

Presentation To:



The Jewish Federation
OF GREATER WASHINGTON

Findings From A Survey Of 1000 Jewish Residents In The Greater Washington DC Area



Mark Mellman • mmellman@mellmangroup.com
1023 31st Street, NW • 5th Floor • Washington, DC 20007
ph 202-625-0370 • fx 202-625-0371 • www.mellmangroup.com

Key Findings

- **Levels Of Jewish Engagement Vary Greatly**
- **Being Jewish Is Seen As Important, “Doing Jewish” Less So**
- **Personal Connections With Israel Depend Greatly On Religiosity**
- **Most Do Not Feel Strongly Connected To Washington's Jewish Community**
- **Most Don't Prioritize Jewish Organizations In Their Charitable Giving**
- **Nearly All View Jewish Community Organizations Favorably, Though A Third Are Unfamiliar With JFGW**



Key Findings

- **The Community Is Seen Very Positively – But The Less Involved Have Divergent Opinions On Shared Values, Spiritual Fulfillment And Providing Important Services**
- **Community Service, Social Programs And Cultural Activities Are The Most Appealing, But Most Have Relatively Small Constituencies**
- **Keeping “A Jewish Connection” Is The Biggest Draw For Programs And Activities In The Community, Along With Shared Bonds And The Social Element**
- **Death & Aging Are The Issues Which Would Bring Respondents To Jewish Social Service Agencies**
- **Across Age, Respondents Turn To The Internet/Email, Newsletters & Synagogues For Information About Programs/Services**



Research Objectives And Context

- Our purpose was to survey the attitudes, views, wants and desires of the Greater Washington D.C. Jewish community
- This is not a census or a population study
- This research also gauged the priorities for current and potential programs and services



Be Cautious About Making Comparisons To Other Surveys

- Different populations
- Different question wording
- But patterns, trends and relative rankings in our poll are a good reflection of the community



Methodology

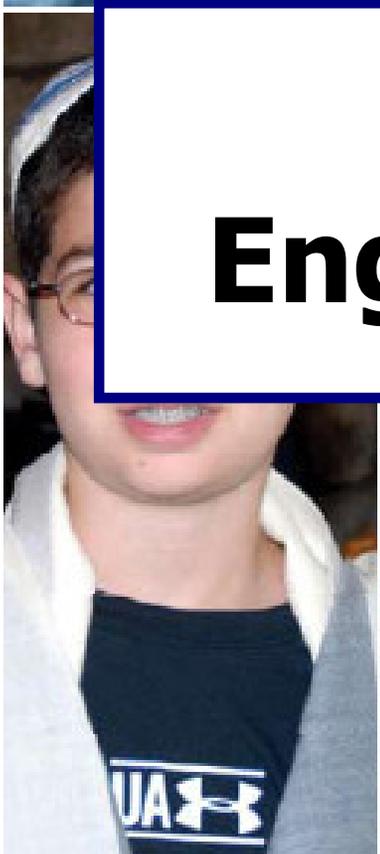
❖ Survey:

- 1000 Jewish Residents of Greater Washington, DC
 - ✓ DC (14%)
 - ✓ MD (51%)
 - ✓ VA (35%)
- Multi-mode sampling methodology
 - ✓ Jewish name algorithm
 - ✓ Direct response lists (self-identified Jews)
 - ✓ RDD in neighborhoods with concentrated Jewish population
- Interviewing November 20 – December 18, 2014
- Margin Of Error +/- 3.1%, Higher For Subgroups





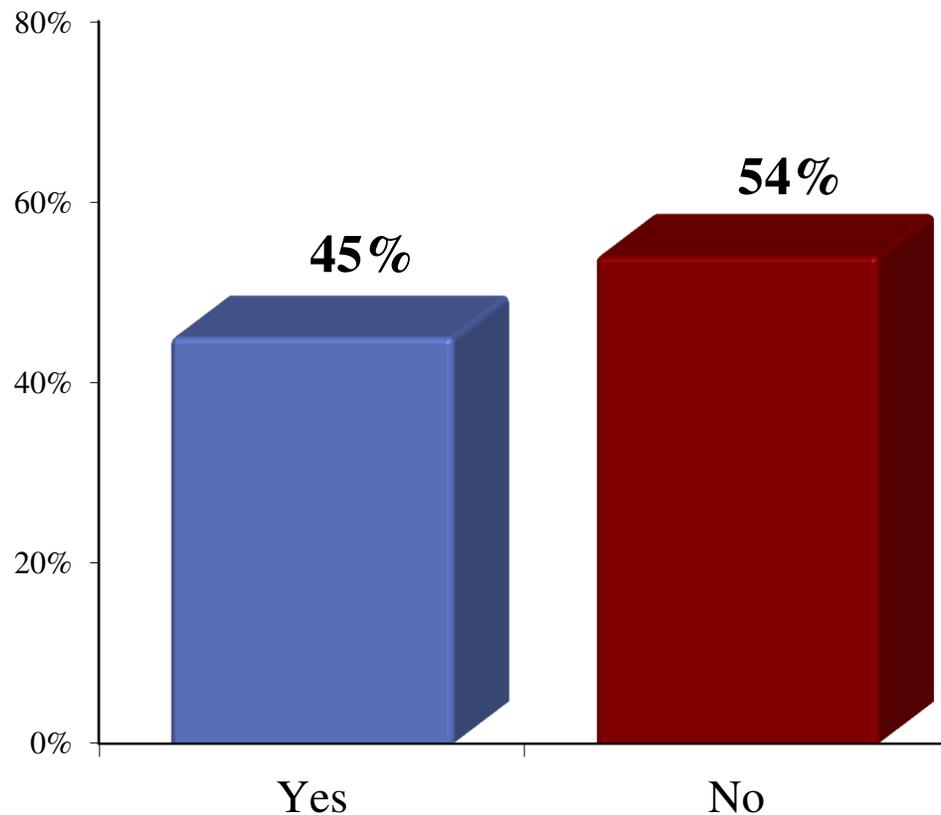
Levels Of Jewish Engagement Vary Greatly



Most Are Not Synagogue Members, Though Families, Especially With Children, Are Much More Likely To Join

There Are Also Tremendous Differences By Denomination

Are you currently a member of a synagogue or temple?

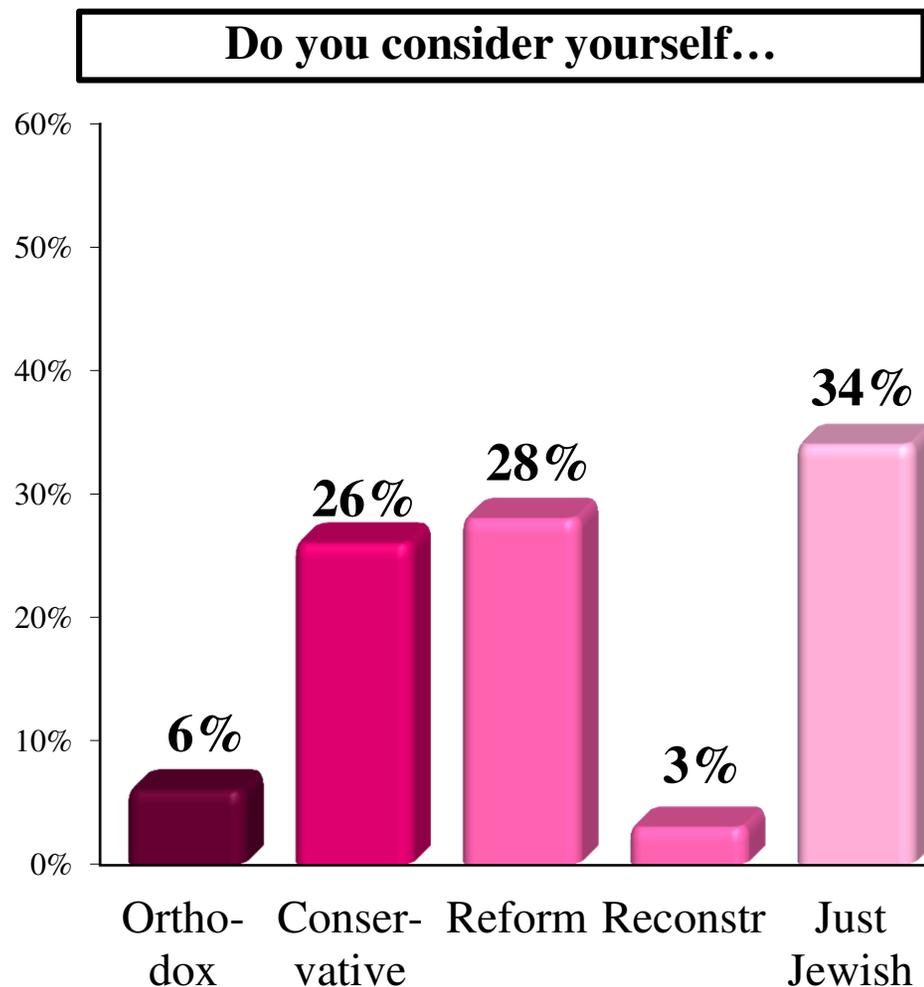


	Yes	No
DC	33%	67%
MD counties	50%	48%
VA counties	41%	57%
18-39	42%	56%
40-59	50%	49%
60+	40%	59%
Orthodox	90%	10%
Conservative	62%	37%
Reform/Reconstr	47%	53%
Just Jewish	22%	76%
Unmarried	30%	68%
Married, Kids <18	60%	40%
Married, No Kids <18	46%	53%
Jewish Spouse	61%	38%
Non-Jewish Spouse	20%	79%



A Plurality Don't Identify With A Denomination, And The Remainder Split Between Conservative And Reform

The Orthodox Community Is Concentrated In MD

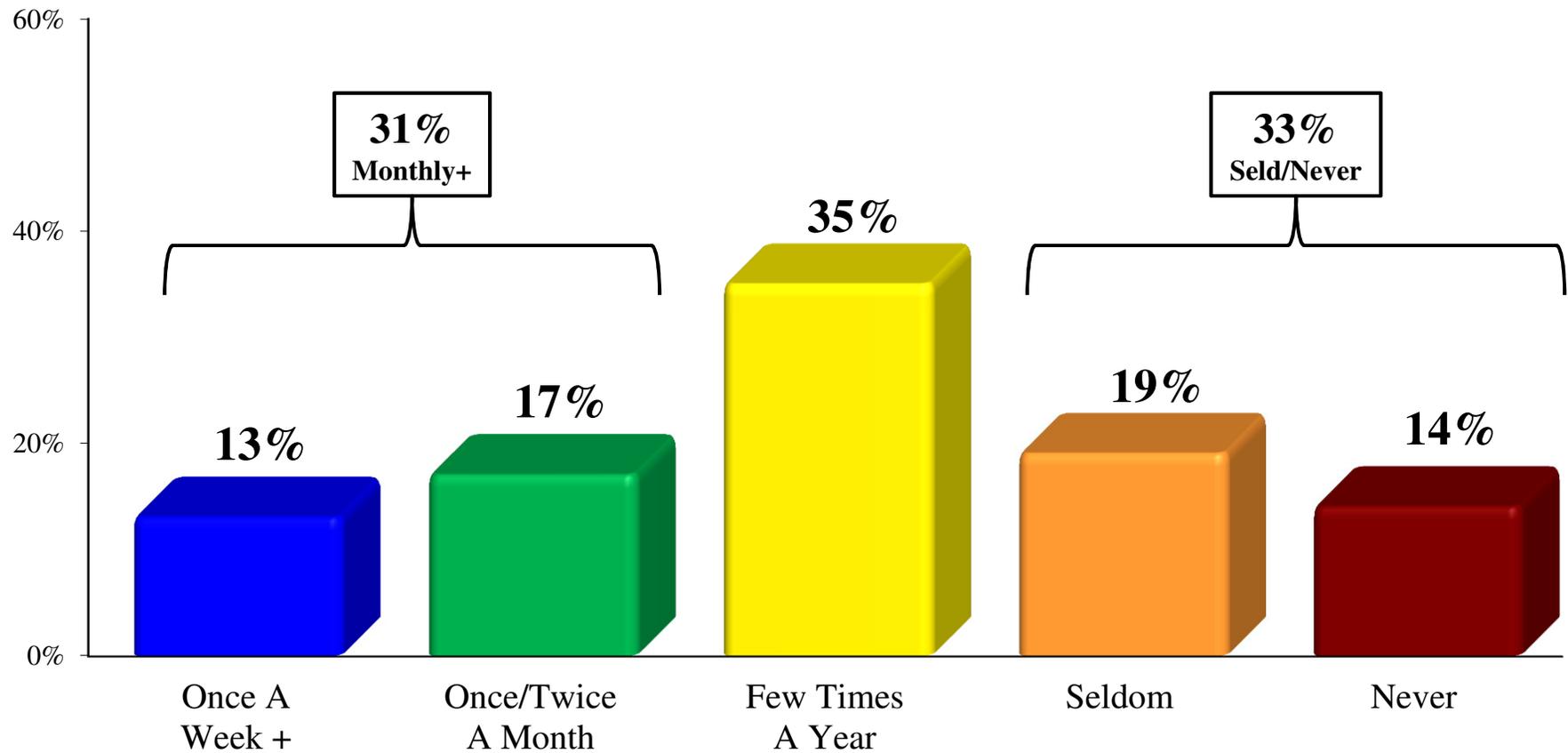


	Ortho	Cons	Reform/ Recon	Just Jewish
DC	3%	25%	29%	39%
MD counties	10%	29%	26%	33%
VA counties	1%	24%	38%	33%
18-39	6%	26%	30%	35%
40-59	6%	25%	32%	34%
60+	7%	30%	29%	32%
Unmarried	3%	26%	29%	41%
Married, Kids <18	10%	26%	33%	29%
Married, No Kids <18	6%	29%	32%	31%



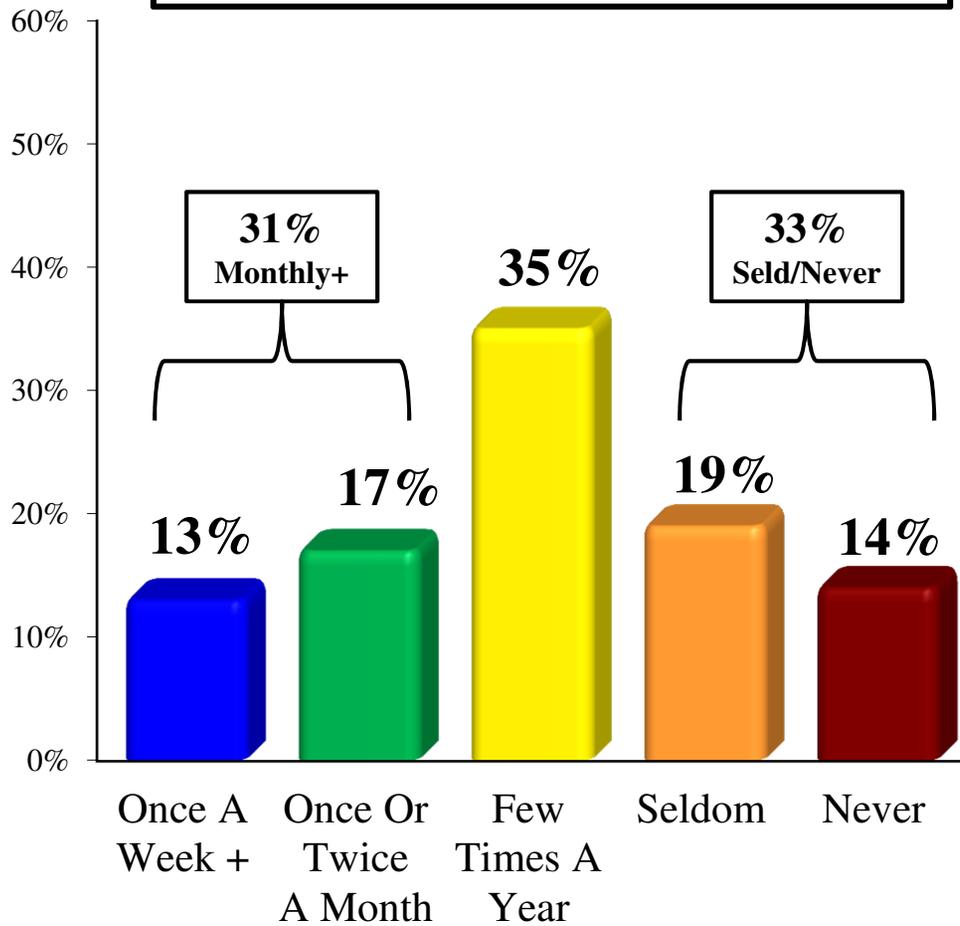
Outside Of Special Events, Most Rarely Attend Services

Aside from weddings, bar mitzvahs, and funerals, how often do you go to religious services at a synagogue?



Orthodox, Families With Children & Those With Jewish Spouses Are Most Likely To Attend Synagogue Regularly, While DC, Seniors, Singles, Those With No Denomination And Intermarrieds Are Least Likely To Attend

Aside from weddings, bar mitzvahs, and funerals, how often do you go to religious services at a synagogue?

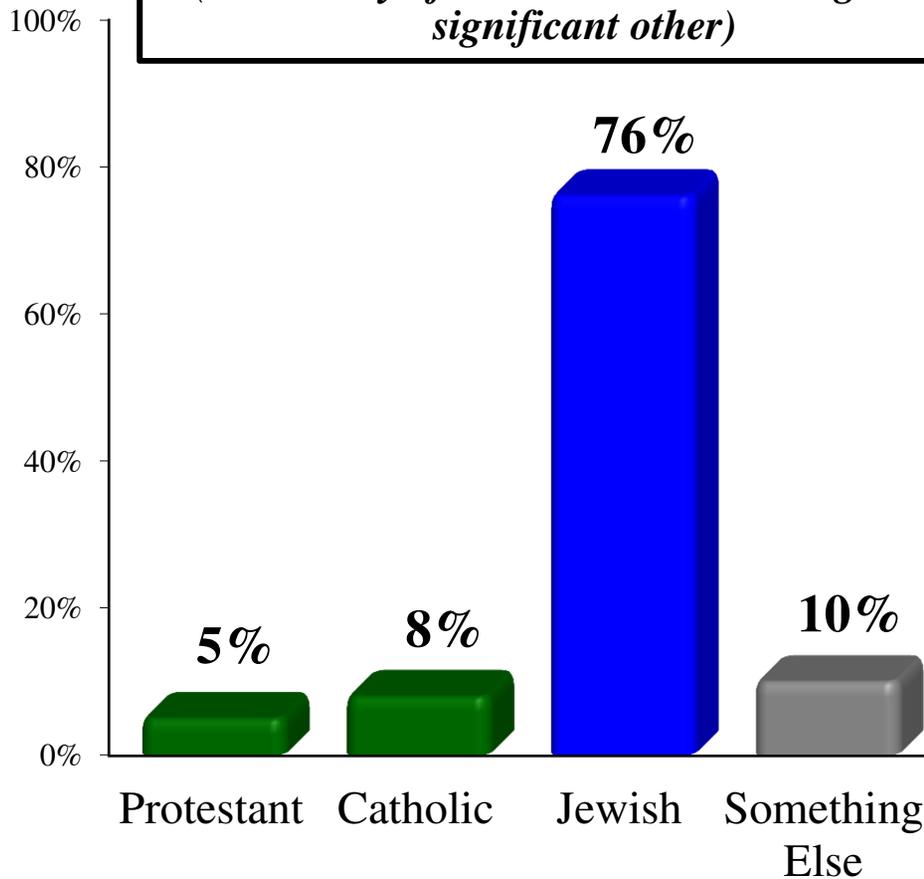


	Once A Week +	Once/ Twice A Month	Few Times A Year	Seldom/ Never
DC	6%	14%	37%	42%
MD counties	18%	18%	35%	28%
VA counties	10%	18%	33%	38%
Men	13%	17%	33%	36%
Women	14%	17%	36%	31%
18-39	12%	17%	40%	30%
40-59	13%	19%	36%	31%
60+	16%	15%	26%	43%
Orthodox	74%	13%	11%	2%
Conservative	13%	26%	44%	16%
Reform/Reconstr	9%	20%	45%	27%
Just Jewish	7%	9%	25%	57%
Unmarried	8%	11%	39%	41%
Married, Kids <18	16%	25%	33%	26%
Married, No Kids <18	16%	16%	34%	33%
Jewish Spouse	20%	23%	34%	22%
Non-Jewish Spouse	3%	8%	35%	53%



About One-Quarter Of Married Respondents Report A Non-Jewish Spouse, With Interfaith Couples More Likely To Be Found In DC & VA

Regardless of how often he or she attends services, would your spouse or significant other consider him or herself...
(Asked only of those married or living with a significant other)

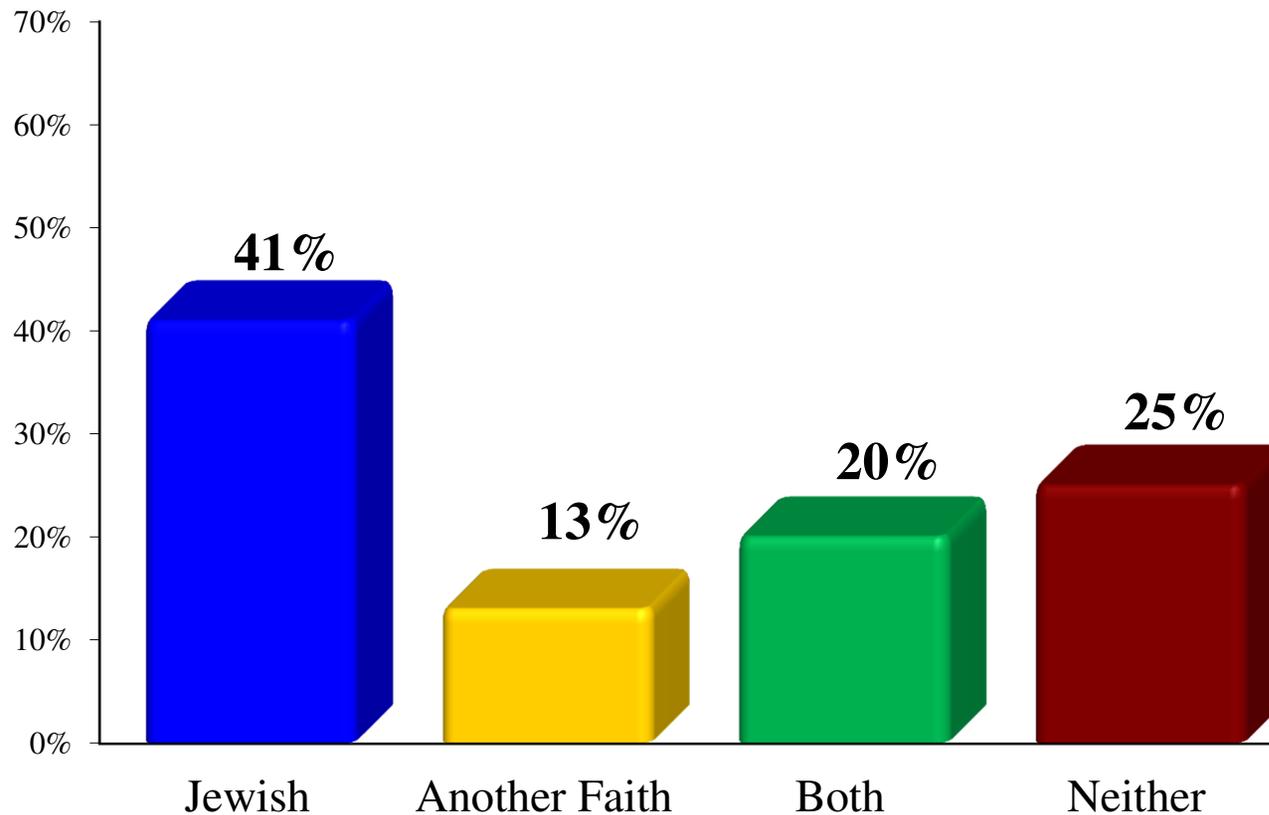


	Jewish	Not Jewish
DC	65%	33%
MD counties	82%	16%
VA counties	70%	29%
Men	70%	28%
Women	81%	17%
18-39	74%	24%
40-59	76%	22%
60+	77%	23%
Services Once a Month +	92%	6%
Few Times Per Year	75%	23%
Services Seldom/Never	56%	42%
Orthodox	98%	0%
Conservative	84%	15%
Reform/Reconstr	76%	23%
Just Jewish	63%	35%



Less Than Half Of Interfaith Couples With Children Are Raising Their Children Just As Jews

Did you, or are you raising your children Jewish, in another faith, or both?
(Asked only of those with non-Jewish spouses and kids under 18)





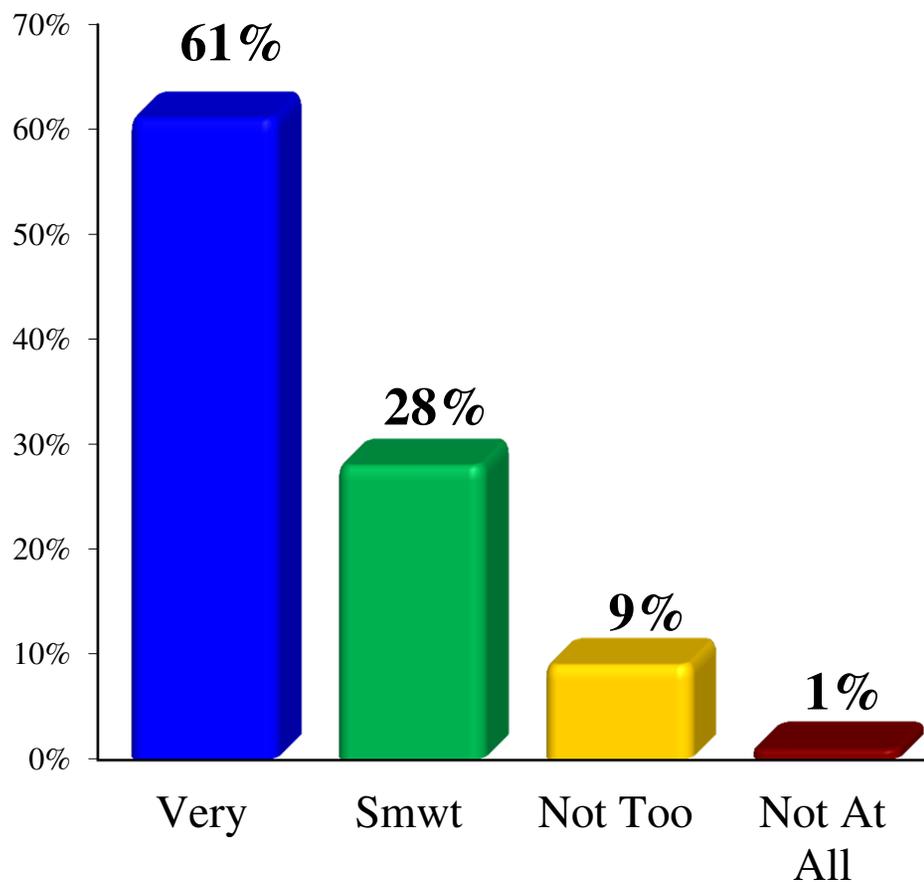
**Being Jewish Is Seen As Important,
“Doing Jewish” Less So**



Jewish Identity Is *Very* Important For A Majority

Even Among Those Who Are Just Jewish Or Rarely Attend Services, Three Quarters Or More Say It Is At Least Somewhat Important

How important is being Jewish to you?

