

Secular Grandparents — 23% of the nationally representative sample



Who are they?

Secular Grandparents are genuinely involved and confident grandparents who take great pleasure in their role. They enjoy being part of a multi-generational family but don't model Jewish faith or practice for their grandchildren.

"I didn't have an opportunity to be an active Jew until adulthood and hope my grandchildren will choose to, as well. But being a good and caring person is more important if I have to choose."

Family Relationships:

The majority of Secular Grandparents live within an hour of their grandchild. So it is not surprising that they have seen their grandchild in-person more often than any other group during the past year. 50% have grandchildren age 5 or under. Many are active, involved grandparents who spend much of their time together with their grandchild at their home or their grandchild's home and also provide significant care-taking support. The majority agree strongly or somewhat that "being a grandparent takes priority over almost everything else in my life."

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

- Being a grandparent is generally a joyful experience
- Watching my adult child(ren) be parents is a great joy.
- I feel respected by my child(ren) & grandchild(ren) in my role as a grandparent.
- I enjoy pampering my grandchild(ren).

Jewish Life:

Secular Grandparents are the least likely to describe themselves as religious or spiritual, and 1/5 are synagogue-goers. While most Secular Grandparents participated in at least one Jewish formal or informal program as a child or young adult, they and their children currently have minimal involvement in organized Jewish life. 2/3's have a child whose spouse or partner who does not identify as Jewish.

Despite their misgivings about Judaism as a religion and their lack of involvement in the organized Jewish community, being Jewish matters to these grandparents. 75% agree at least somewhat that "being Jewish is an important part of my life," while 62% agree strongly or somewhat that "I want my grandchild to have a strong connection to Judaism," and 81% agree strongly or somewhat that "It is important to me to teach my grandchild about Jewish traditions/customs." Realizing these beliefs as their grandchildren mature presents intriguing challenges for these grandparents.

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

- My grandchild only participates in Jewish programs and activities because it matters to (his/her) grandparents.
- I wish that my kids had a greater appreciation for their Jewish heritage.

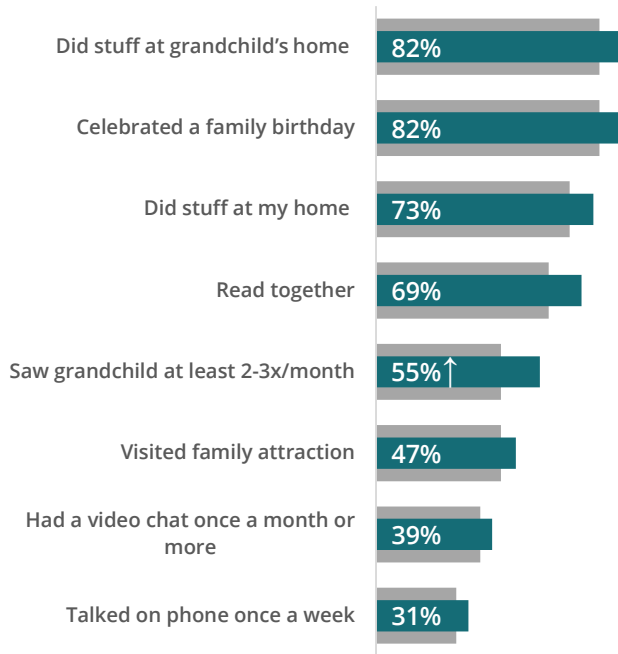
Opportunities for Engagement:

Likely opportunities to connect these grandparents to Jewish experience and content relate directly to the choices they and their families are making. Secular Grandparents are far more likely to celebrate a national holiday than Passover with their grandchild and family, yet 93% say they are very or somewhat interested in "celebrating Jewish holidays and rituals" with them. What does engagement of these grandparents mean for families who care in some way about being Jewish but are not attracted to traditional Jewish portals? Building relationships with them that focus on home and their secular interests in order to deliver relevant, non-threatening, consistently high quality experiences is crucial.

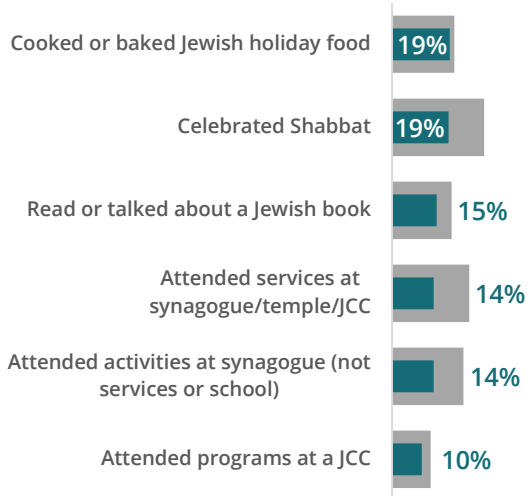
Secular (n=237)

Total Sample (n=1,017)

Secular Activities Done with Grandchild - Past Year

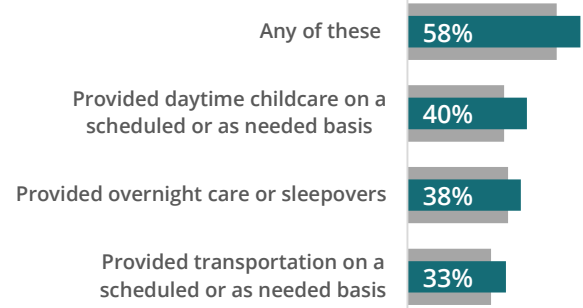


Jewish Activities Done with Grandchild - Past Year

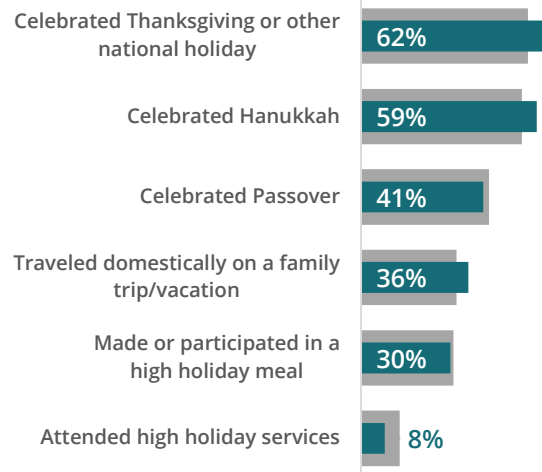


↑ indicates that the % is significantly higher than all of the other groups
 ↓ indicates that the % is significantly lower than all of the other groups

Family Support



Activities Done with Grandchild - Past 3 Years



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

