

# Jewish Federation of Greater Washington and the Phyllis Margolius Family Foundation



## Family Participation in Jewish Institutions Research Project

### Survey Findings

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## Introduction and Methodology

The Jewish Federation of Greater Washington (JFGW) and the Phyllis Margolius Family Foundation contracted McKinley Advisors (McKinley) to help understand what factors are involved with a family's decision to join or not join Jewish institutions and organizations such as synagogues and their local Jewish Community Center (JCC), send their children to Hebrew school or day school, or otherwise support these and similar institutions. Additionally, McKinley aimed to identify specific factors that influence a family's decision to participate in Jewish activities, including preferences and barriers to increased participation.

McKinley conducted a combination of qualitative and quantitative research to inform this study. The project included an electronic survey that was distributed to 5,258 families in the Washington, D.C. area who participate in PJ Library: a program through the Harold Grinspoon Foundation that sends free Jewish children's books to families across the world each month. The survey was fielded over a period of 14 days between September 15<sup>th</sup> and September 29, 2016. In total, 964 completed and partially completed survey questionnaires were submitted online for a response rate of 18%. Prior to the electronic survey, McKinley conducted telephone interviews with ten families to better understand perceptions of and participation in Jewish activities, programs and institutions in the Washington area.

The following report summarizes the key findings from the survey and presents implications and recommendations based on the research.



## Key Findings

- Jewish families reported that **culture and fit, time and location** appeared as the most significant factors in a family's decision **to join a synagogue**.
- Over a quarter of respondents noted that, while they are not current members of a synagogue or temple, they do attend services and/ or programs offered by a synagogue.
- **Family participation** in the Jewish community appears to **increase with the birth of a child**, and participation continues to grow as the child reaches pre-school or kindergarten age. As children age beyond that point, families' participation in the Jewish community is unlikely to increase.
- **Time, fit, location, cost and awareness** are all significant barriers to increased participation in the Jewish community, though their impact varies across activities and organizations (e.g., schools, camps and synagogues).
- When asked for input on specific activities or events, respondents most commonly cited **opportunities involving their small children** as the most valuable.
- Over the past three to five years, the most common activities families participated in were **events associated with religious schools and Jewish-affiliated organizations**.
- Jewish families report a **high level of awareness** of events and activities within the Jewish community and feel these are **easily accessible**. That said, there is an opportunity to streamline communications through a **centralized and trusted resource**.
- **Awareness and usage of Jconnect is low**. Only 29% of all respondents reported hearing of Jconnect, and of those, only 13% have attended an event found through the website.



## Respondent Profile

In which age ranges do you have children? Select all	
<i>Sample Size</i>	804
Under 2	44%
Between 2 and 4	40%
Between 4 and 8	49%
Between 8 and 13	21%
Between 13 and 18	4%
Over 18	2%
Are you raising your children Jewish, in another faith, or both?	
<i>Sample Size</i>	798
Jewish	90%
Another faith	1%
Both	7%
Neither	2%
Are you in an interfaith relationship?	
<i>Sample Size</i>	762
Yes	30%
No	70%
What is your five-digit zip code? (Grouped by Regions)	
<i>Sample Size</i>	756
Lower Montgomery Co	45%
District of Columbia	21%
Arlington and Alexandria Counties	9%
Lower Fairfax Co	9%
Upper Fairfax Co	8%
Upper Montgomery Co	7%
Prince George County	1%
Does your family consider themselves:	
<i>Sample Size</i>	
Conservative	33%
Reform	33%
Just Jewish	17%
Orthodox	7%
Other	6%
Reconstructionist	3%

- Respondents were evenly distributed across children’s age range - from birth until 8 years old. However, only 27% of respondents had children 8 years and older.
- Respondents are raising their children in the Jewish faith (90%).
- Only 30% indicated they were in an interfaith marriage.
- Respondents were primarily from Lower Montgomery County (45%).
- One-third of respondents consider themselves or their families to be conservative (33%) or reform (33%). An additional 17% consider themselves to be “Just Jewish.”



## Research Findings

### AWARENESS OF ACTIVITIES

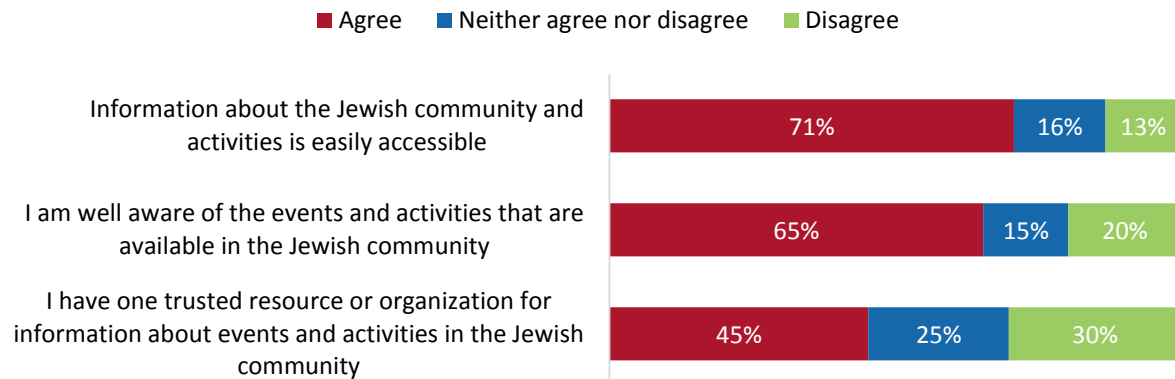
#### Key Finding

Jewish families report a high level of awareness of events and activities within the Jewish community and feel these are easily accessible.

The majority of respondents agree that “information about the Jewish community and activities is easily accessible” (71%) and they are “well aware of the events and activities that are available in the Jewish community” (65%). However, there is an opportunity to develop a more centralized resource that provides information to the Jewish community as less than half (45%) of respondents agree that they have “one trusted resource or organization for information about events and activities in the Jewish community.”

Please describe your level of agreement or disagreement with the following statements:

N=876

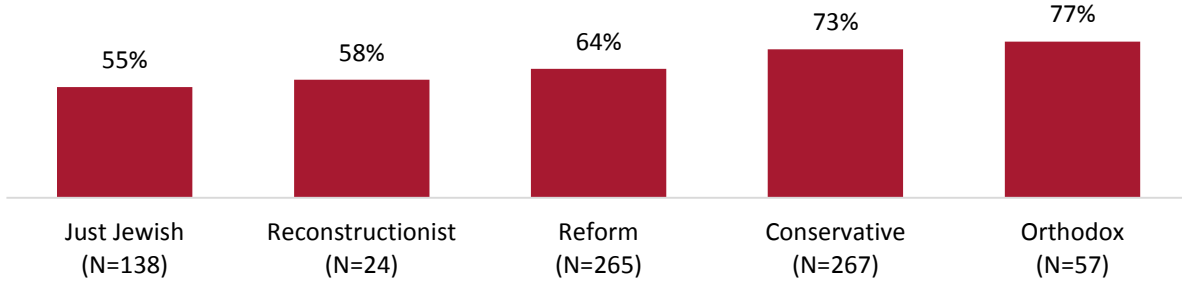


Of the various Jewish denominations, respondents who are affiliated with Orthodox and Conservative Judaism were the most likely to agree that they are “well aware of the events and activities in the Jewish community” compared to denominations that typically practice less frequently. Having access to one trusted resource may be particularly important to individuals who identify as just Jewish or as Reconstructionist or Reform.



**I am well aware of the events and activities that are available in the Jewish community**

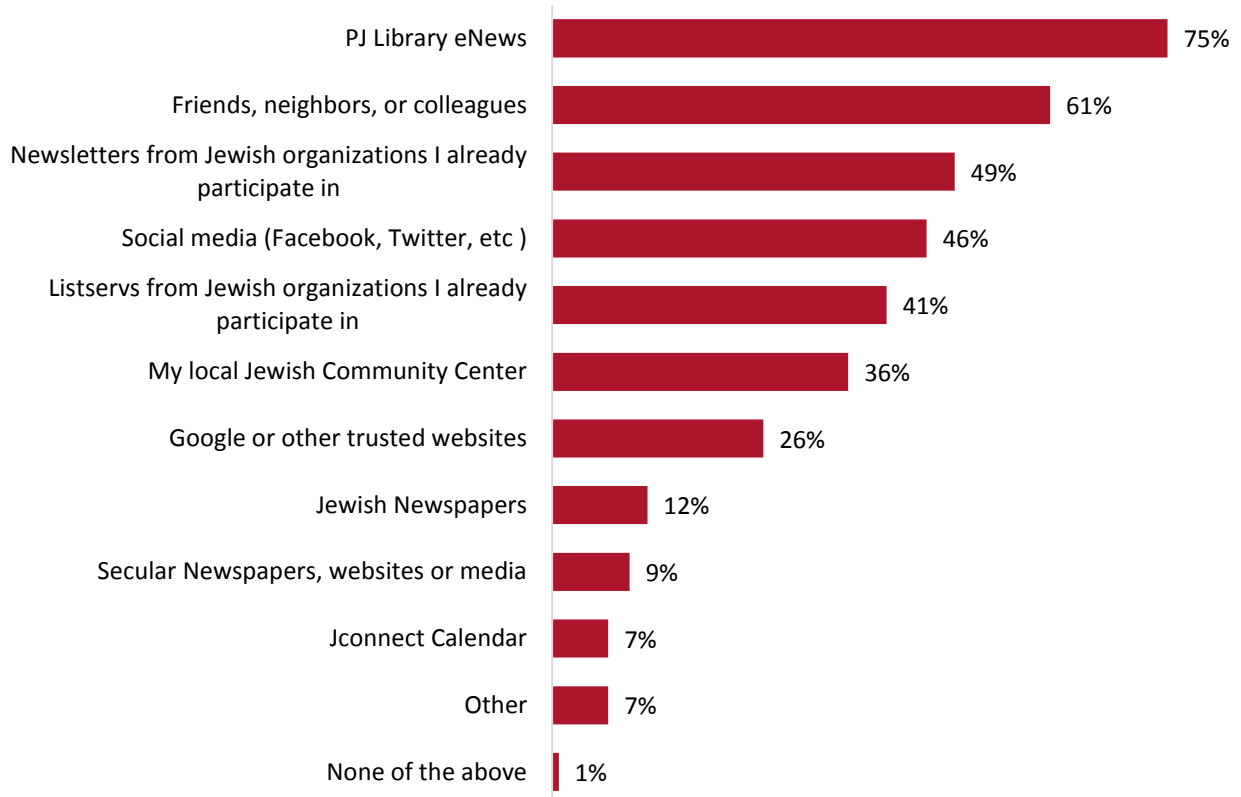
*% "Strongly agree" or "Somewhat agree"*



Given that all survey respondents were selected based on their participation in PJ Library, it is to be expected that this appeared as the most common source of information. After accounting for the PJ Library, many of the respondents reported that they obtain information from friends, neighbors, or colleagues (61%). Respondents also access information from Jewish organization newsletters (49%), social media (46%) and Jewish organization Listservs (41%).