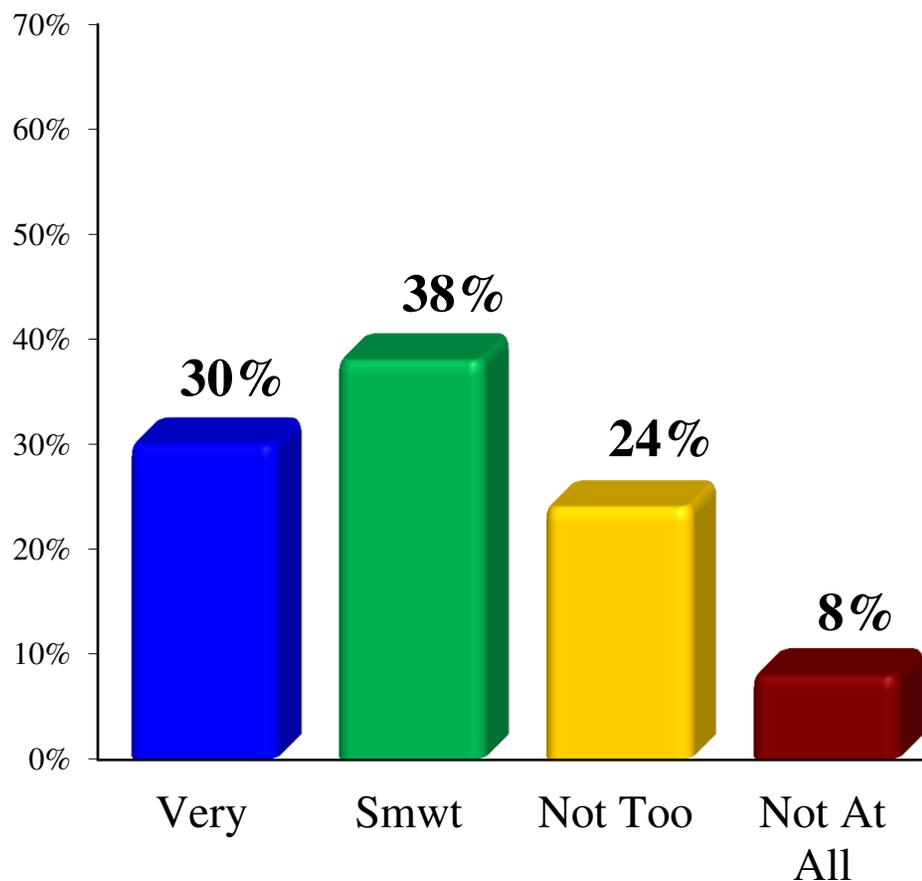


	Very	Smwt	Total Not
DC	50%	34%	15%
MD counties	67%	24%	8%
VA counties	55%	32%	12%
DC Women	54%	31%	13%
DC Men	46%	37%	16%
MD Women	73%	19%	7%
MD Men	61%	31%	8%
VA Women	67%	23%	9%
VA Men	43%	41%	16%
18-39	58%	31%	11%
40-59	61%	28%	11%
60+	66%	26%	7%
Services Once a Month +	83%	15%	1%
Few Times Per Year	70%	26%	4%
Services Seldom/Never	32%	43%	24%
Orthodox	91%	7%	1%
Conservative	80%	15%	5%
Reform/Reconstr	63%	31%	5%
Just Jewish	40%	40%	18%
Unmarried	54%	33%	13%
Married, Kids <18	66%	26%	7%
Married, No Kids <18	65%	25%	8%
Jewish Spouse	71%	21%	6%
Non-Jewish Spouse	45%	41%	13%



But Only Among The Observant Do A Majority See Jewish *Activities* As Very Important

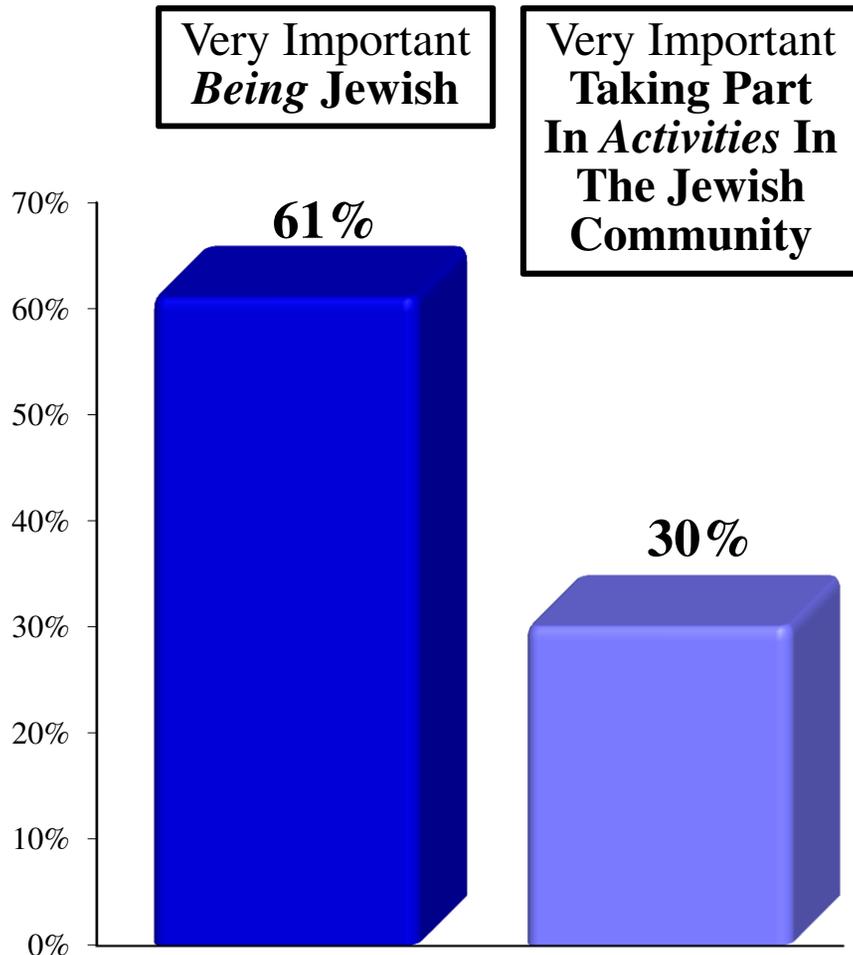
How important is it to you to take part in activities in the Jewish community?



	Very	Smwt	Total Not
DC	17%	38%	44%
MD counties	37%	34%	28%
VA counties	25%	42%	31%
DC Women	15%	47%	38%
DC Men	19%	30%	51%
MD Women	41%	32%	26%
MD Men	32%	37%	30%
VA Women	34%	42%	23%
VA Men	15%	42%	40%
18-39	30%	42%	29%
40-59	33%	37%	29%
60+	26%	33%	40%
Services Once a Month +	61%	33%	7%
Few Times Per Year	28%	49%	22%
Services Seldom/Never	5%	31%	62%
Orthodox	77%	17%	6%
Conservative	44%	38%	18%
Reform/Reconstr	28%	50%	22%
Just Jewish	14%	32%	53%
Unmarried	20%	40%	40%
Married, Kids <18	44%	36%	20%
Married, No Kids <18	29%	37%	33%
Jewish Spouse	44%	37%	19%
Non-Jewish Spouse	8%	38%	52%

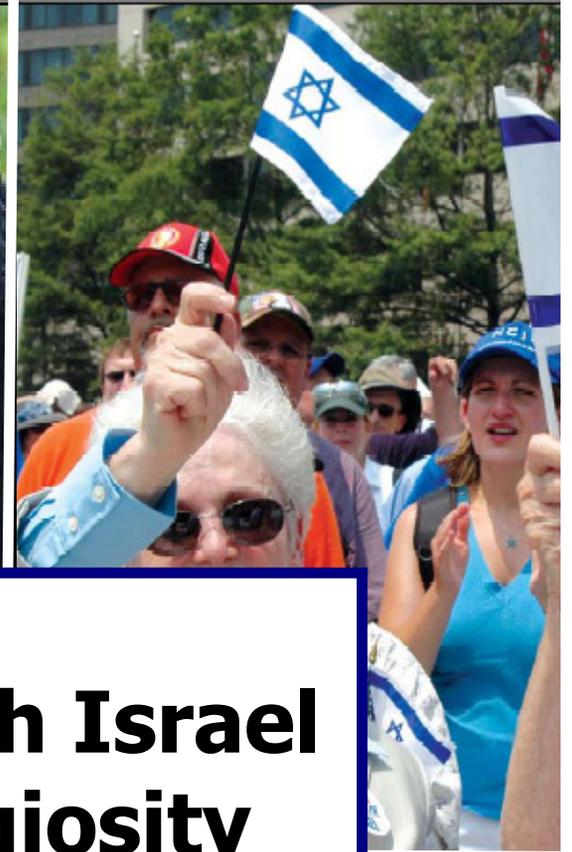


The Identity/Activity Gap Is Greater Among Seniors And Occasional Attenders, For Whom Identity Outstrips Activity

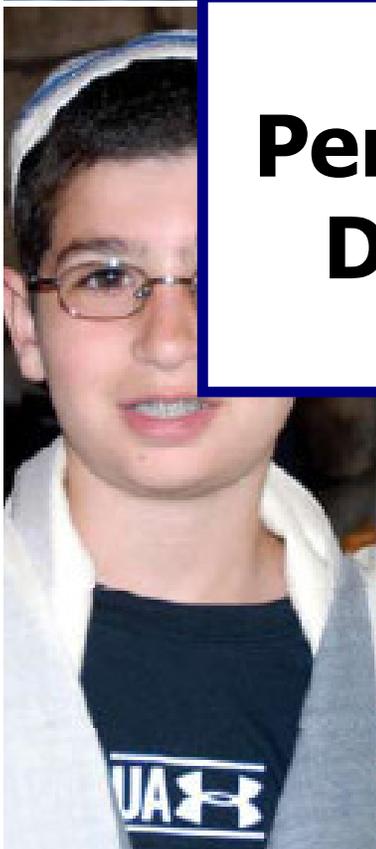


	J. Identity	J. Activities	ID - Activities
DC	50%	17%	+33
MD counties	67%	37%	+31
VA counties	55%	25%	+30
DC Women	54%	15%	+39
DC Men	46%	19%	+27
MD Women	73%	41%	+33
MD Men	61%	32%	+28
VA Women	67%	34%	+33
VA Men	43%	15%	+27
18-39	58%	30%	+28
40-59	61%	33%	+28
60+	66%	26%	+40
Services Once a Month +	83%	61%	+22
Few Times Per Year	70%	28%	+41
Services Seldom/Never	32%	5%	+27
Orthodox	91%	77%	+14
Conservative	80%	44%	+36
Reform/Reconstr	63%	28%	+36
Just Jewish	40%	14%	+26
Unmarried	54%	20%	+34
Married, Kids <18	66%	44%	+23
Married, No Kids <18	65%	29%	+36
Jewish Spouse	71%	44%	+28
Non-Jewish Spouse	45%	8%	+37





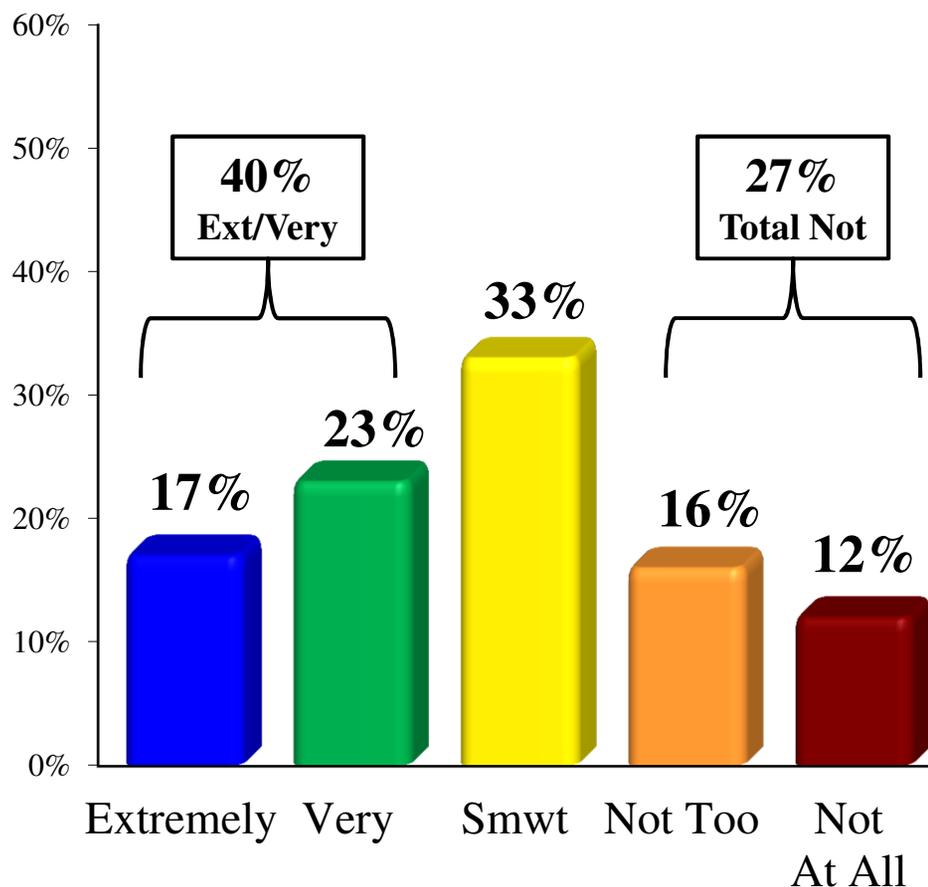
Personal Connections With Israel Depend Greatly On Religiosity



A Plurality, But Not A Majority, Feel Strongly Connected With Israel

The Biggest Differences Are By Denomination, Attendance And Inter-marriage

How connected do you personally feel with Israel?



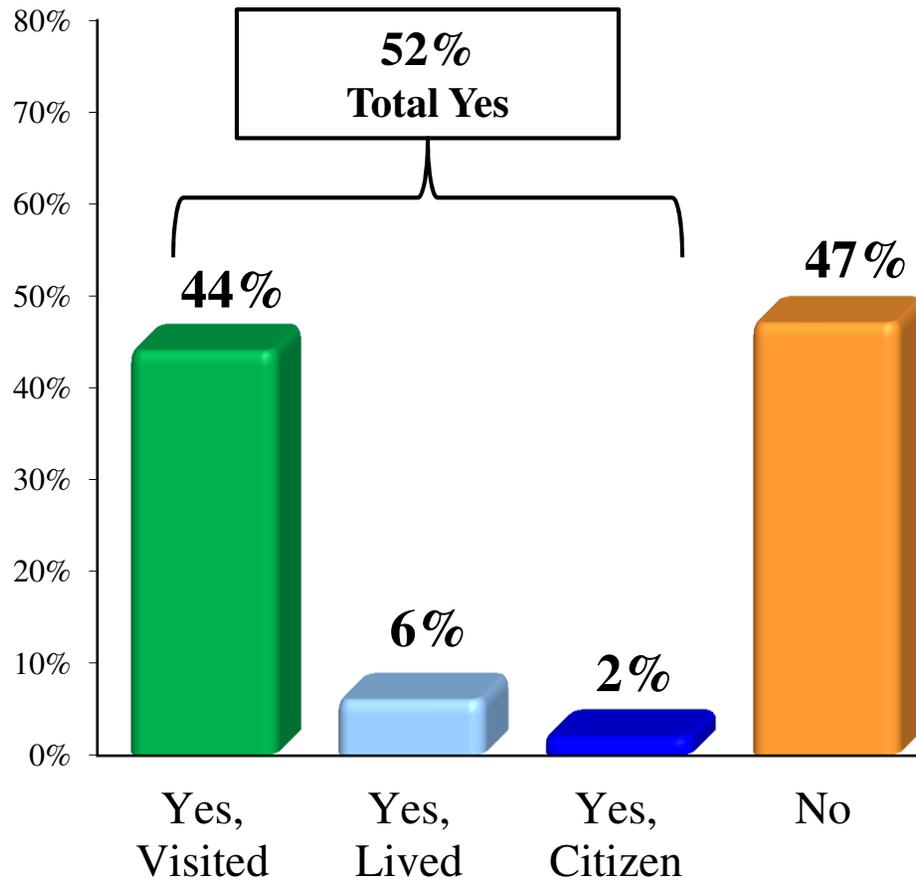
	Ext/Very	Smwt	Total Not
DC	25%	33%	41%
MD counties	45%	32%	23%
VA counties	38%	33%	29%
DC Women	26%	33%	40%
DC Men	25%	34%	41%
MD Women	42%	34%	24%
MD Men	47%	30%	22%
VA Women	41%	34%	26%
VA Men	36%	31%	32%
18-39	37%	35%	27%
40-59	38%	33%	29%
60+	46%	28%	25%
Services Once a Month +	63%	26%	11%
Few Times Per Year	38%	37%	25%
Services Seldom/Never	20%	34%	45%
Orthodox	83%	15%	2%
Conservative	56%	29%	15%
Reform/Reconstr	30%	40%	30%
Just Jewish	28%	33%	39%
Unmarried	32%	38%	29%
Married, Kids <18	46%	28%	27%
Married, No Kids <18	42%	31%	26%
Jewish Spouse	50%	29%	20%
Non-Jewish Spouse	21%	29%	50%



Just Over Half Have Visited Or Lived In Israel

Virginians And Interfaith Couples Are Much Less Likely To Have Made The Trip

Have you visited or lived in Israel, or are you an Israeli citizen?

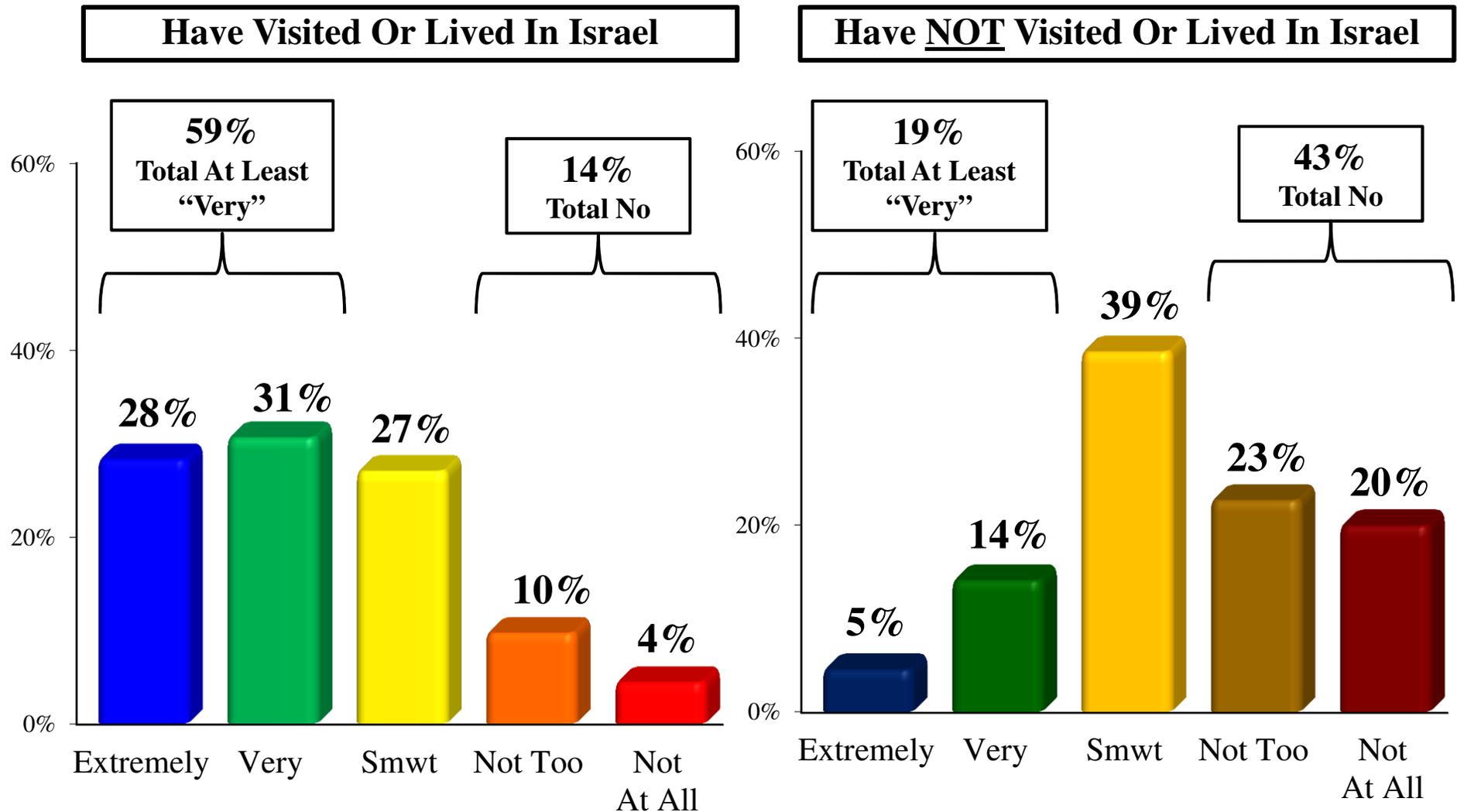


	Total Yes	No
DC	55%	45%
MD counties	57%	42%
VA counties	43%	55%
DC Women	56%	44%
DC Men	55%	45%
MD Women	54%	44%
MD Men	60%	39%
VA Women	43%	55%
VA Men	42%	56%
18-39	55%	43%
40-59	47%	51%
60+	55%	44%
Services Once a Month +	66%	32%
Few Times Per Year	55%	45%
Services Seldom/Never	37%	62%
Orthodox	89%	10%
Conservative	65%	35%
Reform/Reconstr	48%	52%
Just Jewish	40%	58%
Unmarried	49%	51%
Married, Kids <18	56%	43%
Married, No Kids <18	51%	47%
Jewish Spouse	57%	42%
Non-Jewish Spouse	37%	61%



Most Who Have Been To Israel Feel Close

Among Those Who Haven't, There Is Much Greater Distance





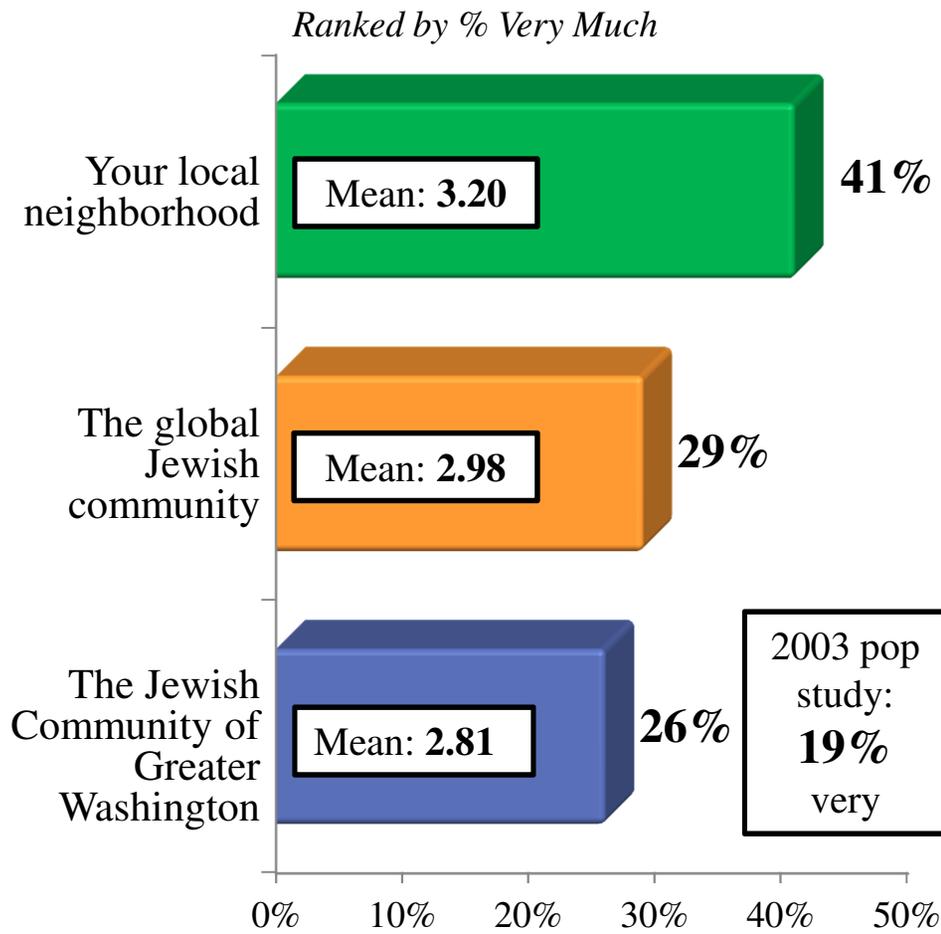
Most Do Not Feel Strongly Connected To Washington's Jewish Community



A Quarter Feel "Very Much" A Part Of The Local Jewish Community

Very Few Who Rarely Attend Services Or Are Intermarried Feel Strongly Connected

I am going to list communities people can be a part of, and ask you how much you feel like part of each community.



