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THE NORTH AMERICAN JEWISH DATA BANK IS A COLLABORATIVE PROJECT OF THE JEWISH FEDERATIONS OF NORTH AMERICA AND THE UNIVERSITY OF CONNECTICUT'S CENTER FOR JUDAIC STUDIES AND CONTEMPORARY JEWISH LIFE AND ROPER CENTER FOR PUBLIC OPINION RESEARCH. OUR MISSION IS TO:

PROVIDE EMPIRICAL SURVEY DATASETS ABOUT THE NORTH AMERICAN JEWISH COMMUNITY FROM NATIONAL AND LOCAL SOCIO-DEMOGRAPHIC STUDIES AS WELL AS OTHER TYPES OF CONTEMPORARY AND HISTORICAL SOCIAL SCIENCE RESEARCH.

MAKE AVAILABLE SUBSTANTIVE AND METHODOLOGICAL REPORTS ON THE JEWISH COMMUNITY, IN PARTICULAR, REPORTS BASED ON DATASETS THAT ARE PART OF THE ARCHIVE.

PROMOTE THE DATA BANK TO JEWISH FEDERATIONS, COMMUNAL ORGANIZATIONS, FOUNDATIONS AND OTHER GROUPS INTERESTED IN RESEARCH CONCERNING JEWISH LIFE IN NORTH AMERICA.

ENCOURAGE ACADEMICIANS, STUDENTS, COMMUNAL PROFESSIONALS AND OTHERS TO UTILIZE DATA BANK HOLDINGS AND TO SUBMIT THEIR STUDIES TO THE ARCHIVE.

SPONSOR SEMINARS AND PROVIDE OTHER OPPORTUNITIES FOR RESEARCHERS AND PLANNERS TO DISCUSS ISSUES, IMPROVE METHODOLOGIES AND EXCHANGE IDEAS BASED ON QUANTITATIVE RESEARCH.

PREPARE PUBLICATIONS AND OTHER FORMS OF INFORMATION DISSEMINATION CONCERNING SOCIAL SCIENTIFIC RESEARCH ABOUT NORTH AMERICAN JEWRY.

PROVIDE TECHNICAL ASSISTANCE AND ADVICE TO JEWISH FEDERATIONS, RESEARCHERS, COMMUNAL PROFESSIONALS, JOURNALISTS AND OTHERS INTERESTED IN RESEARCH ON THE JEWISH COMMUNITY.

PLEASE NOTE THAT OUR DATASETS AND REPORTS ARE PROVIDED FOR NON-COMMERCIAL USE ONLY.

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT
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THE 2002 TUCSON JEWISH COMMUNITY STUDY

THE JEWISH FEDERATION OF SOUTHERN ARIZONA

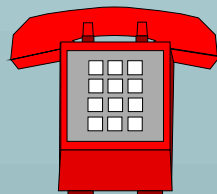


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ISHESKIN@MIAMI.EDU**

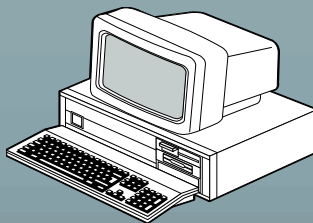
OUTLINE OF PRESENTATION

- **SURVEY METHODOLOGY**
- **JEWISH POPULATION SIZE**
- **GEOGRAPHIC PROFILE**
- **DEMOGRAPHIC PROFILE**
- **RELIGIOUS PROFILE**
- **TYPES OF MARRIAGE**
- **MEMBERSHIP PROFILE**
- **JEWISH EDUCATION**
- **JEWISH AGENCIES**
- **SOCIAL SERVICE NEEDS**
- **ISRAEL**
- **ANTI-SEMITISM**
- **JEWISH NEWSPAPER**
- **PHILANTHROPIC PROFILE**

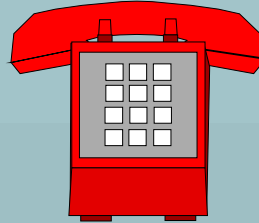
SURVEY METHODOLOGY



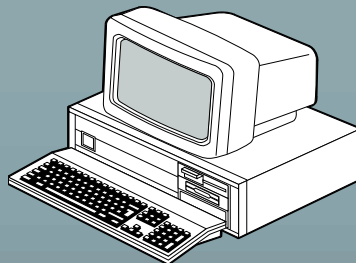
- Telephone survey of 805 Jewish households using:
 - Random Digit Dialing (300 RDD) and
 - Distinctive Jewish Names (505 DJNs)
- Random Digit Dialing methodology gives the survey its scientific validity.
- 299 - _____
- Dialed 18,000 different numbers more than 35,000 times for 300 RDD surveys
- 805 surveys is an enormous sample size



SURVEY METHODOLOGY



- 95% response rate on RDD "screener"
- 93% response rate of known Jewish households on RDD Survey
- $\pm 3.4\%$ margin of error at the 95% confidence level
- Interviews averaged 15-20 minutes each
- About 40 interviewers from the Jewish community
- About 6 days of interviewing in January 2002



PHILOSOPHY IN EXAMINING DATA

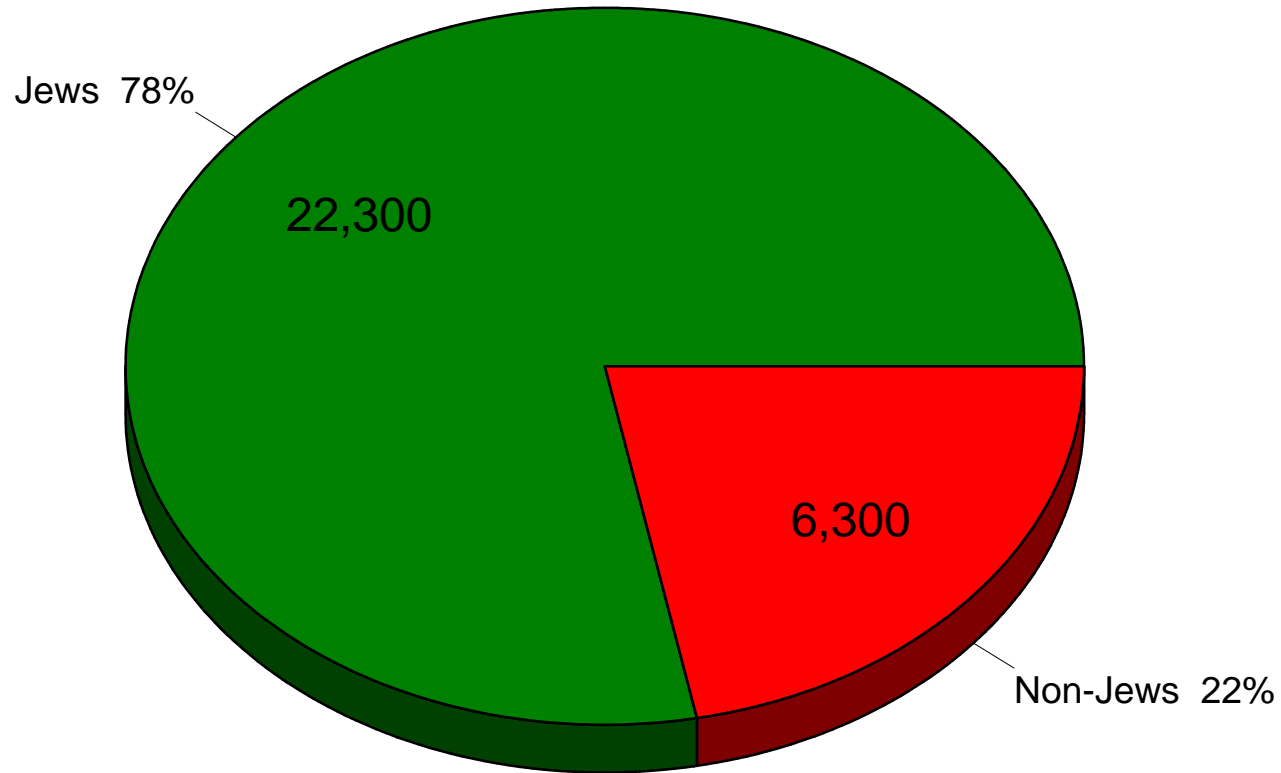
- Please keep an open mind
 - Some findings will fit your perception of reality
 - And some findings will not
 - Be prepared to change your perceptions
 - Just because everyone has been saying something for years does not mean it is so
-
- There is a Main Report and a Summary Report
 - Please hold questions until the end of each section after we look at the Major Themes slides

JEWISH POPULATION SIZE



THE JEWISH COMMUNITY OF TUCSON

28,600 persons live in 13,400 Jewish households

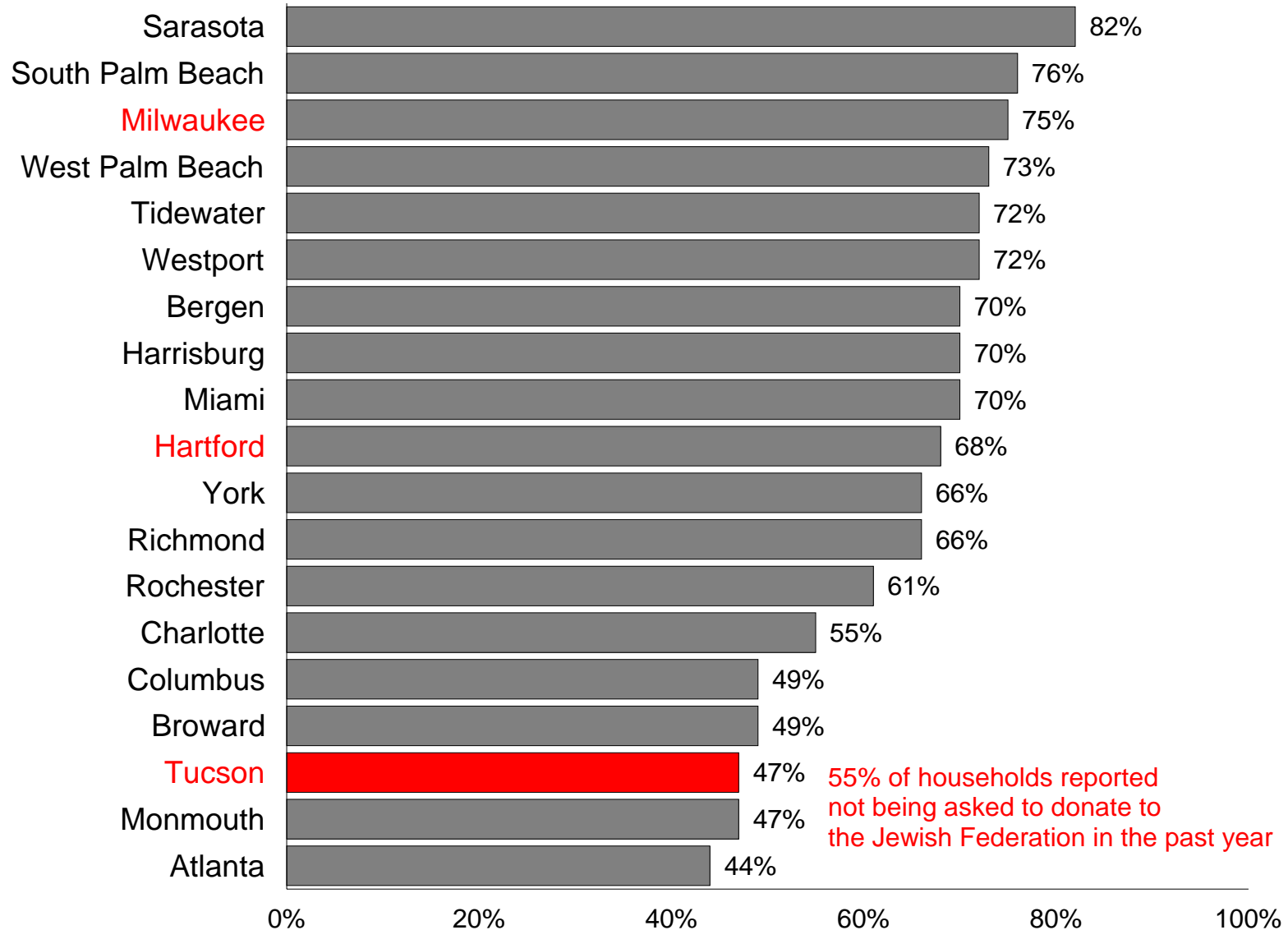


ADJACENT AREAS OF SOUTHERN ARIZONA

(Based upon the DJN Counting Project)

	Jewish Households	Persons in Jewish Households	Jews
Other Areas of Pima County	200	425	300
Santa Cruz County	70	150	100
Sierra Vista Area of Cochise County	280	600	450

HOUSEHOLDS ON LOCAL JEWISH FEDERATION MAILING LIST



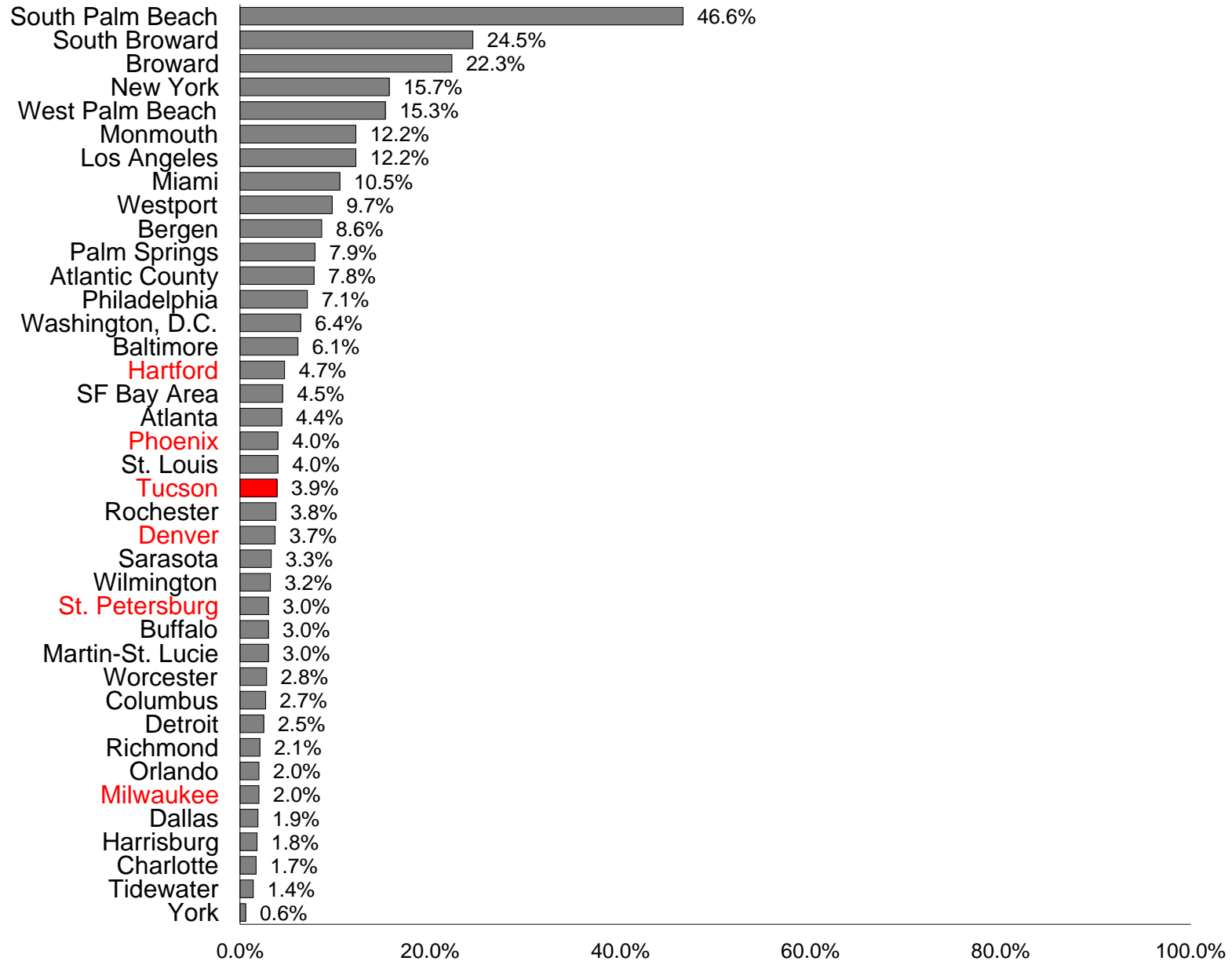
COMPARISON BAR CHARTS

- Compare Tucson with up to about 50 other Jewish communities that have completed RDD studies since 1980 (only 8 are pre-1990).
- The question wording had to be similar to Tucson, the results had to be reported in a manner facilitating comparison, and the questions had to be asked of the same set of persons in each household.
- "Particularly Instructive Comparisons" are based upon:
 - Recency of the study
 - Geographic proximity
 - Similar size of the Jewish Federation Annual Campaign
 - Similar population size

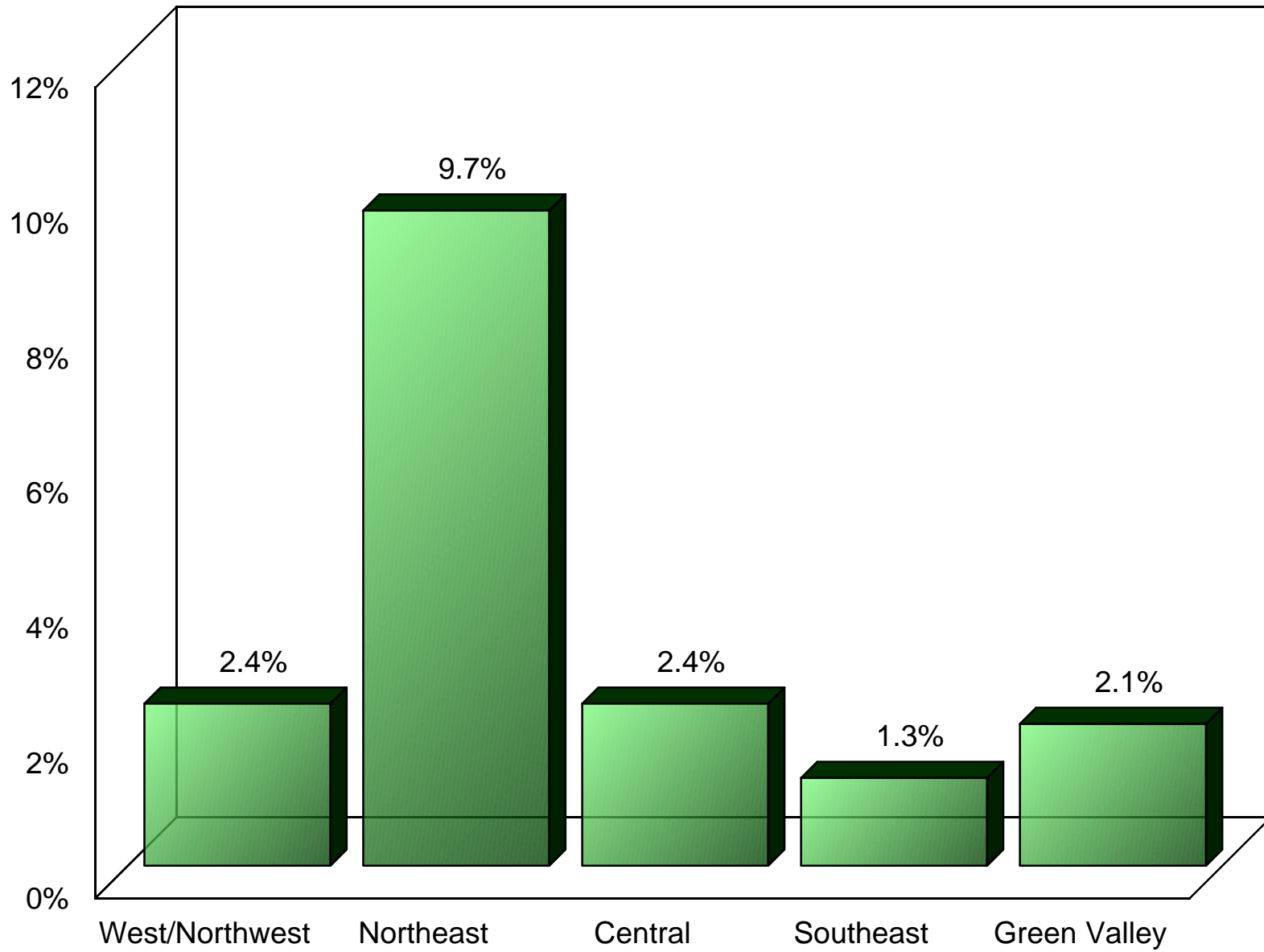
COMPARISON BAR CHARTS

- "Particularly Instructive Comparisons" are:
 - Denver
 - Hartford
 - Las Vegas
 - Milwaukee
 - Phoenix
 - Seattle
 - St. Petersburg
- Thus, these communities are shown in **red** on the comparison bar charts.

