

OneTable Outcomes Survey: Early Findings

September 2016



Prepared for

 **OneTable**

Background and History of OneTable

OneTable was founded in 2014 with financial and strategic support from the Steinhardt Foundation for Jewish Life and The Paul E. Singer Foundation. Aliza Kline, founding director, launched a design cycle to identify strategies for more millennials to engage each other through Shabbat dinner. Through research and prototyping, OneTable learned about what motivates hosts and guests, what millennials find meaningful and valuable on Friday nights, what resources they seek, and what barriers keep them from hosting each other. Hosts express more concern about the mechanics of planning and serving a dinner than about performing Jewish rituals in front of peers. Guests struggle with overcoming “FOMO,” or fear of missing out, as they weigh other social options. As the number of hosted meals grows, OneTable continuously seeks ways to lower barriers and make Shabbat dinner participation more appealing and achievable for young Jewish adults.

OneTable’s Program

OneTable empowers Jewish young adults in their 20s and 30s to build micro-communities by creating their own authentic Shabbat dinners, with the ultimate goal of forming a lifelong Shabbat practice.

OneTable identifies and serves both “seekers” in their early 20s who are eager to try different things and meet new people on Friday night and “nesters” in their late 20s and early 30s who are more likely to spend the evening with a smaller group. OneTable’s sweet spot is 25- to 32-year-olds who are old enough to own a table and are inclined to deepen relationships.

OneTable is currently in a growth stage. Since launching, OneTable has supported 2,770 dinners with over 40,296 seats at the table nationwide. OneTable currently averages 1,000 seats at the Shabbat dinner table every week.

OneTable is supported by dedicated local staff in New York, Chicago, San Francisco, and Denver, in addition to staff who facilitate a national program of dinners across the country. As it has grown, it has invested in critical infrastructure including the design and implementation of a new proprietary social dining platform (dinners.onetable.org).

How OneTable Works

To capture the diverse interests and needs of young people seeking to end their week with intention, OneTable developed three dinner strategies: Intimate Home-Based “Staying In” Dinners, “Hybrid” Community Dinners, and “Going Out” Event Partnerships.

Staying In — Dinners for 5 to 15 people, most often held in homes (or rooftops, parks, summer houses, or other intimate settings). All dinners are posted on OneTable’s custom social dining platform, which enables hosts to describe the event in terms that their guests will appreciate. Guests get a clear idea of what to expect, who else will attend, and can easily register online.

Since the launch of OneTable’s platform featuring event registration functionality, the site has transitioned from an invitation tool to a dynamic event hub publicizing events open to the community. Dinners on the platform can be completely private, open to the public, or semi-private, a setting where hosts can open a few seats for new faces and accept or reject guests who sign up online.

OneTable Outputs

as of September 2016

of Hosts

2,370 Staying In Applicants
1,204 Total Active Hosts

of Partner Organizations

71

of Dinners

2,769 Total Dinners
Staying In: 2,619
Hybrid: 77
Going Out: 73

of Seats at the Table

40,296 Total Seats
Staying In: 28,766
Hybrid: 7,333
Going Out: 4,202

of Unique Guests/Hosts

19,593

% of Repeaters

59%

of Host Connectors Who Expand Seats at the Table

88 Hosts have each hosted
50+ Unique Guests

Hybrid — Community Dinners allow groups to host their events in a community setting (e.g. The JCC in Manhattan opened its rooftop and invited 15 groups of 12 to reserve tables for Shabbat dinners). While the dinners all take place at the same location, the intimacy is preserved by each table having its own host and following their own way of celebrating Shabbat independent of the other tables.

Going Out — Event Partnerships are hosted by entrepreneurs, artists, and event planners who create special dinner experiences, often held in restaurants or other private dining venues for 25-60 people. Guests purchase tickets with additional subsidies coming from OneTable. The theory behind this approach is twofold: first, these larger public events may produce less anxiety than an in-home event for some potential guests who are less familiar with Jewish customs. Second, these dinners break down the stereotypes of what Shabbat dinner must look like.

Host Support

OneTable offers a variety of comprehensive services to specifically support hosts of Staying In dinners, which comprise 95 percent of events posted on the OneTable platform and 75 percent of seats at the table.

Nourishment Credit: Developed in response to barriers to hosting such as lack of time, cooking skills, and financial support, nourishment provides hosts with credits to alleviate some of the stress of hosting. Hosts apply credit to online vendors including grocery delivery through Instacart, prepared food delivery from Seamless, and even Judaica or décor from businesses like Etsy, among others.

Help Desk / Shabbat Hotline: OneTable's Community Specialist provides logistical support, including guidance on planning, cooking, and inviting. The specialist also connects hosts with nourishment options, offering advice on how to make the most of these tools.

One-on-One Shabbat Coaching: The goal of coaching is to elevate hosts' thought process about their Shabbat dinner. Coaches build one-on-one relationships with hosts to help them expand their skills while working together to design a personally meaningful set of Shabbat rituals for hosts and their guests.

