

2022 Delaware and Brandywine Valley Jewish Community Study

Highlights

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January 2023

2022
COMMUNITY
STUDY *of*
JEWISH DELAWARE
& THE BRANDYWINE VALLEY



Sponsored in part by
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Questions to consider

What surprises you?

What is validating and confirms your expectations?

How could this inform your work/leadership?

Which subpopulations to focus on?

What unmet needs can be addressed?

What else would you want to know?

Size of the Delaware and Brandywine Valley Jewish Community

The 2021-22 population estimate

Jewish individuals	25,900
Jewish households	12,600
People in Jewish households	34,000
Adults in Jewish households	
Jewish adults in Jewish households	22,400
Non-Jewish adults in Jewish households	6,000
Children in Jewish households	
Jewish children in Jewish households	3,500
Non-Jewish children in Jewish households	2,100

DEFINITIONS

Jewish households: Households with at least one Jewish adult

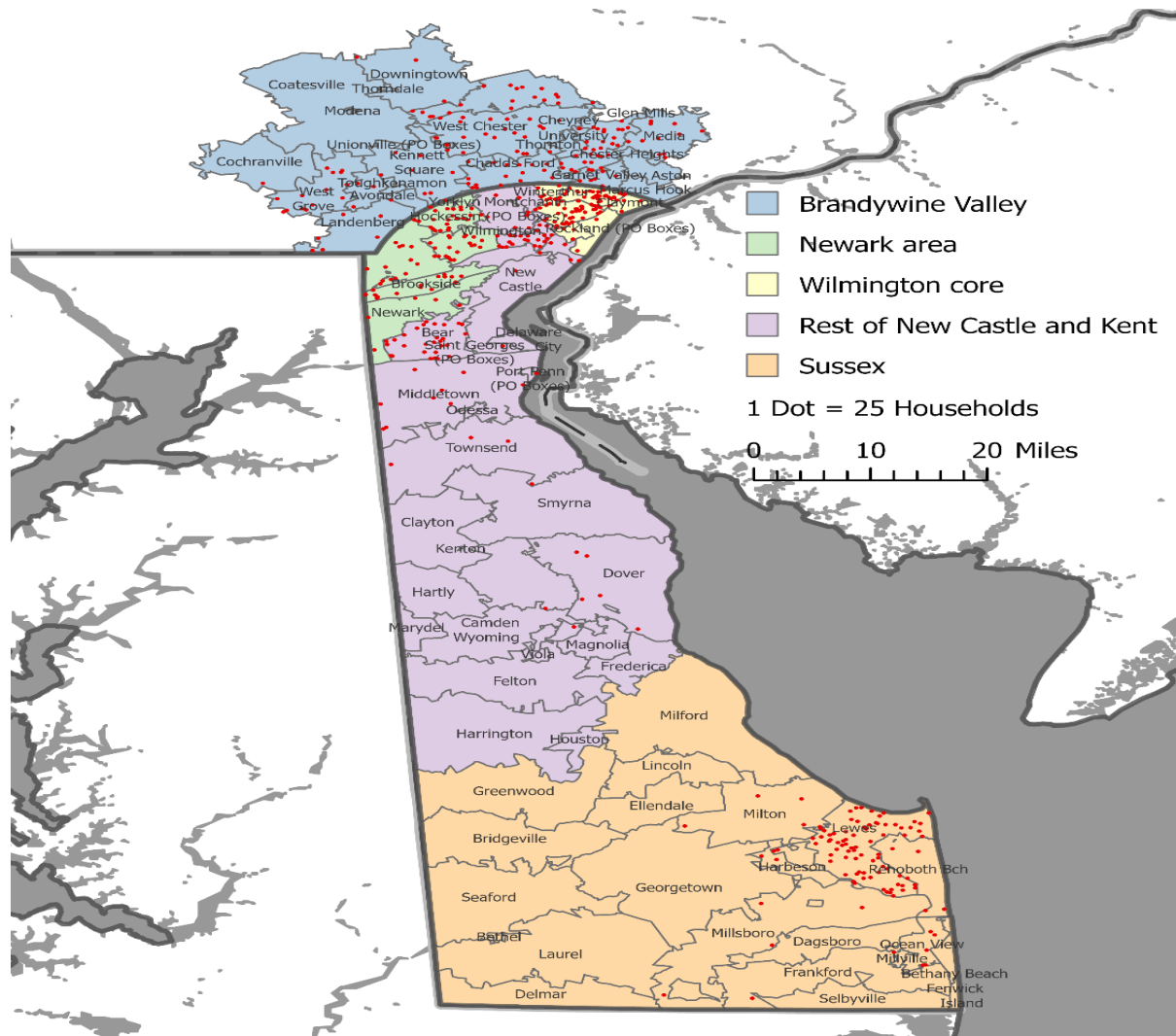
People in Jewish households: Includes non-Jewish people in Jewish households