	Neighbrhd	Glob. Jewish	Jewish GW
DC	39%	26%	21%
MD counties	45%	33%	31%
VA counties	37%	25%	21%
Men	38%	28%	24%
Women	44%	30%	27%
18-39	35%	28%	25%
40-59	46%	30%	27%
60+	41%	30%	25%
Services 1x/Month +	49%	52%	51%
Few Times/Year	42%	29%	23%
Seldom or Never	34%	11%	6%
Orthodox	62%	62%	63%
Conservative	43%	37%	36%
Reform/Reconstr	40%	27%	24%
Just Jewish	38%	20%	13%
Unmarried	32%	26%	17%
Married, Kids <18	52%	35%	34%
Married, No Kids <18	43%	30%	28%
Jewish Spouse	48%	36%	37%
Non-Jewish Spouse	43%	17%	9%
Been to Israel	44%	43%	33%
Not Been to Israel	39%	15%	18%



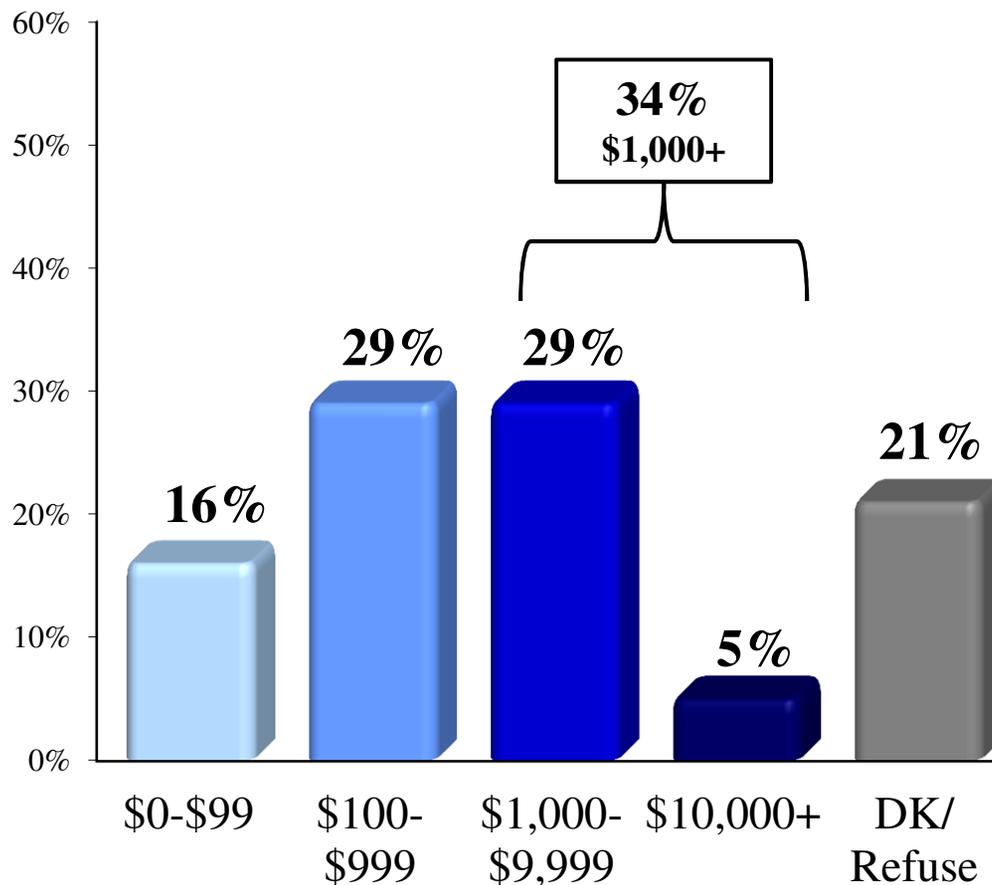


Most Don't Prioritize Jewish Organizations In Their Charitable Giving



Reported Charitable Giving Increases After Reaching Middle-Age, And Is Greater Among The More Observant

How much would you say you donate to charitable causes annually?

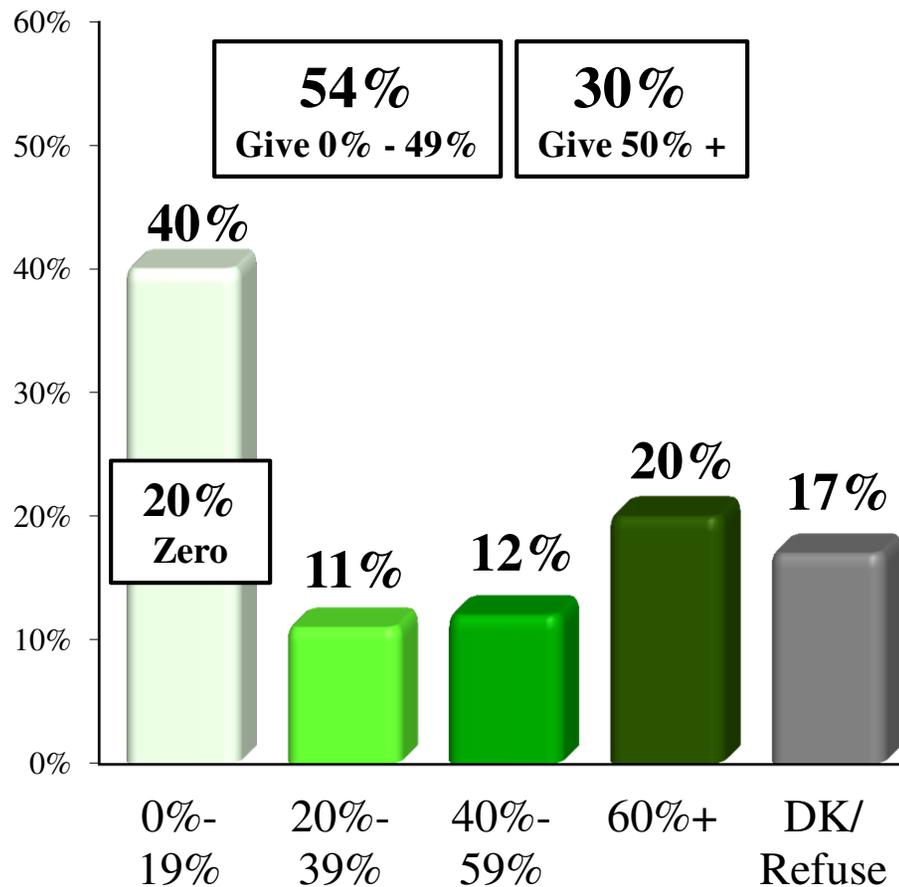


	\$0-\$99	\$100-\$999	\$1,000+
DC	13%	34%	36%
MD counties	17%	26%	38%
VA counties	16%	31%	29%
Men	15%	27%	38%
Women	17%	31%	31%
18-39	30%	31%	21%
40-59	9%	31%	41%
60+	11%	21%	41%
Services Once a Month +	9%	22%	46%
Few Times Per Year	14%	36%	32%
Services Seldom/Never	25%	28%	28%
Orthodox	3%	24%	54%
Conservative	13%	28%	40%
Reform/Reconstr	13%	29%	36%
Just Jewish	25%	32%	26%
Unmarried	34%	30%	17%
Married, Kids <18	5%	30%	49%
Married, No Kids <18	8%	27%	41%
Jewish Spouse	7%	29%	45%
Non-Jewish Spouse	12%	30%	37%
Been to Israel	14%	27%	41%
Not Been to Israel	19%	31%	28%



Marylanders, Synagogue Attenders, Orthodox, Conservative And Those With Jewish Spouses Prioritize Jewish Giving

And, thinking about your annual charitable contributions as a whole to all causes, what percentage of those contributions would you estimate go to Jewish organizations?



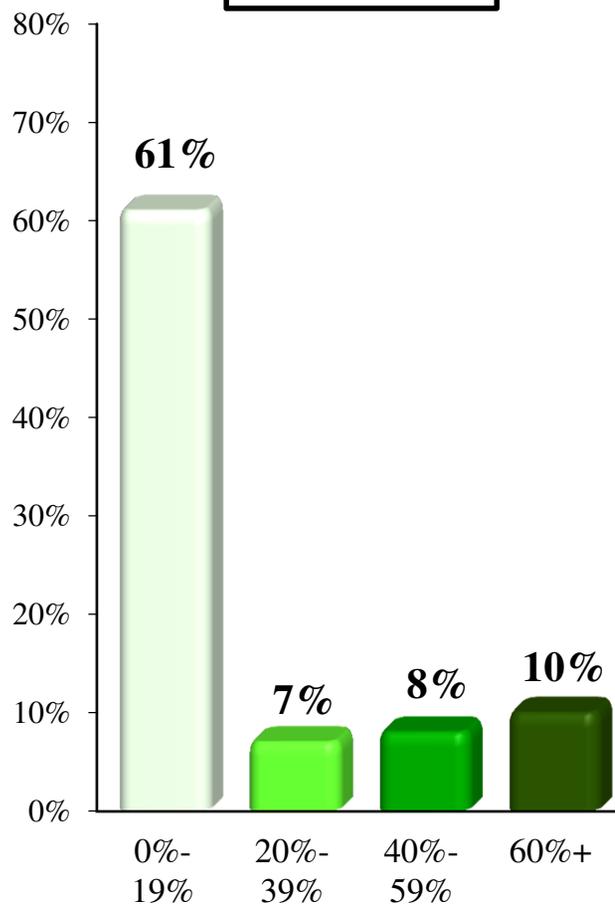
	0%	1-49%	50%+	Mean
DC	28%	36%	27%	28
MD counties	15%	32%	36%	37
VA counties	23%	35%	22%	25
Men	21%	34%	29%	31
Women	18%	33%	31%	33
18-39	28%	31%	26%	28
40-59	14%	36%	34%	35
60+	18%	34%	30%	33
Services Once a Month +	4%	27%	51%	52
Few Times Per Year	15%	40%	30%	32
Services Seldom/Never	39%	35%	12%	14
Orthodox	1%	13%	72%	71
Conservative	12%	31%	44%	42
Reform/Reconstr	16%	42%	25%	28
Just Jewish	31%	33%	17%	19
Unmarried	34%	32%	20%	22
Married, Kids <18	12%	36%	39%	39
Married, No Kids <18	12%	35%	32%	36
Jewish Spouse	8%	34%	42%	43
Non-Jewish Spouse	30%	40%	11%	15
Been to Israel	16%	29%	41%	40
Not Been to Israel	24%	40%	19%	23



Among High-Dollar Donors, About A Third Give Mostly To Non-Jewish Organizations, A Third Prioritize Jewish Organizations, And A Third Are Somewhere In The Middle

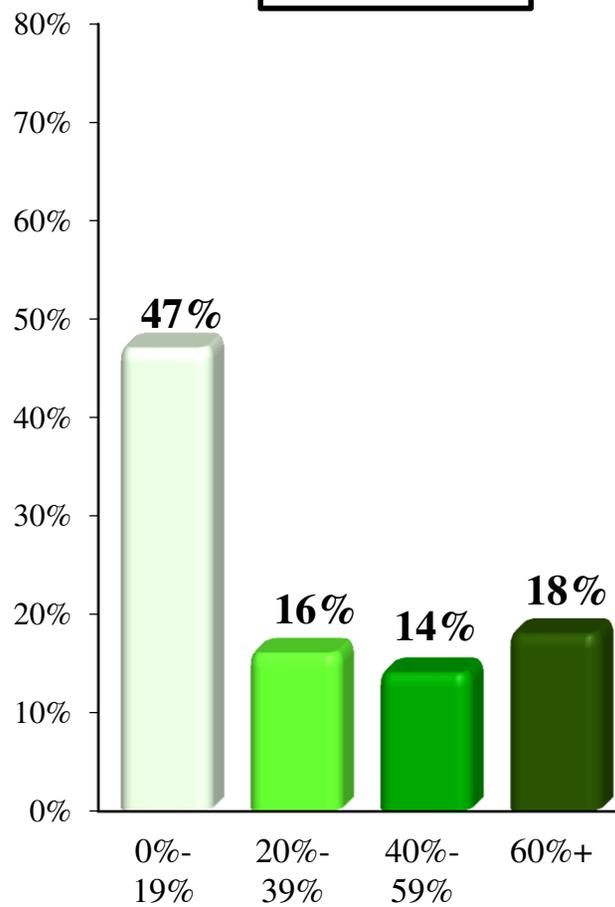
Give \$0-\$99 Total

Mean: 18%



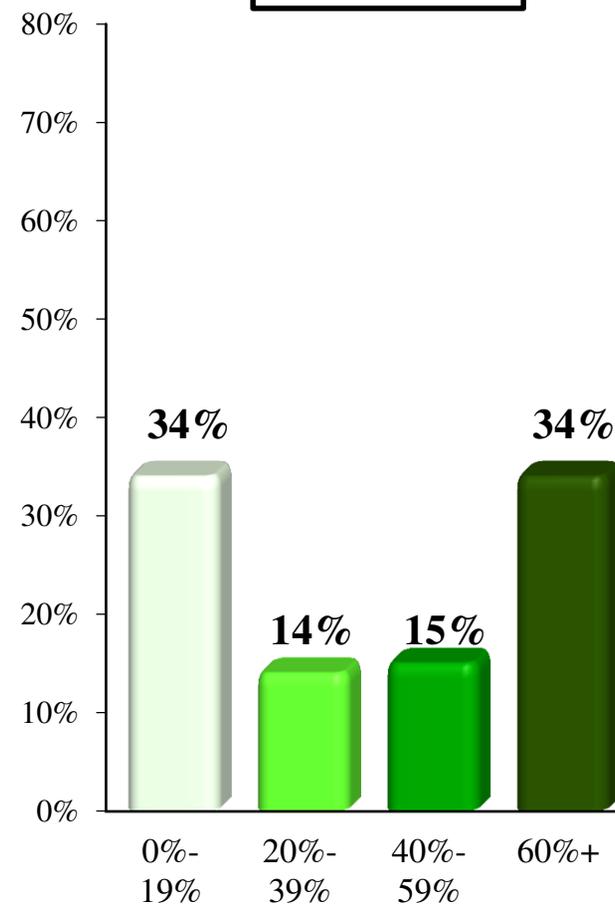
Give \$100-\$999 Total

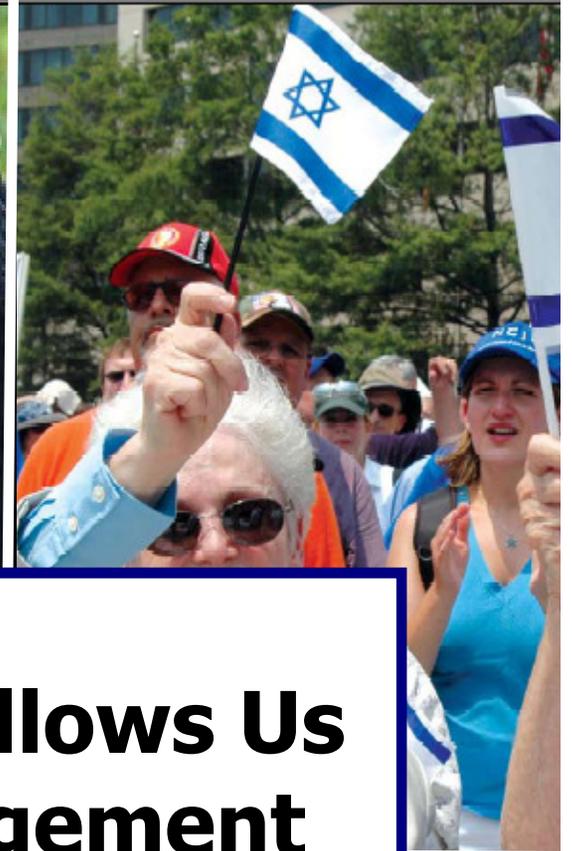
Mean: 29%



Give \$1,000+ Total

Mean: 41%





Segmenting Respondents Allows Us To Identify Levels Of Engagement



We Built Identity/Engagement Groups Based On Respondents' Answers To Key Attitudinal Questions

Identity/Engagement Categories:

- Based on...
 - feeling a part of the global Jewish community
 - feeling a part of the Jewish community of GW
 - importance of being Jewish
 - importance of taking part in Jewish activities.
- Separated into three levels: **high, medium** and **low** (about 1/3 in each)



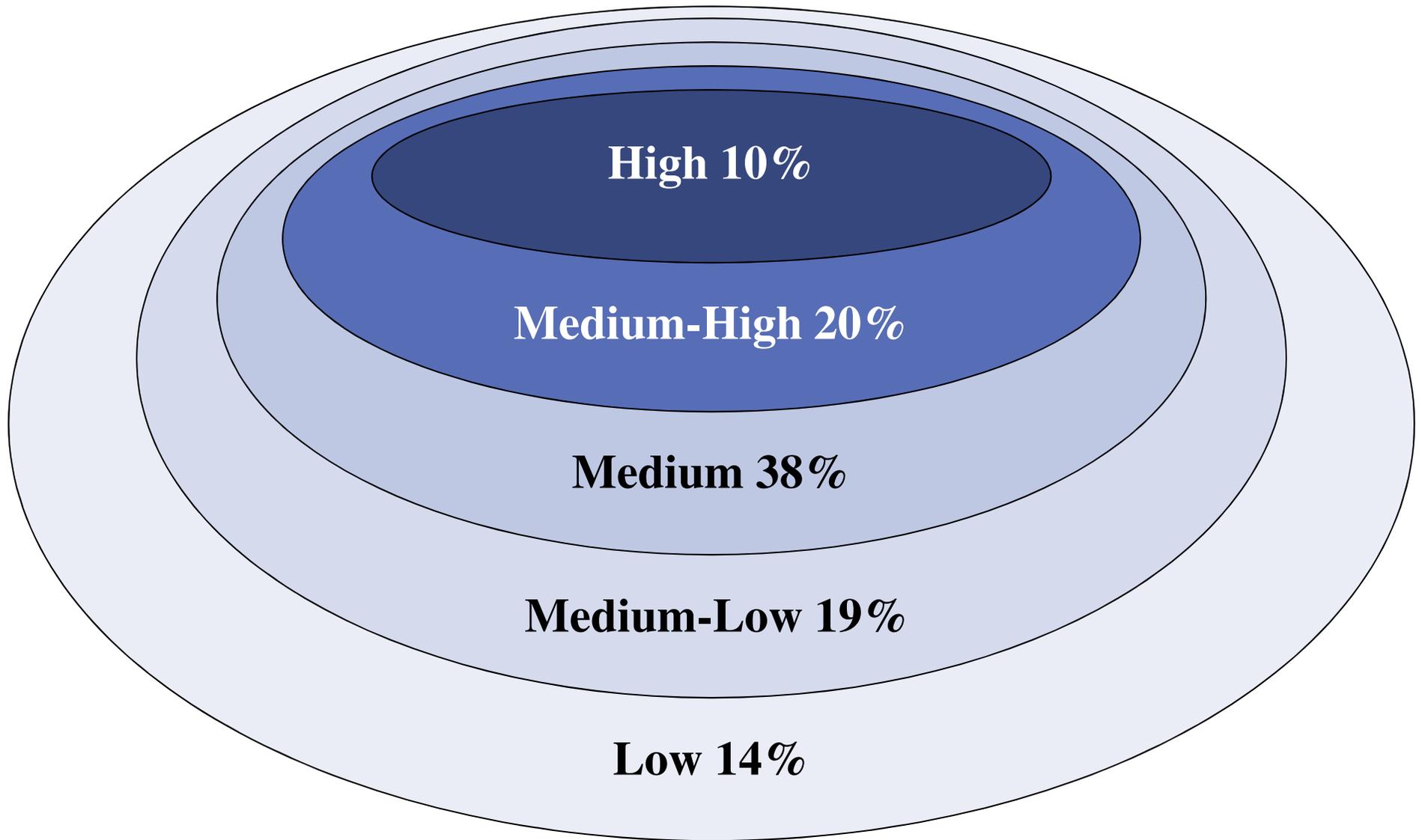
We Also Built “Involvement Tiers” Based On Both Attitudinal Questions & Current Behaviors

Five Involvement Tiers:

- **High Involvement:** qualify on all of the following:
 - Being Jewish is very important
 - Taking part in Jewish activities is very important
 - Member of a synagogue/temple
 - Give 60% or more of their donations to Jewish organizations
- **Low Involvement:** qualify on all of the following
 - Being Jewish is NOT very important
 - Taking part in Jewish activities is not too or not at all important
 - Not a member of a synagogue/temple
 - Give 10% or less of their donations to Jewish organizations
 - Did not send children to Jewish day school or camp
- **Medium-High Involvement:** in neither the high nor low involvement group, and taking part in Jewish activities is very important
- **Medium Involvement:** in neither the high nor low involvement group, and taking part in Jewish activities is somewhat important
- **Medium-Low Involvement:** in neither the high nor low involvement group, and taking part in Jewish activities is not important

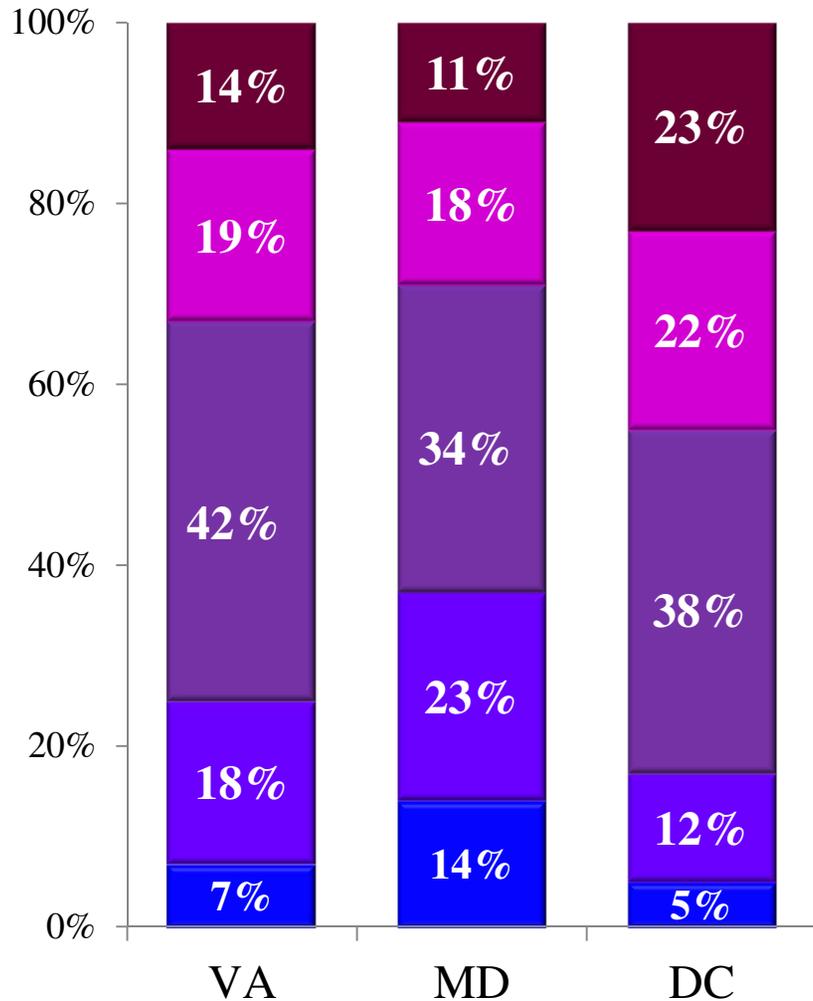


The Involvement Tiers Vary In Size

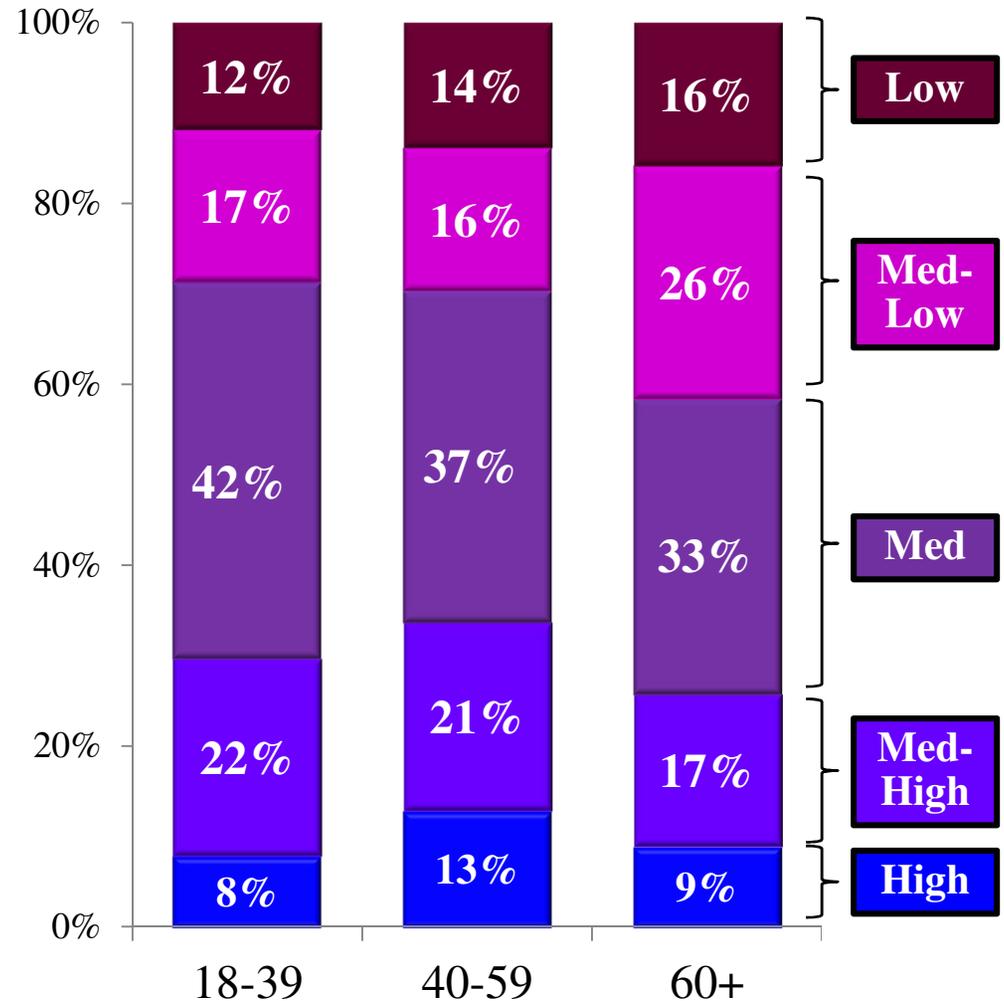


DC Has The Lowest Levels Of Involvement, While Those Over 60 Also Tend To Be Less Involved

