

# Who's Coming to Shabbat Dinner & What They're Taking Home

OneTable's 2017 Evaluation Findings

October 2017

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# Executive Summary

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## || WHAT IS ONETABLE?

Founded in 2014, OneTable is a platform that provides millennials with the tools to make Shabbat dinner part of their lives — whether as guests or hosts — by lowering barriers to participation, making Shabbat dinner more appealing and achievable for young Jewish adults, and encouraging them to embrace the joy that Shabbat can bring. Empowering Jewish young adults in their 20s and 30s to build community by finding and creating their own Shabbat dinners and rituals, OneTable’s ultimate goal is that its users will form a lifelong Shabbat practice.

Supported by local and remote staff in several cities around the US (Hubs), the organization is consistently expanding its reach and adapting to user needs. Since launching, OneTable has supported 7,771 dinners with over 102,000 seats at the table nationwide, with an average 1,200 seats at the Shabbat dinner table every week during the first nine months of 2017. To date, there have been 56,432 unique users of OneTable, whether guests or hosts, of whom 39% are “repeaters,” that is, they have returned at least once more.

## || DATA FOR THIS REPORT

There have been two large-scale outcomes evaluations involving surveys of OneTable guests and hosts: one survey in June 2016 and a second survey in April 2017. This report shares what has been learned through analyzing responses to this second survey, data gathered in OneTable’s CRM, and responses to an ongoing dinner satisfaction survey.

The outcomes survey was fielded to 23,275 individuals whose contact information is collected in OneTable’s CRM (Salesforce). This includes all guests and/or hosts, as well as individuals who have expressed an interest in guesting or hosting but have not done so yet. The average rate for completed or partial responses was 12%, in line with the rates reported in other studies of millennial program participants; 2,732 responses were received in all, of which 70% were from guests, 25% from hosts, and 5% from host applicants.

## || WHO USES ONETABLE?

The majority of OneTable users are within OneTable’s target population. The great majority identify as Jewish (86%); they’re between 22- and 39-years-old (95%), half are single, and about one in six were raised in interfaith families. There are also users with a different profile: for example, 10% of guests are not Jewish; at the same time, a third of guests report having celebrated Shabbat growing up. This mix of people at the table seems to be part of what makes a OneTable dinner attractive, as supported by focus group data.

There are no statistically significant differences between hosts and guests in terms of their gender, age, and marital status. However, hosts do differ from guests in the variety and intensity of their involvement in Jewish life — for example, celebrating Shabbat and Jewish holidays more frequently, spending more time on Jewish/Israeli content in media, and participating more frequently in



Israel-related social or public events. Finally, hosts who are involved in Jewish organizations are more likely than guests to be involved in ‘startup’ Jewish organizations.

## || COMING BACK TO THE TABLE

If people return to more than one OneTable dinner, they typically do so within three months; and if they do not return within nine months, they are unlikely to come back. Those who come back frequently (four times or more) differ from those who do not come back at all or who have not yet come back: they celebrate Shabbat more frequently and are more likely to be involved in other Jewish “startup” organizations. New guests (those who have attended once in the last three months) have the fewest Jewish friends on average, and they are also least likely to participate in Jewish cultural and/or social events or to discuss Jewish topics with other people. Besides these exceptions, there are no other significant differences in the demographic and Jewish profiles of those who use OneTable just once and those who use it more frequently.

The majority of OneTable users have loved the experience – They say that their OneTable Shabbat dinner was “Amazing,” and are very likely to recommend OneTable to their friends. Yet, many OneTable users did not come back within three months. About half of them have not come back at all, and the other half have not come back yet, more than three months after their dinner.

These patterns suggest that what accounts for why some individuals choose to experience OneTable only once and why others come more often is not about who they are Jewishly or how much they enjoyed their OneTable experience. It could simply be circumstantial. First, focus group data suggest that many individuals did not come back because they

were not aware of possible next steps once they had attended a dinner. To put it in more categorical terms, these One Timers would have become Repeaters *if* they had been actively invited back. Second, it may be that the lives of those who did not (yet) return revolve around other interests that happened to have caught their attention rather than Jewish experiences. Friday dinner just isn’t something they’ve gotten into, and therefore they haven’t been actively looking for these opportunities. OneTable’s challenge is to create systems and supports that prompt people to adopt such habits.

## || OUTCOMES ASSOCIATED WITH A ONETABLE EXPERIENCE

Survey data make clear where OneTable is having success in realizing its outcomes. Users are exceptionally positive about their engagement with OneTable; they are particularly willing to recommend OneTable to others. They also experience OneTable dinners to be different from other Shabbat dinner experiences. A majority of users cite Shabbat ritual and the presence of other Jews as making dinners feel Jewish.

In terms of outcomes, a number of data points align in encouraging ways. Guests who are not involved with other Jewish organizations or communities and who attend four or more dinners show higher outcomes than their peers who attend fewer dinners. It is also evident that greater exposure to core aspects of the OneTable experience — the dinners themselves, Nosh:pitality, and coaching — are all associated with higher outcomes. OneTable is helping young adults feel comfortable at Shabbat dinners.

## || A SHABBAT DINNER “MOVEMENT”?

As it has evolved, and its potential has become increasingly evident, OneTable stakeholders have increasingly conceived an ancillary goal

of their efforts as building a Shabbat dinner movement. The notion of Shabbat dinner as “a movement” is a resonant one, especially given the more usual resistance of millennials to institutional associations.

To advance the evaluation of OneTable’s progress toward its movement-building goal, Rosov Consulting has tentatively delineated four features of a movement consolidated from across the field, despite the vagueness of this concept: (i) Extending beyond one campaign or organization; (ii) Having a vision and commonly accepted purpose; (iii) Having clear leadership; and (iv) Composed of followers, many of whom are connected to each other.

To date, there are preliminary data speaking to these movement-building criteria. It is clear that OneTable is growing many “followers” who, in turn, may be connected to one another. 68% of OneTable target users report telling others about OneTable, and 43% talk up the value of Shabbat dinner. Over half (59%) of target users indicate they met new

people through OneTable Shabbat dinners. Two-thirds of those who met new people stay connected with them in some way. Some (40%) celebrated another Shabbat dinner together.

## **SUMMING IT UP AND LOOKING AHEAD**

Since its inception, OneTable has been very serious about identifying and assessing progress toward its broad and ambitious goals, as well as specific outcomes for OneTable users (both guests and hosts). These early learnings suggest that through continuing to evolve its communication strategy, OneTable should be able to convert higher rates of one-time users into repeat attendees and hosts. There is good reason to do so: repeat attendance is more strongly associated with desired outcomes than one-time attendance. In these terms, there is empirical support for OneTable’s assumption that habit formation is an important step in achieving its outcomes. It is something to be carefully and systematically cultivated.

## Background and History of OneTable

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According to the Pew Research Center, millennials “have fewer attachments to traditional religious institutions, but they connect to personalized networks of friends, colleagues and affinity groups through social and digital media.”<sup>1</sup> To put it in more popular terms, millennials are weakly connected to institutions and strongly — even hyper-connected — to one another.

OneTable is designed to respond to and embrace this reality. The nonprofit 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 Executive Director, launched a design process for OneTable that — through research and prototyping — helped the organization learn about the needs of Jewish millennials and how to meet those needs through the medium of Shabbat dinners on Friday nights.

OneTable provides hosts and guests with the tools to make Shabbat dinner part of their lives by lowering barriers to participation, making Shabbat dinner more appealing and achievable for young Jewish adults, and encouraging them to embrace the joy that Shabbat can bring.

While Shabbat provides a time to slow down and unplug, it can also create space for engaged interactions and activism. There is evidence that millennials are turning to ritual during these tumultuous times.<sup>2</sup> OneTable has been developing resources that respond to these trends and that support hosts in creating a dinner that will be meaningful to their guests. Hosts are planning dinners with themes like: social action, interfaith connection, traditional culture, musical, group learning, holiday-specific, special celebrations, environmentalism, and more.

### || ONETABLE’S PROGRAM

OneTable empowers Jewish young adults in their 20s and 30s to build community by finding and creating their own Shabbat dinners and rituals, with the ultimate goal of forming a lifelong Shabbat dinner practice. OneTable’s target demographic is 22- to 39-year-olds who identify as Jewish, are not in college, do not have children, and do not celebrate Shabbat regularly.

The organization is consistently growing and adapting to user needs. As of September 30, 2017, OneTable has supported 7,771 dinners with over 102,000 seats at the table nationwide — with an average 1,200 seats at the Shabbat dinner table every week during the first nine months of 2017.

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<sup>1</sup> Pew Research Center (2014) 6. *New Findings About Millennials*. <http://www.pewresearch.org/fact-tank/2014/03/07/6-new-findings-about-millennials/>

<sup>2</sup> Casper ter Kuile and Angie Thurston (2015). *How we Gather*. [https://static1.squarespace.com/static/581d0228d482e9a9a7e8609b/t/5820b498e6f2e1714cf831bb/1478538399796/How\\_We\\_Gather\\_Digital\\_Update.pdf](https://static1.squarespace.com/static/581d0228d482e9a9a7e8609b/t/5820b498e6f2e1714cf831bb/1478538399796/How_We_Gather_Digital_Update.pdf)

OneTable is supported by local and remote staff in several hubs: Atlanta, Chicago, Denver, New York, San Francisco Bay Area, DC Metro Area, and National. A new hub, Los Angeles, and a small market, Pittsburgh, are expected to launch this month. As it expands, OneTable invests in critical infrastructure including an ever-evolving social dining platform ([dinners.onetable.org](https://dinners.onetable.org)) and an iOS app for guests.

## || HOW ONETABLE WORKS

All dinners are posted on OneTable's custom social dining platform, which enables hosts to curate the dinner experience. Guests can see all local and national dinners, get an idea of what to expect, see who else will attend, and request seats at dinners that are right for them. Attendees can easily register for a dinner online or through the app.

Dinners on the platform can be completely private, open to the public, or semi-private (a setting where hosts can open seats for new faces and accept or reject guests who sign up online).

To address the diversity of potential interest and need, OneTable developed two dinner strategies: Intimate (usually Home-Based) Dinners and large-scale Event Partnerships:

- **Intimate Dinners** — Dinners for 5 to 15 people, most often held in homes (or rooftops, parks, summer houses, or other intimate settings).
- **Event Partnerships** — Large-scale Event Partnership dinners are intended for 25–180+ guests. Hosted by entrepreneurs, artists, chefs, bloggers, or ambitious Jewish organizations, these dinners are generally open to the public and take place in special public spaces. OneTable provides subsidies in addition to passing along revenue from ticket sales to the event partners. These larger public events are designed to meet guests where they're at — rather than coming to Shabbat dinner in someone's home, the events add a Shabbat component to experiences in which people are already interested.

## || HOST SUPPORT

OneTable offers a variety of services to specifically support hosts of Intimate Dinners, which comprise 97 percent of events posted on the OneTable platform and 87 percent of seats at the table. Each region's Hub Manager is in regular contact with hosts and is available to address any question, whether it is about what appetizer to pair with a main course or where to find a coach for traditional Jewish learning.