**Which of the following resources have you or your family accessed to obtain information about the Jewish community and activities available?**

Select all; N=880



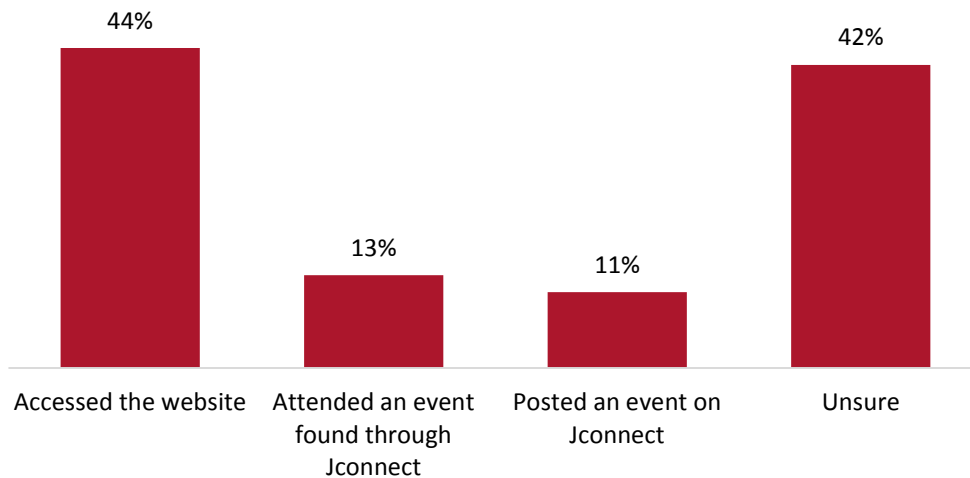
## AWARENESS AND USE OF JCONNECT

### Key Finding

Awareness and usage of Jconnect is low. Only 29% of all respondents reported hearing of Jconnect, and of those, 13% have attended an event found through the website.

Of those who have heard of Jconnect, 44% have participated by accessing the website. Only 13% have attended an event found through Jconnect, and 11% have posted an event on Jconnect.

### In which of the following ways have you participated with Jconnect? N=257



Respondents who identify as participating members of a synagogue were the segment most likely to have heard of Jconnect (35%, vs. 25% of participating nonmembers, and 18% of non-participating nonmembers). Respondents who identify as Conservative (38%) and Orthodox (35%) Jews were the most likely Jewish affiliations to have heard of Jconnect.

Respondents were also asked to identify other websites, similar to Jconnect, that they use to find programs, activities or events in the Jewish community. One third of respondents reported using their JCC website (32%) and 20% received information from their synagogue.





## DECISION TO PARTICIPATE

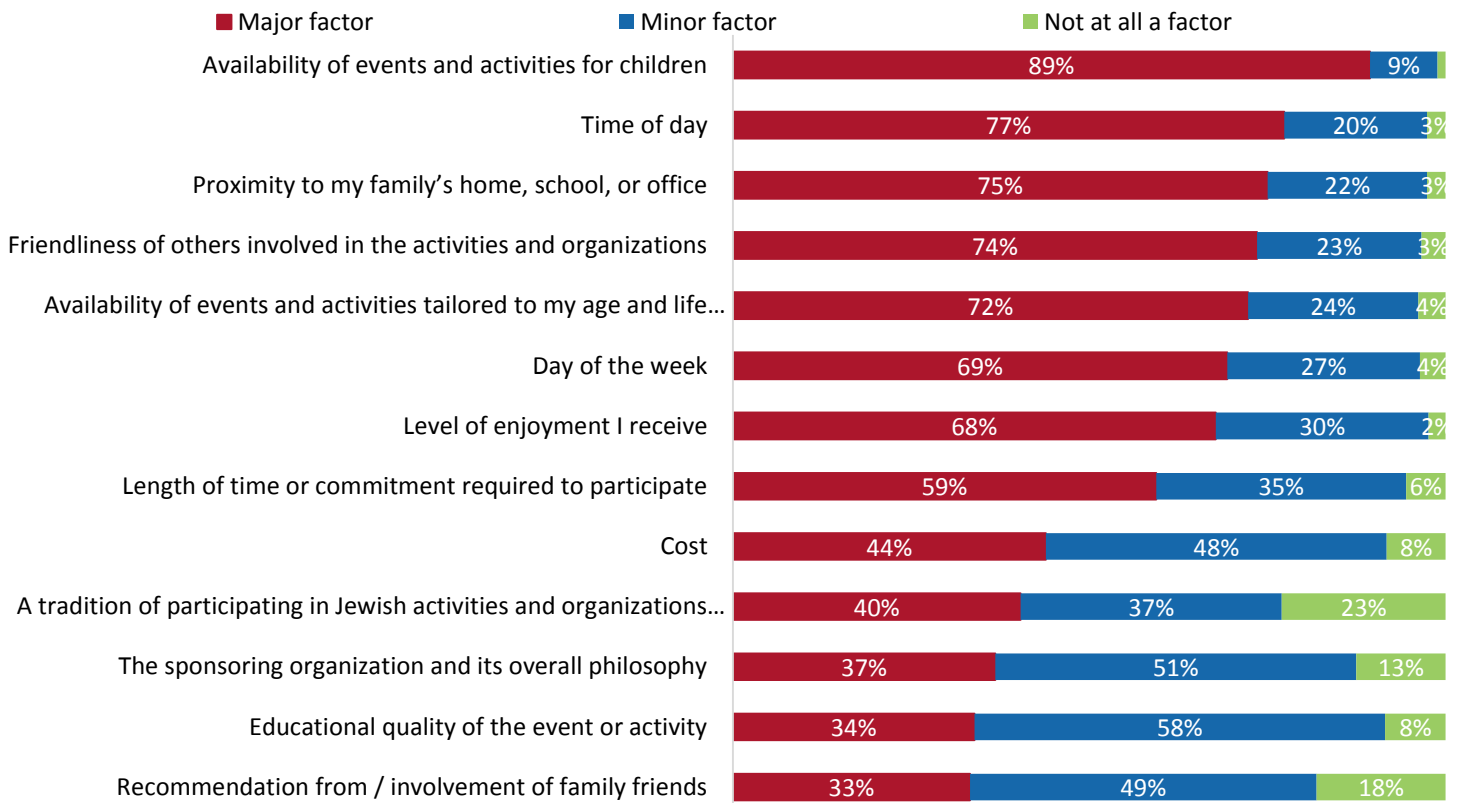
### Key Finding

Culture and fit, time and location appeared as the most significant factors in a family’s decision to join a synagogue or participate in Jewish activities or organizations. Interestingly, cost was not considered to be one of the most important considerations as compared to the other factors identified.

Respondents were asked to rate how much of a factor several attributes are in the decision to participate in Jewish activities and organizations. Every attribute was rated as either a “major” or “minor” factor by at least 75% of respondents. However, the most significant factor in the decision-making process is the availability of events and activities for children (89% major factor). Time of day (77%), proximity to home/school/office (75%), friendliness of others (75%), and availability of events and activities tailored to my age and life status (72%) were also noted as major factors in the decision to participate. Interestingly, cost appeared as the ninth most important consideration in the decision to participate.

### How much of a factor is each of the following in your and your family's decision to participate in Jewish activities and organizations?

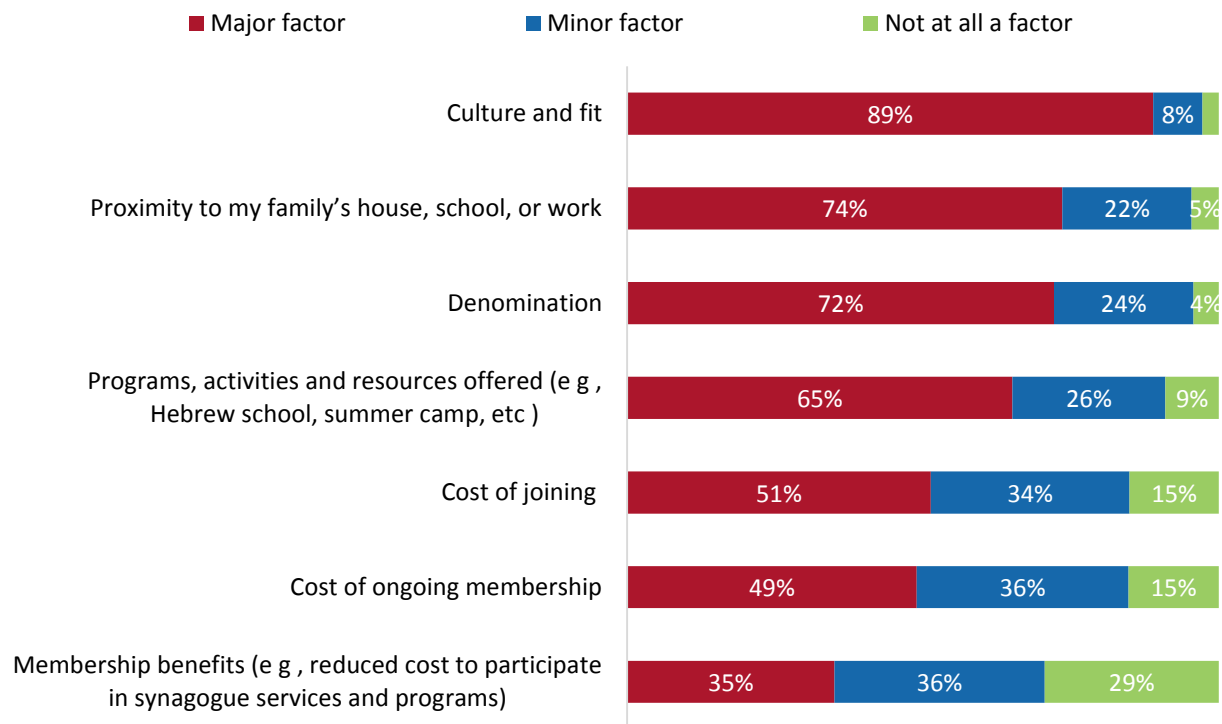
N=887



**Culture and fit was the most important factor in the decision to participate or join a synagogue or temple.** Proximity to home (74%), denomination (72%), and programs and activities offered (65%) were also major factors in the decision to join. Approximately half of respondents (51%) also indicated that the cost of joining a synagogue or temple or the cost of ongoing membership was a major factor in participating. Respondents were least likely to report that membership benefits were important to the decision to participate or join a synagogue or temple.

**How much of a factor was each of the following in your, or your family's decision to participate or join your synagogue or temple?**

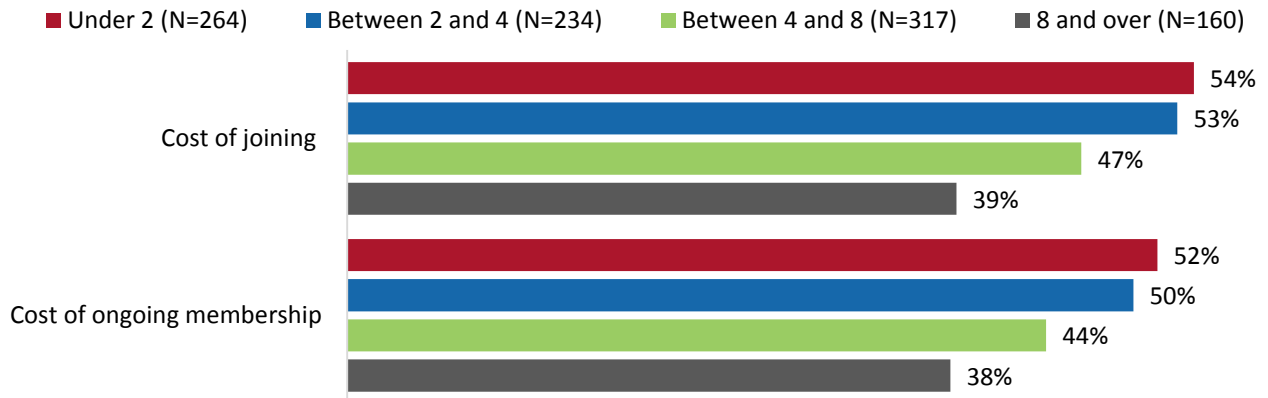
N=614



**Segmenting this data by children’s ages revealed that cost is a more significant factor for parents of younger children.** Over half (54%) of respondents with children under two considered the cost of joining a “major factor” in their decision to join the synagogue. This percentage decreases as children within the household age, with only 39% of respondents with children eight and older considered the cost of joining a “major factor.” This trend held steady with the cost of ongoing membership. Over half of respondents with children under two considered the cost of ongoing membership to be a “major factor.” while only 38% of respondents with children eight years and older considered the cost of ongoing membership to be a “major factor.” This may be attributed to the fact that families are more financially stable later in life.