Hospitality & Jewish Education Workshops: OneTable regional staff host monthly programs, called "Nosh:pitality." Originally designed for hosts, these programs are now open to everyone on the OneTable list, for skills that will enhance hosting confidence in areas such as cooking, challah baking, cocktail making, and ritual facilitation. The gatherings also integrate Jewish learning on topics such as the role of wine in Jewish ritual or a unique take on the challah blessing.

Communications: With the goals of recruiting new hosts, triggering repeat Shabbat dinner participation, and conversion from being a guest to being a host, OneTable has an active online presence on Facebook, Instagram, Twitter, Snapchat, and Pinterest, as well as targeted, regionally specific e-newsletters called, "The Side Dish." OneTable tracks all its participants, regularly stays in touch with them, and gradually builds up a profile of their interests, habits, and engagements with OneTable.

Development of a OneTable Logic Model

In June 2015, Rosov Consulting began its work as an external evaluator to support the ongoing development of OneTable, as well as assess early outcomes for its participants. During the summer of 2015, we worked closely with OneTable to refine its logic model, a document that clarifies the ways in which resources are allocated to support strategic activities that are, in turn, designed to yield short-, mid-, and long-term outcomes for OneTable guests and hosts. This is a living document which has been refined several times to capture real-time learning.

Deployment of the First OneTable Outcomes Survey

This report outlines findings from the first OneTable Outcomes Survey deployed in late June 2016 via email to just under 10,000 users in the OneTable database with an 11% response rate (similar to that of public opinion surveys today). When compared to what is known about OneTable participants from the overall database, survey respondents were largely representative of the guests and hosts at the time the survey was fielded. Following this survey, Rosov Consulting will be working with OneTable to intentionally select guests and hosts to interview so as to better understand some of the emergent patterns reflected in these findings. The survey will then be updated and fielded once again in early 2017.

Key Findings

OneTable is changing Millennials' experience of Friday night and the end of the week

- ✓ Two-thirds of OneTable guests report that because of their OneTable experience, it is **important to them that Friday night feels different** than the rest of the week.
- ✓ Almost half of all OneTable guests — including the least engaged — indicate that as a result of their OneTable experience, they are **more likely to find ways to pause and relax** at the end of a week.

OneTable is generating positivity for Shabbat dinners

- ✓ Almost half of all OneTable guests — including the least engaged — indicate that as a result of their OneTable experience, they are **more comfortable at a Shabbat dinner**.*
- ✓ Guests enjoy their OneTable dinners, describing them as “friendly” (43%) and “fun” (40%).
- ✓ Almost half of all guests credit OneTable with their interest in making Shabbat dinner a regular part of their lives.

** An almost equal percentage of guests were neutral on this topic.*

OneTable is expanding Jewish connections

- ✓ A majority (57%) of guests tell their friends about OneTable after their first dinner experience.
- ✓ 84% of guests meet some new people at the dinners they attend.
- ✓ Three out of ten guests report getting together with someone they met at a OneTable dinner.
- ✓ Four out of ten guests report that they have a larger group of Jewish friends.

Hosts play a catalytic role in growing the OneTable community

- ✓ 87% of hosts tell their friends about OneTable after hosting for the first time.
- ✓ Repeat hosting, strategically encouraged by OneTable staff, also appears to yield fruit. Over half of repeat hosts are:
 - ☉ Motivated to meet new people;
 - ☉ Significantly more confident to host people they didn't know before; and
 - ☉ Inviting people they didn't know before into their home.
- ✓ Connector hosts are those who indicate that they enjoy hosting primarily so that they can “help people meet and connect with each other.” They comprise 25% of the host population. These hosts are more likely to get together with someone they met at their dinner.

Findings by Logic Model Outcomes

On the following pages, we share our findings as they align with the OneTable Logic Model's short-term outcomes, an overview of the demographics of the guest and host community, and a few notable findings that differentiate New York participants from those who participate in the rest of the country. The OneTable Logic Model can be found in Appendix A.

Before sharing the findings, we offer a few clarifying notes:

There is an inherent tension between OneTable's desire to set a low and comfortable entry bar for young adults in their 20's (seekers) and 30's (nesters) to participate in a Shabbat dinner, and the organizational need for specific and potentially intrusive data that seeks to ascertain exactly how these dinners are making a difference in the lives of participants. As such, the outcomes survey erred on the side of framing questions that were less pointed but still yield important data.

Several questions in the survey ask participants to indicate how their attitudes or behaviors have shifted **because of their attendance at a OneTable dinner**; these instances are specifically noted. In many cases Rosov Consulting's analysis revealed correlations between certain behaviors — that is there is a parallel increase or decrease in two separate variables (e.g. repeat attendance at OneTable dinners and meeting new people). Correlations are important because they point to patterns which merit further investigation. However, it is premature to claim that correlated behaviors imply causation. These instances are noted where applicable.

Finally, some of the respondents to the survey may be very recent first time guests. We would not expect to see much in the way of attitudinal or behavioral outcomes for this population. One can expect percentages to increase over time. For this same reason, the survey focused primarily on short-term outcomes. Additionally, most respondents are from the New York area or Chicago; OneTable launched in Colorado and California late in 2016. It will be important to understand how a more geographically diverse population responds to this survey when it is next fielded.