- **Nourishment Credit:** Developed in order to lower barriers to hosting, such as lack of time, limited cooking skills, and financial need, "nourishment" provides hosts with \$15 credits per person (up to \$150) to alleviate some of the stress of hosting. Hosts apply these credits 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:** The OneTable team provides logistical support, including guidance on planning, cooking, and inviting, as well as troubleshooting any problems with the platform or app.
- **One-on-One Shabbat Coaching:** OneTable recruits and trains experienced dinner hosts and Jewish educators to serve as Shabbat coaches. Coaches are paired with hosts by Hub Managers based on hosts' self-identified needs. Via phone, video, text, email and in-person, Shabbat 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.
- **Hospitality & Jewish Education Workshops:** OneTable Hub Managers host monthly "Nosh:pitality" gatherings. Originally designed for hosts, these workshops are now open to all OneTable users and those new to the organization to build skills that enhance confidence about hosting in areas such as cooking, challah baking, cocktail mixing, 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. These events are designed to bolster the confidence of hosts, and they allow more hesitant guests to get to know the OneTable community before committing to attending a dinner.
- **Communications:** OneTable communications take a fully integrated approach. Each host and guest is welcomed into the community with a series of Shabbat dinner-inspiration emails, then introduced to their Hub Manager who sends regular newsletters ("SideDish") with information about upcoming events and guesting/hosting tips. After each dinner attended, a Satisfaction Survey is sent to guests to learn more about how OneTable can best serve users' needs. In the spring of 2017, OneTable brought a Director of Communications and Communications Manager on board to strategically plan external communications, integrate branding on all levels, increase press coverage, and support Programming in interactions with OneTable users. The website is also an ever-growing resource of recipes, hosting inspiration, guesting guides, and Jewish learning.

## ONETABLE BY THE NUMBERS

### # of Hosts

6,283 Intimate Dinner Host Applicants

3,234 Total Active Hosts

### # of Dinners

7,771 Total Dinners

*Intimate Dinners: 7,490*

*Event Partnerships: 281*

### # of Seats at the Table

102,418 Total Seats

*Intimate Dinners: 82,722*

*Event Partnerships:*

19,696

### # of Unique Guests/Hosts

56,432

### % Who Are Repeaters

39%

### # of Host Connectors

(hosted 50+ unique guests)

31

*Current as of 9/30/2017*



## Evaluation Process

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OneTable has been engaged in evaluating the efficacy of its efforts since its launch in 2014. This work includes many strands. An internally administered **satisfaction survey** is sent to all OneTable users shortly after they participate in a dinner. **Focus groups** with specific subsamples of guests and hosts, led by Jamie Betesh, OneTable's market research consultant, explore an array of important questions that enable OneTable to make ongoing programmatic adjustments. During the past six months, OneTable staff, stakeholders, and community partners participated in an **Organizational 360** assessment probing the organization's clarity of purpose, the quality of its partnerships, and the functioning of its internal systems. Different individuals from many of the same organizations also contributed to a consultative process geared towards refining OneTable's **Logic Model**, clarifying programmatic activities and their intended outcomes. Additionally, a senior member of the Rosov Consulting team **regularly observes** OneTable staff and Operating Partner meetings, with the goal of documenting and reflecting on OneTable's maturation. Finally, to date there have been two **large-scale outcomes evaluations** involving surveys of OneTable guests and hosts: one in June 2016 (S1) and a second in April 2017 (S2).

These numerous strands of evaluation and self-assessment activity are overseen and processed by an Evaluation Advisory Group, including representatives from OneTable's operating partners, senior OneTable staff, and members of the team from Rosov Consulting who have served as evaluation partners to OneTable almost since its launch.

This report is the second in a series of evaluation reports. It is focused on data generated by the April 2017 S2 Outcomes Survey with supplemental information from OneTable's CRM (salesforce) and from an ongoing dinner satisfaction survey that users receive after each dinner they attended or hosted. Some early findings from focus groups were also incorporated. Unless indicated otherwise, the findings reported focus on data collected in the April 2017 Outcomes Survey.

### || DEVELOPMENT OF OUTCOMES SURVEY INSTRUMENTATION

Preparation for the evaluation began by revising the survey originally deployed in September 2016 (S1) and refining it thanks to extensive feedback from OneTable staff and OneTable's Evaluation Advisory Group. To find the right mix of questions for assessing the Jewish profile of OneTable users, Rosov Consulting reviewed instruments used to survey Jewish millennials in other large-scale studies conducted by the Pew Research Center, JDC Entwine, Moishe House, Repair the World, and Taglit-Birthright Israel. Comparison with these other instruments helped sharpen the questions already used in the S1 study. The instrument was submitted to cognitive testing by five members of the OneTable community, resulting in very few linguistic modifications.

## || FIELDING OF SURVEY TO ONETABLE DATABASE

The survey was fielded to 23,275 individuals<sup>3</sup> whose contact information is collected in OneTable's CRM (Salesforce). This includes all guests and/or hosts, as well as individuals who have expressed an interest in guesting or hosting but have not done so yet. The survey was fielded between March 29 and April 24, 2017. In a first phase of fielding, different forms of financial incentives were offered to participants.<sup>4</sup> When these were found not to make a difference for response rates, the same incentive (a chance to win one of 10 \$50 Amazon gift cards) was offered to all respondents who completed the survey.

## || ANALYSIS AND INTEGRATION OF RESPONSES

3,218 surveys were started. Following data cleaning, including the removal of severely incomplete responses, the remaining 2,732 responses were integrated with participant data from OneTable's database and its internally-managed satisfaction survey (data from which were collected between April 2016 and April 2017). These combined data were submitted to analysis.

## || SURVEY RESPONSE RATES

As seen in Exhibit 1, the average rate for completed or partial responses was 12%, in line with the rates reported in other studies of millennial program participants,<sup>5</sup> and similar to the response rate in the 2016 S1 study (11%). The rates were highest in the smallest hubs (Atlanta and Colorado) and lowest in the biggest hubs (New York and National).

Exhibit 1: Response Rates by Hub

Hub	Number of Valid Emails Sent	Total Number of Responses	% Total Responses (Completes + Partial)
Atlanta	345	89	26%
Bay Area	2,483	355	14%
Chicago	2,274	386	17%
Colorado	1,074	210	20%
National	4,961	569	11%
New York	12,138	1,123	9%
Total	23,275*	2,732	12%

The composition of respondents to the S2 survey was significantly different from the composition of the CRM (the whole population) in a few ways. First, in the relative number of responses overall from different hubs: New York was slightly underrepresented in the sample and Colorado was slightly overrepresented. The second, and more dramatic, difference was in the distribution of guests and hosts. In OneTable's CRM, 89% of users are registered as guests, 7% are registered as hosts, and 4% applied to be hosts but never hosted or attended. The response sample for the S2 Outcomes

<sup>3</sup> The survey was not fielded in Washington, DC due to one of OneTable's peer organizations fielding a survey to the same demographic at the same time.

<sup>4</sup> A chance to win one of 10 \$50 gift cards, \$5 per survey completion for the first one hundred respondents, or a combination of these two incentives.

<sup>5</sup> For example: Laura L. Miller, Eyal Aharoni (2015). *Understanding Low Survey Response Rates Among Young U.S. Military Personnel*; see also Pew Research Center (2012) *Assessing the Representativeness of Public Opinion Surveys*.

Survey includes 70% guests, 25% hosts, and 5% host applicants. The response rate is shown below in Exhibit 2.

Exhibit 2: Response Rates by User Type

User Type	Number of Valid Emails Sent	Total Number of Responses	% Total Responses (Completes + Partial)
Host Applicants	976	143	15%
Guests	20,620	1,910	9%
Hosts	1,679	679	40%
Total	23,275*	2,732	12%

It is reasonable to assume that hosts are more engaged with OneTable and are more likely to respond to the survey. This imbalance is similar to S1 where 9% of all guests and 44% of all hosts responded.

Because, in many respects, the responses of hosts are not consistent with those who have only been guests, **post-sample weighting** was used to correct for this over-sampling of hosts over guests.<sup>6</sup>

Finally, our sample had significantly more dinner guests who attended multiple dinners (repeaters) compared to the number of repeaters in the database. We corrected for this imbalance as well, using post-sample weighing (see details in the next section).

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<sup>6</sup> Post-sample weighting was employed when inferential statistics were used. When we describe each group, weights were not employed.

## Who are the Users?

The majority of S2 Outcomes Survey respondents are women (70%),<sup>7</sup> Jewish (86%), and in their twenties (65%).<sup>8</sup> Most are the children of two American parents (78%<sup>9</sup>), and slightly over half have lived in their current city five or fewer years.<sup>10</sup> 16% of the respondents come from interfaith families, 75% from all-Jewish families, and 9% from families of other faiths.

We focused our analyses on 1,463 respondents who were between the target ages of 22 and 39 years, identify as Jewish, and attended their most recent OneTable dinner after the launch of the OneTable online platform, in March 2016.<sup>11</sup> Of these 1,463 respondents, 844 were guests and 619 were hosts.

### || THE HOSTS

Hosts comprise 7% of the CRM (about 2,000 people). They provide personal information when they apply to be host, so the CRM demographic data on hosts is quite complete (including about 90% of 2,000 hosts). The table below includes data points from the CRM, regardless of whether an individual responded to the survey:

Exhibit 3: Description of Hosts Based on CRM Data

Demographics	Current Shabbat Behavior	OneTable Hosting Behavior
<ul style="list-style-type: none"><li>68% female</li><li>53% are single</li><li>95% identify as Jewish</li><li>15% are from interfaith families</li><li>95% are in OT's target age range (22-39 years old)</li><li>57% live in one of the 10 top counties with the most Jewish millennials<sup>12</sup></li></ul>	<ul style="list-style-type: none"><li>2% Never participate in Shabbat dinners</li><li>17% Rarely participate</li><li>36% Sometimes participate</li><li>28% Often participate</li><li>17% Always participate</li></ul>	<ul style="list-style-type: none"><li>52% hosted once</li><li>29% hosted 2-3 dinners</li><li>19% hosted 4+ dinners</li></ul>

<sup>7</sup> Females are generally more likely than males to respond to surveys. See Al-Hattami, A. (2012). A comparison of web-based and paper-based survey response rates in a population with access to the internet. *Journal of Education Policy, Planning & Administration*, 2(1), 39–50.

<sup>8</sup> 95% were in the target age of 22–39; Only 1% were younger than 22, and 4% were 40 or older. The average age is 29.25, and the median age is 28. The following analyses focus on those who identified as Jewish and were between the ages of 22 and 39.

<sup>9</sup> Based on 2015 US Census Bureau data, 86.8% of American were born in the US (see <https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/2015/>).

<sup>10</sup> 16% have lived in their current city their whole life, and 28% have lived there for over 5 years.

<sup>11</sup> 862 respondents were discounted from the analysis because they attended before the platform launch.

<sup>12</sup> <http://ajpp.brandeis.edu/infosheets/Millennials.php>

Data about the hosts in the S2 Outcomes Survey is generally consistent with that in the CRM. The S2 Outcomes Survey also provides additional information about the population of hosts, as follows:

- Involved with Jewish organizations: 14% are not involved at all; 25% somewhat involved; 20% involved; 20% very involved; and 21% super involved. The most common organizations mentioned included: Moishe House, Synagogues, Independent Minyanim, Jewish Summer Camps, Hillels, JCCs, and Federations.
- Mostly host people they know: Based on information from the satisfaction survey, hosts meet fewer new people at their dinners than guests [50% of hosts overall meet new people at their dinners, compared to 83% of guests; 3% of hosts meet “most” or “all” of the people at their dinners for the first time, compared to 35% of guests].