**How much of a factor was each of the following in your, or your family’s decision to participate or join your synagogue or temple?**

*% "Major Factor" by Age of Children*



**OVERALL PARTICIPATION**

**Key Finding**

Over the past three to five years, the most common activities families participated in were events associated with religious schools and Jewish-affiliated organizations.

Respondents were asked to identify their level of participation in several activities and events over the past three to five years. After accounting for PJ Library participation, events related to children’s religious schools (48%) appeared as the most common activity families currently participate in, followed by events sponsored by Jewish-affiliated organizations (43%). Respondents were most likely to indicate they “have never participated” in Jewish Day school (69%), Jewish overnight camp (54%), and Jewish Day care or preschool (48%). Notably, participation for these school and camping events is restricted by children’s age. Therefore, segmentation revealed a sharp increase in participation for these activities where age appropriate.



In which of the following activities have you, your partner or your children participated in during the last 3-5 years?

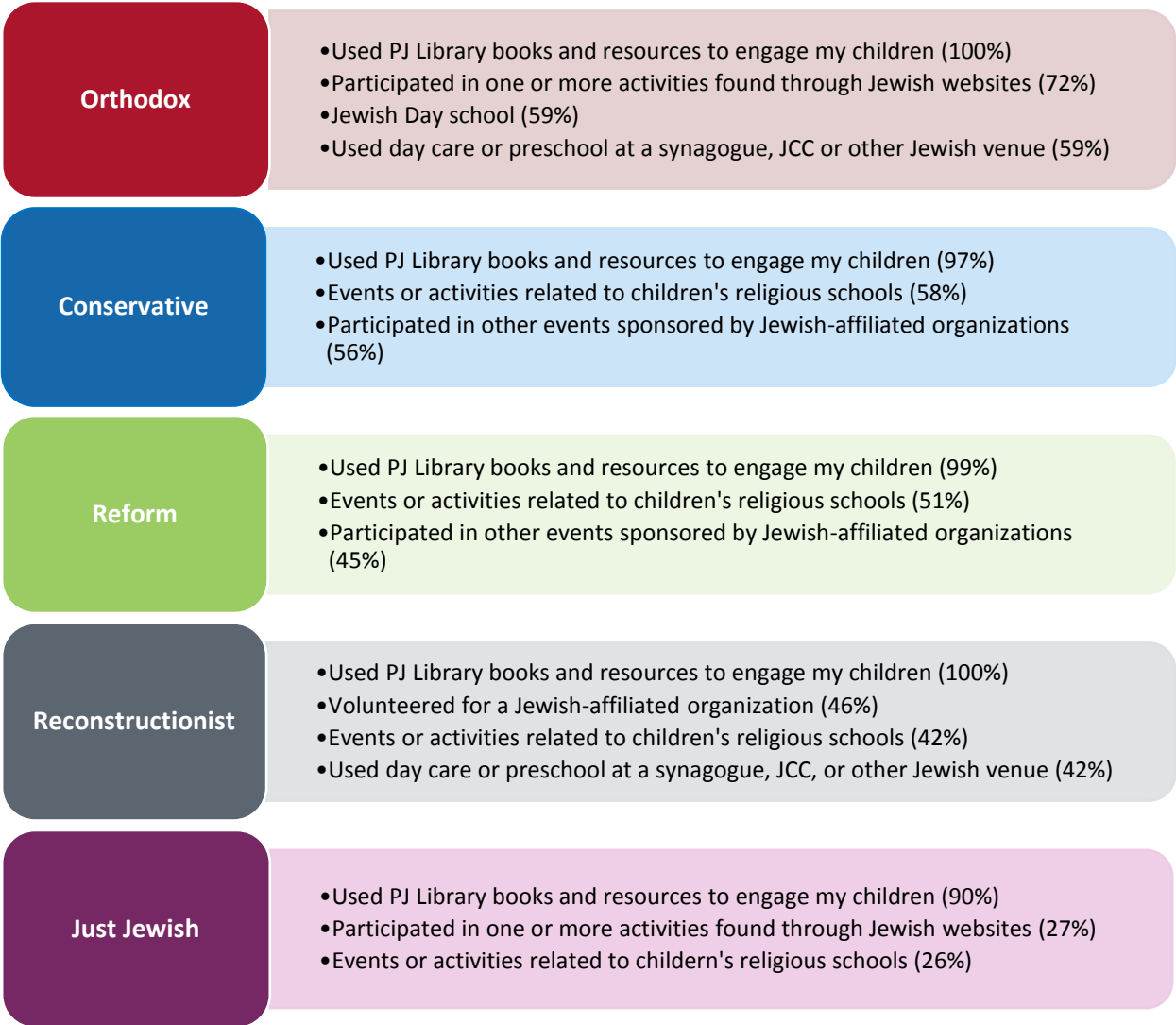
	Sample Size	I participate currently	I have participated in the past, but not currently	I have never participated	I am unaware of this activity
Used PJ Library books and resources to engage my children	394	96%	3%	1%	0%
Events or activities related to children’s religious schools	423	48%	21%	29%	2%
Participated in other events sponsored by Jewish-affiliated organizations	432	43%	38%	17%	3%
Used day care or preschool at a synagogue, JCC, or other Jewish venue	424	35%	26%	37%	3%
Participated in one or more activities found through Jewish websites	410	35%	40%	19%	7%
After school activities for children at a synagogue, JCC, or other Jewish venue	412	29%	21%	45%	4%
Hebrew school	431	29%	34%	35%	2%
Jewish Day Care or Preschool at a secular or other venue	405	24%	22%	48%	5%
Volunteered for a Jewish-affiliated organization	389	24%	44%	29%	3%
Programs, gym or other activities at a Jewish Community Center (JCC)	445	21%	52%	25%	2%
Jewish day camp	407	16%	36%	45%	2%
Jewish Day school	441	15%	14%	69%	2%
Volunteered for communal service or volunteer activities through a Jewish agency	399	14%	44%	38%	4%
Used information from the Jewish Food Experience® (JFE) website or attended a JFE event	401	12%	14%	37%	37%
Participated in one or more Jewish activities found through secular websites	423	12%	26%	42%	20%
Attended a Jewish Federation event	411	10%	39%	43%	7%
Participated in one or more activities at Sixth & I	420	8%	43%	37%	12%
Jewish overnight camp	420	7%	35%	54%	4%
Participated in one or more activities found through Jconnect	407	3%	9%	36%	52%
Jewish Leadership Institute (JLI)	430	0%	5%	47%	48%



When segmenting by denomination, a few key differences emerged in the activities that respondents were most likely to participate in. All denominations were most likely to report using PJ Library (between 90% and 100%), which was expected given the survey sample came from current PJ Library users. Conservative, Reform, and Reconstructionist Jews all indicated that one of the top areas in which they participate is events or activities related to their children’s religious schools. Orthodox Jews were more likely to indicate that they participate in activities found through Jewish websites (72%), Jewish Day school (59%) and that they use day care or preschool at a synagogue, JCC or other Jewish venue (59%). Interestingly, almost half of reconstructionist Jews reported that they volunteer with Jewish-affiliated organizations (46%). Overall, respondents that identified as “just Jewish” were the least likely to currently participate in any activities listed.

**Top Areas of Participation by Denomination**

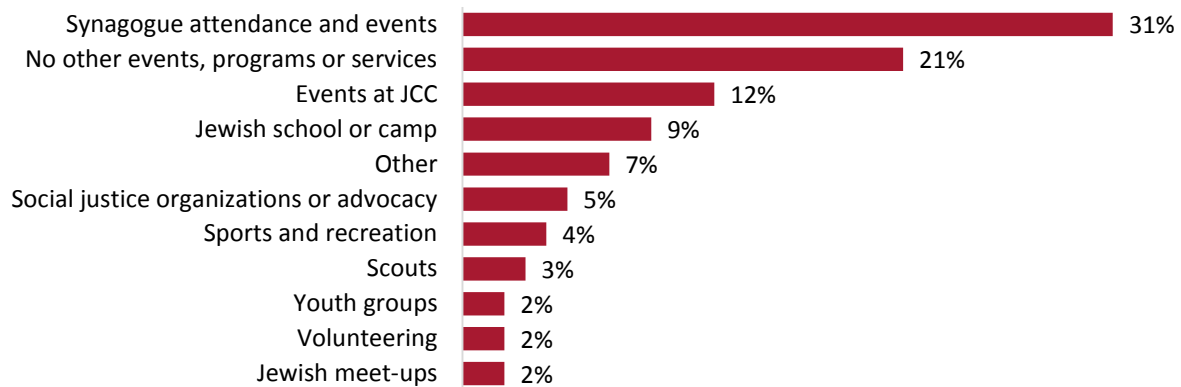
*% “I currently participate”*



Respondents were asked in an open-ended question to identify if there were other Jewish or secular events, programs, or services not listed that they had regularly participated in. Respondents most commonly cited events, services, and activities through their synagogue (31%). Events at the JCC (12%) and various Jewish schools and camps (9%) were identified as well. Twenty-one percent of respondents indicated they do not participate in other events.

**Are there other Jewish or secular events, programs, or services not listed previously that you regularly participate in?**

*N = sample of 100 responses from 277*



**SYNAGOGUE PARTICIPATION**

**Key Finding**

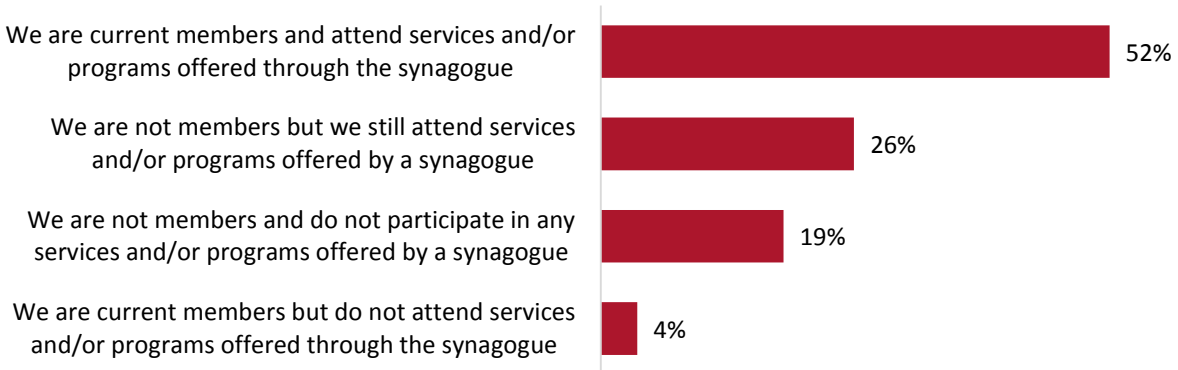
Over a quarter of respondents noted that, while they are not current members of a synagogue or temple, they do attend services and/ or programs offered by a synagogue.

