

In just 12 years, PJ Library has delivered more than 10 million books to families raising Jewish children in the United States and Canada. These monthly deliveries result in countless Jewish family moments. Moments that celebrate Jewish values, culture, and traditions. Moments that help families feel connected to their local Jewish communities. Moments when families discuss what it means to be Jewish.

Every three years, PJ Library hires a team of evaluators to learn about PJ Library families and their experiences with the program. With more than 25,000 responses to our 2016 online survey (conducted by Informing Change), we heard from 20% of all PJ Library families in the United States and Canada and reached the highest level of common standards for confidence level and margin of error. This, along with further checks for sample representativeness, gives us great confidence in the reliability of the findings and their illustration of the PJ Library subscriber base. For most findings there was no statistical difference between families living in the United States and those living in Canada.

The feedback gathered shows a picture of Jewish families today and provides PJ Library with information that will be used to measure the success of its program and make decisions about where to invest next.

126,000 PJ Library families in the United States and Canada

With more than
25,000
responses to our 2016 online
survey, we heard from
20% of all
PJ Library families

45 parents were
interviewed to dive
deeper into their family's
experience with PJ Library
and their involvement in
the local community



More than **6,000** parents
responded that they would be willing
to be interviewed

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**We absolutely love
your services and are
so grateful for them.**

At a very early age, before our daughter could speak, you gave her a Jewish voice and an undying love for Judaism. Thank you from the bottom of our hearts.

— PJ Library parent in Chicago

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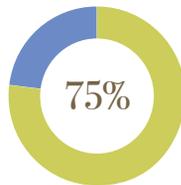


As the most recent comprehensive study of American Jewry, the Pew Research Centers' 2013 report, "A Portrait of Jewish Americans," (Pew Report) was an important reference for our evaluation. We included some of the same questions to compare and define the characteristics of PJ Library families relative to the Jewish community as a whole. In addition, we also repurposed questions from the 2013 PJ Library family study. With this information, we are strengthening the foundation on which we base future projects and studies.

"I am proud to be Jewish."

96% of PJ Library parents

94% of Pew Report respondents

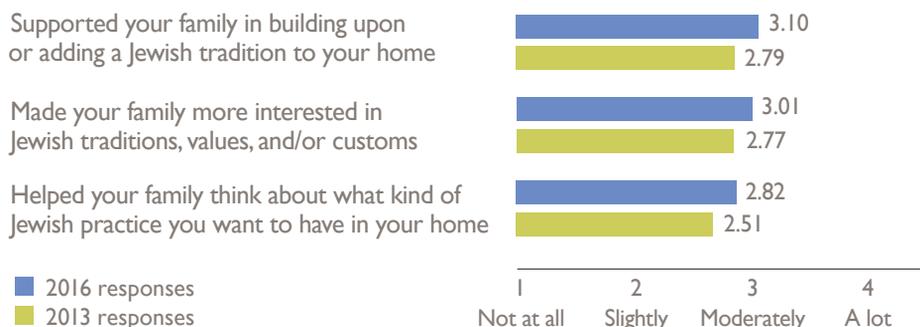


of PJ Library families made a financial donation to a Jewish charity or cause in the last year

56% of Pew Report respondents

A small group of families (approximately 2,500) who were surveyed in the 2013 PJ Library family study also participated in the most recent survey. Comparisons of families who completed both surveys show PJ Library's influence as similar in 2013 and 2016. In some cases, such as parents feeling more interested in Jewish traditions, values, and/or customs, PJ Library's influence has grown slightly higher three years later.

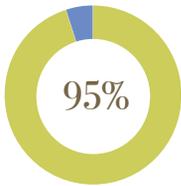
Families surveyed in both 2013 and 2016 report higher (and statistically meaningful) levels of influence from PJ Library in 2016



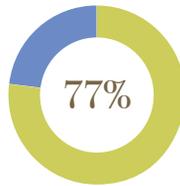
There are some slight language changes between the 2013 and 2016 survey items, with 2013 using terms of "influence" and "allowed" while 2016 used "supported."

Nearly all families (95%) are satisfied with the PJ Library experience—and that experience starts with the books.

More than half of families (63%) pull PJ library books down from their bookshelves to read at least once a week. In interviews, most parents said that PJ Library is their primary source for interesting and engaging Jewish books for their children.



of families read books monthly (at least as often as PJ Library mails books)



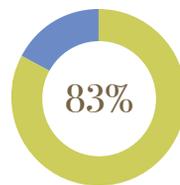
of parents like most or all of the PJ Library books their children receive



Families' satisfaction with PJ Library books continues to be high throughout the course of their subscriptions; the initial excitement does not temper over time. We also learned that the PJ Library experience doesn't differ significantly among the diverse families, with different backgrounds and lifestyles, who make up the greater PJ Library community.



of parents are very likely to recommend PJ Library to family and friends



of families read the information on PJ Library book flaps

“We like to read the book when it’s new, when we’ve just gotten it. Usually we just dive into it and then I take some time either while we read or right after we’ve read it, to discuss what the message is and what the value is. It’s always a two-step process. It’s the actual story and then what do we make of it when we are reading it.”

