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# **Israel Tour Trends over the last Decade**

**UPDATED REPORT**

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## Introduction

For many years, thousands of 16 year olds have been attended the traditional 'Israel Summer Tour' after the completion of their GCSE/ Scottish Higher Exams. On average 50% of Jewish 16 year olds get this opportunity each year, many of whom feel it is their rite of passage prior to starting sixth form. UJIA has been supporting these tours which are run via the Youth Movements for many years.

UJIA believes that every Jewish young person should have an opportunity to participate in a UJIA backed programme in Israel. Exploring Israel on an education tour is crucial in shaping young persons Jewish identity and bound with country. Participants discover firsthand the remarkable story of the Jews, the values and texts of the Jewish tradition, and the challenges and dilemma facing Jews and Israelis today. UJIA also trains the Madrichim and provides welfare and logistical support for these programmes.

This report summarises some of the trends over the last decade that can be observed from the information provided within the application process by participants and their parents prior to their Israel tour. It covers the period from 2005 to 2014.

It does however only include participants on Israel Tours that have been supported by UJIA. There are other Tour providers, such as Authentic Israel who also do send some teenagers from this age group to Israel, but whose application form data was unavailable for inclusion in this analysis.

## Methodology

The data used within this analysis comes exclusively from the application forms completed by parents and participants as part of the online process, usually done between January and April in the year of the Israel Tour itself.

Some youth movements have used slightly different processes and hence there are a few cases where comparison across all tour groups cannot be made. In addition some youth movements have come and gone and hence data for all years may not be available. This is detailed more specifically in a later section on Page 19.

## The Israel Tour Universe

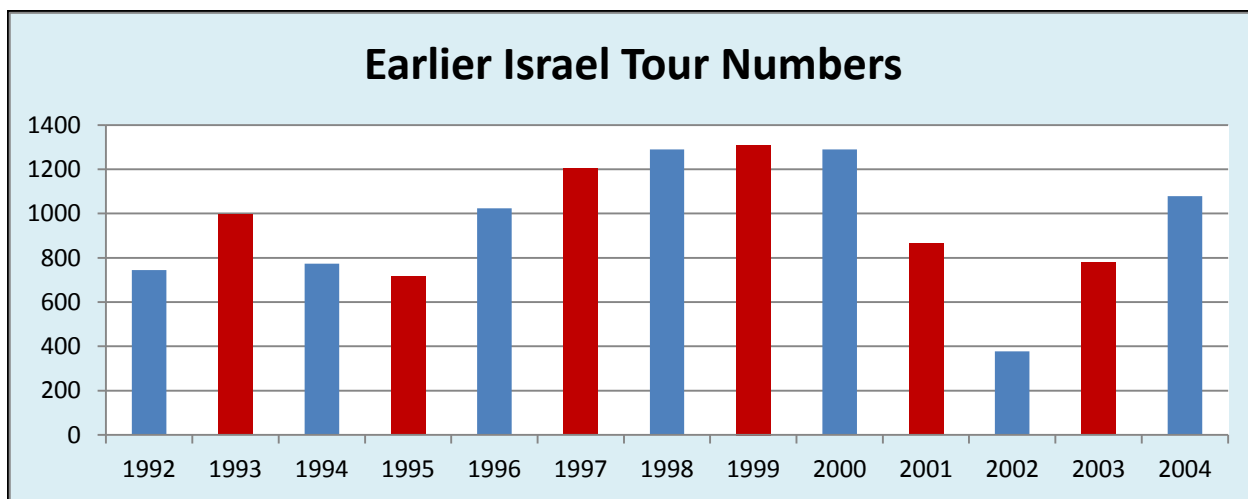
Although there has been some fluctuation in the numbers of young people going on summer tour each year, on average ranging between 1,100 and 1,400 each year, this does represent approximately 50% of all the Jewish teenagers in any cohort year.

Sometimes specific events in Israel does impact on the overall numbers but as an example, during the summer of 2014, there was no major drop off in numbers in light of the ongoing war between Israel and Gaza with only a handful of teenagers pulling out at the last minute.

The following bar chart shows the total number of participants who went on Israel Tour over the last decade.



For comparison purposes, the number of participants attending Israel tour over the previous 13 years is shown in the bar chart below.



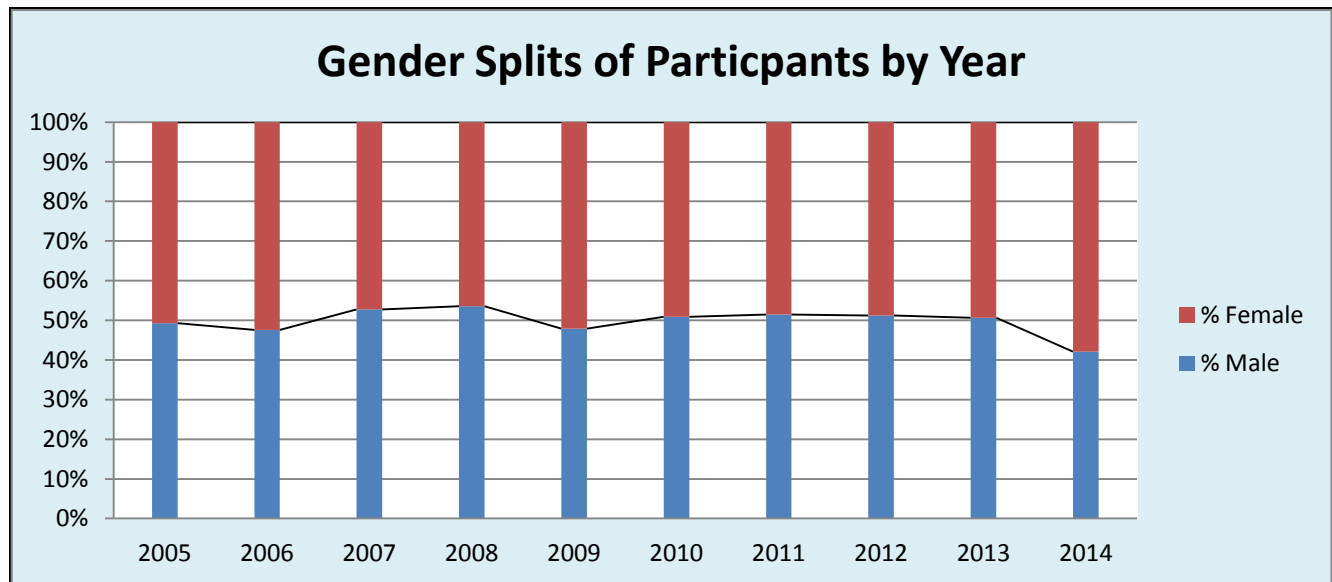
There has been slightly more fluctuation in numbers over this period, but the overall pattern suggests that numbers were growing during the 90's up to a more stable level of around 1200-1300 per annum towards the end of that decade. But the turn of the century saw a drop in numbers of teenagers going on Israel Tour to as low as 377 in 2002 which can be attributed to the impact of the Israeli-Palestinian conflict that was going on at that time.

The rest of the analysis within this report relates to the period 2005-2014.

## Profiling the Participants

### Gender

Looking at the Gender split over this time frame, we can see from the following bar chart that the numbers of participants has been roughly split equally and there is no significant difference between the numbers of girls and boys going on tour. In 2007 and 2008 there were slightly more boys than girls at 53% and 54% respectively, and most recently in 2014, the girls have dominated with 57%.



### Where do they live?

As you would expect, the majority of participants reflect the geographical location of the Jewish community within the UK with the majority coming from London and key regional locations around Manchester and Leeds.

The following tables and charts provide some more detail around these.



