



The Impact of BBYO: Highlights of Alumni Survey

BBYO has a significantly positive impact on classic indicators of Jewish connection—attitudes, behaviors, and relationships.

- > Almost all (92%) alumni respondents said they “regard being Jewish as very important,” whereas just more than half (52%) of the general Jewish population* hold that same value.
- > Nearly two-thirds (65%) stated that BBYO was “very” or “extremely important” in strengthening their Jewish connection.
- > The connection to Israel among BBYO alumni is dramatic. Whereas 63% of the Jewish population at large feel “emotionally attached to Israel,” 80% of BBYO alumni do. Further, nearly two-thirds (64%) identified “advocating for Israel” as a critical issue that would likely sway their political vote.
- > The vast majority of alumni (79%) are married to a Jewish spouse, and 82% said that it’s “extremely” or “very” important to raise their children Jewish.

Indicators of Jewish connection are significantly higher for BBYO alumni compared to the general Jewish population. Survey data consistently showed that the more involved a member was with BBYO, the higher he/she generally scored on measurements of Jewish identity and connection:

	General Jewish Population*	BBYO Alumni			
		Total	Extremely Involved	Very Involved	Less Involved
Regard being Jewish as very important	52%	92%	94%	91%	82%
Half or more of closest friends are Jewish	52%	76%	78%	73%	69%
Ever visited Israel	35%	69%	72%	65%	61%
Feel emotionally attached to Israel	63%	80%	83%	77%	74%
Member of a synagogue	46%	59%	59%	59%	59%
Light Shabbat candles	28%	32%	33%	33%	24%

**The National Jewish Population Survey 2000-01: Strength, Challenge and Diversity in the American Jewish Population, a United Jewish Communities Report.*



Additional Highlights on Impact...

BBYO named a most meaningful Jewish experience:

- > When asked to name their top choice for “most meaningful, positively impactful Jewish experience” from a list*, more respondents chose BBYO than any other activity or experience. And, 86% rated BBYO as one of the most positive they’ve had.

**Other Jewish activities on the list were as follows: Family ritual observances, Jewish camp (non BBYO), Israel travel (non BBYO), Synagogue involvement, Jewish day school, Hebrew/Sunday school, JCC membership, and Youth groups (non BBYO)*

BBYO alumni place high importance on Jewish identity and maintaining Jewish relationships

- > More than eight in 10 alumni “strongly agree” they’re proud to be Jewish, and 56% “strongly agree” being Jewish is a “large part” of their identity. Notably, these two percentages were even higher among “extremely involved” alumni (85% and 60%, respectively).
- > There appears to be a link between level of BBYO involvement and the emphasis placed on forming Jewish friendships and romantic relationships, as well.

“BBYO changed my life in so many ways - I became more outgoing, more confident, and more proud of my Jewish heritage. I feel honored to have been a part of such an incredible organization.” - female, age 26

About the Survey

BBYO Alumni Study conducted by TRU, the preeminent teen market research firm and a division of Research International, the world’s largest custom-research firm. TRU conducted an online survey among BBYO alumni with 1,308 alumni completing the survey, yielding a margin of error of + or – 2.7 percentage points in total (at 95% confidence level).