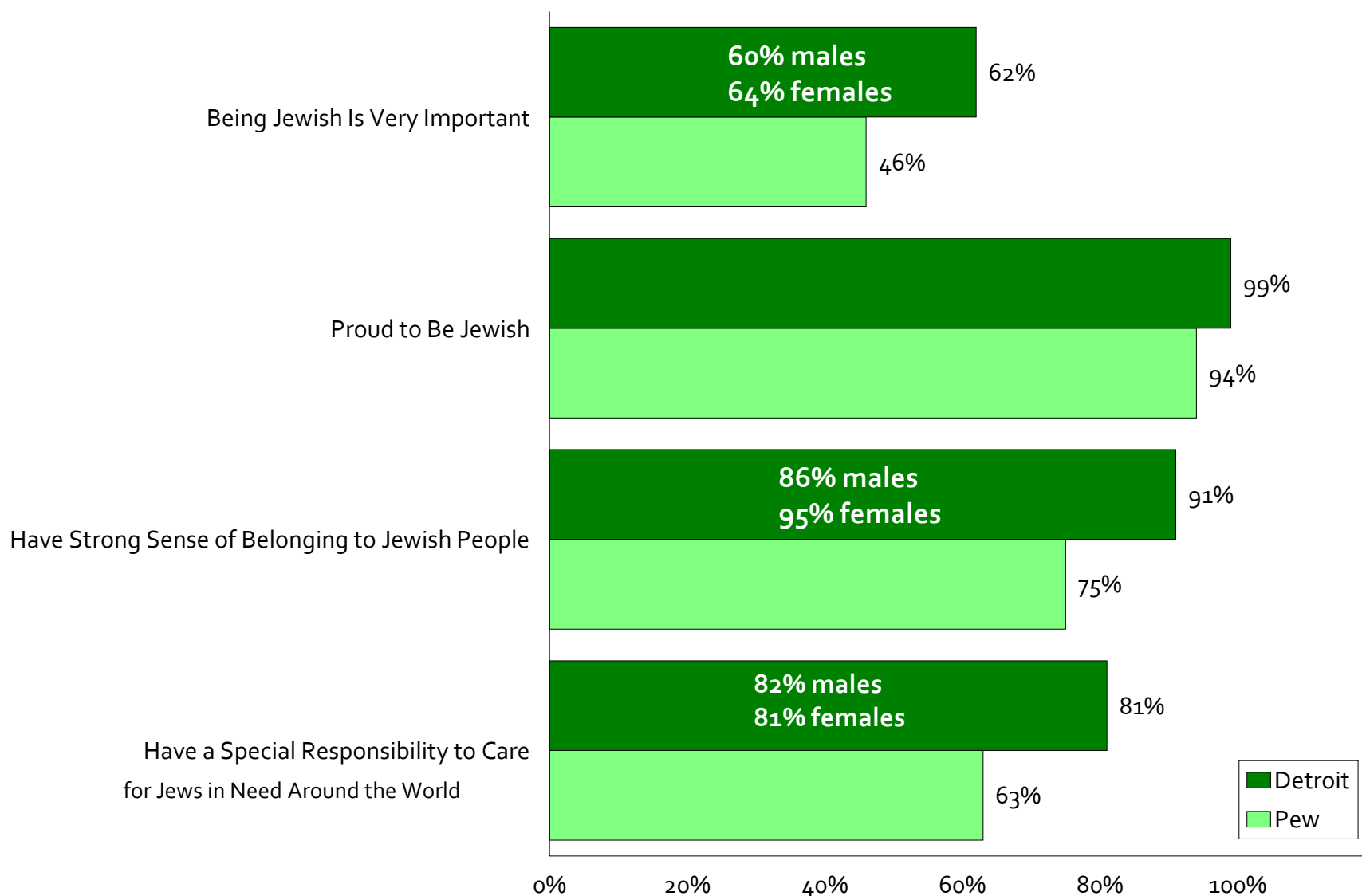
Jewish Identification by Sex of Respondent

(Jewish Respondents)



**Religious Profile:
Attitudes Toward Being Jewish**

Attitude Comparisons with Pew 2013 US National Sample

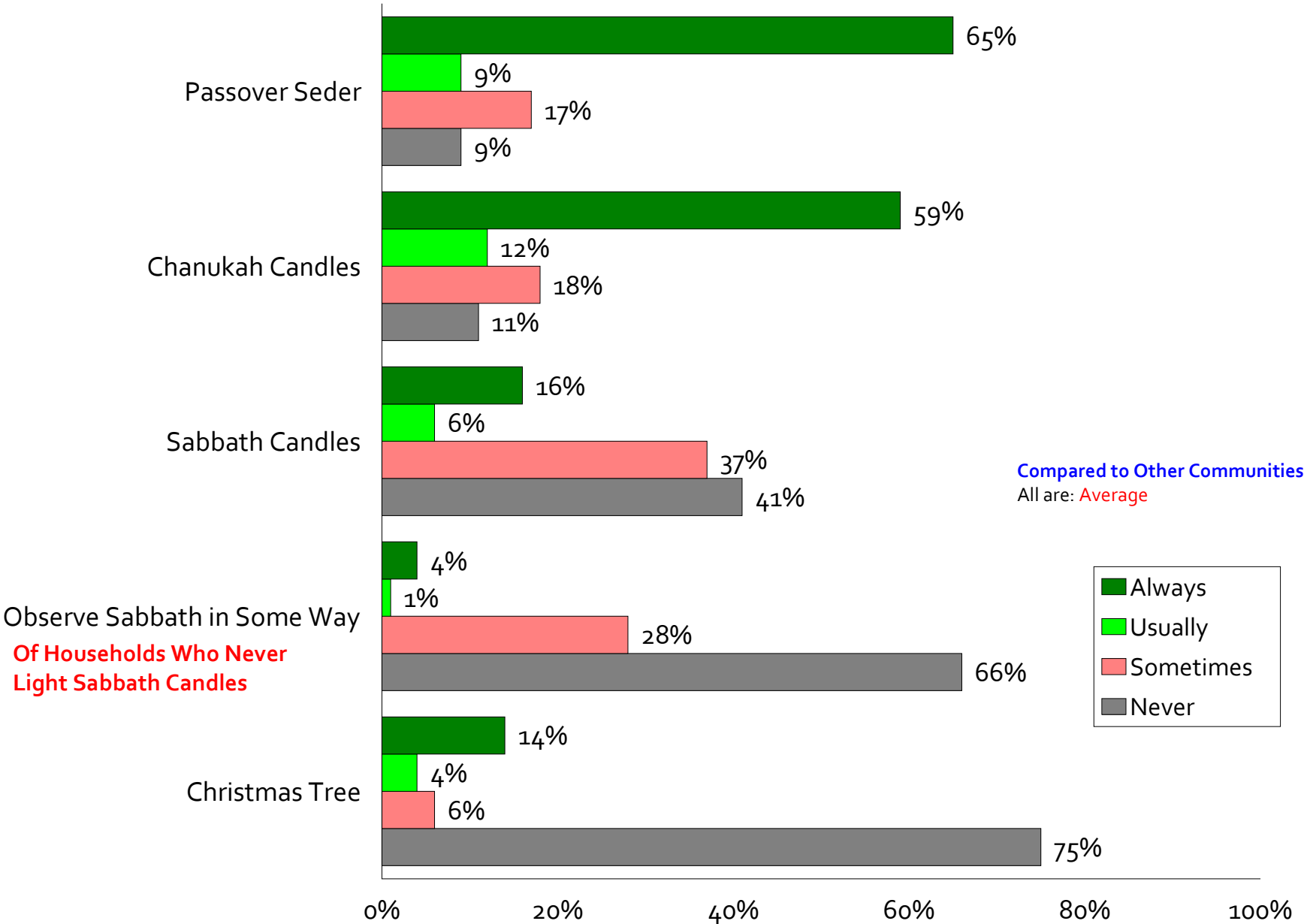


Source: Pew 2013

Religious Profile: Religious Practices

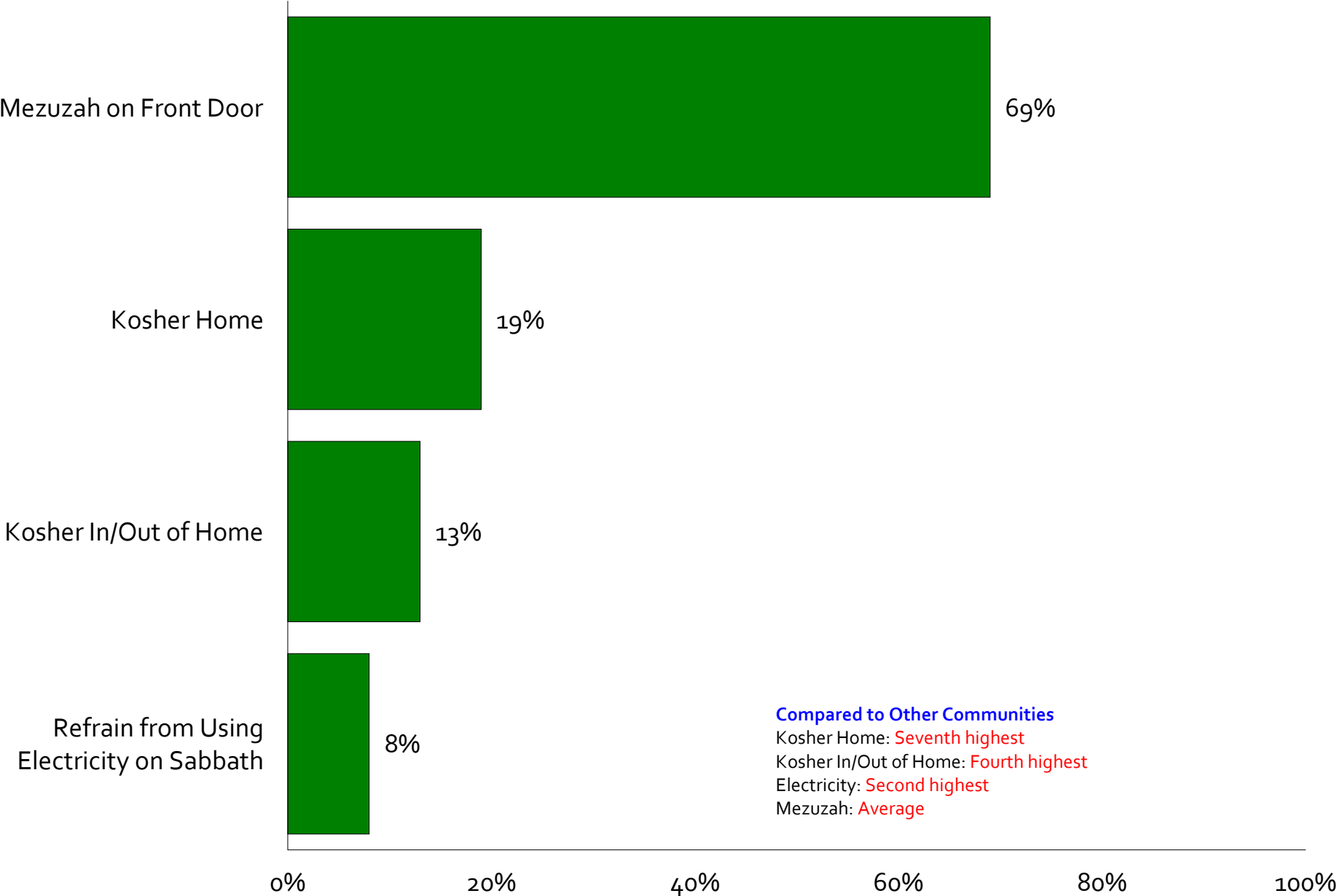
Religious Practices

(Jewish Households)



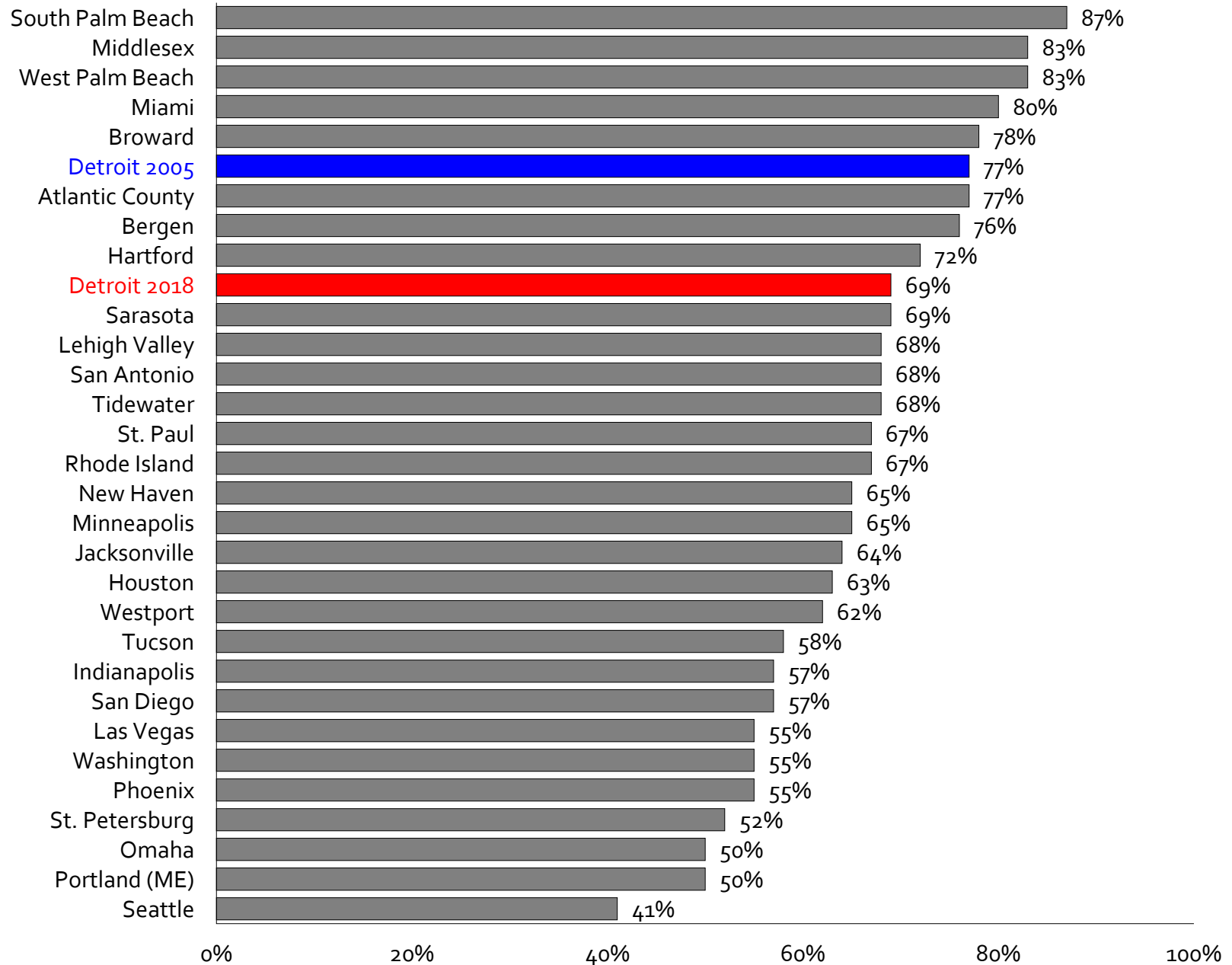
Religious Practices

(Jewish Households for Mezuzah and Home, Respondents for Out of Home and Electricity)



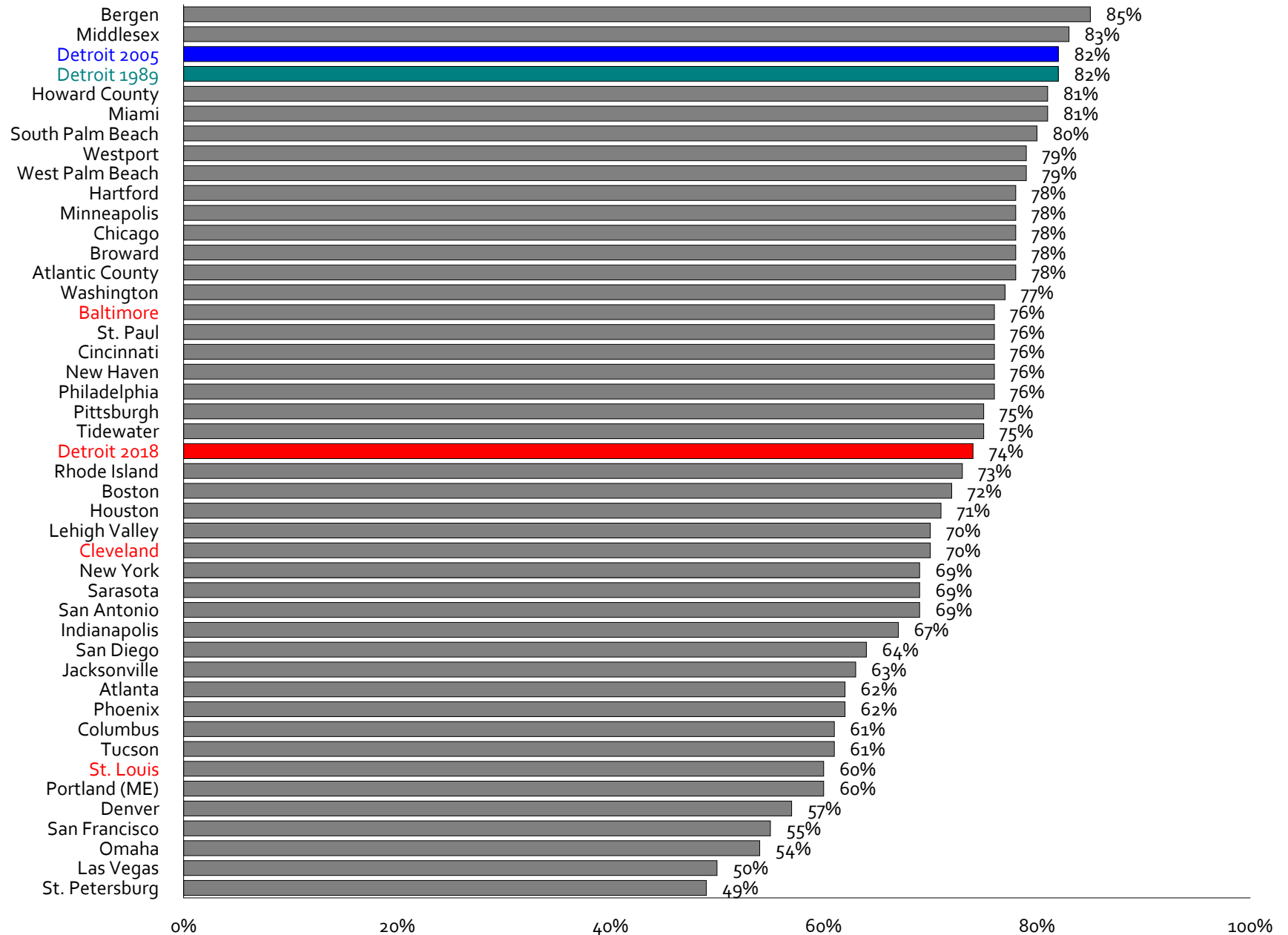
Have a Mezuzah on Front Door

(Jewish Households)



