



הוועדה לחינוך יהודי של הסוכנות היהודית
THE JEWISH EDUCATION COMMITTEE OF THE JEWISH AGENCY

JEWISH TRAVEL TO ISRAEL:
*INCENTIVES AND INHIBITIONS AMONG
U.S. & CANADIAN TEENAGERS & YOUNG ADULTS*

STEVEN M. COHEN
PROFESSOR OF SOCIOLOGY
QUEENS COLLEGE, CUNY

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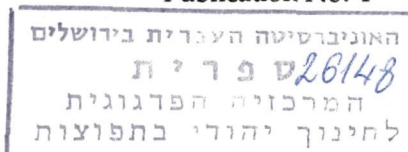
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To these colleagues and friends, and the dozens of others whose contribution made this study possible, I offer my keen appreciation and gratitude.

Steve M. Cohen

Queens College, New York

December 1986

FOREWORD

This study focuses on one central question:

How can policymakers encourage more North American Jews -- and particularly younger Jews -- to visit Israel, and take part in educationally intensive programs?

Our study is based on a mail survey of 1,736 American and Canadian Jews, with a large oversampling of teenagers and university-age youth.

The study is one section of a much larger project examining Educational Programs in Israel for visitors from the Diaspora. The project, which analyzes both policy and development, is conducted by Nativ Policy and Planning Consultants of Jerusalem for the Jewish Education Committee of the Jewish Agency.

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BACKGROUND TO THIS STUDY

In March and April 1986, we surveyed by mail four sample groups of North American Jews with a detailed, eight-page questionnaire about past and possible future travel to Israel. Our groups consisted of U.S. Jews aged 13 to 17, 18-24 and 25 to 50 years; in addition we surveyed a small sample of Canadian Jewish adults.

Description

Sampling technique and the representativeness of the sample are detailed in a separate section toward the end of this report.

Copies of the three questionnaires and the frequency distributions of the questions are in the Appendix to this report. The Appendix indicates the distribution of questions both for the American and Canadian adults, as well as for the high school-age (13 to 17 years) and university-age (18 to 24 years) respondents.

All three questionnaires covered a number of major areas, among them:

- Previous travel to Israel and other foreign countries;
- Intention of traveling to Israel and other foreign countries in the near future;
- Sources of advice and information about travel to Israel;
- Existing plans to travel to Israel in the near future;
- Rating aspects of a prospective trip to Israel, including preferred traveling companions and activities;
- Cost considerations;
- Other incentives and inhibitions to traveling to Israel;
- Extent to which family and friends have visited Israel and their influence on respondents;
- Extent of connections with Israelis;
- Jewish background characteristics -- affiliation, ritual practice, education, denomination;
- Standard demographic characteristics;
- Under what circumstances would parents support their older children going to Israel (for the U.S. and Canadian adults);
- Images of Israel.

SUMMARY OF FINDINGS

The findings are presented in six sections:

- (1) Presentation and discussion of the extent of prior travel to Israel -- WHO HAS BEEN TO ISRAEL? This section reports on how many Jews have already visited Israel, and what distinguishes them from those who have not. This is the basic information on which policies to increase travel to Israel may be built.

- (2) A detailed and extensive examination of what we have called the PRIMARY MARKET for policy-making: those people interested in visiting Israel, who have neither decided to go nor have been there before.

This group -- calculated as roughly a third of the North American population -- is less involved in Israel than those who have already been or definitely plan to go, and more enthusiastic than those who have little or no interest in traveling there.

The analysis presented below focuses principally on the types of trip which would most appeal to this middle-range group, and how such trips may best be marketed to them.

- (3) Our findings about PARENTS' ATTITUDES with regard to their children visiting Israel -- and what would encourage them to support their children joining Israel programs.
- (4) A discussion of THE CANADIAN SAMPLE -- its similarities to and differences from its U.S. counterpart.

The Canadian group is discussed separately because it differs strikingly from the Americans in certain respects, and because its smaller size precludes internal analysis and detailed breakdown within the sample.

- (5) A concluding discussion of the SAMPLING, DATA COLLECTION, WEIGHTING PROCEDURES AND REPRESENTATIVENESS of the sample in terms of Jewish and demographic characteristics.
- (6) The FREQUENCY DISTRIBUTIONS for the four sample groups (U.S.: 13 to 17 years; 18 to 24 years; 25 to 50 years; and the Canadian adults).

WHO HAS BEEN TO ISRAEL?

TRAVEL TO ISRAEL: THE RELIABILITY OF THE SAMPLE

We found that U.S. Jews travel to Israel at a far greater rate than commonly believed. While prominent officials frequently assert that only 15 percent of American Jews have ever been to Israel, several Jewish population studies conducted in major American metropolitan areas report figures at least double that.

In fact, as early 1970/71, 16 percent of U.S. Jewish adults had already visited Israel, according to the U.S. National Jewish Population Study. In the early 1980s, population studies in a number of larger Jewish communities reported the following, far higher, figures:

- in New York -- 37 percent;
- in Chicago -- 30 percent;
- in Miami -- 45 percent;
- in Philadelphia -- 33 percent;
- in Washington, DC -- 35 percent.

It was, therefore, no surprise that fully 28 percent of our sample of U.S. adults (aged 25 to 50) had been to Israel, as had 26 percent of the 18- to 24-year-olds, and 21 percent of the 13- to 17-year-olds.

That our figure for the U.S. adult sample is lower than those reported by the population studies results largely from the younger age range (25 to 50) of the adult sample in this study. Older adults have had more years during which to travel to Israel. (Note that Miami -- with the country's oldest Jewish population -- has by far the highest travel rate. Note, too, that about half the respondents under 25 reported at least one grandparent who had been to Israel).

Israel's official statistics indicate that roughly 200,000 American Jews visited Israel last summer (1985). Our findings are consistent with these figures: approximately 3 percent of the adults, and 5 percent of the 13- to 24-year-olds said they had visited Israel during summer 1985.

Combined, these figures loosely imply a rate of travel of slightly over 3 percent for the entire American Jewish population, from newborn infants through the very elderly. Multiplying this very rough estimate by the equally approximate figure of 5.7 million U.S. Jews produces a total of 200,000, which matches the official estimates for American Jewish travel during 1985.

Travel to Israel Measures by Age

Age (years):	13-17	18-24	25-50
Ever been to Israel	21	26	28
Last summer traveled to:			
Israel	5	5	3
Other foreign country	14	12	20
Ever studied for a summer:			
Israel	3	6	--
Other foreign country	2	3	--

NOTE: All frequencies in tables are percentages.

Having established that the simple rates of Israel travel reported by our sample are well within the range of deviation from the presumed actual rates which may be anticipated on the basis of sampling error alone, we can move on to the more interesting question of which Jews have traveled to Israel.

Israel travel can be seen as synonymous with "Jewish travel." It thus combines or reflects two areas: Overseas travel and Jewish involvement. Within these two areas, we examined a number of influences on travel to Israel.

RESIDENTIAL EFFECTS: THE NORTHEAST & THE BIG CITY

Where people come from -- their region of residence -- is the first factor examined. It seemed likely that region of residence would influence travel to Israel in two ways. First, people living geographically closer to Israel (those in the Northeast) would travel more readily than those from further away, whose journey involves greater expense. Second, those living in the larger urban communities, with their greater concentrations of more traditional Jews, would be more likely to visit Israel.

Percent Who Have Been to Israel by Region of Residence

Age (years):	13-17	18-24	25-50
West	14 (41)	32 (65)	29 (228)
Midwest & South	10 (68)	26 (91)	32 (323)
Northeast (not near big city)	20 (67)	26 (64)	23 (201)
Northeast (in city of 2 million plus)	37 (69)	27 (74)	29 (177)
Northeast (suburb of big city)	18 (56)	16 (67)	26 (207)

NOTE: Weighted N's are found in parentheses in this table and others which follow.

Because of the limited number of our sample, we divided it into only four regions:

the WEST (Pacific and Mountain states);

the MIDWEST (from Ohio through the Plains);

the SOUTH (Maryland and the Border States and the old Confederacy);

the NORTHEAST (Pennsylvania, New Jersey, New York, and New England).

Since a majority of Jews live in the Northeast, we subdivided that region into three categories of population density:

those living in or near cities of under 2 million;

those in cities of 2 million plus (New York, Philadelphia);

those in the suburbs of these cities.

We found that it is only among our YOUNGEST AGE GROUP (13 to 17) that distance from Israel is a factor. Roughly 12 percent of the sampled 13- to 17-year-olds living outside the Northeast said they had traveled to Israel, compared with twice that number among their Northeastern counterparts.

Among the older age groups (18 to 24 and 25 to 50), no clear regional differences are found.

Among all three age groups in the Northeast, those living in the very large cities (which, in essence, means New York) had been to Israel far more frequently than those from either the suburbs or the smaller cities. To illustrate: over a third of the big-city-dwellers aged 25 to 50 had been to Israel, compared with less than a quarter of their age counterparts elsewhere in the Northeast. This can be attributed to the concentration of Orthodox Jews in the large Northeastern cities.

INCOME: ADVANTAGES OF AFFLUENCE, ESPECIALLY FOR TEENAGE TRAVEL

The income figures we used in the study were collected earlier by the company, Market Facts. These figures represent the total 1984 household income for the adults sampled in our survey, as well as the parents of our younger respondents.

Percent Who Have Been to Israel by Household Income in 1984

Age (years):	13-17	18-24	25-50
Less than \$30,000	15 (95)	23 (131)	24 (359)
\$30,000 to 49,999	15 (115)	25 (130)	26 (457)
\$50,000 and up	33 (90)	30 (100)	35 (320)

For obvious reasons, we expected to find income directly related to Israel travel. It was indeed the case that under a quarter of sampled adults who earned less than \$30,000 in 1984 had been to Israel, compared with over a third reporting annual incomes of \$50,000 and up. (\$40,000 is the approximate median American Jewish household income -- almost double the national level.)

We find a similar relationship among the 18- to 24-year-old group. But it is among the youngest group (13 to 17 years) that the difference in travel between the more and the less affluent is most pronounced. More than twice as many youngsters from homes with incomes of \$50,000 and over have been to Israel, compared with their lower-income counterparts.

Apparently, travel to Israel for the young teenager is a luxury. As the years progress, however, the gap in Israel travel seems to narrow.

POLICY IMPLICATION: Even with a comparatively prosperous median income of \$40,000, Israel travel -- especially for one's children -- is an expensive proposition. A recently published study, which calculates the discretionary income of American Jews, found that the majority cannot afford a style of Jewish life commensurate with the expectations of the Jewish community. Such expectations include synagogue membership and possible building fund responsibilities; donations to the local federation campaign and other charitable causes; Jewish supplementary or day school tuition; and possibly costs for Jewish camping and membership in the YMHA.

Our findings may suggest that *teenagers from less affluent families could be the most responsive targets for scholarships or subsidized Israel travel.* Money, we have found, is a lesser consideration -- while still a modestly important factor -- for the older age groups.

EDUCATION: POWERFUL IMPACT OF GRADUATE DEGREES ON ISRAEL TRAVEL

Studies have demonstrated that education is a powerful predictor of travel. Education provides both financial resources for travel, and connection with a travel-oriented, cosmopolitan sub-culture.

Percent Who Have Been to Israel by Education of Self or of Parent (if under 25)			
Age (years):	13-17	18-24	25-50
High school	11 (47)	14 (75)	19 (180)
Some college	6 (70)	26 (106)	22 (294)
College graduate	22 (80)	24 (86)	29 (308)
Post-graduate	34 (104)	36 (94)	37 (355)

The study found substantial differences in visiting Israel between the best- and worst-educated adults (aged 25 to 50). Twice as many with a graduate education have been to Israel as those who never went to college.

The impact of education on Israel travel extends to the children, as well. Classifying children on the basis of their parents' schooling, we found that children of parents with college degrees are more than three times as likely to have visited Israel as those with parents without graduate degrees. In all groups, a graduate education (whether of the respondent or his/her parents) is associated with significantly higher rates of Israel travel than a Bachelors degree.

POLICY IMPLICATION: These findings may indicate that marketing efforts can be more fruitfully focused on children of highly educated parents. All else being equal, high school and college students whose parents are disproportionately graduate school-educated, may be more easily recruited to Israel programs than children in schools where few parents have been to college. That is, the more selective the school, the more likely the students to participate in a travel-oriented sub-culture.

At the same time, however, the families of better-educated parents tend to be the more affluent -- and their children least in need of travel subsidies. Policymakers may thus consider a two-tiered strategy:

- In LESS SELECTIVE SCHOOLS, they may want to emphasize subsidies and scholarships;
- In MORE SELECTIVE SCHOOLS, they may stress the diversity of specialized programs available to the travel-oriented college student.

GENERAL OVERSEAS TRAVEL: A VITAL INFLUENCE ON ISRAEL TRAVEL

Israel travel may reasonably be expected to reflect the pattern of travel to other distant destinations.

Percent Who Have Been to Israel by Have Been to Other Overseas Travel Destinations			
Age (years):	13-17	18-24	25-50
Non-traveler	14 (236)	14 (225)	13 (531)
Traveled overseas	43 (65)	44 (136)	41 (606)

To test this assumption, we divided those who had traveled overseas (to Britain, France, Italy, Greece and other countries) from those who stayed at home. Not surprisingly, we found the number of overseas travelers increased dramatically with age. About a fifth of the 13- to 17-year-olds had traveled to an overseas destination other than Israel. Over a third of the 18- to 24-year-olds had done so, and so had a clear majority of the adults.

(It is reassuring to note a recent study of American Jews, which found that 52 percent had traveled overseas, a figure very close to that reported by our adult respondents.)

Significantly, travel to Israel is, as surmised, closely linked with travel elsewhere. In all three sampled age groups, the proportions of non-travelers and overseas travelers who had visited Israel were about the same. That is:

- 13 to 14 percent of those who had never been overseas to anywhere other than Israel had traveled to Israel;
- Over 40 percent of those who had traveled overseas had visited Israel at least once.

In other words, the age-linked increase in having visited Israel is related to travel to other countries.

The impact of overseas travel on visiting Israel is so powerful that it statistically explains the association between education and income with Israel travel. In a multi-variate analysis, we found that the more educated and more affluent had traveled to Israel more often, largely because they had traveled in general far more often.

DENOMINATION: THE ORTHODOX AND THE OTHERS

The tendency of Orthodox Jews to visit Israel more often is well established. In our study, on a per capita basis of those aged 18 and over, twice as many Orthodox Jews had been to Israel as had Conservatives. Among our youngest group, the Orthodox/non-Orthodox disparity is even greater.

Percent Who Have Been to Israel by Denomination			
Age (years):	13-17	18-24	25-50
Orthodox	65 (48)	67 (34)	65 (120)
Conservative	16 (95)	33 (105)	32 (340)
Reform	9 (78)	21 (87)	23 (327)
"Just Jewish"	9 (75)	12 (125)	16 (333)

As can be expected, denominational traditionalism is associated with prior Israel travel, at least among those aged 18 and older. That is, the rates for Conservative Jews were higher than those for Reform, who in turn surpassed those identifying themselves as "Just Jewish."

In all age groups, the number of Orthodox Jews who have been to Israel is fairly constant. Almost two thirds first visit as children or young teenagers; this number may represent an upper ceiling for Orthodox travel. Among Conservative and Reform Jews, however, the figures jump considerably between early teens (13 to 17 years) and university students (18 to 24 years).

Percent Who Have Been to Israel by Ritual Observance			
Age (years):	13-17	18-24	25-50
Low	6 (69)	12 (114)	15 (360)
Moderate	15 (103)	22 (147)	26 (415)
High	10 (67)	35 (58)	30 (228)
Very high	58 (62)	60 (41)	65 (134)

The patterns of travel associated with ritually observant Jews largely replicate the traditionalism patterns. The most observant group travels to Israel far more often than those who are less observant. Among those aged 18 and over, Israel travel increases with every step up the ritual scale.

Again, for the under-18s, the pattern differs strikingly: other than the most observant, very few had been to Israel. It seems that those less observant or non-Orthodox Jews who do visit Israel do so later in life.

Percent Who Have Been to Israel by Main Jewish Schooling as a Youngster

Age (years):	13-17	18-24	25-50
None	3 (58)	9 (54)	15 (178)
Part-time	12 (189)	21 (253)	26 (858)
Yeshiva or day school	70 (52)	66 (52)	65 (100)

The patterns of Israel travel associated with the degree of Jewish schooling show the same trend: high rates for yeshiva/day school alumni; far lower rates for part-time Jewish school graduates; and the lowest rates for the small number reporting no formal Jewish schooling. Again, the most marked differences are noted among young teenagers -- with yeshiva/day school students visiting Israel in far greater numbers than their contemporaries. Teenagers outside the yeshiva/day school world report very low rates of travel to Israel.

POLICY IMPLICATION: The low rates of Israel travel for non-observant 13- to 17-year-olds contrast sharply with those of the two related groups -- observant young teenagers, and non-observant 18- to 24-year-olds. This finding identifies the non-observant youngster as a principal target for first-time Israel travel recruitment.

MEMBERSHIP IN JEWISH INSTITUTIONS

Membership in formal Jewish institutions should be associated with travel to Israel for several reasons:

It reflects interest in things Jewish -- a concern which should encourage travel to Israel.

It promotes contact with others, who may recommend or facilitate Israel travel.

It increases opportunities for learning about Israel-related programs, and recruitment to such programs.

We asked respondents whether they belonged to a synagogue, belonged to or attended a JCC, and whether they held membership in any other Jewish organization.

Earlier studies of American Jews have already shown that formal Jewish affiliation is far more widespread than was believed. The Greater New York area, for example, is a region with lower than average affiliation rates: nonetheless, some 80 percent of married couples with school-age children belong to some Jewish institution, usually a synagogue.

Similarly, we found that 79 percent of the 13- to 17-year-olds, 72 percent of 18- to 24-year-olds, and 69 percent of 25- to 50-year-olds (a group with large numbers of young adult singles, the least affiliated population segment) reported membership in at least one Jewish organization. About one in seven in each group reported links with all three types of institution.

Much as expected, each instance of involvement -- from no formal Jewish affiliation at all, to links with all three types of institution -- is associated with increases in prior travel to Israel. Among the adults, almost half of those belonging to three institutions have been to Israel, as compared with more than a third of those who belong to two, about a quarter with a single affiliation, and a sixth of the totally unaffiliated. The two younger groups show similar patterns.

Percent Who Have Been to Israel by Belonging to
Synagogue, JCC or Other Jewish Organization

Age (years):	13-17	18-24	25-50
No Jewish affiliation	5 (62)	5 (102)	16 (352)
Member of one Jewish institution	17 (119)	19 (140)	27 (398)
Member of two Jewish institutions	30 (75)	49 (76)	36 (237)
Member of synagogue, YMHA and other	36 (45)	56 (43)	46 (151)

POLICY IMPLICATION: The high rates of travel by those belonging to several Jewish institutions suggests that the heavily involved are already being effectively recruited to Israel programs.

The low rates among the marginally affiliated -- particularly teenagers -- suggest that this group may be a fruitful area in which to concentrate recruitment efforts. In other words, while the membership rosters of synagogues, JCCs and other Jewish organizations list some 80 percent of North American Jewish teenagers, only the most Jewishly involved are likely to have visited Israel. The remainder, particularly those belonging to but not particularly active in Jewish institutions, may constitute an ideal target audience for travel and program recruitment.

THE STRONG INFLUENCE OF FAMILY & FRIENDS WHO HAVE VISITED ISRAEL

Those with close friends and family who have visited Israel are likely to report higher travel rates for a number of reasons. First, they may themselves have traveled to Israel with these family members and friends. Second, the existence of friends and family who visit Israel indicates embeddedness in the types of social network which promote Israel travel. Such networks enhance motivation and provide information which facilitates the decision.

Percent Who Have Been to Israel by Whether Close Friend & Family Members Have Been & by Number Who Have Urged Respondent to Go			
Age (years):	13-17	18-24	25-50
No friends or family have been	5 (112)	7 (123)	11 (477)
One friend/relative has been	8 (103)	15 (95)	21 (238)
Two or more friends/relatives have been	55 (86)	48 (142)	52 (423)
None have urged	11 (134)	05 (139)	15 (521)
One has urged	11 (38)	23 (75)	32 (217)
Two have urged	25 (46)	30 (49)	34 (192)
Three or more have	39 (82)	54 (98)	51 (207)

All our respondents were asked whether either of their parents and their closest friend had been to Israel. We also asked the under-25s whether any of their grandparents had been.