## Regional variation

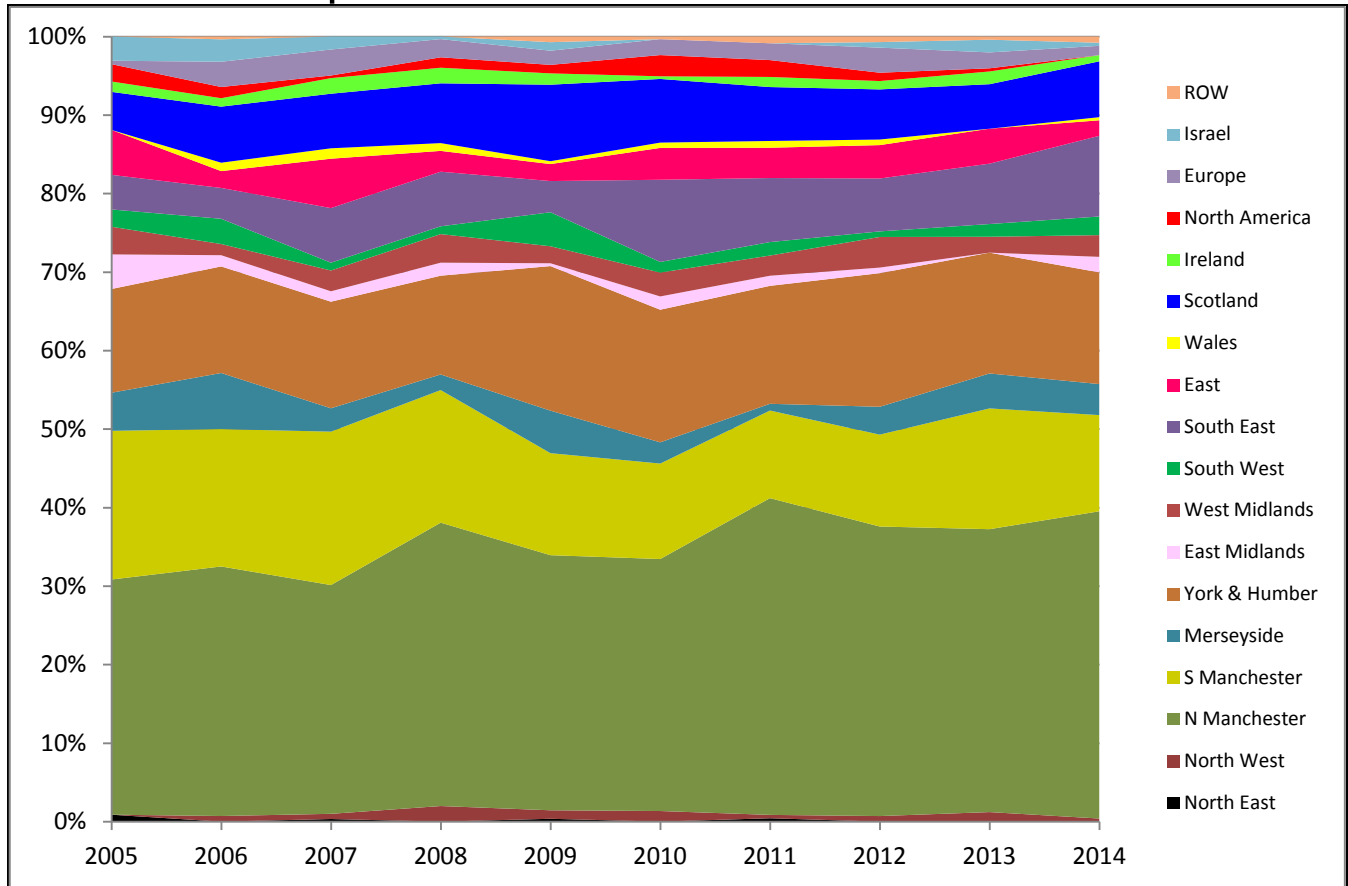
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>London</b>	866	949	920	968	929	1017	910	947	971	988
<b>Other English Regions</b>	200	232	255	258	232	254	200	243	218	226
<b>Scotland</b>	11	20	21	23	27	24	16	18	14	18
<b>Ireland</b>	3	3	6	6	4	1	3	3	4	2
<b>Wales</b>	0	3	4	3	1	2	2	2	0	1
<b>Outside UK &amp; Ireland</b>	13	22	16	12	13	15	12	16	11	6
<b>TOTAL*</b>	<b>1093</b>	<b>1229</b>	<b>1222</b>	<b>1270</b>	<b>1206</b>	<b>1313</b>	<b>1143</b>	<b>1229</b>	<b>1218</b>	<b>1241</b>
<b>% outside London</b>	21%	23%	25%	24%	23%	23%	20%	23%	20%	20%
<b>% outside UK &amp; Ireland</b>	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%

\*total vary slightly from overall totals as data was not available for all participants

The table above shows that between 75% and 80% in any one year the participants comes from London and only a very small number (less than 20 teenagers per year) come from outside the UK and Ireland.

The following chart depicts how the non-London communities stack up and the size of each of the communities (as determined by postcode) that send their teenagers on Israel Tour each year.

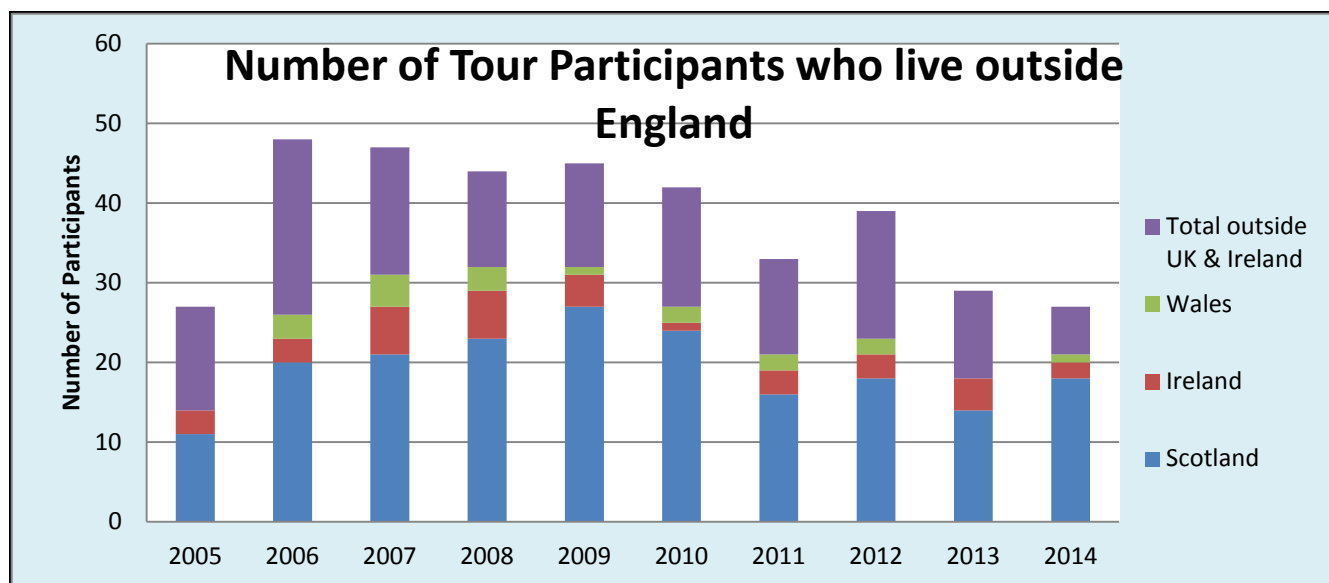
## Breakdown of Participants who live outside London



**On average there are about 100 per year who live in the North Manchester area. In South Manchester the numbers have been dwindling slightly dropping from about 50 per year to about 35 over more recent years.**

**In Yorkshire & Humberside (inc. Leeds) the numbers are between 30 and 50 teenagers each year.**

**Scotland has been sending between 11 and 27 teenagers on Israel Tour per annum over the last decade.**



Although the numbers are quite small, the bar chart above shows that Scotland is the country that by far sends the highest number of teenagers on our Israel Tours.