Always/Usually Participate in a Passover Seder

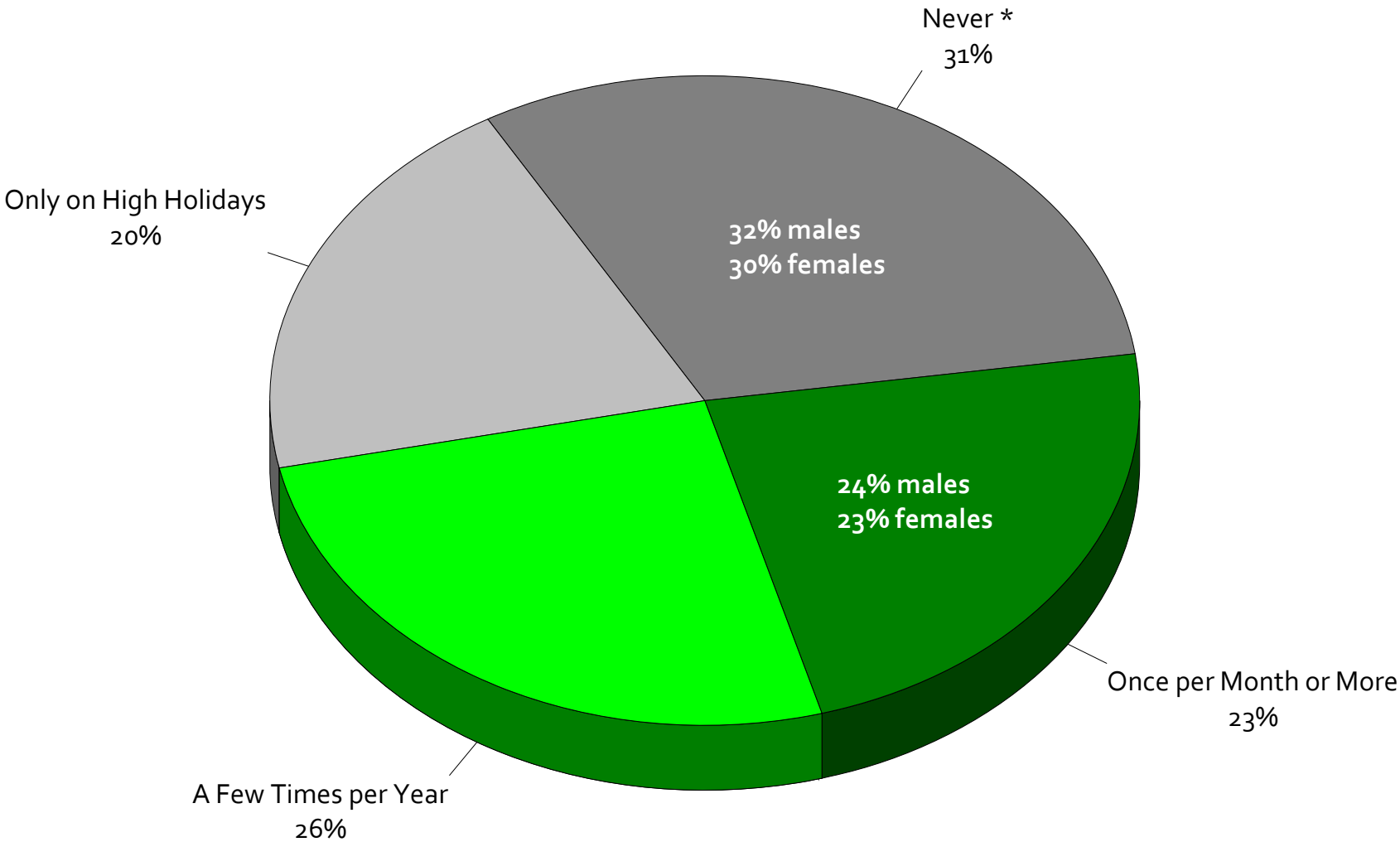
(Jewish Households)



Religious Profile: Synagogue Attendance

Synagogue Attendance

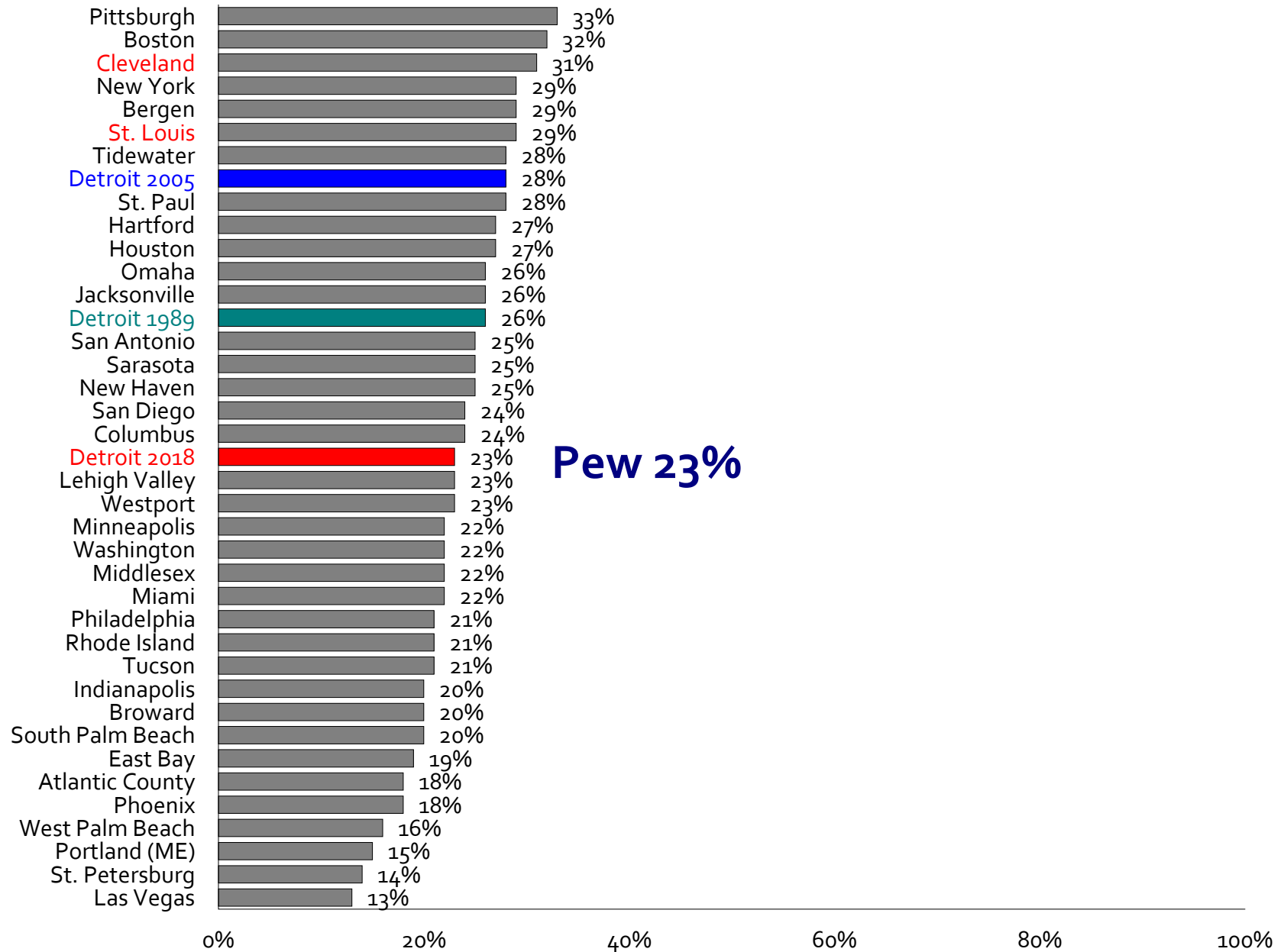
(Jewish Respondents)



* or only for weddings/b'nai mitzvah

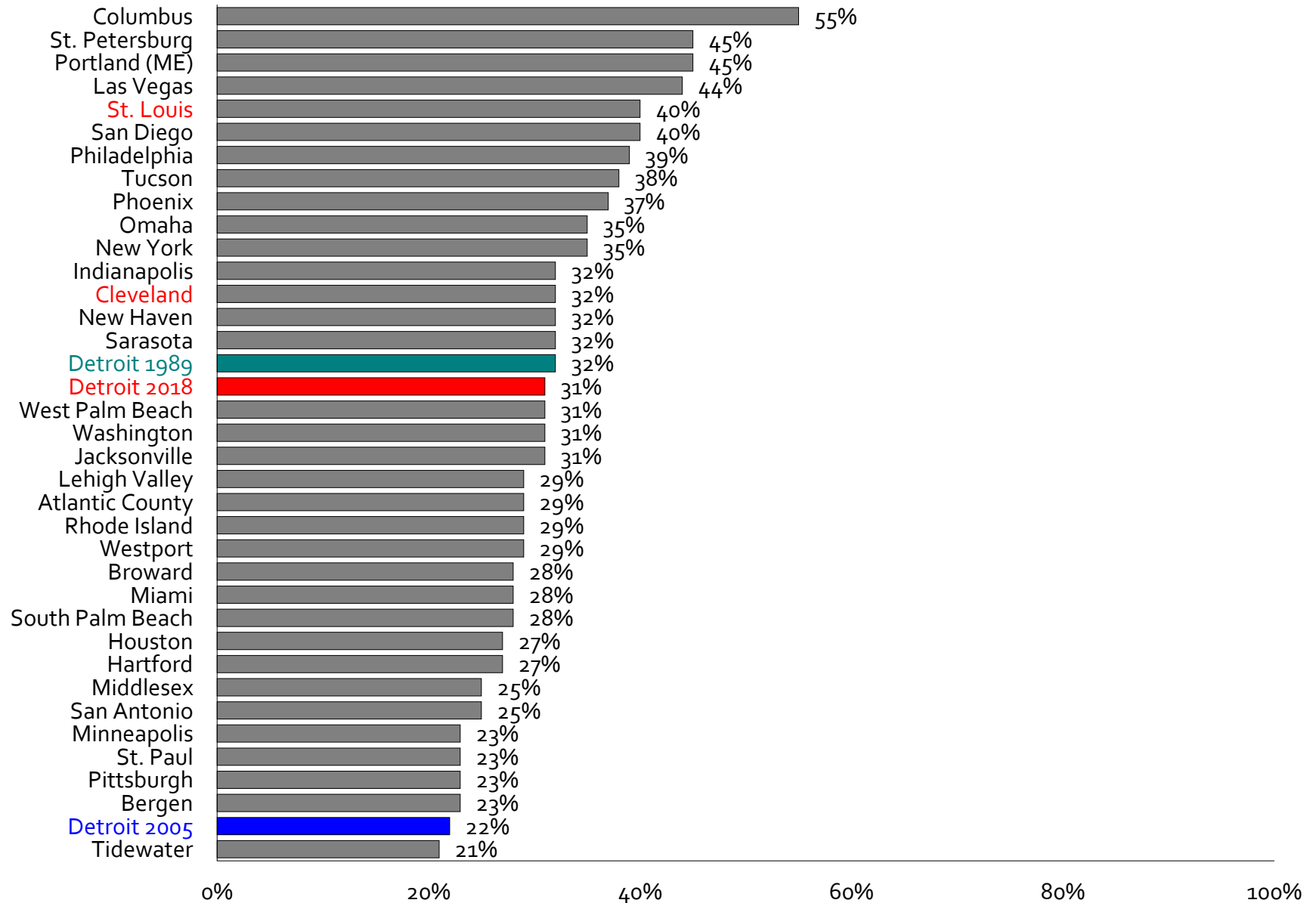
Attend Synagogue Services Once per Month or More

(Jewish Respondents)



Never Attend Synagogue Services

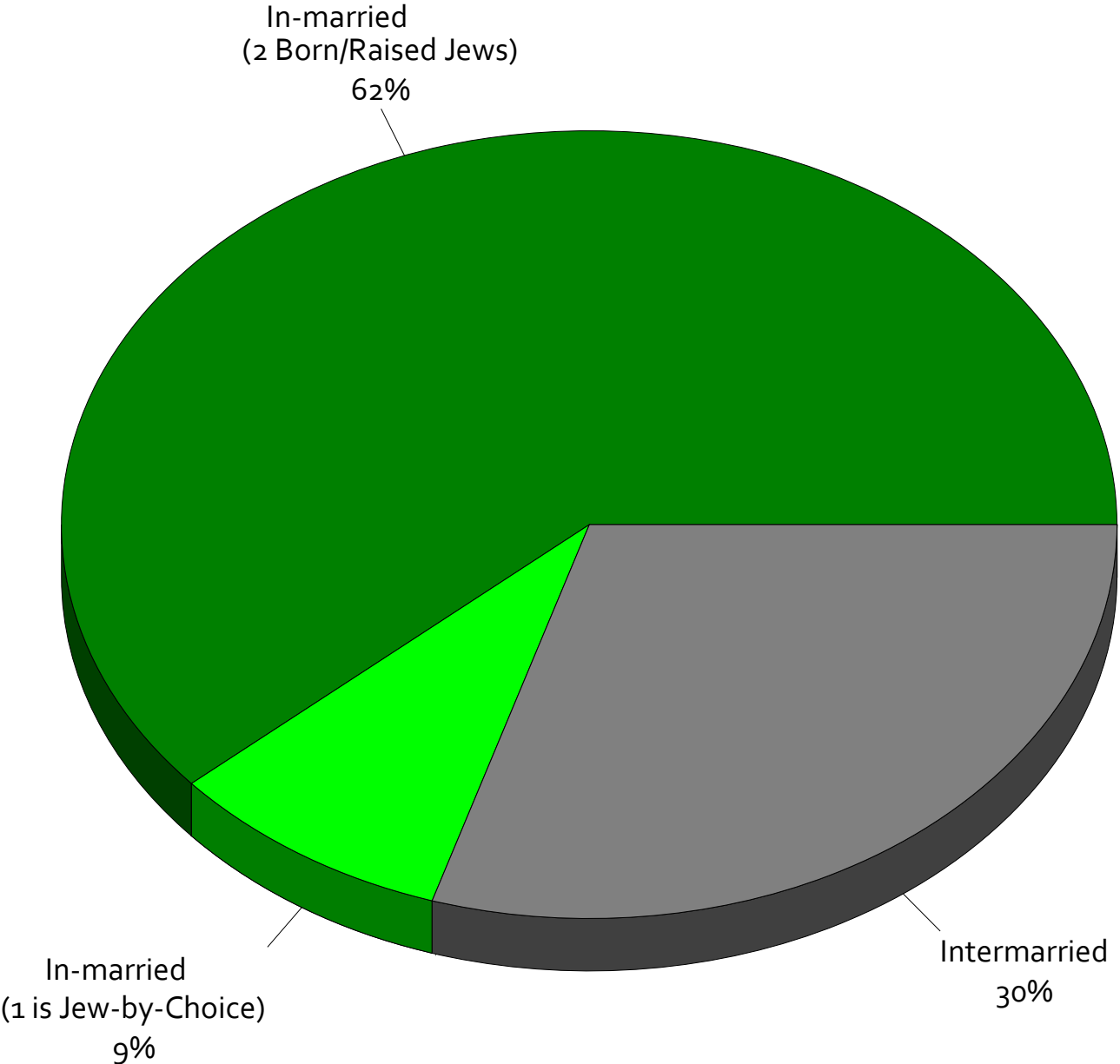
(or only for weddings/b'nai mitzvah)
(Jewish Respondents)



