

As part of an ongoing effort to better understand PJ Library families and their relationship with the programme, an independent consulting firm was appointed to collect feedback via an online survey.

Almost all children (94%) are reading the books at least monthly and more than 60% are reading them on a weekly basis.

L'dor v'dor is a well-known Jewish theme, emphasising the importance of Jewish continuity and connections between generations but parents can't do it alone. PJ Library aims to be a trusted resource for parents, and so it is very encouraging to hear that:

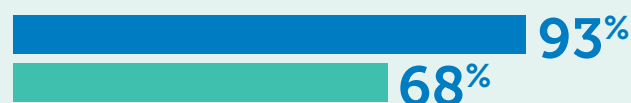
- **94% of respondents** said that PJ Library has influenced them or their family¹
- **82% of respondents** indicated that PJ Library is a valuable parenting tool, and when asked in what ways, 83% said when talking to children about their Jewish heritage
- Crucially, **85% of respondents** said that PJ Library has supported their family to some extent in building upon or adding a Jewish tradition to their home life.

While **97% of respondents** are raising their children Jewish, **22% of married/living with partner households** are interfaith² and so we can assume that in these households at least one parent didn't grow up with Jewish traditions or festival experiences. In the survey, interfaith households were more likely to report being impacted by PJ Library.

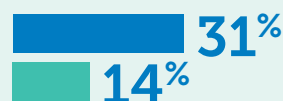
PJ Library increased their knowledge or familiarity with Jewish traditions, values, and/or customs to some extent



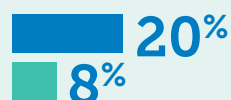
PJ Library increased their confidence to engage with their children regarding Jewish traditions, values, and/or customs to some extent



PJ Library influenced their decision to celebrate Jewish festivals and/or Shabbat



PJ Library influenced their decision to have their children attend Cheder or Hebrew school



Most respondents (85%) think there is the right amount of focus on Jewish themes within books—hooray!



For the second study in a row, the majority of respondents indicated their family is interested in becoming more connected to a local Jewish community.

Over half of respondents indicated they are more likely to attend a local event for families or parents if it is sponsored or endorsed by PJ Library.

PJ Library focuses on reaching and enrolling families who are less likely to be engaged with the UK Jewish community. This study includes an analysis of responses from families categorised as underserved: those living outside of London; and/or speaking Hebrew or Russian; and/or having not participated in a Passover seder in 2019.

These underserved families are more likely to indicate they have been impacted by the programme than all other respondents living in the UK. Almost half (48%) of underserved respondents said PJ Library is the main or one of a few sources their family relies on for learning about Jewish values and traditions. This is twice as high in comparison to all other UK respondents (24%). The chart below shows that trends are similar for things like supporting family conversations and increasing parent confidence a lot/moderately.

HOUSEHOLDS IN UNDERSERVED UK	ALL OTHER HOUSEHOLDS IN UK	
63%	46%	...said PJ Library supported their family in having conversations about Jewish traditions, values, and/or customs
55%	34%	...said PJ Library increased their confidence to engage with their child/children regarding Jewish traditions, values, and/or customs
58%	36%	...said PJ Library supported their family in building upon or adding a Jewish tradition to their home life
40%	22%	...said PJ Library increased their knowledge or familiarity with Jewish traditions, values, and/or customs

THE PJ LIBRARY 2019 FAMILY SURVEY IS COMPILED FROM CLOSE TO 600 FULLY COMPLETED SURVEYS RECEIVED FROM ACROSS THE UK

1 In at least one of the ways indicated in the survey: Increased knowledge or familiarity with Jewish traditions, values, and/or customs, increased confidence to engage with children regarding Jewish traditions, values, and/or customs, support in building upon or adding a Jewish tradition to home life, support in having conversations about Jewish traditions, values, and/or customs.
2 One partner is Jewish and one partner is not.