"It could have just been any other relaxing dinner with friends except that it clearly felt like a chance to make our own new Jewish traditions (very different than what each of our families grew up with, but still uniquely Jewish)."

— One-time guest of Going Out dinner; single in early 20's; no Shabbat practice growing up; infrequent Shabbat practice currently

OUTCOME

Become familiar with the elemental components of a Shabbat dinner

FINDING

By design, because OneTable has at its core a philosophy that there are numerous ways to make a Friday evening meal “Jewish,” the survey did not ask guests to rate their familiarity with various components of a Shabbat dinner. Rather guests were asked to describe, in an open-ended question, what made the OneTable dinner(s) they attended “feel Jewish.”

More than 60% of guests cited the presence of Jewish tradition, ritual, and practice: prayers and blessings, the presence of challah and wine, candles, Jewish food, and Shabbat songs. 40% mentioned the presence of other Jews as the factor that made the dinner feel Jewish.

OUTCOME

See Shabbat dinner attendance as a worthwhile end-of-week activity

FINDING

58% of guests report that **because of their experience with OneTable** it is important to them to make Friday night feel different than the rest of the week, and 57% of guests are interested in making Shabbat dinner a regular part of their lives.

OUTCOME

Enjoy themselves

FINDING

Guests experience OneTable dinners as “friendly” (43%) and “fun” (40%).

This is especially true of Staying In dinners: 45% of Staying In guests call their dinner “friendly,” compared to 29% of Going Out guests. 42% of Staying In guests call their dinner “fun,” compared to 33% of Going Out guests.

OUTCOME

Increase attendance at Shabbat dinners

FINDING

55% of first-time guests, and 63% of repeat guests report attending a Shabbat dinner outside of the OneTable network following their first OneTable dinner. We can't at this juncture assess if this represents an "increase" in attendance, nor can we claim causation as a result of OneTable attendance. This will be explored when the survey is next deployed.

We do know from the OneTable database that there has been an increase in repeat guests. For OneTable guests who had their first dinners between April and June 2015, 45% repeated within a year.

OUTCOME

Bring along friends as new guests

FINDING

The intention behind this outcome is to grow the Shabbat dinner community. Taken together, the following two findings bode well for achieving this outcome:

- » 57% of guests report that after their first OneTable dinner they told friends or relatives about OneTable.
- » 65% of guests cite "relaxing with friends" as one of their top three motivations for attending a OneTable dinner.

OUTCOME

Consider being hosts

FINDING

23% of guests report that following their first OneTable dinner they hosted a Shabbat dinner that was *not* a OneTable dinner. In OneTable's satisfaction survey, 68% of responding guests report that they would be interested in hosting.

One in four (26%) of all applied hosts started out as a guest at a OneTable dinner. This is true without regard to their style of Jewish engagement. This number increases to 44% of active hosts who have hosted at least one dinner. The OneTable database documents the following city by city conversion rates: Colorado has the highest guest to host rate at 56%; this will probably decrease over time. Chicago is at 45%, and the Bay Area is at 41%.

OUTCOME

Feel comfortable at a Shabbat dinner

FINDING

46% of guests say that **because of their OneTable experience** they are more comfortable at a Shabbat dinner. 43% of Participants were neutral as to OneTable's role in their comfort at a Shabbat dinner. The 43% may or may not be comfortable at a Shabbat dinner, but in either case they are not attributing their level of comfort to their OneTable experience.

HOSTS ...

OUTCOME

Gain confidence in their Shabbat hosting skills (e.g. host peers, cook food, manage an event and welcome friends)

FINDING

Between their first and most recent dinner, repeat hosts report a significant increase in their confidence to host friends in their home, and, importantly, to host guests they did not know before — the aspect of hosting about which hosts are least confident.

At their first dinner, 31% of hosts report being “very confident” hosting people they didn’t know before. That number increases to 52% for repeat hosts.

OUTCOME

Develop comfort with incorporating and personalizing Jewish elements of the dinner

FINDING

81% of hosts report that they incorporate something “Jewish” into their dinner. Most hosts report a high level of confidence in doing so on their first dinner (87%) — confidence does go up with repeat hosting.

Hosts who attend Nosh:pitality events are slightly more likely to feel comfortable incorporating Jewish elements. However, this is a correlation and we cannot claim that participation in Nosh:pitality *leads* to this outcome.

OUTCOME

Welcome friends-of-friends into their home

FINDING

43% of all hosts report that they are motivated to meet new people.