PERCENTAGE OF JEWISH HOUSEHOLDS

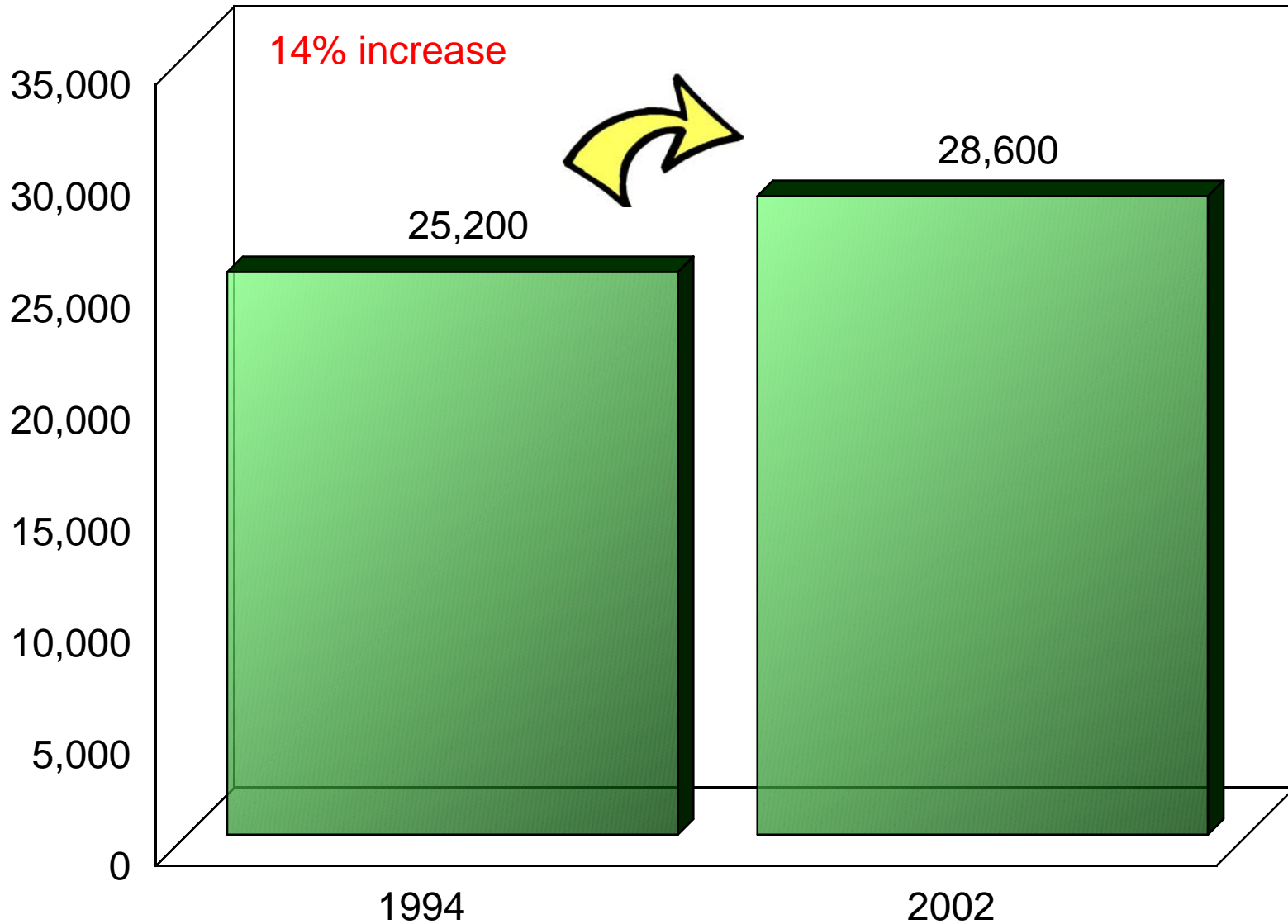


PERCENTAGE JEWISH BY GEOGRAPHIC AREA

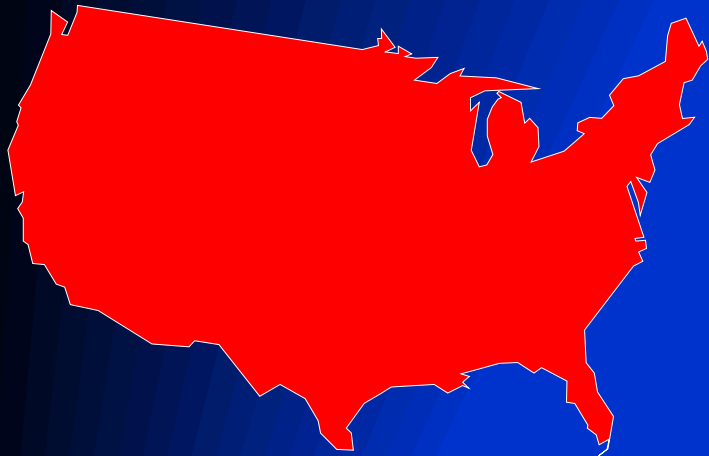


NUMBER OF PERSONS IN JEWISH HOUSEHOLDS, 1994-2002

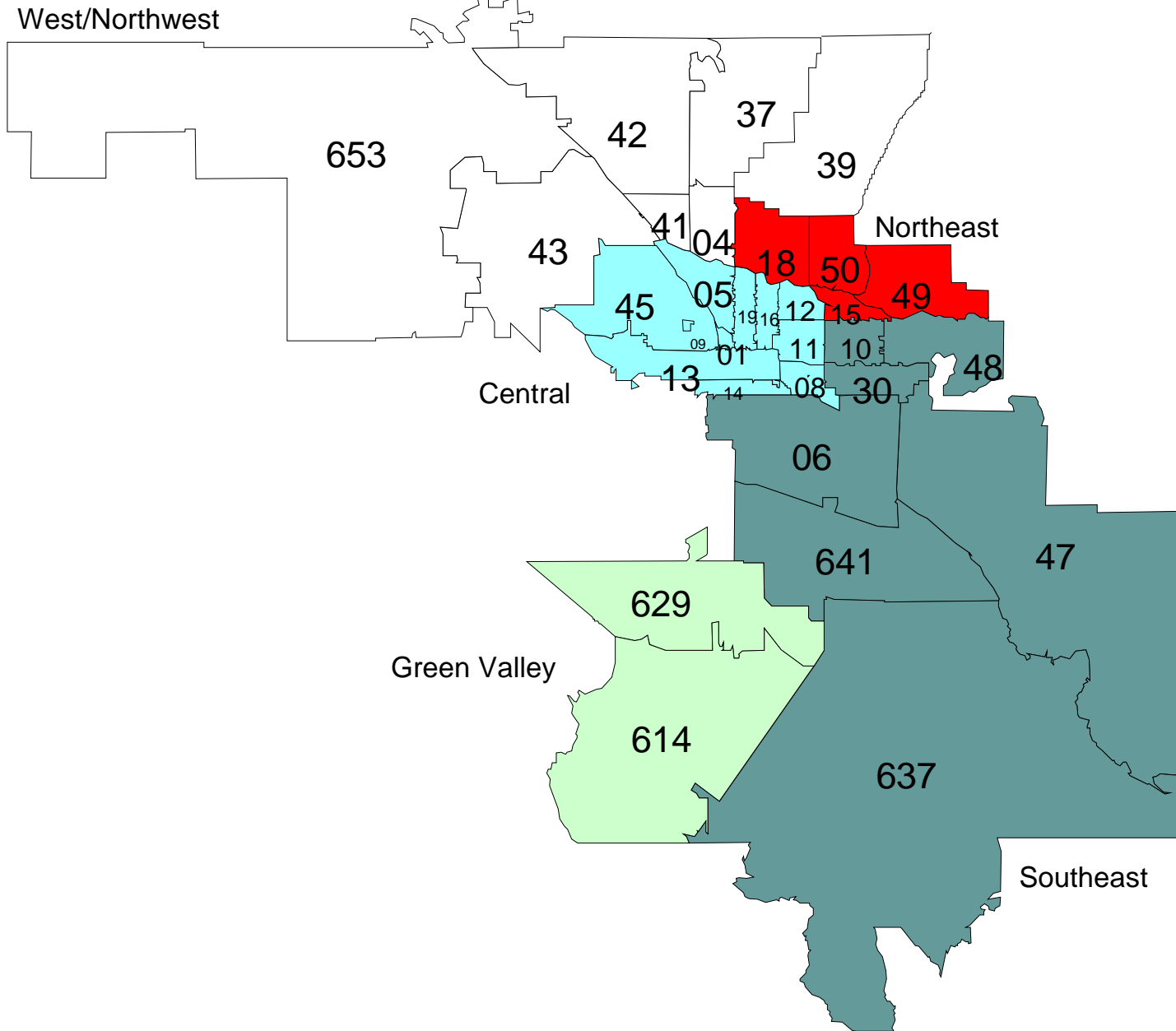
(18% Increase in Total Population, 1994-2002)



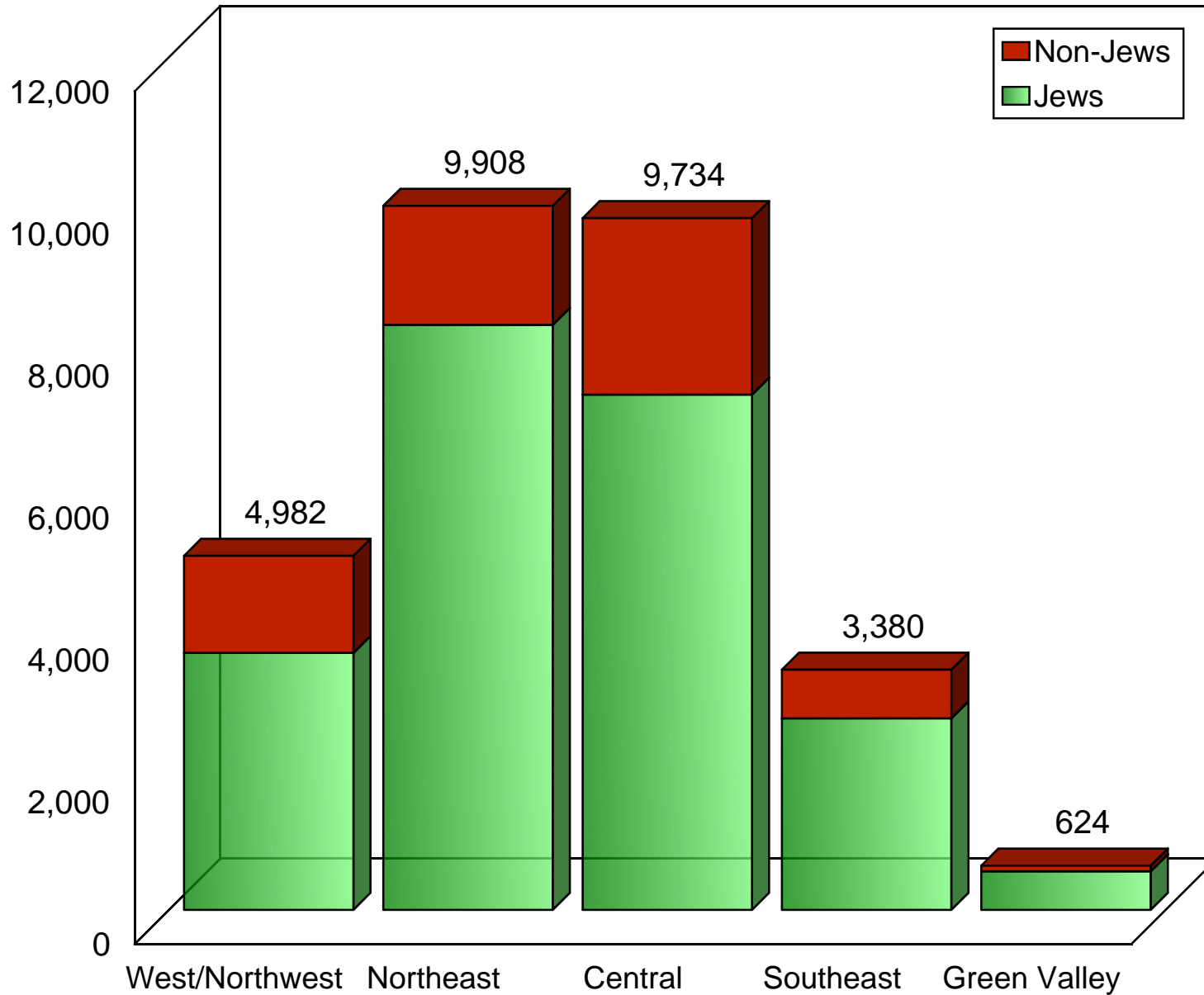
GEOGRAPHIC PROFILE



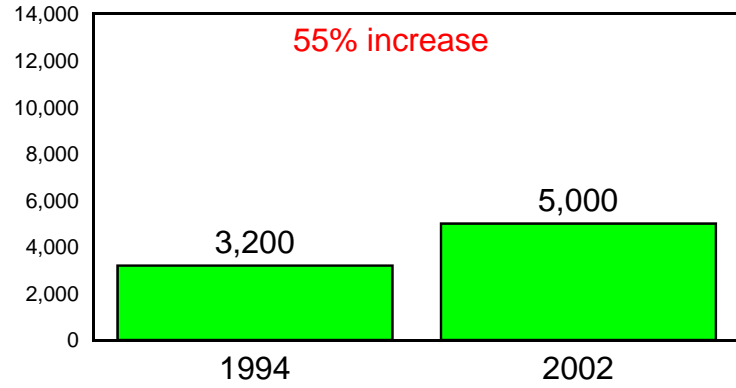
GEOGRAPHIC AREAS OF TUCSON



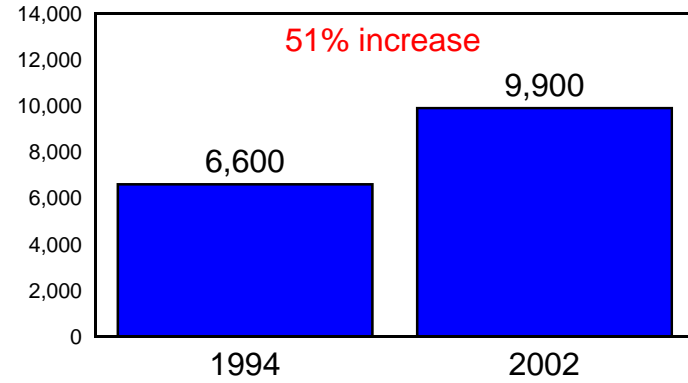
PERSONS IN JEWISH HOUSEHOLDS BY GEOGRAPHIC AREA



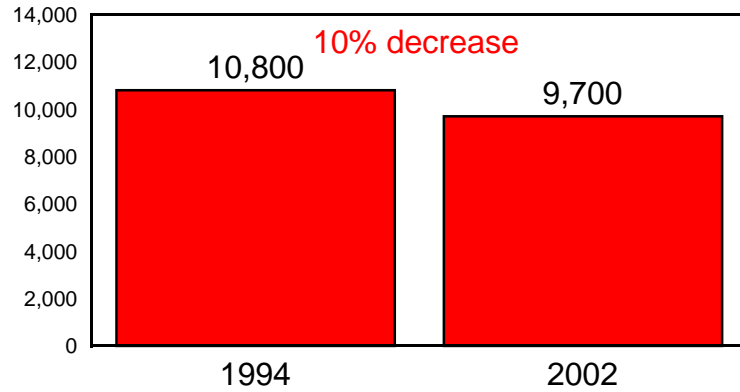
West/Northwest



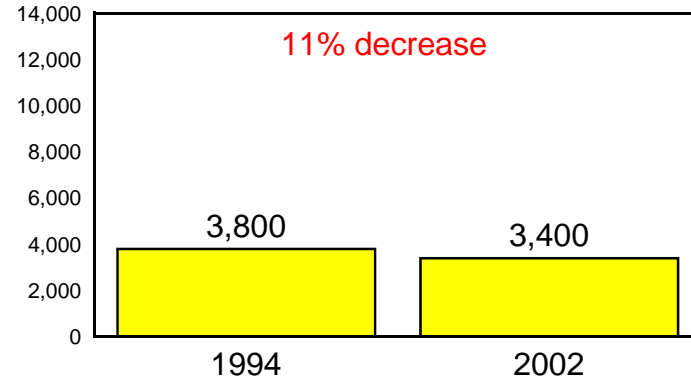
Northeast



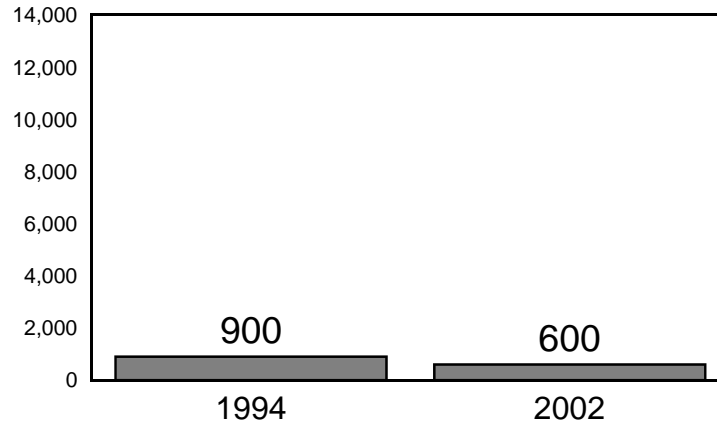
Central



Southeast

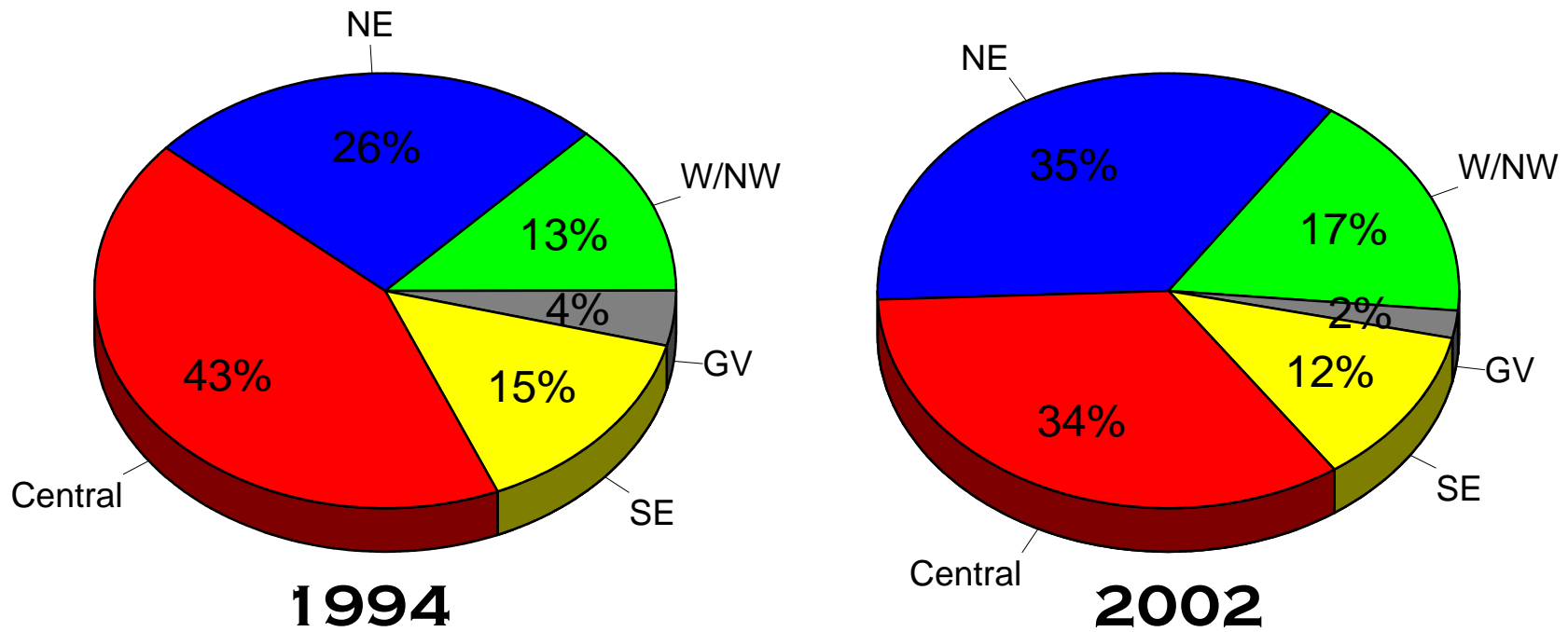


Green Valley



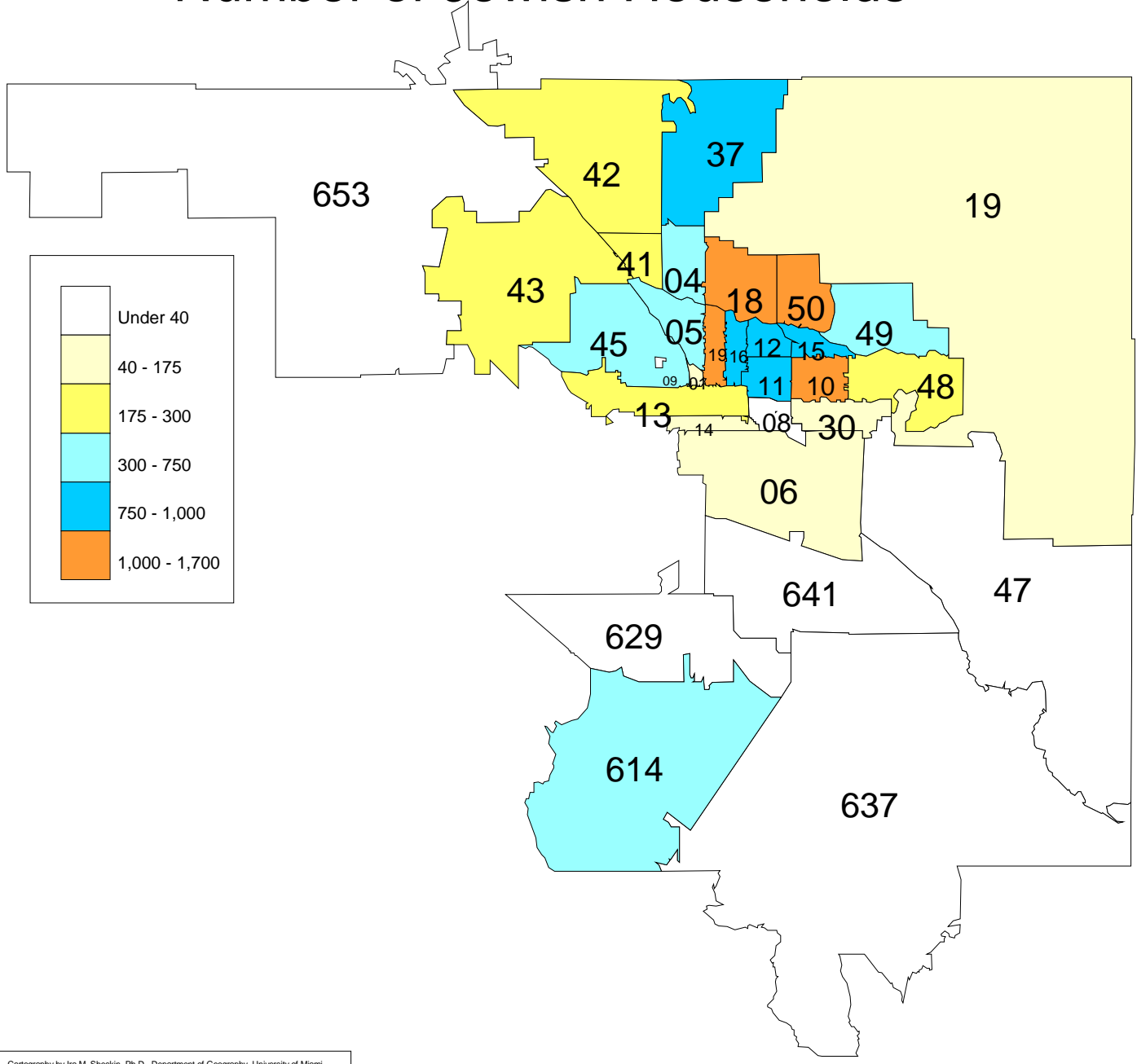
**PERSONS IN
JEWISH
HOUSEHOLDS**

GEOGRAPHIC DISTRIBUTION OF PERSONS IN JEWISH HOUSEHOLDS

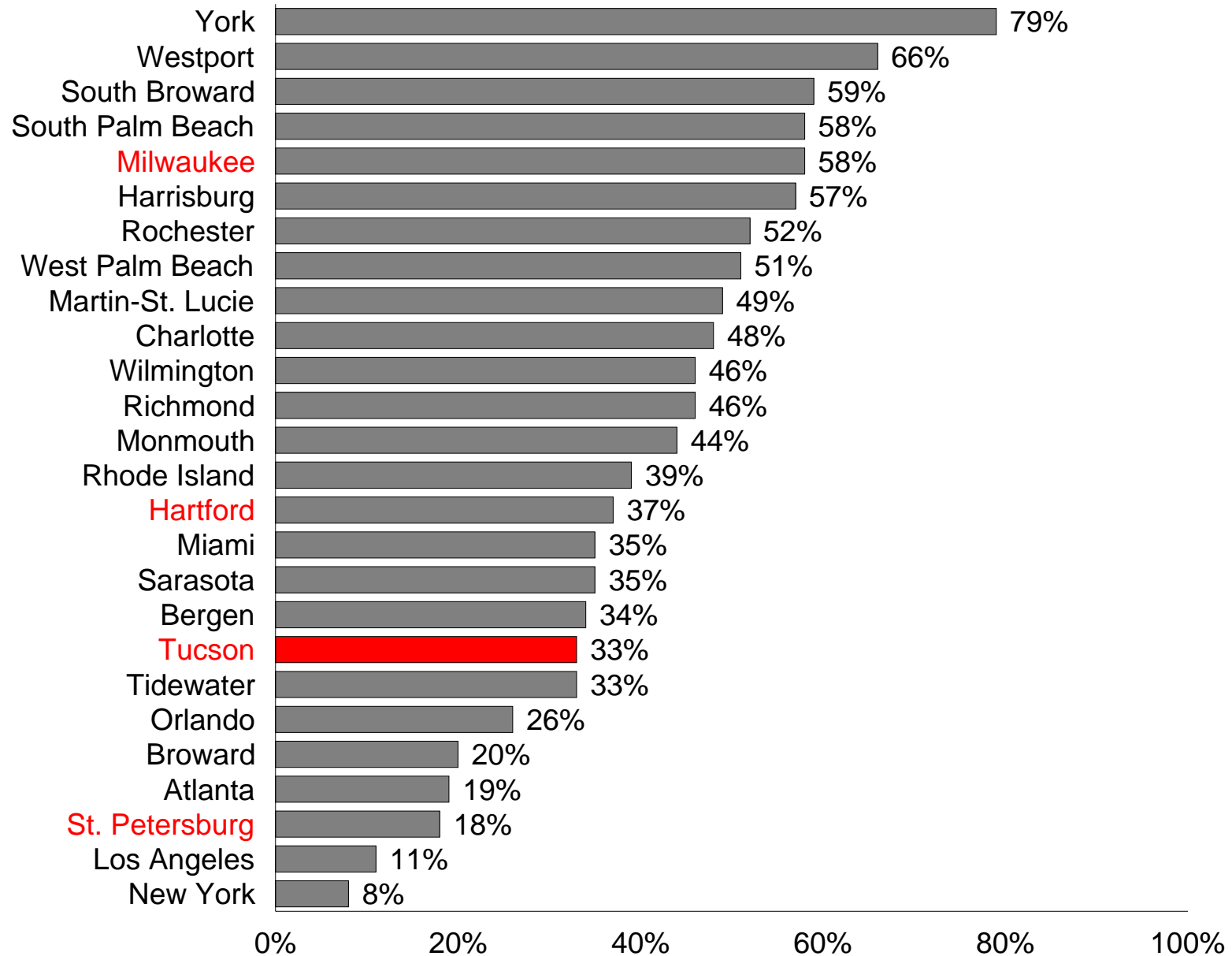


Increases in the West/Northwest and Northeast
Decreases in the Central and Southeast

