



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

**NEXTGen Board and Appropriate Federation Staff**

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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. Membership Profile
7. Jewish Education: Adults
8. Jewish Education: Children
9. Jewish Agencies
10. Social Service Needs
11. Israel
12. Anti-Semitism
13. The Media
14. Philanthropic Profile-Behavior
15. Philanthropic Profile - Attitudes
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 RR<sub>3</sub>) is 26%**

**\*\*Cooperation Rate is 84%**

**\*\*Average length: 22.0 minutes**

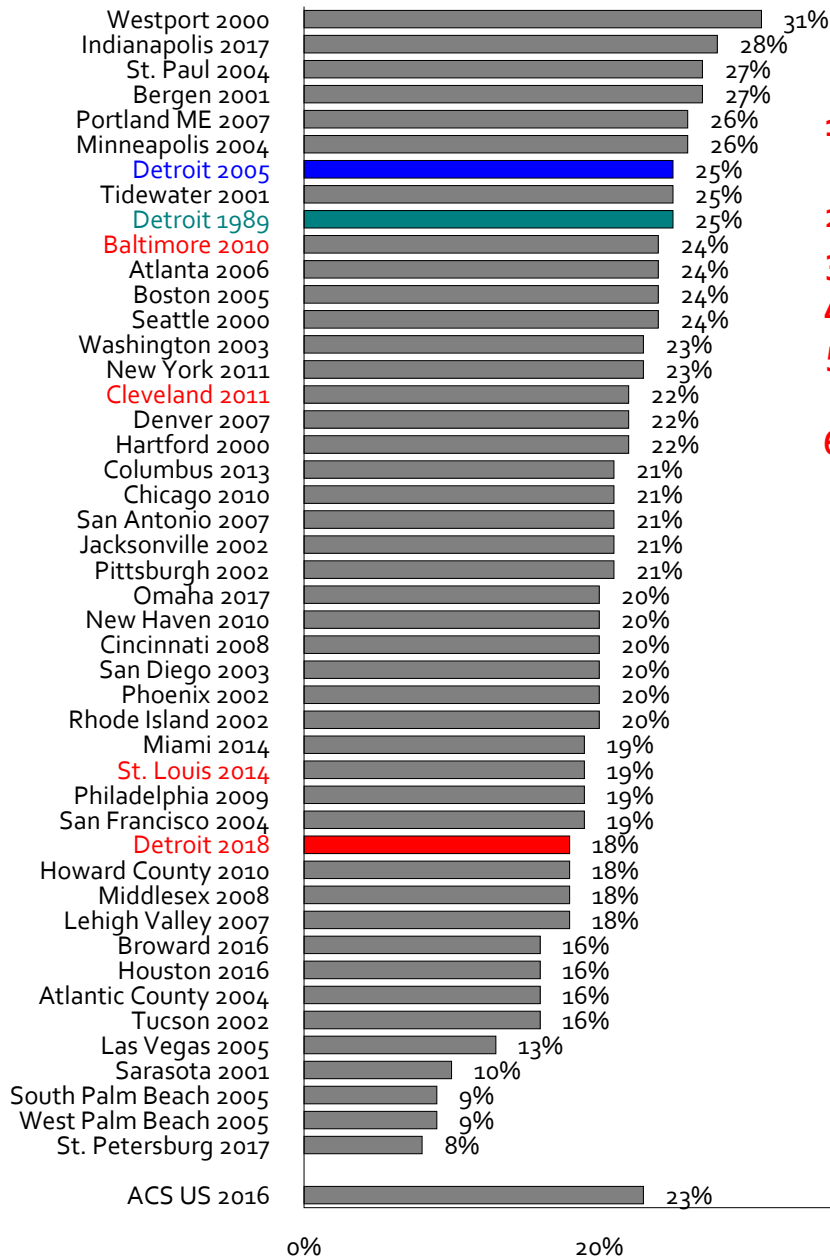
**\*\*Surveying done January 17, 2018 to March 27, 2018**

## 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](http://www.jewishdetroit.org) and [www.jewishdatabank.org](http://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

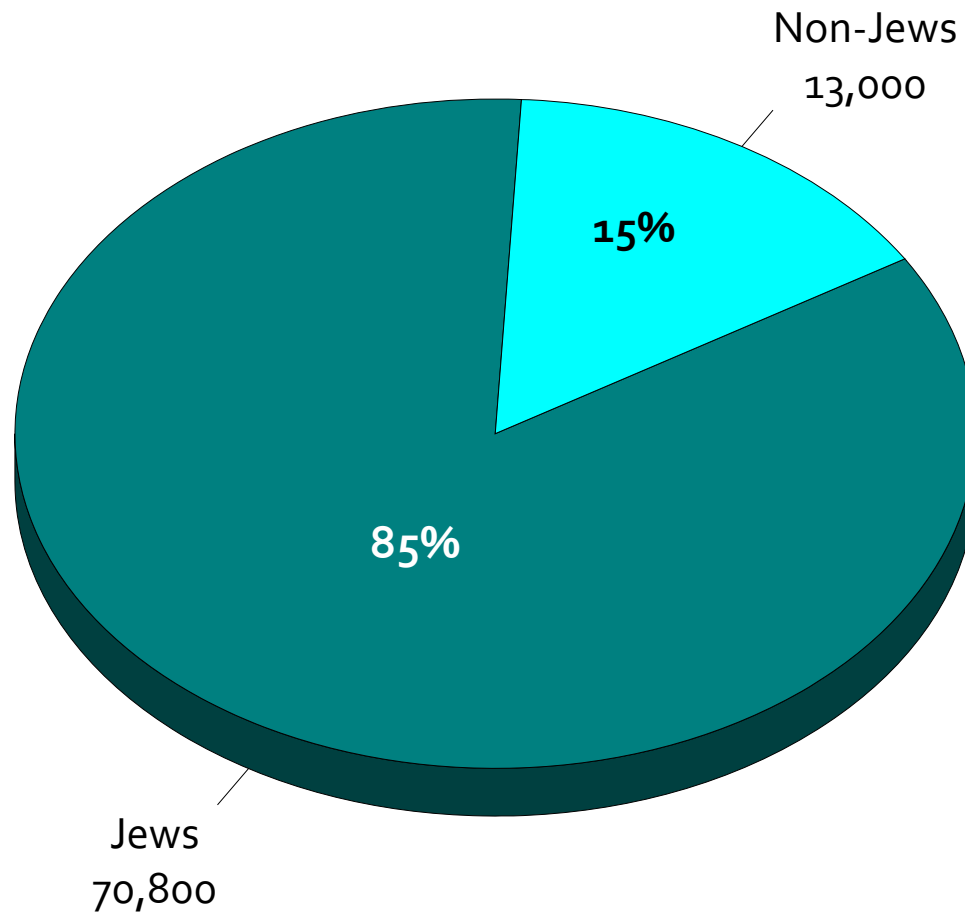
Dates of studies are not repeated on all slides



## 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



Plus 950 Jews in  
Institutions:  
**71,750 Jews**

**26th largest American Jewish Community**

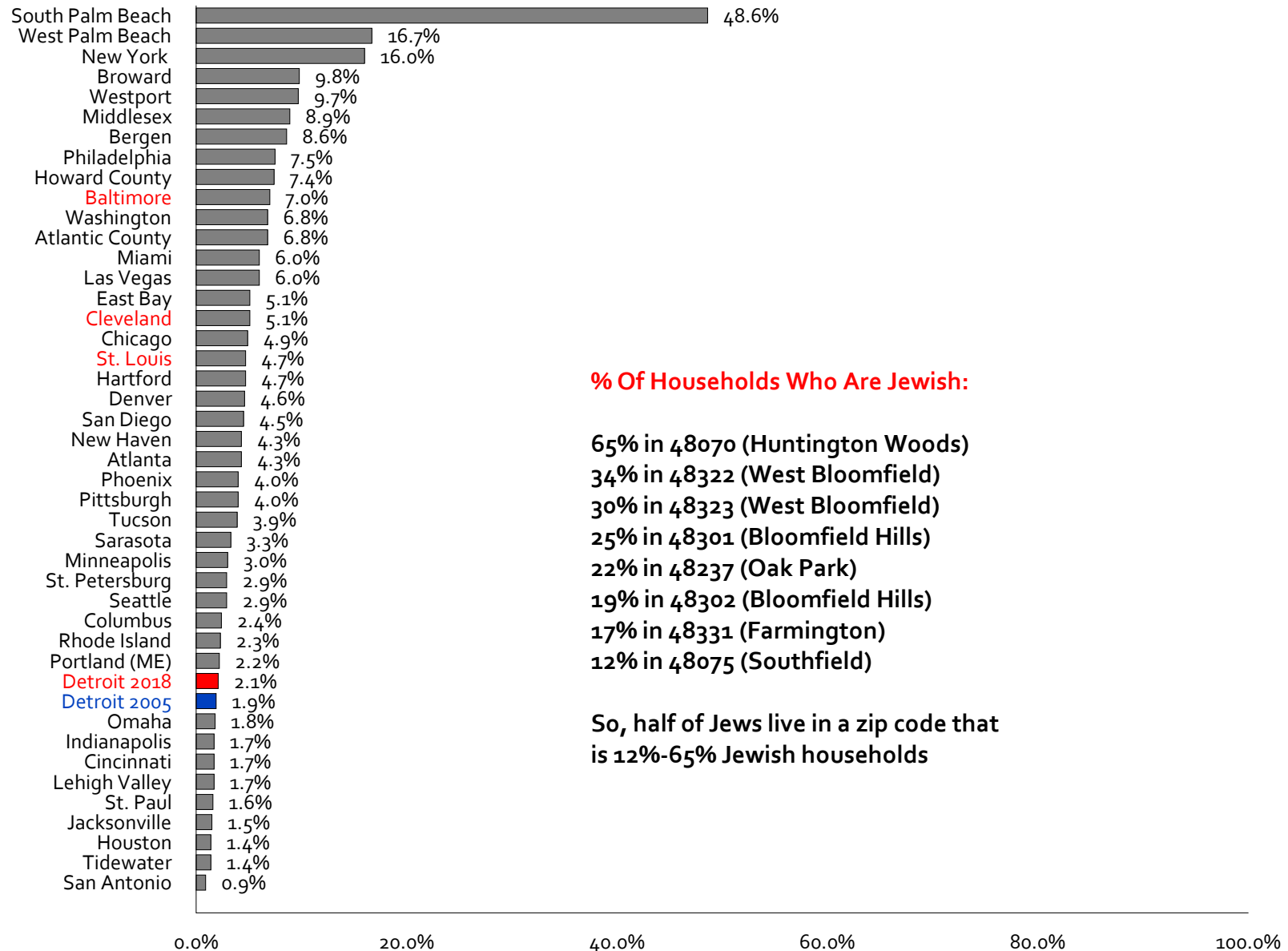


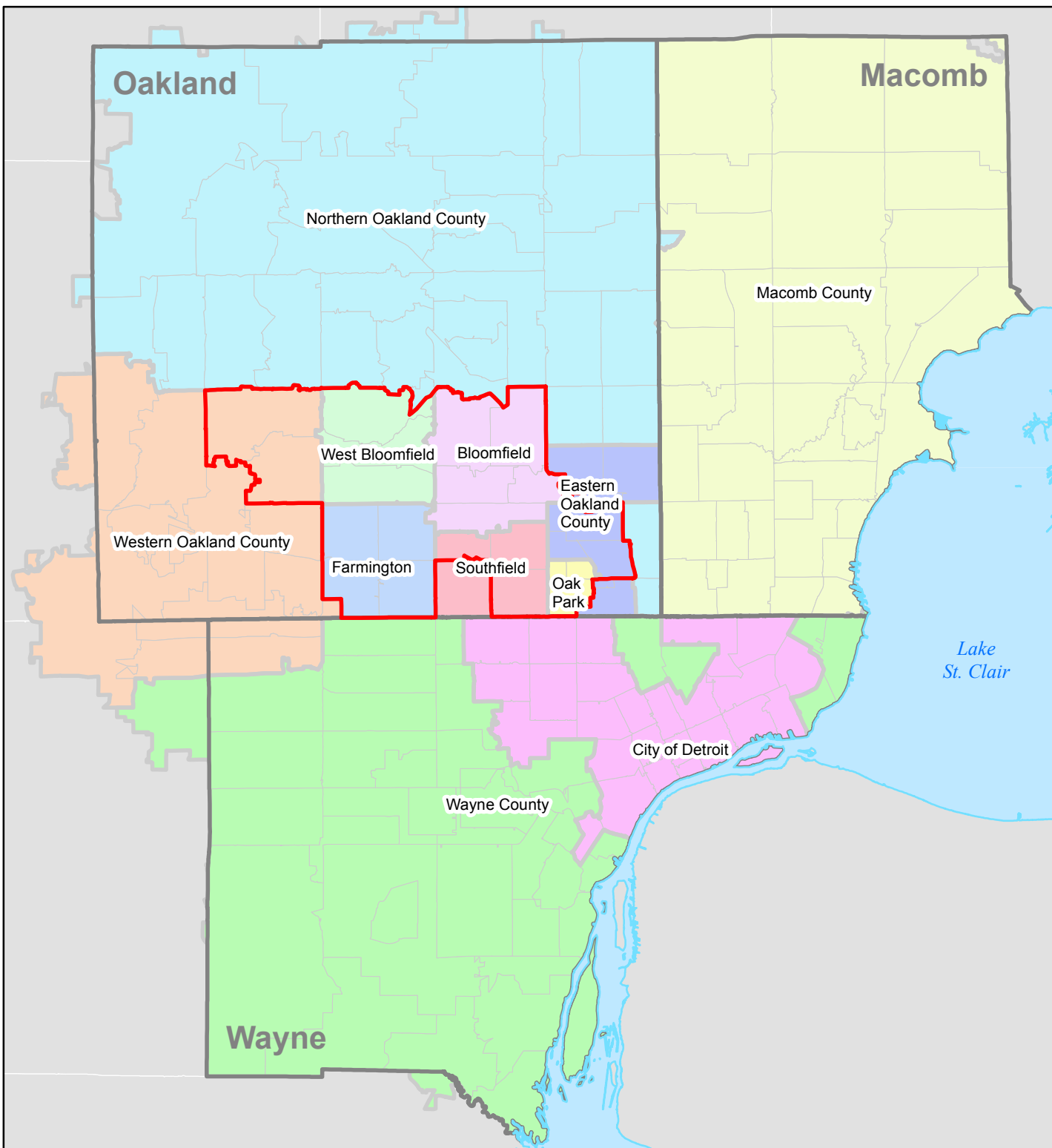
## Changes in the Size of the Jewish Community of Detroit - 1989-2018

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

# Percentage of Households in the Community Who Are Jewish Households

(Jewish Households)

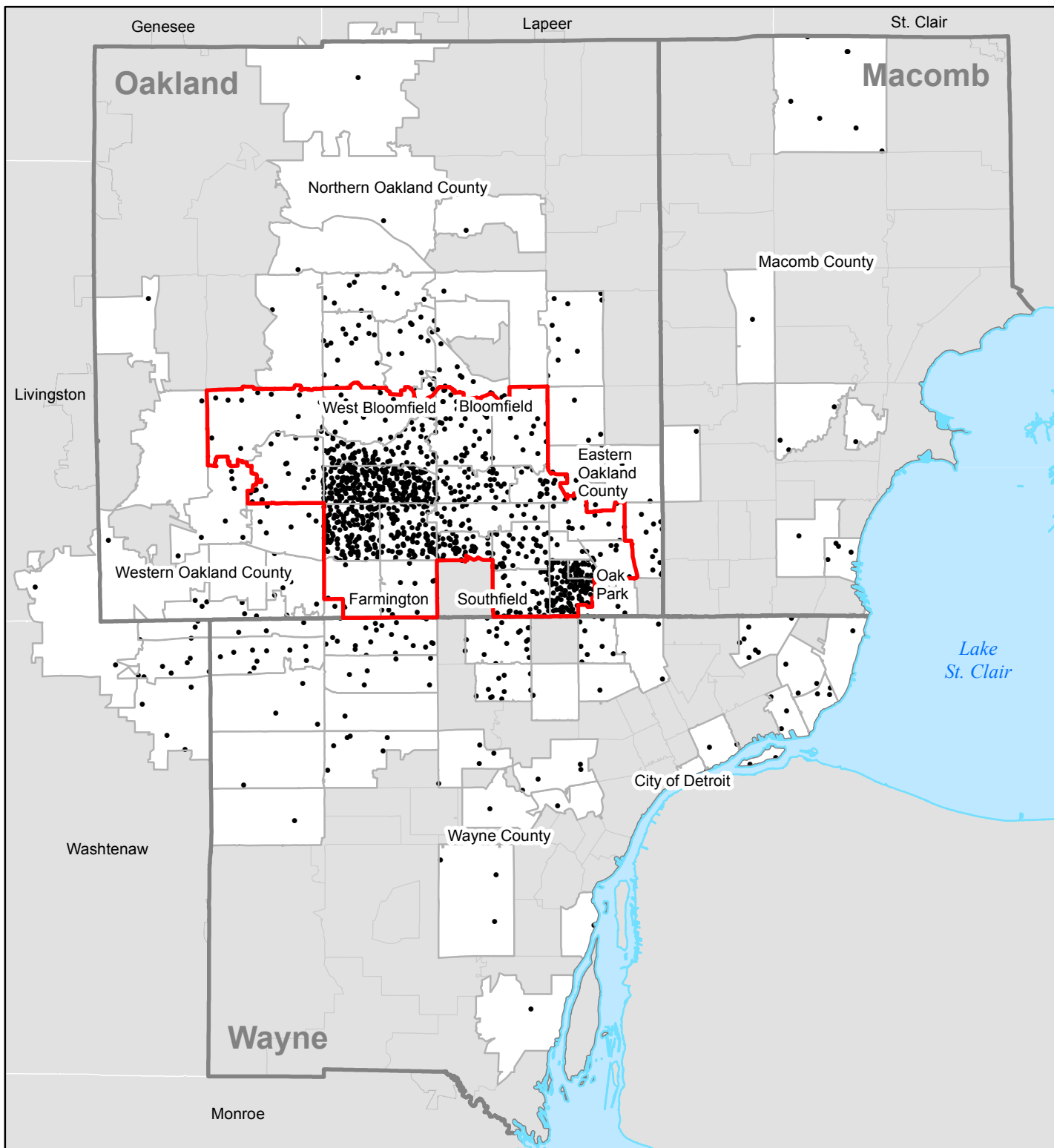




## Geographic Subareas of Metropolitan Detroit

**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

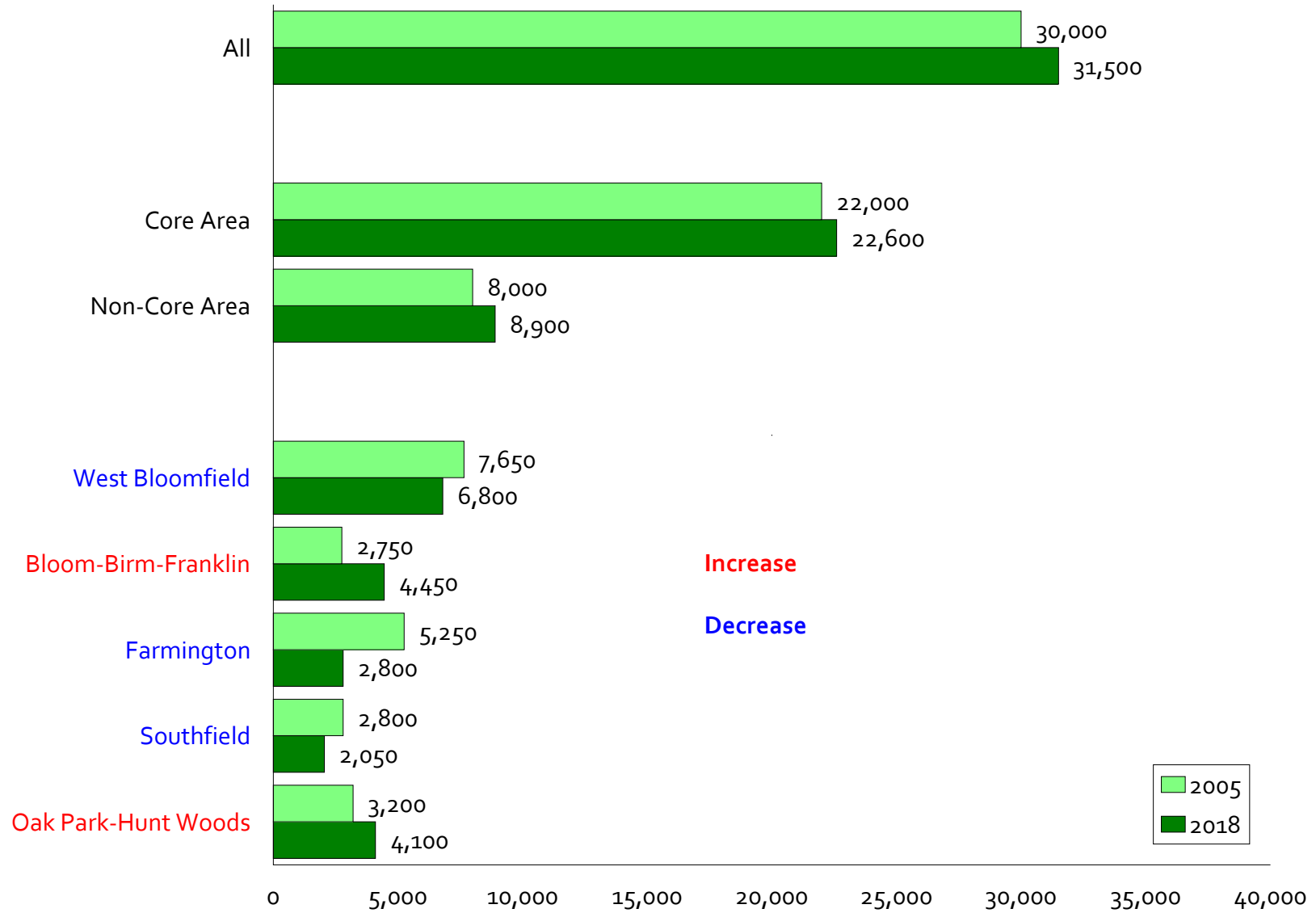
1 Dot = 20 Households

Core 



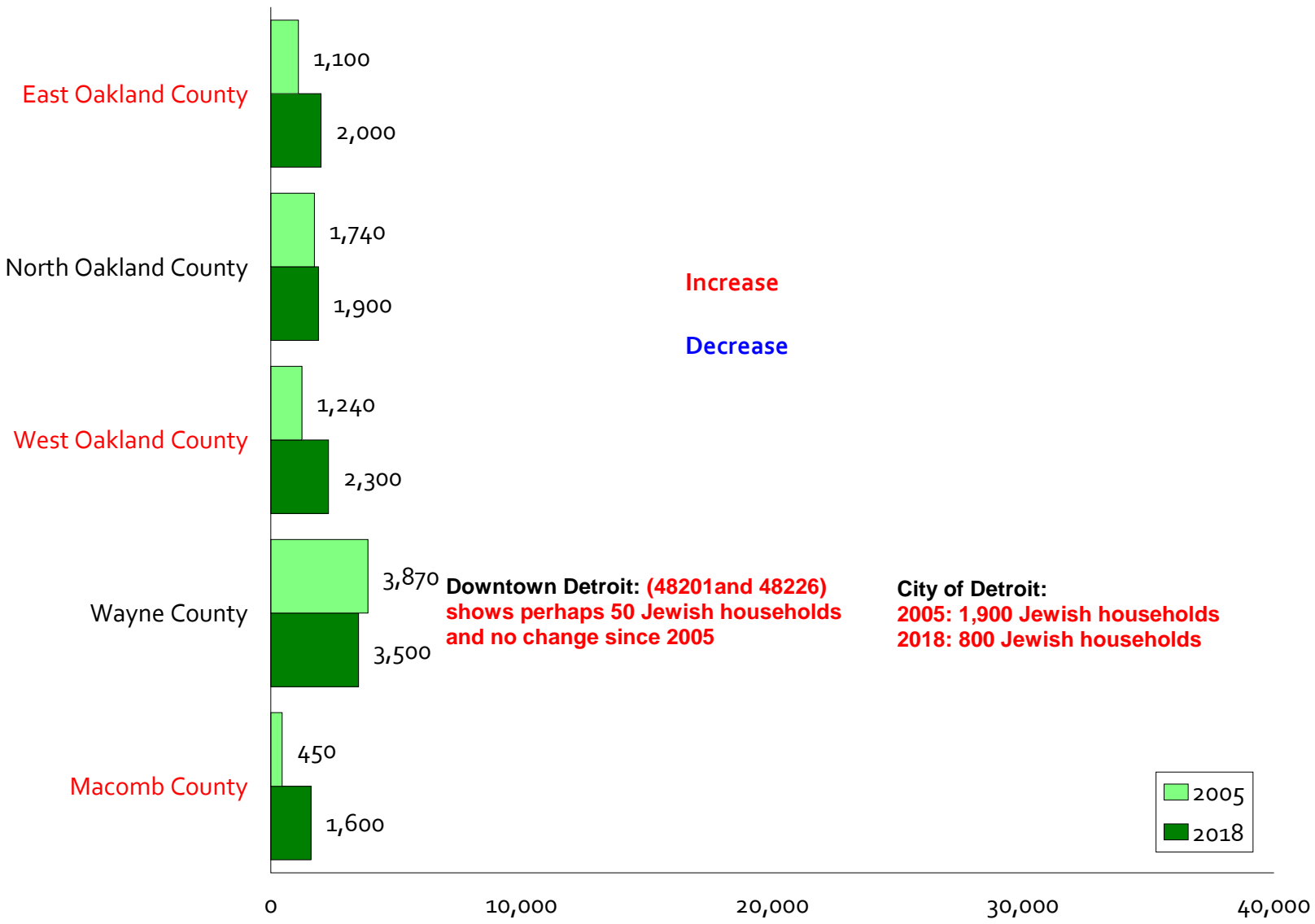
# Jewish Households 2005-2018

(Respondents)

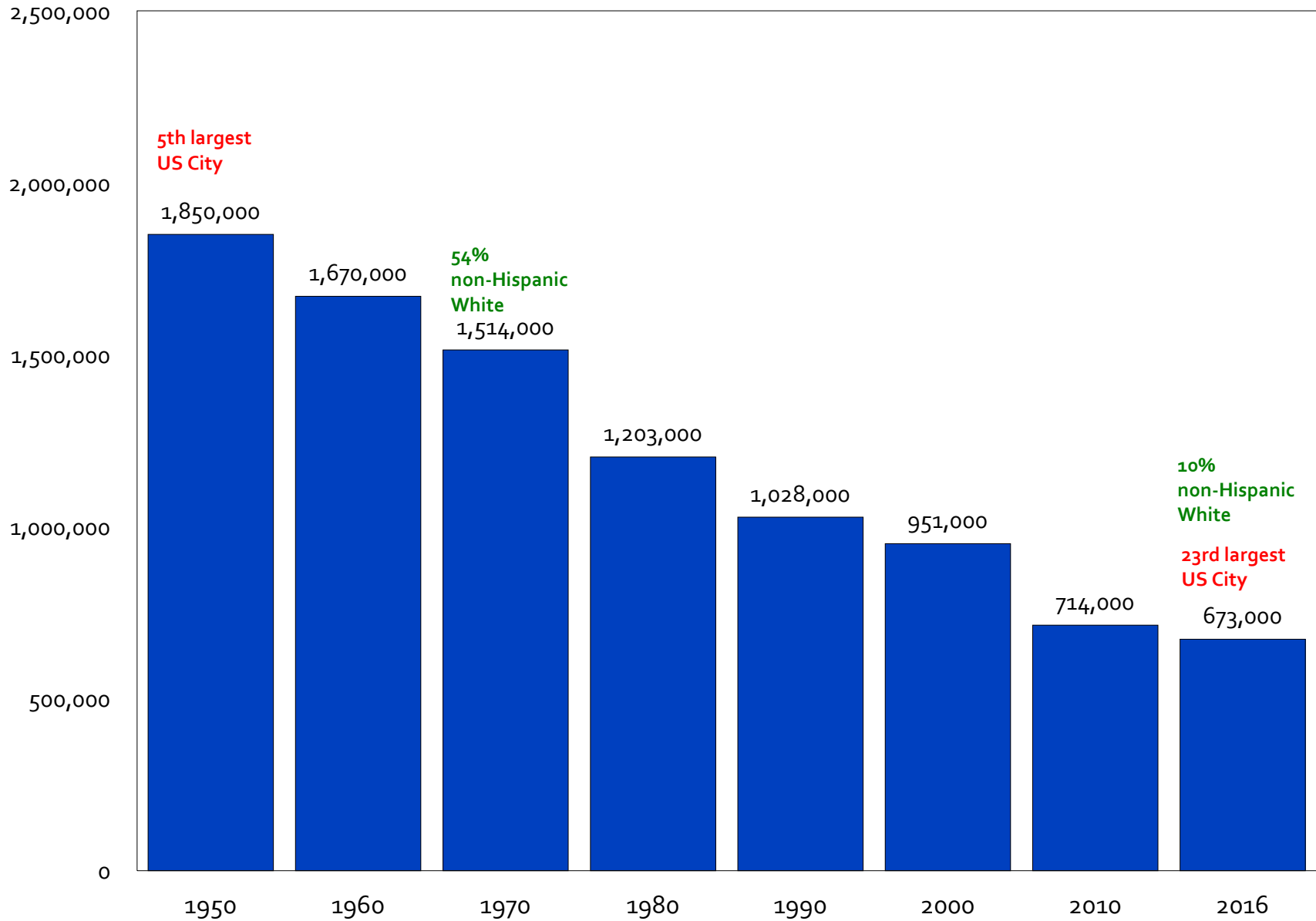


# Jewish Households 2005-2018

(Respondents)

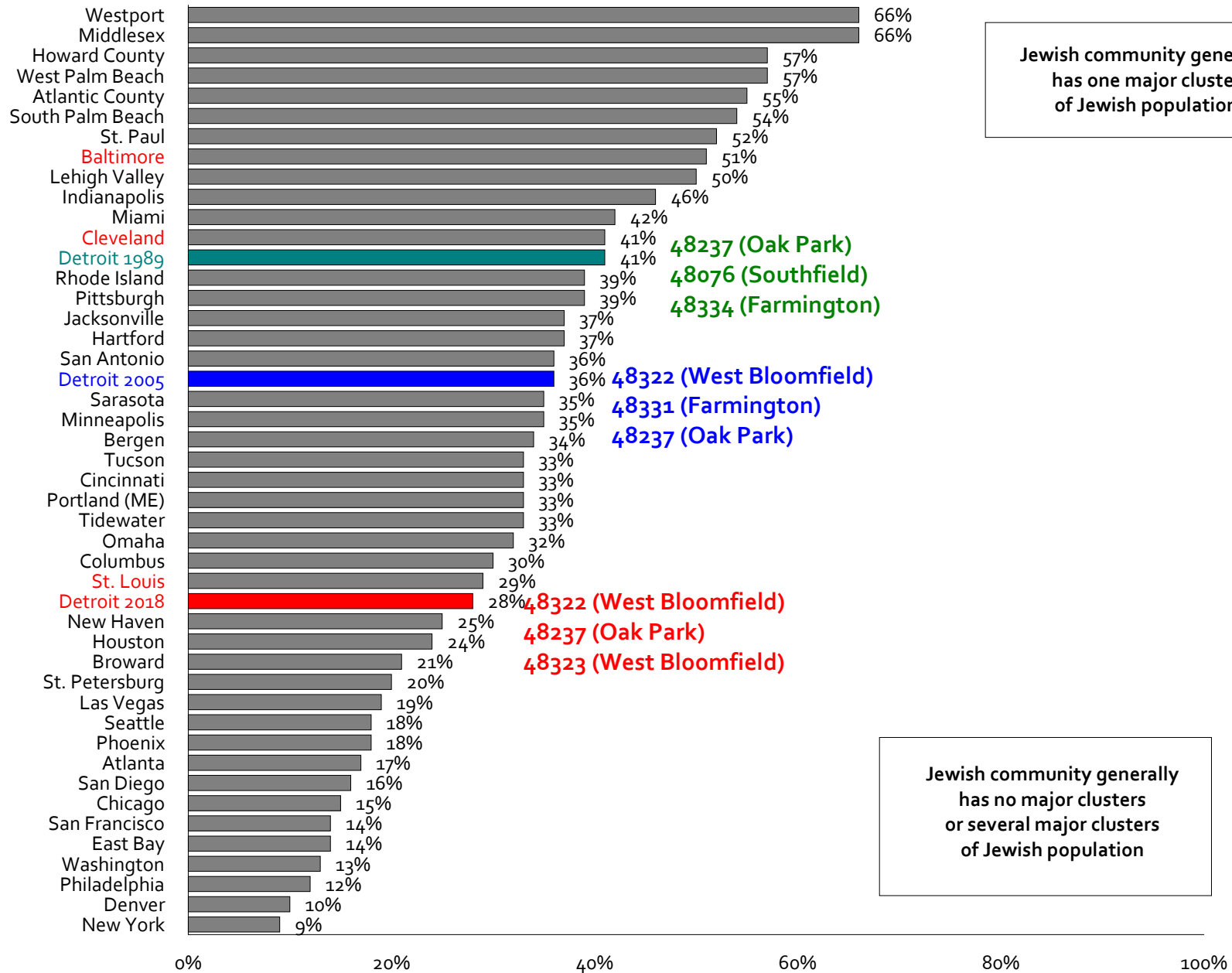


# General Population of City of Detroit



# Households in Top Three Zip Code Areas

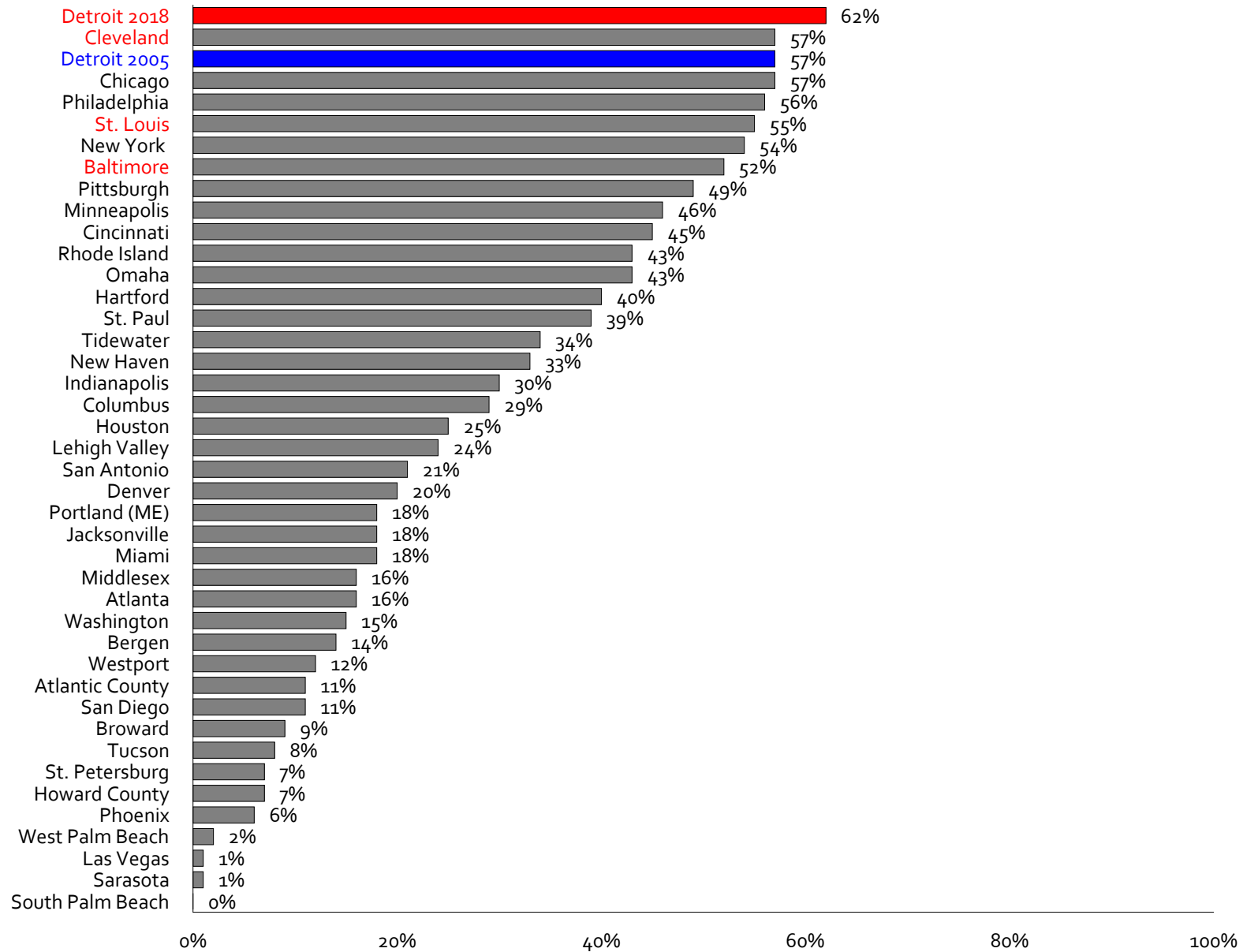
(Jewish Households)