Just over half of respondents indicated they are current members and attend services and programs offered through a synagogue (52%). One-quarter (26%) are not members, but still attend services or programs at the synagogue, while 19% reported that they are not members and do not participate in any services or programs offered by a synagogue.



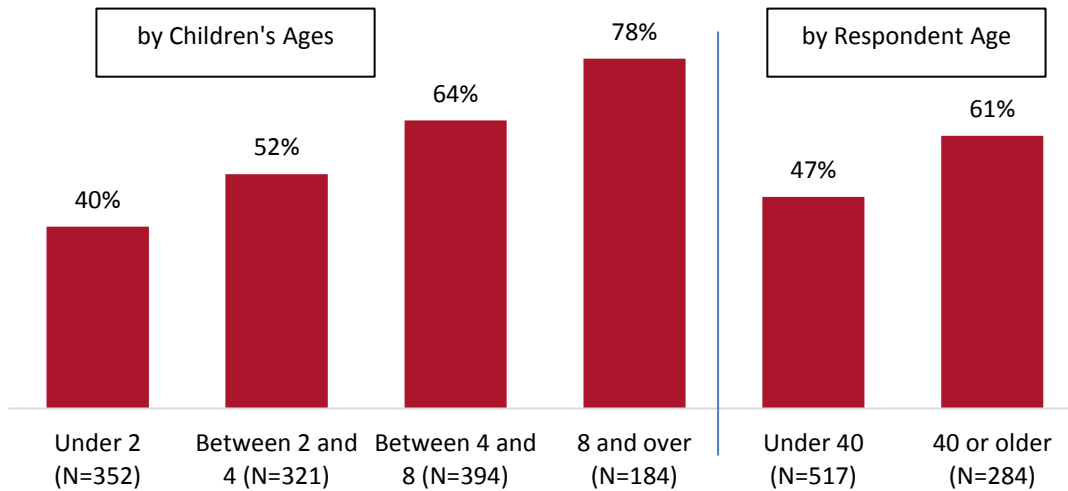
## How does your family currently participate with a synagogue?

N=806



Segmentation revealed that synagogue membership and attendance was correlated with respondent age and age of the respondent's children. Typically, the older the respondent's children – and the older the respondent – the more likely the respondent was to be an active member of a synagogue.

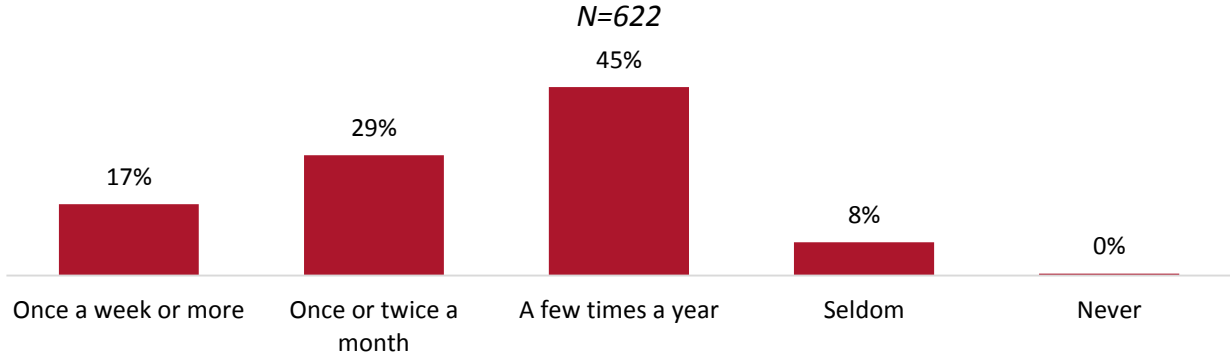
### "We are current members and attend services and/or programs offered through the synagogue"



Just under half of respondents (46%) attend religious services at a synagogue at least once a month, with 17% of those attending once a week or more. Another 45% attend services only a few times a year. As expected, respondents in interfaith relationships attend services far less than respondents who are in intrafaith relationships. Additionally, Orthodox Jews are more likely to attend religious services at a synagogue once a week or more (80%), while all other denominations are most likely to attend services a few times a year (data tables included on page 34)



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



**CHANGES IN PARTICIPATION**

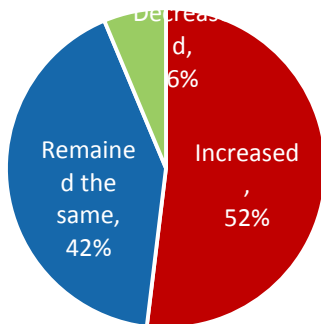
**Key Finding**

Family participation in the Jewish community appears to increase with the birth of a child, and participation continues to grow as the child reaches pre-school or kindergarten age. As children age beyond that point, families' participation in the Jewish community is unlikely to increase.

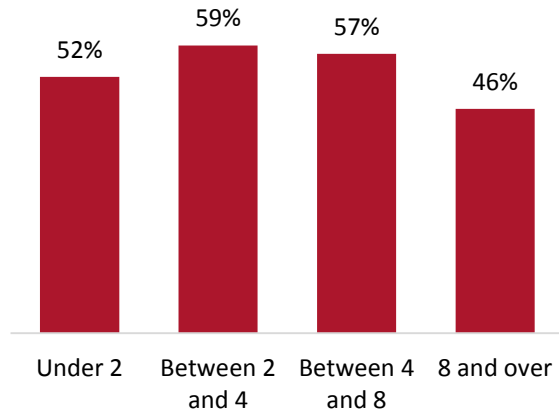
The majority of respondents reported an increase in participation within the Jewish community over the past three years (52%). When segmented by the age of the child, over half of families (52%) with children under the age of two reported an increase in participation. The number of families that recorded an increase in participation peaks (59%) for families with children between the ages of two and four, and then continues to decrease as children get older.

**In the last 3 years, would you say you, your partner's or your family's participation in Jewish activities and organizations has...**

N=936

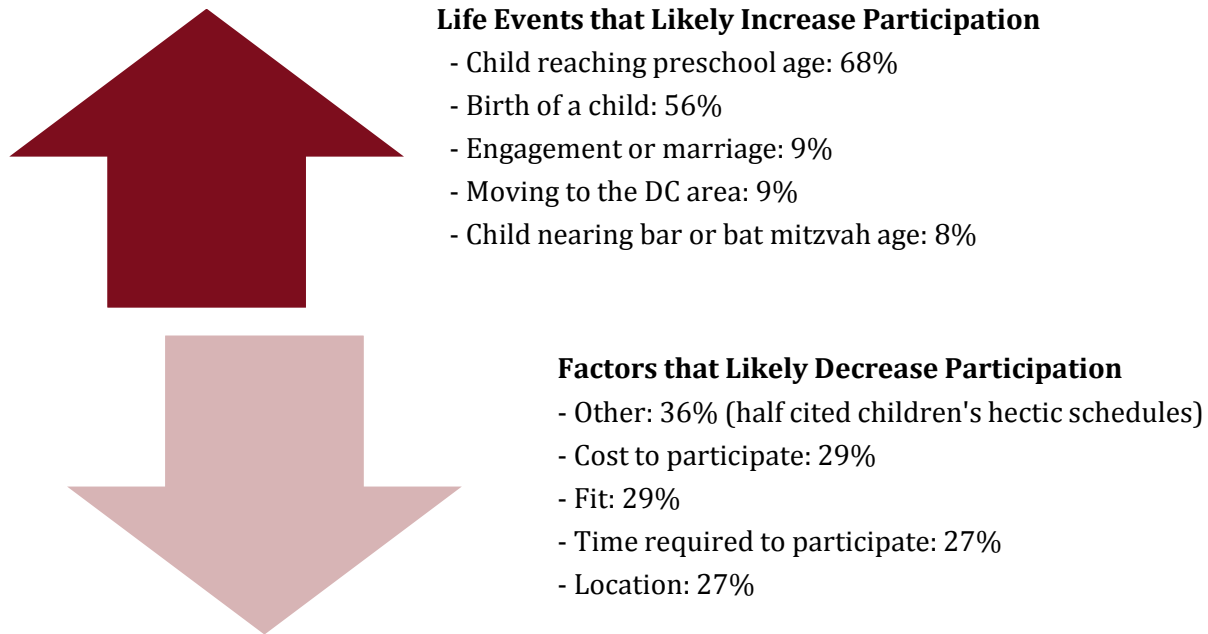


**% participation in Jewish activities and organizations has increased by Children's Age; N=351**





For those who reported an increase in participation, respondents were asked to select any life events that had factored into the increase in their family’s engagement. Similarly, respondents who reported a decrease in participation were asked to share the reasons behind their family’s decrease in engagement. **Having a child reach pre-school or kindergarten (68%) and giving birth to a child (56%) appeared as the most significant factors contributing to an increase in participation.** Conversely, **cost (29%) and “fit” (29%) appeared as the most common reasons for a decrease in engagement.** Given that only six percent of respondents reported a decrease in participation, it should be noted that this sample size is relatively small (59 responses).



**BARRIERS TO INCREASED**

**PARTICIPATION**

**Key Finding**

Opportunity lies in addressing issues related to time, fit, location, cost and awareness as they pertain to participation in the Jewish community.

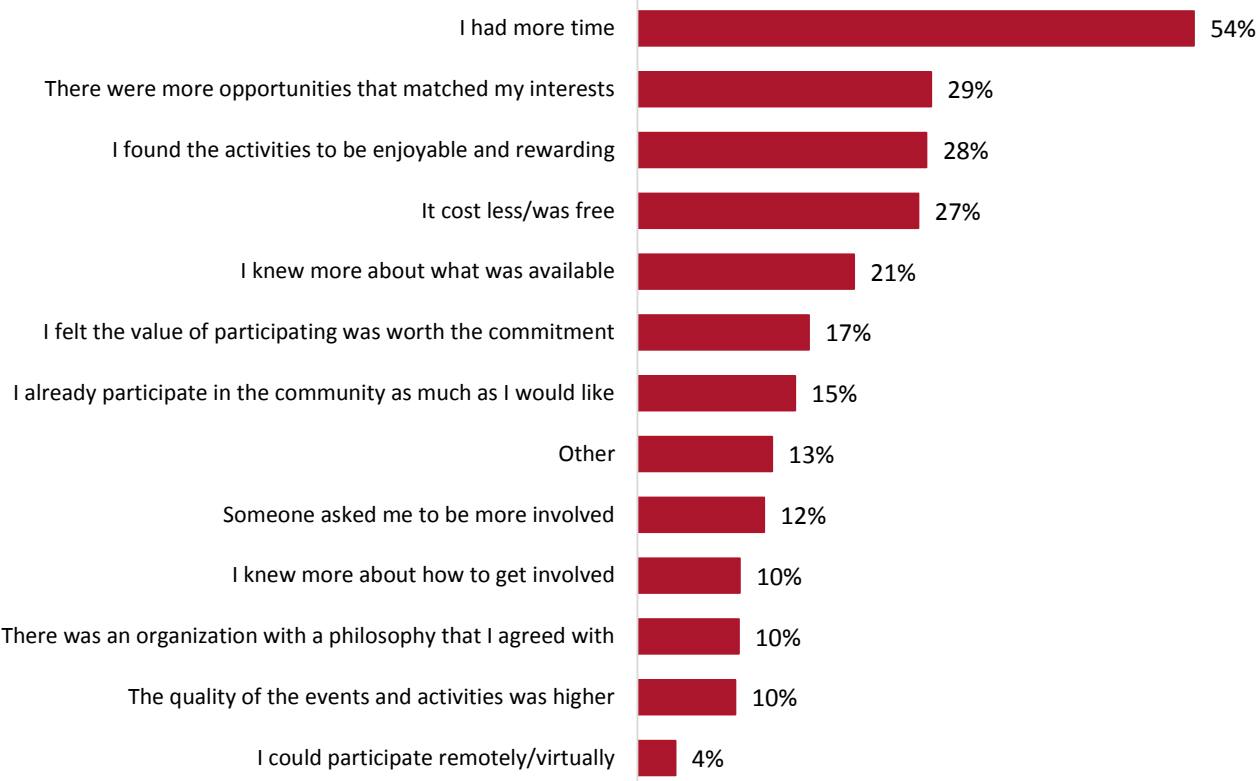
To best understand how to increase participation in the Jewish community, McKinley explored not only the factors that influence the decision to participate, but also those that prevent increased participation. Time, fit, location, cost and awareness all appeared as significant barriers to increased participation, though their impact varies across activities and organizations.