We then created an index which counted the number of family and close friends cited as previous visitors to Israel. In all three age groups, as many as half of those naming two or three relatives or friends who had been to Israel had themselves visited the country. This is in contrast to those who could name only one or none.

Increasing travel to Israel is associated with increases in this index for each of the three age groups. The older respondents, however, generally reported higher travel rates than their younger counterparts with similar numbers of relatives and friends who have visited Israel.

We performed the same analysis on a parallel index of the numbers of people who had urged each respondent to visit Israel. We found that the numbers of those encouraging Israel visits was positively associated with prior travel in each age group.

However, when we controlled for the number of significant others who had been to Israel, we discovered that the 'urging index' had little effect. In other words, being urged to go to Israel is largely a function of having close friends and family who have visited Israel. It is the fact of their travel, rather than their urging, which encourages Israel visits.

ZIONIST COMMITMENT

It was our clear expectation that those who: identify themselves as Zionists, recommend Israel travel to others, and admit to having considered living in Israel would report the higher travel rates. Without an extended, longitudinal survey, however, the direction of causality between these indicators of a Zionist commitment and spending time in Israel cannot be disentangled. Here we report only the association between travel and the 3-question index of Zionist commitment.

Percent Who Have Been to Israel by Zionist Commitment Index			
Age (years):	13-17	18-24	25-50
Zionist Commitment Index			
Low (0)	4 (173)	4 (184)	9 (512)
Moderate (1)	29 (70)	31 (91)	29 (358)
High (2-3)	60 (58)	65 (86)	63 (268)

We constructed an index of Zionist commitment from the three parameters outlined in the paragraph above. Those who scored high (responding affirmatively to at least two of the three) also reported far higher levels of prior travel to Israel than all the others.

In all groups, about three fifths of the strong Zionists had been to Israel, as compared with under a third of the moderately Zionist, and a very small number of the non-Zionist.

Clearly, the ideological component in travel to Israel (or resulting from Israel visits) is significant. It suggests the existence of a reasonably coherent package of action, commitment and social networks centered around Israel and Zionism. That is, travel to Israel delivers an ideological message, and those adopting the ideology (for whatever reason) are often prepared to act on it by visiting Israel.

POLICY IMPLICATION: The close link between Zionist ideology and prior travel to Israel -- whatever its causal direction -- highlights the need to strengthen commitment-building aspects of the experience in Israel.

It can be assumed -- an assumption which is supported by our "before and after" research on program participants -- that growth in commitment to Israel and Zionism varies widely from one experience or program to another. The time spent in Israel offers a rare opportunity to foster Zionist commitment, and this same commitment may become a potent stimulus to further Israel travel and other forms of Israel involvement.

At the same time, the results indicate that most of those with a strong Zionist commitment have acted on that commitment by traveling to Israel. If so, then absent any breakthrough in fostering Zionist commitment, the "selling" of Israel travel, may need to be phrased in non-Zionist language.

THE SURPRISING RELATIONSHIP WITH NEGATIVE IMAGES OF ISRAEL

Members of our research team hypothesized that those with negative images of Israel may be less likely to want to visit the country.

We tested this hypothesis by asking the 13- to 24-year-olds whether they saw Israel as peace-loving, expansionist, discriminatory against Arabs, discriminatory against Conservative and Reform Judaism, and in support of using violence against Arabs.

We then constructed an index counting endorsement of negative images of Israel -- that is, rejection of the "peace-loving" characterization and acceptance of the four others.

Percent Who Have Been to Israel by Index of Negative Images of Israel		
Age (years):	13-17	18-24
No bad images	18 (171)	22 (193)
One bad image	25 (79)	27 (102)
Two or more bad images	23 (51)	34 (66)

Our finding was paradoxical: those with the larger number of negative images of Israel were those who had traveled there more often.

When we conducted more detailed analyses, we found that among respondents who had never been to Israel, fewer of those interested in traveling reported negative images than those who had no wish to come. Travel to Israel apparently induces some negative images of Israelis and Israeli society, even as it heightens Zionist commitment. In other words, those with a better image of Israel are more likely to travel to Israel; but once there, they acquire some negative images of Israelis.

One (admittedly speculative) explanation for this curious finding lies in American Jewry's idealization and romanticization of Israelis. An Israel visit may serve to bolster commitment to the higher ideals of Israel and Zionism; but it also dispels unrealistic, exaggerated myths about the people and society.

Interestingly, the American Jewish Committee's 1983 National Survey of American Jews uncovered a parallel finding. Those who had been to Israel said they cared more deeply about the Jewish State: but they were less likely to view Israelis as "heroic" and more likely to see them as "arrogant" and "materialistic."

Similarly, in our own data, we find that those who have visited Israel are far more likely to express apparently negative images of Israel. On closer examination, we found that Israel visitors were especially likely to charge Israel with discrimination against Conservative and Reform Judaism (28 percent), as against those who had never been in Israel (about 11 percent).

As far as our data reveal, however, the negative images of Israel popularized by the American (and Israeli) media do not seem seriously to inhibit interest in traveling to Israel among American Jewish youngsters (aged 13 to 24).

THE PRIMARY MARKET

TARGETING THE INTERESTED FIRST-TIME TRAVELER

Once we knew who had visited Israel, we tried to understand what prompts them to make the journey. As indicated, we asked not only about obstacles to Israel travel and to participation in study programs, but also about ways in which Israel travel and program participation are most appealing.

To use the data we gathered most efficiently, we zeroed in on a chosen target group: **THOSE WHO HAVE NEVER BEEN TO ISRAEL BUT ARE INTERESTED IN DOING SO.**

Their responses are of more value to the policymaker than respondents expressing scant interest in ever visiting Israel, or those who have already visited or plan to do so in the near future. This latter group has already been reached by existing recruitment mechanisms. They also display different needs.

Awareness of these differences may, in fact, suggest policy guidelines for reaching what we have called the **PRIMARY MARKET**: those who have never been to Israel, have not made a firm decision to do so, but who have given a visit some thought or have inquired about a trip, and believe that one day they may visit.

The market segments analyzed below are divided into seven categories:

- (1) Those who **HAVE BEEN TO ISRAEL.**
- (2) Those who **HAVE DECIDED TO GO TO ISRAEL.**

These are respondents who answered affirmatively to any of these four questions:

- Do you intend to visit Israel within 1 year? ("Definitely yes")
- In the last 12 months have you decided to go to Israel within the next 12 months?
- In the last 12 months have you decided on the approximate or actual dates of a trip to Israel?
- In the last 12 months have you decided definitely to join a particular program in Israel?

(3) to (6) Four age/family groups who are "INTERESTED" in traveling to Israel as defined below. The four groups are:

- (3) The 13- to 17-year-olds
- (4) The 18- to 24-year-olds
- (5) The 25- to 50-year-old singles
- (6) The 25- to 50-year-old married individuals

They qualified as interested in traveling to Israel if they satisfied two conditions:

- (a) They answered the question: "Do you ever intend to visit Israel?" with "Not sure," "Probably yes" or "Definitely yes"
- (b) They responded affirmatively to at least one of the following:

- "In the last 12 months, have you...
- ...Thought about going to Israel?
- ...Talked to people who have been there about visiting?
- ...Spoken to anyone 'official' to get information?
- ...Sent away for information?
- ...Read through the travel section?
- ...Inquired about a particular program?
- ...Told family or friends you may go to Israel?

(See the questionnaires in the appendix for complete text.)

(7) The "UNINTERESTED" were defined as those who met none of the above criteria. That is,

They had never been to Israel;

They indicated no decision to go imminently;

They would "Definitely not" or "Probably not" ever visit Israel, nor had they taken any action toward (or even "thought about") going to Israel.

Much of the analysis which follows examines the distributions of findings in these seven groups. Throughout the analysis, the following distinctions are repeatedly encountered:

- (a) The primary market groups (the "interested") differ markedly from the uninterested.

- (b) The primary market groups also differ markedly from the already-decided and the prior travelers to Israel.
- (c) Occasionally, the primary market groups differ among themselves, although generally less than they differ from those outside the primary market.

DEFINING THE PRIMARY MARKET: TAKING ACTION TOWARD TRAVELING TO ISRAEL

We identified the primary market as those "INTERESTED" in Israel travel (according to our definition), in contrast to both the "UNINTERESTED," and those who have already "DECIDED" to visit Israel.

Actions Toward Going to Israel by Market Segment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
(1) THOUGHT ABOUT GOING TO ISRAEL	56	58	15	12	25	12	27	8	8	4
(2) TALKED ABOUT GOING										
(3) SPOKE TO OFFICIAL										
(4) GOT INFORMATION ON GOING										
(5) READ TRAVEL SECTION										
(6) ASKED ABOUT PROGRAMS										
(7) TOLD FAMILY MIGHT GO										
(8) DECIDED TO GO										
(9) SET DATES OF TRIP										
(10) DECIDED TO JOIN PROGRAM										
NOT INTERESTED	6	14	1	1	2	0	0	1	0	0
INTERESTED 13-17	69	74	15	6	22	14	37	0	0	0
INTERESTED 18-24	75	82	11	7	33	12	31	0	0	0
INTERESTED 25-50 SINGLE	74	76	13	10	41	11	29	0	0	0
INTERESTED 25-50 MARRIED	75	82	11	9	36	9	25	0	0	0
DECIDED TO GO	100	95	51	49	37	53	88	59	63	39
BEEN TO ISRAEL	75	66	30	25	32	21	45	21	20	7

Index of Actions Taken Toward Traveling to Israel by Market Segment

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEN TO ISRAEL	
NO ACTION	85	0	0	0	0	0	17	29
THOUGHT OR SPOKE	13	46	48	46	53	0	25	30
INQUIRED	2	55	52	54	47	2	31	30
DECIDED TO GO	0	0	0	0	0	98	28	12
								100

According to our definition, the "decideds" are the only respondents -- apart from those who have already visited Israel -- who say they have decided to go, who have approximate dates for a trip (about three in five in both instances), or who have firmly decided to join a program (about two in five).

To gain greater understanding of the "interested" group, we first examined the distribution of actions taken toward Israel travel. The actions we examined were the same as those used in our construction of the market classification -- so it is no surprise that their distribution differs sharply among the seven market groups.

Thus, while three quarters of the "interested" respondents and almost all of the "decideds" said they had 'thought about going to Israel' and most had 'talked to people who had been to Israel about traveling there,' only very small numbers of the "uninterested" reported either.

A small minority of respondents (roughly one in eight to a quarter) had inquired in some way about Israel travel, and about a quarter had told family or friends they may visit. Naturally, very few of the "uninterested" reported either.

Among the "interested" respondents, only about one in seven had SPOKEN TO ANYONE OFFICIAL about Israel travel, SOUGHT INFORMATION or asked about a PARTICULAR PROGRAM. In contrast, fully a half of the "decideds" had done all these. About a third of the "interested" (with smaller numbers of teenagers than older respondents) had READ NEWSPAPER TRAVEL SECTIONS featuring Israel, and only a slightly larger number of "decideds" had done so.

A far sharper contrast was found in the distribution of responses to having 'TOLD MY FAMILY OR FRIENDS I MAY GO.' Almost all the "decideds" had informed those close to them of their plans, whereas only a third of the "interested" groups had done so. Consultation with family and friends is found far more frequently among the younger "interested" groups than their older counterparts. Almost two in five primary market respondents younger than 18 had spoken to family, as compared with one in four married adults. (In many ways, the younger teenagers in this study demonstrate a far greater attachment to family and friends than their university-age counterparts.)

DEFINING THE PRIMARY MARKET: INTENTIONS OF TRAVELLING TO ISRAEL

Taking action toward Israel travel was only one of the parameters we used to distinguish the primary market. Another was intent to visit Israel. This series of questions was built around time spans of one year, three years and 'ever.' From it, we constructed a five-category composite index of intent to travel to Israel, ranging from 'definitely in the next one to three years' down to 'never.'

Intentions of Traveling to Israel by Market Segment

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEN TO ISRAEL	
NEVER	47	0	0	0	0	0	4	15
MAYBE SOME DAY	46	58	53	55	54	15	26	43
DEFINITELY SOME	5	23	26	19	25	11	22	17
PROBABLY 3 YEARS	1	18	20	19	18	33	30	17
DEFINITELY 1-3 YEARS	1	1	1	7	3	42	20	8
								100

Virtually all our "uninterested" category either said they would 'never travel to Israel,' or they 'may go some day in the future.' The heaviest concentration among the four "interested" groups was those who 'may go some day,' with significant minorities who said they 'would definitely go some day,' or 'would probably travel' within three years.

Two in five of our "decided" group said they 'would definitely go within three years,' and another third thought they 'would probably go within three years.' Those who had already been to Israel were distributed across the Intentions Index -- except that scarcely any said that they would never return; and about half thought they would return within three years (although most of these were less than definite in saying so).

LITTLE REGIONAL VARIATION

The effects of region of residence on having visited Israel were fairly modest. Nor could we detect any particular regional variation among the "interested" group. The countrywide distribution of the four primary market groups is similar to that of the general Jewish population.

Region by Market Segment

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEEN TO ISRAEL	
WEST	17	14	18	33	17	12	20	18
MIDWEST & SOUTH	25	21	25	19	32	41	28	27
NORTHEAST, SMALLER	20	27	15	16	19	17	16	18
NORTHEAST, LARGE	19	18	21	16	13	12	21	18
NE, LGE CITY SUBURB	20	20	21	15	20	18	16	18
								100

JEWISH BACKGROUND OF THE PRIMARY MARKET: CONCENTRATED IN THE "MIDDLE"

We examined Jewish educational background, ritual observance, and denomination in each market segment, and found fairly consistent patterns.

The "UNINTERESTED" group contains disproportionately high numbers of people least-involved in Jewish life:

- It had the highest number of those without formal Jewish schooling;
- Almost half -- more than in any other group -- answered 'just Jewish' to the question on denominational preference;
- Almost half scored 'low' on the ritual observance scale as compared with about a quarter of all other groups.

Distribution of Jewish identity among those "INTERESTED in Israel travel was similar to the population as a whole. Because Orthodox Jews tend to travel to Israel more often, however, we found lower numbers of Orthodox in the "interested" group than among the "decideds" -- whereas among those who have already visited Israel, the Orthodox constitute a quarter.

**Jewish Educational Background, Ritual Observance &
Denomination by Market Segment**

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEN TO ISRAEL	
NONE	23	21	15	10	21	5	7	16
PART-TIME	74	73	77	86	75	80	64	73
YESHIVA OR DAY	3	6	8	4	4	15	29	11
								100

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEN TO ISRAEL	
LOW	50	21	25	36	27	11	15	30
MODERATE	39	37	49	47	35	26	33	37
HIGH	9	30	17	16	29	43	20	20
VERY HIGH	2	13	9	1	10	21	31	13
								100

	NOT INTRSTD	INTRSTD 13-17 1.	INTRSTD 18-24 2.	INTRSTD 25-50 SI 3.	INTRSTD 25-50 MA 4.	DECIDED TO GO 5.	BEEN TO ISRAEL 6.	
ORTHODOX	3	5	5	2	10	10	28	11
CONSERVATIVE	22	41	33	28	34	48	34	31
REFORM	28	28	28	40	33	26	22	28
JUST JEWISH	48	26	34	4	23	16	16	30
								100

NOT TOO ZIONIST

As indicated before, our Zionist commitment index is built on the number of affirmative responses to three questions:

- Whether the respondent is Zionist;
- Whether (s)he has considered aliyah;
- Whether (s)he has recommended Israel travel to friends.

Virtually none of the "uninterested" group answered Yes to any of these questions -- but the "INTERESTED" travelers scarcely scored higher. Two thirds of the teenagers in this group, half the university-age respondents, and two fifths of the adults answered all three Zionist commitment questions in the negative. No more than a fifth assented to at least two of the questions. In contrast, half the "DECIDEDS" and most of those who had been to Israel scored at the high end of the Zionism index.

Zionist Index and Zionist Items by Market Segment

	NOT INTRSTD	INTRSTD 13-17 1.	INTRSTD 18-24 2.	INTRSTD 25-50 SI 3.	INTRSTD 25-50 MA 4.	DECIDED TO GO 5.	BEEN TO ISRAEL 6.	
LOW	86	66	50	38	42	22	13	48
MODERATE	12	26	35	43	42	36	32	29
HIGH	2	9	15	20	16	42	55	23
								100

- (1) CONSIDERED ALIYAH
- (2) CONSIDER SELF ZIONIST
- (3) EVER RECOMMEND FRIENDS GO TO ISRAEL

	(Percentages)		
	(1)	(2)	(3)
TOTAL	16	21	45
NOT INTERESTED	1	8	8
INTERESTED 13-17	9	13	24
INTERESTED 18-24	11	17	38
INTERESTED 25-50 SINGLE	17	20	49
INTERESTED 25-50 MARRIED	10	17	50
DECIDED TO GO	37	28	72
BEEN TO ISRAEL	35	42	86

POLICY IMPLICATION: Few potential first-time travelers are moved to visit Israel by conventional Zionist sentiments. This may have implications for shlichim and other committed Zionists interacting with those who are merely "interested" but not committed to traveling to Israel. The language of Zionist commitment may not be the most effective way to reach them. Perhaps Zionist concepts and rhetoric should be reserved for specific audiences and for learning experiences that take place in Israel.

FRIENDS & FAMILY WHO HAVE VISITED ISRAEL

As we demonstrated earlier, Israel visitors report unusually large numbers of family and friends who have been to Israel. While the direction of this relationship cannot be known for certain, this finding clearly suggests that embeddedness in Israel-oriented social networks helps stimulate Israel travel.

Whether Close Friend & Family Members
Have Been to Israel by Market Segment

	NOT INTRSTD	INTRSTD 13-17	INTRSTD 18-24	INTRSTD 25-50 SI	INTRSTD 25-50 MA	DECIDED TO GO	BEEEN TO ISRAEL	
NONE	61	49	35	41	41	33	14	39
ONE	24	31	31	28	28	35	16	25
TWO OR MORE	15	21	34	31	31	33	71	36
								100

Most of the "uninterested" group reported no close friends or family having visited Israel. In contrast, most "interested" respondents (as many as two thirds of the primary market 18- to 24-year-olds) did have close friends or relative who had been to Israel -- with a fifth to a third reporting two or more such friends and relatives. From this, it seems clear that interest in Israel travel is linked with social networks.

FAMILY & FRIENDS IN ISRAEL

Earlier research on American Jewry has shown some two in every five American Jews have family or close friends in Israel. A reasonable assumption is that people with such connections are more likely to visit Israel -- the personal ties both reflecting and stimulating their involvement with Israel.

In our sample, too, some two in five reported family or close friends in Israel. Not surprisingly, such connections were claimed by a high proportion (over two thirds) of those who had visited Israel. The ties (or what they represent) either stimulated the Israel trip, or were made on the trip itself when friendships with Israelis were formed or Israeli relatives found.

Social Familiarity with Israel by Market Segment

- (1) HAVE KIN OR FRIENDS IN ISRAEL
 (2) COULD STAY WITH PEOPLE
 (3) UNDERSTAND HEBREW

		(Percentages)	
	(1)	(2)	(3)
TOTAL	43	37	15
NOT INTERESTED	25	19	3
INTERESTED 13-17	30	29	15
INTERESTED 18-24	36	29	8
INTERESTED 25-50 SINGLE	39	23	7
INTERESTED 25-50 MARRIED	40	31	5
DECIDED TO GO	55	59	25
BEEN TO ISRAEL	69	64	39

That many Israel visitors knew of relatives or had friends in Israel prior to their trip is supported by the responses of our "decided" group. A clear majority report friends or relatives in Israel.

About three in eight respondents in the four primary market groups report friends or relatives in Israel -- a far smaller proportion than among respondents who have already been to Israel or have decided to go, but higher than among the "uninterested."

We asked whether respondents had people with whom they could stay in Israel. Over a third knew 'several people' -- with the pattern of answers generally following that to the question about relatives or close friends living in Israel. Most of those who had visited Israel or definitely planned to do so reported 'several people' who would invite them 'to stay at their home for a few days if they knew I was in the country.' Roughly a quarter of the primary market respondents made such a claim, compared with less than a fifth of the "uninterested" group.