Types of Marriage

Types of Marriage

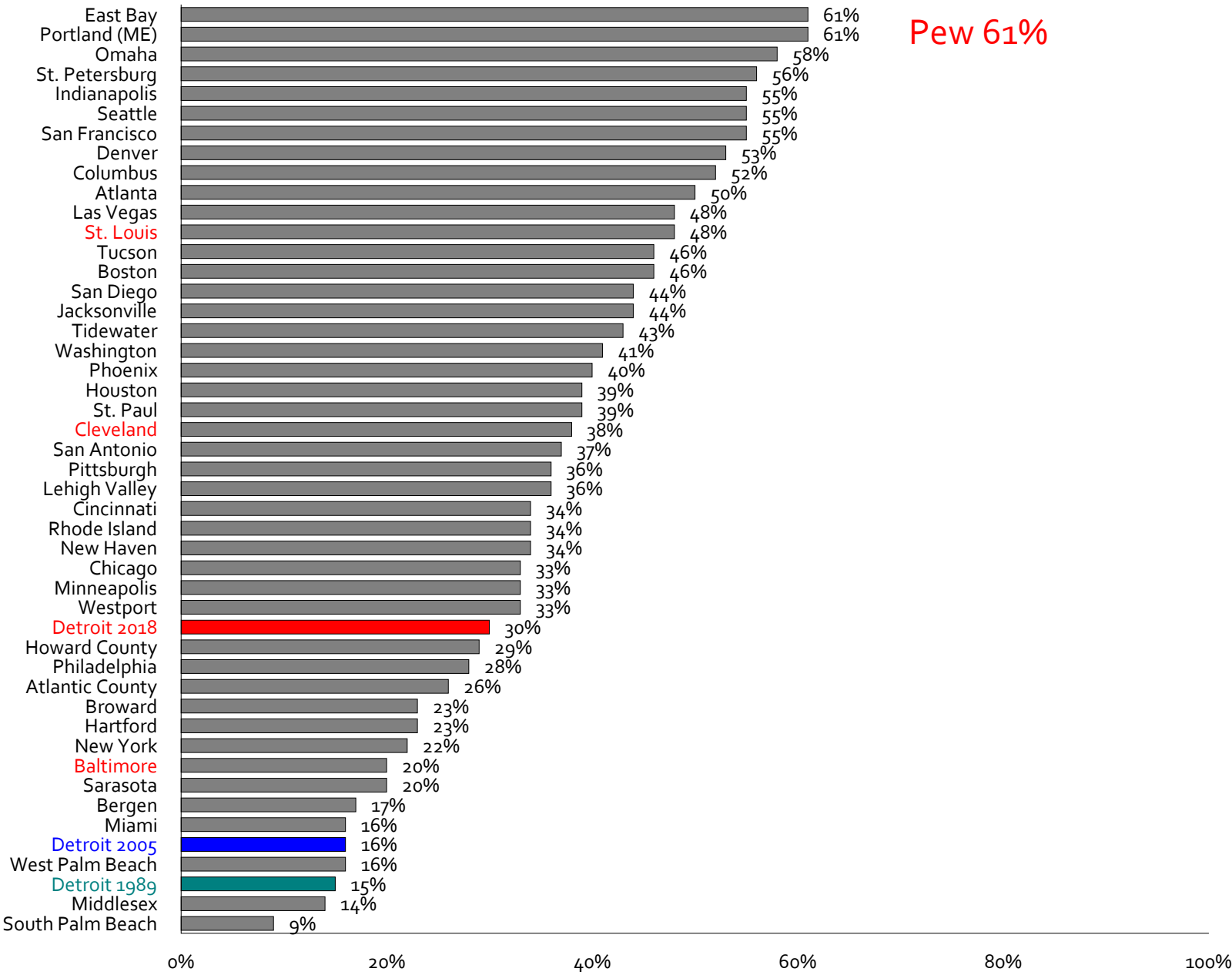
(Married Couples in Jewish Households)



Intermarriage

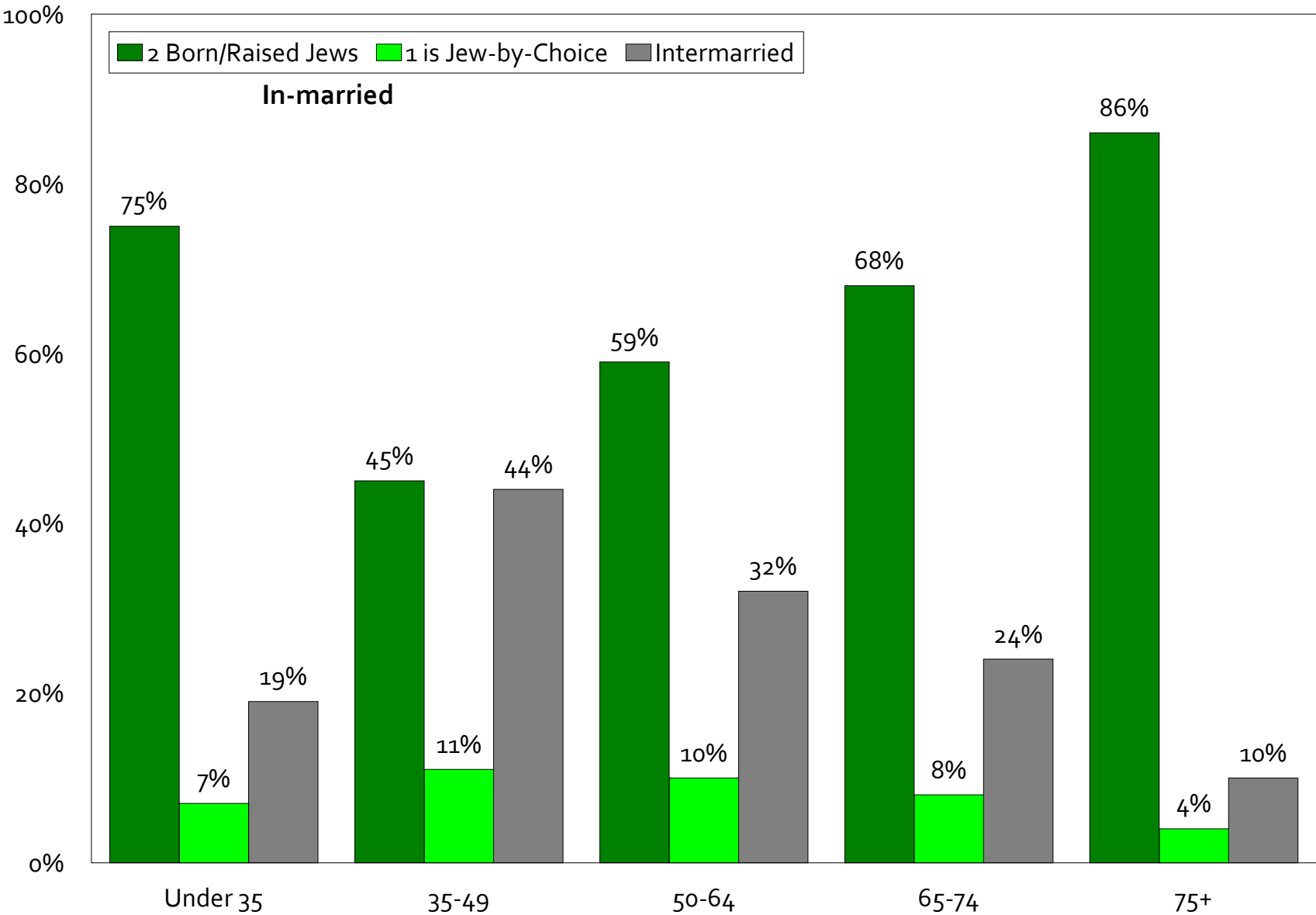
(Couples Intermarriage Rate)

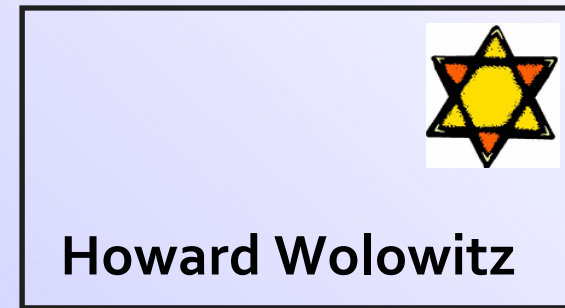
Pew 61%



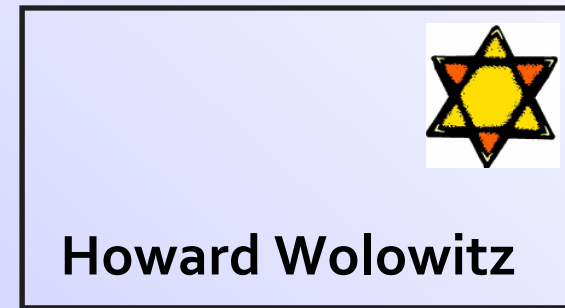
Types of Marriage by Age of Head of Household

(Married Couples)





What Is the Intermarriage Rate?



What Is the Intermarriage Rate?

Couples Rate is 50%

Individual Rate is 33%

Rates of Inter-marriage

30% Couples Inter-marriage Rate

translates to

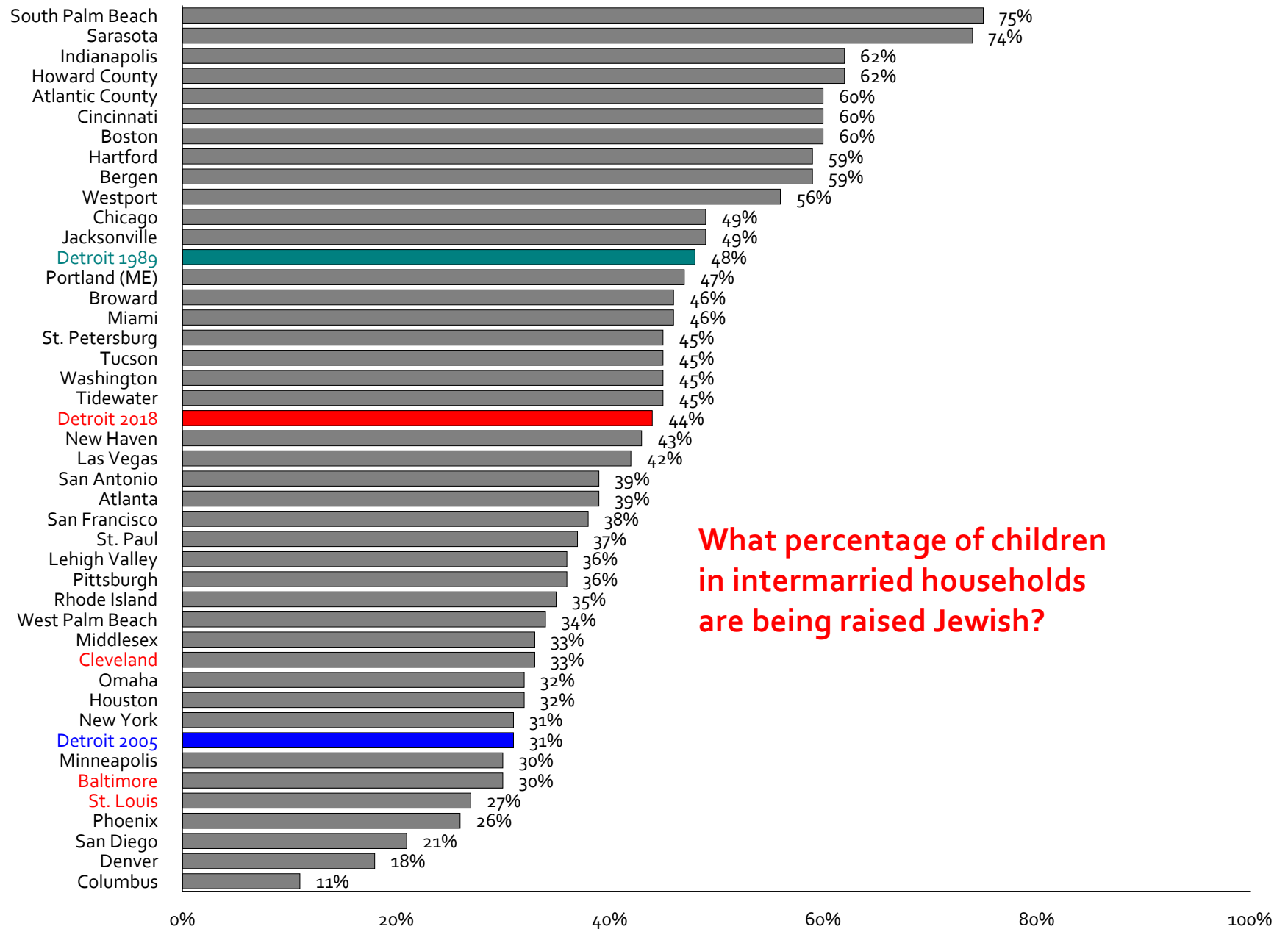
18% Individual Inter-marriage Rate

translates to

10% of both married and single Jewish adults are both married and married to non-Jews

Children Being Raised Jewish in Intermarried Households

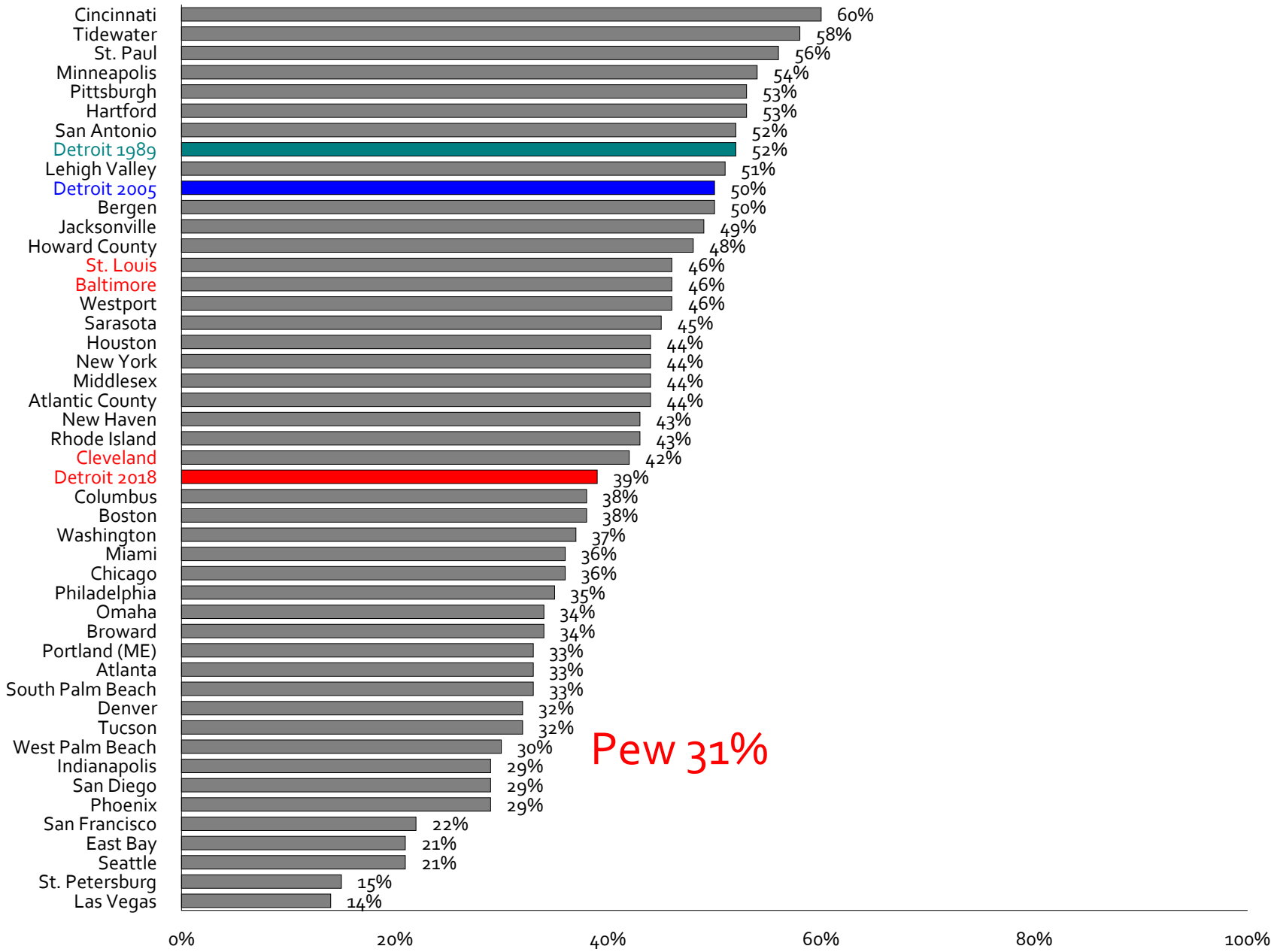
(Children Age 0-17 in Intermarried Jewish Households)



