

**SFP COVID and Jewish Engagement Survey
Benenson Strategy Group #5503
November 2020**

ONLINE

LENGTH: 18 Minutes

SAMPLE: 1414 American Jews (18+)

ASK OF ALL

To make sure that we are capturing a diverse range of perspectives, we'll begin with some questions for statistical purposes only.

qAge. How old are you? **OPEN-END, TERMINATE UNDER 18**

qZip. What is your home zip code? **OPEN END NUMERIC, MUST BE 5 DIGITS**

qState. In what state do you live? **FIFTY-STATE + DC DROP DOWN LIST, ALPHABETICAL. SINGLE SELECT**

Q1. Are you: **MULTI-SELECT**

- 1) A man
- 2) A woman
- 3) Non-binary
- 4) I prefer to self describe **SPECIFY**
- 99) I prefer not to disclose **EXCLUSIVE**

qEthnicity. Which of the following best describe you? Please select all that apply. **MULTI-SELECT, RANDOMIZE**

- 1) American Indian or Alaska Native—For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community
- 2) Asian—For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese
- 3) Black or African American—For example, Jamaican, Haitian, Nigerian, Ethiopian, Somali
- 4) Hispanic, Latino or Spanish Origin—For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian
- 5) Middle Eastern or North African—For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian
- 6) Native Hawaiian or Other Pacific Islander—For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese
- 7) White—For example, German, Irish, English, Italian, Polish, French
- 8) Another race, ethnicity, or origin **SPECIFY, ANCHOR**
- 9) Multi-racial or mixed-race **ANCHOR**
- 99) I prefer not to answer **EXCLUSIVE, ANCHOR**

Q2. Do you identify as Jewish in any of the following ways?

RANDOMIZE 2-4, MULTI-SELECT

- 1) No, I don't identify as Jewish **ANCHOR AT TOP, EXCLUSIVE**
- 2) Jewish from a cultural perspective
- 3) Jewish from a spiritual perspective

- 4) Jewish from an ethnic or family heritage perspective
- 5) Jewish from a religious perspective **ANCHOR**
- 6) Jewish in another way **SPECIFY, ANCHOR**

ASK OF ALL

Q3. Now, you're going to see a list of statements someone could make about how they've felt over the past few months since the start of the coronavirus pandemic. For each statement, please indicate whether you agree or disagree.

SET UP GRID, COLUMNS, ROTATE 1-4/4-1=

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree

ROWS, ROTATE

- 1) I'm really sick of Zoom and other online video platforms.
- 2) I've found myself looking for new ways to connect with other people in some way.
- 3) I've been looking to new sources for support and ideas to help get through this situation.
- 4) This experience has helped me to re-prioritize what is really important to me in my life.
- 5) This experience has driven home how much some things about pre-pandemic life really weren't working for me.
- 6) I'm enjoying some aspects of life during the pandemic more than I expected.
- 7) As the pandemic has worn on, I've felt more and more disconnected from other people and communities.
- 8) Over the past few months, I've made changes to my life that I hope to stick with once the pandemic ends.

END GRID

SHOW TO ALL

Earlier in this survey, you indicated that you identify as Jewish in some way. For the remainder of the survey, you will be asked some more specific questions about that.

Q4. Generally speaking, how connected do you feel to any type of Jewish community right now?

ROTATE 1-4/4-1, SINGLE-SELECT

- 1) Very connected
- 2) Fairly connected
- 3) Fairly disconnected
- 4) Very disconnected

Q5. Now thinking about the ongoing coronavirus pandemic – do you currently feel more connected to a Jewish community than you did before the pandemic, less connected, or about the same? **ROTATE 1-4/4-1, SINGLE-SELECT**

- 1) Much more connected to a Jewish community now compared to before the pandemic
- 2) Somewhat more connected
- 3) Somewhat less connected
- 4) Much less connected to a Jewish community now compared to before the pandemic
- 5) More connected in some ways and less connected in others **ANCHOR**
- 6) No more or less connected **ANCHOR**

ASK OF ALL

Q6A. And regardless of how connected you feel to a Jewish *community* -- generally speaking, how important would you say *being Jewish or doing Jewish things* is to your life right now?