A third indicator that we used for measuring Israel ties that may encourage Israel travel, was knowledge of Hebrew. The table displays those who claimed they can understand at least 'simple conversations, with some difficulty.' Although more than one in seven respondents of the combined samples made such claims, those reporting themselves fully conversant in Hebrew were almost totally limited to prior Israel visitors and the "decided" group.

In short, only a noticeable minority of those interested in Israel travel have social ties with Israelis. Nevertheless, for that minority, such ties may represent a trigger to prompt Israel visits.

OBSTACLES TO ISRAEL TRAVEL

We asked respondents, 'What would make you more likely to visit or revisit Israel?' -- and then listed some dozen hypothetical eventualities relating to cost, terrorism, missed work, family or friends, and the attractiveness of Israel.

In general, the "UNINTERESTED" group was less likely to single out any particular condition as making them more likely to visit. At the other extreme, the "DECIDED" group most frequently selected one or other of the listed eventualities as positively influencing them to travel. To a lesser extent, those who had already been to Israel tended to mark eventualities that would make them more likely to revisit Israel.

The four "INTERESTED" primary market groups differed from both the more Israel-involved (previous visitors and "decideds") and the less involved ("uninterested"). Were certain events to transpire, the primary markets' readiness to travel to Israel ranked between that of the more and the less committed to visiting Israel.

The Cost Obstacle: A Broad-Based Concern

Among the primary market groups, cost was the condition which elicited the highest or second highest response. Two thirds to three quarters of the groups indicated they would be more likely to travel if they had more money.

We then asked whether a reduction of \$500 or \$300 would make the difference. Roughly two in five responded favorably to a \$500 reduction, and about a quarter to a \$300 discount.

Cost Obstacles to Going to Israel by Market Segment

- (1) LIKELY IF HAD MORE MONEY
 (2) LIKELY IF \$500 LESS
 (3) LIKELY IF \$300 LESS
 (4) DIFFICULT TO AFFORD

		(Percentages)		
	(1)	(2)	(3)	(4)
TOTAL	62	35	19	32
NOT INTERESTED	41	17	8	43
INTERESTED 13-17	66	43	23	29
INTERESTED 18-24	69	37	25	28
INTERESTED 25-50 SINGLE	76	37	23	31
INTERESTED 25-50 MARRIED	75	35	16	38
DECIDED TO GO	72	68	54	25
BEEN TO ISRAEL	65	46	25	20

Although frequencies on the three questions differ in the four groups, most of the differences are small, and none are consistent. In other words, the answers to these three questions do not suggest with any certainty that one group of potential first-time travelers is more price sensitive than any other.

Note that \$500 or \$300 reductions evoke few positive responses among the "uninterested" group, while they prompt a majority of "decideds" to claim that such discounts make them 'more likely to visit Israel.' This pattern may indicate that cost considerations obtain only after the decision to travel has been made.

A related question asked: 'How difficult would it be for you to afford a trip to Israel?' The pattern of those answering 'very difficult' suggests that the perceived difficulty loosely corresponds with interest in Israel travel -- with 43 percent of the "uninterested" group answering 'very difficult.'

Among the primary market groups, 38 to 28 percent answered 'very difficult,' with married adults expressing serious concern about the cost of an Israel trip markedly more often than the younger adults and teenagers. Of the "decided" group, 25 percent found cost 'very difficult' to manage, as did only a fifth of those who had been to Israel.

The loose inverse correspondence of concern about cost with interest in

going to Israel reflects two interrelated processes. One is that the less affluent cannot even contemplate travel to Israel or to other costly destinations. And the other is that those more anxious to visit Israel view its cost as less burdensome.

Fear of Terrorism Obstacle: A Major Deterrent

Fear of terrorism was a prominent factor for all groups, with the exception of those who had visited Israel. Approximately two thirds of the four "interested" groups indicated they would be more likely to visit Israel if they felt 'reassured and comfortable about safety from terrorism.'

The only one of the seven groups in which the proportion assenting to this question fell to less than half was the prior Israel-travelers -- and even among this group, more than two in five admitted fear of terrorism.

Two other questions illustrate the extent to which fear of terrorism works against Israel as a destination. We asked:

"Is it MORE or LESS dangerous to travel to Israel than to most Western European countries?"

"In considering travel to Israel, how concerned do you think you would be about the dangers of terrorist attack, either in Israel or en route?"

Fear of Terrorism by Market Segment

- (1) LIKELY IF REASSURED ABOUT TERRORISM
- (2) MORE DANGEROUS TO TRAVEL TO ISRAEL
- (3) VERY CONCERNED OVER TERRORISM

		(Percentages)	
	(1)	(2)	(3)
TOTAL	60	36	34
NOT INTERESTED	59	47	50
INTERESTED 13-17	62	37	38
INTERESTED 18-24	70	37	28
INTERESTED 25-50 SINGLE	68	31	33
INTERESTED 25-50 MARRIED	71	42	38
DECIDED TO GO	67	29	20
BEEN TO ISRAEL	46	22	17

For both questions (2) and (3), the "uninterested" group was the most concerned: about half judged Israel-travel to be more dangerous, and indicated they would be 'very concerned' about their safety from terrorism.

They were followed by the four primary market groups, of whom roughly a third were 'very concerned.' After them came the "decideds," of whom only about one in five responded 'very concerned.' The least concerned were the prior Israel visitors.

These findings suggest that:

- i) alleviating fear of terrorism is critical in deciding to travel to Israel;
- ii) such alleviation may well occur before an Israel visit, and not as a result of having been there.

Close Family Ties Obstacle: Influence of Parents and Spouses

We asked married respondents whether they would be more likely to go 'If your husband/wife favored your going.' Over two in five of the "interested" groups responded affirmatively. A similar question on parents found that almost half our "interested" younger teenagers would be more likely to visit Israel if their parents favored their trip -- close to double the proportion among the "interested" 18- to 24-year-olds.

Measures of Ties to Family Members as Obstacles to Visiting Israel by Market Segment

- (1) LIKELY IF SPOUSE FAVORED
- (2) LIKELY IF COULD LEAVE FAMILY
- (3) LIKELY IF PARENTS FAVORED

	(Percentages)		
	(1)	(2)	(3)
TOTAL	30	28	33
NOT INTERESTED	21	17	22
INTERESTED 13-17			48
INTERESTED 18-24			27
INTERESTED 25-50 SINGLE		25	
INTERESTED 25-50 MARRIED	43	35	
DECIDED TO GO	39	27	62
BEEN TO ISRAEL	36	35	33

We asked the adults in our sample a related question: Would they be more likely to visit Israel if they felt they could take time away from the family? A quarter of single adults and over a third of married adults responded affirmatively.

Obstacle of Ties to Work or Studies: The Young Adult's Commitment

A half to two thirds of respondents indicated that concern about missing work or studies was a contributory reason for not visiting Israel.

Measures of Commitment to Work & Studies as Obstacles by Market Segment

(1) LIKELY IF COULD LEAVE WORK OR STUDIES

(2) LIKELY IF ISRAEL WERE WORK- OR STUDY-RELATED

	(Percentages)	
	(1)	(2)
TOTAL	49	39
NOT INTERESTED	30	27
INTERESTED 13-17	46	41
INTERESTED 18-24	69	55
INTERESTED 25-50 SINGLE	62	46
INTERESTED 25-50 MARRIED	46	27
DECIDED TO GO	57	49
BEEN TO ISRAEL	62	51

We noted a significant difference among our primary market groups. More than two thirds of the 18- to 24-year-olds indicated they would visit Israel, if they 'could take time away from work or studies.' Three in five single adults were concerned about missing work or studies. Among the married adults and young teenagers the proportion was just under half.

Clearly work/study is of major interest to the university- age population. In our primary market, it is the only group in which a majority say they would be more likely to visit Israel if they could connect the visit with 'business, profession, studies or career ambitions.'

POLICY IMPLICATION: The study provides clear evidence that family-life and work-life can inhibit Israel travel.

But the obstacles also suggest new opportunities for creative thinking. Programs enhancing family experiences or contributing to career development may be pathways to increasing numbers of Israel visitors -- especially if such programs are effectively targeted to the right age groups.

The Obstacle of Traveling Companions: Families, Friends, and Groups

We asked the members of our sample a number of questions concerning travel companions. Would respondents be more likely to travel to Israel if they went in the company of:

Family members?

Friends?

A group of people from school, workplace, local synagogue, or Jewish organization?

Among the "interested" groups, a third to two thirds responded affirmatively to these three traveling-companion options. In particular, married adults and, to a lesser extent, younger teenagers indicated that the company of family members would increase the likelihood of an Israel visit.

The under-25s were the most enthusiastic about visiting Israel with friends. Over two fifths of both the 13- to 17-year-olds and the 18- to 24-year-olds said they would be more likely to visit Israel together with friends.

Travel to Israel with a 'group' was the least popular of the three options for the over-17s, with only a quarter to two fifths responding affirmatively. Among the younger teenagers, a clear majority indicated they would go if they could join a group of people they knew.

More Likely to Visit With Right Companions by Market Segment

- (1) LIKELY IF FAMILY COMES
 (2) LIKELY IF FRIENDS COME
 (3) LIKELY IF GROUP COMES

		(Percentages)		
	(1)	(2)	(3)	
TOTAL	50	44	30	
NOT INTERESTED	37	32	19	
INTERESTED 13-17	55	64	56	
INTERESTED 18-24	40	62	37	
INTERESTED 25-50 SINGLE	44	52	35	
INTERESTED 25-50 MARRIED	70	35	29	
DECIDED TO GO BEEN TO ISRAEL	50 57	63 46	51 31	

The Obstacle of Israel's Image: A Limited Problem

While it has been suggested that Israel's image as a travel destination is not sufficiently positive, very few respondents said they would be more likely to go if they 'thought Israel were a more attractive place to visit.' Little more than a fifth of any primary market group indicated they were deterred from Israel travel by their perception of the country.

POLICY IMPLICATION: This finding can be contrasted against the much greater emphasis which respondents placed on cost, fear of terrorism, and social ties. It should also be balanced against the findings on negative images of Israel (reported above). To recap, very few respondents reported negative images: those who did were likely to have visited Israel already.

More Likely to Visit Israel if Israel Were More Attractive by Market Segment

TOTAL	18
NOT INTERESTED	18
INTERESTED 13-17	25
INTERESTED 18-24	17
INTERESTED 25-50 SINGLE	15
INTERESTED 25-50 MARRIED	19
DECIDED TO GO	22
BEEN TO ISRAEL	15

Taken together, these findings suggest that few American Jews are dissuaded from visiting Israel because of a poor image of the country.

The Obstacle of Knowing the Right Program

At the same time that a majority of respondents view Israel as an attractive travel destination, many say they would be more likely to visit if they 'knew of the right program or package.'

Clear majorities (with little variation) in all four "interested" groups said the same thing. Curiously, among the "decided" group, over two thirds reported they would be more likely to 'visit or revisit' Israel if they knew of the right program. At the other extreme, less than a third of the "uninterested" group rated knowing about the right program as an important factor in encouraging an Israel visit.

Those Who Would be More Likely to Visit if
They Knew the Right Program by Market Segment

TOTAL	46
NOT INTERESTED	30
INTERESTED 13-17	56
INTERESTED 18-24	55
INTERESTED 25-50 SINGLE	55
INTERESTED 25-50 MARRIED	56
DECIDED TO GO	71
BEEN TO ISRAEL	46

POLICY IMPLICATION: Knowing of the right program emerges as an apparently crucial factor in Israel travel. More significantly still, it becomes more crucial as interest in visiting Israel increases.

This finding has important implications for policymakers. They may consider shifting personnel and budget for marketing Israel away from broad-based campaigns, and instead use these resources to support the design and promotion of programs aimed at those interested in visiting Israel but unaware of the right framework within which to do so.

PREFERENCES IN TRAVELLING COMPANIONS

We have already touched on preferred traveling companions to Israel. To collect more specific information, we posed additional questions, which asked:

"If you were to go to Israel, how would you feel about traveling with each of the following?"

Following was a list of eight categories, including family members, friends and associates. The question asked for preference ratings ranging from 'very appealing' to 'very unappealing.'

Examining the distribution of 'VERY APPEALING' responses, we found that each of the four "interested" groups has a very specific preference of traveling companion.

- The younger teens were most enthusiastic about going with a group of friends or with their parents.
- The 18- to 24- year-olds and the single adults showed the highest levels of interest in traveling 'with one close friend' (possibly a romantic partner) or 'with a group of friends'.
- The vast majority of married adults preferred traveling with their spouses -- and a clear majority with children wanted to go with them.

Preferences in Traveling Companions by
Market Segment (Percent "Very Appealing")

	(Percentages)							
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) BY YOURSELF								
(2) WITH SPOUSE								
(3) WITH ONE FRIEND								
(4) WITH A GROUP OF FRIENDS								
(5) WITH PARENTS								
(6) WITH CHILDREN								
(7) WITH A GROUP MY AGE								
(8) WITH A JEWISH GROUP								
TOTAL	8	83	34	36	20	54	18	13
NOT INTERESTED	5	72	25	27	12	38	11	7
INTERESTED 13-17	3		32	49	43		22	14
INTERESTED 18-24	11		55	51	27		22	12
INTERESTED 25-50 SINGLE	16		61	48	24		23	18
INTERESTED 25-50 MARRIED	2	84	18	23	11	57	14	10
DECIDED TO GO	4	86	42	55	30	71	38	32
BEEN TO ISRAEL	13	92	40	39	24	65	23	18

Very few respondents reacted favorably to traveling 'with a group of Jews your own age' or 'with a Jewish group from your local synagogue, YMHA, JCC or other Jewish organization.' These alternatives were devoid of personal relationships, and evoked a far less enthusiastic reaction.

POLICY IMPLICATION: These findings suggest that recruitment and programs be adjusted to cater to the preferences in traveling companion indicated by potential Israel visitors.

In light of the Israel travel and educational programs currently available, innovation or expansion is suggested in the following areas:

- (1) Recruitment of TEENAGERS and their close friends through mechanisms other than membership in formal Jewish organizations. Recruiters need to identify, contact and utilize Jewish teen friendship networks outside the JCC, synagogue and youth group.
- (2) Israel trips for TEENAGERS AND THEIR PARENTS. We found that most parents want to travel with their children, and half the teenagers sampled would like to travel with their parents.
- (3) Trips for pairs, couples or very small groups of YOUNG SINGLE ADULTS. Few if any existing Israel programs are directed toward young single adults in the context of their usual social networks.

One illustration: few YOUNG ADULT UNMARRIED COUPLES view Israel as a romantic getaway destination. Nor would they anticipate that a university ulpan, summer study program, or tour and study program would meet their need for private, shared housing.

Another possibly underutilized market may be UNATTACHED SINGLES. Unmarried men and women often travel alone or in pairs to destinations and frameworks which offer opportunities for romantic involvements with other travelers. Only a few existing programs accommodate such needs, and none of them offer educationally intensive frameworks.

PREFERENCES IN ACTIVITIES

We asked respondents:

"If you were to visit Israel, how appealing would each of the following activities be?"

Following was a list of 11 activities, with response choices ranging from 'very appealing' to 'very unappealing.'

Preferences in Activities (% "Very Appealing") by Market Segment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
(1) MAJOR SITES											
(2) SPORTS											
(3) SUN											
(4) ARCHEOLOGICAL SITES											
(5) STUDYING JUDAISM											
(6) STUDYING HEBREW											
(7) TALKING POLITICS											
(8) LEARNING ISRAELI HISTORY											
(9) RELIGIOUS LIFE											
(10) TIME WITH ISRAELIS											
(11) TIME WITH OLIM											
TOTAL	79	10	38	56	15	12	13	37	26	45	32
NOT INTERESTED	72	11	40	48	5	3	4	22	11	24	18
INTERESTED 13-17	72	22	45	46	20	20	8	30	32	48	41
INTERESTED 18-24	87	12	57	60	15	16	13	37	33	53	34
INTERESTED 25-50 SINGLE	86	10	41	68	17	13	18	49	24	45	27
INTERESTED 25-50 MARRIED	90	4	33	68	17	11	14	44	31	51	36
DECIDED TO GO	87	17	47	69	37	31	29	60	45	67	53
BEEN TO ISRAEL	74	8	30	53	21	17	20	41	35	56	39

In examining the distribution of 'very appealing' responses among the seven market groups, we observed that each activity appeals more to the "decided" group than to all other groups.

Prior visitors to Israel are no more enthusiastic about the various activities than those merely "interested" in visiting. They are, however, slightly less likely to want to see 'the major sites,' and more likely to want to study Hebrew, 'talk politics with Israelis,' and 'spend time with Israelis' (indicating a greater desire for depth participation in Israeli society.)

The primary market groups differed from the "uninterested" respondents in a few significant ways. Both found the standard tourist-type activities (seeing the sites, sport, sunning on the beach, and touring archeological sites) equally appealing. The "interested" groups, however, were twice as likely as the "uninterested" to rate the more EDUCATIONALLY INTENSIVE EXPERIENCES 'very appealing.' (These include studying Judaism or Hebrew, talking politics, experiencing religious life, and spending time with Israelis or olim.)

Comparing the sectors *within* the primary market is also instructive. Of all 11 activities, these primary market groups found the standard TOURIST-ORIENTED ITEMS most appealing. Three quarters or more ranked 'seeing the major sites' as 'very appealing' (with the younger teenagers slightly less enthusiastic than the other three groups). About half cited 'sunning on the beach' as 'very appealing' (particularly the 18- to 24-year-olds). And over half (especially the adults) wanted to visit archeological sites.

In addition to the standard tourist activities, the primary market showed interest in IN-DEPTH EXPERIENCES in Israel. About half wanted to spend time with Israelis, and a third with olim. A third to a half wanted to study Israel's history, (with greater numbers among the adults than the younger teenagers).

A quarter or more of each group said that 'experiencing religious life in Israel' would be 'very appealing.' (It should be noted here that only a small number of "interested" potential first-time visitors identified themselves as observant -- and the numbers attracted by experiencing religious life in Israel indicates a considerable minority of non-observant potential travelers with spiritual interest in Israel.)

Only small numbers (11 to 20 percent) of any primary market group found study of Hebrew or Judaism 'very appealing' -- with Judaism attracting more interest than Hebrew. As noted earlier, however, greater numbers were enthusiastic about 'learning about Israel's history' -- with a third of younger respondents and almost half the adults answering very positively.

One reason for the apparent discrepancy in reactions is that 'studying' requires more effort than many types of 'learning.' Moreover, Israeli history may have more appeal than Judaism or Hebrew language.

For many Jews, study of Judaism is potentially uncomfortable. Their repeated experience with official teaching or preaching of Judaism is that they are made to feel less-than-adequate or less-than-competent as Jews. Study of history is freer of the baggage of reproach that often accompanies study of religion. In fact, recent market research on Jewish educational interests among New York area adults found the study of Jewish history one of the subject areas with greatest appeal.

Finally, the small number of primary market respondents who found appeal in 'playing your favorite sport(s)' should be noted. Hardly any of the adults showed such an interest, but 12 percent of 18- to 24-year-olds and 22 percent of 13- to 17-year-olds expressed strong interest in playing sports in Israel.

In sum, our primary market individuals generally want the more conventional tourist experiences -- seeing major sites and relaxing in the Israeli sun. But a substantial minority also want to explore Israeli society and history in some depth. An even smaller -- though still a noticeable minority -- is strongly attracted to more specialized and sustained educational experiences, such as studying Judaism or Hebrew, or talking politics with Israelis.

TYPES OF PROGRAM

Having examined preferences in traveling companions and activities, we now look at reactions to various packages or types of program.

We presented respondents with a list of eight types of program, each accompanied by a short explanation of its purpose, duration, activities and often other participants (see questionnaires in the Appendix for question wording).

We asked: 'We'd like to know whether you would go to Israel in each of the following ways if costs were reasonable?' The table below shows the proportions of each sample segment who said they would find each type of trip appealing.