FROM PJ LIBRARY PARENT
FOLLOW-UP INTERVIEW
WITH INFORMING CHANGE

70%

of families say the additional activities and materials that occasionally arrive with PJ Library books have added considerable value to their PJ Library experience

Activities have included a kindness game, parsley seed paper for Tu B'Shevat, Passover question catchers, and High Holiday recipe cards.

For the first time, PJ Library collected information to better understand what families look like and how family make-up can impact their satisfaction with PJ Library. We learned more about the diversity of the PJ Library community.



7%
MULTIRACIAL
HOUSEHOLD



6%
SINGLE-PARENT
HOUSEHOLD



4%
ONE OR MORE
CHILDREN IN
THE HOUSE-
HOLD HAS
A DISABILITY

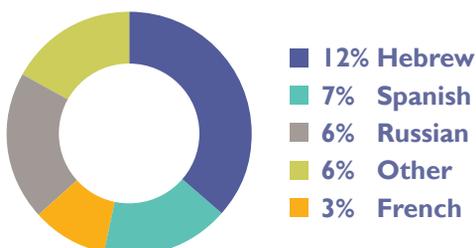


3%
ONE OR MORE
HOUSEHOLD
MEMBERS
IDENTIFY
AS LGBTQI

34%

of families speak a language other than English at home

Primary or secondary languages spoken:



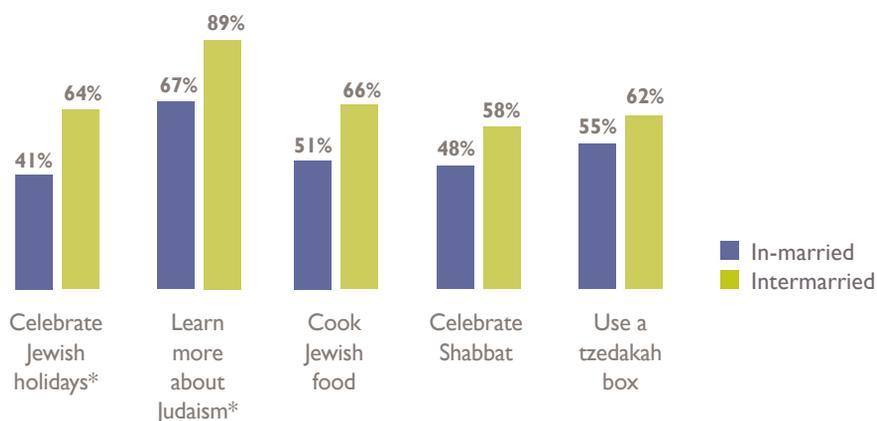
According to the Pew Report, Jews born in or who had a parent born in the former Soviet Union account for about 11% of the U.S. Jewish population. With 6% of PJ Library families identifying that they speak Russian at home (an estimated 7,000 families overall), the program is off to a strong start reaching the Russian-speaking Jewish population, with still more opportunities available to expand reach and resources.

PJ Library welcomes all families raising Jewish children, no matter their background, family make-up, or observance level.

For those wondering what PJ Library offers intermarried families—the answer is PJ Library.

The survey finds that PJ Library is more likely to influence intermarried families than in-married families. Eighty-three percent of survey respondents said that PJ Library has increased their confidence in engaging with their children on Jewish topics. The number grows even higher—to 94%—when looking exclusively at intermarried families. Similarly, intermarried families are more likely to say PJ Library influenced their decision to celebrate Jewish holidays and learn more about Judaism. Even the flaps on each book, which give information to parents about the Jewish themes within, are more widely read by intermarried families.

PJ Library has influenced our family's decision to ...



The study defines in-married families as those with two Jewish parents and intermarried as those with one parent who is Jewish and one who is not.

*Met levels of statistical significance.

An estimated
35,000 PJ Library families
are intermarried



2 in 5

PJ Library families
have a household
member who did
not grow up Jewish

“PJ Library has been great for my intermarried family. My son and I get to learn about Judaism together, while my husband (raised Reform) gets to reconnect with his roots and share his culture and history with us. It has allowed us to incorporate Judaism into our everyday lives, and connect with it in a fun and meaningful way.”

