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**InterfaithFamily**

# 2015 User Survey Report

January 2016

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# EXECUTIVE SUMMARY

Since 2007, InterfaithFamily (IFF) has conducted a survey of its website users biennially. The survey enables IFF to learn about its user demographics, and to assess users' motivations for visiting the IFF website, as well as their interest in potential future offerings. Importantly, the survey also serves to measure IFF's impact on its users in terms of their connection to Jewish life and the Jewish community.

Key findings include:

- Satisfaction with the IFF website is on the rise. Eighty one percent are highly or somewhat satisfied with their experience of using InterfaithFamily, compared to a reported 69% satisfaction rate in 2013.<sup>1</sup>
- Many IFF users are affiliated and engaged. Just over half (53%) of intermarried users are synagogue members, and a notable minority of intermarried users are highly knowledgeable about Judaism (38%), participate in Jewish rituals often (33%), and feel very welcomed by the Jewish community (39%).<sup>2</sup> That said, there is a significant minority (roughly one quarter of users), mostly made up of users who are not Jewish and users of a younger age, who report low levels of affiliation and engagement, and do not (yet) feel welcomed by the Jewish community.
- IFF users describe increases in their level of Jewish engagement in several areas over the past two years; 59% of users who are not Jewish, and 43% of users who are, report gaining Jewish knowledge, and about one third report increases in participation in Jewish rituals and becoming more connected to the Jewish community.
- Over the past two years, IFF has continued to have considerable impact on its users' Jewish engagement. A majority of intermarried users with children at home report that IFF's services helped them expand their Jewish knowledge (81%), participate in Jewish rituals (77%), and feel more connected to (77%) and welcomed by (73%) the Jewish community.
- Users in communities where there is an InterfaithFamily/Your Community (IFF/YC) project are more likely to say that IFF helped them feel more connected to (77%) and welcomed by the Jewish community (71%) (compared to 69% and 60%, respectively, in other communities). They report greater increases over the past two years in these dimensions as well.
- Intermarried users with children at home report that IFF's services helped them send their children to informal (32%) and formal (31%) Jewish education, make initial contact with (25%) and join (19%) synagogues, and explore conversion (25%).
- A basic web search remains an important way in which users overall learned about the IFF website (29%), but the potential for social media to serve as a gateway to the website is on the

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<sup>1</sup> The 2013 analysis excluded users who only came to the IFF website once. To accurately compare to the 2013 report, this analysis, too, excludes first time users. Including first time users puts the satisfaction rate at 80%.

<sup>2</sup> Note: in this report, the term "intermarried" includes both intermarried and inter-partnered respondents. However, respondents who describe themselves as inter-dating are not included in this category.

rise; over the past year, users have been more likely to find the website through social media (25%) than through a web search (19%).

- Intermarried users most commonly come to the IFF website to read personal stories about life in an interfaith family (56%) and for advice on interfaith relationships (47%); 41% of users (47% of those who are not Jewish) come for information on Jewish holidays and 39% for help raising their children in Judaism. Of users who are not Jewish, 30% come to the site looking for Jewish organizations and events in their area.
- While few intermarried users currently come to the IFF website to connect with others (18%) or be part of an online community (11%), a majority (51%) would like to use the website as a platform for interacting with other interfaith families and couples about interfaith family life, and 61% would be most interested in having those discussions on the IFF website.
- Of intermarried users, 64% prefer the “interfaith couple/family” label to describe themselves over other labels; 26% prefer programs explicitly labeled “for interfaith families,” 8% prefer general programs, and 61% say “it depends on the program.”
- IFF users who are Jewish communal professionals refer interfaith couples and families to IFF (41%) somewhat more than to Reform organizations (34%) and considerably more than to any others. They are interested in IFF providing resources that they can in turn provide to people in interfaith relationships (63%); help working with people in interfaith relationships through IFF resources (48%) and trainings/professional development opportunities offered by IFF (46%); and resources for clergy on life cycle events (40%) and synagogue policies (40%). They are less likely to see IFF as a go-to place for affinity groups.
- Most Jewish communal professionals report that IFF helped them see the potential for positive engagement with interfaith families (86%), develop welcoming policies and practices (78%), work with people in interfaith relationships (72%), and understand the nature of interfaith family life (75%).

\* \* \*

## METHODOLOGY

A professional services firm, Rosov Consulting, was engaged to conduct the 2015 Online User Survey. Rosov refined the survey instrument while preserving as many items as possible so that comparisons could be made to results from prior years. The survey was deployed online to the entire IFF mailing list between November 17 and December 7, 2015, and was promoted on social media. A raffle of \$500 was offered as an incentive to participate.

An initial set of 965 responses were retrieved. Of those, 71 responses were empty (the survey link was opened, but no question was answered). Twenty-three additional responses were removed because they were determined to be duplicates.<sup>3</sup> This resulted in a final dataset of 871 responses for analysis. The actual number of responses (N) to any given question may be smaller, and is indicated in each case.

The survey addressed two distinct populations. The first is users with a direct personal relationship to interfaith family life (intermarried couples, parents of intermarried couples, adult children of intermarriage, and others); they are labeled “end users” in this report. The second population is Jewish communal professionals who work with interfaith families. These two populations were offered distinct sets of questions.

While the great majority (92%) of the respondents report some personal connection to interfaith family life, and 19% are Jewish communal professionals, there is a considerable minority (11%) who fall into both categories. With a few exceptions (noted in the narrative of this report) the term “end users” includes end users who work in Jewish organizations.

**Table 1: Type of Respondent**

	<b>N</b>	<b>%</b>
<b>End User</b>	704	81%
<b>Jewish Communal Professional</b>	70	8%
<b>Both</b>	97	11%
<b>Total</b>	871	100%

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<sup>3</sup> These were determined to be responses by the same individual based on the respondent’s self-reported name and email address. In these cases, either the least complete response was removed, or if both responses were complete, a response was selected at random to be removed.

# IFF USER DEMOGRAPHICS

As has been the case in previous years, most respondents (79%) are female, a smaller percentage (20%) are male, and a handful (1%) are transgender or choose another form of gendered identifier.