Number of Jewish Households

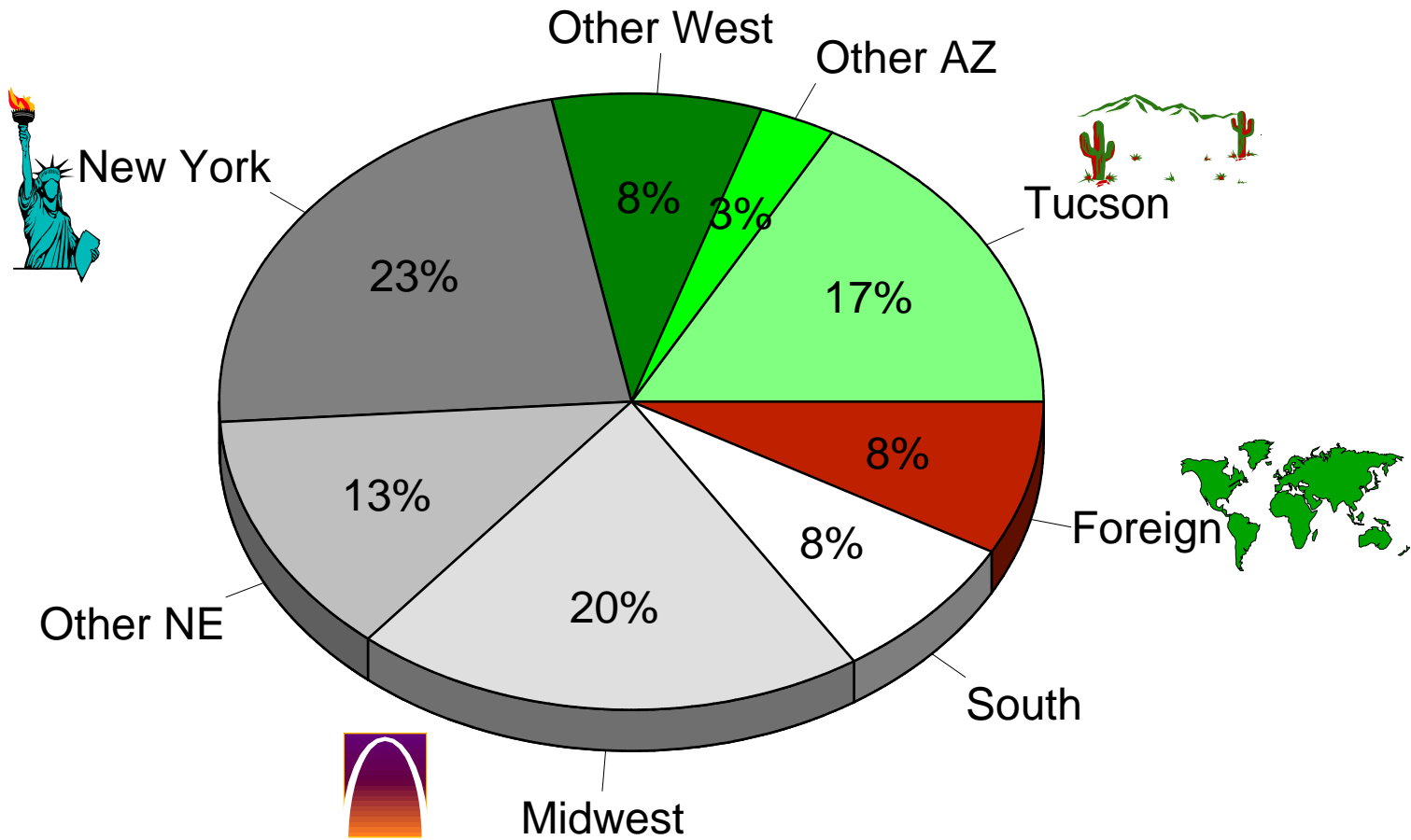


HOUSEHOLDS IN TOP 3 ZIP CODE AREAS



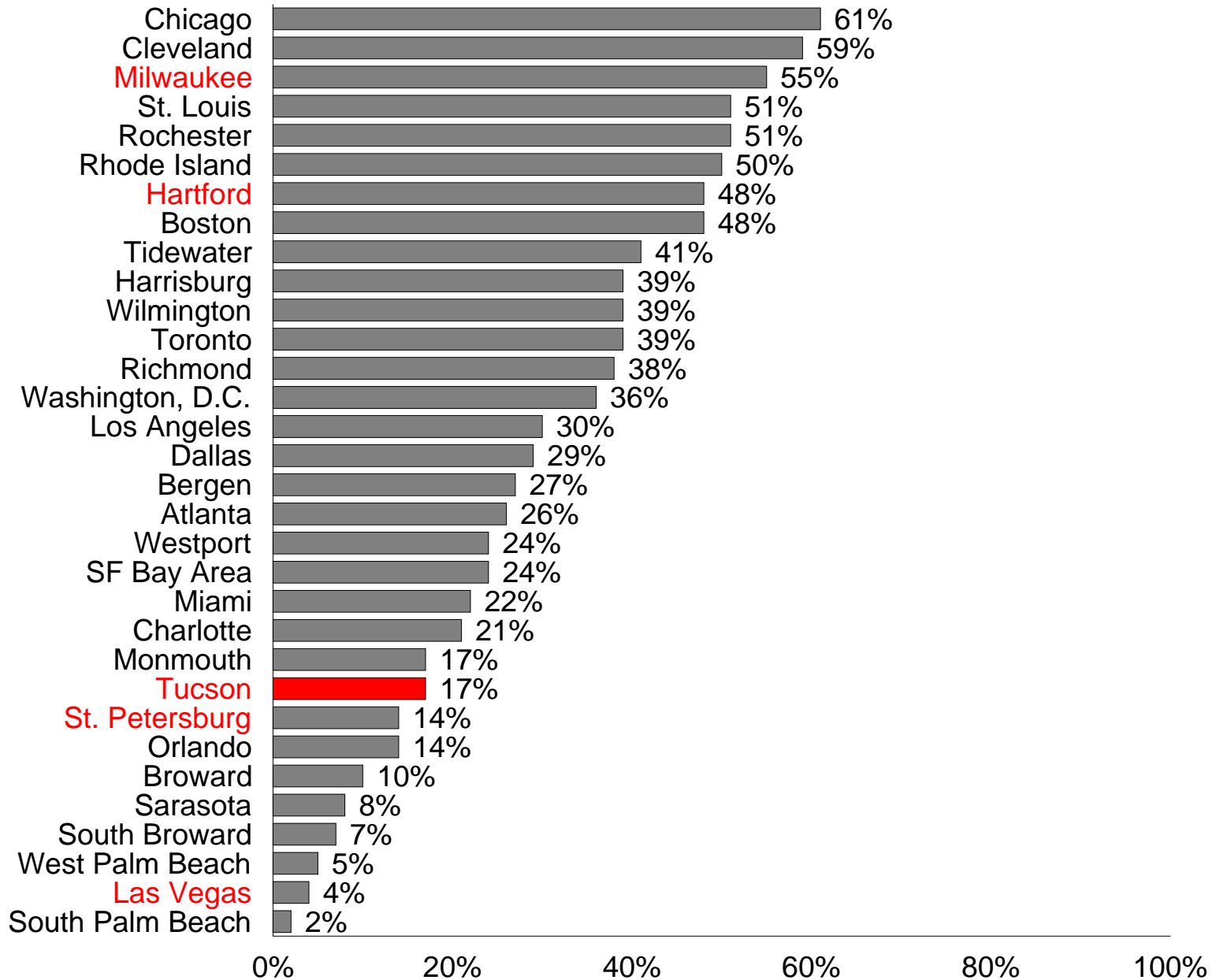
PLACE OF BIRTH

(Persons in Jewish Households)



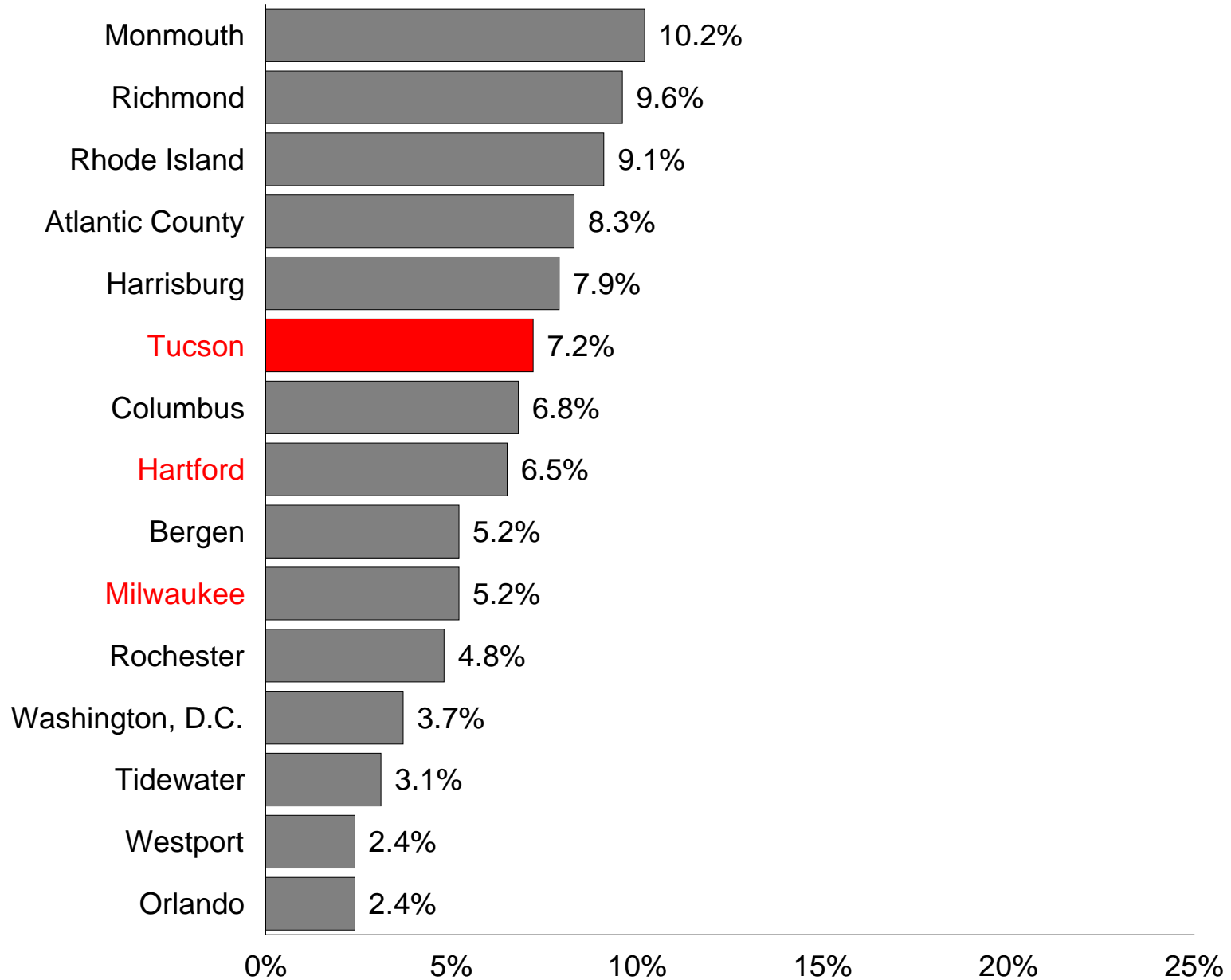
255 households are from the former Soviet Union

LOCALLY BORN



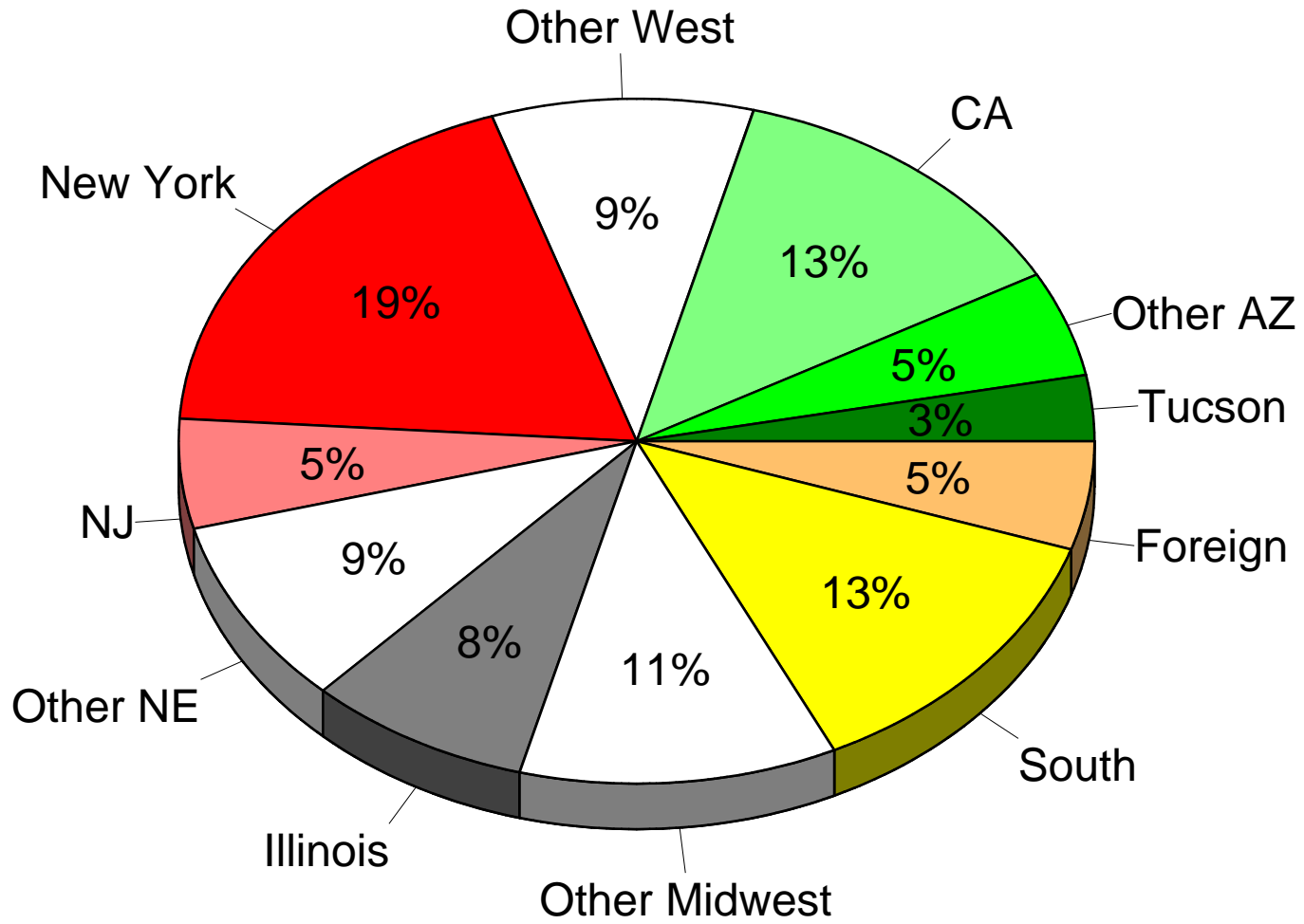
PART-YEAR HOUSEHOLDS

(Reside in Local Community for Less Than Ten Months of the Year)

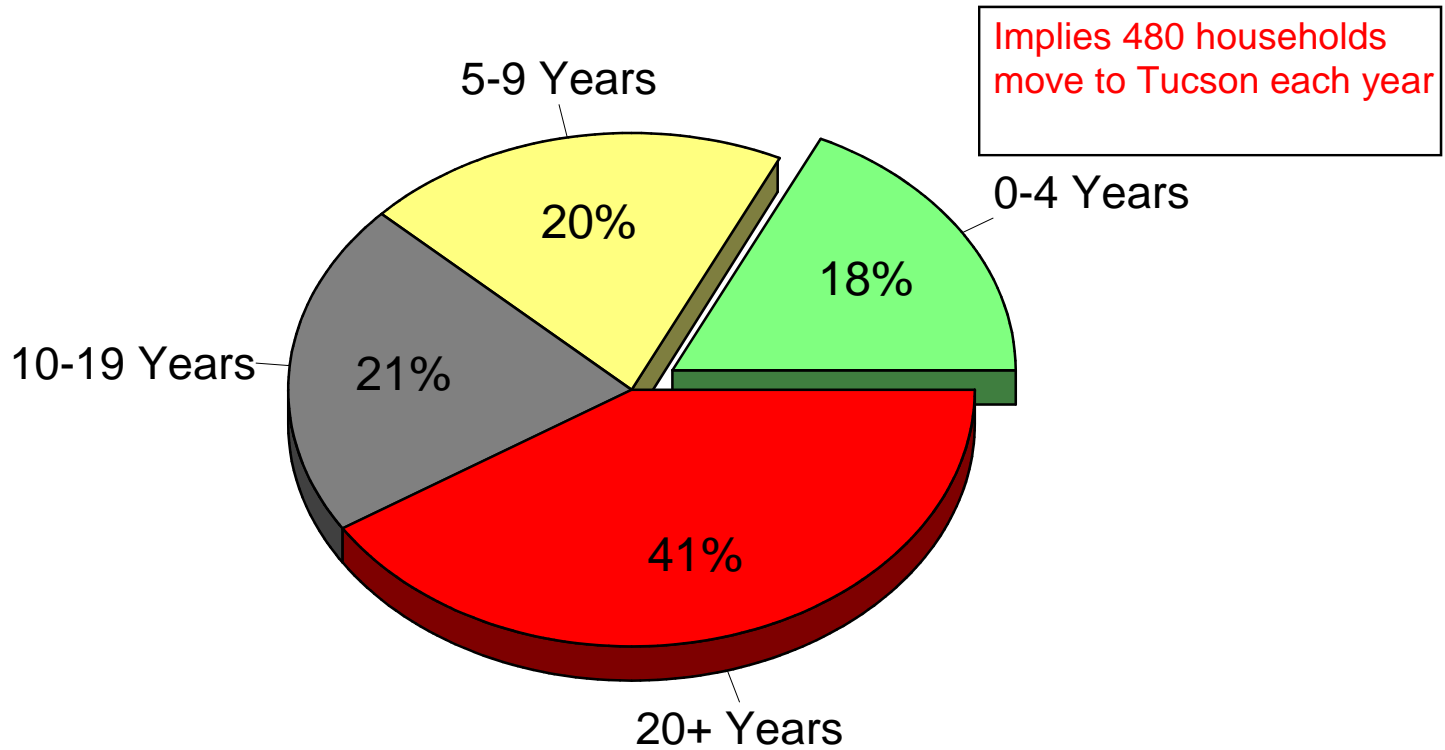


LOCATION OF RESIDENCE PRIOR TO TUCSON

(Respondents Only)

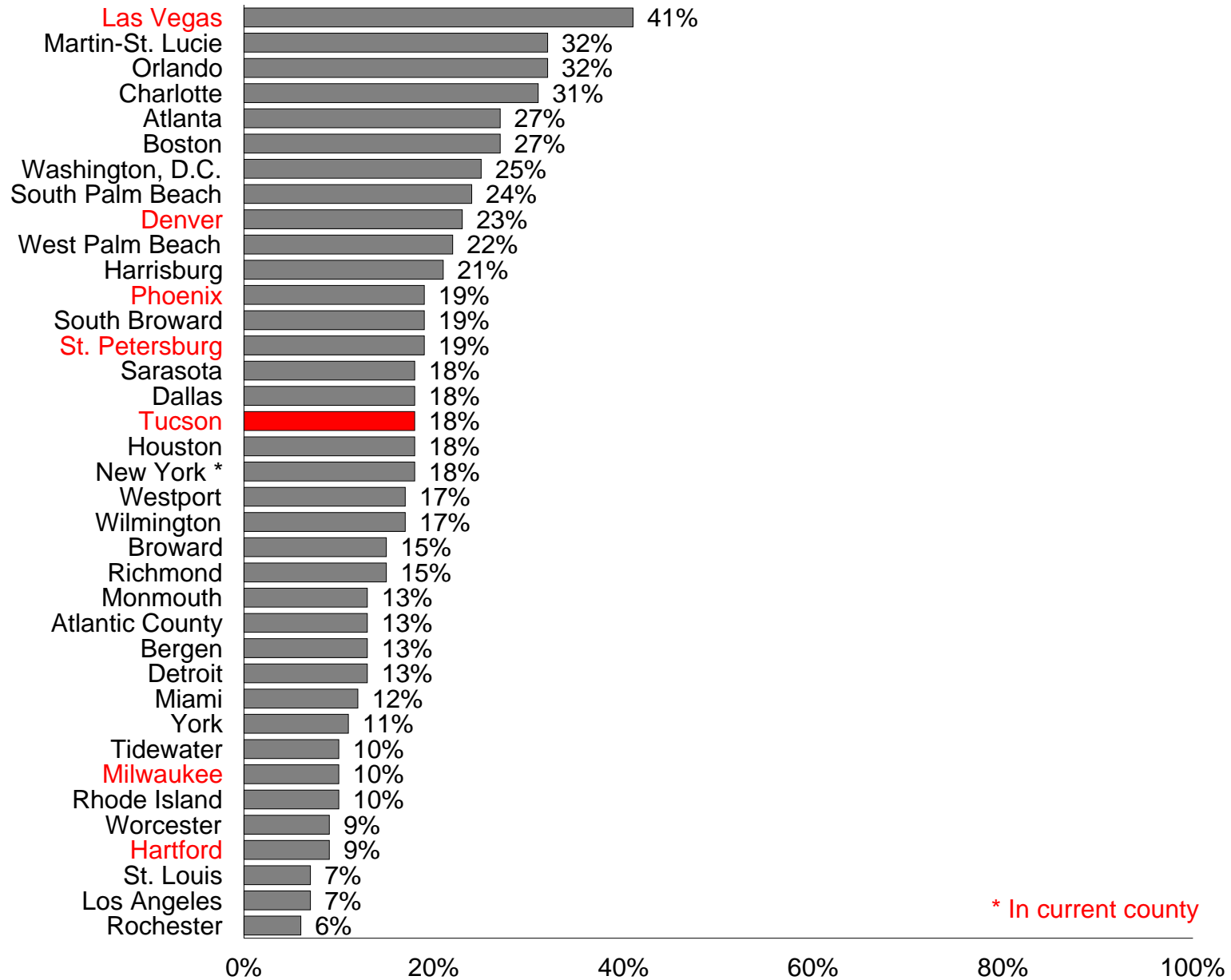


LENGTH OF RESIDENCE IN TUCSON

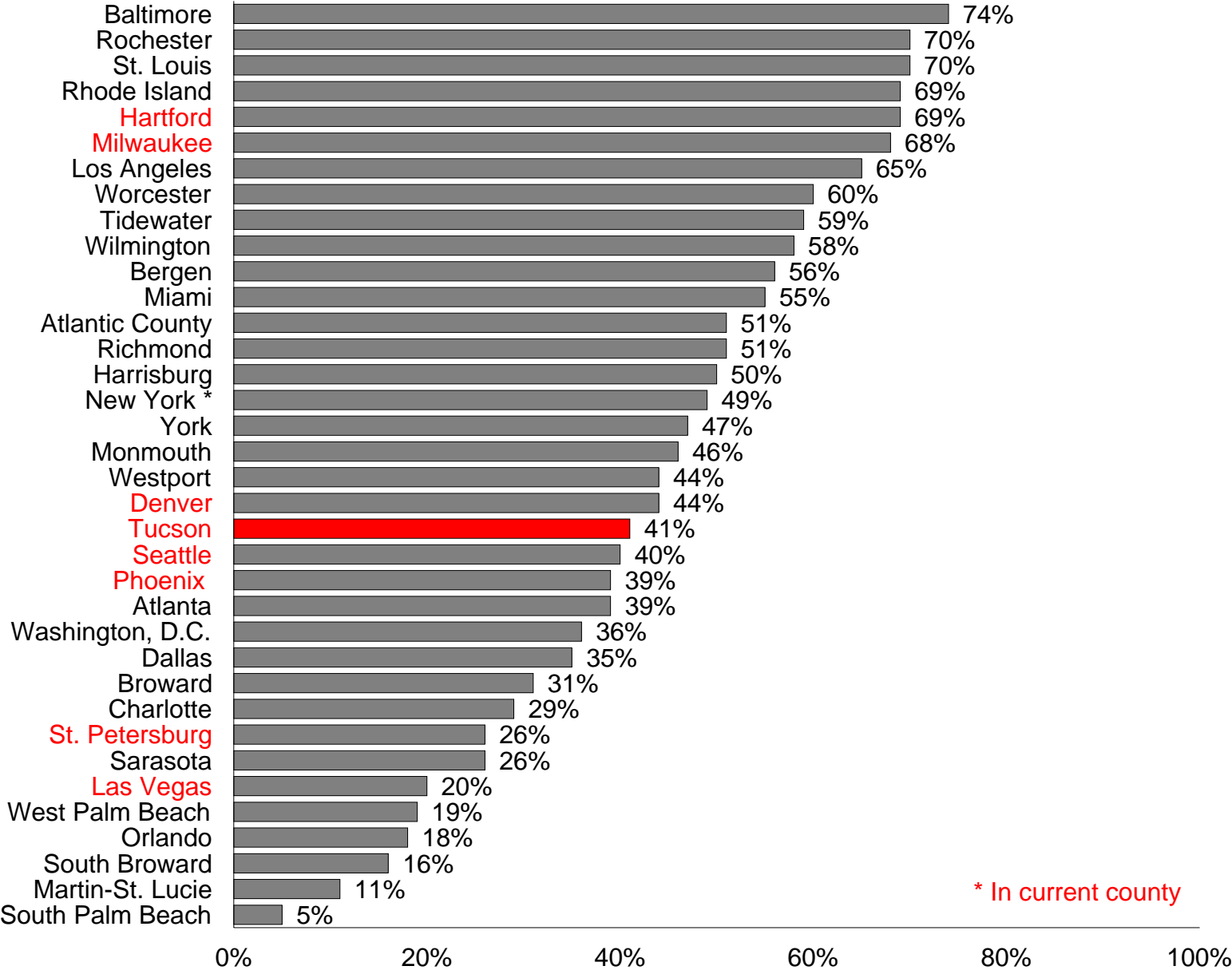


26% of heads of households in residence for 0-4 years are under age 35, compared to 10% of heads of households in residence for five or more years