Jewish adults: Consider themselves Jewish by religion or culturally/ethnically, AND have at least one Jewish parent, were raised Jewish, or converted
Includes Jewish and another religion

Jewish children: Considered Jewish by their parents
Includes Jewish and another religion

Note: Rounded to the nearest 100.

Where do Jewish households live in Delaware and the Brandywine Valley?



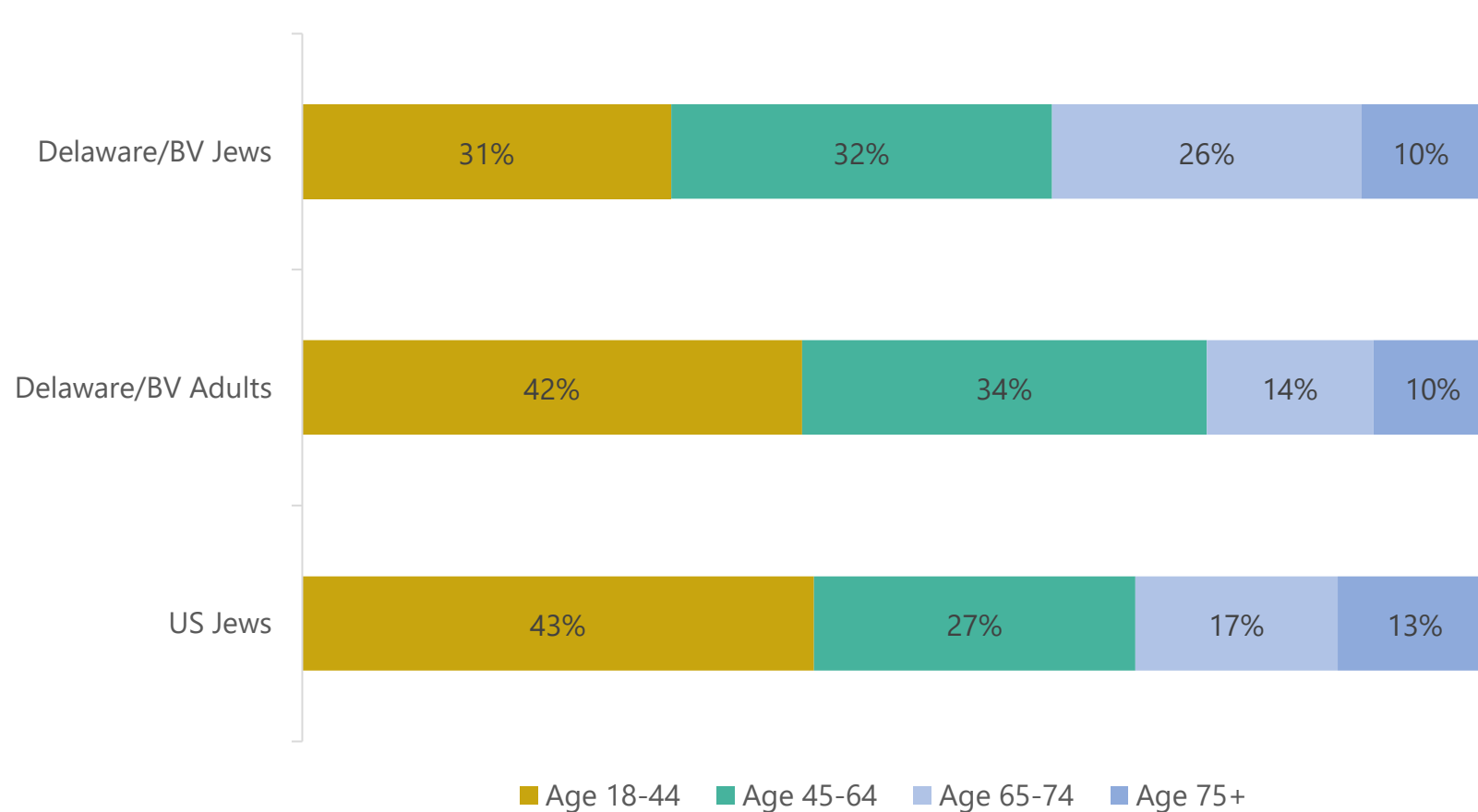
Jewish households are fairly evenly distributed across the five key regions of Delaware and Brandywine Valley