Involvement Level By State



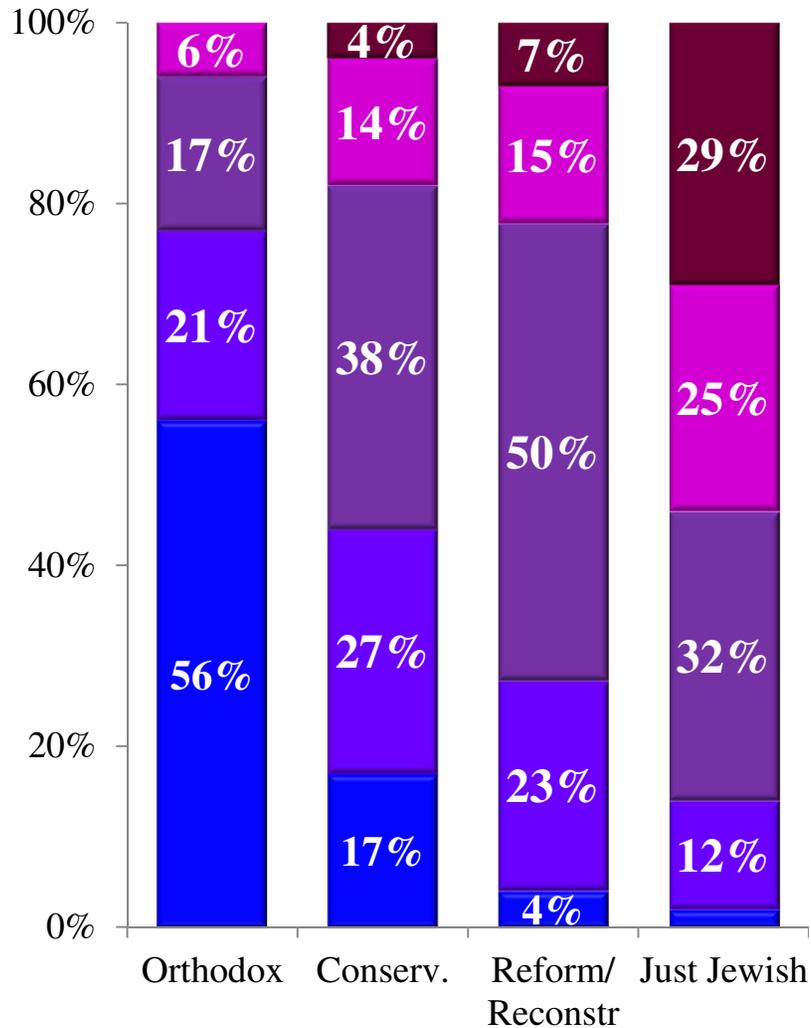
Involvement Level By Age



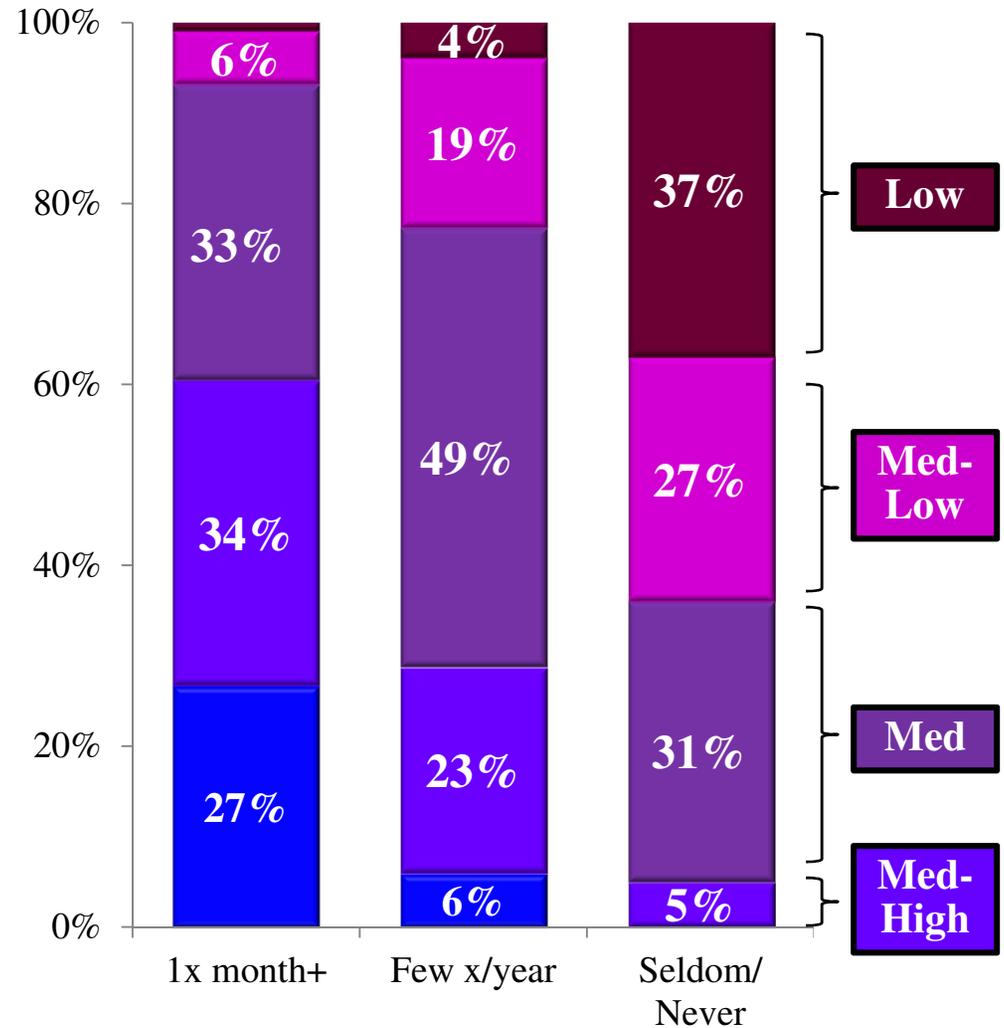
A Majority Of The Orthodox Fall Into Our High Involvement Category

Non- Service Goers & Those With No Denomination Are Generally Not Involved

Involvement Level By Denomination



Involvement Level By Attendance

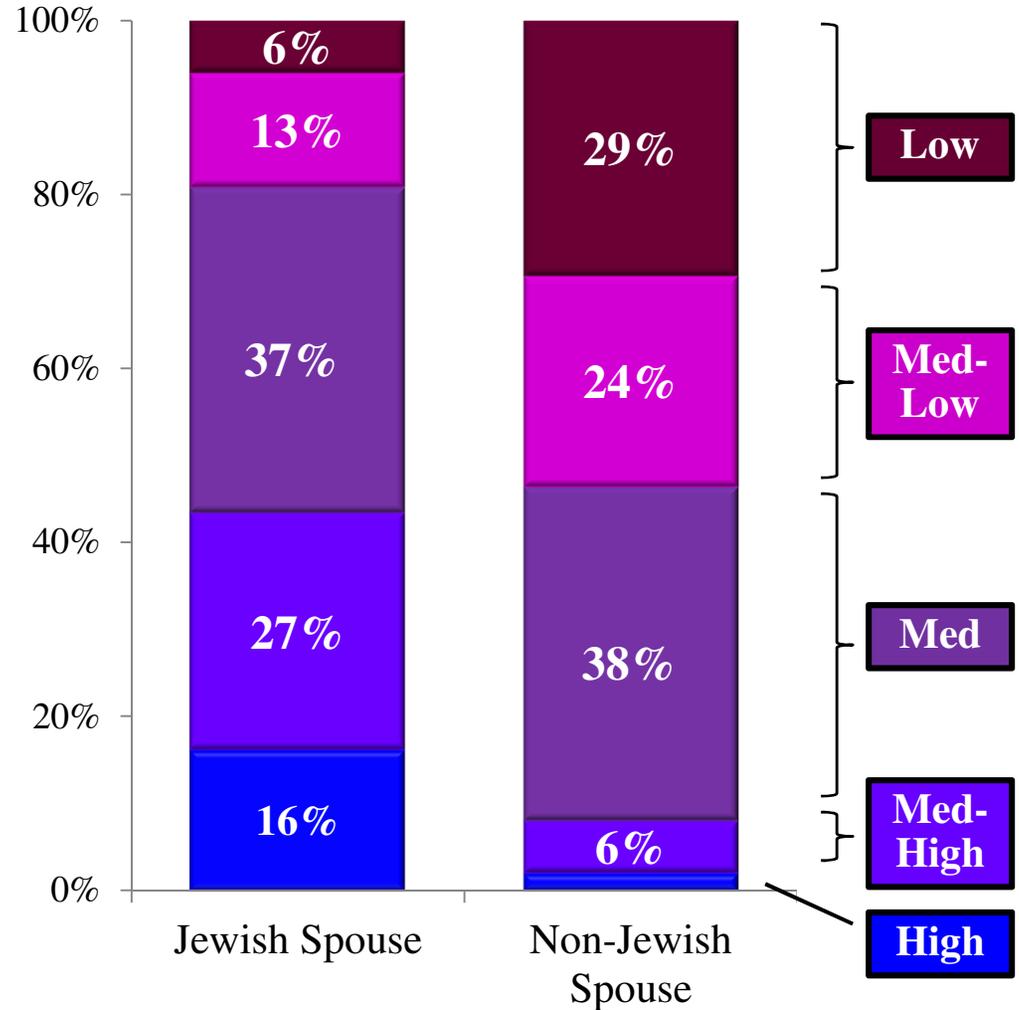


The Most Involved Are Married Couples With Children Under 18 And Those With Jewish Spouses

Involvement Level By Marriage/Kids



Involvement Level By Spouse Religion



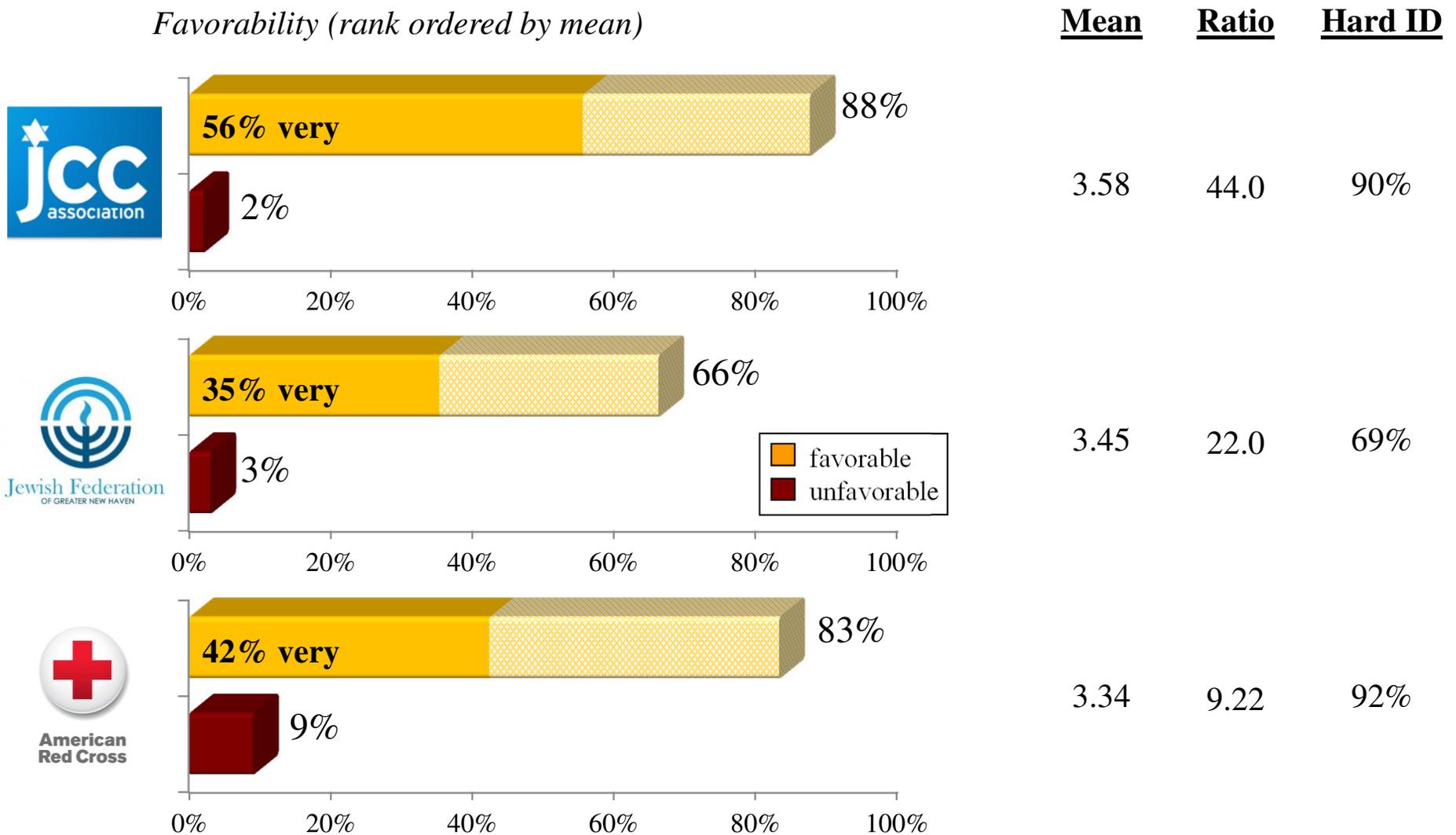


Nearly All View Jewish Community Organizations Favorably, Though A Third Are Unfamiliar With JFGW



Views Of JFGW And The JCC Are Overwhelmingly Favorable – On Average Even More Positive Than The Red Cross JFGW Is Less Well-Known

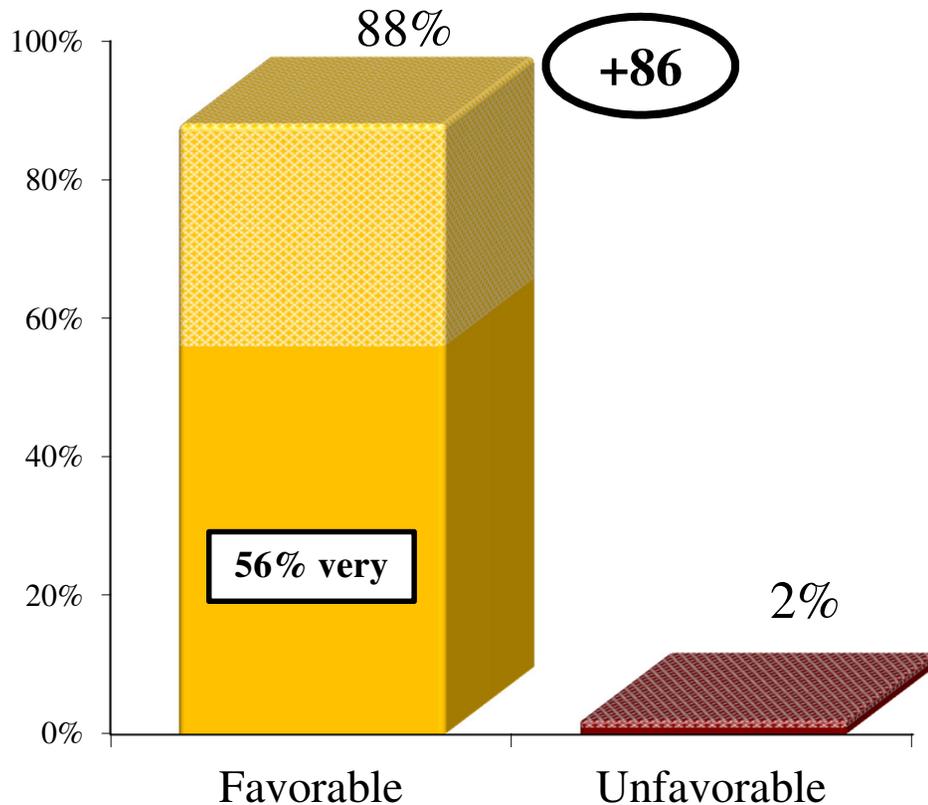
Favorability (rank ordered by mean)



Favorable Views Of The JCC Are Nearly Universal

The Jewish Community Center, or JCC Favorability

Mean	Ratio	Hard ID
3.58	44.0	90%



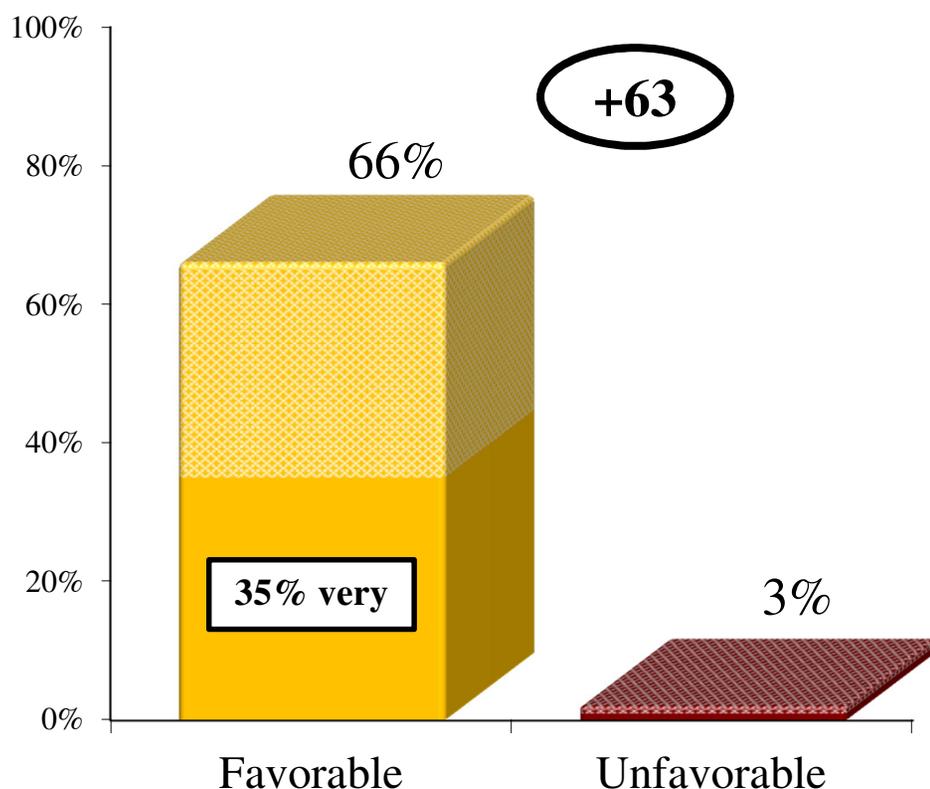
	Fav	Unfav	Hard ID
DC	90%	2%	92%
MD counties	90%	2%	92%
VA counties	83%	3%	86%
Men	86%	2%	88%
Women	89%	2%	91%
18-39	88%	3%	91%
40-59	89%	2%	91%
60+	86%	1%	87%
High Involvement	93%	1%	94%
Med-High Involvement	91%	2%	93%
Medium Involvement	91%	2%	92%
Med-Low Involvement	80%	4%	84%
Low Involvement	80%	3%	83%
Orthodox	84%	5%	89%
Conservative	92%	2%	94%
Reform/Reonstr	89%	2%	91%
Just Jewish	86%	1%	87%
Unmarried	88%	2%	90%
Married, Kids <18	90%	2%	92%
Married, No Kids <18	86%	2%	88%
Jewish Spouse	89%	2%	91%
Non-Jewish Spouse	83%	2%	86%
Been to Israel	90%	3%	93%
Not Been to Israel	85%	1%	87%



JFGW's Image Is Also Quite Favorable, But It Has Lower Penetration In DC And Among The Less Religiously Involved

Jewish Federation of Greater Washington Favorability

Mean	Ratio	Hard ID
3.45	22.0	69%



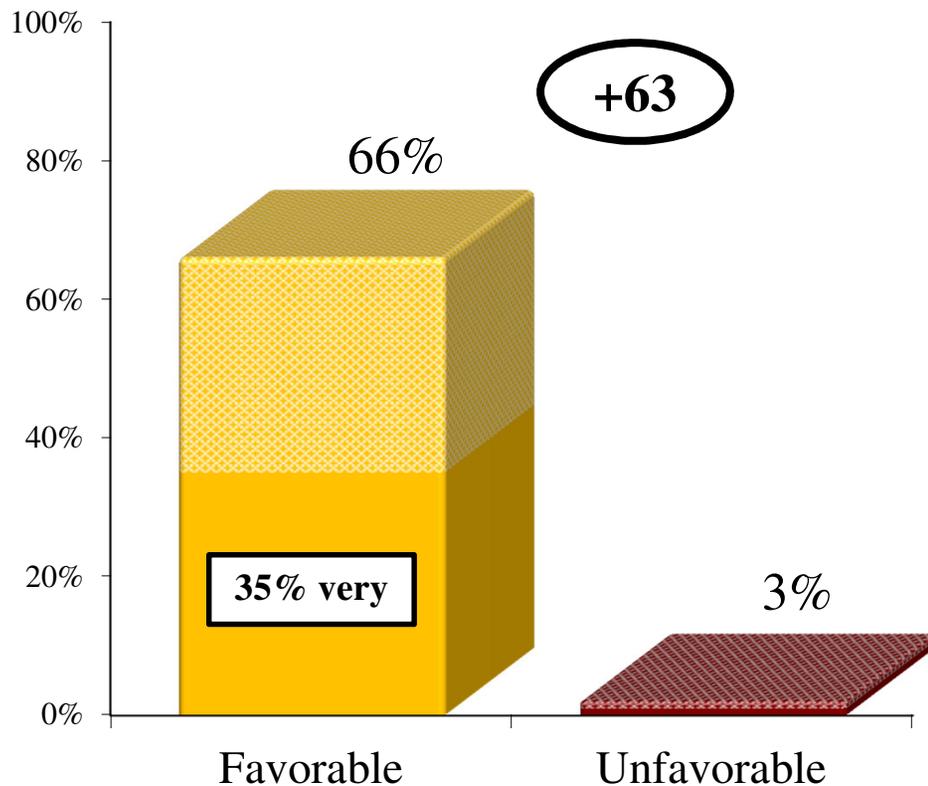
	Fav	Unfav	Hard ID
DC	54%	4%	58%
MD counties	72%	3%	75%
VA counties	62%	2%	64%
Men	63%	3%	66%
Women	69%	3%	72%
18-39	61%	2%	62%
40-59	69%	4%	72%
60+	69%	3%	72%
Services Once a Month +	82%	2%	84%
Few Times Per Year	69%	2%	72%
Services Seldom/Never	49%	4%	52%
Orthodox	88%	1%	89%
Conservative	77%	4%	81%
Reform/Reconstr	68%	3%	71%
Just Jewish	53%	2%	55%
Unmarried	61%	3%	64%
Married, Kids <18	68%	2%	70%
Married, No Kids <18	71%	3%	74%
Jewish Spouse	75%	3%	78%
Non-Jewish Spouse	47%	4%	51%
Been to Israel	74%	3%	77%
Not Been to Israel	58%	2%	60%



ID/Engagement And Involvement Levels Affect Awareness Of The Jewish Federation – But Not Necessarily Positive Feelings