## || THE GUESTS

Given the priority of a seamless user experience for guests, OneTable gathers less complete demographic information for guests; that is, when registering for a meal, guests only need to add either their email address or Facebook and to volunteer their date of birth. Additional information about guests is collected via post-dinner ‘satisfaction’ surveys and is available for a small portion of guests in the database (19% reported their Shabbat Behavior, 25% Jewish Identity, 42% Gender, and 31% Age). CRM data indicate that 56% of guests are female.<sup>13</sup> Below we report other demographic data from the S2 Outcomes Survey, since it includes a greater variety of data points on guests than the CRM (n=844).

Exhibit 4: Description of Guests Based on S2 Outcomes Survey

Demographics	Jewish Behavior	OneTable Attitudes and Behaviors
<ul style="list-style-type: none"> <li>▪ 94% In target age range of 22 to 39 years<sup>14</sup></li> <li>▪ 55% are single</li> <li>▪ 82% identify as Jewish<sup>15</sup></li> <li>▪ 16% are from interfaith families</li> <li>▪ 52% are Birthright Israel alumni</li> <li>▪ 16% are from interfaith families</li> <li>▪ 60% live in one of the 10 top counties with most Jewish millennials<sup>16</sup></li> </ul>	<ul style="list-style-type: none"> <li>▪ 3% Never participate in Shabbat dinners</li> <li>▪ 21% Rarely participate</li> <li>▪ 38% Sometimes participate</li> <li>▪ 21% Often participate</li> <li>▪ 17% Always participate</li> <li>▪ 18% are not at all involved with other Jewish organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Those who repeat are most likely to do so within 3 months of their first dinner</li> <li>▪ Most attend intimate dinners</li> <li>▪ Almost all love OneTable</li> <li>▪ Most meet at least some new people through OneTable. 17% met most or all at their dinner for the first time.<sup>17</sup></li> <li>▪ The more dinners attended, the fewer new people met at most recent dinner.<sup>18</sup></li> </ul>

<sup>13</sup> 71% of survey respondents identified as female. This imbalance reflects the fact that women typically respond more readily to surveys than do men. Since CRM data is less likely to be biased in this way, we report it here.

<sup>14</sup> Based on the CRM data, which includes age information on 31% of the guests: 90% are in the target age group

<sup>15</sup> 10% identified as ‘not Jewish’ and 8% as ‘Jewish and something else.’

<sup>16</sup> <http://ajpp.brandeis.edu/infosheets/Millennials.php>

<sup>17</sup> Data from Satisfaction Survey

<sup>18</sup> Data from Satisfaction Survey



To summarize, the majority of OneTable users occupy demographic groups OneTable has identified as its target population. The great majority are Jewish; they're between 22- and 39-years old; half are single; and they didn't celebrate Shabbat regularly growing up. Of course, there are many users with a different profile: for example, on the one hand, 14% of guests do not identify as Jewish and have limited or no prior experience of celebrating Shabbat; on the other hand, a third of guests report having celebrated Shabbat growing up. This mix of people at the table seems to be part of what makes a OneTable dinner attractive, as supported by focus group data.

*“Something that I liked, compared to the other Jewish things I’ve done is that there were non-Jewish people there which is unusual for a Jewish event and I really, really liked that.”*  
— Guest

## II DIFFERENCES BETWEEN HOSTS AND GUESTS

When focusing on the target population (22- to 39-year olds, Jewishly identified) there were no statistically significant differences between hosts and guests, in terms of general demographic characteristics ( $ps > .05$ ). When it comes to their OneTable behaviors, there were significant differences between guests and hosts ( $ps < .05$ ). Chief among these is that hosts typically attend more dinners than guests: only 7%<sup>19</sup> of guests attended four or more OneTable dinners, compared with 22% weighted of the hosts.<sup>20</sup>

Hosts also differ from guests in their general involvement in Jewish life (see Exhibit 5). The percentage of hosts who attest that being Jewish is very important to them is significantly higher than the percentage of guests ( $p < .01$ ). Hosts also celebrate Shabbat and Jewish holidays more frequently. They post or respond to comments on Jewish topics more frequently. Generally, they spend more time on Jewish/Israeli content in media (books, music, TV, etc.) and they participate more frequently in Israel-related social or public events ( $ps < .01$ ).

Exhibit 5: Hosts and Guests Differences in Jewish Involvement

	Guests	Hosts
Importance of being Jewish <sup>a</sup>	3.59	3.67
Celebrate Shabbat <sup>b</sup>	3.27	3.42
Celebrate Jewish holidays <sup>c</sup>	4.30	4.47
Discuss Jewish topics with other people <sup>c</sup>	3.83	4.04
Post or comment online to Jewish themed posts <sup>c</sup>	2.34	2.62
Spend time on Jewish content in media <sup>c</sup>	3.23	3.44
Spend time on Israel content in different media <sup>c</sup>	3.04	3.19
Participate in Israel-related social or public events <sup>c</sup>	2.75	2.93
Post about Jewish social justice issues <sup>c</sup>	2.32	2.52

<sup>a</sup>Numbers represent average ratings on a 4-point scale with 1=Not at all and 4=Very Important

<sup>b</sup>Numbers represent average ratings on a 5-point scale with 1=Never and 5=Always

<sup>c</sup>Numbers represent average ratings on a 5-point scale with 1=Never and 5=Very Often

Note: All apparent differences between guests and hosts are significant at  $p < .01$

<sup>19</sup> Weighted %. See next section for description of post-sampling correction.

<sup>20</sup> Counting only dinners that users attended. Not counting dinners that the hosts hosted.

Additionally, slightly fewer guests are involved in Jewish organizations than hosts (22% vs. 14% not at all involved,  $p < .05$ ). Of all users who are involved in other Jewish organizations, hosts are more likely than guests to be involved in Jewish “startup”<sup>21</sup> organizations (46% of involved hosts vs. 38% of involved guests,  $p < .05$ ) and to plan events (45% of involved hosts vs. 30% of involved guests,  $p < .05$ ).

## II DIFFERENCES BETWEEN REPEATERS AND ONE-TIMERS

The following table (see Exhibit 6) shows OneTable dinner attendance rates of the survey guests compared with the general OneTable guest population. In further analyses, overrepresentation of repeaters in the survey sample, and under-representation of one-timers, were corrected by **post-sample weighting**.<sup>22</sup>

Exhibit 6: Guests Attendance Rates

Group	Number of Dinners Attended	CRM	S2 Survey
New Guests	Attended first dinner within 3 months ago/prior to the survey	14%	11%
Not-Yet-Repeaters	Attended one dinner 4-9 months ago/prior to survey	35%	13%
One-Timers	Attended one dinner over 9 months ago/prior to survey	25%	9%
Repeaters	Attended more than one Dinner	27%	67%
	Attended two Dinners	14%	23%
	Attended three Dinners	6%	13%
	Attended four or more dinners	7%	31%

Analyses of the CRM data revealed that repeater guests are most likely to attend their second dinner within 3 months of their first. Since those who attended only one dinner within the past 3 months are likely to become repeaters, we classified them as ‘New Guests.’ In contrast, guests who attended only one dinner more than 9 months ago are unlikely to become repeaters; we classify them as “One Timers.” We also classify those who attended within the previous 4 to 9 months as “Not-Yet Repeaters,” since the latter group could still come back. Finally, since there were no significant differences between those who attended two dinners and those who attended three, we collapse the two groups into one. The following table shows the adjusted Ns and makeup of the guest subgroups.

<sup>21</sup> Generally speaking, these organizations were established within the last decade, specifically target millennials and young adults, and tend to be either in the startup or mezzanine stage of the organizational life cycle.

<sup>22</sup> Post-sample weighting was employed when inferential statistics were used. When we describe each group, weights were not employed.

Exhibit 7: Weighted Rates of Guests' Dinner Attendance

Group	Number of Dinners Attended	Adjusted n	%
New Guests	Attended first dinner within past 3 months/prior to survey	123	14%
Not-Yet-Repeaters	Attended one dinner 4-9 months ago/prior to survey	296	34%
One-Timers	Attended one dinner over 9 months ago/prior to survey	222	25%
Repeaters	Attended two-three dinners	174	20%
	Attended 4 or more dinners	61	7%

In terms of their demographic profiles, New Guests, Not-Yet-Repeaters, One Timers, and Repeaters look very much like one another. They do not differ in the balance of their age, gender, or parental religious identification. The only significant difference in this respect is that a great proportion of those who attended one time and never came back (that is, more than 9 months ago) were single compared to all other groups (65% vs. 52%).

There are some — although not many — differences between these participation groups with respect to their involvement in Jewish life. New Guests have the fewest Jewish friends on average ( $M = 3.2$ ). They are also least likely to participate in Jewish cultural and/or social events, or to discuss Jewish topics with other people. Among the most recent recruits to OneTable, the profiles of these individuals offer hope that OneTable might be having increased success reaching those who are less well networked to Jewish peers. By contrast, Repeaters (4+) have the most Jewish friends ( $M = 3.6$ ) and celebrate Shabbat more frequently, on average, than all other guests, although we cannot know whether this is the result of participating in OneTable or if they already had been celebrating Shabbat. Consistent with these patterns, Repeaters (4+) are the most likely to be involved with other Jewish “startup” organizations (40%) (such as Moishe House, Honeymoon Israel and Repair the World). At the same time, they are least likely to be involved in Jewish legacy organizations (30%).

One-Timers who have not attended a second OneTable dinner for at least 9 months present a curious case. Their lack of continuing engagement might be interpreted to reflect a lack of interest in Jewish social or cultural engagement, and yet the members of this group were more likely than others to have spent time on Jewish/Israel content in media, participate in Israel-related social or public events, post online about Jewish social justice issues, and volunteer with Jewish service organizations. We propose a couple of hypotheses: first, a possibility suggested by Focus Group data is that these individuals simply were not aware of possible next steps once they had attended a dinner. To put it in more categorical terms, these One Timers would have become Repeaters, if they had been invited back. A second hypothesis is that these individuals might not *need* OneTable. They can draw on their own Jewish social and cultural capital to support a Shabbat practice, if they choose to do so. They have little need for OneTable’s resources if they wish to create their own Shabbat experiences.

This second hypothesis is consistent with the way in which members of this group (the One-Timers who haven’t come back in at least 9 months) characterize the dinner they attend. As seen in Exhibit 8, when asked to select the top three words that best describe their OneTable dinner experience, 49% chose the word “Jewish” as a descriptor, in contrast to 39% of all Repeaters (2+), and 26% of

the Not-Yet-Repeaters or New Guests. This pattern suggests that members of this group might more typically ascribe, and even contribute, Jewish content to their Friday dinner experiences, compared to other OneTable users.