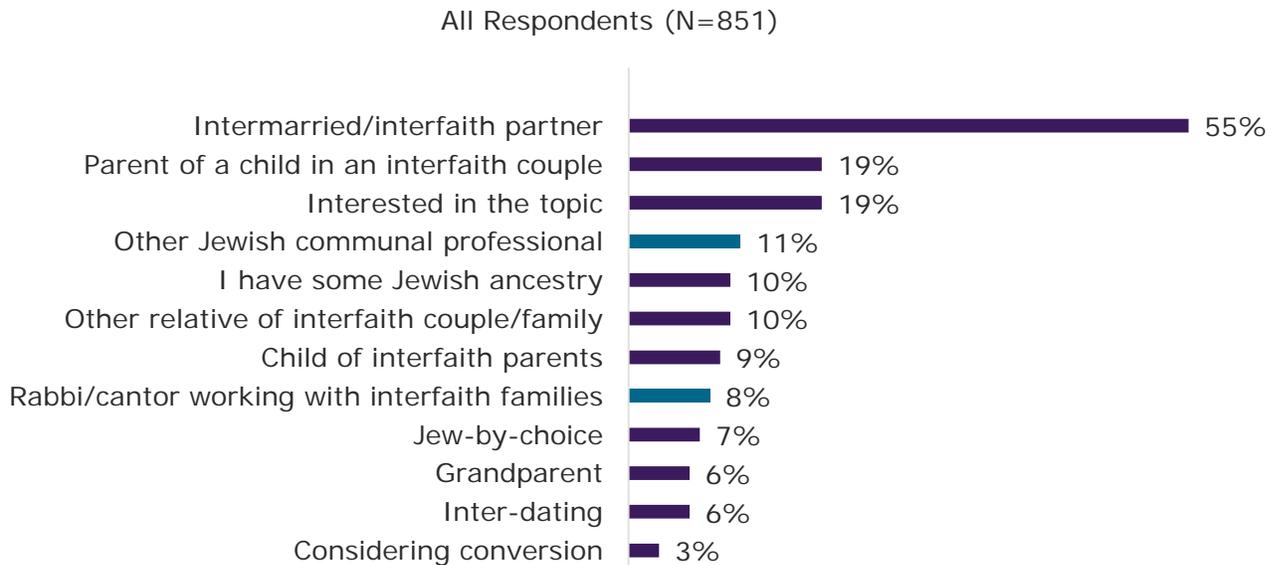
**Table 2: Gender**

What gender do you identify as?	All Respondents (N=624)
Female	79%
Male	20%
Transgender/Other	1%
<b>Total</b>	<b>100%</b>

As cited above, almost all respondents have a direct, personal link with intermarriage. Most respondents are intermarried/inter-partnered (55%) and smaller minorities are parents of children in an interfaith relationship (19%) and children of interfaith parents (9%). In all, half (49%) of all respondents are female and intermarried.

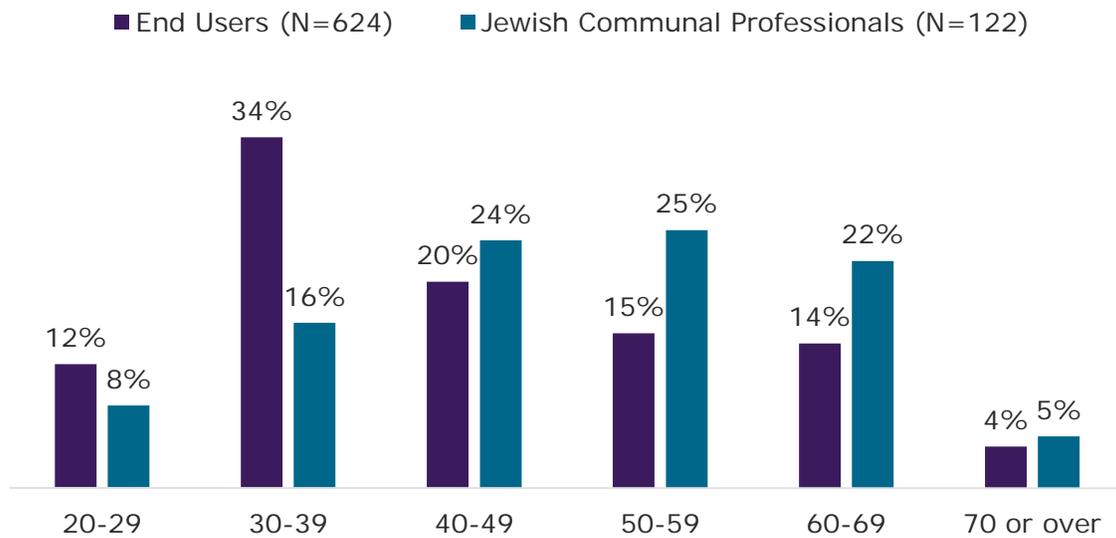
Nineteen percent of all respondents work for Jewish organizations, including 8% who are clergy. As mentioned above, the majority of these Jewish communal professionals also have a personal connection to interfaith family life.

**Figure 1: Connection to Interfaith Relationships**



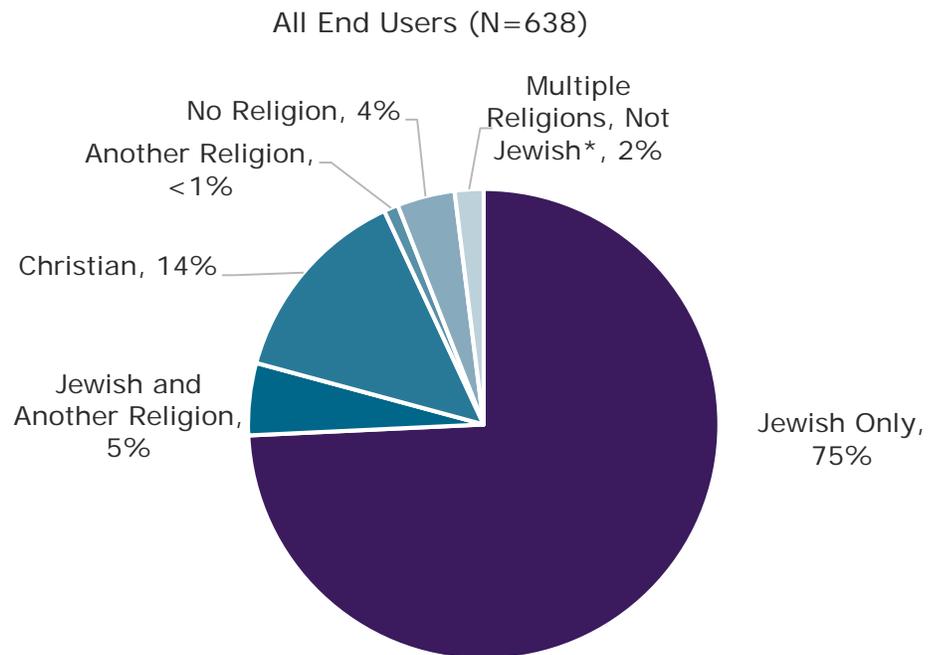
A majority of end-user respondents (54%) are in the prime child-rearing years (30-49 years old). Respondents who are Jewish communal professionals tend to be somewhat older. For example, while just under half (46%) of end users are in their 20s and 30s, only a quarter (24%) of Jewish communal professionals are in their 20s and 30s.