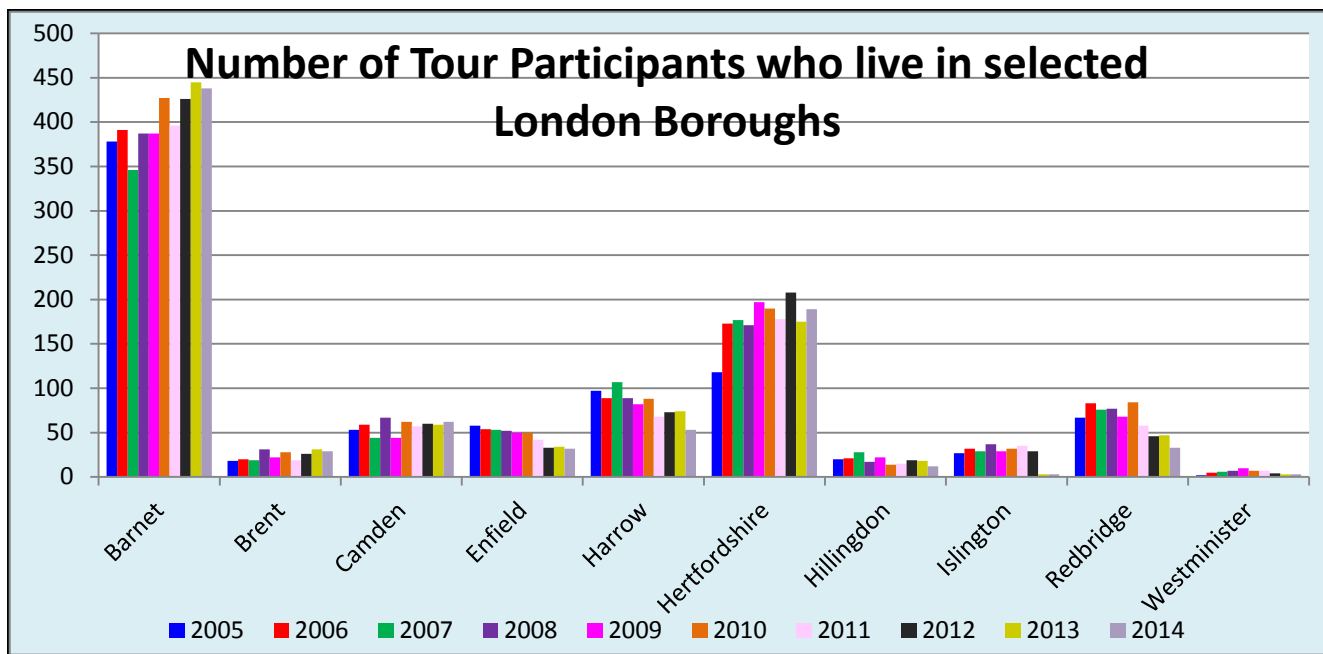
The main countries outside of the UK from where participants were residing were USA, Canada, Australia, Hong Kong, Eire, France, Spain and Israel.

There has been some fluctuation over the years as the chart shows but as the numbers overall are quite small none of them are very significant.

### Top 10 London/South East Boroughs

As already mentioned London remains the main location of residence for most participants each year with somewhere between 860 to 1020 teenagers living here. The spread across the London boroughs also represents where the Jewish community lives and the bar chart below highlights the top 10 boroughs.



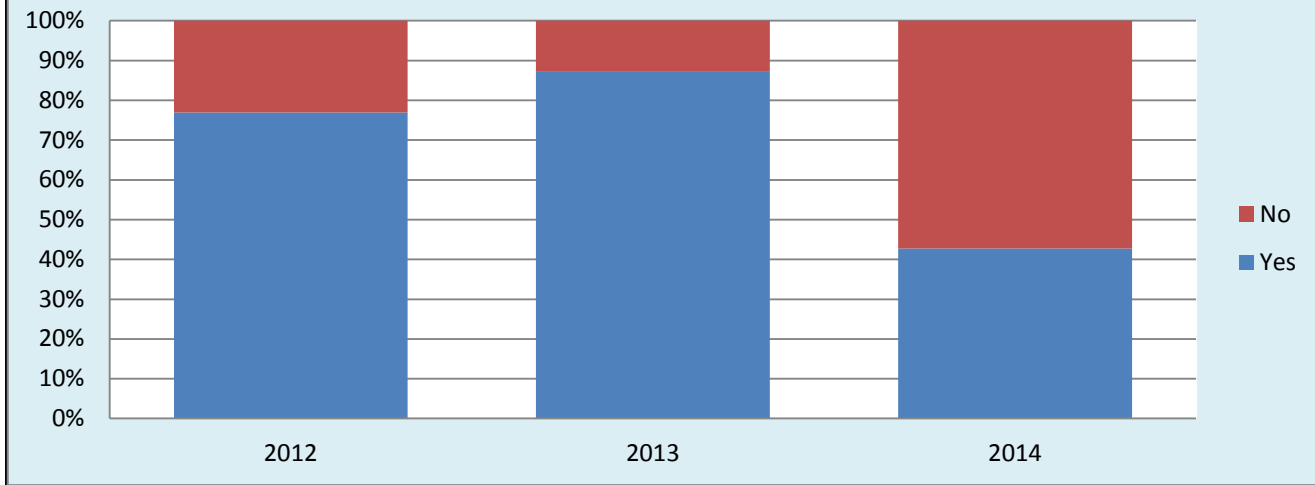


Barnet dominates here with between 38% and 45% and shows a growing trend, together with Hertfordshire (not strictly a London Borough), with between 13% and 22% of the teenagers on tour each year. Harrow, Redbridge and Enfield albeit smaller boroughs in terms of the number of participants, are all showing declining trends. This pattern reflects the trends observed within the 2011 national census data.

## First Timers?

Over the last 3 years data was collected on whether the teenagers were making their inaugural visit whilst on Israel Tour. The bar chart below shows that this fluctuates significantly, with 23%, 13% and 69% respectively stating they had not been to Israel before. Clearly this is a trend that would be worth watching as more data is collected in future years

## Have you been to Israel Before?



The natural expectation would be that the trend for teenagers who have not previously been to Israel would be reducing as more of them are students at Jewish schools, where they have the opportunity to go on a Year 9 trip. Also there is an increasing number of families who have holiday residences or other family members in Israel and travel there more regularly.

## How religious are the participants?

Data has been extracted to highlight what proportion of the participants across all tours claim to keep kosher and abide by the laws associated with the keeping the Shabbat day. Definitions of both of these have been self-defined and there may be some variations in interpretation. The table below shows what percentages of the teenagers claim to keep Kashrut and are Shomrei Shabbat.

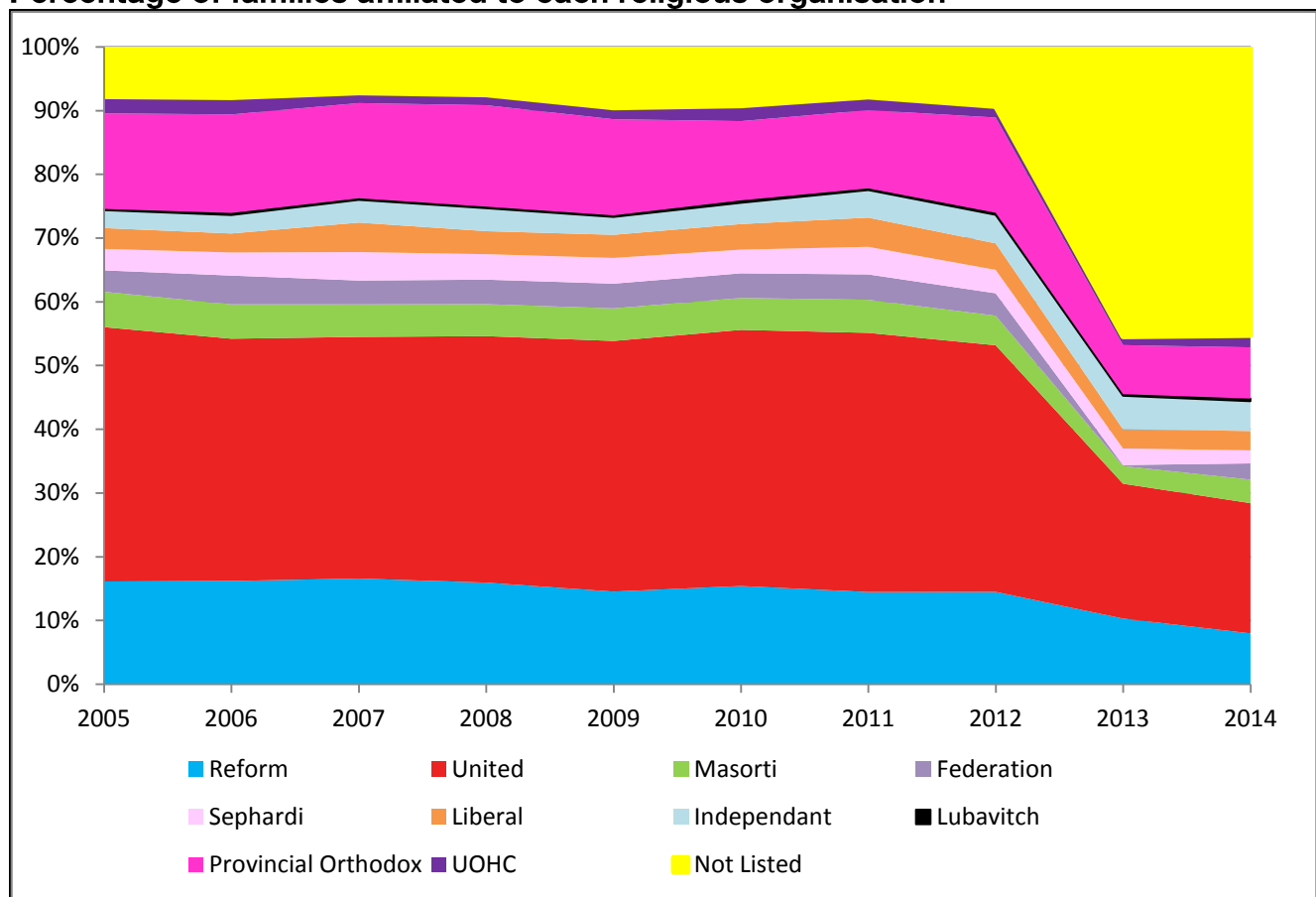
	% Keep Kashrut	% Shomrei Shabbat
2005	51.3%	24.8%
2006	52.3%	23.5%
2007	49.2%	19.9%
2008	53.2%	24.1%
2009	50.2%	20.0%
2010	49.9%	24.0%
2011	49.0%	22.7%
2012	51.8%	16.6%
2013	39.6%	21.7%
2014	47.7%	25.2%

On average, around half keep Kashrut and just under a quarter are Shomrei Shabbat. Obviously this will vary quite considerably across the different youth movements.