ROTATE 1-4/4-1, SINGLE-SELECT

- 1) Very important
- 2) Somewhat important
- 3) Not very important
- 4) Not at all important

Q6B. Now thinking about the ongoing coronavirus pandemic – would you say that being Jewish or doing Jewish things is more important to your life than before the pandemic, less important, or about the same? **ROTATE 1-4/4-1, SINGLE-SELECT**

- 1) Much more important to my life now compared to before the pandemic
- 2) Somewhat more important
- 3) Somewhat less important
- 4) Much less important to my life now compared to before the pandemic
- 5) More important in some ways and less important in others
- 6) No more or less important

ANCHOR
ANCHOR

ASK OF ALL

Q7. Below, you will see a list of activities that someone who identifies as Jewish may or may not do. Thinking back to *before the coronavirus pandemic*, please indicate how often you did each of the following activities. If you did not do a given activity at all before the pandemic, please indicate that.

SET UP GRID, COLUMNS

- 1) Once a week or more
- 2) Once a month
- 3) A few times a year
- 4) Once a year
- 5) Once every few years
- 6) I did not do this at all

ROWS, RANDOMIZE, DO NOT SHOW HEADERS=**CULTURAL ENGAGEMENT**

- 1) Volunteered for a cause or organization in a way that was inspired by my Jewish identity or Jewish values
- 2) Made a donation to a cause or organization that was inspired by my Jewish identity or Jewish values
- 3) Participated in an event of any kind (other than a religious service) organized by a local Jewish organization or group (either formal or informal)

RELIGIOUS AND SPIRITUAL PRACTICES

- 4) Attended services/synagogue (virtually or in-person)
- 5) Observed Shabbat or another Jewish holiday at home in some way
- 6) Observed Jewish rituals to mark life milestones or to mark time
- 7) Engaged in a spiritual, meditative, or contemplative practice

AT-HOME ACTIVITIES

- 8) Watched or participated in Jewish events or programs online
- 9) Cooked or ate traditional Jewish foods
- 10) Read websites, media, or books or watched TV shows or movies about Jewish themes,

culture, or content

- 11) Participated in virtual learning, study groups, or group discussions on Jewish themes or topics

END GRID

Q7A. Before the coronavirus pandemic, did you routinely do any other kinds of Jewish things or participate in any other Jewish activities not mentioned in the previous question?

- 1) If so, please describe what else you did as specifically as possible: **SPECIFY**
99) No, I didn't routinely do any other Jewish things

ASK OF ALL

Q8. Before the coronavirus pandemic, did you typically do anything to observe Rosh Hashanah, or Yom Kippur?

SET UP GRID, COLUMNS

- 1) Yes, most years
2) Yes, every once in a while but not regularly
3) No

ROWS, DO NOT ROTATE

- 1) Rosh Hashanah
2) Yom Kippur

END GRID

Q9. Not including the year 2020, when is the last time you personally did anything to observe the High Holidays, including Rosh Hashanah and Yom Kippur? If you don't remember the exact year, please answer to the best of your recollection. If you have never done anything to observe the High Holidays, please indicate that. **SINGLE-SELECT, ROTATE 1-6/6-1**

- 1) Last year (2019)
2) 2 years ago
3) 3-5 years ago
4) 6-10 years ago
5) More than 10 years ago
6) I have never done anything to observe the High Holidays

ASK IF EITHER ROW IN Q8=1

Q10. Not including the year 2020, which of the following have you typically done in the past to observe the High Holidays? Please select all the activities you have typically done to observe Rosh Hashanah or Yom Kippur. **RANDOMIZE, MULTI-SELECT, MUST SELECT AT LEAST 1**

- 1) Participated in services hosted by a synagogue
2) Participated in services, not hosted by a synagogue
3) Participated in events other than services hosted by a synagogue, such as classes, discussions, social events, or text study groups
4) Participated in a Jewish event or program hosted by an organization other than a synagogue
5) Participated in a more informal celebration outside of synagogue with friends or family
6) Had a meal with family or friends
7) Had a special meal on your own
8) Observed a traditional ritual such as fasting on Yom Kippur or eating apples and honey on Rosh Hashanah

- 9) Donated money or food to charity
- 10) Volunteered for an organization, Jewish or otherwise
- 11) Taken time to be mindful, reflect, and set new intentions for the year ahead
- 12) Something else

ANCHOR, SPECIFY

ASK OF ALL

Q11. Below, you're going to see a list of statements someone could make about how they've felt over the past few months since the start of the coronavirus pandemic. For each statement, please indicate whether you agree or disagree.