Exhibit 8: Words that Best Describe Guests' Dinner Experience

	Total: Overall %	New Guests	Not-Yet- Repeaters	One Timers	Repeaters: 2- 3 Dinners	Repeaters: 4+ Dinners
Friendly	41%	44%	38%	40%	42%	48%
Fun	40%	44%	46%	29%	43%	39%
Community	38%	44%	34%	36%	42%	46%
Jewish	36%	27%	26%	49%	39%	33%
Comfortable	27%	24%	28%	33%	20%	26%
New way to celebrate Shabbat	22%	41%	20%	18%	21%	24%
Meaningful	17%	15%	26%	11%	17%	13%
Intimate	14%	7%	14%	16%	14%	16%
Relaxing	10%	10%	8%	9%	15%	14%
Cultural	9%	15%	8%	4%	12%	10%
Awkward	7%	0%	6%	11%	5%	6%
Soulful	4%	2%	6%	4%	1%	5%
Reflective	3%	0%	2%	4%	4%	4%
Crowded	3%	5%	4%	0%	6%	5%
Stressful	1%	2%	2%	0%	1%	0%

Note: In each row different colors represent significant differences,  $p < .05$ ; Same colors represent no difference in %.

In a later section, we explore what we have learned about the outcomes produced by OneTable experiences. For the moment, we reference these outcomes to further probe the extent to which there are differences between these populations of OneTable users. In fact, there are limited differences: guests do not significantly differ in the adjectives they use to describe their OneTable experience except for the One-Timers, fewer of whom characterize their experience as having been “fun” (20% compared with an average of 44% for all others).

## || HOW DO USERS EXPERIENCE ONETABLE?

### OneTable Users think OneTable is Amazing<sup>23</sup>

Across all hubs,<sup>24</sup> OneTable users have very few complaints about OneTable and come away with an extremely positive attitude towards it. The majority (80%) say that their OneTable Shabbat dinner was “Amazing,” and another 15% say it was “Great, but I’d change a few things.” Users are also satisfied with the sign-up process on the OneTable online platform: Almost two thirds of the users (65%) were “Very Happy,” a third (33%) were “Happy,” and a small minority (2%) were either “Unhappy” or “Very Unhappy.” Users are also very likely to recommend OneTable to their friends,<sup>25</sup> though not all to the same degree. Slightly fewer of those who met all new people at their

<sup>23</sup> Satisfaction Survey

<sup>24</sup> No statistically significant differences between hubs in how users perceived OneTable,  $ps > .05$ .

<sup>25</sup> Users were asked to rate how likely they were to recommend OneTable on a scale of 0–10. The Net Promoter Score (NPS) is then calculated to assess how willing users are to promote a product. The NPS is the percentage of promoters (those who rate themselves 9–10) minus the percentage of detractors (those who rate themselves 0–6).

dinner are likely to promote OneTable, and those who currently celebrate Shabbat less frequently are less likely to promote OneTable. Additionally, although the Net Promoter Scores for both guests and hosts are excellent,<sup>26</sup> hosts are more likely to promote OneTable (NPS = 90) compared to guests (NPS = 61).

Despite a widespread and consistently high level of satisfaction, and despite excellent NPS scores, there are many OneTable guests who only attended one dinner more than three months ago (68% of all guests, CRM data). In other words, a majority of OneTable users have loved the experience but did not come back within three months (about half of them have not come back at all and the other half have not come back yet, more than three months after their dinner). As suggested above, this seems to be related to challenges in making them aware of, and in encouraging them into actively creating or seeking these kinds of experiences and then of establishing new Shabbat practices. This theme also came up in recent focus groups, conducted over the summer.

*“I’m just a creature of habit. I’ve gotten used to buying my own food. It’s probably a couple clicks on a computer and an email. But I just never got around to doing it [hosting]. And I’m kind of a luddite. It can’t be difficult, but I’m like, ugh, computers.”*

— Guest

*“Somebody has to plan them. So, you have to have committed members of the community who on a recurring basis will hold dinners so that the rest of us are willing to go, but only if somebody hosts them on a recurring basis and will reach out to you.”*

— Guest

*“It’s just not something I think about on a regular basis. It’s not on my mind. And if I was thinking about it more often, if I could plan it, if I was thinking about it more often, I could have more time to plan it and you know, plan it far out.”*

— Guest

## **Users Experience OneTable Dinners as Different from Other Shabbat Dinners**

Across all hubs and groups, when asked how OneTable dinners differed from other Shabbat dinners, the most often mentioned features were the diversity of attendees (20%), the lessened financial pressure (19%), and the welcoming and relaxing atmosphere (10%). Just 10% reported that OneTable dinners did not differ from other Shabbat dinners.

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<sup>26</sup> A positive NPS (i.e., higher than zero) is considered to be good, and an NPS of 50 or more is excellent. See Salsberry “NPS: What Is Considered a Good Net Promoter Score?”; Bonbright, Lake, Sahaf, Rahman, & HoJuly (2015) “Net Promoter Score for the Nonprofit Sector: What We’ve Learned So Far.”



*“OneTable enables me to open my home for Shabbat to more people than I normally would if I were funding dinner all on my own. Our home has become a Shabbat home for our friends and friends-of-friends who enjoy Shabbat but rarely seek it out themselves. We often incorporate a game after dinner, which is lots of fun. Our guests get to meet new people and often form long-term friendships.”*

— Host

*“OneTable allows me to do something bigger than a standard Shabbat dinner. Through the stipend, I'm able to cook an entire meal that showcases traditional Jewish Food. I'm able to invite more people to join me for Shabbat, people who normally would not have a Shabbat meal. The platform is amazing but it's the stipend that allows Shabbat to spread.”*

— Host

## OneTable Outcomes

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Over the following pages, we share our findings as they align with short-term outcomes in OneTable's Logic Model, generated March 2016. While the Logic Model is under revision, there were a number of survey items that directly probed the outcomes stated in the March 2016 Logic Model and yielded enlightening data.

### || OUTCOMES FOR GUESTS

Outcomes	Findings
<i>Become familiar with the elemental components of a Shabbat dinner</i>	<p>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 traditional or sociologically normative Shabbat dinner. Rather, in S1, guests were asked to describe, in an open-ended question, what made the OneTable dinner(s) they attended “feel Jewish.” In S2 guests were asked which options resonated with them from a closed list.<sup>27</sup> In both instances, results were quite similar. In S1, more than 60% of guests cited the presence of Jewish tradition, ritual, and practice. In S2, 66% selected the option “Shabbat rituals” as expressing why the dinner felt Jewish. Whereas in S1 only 40% mentioned the presence of other Jews as a factor that made the dinner feel Jewish, in S2 71% selected that option from the list. While only 3% of S2 respondents thought that the One Table experience “did not feel Jewish,” it is important to note that the Jewish character of the dinners was not the most salient feature for respondents. Only one third of the sample (37%) selected “Jewish” as one of the top three descriptors of their dinners.</p> <p>All told, respondents were so disinclined to take an essentialist view of what made the dinners Jewish, for the majority the dinners’ Jewishness was not their most salient feature.</p>

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<sup>27</sup> That included descriptors that came up in S1.

Outcomes	Findings
<i>Guests see Shabbat dinner attendance as a worthwhile end-of-week activity</i>	<p>About half of the guests (53% in S2, 58% in S1) report that because of their experience with OneTable, they indicate that it's important to make Friday night feel different than the rest of the week. Two-thirds of the S2 respondents (65%) try to find ways to pause and relax at the end of the week.<sup>28</sup></p> <p>The majority of guests found Shabbat meaningful because of the opportunity to spend time with their community (54% Agree/33% Strongly Agree); because it is a time to slow down and relax (51% A/36% SA); because it adds a spiritual dimension to Friday night (43% A/28% SA); and because it allows one to disconnect from technology (38% A/21% SA).<sup>29</sup></p>
<i>Guests feel comfortable at a Shabbat dinner</i>	<p>48% either agree or strongly agree (36% A/12% SA) that their OneTable experience helped them feel more comfortable at Shabbat dinners (similar to 46% in S1). While users may have indeed felt comfortable at their dinners, it was not often the most salient feeling reported – only 23% chose “comfortable” to describe their dinner. Of those who did not become more comfortable at Shabbat dinners through OneTable, or chose “comfortable” as one of their key dinner descriptors, it is not clear whether that is because of some quality of the dinners they attended, or if they were, in fact, already so comfortable at Shabbat dinners that it did not occur to them as worthy of mention.</p>
<i>Guests enjoy themselves</i>	<p>Users find their dinners enjoyable, with 39% of guests choosing “friendly,” and 41% choosing “fun” among the top three words to describe their OneTable experience. (These are similar findings to S1 where 43% chose “friendly” and 40% chose “fun.”)</p>

<sup>28</sup> S1 data point is not available because question was not asked.

<sup>29</sup> S1 data point is not available because question was not asked.

Outcomes	Findings
<i>Increase attendance at Shabbat dinners</i>	Some OneTable attendees have attended subsequent OneTable dinners (30%) or Shabbat dinners other than OneTable (25%) because of OneTable. <sup>30</sup> It is possible that many more are repeat Shabbat dinner guests, but not because of OneTable. This repeat rate is not consistent across hubs. Participants from Bay Area, Chicago, and Colorado are significantly more likely than participants from New York and cities outside of its hubs to attend another OneTable Shabbat dinner. <sup>31</sup>
<i>Consider being hosts</i>	<p>13% of guests (lower than the rate in S1, 23%) report that following their first OneTable dinner they hosted a Shabbat dinner that was not a OneTable dinner. Additionally, few guests have become hosts or considered hosting, even while about 50% of OneTable Hosts started off as OneTable guests.</p> <p>As of July 2017, 3% of users in the OneTable CRM (1,312 people) applied to host but never hosted. 9% of OneTable users (4,115 people) did host. The conversion rate from guest to host is recorded as 3% (1,489 people).</p>

## Relationship to Attendance Rates

We noticed a small yet statistically significant positive correlation between some of the outcomes reported and the level of engagement in OneTable (as measured by the number of dinners attended). Specifically, guests who attend more OneTable dinners are more likely to do something special on Friday night, to be mindful of how they spend time on the weekends, to actively seek out Shabbat opportunities, and to feel more comfortable at Shabbat dinners ( $ps < .05$ ). These results do not, however, reveal cause and effect relationships, and they can be due to the influence of other extraneous descriptors, such as participation in other Jewish organizations and what one is familiar and/or comfortable with from one's background.

To clarify these matters, we reexamined the relationship between OneTable attendance and outcomes by using a statistical model. We held constant individual differences in Jewish involvement— including frequency of several behaviors such as discussing Jewish topics with other people, celebrating Jewish holidays, participating in Jewish cultural and/or social events, etc. — and

<sup>30</sup> “Select all that apply” type of question.