PJ LIBRARY PARENT IN SAN FRANCISCO

99%

of families report that PJ Library has somehow added value to how they think about or practice Judaism

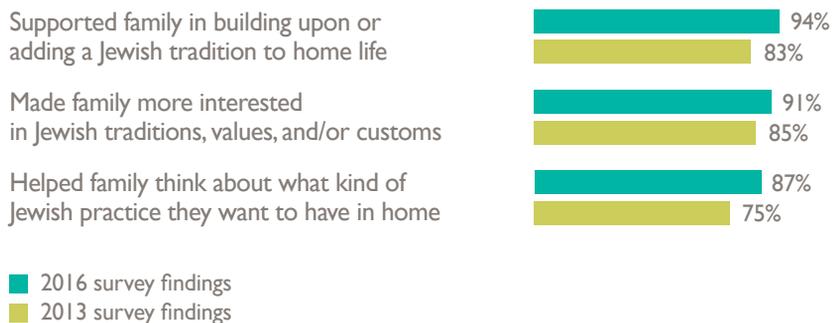
Through the books and local community events, PJ Library parents are using the program to incorporate Judaism into their family life.



96%

say PJ Library supported their family in having conversations about Jewish traditions, values, and/or customs

PJ Library continues to enhance families' Jewish experiences at home.



There are some slight language changes between the 2013 and 2016 survey items, with 2013 using terms of "influence" and "allowed" while 2016 used "supported."

Survey results indicate that PJ Library influences families to make Jewish decisions.

PJ Library has influenced to some degree my family's decision to:



28%

ENROLL CHILDREN IN JEWISH SUMMER DAY OR OVERNIGHT CAMP



17%

ENROLL CHILDREN IN A JEWISH DAY SCHOOL



40%

VOLUNTEER TIME TO HELP OTHERS



28%

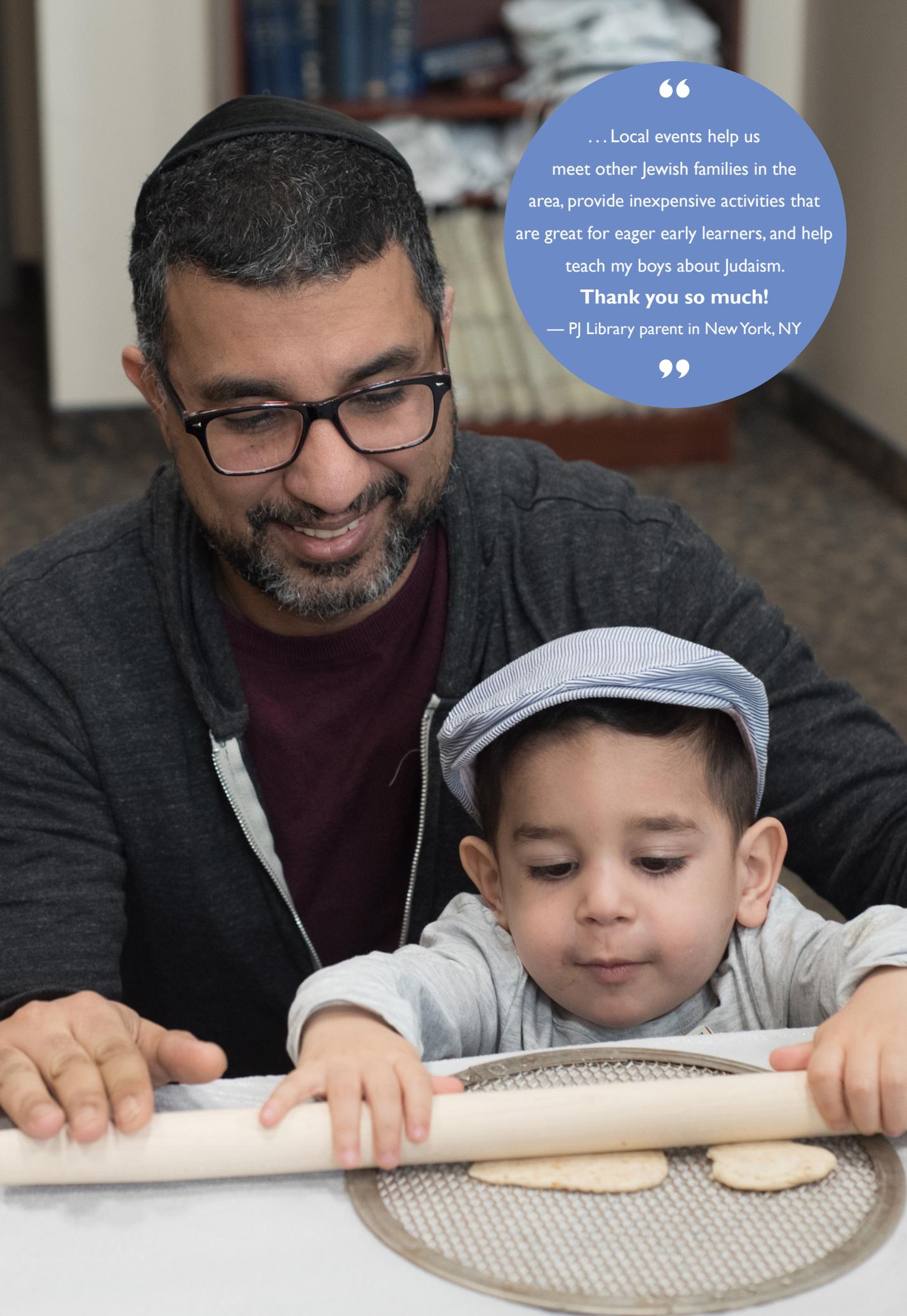
ENROLL CHILDREN IN JEWISH AFTER-SCHOOL OR WEEKEND PROGRAMS

“PJ Library has helped me to introduce Jewish topics to my daughter in an age-appropriate way, and is a big factor behind our increased synagogue attendance and participation in the Jewish community. The program has also educated my husband (who is not Jewish) on some basic Jewish practices and helps to solidify our identity as a Jewish family.”

PJ LIBRARY PARENT

82%

of parents say it is **very important** that their children identify as all or partially Jewish



“

... Local events help us meet other Jewish families in the area, provide inexpensive activities that are great for eager early learners, and help teach my boys about Judaism.

Thank you so much!

— PJ Library parent in New York, NY

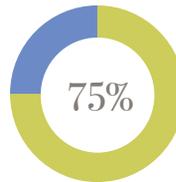
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For parents who have attended events for Jewish families with young children:

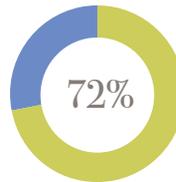
Engaging families beyond the books is paramount to PJ Library's success and is made possible by the partner organizations that support PJ Library's mission with outreach and family programming. Almost half (47%) of PJ Library families reported attending events for Jewish families raising young children within the past year, usually a few times a year. These opportunities to connect can have lasting effects on the social groups families will join and the Jewish choices families will make.

Being connected to their local community gives PJ Library families new ways to meet other families, engage in Jewish cultural experiences and values, and connect their children to Jewish traditions. Parents shared during interviews that they seek out events that keep their children entertained, such as arts and crafts, cooking, holiday events, or story times. They also gravitate toward events for younger children that provide opportunities to socialize with other Jewish families.

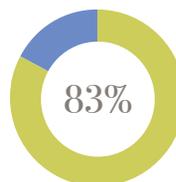
Community partners are driving the creation of activities at the local level, such as one-on-one coffee dates and playdates, library gatherings, block parties, parents' nights out, and Shabbat dinners.



are very likely to recommend them to a friend



connected socially with other adults, further extending their social networks



are interested in getting even more connected to local Jewish organizations, activities, and/or people

PJ Library is not just a program for children. It is a program for families.

The impact of PJ Library on parents is at the core of what makes the program a success. Through guides on book flaps, online resources, and local engagement programming, PJ Library empowers parents to create their own Jewish practices that are meaningful and resonant.

Many parents are reading and learning along with their children. Parents reported that PJ Library increased their own knowledge of or familiarity with Jewish values, traditions, and/or customs (75%) and their confidence in engaging with their children around these topics (83%).

We are proud to close this report with one of the most important findings: Essentially all PJ Library families feel that they benefit from the program. Nearly every family (99%) reports that PJ Library has somehow added value to how their family thinks about or practices Judaism.



“

We love PJ Library, and it enables us to increase our Jewish identity and infuse it into our daily lifestyle. It's a wonderful resource and **we are so thankful for the joy and learning it brings to our lives.**

— PJ Library parent in Denver

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PJ Library is made possible through the generous financial support of the Harold Grinspoon Foundation, the philanthropic partners of the PJ Library Alliance, community partner organizations, and the many contributors who help to fund PJ Library in their local communities.

Partner organizations—primarily Jewish Federations, Jewish community centers, and synagogues—run the local PJ Library program in nearly 200 communities, providing financial support and offering events to connect and engage Jewish families.

Globally, PJ Library and its sister program in Israel, Sifriyat Pijama, reach more than half a million children in more than a dozen countries. The gift of free Jewish books is delivered around the world in four languages: English, Hebrew, Spanish, and Russian.

For more information about PJ Library, visit www.pjlibrary.org.