	Jewish households (%)	Jewish individuals (%)
Newark area	15	13
Wilmington core	18	16
Rest of New Castle and Kent Counties	17	18
Sussex County	21	18
Brandywine Valley	29	35

Ages of Jewish adults in Delaware and the Brandywine Valley

Skews older than the broader population and the US Jewish population

The median age of Jewish adults in Delaware/BV is 58, compared to 49 for US Jewish adults



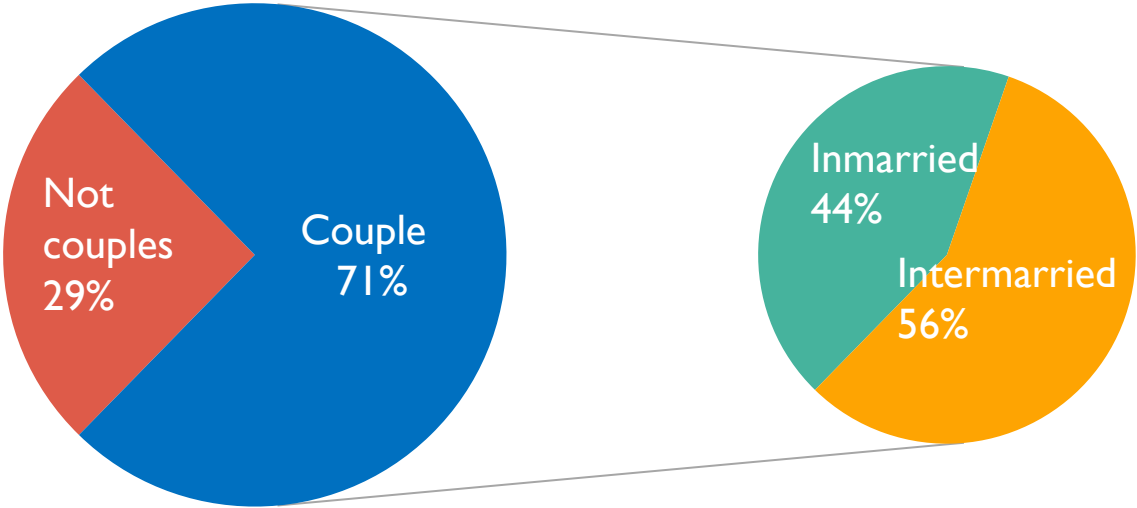
Children in Jewish households

	Estimate	Percentage (%)
Jewish	3,500	62
Jewish alone	2,300	42
Jewish and another religion	1,200	21
Not Jewish	2,100	38
No religion	1,900	34
Another religion	<100	<1
Undetermined	200	4
All children	5,600	100