To begin exploring this area, respondents were asked to complete the following sentence: “I/ My family would participate more within the Jewish community if...” Respondents were given the opportunity to select three options that would increase their/ their family’s participation within the

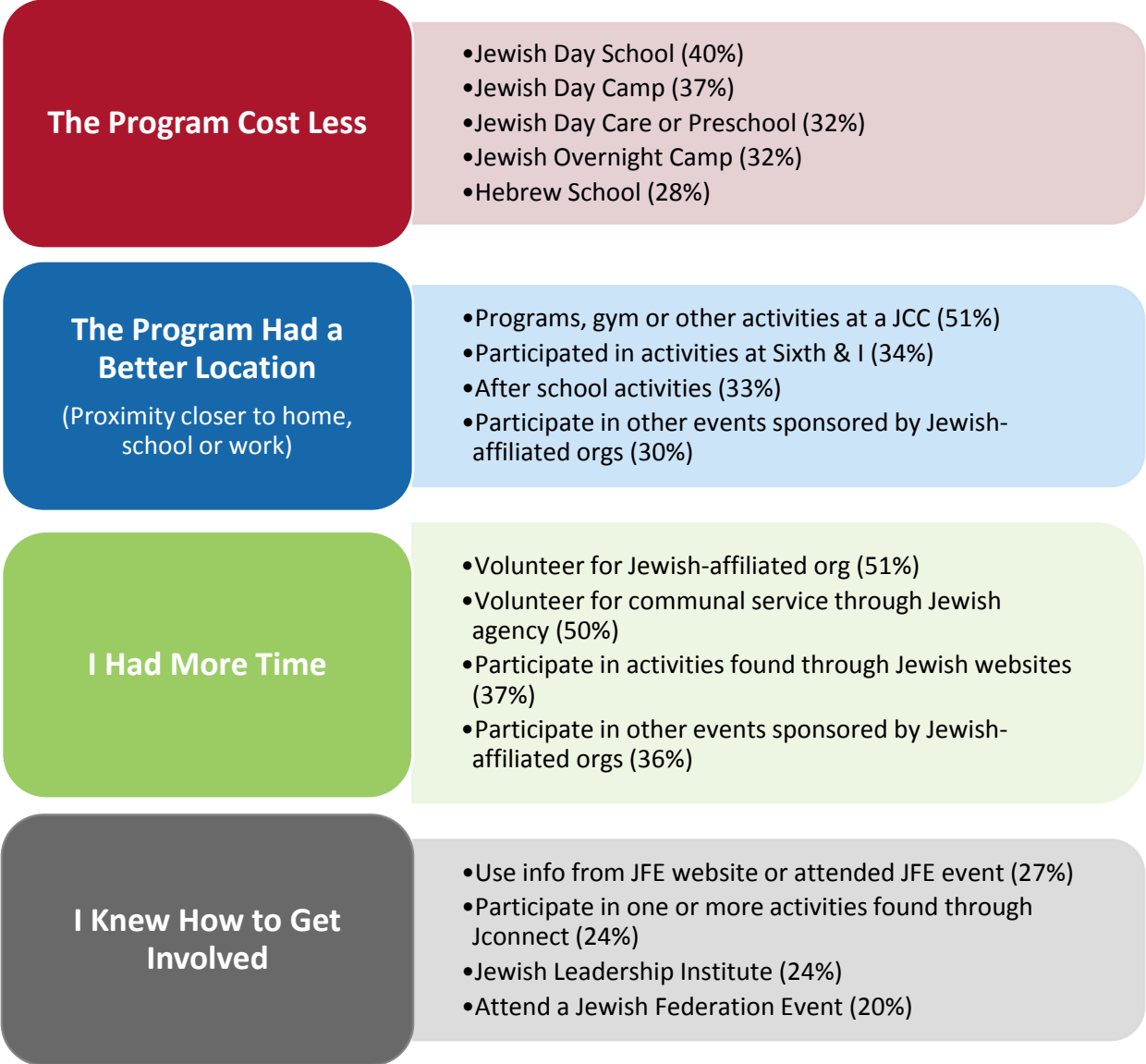


Jewish community. Overwhelmingly, survey respondents selected “If I had more time,” demonstrating the significant impact time has on a family’s ability to participate in a meaningful way. “If there were more opportunities that matched my interests,” and “I found the activities enjoyable and rewarding” were the second and third most common responses respectively, which speak to the importance of finding activities and organizations that fit the individual’s interests and what they hope to get out of the experience. Interestingly, cost appeared as the fourth most common answer, with only 27% of respondents noting this as one of their top three barriers.

**Please complete the following statement:**  
***"I/My family would participate more within the Jewish community if..."***  
*Select top 3; N=893*



Next, respondents were asked to review a list of Jewish activities, events and institutions and select the scenario that would most likely increase their or their family’s participation in these opportunities. The graphic below highlights the most common barriers preventing increased participation in the Jewish community.



## COST TO PARTICIPATE

### Key Finding

Though cost was not reported as one of the most critical factors in the decision to participate, it appeared as a significant barrier to increased participation for certain activities and institutions like schools, camps and synagogues.

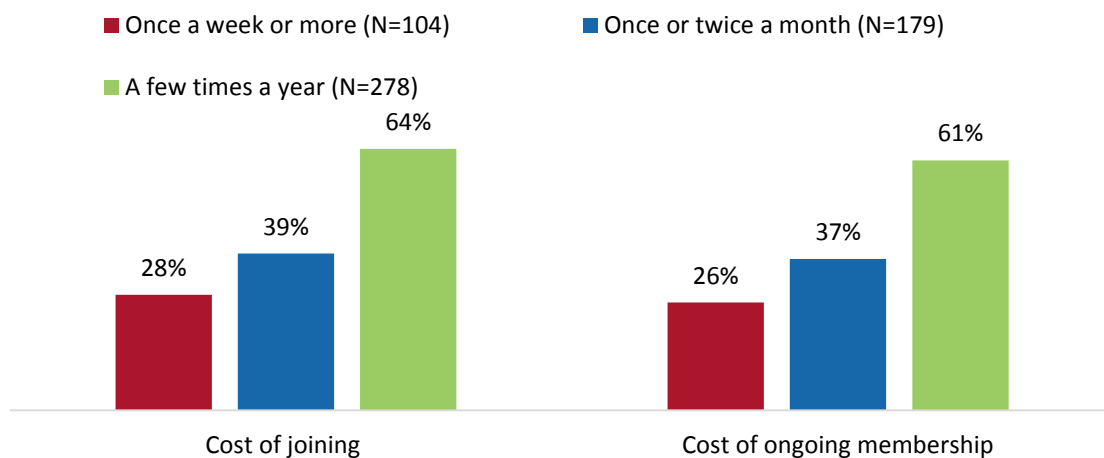
As seen in the graphic above, cost appears as a significant barrier with regard to camps, schooling (from day care to day school) and Hebrew school. Though not the most common response, cost was also reported as a barrier to increased participation for day care or preschool at a synagogue, JCC or other Jewish venue (23%) and afterschool activities for children at a synagogue, a JCC or other Jewish venue (22%).

Cost also appeared to be a significant factor in the decision to join or participate with a synagogue for those who are not current members but still report participation in programs and services offered through the synagogue (this represents 26% of all respondents). Of these families, 80% reported the cost of joining as a major factor in their family's decision to join or participate, and 79% reported the cost of maintaining membership as a major factor in their family's decision to join. Cost appeared to be a lesser factor for families who currently have a synagogue membership.

As expected, families who participate more frequently with their synagogue are less likely to cite the cost of joining and the cost of ongoing membership as major factors in the decision to participate or join their synagogue or temple. Conversely, individuals with less frequent participation were more likely to cite these as major factors in their decision to join or participate in their synagogue or temple.

### How much of a factor was each of the following in your, or your family's decision to participate or join your synagogue or temple?

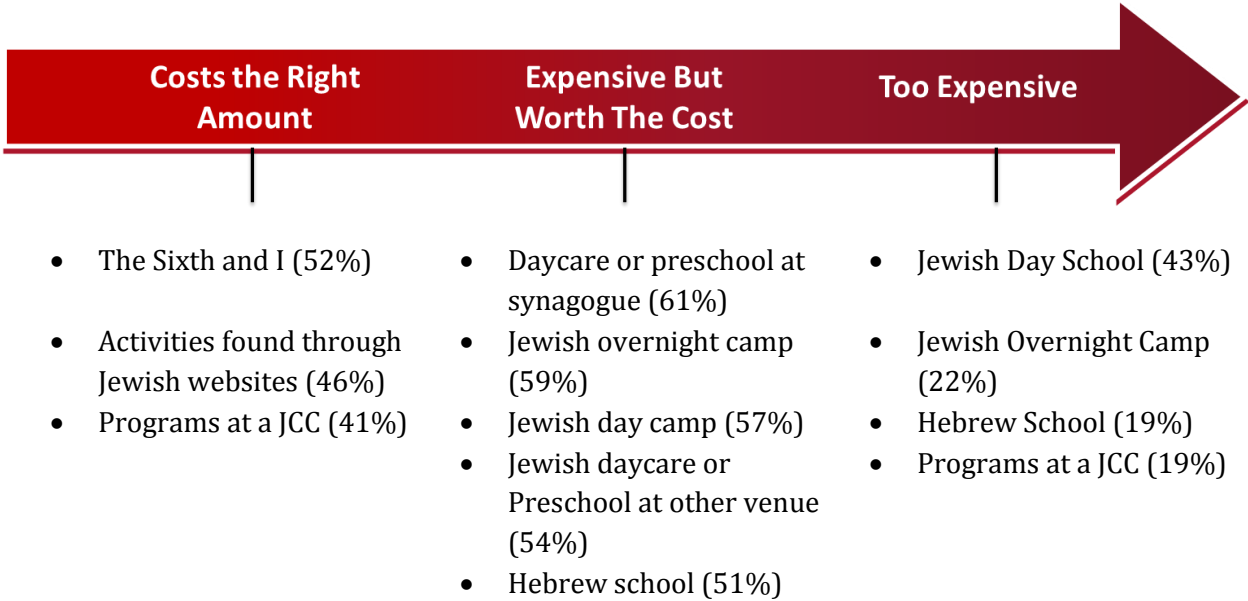
% "Major Factor" by Frequency of Synagogue Participation



Respondents were asked to rate the cost to participate in many activities within the Jewish community. Daycare, schooling and Jewish camps were the top activities and programs rated by the majority of respondents as being “expensive, but worth the cost.” However, while many see overnight camps and Hebrew school as worth the cost, many individuals (22% and 19% respectively) reported that these were so expensive that the respondent has either considered or already stopped participation. Jewish Day Schools appeared to have the lowest value to cost ratio, with 43% of respondents reporting that it’s so expensive they have considered or stopped participation.