Membership Profile

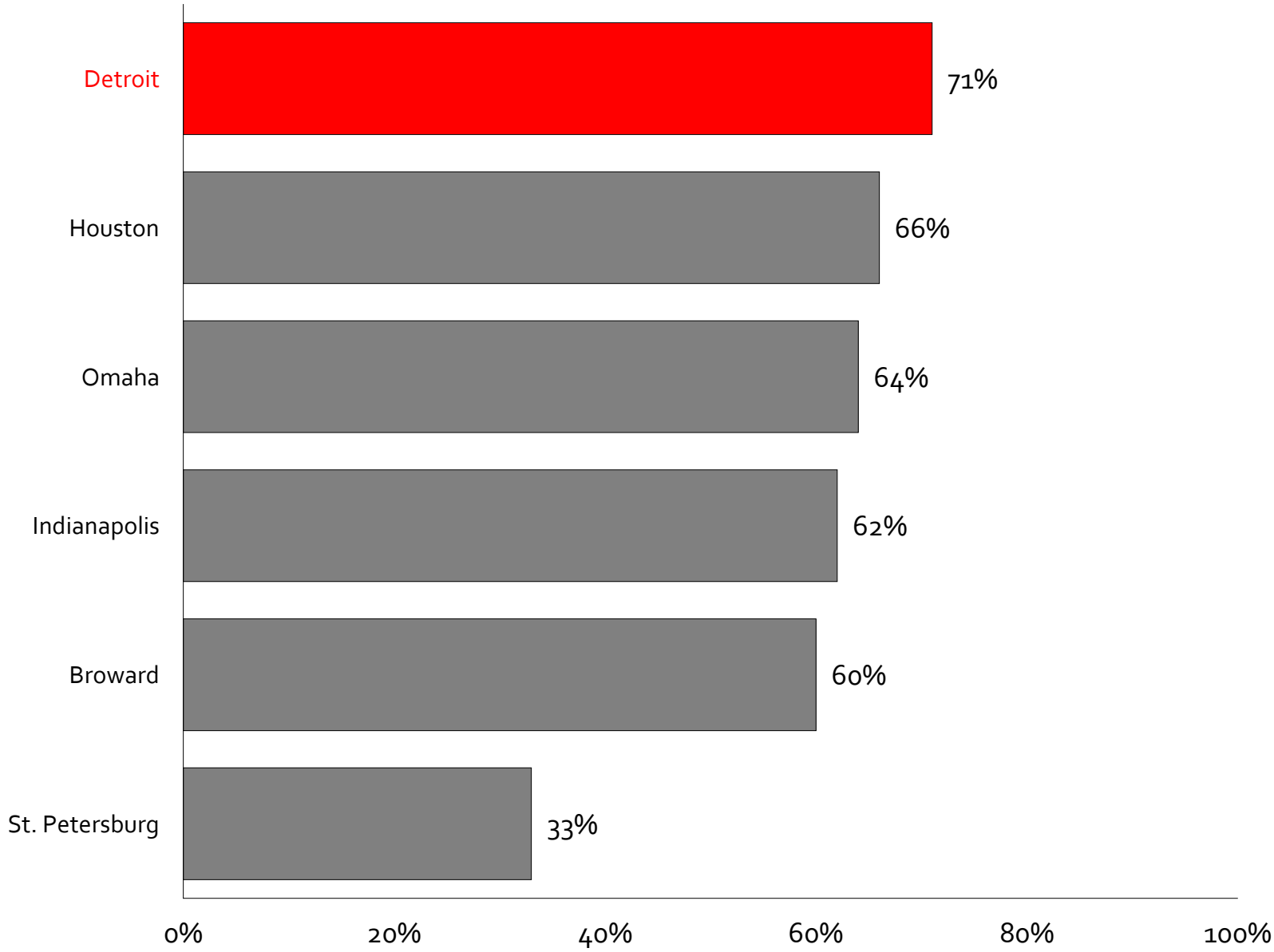
Synagogue Membership

(Jewish Households)



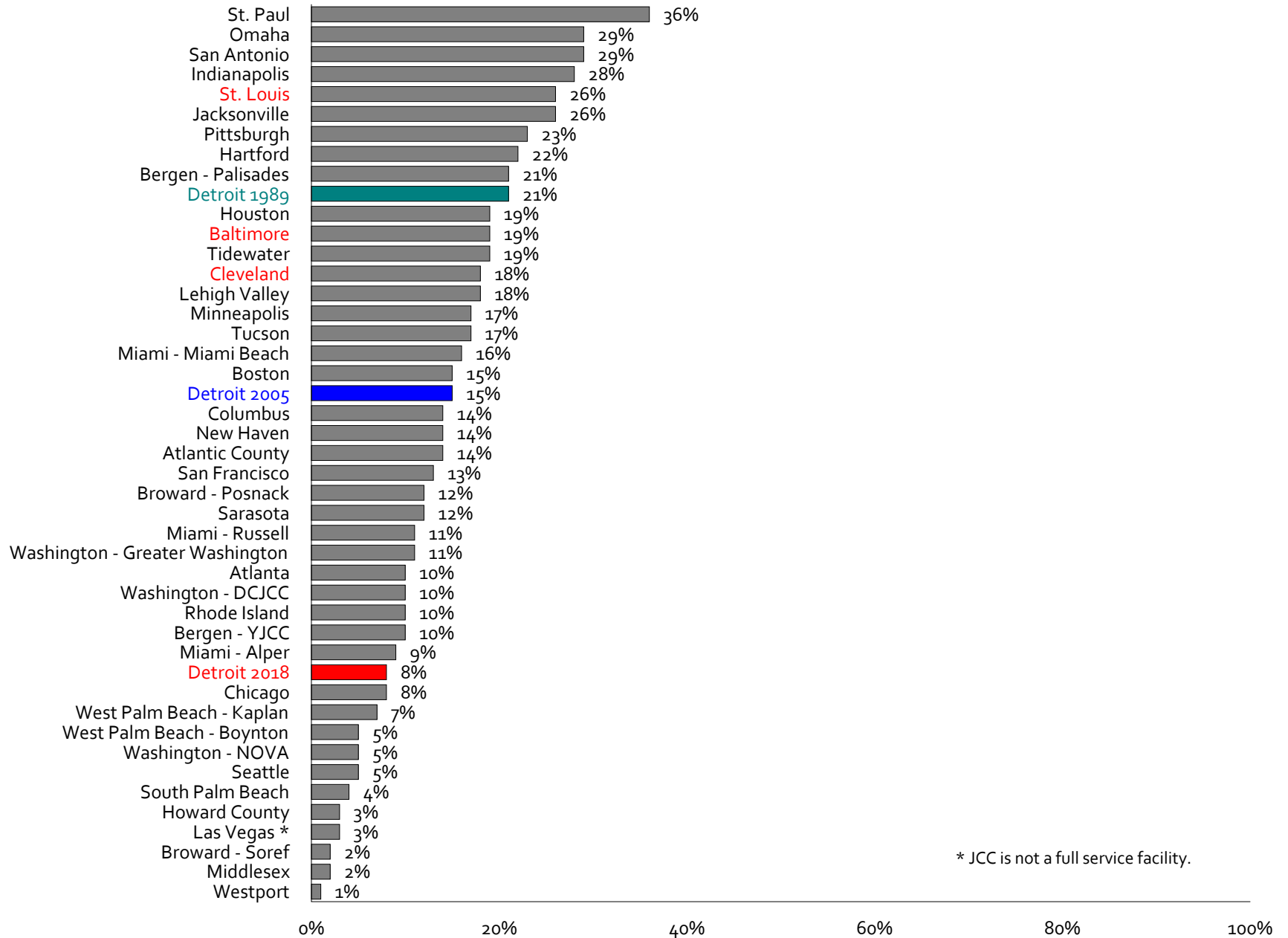
Participated in or Attended any Programs or Religious Services at,
or Sponsored by, a Local Synagogue in the Past Year

(Jewish Households)



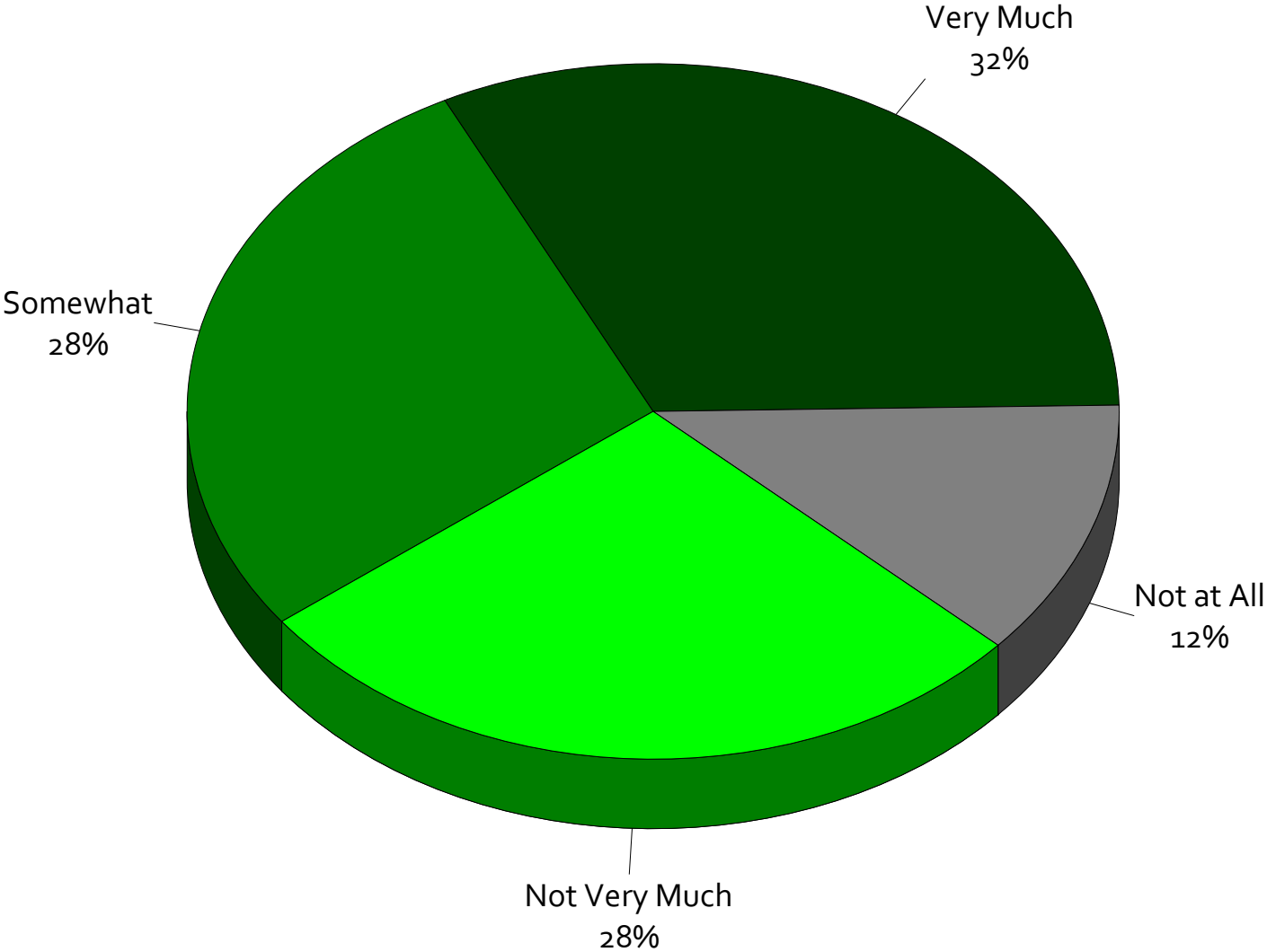
Local JCC Membership

(Jewish Households)



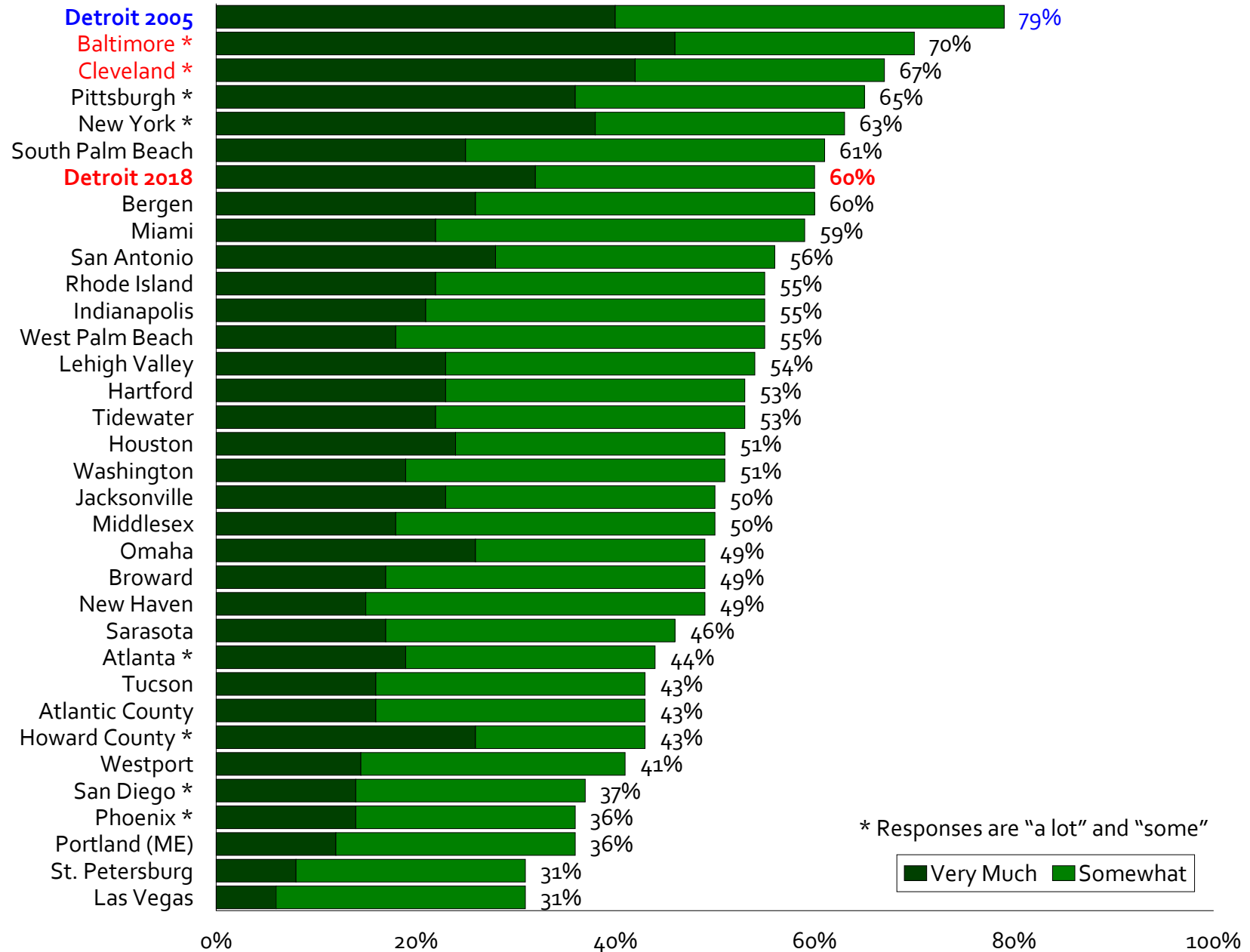
Feel Part of the Detroit Jewish Community

(Jewish Respondents)



139 Feel Very Much/Somewhat Part of the Local Jewish Community

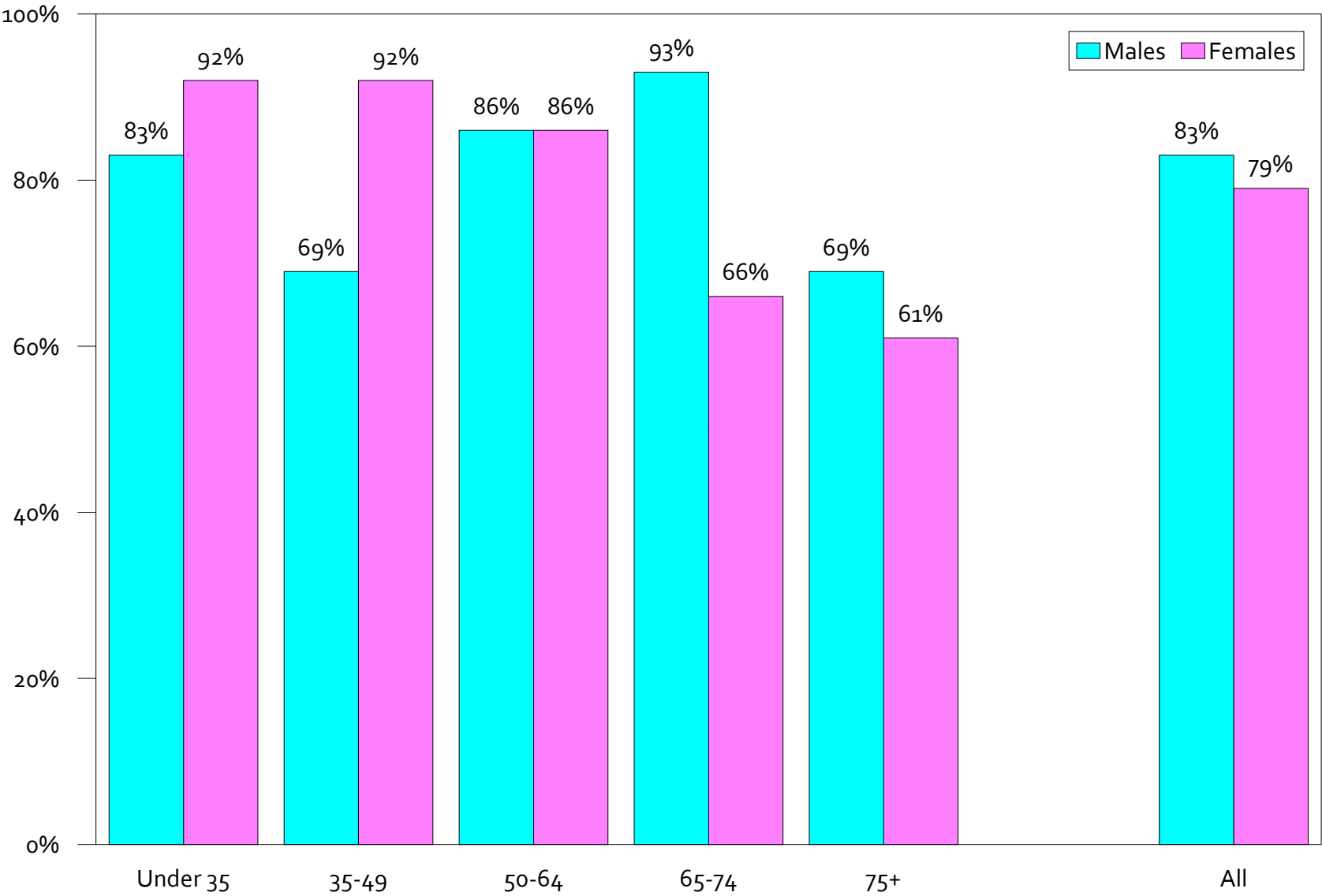
(Jewish Respondents)