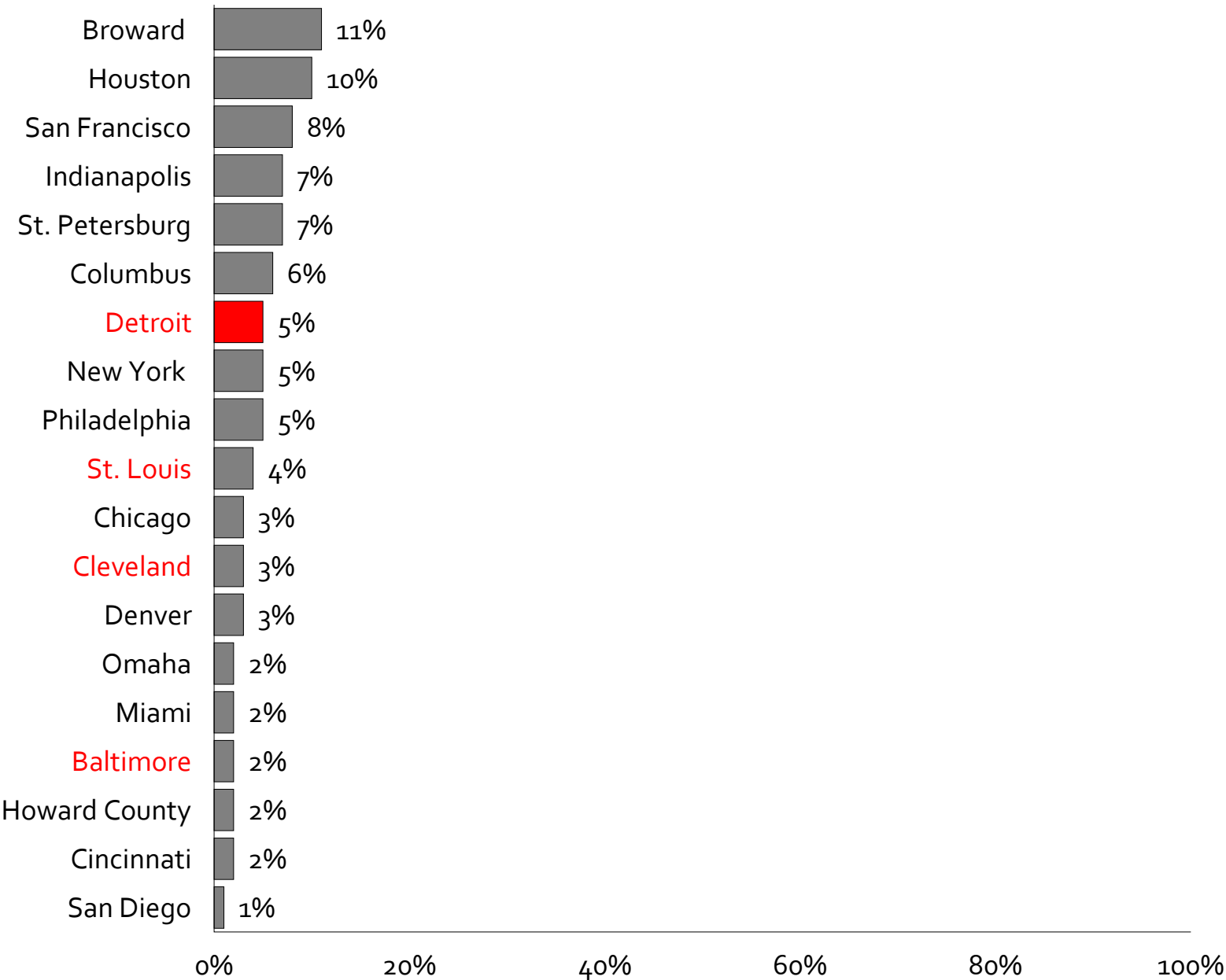
# Locally Born

(Adults in Jewish Households)



# An Adult in the Household is LGBTQ

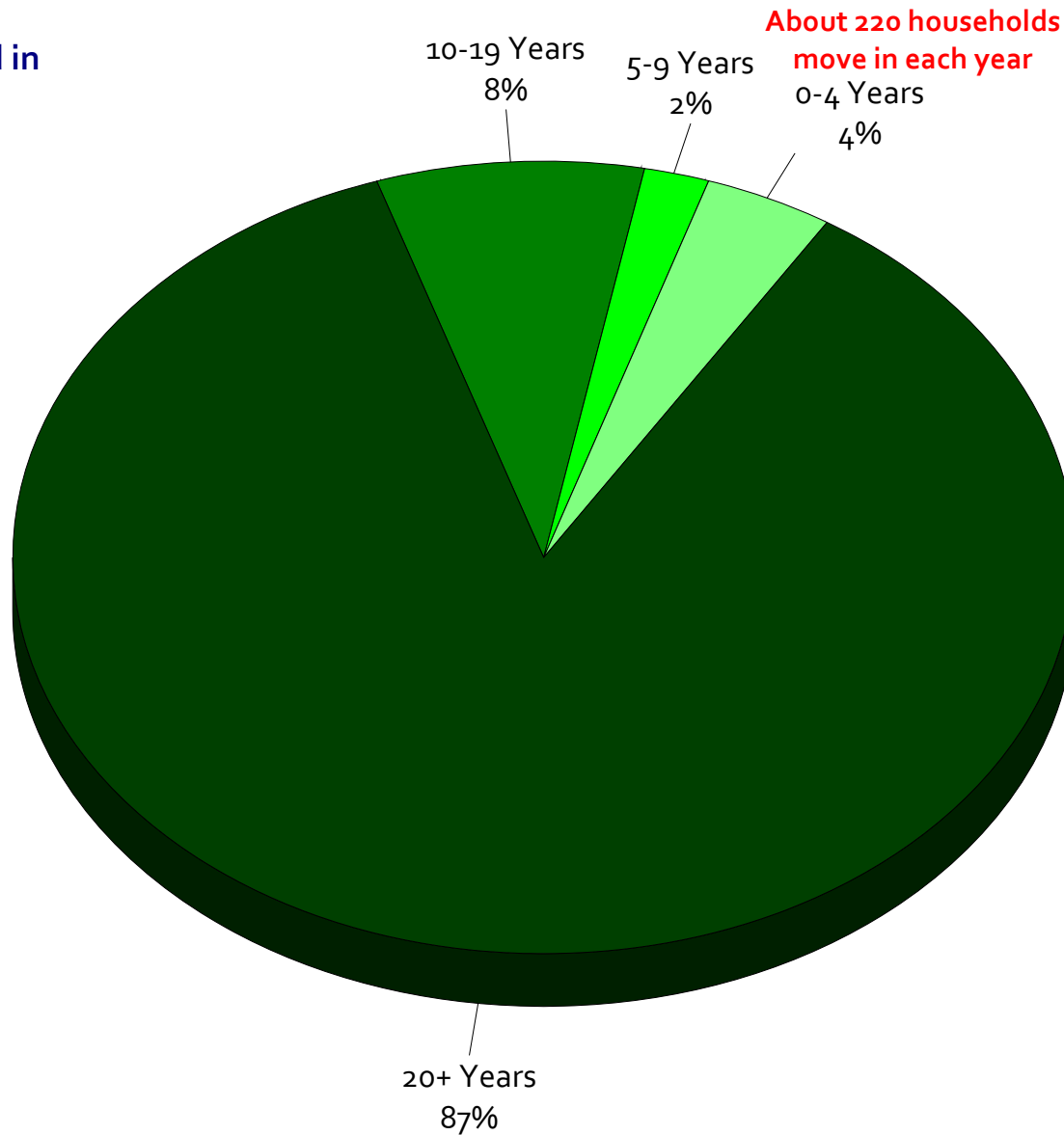
(Jewish Households)



# Length of Residence in Detroit

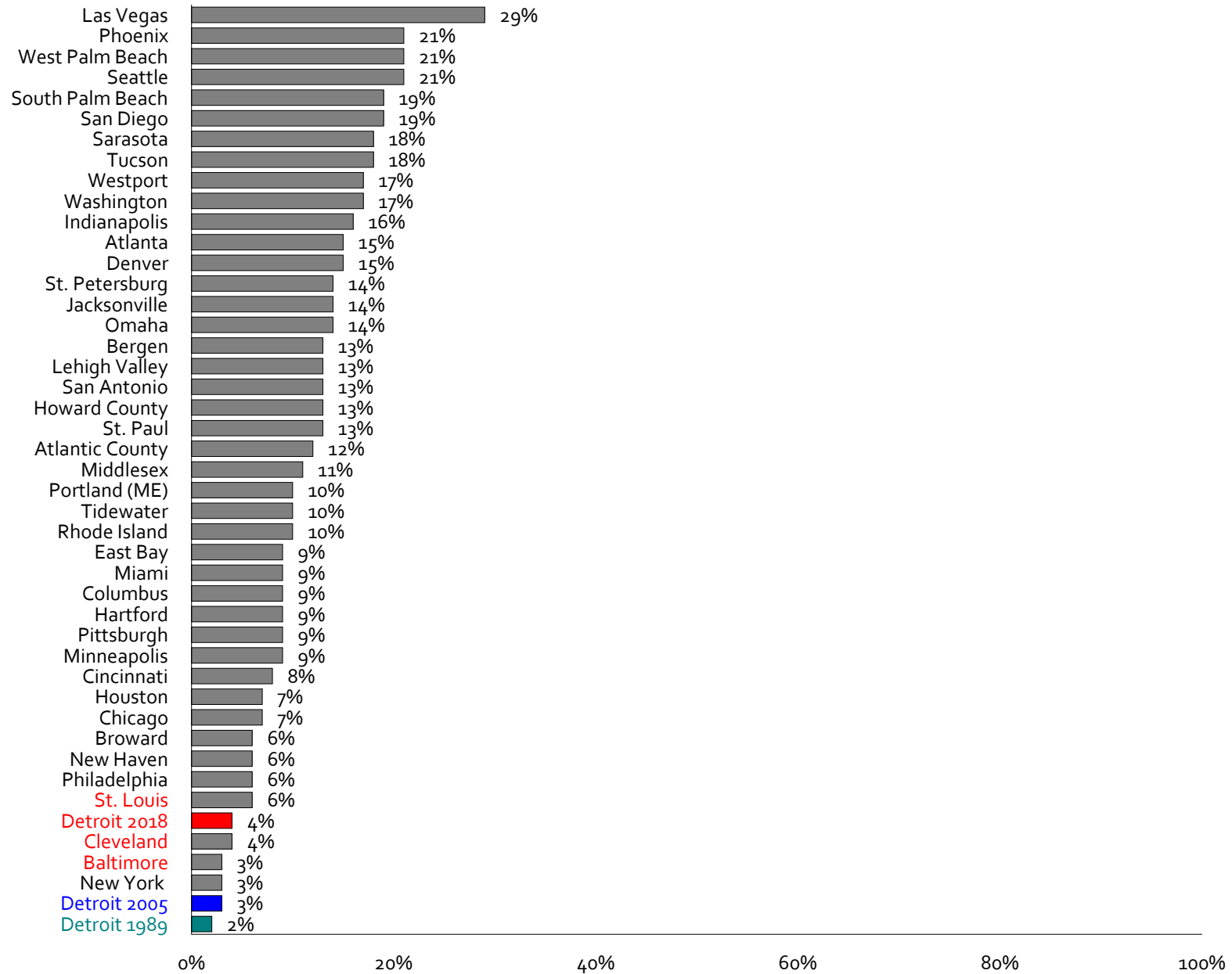
(Respondents)

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



# New Households (0-4 Years)

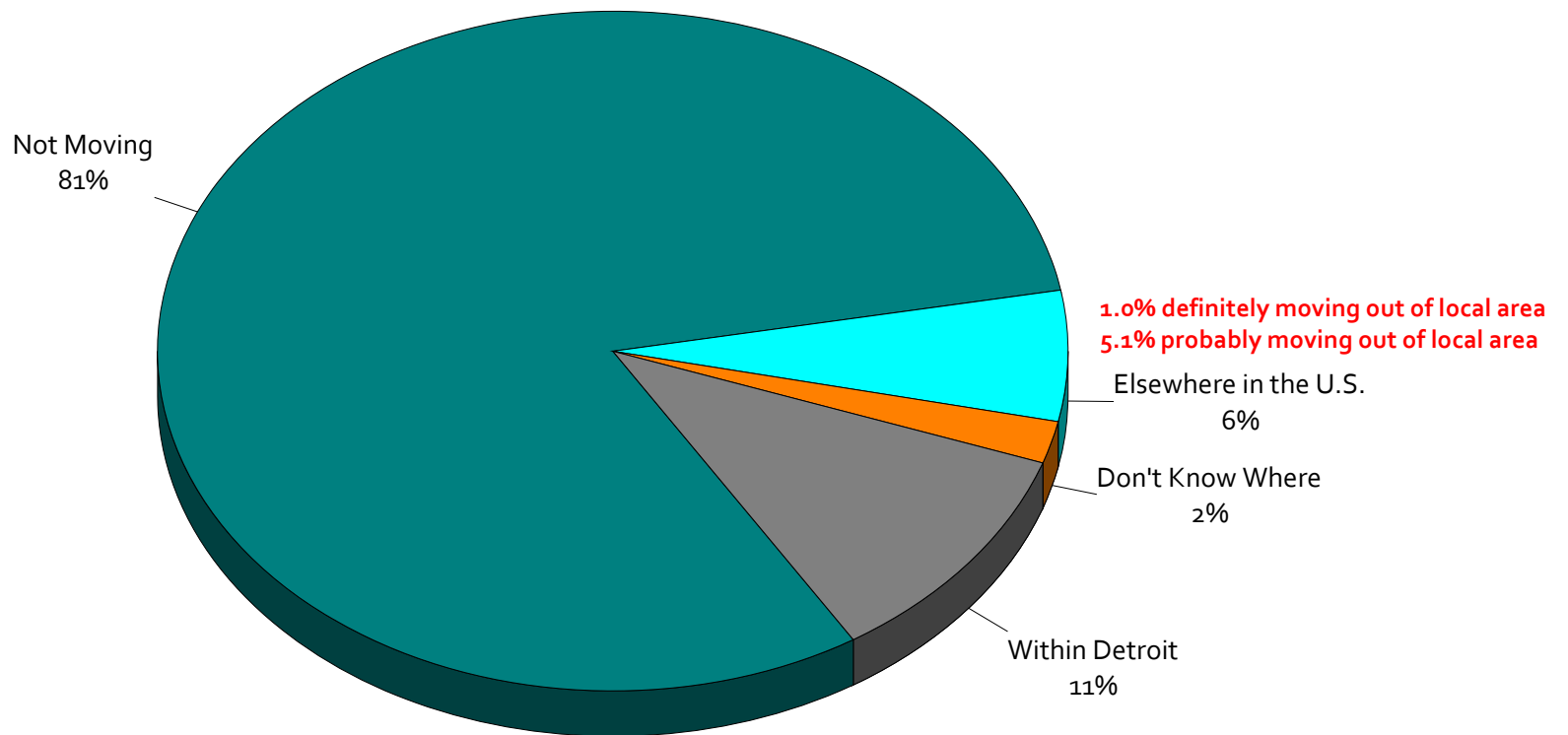
(Respondents)





# 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

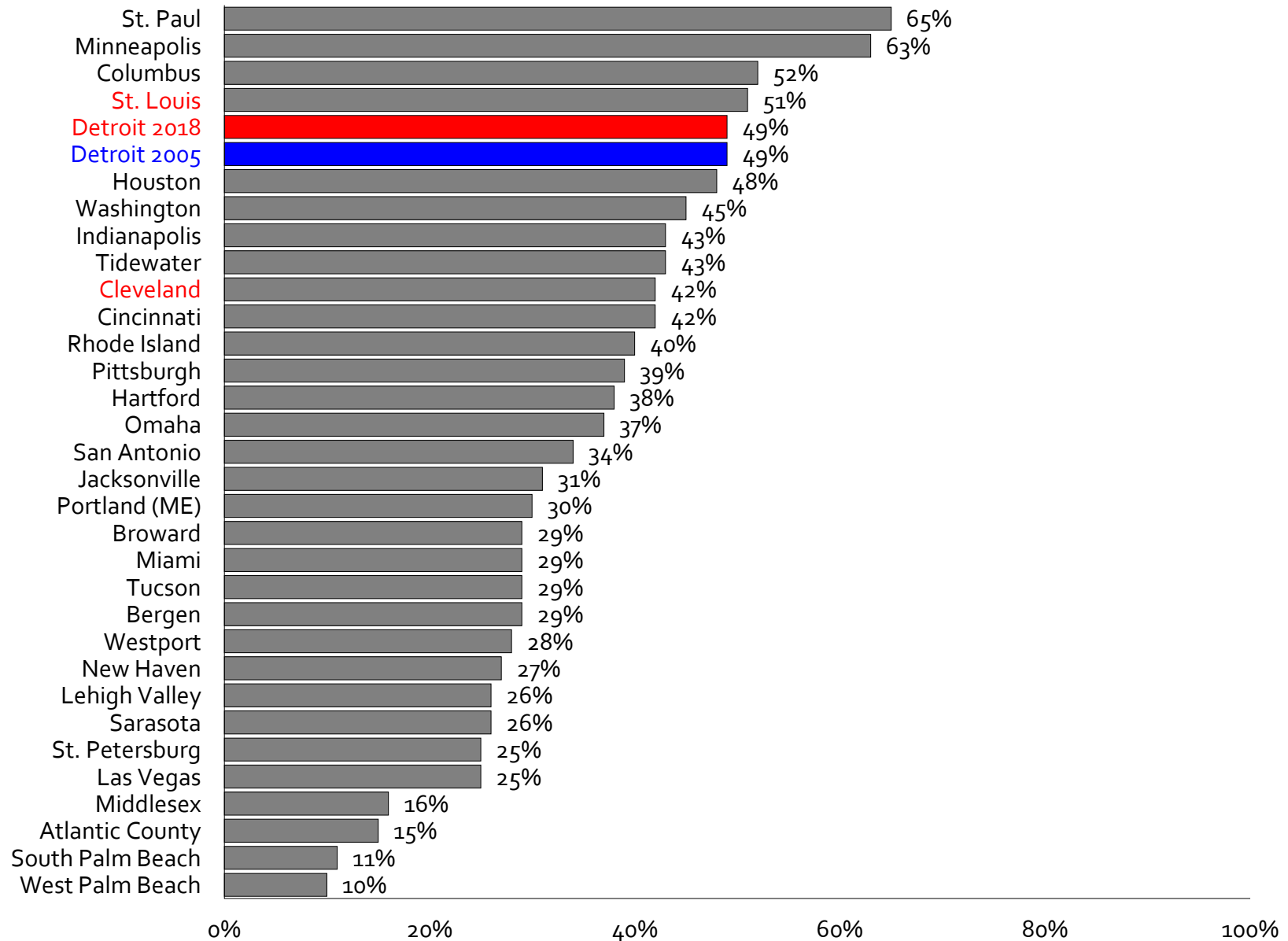
\*\*535 households **probably moving out** of Detroit each year during the next three years

### Projected Change

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

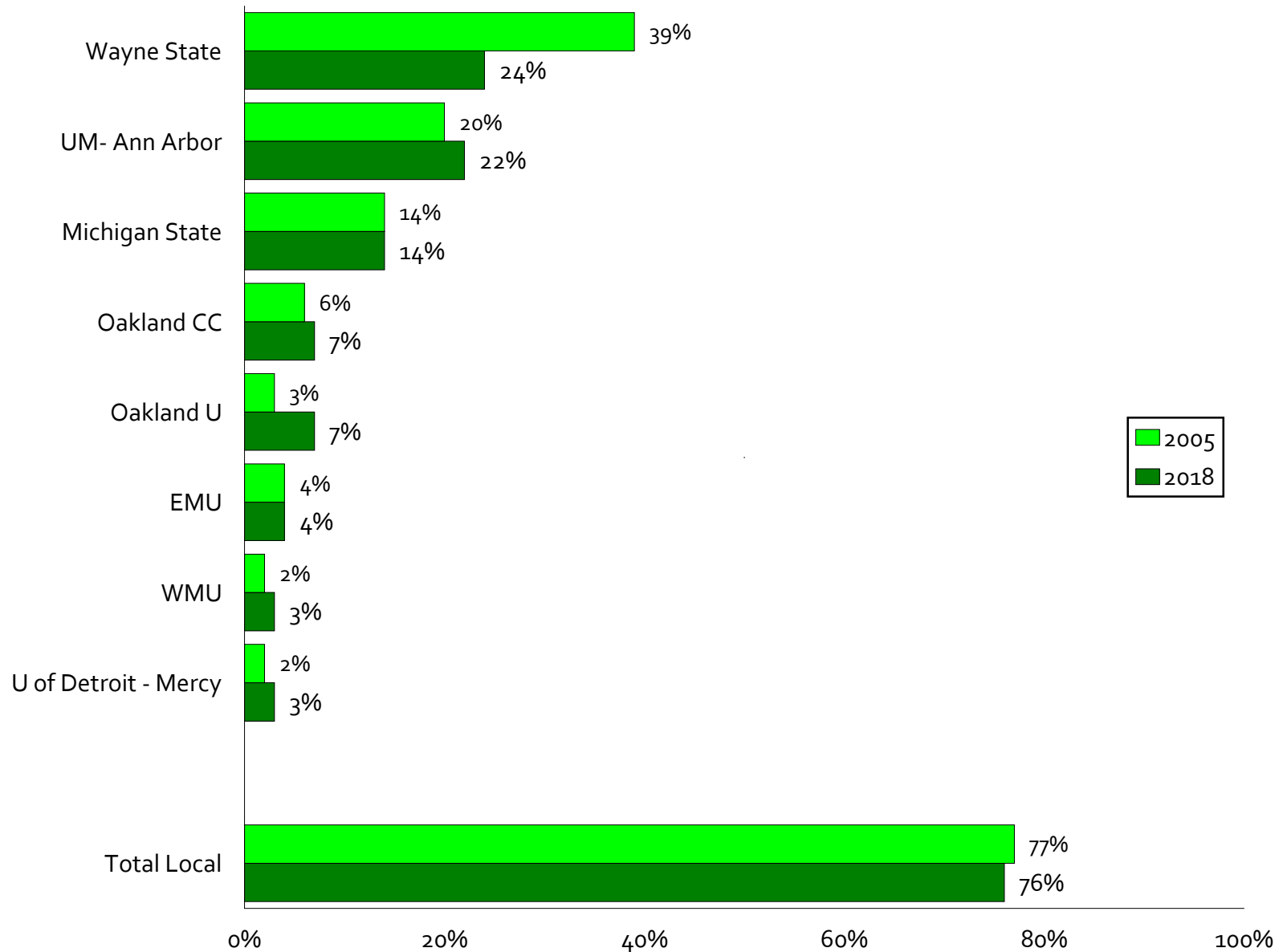
# Percentage of Adult Children Who Have Established Their Own Homes in Local Community

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



## Percentage Attended Each School, 2005-2018

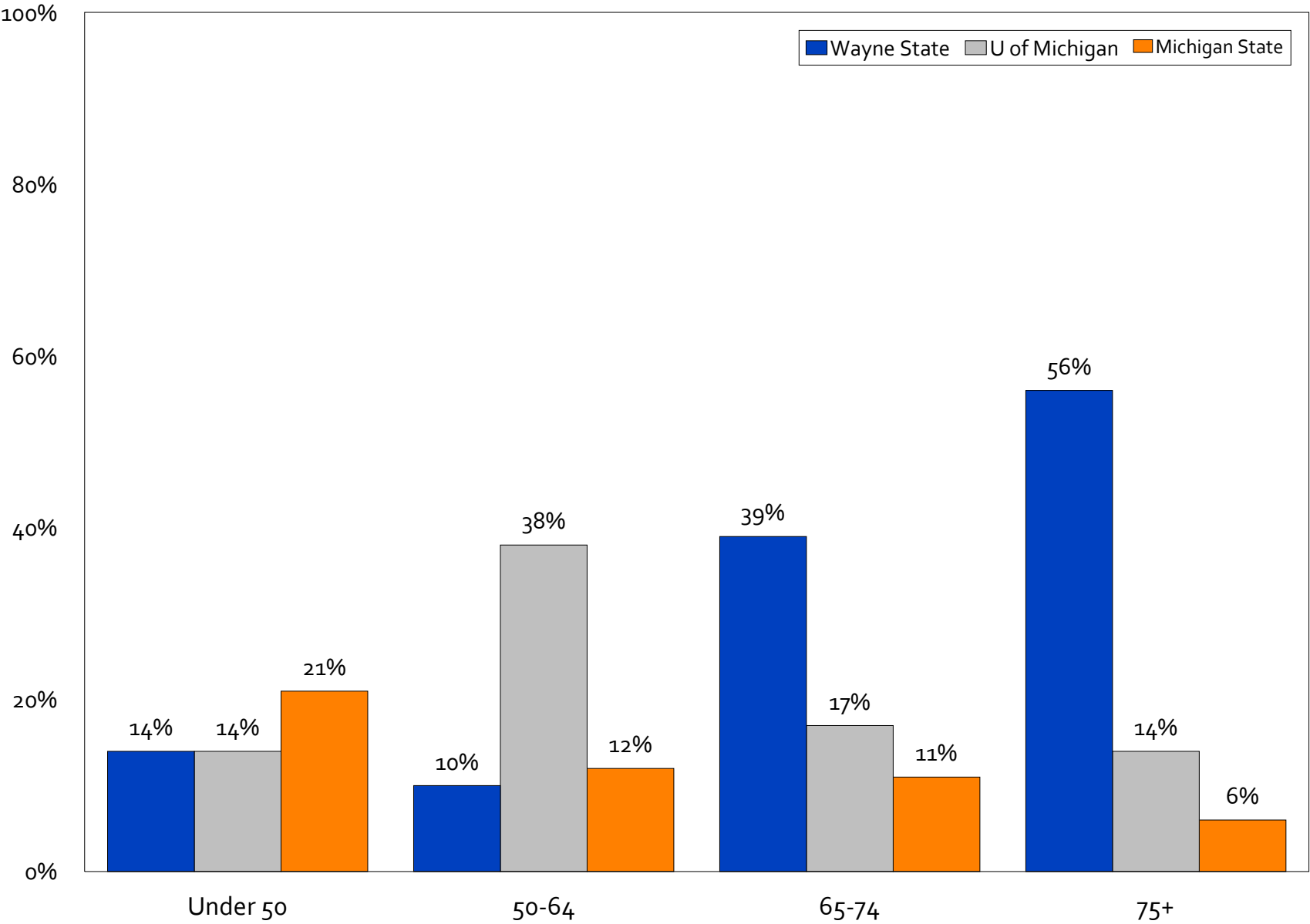
(Jewish Households)





# College Attended by Age

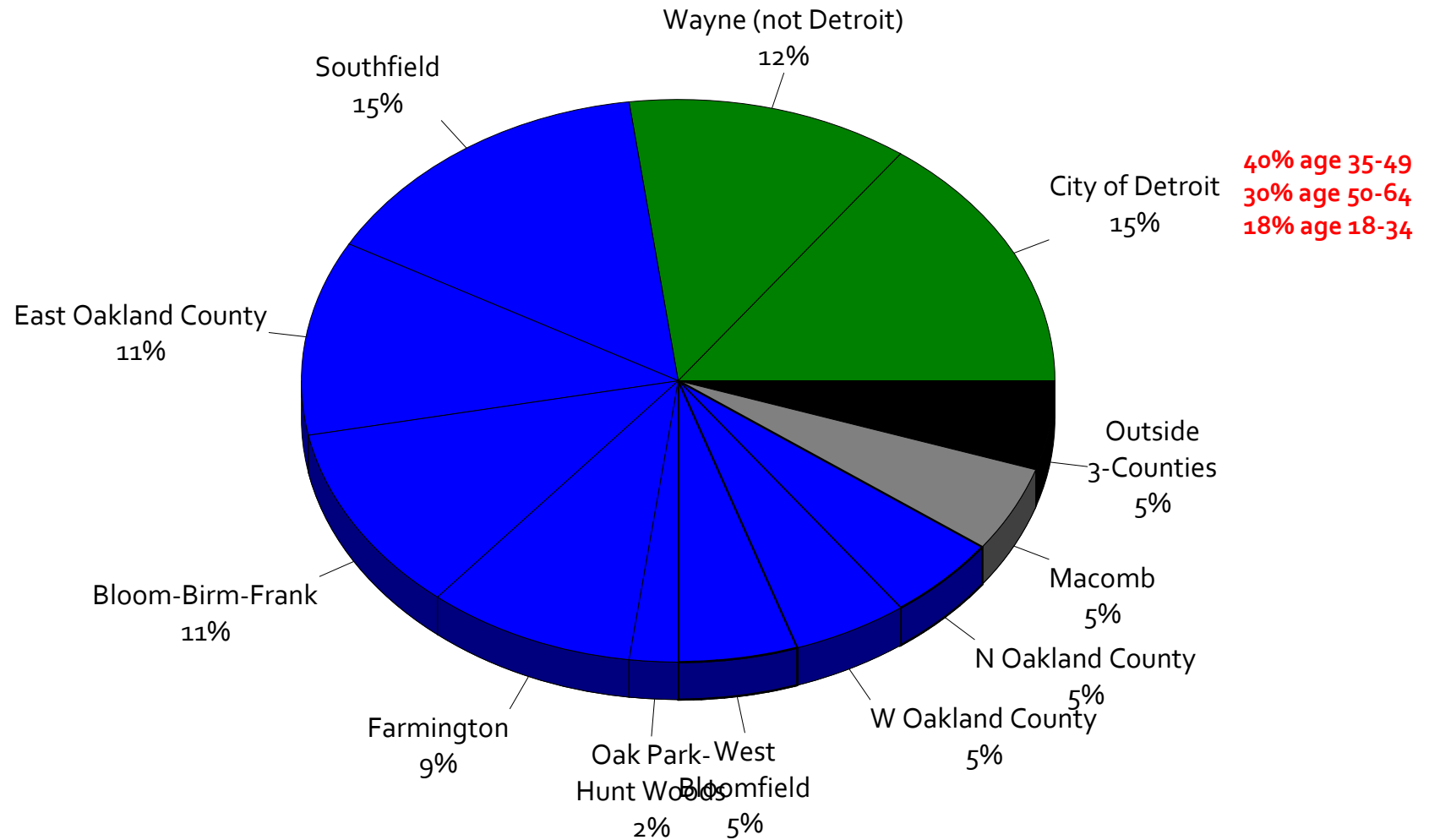
(Respondents in Jewish Households)

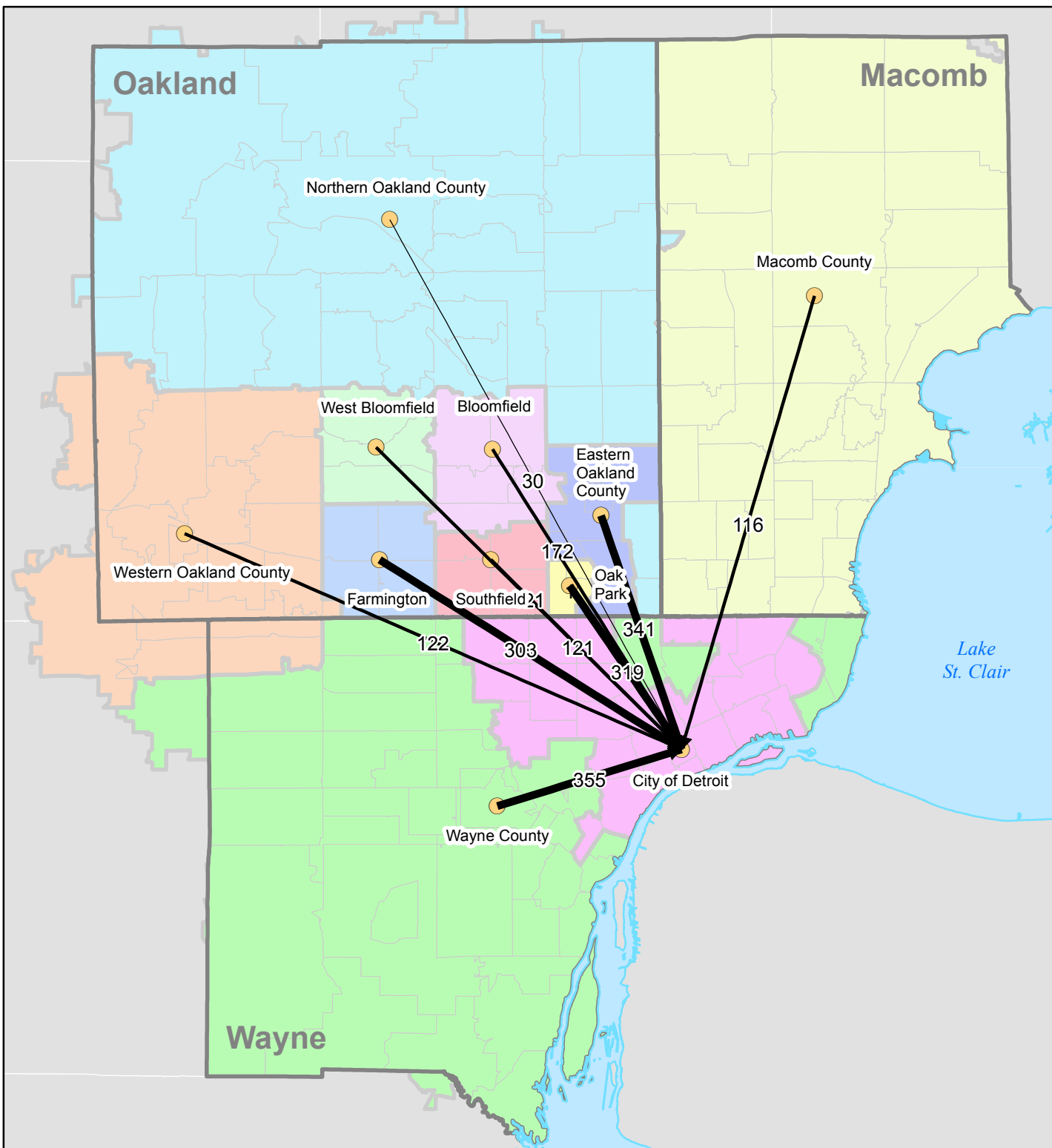


# Location of Employment of Full-Time Workers

(Respondents)

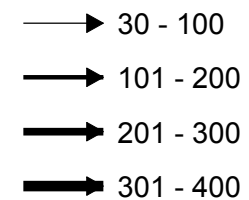
Blue is Oakland (63%), Green is Wayne(27%)





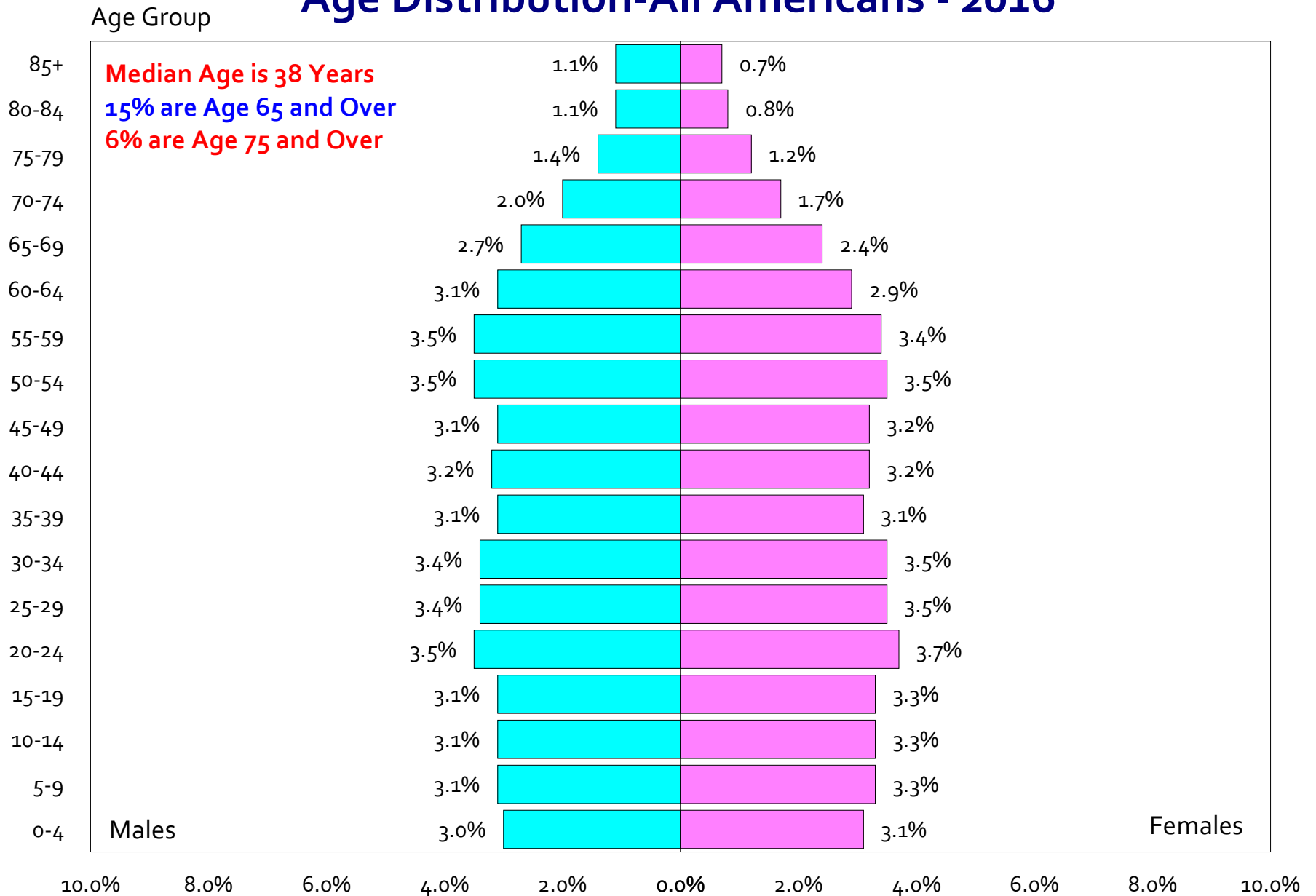
Where Workers  
Employed in  
**City of Detroit**  
Come From.