<sup>31</sup> The regional differences reported could be attributed to at least half-a-dozen factors: (i) the culture of the locality, (ii) length of time OneTable has had a hub there, (iii) the strength of the OneTable hub-manager, (iv) the percentage of young adult Jews participating in OneTable as related to the overall population of Jewish millennials, (v) the number and variety of dinners being offered in the hub each Friday evening, and (vi) the small overall numbers of repeaters. Speculating about the differences between hubs demonstrates why it is so difficult to interpret many of the patterns revealed by this analysis.

level of involvement in Jewish organizations.<sup>32</sup> We found that participation in OneTable is minimally related to the outcomes, above and beyond individuals' level of engagement in Jewish life.<sup>33</sup>

We further focused on those who *were not involved* with other Jewish organizations or communities (n = 245). For them, the only relationship between attendance and outcomes that remained significant was the outcome “I feel more comfortable at Shabbat dinner(s)” ( $p < .05$ ). **That is, guests who are not involved with other Jewish organizations or communities and who attended more dinners feel more comfortable at Shabbat dinners than their peers who attend one Shabbat dinner. In these terms, OneTable is helping young adults feel comfortable at Shabbat dinners.**

## || OUTCOMES FOR HOSTS

Outcomes	Findings
<i>Gain confidence in their Shabbat hosting skills (e.g. host peers, cook food, manage an event and welcome friends)</i>	For repeat hosts, their confidence in hosting significantly increases between their first dinner and their most recent dinner. By their most recent dinner, most hosts feel “very confident” on all dimensions of hosting about which they were asked. Importantly, repeat hosts report a significant increase in confidence to host guests they did not know before: at their first dinner, 30% of hosts report being “very confident” hosting people they did not know before (31% in S1). That number increases to 57% for repeat hosts (52% in S1).
<i>Welcome friends-of-friends into their home</i>	About half of repeat hosts (53%) report hosting new people at their dinners and feel extremely comfortable hosting people they did not know before (similar results to S1). Half (51%) of the hosts who met new people during the dinner celebrated another Shabbat dinner with the people they met. <sup>34</sup>
<i>Develop comfort with incorporating and personalizing Jewish elements of the dinner</i>	83% of hosts (81% in S1) report that they incorporate something Jewish into their dinner. A third of the hosts (38%) were very confident doing so in their first dinner. Confidence went up with repeat hosting, with 57% of the repeat hosts feeling extremely confident about incorporating something Jewish.

<sup>32</sup> Analyses included multiple hierarchical regression models on six items that had 5-point agreement scales: “I am interested in learning more about Jewish culture;” “I try to do something special on Friday night to set it apart from the rest of the week;” “I try to find ways to pause and relax at the end of my week;” “I am more mindful of how I spend my time on weekends;” “I actively seek out Shabbat dinner opportunities;” “I feel more comfortable at Shabbat dinner(s).”

<sup>33</sup> For the outcomes: “I try to do something special on Friday night to set it apart from the rest of the week;” “I am more mindful of how I spend my time on weekends;” “I actively seek out Shabbat dinner opportunities;” “I feel more comfortable at Shabbat dinner(s).”

<sup>34</sup> S1 data point is not available because question was not asked in the same way.



## Effects of Coaching<sup>35</sup>

According to the CRM, 27% of hosts were assigned a coach, and 12% received coaching. In the S2 survey sample, the numbers were not significantly different than the CRM: 8% (52) received coaching while 92% (582) did not. Of the 52 hosts who were coached, 26 celebrate Shabbat infrequently now (“Never” n=1, “Rarely” n=10, “Sometimes” n=15), 19 celebrate Shabbat frequently (“Often” n=14, “Always” n=5), and six did not report on their Shabbat frequency. On average, those who were coached hosted fewer dinners than those who were not coached, perhaps because those who host most often are sufficiently confident not to need coaching.

Coached hosts are more likely to be interested in Jewish culture, try to relax at end of week, and do something special on Shabbat than those who did not receive coaching. There were no significant differences between those who were coached and those who were not on measures of confidence before hosting their first dinner or after hosting their most recent dinner. It is very likely that at this point the number of coached individuals is too small to reveal the effects of coaching on hosts’ confidence levels.

## Nosh:pitality and Outcomes

Overall, 8% of the target sample (n=131) have attended a Nosh:pitality event (36% of Nosh:pitality participants were guests, and 64% were hosts). Nosh:pitality attendance is positively correlated with attending more dinners, hosting more dinners, and actively seeking out Shabbat dinner opportunities. Again, we cannot know for sure whether those who are more active in OneTable — attending more dinners and hosting — also seek out more Shabbat opportunities and are inclined to participate in Nosh:pitality, or whether participation in Nosh instigated some or all of this activity.

All in all, these survey data make clear where OneTable is having success in realizing its Logic Model outcomes. Users are exceptionally positive about their engagement with OneTable; they are particularly willing to recommend OneTable to others. They also experience OneTable dinners to be different from other Shabbat dinner experiences. And, while the Jewishness of a OneTable dinner is not its most salient feature for most guests or hosts, two-thirds of users, when prompted, cite Shabbat ritual and the presence of other Jews as making dinners feel Jewish.

In terms of outcomes, several data points align in encouraging ways, even if we can’t be sure about the direction of causal relationships. Guests who are not involved with other Jewish organizations or communities and who attend four or more dinners show higher outcomes than their peers who attend fewer dinners. It is evident that greater exposure to core aspects of the OneTable experience — the dinners themselves, Nosh:pitality, and coaching — are all associated with superior outcomes. Certainly, as OneTable becomes more focused on getting participants to repeat, it will be important to research its effect on desired outcomes.

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<sup>35</sup> Since these data were gathered, the coaching program has been redesigned. Its impact will be re-assessed in 2018.

## Movement Building: The Ultimate Impact of OneTable

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As it has evolved, and its potential has become increasingly evident, senior stakeholders at OneTable have increasingly conceived a secondary goal of their efforts as building a Shabbat dinner movement. The Rosov Consulting team has conducted a review of other movement-building efforts to identify which indicators we might employ to capture evidence of this movement-building outcome for OneTable. We have found neither specific measures nor broadly agreed-upon definitions of movement-building in other arenas.

To advance our evaluation of OneTable's progress towards its movement-building goal, we have tentatively delineated four features of a movement consolidated from across the field despite the vagueness of this concept:

- 1. Extending beyond one campaign or organization**
- 2. Having a vision and commonly accepted purpose**
- 3. Having clear leadership**
- 4. Composed of followers, many of whom are connected to each other**

To date, we have very preliminary data speaking to these movement-building criteria. We plan to work with OneTable moving forward to consolidate a shared definition of movement building, and to delineate associated metrics and benchmarks that can assess progress towards this goal.

At this point, it is clear that OneTable itself is growing many "followers" who, in turn, may be connected to one another. 68% of OneTable target users report telling others about OneTable, and 43% talk up the value of Shabbat dinner. Over half (59%,  $n = 831$ ) of target users indicate they met new people through OneTable Shabbat dinners. Two-thirds of those who met new people stay connected with them in some way ( $n = 540$ ). Some (40%) celebrated another Shabbat dinner together ( $n = 216$ ), a minority (14%) did other Jewish things together ( $n = 75$ ) or hung out socially (22%,  $n = 120$ ), and the rest just exchanged contact information (13%,  $n = 70$ ) or connected through social media (12%,  $n = 65$ ). Participants of recent focus groups conducted in July and August agreed that OneTable is a great means by which to deepen *existing* communities. They were less certain about its capacity to *broaden* those communities. This is a distinction to which we return in the discussion below.

For the time being, the extent to which users' Shabbat practices are either taking root or growing beyond OneTable is not clear. The picture is confusing: 51% "Strongly Agree" or "Agree" that because of their experience with OneTable they actively seek out Shabbat opportunities. Some OneTable users (hosts and guests) report that OneTable has prompted them toward Shabbat participation independent of OneTable: so far 26% attended and 22% hosted other dinners beyond OneTable. In addition, users report that OneTable has driven them individually to Shabbat behaviors that extend beyond OneTable. 62% either "Agree" or "Strongly Agree" that they try to find ways to pause and relax at the end of the week. The table below (Exhibit 9) summarizes these findings.

## THE ONETABLE COMMUNITY

**OneTable CRM:** 53,000+ Users

**Facebook:**  
8,155 followers

**Twitter:**  
1,012 followers

**Instagram:**  
2,731 followers

*Current as of 9/30/2017*

Exhibit 9: Users' Attribution of Outcomes to their Participation in OneTable

Because of OneTable...	Agree	Strongly Agree
I try to find ways to pause and relax at the end of my week	43%	19%
I try to do something special on Friday night to set it apart from the rest of the week.	39%	18%
I actively seek out Shabbat dinner opportunities	36%	15%
I feel more comfortable at Shabbat dinner(s)	35%	15%
I am more mindful of how I spend my time on weekends	33%	13%

## Further Questions to Explore

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This second survey of OneTable guests and hosts has been an opportunity to answer questions about OneTable users and their experiences. At the same time, this inquiry has prompted further questions, some of which we expect to explore through a proposed third survey of users. Other questions call for deliberation among OneTable stakeholders about the data gathered so far. We have either alluded to or explicitly stated these questions over the course of the previous pages. We consolidate them here:

1. How are participants defining “Jewish” in this context when asked to what extent they characterize OneTable dinners as Jewish? Is it a positive association?
2. What is the role of “Nourishment”? To what extent does it support a hosting habit or transform it into a hosting experience of a different quality and order?
3. How might OneTable increase the impact of coaching?
4. Do frequent users report having met fewer new people at their most recent dinner because they are hanging out with old friends or because their co-diners become their friends? To what extent is OneTable building community and/or strengthening existing communities?
5. What accounts for the different Shabbat practices of repeat OneTable users? Does participating in OneTable Shabbat dinners lead to a more stable/frequent Shabbat practice? Or do those who repeatedly attend Shabbat dinners already have a more stable Shabbat practice, and OneTable enables them to continue their tradition?
6. Participation in Nosh:pitality is associated with higher user outcomes. Is Nosh:pitality an intensifier that magnifies the impact of other OneTable experiences, or should it be considered as one more OneTable experience?
7. What are the factors that tip someone into the more frequent user category and how can OneTable support a behavioral change? What is the best way to further create systems and supports that prompt people to adopt new habits?
8. To what extent is the often diverse mix of people present part of OneTable’s draw, or does the presence of too many strangers at a dinner put people off?
9. Movements constitute more than an aggregation of individual behaviors and preferences; their sum is greater than the total of their parts. What, then, are the collective or public expressions that OneTable seeks? What specific indicators will enable OneTable stakeholders to know that it is indeed functioning as a movement?
10. And a kind of ultimate question: How to grow OneTable by deepening engagement with it as well as by extending its reach to new communities?

## Acknowledgements

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The Rosov Consulting team thanks a number of people for their special contributions to the collection, preparation, and analysis of the data presented in this report. A core group of senior OneTable staff has been responsive, over a period of many months, to continued — often challenging — requests for updated program data. OneTable leadership has helped steer a highly consultative evaluation process to an important milestone. Jamie Betesh, market-research consultant, has provided rich insights from her ongoing work with OneTable; she has been a generous thought partner. Members of OneTable’s Evaluation Advisory Group from the Steinhardt Foundation for Jewish Life and the Paul E. Singer Foundation (OneTable’s Operating Partners) have elevated the quality of this study, and indeed all other aspects of OneTable’s evaluation efforts; this report is testament to their commitment to OneTable’s vision, their intense curiosity, and their passion for getting things clear and right.



# Appendix A: OneTable User Survey 2017

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## OneTable T2 Outcomes Survey for Guests and Hosts

### Introduction

Thank you for being part of the OneTable community. Please take a few minutes (10 minutes tops, we promise) to tell us about your OneTable experience. As a thank you for completing the survey, *{Survey Incentive}*.