**Jewish Education:
Adults When They Were Children**

Received Some Formal Jewish Education as Children by Age and Sex

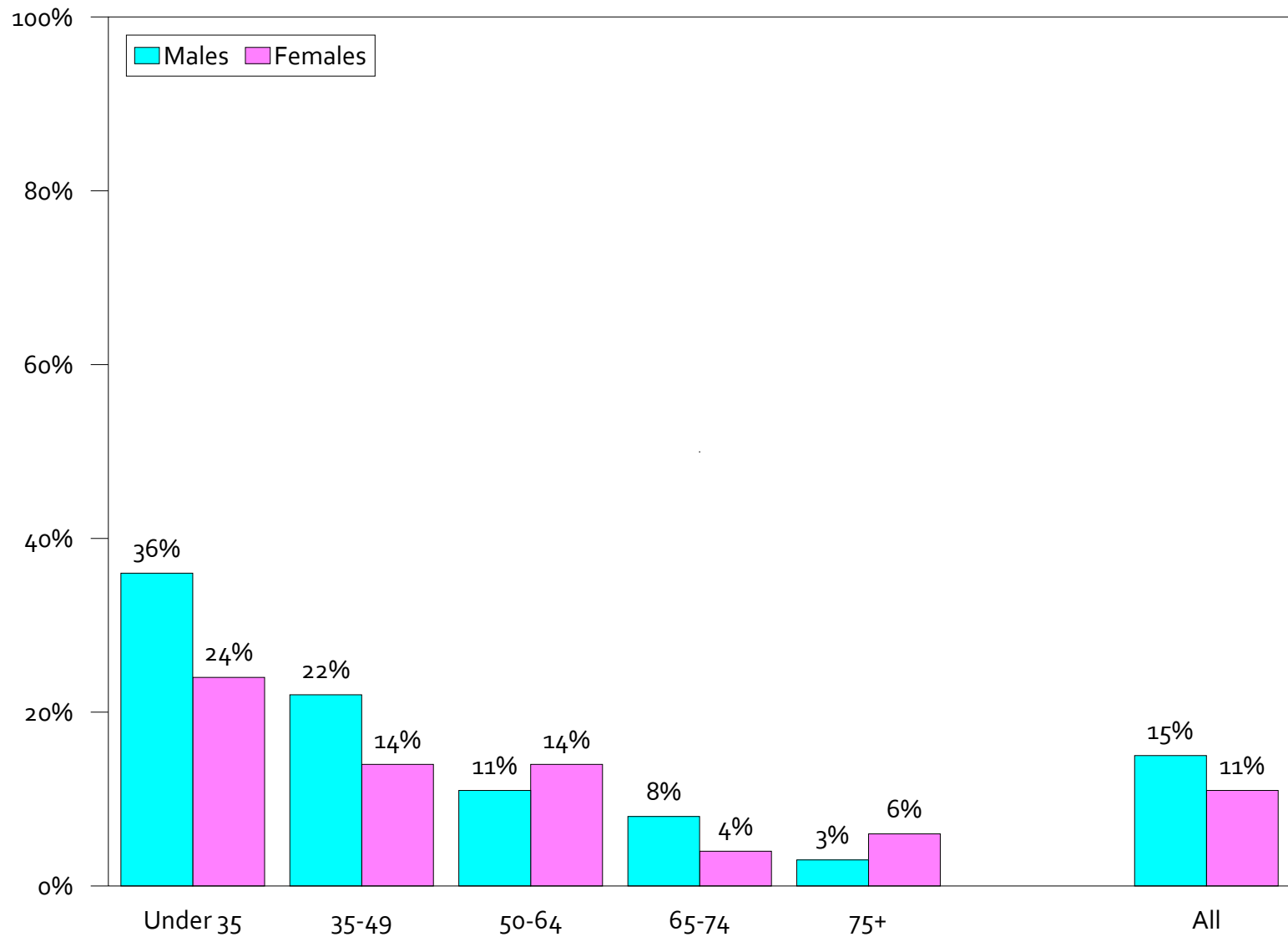
(Born or Raised Jewish Respondents)



142

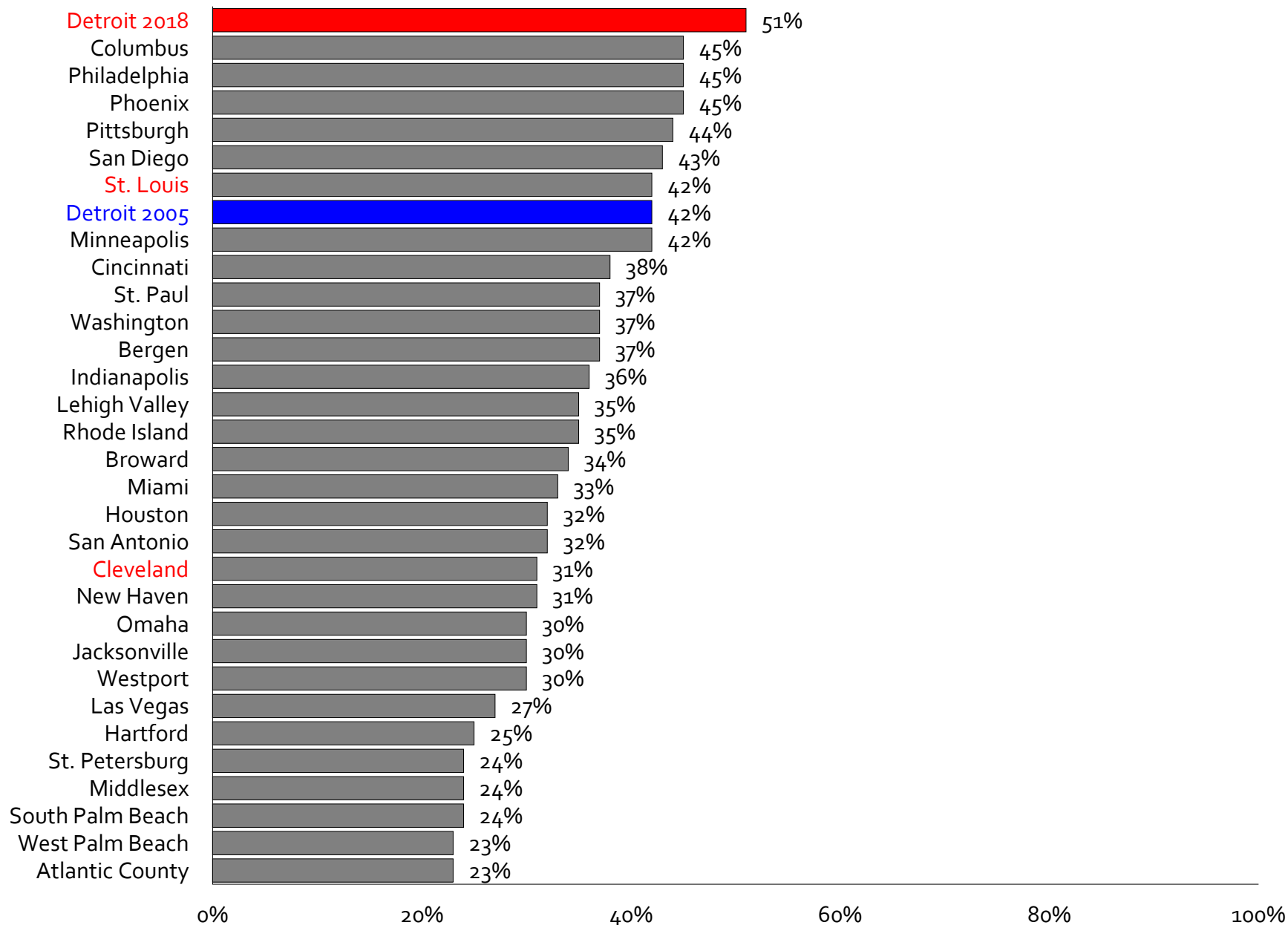
Attended a Jewish Day School as a Child by Age and Sex

(Born or Raised Jewish Respondents)



143 Attended or Worked at a Jewish Overnight Camp as Children

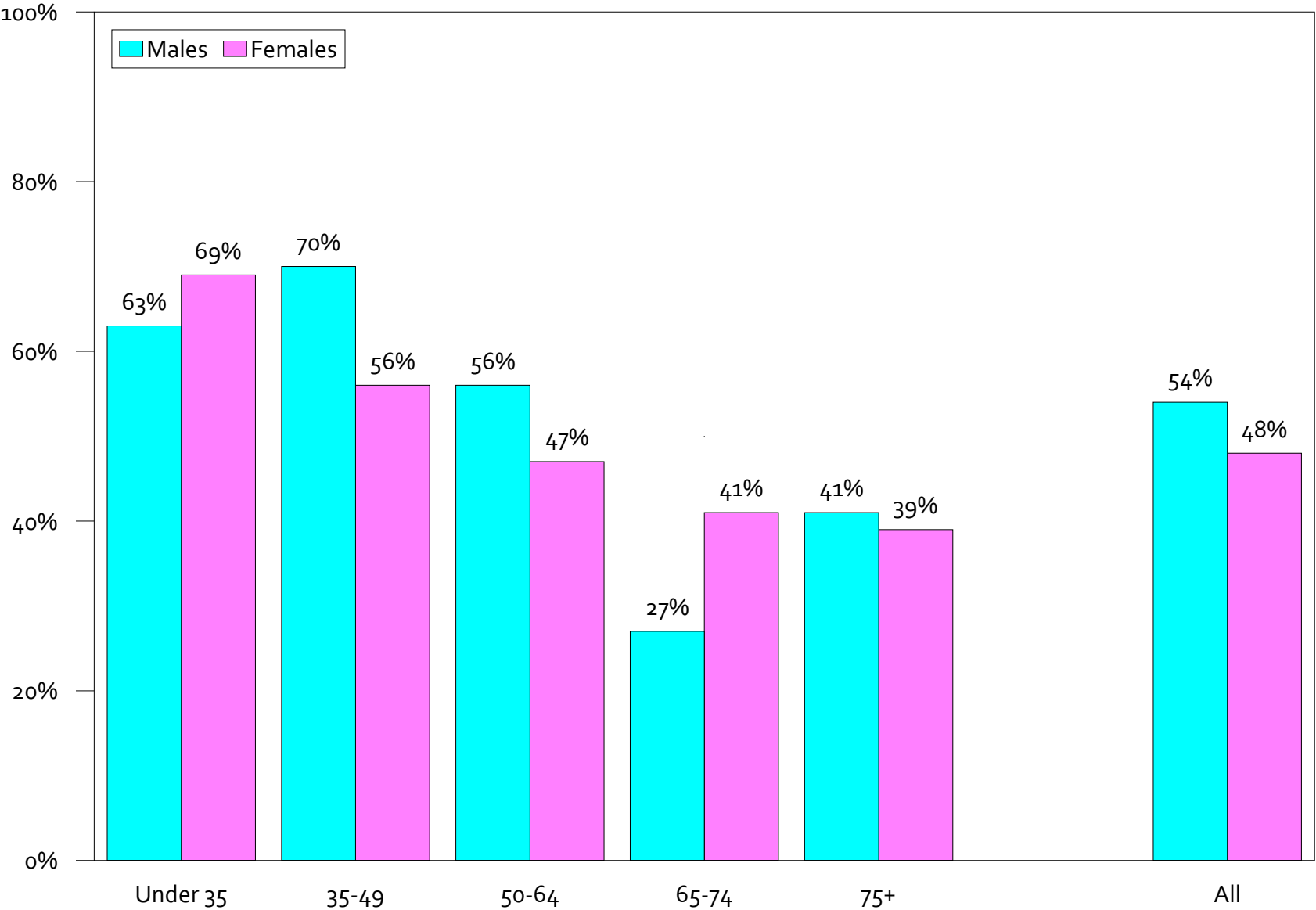
(Born or Raised Jewish Adults)



144

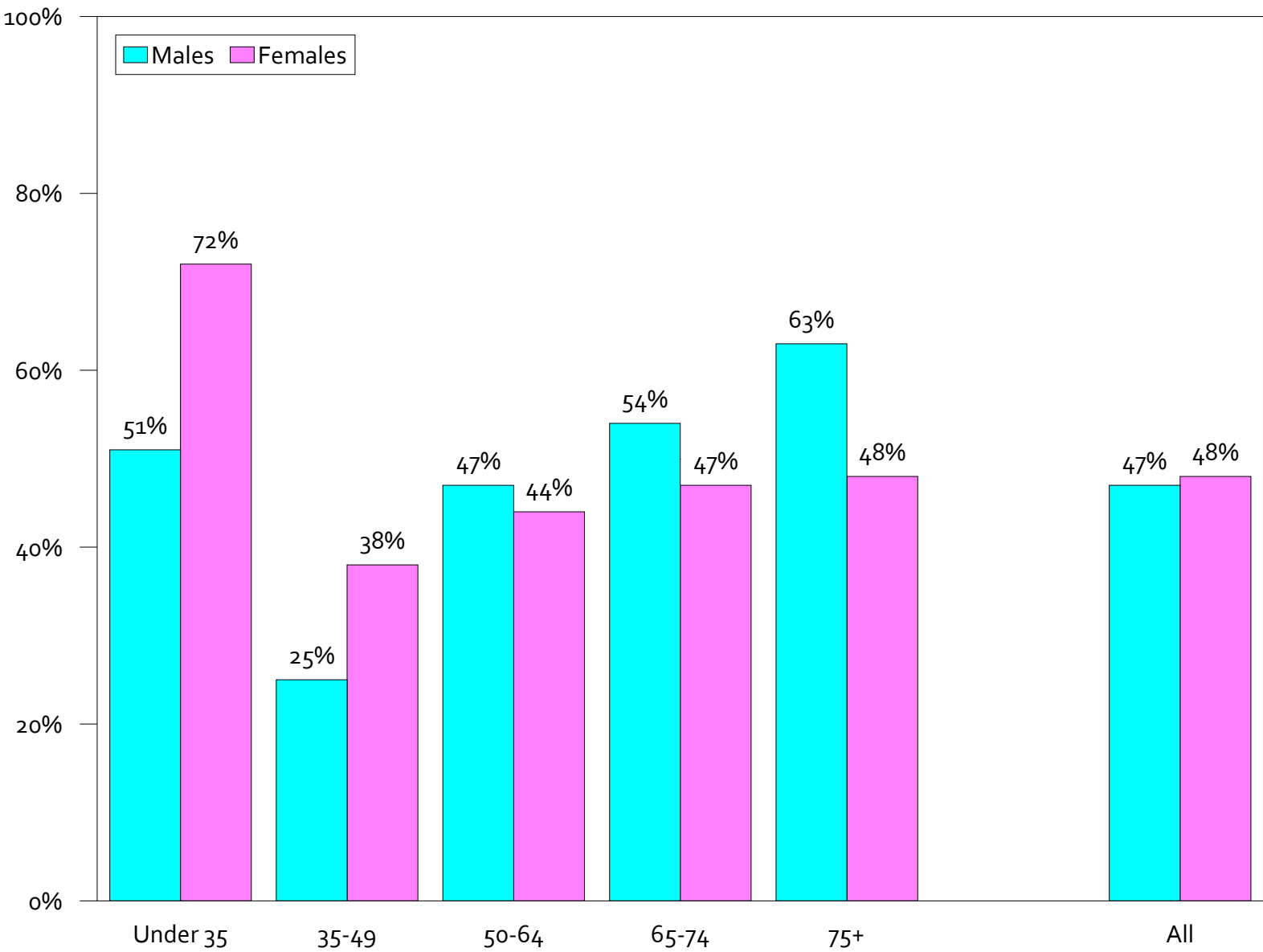
Attended or Worked at a Jewish Overnight Camp as Children by Age

(Born or Raised Jewish Respondents)