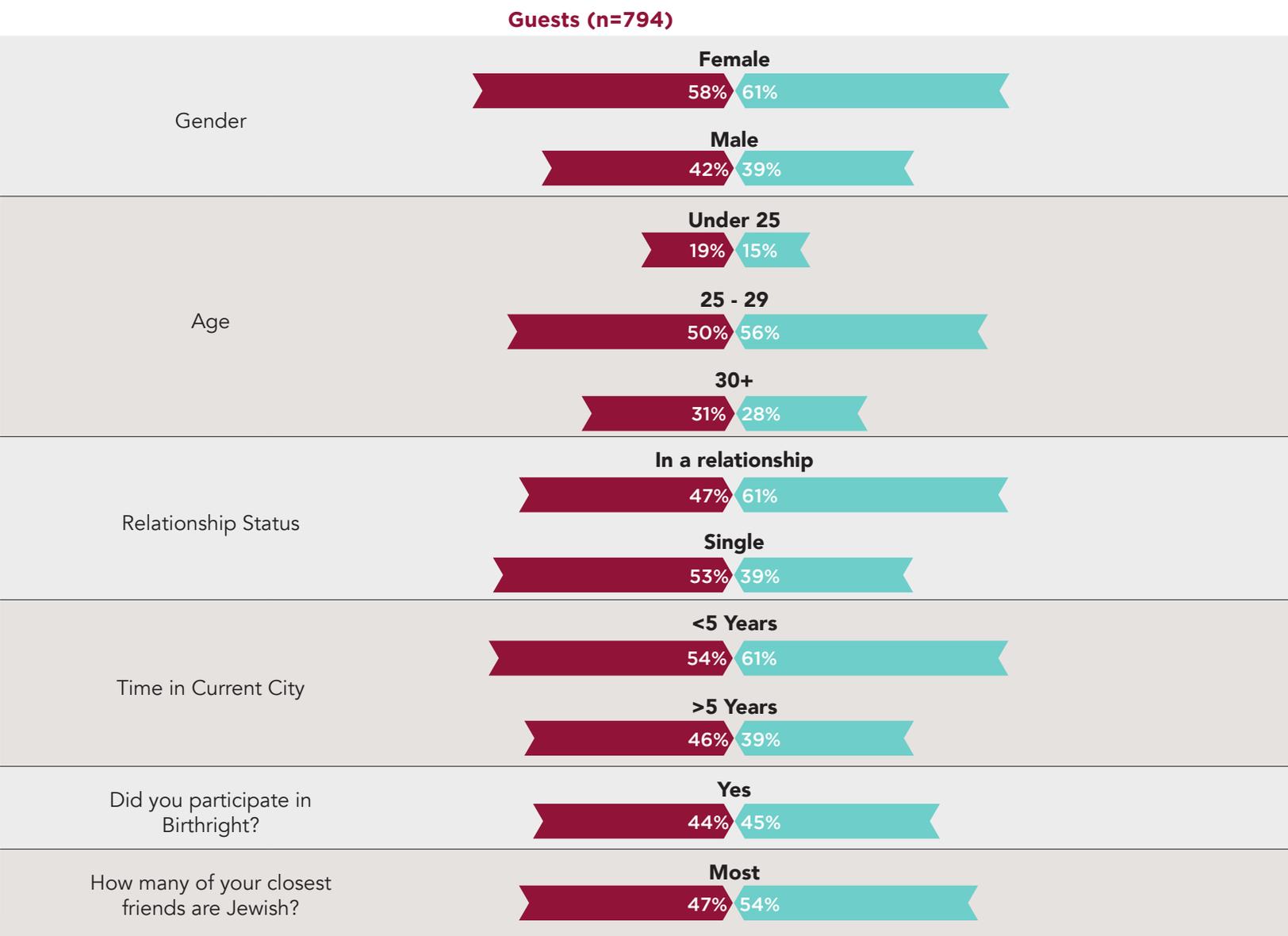
53% of hosts report *actually hosting* new people at their dinners.

60% of repeat hosts report that there were “at least some” guests at their table whom they did not know before.