Inmarriage and intermarriage

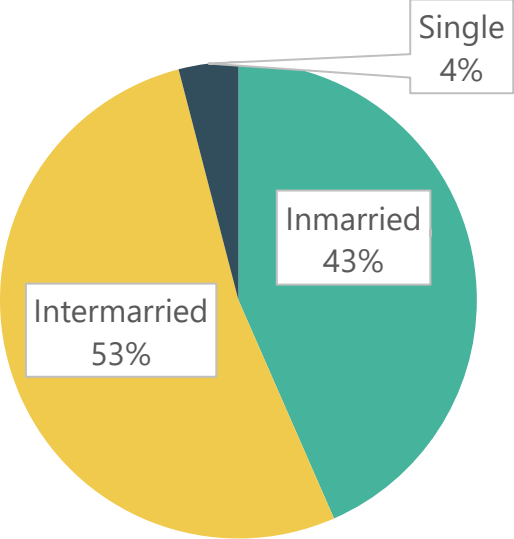
- 71% of Jewish households are married/partnered
 - 56% couple intermarriage rate
 - More children are being raised by intermarried parents than inmarried parents

Household marital status
(% of Jewish households)



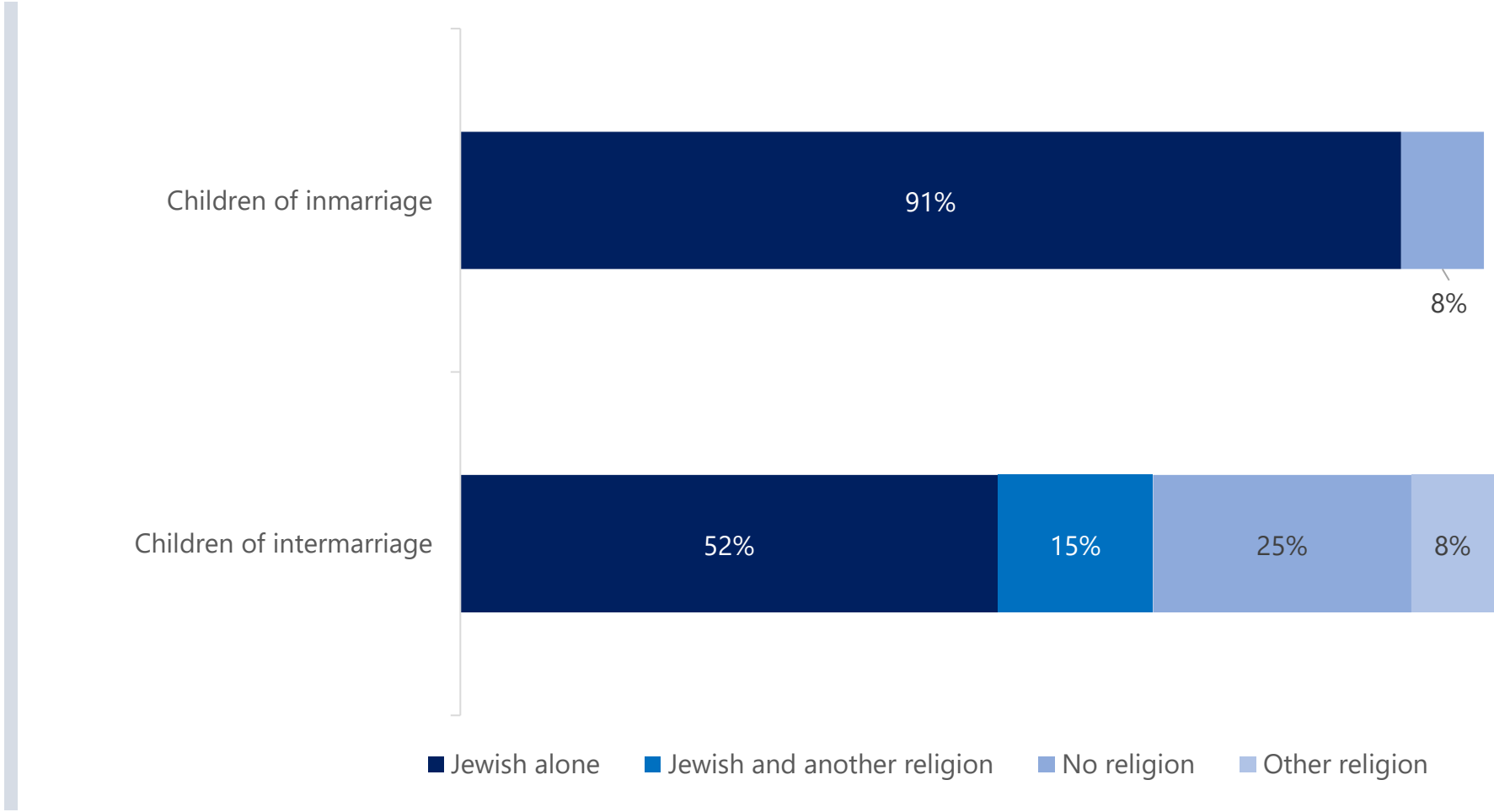
Note: "Couple" includes both married and partnered