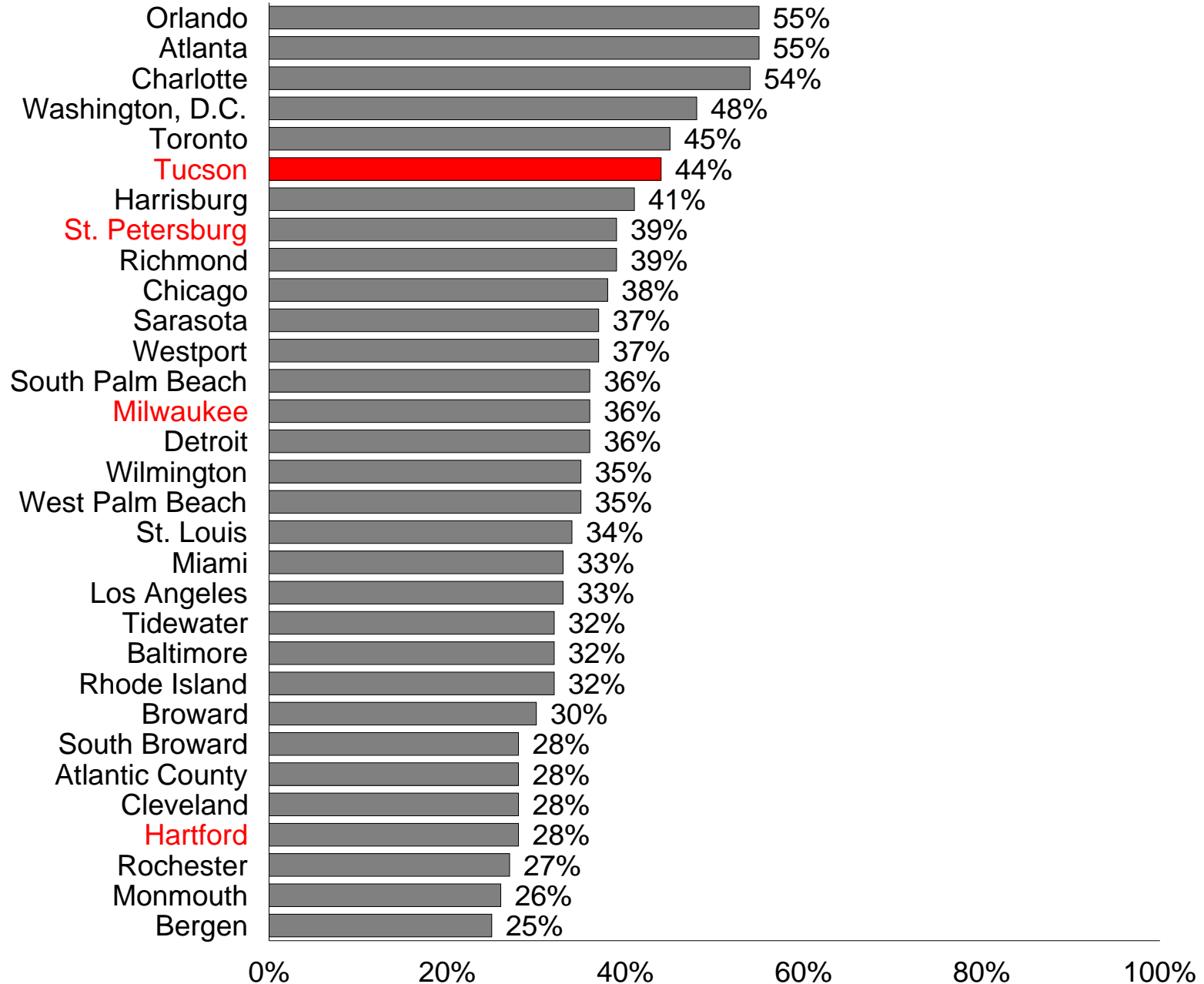
NEW HOUSEHOLDS (0-4 YEARS)



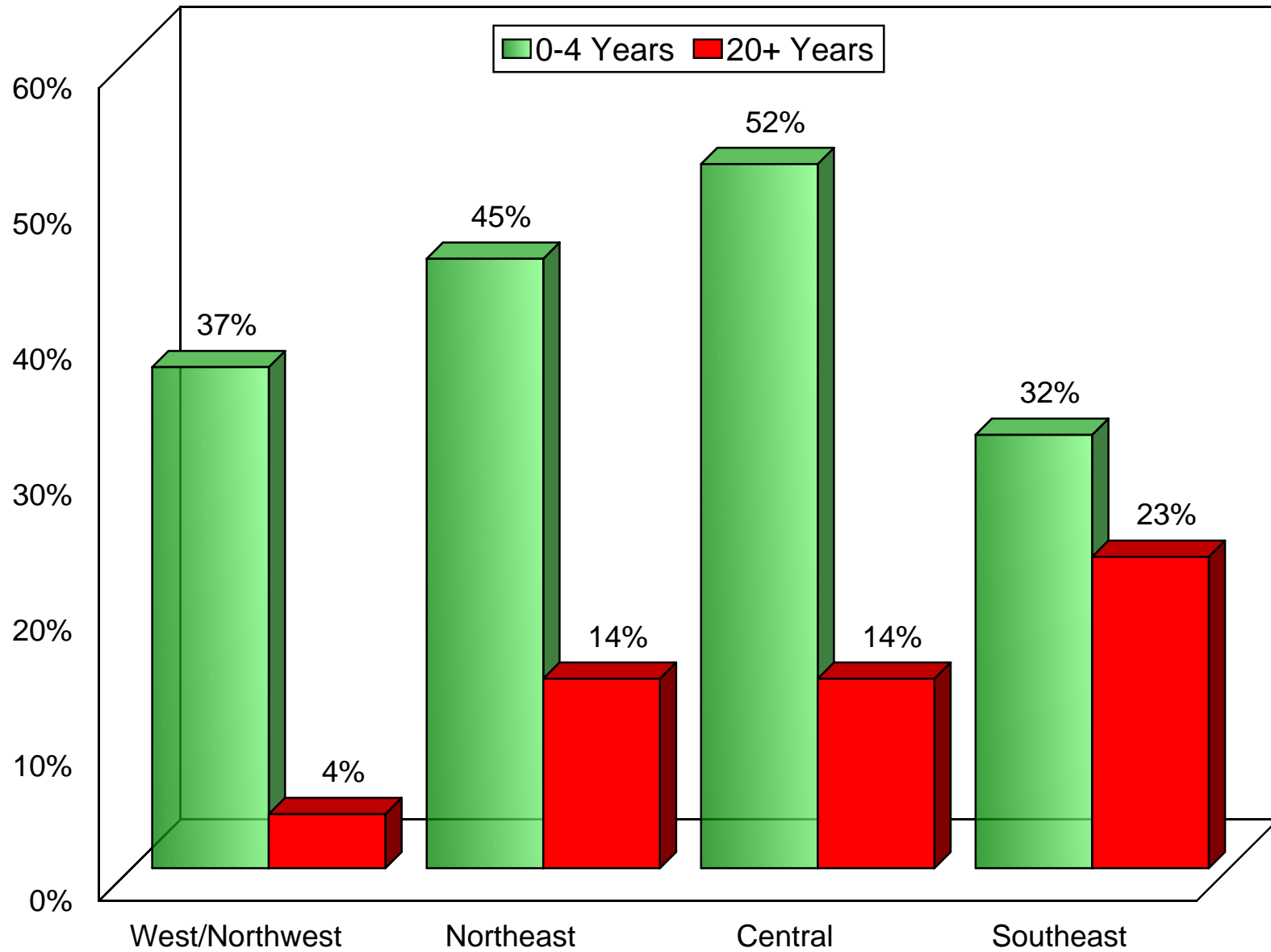
LONG-TERM HOUSEHOLDS (20 OR MORE YEARS)

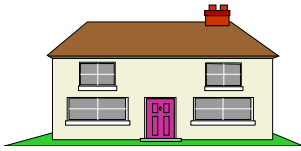


0-4 YEARS AT CURRENT ADDRESS

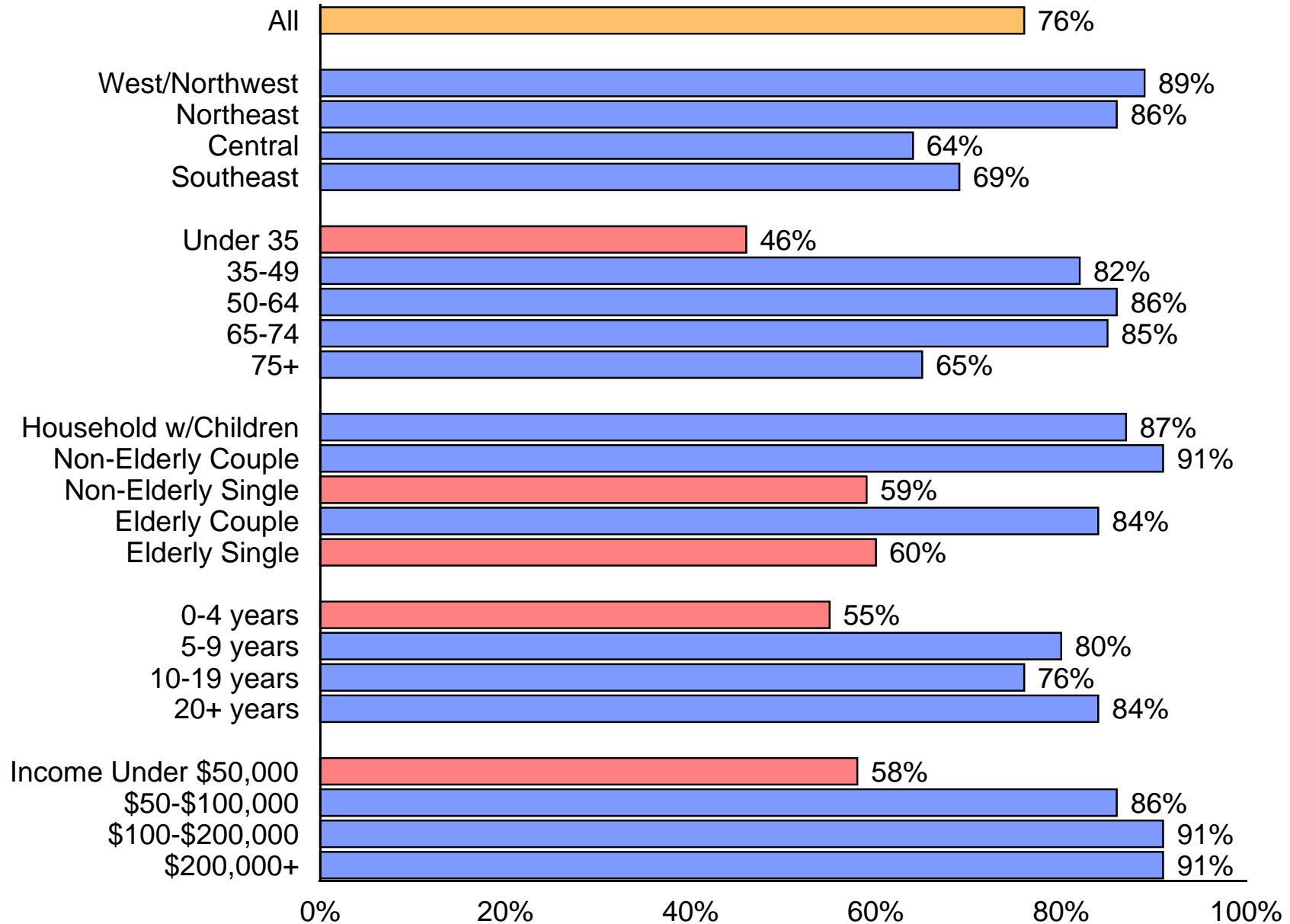
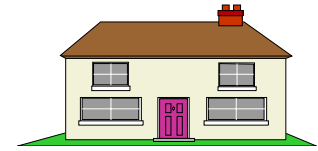


LENGTH OF RESIDENCE AT CURRENT ADDRESS BY GEOGRAPHIC AREA

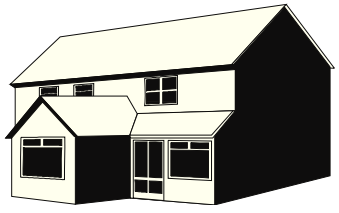
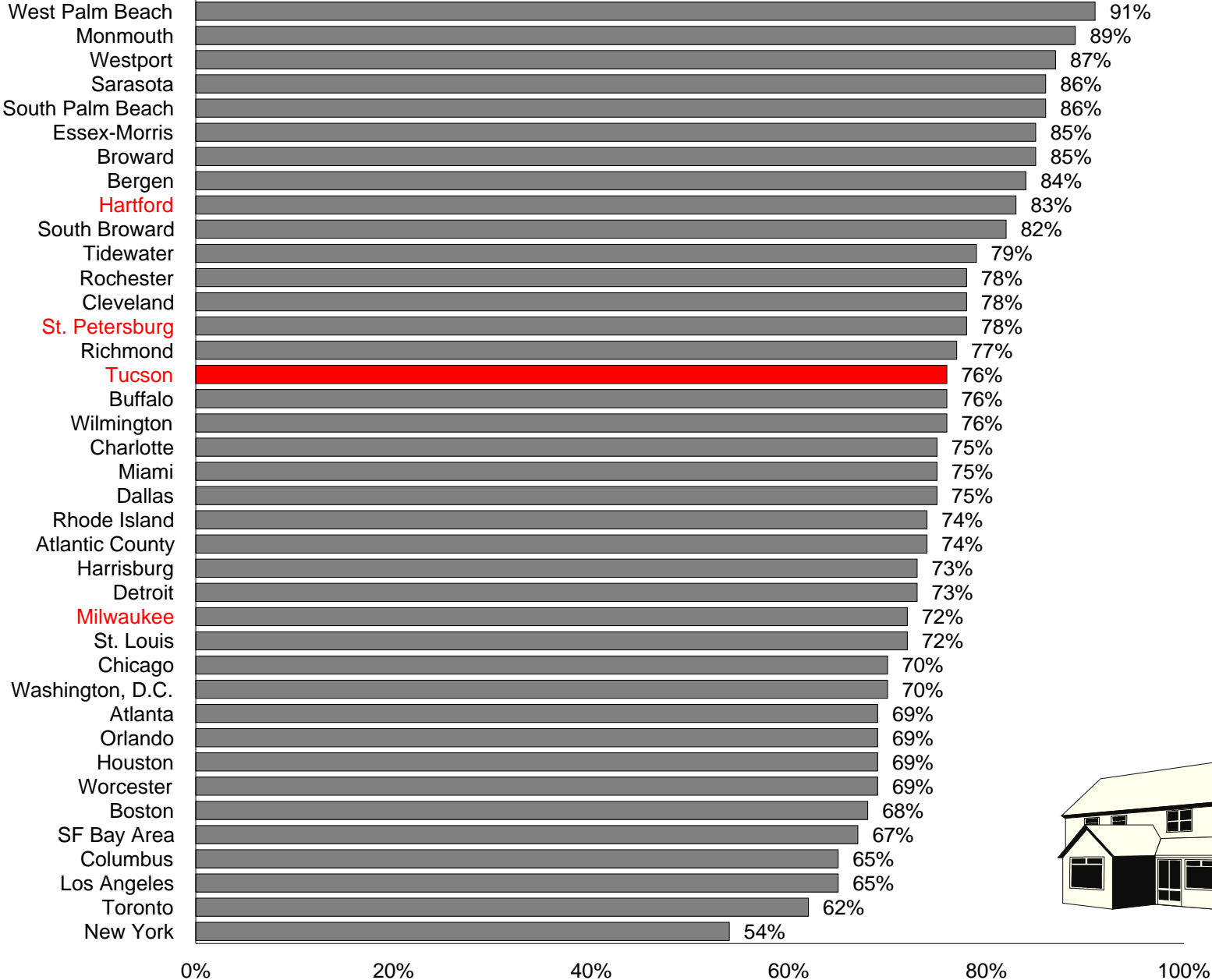




HOME OWNERSHIP

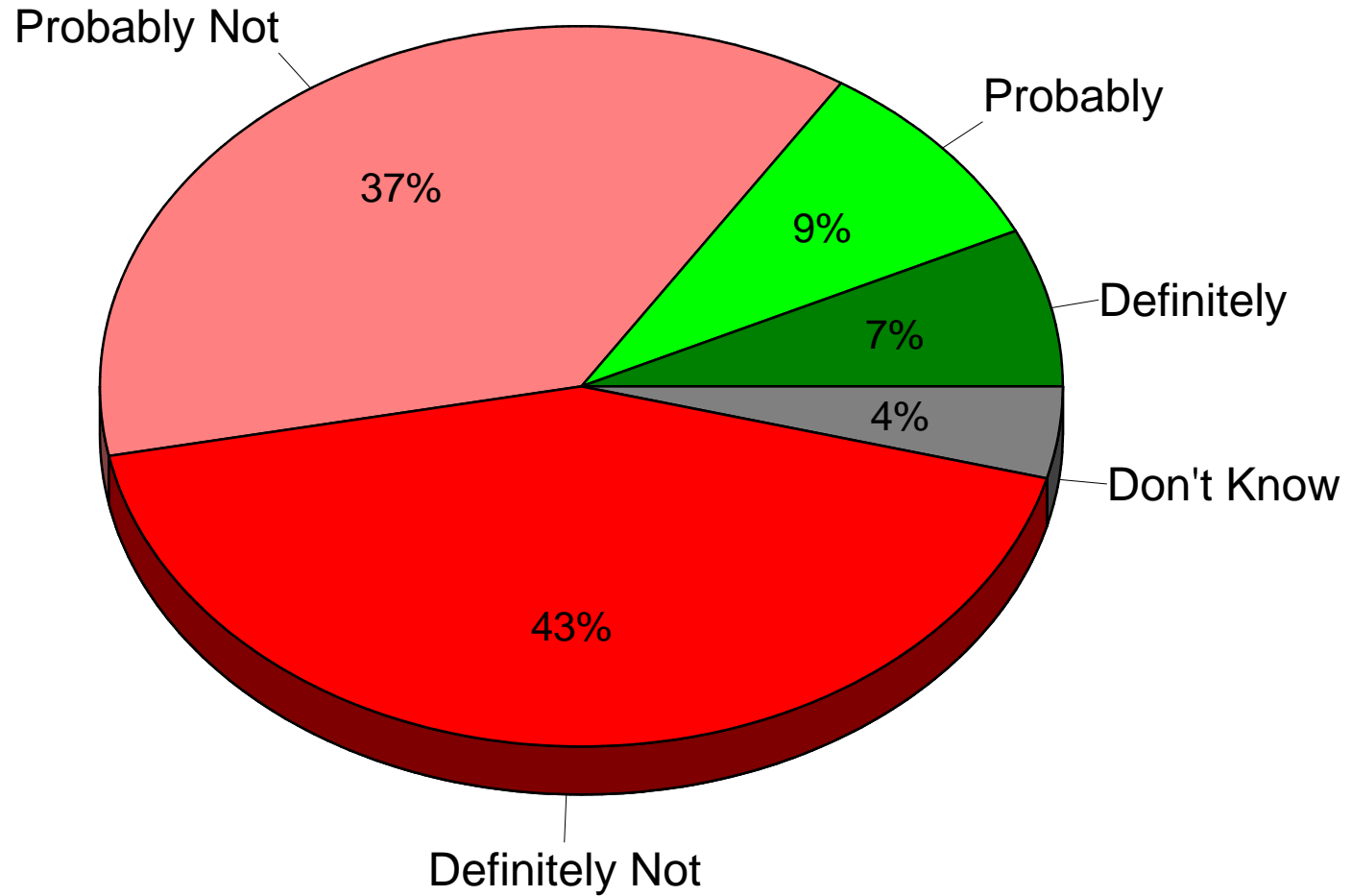


HOME OWNERSHIP

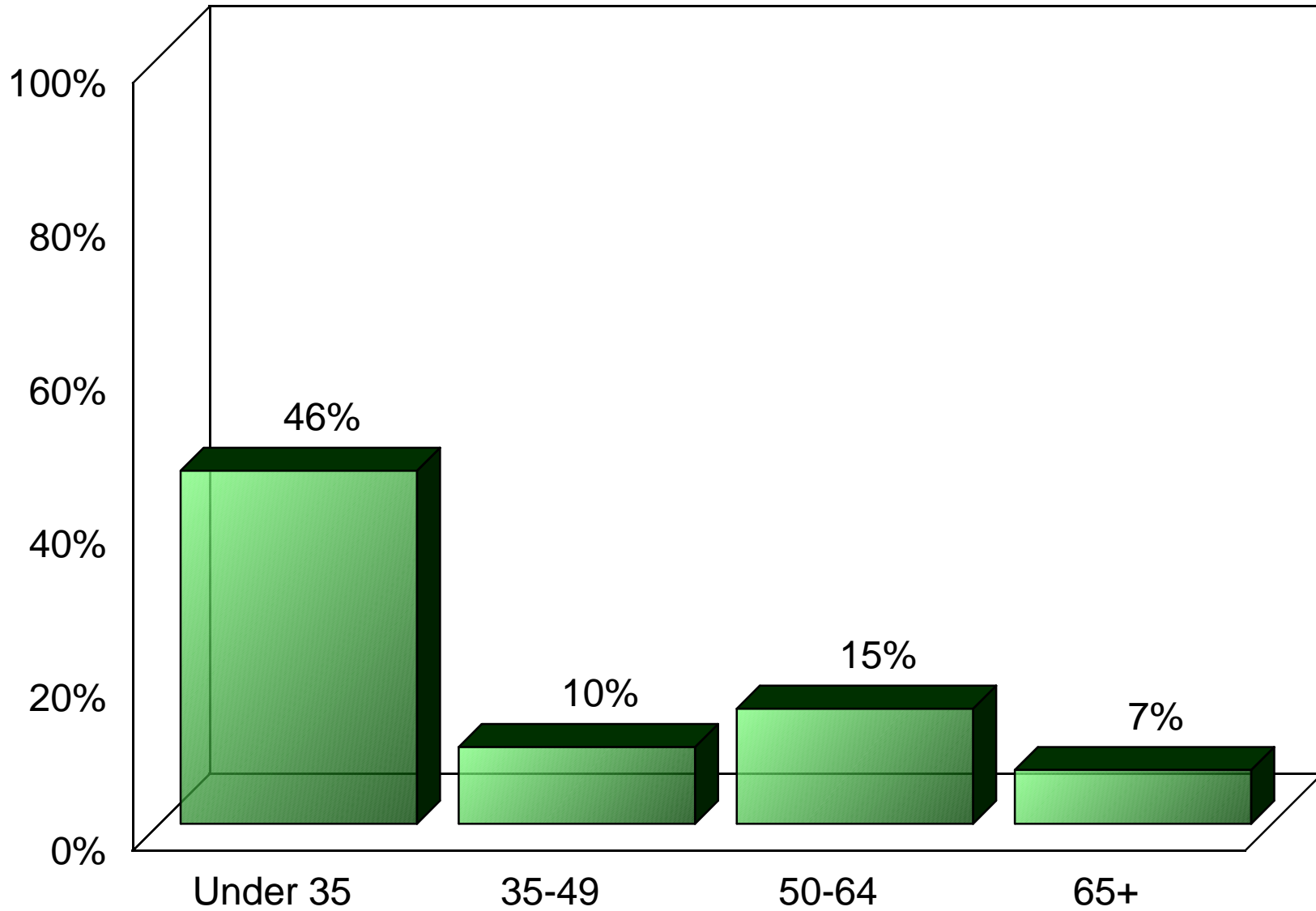


PROBABILITY OF MOVING WITHIN THE NEXT THREE YEARS

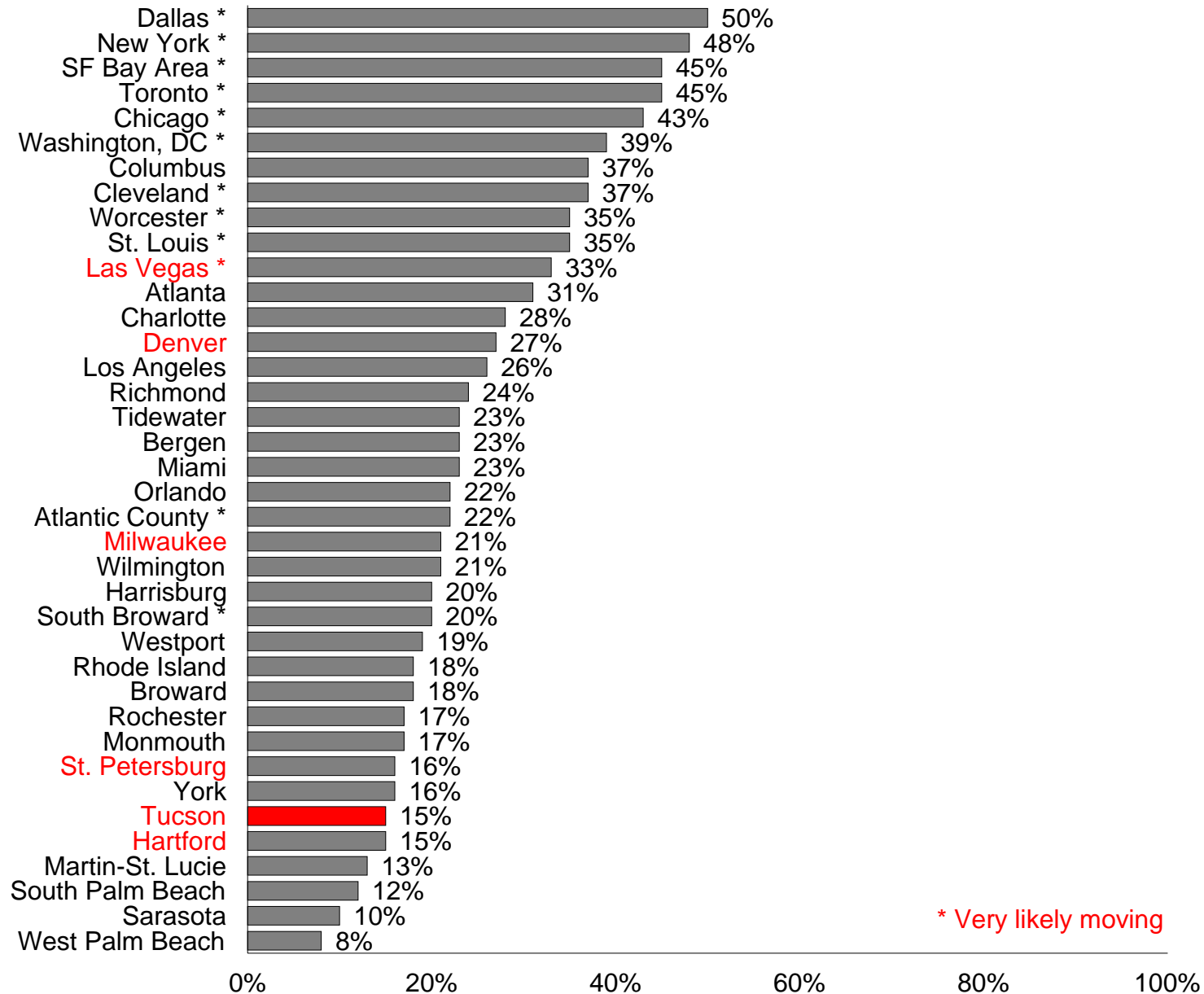
(Households in Residence for 8-12 Months of the Year)