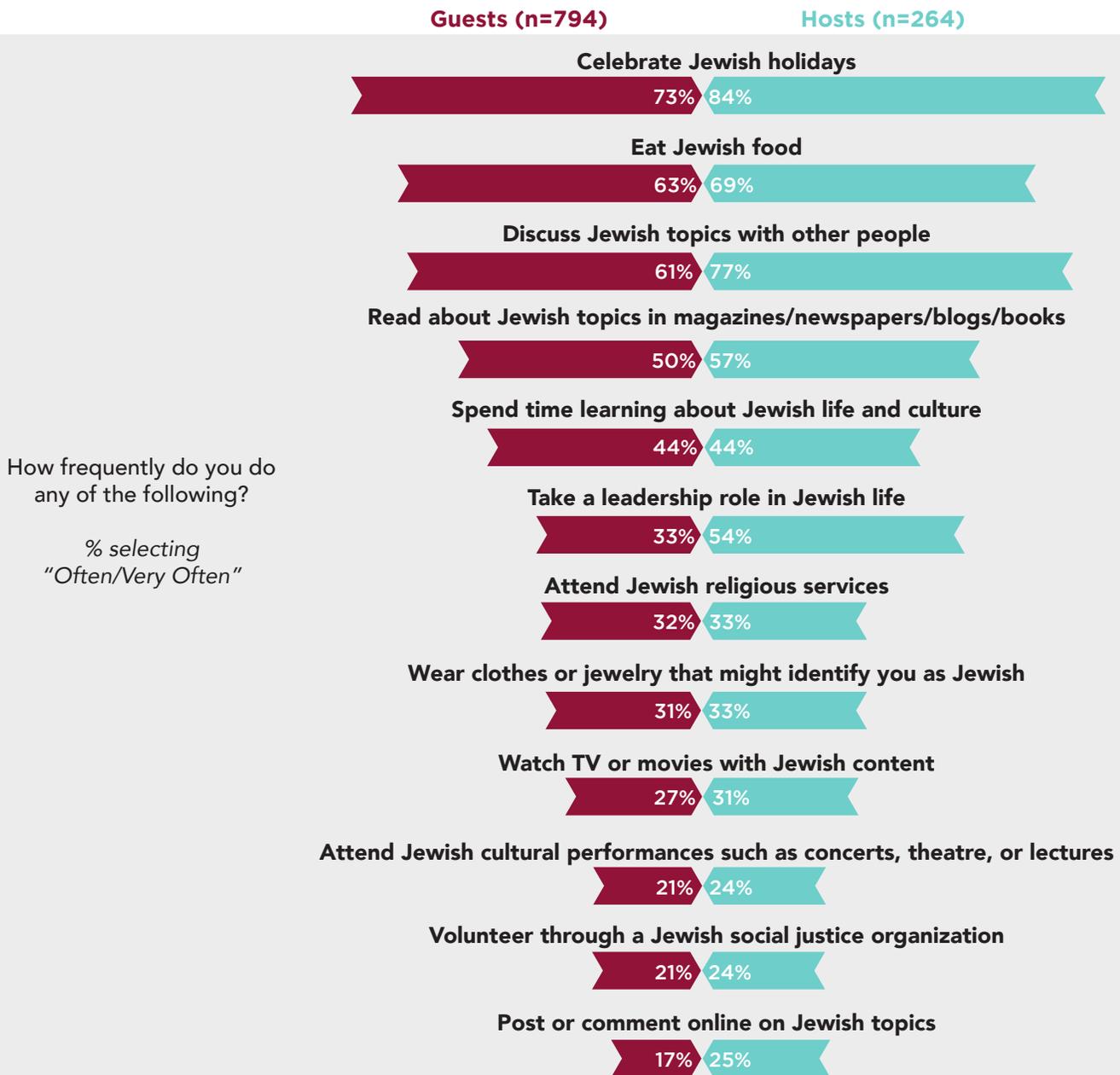
What Do We Know About OneTable Guests and Hosts?

As far as their demographic makeup is concerned, OneTable's hosts and guests are quite similar. Since the key strategy is peer-to-peer connections, this is a positive development. Most are in their late 20s and early 30s, and are slightly more likely to be women. Over half of both hosts and guests are new to their city (have been there under 5 years).

Like OneTable hosts, nine in ten OneTable guests identify as Jewish. About half have been on Birthright, and just over half have a network of Jewish friends (all or most of their close friends are Jewish). The one distinguishing factor is that hosts are somewhat more likely to be coupled, and guests are somewhat more likely to be single.



However, when it comes to their Jewish behavior, there are a few measures by which hosts are more Jewishly active than guests. For example, hosts are slightly more likely to celebrate Jewish holidays (but not more likely to attend religious services, only a third of both hosts and guests do so often). Hosts are more likely than guests to attend Jewish cultural performances or discuss Jewish topics with others. They are also more likely than guests to "take a leadership role in Jewish life" (a third of all guests and half of all hosts report taking such leadership roles).