Our goal is to get to know you better, so we can serve you better. All your information will be kept confidential; nothing you write will be linked to your name in any report. If you have questions about this survey or if you have difficulty completing it, email Rachel: [rschwartz@rosovconsulting.com](mailto:rschwartz@rosovconsulting.com). Thank you, *{Hub Manager Name and Title}*

### Guests Only

How did you hear about OneTable? Please select one option

- ☐ A friend
- ☐ Online
- ☐ OneTable staff member
- ☐ An event I attended
- ☐ An organization
- ☐ Other. Please explain \_\_\_\_\_

Which organization?

\_\_\_\_\_

Thinking about your most recent OneTable dinner, which words come to mind? Please select **up to three**, or add your own.

☐

Friendly

☐

Jewish

☐

Cultural

☐

Fun

☐

Relaxing

☐

Intimate

☐

Soulful

☐

Reflective

☐

Meaningful

☐

Community

☐

Comfortable

☐

A new way to celebrate/enjoy Shabbat

☐

Awkward

☐

Crowded

☐

Stressful

☐

Other: \_\_\_\_\_

Thinking about your most recent OneTable dinner, what, if anything, made it feel Jewish for you? Please select all that apply.

- ☒ It didn't feel Jewish
- ☐ Shabbat ritual (e.g. blessings over wine, challah or candles, etc.)
- ☐ Jewish/Israeli food
- ☐ Jewish/Israeli music
- ☐ There were other Jews there
- ☐ The fact that it was on Shabbat or a Jewish holiday
- ☐ The conversation included Jewish themes
- ☐ It happened in a Jewish setting (e.g. synagogue, Hillel, JCC, etc.)
- ☐ It was associated with another Jewish organization
- ☐ Intentional disconnection from technology (e.g., no phones)
- ☐ There was a Jewish professional present in a leading role
- ☐ Other: \_\_\_\_\_

## All Hosts

What did you enjoy most about hosting a OneTable dinner? Please select **one** option below.

- ☐ Cooking for people
- ☐ Organizing an event so that the details are just right
- ☐ Hosting other people in my home
- ☐ Helping people meet and connect with each other
- ☐ Sharing something Jewish with my guests
- ☐ Something else \_\_\_\_\_

Which of these have you done when hosting a OneTable dinner? Please **select all** that apply.

- ☐ Host friends in my home
- ☐ Host people I didn't know before
- ☐ Cook for the first time or try a new recipe
- ☐ Order food for my guests
- ☐ Organize a potluck
- ☐ Incorporate some Jewish elements into the dinner
- ☐ Use an ice-breaker to get the conversation flowing
- ☐ Set the table/room up in a special way
- ☐ Create a theme for the dinner
- ☐ Add special content to the conversation

Before you hosted your first OneTable dinner, how confident did you feel to...

	Not Confident At All	A Little Confident	Somewhat Confident	Confident	Very Confident
Host friends in my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host people I didn't know before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cook for the first time or try a new recipe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Order food for my guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize a potluck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incorporate some Jewish elements into the dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an ice- breaker to get the conversation flowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set the table/room up in a special way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a theme for the dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add special content to the conversation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Multiple-Dinner Hosts

Thinking about the most recent OneTable dinner you hosted, how confident did you feel to...

	Not Confident At All	A Little Confident	Somewhat Confident	Confident	Very Confident
Host friends in my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host people I didn't know before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cook for the first time or try a new recipe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Order food for my guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize a potluck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incorporate some Jewish elements into the dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an ice- breaker to get the conversation flowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set the table/room up in a special way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a theme for the dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add special content to the conversation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## All Hosts

Have you ever had direct contact (in person, email or phone) with a OneTable staff person or Shabbat Coach regarding any of the following (check all that apply).

- ☐ Cooking
- ☐ Setting up the table
- ☐ Planning the flow of the evening
- ☐ Logistics
- ☐ Jewish content
- ☐ ☒ I have not had direct contact with a OneTable staff person or Shabbat Coach
- ☐ Other \_\_\_\_\_

## Outcomes - Both Hosts and Guests

Separate from a dinner, have you ever participated in a OneTable hosted weeknight social event/workshop, such as a mixology workshop (also known as “Nosh:pitality”)?

- ☐ Yes
- ☐ No

Because of my experience with OneTable... (Please select all that apply.)

- ☐ I hosted a OneTable dinner
- ☐ I attended another OneTable dinner
- ☐ I attended a Shabbat dinner (other than a OneTable dinner)
- ☐ I hosted a Shabbat dinner (other than a OneTable dinner )
- ☐ I told friends or relatives about OneTable
- ☐ I talked up the value of Shabbat dinner to friends or relatives
- ☐ I met new people
- ☒ It's too soon to answer because I just went to my first dinner
- ☐ Something else: \_\_\_\_\_

Since your OneTable dinners, have you been in touch with some of the new people you met?

- ☐ Yes
- ☐ No
- ☐ Not yet, but I plan to

In what ways have you stayed connected with the new people you met? (Please select all that apply.)

☐

We hung out socially

☐

We celebrated another Shabbat dinner

☐

We did other Jewish things

☐

We connected via social media

☐

We exchanged contact information (e.g. email, cell phone number)

☐

Other \_\_\_\_\_

How, if at all, did your OneTable dinner(s) differ from your other Shabbat dinner experience(s)?

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To what extent do you agree with the following statements:

**Because of my experience with OneTable...**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am interested in learning more about Jewish culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to do something special on Friday night to set it apart from the rest of the week.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to find ways to pause and relax at the end of my week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more mindful of how I spend my time on weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I actively seek out Shabbat dinner opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more comfortable at Shabbat dinner(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements:

**I find Shabbat meaningful because...**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It is an opportunity to spend time with my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a time to slow down and relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value participating in a Jewish tradition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is an opportunity to be with other Jews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It adds a spiritual dimension to my Friday night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It allows me to disconnect from technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't find Shabbat meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Community Involvement - Both Hosts and Guests

How involved are you in any of the following types of communities/organizations  
(other than OneTable)?

**\*Note:** By community/organization we mean 1) a context in which you are involved in something 2) with a somewhat consistent group of people you value and foster relationships with

	Not involved at all	Somewhat involved	Involved	Very involved	Super involved
Fitness (e.g. CrossFit, SoulCycle, sports team)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spiritual Well-being (e.g. yoga, mindfulness)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish (e.g. Jewish National Fund, Moishe House, Repair the World, Synagogue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Justice (e.g. CTZNWELL, Big Brothers Big Sisters of America)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political activism (e.g. Black Lives Matter, political clubs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food (e.g. Food52, supper club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts (e.g. Burning Man, StoryCorps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor (e.g. Camp Grounded, Sierra Club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please list the **names** of the top three organizations/communities you are most involved in:

☐ First \_\_\_\_\_

☐ Second \_\_\_\_\_

☐ Third \_\_\_\_\_

In what capacity are you involved in Jewish/Fitness/Spiritual Wellbeing/Social Justice/Political Activism/Food/Arts/Outdoor organizations? Select all that apply.

☐ I'm a paid employee

☐ I plan events

☐ I attend events

☐ I'm a member

☐ I'm a volunteer

☐ Other (please describe): \_\_\_\_\_

### **Jewish Profile - Both Hosts and Guests**

How do you identify?

☐ Jewish

☐ Jewish and something else

☐ Something else

☐ It's complicated: \_\_\_\_\_

How frequently did/do you participate in Shabbat dinners?

	Never	About 1-4 Times a Year	About every other month	About once a month	About 2-3 Fridays a month	Every Friday
When growing up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important was being Jewish in your life growing up? How important is it now?

	Not at all important	Not so important	Somewhat important	Very important
When growing up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How frequently do you do any of the following?

	Never	Rarely	Sometimes	Often	Very Often
Discuss Jewish topics with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrate Jewish holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post or comment online to Jewish themed posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in Jewish cultural and/or social events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in Jewish religious events or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share meals with family on Jewish occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time on Jewish content in different media (e.g., read about Jewish topics, listen to Jewish music, watch TV shows with Jewish content etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time on Israel content in different media (e.g., read about Israel topics, listen to Israeli music, watch Israeli TV shows etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in Israel-related social or public events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post about Jewish social justice issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer with Jewish service organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Something else:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is each of the following to what being Jewish means to you?

	Not at all important	Not so important	Somewhat important	Very important
Remembering the Holocaust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leading an ethical and moral life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observing Jewish law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a good sense of humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working for justice and equality in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being intellectually curious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating traditional Jewish foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring about Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of a Jewish community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many of your closest friends identify as Jewish?

- ☐ None
- ☐ A few
- ☐ Half
- ☐ Most
- ☐ All

Did you participate in Birthright Israel?

☐ Yes

☐ No

Of the people who raised you, how many identified as Jewish?

☐ None of them

☐ Some of them

☐ All of them

### **Demographics - One Question only for Guests, Rest are for Everyone**

What is your date of birth (mm/dd/yyyy)?

\_\_\_\_\_

With what gender do you identify?

\_\_\_\_\_

Which of the following best describes your current relationship status?

☐ Single

☐ In a relationship

☐ Other: \_\_\_\_\_

How long have you been living in your current city?

☐ I have lived here all my life

☐ More than five years

☐ One to five years

☐ Under a year

Where were you born?

- ☐ United States
- ☐ Israel
- ☐ Russia or the Former Soviet Union
- ☐ Other: \_\_\_\_\_

Where were your parents born? Please select all that apply

- ☐ United States
- ☐ Israel
- ☐ Russia or the Former Soviet Union
- ☐ Other: \_\_\_\_\_

What is your zip code?

\_\_\_\_\_

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You've reached the end of the survey! You will now be entered into a drawing to win one of 10 \$50 Amazon gift cards!



## Appendix B: Comparing Jewish Profile Questions Across Surveys of Jewish Millennials

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*Produced in May 2017*

As part of an ongoing effort to evaluate its effects on Jewish Millennials, OneTable has launched a series of outcomes surveys administered to guests and hosts of OneTable-sponsored Shabbat dinners. Any survey of Millennial Jews does not exist without precursors. Therefore, as part of the process of refining these surveys, OneTable, working with Rosov Consulting, consulted the surveys that other organizations have administered to Millennial Jews. Having found this process so informative and helpful, we are making our learnings available to others. The following pages include a comparison of the most recent iteration of the OneTable survey — fielded in 2017 — and the other surveys consulted. We hope it helps you too.

