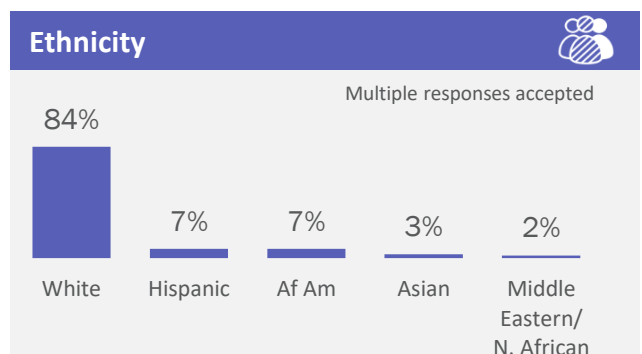
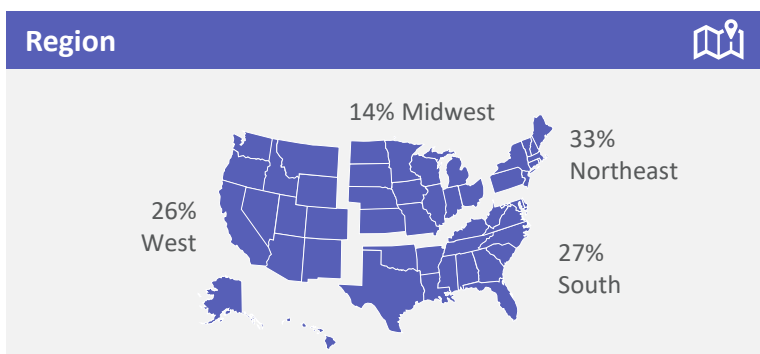
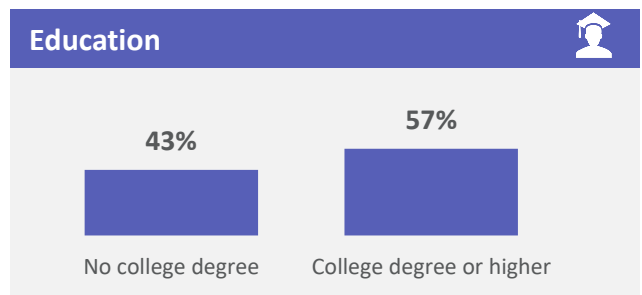
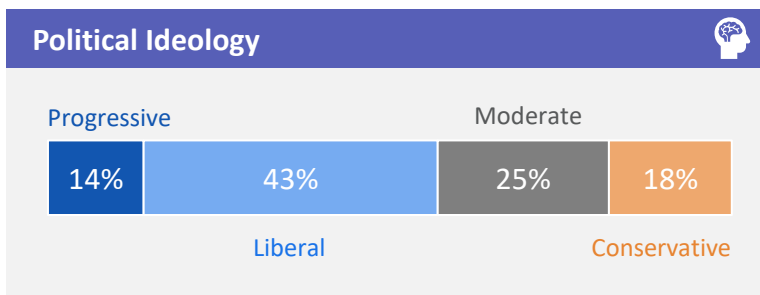
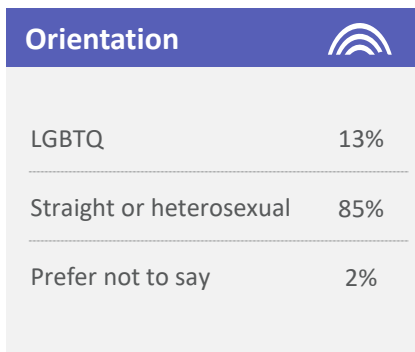
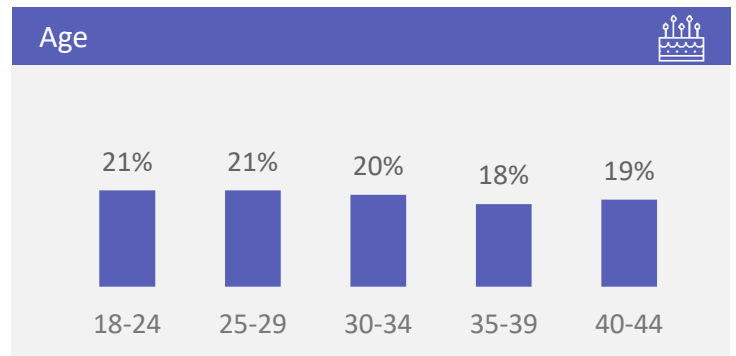
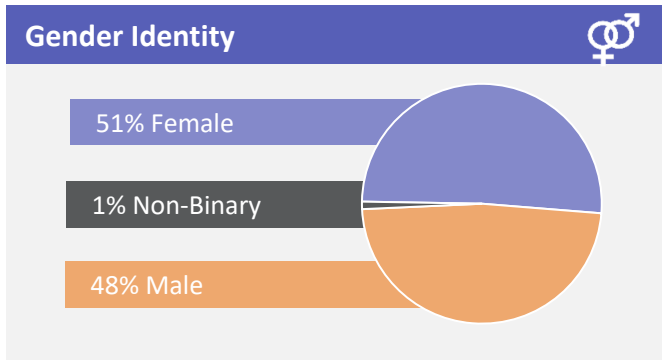


# Snapshot of the American Jews 18-44 We Surveyed



Note: To ensure a representative sample we used the 2020 Pew Jewish Americans research as our guide, in addition to other research that BSG has done among the young Jewish American population.

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## Key Findings

- **Young American Jews largely feel connected to a Jewish community and their Jewish identity**, and nearly half of them desire a stronger connection. Rabbis can play an important role in fostering these connections.
- **A relationship with a rabbi is important to young American Jews** – 64% say its important to them currently – and even a majority of those who say it’s not currently important are open to that relationship in the future.
- **Most young Jews have had an interaction or experience with a rabbi** (69% said yes) and these interactions have occurred across a wide variety of occasions ranging from the formal (i.e., synagogue) to the informal (i.e., Shabbat, social events). Importantly, the majority of those who have interacted with a rabbi report having positive experiences while only 7% of all young Jews report having had a purely negative experience.
- **Positive experiences are largely characterized by the feeling of being accepted and heard by a rabbi who is welcoming, friendly and knowledgeable.** The impact of these positive interactions cannot be overstated, 91% said it made them feel more positively about being Jewish, 90% said they felt more spiritually connected and 88% said it made them more confident and comfortable being Jewish.
- **On the other hand, negative interactions are largely characterized by feeling that the rabbi was judgmental, rude or unhelpful – leaving young Jews to feel disappointed, annoyed and uncomfortable.** While these negative experiences do affect young Jews, it’s important to note that positive experiences have a greater impact than negative ones, signaling the importance of positive experiences at young ages.
- **Over half of young Jews currently interact with a rabbi today (58%), but nearly half of them say it’s on rare occasions** – representing a large opportunity for increased engagement.
  - That being said, there is a general sense that it’s difficult to establish a relationship with a rabbi today, with the largest barriers including not having enough time, not feeling accepted, and the synagogue itself (comfort in approaching or dues).
- When describing their ideal rabbi, **it’s clear that young Jews desire a combination of acceptance, kindness, knowledge and helpfulness.** But only about half of young Jews say the rabbi they’ve interacted with most meets these ideals.
- Ultimately, **if young Jews can make a connection with their ideal rabbi, they believe their connection to their Judaism and the Jewish community will be strengthened and their engagement will grow.**