**Figure 2: Age of Respondents**



Eighty percent of end-user respondents are Jewish, including 5% who identify with Judaism and another religion (usually Christianity). Fourteen percent of end-user respondents are Christian.

**Figure 3: Religious Affiliation**



\* Includes respondents affiliated with multiple Christian denominations

As can be seen in the table below, almost half of the Jewish end-users affiliated as Reform and just over a third of the Christian end users were Catholic (see Table 3 below).

**Table 3: Religious Affiliation**

What is your current religious affiliation, if any?			
Jewish End Users (N=504)		Christian End Users (N=133)	
Reform	45%	Catholic	36%
Conservative	24%	Mainline Protestant	22%
Just Jewish	19%	Christian, Unaffiliated	11%
Unaffiliated	9%	Christian, Other	9%
Reconstructionist	7%	Unitarian Universalist	5%
Secular	5%	Baptist	5%
Agnostic/Atheist	4%	Evangelical	3%
Renewal	3%	Quaker	1%
Humanistic	2%	Mormon	1%
Orthodox	1%		

*Note: Multiple responses were possible; numbers sum to more than 100%*

Over half of the respondents (57%) live in one of IFF’s “Your Community” cities, as per Table 4 below.

**Table 4: IFF/Your Community Cities**

Do you live in one of our IFF/Your Community cities?	All End Users (N=641)
No	43%
Boston/Greater Boston Area	14%
Philadelphia Area	12%
San Francisco Bay Area	9%
Chicago Area	9%
Washington, DC Area	6%
Atlanta Area	4%
Los Angeles Area	3%
Total	100%

# CURRENT USE OF THE INTERFAITHFAMILY WEBSITE

## HOW OFTEN DO PEOPLE VISIT THE WEBSITE?

About half of the end-user respondents (53%) come to the website once a month or even more frequently.

**Table 5: Visiting the IFF Website**

Approximately, how often do you visit the InterfaithFamily website?	All End Users (N=708)
More than once a week	3%
Once a week	9%
Once every two weeks	13%
Once a month	28%
Less than once a month	33%
This is my first visit	6%
Not sure	7%
<b>Total</b>	<b>100%</b>

*Numbers may not sum to 100% due to rounding*

## HOW DO PEOPLE FIND THE IFF WEBSITE?

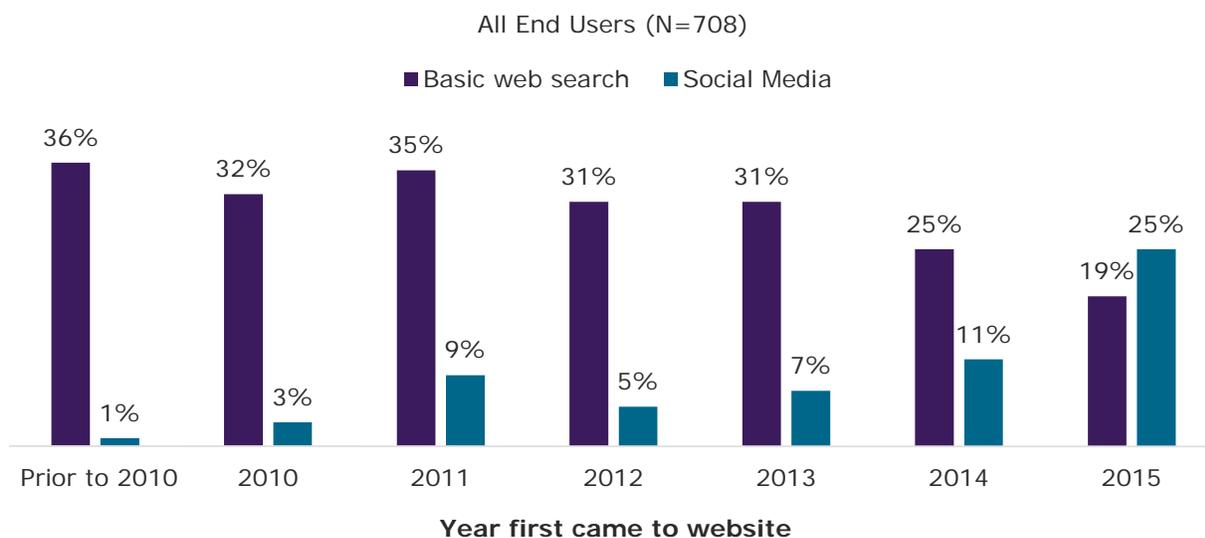
Although only 10% of all end users found the IFF site via social media (compared to 29% via a basic web search or 18% from a rabbi or other Jewish professional), those who first came to the website in 2015 are more likely to have used social media (25%) than a basic web search (19%). This is not a function of the user's age, as younger users are not more likely than older users to have found IFF on social media.

**Table 6: Hearing about the IFF Website**

How did you first hear about our website?	All End Users (N=708)
Basic web search (such as Google search)	29%
From a rabbi, or another Jewish professional	18%
From a friend or family member (not including on Facebook)	13%
Read about it on social media (such as Facebook)	10%
Read about it on a website other than a Jewish newspaper	2%
Read about it in a Jewish newspaper online	1%
Read about it in a printed Jewish newspaper	1%
I'm not sure	18%
Other	9%
<b>Total</b>	<b>100%</b>

*Numbers may not sum to 100% due to rounding*

**Figure 4: Hearing about the IFF Website**



## WHY DO PEOPLE COME TO THE IFF WEBSITE?

As can be seen in Table 7 below, end users most commonly come to the website to read personal stories about life in an interfaith family (53%). Other popular uses of the website, especially for those who are intermarried, are to find resources and advice about being in an interfaith relationship (47%), information on Jewish holidays (41%), help with raising children in Judaism (39%), and to find someone to officiate weddings (37%). One respondent explained that:

*“We needed a rabbi for our daughter’s wedding and our temple did not address our needs. IFF was a wonderful and responsive resource and the rabbi they referred to us did a magnificent ceremony which everyone in attendance found both meaningful and enjoyable.”*