Interest in Types of Program by Market Segment

(1) BASIC TOUR										
(2) SPORTS TOUR										
(3) INTENSIVE TOUR										
(4) INDIVIDUAL TRIP										
(5) PROFESSIONAL WORKSHOP										
(6) ACADEMIC EXPERIENCE, UNIVERSITY-LEVEL										
(7) ACADEMIC EXPERIENCE, HIGH SCHOOL-LEVEL										
(8) ACADEMIC EXPERIENCE										
(9) PROFESSIONAL EXPERIENCE										
(10) FAMILY TRIP										
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
	71	21	31	60	30	36	31	17	27	62
NOT INTERESTED	54	17	12	38	15	13	16	6	13	44
INTERESTED 13-17	76	38	38	51	27	40	40		22	74
INTERESTED 18-24	83	37	44	74	47	42			44	66
INTERESTED 25-50 SINGLE	81	25	32	68	33			20	34	39
INTERESTED 25-50 MARRIED	85	11	37	59	24			15	19	78
DECIDED TO GO	84	33	54	75	52	66	45	33	45	84
BEEN TO ISRAEL	68	20	36	79	42	50	31	26	38	71

Would Pay \$1,000 Beyond the Airfare & is Potentially Interested

(1) BASIC TOUR										
(2) SPORTS TOUR										
(3) INTENSIVE TOUR										
(4) INDIVIDUAL TRIP										
(5) PROFESSIONAL WORKSHOP										
(6) ACADEMIC EXPERIENCE, UNIVERSITY-LEVEL										
(7) ACADEMIC EXPERIENCE, HIGH SCHOOL-LEVEL										
(8) ACADEMIC										
(9) PROFESSIONAL EXPERIENCE										
(10) FAMILY TRIP										
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
	39	11	16	32	15	7	2	6	11	33
NOT INTERESTED	27	7	4	19	6	2	1	2	3	18
INTERESTED 13-17	31	16	17	15	8	14		15	6	40
INTERESTED 18-24	46	16	21	43	27	21			23	36
INTERESTED 25-50 SINGLE	45	15	16	36	16			8	14	21
INTERESTED 25-50 MARRIED	51	8	21	37	13			9	7	46
DECIDED TO GO	47	18	25	37	24	25	6	12	20	49
BEEN TO ISRAEL	40	11	21	43	23	11	1	10	18	41

As may be expected, the primary market groups more often endorsed each type of trip than did the "uninterested." The "decided" group, in turn, expressed greater interest in the trips than the merely "interested."

The BASIC TOUR was the most popular of the eight. About four in every five primary market group members were interested in the Basic Tour.

Excluding the completely "uninterested," those who had already visited Israel expressed least enthusiasm for the Basic Tour. Even among this group, however, as many as two thirds did say they would go on such a trip. Israel visitors apparently feel that if they return for a second trip, they know what they want to do and have less need for a group, a tour guide, or a structured schedule.

It is thus predictable that prior Israel visitors were most receptive to THE INDIVIDUAL TRIP, in which they and a few friends 'traveled around the country essentially on your own.' About four fifths of those who had been to Israel opted for this type of trip -- a level greater than that for any of the others.

The Individual Trip was also popular among the primary market, where majorities of all four groups indicated interest. The 18- to 24-year-olds and the single adults were, however, more enthusiastic than the teenagers or the married adults. Roughly two thirds of them (people relatively detached from their families) expressed interest in the Individual Trip.

Three groups -- all but the single adults -- expressed considerable interest in a FAMILY TRIP. From two thirds to three quarters of the teenagers, university-age group and married adults said they would join such a trip -- with, understandably, only about half as many single adults so inclined.

An INTENSIVE TOUR, described as similar to the Basic Tour with 'a strong emphasis on exploring your Jewish connections with Israel through group discussions, lectures, readings, etc.' evoked favorable response among over a third of primary market groups. Interest in the Intensive Tour paralleled that in traveling to Israel. Very few of the "uninterested" group said they would take an Intensive Tour (even though most of these did check the Basic Tour option). At the other extreme, a clear majority of the "decideds" -- more those with a mere interest in going one day -- said they would take an Intensive Tour.

This correspondence in interest between traveling to Israel and the Intensive Tour suggests two processes at work.

- To some extent, it is the more Jewishly involved who decide to visit Israel, and their Jewish involvement predisposes them to interest in the Intensive Tour.
- Alternatively, as people move closer toward an Israel visit, they become more open to a more intensive experience, that will challenge their Jewish identity and their connection with the land and people of Israel.

The plausibility of the second explanation is supported by the relatively small number of prior Israel visitors expressing interest in the Intensive Tour. Their levels of interest here correspond with those shown by the primary market groups. Those who have been to Israel are in many respects more Jewishly involved than all other groups. Their interest in Israel travel lies between that of the "decideds" and the primary market groups. If Jewish involvement were all that determined level of interest in the Intensive Tour, then the Israel travel veterans should express the highest level of interest in such tours.

We also sought reactions to two types of professionally oriented trip to Israel. One was the PROFESSIONAL WORKSHOP, where travelers would join professionals (or pre-professionals) in their field for workshops led by prominent Israeli lawyers, doctors, journalists, accountants, teachers or scientists. The second professional possibility entailed a four- to 12-month commitment to work in one's field at an Israeli salary.

Although all primary market groups expressed some interest in these ideas, interest was keenest among 18- to 24-year-olds, of whom almost half responded positively to each professional option. Their reactions are not especially surprising: people of university age invest heavily in the early stages of career building and career education. Later, they are generally more established and secure in their careers and have taken on family responsibilities. Hence, interest in professional experience in Israel declines with age, from its peak among the 18-to 24-year-olds.

HIGH SCHOOL or UNIVERSITY in Israel for periods of four to 12 months was of interest to approximately two in five of the primary market student-age population. It was naturally far less popular among the adults, -- only one in every six or seven of whom said they might take the time to enroll in a university.

Lastly, we asked about a SPORTS TOUR, which would supplement the Basic Tour 'with strong emphasis on' a sport of the traveler's choice. Among primary market groups, married adults expressed little interest in such a possibility; but single adults and particularly under-25s responded favorably. More than a third of 13- to 24-year-olds checked this option.

As an alternative method of assessing real interest in these programs, we constructed a measure based on responses to cost. If the respondent answered 'Yes' to the question on type of tour, the questionnaire then asked: 'About how much is the maximum you would pay (per person) beyond the cost of airfare?' We then examined the proportion of each group who were both interested in a given type of trip, and able and willing to pay \$1,000 or more beyond the cost of airfare.

For each trip, the proportion willing to pay at least \$1,000 is about half that who respond they are interested. Using this indicator as a measure of genuine interest, we reach the same substantive conclusions as earlier, although with a few qualifications, as follows.

Within the primary market, older people seem to express greater interest in the Basic Tour than do younger. More sharply than before, young teenagers show relatively little interest in the Individual Trip. More dramatically than before, married adults express keenest interest in Family Trips: almost half of those interested in traveling to Israel -- the primary market -- say they want such trips *and* will pay \$1,000 per person beyond airfare for such an experience.

More clearly than before, Professional Experiences appeal most to 18- to 24-year-olds. Of those in the primary market, a quarter say they will pay \$1,000 for these experiences. Genuine interest in academic experience -- that is, interest backed by willingness to invest a substantial sum of money -- is found primarily in the 18- to 24-year-olds (of whom a fifth affirm willingness to pay), and to a lesser degree among 13- to 17-year-olds (of whom one in seven endorse the High School Experience).

The reactions of the "decided" group and the prior Israel visitors are also enlightening. In both groups, the proportion meeting the \$1,000 criterion was highest (about two in five) for three types of trip: the Basic Tour, the Individual Trip and the Family Tour. In addition, about a quarter expressed serious interest in the Intensive Tour and the Professional Workshop.

Using willingness to pay as a way of dividing the most interested also serves to sharpen differences among market segments. Willingness to pay, of course, is not only a reflection of genuine interest: it is also linked to financial capability. So this measure helps delineate market size for the various types of trip, not requiring extensive subsidies.

POSSIBILITIES FOR YOUNG PEOPLE

To focus more sharply on alternative trip options for young people, we asked our 13- to 24-year-olds to choose among various ideas. We listed a series of programs, and asked:

"If you did come to Israel, in which of the following contexts do you think you would most likely do so?"

Hardly any of the "interested" young people checked:

- as a student in a yeshiva
- in a Hebrew language program
- as a volunteer in the Israeli army.

These three types of program have all met with reasonable success in attracting what organizers regard as adequate numbers of Diaspora youth. Their success stands in stark contrast to the small numbers in our sample who showed interest in participating in them.

One explanation of this discrepancy is that these programs have little chance of attracting large numbers of additional American Jewish recruits. Another is that programs as specific as these require only small fractions of the population in order to succeed.

Substantially more respondents (about one in 10 "interested" 13- to 17-year-olds, and one in 20 18- to 24-year-olds) said they would most likely visit Israel 'as a student in a university.' Even larger numbers -- about a tenth of the "interested" group -- said they would come 'as kibbutz volunteers.'

Far larger numbers checked off the more general visit-contexts, which referred to no single type of program in particular. Of the "interested" group, about a seventh said they would come 'as a guest of close friends or family' in Israel.

The contrasting responses to group and individual travel options among "interested" 13- to 17-year-olds and 18- to 24- year-olds parallel findings we reported earlier. Both age groups display greater interest in coming 'as an individual tourist' than 'on an organized travel or study program.' The older group, however, is far more likely to prefer individual to group travel, while younger adolescents were only slightly more likely to do so. In fact, a quarter of 13- to 17-year-olds checked the 'organized travel' option, as against less than one in five of the 18- to 24-year olds. And less than a third of the "interested" younger respondents said they would visit 'as an individual tourist,' as compared with fully half of the 18- to 24-year-olds.

**Likely Context if Ever Visit Israel by
Market Segment (Asked of 13- to 24-Year-Olds Only)**

- (1) UNIVERSITY STUDENT
- (2) YESHIVA STUDENT
- (3) KIBBUTZ VOLUNTEER
- (4) HEBREW LANGUAGE
- (5) ARMY VOLUNTEER
- (6) GUEST OF FRIENDS OR FAMILY
- (7) ORGANIZED TRAVEL OR STUDY
- (8) INDIVIDUAL TOURIST
- (9) NOT SURE

	(Percentages)								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
TOTAL	3	0	2	0	1	5	7	14	6
NOT INTERESTED	1	0	1	0	1	5	7	17	7
INTERESTED 13-17	9	1	10	2	1	15	25	31	16
INTERESTED 18-24	5	1	9	1	3	13	18	51	11
DECIDED TO GO BEEN TO ISRAEL	7	0	7	0	3	0	22	15	4
	4	0	1	0	0	5	4	8	5

POLICY IMPLICATION: Program administrators have found that it is easier to recruit high school students into group programs than university-age counterparts. Their experience together with our own findings attest to the strong preference of many 18- to 24-year-olds for individual travel.

Significantly, few of the educationally oriented travel services provide for university-age travelers wanting to visit Israel with one to four friends on their own itinerary. The design of such a service falls beyond the scope of this report. Nevertheless, our findings suggest that 18- to 24-year-olds who want to visit Israel may form a substantial market for such services.

REACHING THE POTENTIAL VISITOR TO ISRAEL: SOURCES OF ADVICE & INFORMATION

Having explored the travel preferences of different primary market age groups, we turn to how this group of "interested" travelers, who have never been to Israel, may be reached.

We asked them: 'In the last year, have you turned to any of the following people or sources for information and advice about travel to Israel?' The question was followed by a list of nearly a dozen choices.

As expected, the proportions reporting that they utilized each of the sources was directly related to their interest in Israel travel. The small number of "decideds" were most likely to cite sources of advice and information.

In general, the primary market (those merely "interested" in Israel-travel) turned to such sources no more than half as often as the "decided" group. Predictably, the "uninterested" reported scarcely any instances of consultation about travel to Israel.

Sources of Information on Israel Travel by Market Segment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
(1) FRIENDS THERE BEFORE										
(2) OTHER FRIENDS										
(3) PARENTS										
(4) SPOUSE										
(5) SIBLING										
(6) JEWISH GROUP										
(7) JEWISH PROFESSIONAL										
(8) LITERATURE THROUGH THE MAIL										
(9) BROCHURE										
(10) TRAVEL AGENT										
TOTAL	38	17	20	11	11	14	13	14	17	9
NOT INTERESTED	6	3	2	2	1	2	2	2	2	1
INTERESTED 13-17	49	15	32		9	20	17	15	15	4
INTERESTED 18-24	51	21	23		10	14	13	11	22	6
INTERESTED 25-50 SINGLE	48	24	20	3		10	12	13	20	9
INTERESTED 25-50 MARRIED	53	20	24	14		12	10	14	23	6
DECIDED TO GO	84	47	54	34	19	42	51	41	37	24
BEEN TO ISRAEL	46	24	26	17	26	25	22	24	24	18

As we had learned in our earlier research on program participants, FRIENDS WHO WERE THERE BEFORE are the most frequently consulted source of advice. About half of our primary market groups and more than four in five of those decided on going spoke to such friends.

The other frequently cited sources were OTHER FRIENDS, PARENTS and a BROCHURE. In each case, the "decided" group made more frequent mention of sources of advice than did those merely "interested."

Among the primary market groups, no substantively significant variations by age were apparent in utilization of these sources, except for the younger teenagers who turned to their parents for advice more often than others.

Four of the remaining sources of advice and information were used by substantial minorities among the "decided" group, but by hardly any of the "interested." Thus, a little under half of the "decideds" mentioned a JEWISH GROUP, SCHOOL, CAMP or SYNAGOGUE, and a RABBI, TEACHER, YOUTH LEADER or OTHER JEWISH PROFESSIONAL. In contrast, only 10 and 17 percent of the primary groups mentioned these sources.

One explanation for this is that the Jewish infrastructure comes into play only after the decision to go to Israel has been made. Another explanation is that this infrastructure recruits primarily from a limited target group of heavily involved Jews.

In either case, it seems that the organized Jewish community is not especially effective in contacting those "interested" in Israel travel -- even though these people do seek advice and information from other sources, and are usually affiliated with at least one Jewish organization.

Similar observations apply to LITERATURE THROUGH THE MAIL, which has reached nearly half of the "decided" group, but no more than one in seven of the "interested." Last, we found that one fifth of the "decideds" have consulted with a travel agent, while very few of the "interested" had done so.

POSSESSION OF TRAVEL-RELATED INFORMATION

We asked two questions to measure the extent to which respondents knew of travel-related information. Because of extensive subsidies available for Israel-travel -- especially for younger travelers -- we asked:

"Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help you go to Israel?"

To help policymakers expand participation in educationally oriented programs, whose content extends beyond tourism, we asked:

"Do you know of any special programs for visitors to Israel, other than the regular tourist packages?"

More people knew of programs than knew of sources of financial assistance. The "decided" group reported knowing about both programs and financial aid about twice as often as those simply "interested." The latter group was considerably better informed about both than the "uninterested."

Over a third of the "decided" knew of possible sources of financial aid, as compared with widely varying but smaller proportions among the primary market. Here we find that younger people did, in fact, claim knowledge more often than their elders. As many as 30 percent of 13- to 17-year-olds, 17 percent of 18- to 24-year-olds, and only 11 to 12 percent of adults knew of financial aid possibilities.

Of the "decided" group, most knew of special programs, compared with a quarter of the "interested." The adults claimed such knowledge slightly more often than the under-24s.

Knowledge of Sources of Financial Aid & of
Special Programs by Market Segment

- (1) KNOW WHERE TO TURN FOR FINANCIAL AID
(2) KNOW OF SPECIAL PROGRAMS

	(Percentages)	
	(1)	(2)
TOTAL	17	30
NOT INTERESTED	11	15
INTERESTED 13-17	30	25
INTERESTED 18-24	17	27
INTERESTED 25-50 SINGLE	12	31
INTERESTED 25-50 MARRIED	11	28
DECIDED TO GO	37	53
BEEN TO ISRAEL	23	47

POLICY IMPLICATION: The finding that the "decided" group knows more about programs and aid than the "interested," suggests two possibilities. Either, this kind of knowledge is an important stimulus to deciding to go; or, alternatively, knowledge is sought only after a firm decision to visit Israel has been made.

Whichever is true, the fact remains that the vast majority -- even among those who have decided to go -- do not know where to turn for financial aid. At the same time, less than half the "decided" group are aware of no more than the standard tourist packages. As noted, levels of such knowledge are even lower among the primary market groups.

These findings suggest that increased knowledge of subsidies and alternative travel and educational programs could have two sorts of salutary effect -- particularly among primary market groups. It may stimulate more people to travel to Israel; and it may convince more of those who have decided to go to choose to do so within more educationally intensive contexts.

PARENTS' ATTITUDES TOWARD THEIR CHILDREN VISITING ISRAEL

In both this report and those previously made on program participants, we have seen clear evidence of the influence of parents on their children visiting Israel.

Parental influence is especially important for the younger adolescents, but should not be underrated for university-age students either. Parents are a source of advice and information, they pay for all or most of the trips, and they can effectively prohibit their children from going. Because of this, parental attitudes toward their children traveling to Israel is of great interest.

We therefore asked several questions of parents with children aged 12 to 24 (almost half our U.S. adult sample). The questions focused on their attitudes toward Israel-travel by the eldest child in the age range. The ages of these eldest children were fairly evenly distributed over the 13-year range. Half were sons and half were daughters. About one in seven had already been to Israel.

READINESS TO ENCOURAGE CHILDREN TO VISIT ISRAEL

Half of all parents said they had already encouraged their eldest child (within the age range) to visit Israel. Virtually none reported discouraging their child from going. We asked:

"If this child said (s)he wanted to go to Israel this summer in an organized, educational program, how would you react?"

Most replied they would 'encourage the child to go.' Others were evenly divided between those saying they would 'neither encourage nor discourage,' and those who would 'discourage the child from going now' (about a fifth gave each reaction). Hardly any would 'discourage the child from ever visiting Israel.'

We examined factors associated with outright encouragement of the child. Not surprisingly, those least involved in Jewish life were least likely to encourage their child to visit Israel. Only 40 percent of those who scored low in ritual observance, who did not identify with any denomination, or who belonged to no Jewish institution would encourage their children to visit Israel as compared with clear majorities of more observant, traditional, or affiliated Jews. (Nonetheless, 40 percent for the more peripheral Jews still can be seen as a large proportion.)

Readiness to encourage children to visit Israel was markedly less among those with children aged 12 to 14 (where only a minority responded affirmatively), as compared with those with children aged 15 to 17 (where fully two thirds said they would encourage their children to visit Israel).

Percent Who Would Encourage Child to Visit Israel by Selected Variables

Ritual Observance		Denomination			
LOW	39 (132)	ORTHODOX	--	(23)	
MODERATE	60 (166)	CONSERVATIVE	59	(166)	
HIGH	63 (104)	REFORM	54	(123)	
VERY HIGH	41 (48)	JUST JEWISH	43	(127)	
Affiliation with Jewish Institutions		Zionism Index			
NONE	43 (119)	LOW	30	(174)	
ONE INSTITUTION	47 (137)	MODERATE	59	(164)	
TWO INSTITUTIONS	67 (113)	HIGH	80	(112)	
THREE	57 (81)				
Ever Visited Israel		Whether Close Friend & Family Have Been to Israel			
YES	72 (120)	NONE	40	(185)	
NO	44 (314)	ONE	58	(95)	
		TWO OR MORE	64	(170)	
Age of Child (years)					
12-14	36 (101)				
15-17	63 (102)				
18-20	54 (91)				
21-24	57 (140)				

Truly dramatic variations in readiness to encourage children to visit Israel were associated with Israel involvement. Of parents who had been to Israel, 72 percent said they would encourage their children, as opposed to only 44 percent of parents who had never visited Israel.

Readiness to encourage children likewise rose with each increase in the Zionism index. Of those who scoring low, only 30 percent said they would encourage their children, compared with 59 percent of the "moderate" Zionists, and 80 percent of the high-scoring Zionists.

Those whose close friends, spouses or parents had been to Israel were far more likely to encourage their children to go -- 64 percent of those scoring two or three on the index, as compared with only 40 percent of those scoring zero.

POLICY IMPLICATION: Here, as earlier in this report, we see evidence of a clustering of Israel-oriented behaviors, characteristics and attitudes.

