

Faithful Grandparents — 16% of the nationally representative sample



Who are they?

Faithful Grandparents want their grandchildren to have a strong connection to Judaism and to marry other Jews. They are deeply committed grandparents who are involved on a regular basis with their grandchildren and intentionally model Jewish behaviors for them.

“My two grandchildren went to Jewish day school. My son and son-in-law both are board members of their respective congregations, says the proud Bubbie. My oldest grandson is very active in BBYO in Indianapolis...says the proud Bubbie, again.”

Family Relationships:

Faithful Grandparents tend to be older than all other groups, with 2/3's age 70 and over. They tend to have more children and slightly more grandchildren who skew towards adolescence. Although their children are significantly more likely to marry other Jews, a quarter of their children are in mixed-faith marriages. The majority of those grandchildren are being raised as “Jewish only”; yet, it is possible that, for some of these grandparents, their child's choice of a non-Jewish partner registers as a personal failure or loss. This may help to explain why Faithful Grandparents are the most likely group to agree (somewhat) that “I wish that I could be more involved in my grandchild's life.”

Jewish Life:

Faithful Grandparents include a more Jewishly observant component: Orthodox Jews represent 14% of this group, while they are just 5% of the total national sample. 18% of their adult children are also Orthodox. 30% of Faithful Grandparents belong to local or national Jewish organizations and 15% are JCC members.

Faithful Grandparents' wide range of formal and informal Jewish learning experiences as youth and young adults were similar to those of Joyful Grandparents. Yet, the children of Faithful Grandparents went to family services, overnight camp, visited Israel, and participated in Hillel programs in higher numbers than all other groups. Their grandchildren are reported to have the highest level of synagogue-related involvement of all groups.

Key statements they are *more* likely to agree strongly with include:

- I want my grandchild to have a strong connection to Judaism.
- It is important to me to transmit Jewish values to my grandchild.
- I want my grandchild to be interested in doing Jewish activities.
- It is important to me that my grandchild marry a Jewish partner.
- Being Jewish is an important part of my life.
- It is important to support Jewish charities/causes.
- I have the Jewish background I need to teach my grandchild all that I would like.

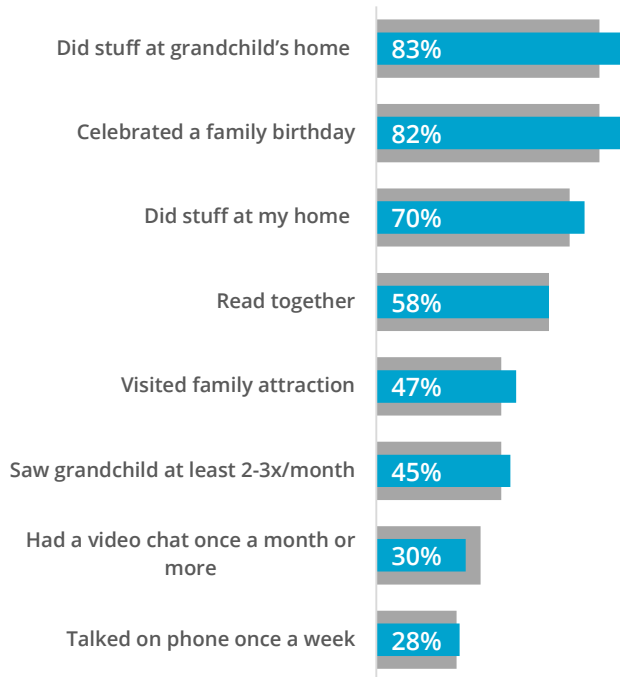
Opportunities for Engagement:

Synagogues are clearly an important portal for this segment and one that could play a key role for all three generations. Exploring how synagogues might intentionally engage this grandparent group, which includes significant Conservative (37%) and Reform (45%) members, presents an exciting challenge. Other Jewish portals should be explored, as well, especially since a number of these families have had Jewish camping, Israel and Hillel experiences.

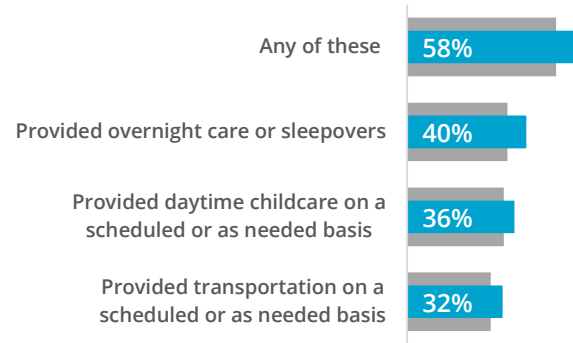
Faithful (n=161)

Total Sample (n=1,017)

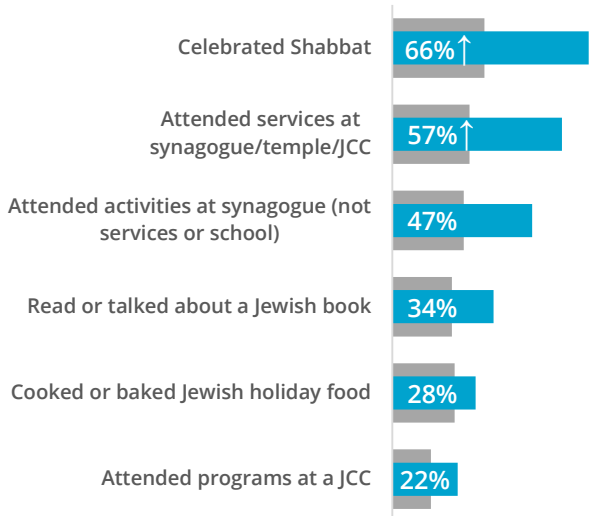
Secular Activities Done with Grandchild - Past Year



Family Support

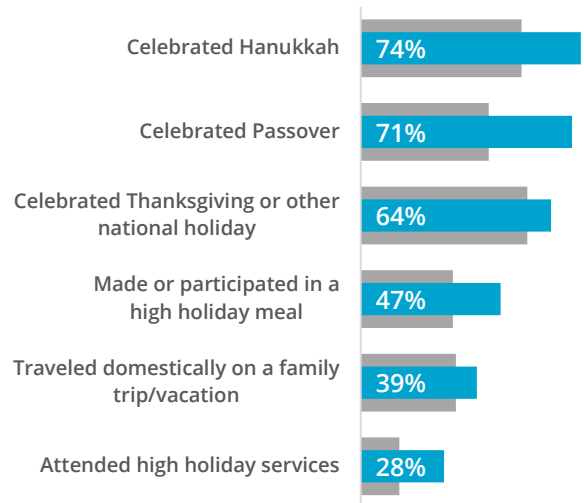


Jewish Activities Done with Grandchild - Past Year



↑ indicates that the % is significantly higher than all of the other groups
 ↓ indicates that the % is significantly lower than all of the other groups

Activities Done with Grandchild - Past 3 Years



Passing on Concepts & Values to Grandchild (% very interested)