DEFINITELY OR PROBABLY MOVING WITHIN THE NEXT THREE YEARS BY AGE

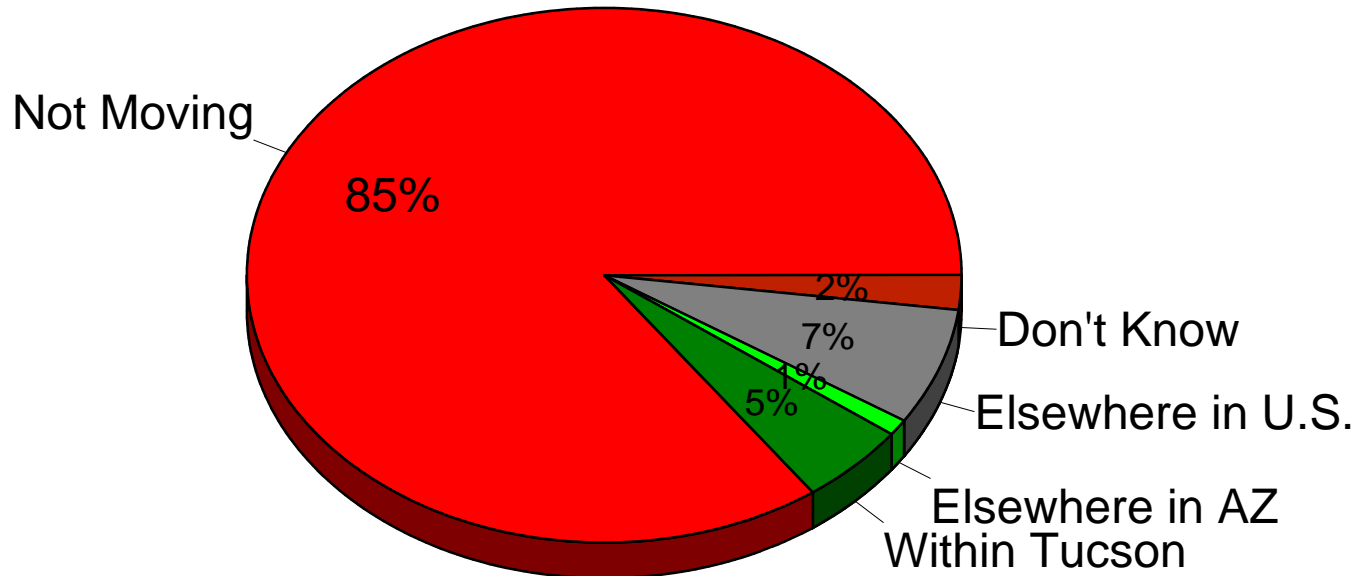


DEFINITELY OR PROBABLY MOVING WITHIN THE NEXT THREE YEARS



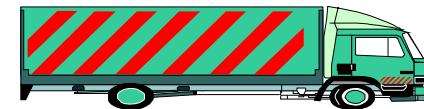
EXPECTED DESTINATION OF MOVERS

Who Are Definitely or Probably Moving Within the Next Three Years

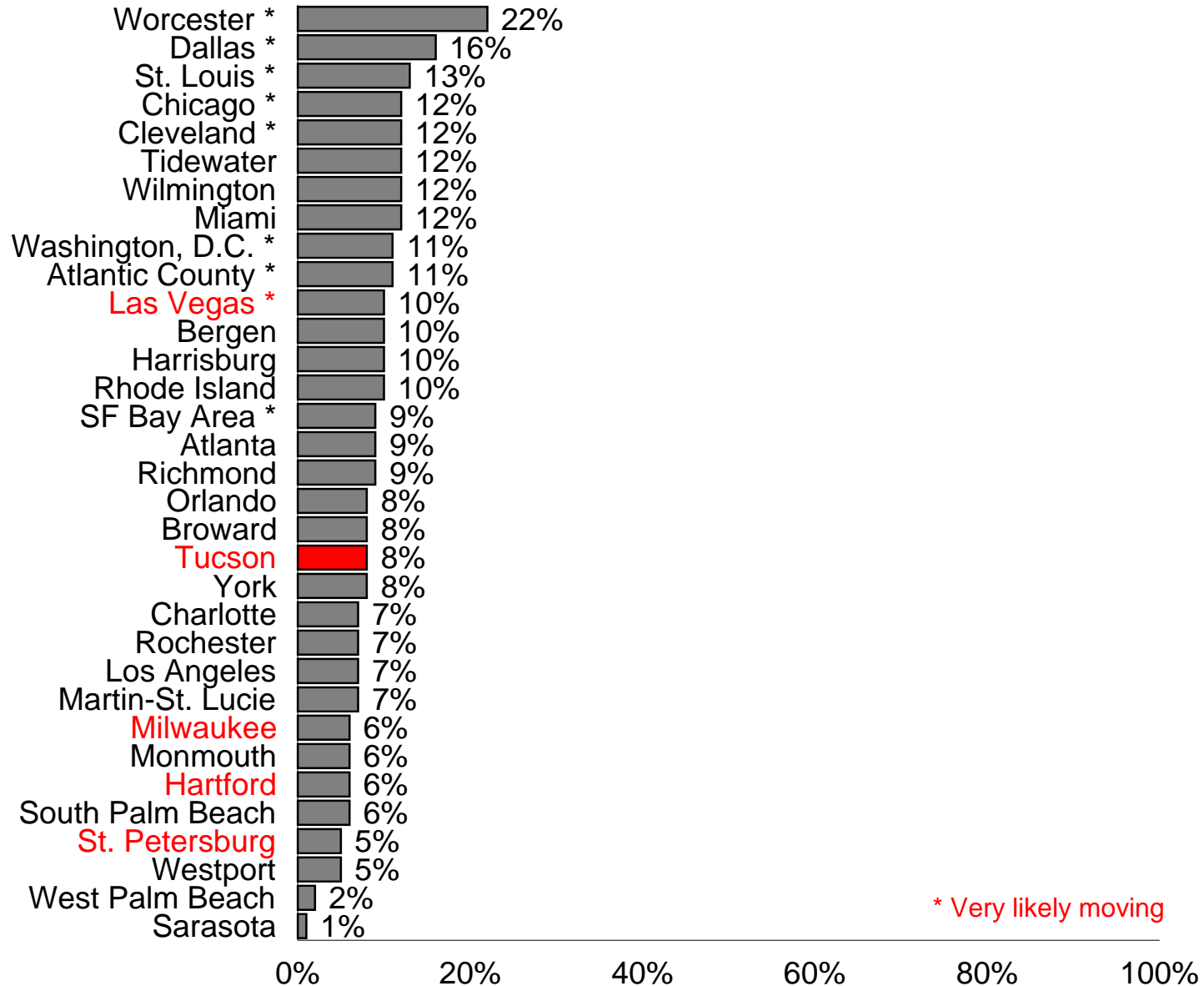


4.4% are **definitely** moving out of Tucson within three years

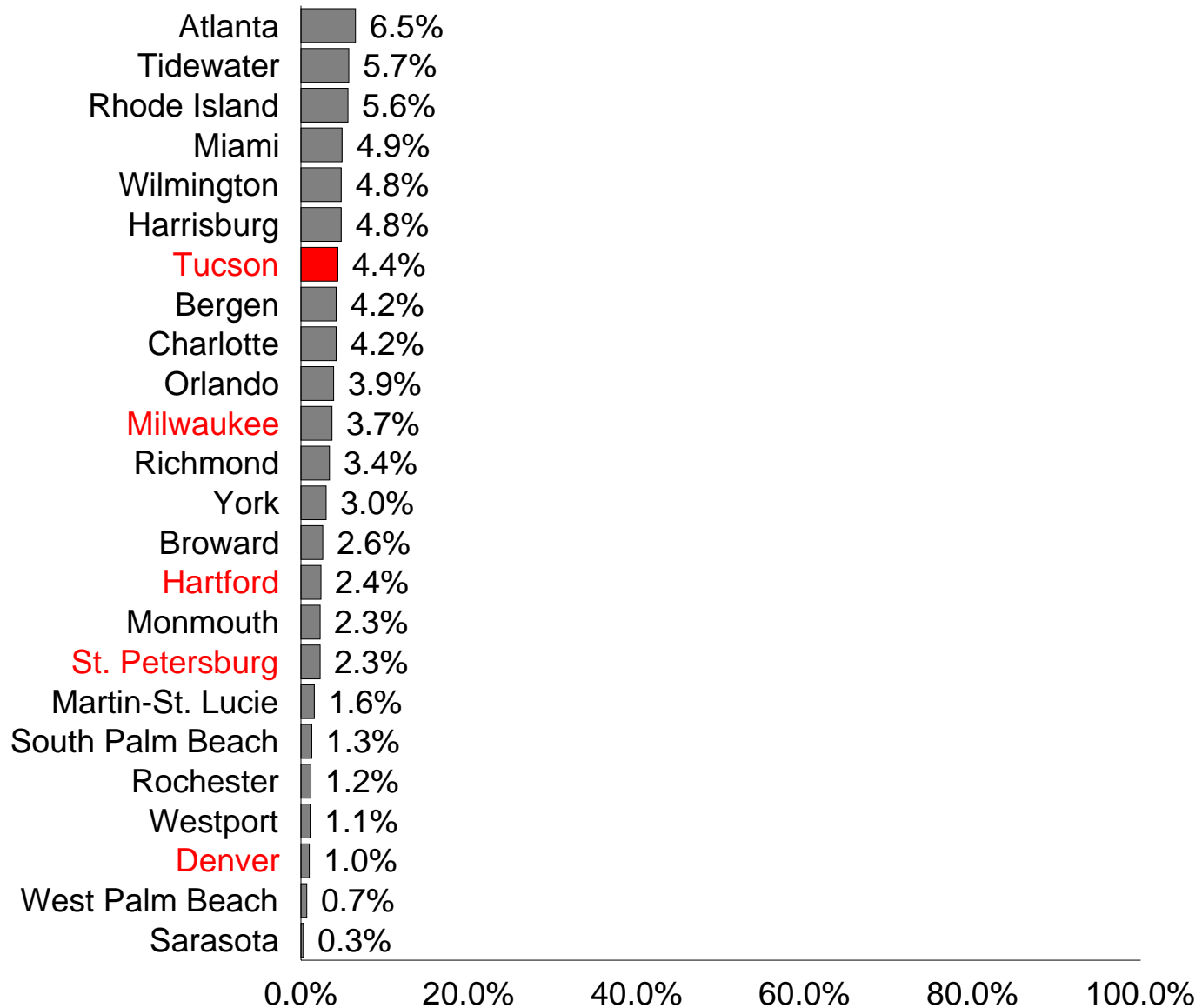
4.0% are **probably** moving out of Tucson within three years



DEFINITELY OR PROBABLY MOVING OUT OF LOCAL METROPOLITAN AREA



DEFINITELY MOVING OUT OF LOCAL METROPOLITAN AREA

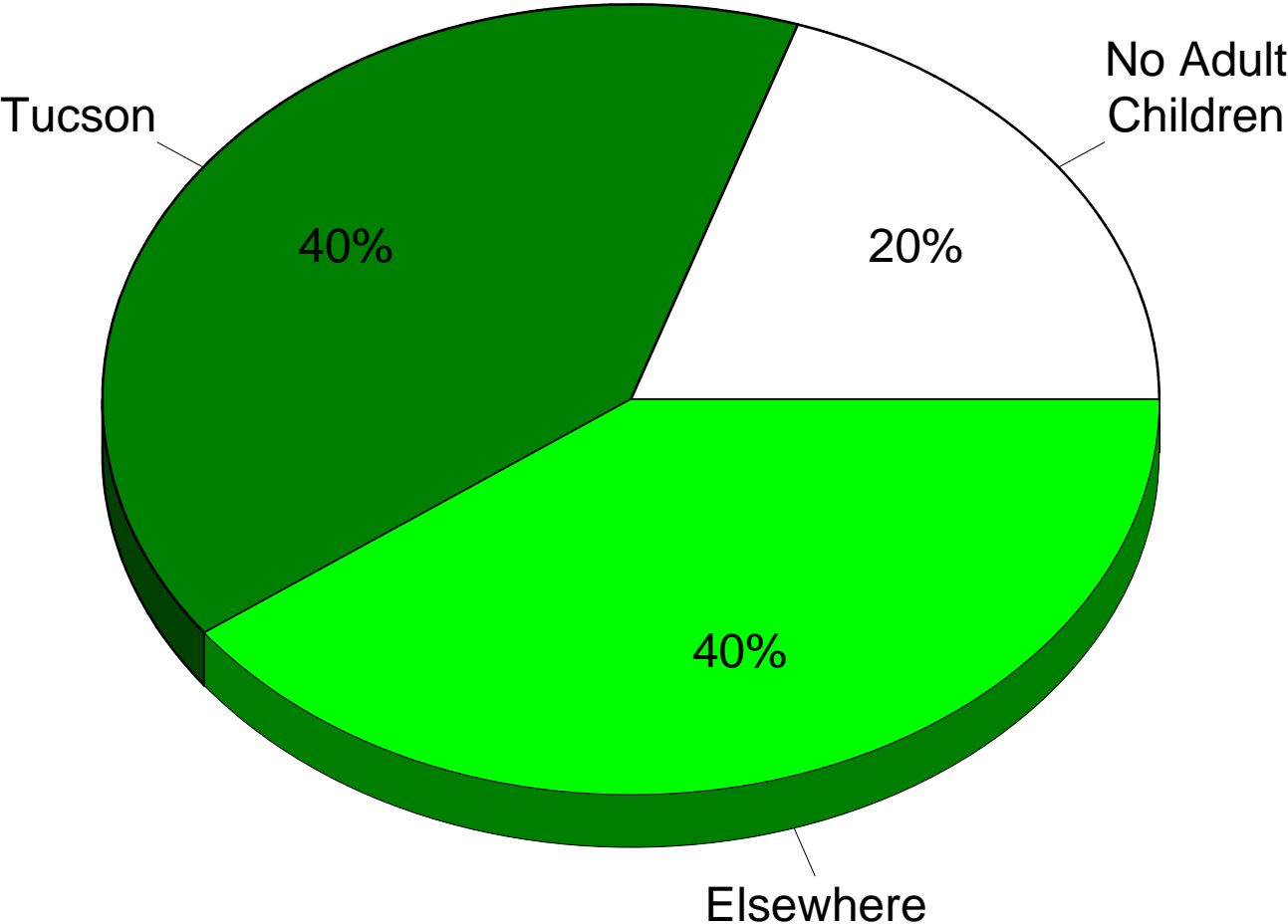


MIGRATION

- 480 households moving in each year
- 190 households definitely moving out each year
- 170 households probably moving out each year
- implies an increase in the size of the Jewish population in the next few years

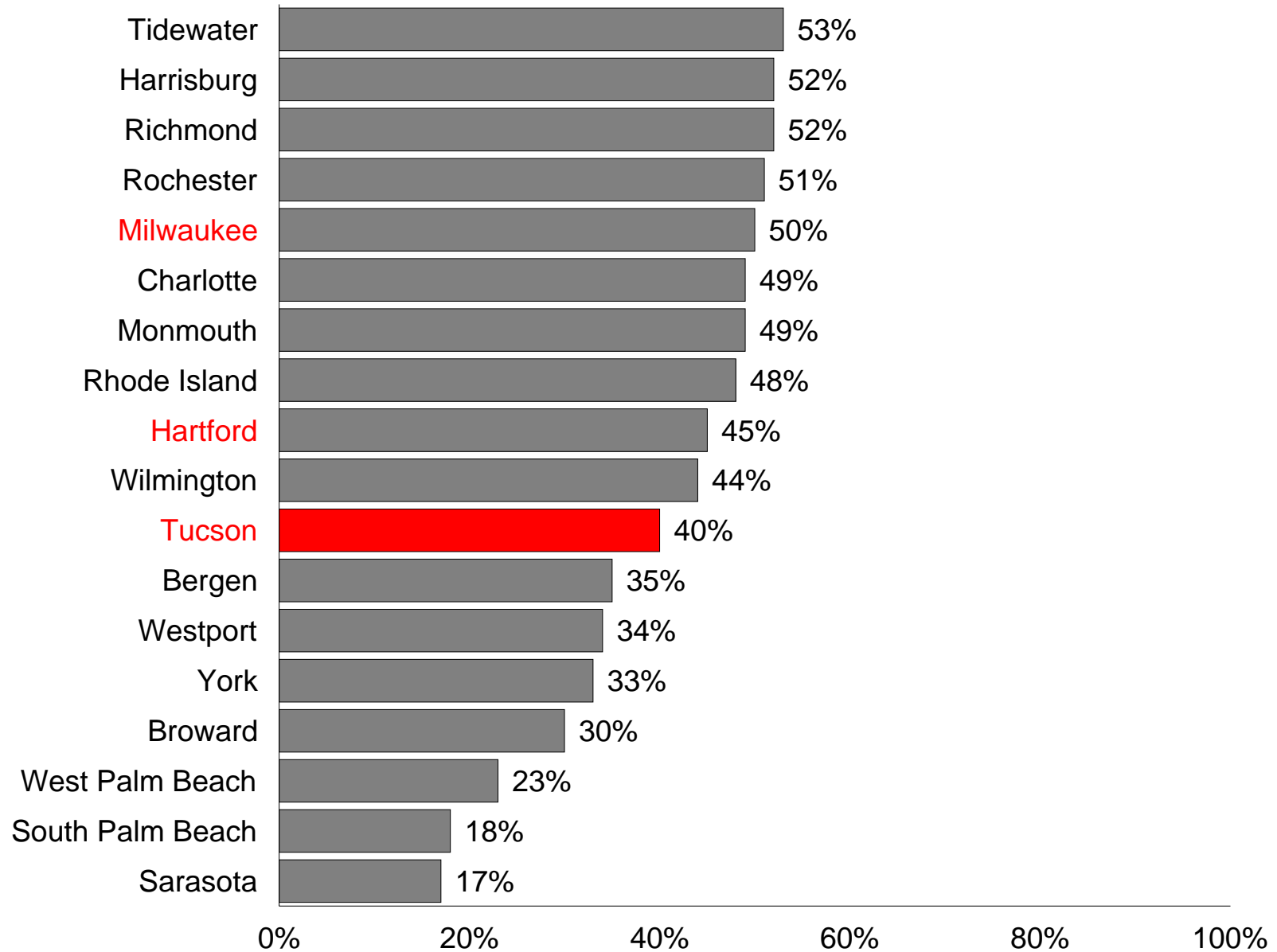
LOCATION OF ADULT CHILDREN LIVING INDEPENDENTLY

(Households in Which the Respondent Is Age 50 or Over)

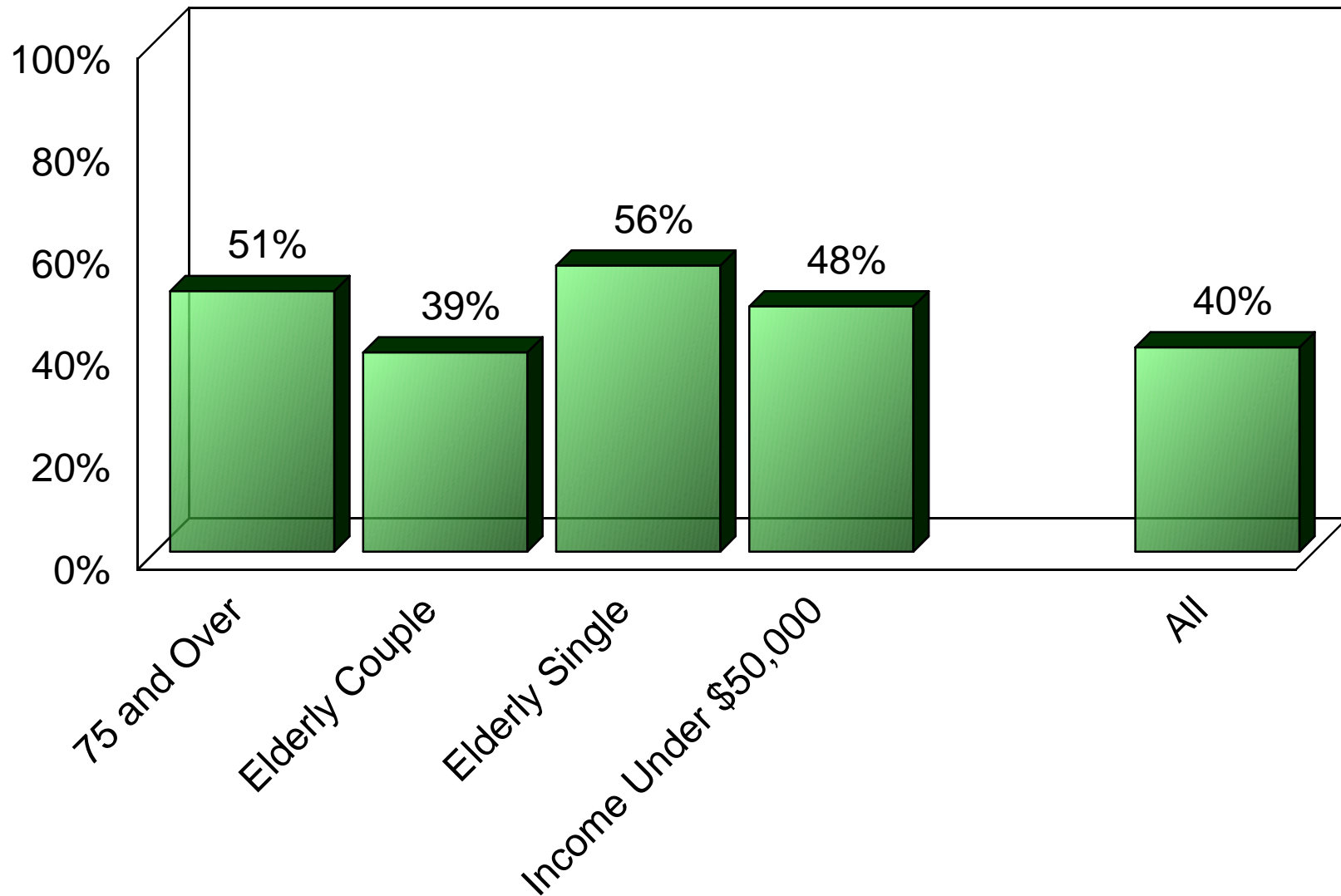


HOUSEHOLDS WITH ADULT CHILDREN LIVING INDEPENDENTLY IN LOCAL AREA

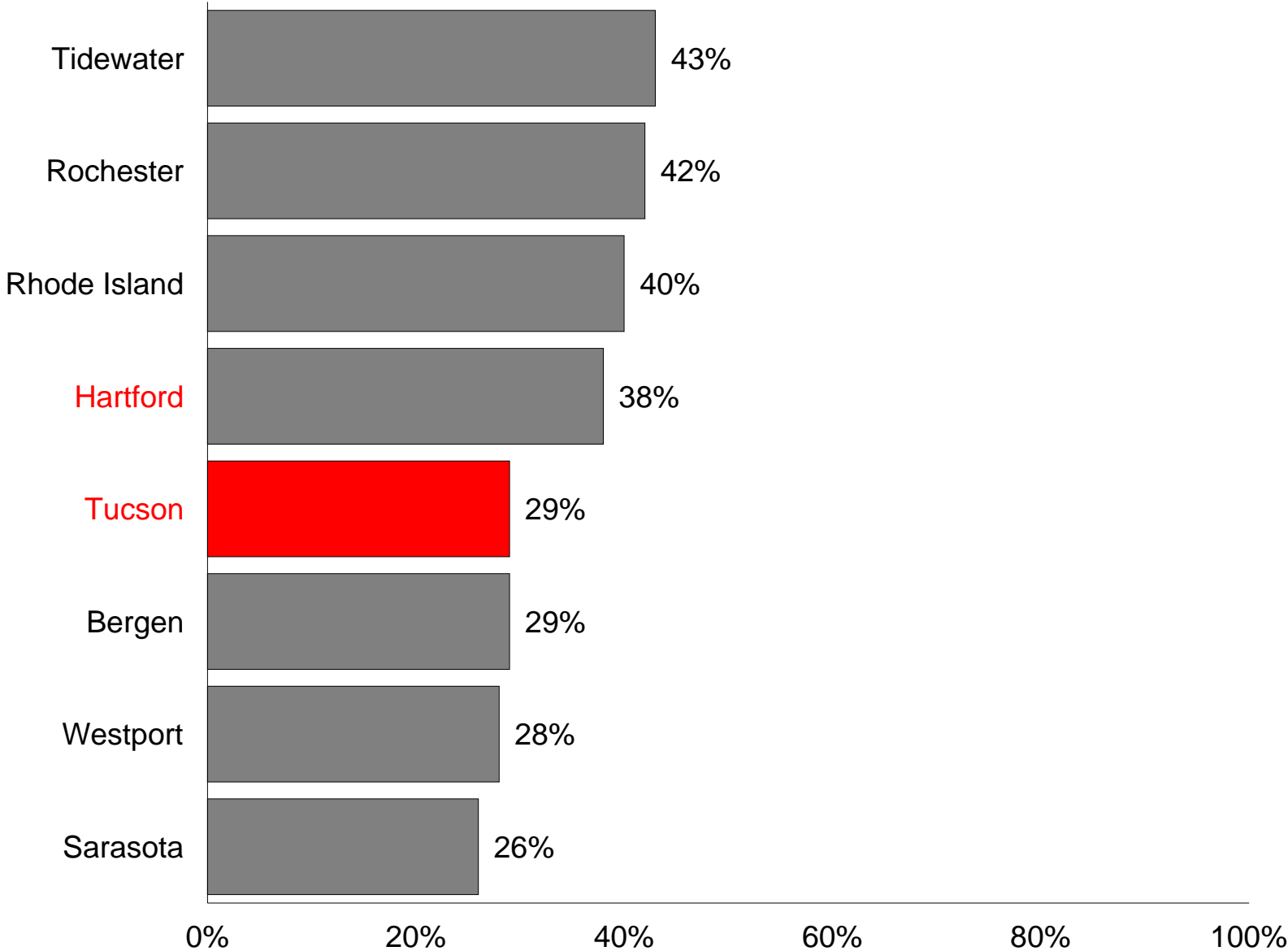
(Respondents Age 50 and Over)