The cluster includes, but is not limited to:

- travel to Israel
- having close friends and family members who have been to Israel
- being urged to go to Israel
- urging others to go
- holding Zionist and other pro-Israel attitudes.

This Zionist package means that recruiting new travelers to Israel, who are themselves in a position to influence others, has spin-off beyond the fact of their own travel. Specifically, in this case, parents who have been to Israel are better informed and more enthusiastic about Israel-travel -- and are therefore more likely to encourage their children.

Because of this, because of the interest expressed by parents and children alike in Family Trips, and because of parental hesitations about letting younger teenagers travel alone to Israel, Family Trips for parents and teenagers seem to be an area worth further exploration.

Such trips can produce considerable multiplier effects well beyond participants -- both among their close friends and family members, and among the participants into the future.

OBSTACLES TO ENCOURAGING CHILDREN TO VISIT: SECURITY & COST

Levels of parental interest in encouraging their children to go to Israel have been shown to be quite high. While most would encourage their children to go, even more would help pay for the trip. Over 75 percent responded affirmatively to the question:

"If (and when) your child wanted to go to Israel in an organized, educational program, would you be willing to help pay for the trip?"

Parental interest in their children traveling to Israel is, however, far from unqualified. Vast majorities agreed that certain conditions would make them 'less hesitant to let your oldest child go to Israel in an organized, educational program during the summer.'

'Which Event Might Make You Less Hesitant to Let Your Eldest Child Go to Israel' by Would Encourage Child to Go/Age of Child/& Have Been to Israel

- (1) IF WE HAD MORE MONEY
- (2) IF TRIP PAID FOR
- (3) IF REASSURED ABOUT TERRORISM
- (4) IF WE GO ALONG
- (5) CHILD OLDER
- (6) IF GO WITH GROUP
- (7) IF COMFORTABLE ABOUT PEOPLE RUNNING PROGRAM
- (8) IF CHILD DOESN'T RETURN TOO JEWISH

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	Weighted N
	65	60	85	40	27	49	77	8	(416)

WOULD ENCOURAGE IF CHILD WANTED TO GO?

NO	59	49	86	41	37	46	71	8	(204)
YES	70	70	84	39	17	53	83	9	(212)

AGE OF CHILD

12-14	66	54	95	53	75	65	93	9	(100)
15-17	67	62	91	44	20	60	80	11	(98)
18-20	64	62	77	30	11	45	75	11	(84)
21-24	63	63	78	33	3	33	65	2	(132)

HAVE YOU (PARENT) BEEN TO ISRAEL?

YES	65	59	80	34	20	45	74	2	(104)
NO	65	61	87	42	28	51	78	11	(310)

The most universal concern is related to SECURITY. Fully 85 percent said they would be less hesitant if they were 'reassured about your child's safety from terrorism.' Almost as many responded affirmatively to: 'If you felt very comfortable about the people running the program in Israel.'

COST CONCERNS were voiced by a little under two thirds of parents, who checked: 'If you had more money,' and 'If someone paid for part of the trip.'

Half said they would feel better if their 'child were going with a group of children (s)he KNEW FROM YOUR COMMUNITY,' and 40 percent would be less hesitant if 'you (and/or your spouse) could GO WITH YOUR CHILD.'

Only 27 percent said they would feel better if their child were a little OLDER; as expected, this concern is concentrated among parents of the youngest adolescents. As many as 75 percent of parents of 12- to 14-year-olds

expressed age-related reservations, as compared with only 20 percent with children aged 15 to 17, 11 percent of parents of the 18- to 20-year-olds, and virtually none of the parents of 21- to 24-year-olds. Clearly, around age 15 or so, age-related resistance to children visiting Israel on a summer program takes a sharp drop.

Finally, only 8 percent of respondents were concerned that their 'child would come back TOO JEWISH.' Hardly any parents of over -20s had such concerns, and nor any of those who had visited Israel.

LITTLE KNOWLEDGE OF SOURCES OF AID TO SEND CHILDREN TO ISRAEL

We asked parents: 'Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help send your child(ren) to Israel?'

Only a fifth responded affirmatively. Those who would encourage their child to go were almost twice as likely to know about such sources as those who would not. While very few parents of 12- to 14-year-olds know of sources of aid, far higher proportions of parents of over-14s claim that they did know.

Consistent with earlier findings, those who had visited Israel were twice as likely as those who had not to say they knew where to turn to for financial aid for their children's trips.

Know of Source of Financial Aid to Send Child to Israel by Would Encourage Child to Go, Age of Child, & Have Been to Israel		
WOULD ENCOURAGE IF CHILD WANTED TO GO?		
NO	13	(204)
YES	22	(214)
AGE OF CHILD		
12-14	10	(100)
15-17	23	(98)
18-20	14	(86)
21-24	25	(133)
HAVE YOU (PARENT) BEEN TO ISRAEL?		
YES	27	(106)
NO	16	(311)

THE CANADIAN SAMPLE: NOT MUCH DIFFERENT, EXCEPT MORE ISRAEL-ORIENTED

In addition to the large number of U.S. Jews in the study, we collected data from a small sample (N=143) of Canadian Jews living in four major communities -- Toronto, Montreal, Vancouver and Winnipeg.

The smaller size of this sample precludes any detailed internal tabulations. Nevertheless, we can compare the Canadian sample, as a whole, with the American adults to pinpoint any striking variations between the two groups.

We expected to find differences between the two both for substantive and methodological reasons.

Substantively, the history and circumstances of Canadian Jewry differ in many crucial ways from those of U.S. Jewry. Many of Canada's Jews (or their parents) came to Canada only after World War II as refugees, at a time when there were severe U.S. restrictions on the immigration of European Jews.

Moreover, Canadian Jewry has experienced a far more pluralist framework within which they have built their community. The Anglo/Franco-phone division creates a situation in which the maintaining of group ties is not seen as 'un-Canadian' -- contrary to the U.S., where ethnicity has at times been a barrier to full acceptance in the social mainstream.

Methodologically, the two samples also differ in crucial respects. The Canadian sample consists of adults aged 18 to 78; the U.S. adult sample is aged 25 to 50.

The U.S. sample was obtained from a consumer mail panel, which yielded a very high response rate (approximately 80 percent). The Canadian sample was drawn on the basis of Distinctive Jewish Names (e.g., Cohen, Levine, Friedman) listed in the telephone directories of the four cities, and elicited a far lower response rate (25 to 40 percent depending on certain assumptions, see below).

Despite these differences between the samples, the frequency distributions for most questions are similar (see Appendix).

The most notable discrepancies are as follows:

(1) Both samples report similar rates of RITUAL PRACTICE, SYNAGOGUE AFFILIATION and MEMBERSHIP IN OTHER JEWISH ORGANIZATIONS. The Canadians, however, were far more likely to:

- affiliate with a Jewish community center
- have attended an all-day Jewish school
- report that their three closest friends are Jewish.

(In each case, the Canadian percentage was almost double the U.S. percentage.)

At the same time, the Canadians were far less likely to:

identify as Reform (many more said they were 'just Jewish')
have attended Sunday classes -- which, in the U.S., is the principal
form of Reform Jewish schooling
to report having an Christmas tree

(2) Canadians scored far higher than the Americans on all measures of VISITING ISRAEL. About three in five said that they had been to Israel, and 8 percent said they had been the previous summer (which tallies with Israel Government statistics).

Twice as many Canadians as Americans said their spouses had visited Israel, and almost twice as many said their closest friends had been. Travel rates for parents of our Canadians significantly exceeded those of parents in the U.S. sample.

The Canadians had not only visited Israel in greater numbers -- they were also far more likely to report their intention of Israel-travel during the next three years, and within the next 12 months.

They were also more than twice as likely as the U.S. Jews to say they had 'seriously considered living in Israel.' Parents of 12- to 24-year-olds reported that half their children have been to Israel, and a higher proportion of Canadians than Americans said they would encourage their children to visit Israel.

(3) One possible reason for Canadians traveling to Israel more often is that they travel more frequently overall. Almost twice as many Canadians said they had been to 'England or France' and to 'Italy or Greece.' About twice as many as in the U.S. sample said they intended to visit these countries within three years.

(4) Another reason for -- if not a consequence of -- greater Israel-travel among Canadians is their high rate of familiarity with Israel. Roughly five times as many Canadians as Americans claimed to understand spoken Hebrew at the standard of 'most conversations with relative ease' or better.

Three of five Canadians had close friends or family in Israel, as compared with less than half the Americans. Twice as many Canadians said that 'several people' in Israel 'would invite you to stay at their homes for a few days.'

(5) Perhaps because of their more extensive overseas travel in general and to Israel in particular, Canadians were less anxious about terrorism. Only about 10 percent were 'very concerned' about terrorist attack, as compared with over a third of the U.S. sample.

(6) Consistent with their greater Israel-travel experience, the Canadians were less interested in the Basic Tour, and more enthusiastic about the individual trip than was the U.S. sample. Many prior Israel visitors had already traveled 'all around the country with a tour guide & seen the major sights.' They were ready to go 'by yourself or with a few friends & travel around the country, essentially on your own.'

(7) Despite the far higher levels of Zionist commitment, Israel connections and Israel travel among the Canadians, their level of knowledge about special Israel programs or sources of financial aid were as low as those reported by the Americans.

POLICY IMPLICATION: The sharp variation between U.S. and Canadian samples indicates that the Jewish populations of other countries will also deviate from the American model. That is, the U.S. data cannot be taken as paradigmatic for the Diaspora as a whole.

The greater Canadian experience of Israel offers an excellent opportunity for experimenting with different types of marketing strategy. Canada presents us with a phenomenon rarely encountered in the U.S.: large numbers of non-observant Jews who have already been to Israel.

Reaching these individuals poses a challenge different from that of a primary market of "interested" Americans, who have never visited Israel. Canada can perhaps serve as a laboratory for launching more sophisticated programs which can be perfected before being sold to the larger U.S. market.

SAMPLING, DATA COLLECTION & REPRESENTATIVENESS

THE CHALLENGE OF SAMPLING JEWS: ALTERNATIVE METHODS

Because Jews constitute a rare population group, and because young Jews -- one of the principal targets of this study -- are an even rarer population group, no sampling method for this study is problem-free, unimpeachable and low cost.

Had large sums of money (several hundred thousand dollars) been available, we could have obtained a very representative sample of American Jews through Random Digit Dialing (RDD).

RDD entails constructing possible telephone numbers; calling them; determining if they are working; (if working) whether they are residences or businesses; and (if residence) whether a Jew is part of the household. Even if calling procedures were modified to concentrate on area codes or exchanges with larger-than-average numbers of Jewish residents, RDD on a national basis would require hundreds if not thousands of calls to locate each Jewish respondent -- of whom no more than three quarters are likely to admit to being Jewish and agree to being interviewed.

A far less costly procedure entails use of Jewish lists -- that is, names of people associated with Jewish institutions such as synagogues, federation campaigns, community centers and other Jewish organizations.

Previous investigations of affiliated Jews, however, demonstrate that they differ markedly from the unaffiliated. The affiliated tend to be members of families with school-age children. They (particularly campaign contributors) are wealthier than average; more Jewishly involved in ritual practice and other ways; and they tend to live in established or veteran areas of Jewish settlement, rather than regions or neighborhoods where Jews have recently settled. Sampling Jews exclusively from these lists yields a severely distorted image of the population.

Another low-cost possibility entails use of Distinctive Jewish Names (DJNs) -- households with names such as Cohen, Levy and Friedman listed in telephone directories. Researchers are divided on their assessment of whether Jews with DJNs differ from other Jews: some regard the differences as small and relatively unimportant; others are more cautious.

We know, however, that DJN samples under-represent Jewish women married to Gentile-born men, Israelis, Soviet Jews and other recent immigrants. Nevertheless, DJN is far less costly than RDD sampling, and yields more representative samples than the list methods.

The last alternative -- one that was used extensively in our study -- involves drawing on a large existing sample of Jews and Gentiles, previously constructed for other purposes.

Assuming the Jews have been earlier identified as Jewish, we can then specifically turn to them. This method was at the heart of two of the three sample segments in this study.

THE THREE SAMPLE SEGMENTS

The data for this study were collected from three types of samples:

- The U.S. adults, aged 25 to 50 years
- The U.S. youngsters, aged 13 to 24 years
- The Canadian adults, aged 18 to 78 years

All data were collected through mail-back, self-administered questionnaires. Members of each sample were selected and recruited in the following ways:

The U.S. adults: The U.S. adult sample consisted of a subset of Jews who had agreed to be part of a 'Consumer Mail Panel,' conducted by the marketing and survey research firm, Market Facts, Inc. This company has recruited over 200,000 households who are willing to complete mail-back surveys on consumer and public opinion issues, on a regular basis. Respondents usually complete no more than four or five such surveys every year.

On joining the panel and every two years or so thereafter, members complete a three- to four-page questionnaire, describing their basic social and demographic characteristics. From these questionnaires, Market Facts had determined that over 4,700 of their 200,000 panel households contained at least one Jewish member. (Panel members report their own religion and that of their spouse. We were not, therefore, able to include respondents born or raised Jewish, who do not currently regard themselves as Jews.)

Market Facts constructs the panel to allow sampling to reflect the distributions on five key characteristics reported by the U.S. Census -- region, income, population density (or size/type of city/town), age and household size.

In the company's own words:

The panel is frequently updated to ensure accurately constructed samples. Through these updating efforts, we are continuously aware of the composition of our panel, and thus, we recruit new

households in order to keep a balanced sample. Our recruiting tends to be selective; we concentrate on filling specific voids in the panel to keep it diverse and representative. Of Market Facts' Consumer Mail Panel's 200,000 households, roughly 80 percent continue from one year to the next. This leaves 40,000 households or 20 percent that must be renewed. To keep the sample without bias, a wide variety of sources is used to select new households.

The majority of potential panel members are contacted using lists compiled by various commercial list companies who are able to offer us data on specific demographic groups. For example, if a review of current membership reveals a significant decrease in female heads of households under the age of 30 residing on the West Coast, Market Facts would contact a commercial list company whom we know has this information and purchase a list of names which fit our specifications. The list broker compiles these names from magazine subscriptions, warranty lists, census tract information, etc. Once we obtain information on those who qualify for a particular demographic group, an informative letter is sent out and, if they are interested in becoming a panel member, they would then complete a standard questionnaire and return it for our review. This qualifying questionnaire collects basic demographic information and enables our staff to determine if this household fills our needs.

Consumer Mail Panel recruitment procedures are undertaken as often as necessary. Between 1982 and 1983, more than half of our households moved into a different income category, nearly one in five moved into another household size category, and 5.8 percent changed marital status category. Thus, recruiting activities concentrate on filling any voids which occurred.

In this fashion, Jews were recruited to the sample in a totally coincidental fashion -- that is, without regard to their group identification. While the total national consumer mail panel permits national samples 'balanced' over the five socio-demographic characteristics, there is no guarantee (although there is a strong likelihood) that any one sub-group -- such as the Jews -- will be similarly balanced.

The universe of our adult segment consisted of all consumer mail panel households, in which the panel member (who is a woman, if one is present) reported that (s)he was Jewish, or where (s)he reported that her/his spouse was Jewish.

We sent questionnaires (and reminders and second questionnaires where necessary) to 1,042 such households, of which 860 (82 percent) responded. Of these, 50 (6 percent) claimed that they were not Jewish, and were excluded from the analysis, leaving 810 valid respondents. (These non-Jews could have entered the list in many ways: people change group identities; husbands' identities were reported by their Panel Members wives.)

The extent to which these 810 respondents are representative of American Jewry is considered following clarification of the other sample segments.

The U.S. youngsters: The sample of U.S. respondents aged 13 to 24 was assembled from a number of sources:

- panel members younger than 25
- children of panel members living at home
- children of panel members living away from home

Since the panel members are aged 21 and over, we could not rely solely on the panel for all the younger respondents. Moreover, young adults living with their parents or at university would be vastly underrepresented.

We therefore augmented this group by sending a screener questionnaire to 1,300 panel members who were Jewish, married and aged 40 to 60, asking whether they had children in the 18- to 24- year age bracket, and if so, to give us names and addresses. This allowed us to supplement the young adult panel members with hundreds of children of panel members, living at university or at home with their parents.

Through Market Facts' initial questionnaire, we also knew about children of all ages living at home. The resulting combined sample, then, includes teenagers and young adults in all living situations -- though we cannot claim perfect representation of the universe of these age groups (particularly those aged 18 to 24), as regards living situation.

We mailed 598 questionnaires to 18- to 24- year-olds, and received 398 completed questionnaires (a 66 percent response rate). Of these, 49 (12 percent) claimed to be non-Jews and were excluded from the analysis, leaving a total of 349 18- to 24- year-olds.

We mailed 410 questionnaires to 13- to 17-year-olds and received 340 replies (an 83 percent response). Of these, 54 (16 percent) said they were non-Jewish, leaving 286 cases for the analysis.

The Canadians: We used the Distinctive Jewish Name (DJN) Method to sample the Canadians. We drew names such as Cohen, Levy and Friedman from the telephone directories of four metropolitan areas where the 1985

American Jewish Year Book indicates that almost all Canadian Jewry is found. The returns (more below) were thus divided among:

Montreal	--	44 percent
Toronto	--	41 percent
Winnipeg	--	11 percent
Vancouver	--	3 percent
unspecified	--	1 percent, probably because of forwarding of questionnaires to new addresses

Of the 600 questionnaires mailed, 50 were returned 'undelivered.' Of the 550 which may have been received, 151 (28 percent) were returned. Of these, 8 (5 percent) said they were non-Jewish.

Previous experience with telephone directories for this purpose suggests no less than 20 percent (and probably nearer 30 percent) of addresses are out of date.

Telephone directories are published eight months out of date: they are used about seven months after publication, and about 2 percent of the population moves every month.

In addition to moving, a small percentage of addressees die and no family member lives at their address.

A small percentage addressed to deceased males are not returned by their widows (many widows retain their husbands' listings in the directory).

The Post Office often fails to return envelopes which are 'undeliverable.'

Accounting for all this, the base for the initial mail-out should be reduced by at least one third (from 550 to, perhaps, 370). If so, then the response rate may total roughly 40 percent.

Having said this, we admit to less confidence in the Canadian sample than its U.S. counterpart. The Canadian sample size is far smaller; the response rate -- even according to the most optimistic estimates -- is considerably smaller; and the DJN method may be more problematic than a consumer panel assembled for purposes unrelated to the Jewish identity of the Jewish respondents.

WEIGHTING THE SAMPLES: ACCOUNTING FOR INTERMARRIEDS AND ORTHODOX

In its raw form, the U.S. adult sample overrepresented mixed marriages. The sampling procedure declared a married household eligible if either partner were Jewish. Where only one partner was Jewish, the questionnaire was sent to that partner.

As a result, Jews married to Jews were half as likely to enter the sample as single Jews. Or to put the same idea differently, each in-married Jewish respondent was responding for two -- themselves and their spouses. Because of this, we weighted results by doubling the responses of in-married Jews in the U.S. sample segments.

Having done this, we noted that several measures of Jewish identification were reported at lower levels than those of respondents in a number of Jewish community studies (see Table below). In particular, the percentage Orthodox in the original unweighted sample (less than 4 percent) was far lower than that reported in many studies. The Market Facts sampling staff confirmed that Orthodox Jews are less likely to participate in their Consumer Panel.

To take their underrepresentation into account, we decided that the Orthodox should represent 10 percent of the U.S. sample. (We based that decision on the 1970-71 National Jewish Population Study, which reported that 11 percent of U.S. Jews identified as Orthodox. Recent local population studies suggest that 10 percent is a reasonable current figure.) To arrive at 10 percent Orthodox representation, we weighted Orthodox respondents by a factor of 2.8; that is, each Orthodox respondent was taken to represent 2.8 respondents.

The same weighting for Orthodox respondents was applied to the younger U.S. sample, since these were largely the children of the adult sample (or of their counterparts in the Consumer panel universe). We did not, however, weight the children for mixed parentage, since those who did not identify as Jews automatically opted out of the sample. Indeed, while only 7 percent of adults said they were not Jewish, about twice as many young people made this claim, and were dropped from the analysis.