Jewish Federation of Greater Washington Favorability

Mean	Ratio	Hard ID
3.45	22.0	69%



	Fav	Unfav	Hard ID
Identity/Engagement High	84%	2%	86%
Identity/Engagement Med	71%	3%	75%
Identity/Engagement Low	46%	3%	49%
18-39, ID/Engagement High	84%	0%	84%
40-59, ID/Engagement High	84%	3%	87%
60+, ID/Engagement High	81%	5%	85%
18-39, ID/Engagement Med	63%	2%	65%
40-59, ID/Engagement Med	78%	4%	82%
60+, ID/Engagement Med	71%	3%	74%
18-39, ID/Engagement Low	39%	2%	42%
40-59, ID/Engagement Low	44%	4%	48%
60+, ID/Engagement Low	59%	2%	61%
High Involvement	86%	2%	87%
Med-High Involvement	81%	2%	84%
Medium Involvement	70%	3%	73%
Med-Low Involvement	52%	3%	55%
Low Involvement	38%	3%	40%





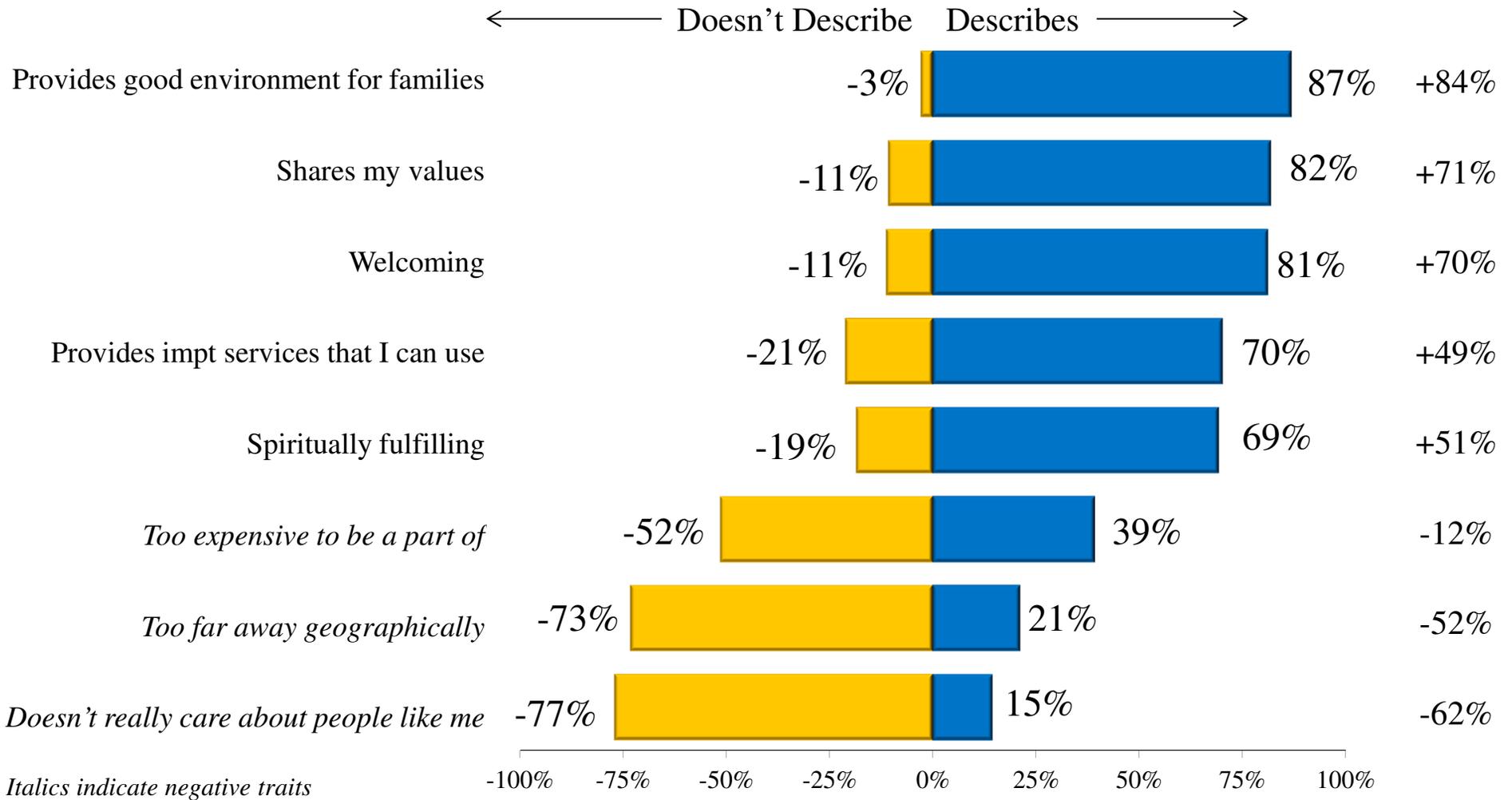
**The Community Is Seen Very Positively –
But The Less Involved Have Divergent
Opinions On Providing Important Services,
Shared Values, And Spiritual Fulfillment**



The Jewish Community Is Seen Positively On Every Dimension – But Is Relatively Weaker On Cost, Distance, Spirituality, & Providing Important Services

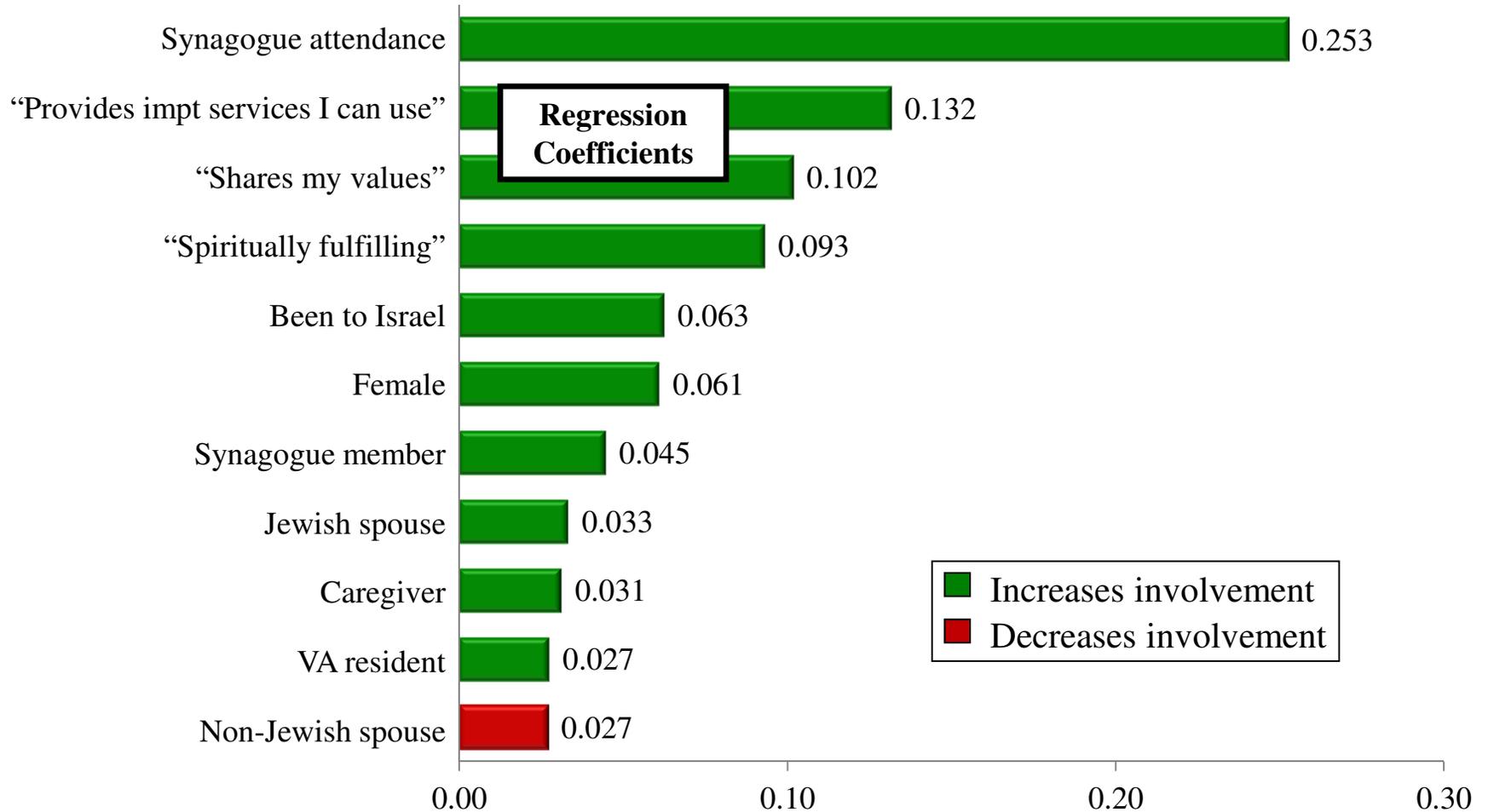
Mean Descriptiveness Of The Jewish Community In Your Area

Net Desc.



Regression Analysis Reveals That Providing Important Services, Shared Values, And Spiritual Fulfillment Impact Involvement, With Synagogue Attendance The Dominant Determinant

Factors Driving Involvement And Likelihood To Participate In Activities



Some Factors Had No Consistent Impact On Involvement/Participation, Controlling For All Others

X Cost

X Perceived Distance

X Age

X Kids under 18

X Maryland vs. DC

X Marital Status
(intermarriage does matter)



Virginians Are Most Likely To See The Jewish Community As Too Far Away, Though It Is A Minority Complaint Everywhere

Total Describes The Jewish Community In Your Area	Total	Men	Women	DC	MD Counties	VA Counties
Provides good environment for families	87%	86%	88%	79%	91%	84%
Shares my values	82%	80%	84%	76%	85%	79%
Welcoming	81%	78%	84%	82%	85%	76%
Provides impt services that I can use	70%	65%	75%	63%	75%	66%
Spiritually fulfilling	69%	67%	72%	56%	75%	67%
<i>Too expensive to be a part of</i>	39%	36%	42%	36%	39%	41%
<i>Too far away geographically</i>	21%	18%	25%	17%	16%	31%
<i>Doesn't really care about people like me</i>	15%	16%	13%	18%	14%	14%



The Jewish Community's Relative Strengths And Weaknesses Are Similar Across Age

Those Who Have Been to Israel Are More Positive Overall

Total Describes The Jewish Community In Your Area	Total	18-39	40-59	60+	Been to Israel	Not Been to Israel
Provides good environment for families	87%	91%	87%	82%	89%	84%
Shares my values	82%	87%	80%	77%	86%	78%
Welcoming	81%	87%	82%	71%	84%	78%
Provides imp't services that I can use	70%	75%	69%	66%	76%	64%
Spiritually fulfilling	69%	72%	68%	67%	73%	65%
<i>Too expensive to be a part of</i>	39%	39%	42%	36%	36%	42%
<i>Too far away geographically</i>	21%	21%	22%	20%	18%	24%
<i>Doesn't really care about people like me</i>	15%	13%	13%	19%	14%	15%



There Are Big Divergences Between Those Who Do And Don't Attend Services Regularly

Total Describes The Jewish Community In Your Area	Total	Services Once A Month +	Services A Few Times Per Year	Services Seldom/Never
Provides good environment for families	87%	95%	88%	77%
Shares my values	82%	93%	84%	69%
Welcoming	81%	92%	85%	67%
Provides impt services that I can use	70%	87%	75%	50%
Spiritually fulfilling	69%	90%	72%	47%
<i>Too expensive to be a part of</i>	39%	37%	43%	37%
<i>Too far away geographically</i>	21%	15%	22%	25%
<i>Doesn't really care about people like me</i>	15%	11%	14%	18%



Major Differences Are Also Evident Across Denomination

Total Describes The Jewish Community In Your Area	Total	Orthodox	Conservative	Reform/Reconstr	Just Jewish
Provides good environment for families	87%	96%	91%	87%	82%
Shares my values	82%	92%	87%	85%	73%
Welcoming	81%	95%	83%	80%	79%
Provides imp't services that I can use	70%	91%	76%	74%	59%
Spiritually fulfilling	69%	92%	79%	74%	53%
<i>Too expensive to be a part of</i>	39%	38%	41%	40%	35%
<i>Too far away geographically</i>	21%	9%	17%	21%	25%
<i>Doesn't really care about people like me</i>	15%	4%	18%	13%	14%



Those With Young Kids And Jewish Spouses Are More Positive About The Community

Total Describes The Jewish Community In Your Area	Total	Un-married	Married, Kids <18	Married, No Kids <18	Jewish Spouse	Non-Jewish Spouse
Provides good environment for families	87%	81%	94%	86%	94%	78%
Shares my values	82%	79%	87%	81%	88%	69%
Welcoming	81%	78%	88%	79%	87%	71%
Provides impt services that I can use	70%	69%	73%	69%	77%	47%
Spiritually fulfilling	69%	66%	75%	67%	76%	53%
<i>Too expensive to be a part of</i>	39%	35%	46%	38%	42%	41%
<i>Too far away geographically</i>	21%	25%	20%	18%	18%	24%
<i>Doesn't really care about people like me</i>	15%	15%	14%	13%	13%	17%



Spiritual Fulfillment And Important Services Are Strengths For The More Engaged, But Not For The Less Active

Cost Is A Steady Complaint But Unrelated To Involvement

Total Describes The Jewish Community In Your Area	Total	ID/Engagement High	ID/Engagement Med	ID/Engagement Low
Provides good environment for families	87%	97%	89%	76%
Shares my values	82%	96%	85%	66%
Welcoming	81%	95%	82%	68%
Provides impt services that I can use	70%	90%	74%	49%
Spiritually fulfilling	69%	91%	71%	49%
<i>Too expensive to be a part of</i>	39%	36%	43%	38%
<i>Too far away geographically</i>	21%	11%	24%	27%
<i>Doesn't really care about people like me</i>	15%	8%	15%	20%



Only A Minority Of Those With Low Involvement Feel The Community Is Spiritually Fulfilling And Provides Services They Can Use

Total Describes The Jewish Community In Your Area	Total	Involvement Level				
		High	Med-High	Medium	Med-Low	Low
Provides good environment for families	87%	99%	96%	87%	82%	69%
Shares my values	82%	96%	96%	85%	73%	56%
Welcoming	81%	96%	96%	82%	72%	59%
Provides impt services that I can use	70%	87%	93%	72%	58%	35%
Spiritually fulfilling	69%	95%	89%	72%	53%	35%
<i>Too expensive to be a part of</i>	39%	38%	34%	44%	43%	31%
<i>Too far away geographically</i>	21%	10%	15%	25%	27%	21%
<i>Doesn't really care about people like me</i>	15%	5%	10%	17%	19%	16%



Compared To The Higher Tiers, The Least Involved Are Much More Likely To Say The Jewish Community Does *Not* Provide Important Services, Share Their Values Or Offer Spiritual Fulfillment

Total <u>DOESN'T</u> Describe The Jewish Community In Your Area	Total	Involvement Level				
		High	Med-High	Medium	Med-Low	Low
Provides good environment for families	3%	0%	1%	4%	3%	7%
Shares my values	11%	4%	3%	8%	16%	31%
Welcoming	11%	4%	3%	12%	18%	18%
Provides imp't services that I can use	21%	7%	6%	20%	29%	46%
Spiritually fulfilling	19%	4%	8%	18%	25%	38%

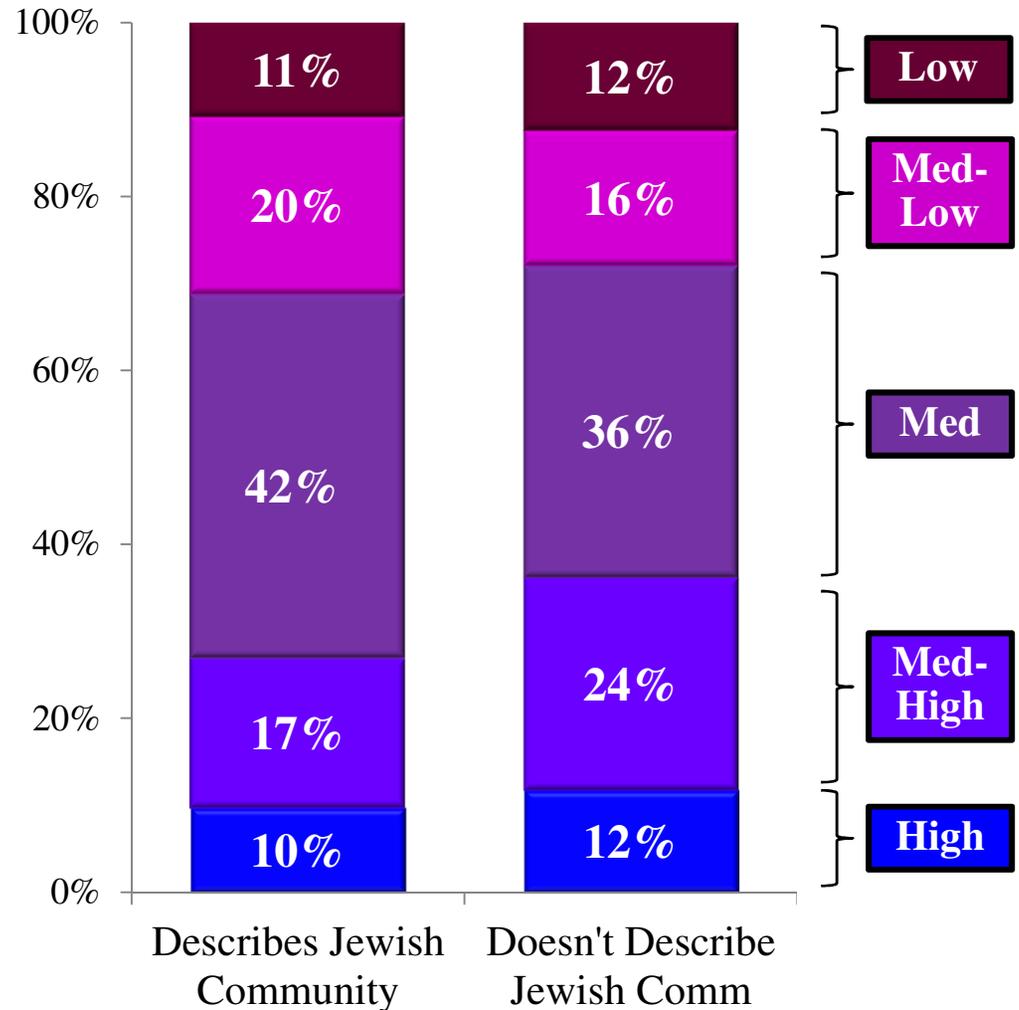


Those Concerned About Distance Or Expense Are Less Involved Than Others – But There Is No Difference Among The Least Involved

Involvement Level By “Too Far Away”

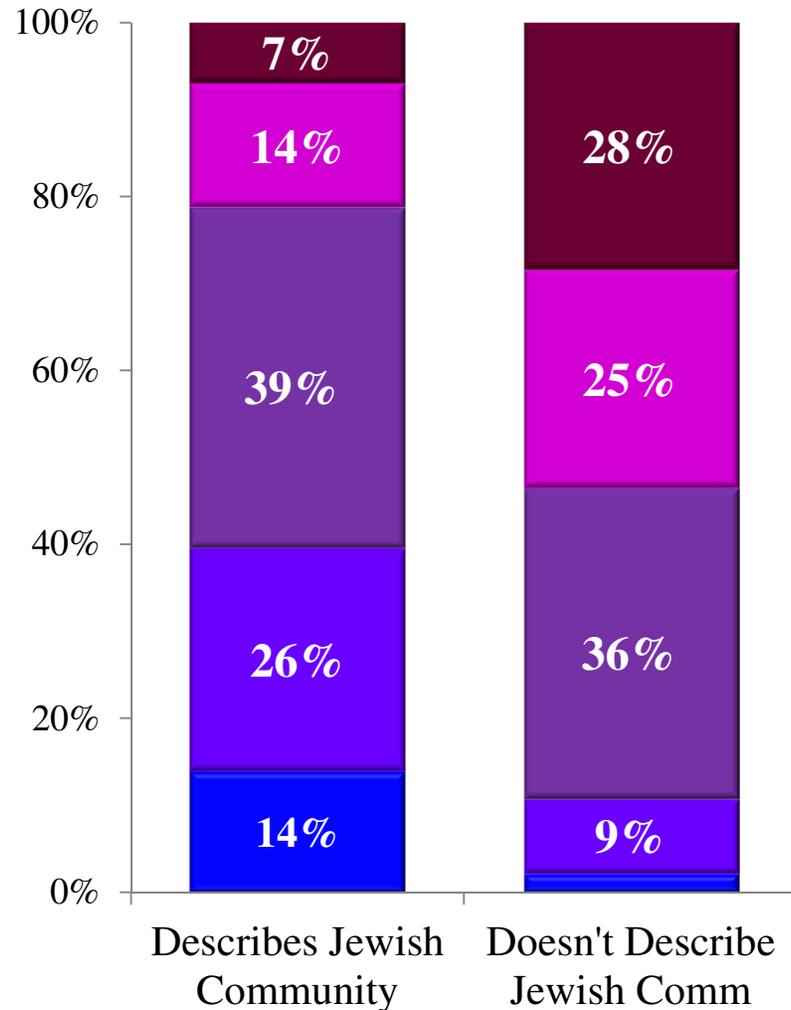


Involvement Level By “Too Expensive”

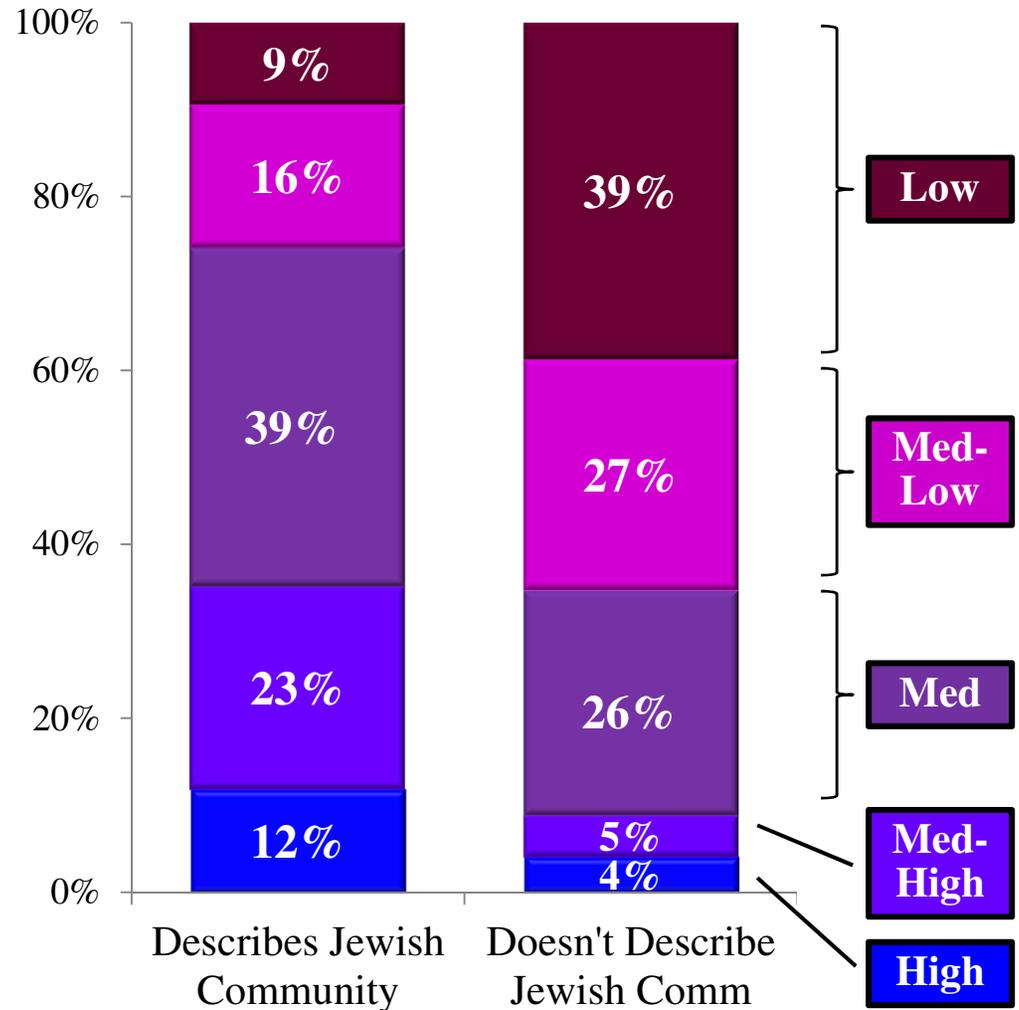


Those Who Think The Jewish Community Doesn't Share Their Values Or Isn't Spiritually Fulfilling Are Far Less Involved Than Others