**Flow of Workers**



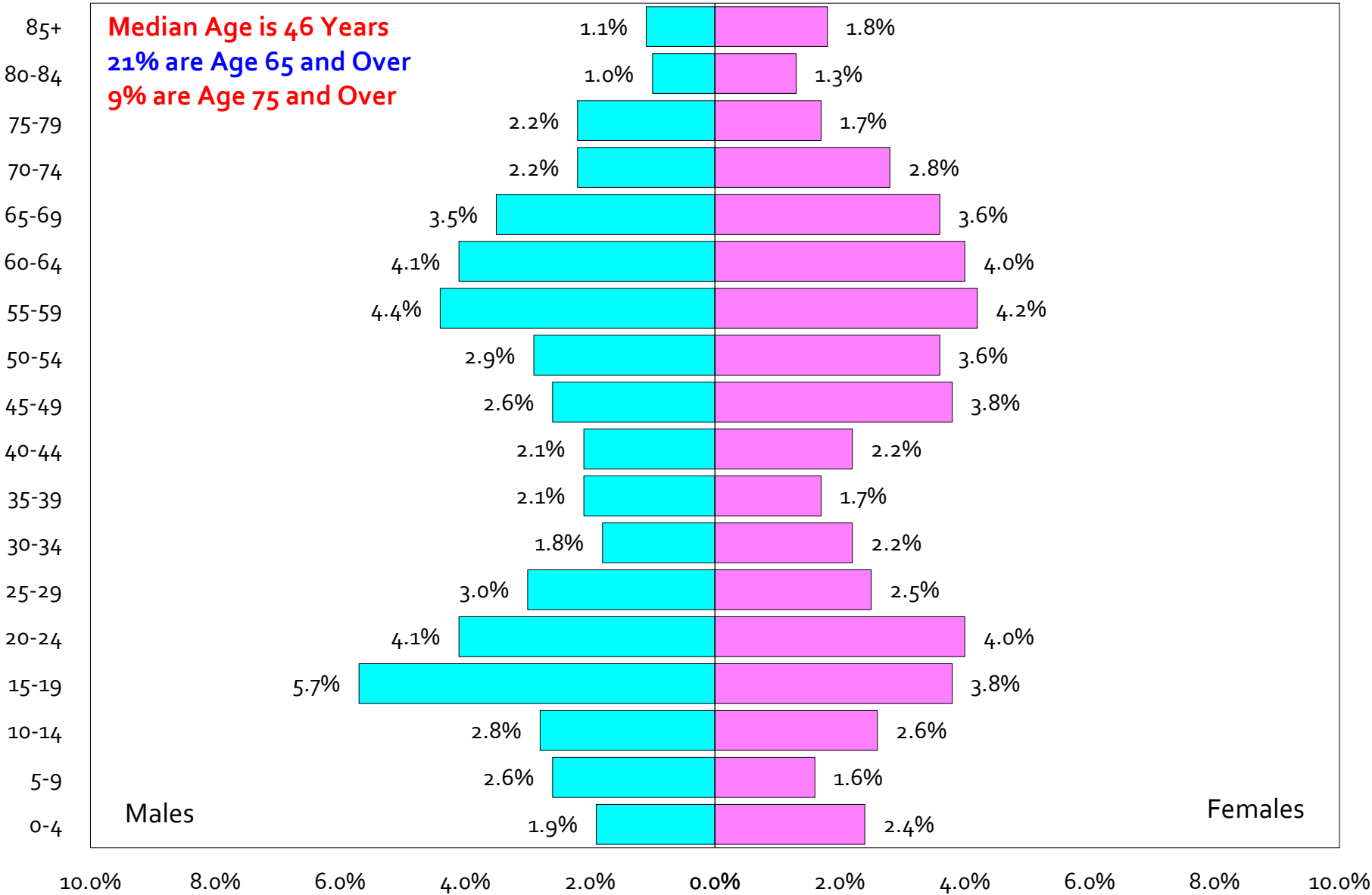
## Demography

# Age Distribution-All Americans - 2016



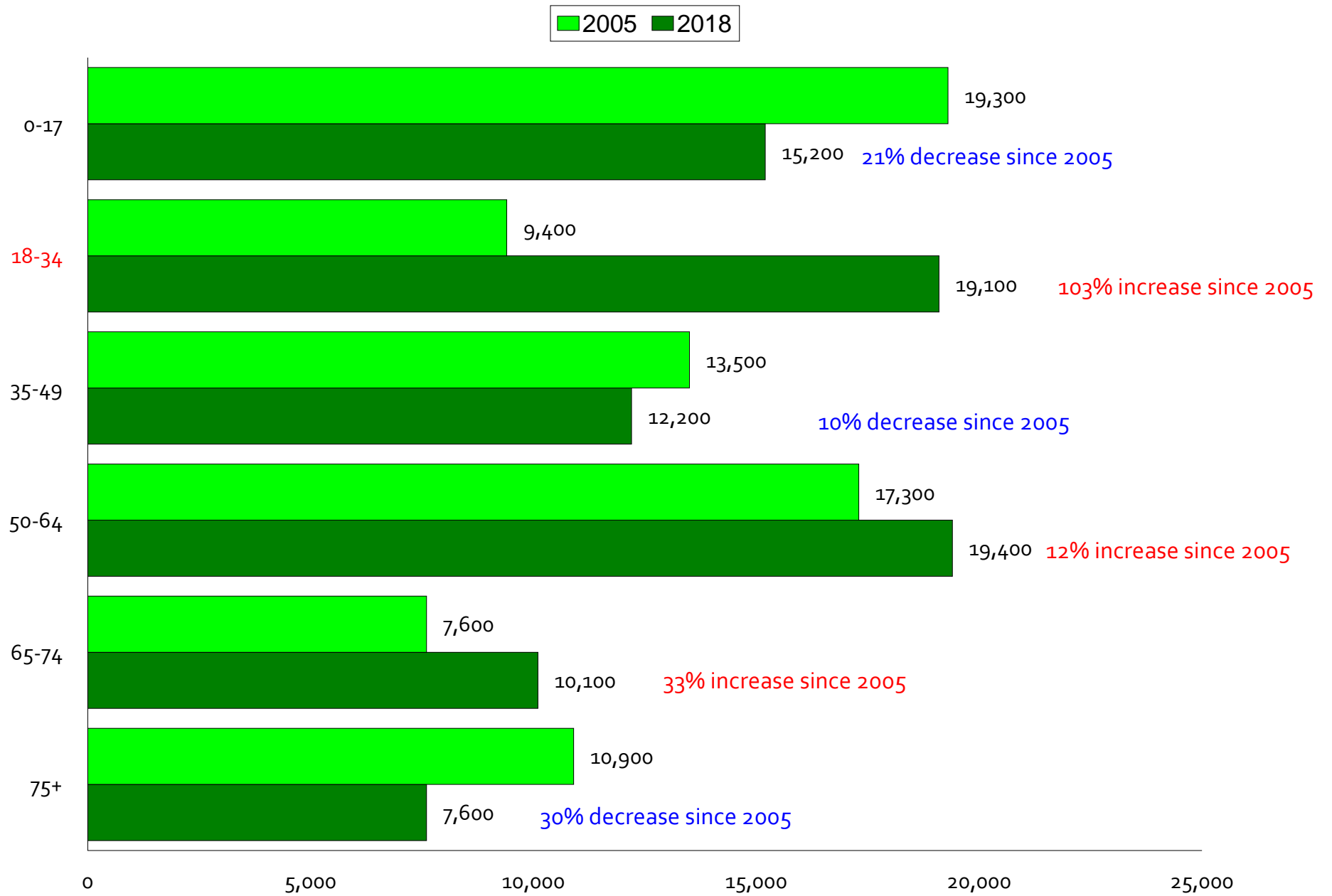
# Age Distribution-Detroit Jewish Community 2018

Age Group



# Changes in Age Over Time

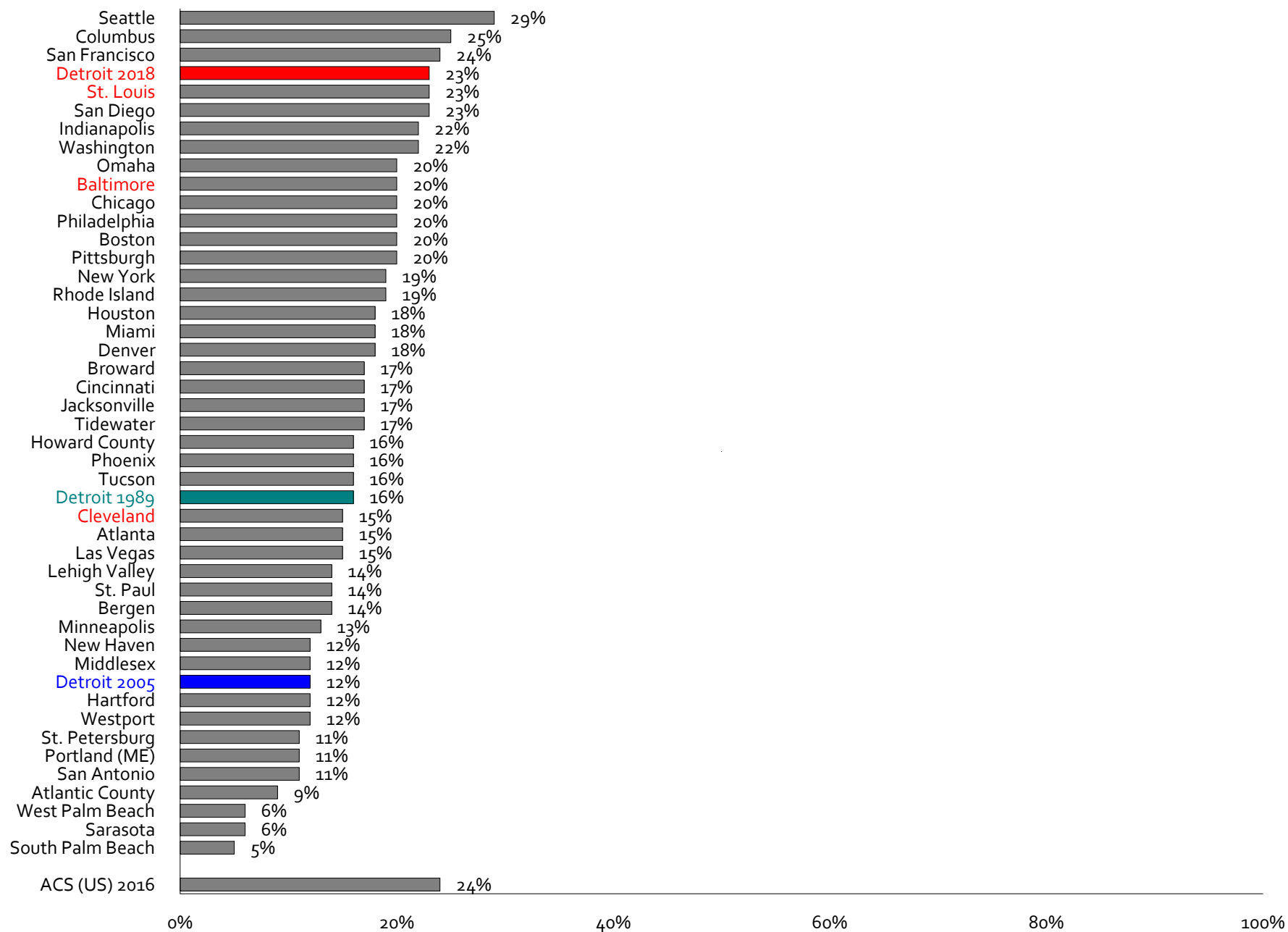
(Persons in Jewish Households)





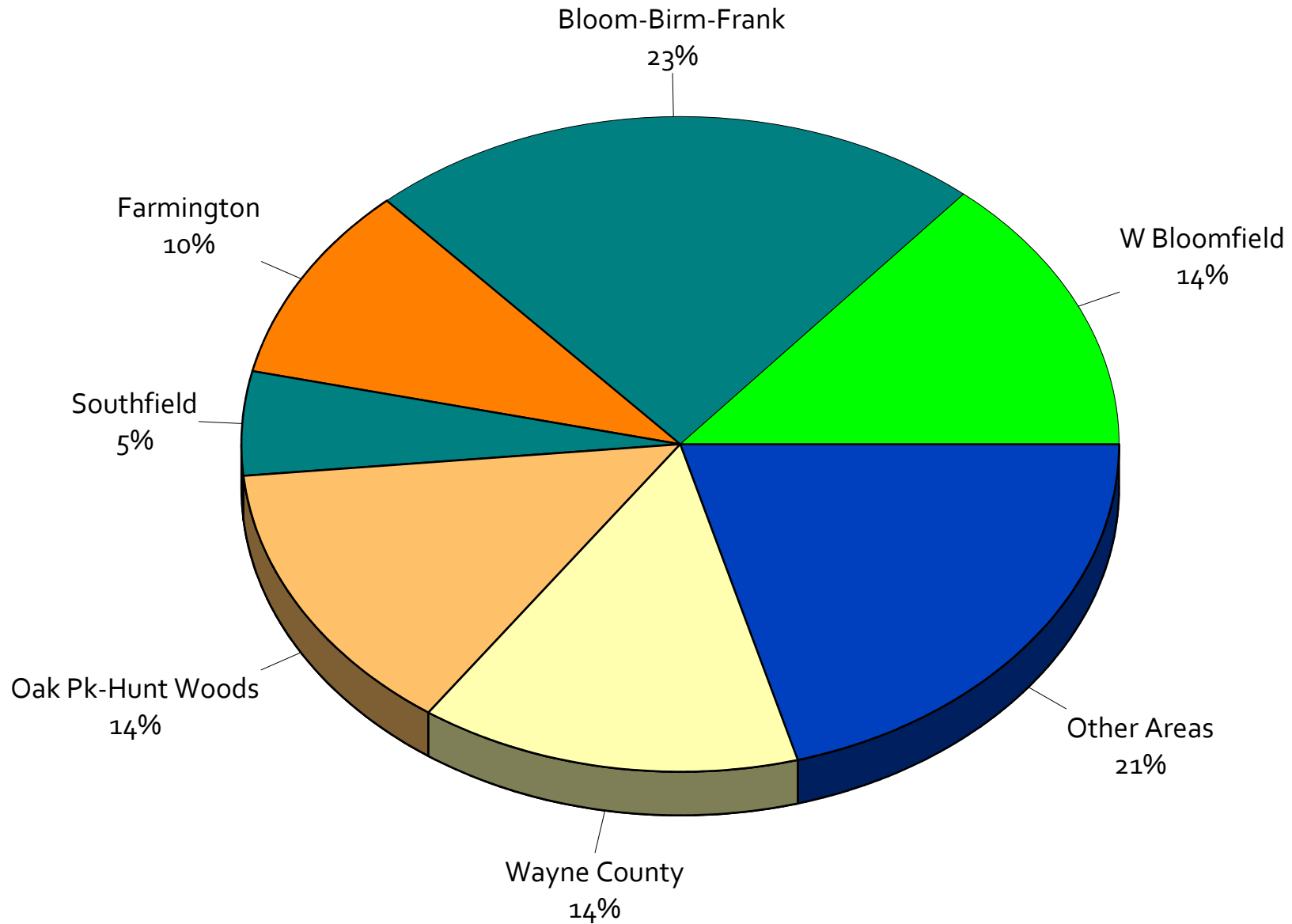
# Age 18-34

(Persons in Jewish Households)



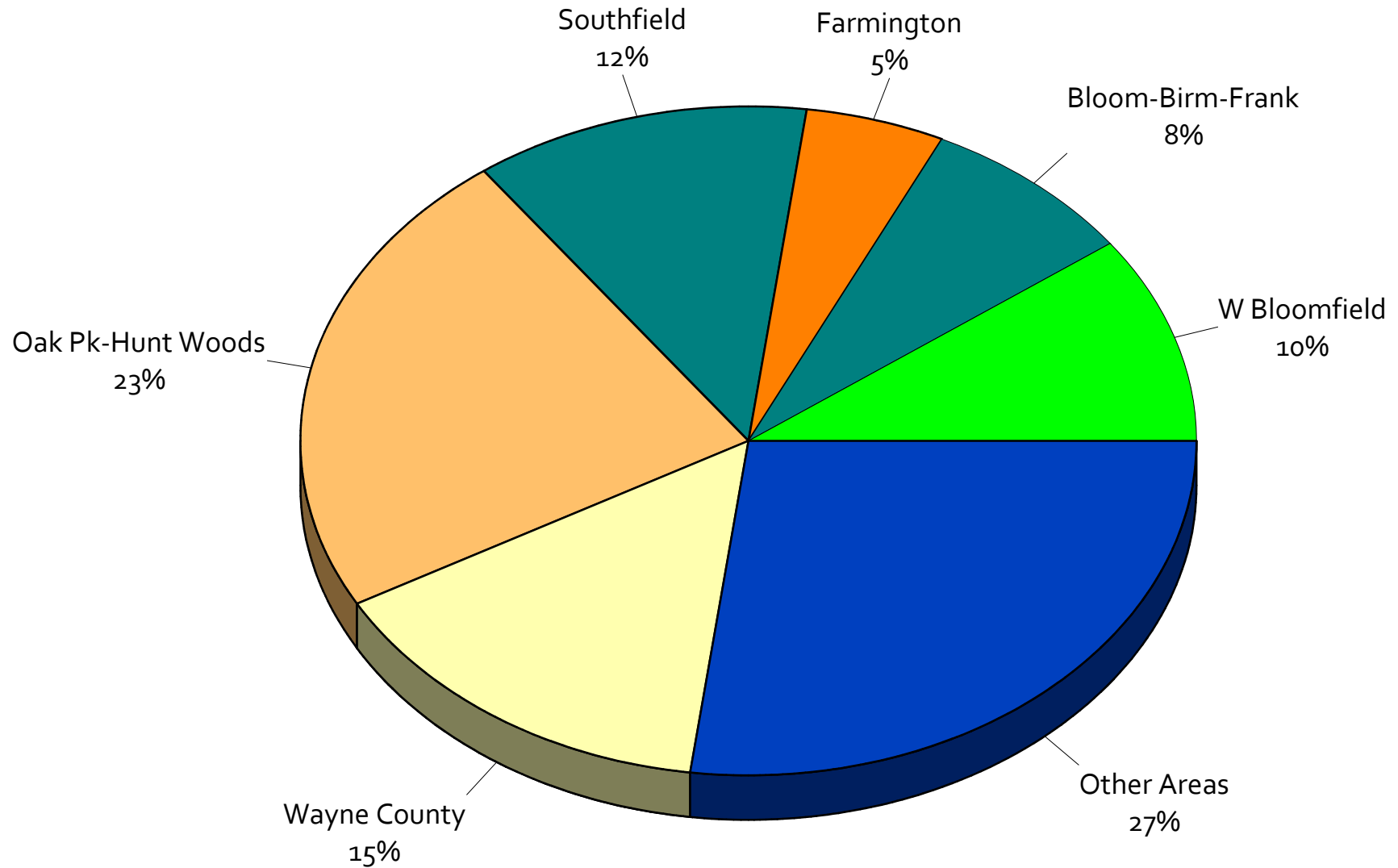
## Where Do Young Adults Age 18-24 Live?

Age 18-24 (11,100)



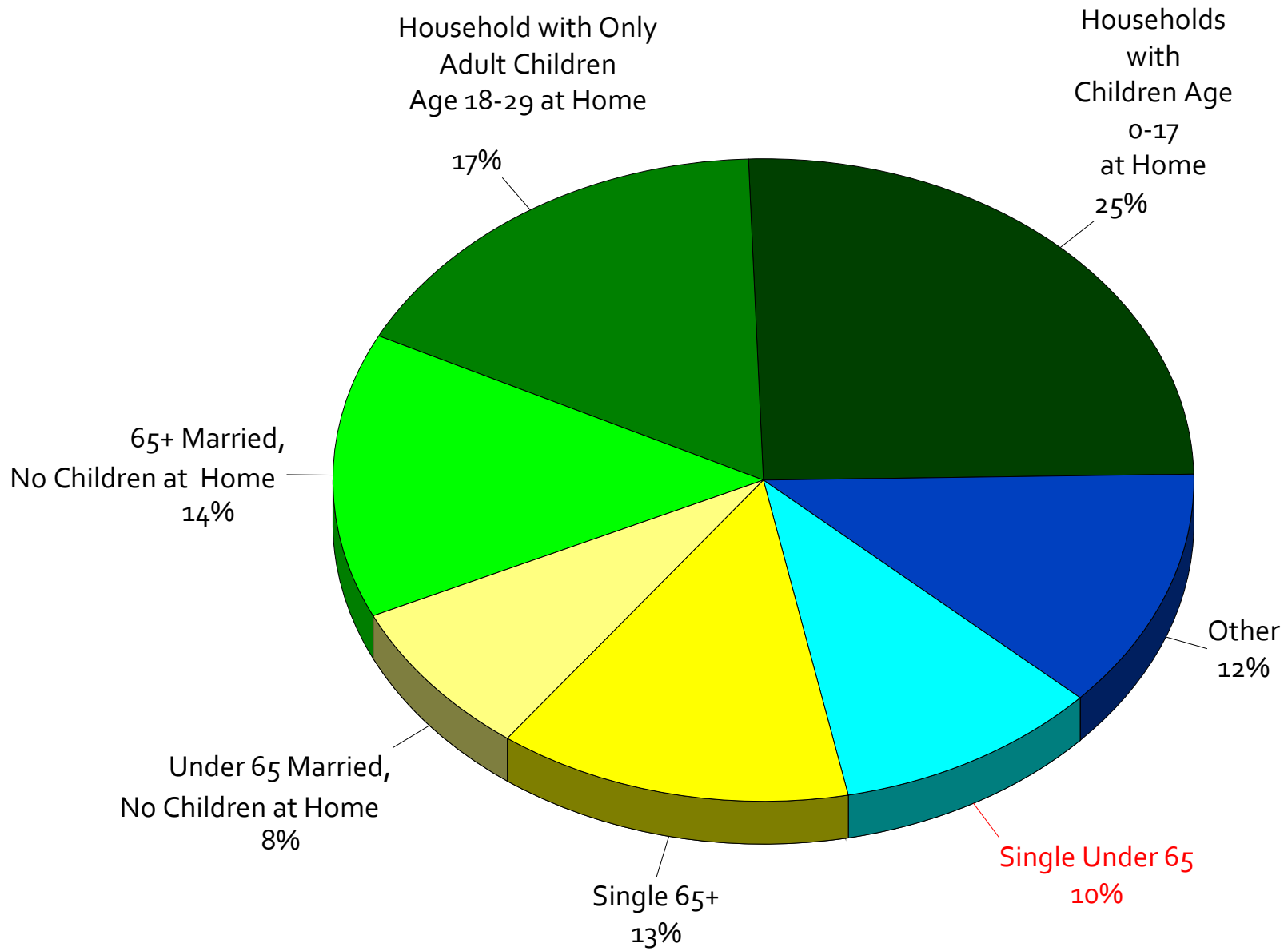
## Where Do Young Adults Age 25-34 Live?

Age 25-34 (8,000)



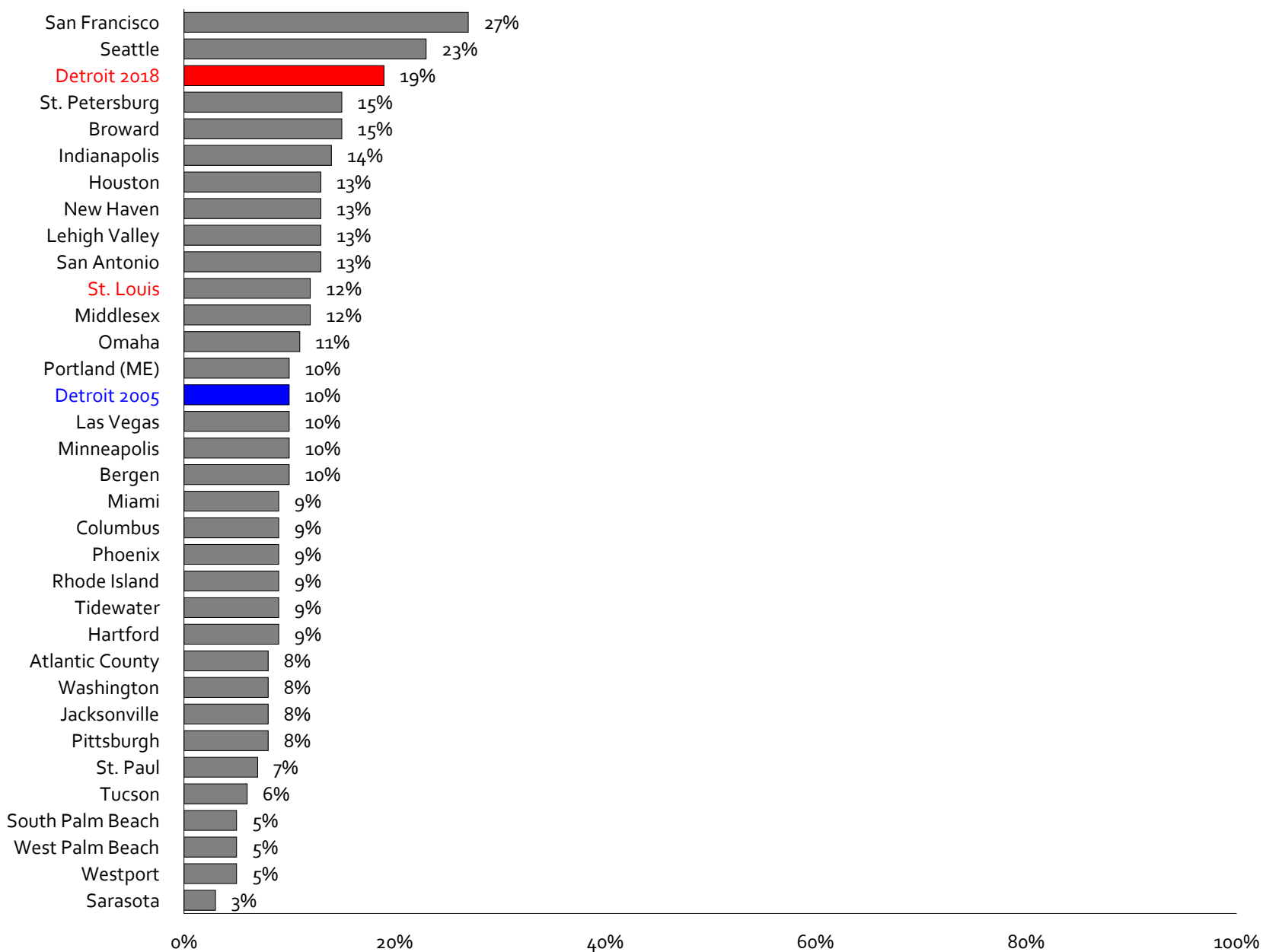
# Household Structure

(Jewish Households)



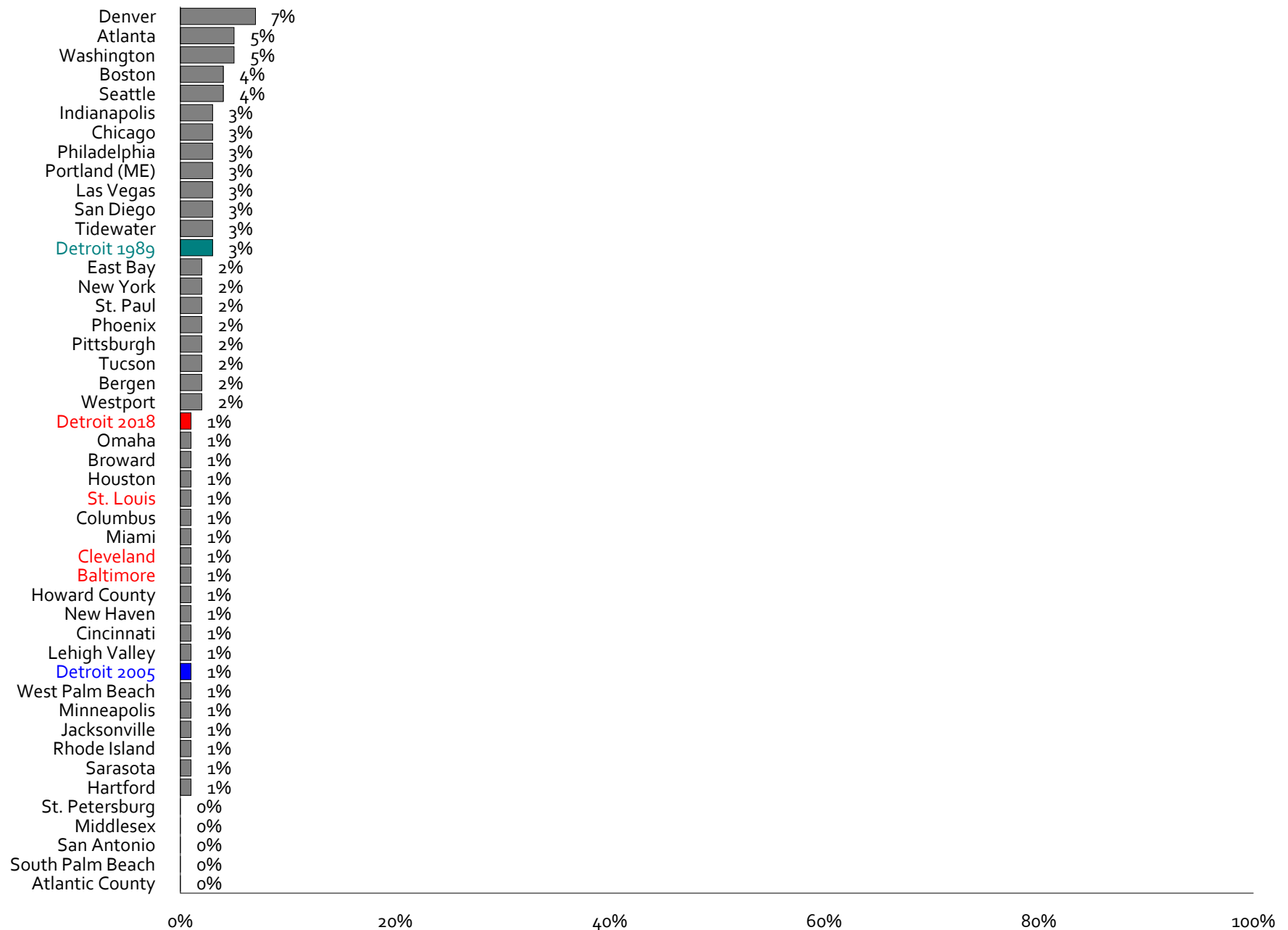
# Households with Only Adult Children Age 18 and Over at Home

(Jewish Households)

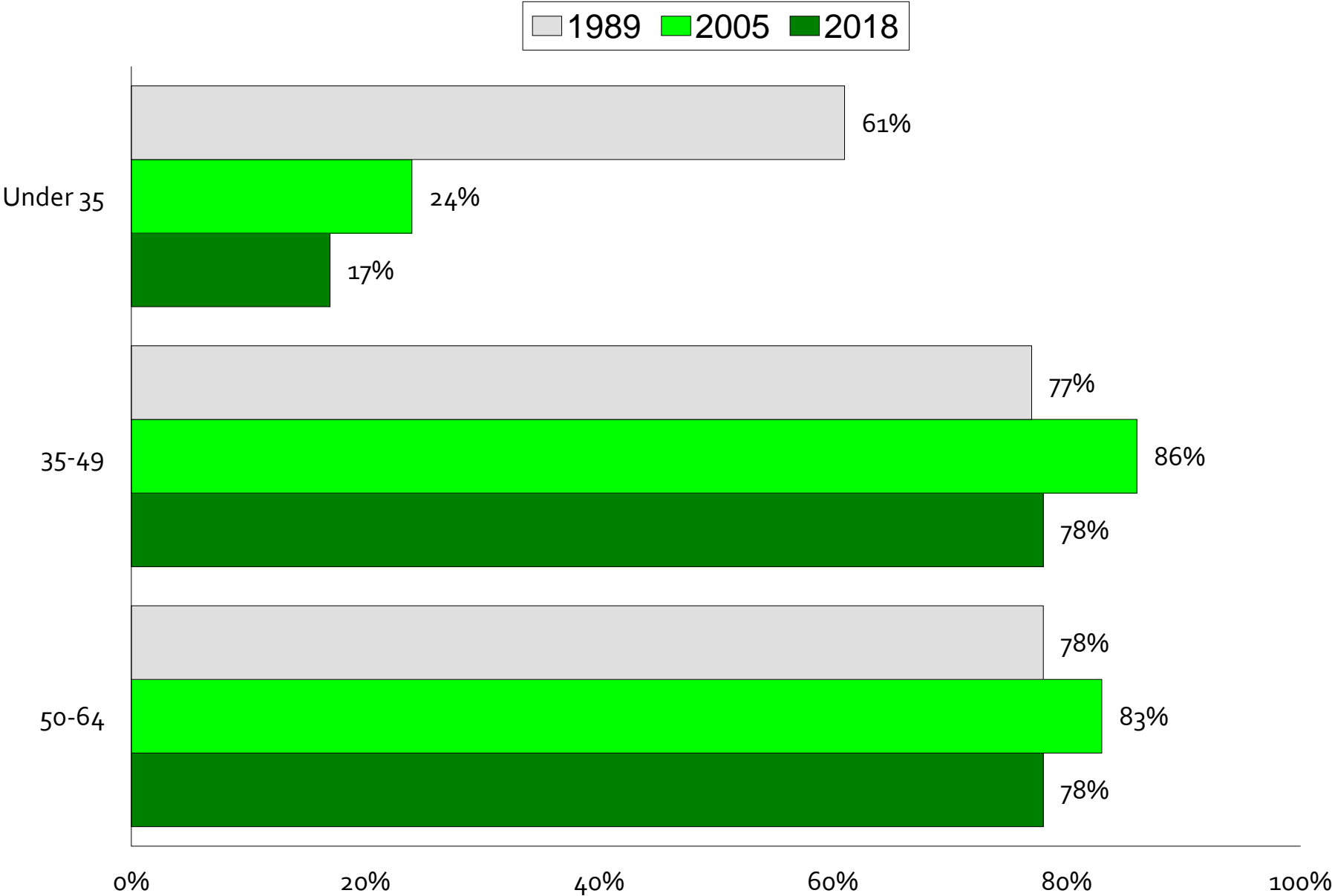


# Married Households Under Age 35 with No Children at Home

(Jewish Households)