The Canadians presented a different problem. We know that Distinctive Jewish Name samples underrepresent intermarried women because married women are part of households listed in the telephone directories under their husbands' names. DJN sampling does, however, seem accurately to represent intermarried Jewish men. To account for the relative absence of intermarried Canadian Jewish women from our sample, we doubled the weight of the intermarried, who were largely Canadian Jewish men. In other words, each

intermarried Canadian was taken to represent two people: themselves and the theoretically non-sampled intermarried woman.

If these weighting procedures are appropriate solutions to over- or under-representation of certain population groups, the findings in our data should approximate the true distributions in the larger population from which they are drawn. Weighting does, however, introduce greater chance of sampling error (random noise, so to speak) and yield misleading results -- particularly for certain population groups. Results for the Orthodox -- or for any category, such as yeshiva alumni, who include many Orthodox -- figure to be further from the real population statistic than the results for the unweighted portions of our sample.

REPRESENTATIVES OF THE U.S. SAMPLES

Clearly, we must know the extent to which these samples represent the universe to which we generalize. To do this, we have to compare the key social characteristics of each sample with its respective universe.

For the American Jewish youngsters and the Canadians there are, unfortunately, no reliable statistics against which to compare our samples. For the American adults, however, we do have a number of local Jewish community studies yielding considerable information about key social characteristics and measures of Jewish identity. We have, in particular, relatively recent information from studies of six of the seven largest Jewish communities (embracing suburbs as well as center cities), omitting only Los Angeles. Results from these cities for all adults over the entire age range may be compared with our U.S. sample segment, aged 25 to 50.

**Selected Demographic and Jewish Identity Characteristics from Jewish
Population Studies in Six Metropolitan Areas**

	All Adults						Age 25-50
	1981 NY	1982 Chi	1982 Miami	1984 Phila	1983 Wash	1975 Boston	1986 US sample
Educational Attainment							
Some graduate school	20	26	12	(a)	48	20	30
College degree	31	25	24	45	24	32	29
No college degree	49	49	64	55	31	48	41
Marital status							
Never married	15	23	7	23	27	32	21
Married	65	65	61	61	61	56	70
Divorced or separated	9	6	8	10	7	4	9
Widowed	11	6	23	6	4	8	0
Denomination							
Orthodox	13	6	11	5	3	5	10
Conservative	36	35	35	42 (b)	36	35	31
Reform	28	39	24	25	38	35	30
Other	23	20	30	28	22	23	29
Ritual practices							
Attends Seder	87	85	89	89	85	85 (c)	88
Lights Chanuka candles	78	75	76	78	—	—	—
Fasts Yom Kippur	67	—	74	67	66	55	—
Attends High Holy Days	70	—	76	80	84	64	70
Has meat & dairy dishes	26	11	24	16	—	—	18
Synagogue member	41	44	38	41	39	38	57
Belong to a Jewish org'n	33	37	61	28	34	27	37
Has visited Israel	37	30	45	33	35	—	28

Notes:

- (a) The Philadelphia study did not report a separate figure for post-graduate education.
- (b) Includes Reconstructionist; "other" category includes "traditional."
- (c) The Washington, D.C. ritual practice figures refer to those who reported they always, usually, or sometimes perform the practices.

Sources: For the 1982 Chicago study, Tobin and Lipsman (1984) and Tobin and Chenkin (1985) based upon Policy Research Corporation (1982). For the 1982 Miami study, Sheskin (1982). For the 1984 Philadelphia study, Yancey and Goldstein, 1984. For the 1983 Washington, D.C. study, Tobin and Chenkin (1985) and Tobin (1984). For the 1975 Boston study, Fowler (1977) and Cohen (1983).

For several reasons, we anticipated that our U.S. sample would deviate in key respects from the adult samples in local community studies:

Our U.S. sample is limited to those aged 25 to 50, while the community studies cover the entire adult age range, from 18 or 21 and up.

Our sample has been weighted to represent Jewish individuals. Most of the community studies represent Jewish households.

Our sample was obtained from a consumer panel. The community studies rely heavily on the superior (but more expensive) Random Digit Dialing sampling technique.

Despite these significant differences in sampling procedures, our U.S. adult sample tends to resemble the community studies in the major metropolitan areas. Where differences exist, they can be largely attributed to the youthfulness of the our sample.

For example, the educational distribution in our study is similar to those reported elsewhere. Our sample is slightly better educated than Jews in most other communities, but far less educated than Jews in the Washington D.C. area. Since younger Jews are better educated than their elders, the higher educational attainment of our younger U.S. sample makes sense.

The number of singles in our sample is consistent with that found in community studies, with the exception of Miami which has the oldest Jewish population of all major cities. Our number of divorced and separated individuals falls within the range of the six cities. There are no widow(er)s in our study with its population aged 50 or under. There are somewhat more married people, in part because of the younger age of our sample and in part because of the weighting procedures, doubling Jews married to Jewish spouses.

The denominational distribution resembles that found in the six cities, other than a marginal lead of Reform over Conservative Jews -- a reversal of the pattern of the other population studies. Observers, however, have noted a shift away from Conservative toward Reform identification among younger adults. Such a shift (when coupled with the younger population in our sample) could account for the slight excess of Reform and non-denominational Jews.

The three ritual practices which permit comparisons with other studies also demonstrate a resemblance. Levels of Passover observance, of Yom Kippur synagogue attendance, and of keeping two sets of dishes for meat and dairy products in our study fall within the fairly narrow ranges found in the community studies.

The number of synagogue members in our study exceeds that in the others. But synagogue membership is heavily a function of family life cycle, peaking among married couples with school-age children. The preponderance of this demographic category in our sample of 25- to 50-year-olds explains our higher-than-average synagogue membership rate.

The organizational affiliation rate is also slightly higher in our studies than in the others. This, too, is a function of family life cycle.

The proportion of our study who have visited Israel is just below the bottom of the range described by the six community studies. It should be noted, however, that Miami, with the oldest population, also has the highest Israel-travel rate. Here again, the youthfulness of our sample explains an apparent minor variation with the general standard established by local Jewish population studies.

Finally, the geographic distribution of our sample can be compared with that reported by the 1985 American Jewish Year Book. Each year, federation directors around the country report their estimates of local Jewish population size to the Year Book.

The table below reports estimates from the 1985 American Jewish Year Book for all Jews and for our U.S. sample of 25- to 50-year-olds, using the U.S. Census standard regional breakdown.

The deviations of our U.S. sample from the American Jewish Year Book are minor. The one notable variation is in the Mid-Atlantic region where, according to the Year Book estimate, 47 percent of the nation's Jews reside -- as compared with 42 percent of 25- to 50-year-olds in our U.S. sample. This difference can be attributed to several causes:

- sampling error
- error in the Year Book estimate
- the older Jewish population in the Mid-Atlantic states.

In other words, younger adults may indeed comprise a smaller proportion of Mid-Atlantic Jews than of Jews elsewhere.

Regional Distribution: Year Book Estimates versus U.S. Sample, Age 25-50

	American Jewish Year Book, All Ages	US Sample Age 25-50
	-----	-----
New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, & Connecticut	7%	10%
Middle Atlantic: New York, New Jersey, and Pennsylvania	47%	39%
East North Central: Ohio, Indiana, Michigan, Illinois, and Wisconsin	9%	10%
West North Central: Minnesota, Iowa, Missouri, N. Dakota, S. Dakota, Nebraska, Kansas	2%	2%
South Atlantic: Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida	16%	16%
East South Central: Kentucky, Tennessee, Alabama, and Mississippi	1%	1%
West South Central: Arkansas, Louisiana, Texas, and Oklahoma	2%	5%
Mountain: Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico	2%	4%
Pacific: Washington, Oregon, and California	14%	14%
	-----	-----
	100%	100%

In sum, based on comparison with recent Jewish population studies and with the Year Book's regional distributions, it is reasonable to conclude that our sample is relatively representative of American Jews aged 25 to 50.

The results of our sample should be neither over- nor under-interpreted. Broad interpretations, however, based on clear trends in the data -- such as those made in this report -- do appear to be both warranted and defensible.

FREQUENCY DISTRIBUTIONS AND QUESTIONNAIRES

U.S., AGE 13-17

Which of the following did you do last summer, & which do you intend to do next summer?

	DID YOU DO THIS LAST SUMMER?	DO YOU INTEND TO DO THIS NEXT SUMMER?		
	YES	YES	NO	NOT SURE
Travel(ed) within the U.S.	53	45	36	20
Travel(ed) to Israel	8	4	89	7
Travel(ed) to another foreign country	16	9	78	13
Work(ed) in a job	44	50	30	18
Took classes or did other academic work	23	16	69	16
Went to or worked in a summer camp	30	29	59	12

Which of the following activities did you ever do, & which do you ever intend to do?

	DID YOU EVER?	DO YOU EVER INTEND TO?		
	YES	YES	NO	NOT SURE
Study during a summer in Israel	3	18	53	28
Study during a summer in any other foreign country	2	14	51	35
Study for a semester or more in Israel	0	13	53	34
Study for a semester or more in any other foreign country	1	12	50	38

Have you ever traveled to any of the following places? Do you intend to go to any of them within the next 3 years?

	HAVE YOU BEEN THERE?	WILL YOU GO WITHIN 3 YEARS?		
	YES	YES	NO	NOT SURE
Mexico or Caribbean	24	18	40	42
England or France	14	18	42	40
Italy or Greece	5	6	57	37
Israel	21	23	33	44
Other countries (not Canada)	16	12	39	49

Which of the following events (if any) might make you visit Israel sooner (or at all)?

If ...	MIGHT THIS MAKE YOU VISIT ISRAEL SOONER (OR AT ALL)?		
	YES	NO	NOT SURE
You (or your parents) had more money	51	35	14
The cost of the trip were \$500 less expensive than it is now	40	36	24
The cost of the trip were \$300 less expensive that it is now	24	47	30
You felt reassured about your safety from terrorism	55	33	12
Your parents favored your going	44	41	16
You felt you could take time away from your work or studies	43	45	12
You could do something in Israel connected with your business, profession, studies or career ambitions	45	38	17
Some of your family members would go with you	47	37	15
Some of your friends would go with you	62	24	13
A group of people from your school, workplace, local synagogue or Jewish organization would go with you	51	31	19
You thought that Israel were a more attractive place to visit	22	64	14
You knew of the program or package that was right for you	51	34	18

Below are several things people often do before going on a trip to Israel. In the last 12 months, have you done any of the things listed below?

Thought about going to Israel	54
Talked to people who had been to Israel about traveling there	58
Spoke to anyone 'official' to get information or plan a trip (such as a travel agent, rabbi, teacher, Israeli representative, youth group leader, Jewish professional)	22
Sent away or called for information about going to Israel	16
Read through the travel section of the newspaper for ideas on what to see, where to go, or how to get to Israel	18
Inquired about a particular organized program of travel or study in Israel	20
Told my family or friends I might go to Israel	37
Decided to go to Israel within the next 12 months	12
Decided on the approximate or actual dates of a trip to Israel	14
Decided definitely to join a particular program in Israel	13

In the last year, have you turned to any of the following people or sources for information & advice about traveling to Israel?

Friend(s) who were there before	39
Other friend(s)	19
Parent(s)	30
Brother or sister	11
A Jewish group, school, camp or synagogue	24
Rabbi, teacher, youth leader or other Jewish professional	23
Literature through the mail	19
A travel brochure	15
A travel agent	7

If you were to go to Israel, how would you feel about going with each of the following people?
 Would it be very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UN- APPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
By yourself	46	17	23	4	10
With one close friend	6	11	41	36	7
With a group of friends	4	5	39	48	5
With your parent(s)	8	13	41	34	5
With a group of Jews your age	11	15	41	23	11
With a Jewish group from your local synagogue, YMHA, JCC or other Jewish organization	17	22	30	17	13

Is it MORE or LESS dangerous to travel to Israel than to travel to most Western European countries?

34 MORE DANGEROUS 14 LESS DANGEROUS 33 NO DIFFERENCE 19 NOT SURE

In thinking about traveling to Israel, how concerned do you think you would be about the dangers of terrorist attack, either in Israel or on the way?

11 NOT CONCERNED
 27 SOMEWHAT CONCERNED

30 A LITTLE CONCERNED
 33 VERY CONCERNED

If you were to visit Israel, which of the following activities would you find very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
Seeing the major sites	2	2	31	63	1
Playing your favorite sport(s)	19	17	34	21	9
Sunning on the beach	5	8	36	48	4
Touring archaeological sites	5	14	37	40	3
Studying Judaism	17	28	31	18	7
Studying Hebrew	22	27	28	18	6
Talking politics with Israelis	37	28	18	12	6
Learning Israel's history	11	15	43	26	5
Experiencing religious life in Israel	18	16	30	29	7
Spending time with Israelis	6	11	38	39	6
Spending time with Jews from the U.S. who have settled in Israel	9	11	35	36	9

Do you have any family or close friends living in Israel? 38 YES

Do you know anybody in Israel who would invite you to stay at their home for a few days if they knew you were in the country?

50 NO 10 NOT SURE 21 YES, ONE OR TWO PEOPLE 18 YES SEVERAL PEOPLE

How well do you understand spoken Hebrew?

32 NOT AT ALL 13 SIMPLE CONVERSATIONS, WITH SOME DIFFICULTY

29 A FEW WORDS 7 MOST CONVERSATIONS, WITH RELATIVE EASE

17 SIMPLE SENTENCES 2 (ALMOST) TOTAL FLUENCY

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help you go to Israel? 32 YES

How much do you think the round-trip airfare from your community to Israel costs?

9 Under \$400 23 \$400-600 33 \$600-800 23 \$800-1000 12 \$1000-1500 0 Over \$1500

Do you know of any special programs for visitors to Israel other than the regular tourist packages?

29 YES

49 NO

22 NOT SURE

Of the following people: Who has been to Israel? Who has ever urged you to go? Who has ever urged you not to go?

	EVER BEEN?	URGED YOU TO GO?	URGED YOU NOT TO GO?
Your father	23	36	6
Your mother	24	47	6
Your closest friend	24	23	4
Any of your grandparents	56	44	5

Do you agree or disagree with each of the following statements?

	AGREE	DISAGREE	NOT SURE
Caring about Israel is a very important part of my being a Jew	59	16	25
I feel that I can live a fuller Jewish life in Israel than in my country	13	59	29
In your view . . .	YES	NO	NOT SURE
Is Israel "peace loving"?	57	11	33
Is it "expansionist"?	15	37	48
Does it discriminate unfairly against Conservative & Reform Judaism?	16	41	43
Does it discriminate unfairly against Israeli Arabs?	13	39	49
Do too many Israeli Jews support the use of violence against Arabs?	15	34	51

	NO	YES	NOT SURE
Have you ever seriously considered living in Israel?	77	16	8
Do you consider yourself a Zionist?	63	18	19
Have you ever recommended visiting Israel to your friends?	61	36	3

Below are several ways of structuring a trip to Israel. Would you go to Israel in each of the following ways, & (if "YES"), how much you would pay for such an experience. Read through the list first, & then we'll ask you about your reactions.

THE BASIC TOUR: You go for 2 weeks or more with a group of people of your age & background. You travel all around the country with a tour guide & see the major sites.

THE SPORTS TOUR: Like THE BASIC TOUR, but, in addition, there is a strong emphasis on some kind of sport (such as tennis, basketball, scuba diving, backpacking, etc.)

THE INTENSIVE TOUR: Like THE BASIC TOUR, but there is a strong emphasis on exploring your Jewish connections with Israel through group discussions, lectures, readings, etc.

THE INDIVIDUAL TRIP: You go for 2 weeks or more by yourself or with a few friends & travel around the country, essentially on your own.

THE PROFESSIONAL WORKSHOP: You join a highly selective group of students/ professionals in your likely/actual career for 2 weeks or more of workshops with the leading Israeli figures in your field (law, medicine, journalism, accounting, scientific research, education, etc.)

THE ACADEMIC EXPERIENCE: You go to Israel for 4-12 months (your choice) for a semester (or more) of academic study at a university or a high school, depending on your age.

THE PROFESSIONAL EXPERIENCE: You go to Israel for 4-12 months (your choice) to work in your profession at the Israeli rate of compensation.

THE FAMILY TRIP: You & your immediate family join with other families for a 2 week group tour of Israel.

Now, for each of these types of experience, do you think you would go, if the costs were reasonable? And, for those you answer "YES," about how much would you pay (per person) BEYOND the price of airfare?

	WOULD YOU GO, IF THE COSTS WERE REASONABLE?		(IF "YES") ABOUT HOW MUCH WOULD YOU PAY (PER PERSON) BEYOND THE COST OF AIRFARE?					
	YES		\$0	\$500	\$1000	\$1500	\$2000	\$2500
THE BASIC TOUR	66		7	44	33	13	2	2
THE SPORTS TOUR	33		12	42	22	23	1	0
THE INTENSIVE TOUR	30		8	41	23	19	8	1
THE INDIVIDUAL TRIP	50		6	48	28	15	2	2
THE PROFESSIONAL WORKSHOP	22		8	46	21	17	8	2
THE ACADEMIC EXPERIENCE								
University-level:	33		7	22	20	21	12	18
High school-level:	31		9	45	23	10	9	4
THE PROFESSIONAL EXPERIENCE	18		2	45	15	10	7	21
THE FAMILY TRIP	67		9	33	25	19	8	6

How difficult would it be for you (or for you & your parents, if they would be paying) to afford the expense of a trip to Israel?

17 NOT DIFFICULT
23 SOMEWHAT DIFFICULT

31 A LITTLE DIFFICULT
29 VERY DIFFICULT

Do you intend to visit Israel ...

	DEFINITELY NOT	PROBABLY NOT	PROBABLY YES	DEFINITELY YES	NOT SURE
...within a year	51	33	3	6	7
...within 3 years	28	30	16	11	16
...ever	5	13	28	39	16
Do you intend to settle in Israel?	60	22	1	4	14

If you did visit Israel, how long do you think you would stay?

53 LESS THAN A MONTH 24 1-3 MONTHS 3 4-11 MONTHS
4 A YEAR OR MORE 16 NOT SURE

If you did come to Israel, in which of the following contexts do you think you would most likely do so?

- 10 AS A STUDENT IN A UNIVERSITY
- 3 AS A STUDENT IN A YESHIVA
- 8 AS A KIBBUTZ VOLUNTEER
- 1 IN A HEBREW LANGUAGE PROGRAM
- 4 AS A VOLUNTEER IN THE ISRAELI ARMY
- 16 AS A GUEST OF CLOSE FRIENDS OR FAMILY OF MINE THERE
- 22 ON AN ORGANIZED TRAVEL OR STUDY PROGRAM
- 29 AS AN INDIVIDUAL TOURIST
- 20 NOT SURE

.

(COMPLETE THIS SECTION ONLY IF YOU HAVE EVER BEEN TO ISRAEL)

Overall, how would you rate your (last) experience in Israel?

0 POOR 2 FAIR 24 GOOD 73 EXCELLENT 2 NOT SURE

Have you ever lived in Israel for longer than 3 months? 3 YES

How many times have you been there? 1: 51 2: 16 3: 11 4: 14 NA: 10

When (what year) was the last time you were there? Median=1984

In any of your previous visits, did you ever participate in some sort of organized tour or program? 55 YES

(IF YES) Overall how would you rate your experience on your program?

0 POOR 0 FAIR 32 GOOD 68 EXCELLENT 0 NOT SURE

Which of the following practices (if any) do you do?

Attend a Passover Seder	93
Attend Yom Kippur services	79
Attend Sabbath services once a month or more	40
Use separate dishes for meat & dairy products	27
Have a Christmas tree	17

Which of the following people were raised as Jews, & which consider themselves Jewish now (or, if deceased, were they Jewish at the time of their death)?

	RAISED JEWISH?	JEWISH NOW?
You	97	100
Your father	87	88
Your mother	89	97

Do you think of yourself as... 16 ORTHODOX 32 CONSERVATIVE
 32 REFORM 26 JUST JEWISH

Do you or your family belong to a synagogue? 74 YES

Do you belong to a Jewish organization aside from a synagogue or
 synagogue-related group? 35 YES

Do you belong to or use a YMHA or Jewish Community Center? 26 YES

What was the main form of Jewish schooling you received? (Circle one number)

20 NONE 28 SUNDAY SCHOOL (OR OTHER ONCE A WEEK)
 41 AFTERNOON SCHOOL (OR PART-TIME) OR OTHER 17 YESHIVA OR DAY SCHOOL

Of your 3 closest friends, how many are Jewish? 0: 25 1: 22 2: 18 3: 35

What was the last year of schooling you completed?