Another said:

*“[The] InterfaithFamily e-newsletters allow me to stay engaged in a larger community and feel Jewish by keeping me up to date on content and current events.”*

Respondents who are not Jewish are more likely than Jewish respondents to be looking for Jewish organizations and events in their area (30%), and information on Jewish holidays (47%), as one user who is not Jewish described:

*“I come to the website whenever I have a question about a holiday, a situation in my personal life, etc. The website helps me tremendously.”*

**Table 7: Motivations to Visit the IFF Website**

What do you come to our website for (either now or in the past)?	All End Users (N=708)	Intermarried (N=438)	Not Jewish (N=134)
To read people's personal stories about life in an interfaith family	53%	56%	57%
For advice about being in an interfaith relationship	37%	47%	38%
To find information on Jewish holidays	35%	41%	47%
To learn how to incorporate Jewish traditions in my family's life	33%	29%	26%
To find out about Jewish organizations and events in my area	29%	17%	30%
To find help with raising my children in Judaism	27%	39%	42%
To find information on Jewish life cycle events	26%	14%	14%
To learn about the Jewish religion	17%	30%	24%
To find someone to officiate at a wedding	15%	37%	26%
To find information on Jewish classes and learning opportunities	13%	12%	14%
To connect with others	13%	18%	18%
To be part of an online community	12%	11%	10%
Other (please specify)	11%	5%	7%

*Note: Multiple responses were possible; numbers sum to more than 100%*

## OVERALL SATISFACTION WITH THE WEBSITE

Overall, a combined 81% of users are either somewhat (42%) or highly (39%) satisfied with their experience of using the InterfaithFamily website, up from 69% in 2013. Only 2% of users are dissatisfied.

**Figure 5: Satisfaction with the Website**



## USERS' INTEREST IN WEBSITE RESOURCES, PROGRAMS, AND FUNCTIONALITIES

When asked about their interest in website functions and resources (which may or may not be currently offered), just over half (52%) of all end-user respondents indicated an interest in downloadable, “handy pamphlets” on interfaith issues (such as what to do on holidays). This offering is especially popular among intermarried families with children at home (59%).

A full 51% of the intermarried respondents indicated an interest in using the website as a platform for interacting with other interfaith families and couples around issues relevant to interfaith family life. Given that relatively few respondents who are intermarried currently come to the IFF website to connect with others (18%) or to be part of an online community (11%) (See above, Table 7), this offers a unique opportunity to develop the website as a venue for creating virtual (as well as real) communities of interfaith families. In fact, when asked where they would most like to discuss issues relating to interfaith life, most intermarried users (61%) indicate the IFF website as the most desirable venue, surpassing in-person conversations (51%; see below Table 9). That said, Facebook should not be ruled out as a medium for these conversations, as younger users (in their 20s and 30s) especially are interested in having discussions on Facebook, as well as on the website and in person (See Table 9).

**Table 8: Interest in Website Functions and Resources**

Are you interested in any of the following website functions and resources?	All End Users (N=708)	Intermarried (N=438)	Intermarried w/children at home (N=215)	Not Jewish (N=134)
<b>Handy pamphlets to download on interfaith family issues: what to do on holidays, how to talk to kids about religion, etc.</b>	52%	57%	59%	55%
<b>A platform for discussing interfaith family life with other people in interfaith families/couples</b>	42%	51%	53%	49%
<b>Listings of helpful Jewish communal professionals (educators, tutors, camp counselors, etc.)</b>	31%	33%	37%	25%
<b>Blogging/journaling/sharing your personal experiences on our website</b>	23%	26%	22%	24%
<b>Sharing photos and videos</b>	7%	7%	6%	7%
<b>None of the above</b>	11%	13%	10%	17%

*Note: Multiple responses were possible; numbers sum to more than 100%*

**Table 9: Venues for Discussing Interfaith Family Life**

Where would you be most interested in having discussions about interfaith family life with other people in interfaith families/couples?	All End Users (N=708)	Intermarried (N=438)	Intermarried w/children at home (N=215)	Not Jewish (N=134)	20s & 30s (N=133)
<b>On the InterfaithFamily website</b>	57%	61%	60%	59%	59%
<b>In person</b>	45%	51%	51%	44%	56%
<b>On Facebook</b>	31%	34%	39%	33%	41%
<b>A video get-together in a small group (for example, on Skype or Google Hangout)</b>	9%	10%	9%	10%	14%
<b>On Twitter</b>	3%	3%	2%	4%	6%
<b>Other</b>	10%	6%	5%	7%	2%

*Note: Multiple responses were possible; numbers sum to more than 100%*

## ASSESSING THE “INTERFAITH FAMILY” LABEL

This survey provided an opportunity to explore the extent to which the label “interfaith family” rings true among IFF’s target population. Do families where one spouse is of a Jewish background and one is of another background identify themselves as “interfaith,” or do they prefer other forms of identification? Overall, a majority (54%) of end users prefer the label “interfaith couple/family” followed by the label “Jewish” (20%). This is especially true of intermarried couples (64%) and intermarried couples with children at home (68%), who prefer the “interfaith family” label (see Table 10 below). Many respondents elaborated on why the “interfaith couple/family” label works for them, including the following:

*“Interfaith to me describes that there is the presence of someone with a background other than Judaism in the family. Even though my family identifies as Jewish, and my husband is a non-practicing Christian, we are still an interfaith family.”*

*“I prefer the term ‘interfaith couple or family’ because it does not prioritize one family over the other. No matter what preference my partner and I choose for our home (we plan to raise our children in a Jewish home), I still think equal respect for both cultures and families is important, and I think that term is the best suited for that.”*

*“I feel this [interfaith couple or family] is an appropriate label to describe many families. For me, that's what we are. I'm Jewish but not really religious, my husband was raised Catholic and is not at all religious. We're raising our son Jewish, but not involving much religion so it's more of the traditions and culture. For us, that label fits.”*

*“I and my children are Jewish, my partner is not. Using interfaith acknowledges her experience and identity.”*

*“My family practices Judaism inside our home but my husband’s extended family is Christian. I'm not sure if interfaith fits right but it's closer than anything else I've heard.”*

Users who are not Jewish are less likely than Jewish users to prefer the label “Jewish” for their couple/family and are slightly more likely to prefer labels such as “multi-cultural,” “multi-faith,” or “blended.” Younger users (in their 20s and 30s) are more likely than users generally to prefer the label “in an interfaith relationship.”