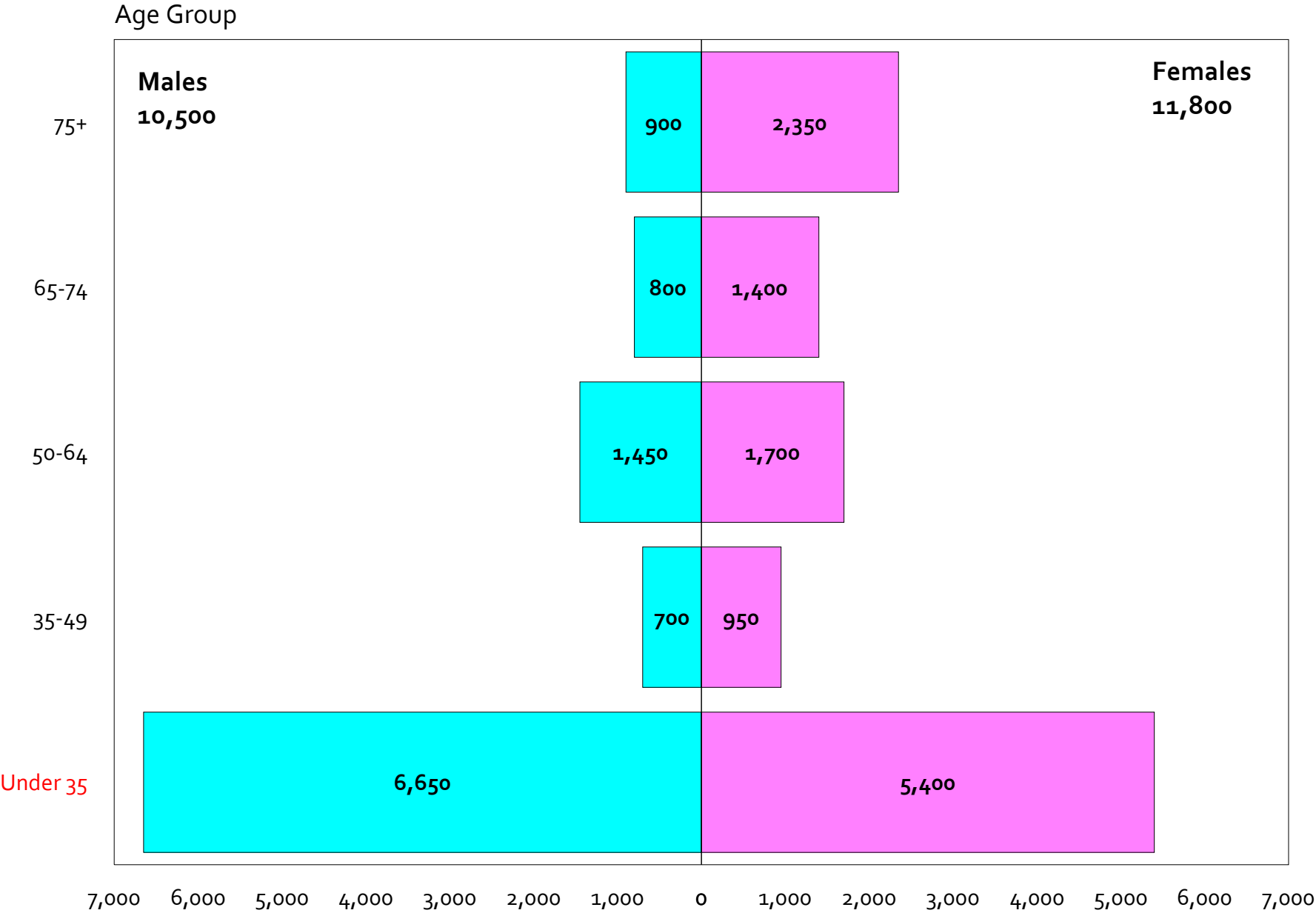


Currently Married, 1989-2018  
(Adults in Jewish Households)



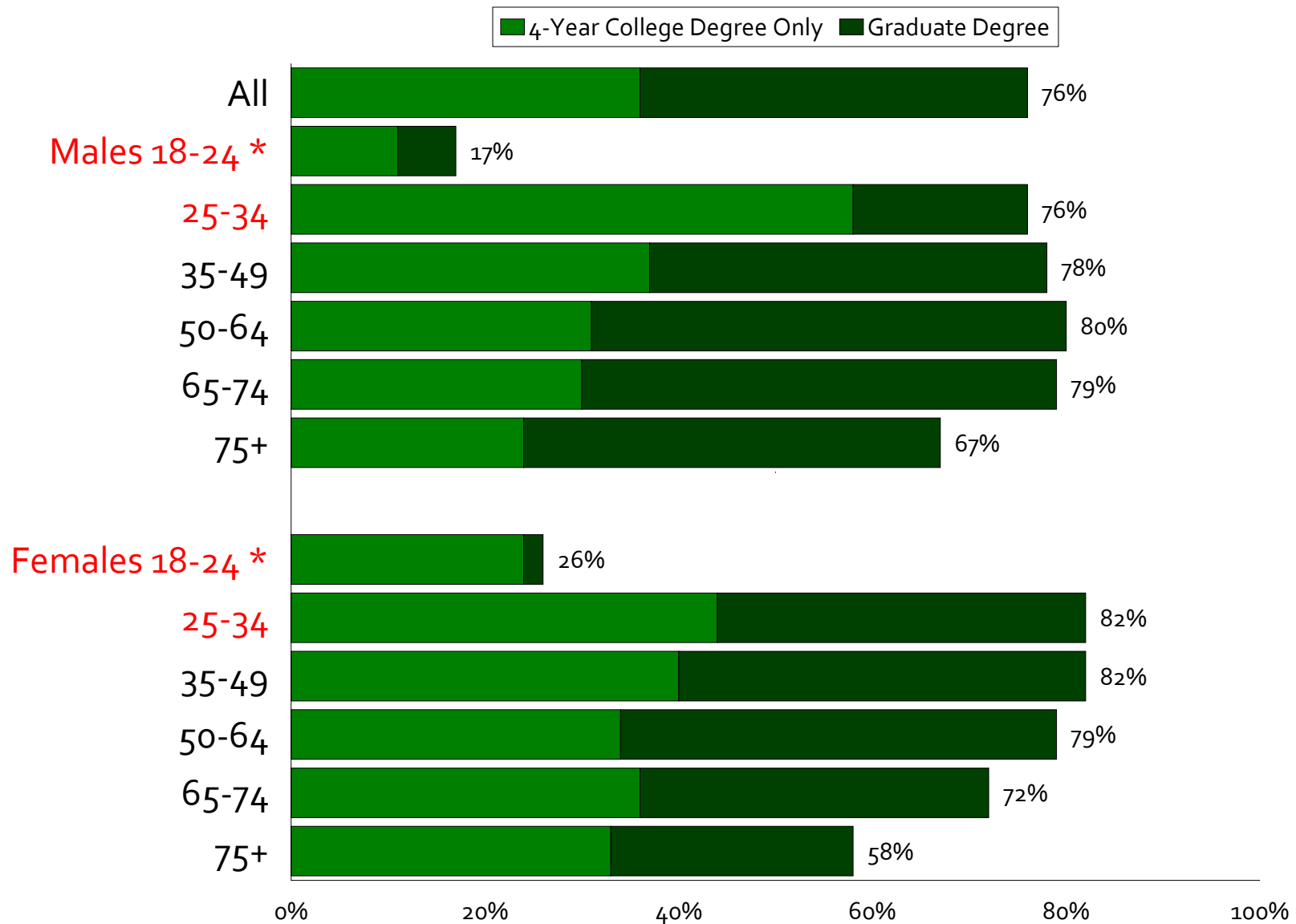


# Single Jewish Adults



# 4-Year College Degree or Higher

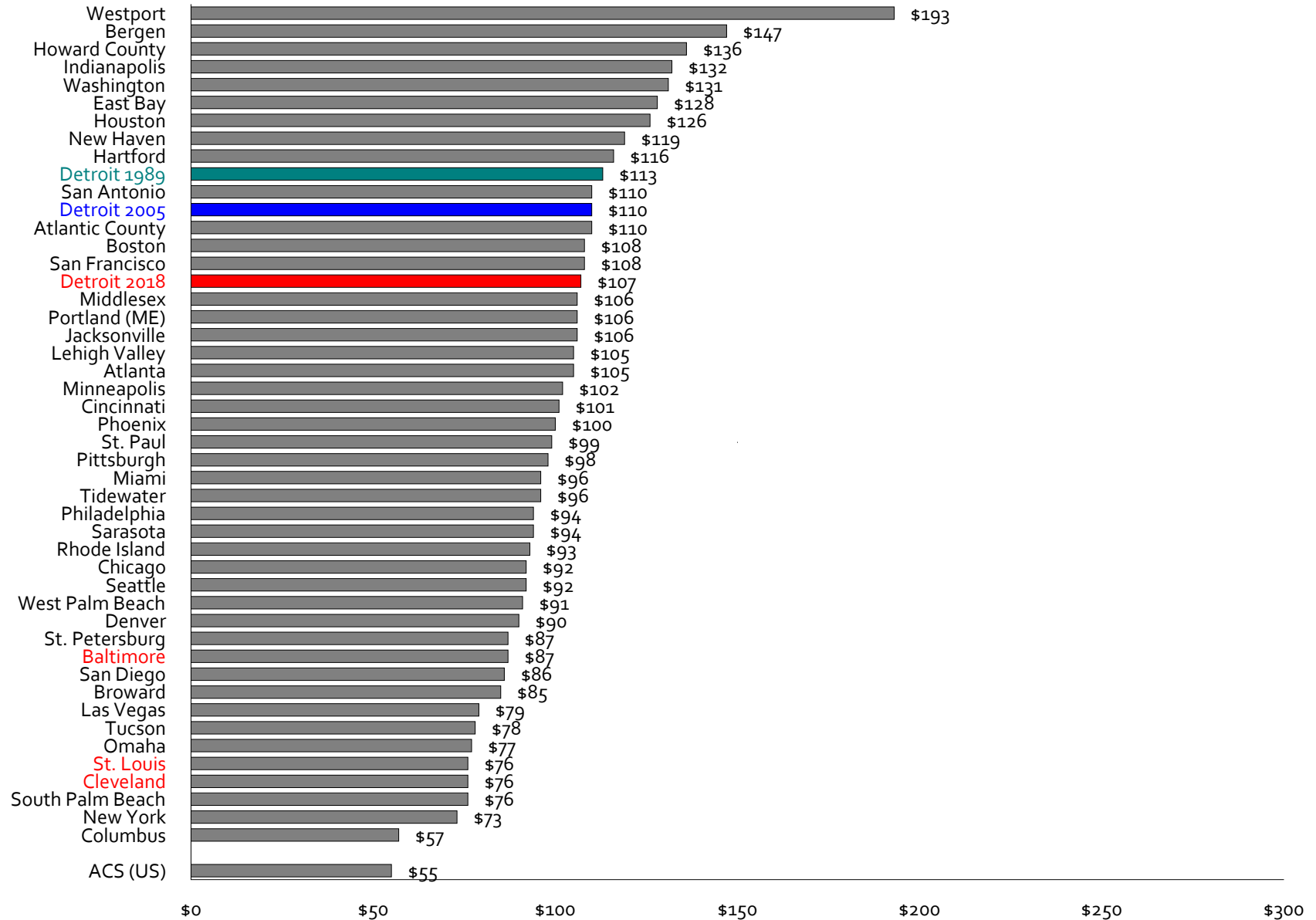
(Adults Age 25 and Over in Jewish Households)



\* Not included in other results

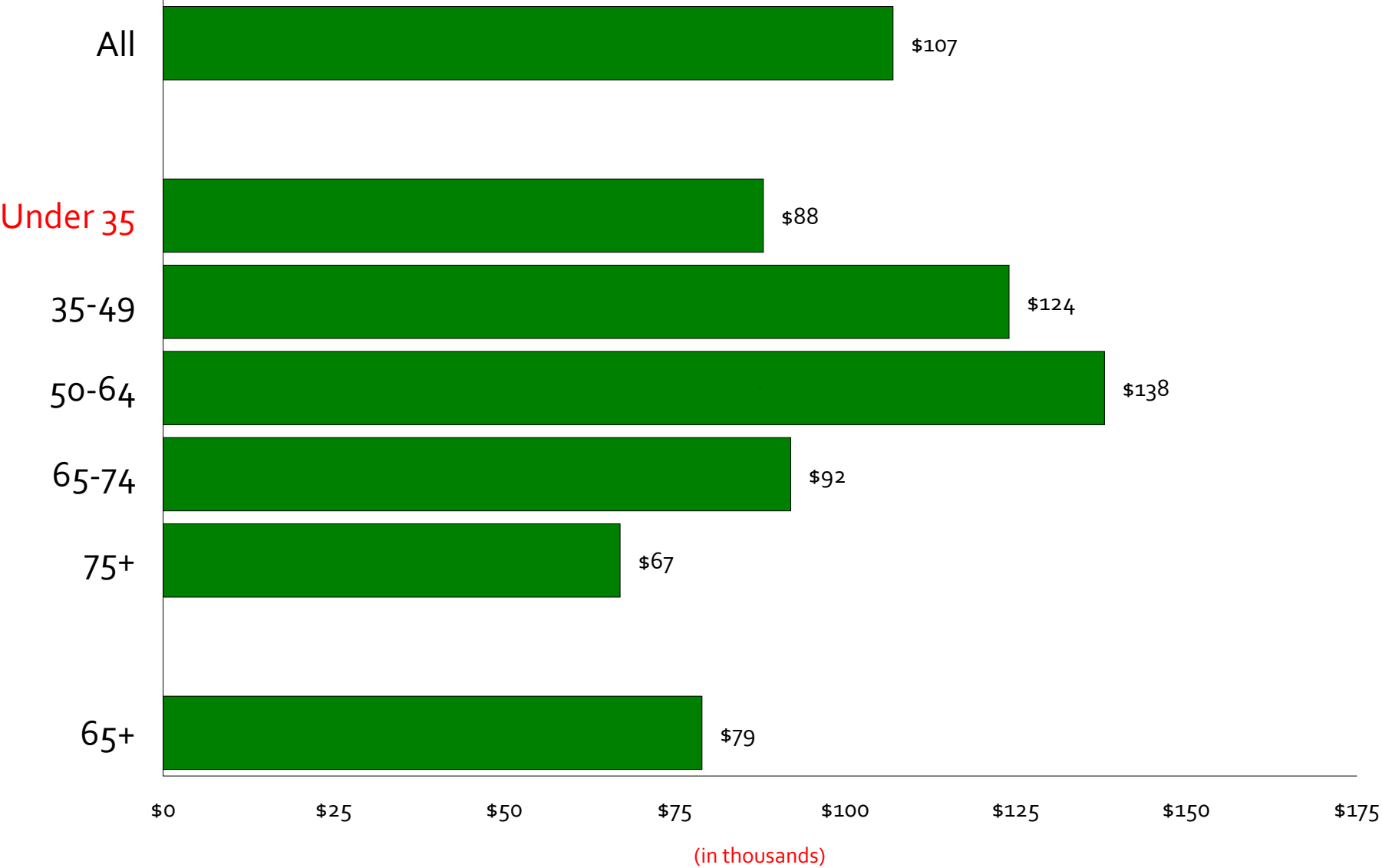
# Median Household Income

(Adjusted for inflation to 2017 dollars)  
(Jewish Households)



# Median Household Income

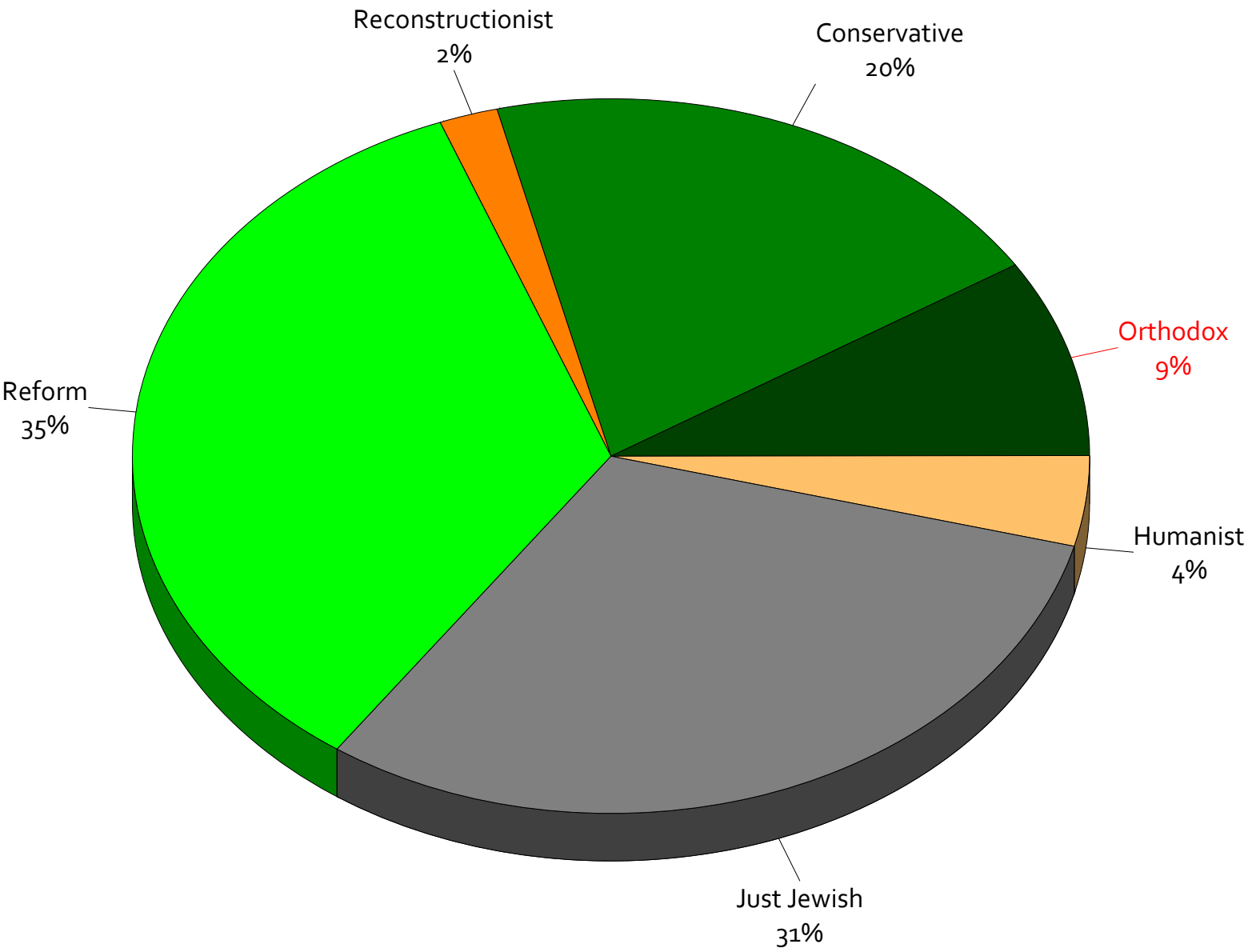
(Jewish Households)



## Religious Profile: Jewish Identification

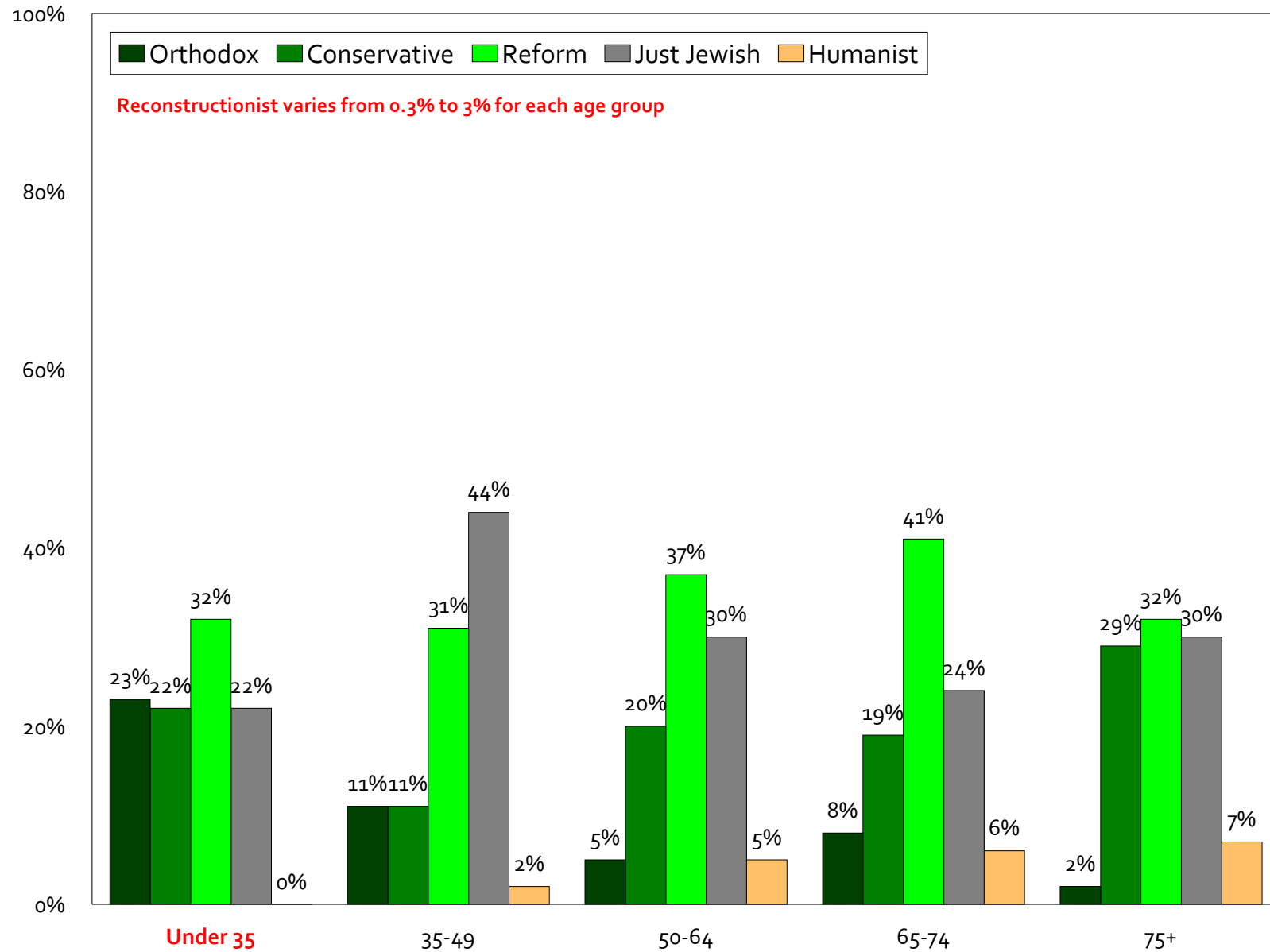
# Jewish Identification

(Jewish Households)



# Jewish Identification by Age of Respondent

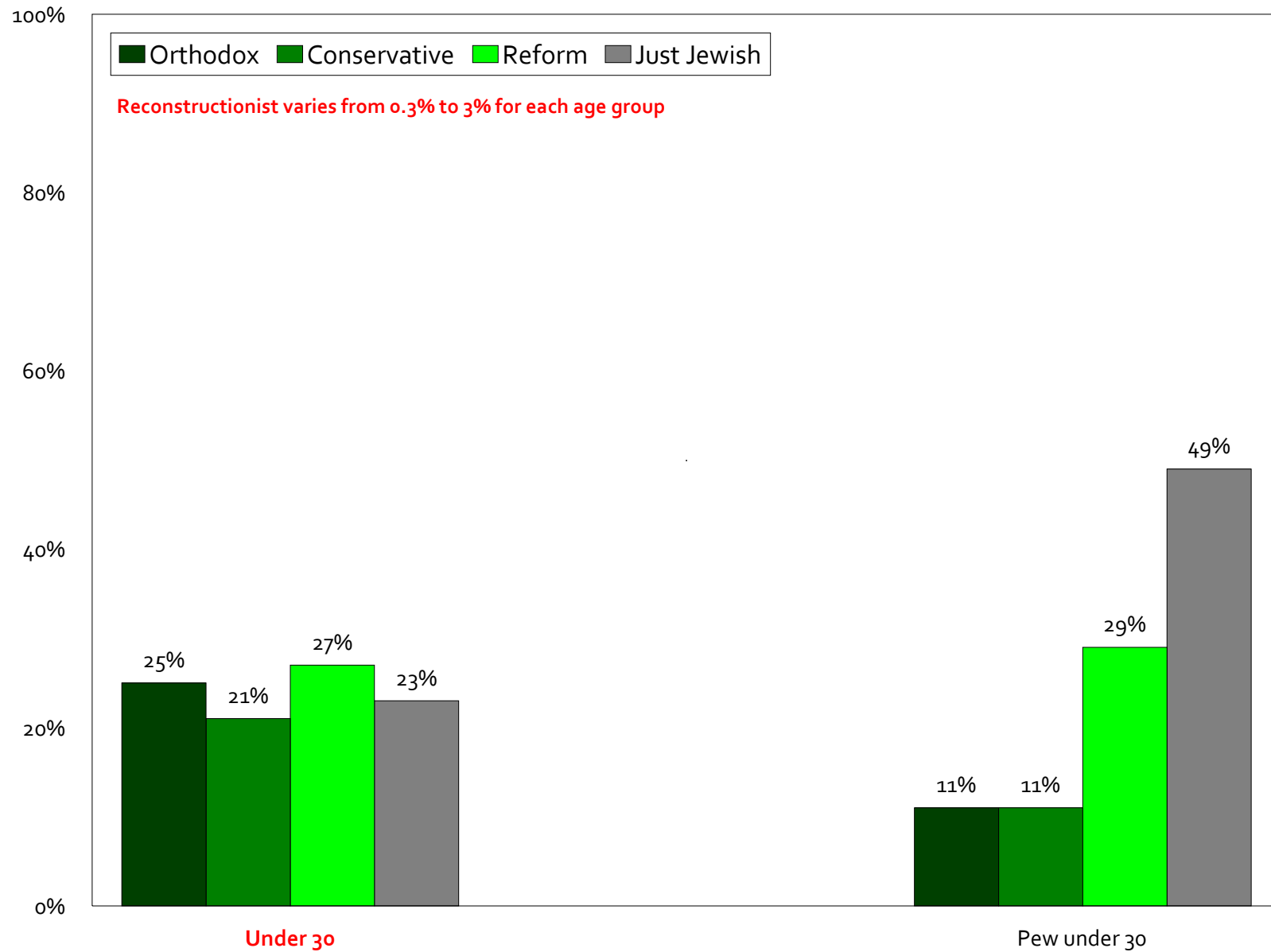
(Jewish Respondents)





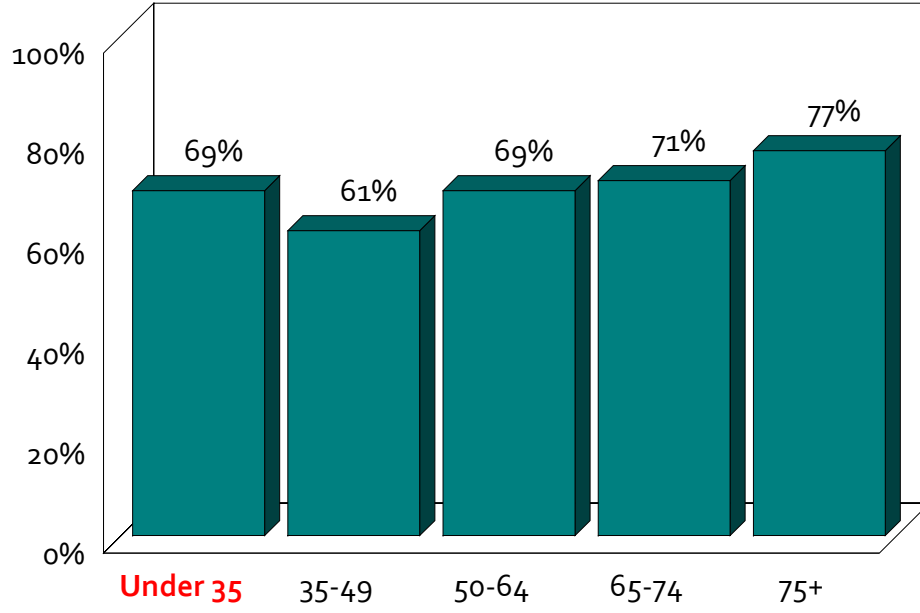
# Jewish Identification by Age of Respondent

(Jewish Respondents)