Marital status of parents of Jewish children
(% of Jewish children)



Child religion by parent status

Children of intermarriage are raised Jewish at a lower rate than children of inmarriage



Synagogues and services

- 31% of Delaware and Brandywine Valley Jewish households are members of a Jewish congregation
- These households include 34% of Jewish adults, similar to the share of the US Jewish adult population (35%) who are members of a congregation
- 52% of Jewish adults attended a service in-person or online within the previous year, but only 12% did so at least once a month

	All Jewish households (%)
Any congregation member in household	31
Of members, pay dues to local synagogue	47
Of members, belong to a synagogue outside Delaware and the Brandywine Valley	31

	All Jewish adults (%)
Services	
Services during past year, ever	52
Services during past year, monthly	12
Attended High Holiday services, 2021	41

Jewish denominations

More Delaware and Brandywine Valley Jewish adults identify with no denomination than any other grouping.

	Delaware/BV 2022 (%)	US Jews 2020 (%)
Orthodox	1	9
Conservative	18	17
Reform	30	37
Other denomination	9	4
Reconstructionist	4	n/a
Traditional	2	n/a
Other	3	n/a
No denomination	43	32
Total	100	100

Index of Jewish Engagement

- Market segmentation based on different Jewish behaviors
- More meaningful than denominations
- Created based on 18 Jewish behaviors
- Used as primary analytical lens
- Focuses on patterns rather than single data points
- The goal is to describe behavior and not to evaluate it

How We Developed These Categories

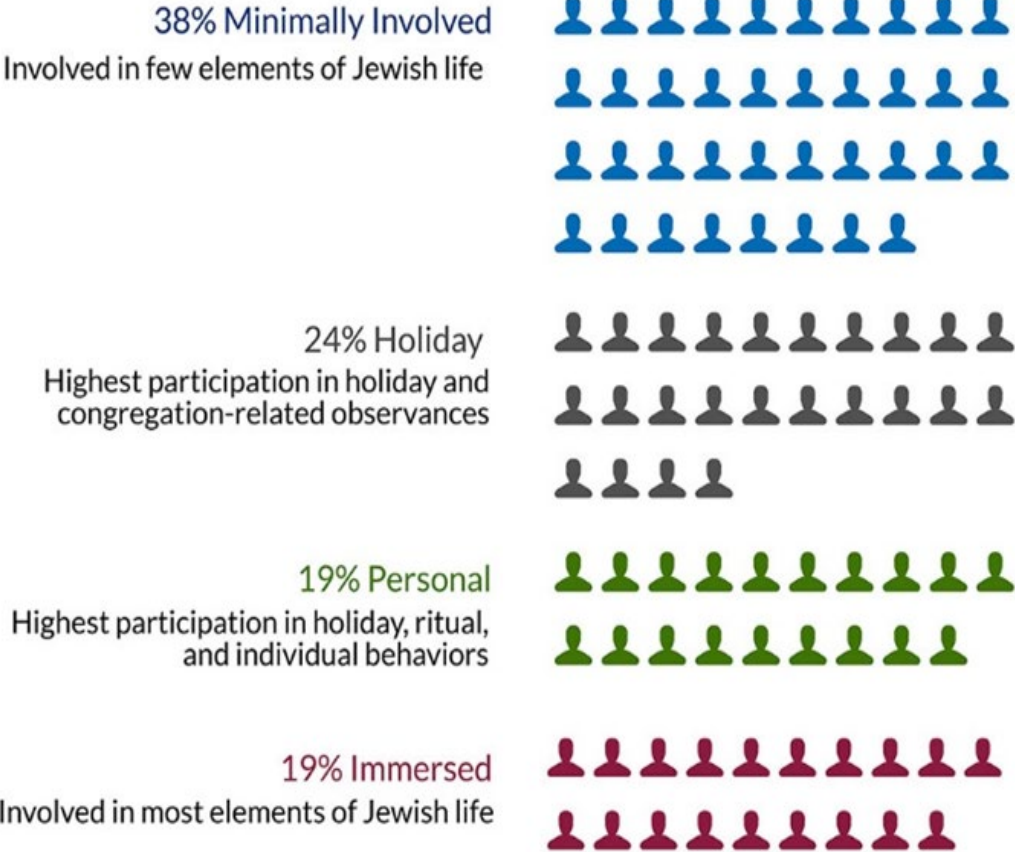
The LCA analysis presented here is unique to the Delaware and Brandywine Valley Jewish community. Both the set of classifications and their names are derived directly from respondents.