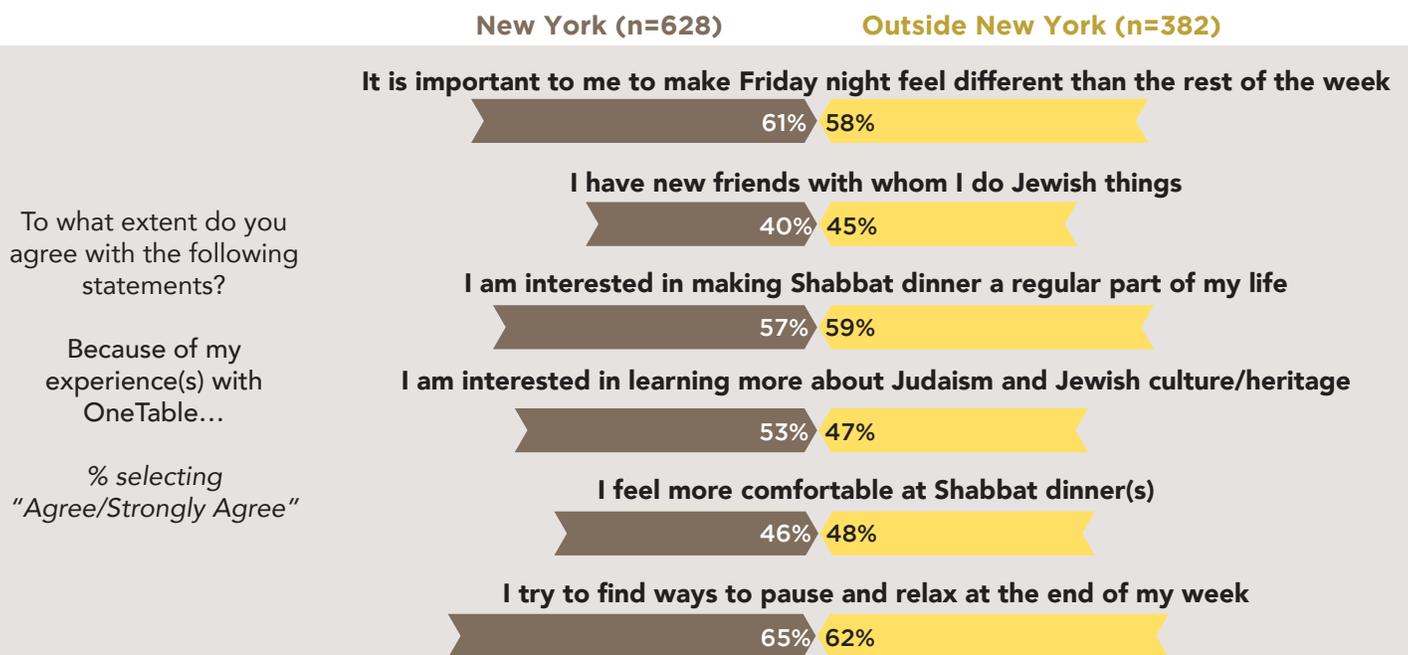


What Can Be Said about OneTable Outside of New York?

OneTable started in New York, and most of OneTable’s users live in New York. But as the organization expands to other cities, it is important to ask whether and how OneTable participants outside of New York differ from their New York counterparts. In many ways they are similar. However, they are:

- ✓ Less likely to be single and more likely to have lived in their city for under five years;
- ✓ Less Jewishly engaged. This is as true of formal Jewish behaviors, such as attending religious services and celebrating Jewish holidays, as informal Jewish behaviors such as attending Jewish cultural performances, reading about Jewish topics, commenting on Jewish topics online, or eating Jewish food; and
- ✓ Less likely to have gone on Birthright.

On several key dimensions, OneTable participants outside of New York are somewhat more impacted. As national participation grows, it will be important to see if this trend continues.





Appendix B: OneTable Outcomes Survey (T1) - Relevant Frequencies

	N	%
Guests Only		
Thinking about your most recent OneTable dinner, which words come to mind? Please select up to three, or add your own.		
Friendly	444	40.5
Fun	440	40.1
Communal	358	32.4
Jewish	295	28.2
Delicious	254	22.3
Comfortable	233	20.8
A new way to celebrate/enjoy Shabbat	190	18.4
Relaxing	146	13.8
Cultural	128	12.0
Intimate	123	10.8
Awkward	52	5.7
Traditional	63	5.6
Spiritual	50	4.8
Does Not Recall Attending OneTable Dinner**	12	1.3
Embarrassing	6	0.5
Overwhelming**	3	0.3
Energizing	3	0.1
Other	14	1.4
Host Only		
How did you describe the OneTable dinner(s) you hosted to your guests before the dinner?		
Celebrate Shabbat	140	63.1
Enjoy Friday night dinner	117	52.7
Delicious food	98	44.1
Relax with friends	90	40.5
Celebrate Jewish tradition	49	22.1
Meet new people	40	18.0
Slow down at the end of the week	35	15.8
Eat Jewish food	20	9.0
Feel nostalgic**	4	1.8
Other	9	4.1
What did you enjoy most about hosting a OneTable dinner?		
Hosting other people in my home	86	39.3
Helping people meet and connect with each other	55	25.1
Cooking for people	43	19.6
Teaching people something about Judaism	14	6.4
Organizing an event so that the details are just right	13	5.9
Something else	8	3.7

	N	%
Which of these did you ever do when hosting a OneTable dinner? (Choose all that apply.)		
Host friends in my home	186	85.7
Incorporate some Jewish elements into the dinner	175	80.6
Set the table/room up in a special way	143	65.9
Host people I didn't know before	117	53.9
Cook for the first time, or tried a new recipe	108	49.8
Order food for my guests	66	30.4
Use an ice-breaker to get the conversation flowing	56	25.8
Organize a potluck	40	18.4
The first time that you hosted a OneTable dinner, how confident did you feel to...		
<i>Host friends in my home</i>		
Not Confident at all	3	1.6
A little confident	4	2.2
Somewhat confident	12	6.5
Confident	48	25.9
Very confident	118	63.8
<i>Host people I didn't know before</i>		
Not Confident at all	1	0.9
A little confident	14	12.2
Somewhat confident	22	19.1
Confident	42	36.5
Very confident	36	31.3
<i>Cook for the first time, or tried a new recipe</i>		
Not Confident at all	2	1.9
A little confident	6	5.7
Somewhat confident	20	18.9
Confident	34	32.1
Very confident	44	41.5
<i>Order food for my guests</i>		
Not Confident at all	1	1.6
A little confident	1	1.6
Somewhat confident	11	17.7
Confident	20	32.3
Very confident	29	46.8
<i>Organize a potluck</i>		
Not Confident at all	0	0.0
A little confident	1	2.6
Somewhat confident	4	10.5
Confident	13	34.2
Very confident	20	52.6