## Synagogue Membership

The chart below shows which religious organisations the families of the teenagers felt they affiliated to. Interestingly this did sometimes differ from the Synagogue for which they stated they were currently members but it the main you could assume they were one of the same.

Percentage of families affiliated to each religious organisation



The chart above shows no significant changes in the trend of synagogue membership through to 2012 with approximately 39% of participants belonging to the United Synagogue, 15% to the Reform Movement and 14% to the Provincial Orthodox synagogues.

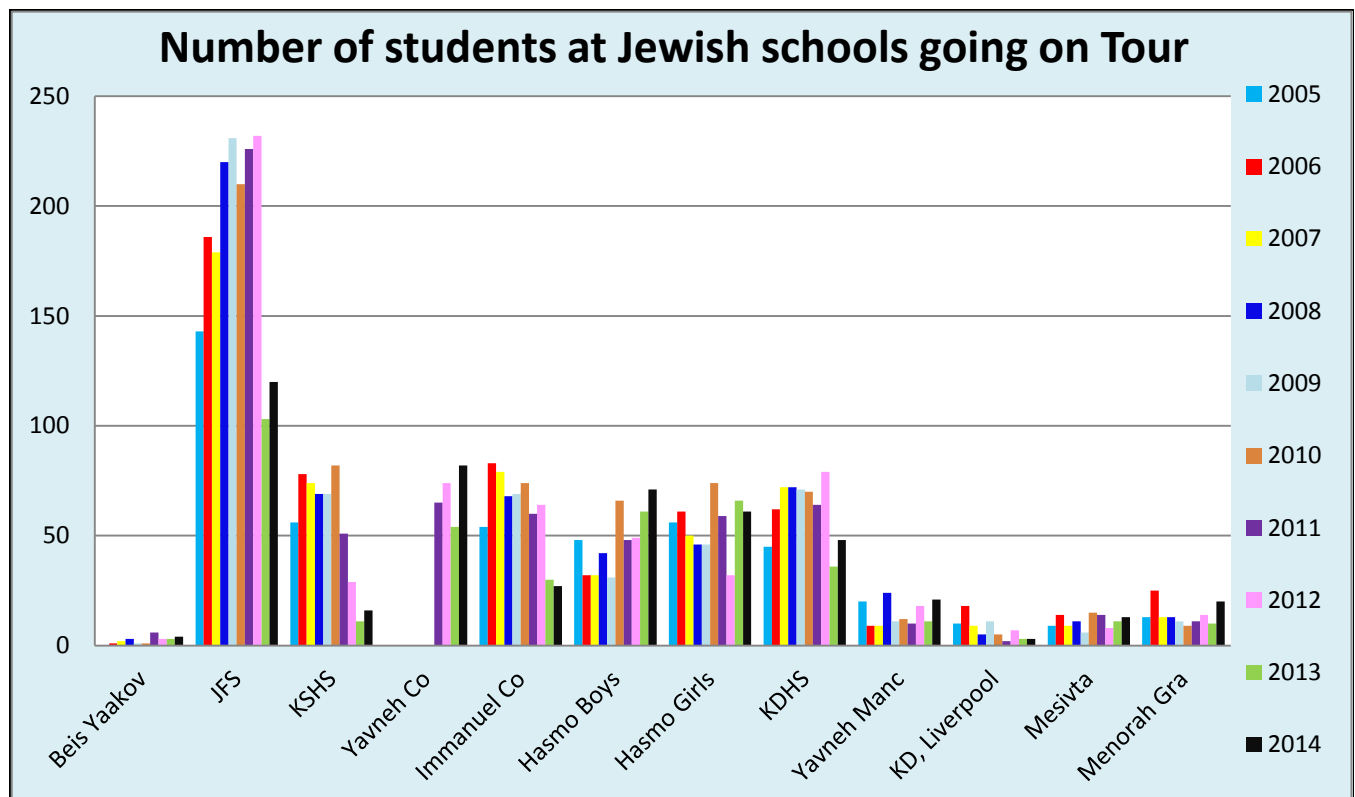
However since then, there has been a dramatic shift in the numbers of families who have not listed which religious organisation they feel affiliated to, whereby this now represents approximately 40% of participants. We don't have any further information

on this, but one possible explanation for this could be that in the current economic times, families are no longer able to afford synagogue fees and have had to pull back on their membership.

The impact of this is most clearly noticed amongst the United, Reform and Provincial Orthodox communities where the actual number of participants from each of them has roughly halved over the last two years. Masorti and Sephardi numbers have dropped by about a quarter over that time frame whilst the others seem to have held their numbers more steadily, although their overall number of participants per year was much lower anyway.

## Trends in Schooling

The chart below shows the numbers of teenagers who attend one of the various Jewish schools. JFS dominates the picture with a general increasing trend over the first 8 years of this timeframe.

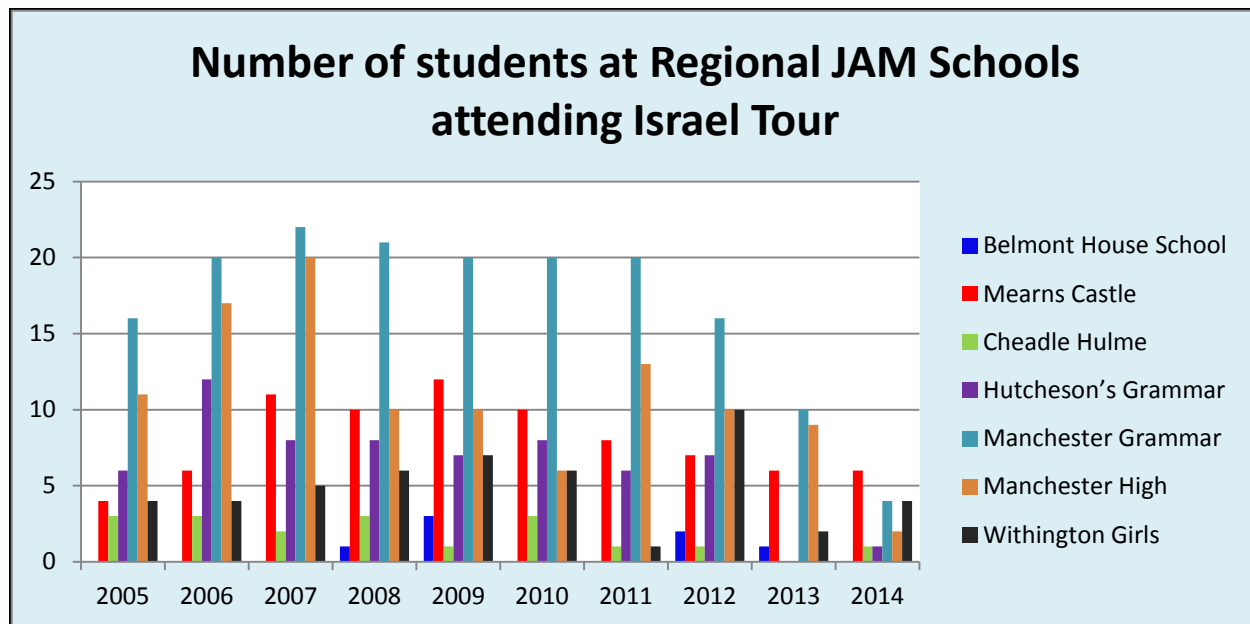


However together with a number of other schools, (King Solomon, Immanuel College, King David Manchester), the number of participants from JFS has seen a drop off over the last 2 years. Yavneh College is relatively new having opened in 2007 and hence its first cohort of year 11's started to appear in Israel Tour statistics in 2011. They may

well be picking up some of the decline from both Immanuel College and JFS but the school does not account for the entire decline. We know from separate data that the numbers of Jewish pupils at King Solomon have been declining over recent years too. Hasmonean Boys and Girls schools appear to holding their own over the last couple of years having seen unusually low figures in 2012.