Responses to questions about Jewish behaviors were analyzed using a statistical technique, Latent Class Analysis. Four primary patterns of Jewish behavior were identified.

Index of Jewish Engagement

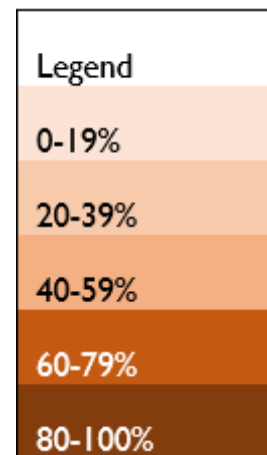
Nearly all Jewish adults are engaged in some aspects of Jewish life

- Captures multiple dimensions of Jewish life: ritual, cultural, individual activities, and organization involvement
- Statistically derived categories specifically developed for Delaware and Brandywine Valley
- Based on behavior rather than on self-identification



	Minimally Involved	Holiday	Personal	Immersed
Holiday Behaviors				
Attended seder, 2021	41	84	98	100
Lit Hanukkah candles, 2021	68	97	83	99
Fast on Yom Kippur, 2021	17	84	30	72
Ritual Behaviors				
Shabbat meal/candles in past year, ever	10	55	60	95
--almost always or always	2	7	18	50
Services in past year, ever	1	100	38	100
--monthly or more	0	8	0	51
Attended High Holiday services, 2021	0	100	0	98
Follow any kosher rules	1	17	20	65
Organization Behaviors				
Congregation member	0	67	27	91
Member of Jewish organization	0	22	29	26
Member of informal Jewish group	0	1	11	20
Participated in program, ever	26	92	87	99
--often	1	2	23	49
Volunteered for Jewish organization in past year	0	14	27	65
Donated to Jewish organization in past year	33	81	79	95
Individual Behaviors				
Study Jewish texts (sometimes/often)	0	16	25	68
Eat Jewish foods (often)	10	2	18	51
Read Jewish publications (sometimes/often)	12	36	82	93
Engage with Jewish-focused culture (sometimes/often)	16	31	79	99
Follow news about Israel (very closely)	3	5	11	31

18 behaviors used to create the index



Jewish engagement and denomination

Members of all denominations in all engagement groups

	Orthodox (%)	Conservative (%)	Reform (%)	Other (%)	None (%)	Total (%)
All Jewish adults	1	18	30	9	43	100
Minimally Involved	0	7	20	1	72	100
Holiday	1	15	55	12	17	100
Personal	<1	20	32	5	42	100
Immersed	4	42	21	24	9	100

Program participation by engagement group

Highest frequency among a) typical year prior to the pandemic, b) during the pandemic, or c) since many in-person activities restarted

	Never (%)	Rarely (%)	Sometimes (%)	Often (%)
All Jewish adults	35	31	20	14
Minimally Involved	74	22	3	1
Holiday	8	54	36	2
Ritual	13	27	36	23
Immersed	1	23	27	49