**Table 10: “Interfaith” Family Labels**

If you or a family member are in a relationship in which one partner has a Jewish background and one has a different faith background, which of the descriptions below would you prefer?	All End Users (N=682)	Intermarried (N=425)	Intermarried w/children at home (N=215)	Not Jewish (N=134)	20s & 30s (N=293)
“Interfaith couple/family”	54%	64%	68%	56%	60%
“Jewish”	20%	21%	27%	11%	23%
“In an interfaith relationship”	18%	18%	11%	23%	26%
“Multi-faith”	14%	13%	13%	16%	16%
“Blended”	9%	10%	10%	16%	10%
“Multi-cultural”	9%	10%	9%	13%	9%
“Intermarried”	7%	9%	7%	7%	8%
“Inter-partnered”	1%	0%	0%	1%	0%
None of these	11%	7%	6%	10%	9%
Other	8%	4%	3%	6%	7%

*Note: Multiple responses were possible; numbers sum to more than 100%*

A related question explored how best to message or market programs designed to serve interfaith families. Would members of interfaith families and intermarried couples prefer to attend programs explicitly labeled “for interfaith families,” or is there a preference for programs targeted to a general audience of Jewish families? Many more of the intermarried respondents indicated a preference for programs labeled “for interfaith families” (26%) than those who preferred to attend a general program (8%), but the majority of the intermarried respondents (61%) indicated that their preference would depend on the specifics of the program offered. In elaborating on their response, respondents reveal a need to balance a desire to be fully included (in a general program that does not single them out) and to feel comfortable in an environment where other participants share their experiences and needs. A program labeled “for interfaith families” seems to signal that this is a program where one can feel at ease.

*“I feel more comfortable knowing there are families like ours at the events and that there will be people there that understand and will not judge our choice.”*

*“...When a program is targeted for interfaith folks, I feel more comfortable knowing that organizers and attendees will likely be more open minded and that I can ask basic questions.”*

*“While I'm attracted to programs specifically targeted to interfaith families, since I know I'll feel more included, I also go to programs that aren't marketed that way. But sometimes it's less comfortable.”*

*“I don't only want to be part of interfaith events - that seems counterproductive to becoming part of a Jewish community. At the same time, I appreciate the space given to interfaith families/couples, which for me has seemed open, welcoming, and ripe for discussion.”*

**Table 11: “Interfaith” Family Programming Labels**

Would you prefer to attend a program that is described as a program “for interfaith families” or a general program for the Jewish community that is not described as “for interfaith families”?	All End Users (N=682)	Intermarried (N=425)	Intermarried w/children at home (N=215)	Not Jewish (N=134)	20s & 30s (N=293)
<b>Program described as “for interfaith families”</b>	23%	26%	25%	35%	29%
<b>General program</b>	11%	8%	8%	6%	9%
<b>It depends on the program</b>	58%	61%	61%	53%	58%
<b>None of the above</b>	8%	6%	6%	6%	4%
<b>Total</b>	100%	100%	100%	100%	100%

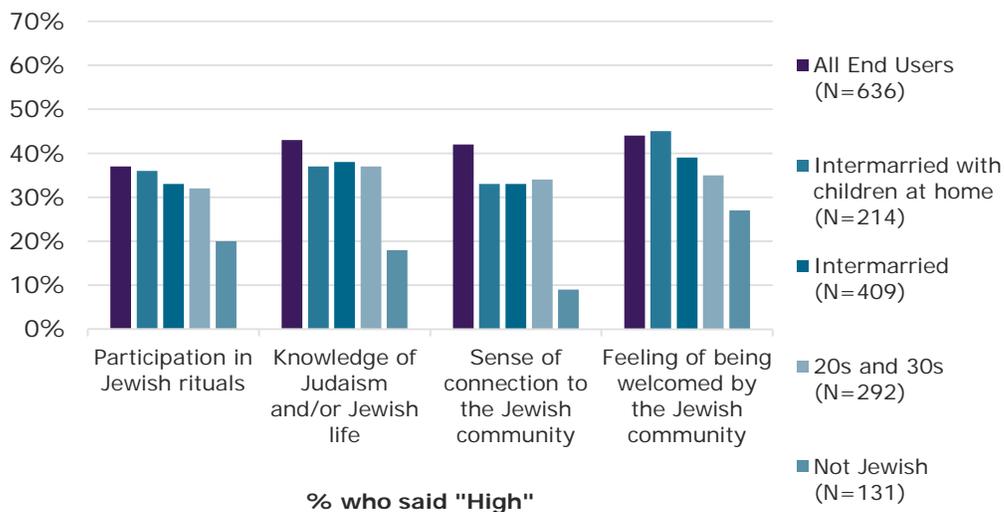
*Note: Numbers may not sum to 100% due to rounding*

# IFF'S IMPACT ON THE JEWISH ENGAGEMENT OF USERS

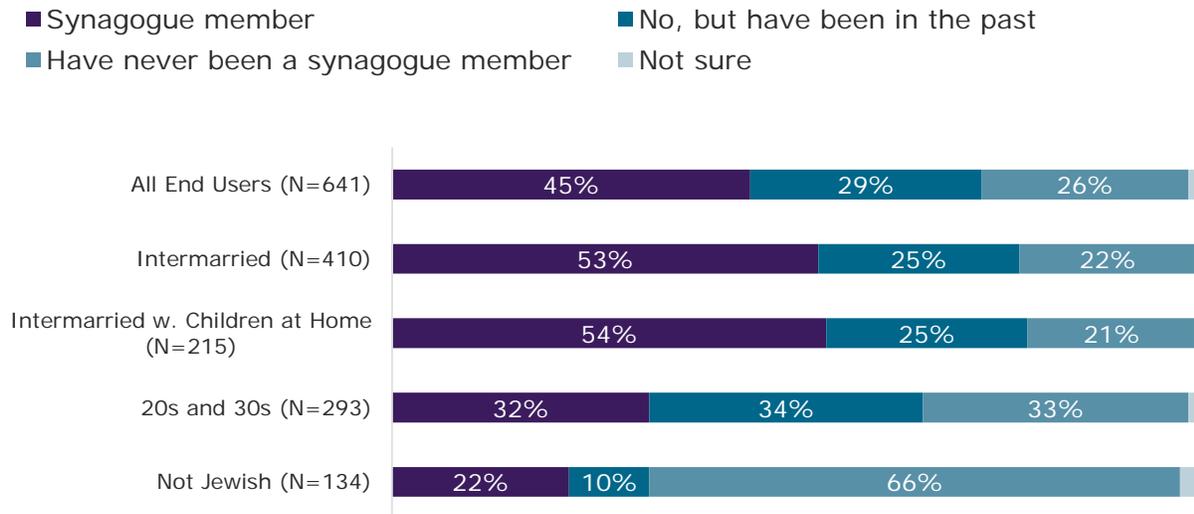
InterfaithFamily's impact on its users' Jewish engagement and their connection to the Jewish community can be assessed through three different lenses. First, users were asked to rate their current level of Jewish engagement and participation in several facets of Jewish life. Second, they were asked whether their level of engagement has increased over the past two years (since IFF last asked these questions). Finally, they were asked whether the specific services and programs offered by IFF helped them become more knowledgeable, comfortable, and engaged in Jewish life.