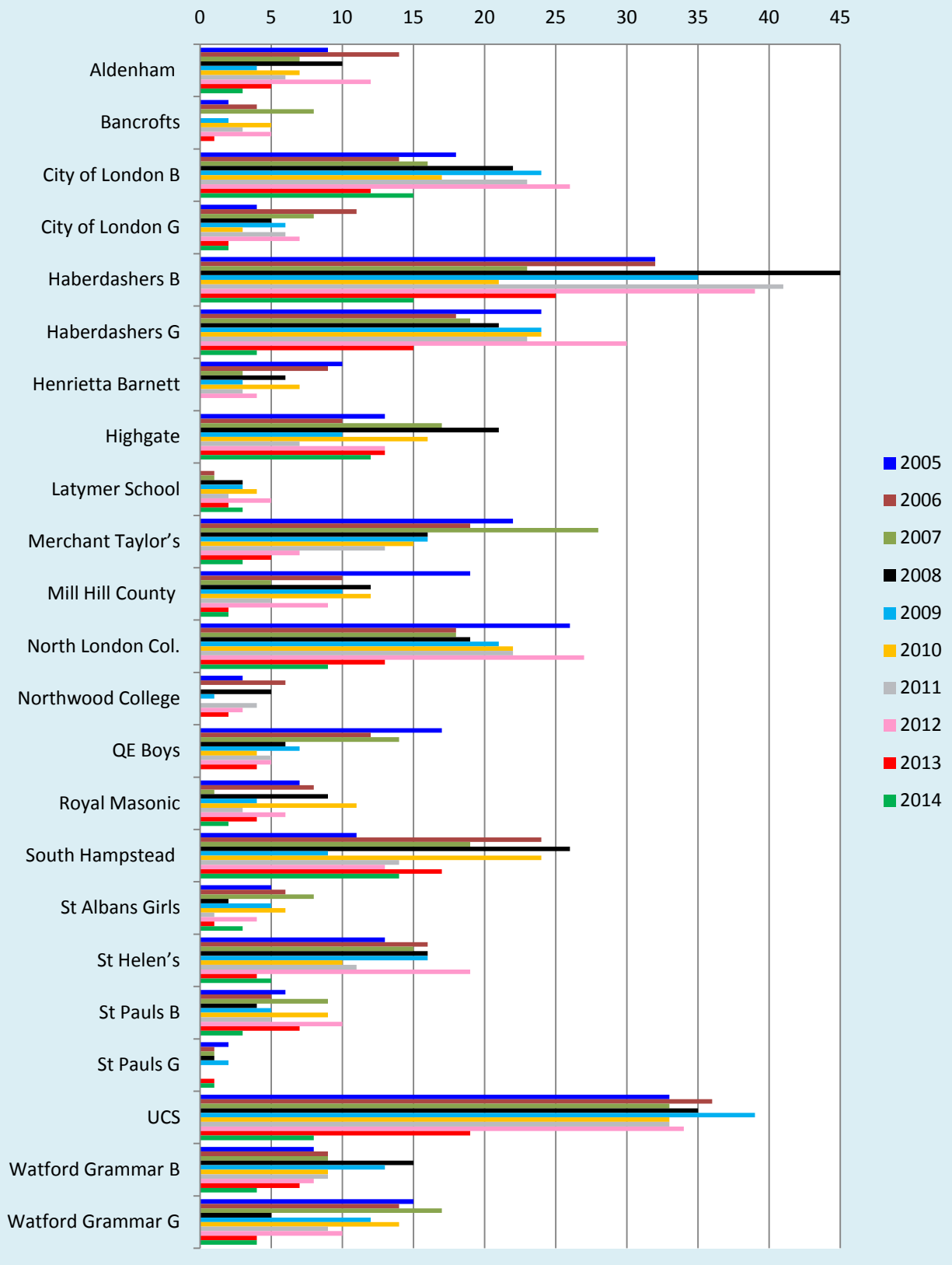
The majority of the Jewish schools from the northern regions have seen minor fluctuations but the number of teenagers from each school is in general very low each year.

Turning now to look at the JAM Schools, we can see from the following bar chart Manchester Grammar send the most teenagers on tour each year, regularly around 20, followed by Manchester High school and Mearns Castle in Scotland. Interestingly both the Mancunian schools have also seen their numbers drop off over the last 2 years. Withington Girls School (Manchester) and Hutcheson’s Grammar school (Scotland) have sending a steady stream of pupils on Israel Tour each year.

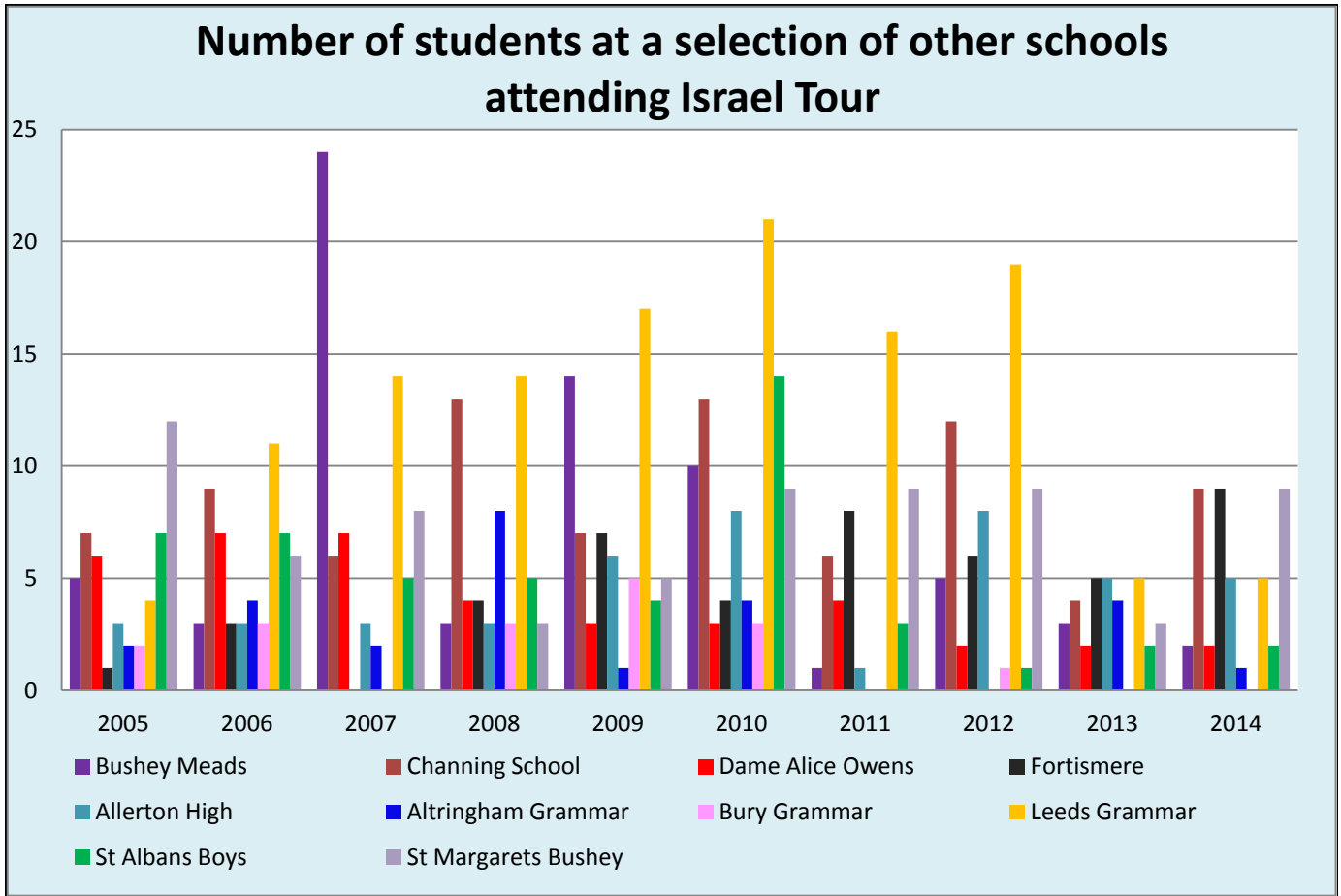


Looking at the JAM’s in London and the South East, we can see from the bar chart on the next page that Haberdashers Askes Boys and University College School both have the highest peak with approximately 12% of overall numbers from these schools. This equates to between 30 and 40 teenagers each year. These are closely followed by Haberdashers Askes Girls School and North London Collegiate both of whom have been growing over the timeframe to about 8% of the overall annual numbers. City of London Boys, South Hampstead High School and Merchant Taylors also have a significant number of participants each sending between 10 and 20 teenagers per year.