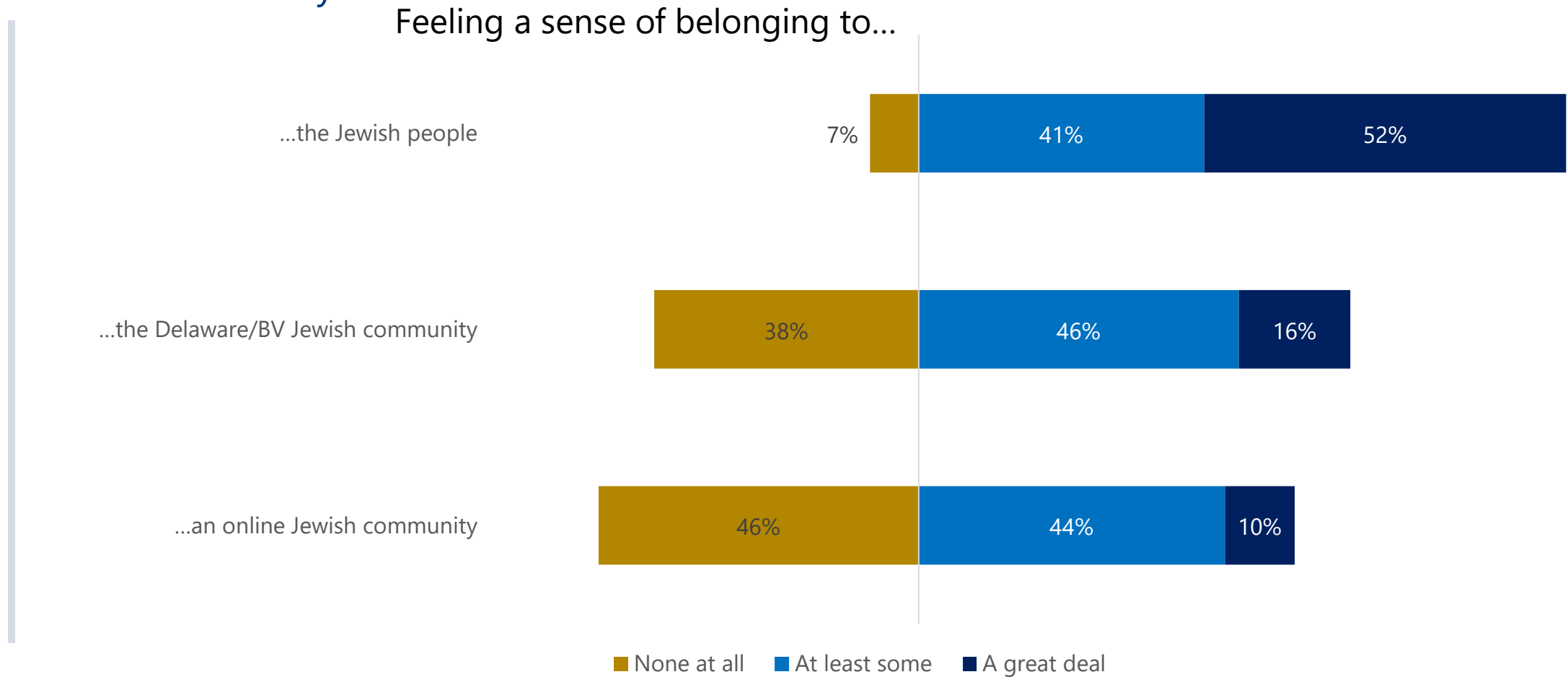
Jewish philanthropy

- 62% of Delaware and Brandywine Valley Jewish households donated to Jewish organizations in the past year
- 17% of Jewish households donated only to non-Jewish causes
- 8% of Jewish households donated to the Jewish Federation of Delaware

	All Jewish households (%)
Both Jewish and non-Jewish organizations	61
Only Jewish organizations	1
Only non-Jewish organizations	17
Did not donate/don't know	21
Total	100

Connection to community

Most Jewish adults feel at least some belonging to the Delaware and Brandywine Valley Jewish community