SET UP GRID, COLUMNS=

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree

ROWS, ROTATE

- 1) Recently, it has felt especially important to connect with my Jewish identity in some way.
- 2) Jewish communities and organizations that I'm a part of have been sources of comfort during the pandemic.
- 3) I've turned to Jewish communities or organizations more than usual during the pandemic.
- 4) I've turned to new communities or organizations during the pandemic that I wasn't part of before.
- 5) I've been impressed by the virtual or socially-distanced alternatives that Jewish organizations have offered during the pandemic.
- 6) Jewish organizations in my life are doing their best to keep their communities engaged during the pandemic.
- 7) There are some things about typical, in-person Jewish life that I really don't miss.

END GRID

Q12. Since the start of the pandemic, have you... **RANDOMIZE, MULTI-SELECT**

- 1) Tried some new Jewish things that you hadn't done before
- 2) Participated in something with a Jewish organization you hadn't done anything with before
- 3) Observed a Jewish ritual or holiday that you hadn't done before or hadn't done in a long time
- 4) Learned something new related to Jewishness
- 5) None of the above

ANCHOR, EXCLUSIVE

ASK OF ALL

Q13. Now, you will see the same list of activities you saw earlier that a person who identifies as Jewish may or may not do. Over the past few months, since the start of the coronavirus pandemic, how often have you personally done each of the following activities? If you have not done one of these activities since the pandemic, please indicate that.

SET UP GRID, COLUMNS

- 1) Once a week or more
- 2) Once a month
- 3) Once or twice since the start of the pandemic
- 4) I have not done this at all since the start of the pandemic

ROWS, DO NOT SHOW HEADERS (SAME ROWS AS Q7; SHOW IN SAME ORDER)

CULTURAL ENGAGEMENT

- 1) Volunteered for a cause or organization in a way that was inspired by my Jewish identity or Jewish values
- 2) Made a donation to a cause or organization that was inspired by my Jewish identity or Jewish values
- 3) Participated in an event of any kind (other than a religious service) organized by a local Jewish organization or group (either formal or informal)

RELIGIOUS AND SPIRITUAL PRACTICES

- 4) Attended services/synagogue (virtually or in person)
- 5) Observed Shabbat in some way or another Jewish holiday at home in some way
- 6) Observed Jewish rituals to mark life milestones or to mark time
- 7) Engaged in a spiritual, meditative, or contemplative practice

AT-HOME ACTIVITIES

- 8) Watched or participated in Jewish events or programs online
- 9) Cooked or ate traditional Jewish foods
- 10) Read websites, media, or books or watched TV shows or movies about Jewish themes, culture, or content
- 11) Participated in virtual learning, study groups, or group discussions on Jewish themes or topics

END GRID

Q13A. And since the start of the pandemic, have you done any other kinds of Jewish things or participated in any other Jewish activities not mentioned in the previous question? **SINGLE-SELECT**

- 1) If so, please describe what else you've done as specifically as possible: **SPECIFY**
- 99) No, I haven't done any other Jewish things

Q14. In general, based on what you've seen, how would you rate the job Jewish organizations are doing in providing opportunities for engagement during the pandemic? Are they doing...

ROTATE 1-4/4-1, SINGLE-SELECT

- 1) An excellent job
- 2) A good job
- 3) Only a fair job
- 4) A poor job
- 5) Don't know enough to rate

HIGH HOLIDAYS DEEP-DIVE

ASK OF ALL

Q15. Regardless of whether you observed the High Holidays in any way in past years, did you do anything **this year (September 2020)** to observe the High Holidays (Rosh Hashanah and/or Yom Kippur)? *“Observing” the High Holy Days could include anything you did to mark the day in some way.* **SINGLE-SELECT, DO NOT ROTATE**

- 1) Yes, observed Rosh Hashanah
- 2) Yes, observed Yom Kippur
- 3) Yes, observed both
- 4) No, observed neither

IF Q15=1,2,3, ASK Q16-Q35 (NOTE ADDITIONAL LOGIC ON SOME OTHER QUESTIONS IN SERIES); IF Q15=4, SKIP TO Q36

Q16. We'd like to learn more about your experience observing the High Holidays during the coronavirus pandemic this year.