## Number of students at London/SE JAM Schools attending Israel Tour



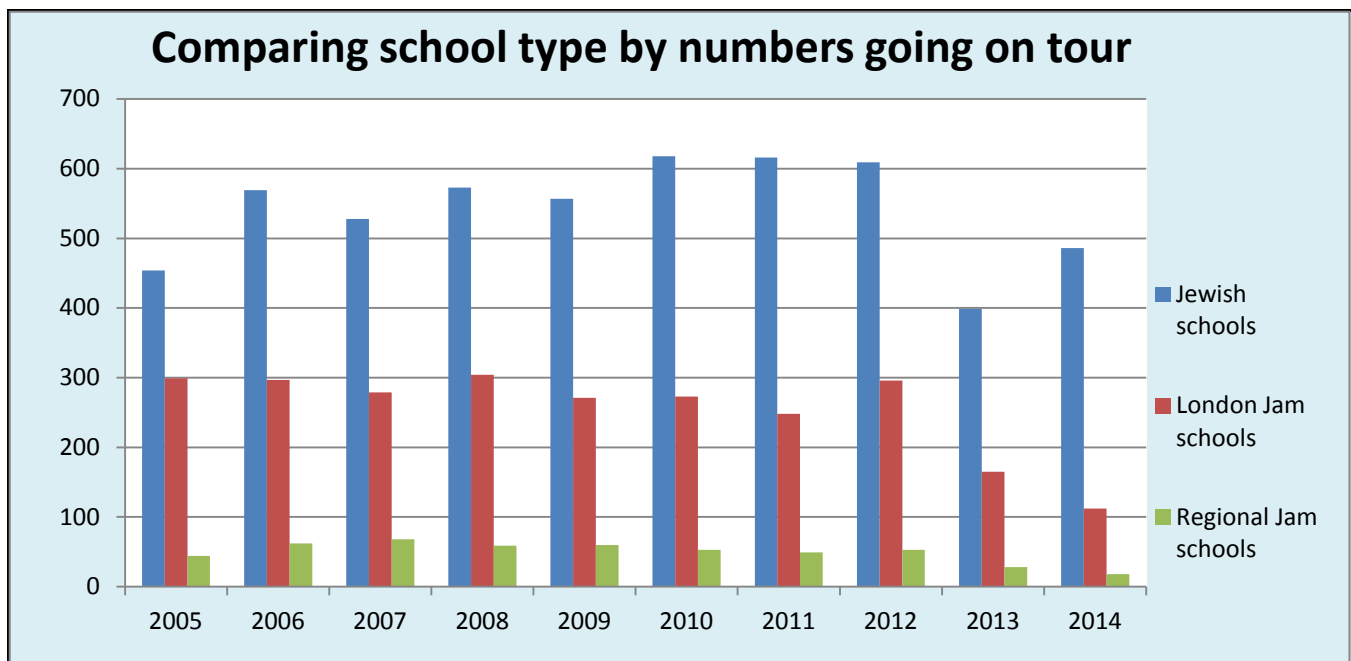
A selection of other schools



A few other schools which traditionally have been sending a steady flow of teenagers on tour each year, are shown in the bar chart above. Some of these are matching the numbers of the JAM schools for example Leeds Grammar, St Margaret’s Bushey and Channing in Highgate. Over recent years Fortismere in Muswell Hill has been growing whilst Bushey Meads has declining. These may well reflect the patterns of wider Jewish pupil numbers in these schools.

Comparison of Students numbers by school type attending Israel Tour

It is worth looking at the total numbers by school grouping to see how the trend is affecting each of them. The chart below suggests that the regional JAMS are fairly static albeit small in number overall.



**The London JAMS have been sending around 300 teenagers on tour each year, which until 2012 represented between 21% (in 2010) and 27% (in 2005) of the total each year. You can see a significant decline over the last two years and in 2014 represented less than 10%.**

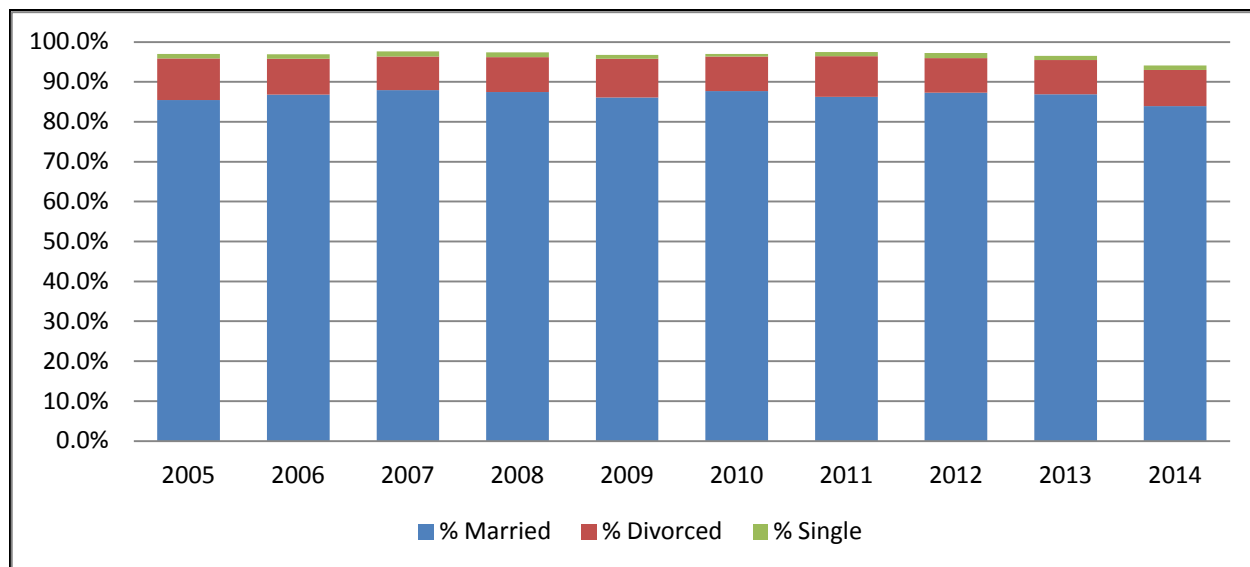
**The decline is not as significant in the Jewish schools and indeed the numbers have rallied in 2014 thus bucking the wider trend. In general the Jewish schools account for just under half of the tour numbers each year ranging from 41% in 2005 to 53% in 2011.**

**It is noticeable that many of the schools that traditionally have sent the highest number of students on tour each year have been indicating a drop off in numbers over the last two years yet there has not been a significant reduction in overall numbers going on tour in that timeframe. Further investigation may well be needed in order to understand this more fully.**