46 9TH GRADE OR LESS 2 FRESHMAN YEAR, COLLEGE
 22 10TH GRADE 0 SOPHOMORE YEAR, COLLEGE
 16 11TH GRADE 1 JUNIOR YEAR, COLLEGE
 11 12TH GRADE 1 SENIOR YEAR, COLLEGE
 0 GRADUATE SCHOOL

• • • •

The following data were supplied by Market Facts from the prior survey of panel members:

REGION: 10 New England 53 Middle Atlantic 10 East & West North Central
 14 South Atlantic 6 East & West South Central & Mountain 6 Pacific

POPULATION DENSITY: 2 Non-MSA 7 Under 500,000 13 500,000-1,999,999/Center city
 21 500,000-1,999,999/Suburbs 27 2 Million+/Center city 29 2 Million+/Suburbs

HOUSEHOLD INCOME (1984): 16 LT \$20,000 15 \$20,000-29,999 17 \$30,000-39,999
 21 \$40,000-49,999 19 \$50,000-74,999 12 \$75,000 & over

U.S., AGE 18-24

Which of the following did you do last summer, & which do you intend to do next summer?

	DID YOU DO THIS LAST SUMMER?	DO YOU INTEND TO DO THIS NEXT SUMMER		
	YES	YES	NO	NOT SURE
Travel(ed) within the U.S.	64	60	20	20
Travel(ed) to Israel	4	5	84	10
Travel(ed) to another foreign country	12	13	66	21
Work(ed) in a job	87	85	9	6
Took classes or did other academic work	28	30	51	19
Went to or worked in a summer camp	9	5	89	6

Which of the following activities did you ever do, & which do you ever intend to do?

	DID YOU EVER?	DO YOU EVER INTEND TO?		
	YES	YES	NO	NOT SURE
Study during a summer in Israel	6	7	70	22
Study during a summer in any other foreign country	3	8	65	28
Study for a semester or more in Israel	5	7	70	22
Study for a semester or more in any other foreign country	3	10	65	24

Have you ever traveled to any of the following places? Do you intend to go to any of them within the next 3 years?

	HAVE YOU BEEN THERE?	WILL YOU GO WITHIN 3 YEARS?		
	YES	YES	NO	NOT SURE
Mexico or Caribbean	38	38	23	40
England or France	24	29	28	43
Italy or Greece	12	16	48	37
Israel	26	22	31	47
Other countries (not Canada)	30	26	25	49

Which of the following events (if any) might make you visit Israel sooner (or at all)?

If . . .	MIGHT THIS MAKE YOU VISIT ISRAEL SOONER (OR AT ALL)?		
	YES	NO	NOT SURE
You (or your parents) had more money	62	27	11
The cost of the trip were \$500 less expensive than it is now	41	31	28
The cost of the trip were \$300 less expensive that it is now	26	39	35
You felt reassured about your safety from terrorism	55	31	10
Your parents favored your going	23	67	9
You felt you could take time away from your work or studies	61	29	10
You could do something in Israel connected with your business, profession, studies or career ambitions	53	36	12
Some of your family members would go with you	39	43	19
Some of your friends would go with you	61	24	15
A group of people from your school, workplace, local synagogue or Jewish organization would go with you	33	48	19
You thought that Israel were a more attractive place to visit	23	65	12
You knew of the program or package that was right for you	49	33	18

Below are several things people often do before going on a trip to Israel. In the last 12 months, have you done any of the things listed below?

	YES
Thought about going to Israel	56
Talked to people who had been to Israel about traveling there	59
Spoke to anyone 'official' to get information or plan a trip (such as a travel agent, rabbi, teacher, Israeli representative, youth group leader, Jewish professional)	16
Sent away or called for information about going to Israel	14
Read through the travel section of the newspaper for ideas on what to see, where to go, or how to get to Israel	27
Inquired about a particular organized program of travel or study in Israel	13
Told my family or friends I might go to Israel	29
Decided to go to Israel within the next 12 months	8
Decided on the approximate or actual dates of a trip to Israel	8
Decided definitely to join a particular program in Israel	2

In the last year, have you turned to any of the following people or sources for information & advice about traveling to Israel?

	YES
Friend(s) who were there before	41
Other friend(s)	21
Parent(s)	24
Brother or sister	12
A Jewish group, school, camp or synagogue	15
Rabbi, teacher, youth leader or other Jewish professional	15
Literature through the mail	12
A travel brochure	15
A travel agent	7

If you were to go to Israel, how would you feel about going with each of the following people? Would it be very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UN- APPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
By yourself	38	18	25	11	8
With one close friend	2	5	38	52	3
With a group of friends	4	8	37	49	3
With your parent(s)	11	19	40	27	4
With a group of Jews your age	12	17	40	21	11
With a Jewish group from your local synagogue, YMHA, JCC or other Jewish organization	19	22	32	12	14

Is it MORE or LESS dangerous to travel to Israel than to travel to most Western European countries?

34 MORE DANGEROUS 14 LESS DANGEROUS 36 NO DIFFERENCE 16 NOT SURE

In thinking about traveling to Israel, how concerned do you think you would be about the dangers of terrorist attack, either in Israel or on the way?

12 NOT CONCERNED
26 SOMEWHAT CONCERNED

33 A LITTLE CONCERNED
29 VERY CONCERNED

If you were to visit Israel, which of the following activities would you find very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
Seeing the major sites	0	2	20	77	1
Playing your favorite sport(s)	18	23	36	14	9
Sunning on the beach	3	6	37	54	1
Touring archaeological sites	4	7	36	51	2
Studying Judaism	16	21	40	18	6
Studying Hebrew	20	28	29	17	6
Talking politics with Israelis	27	31	21	16	5
Learning Israel's history	7	13	45	34	1
Experiencing religious life in Israel	13	19	38	26	4
Spending time with Israelis	6	5	39	47	3
Spending time with Jews from the U.S. who have settled in Israel	6	9	44	35	7

Do you have any family or close friends living in Israel? 41 YES

Do you know anybody in Israel who would invite you to stay at their home for a few days if they knew you were in the country?

46 NO 15 NOT SURE 25 YES, ONE OR TWO PEOPLE 14 YES SEVERAL PEOPLE

How well do you understand spoken Hebrew?

27 NOT AT ALL 10 SIMPLE CONVERSATIONS, WITH SOME DIFFICULTY

46 A FEW WORDS 3 MOST CONVERSATIONS, WITH RELATIVE EASE

11 SIMPLE SENTENCES 3 (ALMOST) TOTAL FLUENCY

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help you go to Israel? 17 YES

How much do you think the round-trip airfare from your community to Israel costs?

7 Under \$400 23 \$400-600 36 \$600-800 19 \$800-1000 13 \$1000-1500 2 Over \$1500

Do you know of any special programs for visitors to Israel other than the regular tourist packages? 28 YES 49 NO 23 NOT SURE

Of the following people: Who has been to Israel? Who has ever urged you to go? Who has ever urged you not to go?

	EVER BEEN?	URGED YOU TO GO?	URGED YOU NOT TO GO?
	YES	YES	YES
Your father	31	37	4
Your mother	34	44	5
Your closest friend	31	35	3
Any of your grandparents	45	44	4

Do you agree or disagree with each of the following statements?

	AGREE	DISAGREE	NOT SURE
Caring about Israel is a very important part of my being a Jew	62	19	20
I feel that I can live a fuller Jewish life in Israel than in my country	15	63	22
In your view ...	YES	NO	NOT SURE
Is Israel "peace loving"?	51	14	35
Is it "expansionist"?	19	39	42
Does it discriminate unfairly against Conservative & Reform Judaism?	15	39	46
Does it discriminate unfairly against Israeli Arabs?	14	33	53
Do too many Israeli Jews support the use of violence against Arabs?	17	34	49

	NO	YES	NOT SURE
Have you ever seriously considered living in Israel?	77	19	4
Do you consider yourself a Zionist?	61	19	21
Have you ever recommended visiting Israel to your friends?	55	42	3

Below are several ways of structuring a trip to Israel. Would you go to Israel in each of the following ways, & (if "YES"), how much you would pay for such an experience. Read through the list first, & then we'll ask you about your reactions.

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THE SPORTS TOUR: Like THE BASIC TOUR, but, in addition, there is a strong emphasis on some kind of sport (such as tennis, basketball, scuba diving, backpacking, etc.)

THE INTENSIVE TOUR: Like THE BASIC TOUR, but there is a strong emphasis on exploring your Jewish connections with Israel through group discussions, lectures, readings, etc.

THE INDIVIDUAL TRIP: You go for 2 weeks or more by yourself or with a few friends & travel around the country, essentially on your own.

THE PROFESSIONAL WORKSHOP: You join a highly selective group of students/professionals in your likely/actual career for 2 weeks or more of workshops with the leading Israeli figures in your field (law, medicine, journalism, accounting, scientific research, education, etc.)

THE ACADEMIC EXPERIENCE: You go to Israel for 4-12 months (your choice) for a semester (or more) of academic study at a university or a high school, depending on your age.

THE PROFESSIONAL EXPERIENCE: You go to Israel for 4-12 months (your choice) to work in your profession at the Israeli rate of compensation.

THE FAMILY TRIP: You & your immediate family join with other families for a 2 week group tour of Israel.

Now, for each of these types of experience, do you think you would go, if the costs were reasonable? And, for those you answer "YES," about how much would you pay (per person) BEYOND the price of airfare?

	WOULD YOU GO, IF THE COSTS WERE REASONABLE?	(IF "YES") ABOUT HOW MUCH WOULD YOU PAY (PER PERSON) BEYOND THE COST OF AIRFARE?					
	YES	\$0	\$500	\$1000	\$1500	\$2000	\$2500
THE BASIC TOUR	74	6	36	39	14	5	0
THE SPORTS TOUR	32	7	42	31	15	3	2
THE INTENSIVE TOUR	33	10	36	30	17	6	1
THE INDIVIDUAL TRIP	70	4	37	27	18	12	2
THE PROFESSIONAL WORKSHOP	43	4	39	32	17	6	2
THE ACADEMIC EXPERIENCE University-level:	39	3	28	19	22	15	15
THE PROFESSIONAL EXPERIENCE	42	15	27	23	12	12	13
THE FAMILY TRIP	60	3	33	35	15	8	6

How difficult would it be for you (or for you & your parents, if they would be paying) to afford the expense of a trip to Israel?

13 NOT DIFFICULT
29 SOMEWHAT DIFFICULT

28 A LITTLE DIFFICULT
30 VERY DIFFICULT

Do you intend to visit Israel ...

	DEFINITELY NOT	PROBABLY NOT	PROBABLY YES	DEFINITELY YES	NOT SURE
...within a year	57	29	5	4	7
...within 3 years	22	40	18	6	14
...ever	3	10	33	38	16
Do you intend to settle in Israel?	68	19	0	1	11

If you did visit Israel, how long do you think you would stay?

71 LESS THAN A MONTH 16 1-3 MONTHS 5 4-11 MONTHS
1 A YEAR OR MORE 8 NOT SURE

If you did come to Israel, in which of the following contexts do you think you would most likely do so?

- 6 AS A STUDENT IN A UNIVERSITY
- 0 AS A STUDENT IN A YESHIVA
- 7 AS A KIBBUTZ VOLUNTEER
- 1 IN A HEBREW LANGUAGE PROGRAM
- 3 AS A VOLUNTEER IN THE ISRAELI ARMY
- 13 AS A GUEST OF CLOSE FRIENDS OR FAMILY OF MINE THERE
- 18 ON AN ORGANIZED TRAVEL OR STUDY PROGRAM
- 51 AS AN INDIVIDUAL TOURIST
- 12 NOT SURE

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(COMPLETE THIS SECTION ONLY IF YOU HAVE EVER BEEN TO ISRAEL)

Overall, how would you rate your (last) experience in Israel?

0 POOR 8 FAIR 24 GOOD 64 EXCELLENT 5 NOT SURE

Have you ever lived in Israel for longer than 3 months? 18 YES

How many times have you been there? 1: 60 2: 16 3: 7 4: 10 NA: 8

When (what year) was the last time you were there? Median=1982

In any of your previous visits, did you ever participate in some sort of organized tour or program? 78 YES

(IF YES) Overall how would you rate your experience on your program?

0 POOR 10 FAIR 25 GOOD 64 EXCELLENT 2 NOT SURE

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Which of the following practices (if any) do you do?

Attend a Passover Seder	90
Attend Yom Kippur services	70
Attend Sabbath services once a month or more	19
Use separate dishes for meat & dairy products	23
Have a Christmas tree	17

Which of the following people were raised as Jews, & which consider themselves Jewish now (or, if deceased, were they Jewish at the time of their death)?

	RAISED JEWISH?	JEWISH NOW?
You	96	100
Your father	92	92
Your mother	95	97

Do you think of yourself as... 9 ORTHODOX 30 CONSERVATIVE
25 REFORM 35 JUST JEWISH

Do you or your family belong to a synagogue? 67 YES

Do you belong to a Jewish organization aside from a synagogue or synagogue-related group? 1 YES

Do you belong to or use a YMHA or Jewish Community Center? 22 YES

What was the main form of Jewish schooling you received?

15 NONE 35 SUNDAY SCHOOL (OR OTHER ONCE A WEEK)
41 AFTERNOON SCHOOL (OR PART-TIME) OR OTHER 14 YESHIVA OR DAY SCHOOL

Of your 3 closest friends, how many are Jewish? 0: 23 1: 25 2: 26 3: 27

What is your current marital status? 15 NOW MARRIED 0 WIDOWED 1 DIVORCED
1 SEPARATED 84 NEVER MARRIED

What was the last year of schooling you completed?

1 9TH GRADE OR LESS 17 FRESHMAN YEAR, COLLEGE
1 10TH GRADE 14 SOPHOMORE YEAR, COLLEGE
5 11TH GRADE 11 JUNIOR YEAR, COLLEGE
15 12TH GRADE 23 SENIOR YEAR, COLLEGE
14 GRADUATE SCHOOL

Are you now enrolled in school? 49 YES

(IF YES) Where do you live? 33 AT HOME WITH MY PARENT(S)
31 IN A DORMITORY OR OTHER UNIVERSITY HOUSING
31 IN AN APARTMENT OR HOUSE, ON MY OWN
6 OTHER

The following data were supplied by Market Facts from the prior survey of panel members:

REGION: 10 New England 47 Middle Atlantic 11 East & West North Central
15 South Atlantic 6 East & West South Central & Mountain 11 Pacific

POPULATION DENSITY: 3 Non-MSA 5 Under 500,000 12 500,000-1,999,999/Center city

20 500,000-1,999,999/Suburbs 29 2 Million+/Center city 30 2 Million+/Suburbs

HOUSEHOLD INCOME (1984): 20 LT \$20,000 15 \$20,000-29,999 19 \$30,000-39,999
17 \$40,000-49,999 16 \$50,000-74,999 12 \$75,000 & over

U.S., AGE 25-50

Which of the following did you do last summer, & which do you intend to do next summer?

	DID YOU DO THIS LAST SUMMER?	DO YOU INTEND TO DO THIS NEXT SUMMER?		
	YES	YES	NO	NOT SURE
Travel(ed) within the U.S.	72	70	12	19
Travel(ed) to Israel	3	3	85	12
Travel(ed) to another foreign country	19	15	62	22

Have you ever traveled to any of the following places? Do you intend to go to any of them within the next 3 years?

	HAVE YOU BEEN THERE?	WILL YOU GO WITHIN 3 YEARS?		
	YES	YES	NO	NOT SURE
Mexico or Caribbean	62	32	27	41
England or France	40	19	43	38
Italy or Greece	29	8	60	32
Israel	28	18	41	42
Other countries (not Canada)	45	18	34	48

Which of the following events (if any) might make you visit Israel sooner (or at all)?

If . . .	MIGHT THIS MAKE YOU VISIT ISRAEL SOONER (OR AT ALL)?		
	YES	NO	NOT SURE
You had more money	44	26	10
The cost of the trip were \$500 less expensive than it is now	32	40	28
The cost of the trip were \$300 less expensive than it is now	16	54	30
You felt reassured about your safety from terrorism	62	27	12
(If Married:) Your husband/wife favored your going	42	45	13
You felt you could take time away from your family	29	63	8
You felt you could take time away from your work or studies	47	45	8
You could do something in Israel connected with your business, profession, studies or career ambitions	33	57	11
Some of your family members would go with you	55	36	9
Some of your friends would go with you	33	53	14
A group of people from your school, workplace, local synagogue or Jewish organization would go with you	24	62	14
You thought that Israel were a more attractive place to visit	16	76	9
You knew of the program or package that was right for you	44	42	14

Below are several things people often do before going on a trip to Israel. In the last 12 months, have you done any of the things listed below?

	YES
Thought about going to Israel	56
Talked to people who had been to Israel about traveling there	57
Spoke to anyone 'official' to get information or plan the trip (such as a travel agent, rabbi, teacher, Israeli representative, youth group leader, Jewish professional)	13
Sent away or called for information about going to Israel	11
Read through the travel section of the newspaper for ideas on what to see, where to go, or how to get to Israel	26
Inquired about a particular organized program of travel or study in Israel	10
Told my family or friends I might go to Israel	25
Decided to go to Israel within the next 12 months	7
Decided on the approximate or actual dates of a trip to Israel	7
Decided definitely to join a particular program in Israel	2
In the last year, have you turned to any of the following people or sources for information & advice about traveling to Israel?	

	YES
Friend(s) who were there before	37
Other friend(s)	16
Parent(s)	16
(If married:) Spouse	14
A Jewish group, school, camp or synagogue	12
Rabbi, teacher, youth leader or other Jewish professional	11
Literature through the mail	14
A travel brochure	18
A travel agent	10

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help you go to Israel? 13 YES

How much do you think the round-trip airfare from your community to Israel costs?

3 Under \$400 20 \$400-600 33 \$600-800 27 \$800-1000 14 \$1000-1500 3 Over \$1500

Do you know of any special programs for visitors to Israel other than the regular tourist packages? 31 YES 50 NO 19 NOT SURE

If you were to visit Israel, which of the following activities would you find very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
Seeing the major sites	1	1	14	84	1
Playing your favorite sport(s)	39	26	20	6	9
Sunning on the beach	11	14	42	31	3
Touring archaeological sites	2	4	30	62	1
Studying Judaism	21	27	33	14	6
Studying Hebrew	29	28	27	9	7
Talking politics with Israelis	28	21	27	13	6
Learning Israel's history	5	8	43	40	3
Experiencing religious life in Israel	13	17	40	26	4
Spending time with Israelis	4	7	42	45	2
Spending time with Jews from the U.S. or Canada who have settled in Israel	8	15	44	30	5

Of the following people: Who has been to Israel? Who has ever urged you to go? Who has ever urged you not to go?

	EVER BEEN	URGED YOU TO GO?	URGED YOU NOT TO GO?
Your father	33	31	3
Your mother	37	38	5
(If married:) Your spouse	25	34	8
Your closest friend	30	30	3
Your oldest child (if none, leave blank)	13	18	4
	NO	YES	NOT SURE
Have you ever seriously considered living in Israel?	80	15	6
Do you consider yourself a Zionist?	61	23	16
Have you ever recommended visiting Israel to your friends?	48	49	3

Below are several ways of structuring a trip to Israel. Would you go to Israel in each of the following ways, & (if "YES"), how much you would pay for such an experience. Read through the list first, & then we'll ask you about your reactions.

THE BASIC TOUR: You go for 2 weeks or more with a group of people of your age & background. You travel all around the country with a tour guide & see the major sites.

THE SPORTS TOUR: Like THE BASIC TOUR, but, in addition, there is a strong emphasis on some kind of sport (such as tennis, basketball, scuba diving, backpacking, etc.)

THE INTENSIVE TOUR: Like THE BASIC TOUR, but there is a strong emphasis on exploring your Jewish connections with Israel through group discussions, lectures, readings, etc.

THE INDIVIDUAL TRIP: You go for 2 weeks or more by yourself or with a few friends & travel around the country, essentially on your own.

THE PROFESSIONAL WORKSHOP: You join a highly selective group of students/professionals in your likely/actual career for 2 weeks or more of workshops with the leading Israeli figures in your field (law, medicine, journalism, accounting, scientific research, education, etc.)