Programs run by the JCC, Sixth and I, and those found through Jewish websites seem to be the most reasonable in terms of pricing. An expanded data table is included on page 36 in the appendix.

**Top Activities by Cost**



**Key Finding**

When asked for input on specific activities or events, respondents most commonly cited opportunities involving their small children as the most valuable.

Respondents were asked if there were other activities or events they would like to see available to the Jewish community that are not currently offered. Activities for young children (15%) and playdates for children (12%) were the most commonly cited suggestions. More activities close to the respondents' location were also cited by 10% of respondents. Requests specifically for child-focused or family activities on the weekends to accommodate working parents was also cited by seven percent of respondents. A sample of comments include

*“More volunteering opportunities for kids.”*

*“More things that take working parents into consideration.”*

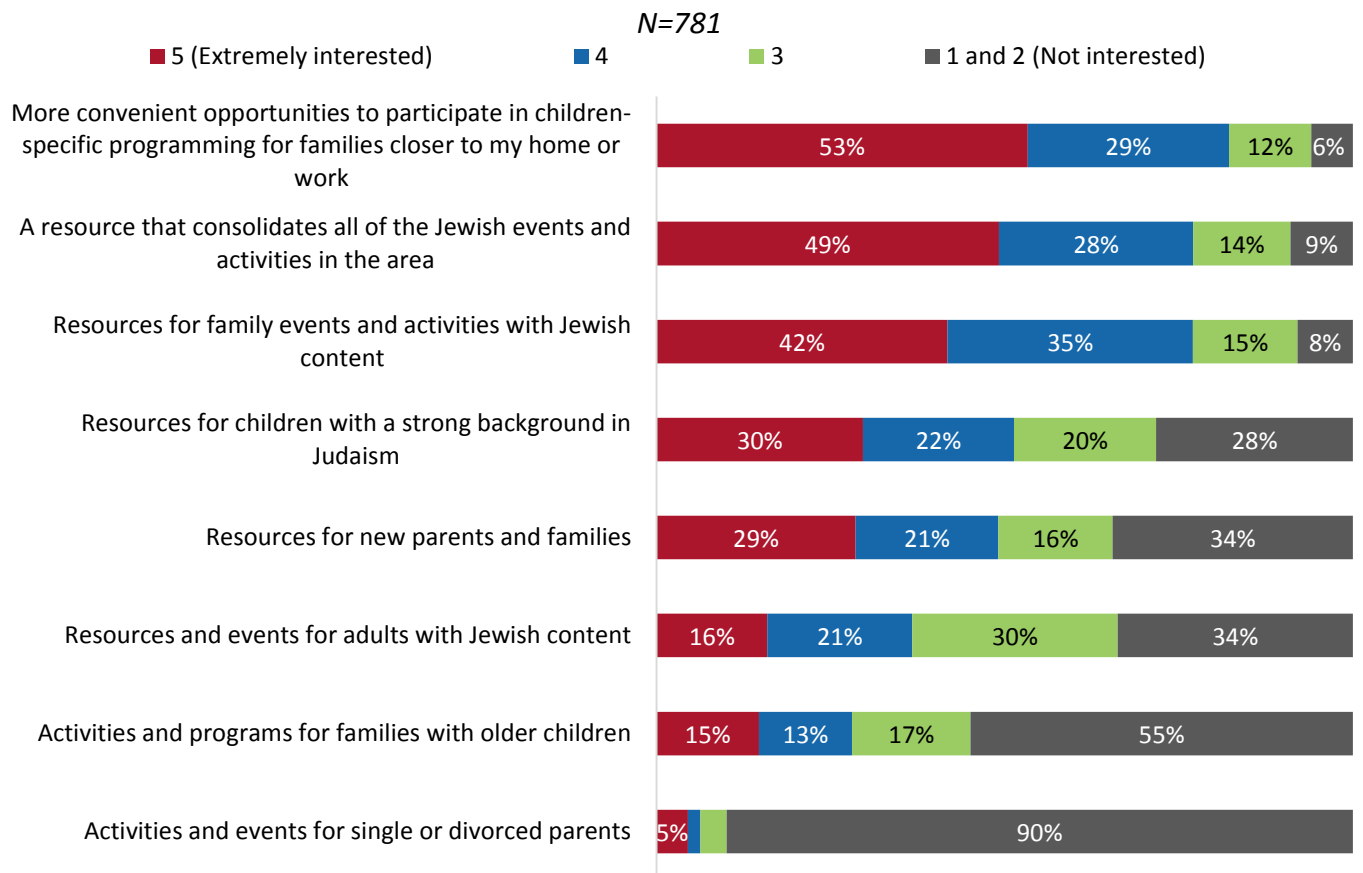
*“As a Jewish mother in my 30s, I would love to be able to connect with other mothers and families interested in sharing in Shabbat dinners and other Jewish activities together.”*

*“Family sporting events (kickball, softball, etc.)”*



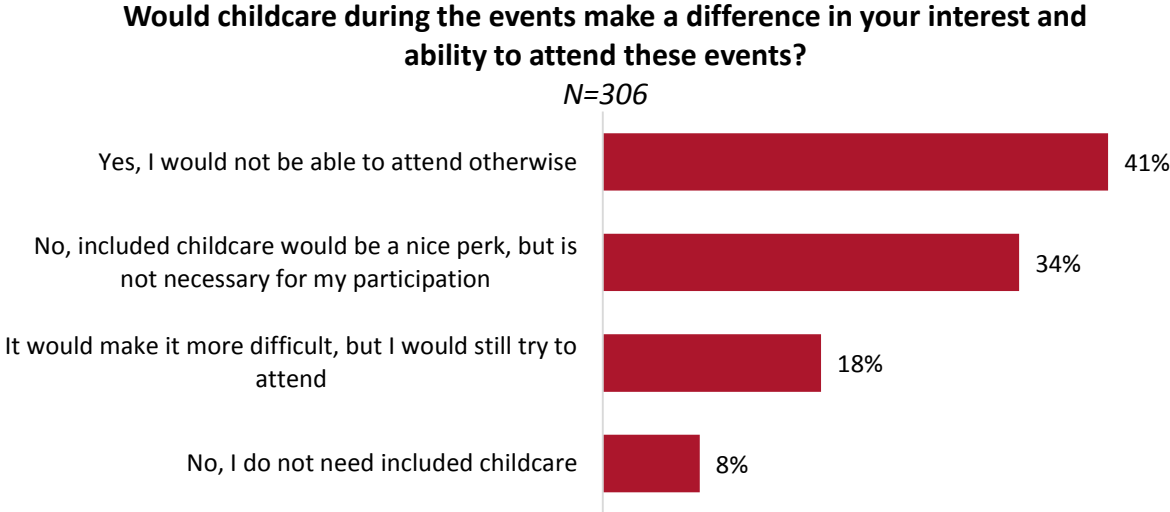
**Respondents have their children in mind when considering potential activities or events for the future.** Respondents had the highest level of interest in more convenient opportunities to participate in children-specific programming, with 82% rating their level of interest as a “4” or a “5, extremely interested.” More than three-fourths of respondents are also interested in a central resource that consolidates all Jewish events or activities in an area. There was also interest in resources for family events and activities (77%), resources for children with a strong background in Judaism (52%), and resources for new parents and families (50%). There was virtually no interest in activities and events for single or divorced parents (90% reported they were not interested in these activities).

**How interested would you, your partner or your family be in the following potential new activities or events?**



When segmented by children’s ages, 71% of families with children two and under show high interest in resources for new parents and families. Similarly, 63% of families with children eight and over show a high level of interest for activities and programs for families with older children.

When respondents were asked if childcare during the events would make a difference in their interest and ability to attend events, the largest percentage reported they need childcare and would not be able to attend otherwise (41%), while one-third of respondents indicated that childcare would be a nice perk to attend events, but is not necessary for participation (34%).

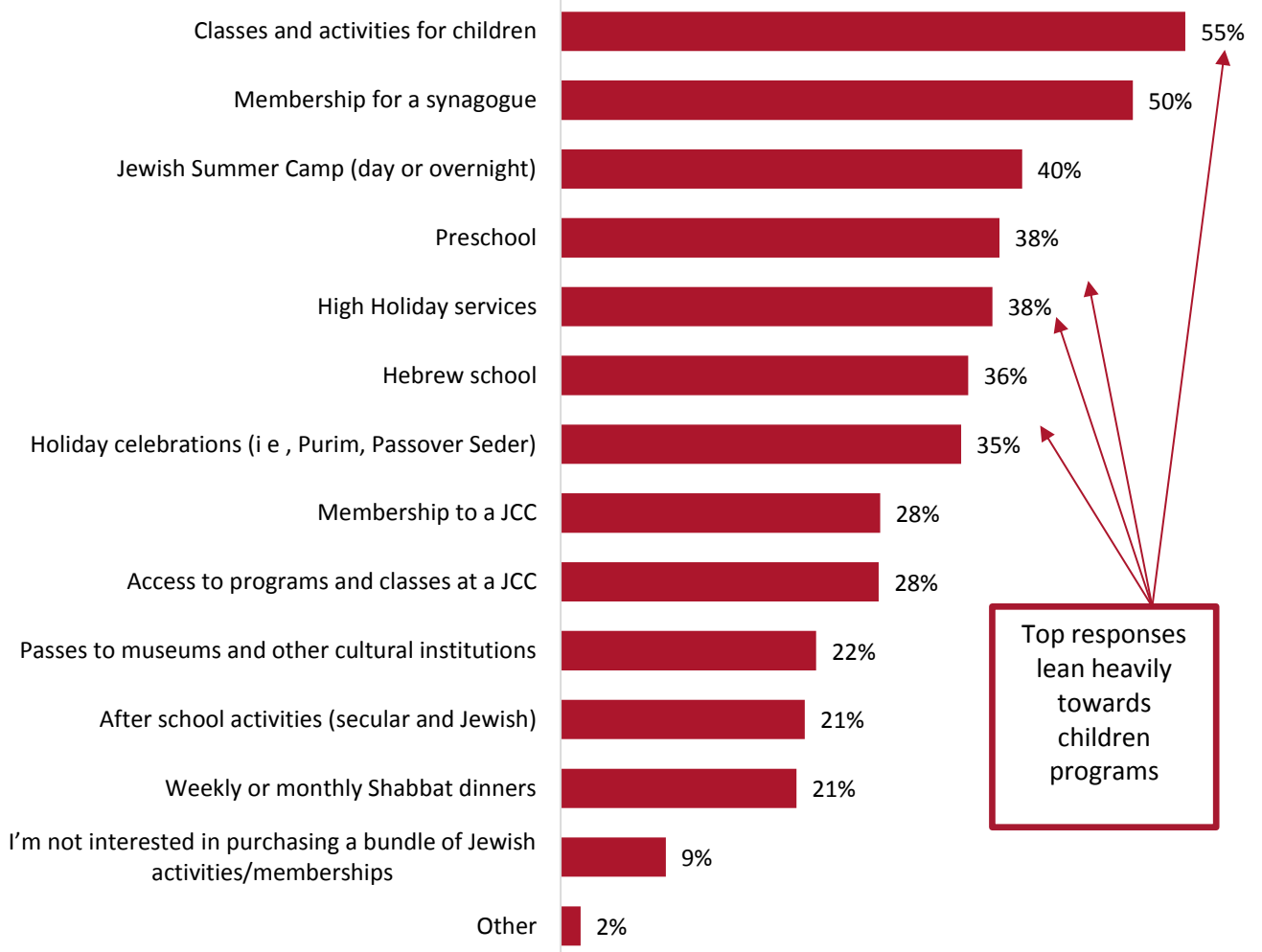




Finally, respondents were asked if they could purchase a “bundle” of Jewish activities and/or memberships for a discounted price, which potential programs they would want included. The majority of respondents reported they would like to see classes and activities for children (55%) and membership for a synagogue (50%) included. It was noted that activities and opportunities involving school for children were most frequently placed in respondents’ bundles of activities. More than half of respondents (55%) reported classes and activities for children were what they would like to include along with Jewish Summer Camp (40%), preschool (38%), and Hebrew School (36%). Respondents were least likely to report they would like secular or Jewish after school activities (21%) or weekly or monthly Shabbat dinners (21%) in their bundles. Less than 10% of respondents indicated they were not interested in purchasing a bundle of Jewish activities and/or memberships.