Which of the following activities did you do to observe the High Holidays this year? Please select all the activities you did to observe Rosh Hashanah or Yom Kippur. **SHOW IN SAME ORDER AS Q10, MULTI-SELECT, MUST SELECT AT LEAST 1**

- 1) Participated in services hosted by a synagogue
- 2) Participated in services, not hosted by a synagogue
- 3) Participated in events other than services hosted by a synagogue, such as classes, discussions, social events, or text study groups
- 4) Participated in a Jewish event or program hosted by an organization other than a synagogue
- 5) Participated in a more informal celebration outside of synagogue with friends or family
- 6) Had a meal with family or friends
- 7) Had a special meal on my own
- 8) Observed a traditional ritual such as fasting on Yom Kippur or eating apples and honey on Rosh Hashanah
- 9) Donated money or food to charity
- 10) Volunteered for an organization, Jewish or otherwise
- 11) Took time to be mindful, reflect, and set new intentions for the year ahead
- 12) Something else

ANCHOR, SPECIFY

ASK IF Q16=1-7,9-12 (ANY PUNCH OTHER THAN 8)

Q17. And for each of the following activities, did you do them in-person “as normal,” in-person but socially-distanced, or virtually?

SET UP GRID, COLUMNS

- 1) In-person as normal
- 2) In-person but socially-distant
- 3) Virtually

ROWS

- 1) **SHOW ALL PUNCHES SELECTED IN Q16 EXCEPT ROW 8, IN SAME ORDER**

ASK IF Q15=1,2,3

Q18. Now thinking of anything you may have done to observe the High Holidays this year – were any of these activities hosted by, sponsored by, or otherwise affiliated with any organizations or institutions? **ROTATE, SINGLE-SELECT**

- 1) Yes
- 2) No

ASK IF Q18=1

Q18a. And the organizations or institutions who hosted, sponsored, or were otherwise affiliated with these activities... were they local organizations or institutions, or were they national or international organizations or institutions? If you participated in events hosted by both local and national/international organizations, please select both. **ROTATE, MULTI-SELECT**

- 1) Local
- 2) National or international
- 3) Something else **SPECIFY**

ASK IF Q18=1

Q20. Are you a paying member of any organizations, including synagogues, that hosted events or programs you participated in for the High Holidays? **SINGLE-SELECT**

- 1) Yes
- 2) No

ASK IF Q20=1

Q20A. And what denomination or movement, if any, is the organization or synagogue affiliated with? Please select all that apply. **RANDOMIZE 1-6, MULTI-SELECT**

- 1) Traditional Orthodox
- 2) Modern Orthodox
- 3) Conservative
- 4) Reform
- 5) Reconstructionist
- 6) Messianic
- 7) Just Jewish **ANCHOR**
- 8) Other **ANCHOR, SPECIFY**
- 99) Not affiliated with a denomination or movement **ANCHOR**

ASK IF Q18=1

Q21. And for the High Holidays in particular, did you make a contribution in order to participate in any events or programs? Please select all that apply. **MULTI-SELECT**

- 1) Yes, I bought a ticket or paid to participate
- 2) Yes, I made a donation to participate
- 3) No, I did not pay or donate to participate **EXCLUSIVE**

ASK IF Q18=1

Q22. How did you hear about the events, programs, or experiences you participated in?

Please select all that apply. **ROTATE, MULTI-SELECT**

- 1) A website for the event or organization
- 2) An invitation or email from the event or organization
- 3) Heard about it during a previous event, program, or experience with the organization
- 4) Someone I know shared it on social media, such as Facebook, Twitter, or Instagram
- 5) I saw an advertisement on social media, such as Facebook, Twitter, or Instagram
- 6) A news story, such as a newspaper, website, or on the radio
- 7) A friend or family member told me about it or invited me
- 8) An advertisement, such as on a website or flyer
- 9) I went looking for it on my own, such as by Googling it
- 10) Somewhere else
- 99) I can't remember where I heard about it

**SPECIFY, ANCHOR
ANCHOR, EXCLUSIVE**

ASK IF Q15=1,2,3

Q23. Now, thinking about how you chose to observe the High Holidays this year—why did you choose to do those things? Please select all of the reasons that apply to *anything* you did, and then the most important reason overall for why you chose to observe the High Holidays the way you did this year.