	N	%
<i>Incorporate some Jewish elements into the dinner</i>		
Not Confident at all	1	0.6
A little confident	4	2.3
Somewhat confident	18	10.3
Confident	60	34.5
Very confident	91	52.3
<i>Use an ice-breaker to get the conversation flowing</i>		
Not Confident at all	0	0.0
A little confident	4	7.4
Somewhat confident	10	18.5
Confident	23	42.6
Very confident	17	31.5
<i>Set the table/room up in a special way</i>		
Not Confident at all	1	0.7
A little confident	3	2.1
Somewhat confident	10	7.1
Confident	55	39.3
Very confident	71	50.7
<i>The last time you hosted a OneTable dinner, how confident did you feel to...</i>		
<i>Host friends in my home</i>		
Not Confident at all	0	0.0
A little confident	1	1.0
Somewhat confident	3	3.1
Confident	30	30.6
Very confident	64	65.3
<i>Host people I didn't know before</i>		
Not Confident at all	0	0.0
A little confident	3	4.8
Somewhat confident	4	6.3
Confident	23	36.5
Very confident	33	52.4
<i>Cook for the first time, or tried a new recipe</i>		
Not Confident at all	1	1.7
A little confident	1	1.7
Somewhat confident	3	5.2
Confident	25	43.1
Very confident	28	48.3

	N	%
<i>Order food for my guests</i>		
Not Confident at all	0	0.0
A little confident	0	0.0
Somewhat confident	4	12.1
Confident	9	27.3
Very confident	20	60.6
<i>Organize a potluck</i>		
Not Confident at all	0	0.0
A little confident	0	0.0
Somewhat confident	1	5.0
Confident	4	20.0
Very confident	15	75.0
<i>Incorporate some Jewish elements into the dinner</i>		
Not Confident at all	0	0.0
A little confident	1	1.2
Somewhat confident	3	3.5
Confident	33	38.4
Very confident	49	57.0
<i>Use an ice-breaker to get the conversation flowing</i>		
Not Confident at all	0	0.0
A little confident	1	3.8
Somewhat confident	2	7.7
Confident	9	34.6
Very confident	14	53.8
<i>Set the table/room up in a special way</i>		
Not Confident at all	0	0.0
A little confident	1	1.4
Somewhat confident	3	4.2
Confident	26	36.6
Very confident	41	57.7
Did you ever participate in a weeknight social event/workshop hosted by OneTable, such as a mixology workshop (also known as "Nosh:pitality"), talk with a OneTable staff person about your dinner, or meet with a OneTable Shabbat Coach? Please select all that apply.		
No, none of these [Exclusive]	106	49.3
Yes, talked to OneTable staff about my dinner	78	36.3
Yes, participated in weekday social event/ workshop (nosh:pitality)	47	21.9
Yes, met with a OneTable Shabbat coach	20	9.3

	N	%
Host and Guest		
Since your first OneTable dinner, which of the following have you done? Please select all that apply.		
I told friends or relatives about OneTable	614	53.2
I attended a Shabbat dinner (other than a OneTable dinner)	559	51.2
I attended another OneTable dinner	324	24.5
I got together with some of the new people I met at the dinner	270	21.4
I hosted a Shabbat dinner (other than a OneTable dinner)	270	23.7
I hosted a OneTable dinner	185	9.1
It's too soon for me to answer because I just went to my first dinner	45	6.1
I want/am planning to host a OneTable dinner**	9	0.9
Do not recall going to a OneTable Dinner**	6	0.8
I helped others with their OneTable involvement**	4	0.1
Something else	14	1.5
Since your first OneTable dinner, which of these are true? Please select all that apply.		
I did something special on Friday to end the work week	403	36.0
I found new ways to connect with friends	362	31.8
None of the above	289	31.1
I became more mindful of how I spend my time on weekends	257	23.9
I used something I experienced through OneTable at my own Shabbat dinner	117	9.8
I've felt motivated to do it/something like it again**	10	1.1
I was already engaged in Judaism/Shabbat in some way before OneTable**	5	0.6
Do not recall attending a OneTable dinner**	4	0.5
I've become part of building a network**	4	0.3
I've realized the value of including people who celebrate Shabbat differently or not at all**	4	0.5
Something else	11	1.2
To what extent do you agree with the following statements? Because of my experience(s) with OneTable...		
<i>It is important to me to make Friday night feel different than the rest of the week</i>		
Strongly Disagree	19	1.8
Disagree	60	7.0
Neither Agree nor Disagree	313	31.4
Agree	384	38.6
Strongly Agree	236	21.2
<i>I have new friends with whom I do Jewish things</i>		
Strongly Disagree	50	5.1
Disagree	127	13.7
Neither Agree nor Disagree	387	38.6
Agree	319	30.5
Strongly Agree	127	12.1

