

Intro to Banner Tables

The *2018-2019 Greater Denver Jewish Community Study* is a portrait of Jewish life in the seven-county metro Denver/Boulder region. The study's results offered insights into the perspectives and needs of increasingly diverse Jewish communities and serves as a valuable data source for Jewish organizations in the area.

Based on the interests and needs of local Jewish nonprofits, the additional insights included in the newly released banner tables provide a deeper understanding of survey results by subgroups and by survey question. Using the original survey data, collected in 2019 by the Maurice and Marilyn Cohen Center for Modern Jewish Studies (CMJS) and the Steinhardt Social Research Institute (SSRI) at Brandeis University, these additional insights highlight the issues and opportunities facing the Denver Metro Jewish community, while also making the study's findings actionable for local Jewish Organizations.

Each table contains the following:

- 1) The survey question text
- 2) The base (Who the question was asked of)
- 3) Weighted number of Jewish adults or households
- 4) Weighted percent of Jewish adults or households
- 5) Unweighted number of survey respondents
- 6) Statistical significance testing between groups (e.g., female vs. male)

To help you understand how to read and interpret the data, an example banner table and a table of margins of error follow this introduction.

The 2018-2019 study was funded with support from Rose Community Foundation, the Jay & Rose Phillips Family Foundation of Colorado and the Sturm Family Foundation. It was conducted by the Maurice and Marilyn Cohen Center for Modern Jewish Studies (CMJS) and the Steinhardt Social Research Institute (SSRI) at Brandeis University. The additional data analysis presented here was performed by Fran Simon of Simon Analytics.

Results of all survey questions for all respondents as well by numerous banner pointsⁱ are included. Every survey question can be found in the rows. In addition to Total (all survey respondents), the banner points or columns include:

Banner 1

Gender: Male

Gender: Female

Age: 18-34

Age: 35-64

Age: 65+

Marital Status: Inmarried

Marital Status: Intermarried

Marital Status: Not Married

Children < 18 in Household: Yes

Children < 18 in Household: No

Banner 2

Region: Denver

Region: South Metro

Region: Boulder

Region: N&W Metro

Region: Aurora

Region: N&E Metro

Jewish Engagement: Minimally Involved

Jewish Engagement: Personal

Jewish Engagement: Holiday

Jewish Engagement: Communal

Age of Children in Household: 0-5

Jewish Engagement: Immersed

Age of Children in Household: 6-12

Synagogue Member: Yes

Age of Children in Household: 13-18

Synagogue Member: No

School Type: Jewish Day

HH Member Attend Jewish Events But Not Syn Mem

School Type: Non-Jewish Private

Donated to Jewish Organization: Yes

School Type: Public

Donated to Jewish Organization: No

Amount Donated to Jewish Org: \$1-\$500

Amount Donated to Jewish Org: \$500-\$2,500

Amount Donated to Jewish Org: \$2,500+

ⁱ Banner points are groups of interest such as age groups, donors vs. non donors to Jewish organizations, synagogue members vs. non-members

RESULTS FOR JEWISH SURVEY RESPONDENTS/ADULTS: identified as ages 18+ who consider themselves to be Jewish in any way AND have at least one Jewish parent, or were raised Jewish, or converted to Judaism. OTHER TABLES SHOW RESULTS FOR HOUSEHOLDS.

Table 14
Next, we will ask about your attitudes toward Judaism, religion, and Israel. How important is each of the following to what being Jewish means to you? Caring about Israel

QUESTION TEXT

BASE = WHO QUESTION WAS ASKED OF

	ALL SURVEY RESPONDENTS						SUBSETS OF RESPONDENTS												
	GENDER		AGE			MARITAL STATUS			CHILDREN <18 IN HH		AGE OF CHILDREN			SCHOOL TYPE					
	Total	Female	Male	18-34	35-64	65+	Inmarried	Intermarried	Not Married	Yes	No	0-5	6-12	13-18	Jewish Day	Non-Jew Private	Public		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			
	72170	35287	34184	19056	36452	15800	23668	34344	14331	21213	51131	7210	7857	9693	1683	884	13136		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

BASE - THOSE WHO ARE JEWISH OR JEWISH AND ANOTHER RELIGION OR CONSIDER THEMSELVES JEWISH OR PARTIALLY JEWISH

UNWEIGHTED BASE	1240	1343	947	341	1211	781	999	637	762	681	1717	281	331	262	64	56	424
Essential	23702	9624	13970	4382	12224	7510	10935	9128	4668	5674	19056	2173	1743	2701	1179	356	2544
	33%	27%	41%	23%	34%	48%	46%	27%	33%	27%	37%	30%	22%	28%	70%	40%	19%
Important, but not essential	34023	19320	15622	10706	17274	7425	10520	17519	7740	10595	25184	3188	4129	4756	504	394	6861
	47%	55%	46%	56%	47%	47%	44%	51%	54%	50%	49%	44%	53%	49%	30%	45%	52%
Not important	14444	6343	4592	3968	6954	865	2213	7698	1923	4943	6890	1849	1984	2236	-	134	3732
	20%	18%	13%	21%	19%	5%	9%	22%	13%	23%	13%	26%	25%	23%	15%	15%	28%

NUMBER OF SURVEY RESPONDENTS

33% of all respondents, representing 23,702 Jewish adults, said caring about Israel is essential to what being Jewish means to them.

48% of respondents age 65+ said caring about Israel is essential to what being Jewish means to them. This is statistically significantly higher at the 95% level than the percentages of those age 18-34 and 35-64 in Columns D and E. So, there is a $\leq 5\%$ chance that this difference in "essential" by age is due to chance.

37% of those respondents without children <18 in the household said caring about Israel is essential to what being Jewish means to them. This is statistically significantly higher at the 90% level than the percentage of those with children (Column J). So, there is a 10% chance that this difference in "essential" by presence of children is due to chance.

Note: While all percentages in the tables may be utilized, technically, you should only use the population estimates in the Total column which are derived from only the primary sample. The population estimates in other columns include the full sample (primary and supplemental) to be able to see characteristics of subsets of respondents; these population estimates are often close to what would be found in the primary sample alone, though not statistically correct.

Comparison Groups: BC/DEF/GHI/JK/LMN/OPQ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Rules of Thumb for Margins of Error at Various Sample Sizes (Unweighted Bases)

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Sample Size	Percentage Point Margin of Error +/- Confidence Level	
	90%	95%
40	13.0	15.5
60	10.6	12.6
80	9.2	10.9
100	8.3	9.8
150	6.7	8.0
200	5.8	6.9
250	5.2	6.2
300	4.8	5.7
350	4.4	5.2
400	4.1	4.9
450	3.9	4.6
500	3.7	4.4
600	3.4	4.0
700	3.1	3.7
800	2.9	3.5
900	2.7	3.2
1,000	2.6	3.1
1,500	2.1	2.5
2,000	1.8	2.2

Note: The table is based on survey results of 50%, and therefore, include the maximum margins of error.

Margin of error decreases the further the result gets from 50% in either direction.

Example: If the survey result was 50% among 100 respondents, 90 out of 100 times conducting the survey, we would expect a result of 50% +/- 8.3 percentage points or between 41.7% and

Example: If the survey result was 50% among 500 respondents, 95 out of 100 times conducting the survey, we would expect a result of 50% +/- 4.4 percentage points or between 45.6% and