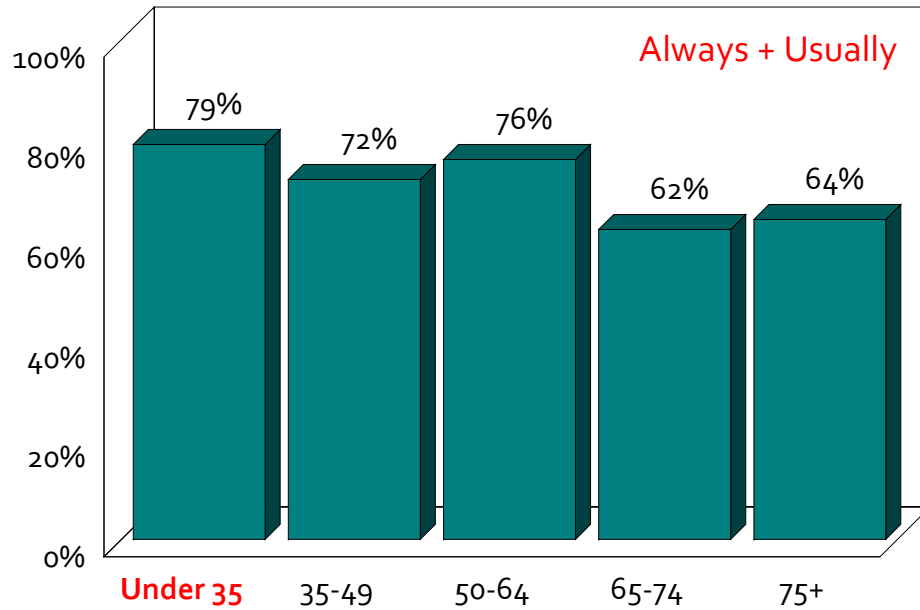


## **Religious Profile: Religious Practices**

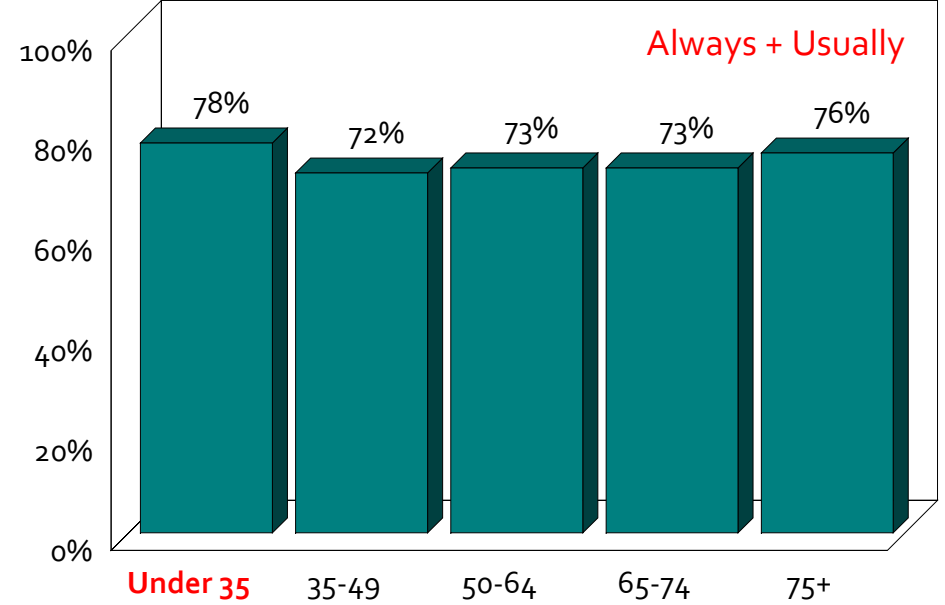
Mezuzah on Front Door



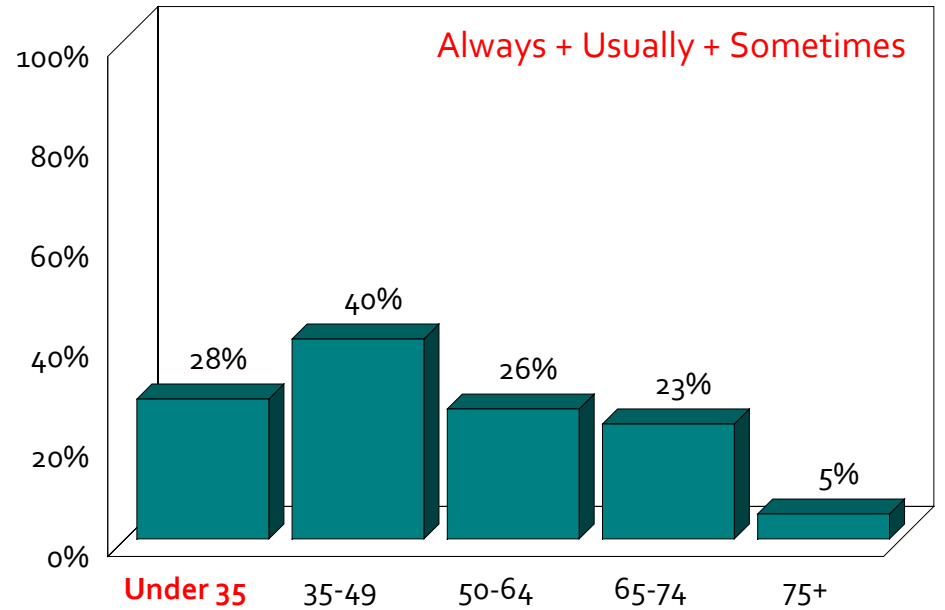
Chanukah Candles



Passover Seder

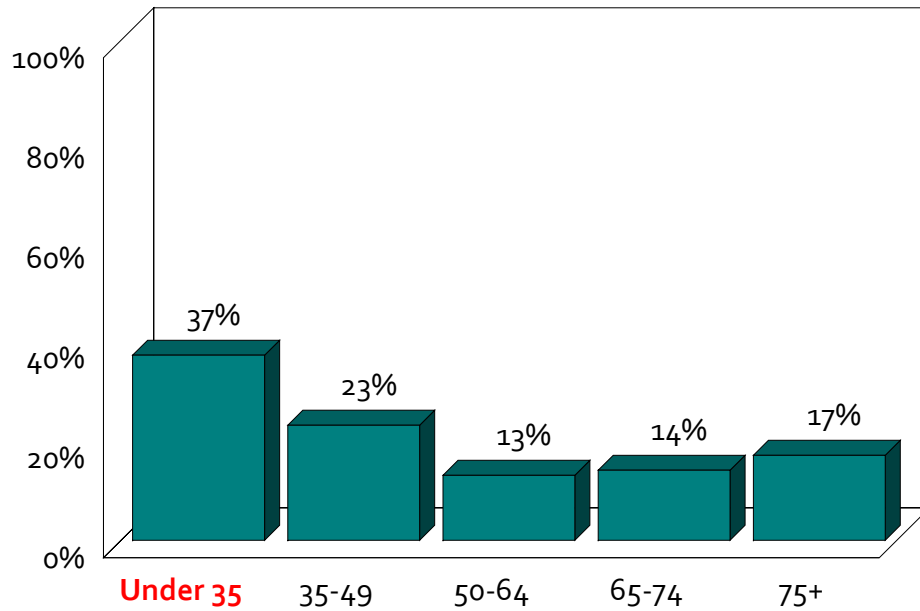


Christmas Tree

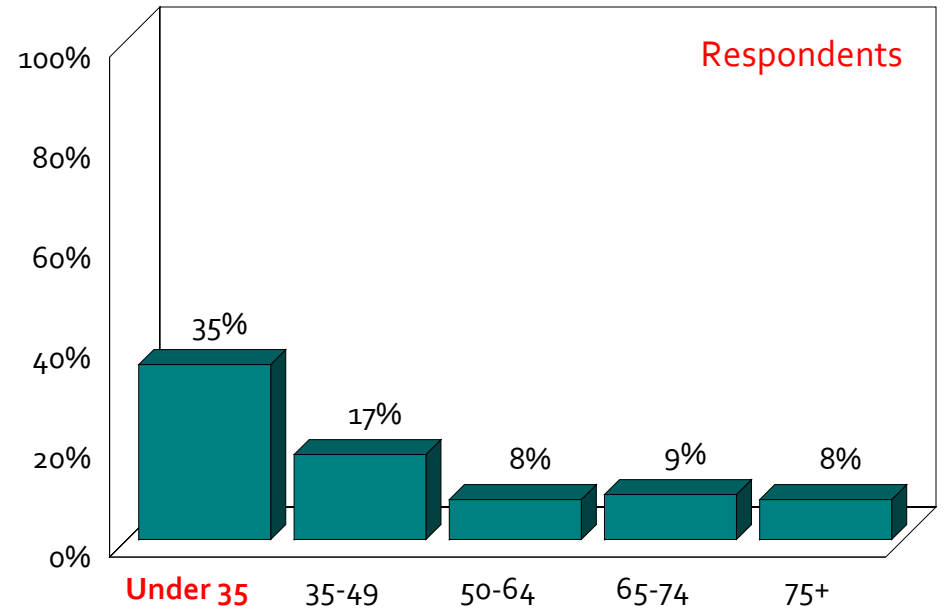


49

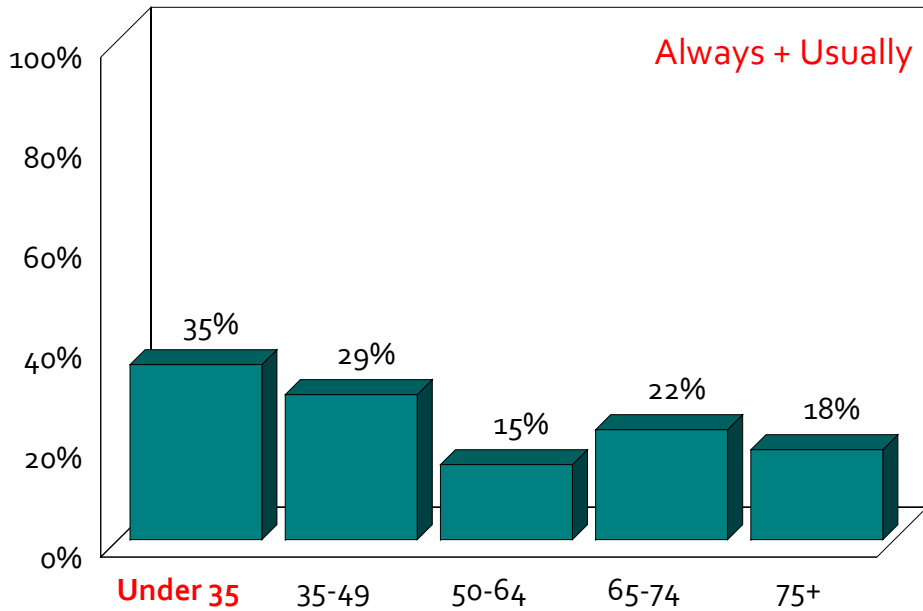
**Kosher Home**



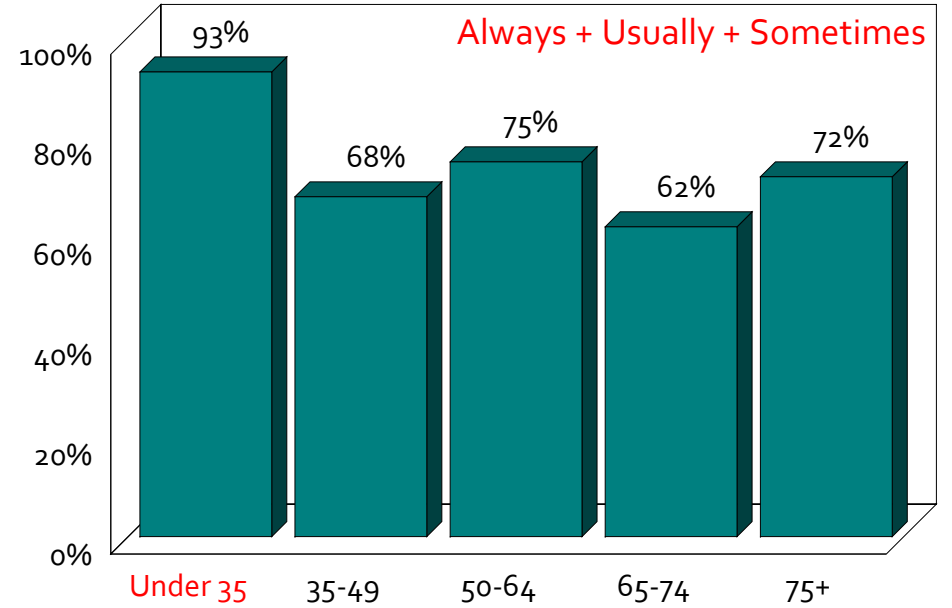
**Kosher In/Out of Home**



**Sabbath Candles**



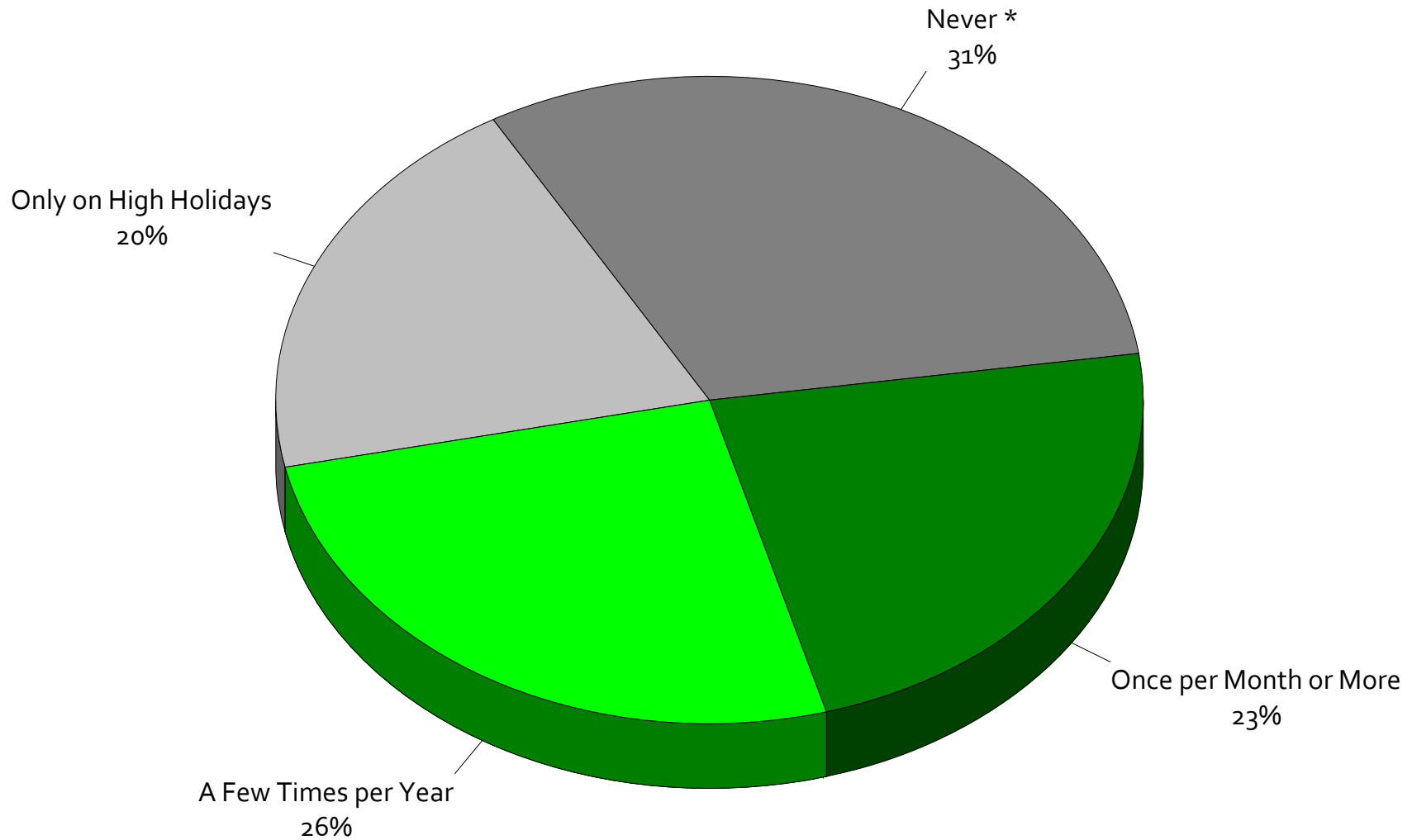
**Do Something to Observe Sabbath**



## **Religious Profile: Synagogue Attendance**

# Synagogue Attendance

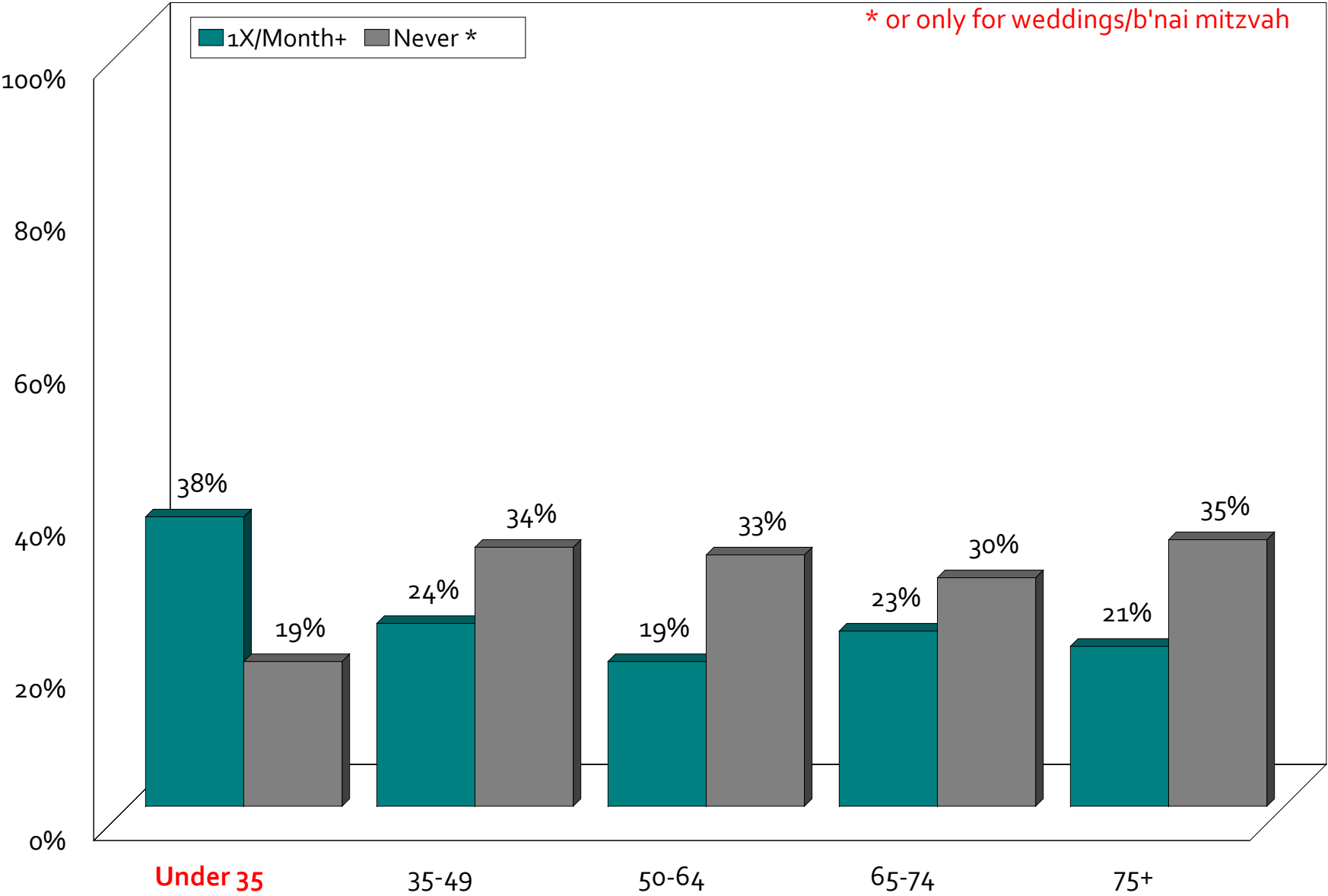
(Jewish Respondents)



\* or only for weddings/b'nai mitzvah

# Synagogue Attendance by Age

(Jewish Respondents)

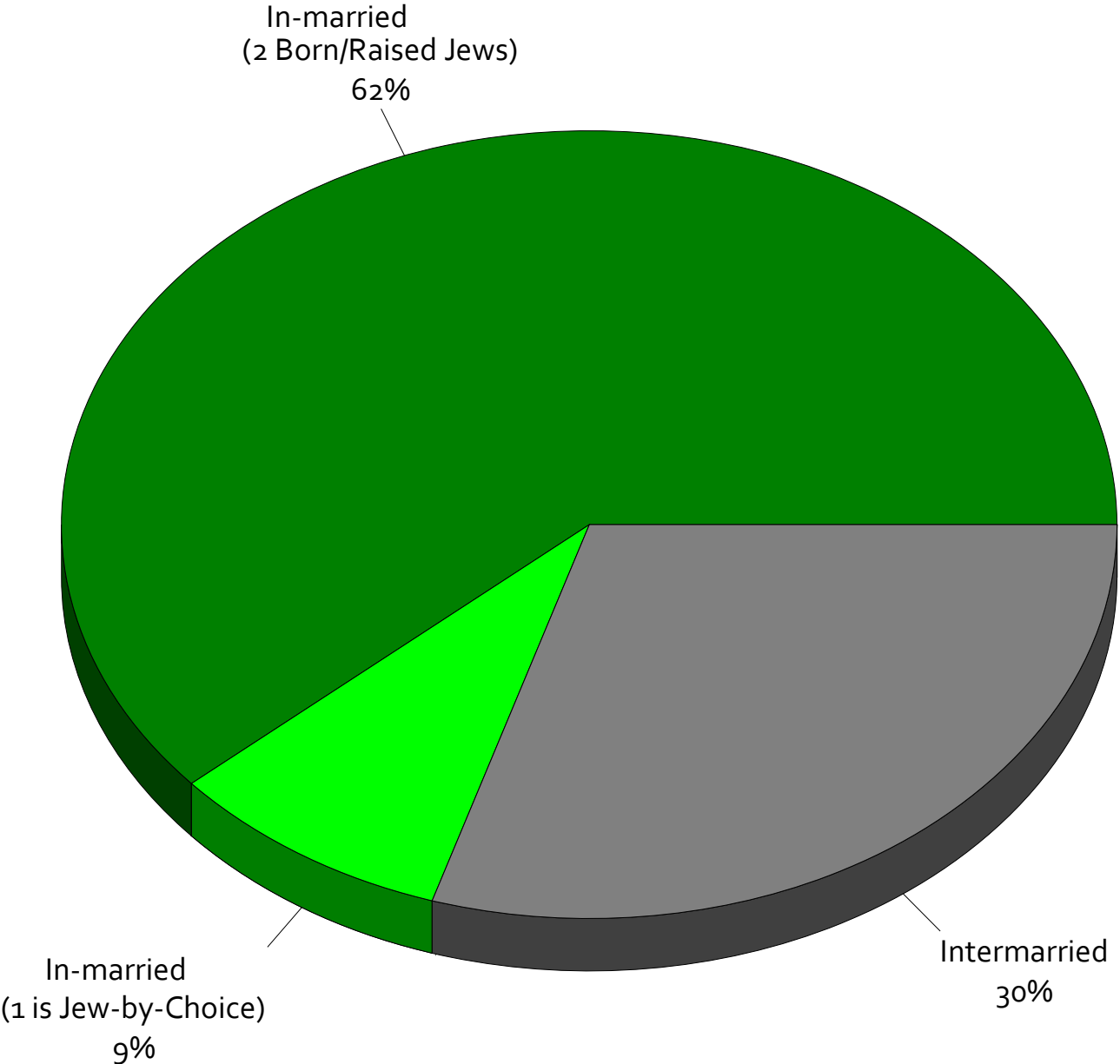




## Types of Marriage

# Types of Marriage

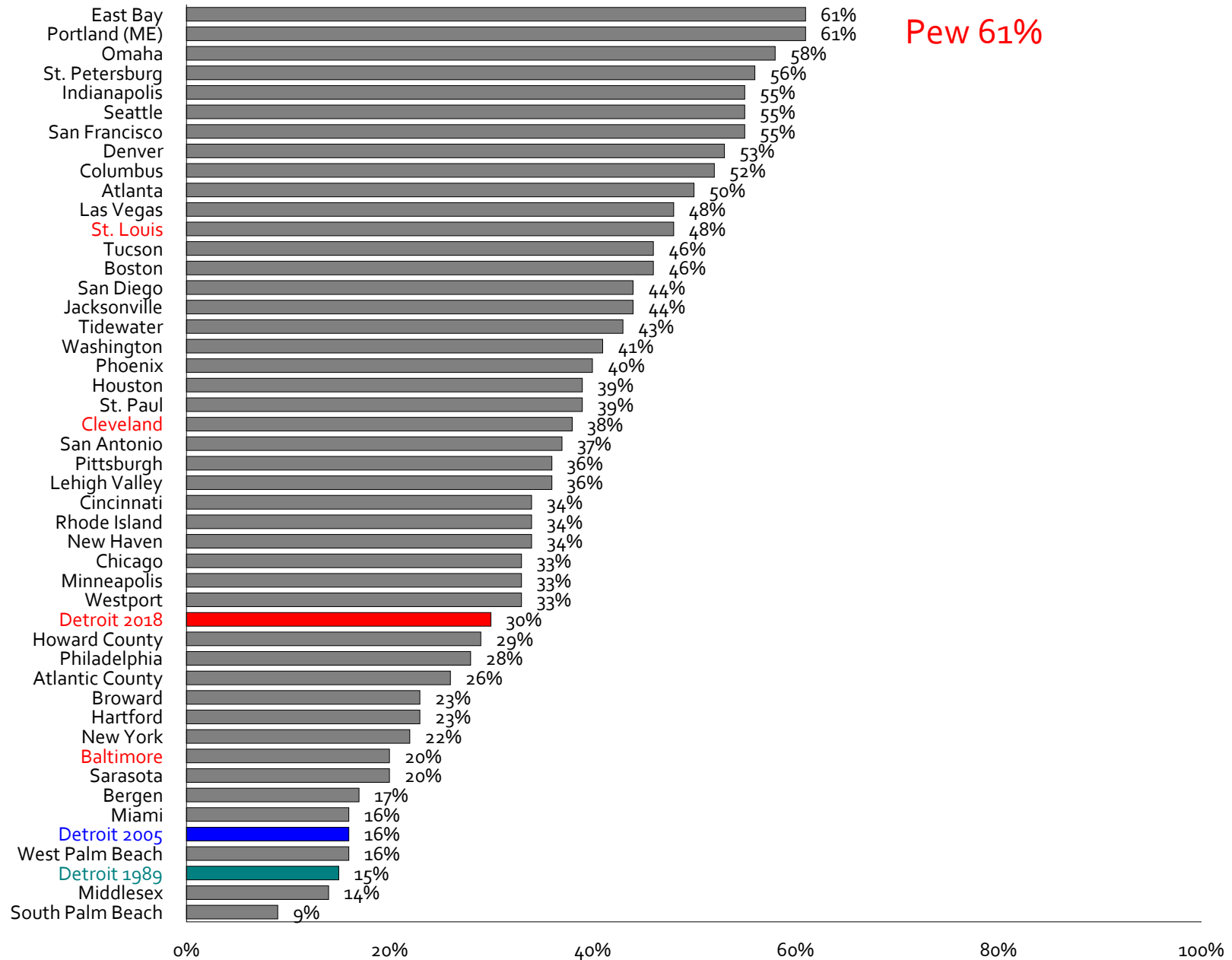
(Married Couples in Jewish Households)



# Intermarriage

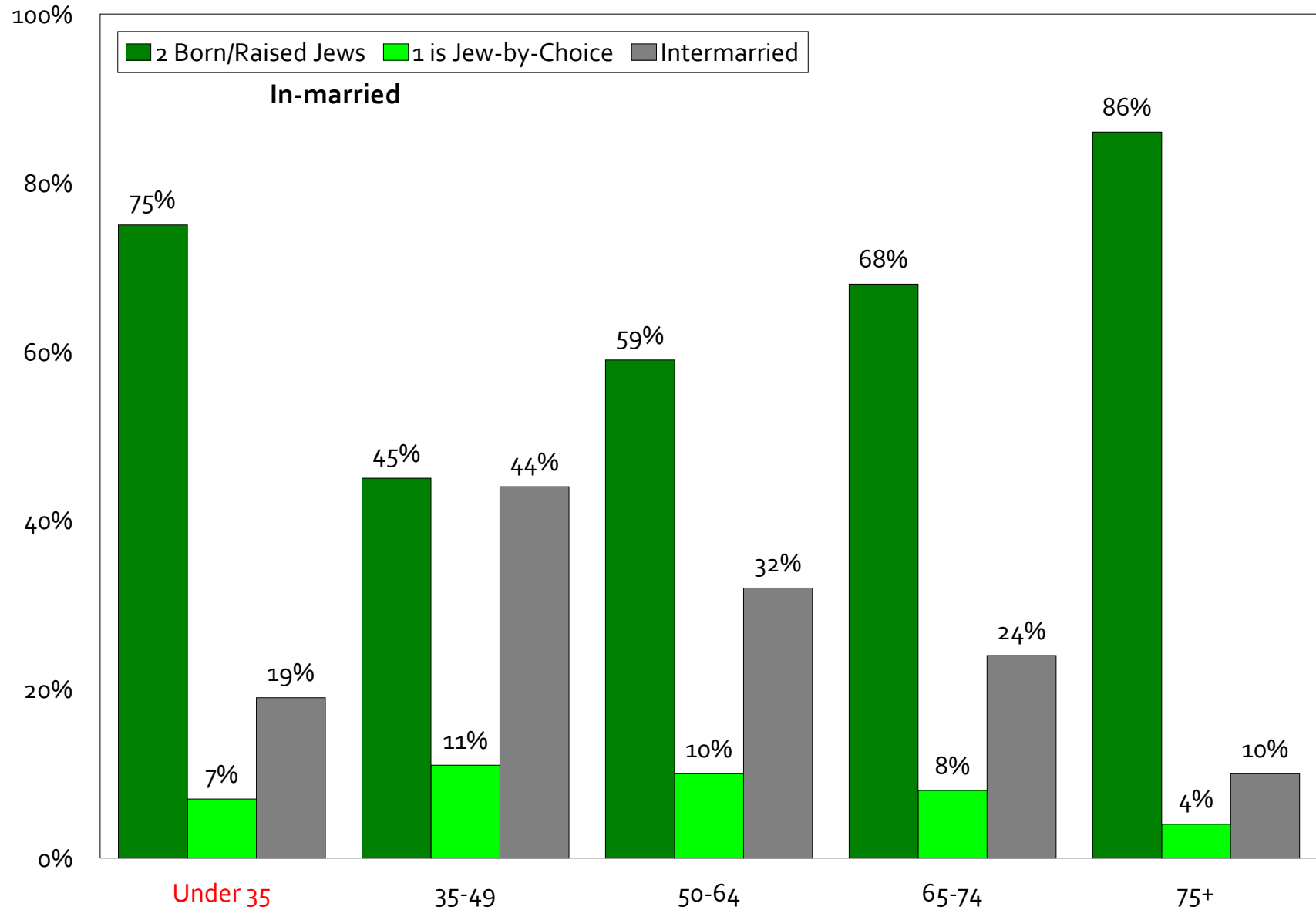
(Couples Intermarriage Rate)

Pew 61%



## Types of Marriage by Age of Head of Household

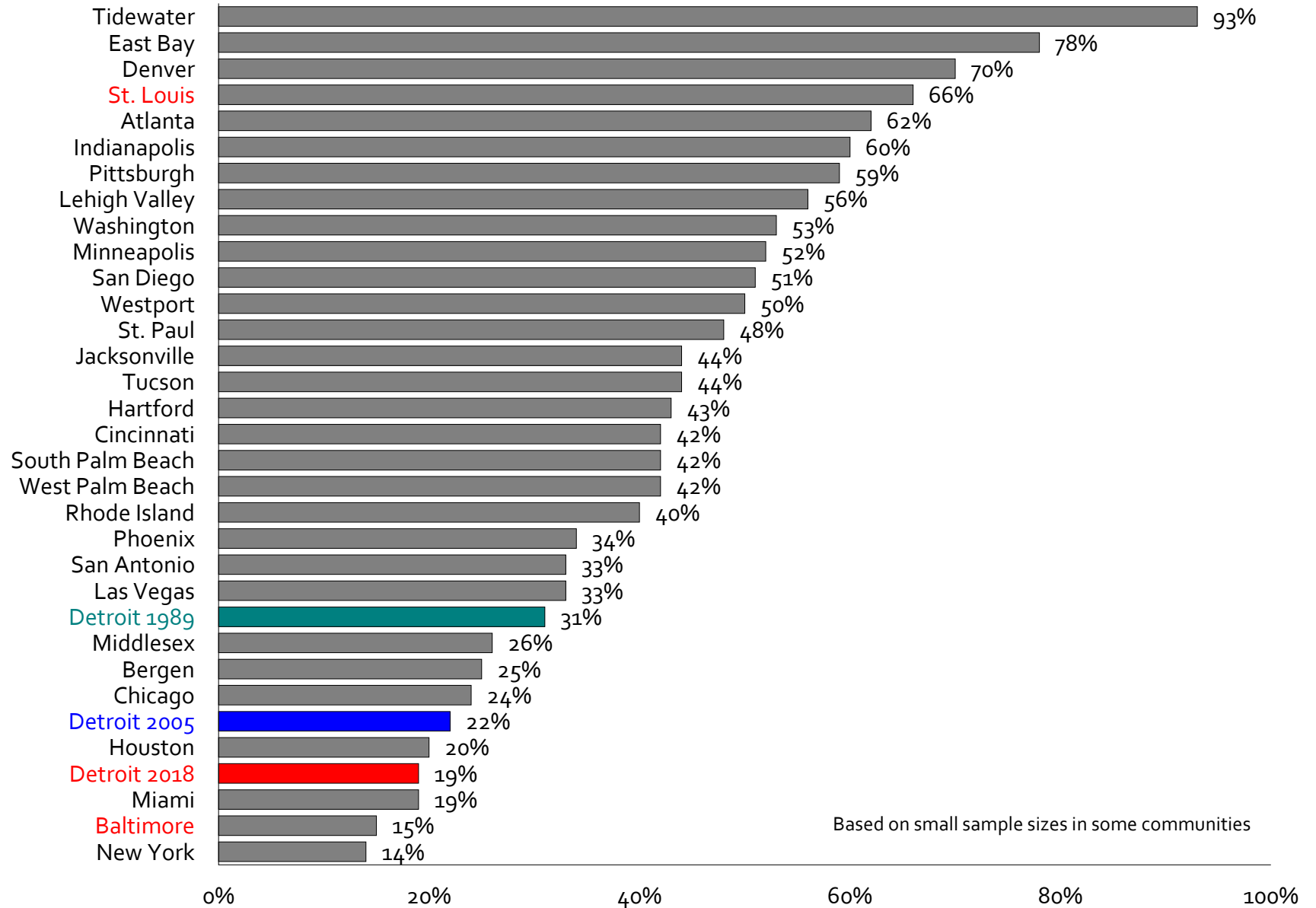
(Married Couples)



# Intermarriage

Head of Household Under Age 35

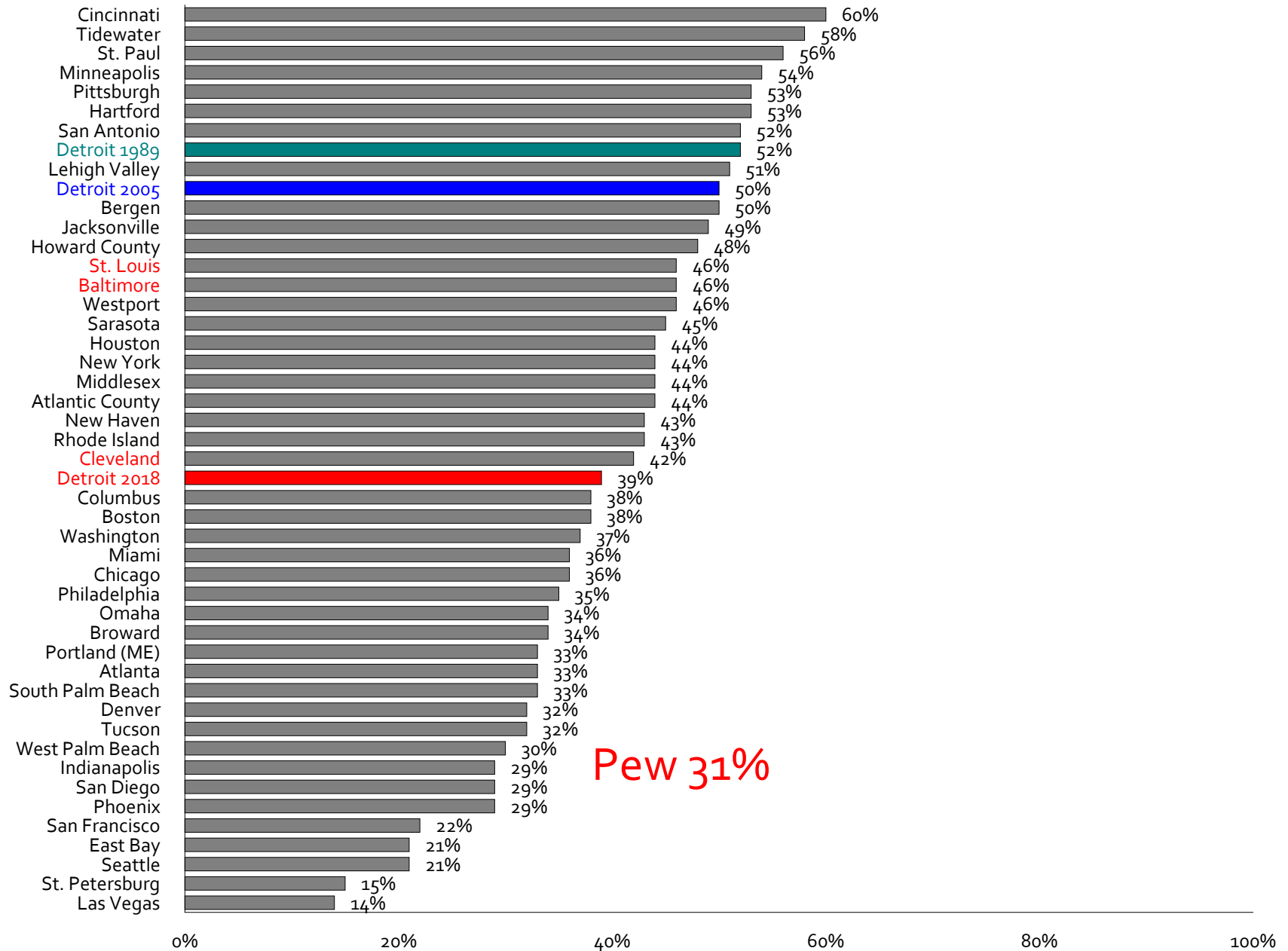
(Couples Intermarriage Rate)



## **Membership Profile: Synagogues**

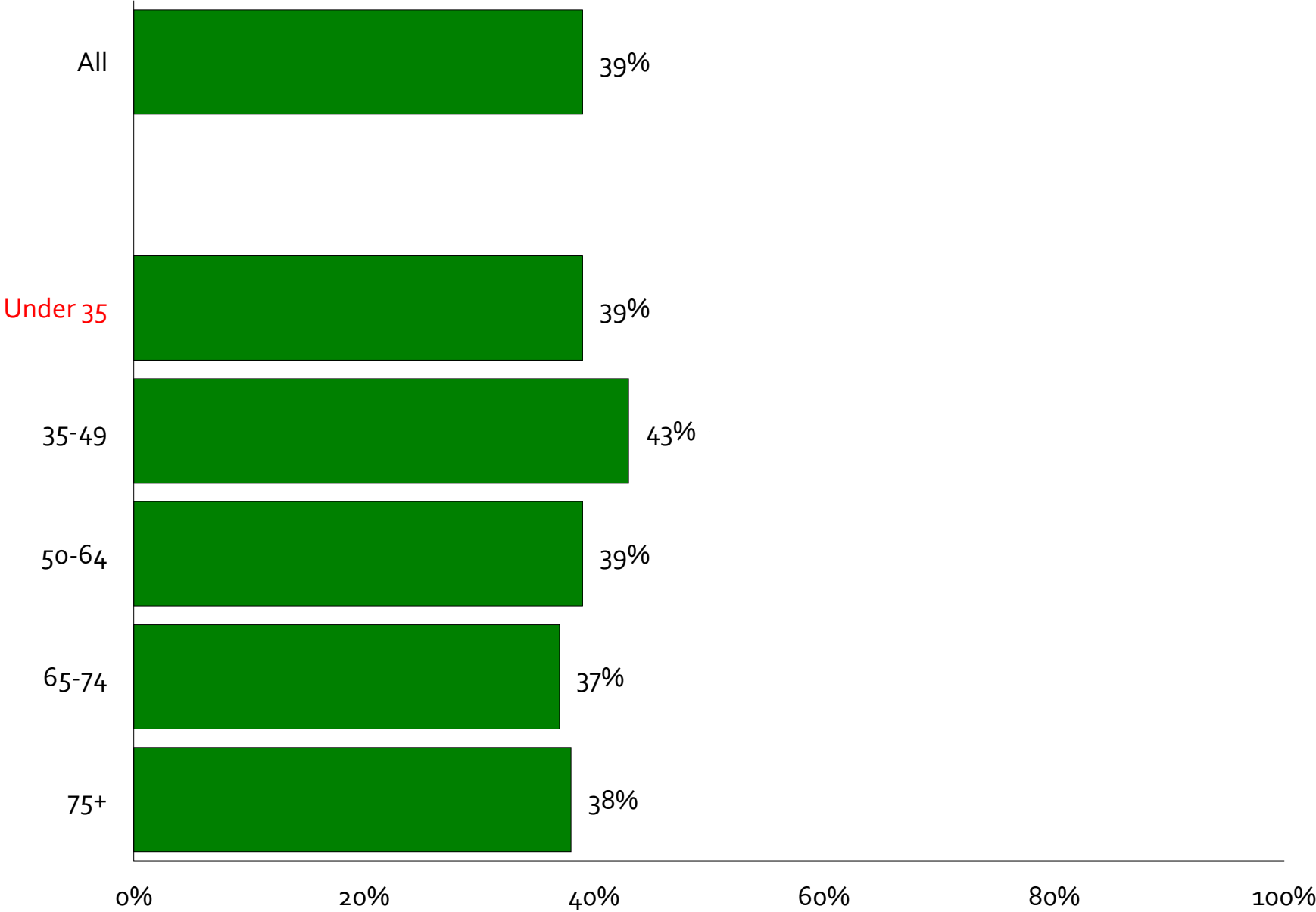
# Synagogue Membership

(Jewish Households)