HOUSEHOLDS WITH ADULT CHILDREN LIVING INDEPENDENTLY IN TUCSON



PERCENTAGE OF ADULT CHILDREN LIVING INDEPENDENTLY IN LOCAL AREA



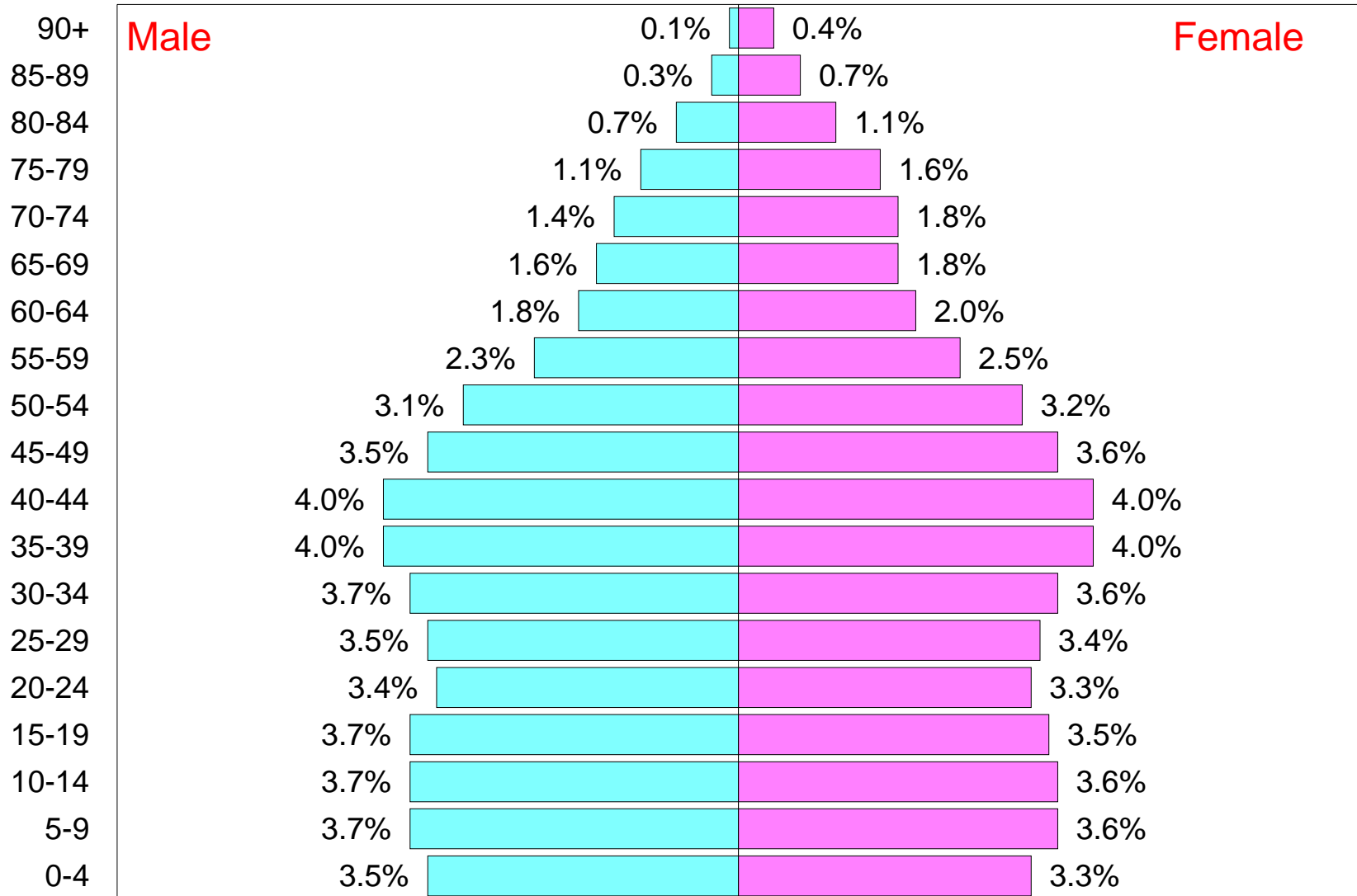
DEMOGRAPHIC PROFILE



AGE DISTRIBUTION OF ALL AMERICANS

Median Age is 35 years 12% are Age 65 and Over 6% are Age 75 and Over

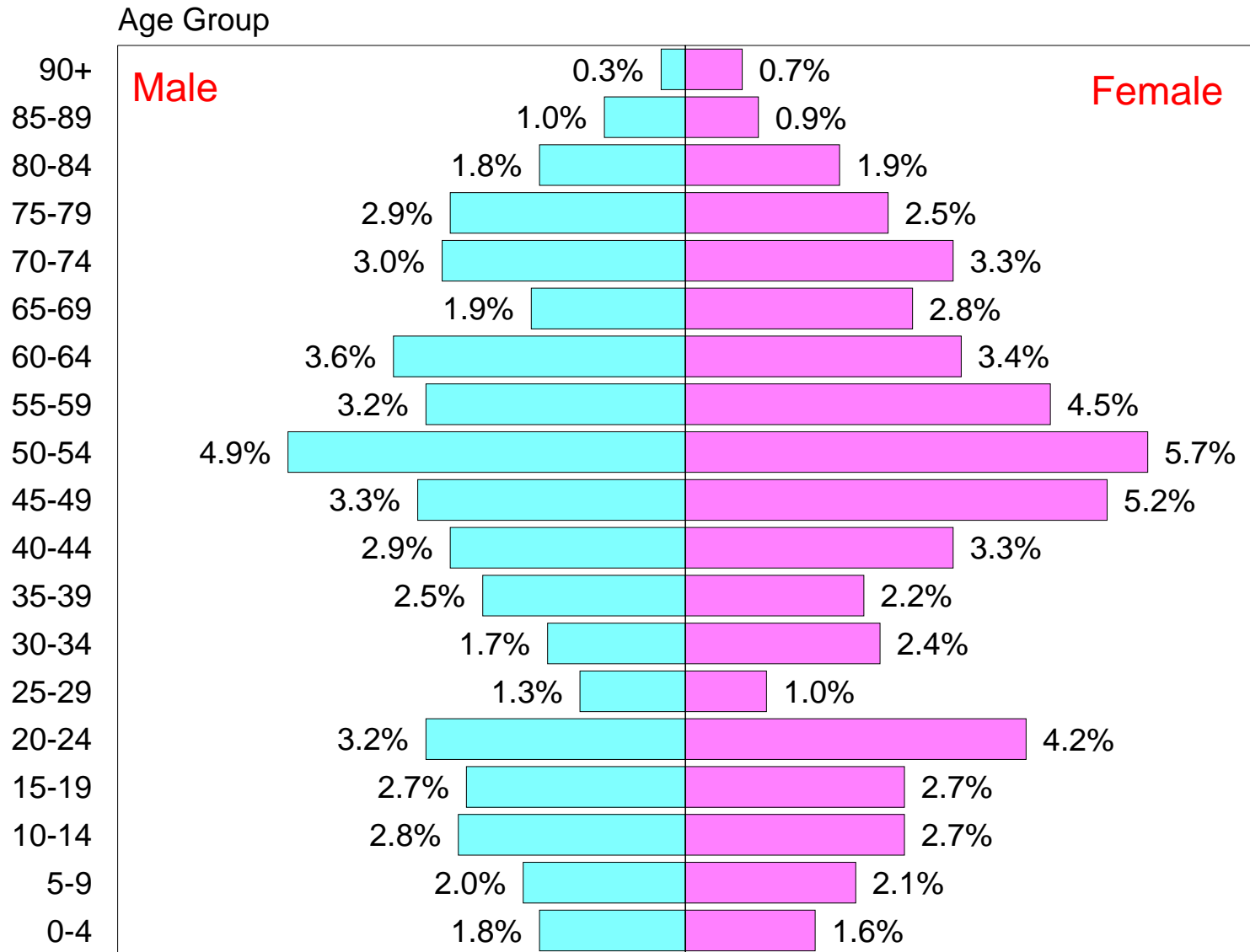
Age Group



AGE DISTRIBUTION

(Persons in Jewish Households)

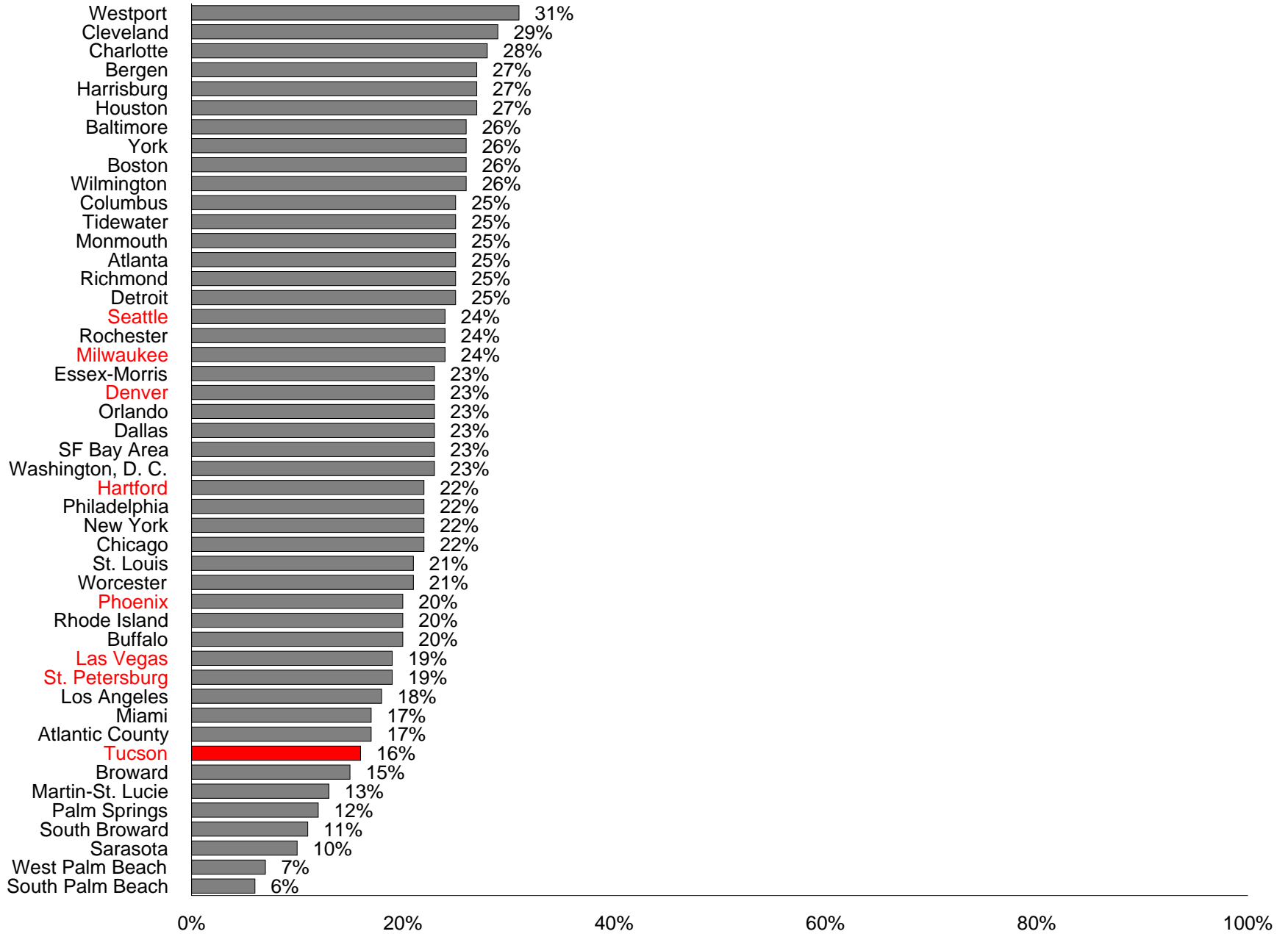
Median Age is 49.1 Years 23% are Age 65 and Over 12% are Age 75 and Over



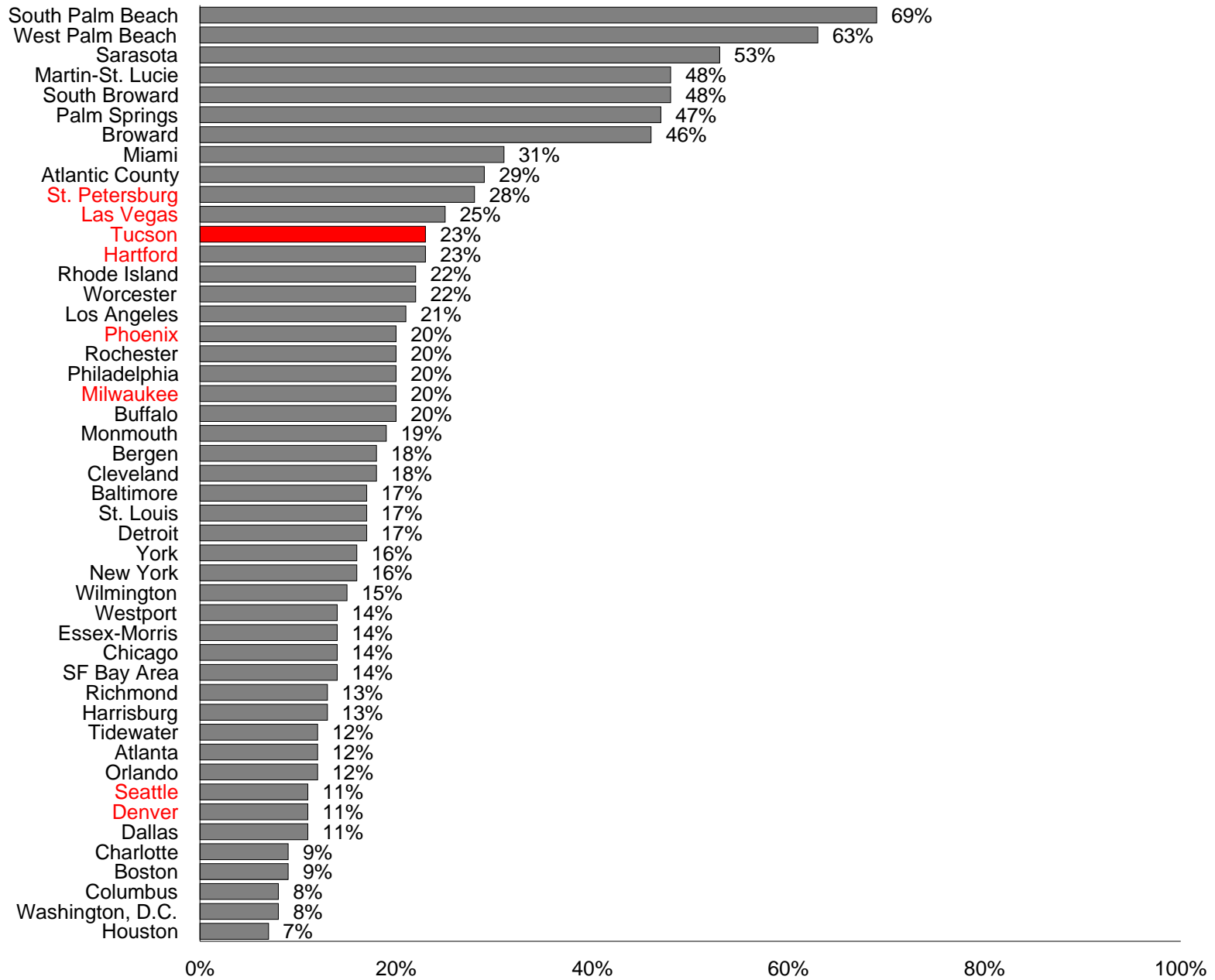
NUMBERS OF PERSONS

- 28,600 total persons in Jewish households
- 6,550 are age 65 and over
- 3,450 are age 75 and over
- 4,550 are age 0-17
- 3,100 Jewish children are age 0-17
(1,450 additional children are not being raised Jewish)
- 24,050 persons of voting age