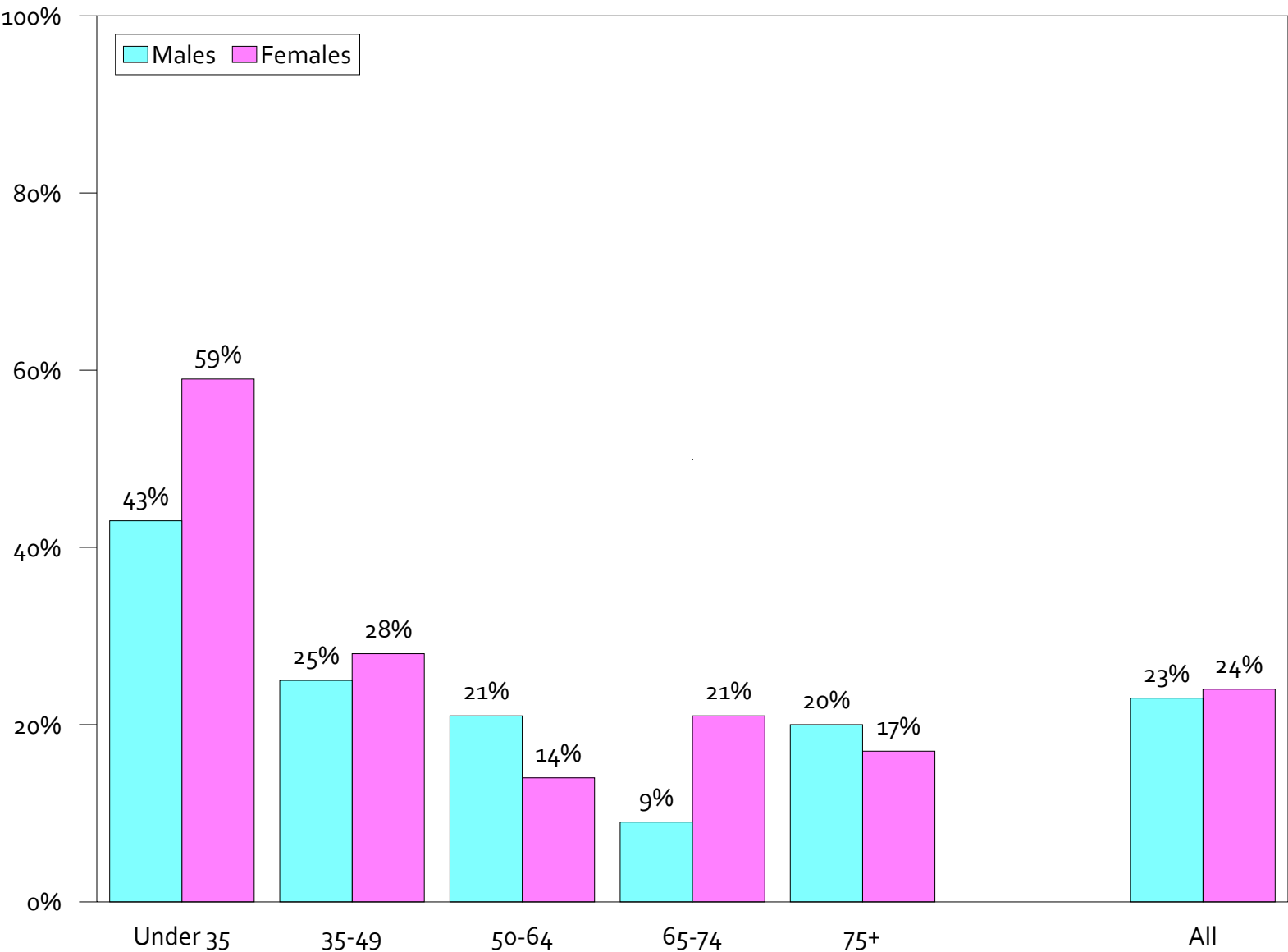
Participated in a Jewish Teenage Youth Group as a Teenager by Age

(Born or Raised Jewish Respondents)



Participated in Hillel/Chabad While in College (Excluding High Holidays) by Age

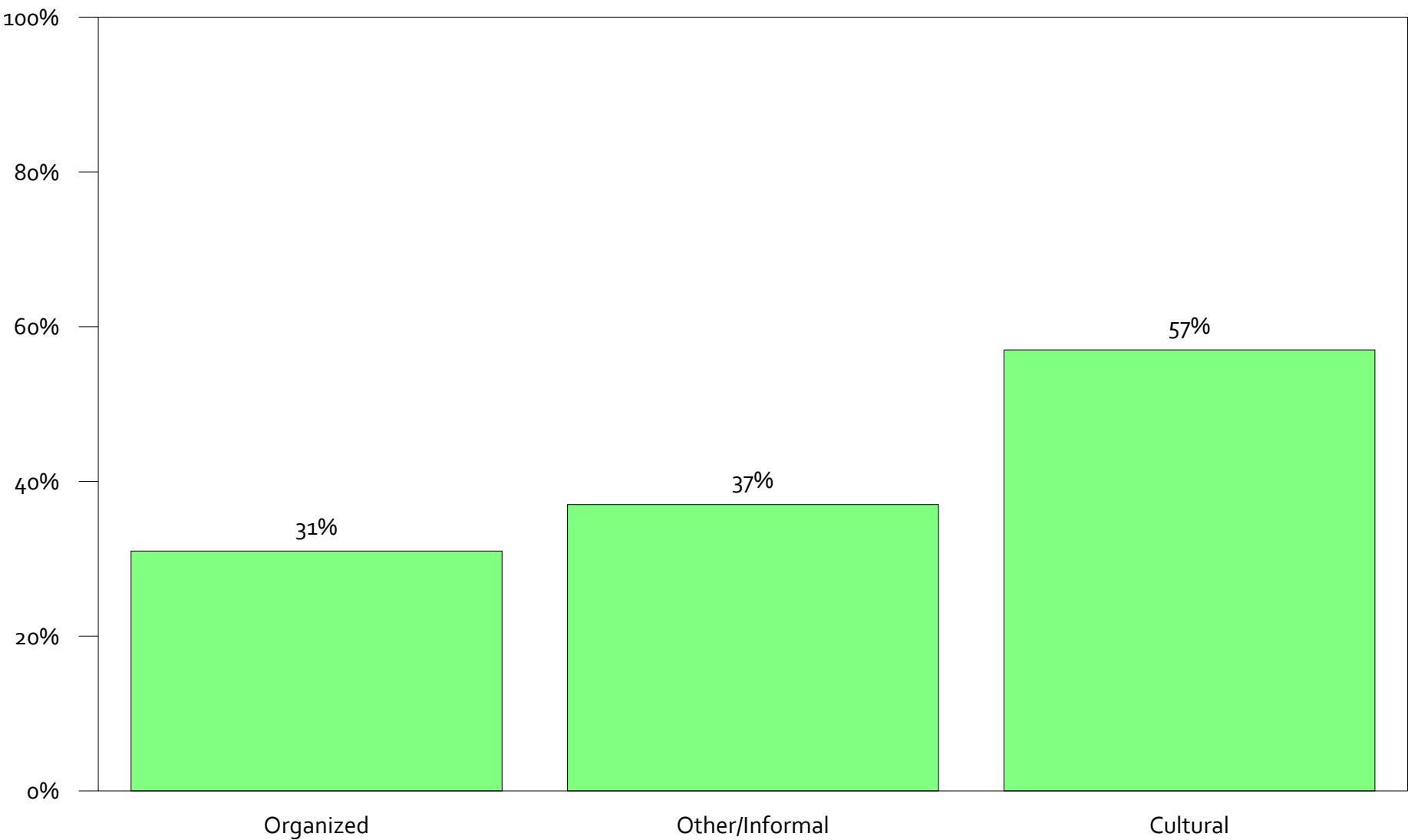
(Born or Raised Jewish Respondents Who Attended College)



Adult Jewish Education

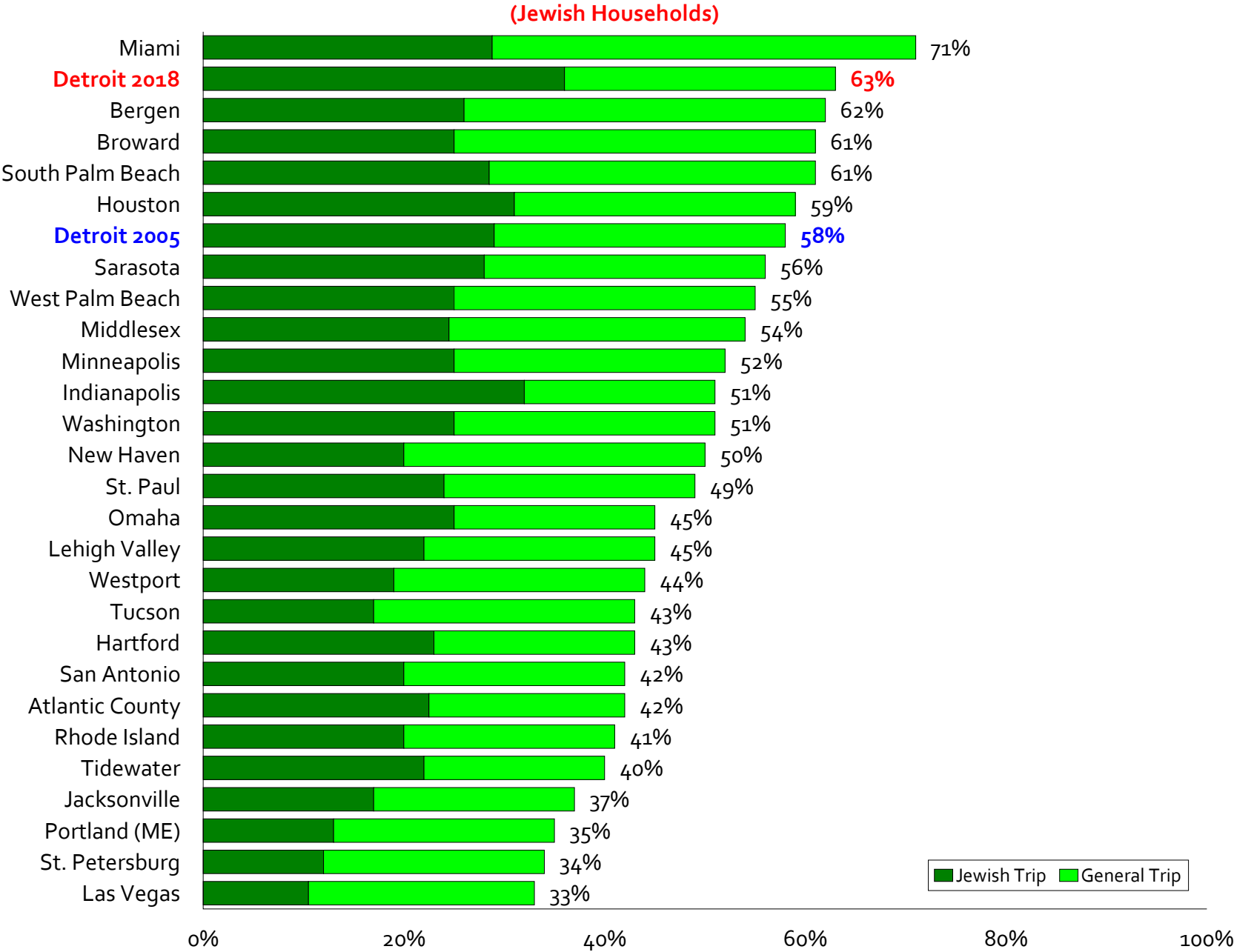
Different Types of Jewish Education

(Jewish Respondents)



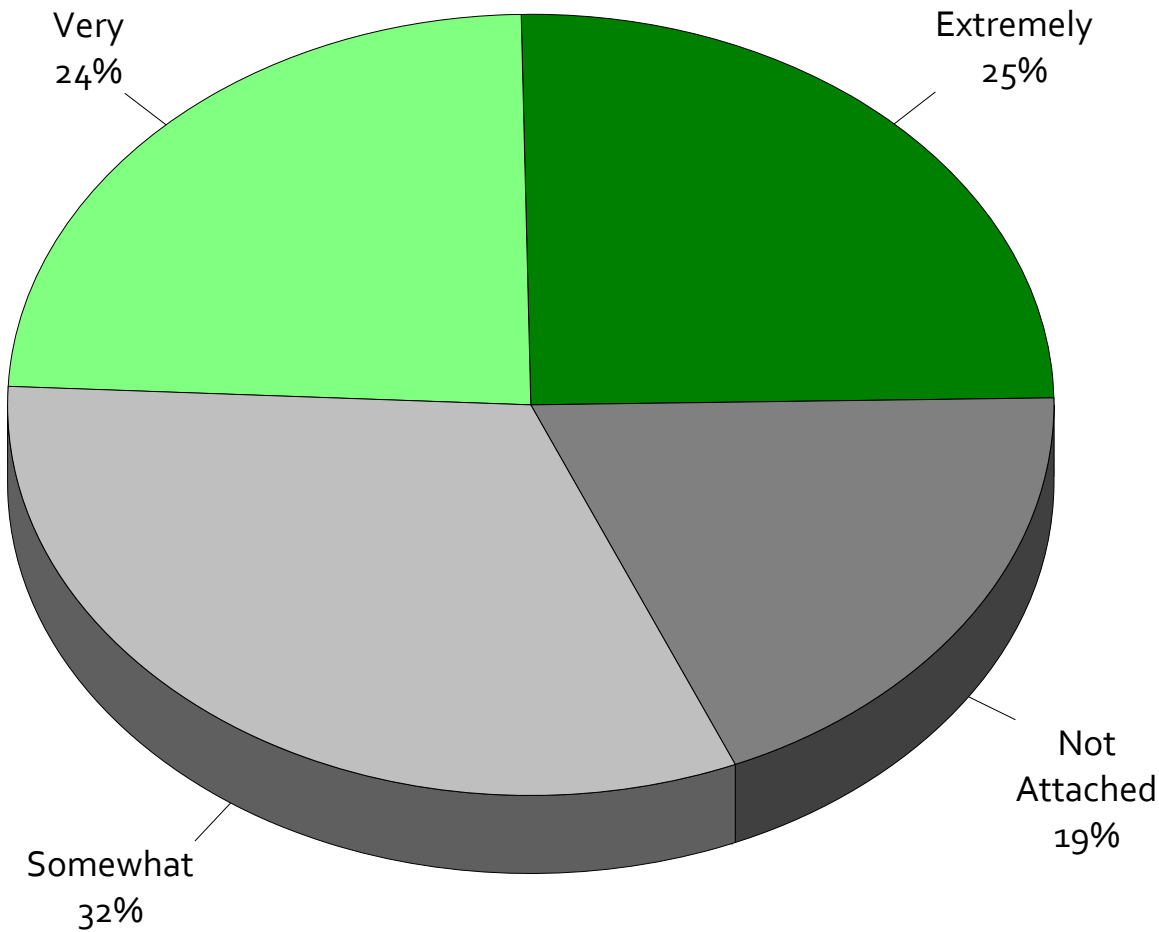
Israel

Households in Which a Member Visited Israel



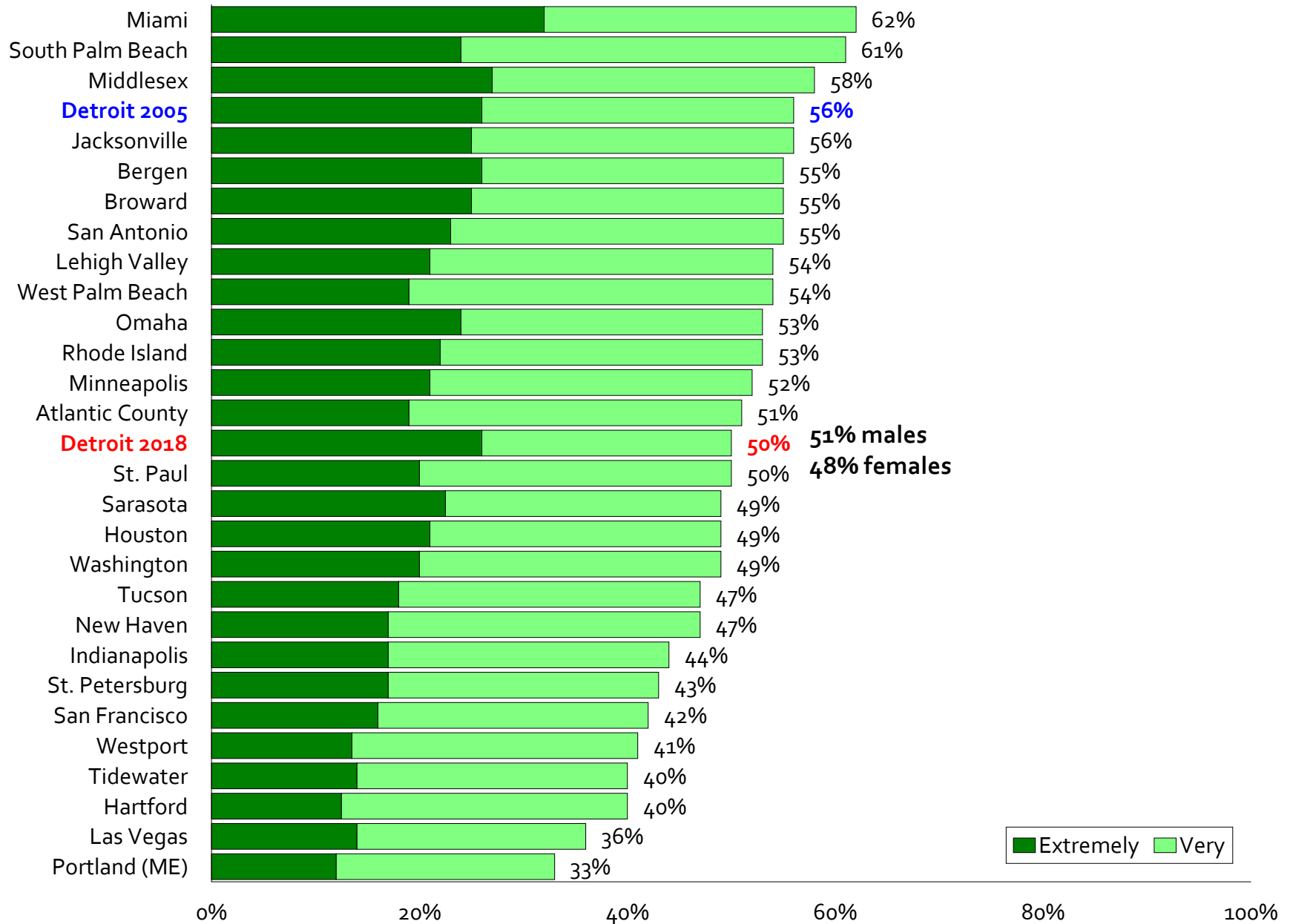
Emotional Attachment to Israel

(Jewish Respondents)