Currently, about four in ten IFF users are highly knowledgeable, engaged in Jewish life, and feel connected and welcomed by the Jewish community. On the other hand, about a quarter of users, who are primarily younger and/or not Jewish, express low levels of Jewish knowledge, engagement, and connection, and also feel unwelcomed by the Jewish community (see Figure 6). About half of users who are intermarried (53%) are currently members of synagogues. Among young users in their twenties and thirties a third (32%) are current synagogue members, as are one fifth (22%) of users who are not Jewish (see Figure 7 below).

**Figure 6: Current Level of Jewish Engagement and Connection**

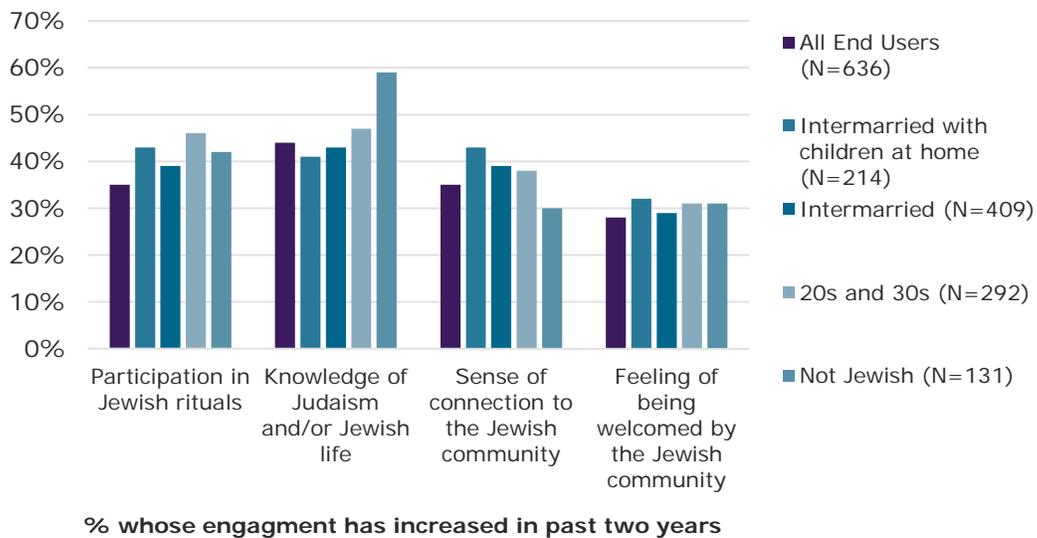


**Figure 7: Synagogue Membership**



Compared to two years ago, IFF users describe increases in their level of Jewish engagement in several areas. Forty-three percent of all end users say they have gained some Jewish knowledge. This is even more true of users who are not Jewish, more than half (59%) of whom report gaining Jewish knowledge over the past two years. More than a third of all end-user respondents (37%) report that their participation in Jewish rituals has increased in the past two years and that they have become more connected to the Jewish community (35%); 28% report becoming more welcomed by the Jewish community (see Figure 8).

**Figure 8: Change in Jewish Engagement and Connection**



These increases over the past two years are more notable in communities where there is an InterfaithFamily/Your Community project. These local projects appear to have greater impact on users’

sense of being welcomed by and connected to the Jewish community. A third (33%) of users in IFF/YC communities report feeling more welcomed by the Jewish community over the past two years, compared to one fifth (22%) of users in other communities, and 38% report becoming more connected to the Jewish community, compared to 32% of users in non-IFF/YC communities.

**Table 12: Increasing Levels of Jewish Engagement<sup>4</sup>**

Compared to two years ago, has your level of Jewish engagement increased, decreased, or stayed about the same? % who responded "Increased"	End Users (N=560)	In A YCI Community (N=325)	Not in YCI Community (N=232)
<b>Knowledge of Judaism and/or Jewish life</b>	43%	43%	44%
<b>Participation in Jewish rituals</b>	37%	38%	36%
<b>Sense of connection to the Jewish community</b>	35%	38%	32%
<b>Feeling of being welcomed by the Jewish community</b>	28%	33%	22%

## TO WHAT EXTENT DO USERS ATTRIBUTE CHANGES TO IFF?

In several areas, survey respondents directly attributed increases in Jewish engagement to IFF’s work. Respondents who are intermarried with children at home indicated that over the past two years, IFF’s information and services helped them expand their Jewish knowledge (81%), participate in Jewish rituals (77%), and feel more connected (77%) and welcomed (73%) by the Jewish community (see Table 13 below). One respondent explained:

*“I found the wedding ceremony resources very helpful in putting something together that would be meaningful for both sides of our families. Since then I have used the resources to help educate my non-Jewish spouse on holidays and also in ways to help us incorporate Judaism in our household and for our toddler son in a way that is comfortable for him.”*

Respondents who are intermarried with children at home also indicated that over the past two years, IFF’s information and services helped them send their children to informal (32%) and formal (28%) Jewish education. Notably, over the past two years IFF/YC communities have been more impactful in terms of helping interfaith couples send their children to attain Jewish education: end users in IFF/YC communities said they were helped to send their children to attain informal (33%) and formal (31%) Jewish education, compared to 25% and 28%, respectively, in other communities. This finding is especially interesting given recent research that points out the potential of informal Jewish education to positively impact the future Jewish journeys of children of intermarriage (Sasson et al. 2015).<sup>5</sup> One respondent noted that:

<sup>4</sup> End users who are Jewish communal professionals (N=71) were excluded from this analysis.