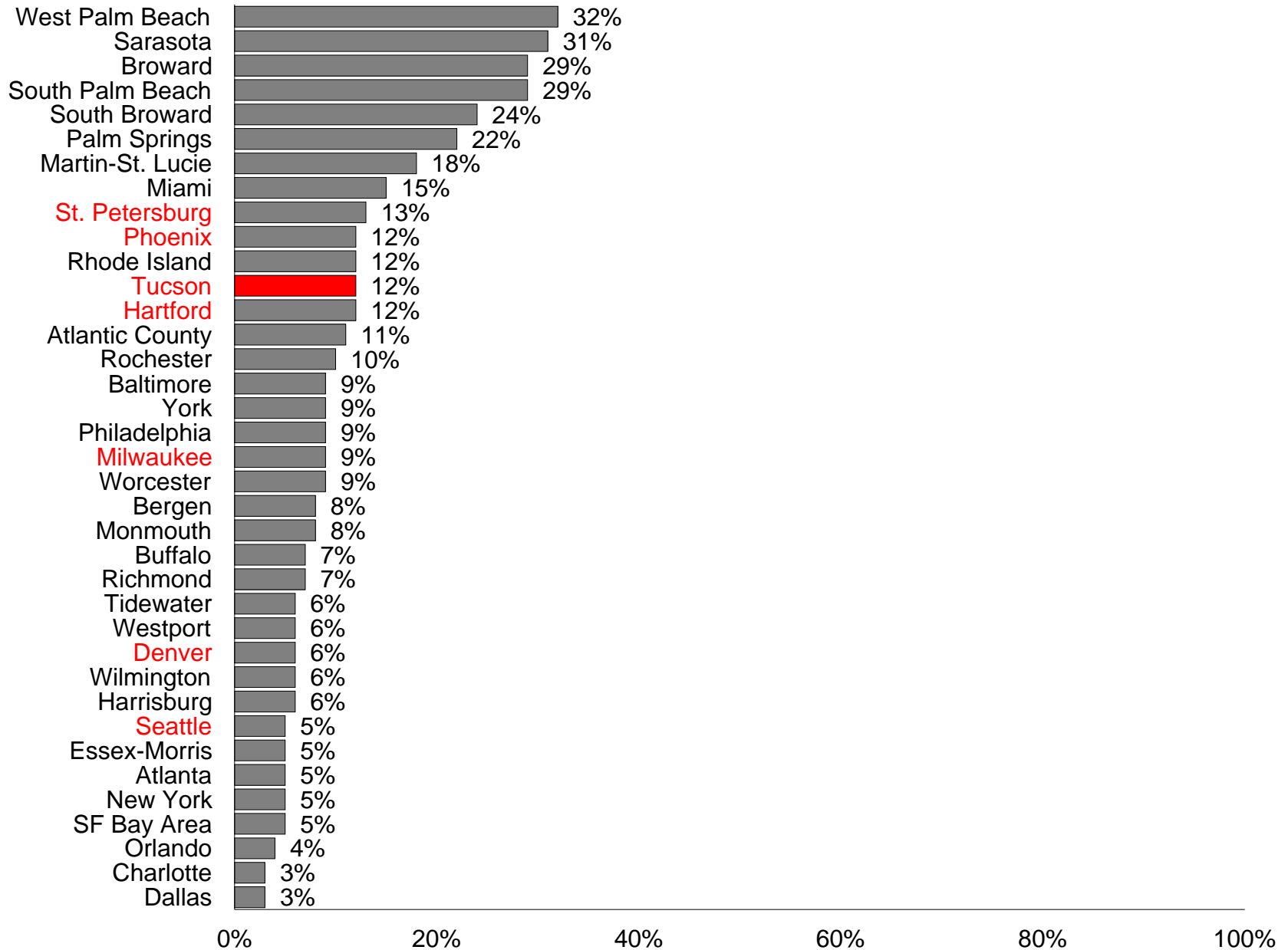
AGE 0-17



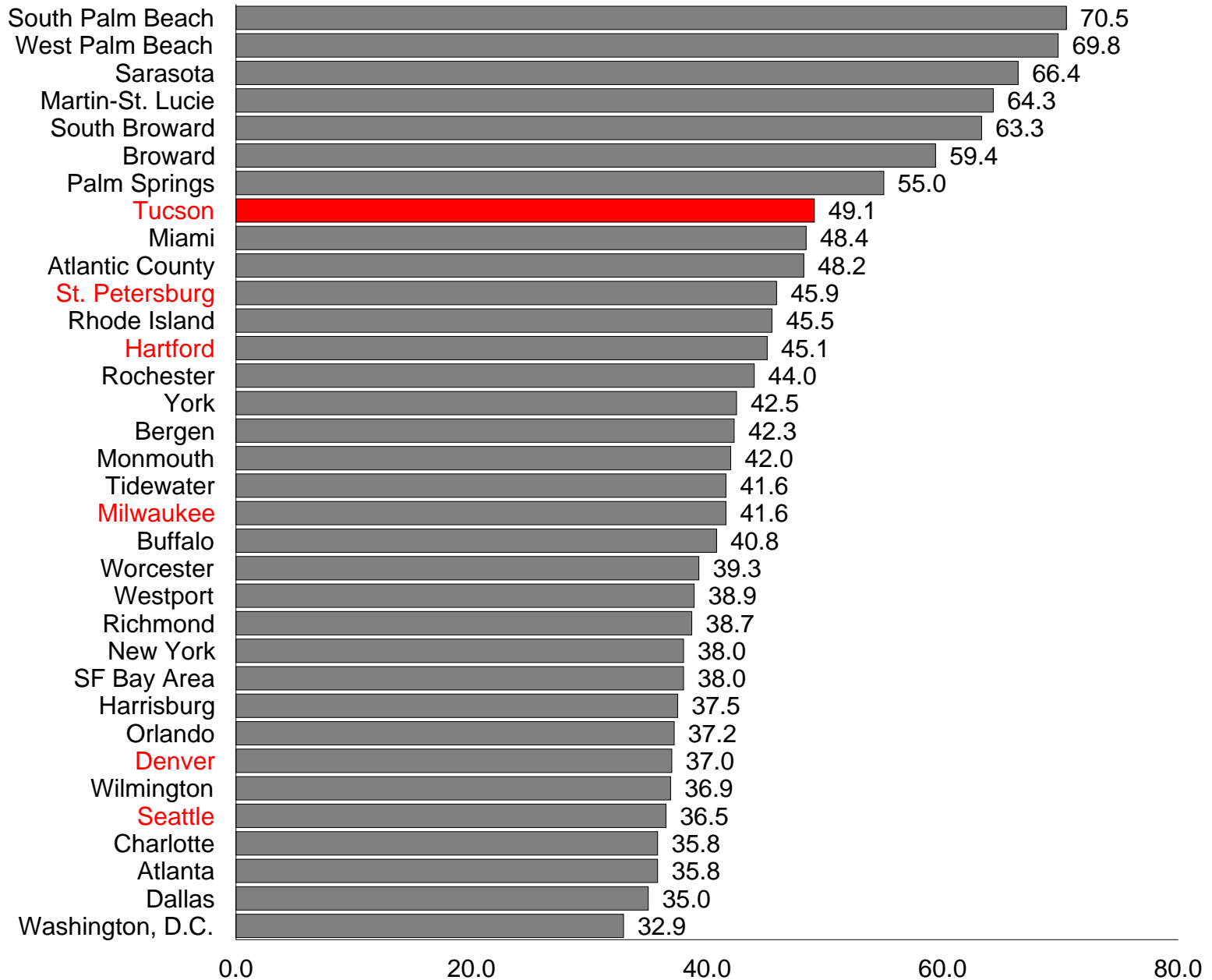
AGE 65 AND OVER



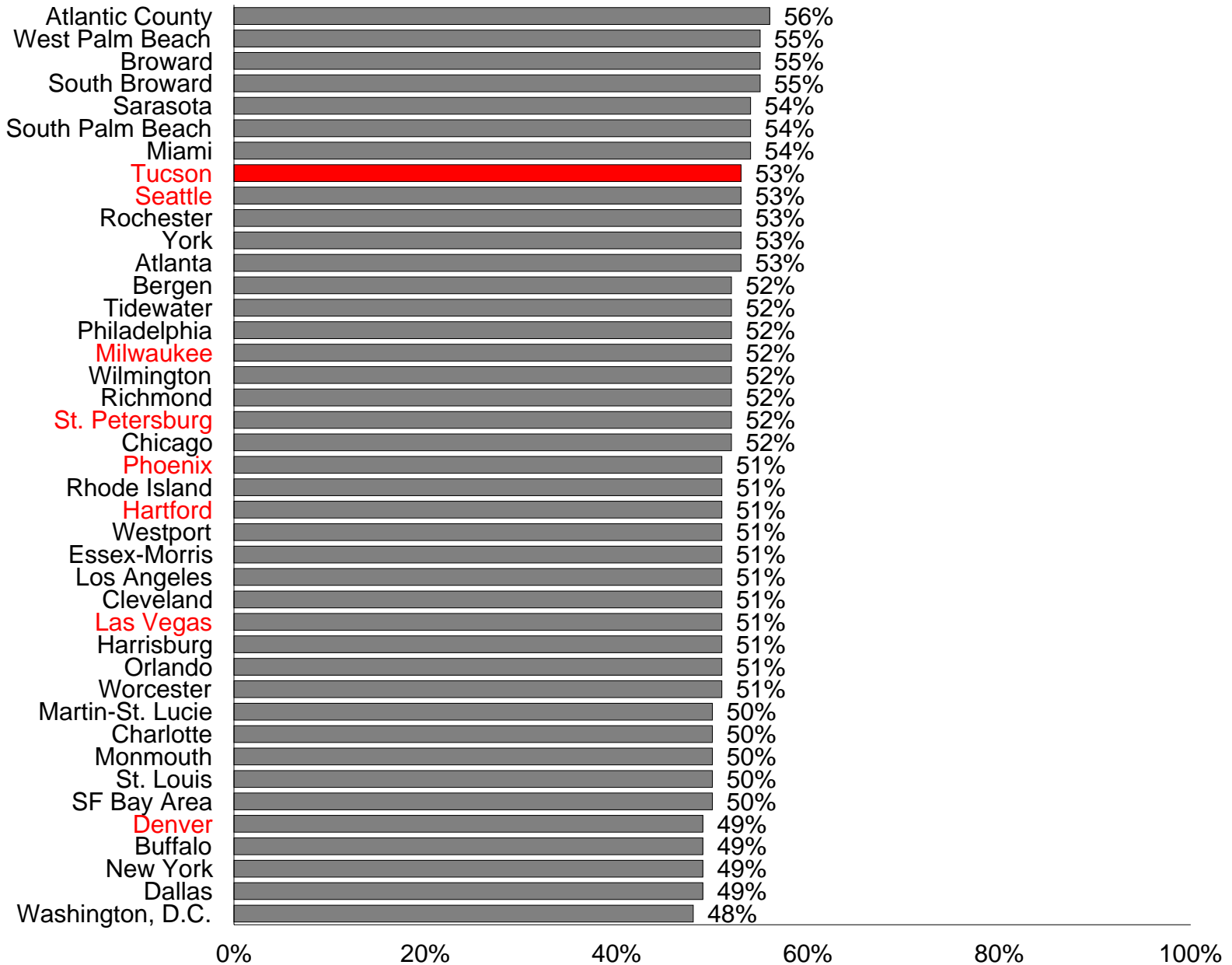
AGE 75 AND OVER



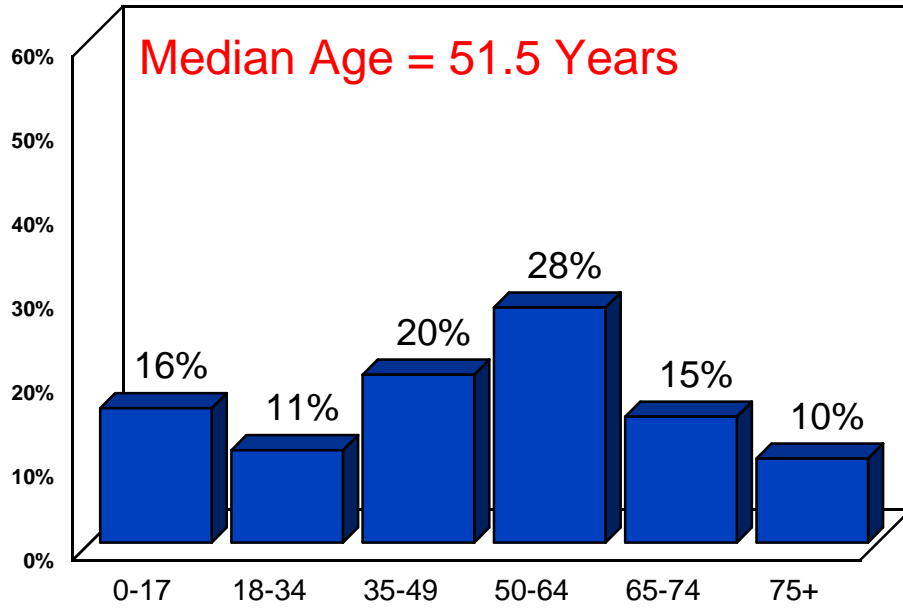
MEDIAN AGE



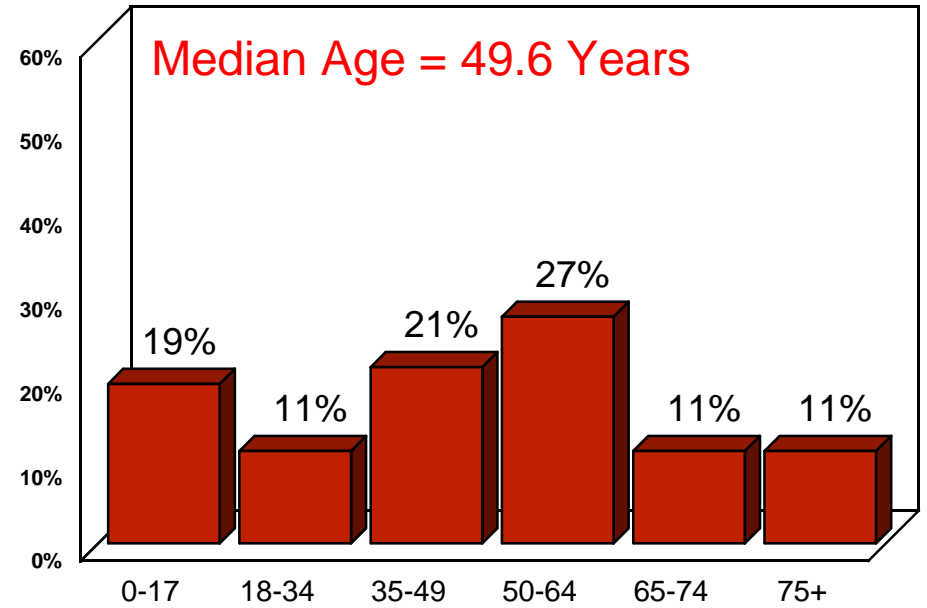
PERCENTAGE FEMALE



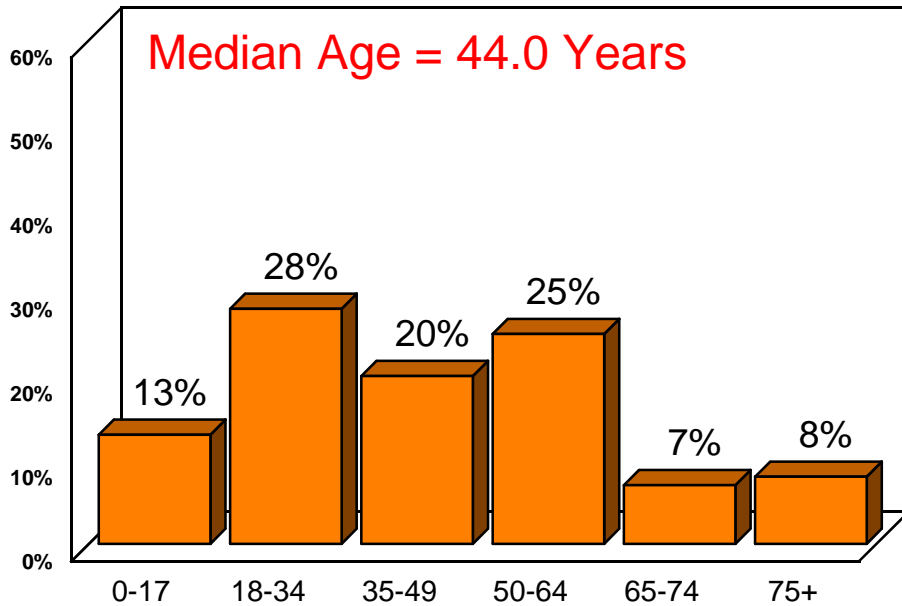
WEST/NORTHWEST



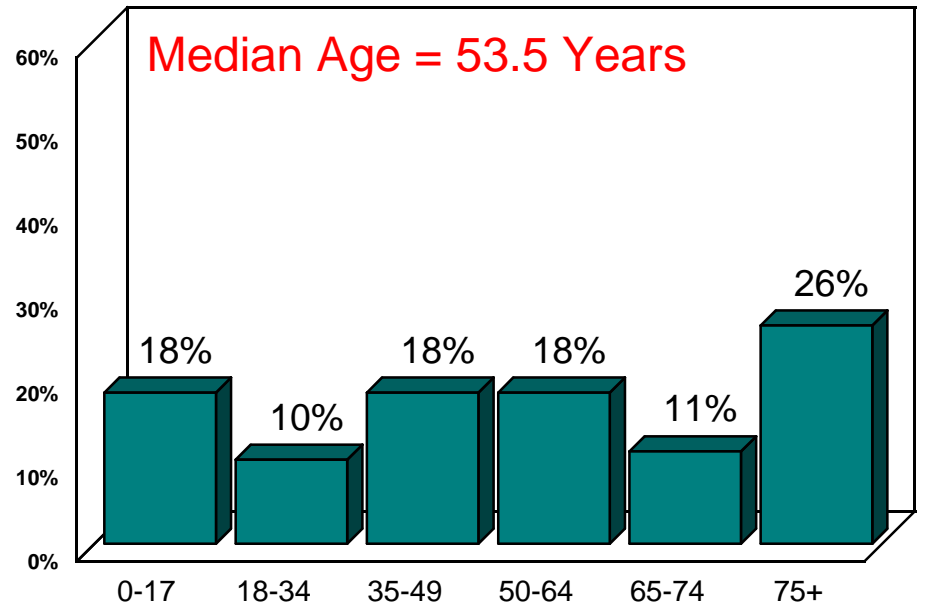
NORTHEAST



CENTRAL

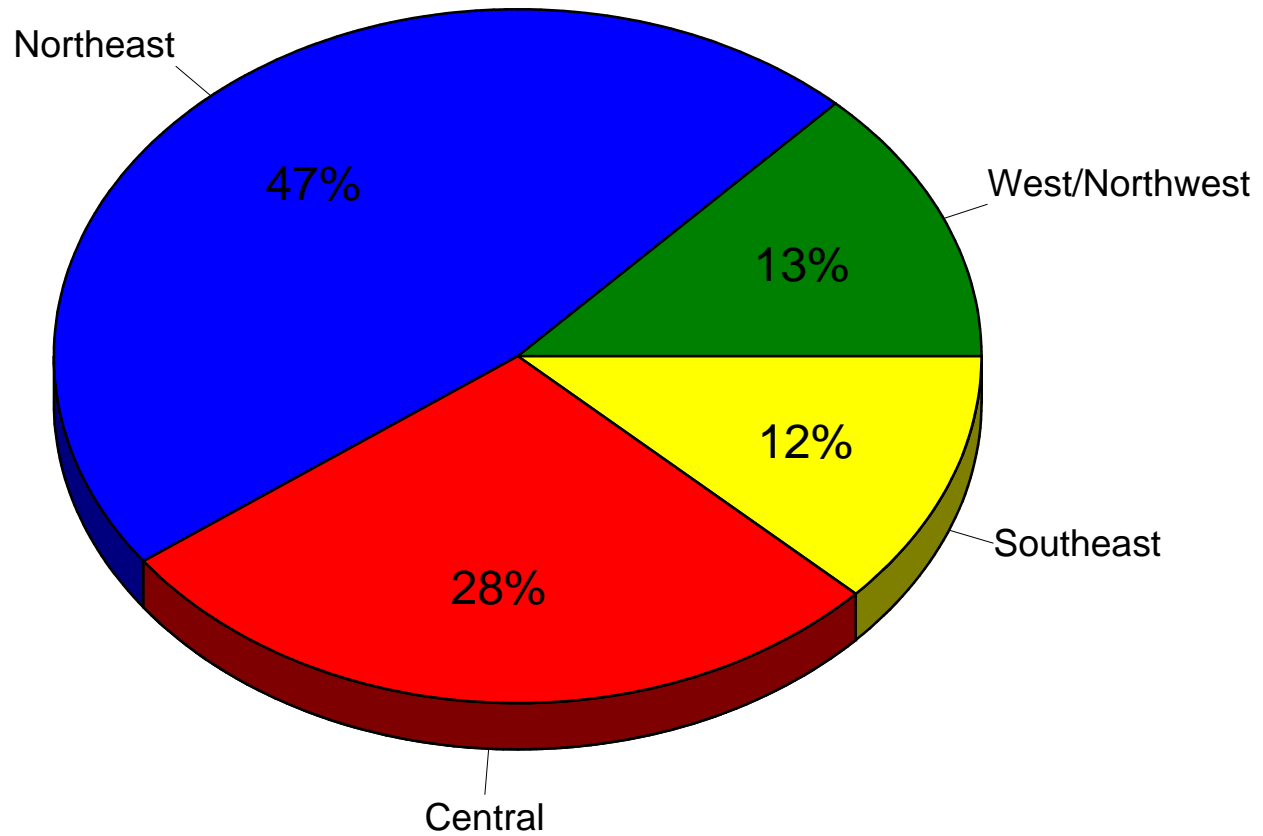


SOUTHEAST



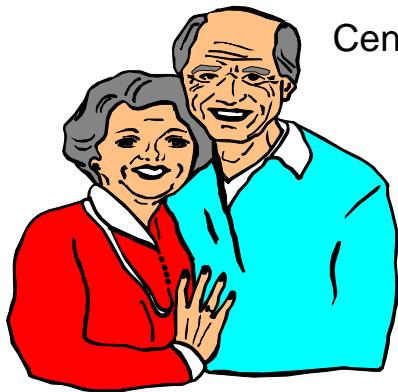
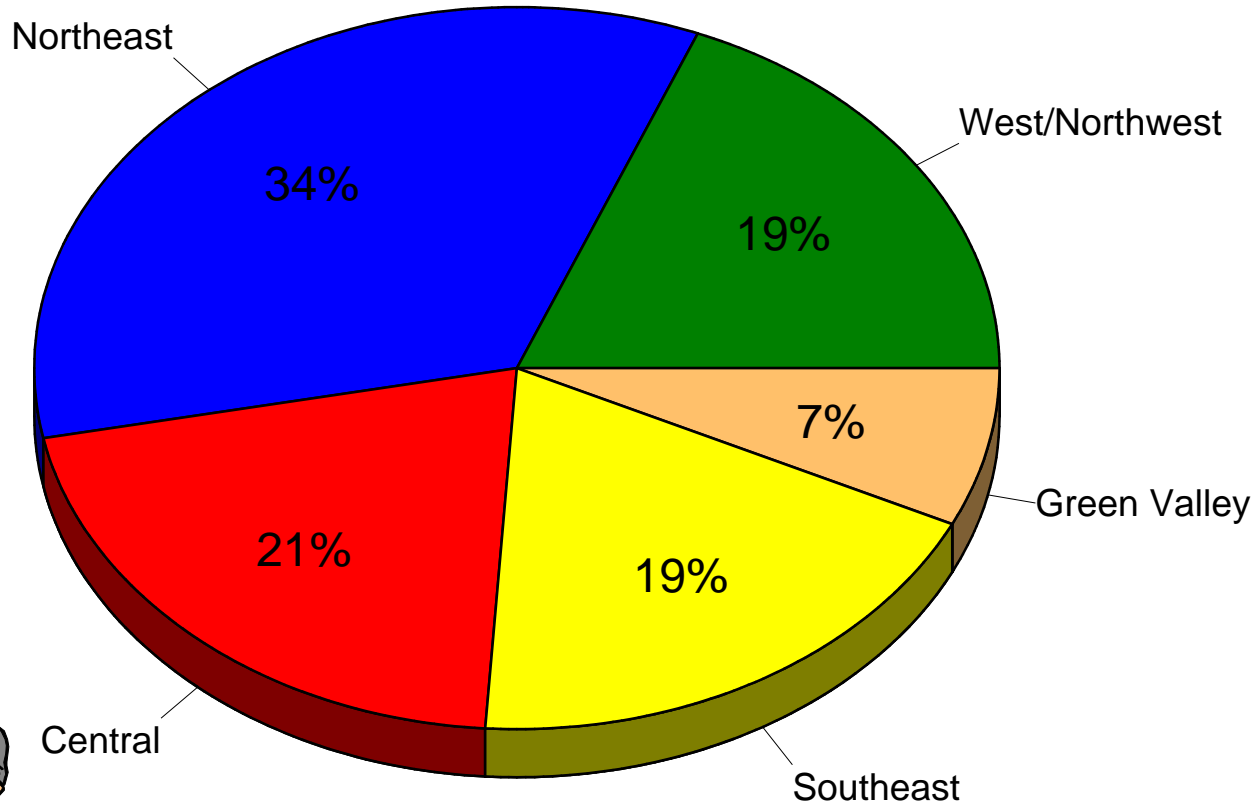
WHERE DO THE JEWISH CHILDREN LIVE?

Age 0-17 (3,100 Jewish Children)

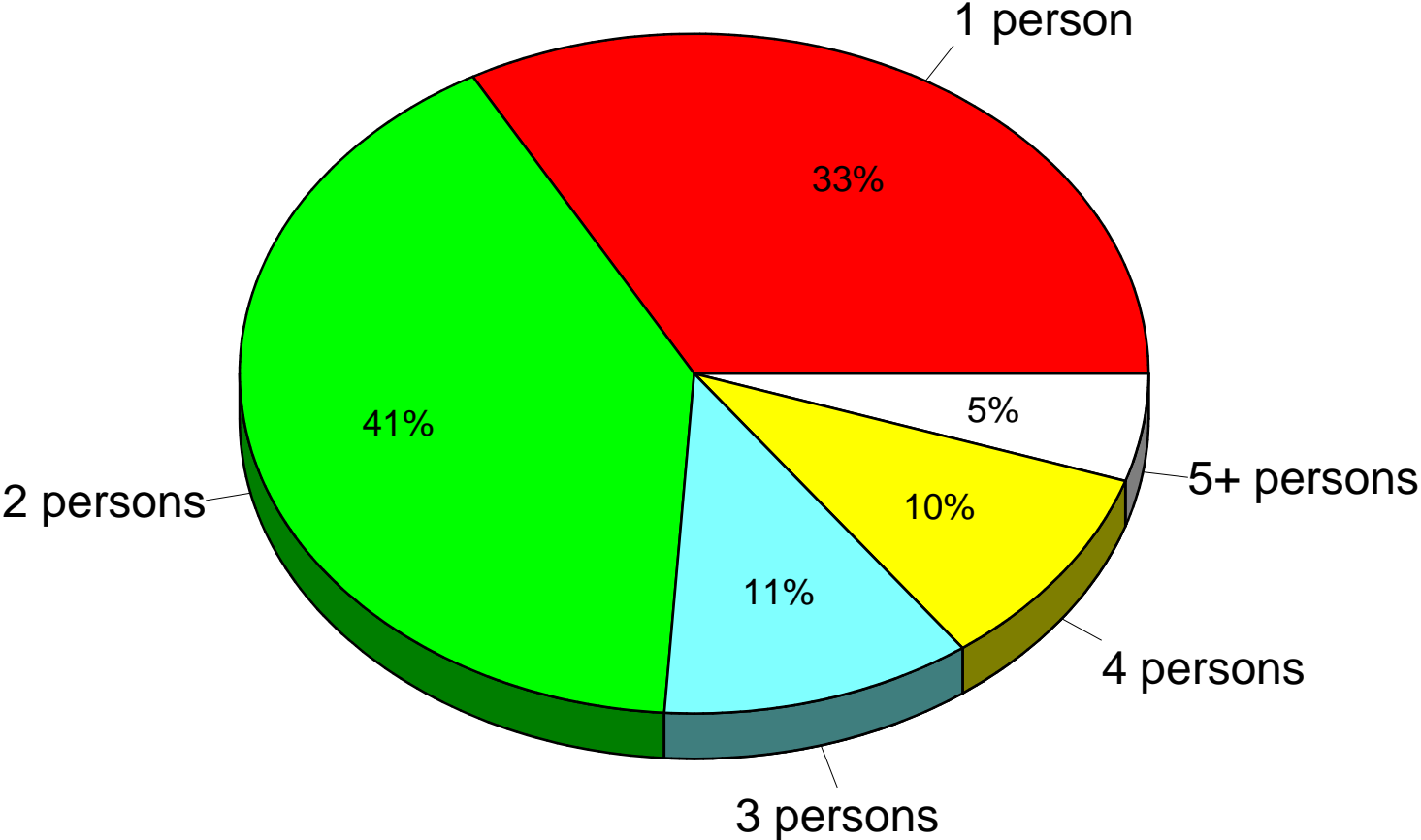


WHERE DO THE ELDERLY LIVE?

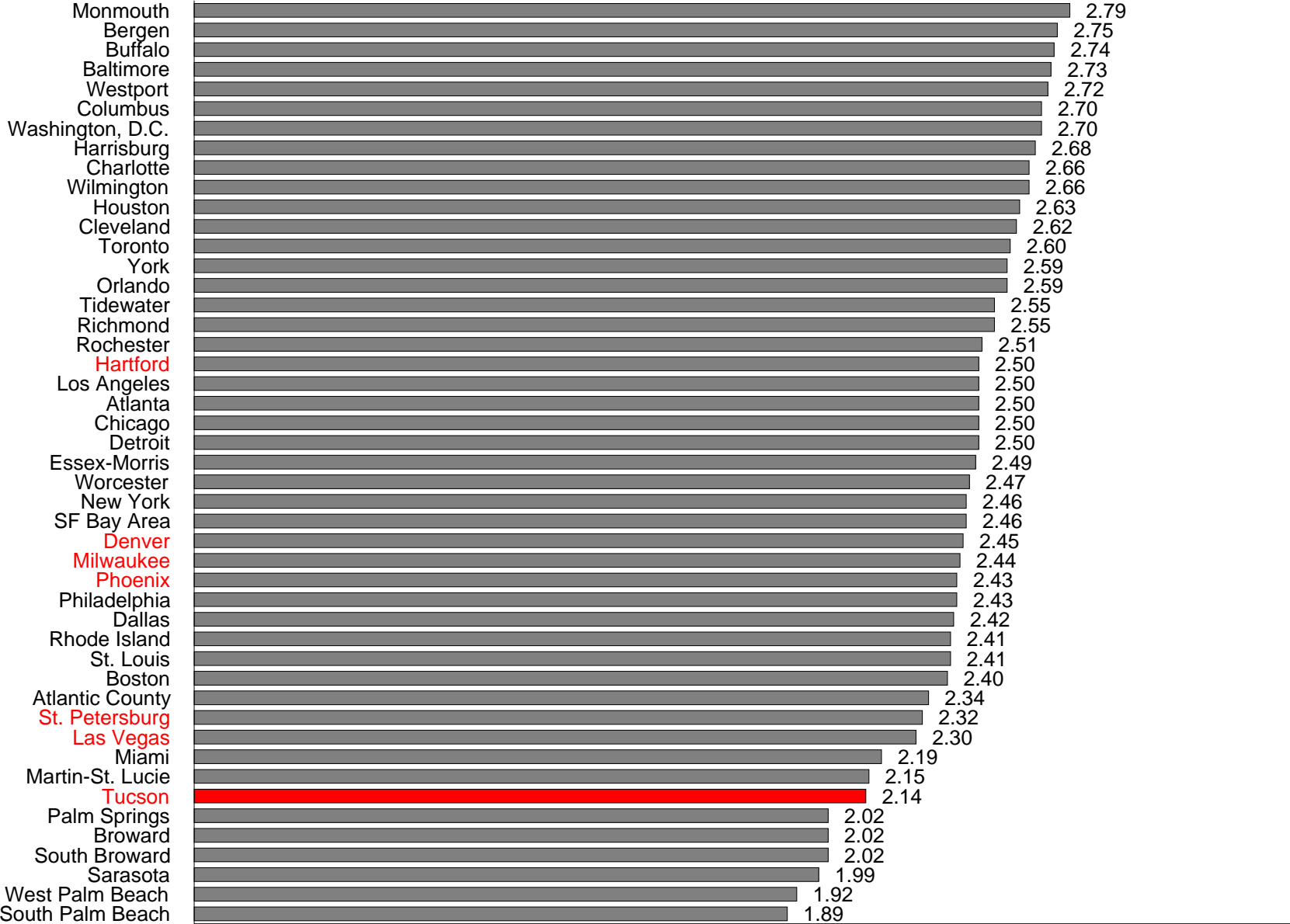
Age 65 and Over (6,550 persons)