SET UP GRID, COLUMNS=

- | | |
|--------------------------|--|
| 1) All reasons | MULTI-SELECT |
| 2) Most important reason | SINGLE-SELECT; MUST BE SELECTED IN COLUMN 1 |

ROWS, ROTATE, DO NOT SHOW HEADERS**SOCIAL**

- 1) A friend or family member recommended it
- 2) I knew other people who were doing it
- 3) I wanted to connect with other people in my community
- 4) I wanted to connect with other people like me
- 5) I'm a member of an organization or a community that hosted it

FUN/NOVELTY

- 6) It seemed like fun
- 7) I wanted to try something new or different

RELIGION/MEANING

- 8) I felt drawn to doing something Jewish during a time like this
- 9) It's what I always do during the High Holidays
- 10) I felt it would be a meaningful or fulfilling experience

LOGISTICS/BARRIERS

- 11) The format or location made it feel more accessible to me (e.g. it was online)
- 12) It was free or affordable to participate
- 13) It was one of the only ways I could safely observe during the pandemic
- 14) It was easy and straightforward
- 15) I could be anonymous while doing it
- 16) I could do it without needing to know much about Jewish rituals
- 17) I'd heard about it and wanted to attend in the past, but it was too far away to participate in-person before the pandemic

OTHER

- 18) I wanted to celebrate the holiday with my children or other people in my household
- 19) I didn't know of any other options for things to do

20) Another reason **ANCHOR**
END GRID

ASK IF Q15=1,2,3

Q27. Overall, how satisfied were you with your experience observing the High Holidays this year? **ROTATE 1-4/4-1, SINGLE-SELECT**

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Not very satisfied
- 4) Not satisfied at all

ASK IF Q18=1

Q28. Thinking about your experience observing the High Holidays this year, which of the following comes closest to your view about the people and organizations hosting activities you participated in? **ROTATE, SINGLE-SELECT**

- 1) Given the circumstances, they did as good of a job as I could have expected.
- 2) Even given the circumstances, I would have expected them to do a better job.

ASK IF Q18=1

Q30. How did you feel during or after your experience observing the High Holidays this year?
Please select all that apply. **DO NOT ROTATE, MULTI-SELECT**

- 1) Anxious
- 2) Awkward
- 3) Bored
- 4) Connected
- 5) Disconnected
- 6) Disappointed
- 7) Distracted
- 8) Empowered
- 9) Frustrated
- 10) Fulfilled
- 11) Happy
- 12) Informed
- 13) Inspired
- 14) Lonely
- 15) Moved
- 16) Relaxed
- 17) Sad
- 18) Tired
- 19) Uncomfortable
- 20) Something else
- 99) I didn't have any specific feelings

SPECIFY, ANCHOR
ANCHOR, EXCLUSIVE

ASK IF Q15=1,2,3

Q31. Below are some descriptions that might apply to your experience observing the High Holidays. How well does each one describe your overall experience observing the High Holidays this year *compared* to your typical experience observing the High Holidays in previous years?

SET UP GRID, COLUMNS, ROTATE COLUMNS 1 AND 2=

- 1) Describes my experience *this year* more
 - 2) Describes my experiences in *previous years* more
 - 3) About the same this year compared to previous years
 - 4) Not applicable
- ANCHOR
ANCHOR**

ROWS, ROTATE

- 1) It kept me engaged
- 2) There were active and interactive ways to participate
- 3) It gave me memorable or actionable takeaways
- 4) I learned something from the experience
- 5) It was fun
- 6) It was relevant to me and the things I had on my mind
- 7) I felt connected to other people participating in the same experience
- 8) I felt connected to my Jewish identity
- 9) I felt connected to a Jewish community
- 10) I felt spiritually or religiously fulfilled
- 11) I felt welcome
- 12) It was easy and accessible for me to participate
- 13) It allowed my entire family to participate

END GRID

ASK IF Q15=1,2,3

Q32. After your experiences observing the High Holidays, did you... **ROTATE, MULTI-SELECT**

- 1) Tell anyone in your life about them
 - 2) Post on social media about them
 - 3) Do something different or new offline
 - 4) Think about engaging in a new ritual or practice
 - 5) Participate in another event with an organization or community whose High Holidays events you attended
 - 6) Take some other action based on those experiences
 - 99) None of the above
- ANCHOR, SPECIFY
ANCHOR, EXCLUSIVE**