Honeymoon Israel (HMI)	Moishe House	Repair the World	JDC Entwine	Birthright Israel	OneTable
<p>When you think about the people who are part of your social circle today, what characterizes the nature of your connections? Please select all that apply. [Multi-select. Randomize order]</p> <ul style="list-style-type: none"> <li>• We talk about serious life issues</li> <li>• We share interests (music, movies, good food, hiking, etc.)</li> <li>• We talk about Jewish topics</li> <li>• We share life cycle events</li> <li>• We share secular holidays</li> <li>• We have casual banter</li> <li>• We share Jewish holidays</li> </ul> <p>Are you or your partner currently member(s) of a Jewish Community Center, synagogue, or any other Jewish institution?</p> <ul style="list-style-type: none"> <li>• No</li> <li>• Yes</li> <li>• Currently looking into possibly joining</li> <li>• Will look into possibly joining in the future</li> </ul> <p>Thinking about the time since you first signed up for the Honeymoon Israel trip, to what extent do you agree with the following statements about your connection to Jewish life? [Required. Rate on Scale. Randomize response order. Headers: Strongly Agree; Agree; Neither Agree Nor Disagree; Disagree; Strongly Disagree]</p> <ul style="list-style-type: none"> <li>• I feel personally connected to the Jewish community where I live</li> <li>• I am confident that I can participate in the Jewish community on my own terms</li> <li>• I know what I am looking for in a Jewish community</li> <li>• I am curious about Jewish traditions</li> <li>• I look forward to Jewish holidays or events</li> <li>• I am aware of Jewish events happening in the Jewish community where I live</li> <li>• I know a Jewish leader, such as a rabbi, that I can relate to as an inspirational role model</li> <li>• Being part of a Jewish community is important to me</li> </ul>	<p>To what extent do you agree or disagree with the following statements...</p> <ul style="list-style-type: none"> <li>• Moishe House is my primary connection to the Jewish community</li> </ul> <p>Think back to your post-college experience and reflect on your experience <b>prior to</b> your participation in Moishe House and <b>now</b>. Please read each of the statements in the following table and mark one response in both the <b>prior to</b> and <b>now</b> columns. [Random order] (1 = Not at all, 3 = To some extent, 5 = To a great extent).</p> <ul style="list-style-type: none"> <li>• I consider myself a leader or role model in the Jewish community. I organize, motivate and invite others to be involved in Jewish life.</li> <li>• I feel I am part of a bigger movement, working to achieve a higher cause rather than just doing something for myself.</li> <li>• I have the knowledge and skills to organize and motivate others to be involved in Jewish life.</li> <li>• I know lots of Jewish people my age.</li> <li>• I have a place to go for Jewish community</li> <li>• I have a strong, supportive group of Jewish friends.</li> <li>• I feel connected to a global Jewish community.</li> <li>• I am involved in Jewish life outside Moishe House/MHWOW.</li> </ul>		<p>How many of your close friends are Jewish?</p> <ul style="list-style-type: none"> <li>• All</li> <li>• Most</li> <li>• Half</li> <li>• A few</li> <li>• None</li> </ul> <p>To what extent do you... Scale Not at all, A little, Somewhat, Very much</p> <ul style="list-style-type: none"> <li>• Feel part of a worldwide Jewish community?</li> <li>• Feel a connection to the Jewish community where you live?</li> </ul>	<p>How many of your closest friends are Jewish?</p> <ul style="list-style-type: none"> <li>• All</li> <li>• Most</li> <li>• Half</li> <li>• A few</li> <li>• None</li> </ul> <p>[Q21] How involved are you in any of the following types of communities or organizations (other than OneTable)? [Randomize; Grid headers: Super Involved, Very Involved, Involved, Somewhat Involved, Not Involved at All]</p> <p><b>*Note:</b> By community/organization we mean 1) a context in which you are involved in something 2) with a somewhat consistent group of people you value and foster relationships with</p> <ul style="list-style-type: none"> <li>• Fitness (e.g. CrossFit, SoulCycle, sports team)</li> <li>• Spiritual Wellbeing (e.g. Yoga, mindfulness)</li> <li>• Jewish (e.g. Jewish National Fund, Moishe House, Repair the World, Synagogue)</li> <li>• Social Justice (e.g. CTZNWELL, Big Brothers Big Sisters of America)</li> <li>• Political Activism (e.g. Black Lives Matter, political clubs)</li> <li>• Food (e.g. Food52, supper club)</li> <li>• Arts (e.g. Burning Man, StoryCorps)</li> <li>• Outdoor (e.g. Camp Grounded, Sierra Club)</li> <li>• Other _____</li> </ul> <p>[If at least one of the items in 21 is different than 'not involved at all'] Please list the <b>names</b> of the top three organizations/communities you are most involved in: _____</p> <p>[If Q21c ≠ not at all involved] In what capacity are you involved in Jewish organizations? [Check all that apply; Randomize, but 'other']</p> <ul style="list-style-type: none"> <li>• I'm a paid employee</li> <li>• I plan events</li> <li>• I attend events</li> <li>• I'm a member</li> <li>• I'm a volunteer</li> <li>• Other (please describe: _____)</li> </ul> <p>[for all items on Q21, but c: if = 'very involved' or 'super involved'] In what capacity are you involved in the [plug in community name from Q21] community? [Check all that apply; Randomize, but 'other']</p> <ul style="list-style-type: none"> <li>• I'm a paid employee</li> <li>• I plan events</li> <li>• I attend events</li> <li>• I'm a member</li> <li>• I'm a volunteer</li> <li>• Other (please describe: _____)</li> </ul>	

## Past Attendance/Participation

HMI	Moishe House	Repair the World	JDC Entwine	Birthright Israel	OneTable
	<p>Tell us about your experience with Judaism. Please select all that apply.</p> <ul style="list-style-type: none"> <li>• I had a Bar/Bat Mitzvah ceremony.</li> <li>• I attended a Jewish day school for at least 1 year.</li> <li>• I attended or worked at an overnight camp that had a Shabbat service and/or a Jewish educational program.</li> <li>• I actively participated in a Jewish youth group.</li> <li>• I actively participated in Hillel during college.</li> <li>• I actively participated in Chabad on campus during college.</li> <li>• I participated in a Jewish fraternity/sorority during college.</li> <li>• I took one or more courses on Jewish subjects such as Jewish history, Hebrew or Israel during college.</li> <li>• I have visited or lived in Israel.</li> <li>• I currently am an active participant in a synagogue.</li> <li>• I currently am an active participant in a minyan, havurah or other Jewish congregation.</li> <li>• I am a member or active participant of another Jewish organization.</li> <li>• I am a leader/have a leadership role in another Jewish organization</li> <li>• I am currently employed a Jewish organization (of any kind)</li> </ul> <p><i>(If respondent has visited Israel) Did you visit Israel during a Birthright trip?</i></p> <ul style="list-style-type: none"> <li>• Yes I have been on a Birthright trip.</li> <li>• No I have not been on a Birthright trip.</li> <li>• I was not eligible to take a Birthright trip.</li> </ul>	<p>In the past, in which other Jewish activities have you engaged? (Never, Occasionally (1-3 years, summers, or trips), Often (4-6 years, summers, or trips), Very frequently (7 or more years, summers, trips)</p> <ul style="list-style-type: none"> <li>• Attended a Jewish overnight camp</li> <li>• Attended a Jewish day school</li> <li>• Participated in a Jewish youth group</li> <li>• Attended a supplementary Jewish school, like Hebrew or Sunday school</li> <li>• Participated in an Israel high school trip or teen travel program</li> <li>• Participated in the Taglit-Birthright program</li> <li>• Yeshiva or other Jewish studies program in Israel</li> <li>• Other (please describe): _____</li> </ul>	<p>Growing up, how many total years did you attend each of the following? (For seasonal activities, such as summer camp, please count each season as one year.) [Drop down menu of years from 0 to 7+]</p> <ul style="list-style-type: none"> <li>• An overnight camp that had Shabbat services and/or a Jewish education program</li> <li>• A Jewish Day School</li> <li>• A supplementary Jewish school, such as a Hebrew or Sunday school</li> <li>• A Jewish Youth Group</li> </ul>	<p>During your high school years, did... [yes/no]</p> <ul style="list-style-type: none"> <li>• Someone in your home regularly light Shabbat candles?</li> <li>• Your family regularly have a special Shabbat meal?</li> <li>• Your family hold or attend a Seder?</li> <li>• Your family celebrate Hannukah?</li> <li>• Your family keep kosher at home?</li> </ul> <p>During grades 1-12, did you ever attend [yes/no]</p> <ul style="list-style-type: none"> <li>• a supplementary Jewish school, like Hebrew or Sunday school?</li> <li>• a full time Jewish day school?</li> </ul> <p>During your high school years, how many of your close friends were Jewish?</p> <ul style="list-style-type: none"> <li>• All</li> <li>• Most</li> <li>• Half</li> <li>• A few</li> <li>• None</li> </ul> <p>Did you have a bar/bat mitzvah ceremony?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>While growing up, did you attend an overnight camp that had Shabbat services or a Jewish educational program?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>During your high school years, were you a member of a Jewish youth group?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	<p>Did you participate in Birthright Israel?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>How frequently did you participate in Shabbat dinners when growing up?</p> <ul style="list-style-type: none"> <li>• Never</li> <li>• About 1-4 times a year</li> <li>• About once a month or every other month</li> <li>• About 2-3 Fridays a month</li> <li>• Every Friday</li> </ul>