<sup>5</sup> Theodore Sasson, Leonard Saxe, Fern Chertok, Michelle Shain, Shahar Hecht, and Graham Wright, “Millennial Children of Intermarriage: Touchpoints and Trajectories of Jewish Engagement.” Maurice and Marilyn Cohen Center for Modern Jewish Studies, Brandeis University, October 2015. Available online: <http://www.brandeis.edu/cmjs/pdfs/intermarriage/MillennialChildrenIntermarriage1.pdf>.

*“I felt comfortable sending my kids to a Jewish preschool because I saw that the preschool had partnered with IFF in the past.”*

Respondents who are intermarried with children at home further indicated that over the past two years, IFF’s information and services helped them make initial contact with (25%) and join (19%) synagogues. Again, IFF/YC communities appear to have had greater impact in terms of successfully connecting IFF users with local synagogues: end users in IFF/YC communities were helped to make initial contact with (32%) and join (22%) a synagogue, compared to 25% and 17%, respectively, in other communities.

Users in IFF/YC communities are more likely than users in non-IFF/YC communities to say that IFF encouraged them to participate in programs for people in interfaith relationships (61% in IFF/YC communities compared with 39%). They also say that IFF helped them feel more connected to the Jewish community (77% compared to 69%), and more welcomed by the Jewish community (71% compared with 60%), perhaps for that reason.

With respect to conversion, IFF’s impact on its users has been similar across IFF/YC and non-IFF/YC communities. One third (34%) of all end-user respondents indicated that IFF helped them explore conversion to Judaism, compared to 36% in IFF/YC communities and 32% in other communities, and 25% of intermarried respondent with children at home.

**Table 13: Attribution of Changes to IFF<sup>6</sup>**

In the past two years, have the information and services provided by InterfaithFamily helped you to: % who responded “A Lot,” “Somewhat,” or “A Little.”	End Users (N=486)	YC (N=279)	Not YC (N=204)	Intermarried with Children at Home (N=194)	Not Jewish (N=117)
<b>Expand your knowledge of Judaism and/or Jewish life</b>	79%	77%	82%	81%	91%
<b>Enhance your sense of connection to the Jewish community</b>	74%	77%	69%	77%	74%
<b>Participate in Jewish rituals</b>	74%	73%	75%	77%	81%
<b>Incorporate Jewish traditions in life cycle events</b>	68%	71%	64%	69%	66%
<b>Feel more welcomed by the Jewish community</b>	66%	71%	60%	73%	68%
<b>Participate in a program for people in interfaith relationships</b>	51%	61%	39%	48%	48%
<b>Attend an event sponsored by another Jewish organization (such as a JCC, Big Tent Judaism, etc.)</b>	46%	49%	43%	44%	38%
<b>Explore conversion to Judaism</b>	34%	36%	32%	25%	33%

<sup>6</sup> End users who are Jewish communal professionals (N=30) were excluded from this analysis.

**Table 14: Attribution of Changes to IFF (Continued)**

In the past two years, have the information and services provided by InterfaithFamily helped you to: % who responded "A Lot," "Somewhat," or "A Little."	End Users (N=486)	YC (N=279)	Not YC (N=204)	Intermarried with Children at Home (N=194)	Not Jewish (N=117)
<b>Send your child(ren) to informal Jewish education opportunities (such as a Jewish camp or youth group)</b>	30%	33%	25%	32%	33%
<b>Send your child(ren) to formal Jewish education classes (such as a congregational school)</b>	29%	31%	28%	28%	27%
<b>Make initial contact with a synagogue</b>	29%	32%	25%	25%	27%
<b>Join a synagogue</b>	20%	22%	17%	19%	17%

# IFF USERS AND RAISING CHILDREN JEWISH

Most of IFF’s intermarried users (61%) have children, and half (53%) have children living at home (Table 14). Of intermarried users with children at home, four in ten (41%) have children that are 0-3 years old (Table 15).

**Table 15: Children**

Do you have children? Do any of your children currently live with you?	All End Users (N=635)	Intermarried (N=408)
<b>Have children living at home</b>	47%	53%
<b>Have children; none living at home</b>	16%	8%
<b>Do not have children</b>	37%	39%
<b>Total</b>	100%	100%

**Table 16: Age of Children**

What is the age of your child(ren)?	End Users With Children (N=400)	Intermarried With Children at Home (N=215)
<b>0-3</b>	27%	41%
<b>4-5</b>	12%	18%
<b>6-8</b>	19%	26%
<b>9-12</b>	21%	27%
<b>13-17</b>	17%	20%
<b>18-30</b>	22%	13%
<b>30 and over</b>	21%	1%

*Note: Jewish communal professionals who did not indicate a personal connection to interfaith families were not asked this question*

*Multiple responses were possible; numbers sum to more than 100%*

The majority (70%) of intermarried respondents who have children said they are raising or raised them Jewish, with another 17% saying they are raising or raised their children in Judaism and another religion. Of younger users in their 20s and 30s, 64% said they are raising or raised their children Jewish, with another 20% saying in Judaism and another religion.

**Table 17: Religion Raising Children**

In what religion(s) are you raising (or did you raise) your child(ren)?	End Users With Children (N=400)	Intermarried With Children (N=249)	20s and 30s (N=114)
<b>Jewish</b>	74%	70%	64%
<b>Jewish and Another Religion</b>	12%	17%	20%
<b>Christian</b>	4%	3%	3%
<b>Other Religions</b>	<1%	<1%	0%
<b>No Religion</b>	4%	2%	3%
<b>Multiple Religions, Not Jewish*</b>	7%	8%	11%
<b>Total</b>	100%	100%	100%

*Note: Jewish communal professionals who did not indicate a personal connection to interfaith families were not asked this question*

*Numbers may not sum to 100% due to rounding*

*\* Includes children being raised in multiple Christian denominations.*

## INTERMARRIED FAMILIES WITH CHILDREN FEEL MORE WELCOMED BY JEWISH COMMUNITIES

Intermarried couples who have children are more likely to feel welcomed by the Jewish community than those intermarried couples who do not (or do not yet) have children. They are also more likely to feel more welcomed compared to two years ago, and slightly more likely to say that IFF’s services helped them to feel more welcome.