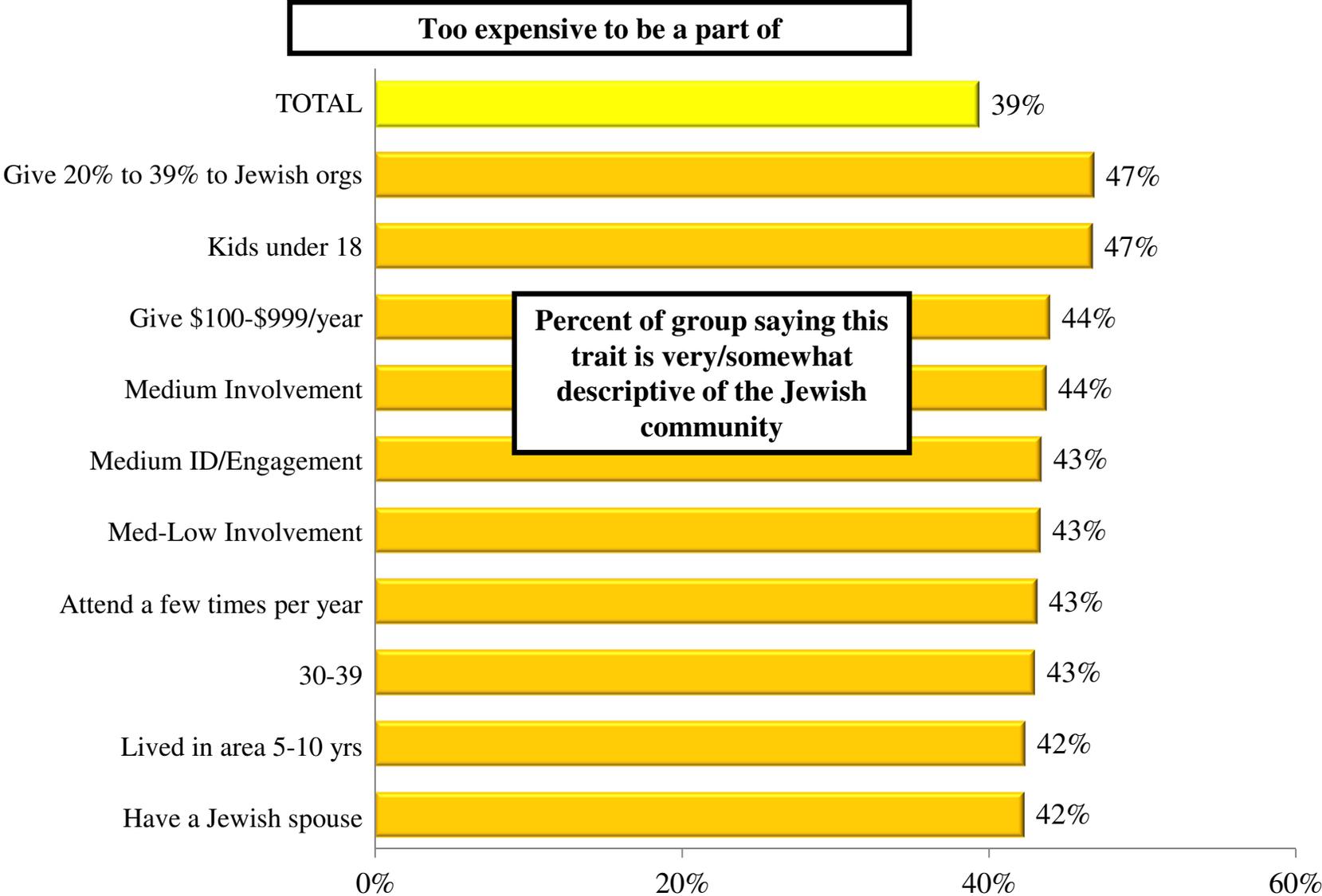
Involvement Level By "Spiritually Fulfilling"



Involvement Level By "Shares Values"

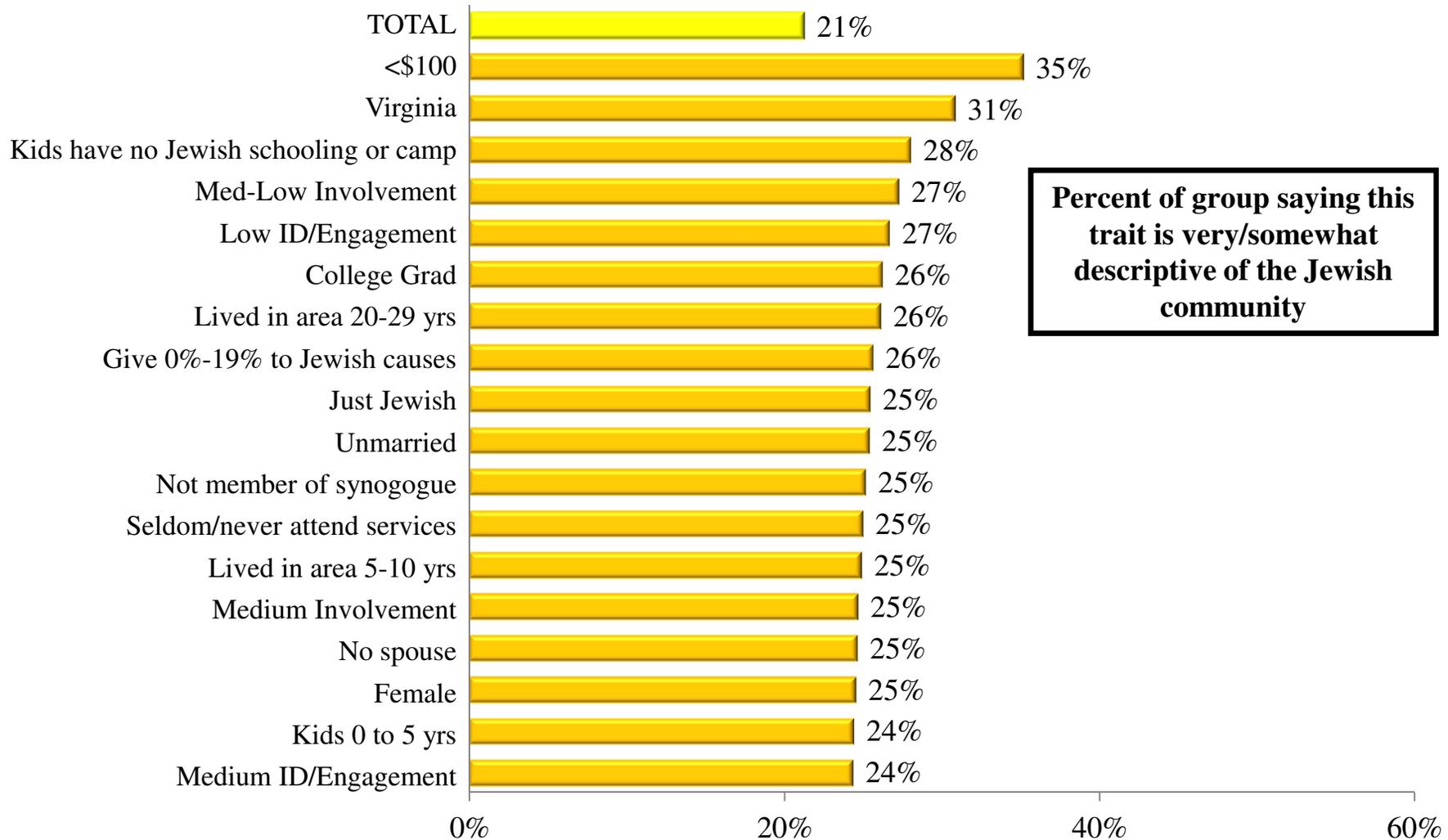


Those With Children And Medium Levels Of Involvement/Engagement Are Most Likely To Complain About Cost



Virginians, Those Giving Less, And Those At Lower Levels Of Involvement/Engagement Are Most Likely To Find Geography A Problem

Too far away geographically



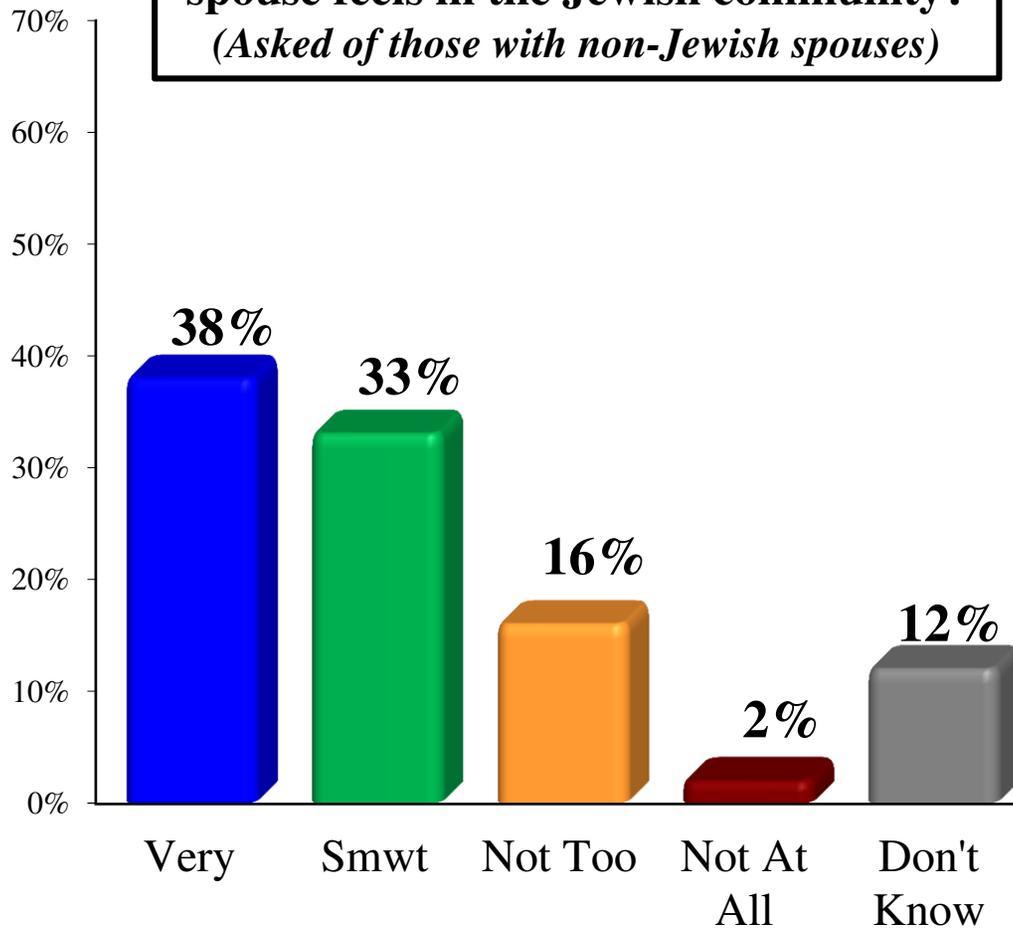
Percent of group saying this trait is very/somewhat descriptive of the Jewish community



Few Respondents Said Their Non-Jewish Spouse Feels Unwelcome In The Jewish Community, But Only A Minority Perceive A Very Welcoming Community

However, This Could Be A Result Of Low Engagement Rather Than A Cause

How welcome would you say your spouse feels in the Jewish community?
(Asked of those with non-Jewish spouses)



	Very	Smwt	Total Not
MD counties	44%	27%	19%
VA counties	31%	36%	15%
Men	40%	33%	18%
Women	34%	33%	16%
<50	33%	31%	23%
50+	43%	35%	10%
Married, Kids <18	33%	28%	24%
Married, No Kids <18	38%	43%	11%





Community Service, Social Programs And Cultural Activities Are The Most Appealing, But Most Have Relatively Small Constituencies

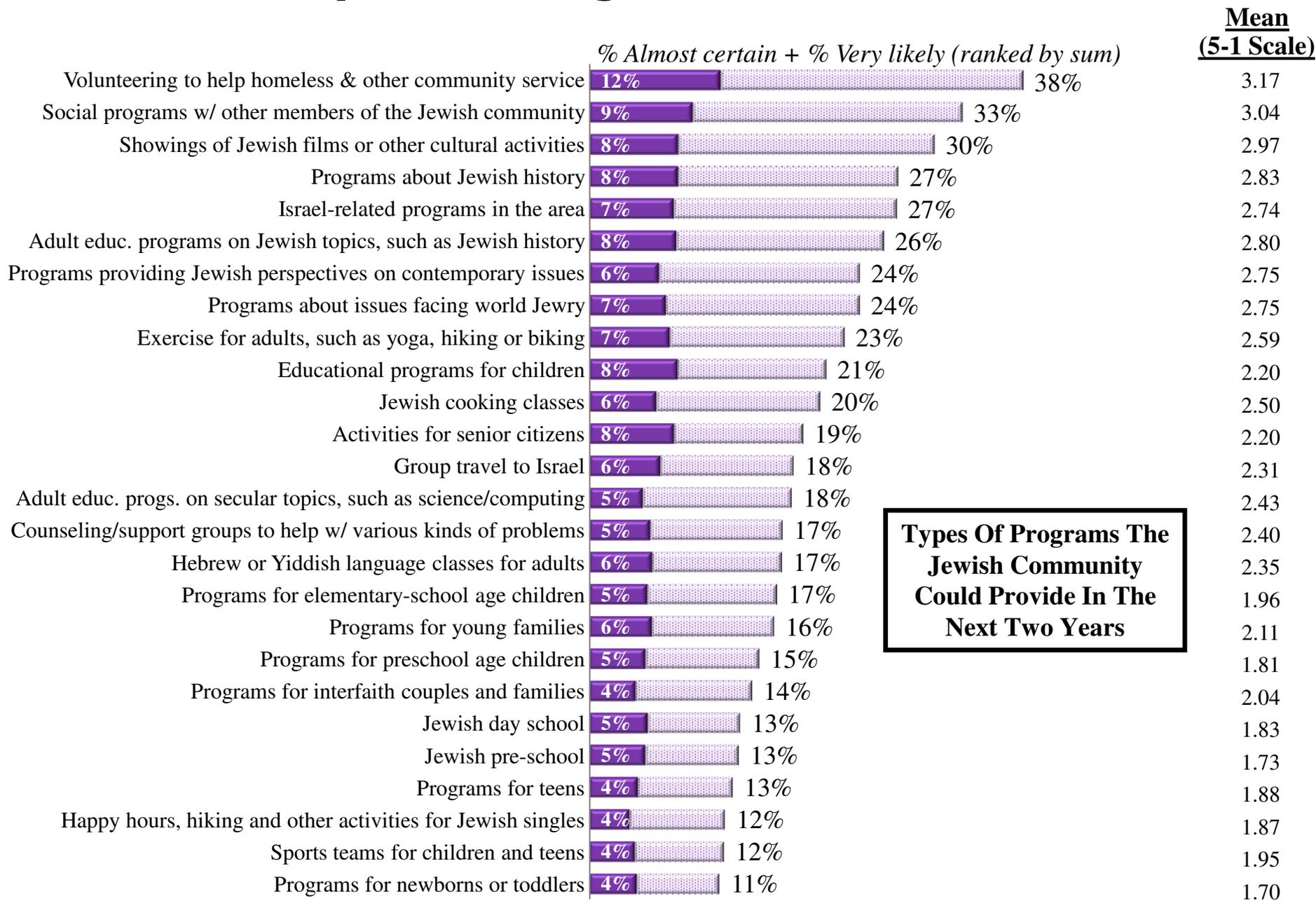


We Gauged The Level Of Interest In A Variety Of Potential Programs And Activities The Jewish Community Could Provide

I'm going to list types of programs the Jewish community could provide in your area. After each, tell me how likely you would be to participate in that kind of program, either yourself or through a member of your family. In the next two years, would you or your family be almost certain to participate in that kind of program if it was provided by the Jewish community, very likely, somewhat likely, not too likely, or not likely at all to participate?



Volunteering And Community Service Topped The List, Followed By Social Programs And Cultural Activities



Types Of Programs The Jewish Community Could Provide In The Next Two Years

The Top-Ranked Activities Are Similar Across Gender And Region, Though Israel Is Of Noticeably Less Interest In DC Than Elsewhere

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Men	Women	DC	MD Counties	VA Counties
Volunteering to help the homeless & other community service projects	38%	30%	46%	39%	38%	38%
Social programs with other members of the local Jewish community	33%	28%	37%	21%	36%	33%
Showings of Jewish films or other cultural activities	30%	23%	37%	28%	30%	33%
Programs about Jewish history	27%	24%	31%	22%	28%	28%
Israel-related programs in the area	27%	25%	29%	16%	31%	26%
Adult education programs on Jewish topics, such as Jewish history	26%	21%	30%	23%	26%	28%
Programs providing Jewish perspectives on contemporary issues	24%	19%	28%	20%	25%	24%
Programs about issues facing world Jewry	24%	19%	28%	18%	26%	24%
Exercise for adults, such as yoga, hiking or biking	23%	16%	28%	14%	25%	22%
Educational programs for children	21%	20%	22%	18%	23%	19%
Jewish cooking classes	20%	13%	27%	13%	20%	24%
Activities for senior citizens	19%	16%	22%	12%	22%	17%
Group travel to Israel	18%	14%	21%	11%	19%	20%
Adult education programs on secular topics, such as science/computing	18%	15%	21%	15%	17%	20%
Counseling or support groups to help with various kinds of problems	17%	13%	21%	11%	19%	17%
Hebrew or Yiddish language classes for adults	17%	11%	22%	13%	15%	21%
Programs for elementary-school age children	17%	15%	18%	12%	19%	15%
Programs for young families	16%	13%	19%	15%	16%	17%
Programs for preschool age children	15%	13%	17%	16%	17%	12%
Programs for interfaith couples and families	14%	12%	16%	15%	13%	16%
Jewish day school	13%	13%	14%	9%	15%	12%
Jewish pre-school	13%	11%	15%	13%	15%	11%
Programs for teens	13%	11%	14%	7%	15%	11%
Happy hours, hiking and other activities for Jewish singles	12%	10%	14%	7%	13%	13%
Sports teams for children and teens	12%	10%	14%	9%	13%	11%
Programs for newborns or toddlers	11%	10%	13%	12%	12%	11%

Some Age-Specific Programs Hit The Top Tier In The Appropriate Cohort

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	18-39	40-59	60+
Volunteering to help the homeless & other community service projects	38%	42%	39%	32%
Social programs with other members of the local Jewish community	33%	39%	31%	29%
Showings of Jewish films or other cultural activities	30%	26%	31%	36%
Programs about Jewish history	27%	26%	25%	32%
Israel-related programs in the area	27%	24%	28%	31%
Adult education programs on Jewish topics, such as Jewish history	26%	23%	26%	30%
Programs providing Jewish perspectives on contemporary issues	24%	21%	25%	26%
Programs about issues facing world Jewry	24%	21%	23%	29%
Exercise for adults, such as yoga, hiking or biking	23%	27%	22%	17%
Educational programs for children	21%	27%	22%	11%
Jewish cooking classes	20%	23%	20%	16%
Activities for senior citizens	19%	12%	13%	38%
Group travel to Israel	18%	22%	17%	14%
Adult education programs on secular topics, such as science/computing	18%	16%	16%	23%
Counseling or support groups to help with various kinds of problems	17%	16%	18%	17%
Hebrew or Yiddish language classes for adults	17%	19%	16%	16%
Programs for elementary-school age children	17%	20%	18%	9%
Programs for young families	16%	23%	16%	7%
Programs for preschool age children	15%	25%	11%	7%
Programs for interfaith couples and families	14%	18%	13%	12%
Jewish day school	13%	17%	13%	9%
Jewish pre-school	13%	21%	10%	7%
Programs for teens	13%	10%	18%	7%
Happy hours, hiking and other activities for Jewish singles	12%	17%	10%	9%
Sports teams for children and teens	12%	13%	13%	8%
Programs for newborns or toddlers	11%	19%	8%	7%

Interest Levels Vary Significantly By Religiosity, But the Relative Rankings Are Similar (Except For Israel-Related Programs)

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Services Once A Month +	Services A Few Times Per Year	Services Seldom/Never
Volunteering to help the homeless & other community service projects	38%	48%	40%	28%
Social programs with other members of the local Jewish community	33%	46%	34%	20%
Showings of Jewish films or other cultural activities	30%	38%	30%	24%
Programs about Jewish history	27%	39%	25%	19%
Israel-related programs in the area	27%	44%	25%	13%
Adult education programs on Jewish topics, such as Jewish history	26%	35%	26%	17%
Programs providing Jewish perspectives on contemporary issues	24%	38%	22%	13%
Programs about issues facing world Jewry	24%	34%	24%	15%
Exercise for adults, such as yoga, hiking or biking	23%	26%	23%	19%
Educational programs for children	21%	28%	23%	13%
Jewish cooking classes	20%	24%	23%	15%
Activities for senior citizens	19%	27%	15%	16%
Group travel to Israel	18%	22%	18%	15%
Adult education programs on secular topics, such as science/computing	18%	22%	15%	16%
Counseling or support groups to help with various kinds of problems	17%	21%	18%	13%
Hebrew or Yiddish language classes for adults	17%	22%	17%	13%
Programs for elementary-school age children	17%	24%	19%	8%
Programs for young families	16%	25%	16%	9%
Programs for preschool age children	15%	24%	14%	7%
Programs for interfaith couples and families	14%	14%	16%	12%
Jewish day school	13%	23%	11%	6%
Jewish pre-school	13%	20%	12%	8%
Programs for teens	13%	21%	10%	7%
Happy hours, hiking and other activities for Jewish singles	12%	12%	14%	10%
Sports teams for children and teens	12%	16%	12%	8%
Programs for newborns or toddlers	11%	16%	11%	9%

There Are Similar Patterns By Denomination

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Orthodox	Conser- vative	Reform/ Reconstr	Just Jewish
Volunteering to help the homeless & other community service projects	38%	57%	37%	41%	34%
Social programs with other members of the local Jewish community	33%	52%	42%	31%	24%
Showings of Jewish films or other cultural activities	30%	37%	39%	29%	25%
Programs about Jewish history	27%	35%	32%	23%	26%
Israel-related programs in the area	27%	55%	37%	21%	20%
Adult education programs on Jewish topics, such as Jewish history	26%	41%	26%	27%	21%
Programs providing Jewish perspectives on contemporary issues	24%	37%	27%	24%	19%
Programs about issues facing world Jewry	24%	47%	28%	21%	19%
Exercise for adults, such as yoga, hiking or biking	23%	22%	22%	25%	20%
Educational programs for children	21%	38%	24%	24%	13%
Jewish cooking classes	20%	28%	27%	18%	16%
Activities for senior citizens	19%	27%	21%	15%	19%
Group travel to Israel	18%	24%	20%	16%	18%
Adult education programs on secular topics, such as science/computing	18%	30%	17%	15%	18%
Counseling or support groups to help with various kinds of problems	17%	27%	19%	16%	14%
Hebrew or Yiddish language classes for adults	17%	27%	17%	16%	17%
Programs for elementary-school age children	17%	37%	20%	16%	11%
Programs for young families	16%	34%	19%	18%	10%
Programs for preschool age children	15%	37%	20%	12%	10%
Programs for interfaith couples and families	14%	13%	14%	16%	14%
Jewish day school	13%	52%	16%	8%	9%
Jewish pre-school	13%	34%	14%	12%	10%
Programs for teens	13%	21%	17%	11%	9%
Happy hours, hiking and other activities for Jewish singles	12%	16%	15%	8%	12%
Sports teams for children and teens	12%	27%	12%	12%	9%
Programs for newborns or toddlers	11%	19%	13%	13%	8%

Interfaith Programs Aren't Overwhelmingly Popular Among Those With Non-Jewish Spouses

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Un-married	Married, Kids <18	Married, No Kids <18	Jewish Spouse	Non-Jewish Spouse
Volunteering to help the homeless & other community service projects	38%	37%	41%	37%	43%	28%
Social programs with other members of the local Jewish community	33%	32%	37%	31%	39%	16%
Showings of Jewish films or other cultural activities	30%	30%	28%	35%	34%	21%
Programs about Jewish history	27%	26%	26%	31%	31%	19%
Israel-related programs in the area	27%	23%	27%	33%	34%	17%
Adult education programs on Jewish topics, such as Jewish history	26%	23%	24%	32%	31%	19%
Programs providing Jewish perspectives on contemporary issues	24%	23%	23%	26%	27%	13%
Programs about issues facing world Jewry	24%	22%	23%	28%	30%	12%
Exercise for adults, such as yoga, hiking or biking	23%	26%	20%	20%	21%	19%
Educational programs for children	21%	13%	41%	11%	29%	17%
Jewish cooking classes	20%	21%	21%	20%	22%	16%
Activities for senior citizens	19%	18%	12%	28%	22%	10%
Group travel to Israel	18%	20%	15%	20%	19%	12%
Adult education programs on secular topics, such as science/computing	18%	17%	15%	22%	20%	13%
Counseling or support groups to help with various kinds of problems	17%	18%	16%	18%	19%	10%
Hebrew or Yiddish language classes for adults	17%	18%	16%	17%	18%	14%
Programs for elementary-school age children	17%	10%	33%	8%	24%	11%
Programs for young families	16%	8%	33%	9%	24%	14%
Programs for preschool age children	15%	8%	30%	8%	22%	9%
Programs for interfaith couples and families	14%	15%	12%	15%	13%	16%
Jewish day school	13%	9%	23%	9%	19%	8%
Jewish pre-school	13%	7%	24%	9%	19%	10%
Programs for teens	13%	6%	25%	7%	19%	8%
Happy hours, hiking and other activities for Jewish singles	12%	20%	6%	9%	8%	7%
Sports teams for children and teens	12%	9%	20%	7%	16%	5%
Programs for newborns or toddlers	11%	8%	20%	8%	16%	8%