Extremely/Very Emotionally Attached to Israel

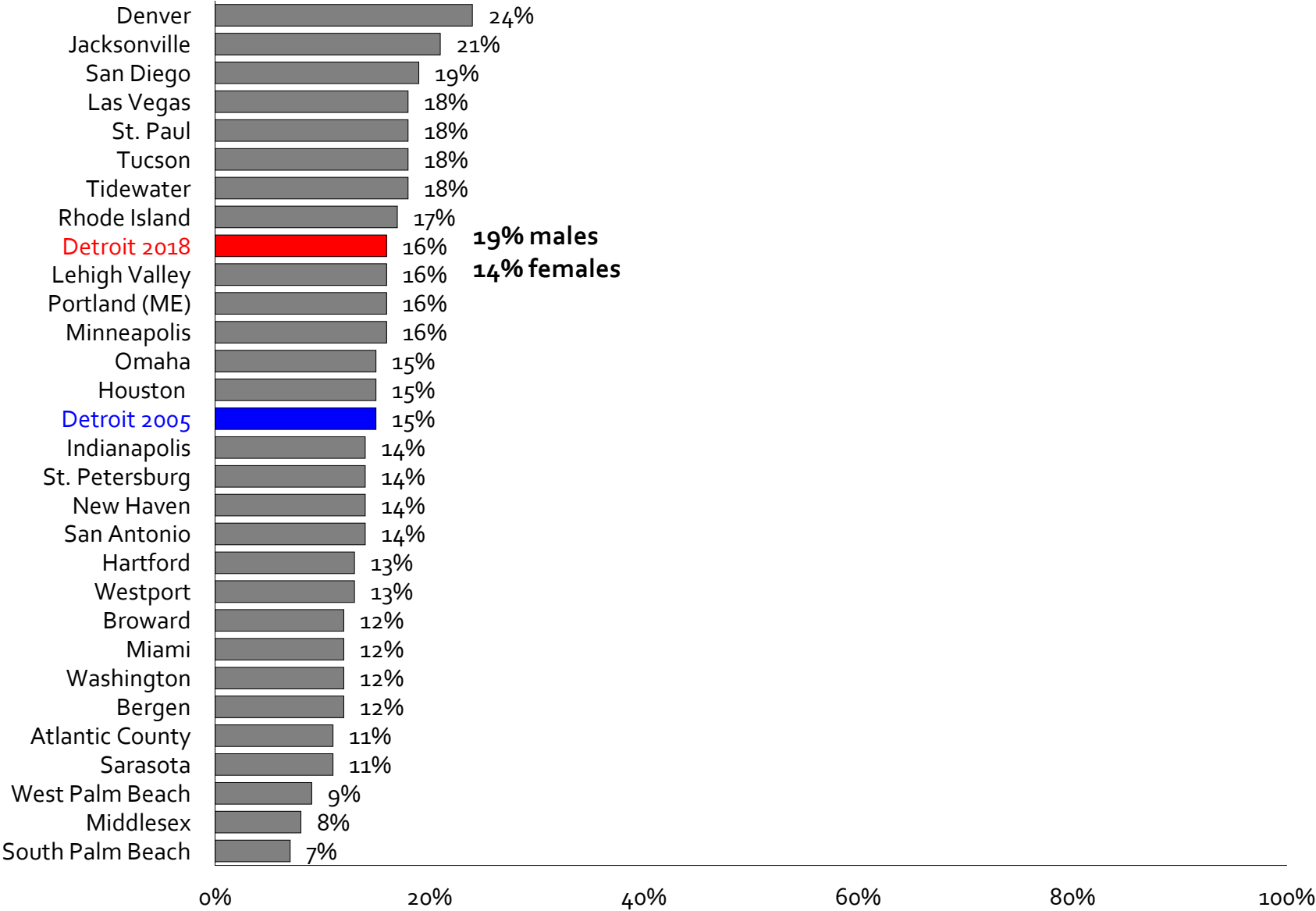
(Jewish Respondents)



Antisemitism

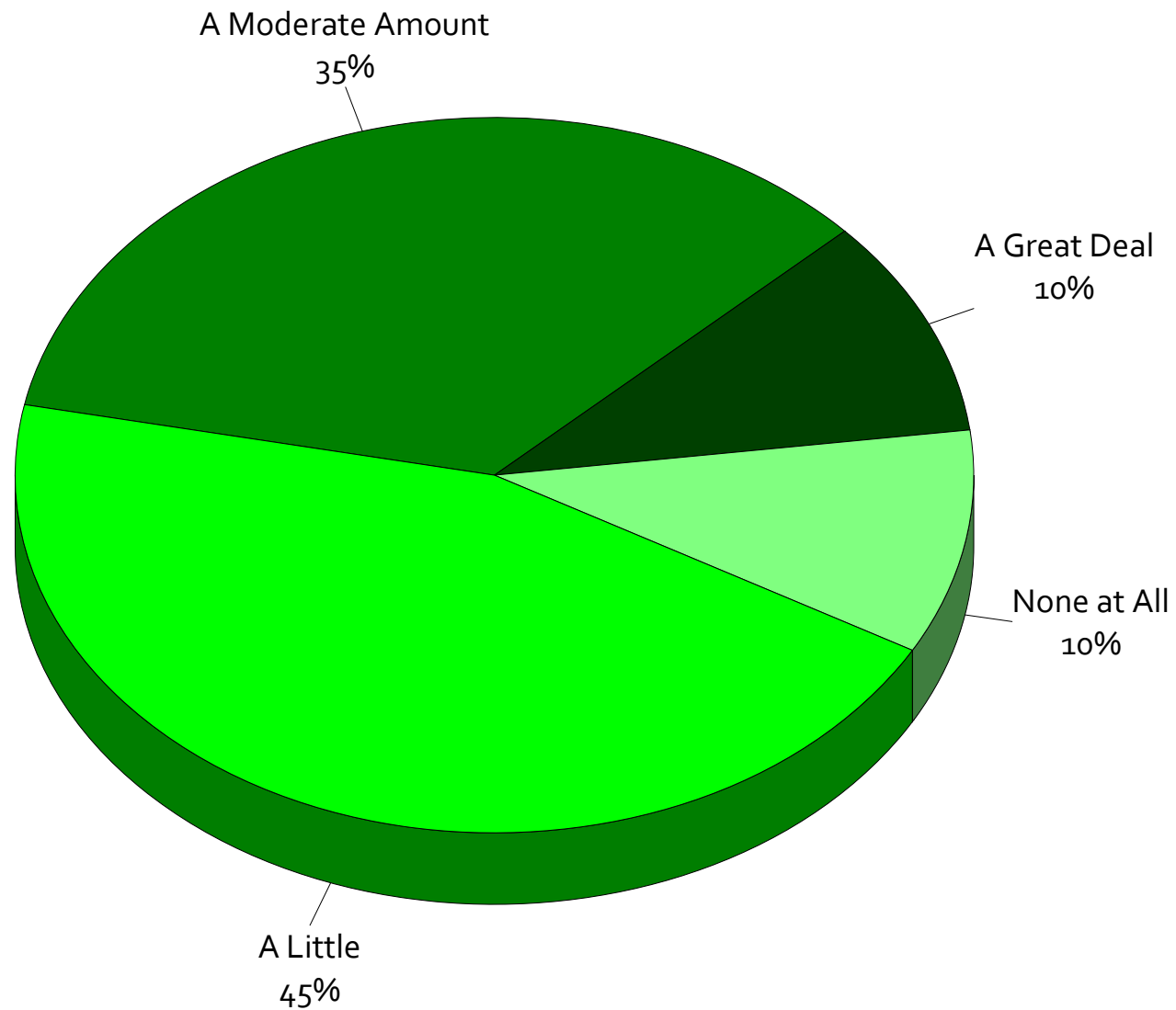
Personally Experienced Antisemitism in Local Community in the Past Year

(Jewish Respondents)



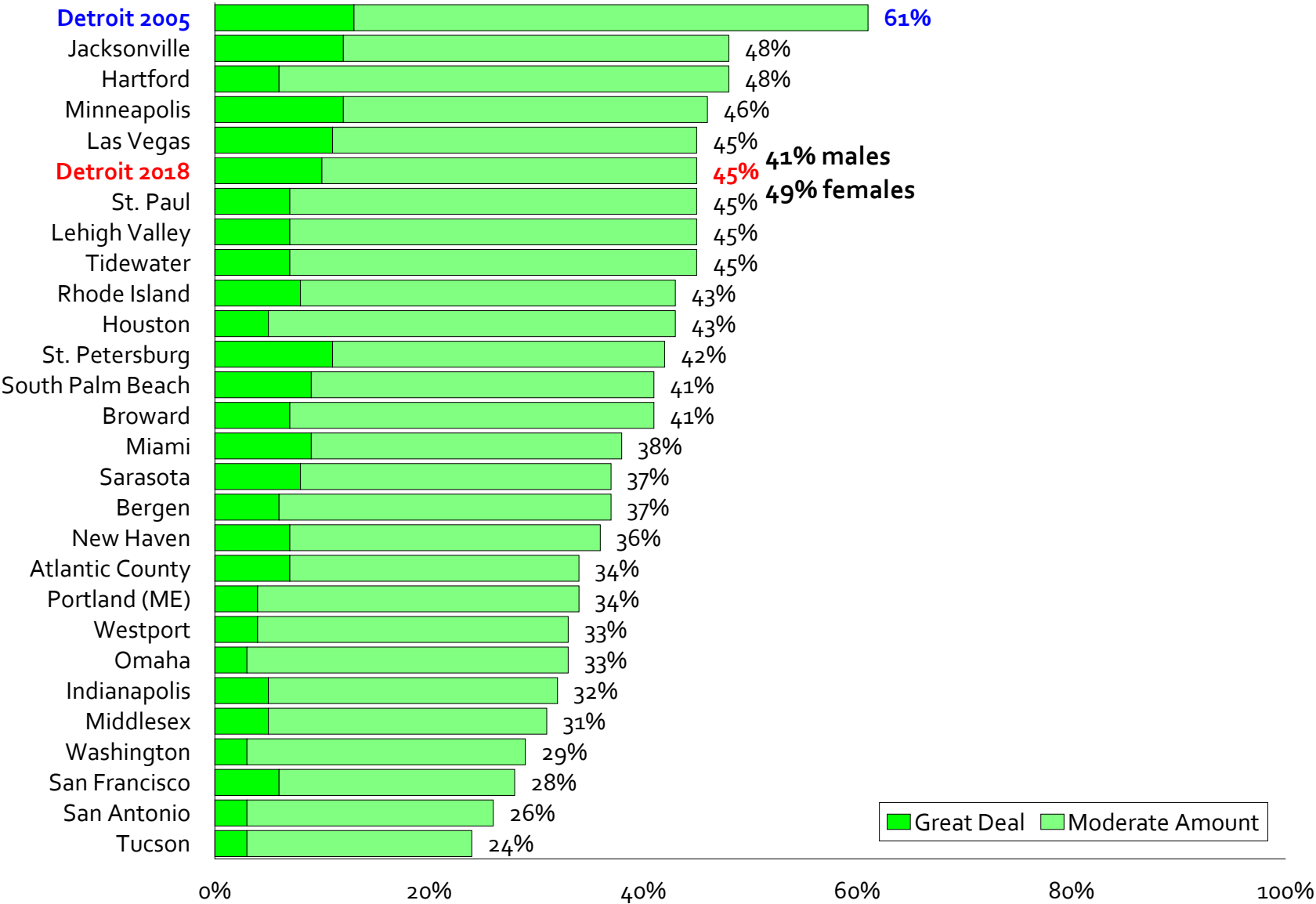
Perception of Antisemitism in Detroit

(Respondents)



Perceive a Great Deal/Moderate Amount of Antisemitism in Local Community

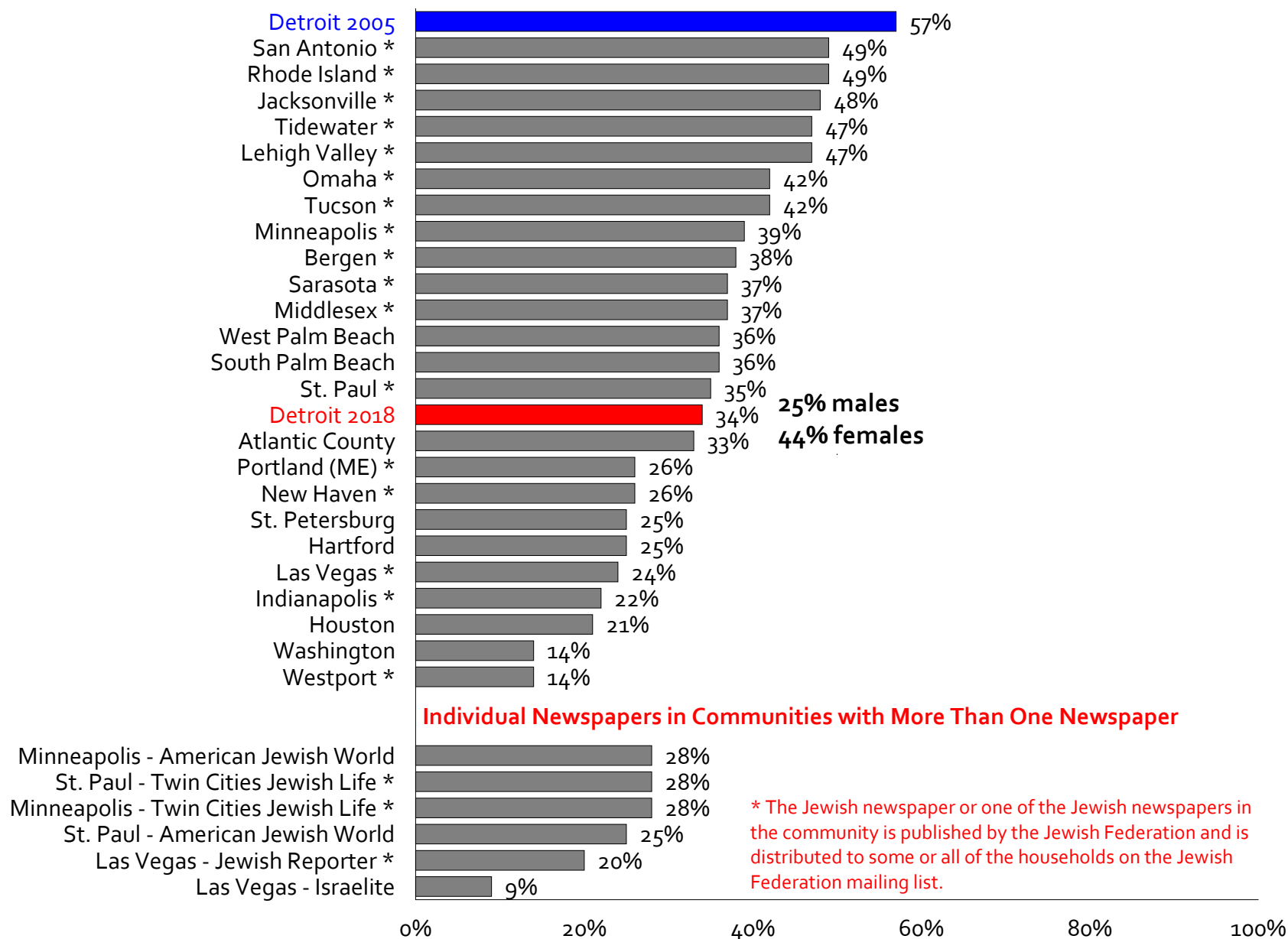
(Respondents)



The Media

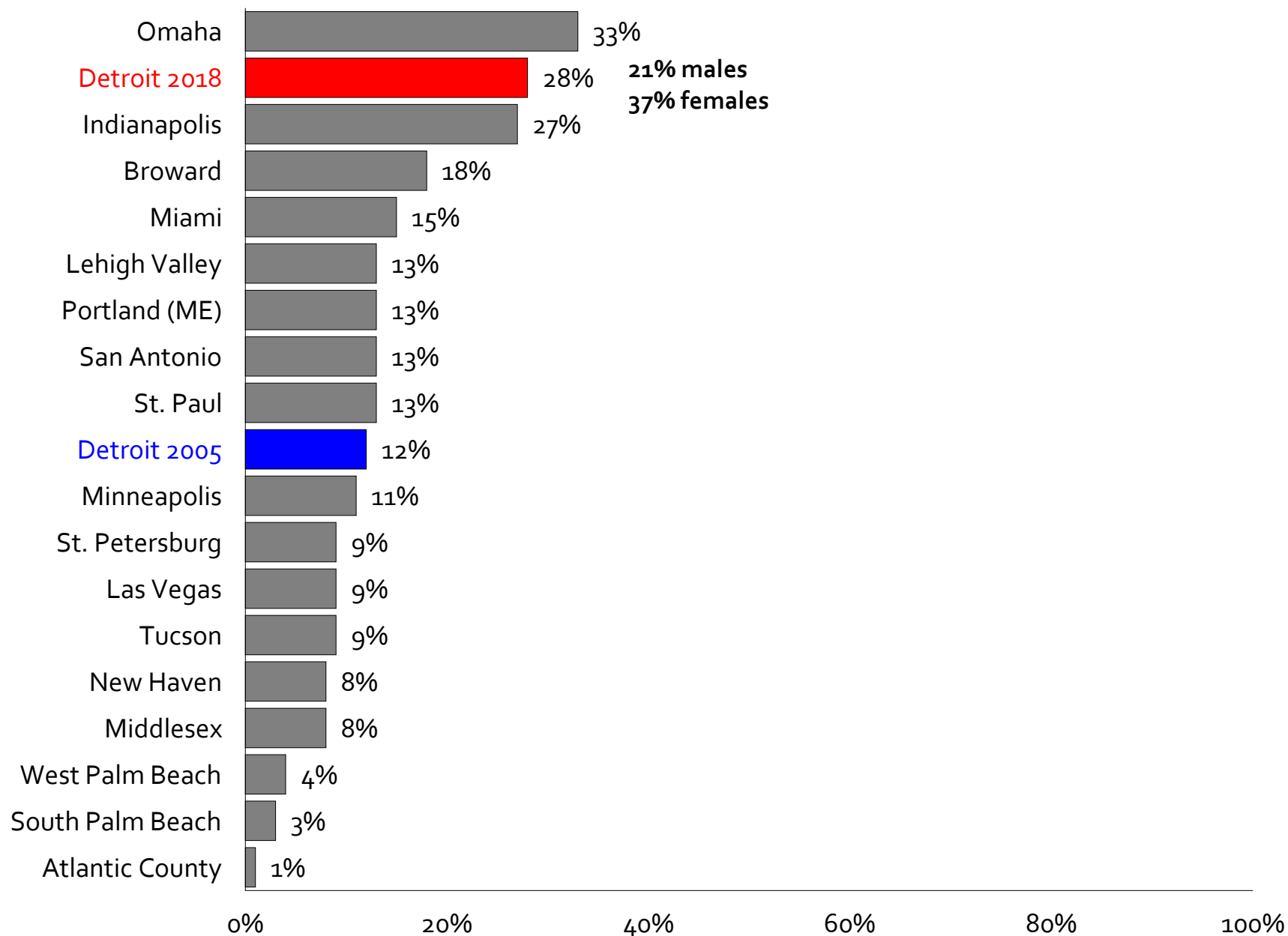
Always/Usually Read a Local Jewish Newspaper