	N	%
<i>I am interested in making Shabbat dinner a regular part of my life</i>		
Strongly Disagree	18	1.5
Disagree	46	5.9
Neither Agree nor Disagree	334	34.2
Agree	359	35.2
Strongly Agree	259	23.2
<i>I am interested in learning more about Judaism and Jewish culture/heritage</i>		
Strongly Disagree	21	2.0
Disagree	50	5.2
Neither Agree nor Disagree	423	42.0
Agree	342	34.5
Strongly Agree	172	16.2
<i>I feel more comfortable at Shabbat dinner(s)</i>		
Strongly Disagree	21	2.2
Disagree	70	7.5
Neither Agree nor Disagree	441	43.5
Agree	323	32.9
Strongly Agree	155	14.0
<i>I try to find ways to pause and relax at the end of my week</i>		
Strongly Disagree	22	2.3
Disagree	46	5.4
Neither Agree nor Disagree	292	28.4
Agree	418	41.4
Strongly Agree	233	22.5
<i>How do you identify?*</i>		
Jewish	938	89.2
Something else	59	5.6
Jewish and something else	38	3.8
It's complicated	13	1.4
<i>How frequently do you do any of the following?</i>		
<i>Discuss Jewish topics with other people</i>		
Never	15	2.1
Rarely	76	9.8
Sometimes	240	25.6
Often	368	35.9
Very Often	294	26.6

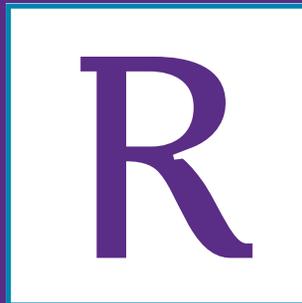
	N	%
<i>Celebrate Jewish holidays</i>		
Never	14	1.9
Rarely	43	5.8
Sometimes	159	18.2
Often	368	36.2
Very Often	411	37.9
<i>Post or comment online to Jewish themed posts</i>		
Never	263	29.0
Rarely	288	29.7
Sometimes	251	23.8
Often	124	12.0
Very Often	63	5.6
<i>Take a leadership role in Jewish life</i>		
Never	142	18.1
Rarely	198	21.9
Sometimes	258	24.9
Often	188	16.6
Very Often	207	18.6
<i>Spend time learning about Jewish life and culture</i>		
Never	31	3.9
Rarely	139	15.1
Sometimes	367	37.1
Often	283	28.6
Very Often	174	15.3
<i>Read about Jewish topics in magazines/newspapers/online blogs/books</i>		
Never	46	5.9
Rarely	105	11.9
Sometimes	302	31.3
Often	305	29.0
Very Often	234	21.9
<i>Watch TV or movies with Jewish content</i>		
Never	49	6.2
Rarely	203	22.2
Sometimes	447	43.9
Often	217	21.4
Very Often	75	6.4
<i>Wear clothes or jewelry (such as a Jewish star) that might identify you as Jewish</i>		
Never	220	24.9
Rarely	201	20.4
Sometimes	249	23.2
Often	128	11.5
Very Often	196	20.0

	N	%
<i>Attend Jewish cultural performances such as concerts, theatre, or lectures</i>		
Never	66	7.8
Rarely	271	30.0
Sometimes	428	40.6
Often	150	14.4
Very Often	79	7.2
<i>Attend Jewish religious services</i>		
Never	62	7.7
Rarely	249	26.7
Sometimes	352	33.6
Often	169	17.2
Very Often	156	14.9
<i>Eat Jewish food</i>		
Never	6	0.7
Rarely	39	5.1
Sometimes	292	30.5
Often	389	38.3
Very Often	266	25.5
<i>Volunteer through a Jewish social justice organization</i>		
Never	171	20.0
Rarely	275	27.9
Sometimes	316	31.2
Often	146	13.4
Very Often	85	7.6
<i>Something else</i>		
Never	26	40.6
Rarely	5	7.4
Sometimes	19	25.1
Often	8	6.8
Very Often	19	20.2
<i>How many of your closest friends are Jewish?</i>		
All	84	8.0
Most	510	47.6
Half	260	27.4
A few	135	15.7
None	11	1.3
<i>Did you participate in Birthright Israel?*</i>		
No	578	55.7
Yes	443	44.3

	N	%
Age (based on reported date of birth)*		
Under 21	8	0.9
21 to 24	163	17.9
25 to 29	525	47.7
30 to 34	220	21.3
35 to 39	73	8.1
40 and older	33	4.1
With what gender do you identify? (asked as an open-ended question)*		
Female	721	58.5
Male	337	41.3
Other	6	0.2
Relationship Status*		
Single	517	50.3
In a relationship	248	24.2
Engaged or married (including in a civil union or domestic partnership)	188	17.9
Living with partner	51	5.9
Separated or divorced	13	1.1
Other	8	0.5
Where were you born?		
United States	898	89.8
Israel	29	3.0
Western Europe**	16	1.8
Russia, or the Former Soviet Union	21	1.6
Canada**	8	1.1
Latin America**	7	1.0
Other	16	1.8
How long have you been living in your current city?		
One to five years	417	41.6
More than five years	284	28.2
I have lived here all my life	152	16.0
Under a year	133	13.3
Grew up here, left, and then moved back	12	0.9

* These questions were only asked of respondents where the data were not already available in the OneTable database. The numbers reported here are for all of the respondents, including data derived from the OneTable database.

** These items are based on coding of open ended, "Other" responses.



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