Honeymoon Israel	Moishe House	Repair the World	JDC Entwine	Birthright	OneTable
<p>How often do you participate in Jewish religious/cultural activities as a couple?</p> <ul style="list-style-type: none"> <li>• Rarely - once or twice a year</li> <li>• Sometimes - once a month</li> <li>• Often - several times per month</li> <li>• Very often - every week</li> </ul> <p>Have you participated in any adult Jewish education classes or workshops as a couple?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>Thinking about the last three months, how frequently, if at all, have you participated in the following activities (either as a couple or individually)? <b>[Never and not interested; Never, but would like to explore; Once 2 or 3 times; 4 or 5 times; More than 5 times]</b></p> <p><b>GENERALLY:</b></p> <ul style="list-style-type: none"> <li>• Jewish activities at home</li> <li>• Jewish activities with other Honeymoon Israel families</li> <li>• Jewish activities organized by the local Jewish community</li> </ul> <p><b>SPECIFICALLY:</b></p> <ul style="list-style-type: none"> <li>• Having Shabbat dinner as a couple/family</li> <li>• Attending a social or cultural event hosted by or taking place inside a local Jewish organization (synagogue, JCC, etc.)</li> <li>• Volunteering with a Jewish or Israel-related organization</li> <li>• Cooking "Jewish foods"</li> <li>• Attending Shabbat or holiday services</li> <li>• Reading a book or watching a movie with a Jewish or Israel-related theme</li> <li>• Inviting friends over for a Shabbat dinner or holiday celebration</li> <li>• Lighting Shabbat candles</li> <li>• Donating money to Jewish or Israel-related causes</li> <li>• Following news about Israel</li> </ul> <p>Thinking about the time since first signing up for the Honeymoon Israel trip, please rate how true each of the following two statements is of you as a couple, where 1 means "not very true of us as a couple", and 5 means "very true of us as a couple." <b>[Required. Rate on scale of 1-5; add relevant headers to "1" and "5"]</b></p> <ul style="list-style-type: none"> <li>• We have been exploring our engagement with Jewish religious/cultural life.</li> <li>• We have made firm decisions about how to live our life Jewishly.</li> </ul>	<p>Think back to your post-college experience and reflect on your experience prior to your participation in Moishe House and now. Please read each of the statements in the following table and mark one response in both the prior to and now columns. [Items in question 17 will be displayed in random order] (1 = Not at all, 3 = To some extent, 5 = To a great extent).</p> <ul style="list-style-type: none"> <li>• I participate in local activities for young Jewish adults other than Moishe House/MHWOW</li> <li>• I participate in national activities for young Jewish adults other than Moishe House/MHWOW</li> <li>• I know how to get involved in activities or organizations open to young Jewish adults that are of interest to me.</li> <li>• I have knowledge and skills related to Jewish rituals, traditions and customs.</li> <li>• I have confidence in leading some aspects of Jewish rituals, traditions and customs.</li> <li>• I have a desire to learn more about Jewish life and Judaism.</li> <li>• Living an active Jewish adult life (as I define it) is important to me.</li> <li>• I feel comfortable identifying myself as Jewish to others.</li> <li>• Being Jewish is an important part of my identity.</li> <li>• I live an active Jewish adult life (as I define it)</li> </ul>	<p>In which other Jewish activities do you engage? (Select all that apply)</p> <ul style="list-style-type: none"> <li>• Regular (at least once a month) attendance at synagogue</li> <li>• Sporadic (less than once a month) attendance at synagogue</li> <li>• Moishe House-sponsored events</li> <li>• JCC-sponsored events</li> <li>• Hillel activities on a university campus</li> <li>• Chabad activities or services</li> <li>• Online Jewish community engagement (through social networking, online learning opportunities, etc.)</li> <li>• Educational classes sponsored by a Jewish organization</li> <li>• Independent Jewish learning (individual reading or research related to Judaism)</li> <li>• Cooking traditionally Jewish foods</li> <li>• Observing Jewish holidays</li> </ul> <p>Have your experiences with Repair the World strengthened your commitment to any of the following practices? (Options: Not at all; A little; Somewhat; Very much)</p> <ul style="list-style-type: none"> <li>• Celebrating Shabbat and Jewish holidays.</li> <li>• Engaging in Jewish rituals with family and friends.</li> <li>• Studying Jewish texts.</li> <li>• Making a donation to a Jewish organization in North America.</li> <li>• Getting involved in Jewish organizations in North America.</li> <li>• Engaging with Jewish arts and culture.</li> <li>• Attending a synagogue or independent minyan.</li> <li>• Applying to internships/jobs related to Jewish education and/or Jewish communal work.</li> <li>• Reading books or seeing movies with Jewish topics/themes.</li> <li>• Supporting social justice work within the Jewish community.</li> </ul>	<p>Before you started with JDC Entwine programming which of the following, if any, did you engage in? (check all that apply)</p> <ul style="list-style-type: none"> <li>• Reading about Jewish or Israeli topics in magazines/newspapers/online blogs/books</li> <li>• Listening to Jewish or Israeli music</li> <li>• Watching TV or movies with Jewish or Israeli content</li> <li>• Talking about Jewish concerns, values, and-related topics</li> <li>• Going to or hosting Friday night/Shabbat dinner</li> <li>• Attending Jewish/Israeli cultural performances such as concerts, theatre, or lectures</li> <li>• Attending Jewish religious services</li> <li>• Volunteering through a Jewish social justice organization</li> </ul>	<p>In the past year, how often have you had or attended a special meal on Shabbat?</p> <ul style="list-style-type: none"> <li>• Never</li> <li>• Sometimes</li> <li>• Usually</li> <li>• Always</li> </ul> <p>In the past year, how often, if at all, have you attended some type of organized Jewish religious service?</p> <ul style="list-style-type: none"> <li>• Never</li> <li>• Once</li> <li>• Two or three times</li> <li>• Every few months</li> <li>• About once a month</li> <li>• Two or three times a month</li> <li>• Once a week or more</li> </ul>	<p>How frequently do you participate in Shabbat dinners currently?</p> <ul style="list-style-type: none"> <li>• Never</li> <li>• About 1-4 times a year</li> <li>• About once a month or every other month</li> <li>• About 2-3 Fridays a month</li> <li>• Every Friday</li> </ul> <p>How frequently do you do any of the following?</p> <p>[Ask of everyone, including non-Jews. Randomize except 'something else'; Grid headers: Never, Rarely, Sometimes, Often, Very often]</p> <ul style="list-style-type: none"> <li>• Discuss Jewish topics with other people</li> <li>• Participate in Jewish cultural and/or social events</li> <li>• Share meals with family on Jewish occasions</li> <li>• Post or comment online to Jewish themed posts</li> <li>• Celebrate Jewish holidays</li> <li>• Participate in Jewish religious events or services</li> <li>• Spend time on Jewish content in different media (e.g., read about Jewish topics, listen to Jewish music, watch TV shows with Jewish content etc.)</li> <li>• Spend time on Israel content in different media (e.g., read about Israel topics, listen to Israeli music, watch Israeli TV shows etc)</li> <li>• Participate in Israel-related social or public events</li> <li>• Post about Jewish social justice issues</li> <li>• Volunteer with Jewish service organizations</li> <li>• Something else: _____</li> </ul>

Jewish Values

Honeymoon Israel	Moishe House	Repair the World	JDC Entwine	Birthright Israel	OneTable
					<p>How important is each of the following to what being Jewish means to you? [Randomize]; Grid headers: Very important, Important; Somewhat important, Not at all important]</p> <ul style="list-style-type: none"><li>• Remembering the Holocaust</li><li>• Leading an ethical and moral life</li><li>• Observing Jewish law</li><li>• Having a good sense of humor</li><li>• Working for justice and equality in society</li><li>• Being intellectually curious</li><li>• Eating traditional Jewish foods</li><li>• Caring about Israel</li><li>• Being part of a Jewish community</li></ul>

## Jewish Identification

Honeymoon Israel	Moishe House	Repair the World	JDC Entwine	Birthright Israel	OneTable
<p>Do you identify as Jewish?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>Religion/faith details</p> <p>[f Yes]</p> <ul style="list-style-type: none"> <li>• Born Jewish</li> <li>• Converted</li> <li>• Identify but not converted</li> <li>• Messianic.</li> </ul> <p>[f No]</p> <ul style="list-style-type: none"> <li>• Another religion/faith</li> <li>• No religion/faith</li> </ul> <p>Do you think of yourself as belonging to more than one religion?</p> <ul style="list-style-type: none"> <li>• Yes, I think of myself as belonging to more than one religion</li> <li>• No, I do not belong to more than one religion</li> <li>• I am not part of any religion</li> <li>• I don't know</li> </ul> <p>When you were growing up, how important was religion to you personally?</p> <ul style="list-style-type: none"> <li>• Not at all important</li> <li>• Not too important</li> <li>• Somewhat important</li> <li>• Very important</li> </ul> <p>When you were growing up, how important was religion to your family?</p> <ul style="list-style-type: none"> <li>• Not at all important</li> <li>• Not too important</li> <li>• Somewhat important</li> <li>• Very important</li> </ul>	<p>How would you characterize your home life growing up?</p> <p>How do you characterize yourself now? Please choose only one of the following. (matrix format, growing up and now)</p> <ul style="list-style-type: none"> <li>• Secular/Culturally Jewish</li> <li>• Just Jewish</li> <li>• Reform</li> <li>• Conservative</li> <li>• Reconstructionist</li> <li>• Orthodox</li> <li>• Modern Orthodox</li> <li>• Traditionalist</li> <li>• Chabad/Lubavitch</li> <li>• Another religion</li> <li>• No religion</li> <li>• Other (Please specify) _____</li> </ul>	<p>Do you identify as Jewish? (Select one)</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p>[If yes] Which terms or statements best resonate with you in terms of your religious identity? (Select all that apply)</p> <ul style="list-style-type: none"> <li>• Conservative</li> <li>• Orthodox</li> <li>• Reform</li> <li>• Reconstructionist</li> <li>• Renewal</li> <li>• Just Jewish</li> <li>• Unaffiliated</li> <li>• Other: _____</li> </ul> <p>[If no] Which terms of statements best resonate with you in terms of your religious identity? (Select all that apply)</p> <ul style="list-style-type: none"> <li>• Christian</li> <li>• Muslim</li> <li>• Hindu</li> <li>• Unaffiliated</li> <li>• Other: _____</li> </ul>	<p>How do you identify yourself?</p> <ul style="list-style-type: none"> <li>• Culturally Jewish</li> <li>• Religiously Jewish</li> <li>• Culturally and Religiously Jewish</li> <li>• Other (please specify): _____</li> </ul> <p><i>[If did not pick 'I'm not Jewish']</i> Were you born Jewish?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul> <p><i>[If 'Religiously Jewish']</i> Which of the following best describes your Jewish denominational identity?</p> <ul style="list-style-type: none"> <li>• Conservative</li> <li>• Orthodox</li> <li>• Reconstructionist</li> <li>• Reform</li> <li>• Renewal</li> <li>• Humanist</li> <li>• Non-denominational</li> <li>• Other: _____</li> </ul>	<p>Were you raised...?</p> <ul style="list-style-type: none"> <li>• Secular/Culturally Jewish</li> <li>• Just Jewish</li> <li>• Reform</li> <li>• Conservative</li> <li>• Reconstructionist</li> <li>• Orthodox</li> <li>• No religion</li> <li>• Other ...</li> </ul> <p>Do you consider yourself to be...?</p> <ul style="list-style-type: none"> <li>• Secular/Culturally Jewish</li> <li>• Just Jewish</li> <li>• Reform</li> <li>• Conservative</li> <li>• Reconstructionist</li> <li>• Orthodox</li> <li>• No religion</li> <li>• Other ...</li> </ul> <p>Do you consider yourself...?</p> <ul style="list-style-type: none"> <li>• Very religiously observant</li> <li>• Somewhat religiously observant</li> <li>• A little religiously observant</li> <li>• Not at all religiously observant</li> </ul>	<p>How do you identify?</p> <ul style="list-style-type: none"> <li>• Jewish</li> <li>• Jewish and something else</li> <li>• Something else</li> <li>• It's complicated: _____</li> </ul>
<p>With regard to your background, in what type of household were you raised?</p> <ul style="list-style-type: none"> <li>• Both of your parents/guardians were born Jewish</li> <li>• One of your parents/guardians was born Jewish, one is a Jew by Choice (converted)</li> <li>• One of your parents/guardians was born Jewish, one is not</li> <li>• Both of your parents/guardians are Jews by Choice (converted)</li> <li>• Neither of your parents were born Jewish</li> <li>• Other</li> </ul>	<p>Which of the following best describes your household growing up?</p> <ul style="list-style-type: none"> <li>• We were all Jewish</li> <li>• Some of us were Jewish, some of us were not</li> <li>• We were not Jewish</li> <li>• Other (please specify): _____</li> </ul>		<p>Are either of your parents Jewish?</p> <ul style="list-style-type: none"> <li>• No</li> <li>• My mom</li> <li>• My dad</li> <li>• Both</li> </ul>	<p>Were you raised by....</p> <ul style="list-style-type: none"> <li>• Two Jews</li> <li>• A Jew and a non-Jew</li> <li>• Two non-Jews</li> <li>• A Jew</li> <li>• A non-Jew</li> </ul>	<p>[Ask of everyone, including non-Jews] Of the people who raised you, how many identified as Jewish?</p> <ul style="list-style-type: none"> <li>• All of them</li> <li>• Some of them</li> <li>• None of them</li> </ul>



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