Children's Programming Is Most Popular Among Those With Younger Children

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Have Kids Age Birth to 5	Have Kids Age 6 to 12	Have Kids Age 13 to 17
Volunteering to help the homeless & other community service projects	38%	41%	46%	43%
Social programs with other members of the local Jewish community	33%	41%	40%	37%
Showings of Jewish films or other cultural activities	30%	30%	27%	29%
Programs about Jewish history	27%	27%	26%	27%
Israel-related programs in the area	27%	25%	32%	30%
Adult education programs on Jewish topics, such as Jewish history	26%	26%	24%	23%
Programs providing Jewish perspectives on contemporary issues	24%	26%	23%	24%
Programs about issues facing world Jewry	24%	22%	20%	23%
Exercise for adults, such as yoga, hiking or biking	23%	27%	18%	21%
Educational programs for children	21%	54%	44%	19%
Jewish cooking classes	20%	20%	21%	20%
Activities for senior citizens	19%	13%	12%	14%
Group travel to Israel	18%	13%	12%	21%
Adult education programs on secular topics, such as science/computing	18%	16%	15%	18%
Counseling or support groups to help with various kinds of problems	17%	18%	17%	20%
Hebrew or Yiddish language classes for adults	17%	18%	14%	16%
Programs for elementary-school age children	17%	43%	47%	16%
Programs for young families	16%	48%	35%	16%
Programs for preschool age children	15%	57%	24%	14%
Programs for interfaith couples and families	14%	13%	12%	14%
Jewish day school	13%	31%	25%	17%
Jewish pre-school	13%	42%	18%	14%
Programs for teens	13%	22%	26%	32%
Happy hours, hiking and other activities for Jewish singles	12%	10%	7%	7%
Sports teams for children and teens	12%	29%	22%	20%
Programs for newborns or toddlers	11%	35%	11%	11%

Israel-Related Programs Are Most Appealing To Those Who Have Already Been There And Have Stronger Personal Connections – Though There Is Some Interest From Others Too

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	How Personally Connected W/ Israel				Visited/Lived In Israel	
		Ext	Very	Smwt	Total Not	Yes	No
Volunteering to help the homeless & other community service projects	38%	47%	44%	35%	32%	43%	34%
Social programs with other members of the local Jewish community	33%	56%	42%	27%	18%	40%	26%
Showings of Jewish films or other cultural activities	30%	49%	36%	29%	16%	35%	26%
Programs about Jewish history	27%	48%	33%	20%	18%	29%	25%
Israel-related programs in the area	27%	65%	36%	18%	8%	36%	17%
Adult education programs on Jewish topics, such as Jewish history	26%	42%	30%	23%	16%	29%	23%
Programs providing Jewish perspectives on contemporary issues	24%	43%	28%	20%	12%	28%	19%
Programs about issues facing world Jewry	24%	52%	33%	15%	10%	30%	17%
Exercise for adults, such as yoga, hiking or biking	23%	26%	26%	23%	16%	24%	21%
Educational programs for children	21%	25%	26%	18%	17%	23%	19%
Jewish cooking classes	20%	23%	26%	19%	16%	20%	21%
Activities for senior citizens	19%	30%	27%	14%	11%	21%	16%
Group travel to Israel	18%	29%	23%	17%	9%	20%	16%
Adult education programs on secular topics, such as science/computing	18%	26%	22%	16%	12%	17%	18%
Counseling or support groups to help with various kinds of problems	17%	27%	21%	14%	11%	19%	15%
Hebrew or Yiddish language classes for adults	17%	26%	22%	11%	15%	16%	18%
Programs for elementary-school age children	17%	26%	18%	15%	11%	19%	14%
Programs for young families	16%	21%	22%	14%	11%	20%	13%
Programs for preschool age children	15%	24%	20%	12%	9%	19%	10%
Programs for interfaith couples and families	14%	15%	15%	13%	15%	12%	16%
Jewish day school	13%	29%	17%	8%	7%	18%	8%
Jewish pre-school	13%	22%	16%	10%	9%	17%	10%
Programs for teens	13%	22%	16%	10%	6%	15%	10%
Happy hours, hiking and other activities for Jewish singles	12%	16%	14%	11%	9%	14%	10%
Sports teams for children and teens	12%	18%	10%	13%	9%	14%	9%
Programs for newborns or toddlers	11%	12%	16%	9%	10%	14%	9%

Volunteer Work Ranks As The Top Activity Across All Levels Of Jewish Identity/Engagement, While The Less Engaged Are Less Interested In Everything

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	ID/Engagement High	ID/Engagement Med	ID/Engagement Low
Volunteering to help the homeless & other community service projects	38%	58%	32%	28%
Social programs with other members of the local Jewish community	33%	58%	28%	16%
Showings of Jewish films or other cultural activities	30%	45%	30%	19%
Programs about Jewish history	27%	43%	25%	16%
Israel-related programs in the area	27%	51%	21%	12%
Adult education programs on Jewish topics, such as Jewish history	26%	42%	24%	14%
Programs providing Jewish perspectives on contemporary issues	24%	44%	20%	10%
Programs about issues facing world Jewry	24%	43%	19%	12%
Exercise for adults, such as yoga, hiking or biking	23%	30%	22%	17%
Educational programs for children	21%	33%	20%	12%
Jewish cooking classes	20%	31%	18%	13%
Activities for senior citizens	19%	26%	17%	14%
Group travel to Israel	18%	28%	15%	12%
Adult education programs on secular topics, such as science/computing	18%	25%	15%	15%
Counseling or support groups to help with various kinds of problems	17%	27%	14%	11%
Hebrew or Yiddish language classes for adults	17%	25%	15%	11%
Programs for elementary-school age children	17%	28%	15%	9%
Programs for young families	16%	28%	15%	7%
Programs for preschool age children	15%	27%	14%	6%
Programs for interfaith couples and families	14%	18%	15%	11%
Jewish day school	13%	26%	10%	5%
Jewish pre-school	13%	22%	11%	7%
Programs for teens	13%	24%	9%	6%
Happy hours, hiking and other activities for Jewish singles	12%	15%	10%	11%
Sports teams for children and teens	12%	20%	10%	7%
Programs for newborns or toddlers	11%	17%	12%	7%

Volunteering & Socializing Stand Out With The Young Least Engaged – And With Most Other Segments As Well

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	ID/Engagemnt High			ID/Engagemnt Med			ID/Engagemnt Low		
		18-39	40-59	60+	18-39	40-59	60+	18-39	40-59	60+
Volunteering to help the homeless & other community service projects	38%	58%	60%	52%	40%	34%	18%	30%	25%	30%
Social programs with other members of the local Jewish community	33%	64%	52%	62%	33%	30%	20%	24%	12%	12%
Showings of Jewish films or other cultural activities	30%	37%	43%	60%	22%	33%	34%	20%	18%	21%
Programs about Jewish history	27%	44%	36%	56%	21%	29%	24%	15%	12%	23%
Israel-related programs in the area	27%	45%	52%	57%	20%	23%	21%	10%	9%	20%
Adult education programs on Jewish topics, such as Jewish history	26%	38%	40%	55%	23%	28%	22%	12%	10%	20%
Programs providing Jewish perspectives on contemporary issues	24%	42%	41%	55%	15%	27%	16%	11%	7%	13%
Programs about issues facing world Jewry	24%	37%	42%	54%	13%	19%	28%	15%	9%	12%
Exercise for adults, such as yoga, hiking or biking	23%	36%	27%	27%	24%	24%	16%	22%	16%	11%
Educational programs for children	21%	38%	35%	20%	27%	20%	9%	17%	11%	6%
Jewish cooking classes	20%	32%	33%	27%	22%	18%	12%	18%	11%	11%
Activities for senior citizens	19%	15%	17%	59%	6%	14%	37%	14%	9%	24%
Group travel to Israel	18%	31%	24%	31%	19%	19%	5%	20%	9%	9%
Adult education programs on secular topics, such as science/computing	18%	24%	19%	36%	9%	16%	21%	16%	14%	15%
Counseling or support groups to help with various kinds of problems	17%	28%	24%	33%	11%	21%	8%	10%	11%	12%
Hebrew or Yiddish language classes for adults	17%	27%	20%	34%	16%	17%	12%	16%	10%	8%
Programs for elementary-school age children	17%	32%	30%	16%	16%	18%	7%	14%	6%	6%
Programs for young families	16%	40%	26%	16%	23%	16%	3%	8%	8%	4%
Programs for preschool age children	15%	46%	18%	14%	25%	9%	7%	8%	6%	3%
Programs for interfaith couples and families	14%	21%	13%	24%	20%	13%	10%	13%	12%	6%
Jewish day school	13%	35%	23%	20%	12%	11%	7%	9%	4%	3%
Jewish pre-school	13%	35%	18%	14%	18%	8%	8%	13%	6%	2%
Programs for teens	13%	18%	34%	13%	5%	15%	4%	7%	7%	4%
Happy hours, hiking and other activities for Jewish singles	12%	19%	12%	16%	13%	13%	3%	18%	5%	11%
Sports teams for children and teens	12%	22%	20%	17%	11%	12%	4%	8%	7%	6%
Programs for newborns or toddlers	11%	28%	11%	12%	21%	7%	5%	10%	5%	5%

The Best Chance To Get Low-Involvement Participants Is Through Volunteer Work

However, Just A Quarter Are Likely To Participate

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Involvement Level				
		High	Med-High	Medium	Med-Low	Low
Volunteering to help the homeless & other community service projects	38%	53%	61%	34%	22%	27%
Social programs with other members of the local Jewish community	33%	60%	59%	28%	19%	7%
Showings of Jewish films or other cultural activities	30%	44%	48%	29%	23%	9%
Programs about Jewish history	27%	40%	42%	28%	14%	11%
Israel-related programs in the area	27%	55%	48%	23%	12%	9%
Adult education programs on Jewish topics, such as Jewish history	26%	47%	43%	23%	15%	8%
Programs providing Jewish perspectives on contemporary issues	24%	41%	45%	20%	14%	5%
Programs about issues facing world Jewry	24%	44%	43%	18%	16%	6%
Exercise for adults, such as yoga, hiking or biking	23%	22%	35%	22%	17%	13%
Educational programs for children	21%	33%	36%	19%	12%	6%
Jewish cooking classes	20%	26%	32%	20%	17%	6%
Activities for senior citizens	19%	28%	28%	16%	14%	12%
Group travel to Israel	18%	29%	25%	18%	11%	9%
Adult education programs on secular topics, such as science/computing	18%	25%	26%	15%	16%	11%
Counseling or support groups to help with various kinds of problems	17%	21%	29%	16%	13%	4%
Hebrew or Yiddish language classes for adults	17%	26%	29%	16%	11%	6%
Programs for elementary-school age children	17%	31%	27%	15%	10%	3%
Programs for young families	16%	29%	30%	14%	7%	5%
Programs for preschool age children	15%	24%	28%	14%	6%	4%
Programs for interfaith couples and families	14%	7%	21%	18%	9%	7%
Jewish day school	13%	36%	21%	10%	7%	2%
Jewish pre-school	13%	25%	20%	12%	10%	4%
Programs for teens	13%	30%	22%	9%	8%	3%
Happy hours, hiking and other activities for Jewish singles	12%	13%	16%	11%	13%	6%
Sports teams for children and teens	12%	17%	22%	11%	6%	4%
Programs for newborns or toddlers	11%	14%	20%	11%	7%	4%

Those Concerned About Distance And Expense Are No Less Likely To Participate And Have The Same Priorities

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Too Far Away Geographically	Too Expensive
Volunteering to help the homeless & other community service projects	38%	38%	38%
Social programs with other members of the local Jewish community	33%	33%	31%
Showings of Jewish films or other cultural activities	30%	30%	29%
Programs about Jewish history	27%	26%	26%
Israel-related programs in the area	27%	31%	24%
Adult education programs on Jewish topics, such as Jewish history	26%	31%	24%
Programs providing Jewish perspectives on contemporary issues	24%	25%	22%
Programs about issues facing world Jewry	24%	25%	21%
Exercise for adults, such as yoga, hiking or biking	23%	22%	20%
Educational programs for children	21%	22%	20%
Jewish cooking classes	20%	24%	20%
Activities for senior citizens	19%	21%	17%
Group travel to Israel	18%	23%	17%
Adult education programs on secular topics, such as science/computing	18%	23%	18%
Counseling or support groups to help with various kinds of problems	17%	20%	18%
Hebrew or Yiddish language classes for adults	17%	18%	19%
Programs for elementary-school age children	17%	18%	17%
Programs for young families	16%	19%	16%
Programs for preschool age children	15%	14%	13%
Programs for interfaith couples and families	14%	16%	16%
Jewish day school	13%	11%	14%
Jewish pre-school	13%	16%	12%
Programs for teens	13%	18%	13%
Happy hours, hiking and other activities for Jewish singles	12%	16%	12%
Sports teams for children and teens	12%	13%	13%
Programs for newborns or toddlers	11%	13%	11%

Those Who Think The Community Doesn't Share Their Values Prefer Cultural, Service And Social Activities – But No Program Draws Interest From Over A Quarter

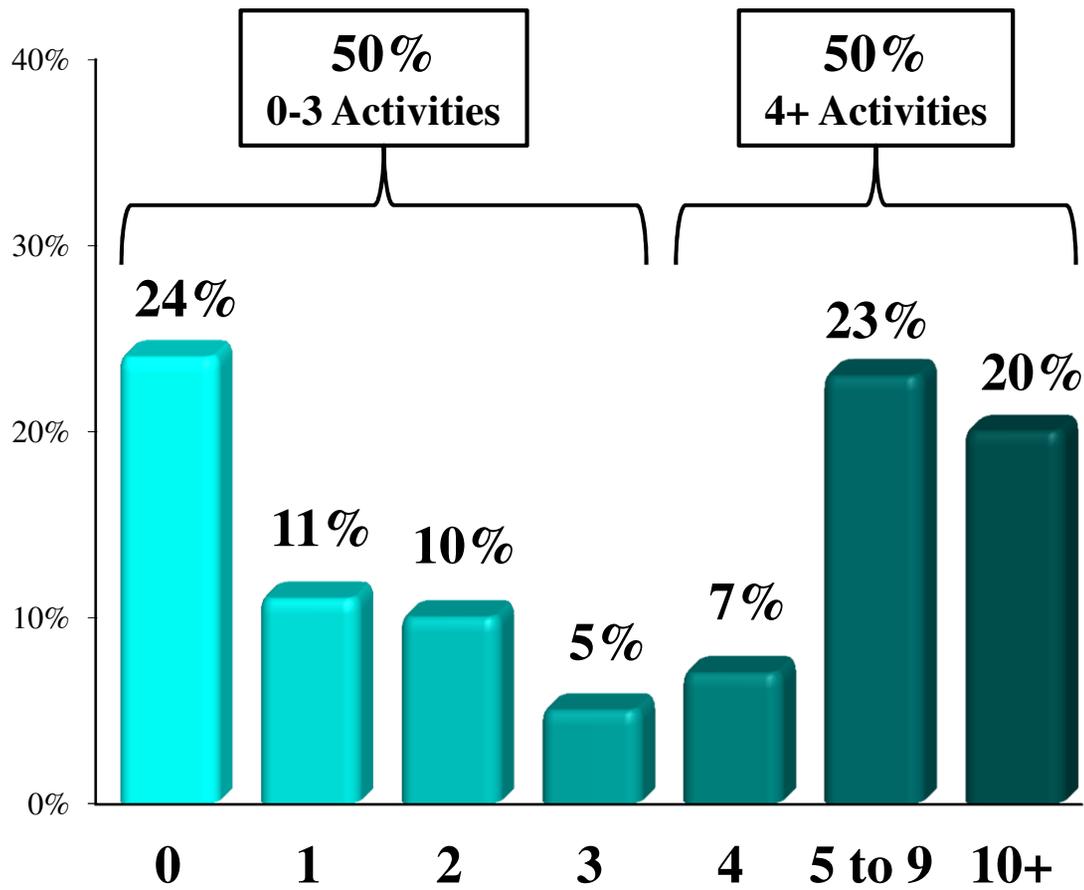
Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Shares My Values	Does NOT Share My Values
Volunteering to help the homeless & other community service projects	38%	42%	25%
Social programs with other members of the local Jewish community	33%	36%	22%
Showings of Jewish films or other cultural activities	30%	32%	24%
Programs about Jewish history	27%	29%	24%
Israel-related programs in the area	27%	29%	20%
Adult education programs on Jewish topics, such as Jewish history	26%	28%	19%
Programs providing Jewish perspectives on contemporary issues	24%	26%	17%
Programs about issues facing world Jewry	24%	26%	19%
Exercise for adults, such as yoga, hiking or biking	23%	23%	21%
Educational programs for children	21%	23%	16%
Jewish cooking classes	20%	21%	16%
Activities for senior citizens	19%	19%	21%
Group travel to Israel	18%	18%	19%
Adult education programs on secular topics, such as science/computing	18%	18%	25%
Counseling or support groups to help with various kinds of problems	17%	18%	11%
Hebrew or Yiddish language classes for adults	17%	18%	17%
Programs for elementary-school age children	17%	18%	12%
Programs for young families	16%	18%	12%
Programs for preschool age children	15%	17%	6%
Programs for interfaith couples and families	14%	15%	13%
Jewish day school	13%	14%	10%
Jewish pre-school	13%	14%	8%
Programs for teens	13%	14%	7%
Happy hours, hiking and other activities for Jewish singles	12%	13%	10%
Sports teams for children and teens	12%	13%	8%
Programs for newborns or toddlers	11%	13%	8%

Those Who Think The Jewish Community Isn't Spiritually Fulfilling Tend To Rank Program Options Similarly (Except For Israel), But Again, Interest Levels Are Low

Programs The Jewish Community Could Provide Ranked By % Almost Certain + % Very Likely To Participate	Total	Spiritually Fulfilling	NOT Spiritually Fulfilling
Volunteering to help the homeless & other community service projects	38%	44%	27%
Social programs with other members of the local Jewish community	33%	39%	21%
Showings of Jewish films or other cultural activities	30%	34%	25%
Programs about Jewish history	27%	32%	19%
Israel-related programs in the area	27%	33%	16%
Adult education programs on Jewish topics, such as Jewish history	26%	30%	17%
Programs providing Jewish perspectives on contemporary issues	24%	28%	16%
Programs about issues facing world Jewry	24%	29%	16%
Exercise for adults, such as yoga, hiking or biking	23%	27%	17%
Educational programs for children	21%	25%	12%
Jewish cooking classes	20%	23%	16%
Activities for senior citizens	19%	22%	14%
Group travel to Israel	18%	21%	11%
Adult education programs on secular topics, such as science/computing	18%	20%	13%
Counseling or support groups to help with various kinds of problems	17%	20%	11%
Hebrew or Yiddish language classes for adults	17%	20%	12%
Programs for elementary-school age children	17%	21%	8%
Programs for young families	16%	21%	8%
Programs for preschool age children	15%	19%	7%
Programs for interfaith couples and families	14%	17%	10%
Jewish day school	13%	17%	6%
Jewish pre-school	13%	16%	7%
Programs for teens	13%	15%	8%
Happy hours, hiking and other activities for Jewish singles	12%	13%	12%
Sports teams for children and teens	12%	15%	6%
Programs for newborns or toddlers	11%	14%	7%

For A Majority Of The Least Involved, None Of The Activities Appeal

Number Of Activities Rated “Almost Certain” Or “Very Likely” To Participate



	0 Act.	1-3 Act.	4+ Act.
High Involvement	6%	15%	79%
Med-High Involvement	5%	15%	80%
Medium Involvement	22%	32%	46%
Med-Low Involvement	36%	32%	32%
Low Involvement	53%	27%	21%



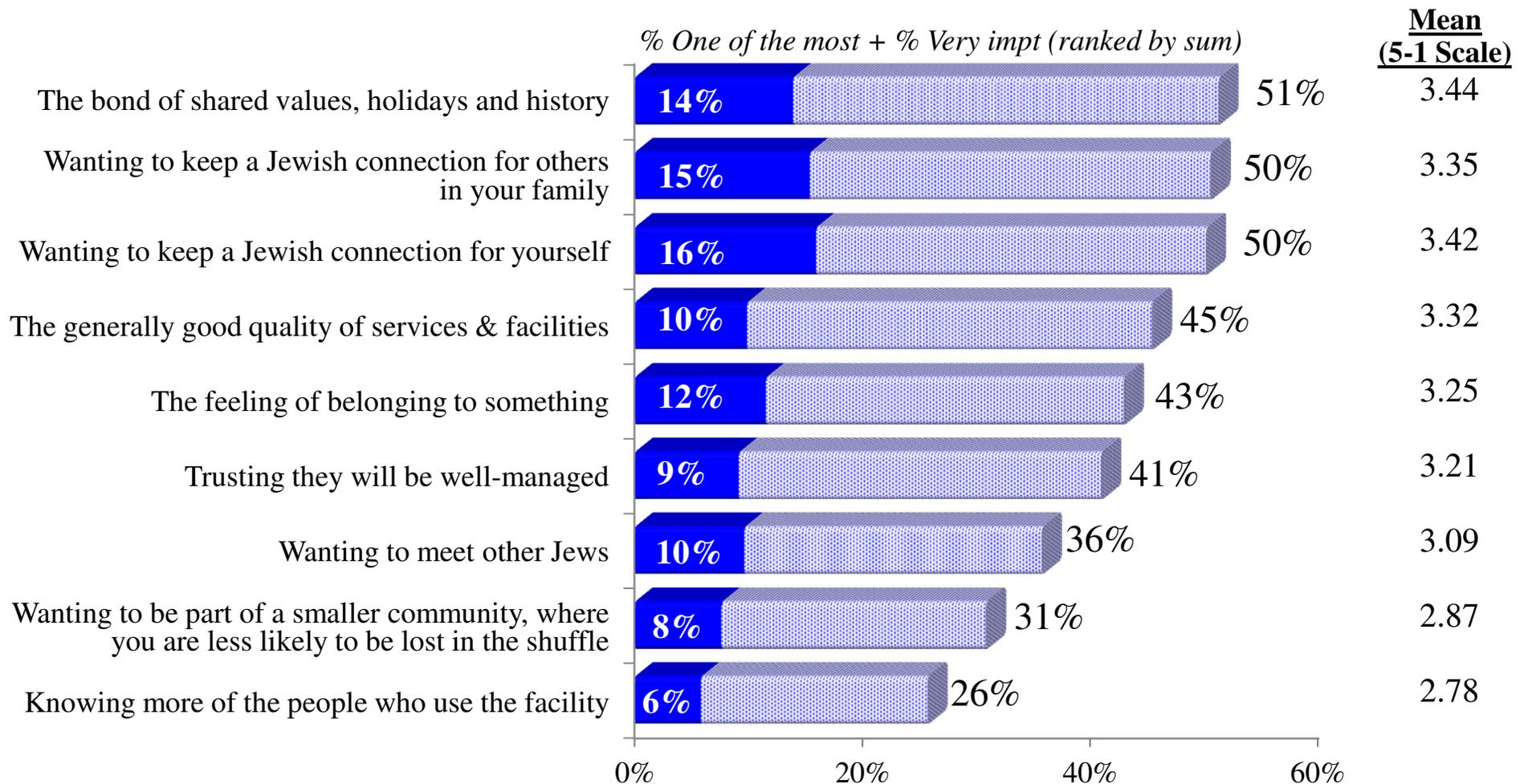


Keeping “A Jewish Connection” Is The Biggest Draw For Programs And Activities In The Jewish Community, Along With Shared Bonds And The Social Element



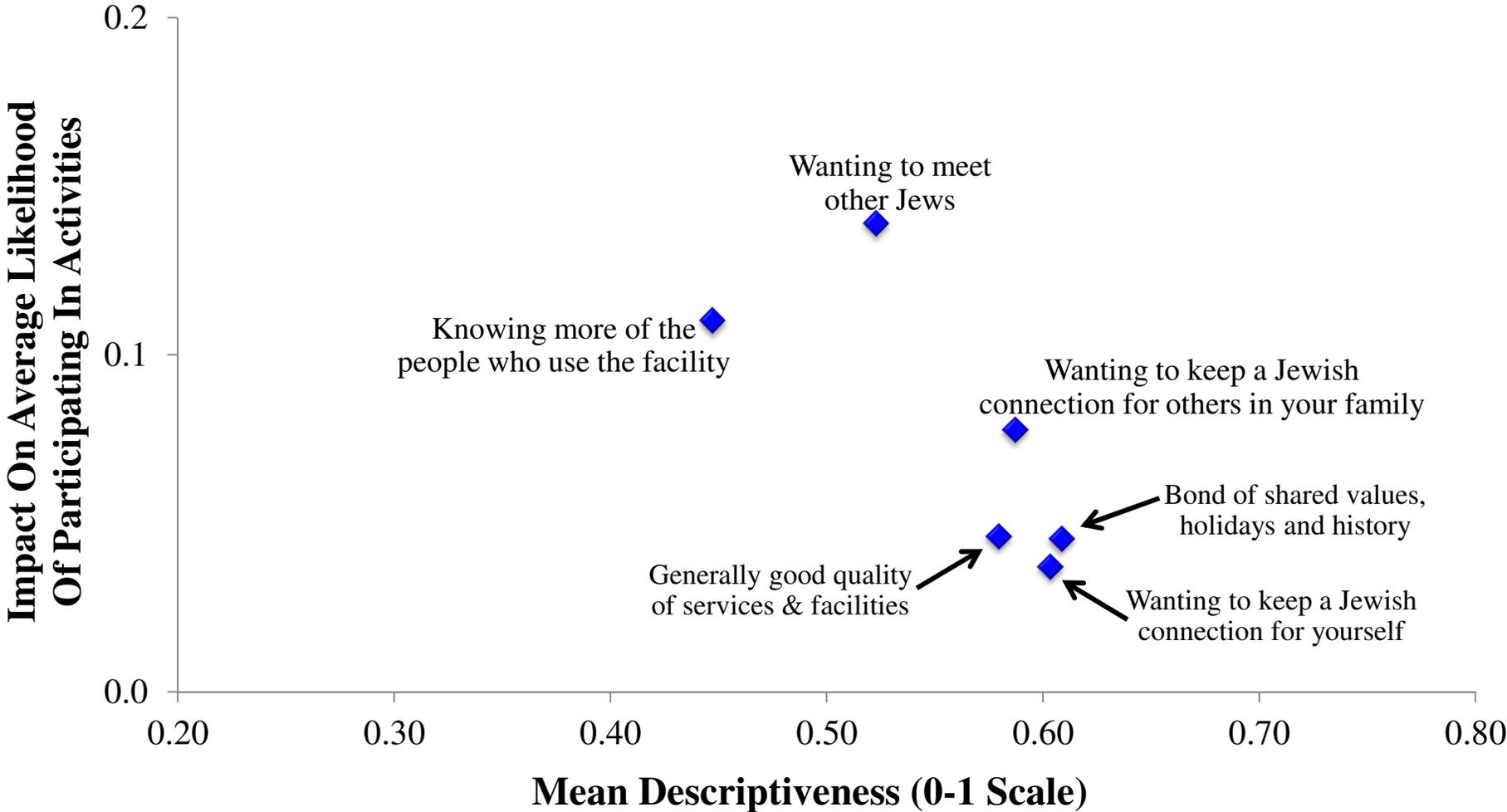
Shared Bonds And Maintaining A Jewish Connection Are Very Important Reasons To Participate In Jewish Activities

Now, I'm going to read you what some people have offered as reasons to go to Jewish groups for services or activities. After each item, tell me how important it is to you as a reason to go to groups or organizations affiliated with the Jewish community. Is it one of the most important reasons, very important, somewhat important, not too important, or not at all important to you as a reason to use Jewish organizations or groups?