**If you could purchase a "bundle" of Jewish activities and/or memberships for a discounted price, which of the following potential programs would you want included?**

*Select top five; N=804*



Top responses lean heavily towards children programs



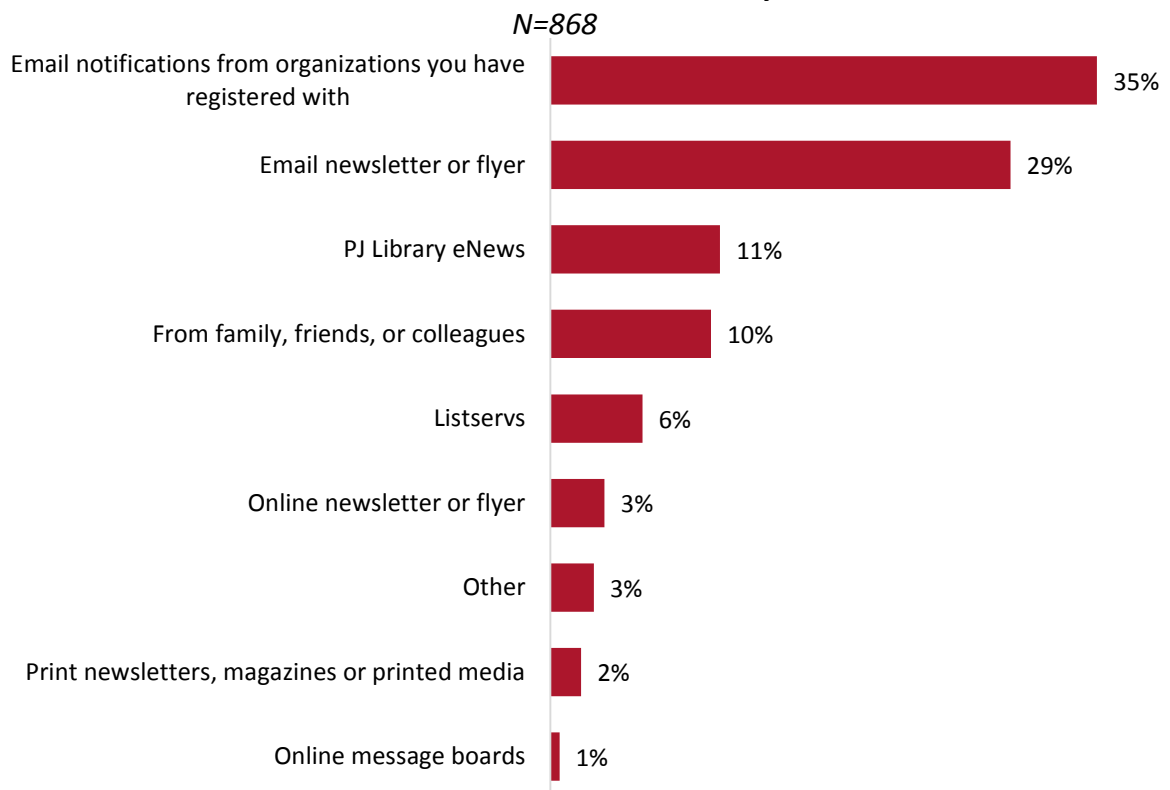
## COMMUNICATION PREFERENCES

### Key Finding

Respondents prefer to be communicated with digitally – they utilize smartphones and laptop computers and prefer to receive updates either via email notifications or e-newsletters.

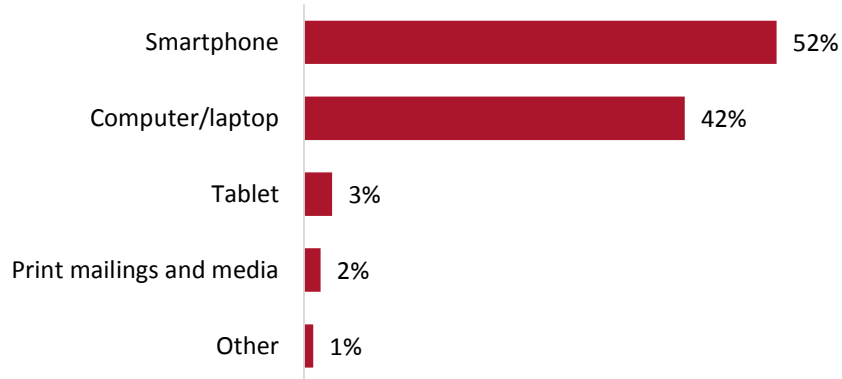
Over one-third of respondents indicated they prefer to receive email notifications from organizations they have registered with. Twenty-nine percent preferred an e-newsletter or flyer. Only 11% reported they would like information from PJ Library eNews and 10% would prefer to hear about events and activities through family, friends or colleagues. Respondents were least likely to indicate they would prefer receiving updates from online message boards (1%) or print newsletters, magazines or printed media (2%).

### How do you and your family prefer to hear about updates, events, and activities in the Jewish community?



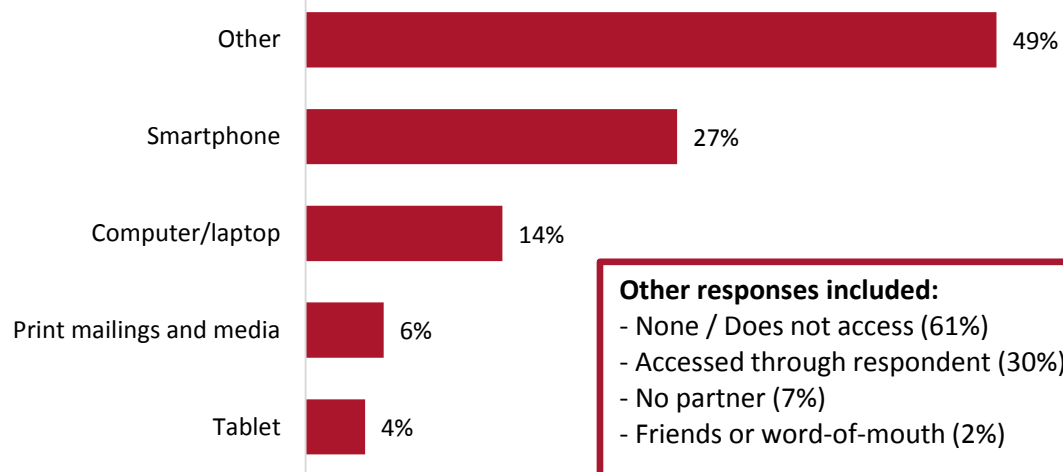
Over half of respondents accessed information via their smartphone (52%) and 42% accessed information on their computer or laptop. Only two percent of respondents used print mailings as a primary means of accessing information about updates, events, and activities in the Jewish community.

**What is your primary means of accessing information about updates, events, and activities in the Jewish community? N=870**



**What is your partner's primary means of accessing information about updates, events, and activities in the Jewish community?**

*% Partners access information = "Yes"; N=376*



**Other responses included:**

- None / Does not access (61%)
- Accessed through respondent (30%)
- No partner (7%)
- Friends or word-of-mouth (2%)



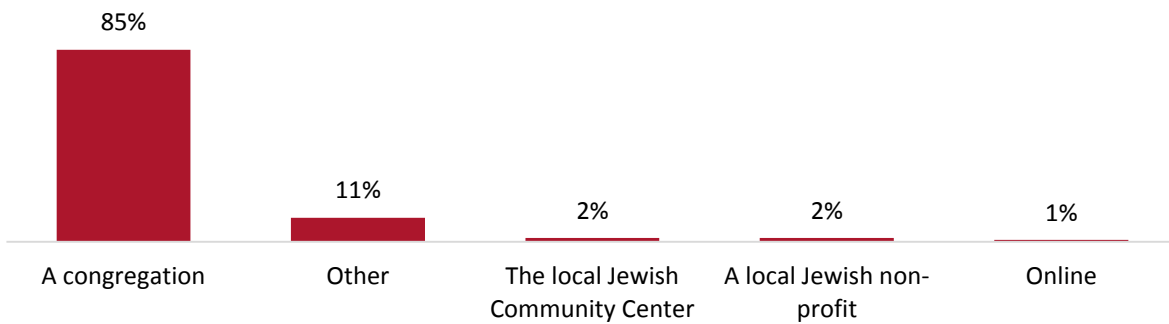
## Appendix

Which of the following describes your marital status?	
<i>Sample Size</i>	802
Married	94%
Single, divorced, or widowed	5%
Long term partnership/relationship	1%
Other	0%
Please select your age range:	
<i>Sample Size</i>	801
Under 25	25%
25-29	2%
30-39	62%
40-49	35%
50-59	3%
60-69	1%
70 or older	0%
Please select the age range of your partner:	
<i>Sample Size</i>	762
Under 25	0%
25-29	2%
30-39	55%
40-49	36%
50-59	6%
60-69	1%
70 or older	0%
Do you have a a single or double income household?	
<i>Sample Size</i>	802
Single	23%
Double	71%
Prefer not to answer	6%

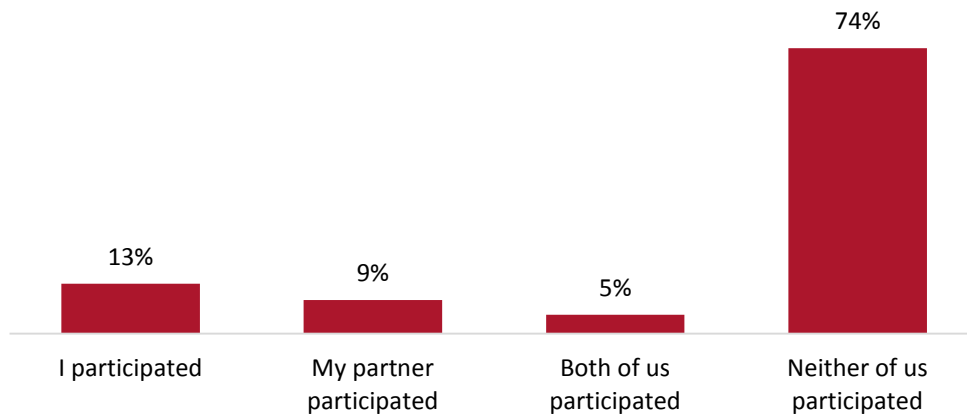
- The vast majority of respondents were married (94%) with only 5% single, divorced, or widowed.
- Overall, respondents were young with 65% under 40 years of age and 62% between 30 and 39 years old. Only 4% were 50 years or older.
- Partner age was heavily weighted between 30 and 49 years old (91%), with over half (55%) being 30 – 39 years old.
- The majority of respondents are in a double income household (71%) earned a double income, and only one-quarter (23%) lived off of a single income.