# Synagogue Membership

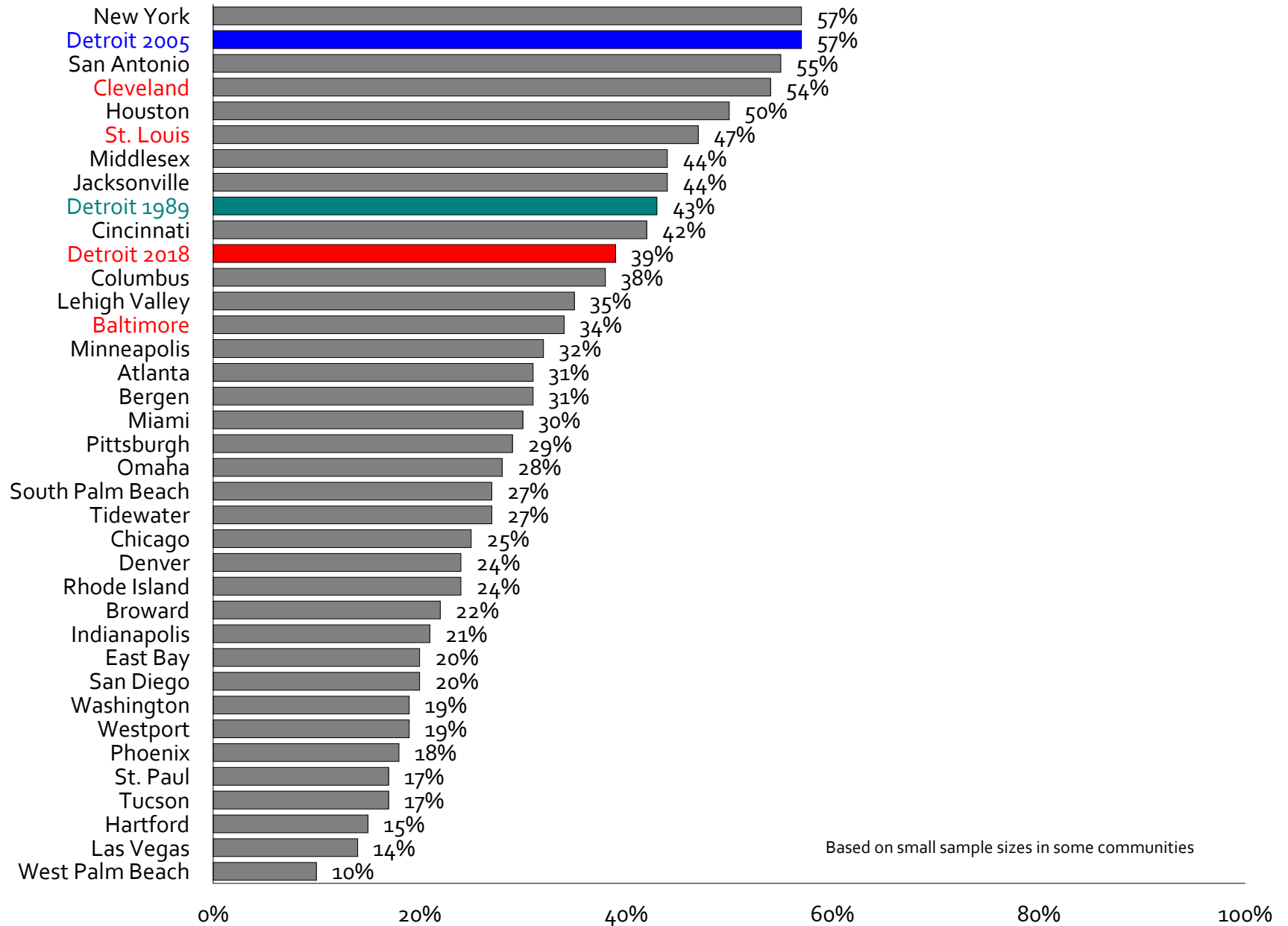
(Jewish Households)





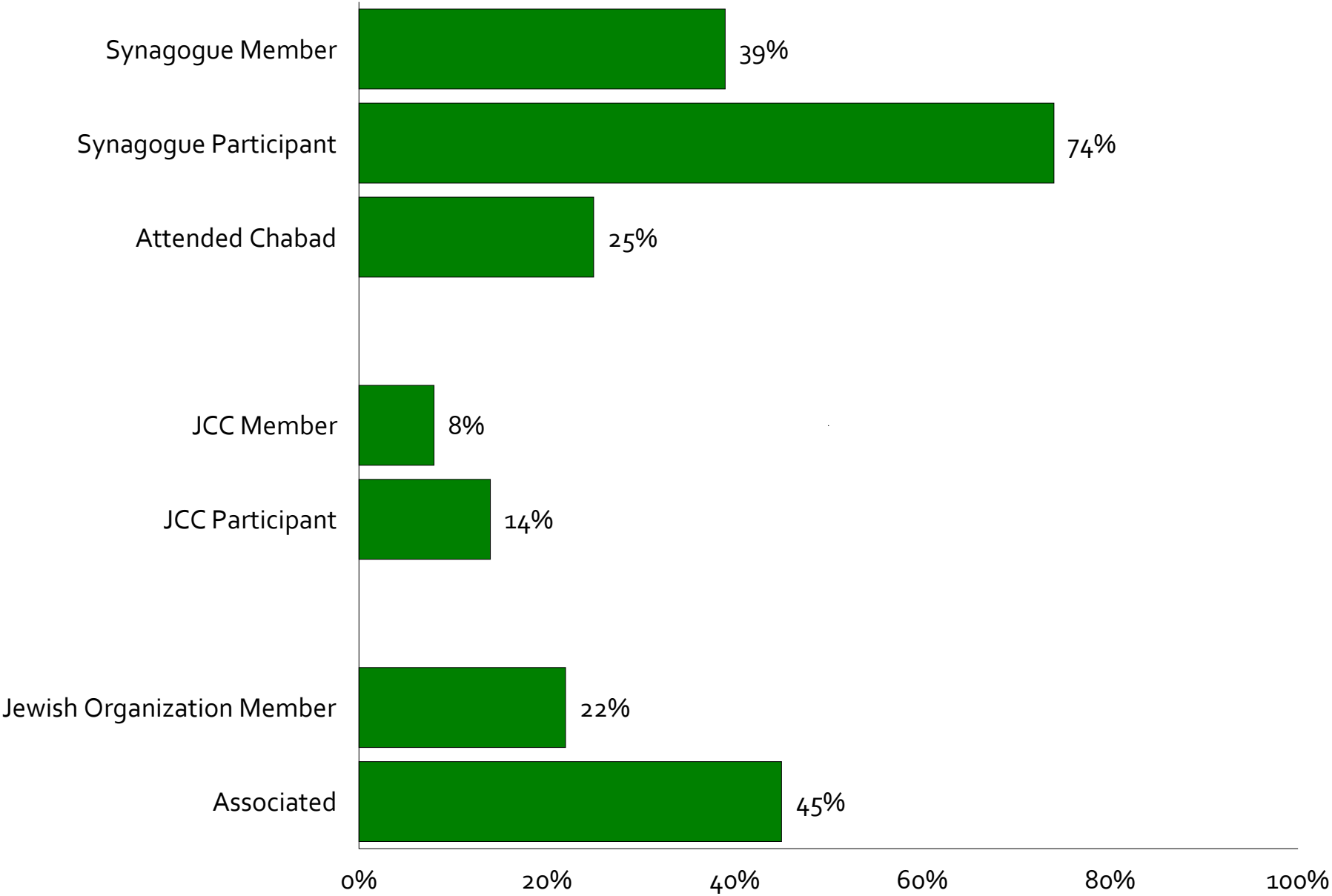
# Synagogue Membership

Head of Household Under Age 35

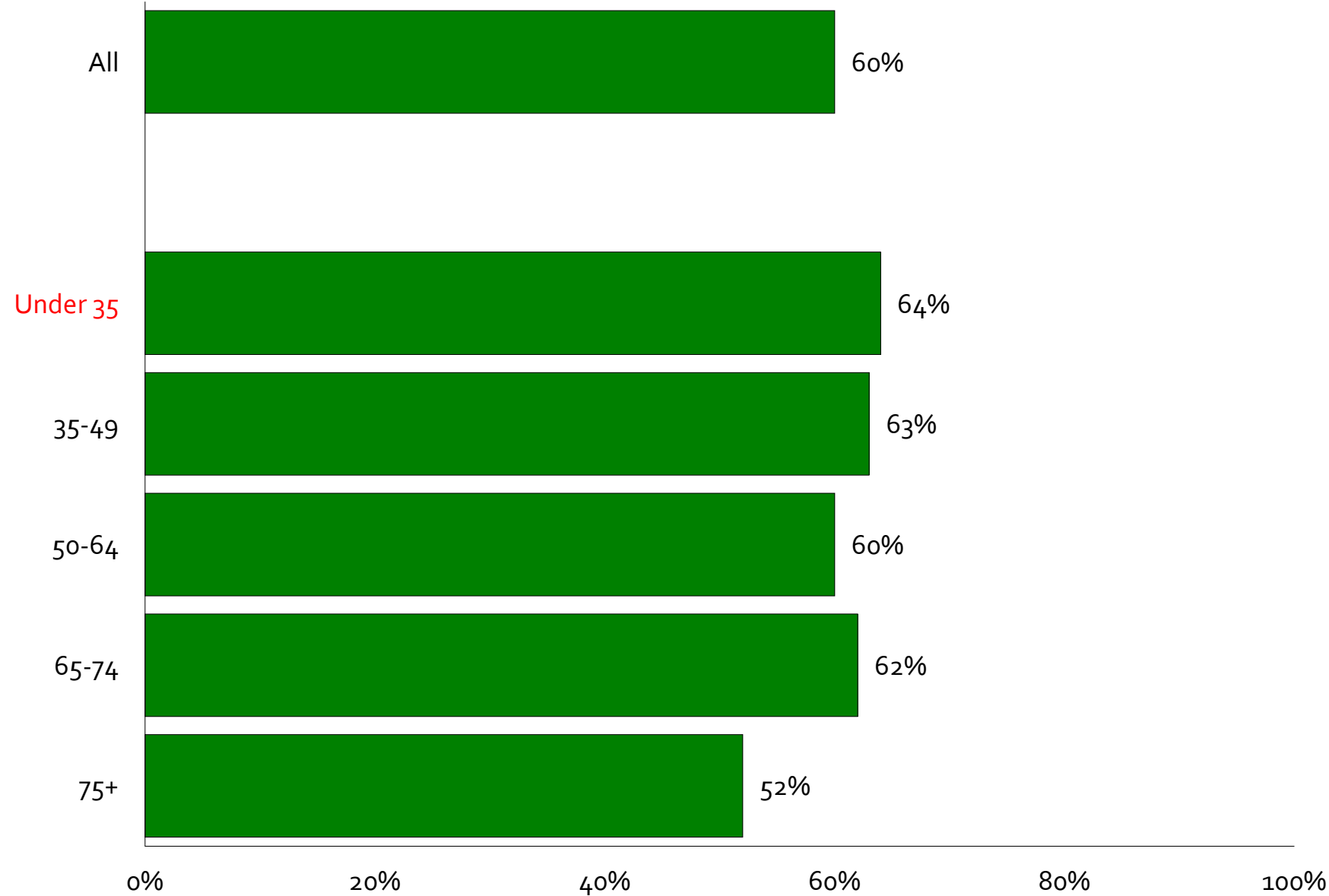


# Summary of Memberships Under Age 35

(Jewish Households)



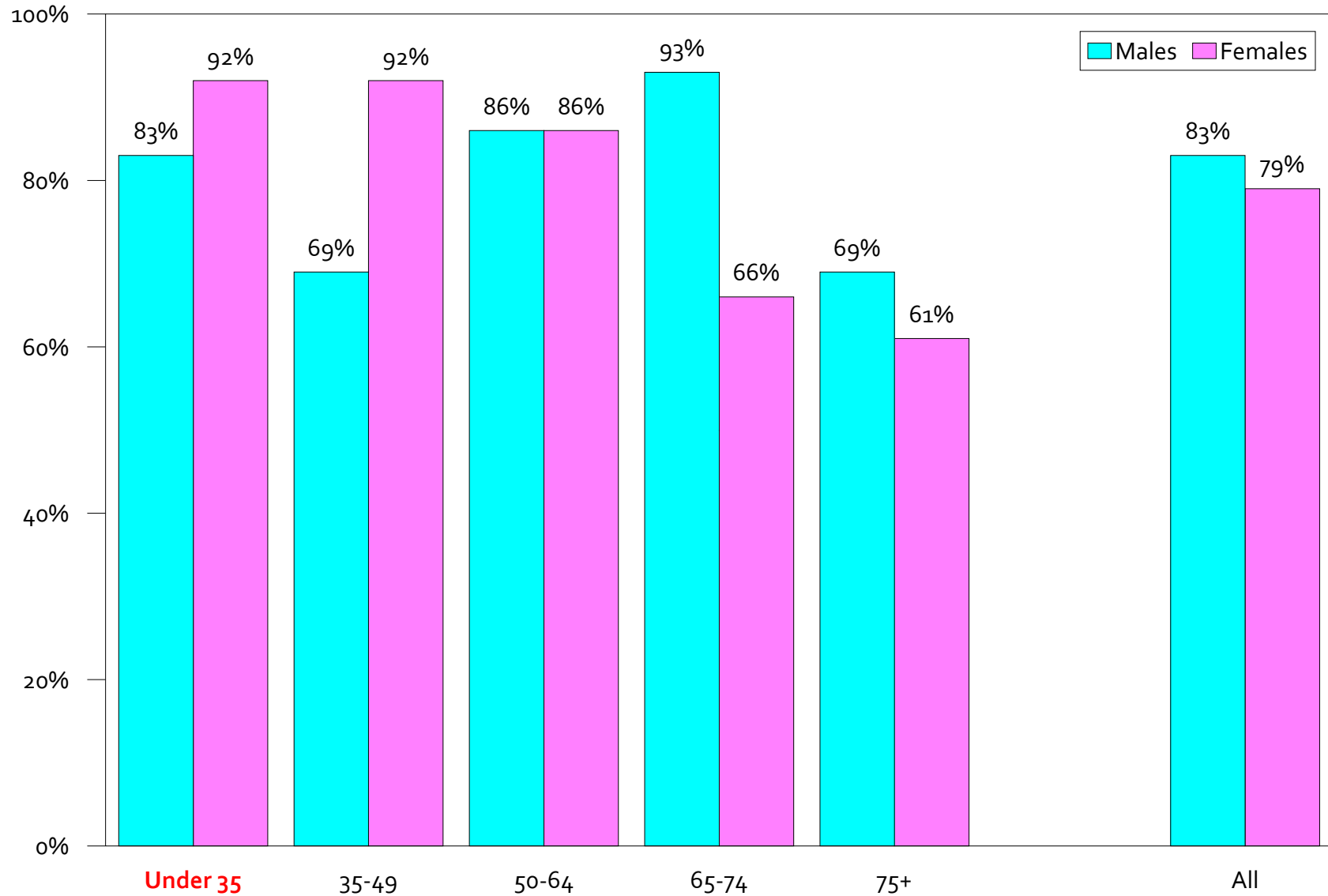
Feel Very Much/Somewhat Part of the Detroit Jewish Community  
(Jewish Households)



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

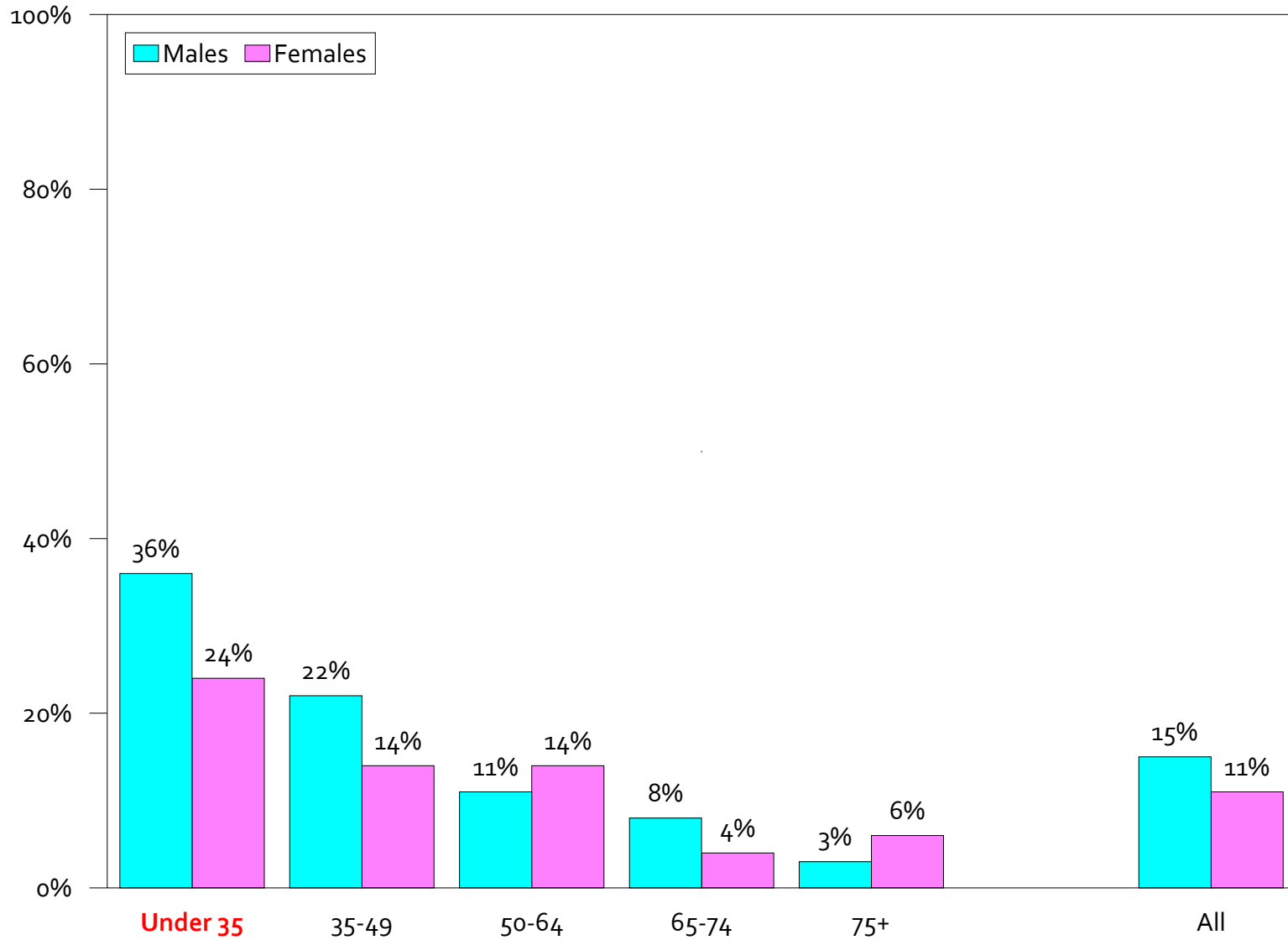
## Received Some Formal Jewish Education as Children by Age and Sex

(Born or Raised Jewish Respondents)



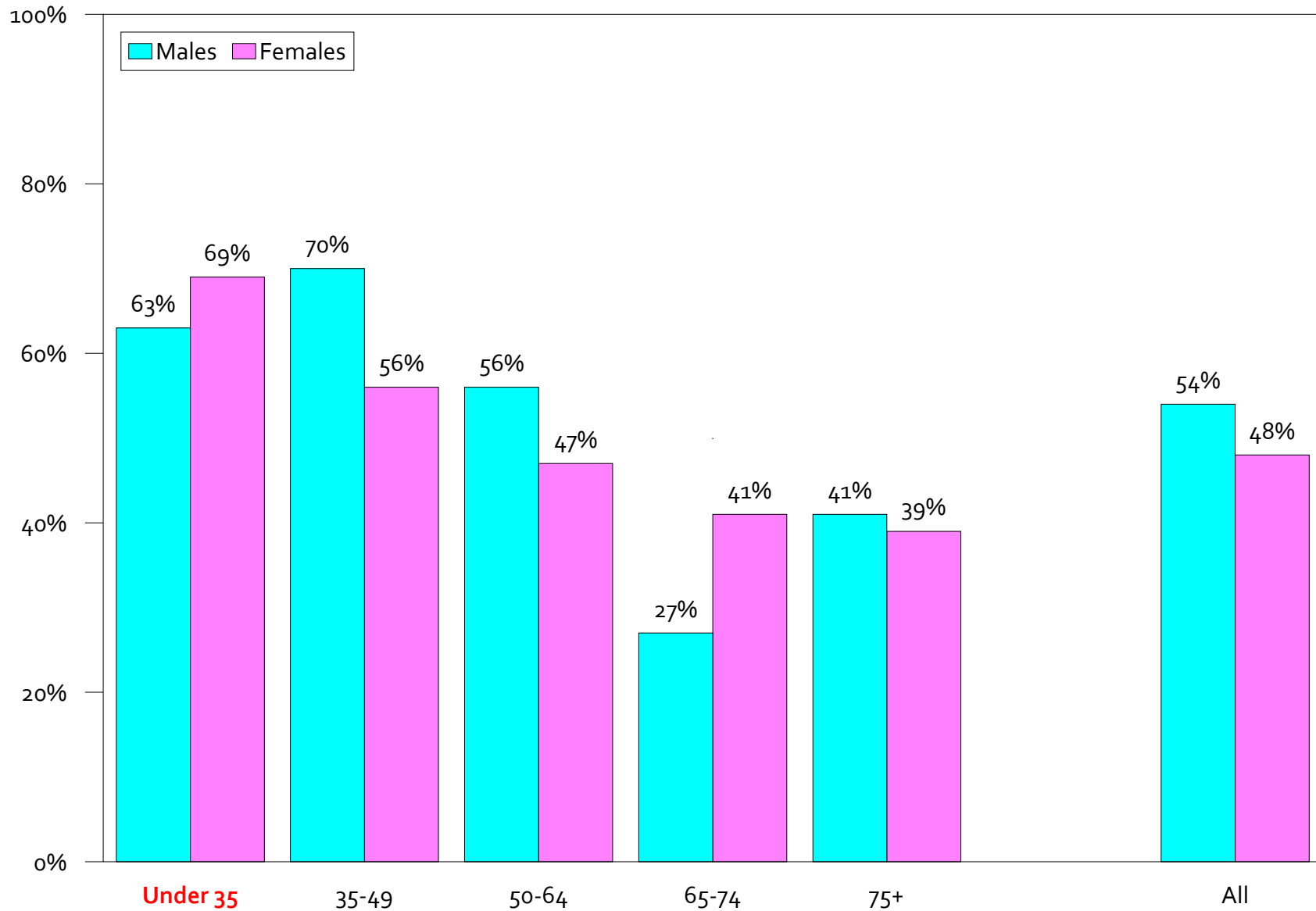
# Attended a Jewish Day School as a Child by Age and Sex

(Born or Raised Jewish Respondents)



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

(Born or Raised Jewish Respondents)

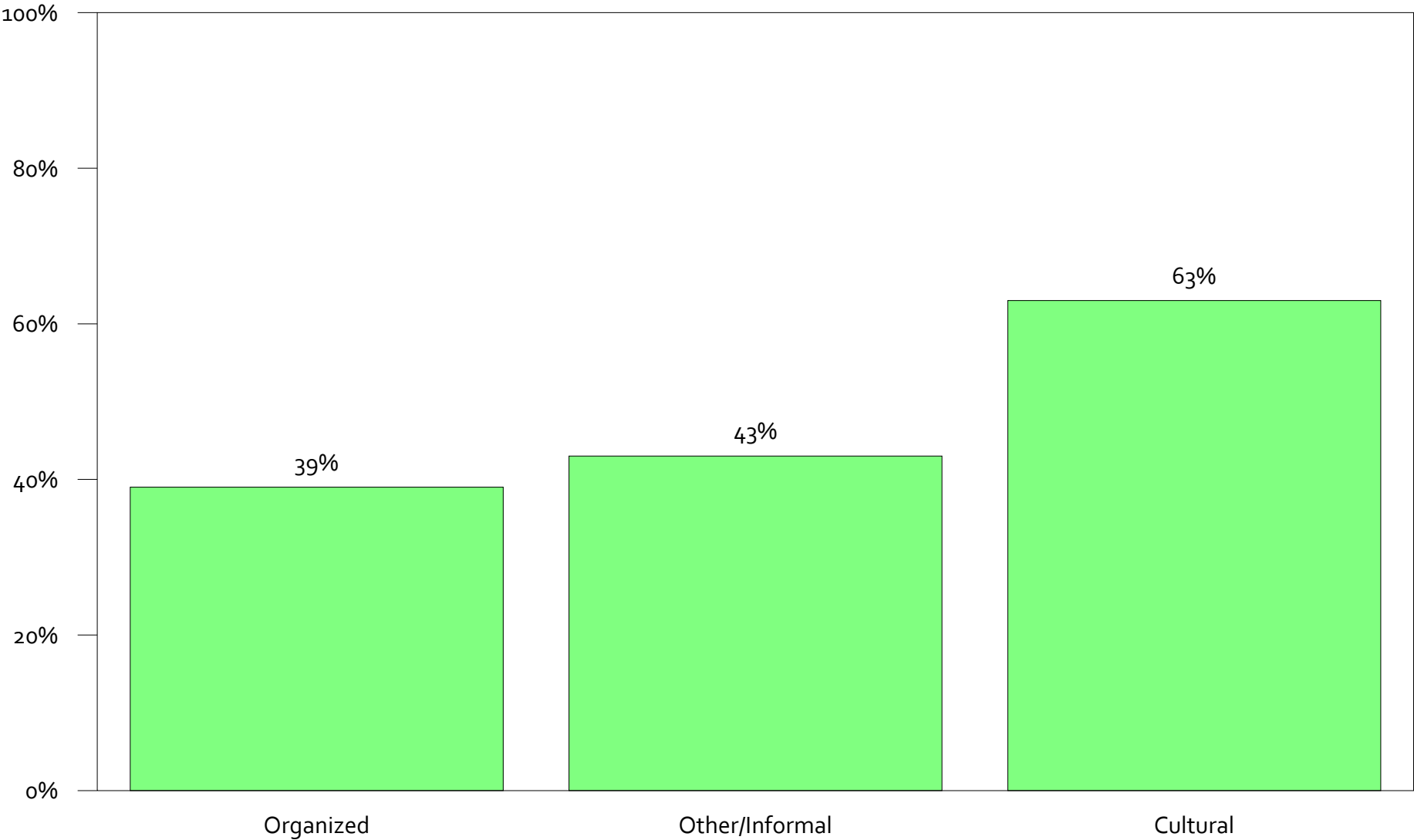


## **Adult Jewish Education**



# Different Types of Jewish Education Under Age 35

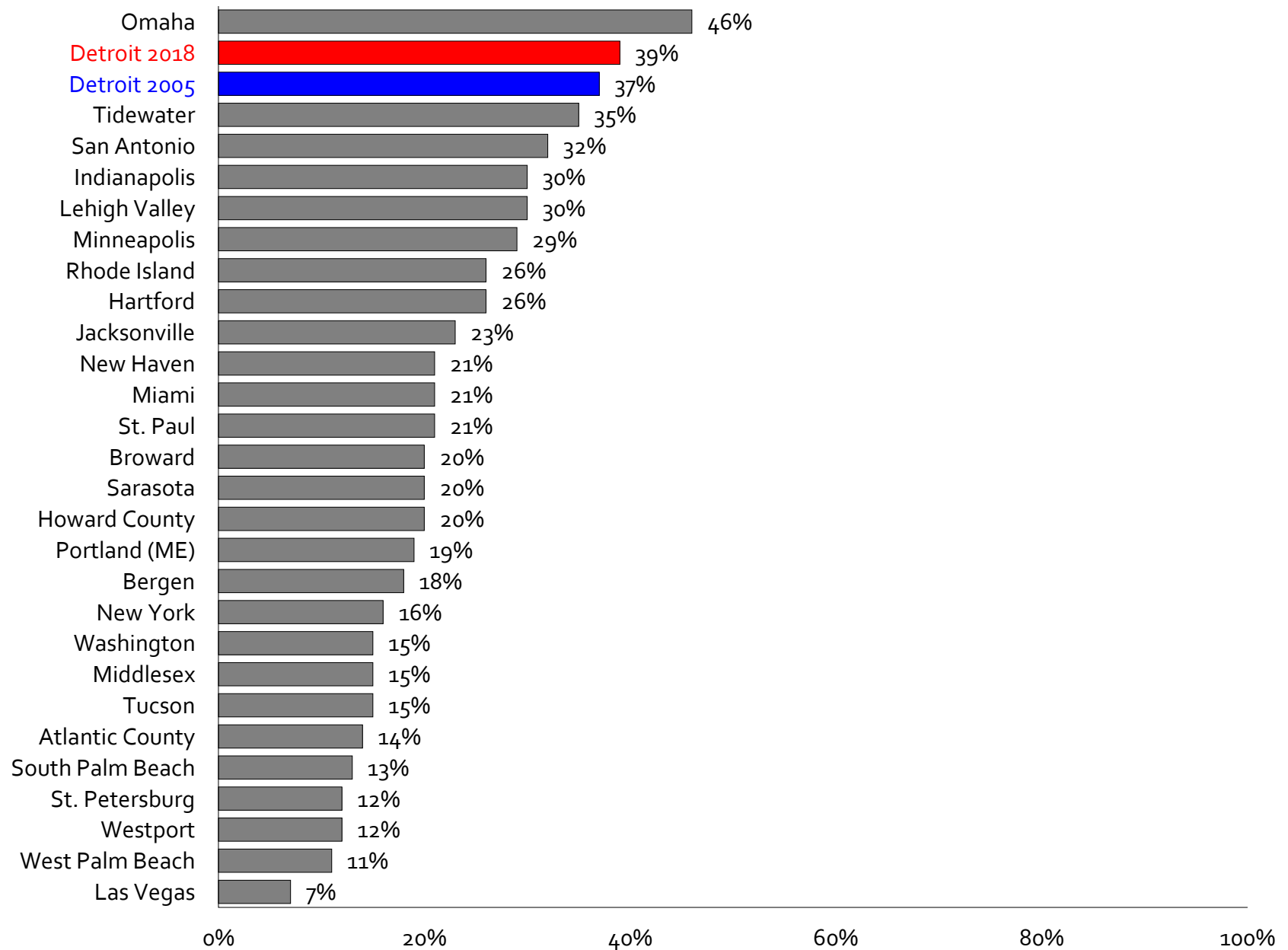
(Jewish Respondents under Age 35)



## **Jewish Agencies: Familiarity and Perception**

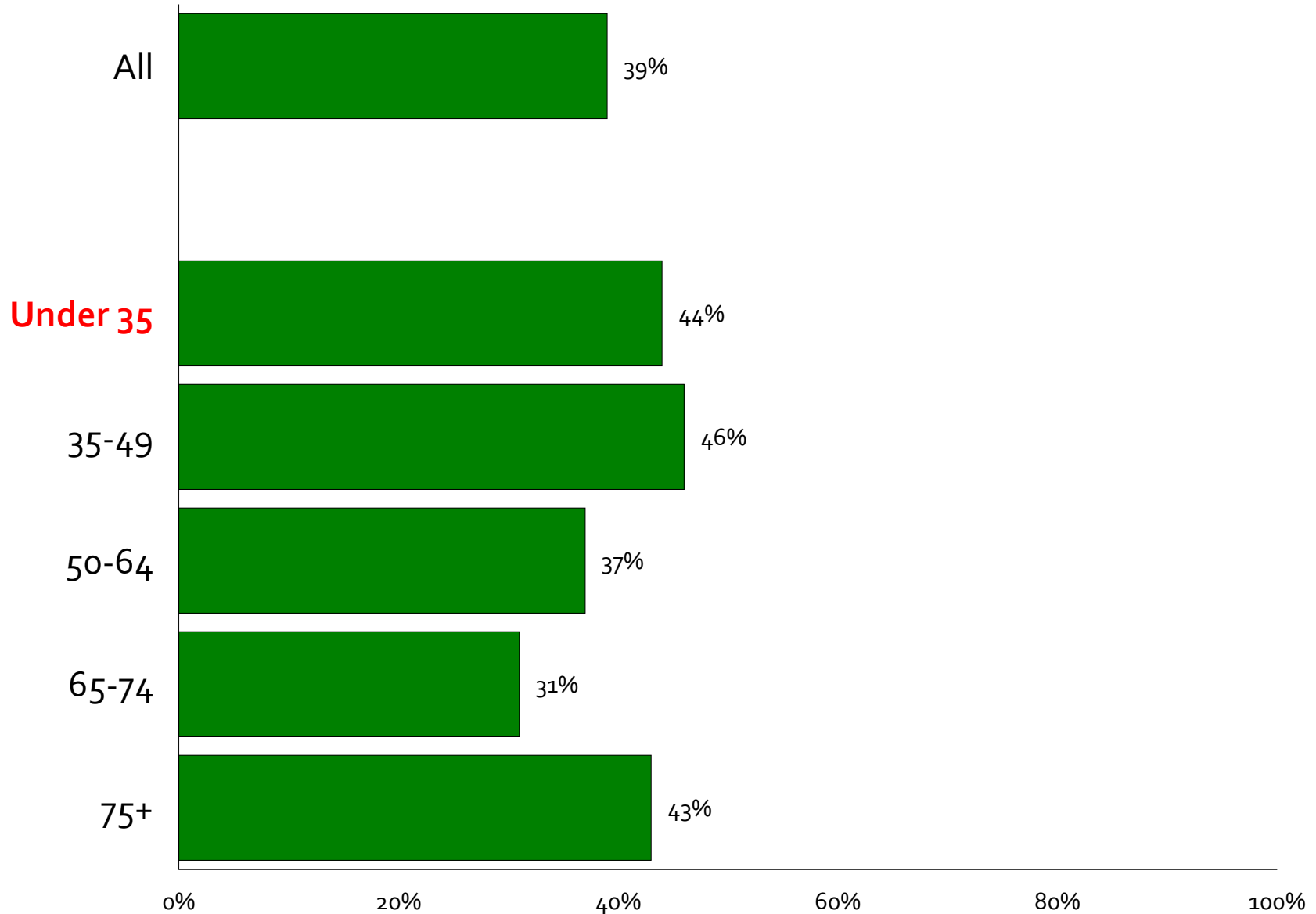
## Very Familiar with the Local Jewish Federation

(Respondents)