Regression Analysis Reveals That Keeping “A Jewish Connection” And The Social Element Have The Biggest Impact On The Likelihood Of Participating In Activities

Reasons To Go To Jewish Groups For Services & Activities



In DC, General Quality & Management Rank Slightly Higher Than The “Jewish Connection”

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	Men	Women	DC	MD Counties	VA Counties
The bond of shared values, holidays and history	51%	44%	58%	37%	54%	53%
Wanting to keep a Jewish connection for others in your family	50%	45%	55%	36%	54%	51%
Wanting to keep a Jewish connection for yourself	50%	46%	54%	35%	54%	51%
The generally good quality of services & facilities	45%	36%	54%	39%	49%	42%
The feeling of belonging to something	43%	39%	47%	31%	46%	43%
Trusting they will be well-managed	41%	36%	46%	38%	41%	42%
Wanting to meet other Jews	36%	29%	42%	23%	39%	35%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	22%	39%	22%	30%	35%
Knowing more of the people who use the facility	26%	18%	32%	12%	29%	27%



Shared Values And Jewish Connection Are Top Motivators Across Age

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	18-39	40-59	60+
The bond of shared values, holidays and history	51%	55%	52%	45%
Wanting to keep a Jewish connection for others in your family	50%	56%	51%	42%
Wanting to keep a Jewish connection for yourself	50%	50%	52%	48%
The generally good quality of services & facilities	45%	49%	43%	45%
The feeling of belonging to something	43%	45%	43%	40%
Trusting they will be well-managed	41%	44%	40%	39%
Wanting to meet other Jews	36%	43%	33%	31%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	32%	31%	28%
Knowing more of the people who use the facility	26%	26%	26%	24%



The Quality Of Facilities And Services Is Relatively More Important For The Least Observant

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	Services Once A Month +	Services A Few Times Per Year	Services Seldom/Never
The bond of shared values, holidays and history	51%	64%	60%	30%
Wanting to keep a Jewish connection for others in your family	50%	64%	59%	29%
Wanting to keep a Jewish connection for yourself	50%	69%	57%	26%
The generally good quality of services & facilities	45%	55%	48%	34%
The feeling of belonging to something	43%	56%	46%	28%
Trusting they will be well-managed	41%	46%	44%	32%
Wanting to meet other Jews	36%	47%	43%	17%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	38%	36%	19%
Knowing more of the people who use the facility	26%	32%	27%	17%



Meeting Other Jews Is Important For The More Observant – Less So For The “Just Jewish”

The Gap Is Similar On Shared Bonds, Jewish Connection, & Belonging

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	Orthodox	Conser- vative	Reform/ Reconstr	Just Jewish
The bond of shared values, holidays and history	51%	67%	59%	56%	37%
Wanting to keep a Jewish connection for others in your family	50%	68%	59%	54%	38%
Wanting to keep a Jewish connection for yourself	50%	72%	66%	51%	34%
The generally good quality of services & facilities	45%	63%	54%	44%	36%
The feeling of belonging to something	43%	65%	57%	41%	30%
Trusting they will be well-managed	41%	49%	50%	39%	33%
Wanting to meet other Jews	36%	49%	52%	35%	21%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	35%	36%	34%	23%
Knowing more of the people who use the facility	26%	33%	30%	26%	19%



Shared Values And Keeping A Jewish Connection Are Important Across Marital Status – Though More So Among Those With Jewish Spouses

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	Un-married	Married, Kids <18	Married, No Kids <18	Jewish Spouse	Non-Jewish Spouse
The bond of shared values, holidays and history	51%	45%	57%	54%	59%	40%
Wanting to keep a Jewish connection for others in your family	50%	44%	60%	47%	59%	38%
Wanting to keep a Jewish connection for yourself	50%	45%	57%	50%	59%	34%
The generally good quality of services & facilities	45%	45%	45%	46%	50%	34%
The feeling of belonging to something	43%	41%	47%	42%	48%	33%
Trusting they will be well-managed	41%	40%	41%	41%	45%	31%
Wanting to meet other Jews	36%	37%	39%	31%	39%	23%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	30%	31%	30%	34%	22%
Knowing more of the people who use the facility	26%	25%	24%	27%	28%	17%



The General Quality Of Services Ranks Higher For Those Less Engaged

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	ID/Engagement High	ID/Engagement Med	ID/Engagement Low
The bond of shared values, holidays and history	51%	75%	52%	30%
Wanting to keep a Jewish connection for others in your family	50%	77%	52%	26%
Wanting to keep a Jewish connection for yourself	50%	79%	52%	23%
The generally good quality of services & facilities	45%	61%	45%	32%
The feeling of belonging to something	43%	67%	39%	26%
Trusting they will be well-managed	41%	50%	43%	31%
Wanting to meet other Jews	36%	59%	37%	14%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	47%	30%	18%
Knowing more of the people who use the facility	26%	39%	26%	14%



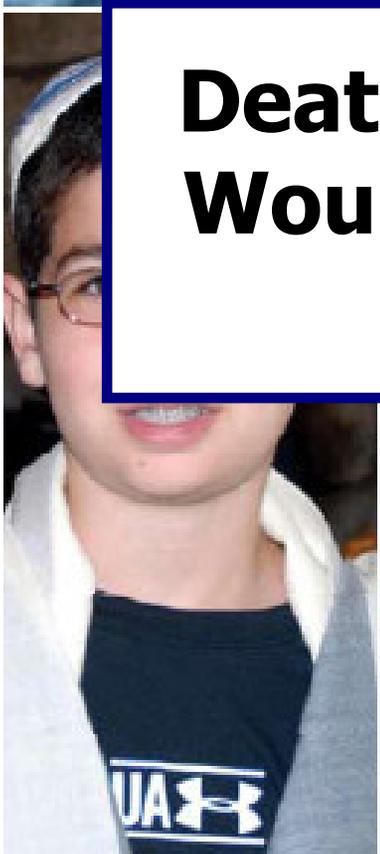
Most Of The Less Involved See No Good Reason To Participate

Reasons To Go To Jewish Groups For Programs And Activities Ranked By % One Of The Most + % Very Important	Total	Involvement Level				
		High	Med-High	Medium	Med-Low	Low
The bond of shared values, holidays and history	51%	78%	75%	53%	35%	16%
Wanting to keep a Jewish connection for others in your family	50%	78%	75%	52%	36%	11%
Wanting to keep a Jewish connection for yourself	50%	85%	76%	50%	35%	8%
The generally good quality of services & facilities	45%	63%	60%	46%	36%	20%
The feeling of belonging to something	43%	77%	62%	41%	27%	17%
Trusting they will be well-managed	41%	53%	50%	41%	37%	23%
Wanting to meet other Jews	36%	57%	58%	35%	22%	7%
Wanting to be part of a smaller community, where you are less likely to be lost in the shuffle	31%	46%	46%	29%	22%	13%
Knowing more of the people who use the facility	26%	35%	41%	25%	19%	7%



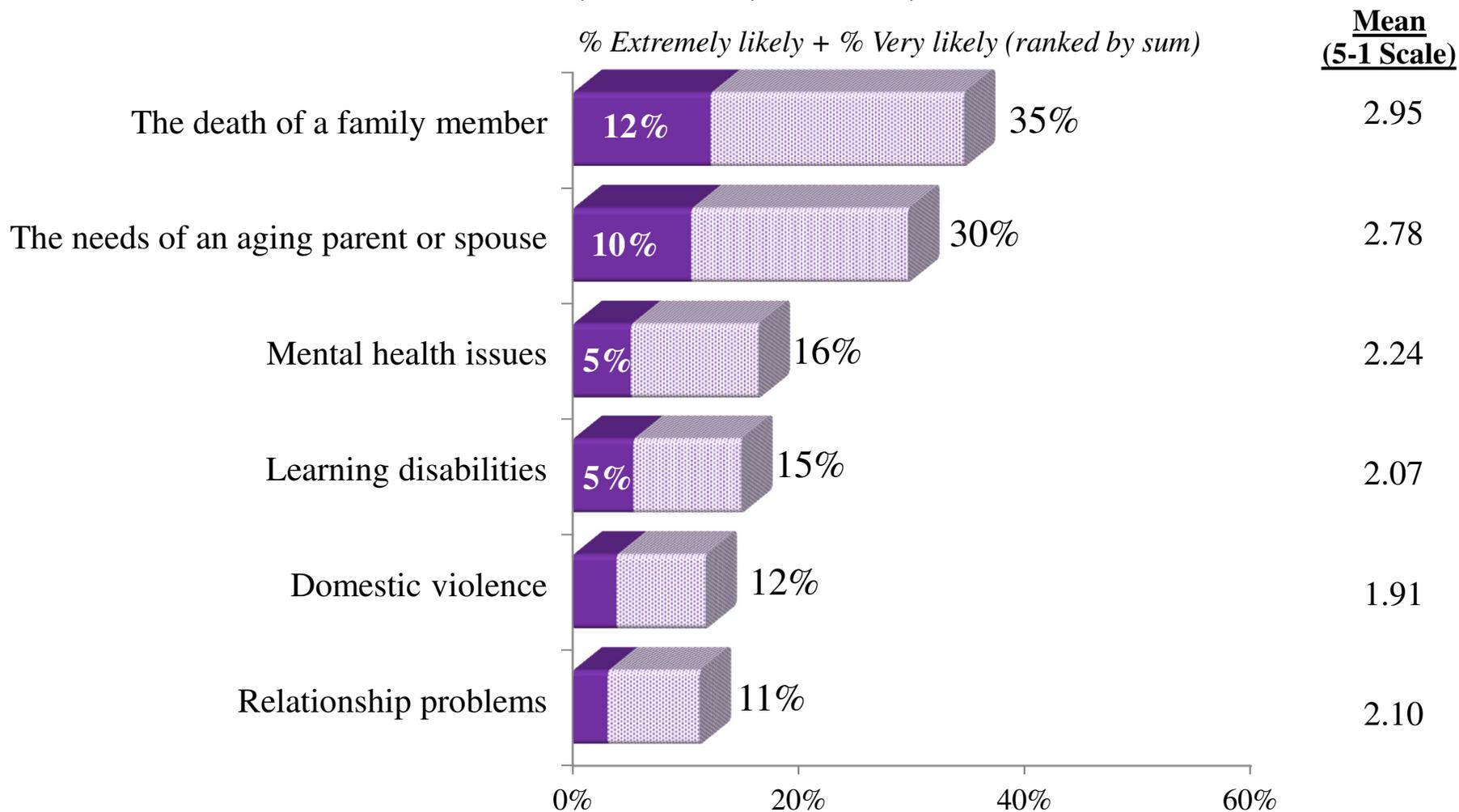


**Death & Aging Are The Issues Which
Would Bring Respondents To Jewish
Social Service Agencies**



Significant Minorities Would Turn To A Jewish Social Service Agency For Help Dealing With The Loss Of A Loved One Or The Needs Of An Elderly Family Member, But Not For The Other Issues We Probed

I'm going to list some issues that you or someone in your family might have to deal with. After each, please tell me how likely you would be to use a social service agency in the Jewish community to help deal with it: Extremely likely, very likely, somewhat likely, not too likely, or not likely at all?



Jewish Social Services Appeal Most For The Issues Of Death And Aging, Across Gender And Region

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	Men	Women	DC	MD Counties	VA Counties
The death of a family member	35%	29%	39%	31%	37%	32%
The needs of an aging parent or spouse	30%	26%	33%	20%	33%	29%
Mental health issues	16%	13%	20%	8%	20%	14%
Learning disabilities	15%	12%	17%	11%	16%	15%
Domestic violence	12%	9%	14%	4%	13%	13%
Relationship problems	10%	9%	13%	5%	13%	11%



The Same Is True Regardless Of Synagogue Attendance, Although Those Who Attend Seldom Or Never Are Less Likely Across The Board To Use A Jewish Agency

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	Services Once A Month +	Services A Few Times Per Year	Services Seldom/Never
The death of a family member	35%	39%	42%	22%
The needs of an aging parent or spouse	30%	33%	34%	22%
Mental health issues	16%	18%	18%	14%
Learning disabilities	15%	17%	15%	13%
Domestic violence	12%	13%	14%	7%
Relationship problems	10%	12%	12%	8%



Death And Aging Are The Main Issues Across Denomination Too, Though Again The Less Religious Are Less Likely To Turn To Jewish Agencies

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	Orthodox	Conservative	Reform/ Reconstr	Just Jewish
The death of a family member	35%	42%	41%	35%	27%
The needs of an aging parent or spouse	30%	36%	35%	27%	27%
Mental health issues	16%	28%	23%	13%	13%
Learning disabilities	15%	26%	17%	13%	12%
Domestic violence	12%	22%	14%	10%	10%
Relationship problems	10%	17%	13%	11%	7%



The Same Two Issues Top The List For All Types Of Families

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	Un-married	Married, Kids <18	Married, No Kids <18	Jewish Spouse	Non-Jewish Spouse
The death of a family member	35%	32%	35%	37%	39%	28%
The needs of an aging parent or spouse	30%	27%	29%	34%	33%	25%
Mental health issues	16%	18%	14%	18%	19%	8%
Learning disabilities	15%	15%	17%	13%	16%	13%
Domestic violence	12%	12%	12%	10%	12%	9%
Relationship problems	10%	11%	11%	11%	12%	7%



Among Those That Have A Family Member Who Depends On Them For Care, Jewish Social Services Appeal More For Every Issue, Especially Aging

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	18-39	40-59	60+	Caregivers
The death of a family member	35%	37%	34%	31%	44%
The needs of an aging parent or spouse	30%	27%	33%	28%	48%
Mental health issues	16%	16%	17%	16%	27%
Learning disabilities	15%	15%	16%	13%	28%
Domestic violence	12%	14%	11%	10%	17%
Relationship problems	10%	13%	12%	8%	18%



Even Among The Most Active, Few Would Turn To Jewish Social Service Agencies For Anything But Death & Aging

Issues You Or Someone In Your Family Might Have To Deal With Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency	Total	ID/Engagement High	ID/Engagement Med	ID/Engagement Low
The death of a family member	35%	51%	30%	24%
The needs of an aging parent or spouse	30%	41%	26%	23%
Mental health issues	16%	25%	12%	14%
Learning disabilities	15%	21%	11%	13%
Domestic violence	12%	17%	9%	10%
Relationship problems	10%	14%	10%	10%



Death And Aging Are Also Most Likely To Bring In All Levels Of Involvement

Issues You Or Someone In Your Family Might Have To Deal With <small>Ranked By % Extremely Likely + % Very Likely To Use A Jewish Social Service Agency</small>	Total	Involvement Level				
		High	Med-High	Medium	Med-Low	Low
The death of a family member	35%	45%	54%	32%	29%	14%
The needs of an aging parent or spouse	30%	40%	41%	28%	25%	18%
Mental health issues	16%	22%	25%	14%	16%	7%
Learning disabilities	15%	21%	21%	12%	14%	10%
Domestic violence	12%	14%	19%	10%	12%	4%
Relationship problems	10%	12%	16%	10%	12%	6%



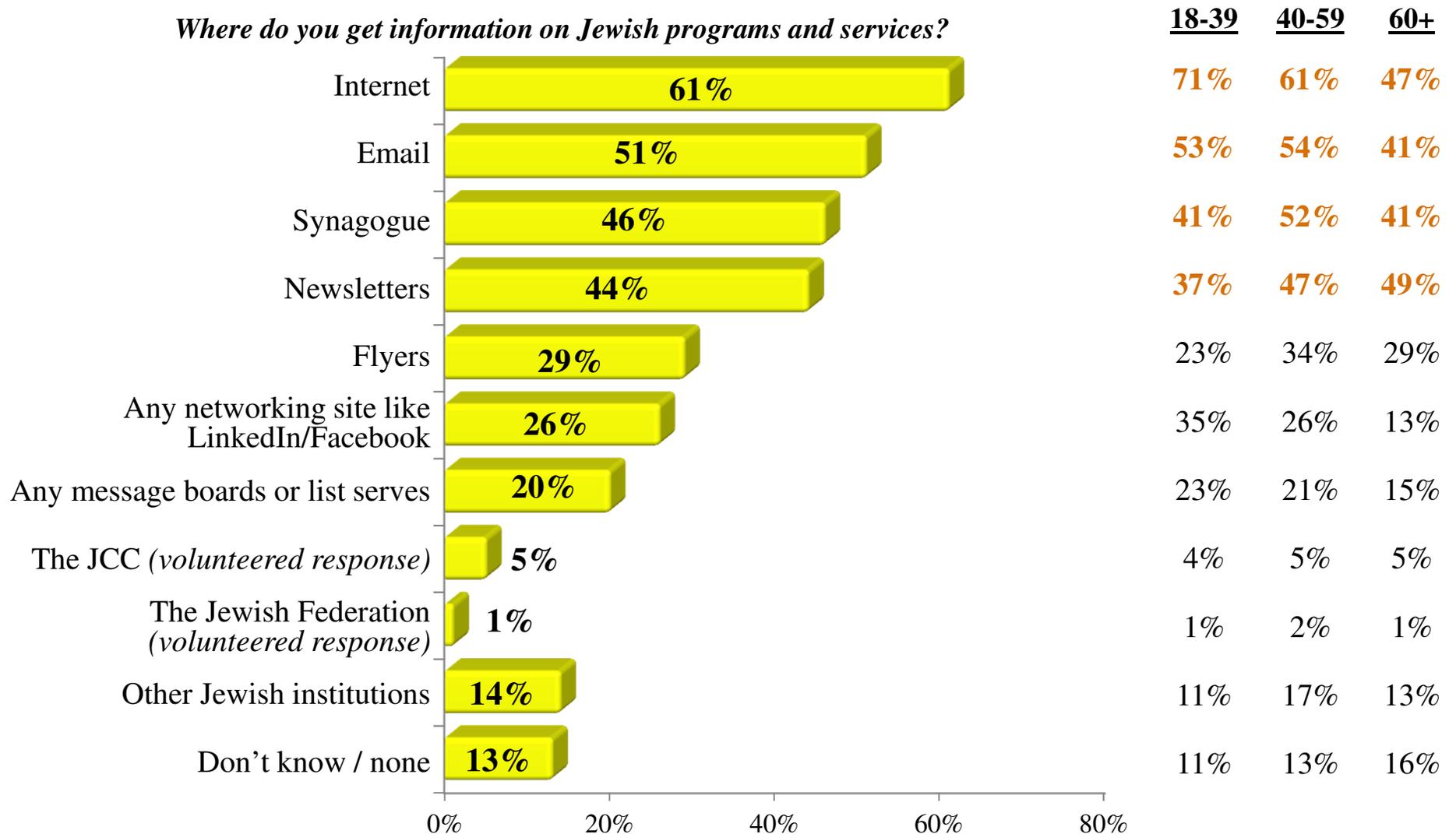


Across Age, Respondents Turn To The Internet/Email, Newsletters & Synagogues For Information About Programs/Services

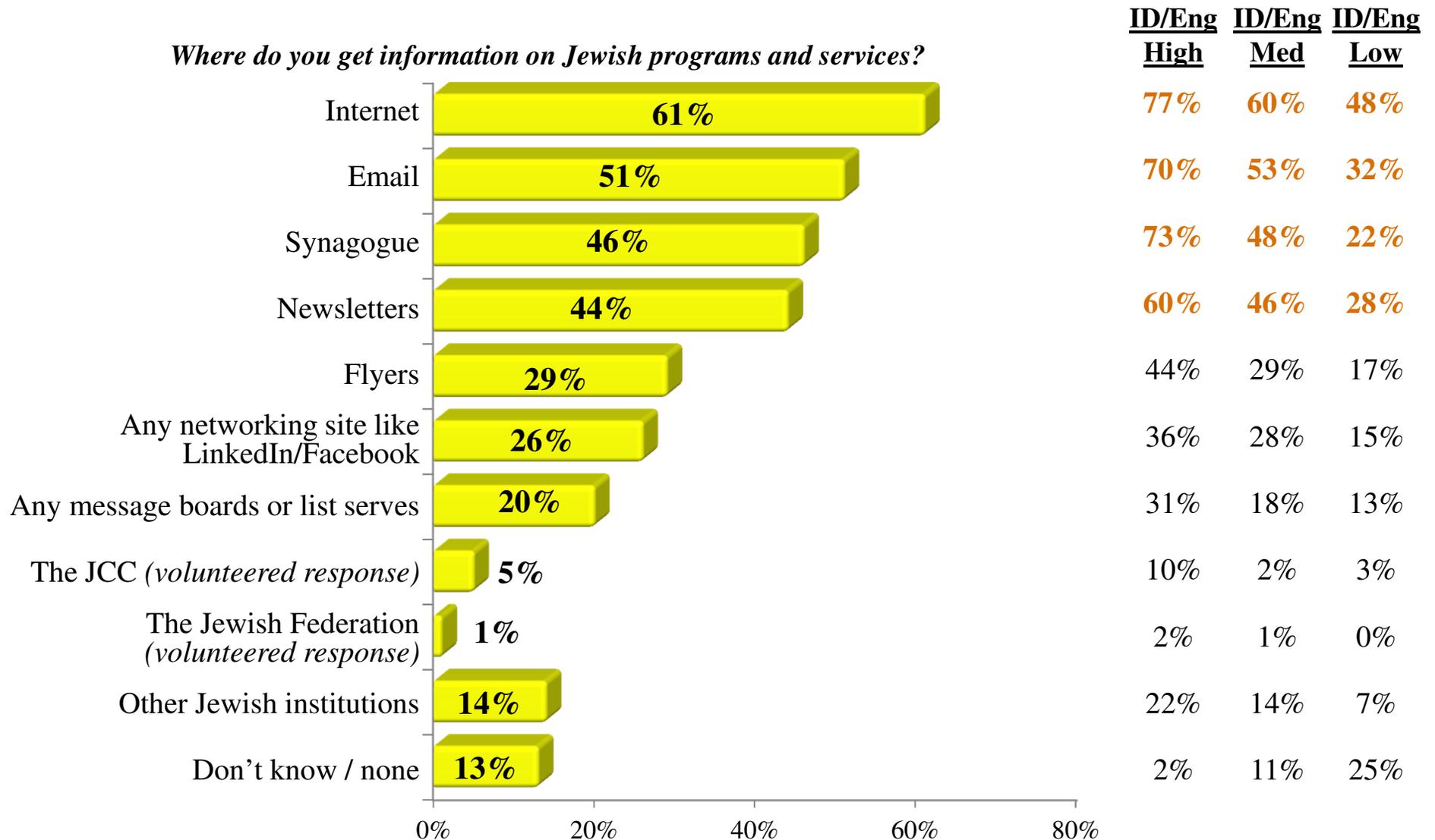


Information On Jewish Programs And Services Is Sought From The Internet In General, Email, Newsletters, And At Synagogue

There Is A Predictable Generation Gap In Internet Use, But Even The Older Cohort Sees The Internet And Email As Top Sources



Online Is The Best Place To Reach Out To The Low-Engagement Group



Strategic Conclusions

- **Identity is more important than activity for many**
- **Neither geography nor cost is the primary barrier—though closer and cheaper are better**
- **Many of those who are not involved don't care and aren't interested—they aren't held back by external barriers, they just don't “want to”**
- **Synagogue attendance and Israel travel are key correlates of a range of activity—whether that is causal we cannot know from these data, but it is a hypothesis worth testing**
- **No one kind of programming dominates, so offering variety could increase the size of the population engaged**
- **Community service, social (esp. local social activities, as well as exercise, secular education) and cultural activities (films, cooking, Jewish history) are among the more broadly appealing program options**



Strategic Conclusions

- **Three main draws emerge for Jewish engagement:**
- **Shared values & spiritual fulfillment, which are strengths of the Jewish community – for those involved**
 - **High-ranked example: volunteering to help the homeless and other community service projects**
- **The social element, which may not be what people point to as the best reason for engagement, but can make a real difference under the surface**
 - **High-ranked example: social programs with other members of the local Jewish community**
- **Keeping “a Jewish connection,” which matters more for those with greater religiosity but also taps into the broader importance of Jewish identity**
 - **High-ranked example: showings of Jewish films or other cultural activities**



Strategic Conclusions

- **We aren't really sure exactly what “shared values” and “spiritual fulfillment” mean, but these data suggest it’s worth finding out**
- **From young families to senior citizens, many expressed interest in activities directed at their own age group and that of their kids**
- **The natural focus for Jewish social service agencies is on coping with the loss of a loved one or the needs of an aging family member, while there is far less interest in other social services**
- **There is no magic bullet**