(Jewish Respondents)



159 Visited the Local Jewish Federation Website in the Past Year

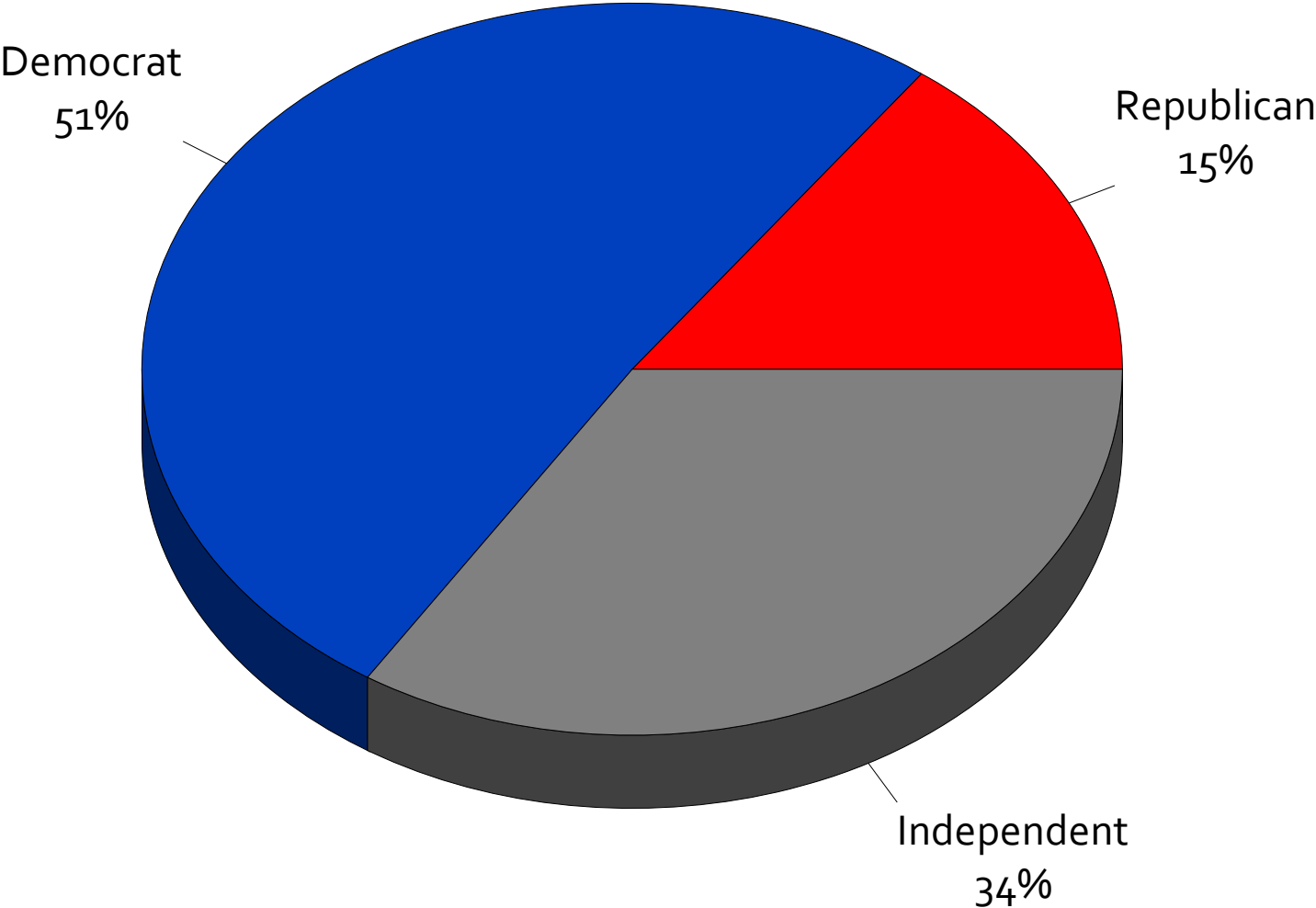
(Jewish Respondents)



Political Profile

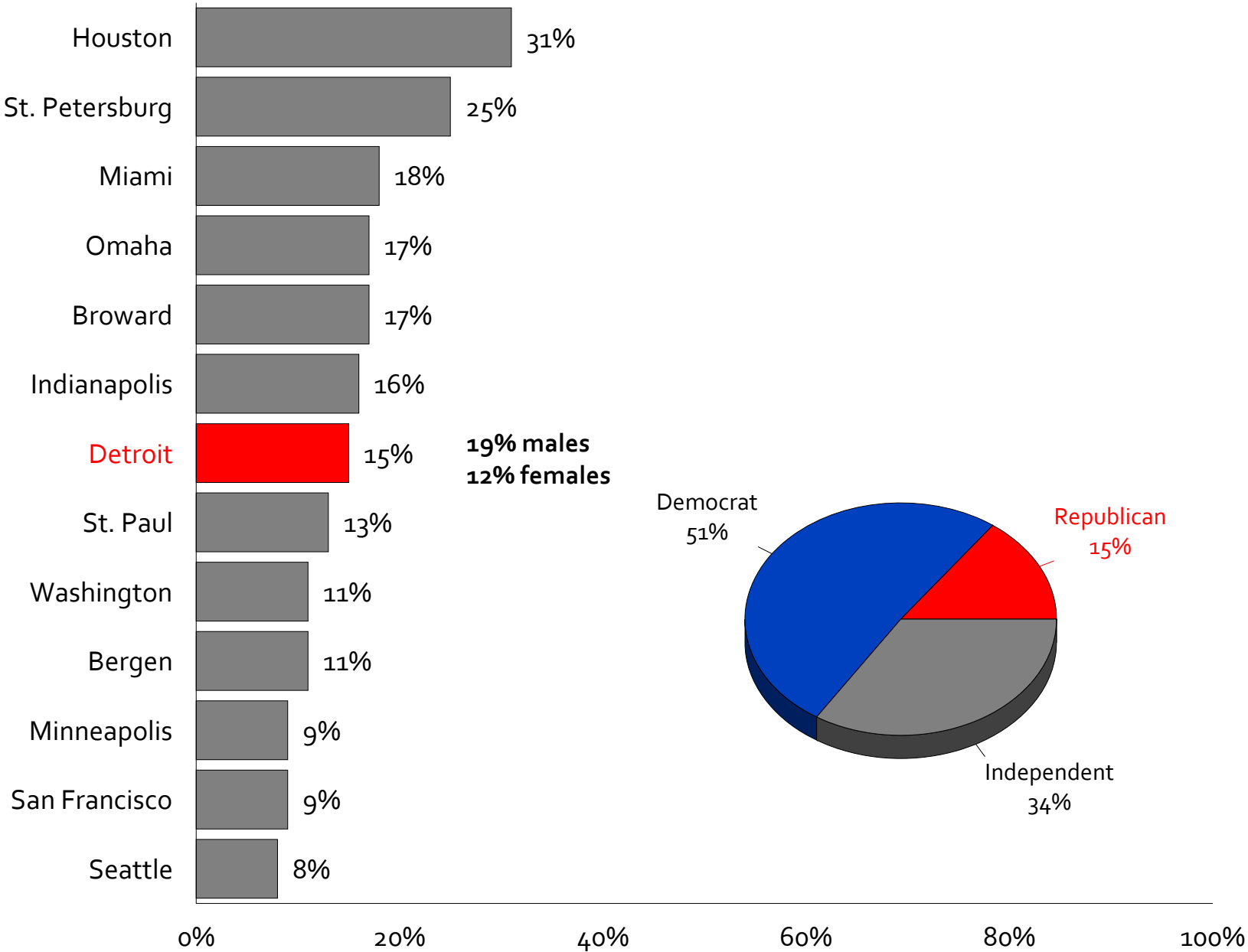
Political Party

(Jewish Respondents)



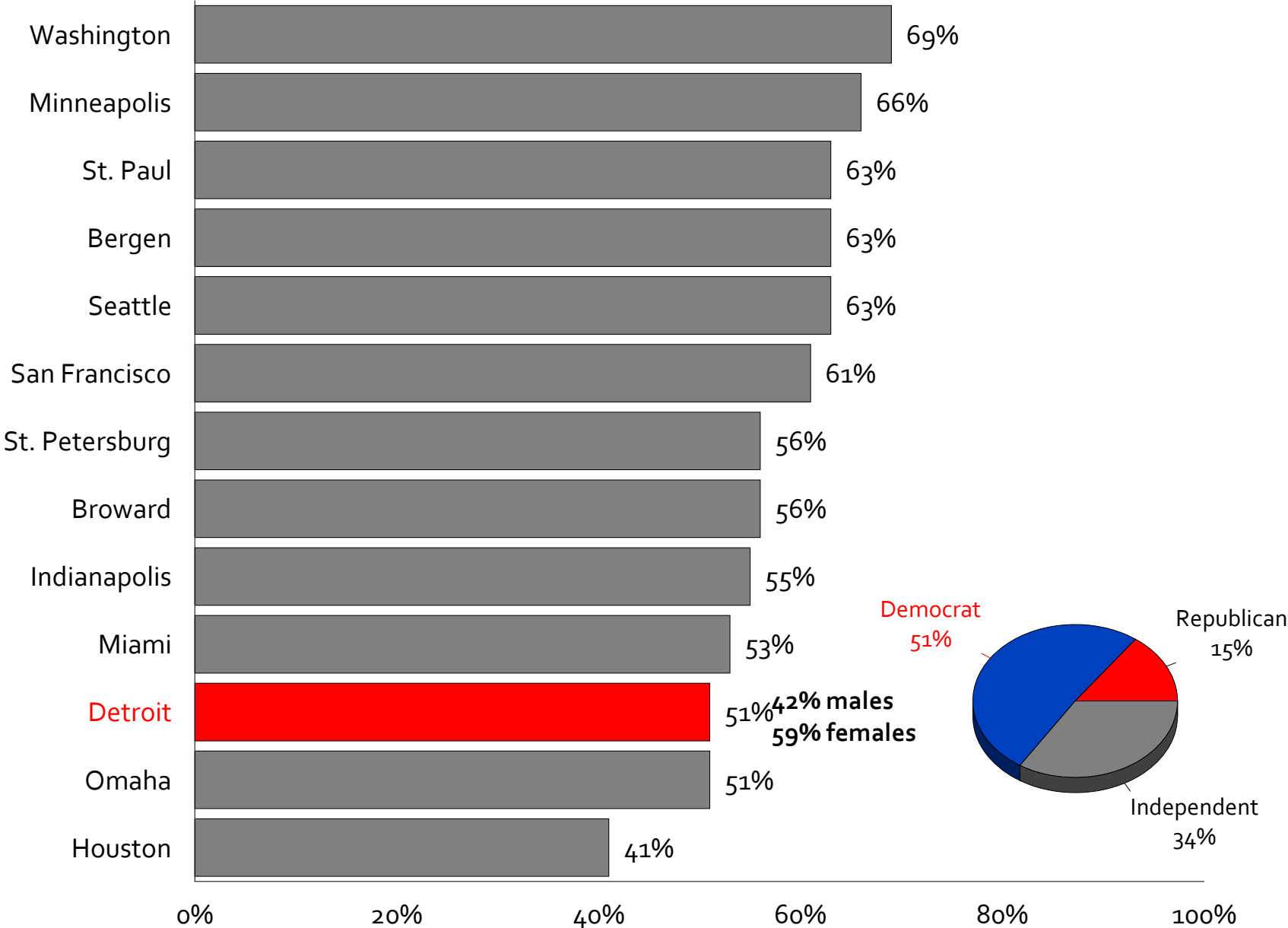
Percentage Republican

(Jewish Respondents)



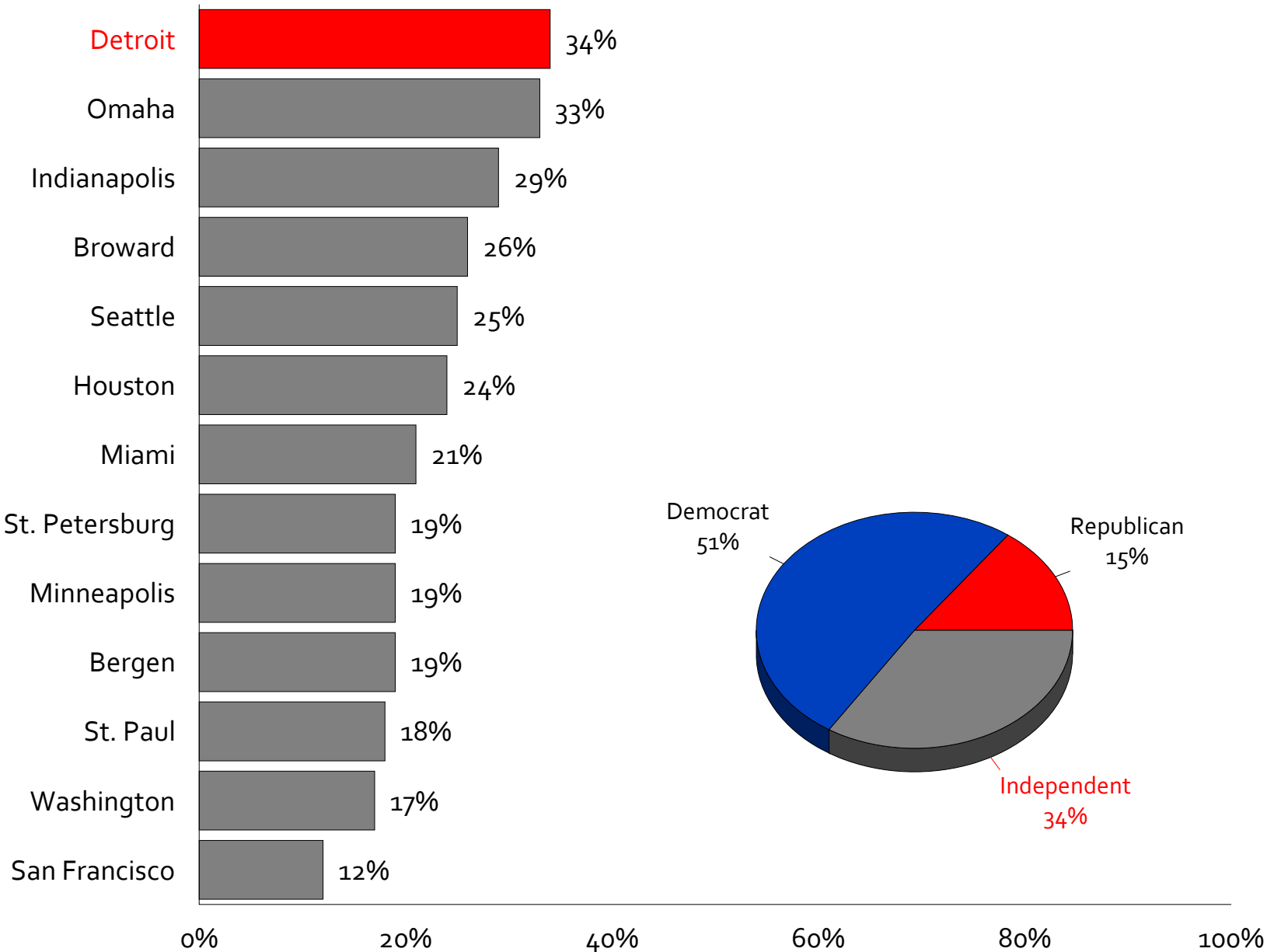
Percentage Democrat

(Jewish Respondents)



Percentage Independent

(Jewish Respondents)



The 2018 Jewish Federation of Metropolitan Detroit Population Study: A Portrait of the Detroit Community

Women and Philanthropy

Ira M. Sheskin, Ph.D.

Director of the Jewish Demography Project of the
Sue and Leonard Miller Center for Contemporary Judaic Studies
and
Professor
Department of Geography
University of Miami