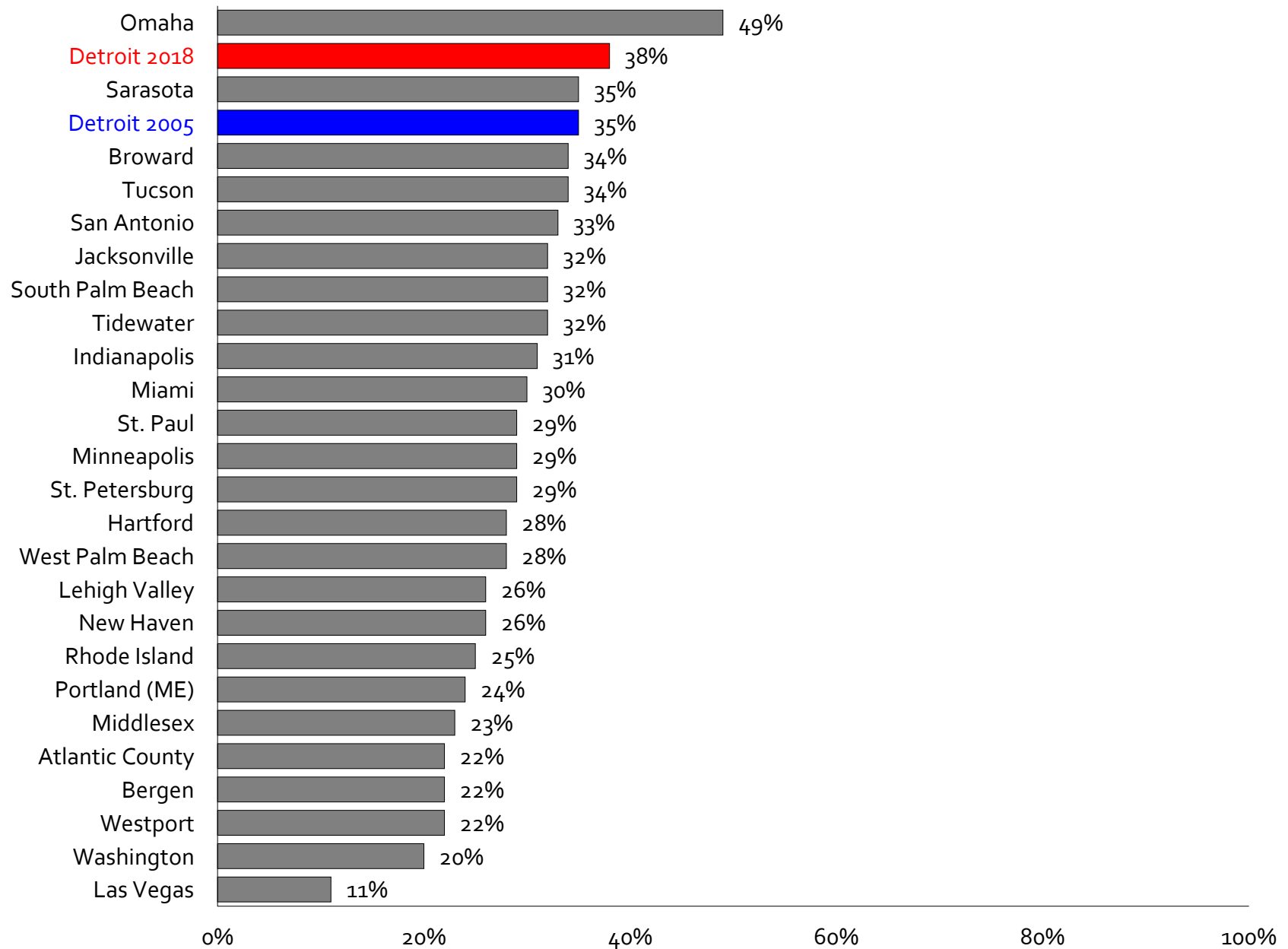
## Very Familiar with the Jewish Federation of Metropolitan Detroit

(Respondents)



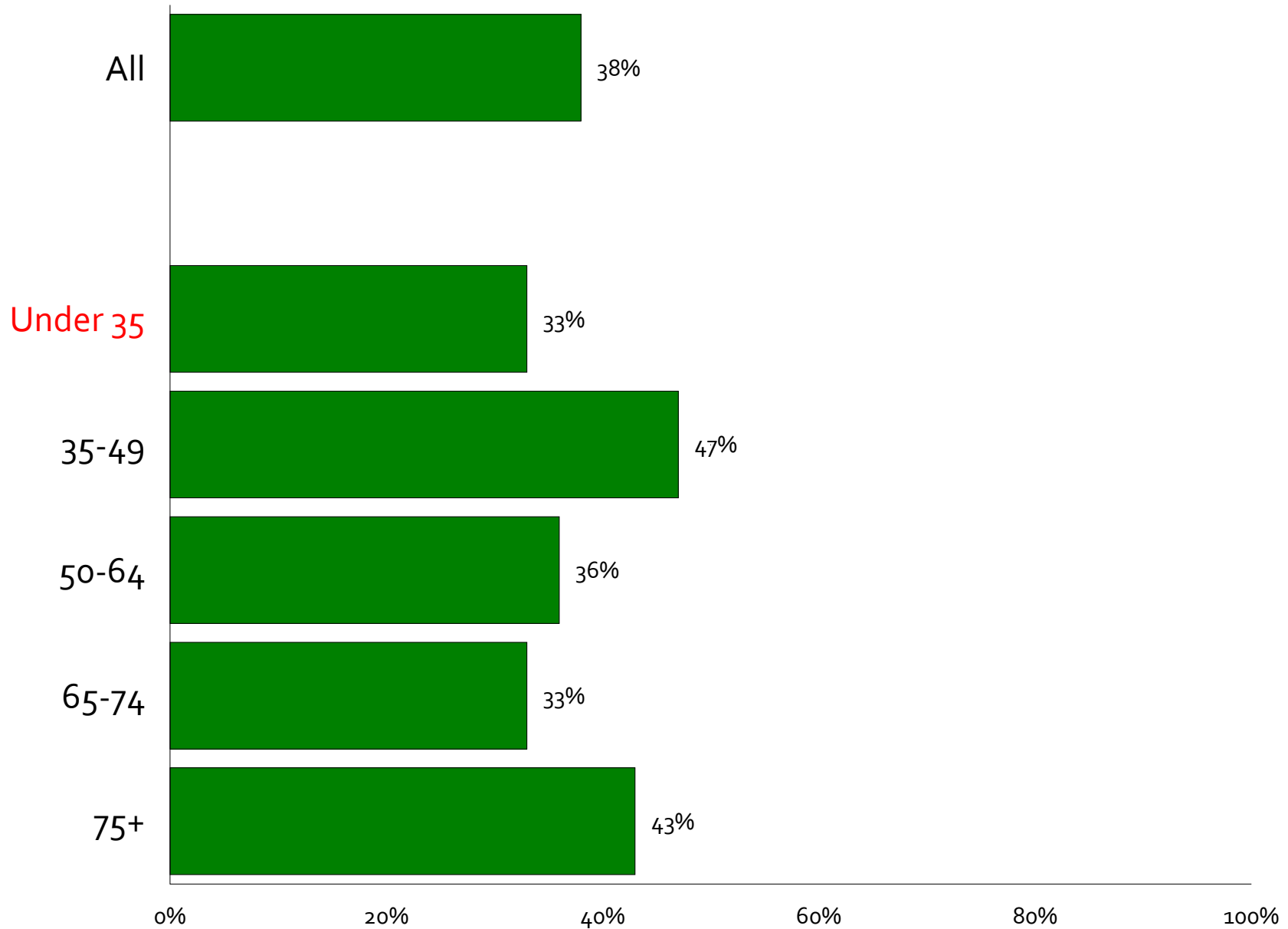
# Excellent Perceptions of the Local Jewish Federation

(Respondents Who Are Very/Somewhat Familiar)



## Excellent Perceptions of the Jewish Federation of Metropolitan Detroit

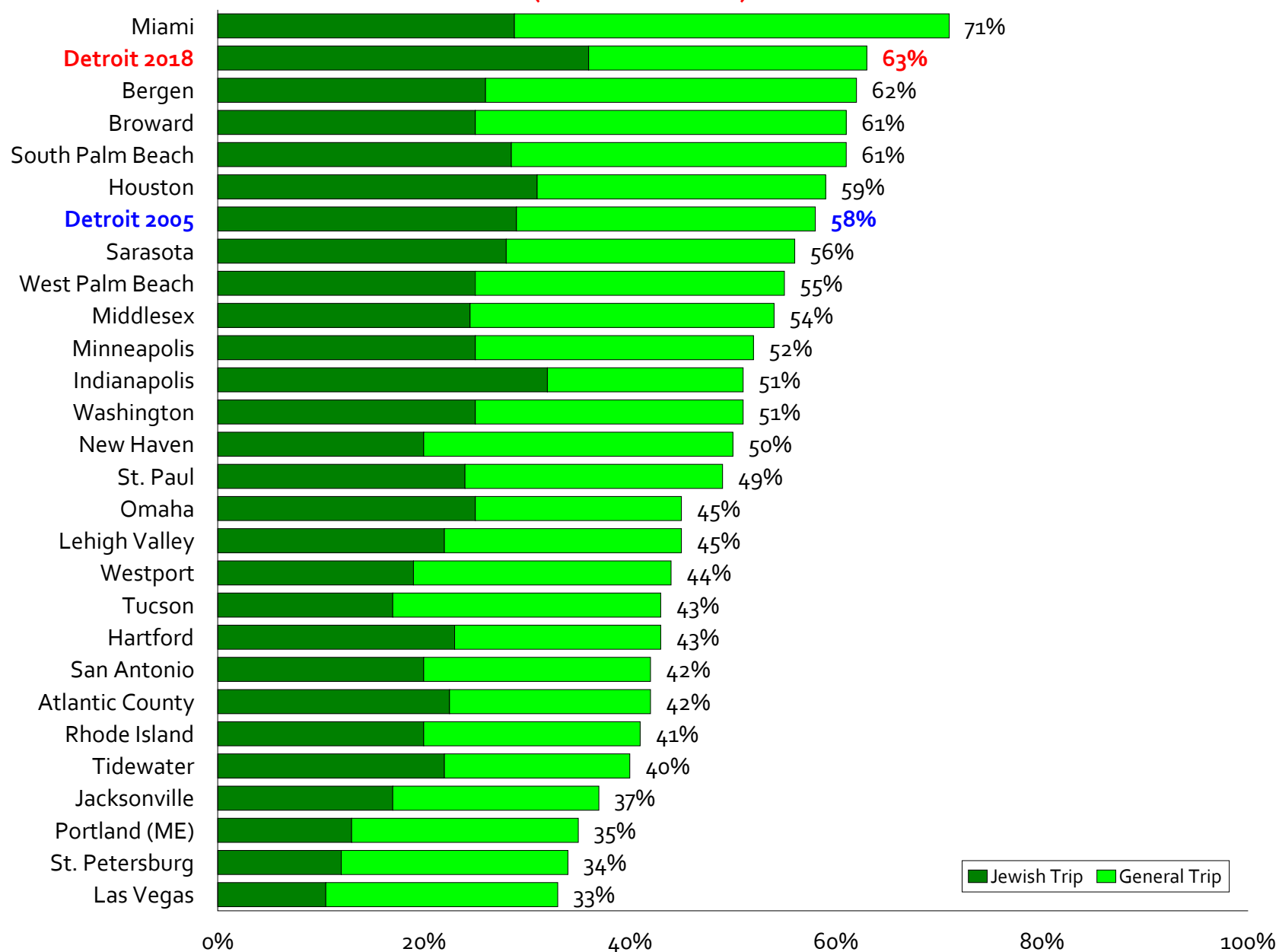
(Respondents Who Are Very/Somewhat Familiar)



**Israel**

# Households in Which a Member Visited Israel

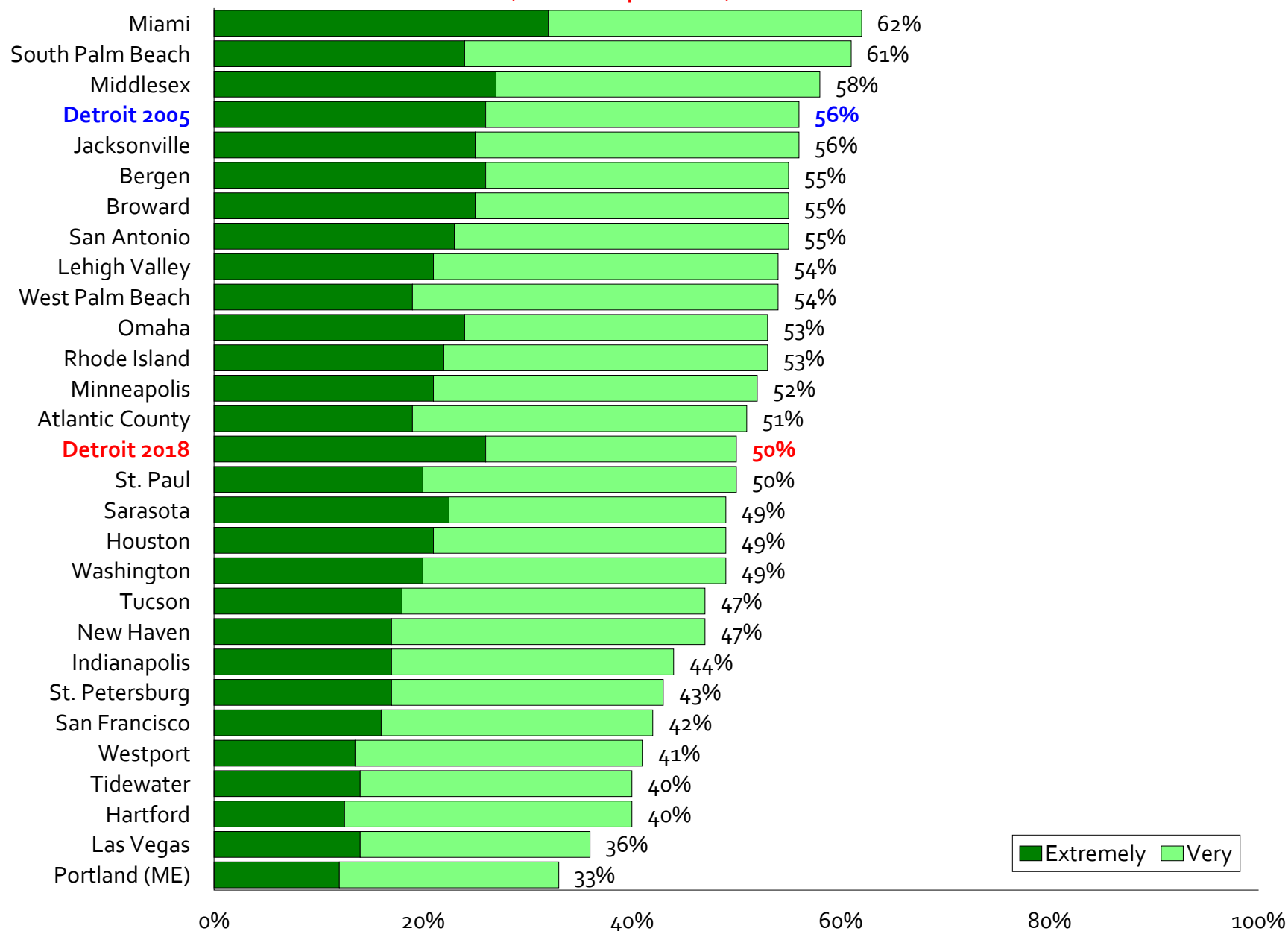
(Jewish Households)





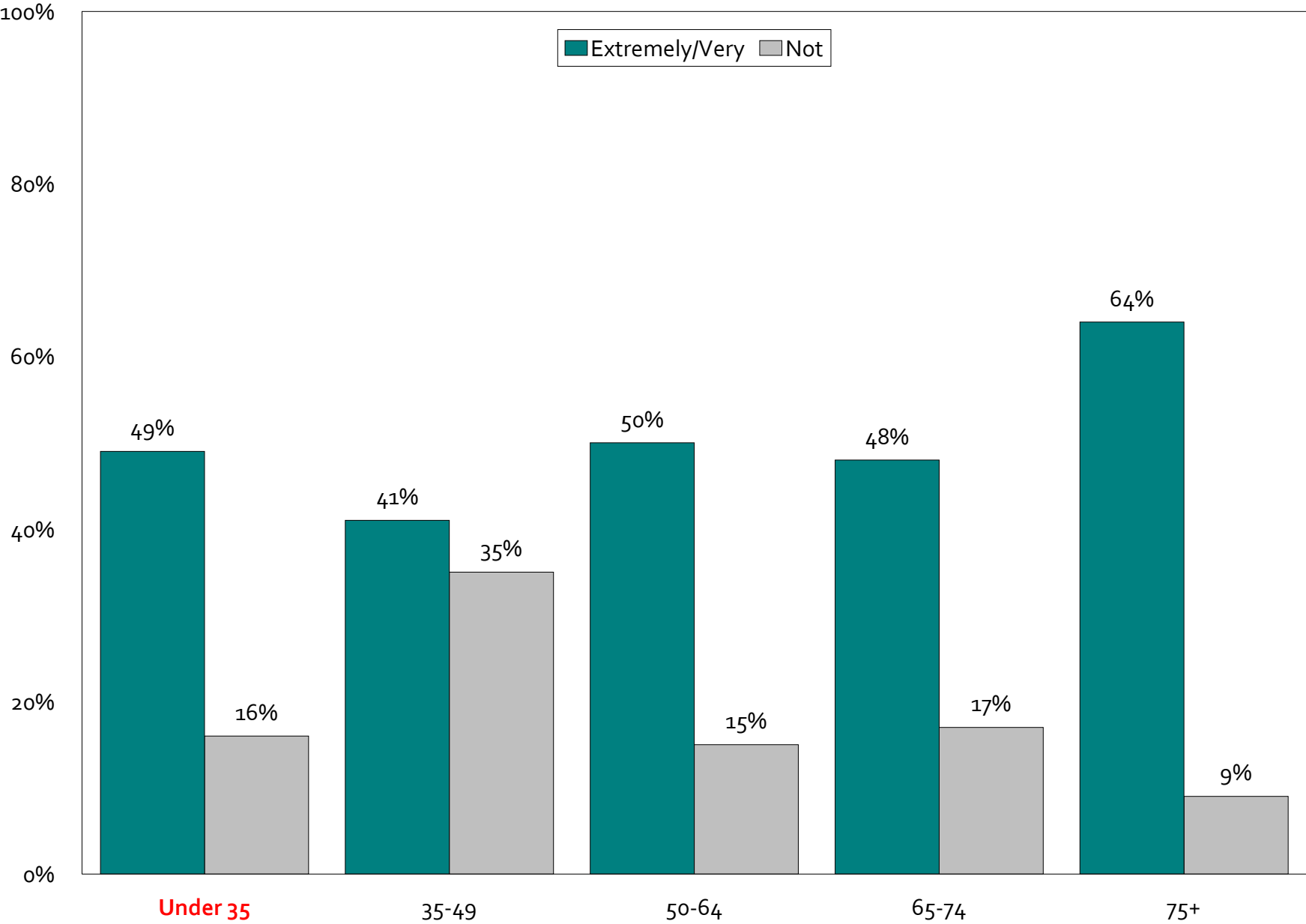
# Extremely/Very Emotionally Attached to Israel

(Jewish Respondents)



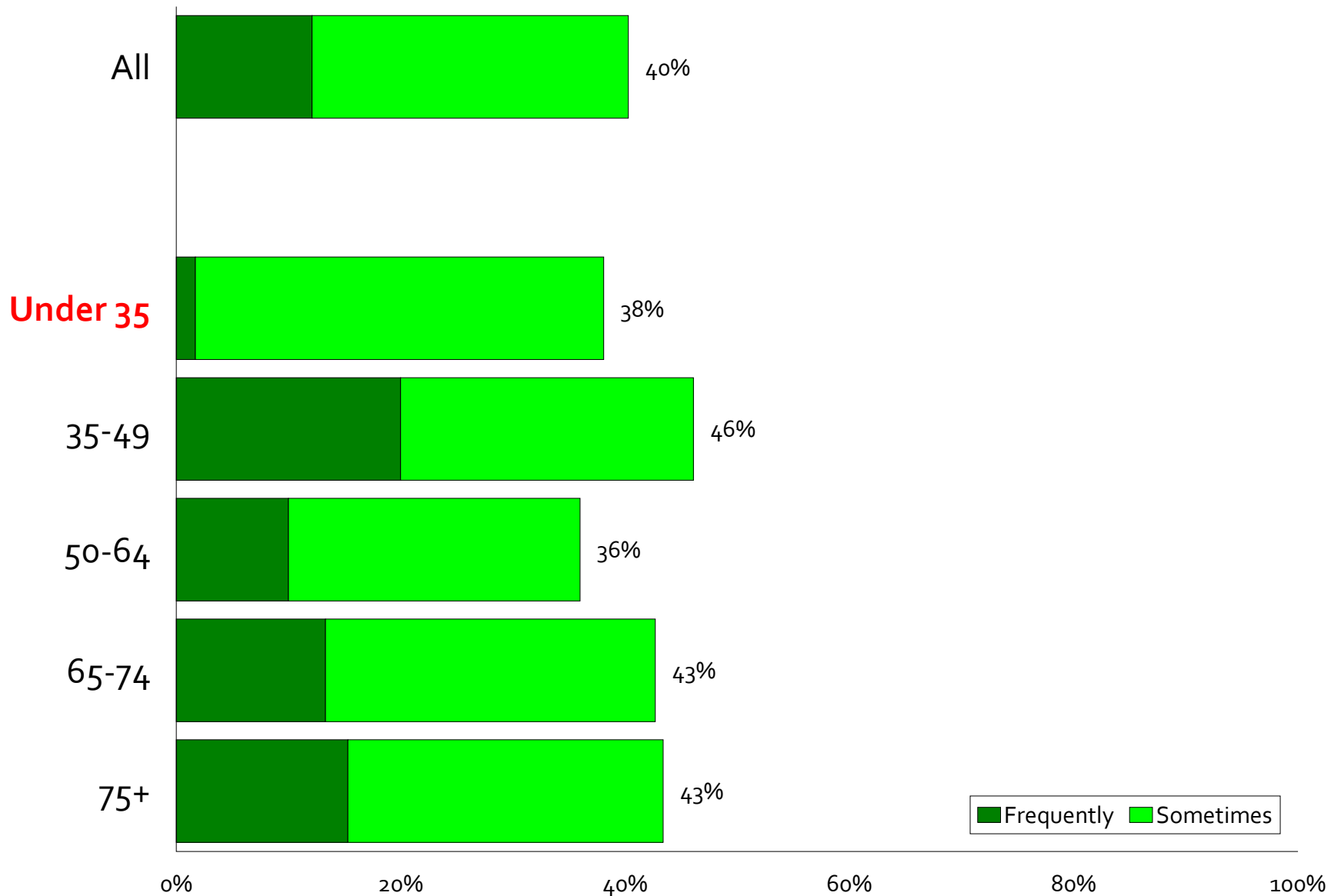
# Emotional Attachment to Israel by Age

(Jewish Respondents)



# Hesitate Expressing Views about Political Situation in Israel

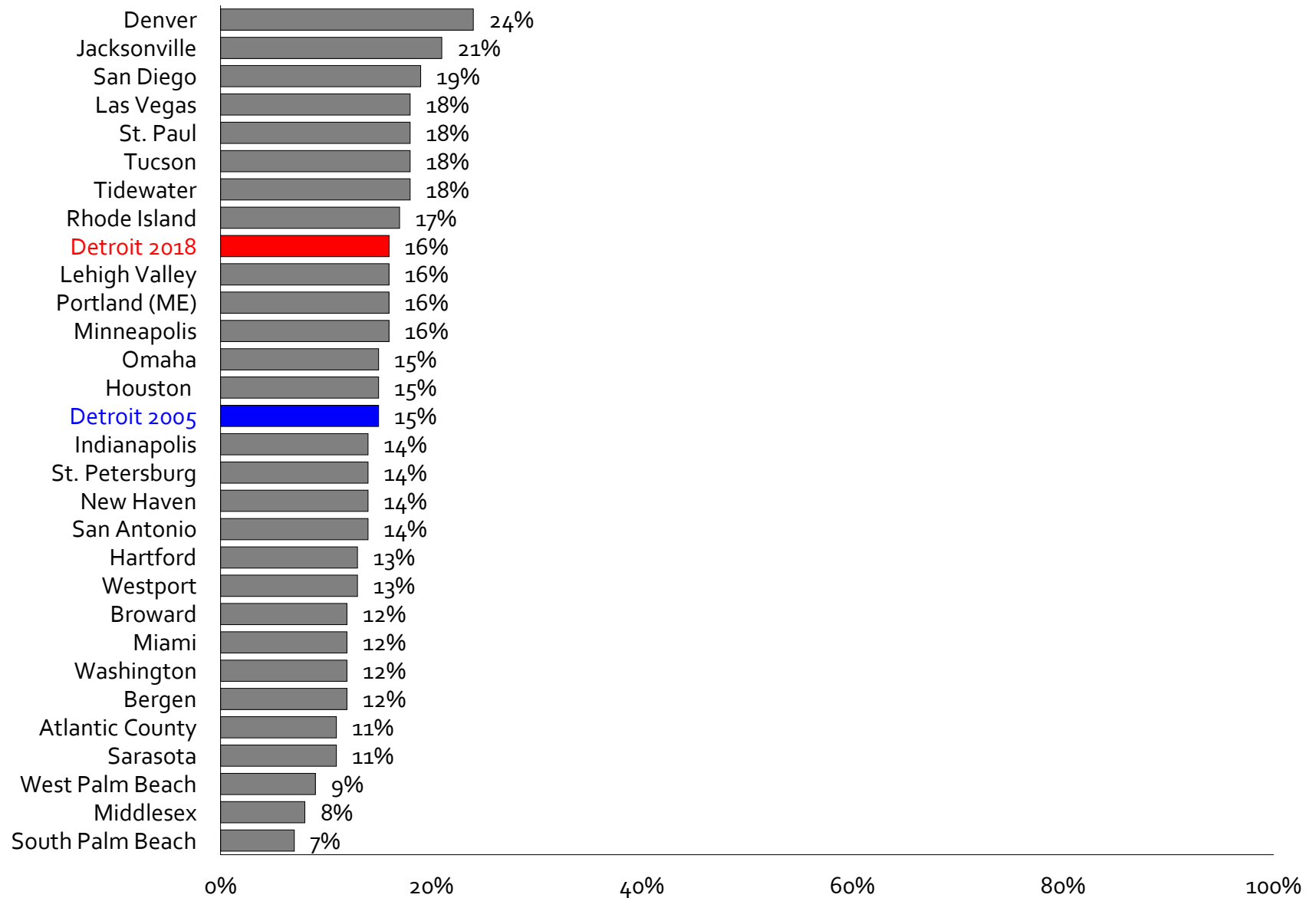
(Jewish Households)



## Anti-Semitism

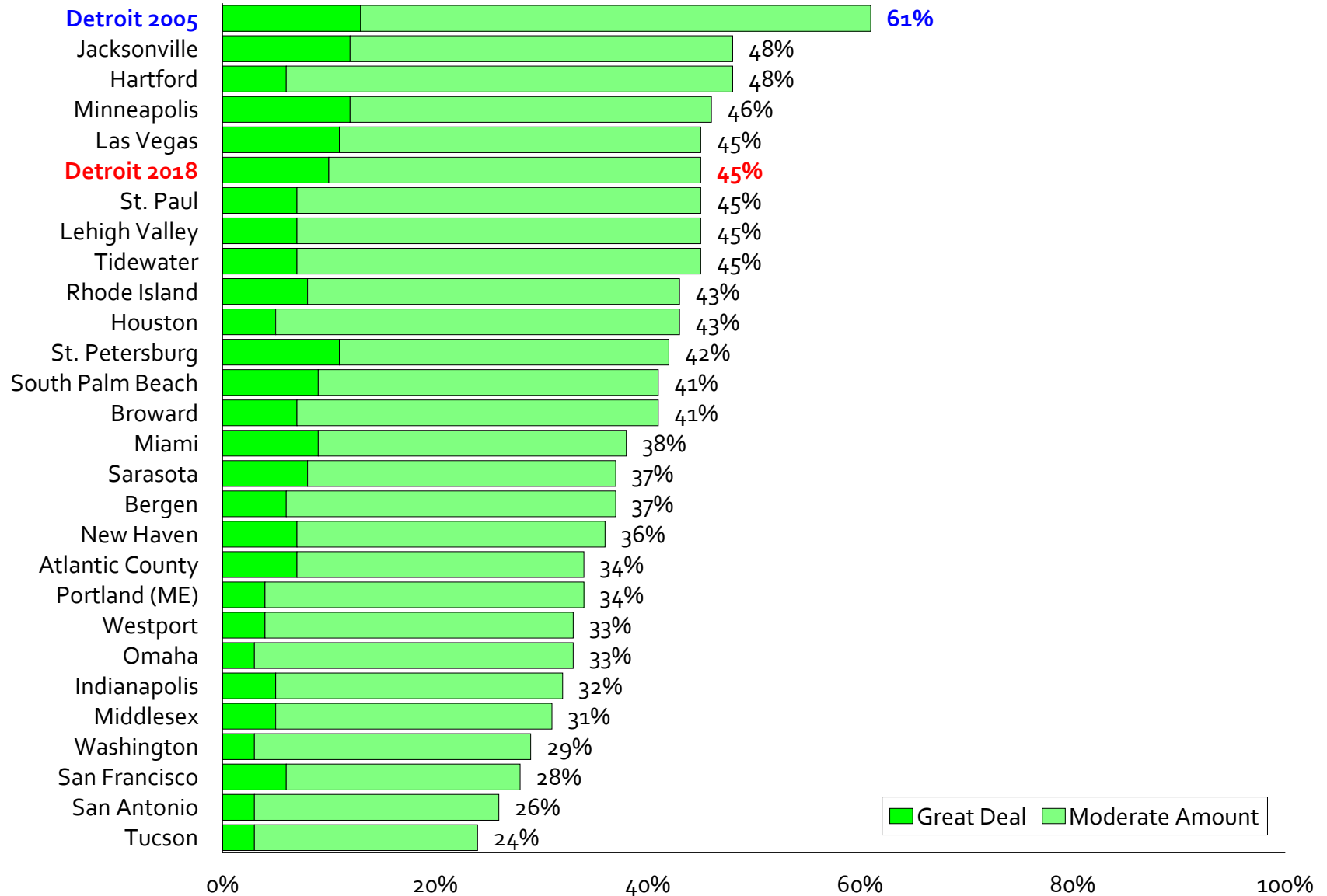
## Personally Experienced Anti-Semitism in Local Community in the Past Year

(Jewish Respondents)

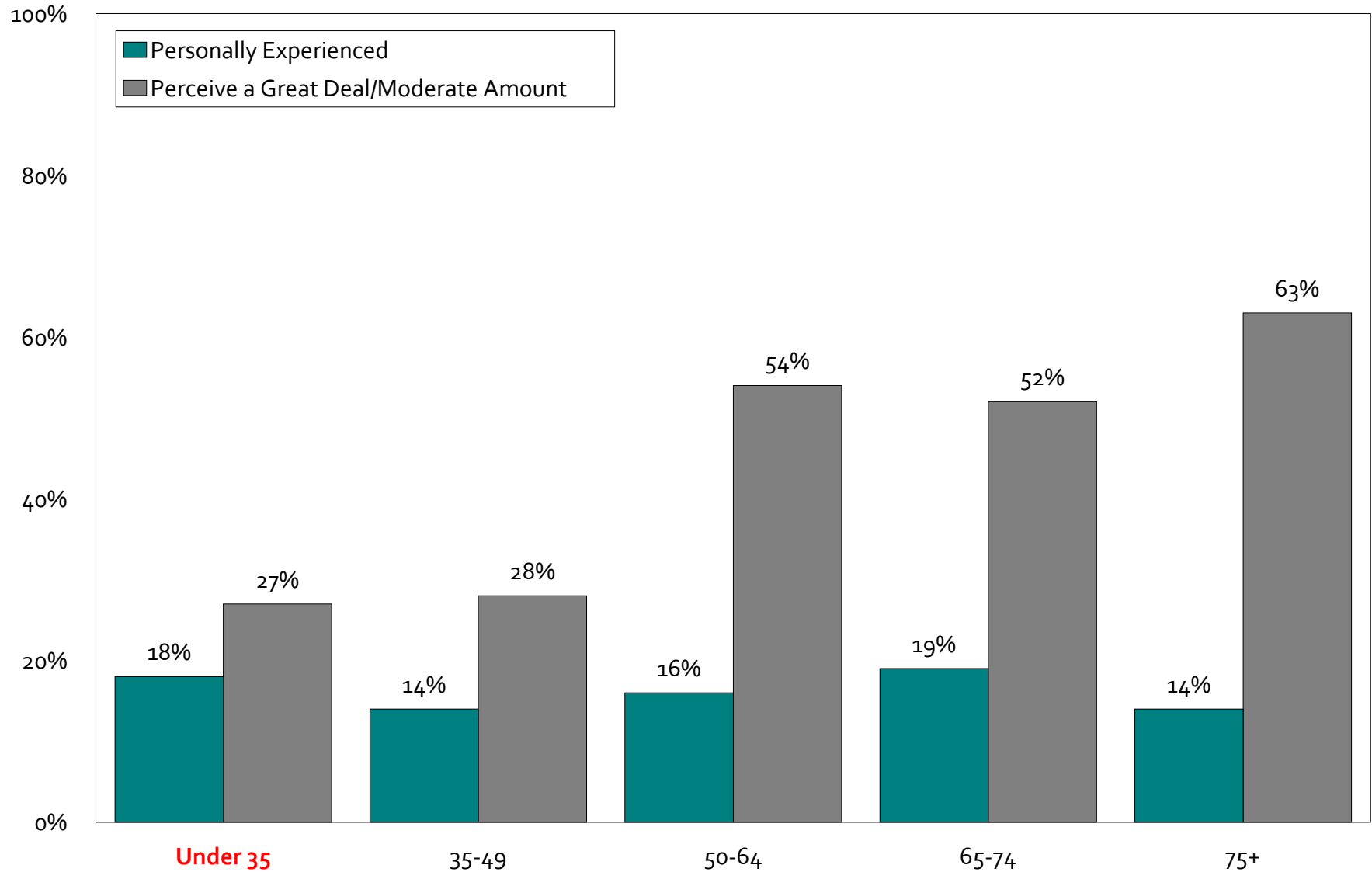


# Perceive a Great Deal/Moderate Amount of Anti-Semitism in Local Community

(Respondents)



**Personally Experienced Antisemitism in Detroit  
in the Past Year**  
**Compared to**  
**Perception of Antisemitism in Detroit by Age**  
**(Respondents)**

