Join the Discovery!

At 5,150 households, we’re bigger than we thought!

5,150 Jewish households in Omaha.
8,800 Jewish persons
12,700 Persons living in Jewish households

Median Age is 46

Intermarriage is a continuing and rising trend.

Omaha Jewish households include 3,300 married couples.

The complete report, methodology and findings can be found at www.jewishomaha.org
**WHY A COMMUNITY STUDY**

This 2017 study will assist the Jewish Federation of Omaha, Jewish agencies, local synagogues, and Jewish organizations in developing the community’s strengths and in designing projects and programs to address our needs. It will provide information to help the community set priorities for decades and beyond.

We collaborated with two highly experienced and trusted professionals:
- Dr. Ira Sheskin
  Director of the Jewish Demography Project of the Sue and Leonard Miller Center for Contemporary Judaic Studies of the University of Miami
- Dr. David Dutwin
  Executive Vice President and Chief Methodologist of SSRS

Surveying was completed in January 2017. A total of 99,119 calls were made. 29,911 calls were answered to complete 522 surveys. We achieved above average participation with a response rate of 47% and a cooperation rate of 94%. If you participated, thank you.

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**OUR POPULATION**

5,150 Jewish households in Omaha

A Jewish household includes at least one self-identified Jewish adult.

8,800 Jewish persons

A Jewish person is an adult over the age of 18 who considers himself/herself Jewish or a child being raised as Jewish.

12,700 persons living in Jewish households

This number includes all persons - Jewish and non-Jewish, who are living in a household with at least one self-identified Jewish adult.

**WHO WE ARE**

Our Jewish population is older than the general population.

<table>
<thead>
<tr>
<th>Average Median Age</th>
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<tbody>
<tr>
<td>Age 46 Jewish Omaha</td>
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<tr>
<td>Age 34 All of Omaha</td>
</tr>
<tr>
<td>Age 56 Jewish America</td>
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<tr>
<td>Age 38 All of America</td>
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</tbody>
</table>

We are a well educated and financially stable community.

<table>
<thead>
<tr>
<th>Household Income Distribution</th>
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<tbody>
<tr>
<td>$0-15,000</td>
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<tr>
<td>$15-29,999</td>
</tr>
<tr>
<td>$30-49,999</td>
</tr>
<tr>
<td>$50-74,999</td>
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<tr>
<td>$75,000 and above</td>
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**HOW WE SELF-IDENTIFY**

Our population identifies largely as ‘Just Jewish’, with a strong level of engagement, but less religious observance. We feel welcome but not necessarily a part of the community.

97% of respondents feel very or somewhat welcome at synagogue, JCC or other Jewish organizations.

95% of respondents are proud to be Jewish.

78% of respondents have a strong sense of belonging to the Jewish people.

49% of respondents feel very much or somewhat a part of the Omaha Jewish community.

**SOCIAL SERVICE NEEDS**

The study identified these needs as opportunities to address:

- 25% of households contain a health-limited member
- 24% of households age 75 and over need in-home health care.
- 20% of households with adults age 55-64 needed job counseling in the past year.

**OUR NEXT STEPS**

- Community conversation and focus groups
- Create priorities, measurements and scorecard
- Create steps to allocate funds
- Release three year strategic plan and measurements aligned with allocation changes
- Implement action plan