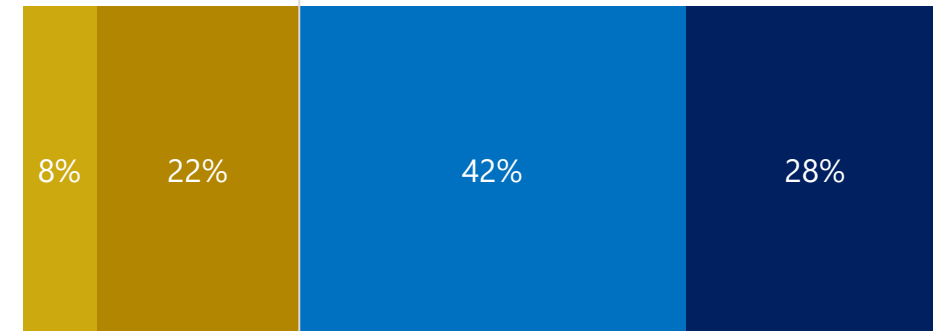


Israel

- 47% of Jewish adults have been to Israel at least once, including 1% who have lived there
- 36% of age-eligible adults have been to Israel on Birthright
- Nearly all adults follow news about Israel, including 9% who follow news very closely

Emotional attachment to Israel

All Jewish adults



■ Not at all attached ■ Not too attached ■ Somewhat attached ■ Very attached

Antisemitism

- The majority of Jewish adults are very concerned about antisemitism around the world and in the United States, while only 30% are very concerned about antisemitism in their local community
- 18% of Jewish adults personally experienced antisemitism in the past year

	Very concerned, around the world (%)	Very concerned, in the US(%)	Very concerned, in Delaware/BV (%)	Personally experienced, past year (%)
All Jewish adults	67	54	30	18
Newark area	64	43	20	19
Wilmington core	69	60	37	9
Rest of New Castle and Kent Counties	54	26	14	7
Sussex County	87	85	64	27
Brandywine Valley	68	64	24	11

Income and standard of living

Community is relatively affluent compared to the surrounding population, but many households are struggling

10% of households below 250% of the Federal Poverty Limit

Income	Jewish households (%)
<\$50,000	6
\$50,000-\$74,999	16
\$75,000-\$99,999	12
\$100,000-\$149,999	13
\$150,000-\$199,999	9
\$200,000+	20
Don't know/Prefer not to answer	24

Standard of living	Jewish households (%)
Struggling: Cannot/Just managing to make ends meet	15
Have enough money	31
Have some extra money	24
Well off	30

Economic needs and insecurity

Jewish households	In past year (%)	Between 1-3 years ago (%)
Any hardship	8	5
Healthcare	7	1
Utilities	3	1
Rent	1	4
Food	1	1

- 2% of households unable to pay an emergency \$400 expense
- 14% of adults not at all or not too confident they will be able to keep current savings/investments
- 14% of households limited their involvement in Jewish life for financial reasons
 - 11% of parents required financial assistance to enroll children in Jewish education, camp, or activities
 - 7% of congregation-member households required financial assistance to maintain their membership

Health issues, special needs, and disabilities

- 19% of Jewish households include at least one person who is limited in their work, school, or activities by some sort of health issue, special need, or disability
- Older Jewish adults have significantly higher rates of health issues, special need, or disability

	Of households with a health issue (%)	All Jewish households (%)
Chronic illness	55	10
Physical disability	38	7
Mental/emotional health problem	32	6
Developmental/intellectual disability	6	1
Substance abuse/addiction	<1	<1
Dementia, including Alzheimer's disease	<1	<1
COVID-19 complications	<1	<1
Other	10	2

Recommendations

- Promote active ties and innovation across the multiple Jewish communities of Delaware and the Brandywine Valley
- Be sensitive to differences of resources and backgrounds
- Support families in need
- Promote active ties to the local Jewish community for newcomers
- Strengthen outreach to interfaith families
- Invest in Jewish education
- Promote opportunities for volunteering in and with the Jewish community
- Address Covid-related anxiety, but maintain access even for those who cannot yet return to a pre-pandemic “normal”



THANK YOU TO

The Jewish Fund for the Future and the Mandel Foundation
The Jewish Community of Delaware and the Brandywine Valley
The organizations and agencies who participated
The 1,065 survey respondents