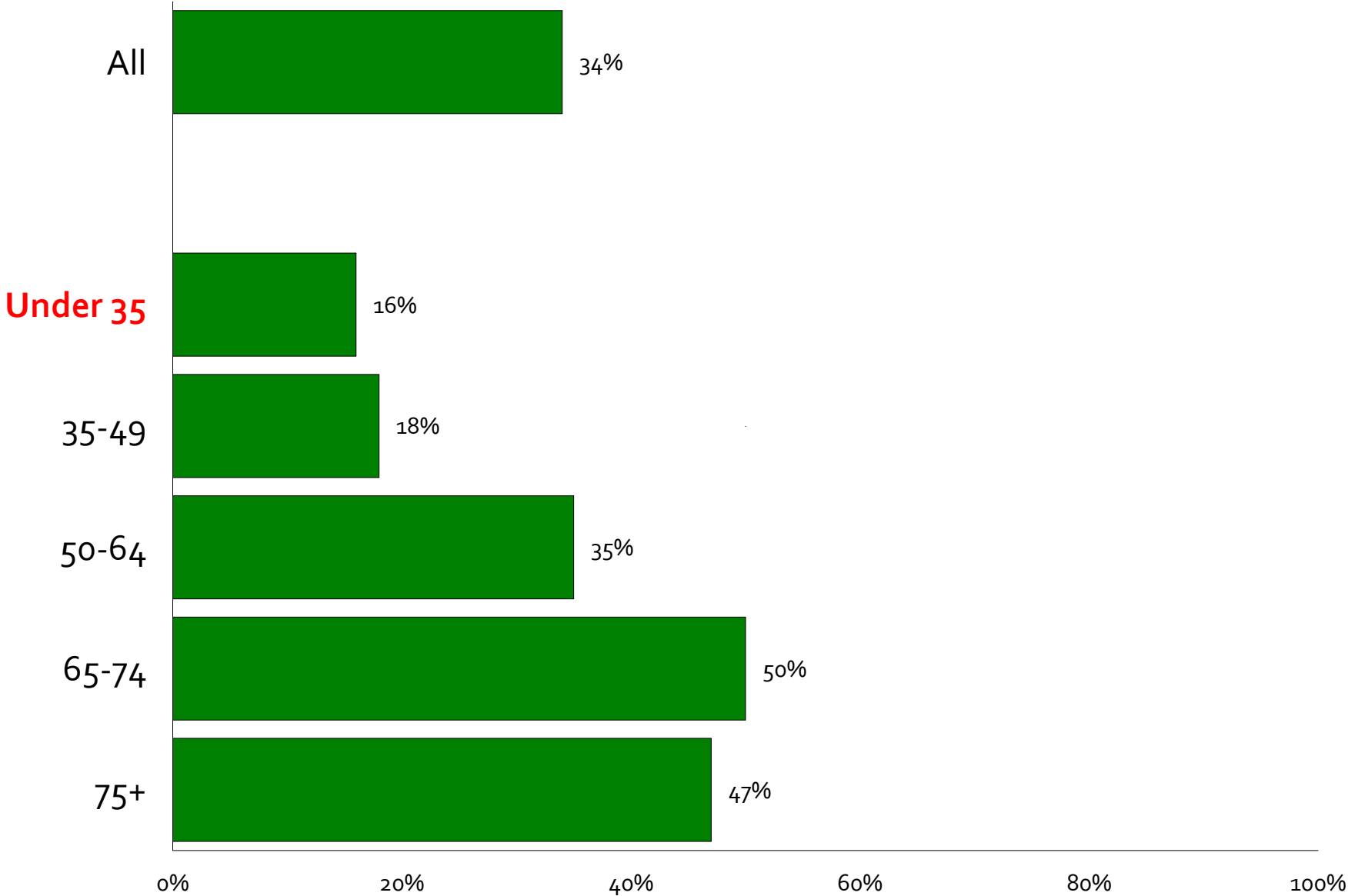


## The Media



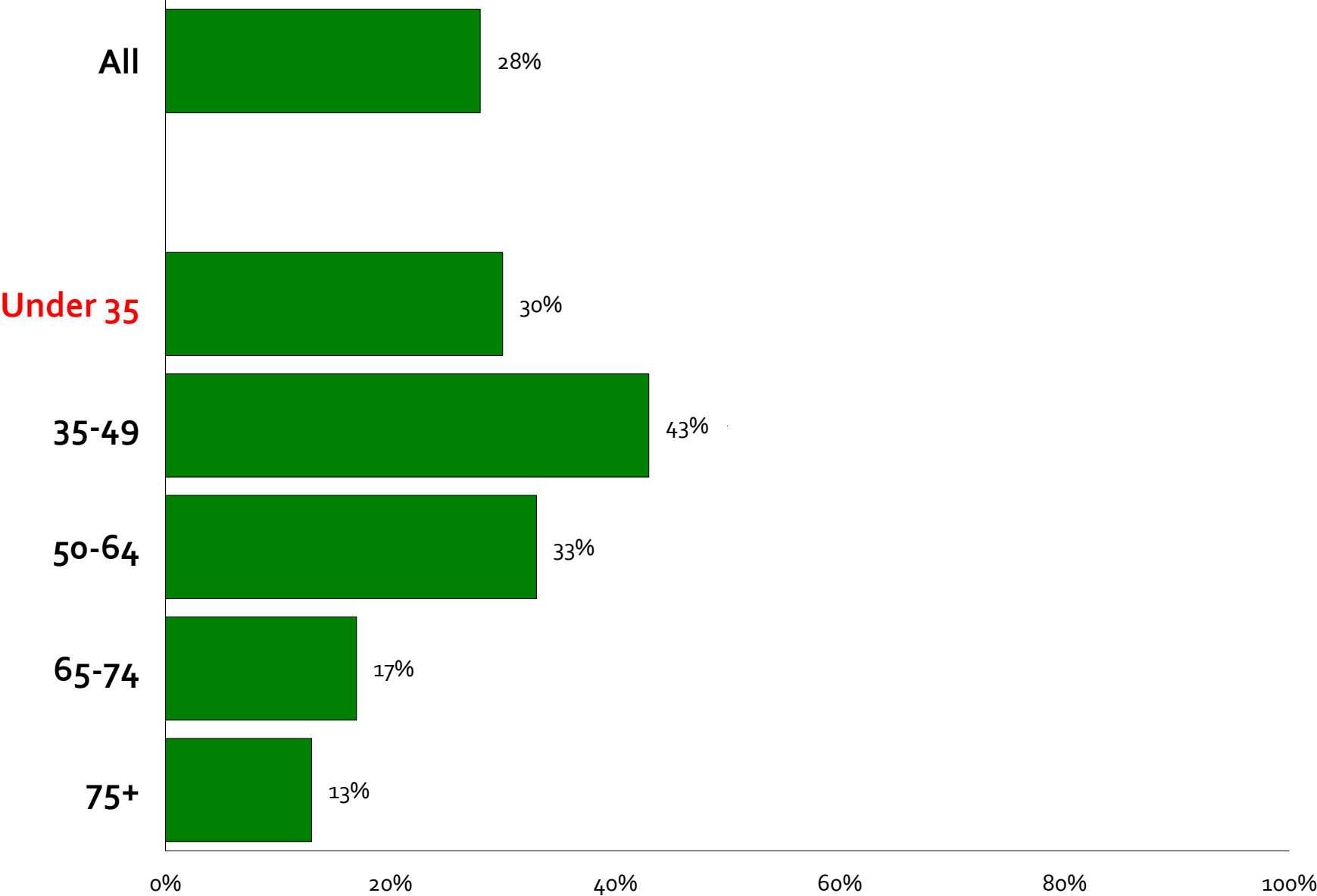
# Always/Usually Read the *Detroit Jewish News*

(Jewish Respondents)



# Visited the Jewish Federation Website in the Past Year

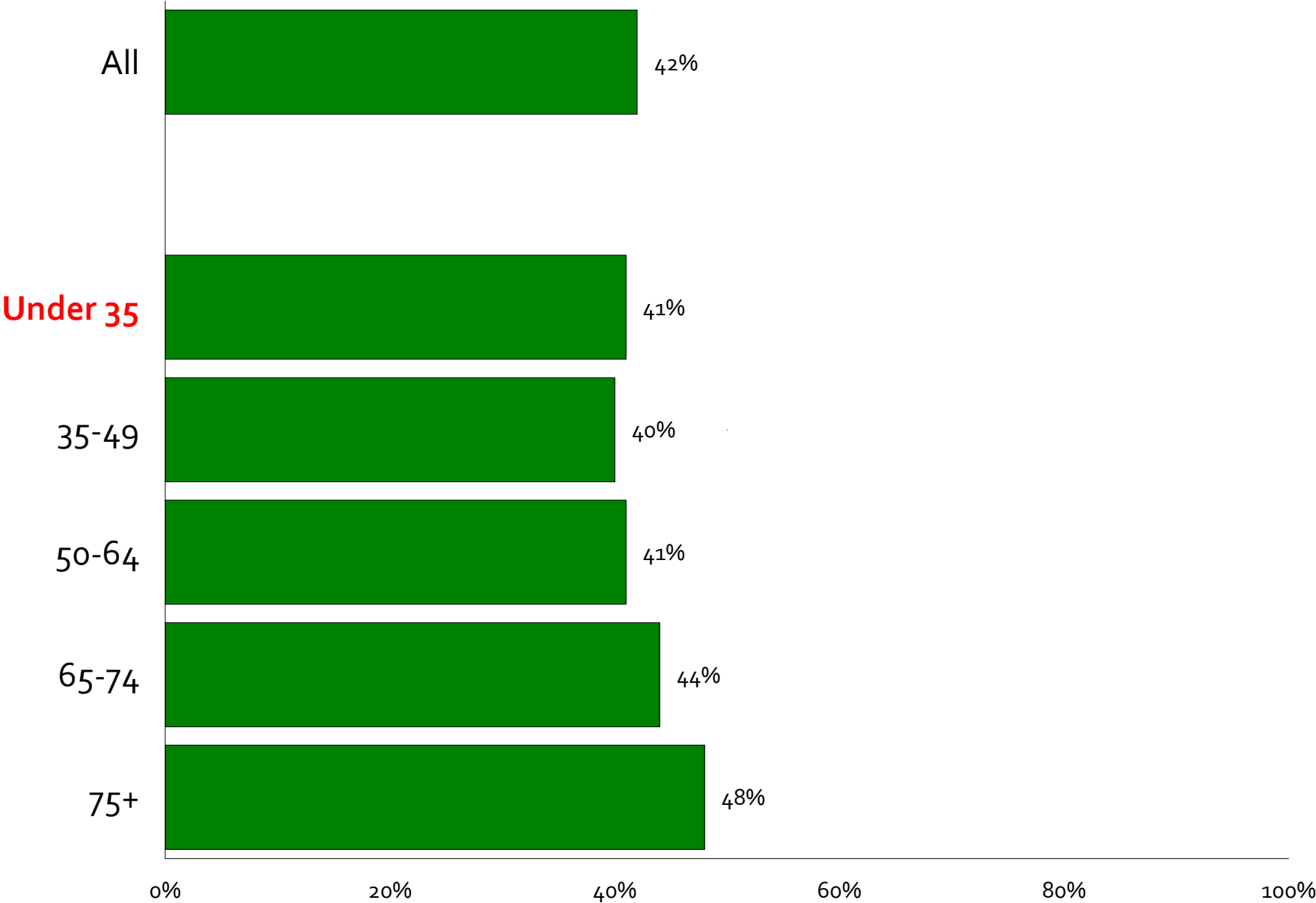
(Jewish Respondents)



**Philanthropic Profile:  
Jewish Federation Donations**

# Donated to Jewish Federation in the Past Year

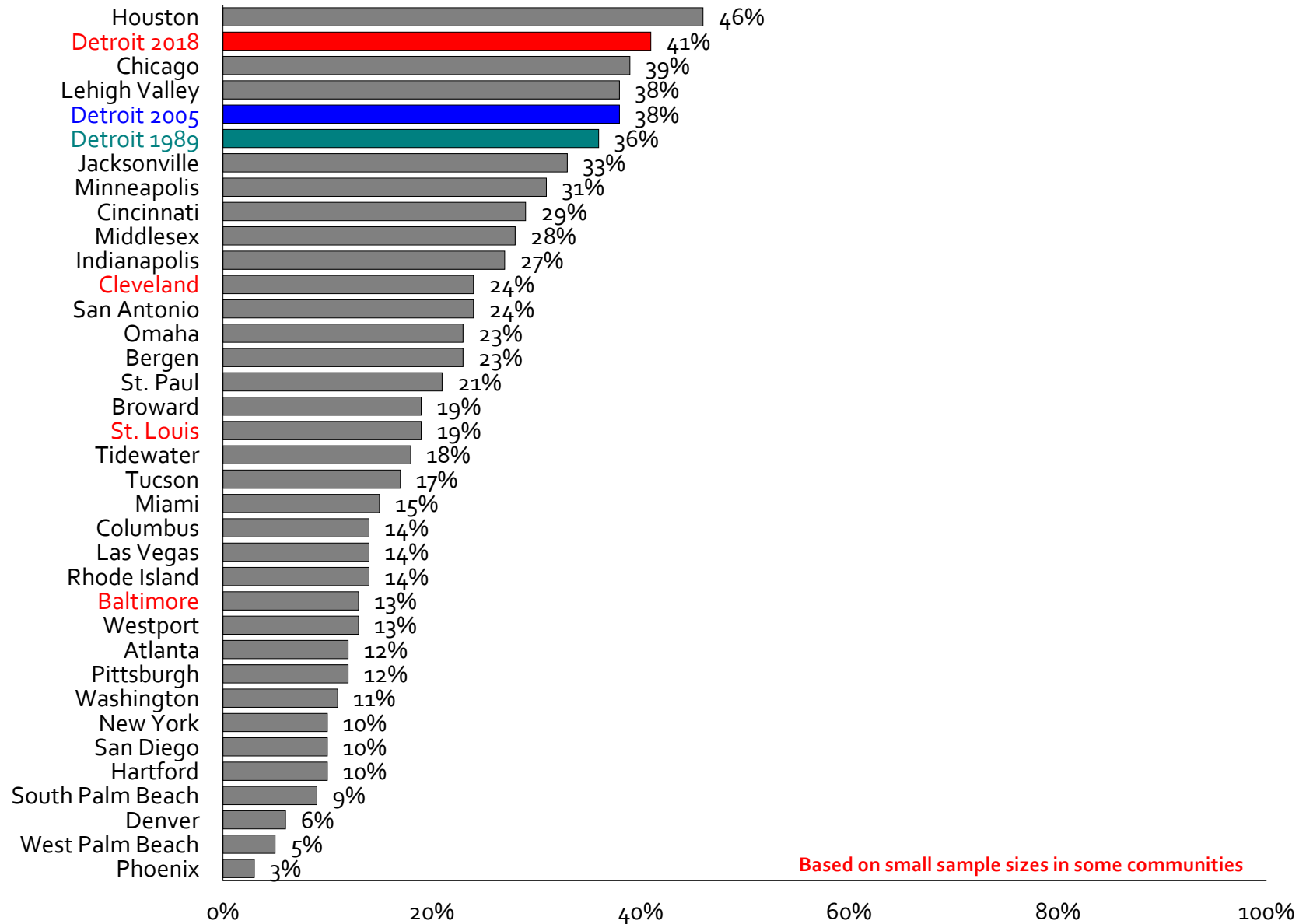
(Jewish Households)



# Donated to Local Jewish Federation in the Past Year

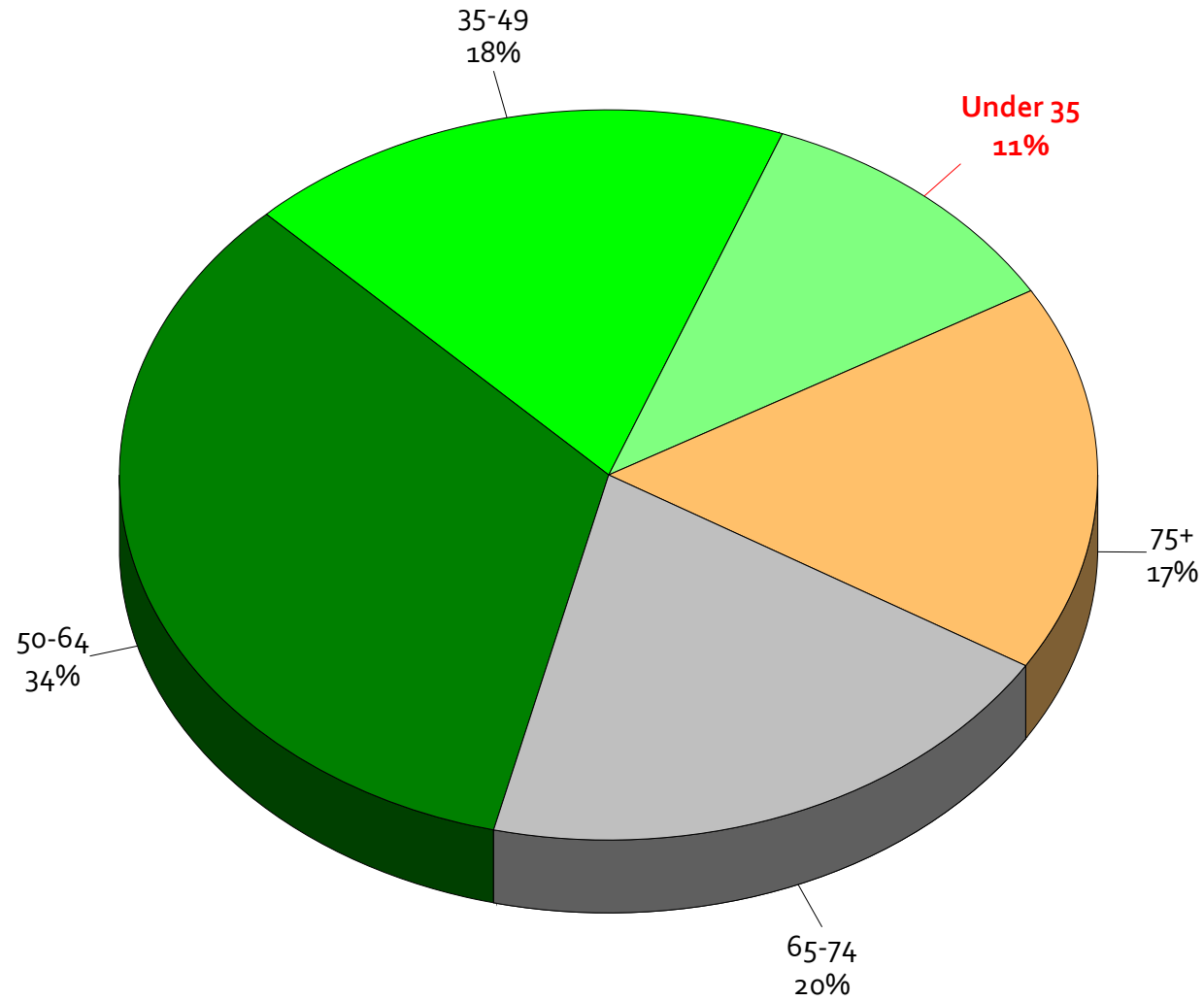
## Head of Household Under Age 35

(Jewish Households)



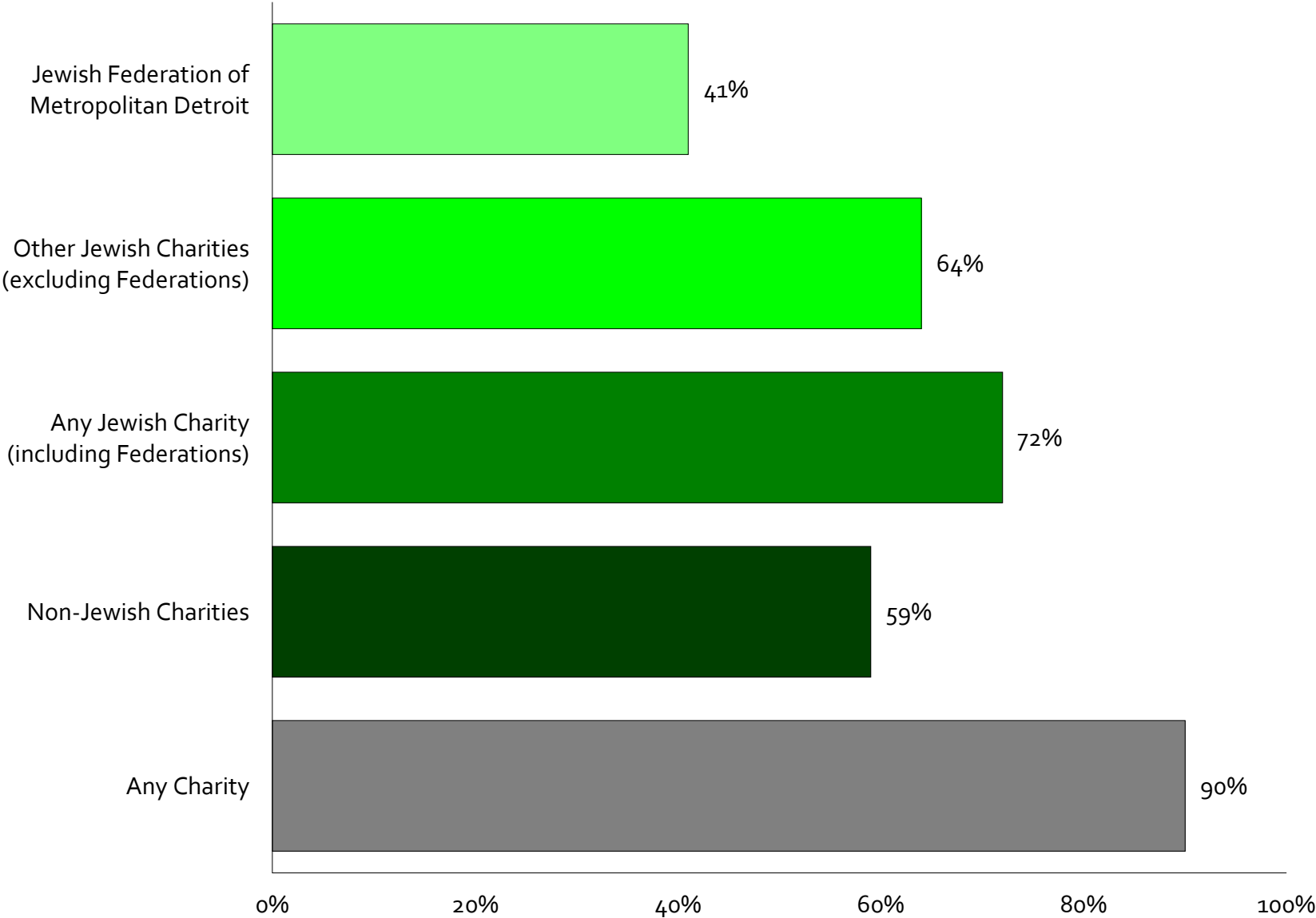
## Age of Households Who Donated to Jewish Federation in the Past Year

(Jewish Households Who Donated)



# Summary of Donations Under Age 35

(Jewish Households)

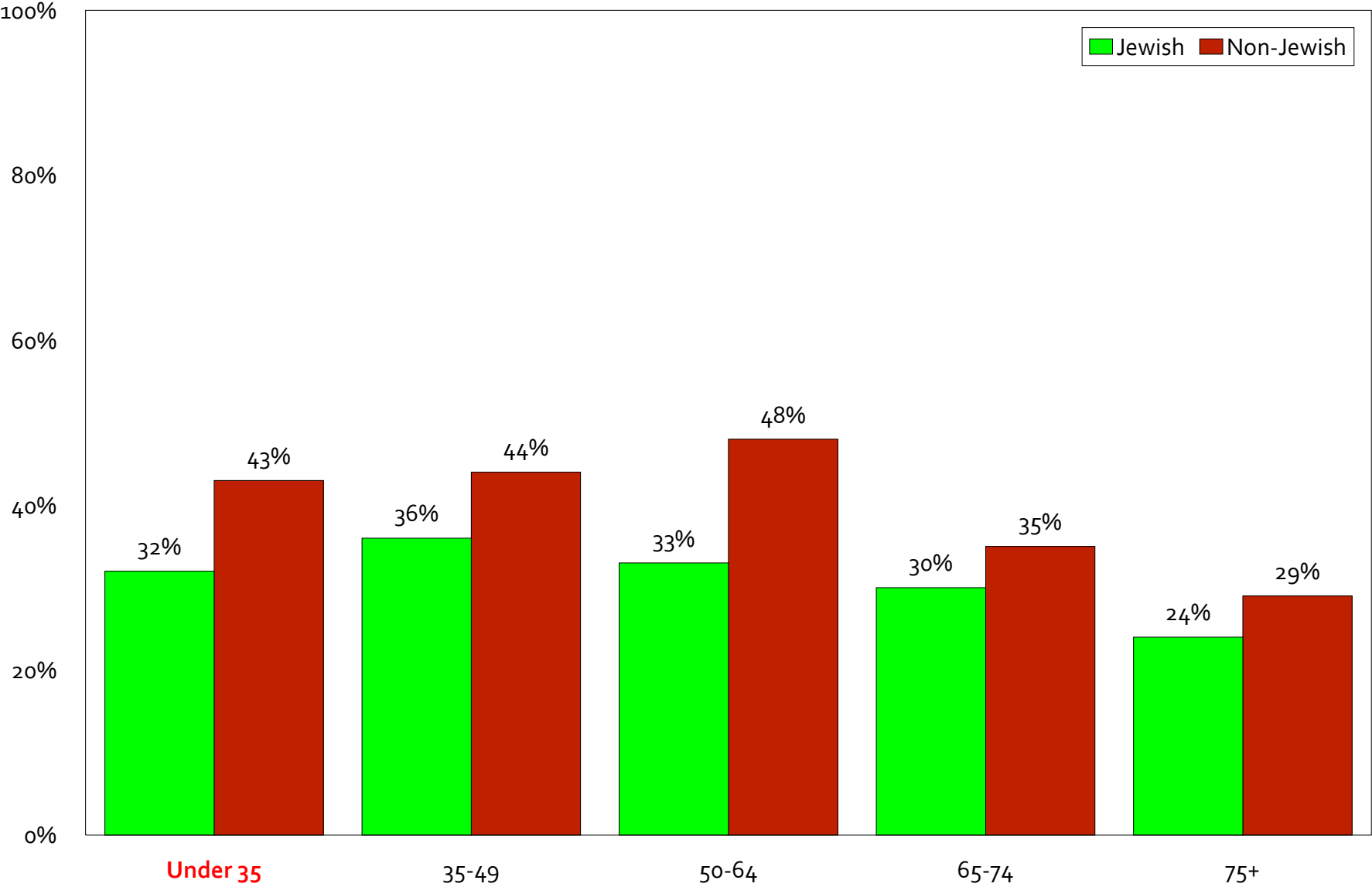


## **Philanthropic Profile: Volunteerism**



# Volunteered in the Past Year by Age

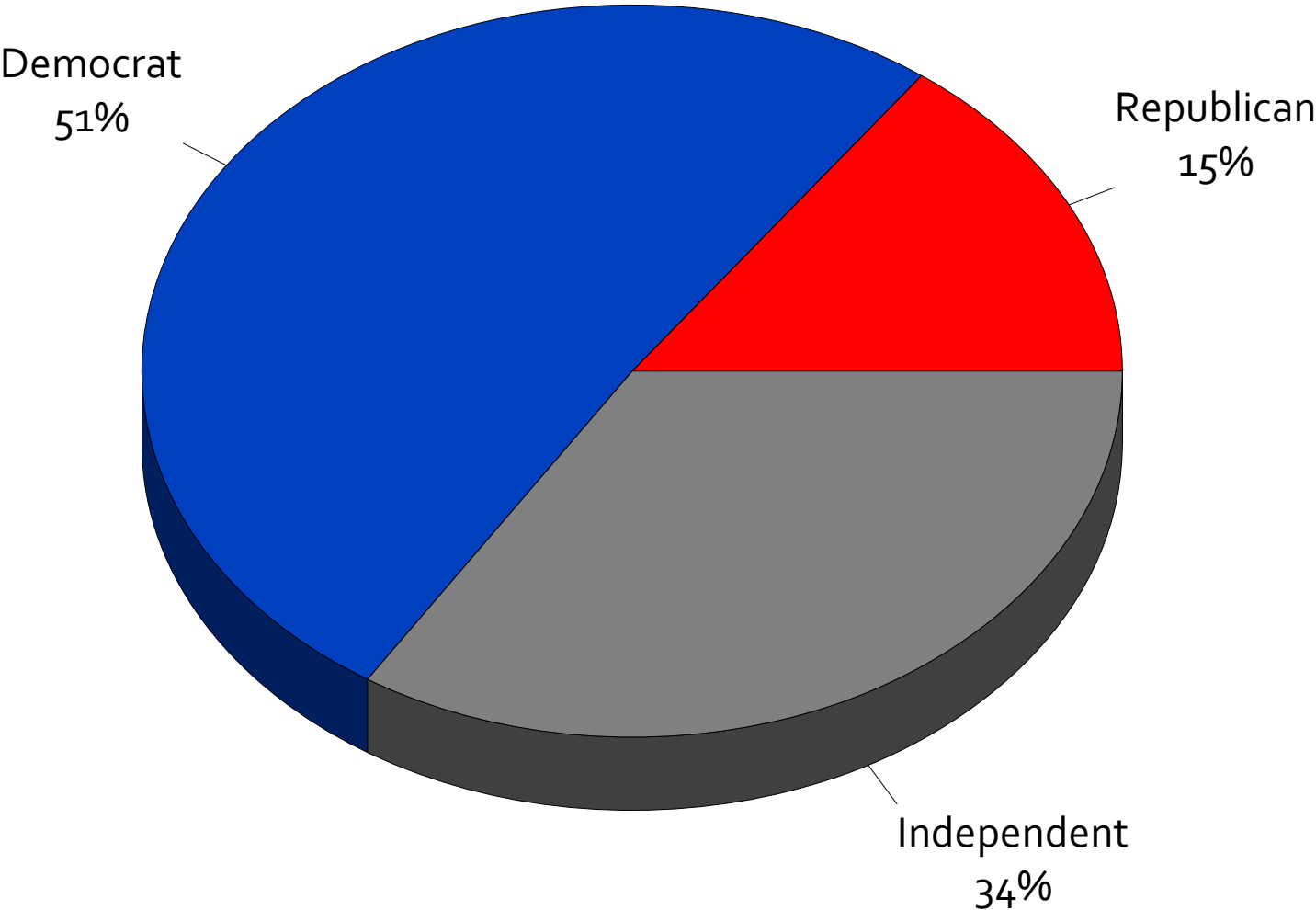
(Jewish Respondents)



## Political Profile

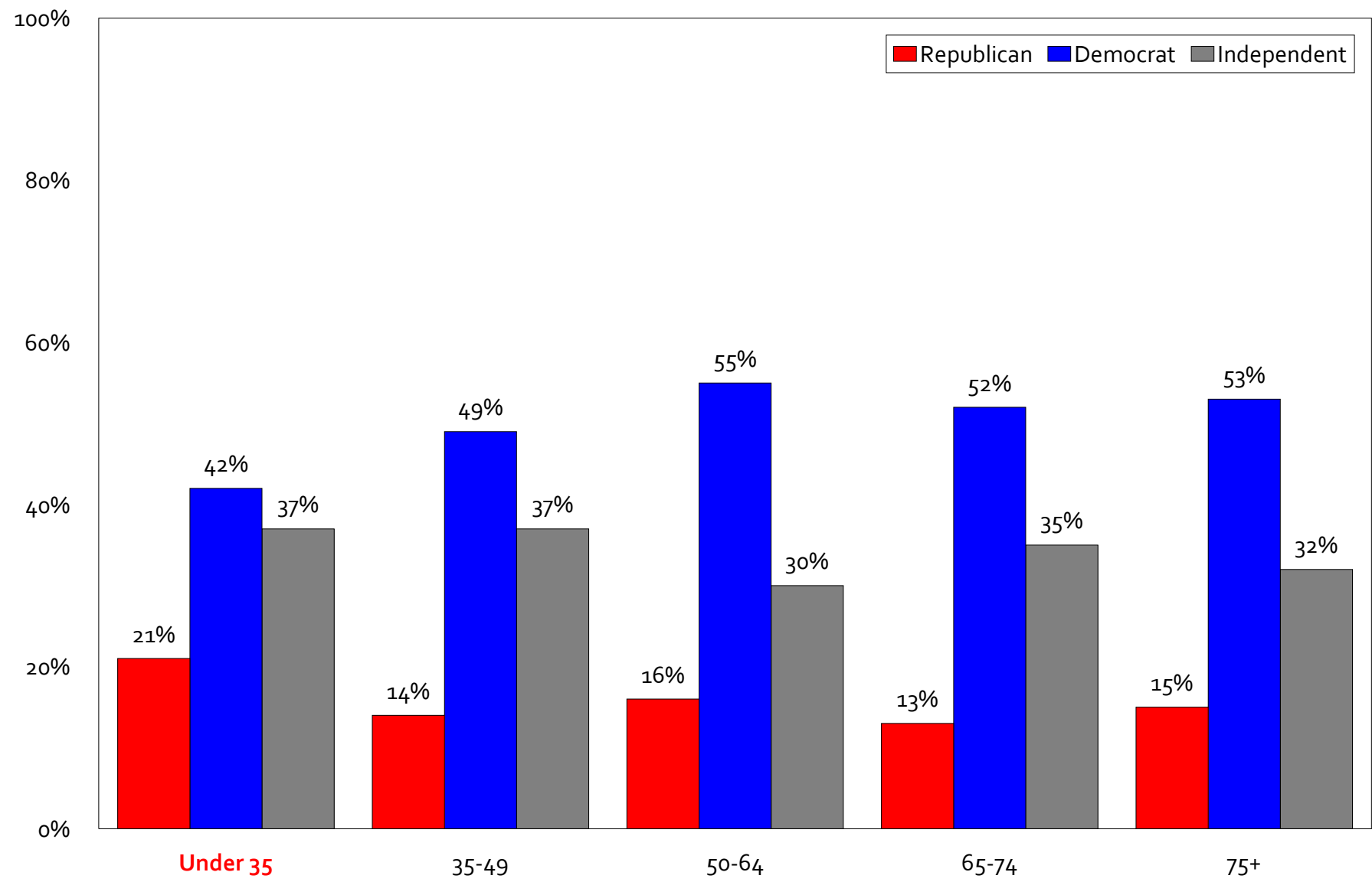
# Political Party

(Jewish Respondents)



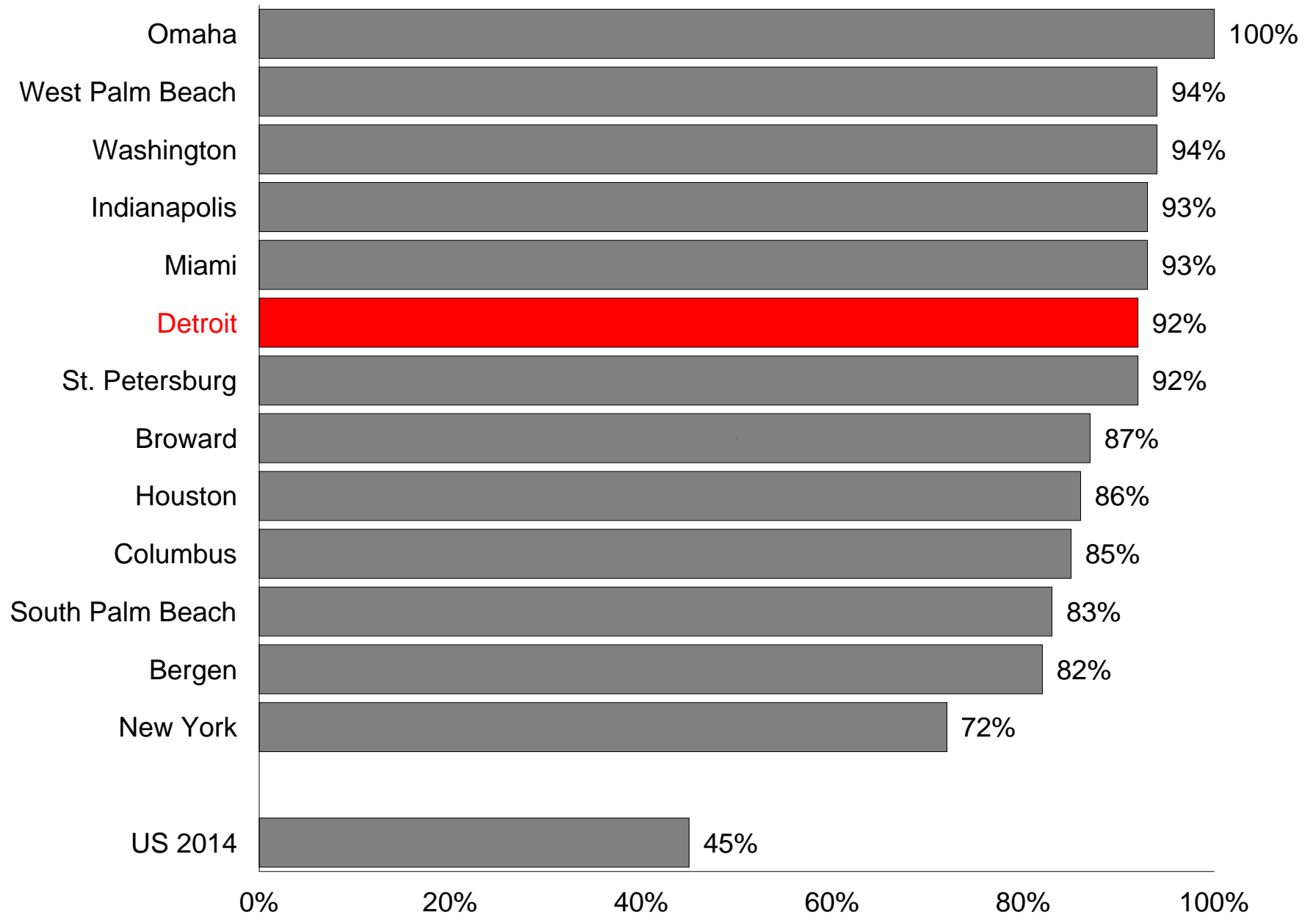
# Political Party by Age

(Jewish Respondents)



## Registered to Vote

(Respondents Under Age 35)





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

## Todah Rabah

**Ira M. Sheskin, Ph.D.**

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