THE ACADEMIC EXPERIENCE: You go to Israel for 4-12 months (your choice) for a semester (or more) of academic study at a university.

THE PROFESSIONAL EXPERIENCE: You go to Israel for 4-12 months (your choice) to work in your profession at the Israeli rate of compensation.

THE FAMILY TRIP: You & your immediate family join with other families for a 2 week group tour of Israel.

Now, for each of these types of experience, do you think you would go, if the costs were reasonable? And, for those you answer "YES," about how much would you pay (per person) BEYOND the price of airfare?

	WOULD YOU GO, IF THE COSTS WERE REASONABLE?	(IF "YES") ABOUT HOW MUCH WOULD YOU PAY (PER PERSON) BEYOND THE COST OF AIRFARE?					
	YES	\$0	\$500	\$1000	\$1500	\$2000	\$2500
THE BASIC TOUR	71	3	35	36	21	4	2
THE SPORTS TOUR	15	3	30	32	21	10	4
THE INTENSIVE TOUR	30	3	32	33	23	5	5
THE INDIVIDUAL TRIP	60	3	33	32	19	8	5
THE PROFESSIONAL WORKSHOP	28	4	33	33	19	9	3
THE ACADEMIC EXPERIENCE	17	6	23	22	27	13	9
THE PROFESSIONAL EXPERIENCE	25	19	31	18	18	7	7
THE FAMILY TRIP	61	3	35	31	18	7	7

How difficult would it be for you to afford the expense of a trip to Israel?

17 NOT DIFFICULT	22 A LITTLE DIFFICULT
28 SOMEWHAT DIFFICULT	34 VERY DIFFICULT

Do you intend to visit Israel ...

	DEFINITELY NOT	PROBABLY NOT	PROBABLY YES	DEFINITELY YES	NOT SURE
...within a year	63	25	4	2	6
...within 3 years	27	33	18	7	15
...ever	5	11	28	38	19
Do you intend to settle in Israel?	66	18	3	2	11

If you did visit Israel, how long do you think you would stay?

83 LESS THAN A MONTH	8 1-3 MONTHS	1 4-11 MONTHS
1 A YEAR OR MORE	8 NOT SURE	

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(COMPLETE THIS SECTION ONLY IF YOU HAVE EVER BEEN TO ISRAEL)

Overall, how would you rate your (last) experience in Israel?

2 POOR 4 FAIR 24 GOOD 71 EXCELLENT 0 NOT SURE

Have you ever lived in Israel for longer than 3 months? 18 YES

How many times have you been there? 1: 66 2: 11 3: 8 4: 10 NA: 5

When (what year) was the last time you were there? Median = 1977

In any of your previous visits, did you ever participate in some sort organized tour or program? 62 YES

(IF YES) Overall how would you rate your experience on your program?

0 POOR 5 FAIR 32 GOOD 63 EXCELLENT 0 NOT SURE

Which of the following practices (if any) do you do?

Attend a Passover Seder	88
Attend Yom Kippur services	70
Attend Sabbath services once a month or more	28
Use separate dishes for meat & dairy products	18
Have a Christmas tree	18

Which of the following people were raised as Jews, & which consider themselves Jewish now (or, if deceased, were they Jewish at the time of their death)?

	RAISED JEWISH?	JEWISH NOW?
You	94	100
Your father	93	92
Your mother	93	95
(If married:) Your spouse	76	82
Your oldest child (if none, leave blank)	90	91

Do you think of yourself as... 10 ORTHODOX 31 CONSERVATIVE
 30 REFORM 29 JUST JEWISH

Do you belong to a synagogue? 57 YES

Do you belong to a Jewish organization aside from a synagogue or synagogue-related group? 37 YES

Do you belong to or use a YMHA or Jewish Community Center? 22 YES

What was the main form of Jewish schooling you received? (Circle one number)

15 NONE 34 SUNDAY SCHOOL (OR OTHER ONCE A WEEK)
 48 AFTERNOON SCHOOL (OR PART-TIME) OR OTHER 9 YESHIVA OR DAY SCHOOL

Of your 3 closest friends, how many are Jewish? 0: 16 1: 18 2: 23 3: 43

Do you have any children age 12-24?

47 YES (Continue with the rest of the questionnaire)
 53 NO (You have finished--thank you!)

How old is your oldest child who is between 12 & 24? 12:6 13:11 14:7 15:7 16:9 17:8 18:9
 19:6 20:7 21:9 22:9 23:8 24:7

This child is a . . . 52 SON 48 DAUGHTER

Has this child ever visited Israel? 13 YES

(IF YES) How old was he/she when he/she (first) visited Israel? Median=14

Did you ever encourage this child to visit Israel? 47 YES

Did you ever discourage this child from visiting Israel? 3 YES

If this child said he/she wanted to go to Israel this summer in an organized, educational program, what would your reaction be (pick one)?

1 DISCOURAGE THE CHILD FROM EVER VISITING ISRAEL
 27 DISCOURAGE THE CHILD FROM GOING NOW
 20 NEITHER ENCOURAGE NOR DISCOURAGE
 51 ENCOURAGE THE CHILD TO GO

If (and when) the child wanted to go to Israel in an organized, educational program, would you be willing to help pay for the trip? 76 YES

Which of the following events might make you less hesitant to let your oldest child go to Israel in an organized, educational program during the summer?

If . . .	YES	NO	NOT SURE
You had more money	65	27	8
Someone paid for part of the trip	61	26	13
You felt reassured about your child's safety from terrorism	85	7	8
You (and/or your spouse) could go with your child	41	39	20
Your child were a little older	26	66	8
Your child were going with a group of children he/she knew from your community	50	36	14
You felt very comfortable about the people running the program in Israel	78	15	7
You weren't concerned your child would come back 'too Jewish'	8	87	5

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help send your child(ren) to Israel? 19 YES

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The following data were supplied by Market Facts from the prior survey of panel members:

MARITAL STATUS:	70 Now married	0 Widowed	8 Divorced
	1 Separated	21 Never married	
REGION:	9 New England	42 Middle Atlantic	11 East & West North Central
	18 South Atlantic	7 East & West South Central & Mountain	13 Pacific
POPULATION DENSITY:	3 Non-MSA	8 Under 500,000	12 500,000-1,999,999/Center city
	18 500,000-1,999,999/Suburbs	26 2 Million+/Center city	33 2 Million+/Suburbs
HOUSEHOLD INCOME (1984):	12 LT \$20,000	20 \$20,000-29,999	22 \$30,000-39,999
	19 \$40,000-49,999	17 \$50,000-74,999	11 \$75,000 & over
EDUCATION:	16 High School	25 Some College	29 BA
			30 Post-grad

CANADIANS ADULTS

Which of the following did you do last summer, & which do you intend to do next summer?

	DID YOU DO THIS LAST SUMMER?	DO YOU INTEND TO DO THIS NEXT SUMMER?		
	YES	YES	NO	NOT SURE
Travel(ed) within Canada or the U.S.	69	60	18	22
Travel(ed) to Israel	12	8	73	19
Travel(ed) to another foreign country	22	19	58	23

Have you traveled to any of the following places? Do you intend to go to any of them within the next 3 years?

	HAVE YOU BEEN THERE?	WILL YOU GO WITHIN 3 YEARS?		
	YES	YES	NO	NOT SURE
Mexico or Caribbean	66	29	33	38
England or France	67	33	32	35
Italy or Greece	51	16	48	36
Israel	68	36	25	39
Other countries (not incl. U.S.)	61	23	32	45

Which of the following events (if any) might make you visit Israel sooner (or at all)?

If . . .	MIGHT THIS MAKE YOU VISIT ISRAEL SOONER (OR AT ALL)?		
	YES	NO	NOT SURE
You had more money	57	36	7
The cost of the trip were \$500 less expensive than it is now	45	39	16
You felt reassured about your safety from terrorism	42	43	15
You felt you could take time away from your family	20	76	4
You felt you could take time away from your work or studies	40	54	5
You could do something in Israel connected with your business, profession, studies or career ambitions	29	63	8
Some of your family members would go with you	47	48	5
Some of your friends would go with you	29	56	15
A group of people you know from your school, workplace, local synagogue or Jewish organization would go with you	15	70	16
You thought that Israel were a more attractive place to visit	22	75	4
You knew of the program or package that was right for you	38	54	8

Below are several things people often do before going on a trip to Israel. In the last 12 months, have you done any of the things listed below?

	YES
Thought about going to Israel	67
Talked to people who had been to Israel about traveling there	56
Spoke to anyone 'official' to get information or plan the trip (such as a travel agent, rabbi, teacher, Israeli representative, youth group leader, Jewish professional)	16
Sent away or called for information about going to Israel	8
Read through the travel section of the newspaper for ideas on what to see, where to go, or how to get to Israel	30
Inquired about a particular organized program of travel or study in Israel	9
Told my family or friends I might go to Israel	41
Decided to go to Israel within the next 12 months	15
Decided on the approximate or actual dates of a trip to Israel	10
Decided definitely to join a particular program in Israel	3

In the last year, have you turned to any of the following people or sources for information & advice about traveling to Israel?

	YES
Friend(s) who were there before	34
Other friend(s)	15
Parent(s)	12
(If married:) Spouse	17
A Jewish group, school, camp or synagogue	3
Rabbi, teacher, youth leader or other Jewish professional	5
Literature through the mail	14
A travel brochure	16
A travel agent	11

If you were to go to Israel, how would you feel about going with each of the following people? Would it be very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UN- APPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
By yourself	48	11	20	14	7
(If married): With your spouse	2	1	9	88	0
With one close friend	20	9	30	27	15
With a group of friends	19	13	37	22	9
With your parents	45	8	21	10	17
With your children	11	11	27	50	0
With a group of Jews your age	26	12	30	18	14
With a Jewish group from your local synagogue, YMHA, JCC or other Jewish organization	34	15	23	15	13

Is it MORE or LESS dangerous to travel to Israel than to travel to most Western European countries?

28 MORE DANGEROUS 19 LESS DANGEROUS 43 NO DIFFERENCE 10 NOT SURE

In thinking about traveling to Israel, how concerned do you think you would be about the dangers of terrorist attack, either in Israel or on the way?

21 NOT CONCERNED 44 A LITTLE CONCERNED
 20 SOMEWHAT CONCERNED 15 VERY CONCERNED

Do you have any family or close friends living in Israel? 60 YES

Do you know anybody in Israel who would invite you to stay at their home for a few days if they knew you were in the country?

35 NO 10 NOT SURE 31 YES, ONE OR TWO PEOPLE 24 YES SEVERAL PEOPLE

How well do you understand spoken Hebrew?

39 NOT AT ALL 13 SIMPLE CONVERSATIONS, WITH SOME DIFFICULTY
 27 A FEW WORDS 7 MOST CONVERSATIONS, WITH RELATIVE EASE
 8 SIMPLE SENTENCES 6 (ALMOST) TOTAL FLUENCY

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help you go to Israel? 11 YES

How much do you think the round-trip airfare from your community to Israel costs?

2 Under \$400 4 \$400-600 15 \$600-800 36 \$800-1000 37 \$1000-1500 6 Over \$1500

Do you know of any special programs for visitors to Israel other than the regular tourist packages? 29 YES 60 NO 11 NOT SURE

If you were to visit Israel, which of the following activities would you find very appealing, somewhat appealing, somewhat unappealing, or very unappealing?

	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	SOMEWHAT APPEALING	VERY APPEALING	NOT SURE
Seeing the major sites	2	1	14	82	2
Playing your favorite sport(s)	37	22	17	9	15
Sunning on the beach	4	9	32	53	3
Touring archaeological sites	2	5	29	61	2
Studying Judaism	37	21	39	10	10
Studying Hebrew	30	18	27	13	11
Talking politics with Israelis	16	20	32	26	6
Learning Israel's history	5	6	43	43	4
Experiencing religious life in Israel	22	24	27	20	8
Spending time with Israelis	3	8	39	44	6
Spending time with Jews from the U.S. or Canada who have settled in Israel	15	21	33	23	9

Of the following people: Who has been to Israel? Who has ever urged you to go? Who has ever urged you not to go?

	EVER BEEN?	URGED YOU TO GO?	URGED YOU NOT TO GO?
Your father	44	38	1
Your mother	49	42	1
(If married:) Your spouse	52	52	4
Your closest friend	58	48	0
Your oldest child (if none, leave blank)	49	56	3

	NO	YES	NOT SURE
Have you ever seriously considered living in Israel?	66	28	7
Do you consider yourself a Zionist?	51	30	19
Have you ever recommended visiting Israel to your friends?	25	72	4

Below are several ways of structuring a trip to Israel. Would you go to Israel in each of the following ways, & (if "YES"), how much you would pay for such an experience. Read through the list first, & then we'll ask you about your reactions.

THE BASIC TOUR: You go for 2 weeks or more with a group of people of your age & background. You travel all around the country with a tour guide & see the major sites.

THE SPORTS TOUR: Like THE BASIC TOUR, but, in addition, there is a strong emphasis on some kind of sport (such as tennis, basketball, scuba diving, backpacking, etc.)

THE INTENSIVE TOUR: Like THE BASIC TOUR, but there is a strong emphasis on exploring your Jewish connections with Israel through group discussions, lectures, readings, etc.

THE INDIVIDUAL TRIP: You go for 2 weeks or more by yourself or with a few friends & travel around the country, essentially on your own.

THE PROFESSIONAL WORKSHOP: You join a highly selective group of students/professionals in your likely/actual career for 2 weeks or more of workshops with the leading Israeli figures in your field (law, medicine, journalism, accounting, scientific research, education, etc.)

THE ACADEMIC EXPERIENCE: You go to Israel for 4-12 months (your choice) for a semester (or more) of academic study at a university.

THE PROFESSIONAL EXPERIENCE: You go to Israel for 4-12 months (your choice) to work in your profession at the Israeli rate of compensation.

THE FAMILY TRIP: You & your immediate family join with other families for a 2 week group tour of Israel.

Now, for each of these types of experience, do you think you would go, if the costs were reasonable? And, for those you answer "YES," about how much would you pay (per person) BEYOND the price of airfare?

	WOULD YOU GO, IF THE COSTS WERE REASONABLE?	(IF "YES") ABOUT HOW MUCH WOULD YOU PAY (PER PERSON) BEYOND THE COST OF AIRFARE?					
	YES	\$0	\$500	\$1000	\$1500	\$2000	\$2500
THE BASIC TOUR	65	2	29	44	23	2	2
THE SPORTS TOUR	22	--	--	--	--	--	--
THE INTENSIVE TOUR	26	--	--	--	--	--	--
THE INDIVIDUAL TRIP	75	4	21	35	28	7	6
THE PROFESSIONAL WORKSHOP	29	--	--	--	--	--	--
THE ACADEMIC EXPERIENCE	19	--	--	--	--	--	--
THE PROFESSIONAL EXPERIENCE	28	--	--	--	--	--	--
THE FAMILY TRIP	52	2	32	46	14	5	2

How difficult would it be for you to afford the expense of a trip to Israel?

28 NOT DIFFICULT
29 SOMEWHAT DIFFICULT

22 A LITTLE DIFFICULT
21 VERY DIFFICULT

Do you intend to visit Israel ...

	DEFINITELY NOT	PROBABLY NOT	PROBABLY YES	DEFINITELY YES	NOT SURE
...within a year	50	23	7	9	11
...within 3 years	12	28	23	17	20
...ever	8	7	27	48	11
Do you intend to settle in Israel?	54	23	6	2	16

If you did visit Israel, how long do you think you would stay?

67 LESS THAN A MONTH 22 1-3 MONTHS 0 4-11 MONTHS
1 A YEAR OR MORE 11 NOT SURE

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(COMPLETE THIS SECTION ONLY IF YOU HAVE EVER BEEN TO ISRAEL)

Overall, how would you rate your (last) experience in Israel?

4 POOR 2 FAIR 35 GOOD 58 EXCELLENT 1 NOT SURE

Have you ever lived in Israel for longer than 3 months? 31 YES

How many times have you been there? 1:47 2:26 3:10 4:16

In any of your previous visits, did you ever participate in some sort organized tour or program? 60 YES

(IF YES) Overall how would you rate your experience on your program?

2 POOR 4 FAIR 33 GOOD 60 EXCELLENT 2 NOT SURE

• • • •

(ALL RESPONDENTS: CONTINUE WITH THESE QUESTIONS)

Which of the following practices (if any) do you do?

Attend a Passover Seder	96
Attend Yom Kippur services	75
Attend Sabbath services once a month or more	18
Use separate dishes for meat & dairy products	28
Have a Christmas tree	8

Which of the following people were raised as Jews, & which consider themselves Jewish now (or, if deceased, were they Jewish at the time of their death)?

	RAISED JEWISH?	JEWISH NOW?
You	96	100
Your father	99	97
Your mother	97	95
(If married:) Your spouse	87	92
Your oldest child (if none, leave blank)	93	95

Do you think of yourself as... 11 ORTHODOX 33 CONSERVATIVE
11 REFORM 45 JUST JEWISH

Do you belong to a synagogue? 64 YES

Do you belong to a Jewish organization aside from a synagogue or synagogue-related group? 49 YES

Do you belong to or use a YMHA or Jewish Community Center? 35 YES

What was the main form of Jewish schooling you received? (Circle one number)

17 NONE 21 SUNDAY SCHOOL (OR OTHER ONCE A WEEK)
55 AFTERNOON SCHOOL (OR PART-TIME) OR OTHER 24 YESHIVA OR DAY SCHOOL

Of your 3 closest friends, how many are Jewish? 0: 4 1: 7 2: 17 3: 73

What is your current marital status? 71 NOW MARRIED 4 WIDOWED 6 DIVORCED
1 SEPARATED 19 NEVER MARRIED

What was the last year of schooling you completed?

10 9TH GRADE OR LESS 8 FRESHMAN YEAR, COLLEGE
8 10TH GRADE 5 SOPHOMORE YEAR, COLLEGE
8 11TH GRADE 2 JUNIOR YEAR, COLLEGE
17 12TH GRADE 17 SENIOR YEAR, COLLEGE
25 GRADUATE SCHOOL

Are you now enrolled in school? 9 YES

You live in or near: 45 Montreal 41 Toronto 11 Vancouver 3 Winnipeg

You are: 69 MALE 31 FEMALE Your age: Median=46

Circle the number of the category which best describes the 1985 total yearly income of all members of your household before taxes. Please include any income from all sources -- employment, pension, etc.

2 UNDER \$10,000 10 \$10,000-20,000 19 \$20,000-30,000 15 \$30,000-40,000
24 \$40,000-60,000 15 \$60,000-80,000 14 \$80,000 & OVER

Do you have any children age 12-24?

24 YES (Continue with the next question)

76 NO (You have finished this questionnaire--thank you!)

How old is your oldest child who is between 12 & 24?

Median=21

This child is a . . .

52 SON

48 DAUGHTER

Has this child ever visited Israel?

48 YES

(IF YES) How old was he/she when he/she (first) visited Israel? -----

Did you ever encourage this child to visit Israel?

77 YES

Did you ever discourage this child from visiting Israel?

3 YES

If this child said he/she wanted to go to Israel this summer in an organized, educational program, what would your reaction be (pick one)?

0 DISCOURAGE THE CHILD FROM EVER VISITING ISRAEL

0 DISCOURAGE THE CHILD FROM GOING NOW

27 NEITHER ENCOURAGE NOR DISCOURAGE

73 ENCOURAGE THE CHILD TO GO

If (and when) the child wanted to go to Israel in an organized, educational program, would you be willing to help pay for the trip?

74 YES

Which of the following events might make you less hesitant to let your oldest child go to Israel in an organized, educational program during the summer?

If . . .	YES	NO	NOT SURE
You had more money	--	--	--
Someone paid for part of the trip	--	--	--
You felt reassured about your child's safety from terrorism	--	--	--
You (and/or your spouse) could go with your child	--	--	--
Your child were a little older	--	--	--
Your child were going with a group of children he/she knew from your community	--	--	--
You felt very comfortable about the people running the program in Israel	--	--	--
You weren't concerned your child would come back 'too Jewish'	--	--	--

Do you know of any source (such as a Jewish communal agency or professional) you could turn to for financial assistance to help send your child(ren) to Israel?

6 YES