**Table 18: Feeling of Welcome from Jewish Communities**

How would you characterize your level of feeling welcomed by the Jewish community?	Intermarried with Children (N=349)	Intermarried with No Children (N=159)
<b>High</b>	46%	30%
<b>Medium</b>	36%	46%
<b>Low/None/Not sure</b>	18%	24%
<b>Total</b>	100%	100%
<b>Compared to two years ago, has your level of feeling welcomed by the Jewish community increased, decreased, or stayed about the same?</b>		
<b>Feeling Welcome Increased in Past Two Years</b>	30%	25%
<b>In the past two years, have the information and services provided by InterfaithFamily helped you to feel more welcome by the Jewish community?</b>		
<b>IFF’s services in past two years helped “a little,” “somewhat,” or “a lot” to feel more welcome</b>	71%	66%

# JEWISH COMMUNAL PROFESSIONALS' USE OF THE IFF WEBSITE

Jewish communal professionals who use the IFF website often refer interfaith couples and families to IFF (41% say most of the time or always) more than Reform organizations (34%). They are less likely to refer to other local organizations (16%), Big Tent Judaism (formerly known as Jewish Outreach Institute; 7%) or Conservative organizations (4%).

**Table 19: Organization Referrals**

In your work with interfaith couples and families, how often do you refer them to the following organizations? (N=139)	Most of the Time or Always	Half the Time or Occasionally	Never/ Not Sure/ Not applicable	Total
<b>InterfaithFamily</b>	41%	50%	9%	100%
<b>Reform Movement Organizations</b>	34%	44%	22%	100%
<b>Local Organizations</b>	16%	12%	72%	100%
<b>Big Tent Judaism (formerly Jewish Outreach Institute)</b>	7%	47%	46%	100%
<b>Conservative Movement Organizations</b>	4%	37%	59%	100%
<b>Orthodox Organizations</b>	0%	21%	79%	100%
<b>Other</b>	16%	12%	72%	100%

Jewish communal professionals report using the IFF website often as a reference about interfaith life (69%) or even for general Jewish information (48%). An additional third (34%) use IFF materials as a resource for making their organizations more welcoming to interfaith families. Fewer use IFF materials in programs (22%) or classes (21%).

**Table 20: Use of IFF Material**

Have you ever used material from InterfaithFamily in any of the following ways?	Jewish Communal Professionals (N=139)
<b>As a reference for information about interfaith families</b>	69%
<b>As a reference for Jewish information</b>	48%
<b>As a resource on how to make my organization more welcoming of interfaith families</b>	34%
<b>As a handout</b>	31%
<b>In a program I led or helped coordinate</b>	22%
<b>In a class I taught or helped coordinate</b>	21%
<b>I have never used material from InterfaithFamily in my professional work</b>	8%
<b>None of the above</b>	6%
<b>Other (please explain)</b>	4%

*Note: Multiple responses were possible; numbers sum to more than 100%*

# JEWISH COMMUNAL PROFESSIONALS' INTEREST IN IFF RESOURCES

The most popular resources among Jewish communal professionals are pamphlets to provide to people in interfaith relationships (63%); resources (48%) and trainings/professional development opportunities (46%) on how to work with people in interfaith relationships; and resources for clergy on life cycle events (40%) and on synagogue policies (40%). There is less interest (21%) in affinity groups.

**Table 21: Interest in IFF Material**

Are you interested in any of the following?	Jewish Communal Professionals (N=139)
<b>Resources (including printed or digital pamphlets) to provide to people in interfaith relationships</b>	63%
<b>Resources about how to work with people in interfaith relationships</b>	48%
<b>Trainings/professional development opportunities offered by InterfaithFamily about how to work with people in interfaith relationships</b>	46%
<b>Resources for clergy on life cycle events (baby ceremonies, bar/bat mitzvah, counseling, conversion, weddings, death and mourning)</b>	40%
<b>Resources for synagogues concerning policies for membership, leadership and ritual participation by partners from different faith traditions</b>	40%
<b>Model programs for keruv/outreach committees and interfaith couples groups</b>	28%
<b>Model membership materials</b>	25%
<b>Trainings/professional development opportunities offered by InterfaithFamily for clergy on life cycle events (baby ceremonies, bar/bat mitzvah, counseling, conversion, weddings, death and mourning)</b>	22%
<b>Affinity groups to provide ongoing peer discussion and support concerning working with people in interfaith relationships</b>	21%
<b>None of the above</b>	7%

*Note: Multiple responses were possible; numbers sum to more than 100%*

# IFF IMPACT ON JEWISH COMMUNAL PROFESSIONALS

Jewish communal professionals report that IFF has helped them “a lot” or “somewhat” to see the potential for positive engagement for interfaith families (86%), develop welcoming policies and practices (78%), work with people in interfaith relationships (72%) and understand the nature of interfaith family life (75%). One professional said that:

*“I think [the site] is a great resource for officiants especially.”*

Another noted that:

*“I’m working on planning an “interfaith grandparenting” program for our synagogue, and InterfaithFamily has been a terrific resource.”*

**Table 22: IFF Impact on Jewish Community Professionals**

Have the information and services provided by InterfaithFamily helped you to: (N=139)	A Lot	Somewhat	A Lot or Somewhat	A little/ Not at all/ Not sure	Total
<b>See the potential for positive engagement in Jewish life by people in interfaith relationships</b>	56%	30%	86%	14%	100%
<b>Develop welcoming policies and practices</b>	34%	44%	78%	22%	100%
<b>Work with people in interfaith relationships</b>	31%	41%	72%	28%	100%
<b>Understand the nature of interfaith family life</b>	28%	47%	75%	25%	100%

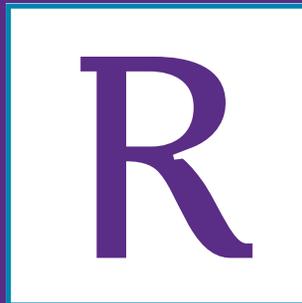
## CONCLUSION

The biennial survey of IFF's users is an important tool for gauging how current resources are accessed, what future resources and programs may be in need of further development, and finally the extent to which IFF's resources and programs have a positive impact on users' ability to make Jewish choices for themselves and their families, and participate in organized Jewish communities that are more welcoming of interfaith families.

The findings of IFF's 2015 User Survey suggest strong impact on one of IFF's primary audiences, intermarried families with children, particularly in the areas of increased knowledge, participation in Jewish rituals, and an enhanced sense of connection to and being welcomed by the Jewish community. When it comes to feeling more connected and welcomed, IFF's impact is stronger in communities where there is an InterfaithFamily/Your Community project in place.

One emergent trend from this survey is the increased prominence of social media, across age groups, as a way to create an initial point of contact with IFF. While a traditional web search remains the dominant mode for finding IFF, it seems to be in decline.

An additional finding relevant to future directions for IFF is users' interest in seeing the IFF website becoming a venue for social interaction with others, and for developing online communities of interfaith families that could develop into in-person communities.



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