## Trends in family background

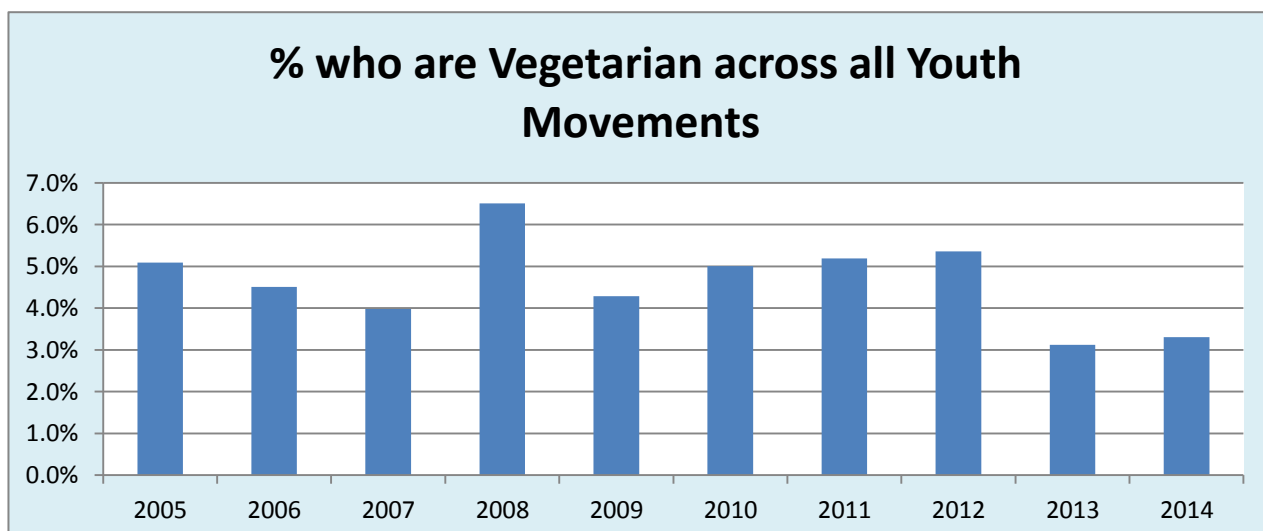
### Parental Marriage Status



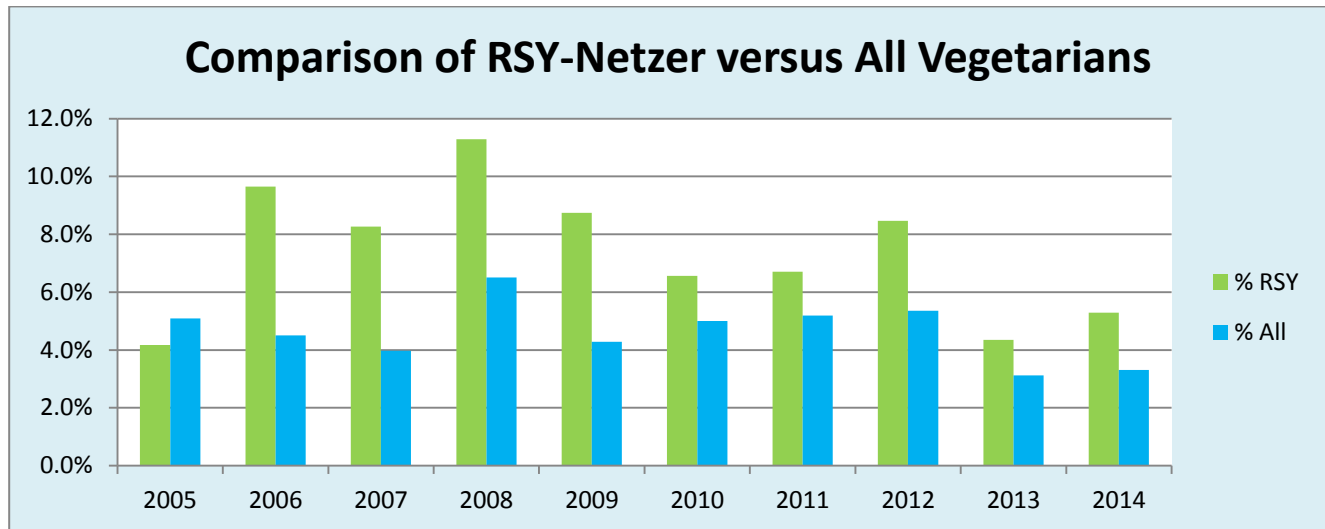
The bar chart above shows the marriage status of the parents of the participants. This shows a very stable picture of family background over the last ten years, with the significant majority of teenagers having parents who are married. The data does not distinguish between married and re-married. However the percentage of participants whose parents are divorced range from 8.4% to 10.5% across the timeframe with only slight fluctuations across the years.

### Dietary Preferences

Equally there has been no significant change in the number of teenagers who state they are a Vegetarian, averaging around 5%. In fact there has been a slight dip over the last two years down to around 3%. The bar chart below shows the percentage of vegetarian participants.



It is interesting to look in more detail at the RSY-Netzer data as this is the only Youth Movement who operates purely vegetarian tours. The following chart makes the comparison between the percentages of vegetarians on RSY-Netzer tours alongside those on all tours

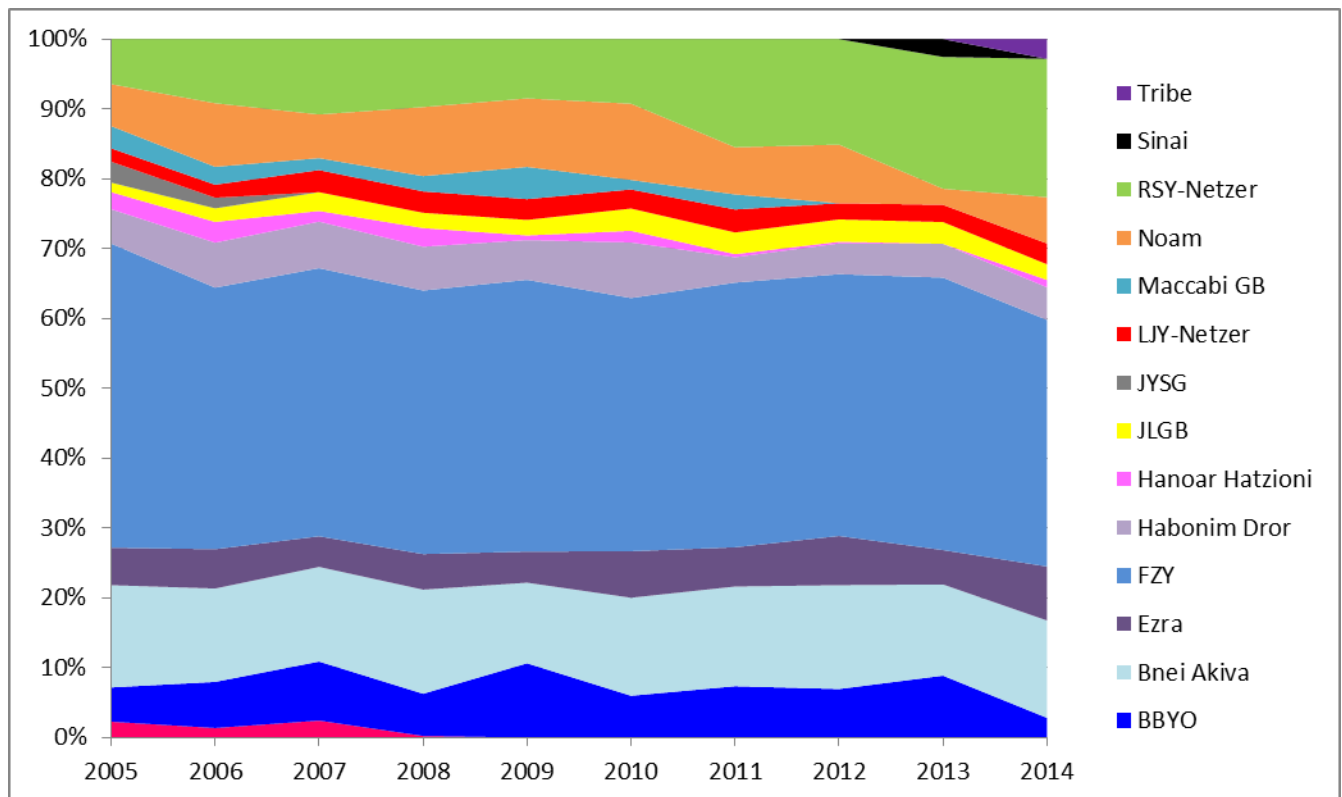


In the majority of years over the last decade there have been a noticeably higher percentage of vegetarians on RSY-Netzer tours than across all the youth movements combined. In some cases it is more than double, although remember the actual numbers are still quite small. The average percentage of RSY-Netzer participants who are vegetarian across this timeframe is 7.3% compared to 4.6% of all participants.