ASK IF Q15=1,2,3

Q33. Looking ahead to once the pandemic is over – has your experience of the High Holidays this year made you consider trying different ways to observe Jewish holidays in the future than you have in the past? **SINGLE-SELECT, DO NOT ROTATE**

- 1) Yes, I will definitely try different ways to observe Jewish holidays in the future
- 2) Yes, I might consider new ways to observe Jewish holidays in the future
- 3) No, nothing I did this year made me consider new ways to observe Jewish holidays in the future

ASK IF Q15=1,2,3

Q34. Still thinking about your High Holidays experience this year, is there anything specifically you did this year that you would consider doing in the future, after the pandemic ends?

ROTATE 1-3/3-1, SINGLE-SELECT

- 1) Yes, I would consider doing everything I did this year again
- 2) Yes, I would consider doing some of the things I did this year again
- 3) No, I would not consider doing anything I did this year again

ASK IF Q15=4; IF Q15=1,2,3 SKIP TO Q38

Q36. What are the reasons why you did not observe the High Holidays this year? Please select all that apply, then select the most important reason.

SET UP GRID, COLUMNS

- | | |
|--------------------------|---|
| 1) All reasons | MULTI-PUNCH |
| 2) Most important reason | SINGLE PUNCH. MUST BE SELECTED IN COLUMN 1 |

ROWS, RANDOMIZE

- 1) I didn't know of any events, programs, or other ways to observe
- 2) I didn't know of any way to observe that would be relevant or interesting to me
- 3) I didn't think it would be fun or engaging
- 4) I didn't have the time to participate in anything
- 5) I didn't think I would feel welcome
- 6) I don't have reliable internet access or an available device to participate in anything virtually
- 7) I'm not interested in attending virtual or online events
- 8) The timing of virtual Jewish events or programs didn't work for me
- 9) Virtual events or activities don't provide the accommodations I need to participate, such as closed captioning or screen reading accessibility
- 10) Health issues prevented me from participating
- 11) I was worried about political or religious undertones that I might not agree with
- 12) I was tired of video calls and virtual events from work and other contexts
- 13) I couldn't do anything virtually because I don't use electronic devices on Shabbat or holidays
- 14) I thought it would be hard to have a meaningful or worthwhile experience
- 15) I don't usually do anything to observe the High Holidays anyway
- 16) I'm not a member of a synagogue so I didn't think there was a way for me to participate
- 17) Another reason

ANCHOR

END GRID

SHOW TO ALL

Now, you're going to see a few more questions about Jewish life in general.

Q38. How interested would you be in Jewish organizations or communities in your life offering more of each of the following things going forward, even when the pandemic has passed?

SET UP GRID, COLUMNS, ROTATE 1-4/4-1

- 1) Very interested
- 2) Somewhat interested
- 3) A little interested
- 4) Not at all interested

ROWS, ROTATE

- 1) In-person events that are outdoors
- 2) Virtual events that give me access to things I couldn't do in person
- 3) Resources and ideas for ways to do Jewish things at home, by myself or with my family or roommates
- 4) Ways to connect with new people in-person
- 5) Ways to connect with new people virtually or in other locations
- 6) Jewish media or literature that I can engage with on my own time
- 7) Places that people could turn to for financial support in hard times
- 8) Places that people could turn to for emotional or mental health support in hard times
- 9) Smaller events that are hosted in the community instead of on-site at synagogues or other Jewish institutions
- 10) Opportunities to volunteer or serve others

END GRID

Q39. Please read the statement below:

The experience of the pandemic has made me think differently about what being Jewish means in my life.

Do you personally agree or disagree with that statement? **ROTATE 1-4/4-1, SINGLE-SELECT**

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree

ASK OF ALL

Q41. Below, you will see a list of statements a Jewish person could make about the experience of being Jewish during the pandemic. Please indicate whether you personally agree or disagree with each of the statements.