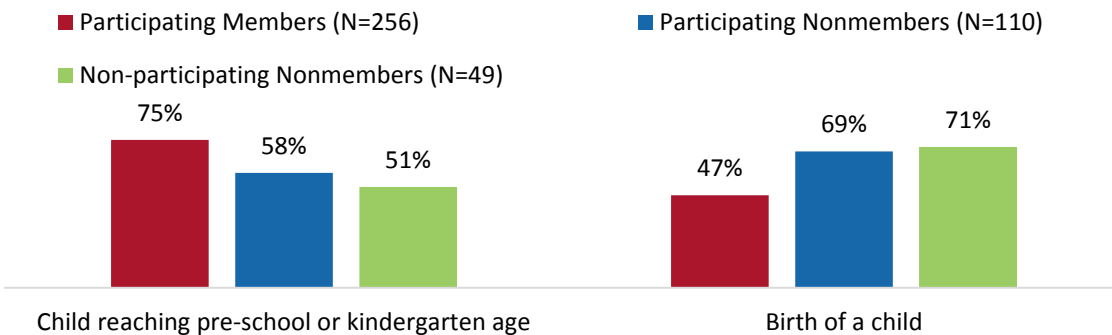
**Where do you send your child/children to Hebrew School?**  
N=122



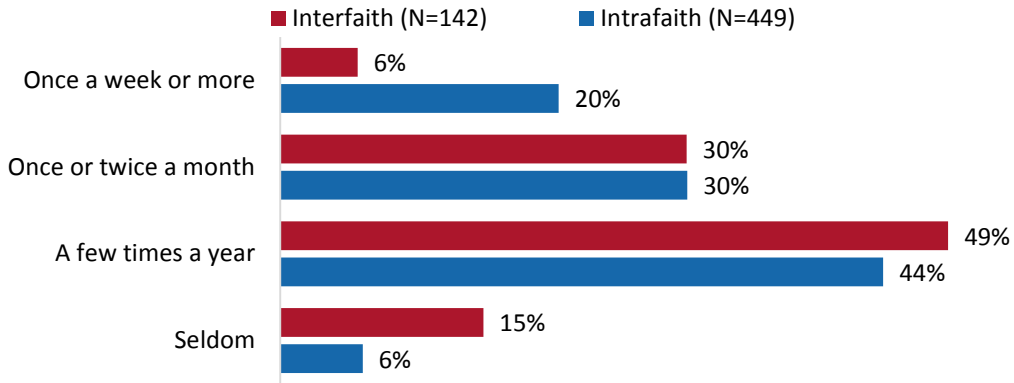
**Did you and/or your partner participate in Taglit Birthright Israel?**  
N=868



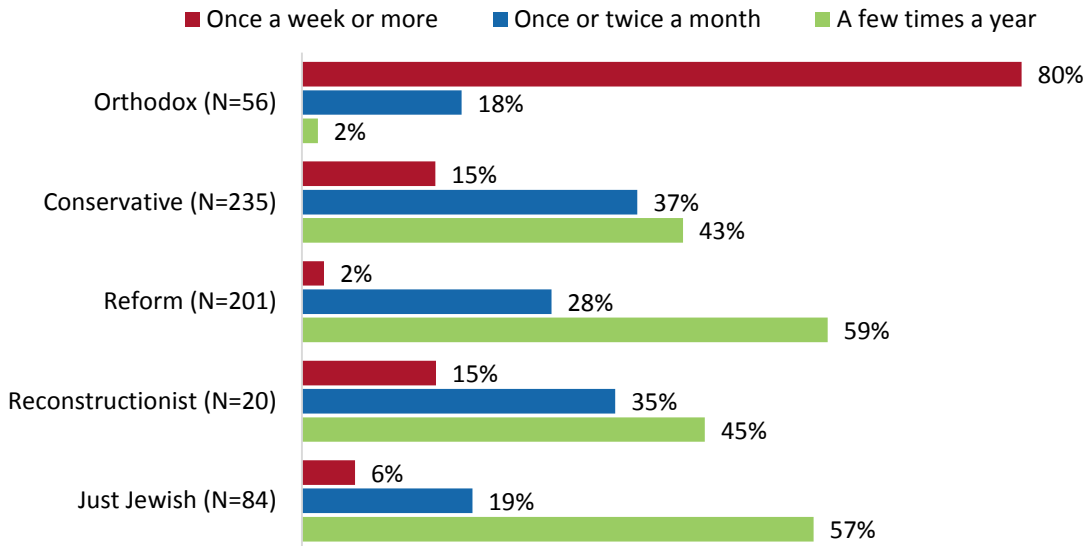
**Have any of the following "life events" increased your participation in Jewish activities and organizations in the last 3-5 years? Select all by Level of Participation**



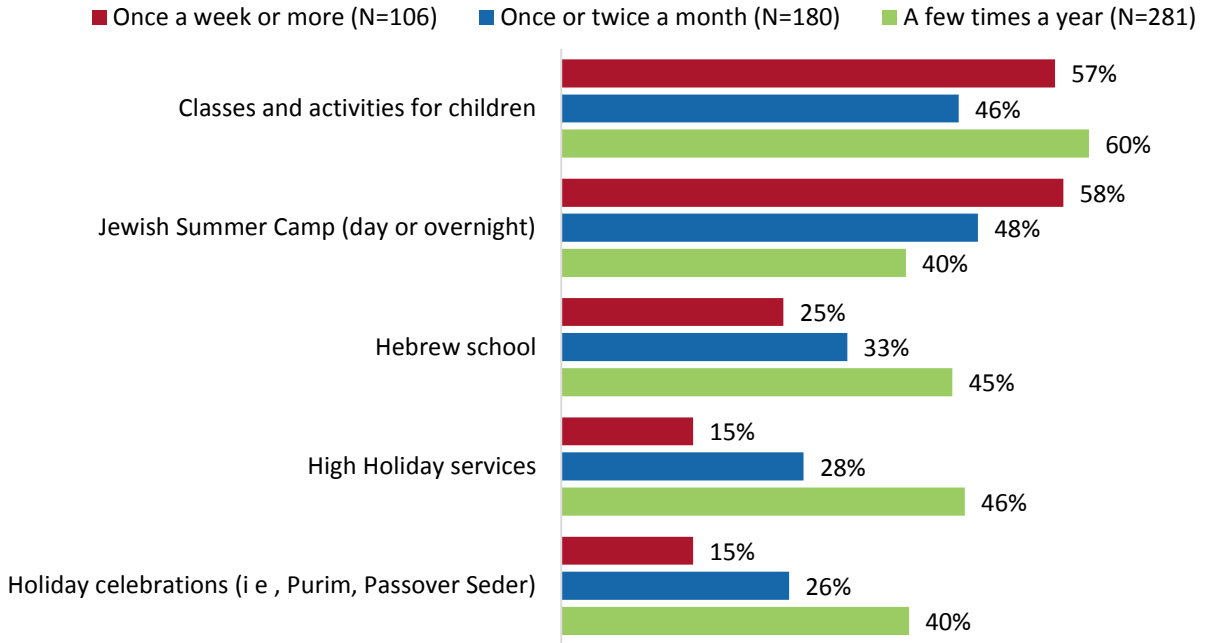
**Aside from weddings, bar mitzvahs, and funerals, how often do you go to religious services at a synagogue?**  
by Type of Relationship



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



**If you could purchase a "bundle" of Jewish activities for a discounted price, which of the following potential programs would you want included?**  
by Level of Participation



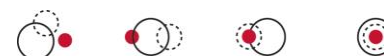
**Top Activities to Include in "Bundle" - by Children's Age**

	Children's Age			
	Under 2	Between 2 and 4	Between 4 and 8	8 and over
Classes and activities for children	63%	58%	49%	40%
Membership for a synagogue	50%	55%	49%	44%
Jewish Summer Camp (day or overnight)	30%	39%	52%	58%
Preschool	60%	46%	24%	12%
High Holiday services	40%	40%	33%	32%
Hebrew school	29%	32%	45%	42%
Holiday celebrations (i.e., Purim, Passover Seder)	35%	38%	33%	22%
Membership to a JCC	28%	27%	28%	32%
Access to programs and classes at a JCC	32%	23%	25%	27%
Passes to museums and other cultural institutions	20%	26%	21%	26%
After school activities (secular and Jewish)	20%	21%	24%	29%



## COST TO PARTICIPATE

Overall, how would you rate the cost to participate in the following activities?							
	Sample Size	So expensive I have considered stopping or have already stopped participating	Expensive, but worth the cost	Costs just the right amount	A bargain, the benefit I receive from participating outweighs the cost	No cost associated	Unsure if there is a cost associated
Used day care or preschool at a synagogue, JCC, or other Jewish venue	247	14%	61%	18%	2%	2%	3%
Jewish overnight camp	161	22%	59%	7%	2%	0%	10%
Jewish day camp	196	17%	57%	17%	2%	0%	7%
Jewish Day Care or Preschool at a secular or other venue	180	10%	54%	24%	1%	1%	10%
Hebrew school	254	19%	51%	15%	2%	1%	12%
Jewish Day school	121	43%	46%	2%	1%	2%	6%
Events or activities related to children's religious schools	274	11%	38%	28%	4%	7%	12%
After school activities for children at a synagogue, JCC, or other Jewish venue	195	13%	35%	32%	2%	3%	15%
Programs, gym or other activities at a Jewish Community Center (JCC)	313	19%	21%	41%	4%	2%	12%
Jewish Leadership Institute (JLI)	20	10%	20%	15%	5%	15%	35%
Participated in one or more activities at Sixth & I	205	4%	13%	52%	10%	10%	11%
Participated in other events sponsored by Jewish-affiliated organizations	331	7%	10%	38%	7%	21%	17%
Participated in one or more activities found through Jconnect	47	0%	9%	38%	6%	26%	21%
Participated in one or more activities found through Jewish websites	147	3%	8%	46%	6%	15%	22%
Participated in one or more Jewish activities found through secular websites	150	3%	7%	39%	6%	12%	34%
Attended a Jewish Federation event	188	16%	6%	25%	5%	12%	35%
Volunteered for a Jewish-affiliated organization	251	2%	4%	15%	5%	58%	16%
Used information from the Jewish Food Experience ® (JFE) website or attended a JFE event	102	3%	2%	21%	7%	44%	24%
Volunteered for communal service or volunteer activities through a Jewish agency	218	2%	1%	17%	6%	56%	18%
Used PJ Library books and resources to engage my children	379	0%	1%	4%	14%	79%	1%





***Interest in Potential New Activities and Most Bundled Activities – by Jewish Denomination***