# The changing face of Youth Movement Numbers

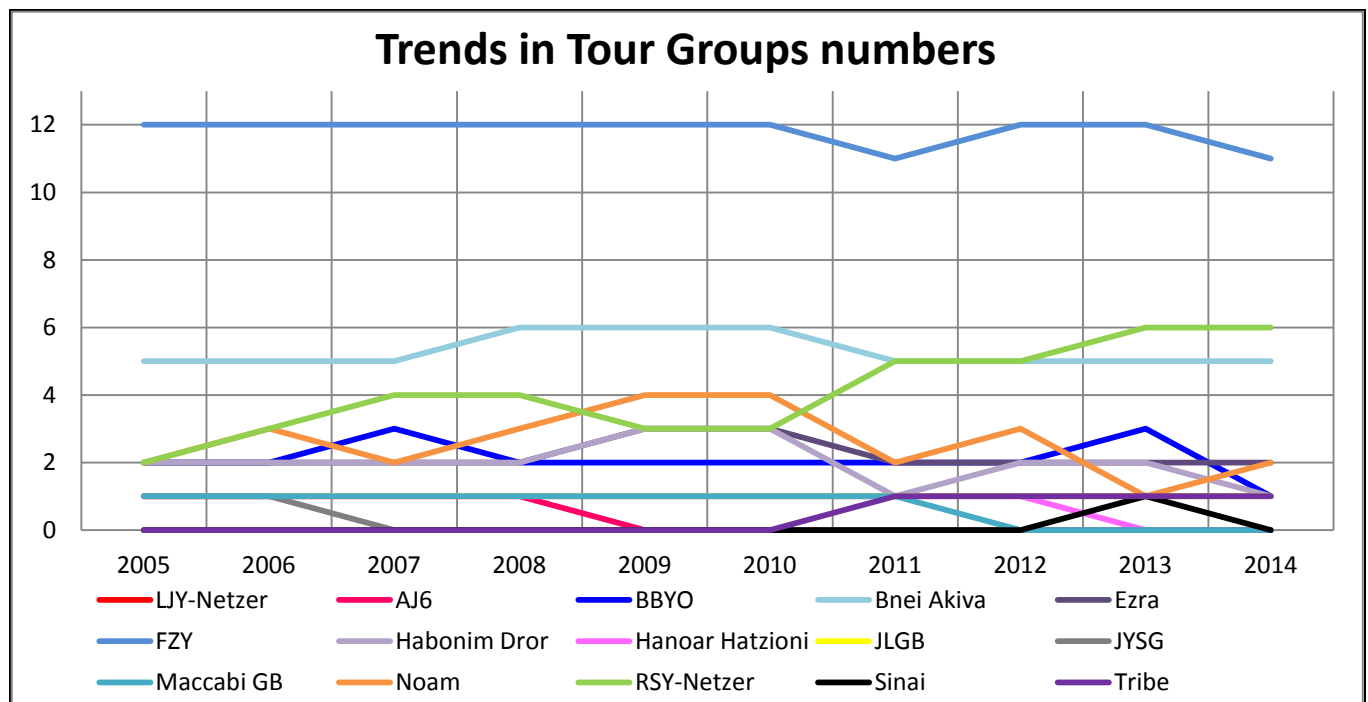
## Detailed analysis by Youth Movement

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Total
AJ6	25	17	30	3	0	0	0	0	0	0	75
BBYO	54	82	104	77	129	79	85	87	108	35	840
Bnei Akiva	161	166	167	190	140	185	165	186	159	173	1692
Ezra	59	70	54	65	54	88	65	88	60	96	699
FZY	479	465	473	481	472	478	438	469	475	438	4668
Habonim Dror	54	80	82	80	69	105	42	55	59	58	684
Hanoar Hatzioni	27	37	19	34	8	22	5	3	0	13	168
JLGB	15	24	33	28	27	42	36	40	38	28	311
JYSG	33	19	0	0	0	0	0	0	0	0	52
LJY-Netzer	21	23	39	39	36	36	38	29	30	37	328
Maccabi GB	35	32	21	28	56	18	25	0	0	0	215
Noam	66	113	77	126	119	144	78	105	28	82	938
RSY-Netzer	71	114	133	124	103	122	179	189	230	246	1511
Sinai	0	0	0	0	0	0	0	0	31	0	31
Tribe	0	0	0	0	0	0	0	0	0	35	35
<b>Total</b>	<b>1100</b>	<b>1242</b>	<b>1232</b>	<b>1275</b>	<b>1213</b>	<b>1319</b>	<b>1156</b>	<b>1251</b>	<b>1218</b>	<b>1241</b>	<b>12247</b>



The table and chart on the previous page displays the number of teenagers who have travelled to Israel in association with UJIA over the last ten years. FZY remains the largest Youth Movement having sent over 4600 16 year olds on Israel Tour over the last decade, 3 times the size of B’nei Akiva, its nearest rival. RSY-Netzer has been growing steadily and in 2012 was the second largest tour provider with 246 teenagers compared to FZY with 438 and BA with 173. These numbers reflect the actual number of groups the youth movements take each year as you can see in the trend chart below.

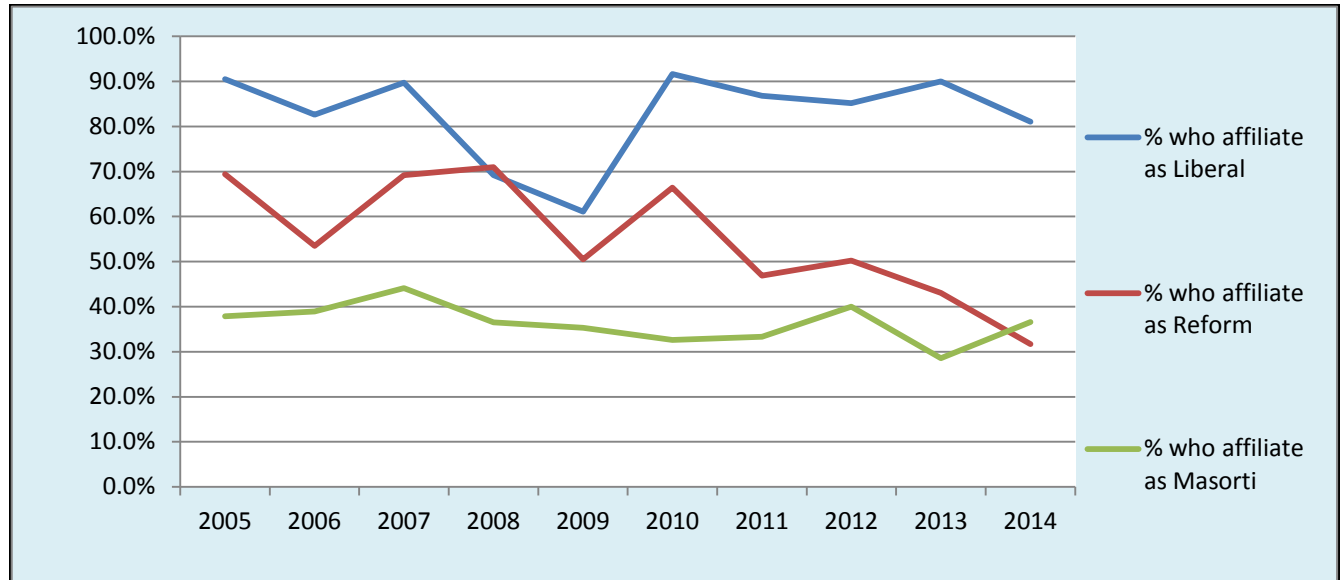
As a percentage of the total cohort, most youth organisations have stayed broadly similar apart from the coming and going of some of the tour groups. More specifically, Tribe have been up and running since 2011, although have only started to work through UJIA since 2014, Sinai have only operated one tour in 2013 and unfortunately Study Group and AJ6 are no longer around and hence these are reflected in their overall numbers. Maccabi and Hanoar Hatzioni participant numbers have been dropping off too with the former not having sent a group since 2011 and Hanoar Hatzioni seeing its number dwindle to the point where it is not cost effective to run its own individual tour and participants have joined other groups e.g. BBYO in 2014.



The trend shows that there is a relatively minor fluctuation in the actual number of groups travelling each year. Clearly the number of groups reflects the number of participants who have applied to go with each youth organisation each year. In general, there has been a move up or down by only one tour group by any of the organisations over the timeframe. The most noticeable variance from this is with RSY-Netzer which as the previous table also highlights has seen a significant

increasing pattern of teenagers keen on travelling to Israel with them. RSY-Netzer has grown from 2 to 6 individual tour groups.

### Percentage of each Synagogue Youth Movement who are religiously affiliated to their Synagogue organisation



Finally, the above chart shows how the different synagogue youth movements compare in terms of what percentage of its tour participants each year actually belong (defined as affiliated to) these organisations.

The chart shows that LJY-Netzer tour participants have the greatest likelihood to come from families who belong or affiliate to a Liberal or Progressive Synagogue. Apart from a drop in 2008 & 2009, this represents between 80%-90%. Compared to those on NOAM tours, of whom approximately 40% belong to a Masorti Synagogue. This shows a fairly steady trend over the decade. Given the dramatic increase in the number of teenagers going on tour with RSY-Netzer, it is perhaps not surprisingly that there is a declining trend of the number of families who are members of or are affiliated to the Reform Movement. This chart shows it has dropped from around 70% to less than 40%.