

Jewish Characteristics

Highlights:

- Most respondents (82%) keep kosher at least "sometimes," and most of those who do require at least some kind of heksher.
- Of those who do not keep kosher, only a small minority avoid keeping kosher because they cannot afford to.
- That said the cost of kosher food and lack of availability are the top two components restricting access to kosher food, including kosher catering (for those who do keep kosher)

Do you currently keep Kosher to any extent on your home, or have you done so in the past? (n=423)	
	%
Yes	70%
Sometimes	12%
No	17%
Total	100%

What is the reason(s) that you do not keep Kosher at home? (n=73)	
	%
I am not interested in keeping Kosher	68%
I cannot afford to purchase Kosher food	14%
I live too far away from places that sell Kosher food	4%
It's difficult to travel to purchase kosher food	3%
It's difficult to maintain a kosher kitchen	0%
The places that sell kosher food do not reliably have enough food in stock	1%
Another reason (comments: not a priority; never did; my religion doesn't require that)	7%

* Multiple responses were possible; total is more than 100%

For how long have you found Kosher food unaffordable? (n=10)	
	%
3-6 months	20%
1-2 years	10%
More than 2 years	30%
I have never been able to afford Kosher food	40%
Total	100%

Which of the following best describes how you keep or kept Kosher at home? (n=344)	
	%
We only buy and eat food that has a hechsher from a nationally recognized Orthodox entity (i.e, that has been certified kosher by an Orthodox rabbinical authority)	47%
We only buy and eat food that has a hechsher but can be from any supervision (i.e, that has been certified kosher by any authority)	19%
We do not require a hechsher on some or all of our food, but we examine ingredients to make sure they do not contain non-kosher products	17%
We do not require a hechsher or examine ingredients, but do not mix meat and milk products.	6%
We eat only vegetarian or vegan food	1%
We keep Kosher for Passover only	3%
In another way, please describe: Comments: occasionally; meat and chicken only; different level for different family members	6%
Total	100%

How much do each of the following affect your ability to access Kosher food? (n=339)

	Not at all	Somewhat	Very much	Total
Convenience—There is a lack of Kosher restaurants or prepared food options	14%	32%	54%	100%
Cost—Kosher food is expensive	15%	39%	46%	100%
Availability—places that sell Kosher food do not reliably have enough food in stock	24%	52%	24%	100%
Proximity—I have to travel a great distance to purchase Kosher food	44%	37%	19%	100%
Variety—Kosher food stores do not have the types of food I want to purchase	28%	57%	16%	100%
Certification—food stores do not have foods that meet the Kashrut certification I look for	49%	39%	13%	100%
Quality—Kosher food is often stale, expired, or otherwise unappealing	49%	40%	11%	100%
Transportation—lack of reliable access to a vehicle, public transit, ride services, etc., to reach stores	84%	9%	7%	100%
Mobility—difficulty moving around independently and safely to shop for food	87%	8%	5%	100%
Stigma/Judgement—I feel shame or discrimination for seeking or purchasing Kosher food	93%	6%	2%	100%

Generally, how long do/would you have to travel to purchase Kosher food? (n=346)

	%
Under 5 minutes	22%
5-10 minutes	26%
11-20 minutes	27%
20-30 minutes	14%
31-60 minutes	6%
More than an hour	5%
Total	100%

How often do you travel to larger Jewish population centers (e.g., NYC, NJ) to purchase Kosher food to bring home? (n=345)

	%
Rarely/Never	37%
1-2 times a year	15%
3-6 times a year	19%
7-12 times a year	10%
At least once a month	12%
Not relevant	7%
Total	100%

Do you seek a specific type of Kashrut certification when shopping for groceries? (n=348)	
	%
Yes	42%
No	58%
Total	100%

What type of Kashrut certification do you seek when shopping for groceries? (n=145)	
	%
Any nationally recognized Orthodox certification (e.g., Orthodox Union, Kof-K, Star-K)	94%
Any Rabbinic supervision	8%
Any ingredient certification	3%

* Multiple responses were possible; total is more than 100%

In the past 12 months have you wanted to or purchased kosher catering? (n=341)	
	%
Yes	54%
No	46%
Total	100%

How much did each of the following affect your ability to access Kosher catering? (n=183)				
	Not at all	Somewhat	Very much	Total
Cost—Kosher catering is expensive	12%	40%	49%	100%
Proximity—there a few or no Kosher catering options in my area	35%	43%	21%	100%
Quality—Kosher catering is often repetitive and or unappealing	36%	48%	16%	100%
Availability—the caterers are booked or unable to provide their services when I need catering	59%	32%	9%	100%
Certification—Kosher caterers do not have foods that meet the Kashrut certification I look for	72%	22%	6%	100%