SET UP GRID, COLUMNS

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree

ROWS, ROTATE

- 1) The loneliness of the last few months has made me think of being Jewish as a way to connect with people.
- 2) Jewishness has felt especially important as a way to deal with grief, sadness, and other emotional difficulties during the pandemic.
- 3) During the pandemic, I've turned to Jewish holidays and rituals as a source of meaning and a way to mark time.
- 4) Virtual and online activities have shown me that I don't have to physically go anywhere to engage with Jewish life.
- 5) Virtual and online activities have made it clear that nothing is quite the same as physically being present at my synagogue or other Jewish events.
- 6) Virtual and online activities have shown me it's possible to participate in Jewish events with other organizations and in other places that I wouldn't have considered before.
- 7) The pandemic has made it feel more important to connect to God.
- 8) The pandemic has made it feel more important to connect to the religious or spiritual aspects of being Jewish.
- 9) The pandemic has made it feel more important to bring Jewish practices into my home.
- 10) The pandemic has made it feel more important to live by my Jewish values in the future.
- 11) The pandemic has made it clear to me that Jewishness just isn't very relevant to my life right now.
- 12) The pandemic has empowered me to find my own ways of being Jewish.

END GRID

SHOW TO ALL

Now you'll see a few final questions for statistical purposes only.

Q42. Have you yourself, or anyone that you know personally, contracted the coronavirus?

MULTI-SELECT

- 1) Yes, me personally
- 2) Yes, someone I know personally
- 3) No **EXCLUSIVE**
- 4) Not sure **EXCLUSIVE**

Q43. Switching topics slightly, how often would you say you did Jewish things growing up?

- 1) Never
- 2) Rarely
- 3) Occasionally
- 4) Often
- 5) All the time

Q44. While these labels may not apply to you perfectly, which of the following best describes how you practice Judaism? **RANDOMIZE 1-6, MULTI-SELECT**

- 1) Traditional Orthodox
- 2) Modern Orthodox
- 3) Conservative
- 4) Reform
- 5) Reconstructionist
- 6) Messianic
- 7) Just Jewish **ANCHOR**
- 8) Other **ANCHOR, SPECIFY**
- 99) I'm not affiliated with a denomination or movement **ANCHOR**

qPOC. Do you consider yourself a person of color?

- 1) Yes
- 2) No
- 3) I prefer not to answer

qChildren. Do you have any children? **SINGLE-SELECT**

- 1) Yes
- 2) No

ASK IF QCHILDREN=1

qChildren2. How old are your children? If you have multiple children, please select all that apply.

MULTI-SELECT

- 1) 0-2 years old
- 2) 3-6 years old
- 3) 7-10 years old
- 4) 11-14 years old
- 5) 15-17 years old
- 6) 18 or older

ASK IF QCHILDREN=1

qChildren3. Do any of your children currently live with you in your household? **SINGLE-SELECT**

- 1) Yes
- 2) No

ASK OF ALL

qMarital. What is your marital status? **SINGLE-SELECT**

- 1) Single, never married
- 2) Married / Domestic Partnership
- 3) Not married but living with partner
- 4) Widowed
- 5) Divorced
- 6) Separated

qHHFaith. Do you or anybody else in your family or household practice a faith *other* than Judaism? **SINGLE-SELECT**

- 1) Yes
- 2) No

qOrientation. Which term(s) best describe you? **CAN ONLY CHOOSE 1 OF CHOICES 1-5; 6-9 CAN BE SELECTED IN COMBINATION WITH 1-5**

- 1) Straight or heterosexual
- 2) Lesbian
- 3) Gay
- 4) Bisexual
- 5) Asexual
- 6) Queer
- 7) Pansexual
- 8) Questioning/Not sure
- 9) Prefer to self-describe
- 99) Prefer not to say

**SPECIFY
EXCLUSIVE**

qHHIncome. We're interested in hearing opinions from all kinds of people, so to make sure we have a representative mix, please indicate which of the following categories best represents your total household income for **<PREVIOUS YEAR>**. **SINGLE SELECT**

- 1) Less than \$25,000
- 2) \$25,000 - less than \$35,000
- 3) \$35,000 - less than \$50,000
- 4) \$50,000 - less than \$75,000
- 5) \$75,000 - less than \$100,000
- 6) \$100,000 - less than \$150,000
- 7) \$150,000 to less than \$200,000
- 8) \$200,000 or more
- 9) Prefer not to answer

qAbility. Do you or anybody in your household identify as a person with a disability? **MULTI-SELECT**

- 1) Yes, I do
- 2) Yes, someone in my household does
- 3) No **EXCLUSIVE**
- 4) Prefer not to answer **EXCLUSIVE**