HOUSEHOLD SIZE

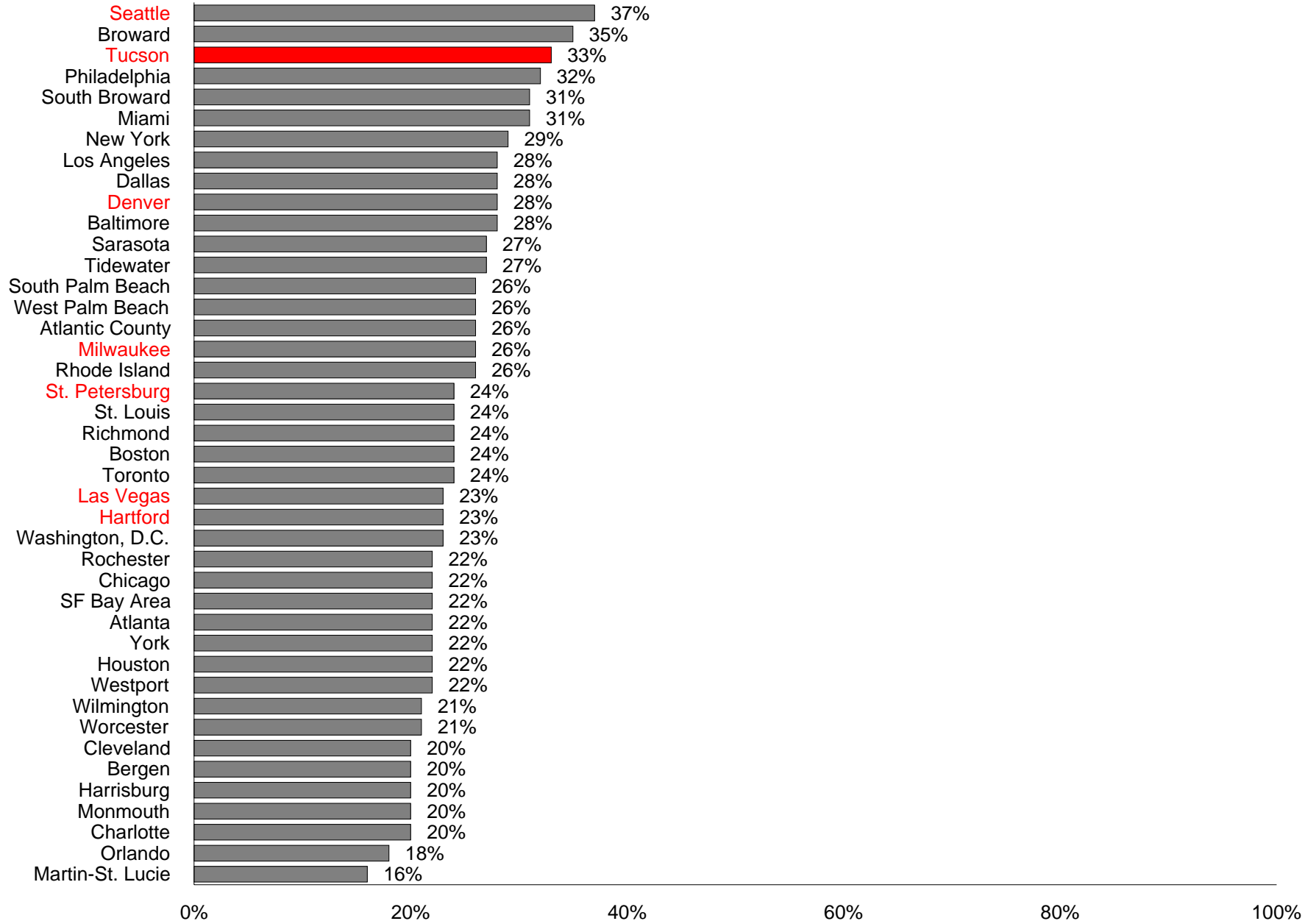


AVERAGE HOUSEHOLD SIZE

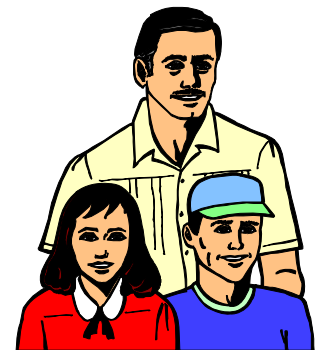
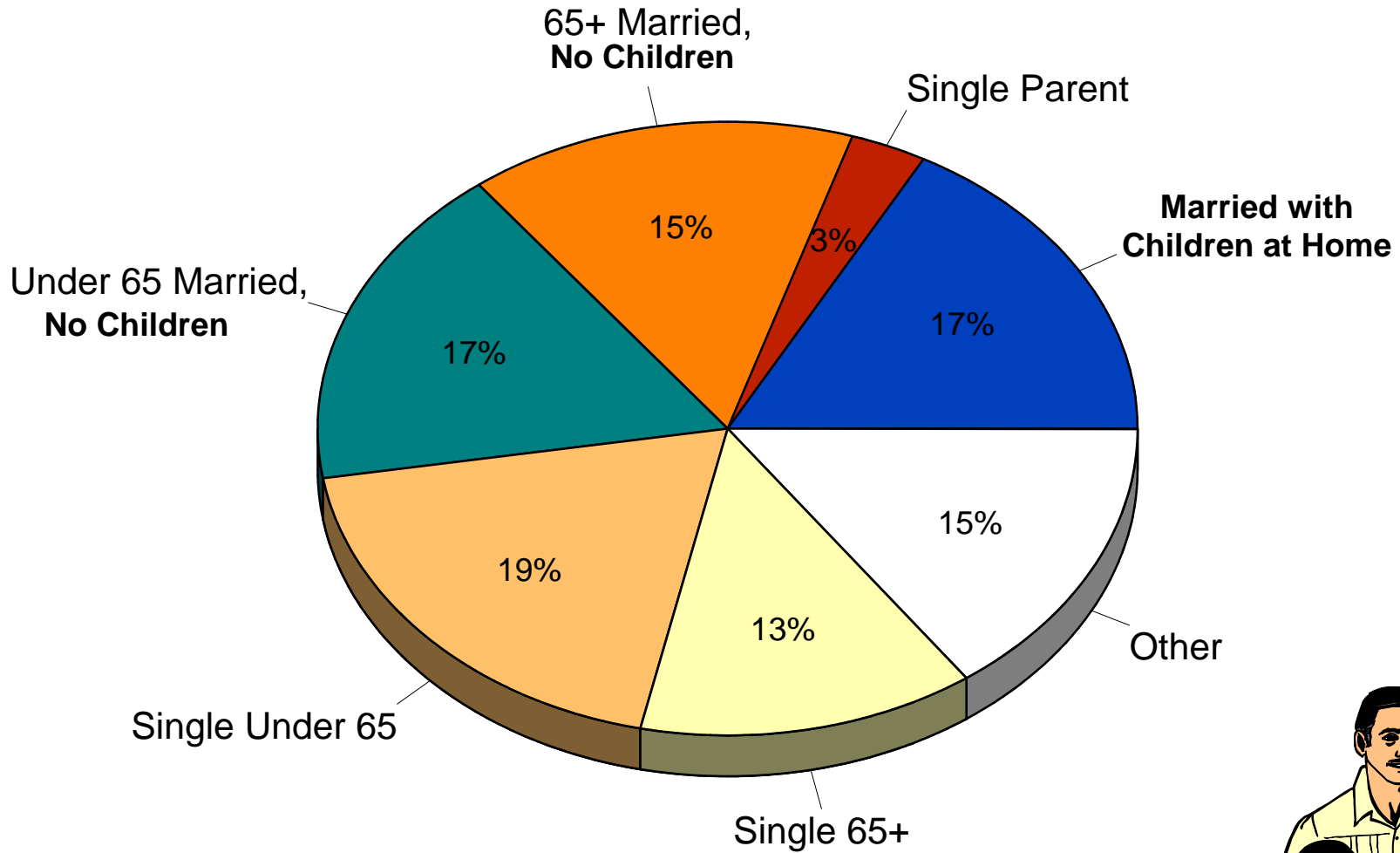


(persons per household)

SINGLE PERSON HOUSEHOLDS



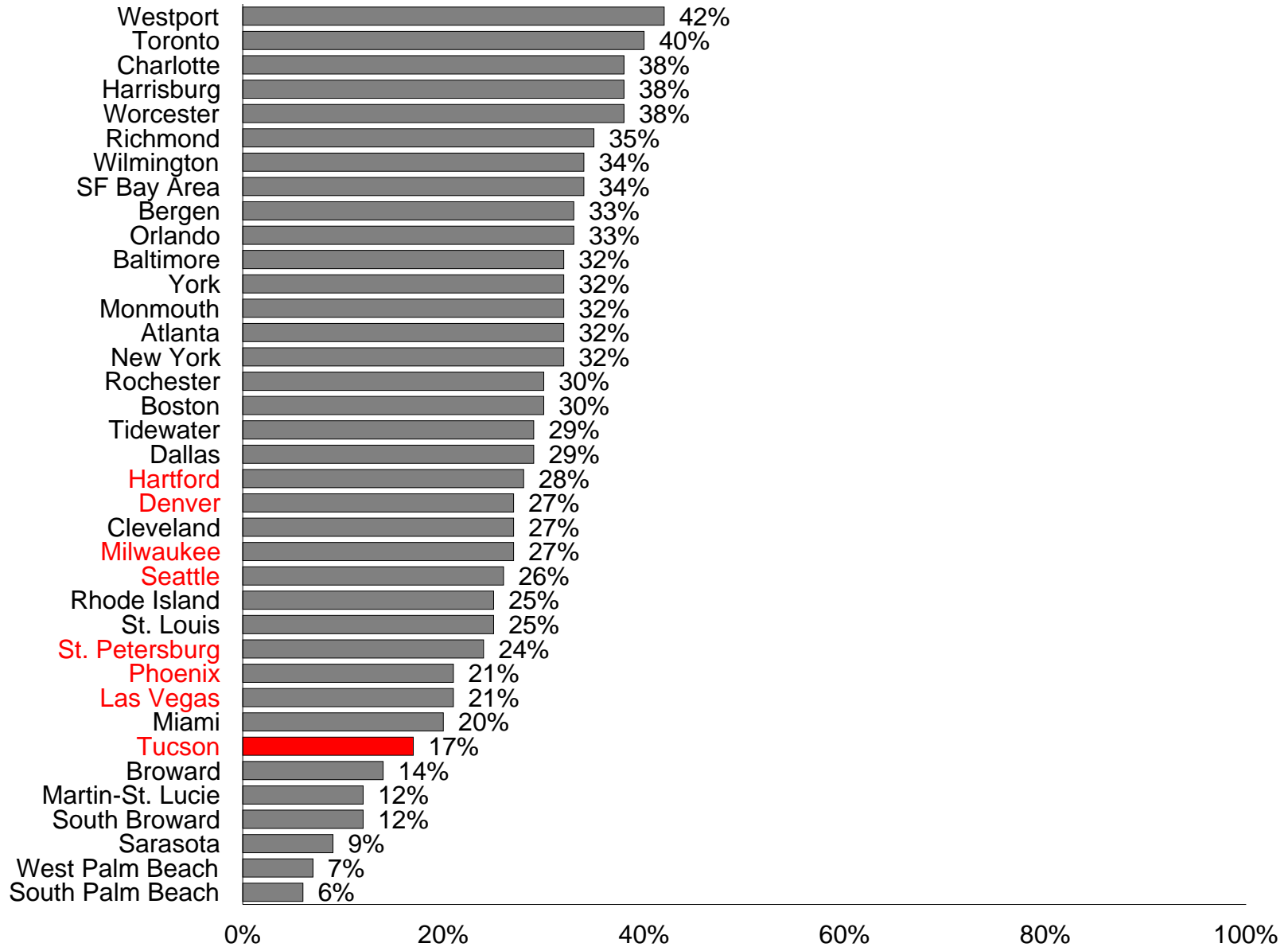
HOUSEHOLD STRUCTURE



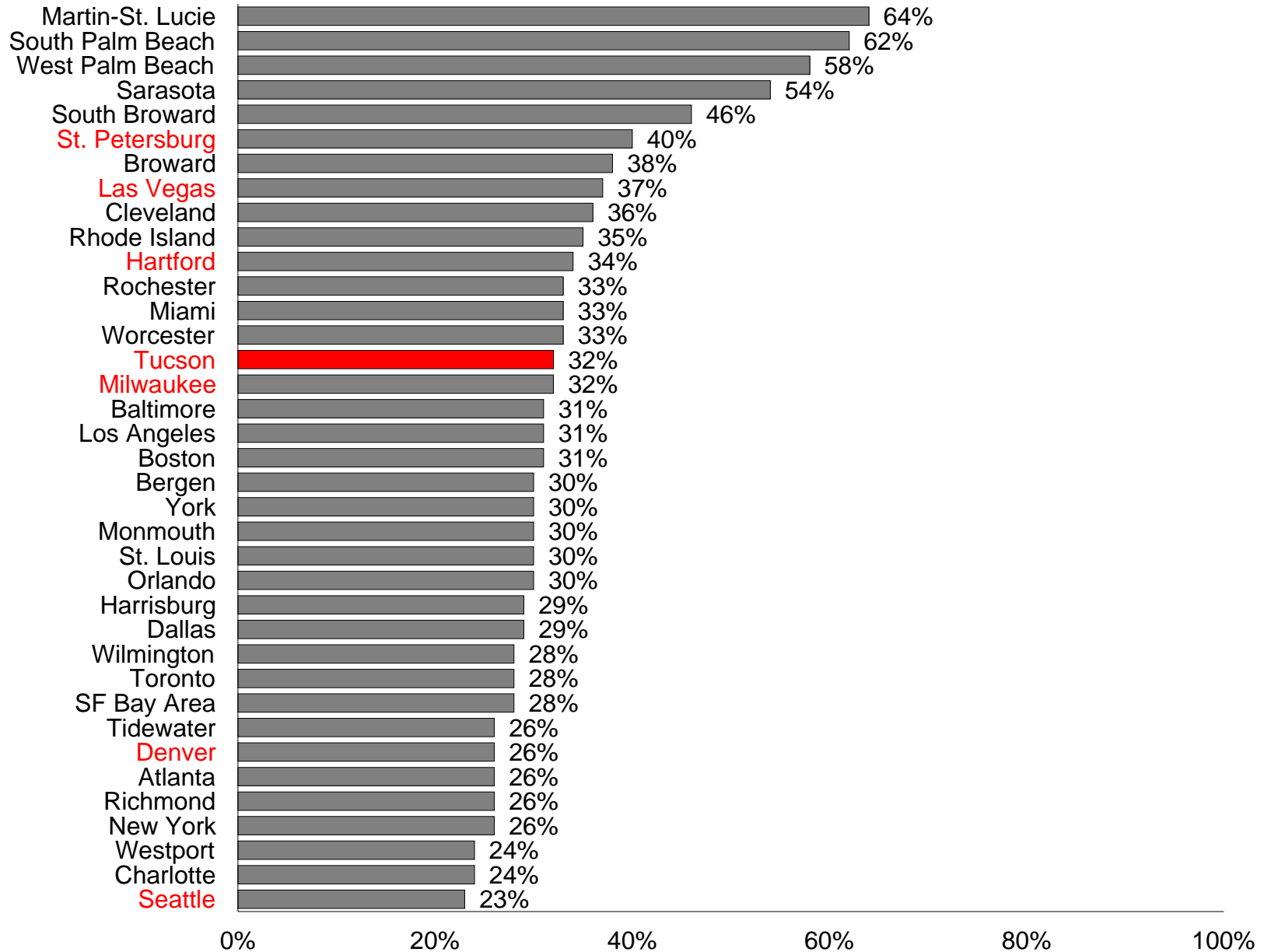
NUMBER OF HOUSEHOLDS

- **13,400 total Jewish households**
- **950 are in residence for less than ten months of the year**
- **4,350 are single person households**
- **1,200 are single person households age 75 and over**
- **850 are single female households age 75 and over**
- **2,650 are households with children age 0-17 at home**
- **2,250 are households with Jewish children**
- **4,350 are married couple households with no children at home**
- **4,500 are households with elderly persons**
- **1,400 are households with an annual income under \$15,000**

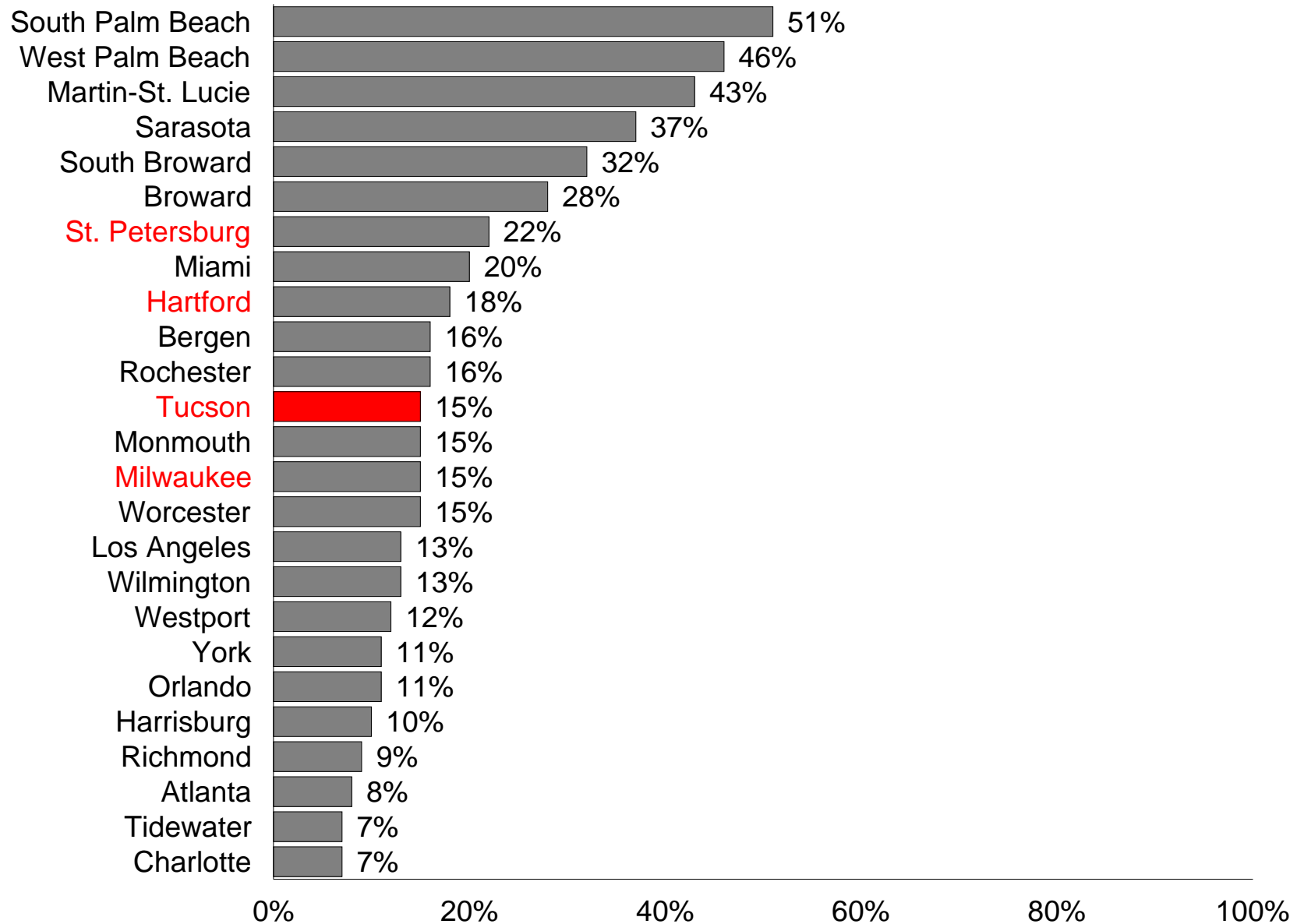
MARRIED HOUSEHOLDS WITH CHILDREN AGE 0-17 AT HOME



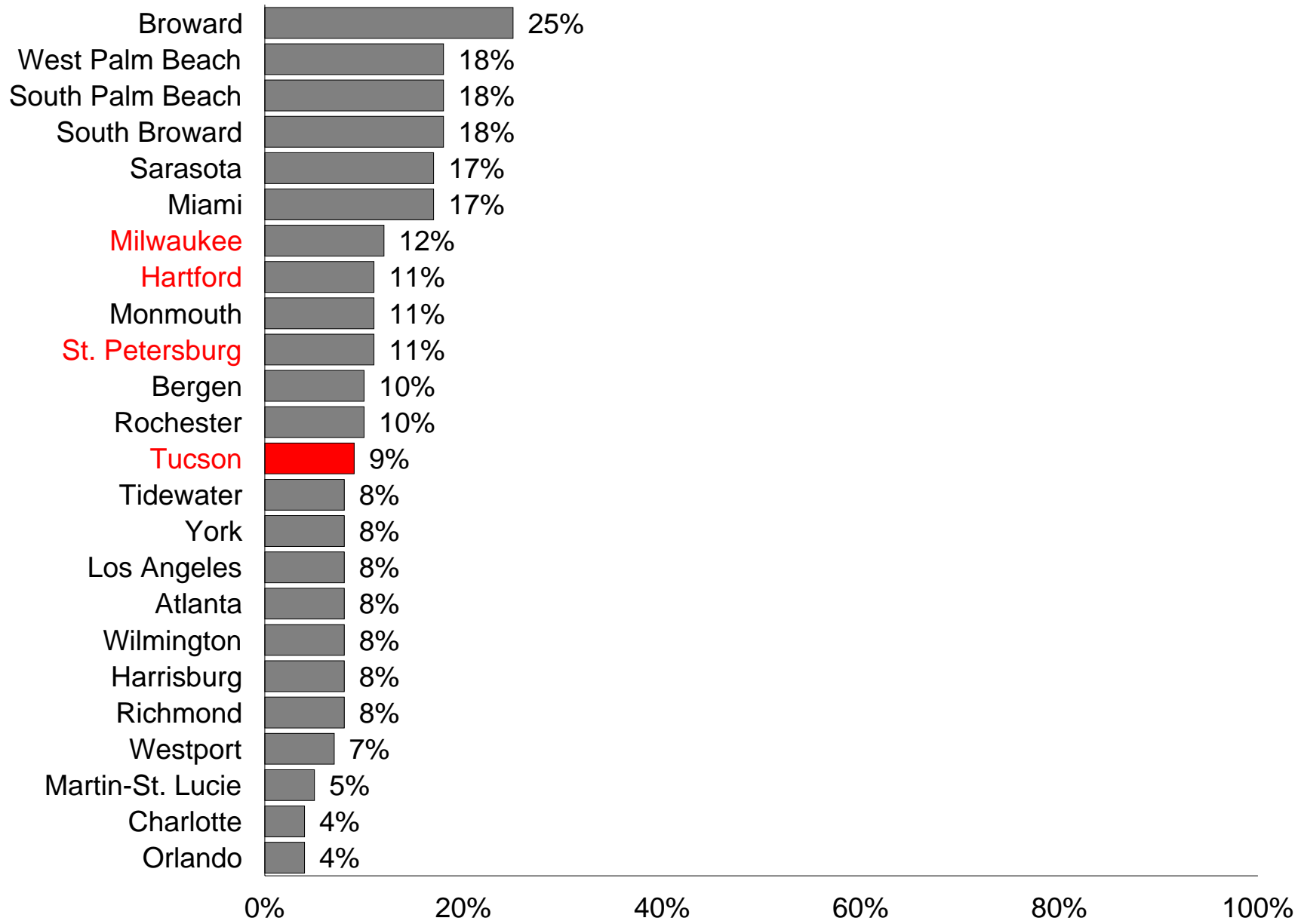
MARRIED HOUSEHOLDS WITH NO CHILDREN AT HOME



MARRIED HOUSEHOLDS AGE 65 AND OVER WITH NO CHILDREN AT HOME

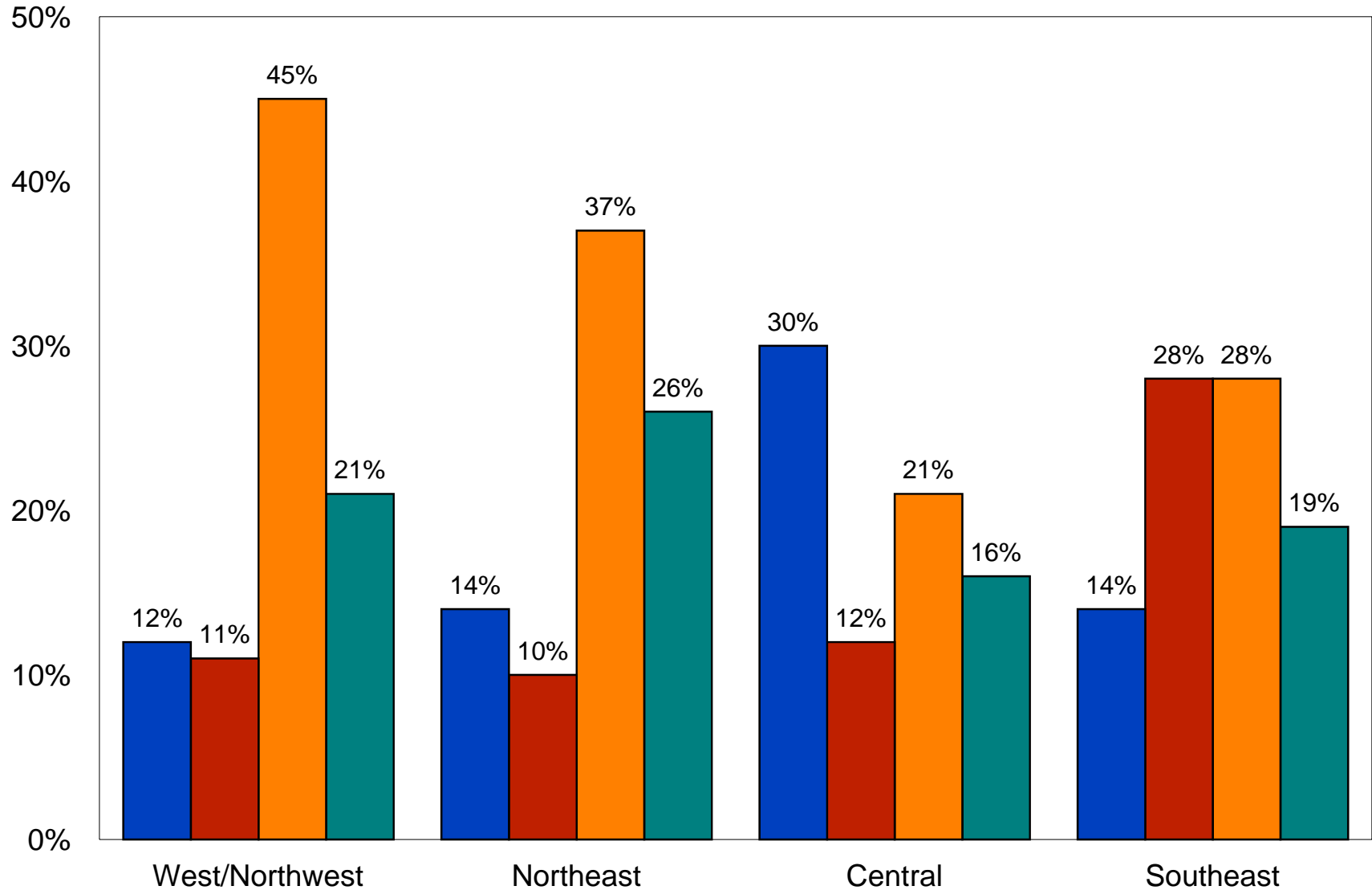


SINGLE FEMALE HOUSEHOLDS AGE 65 AND OVER



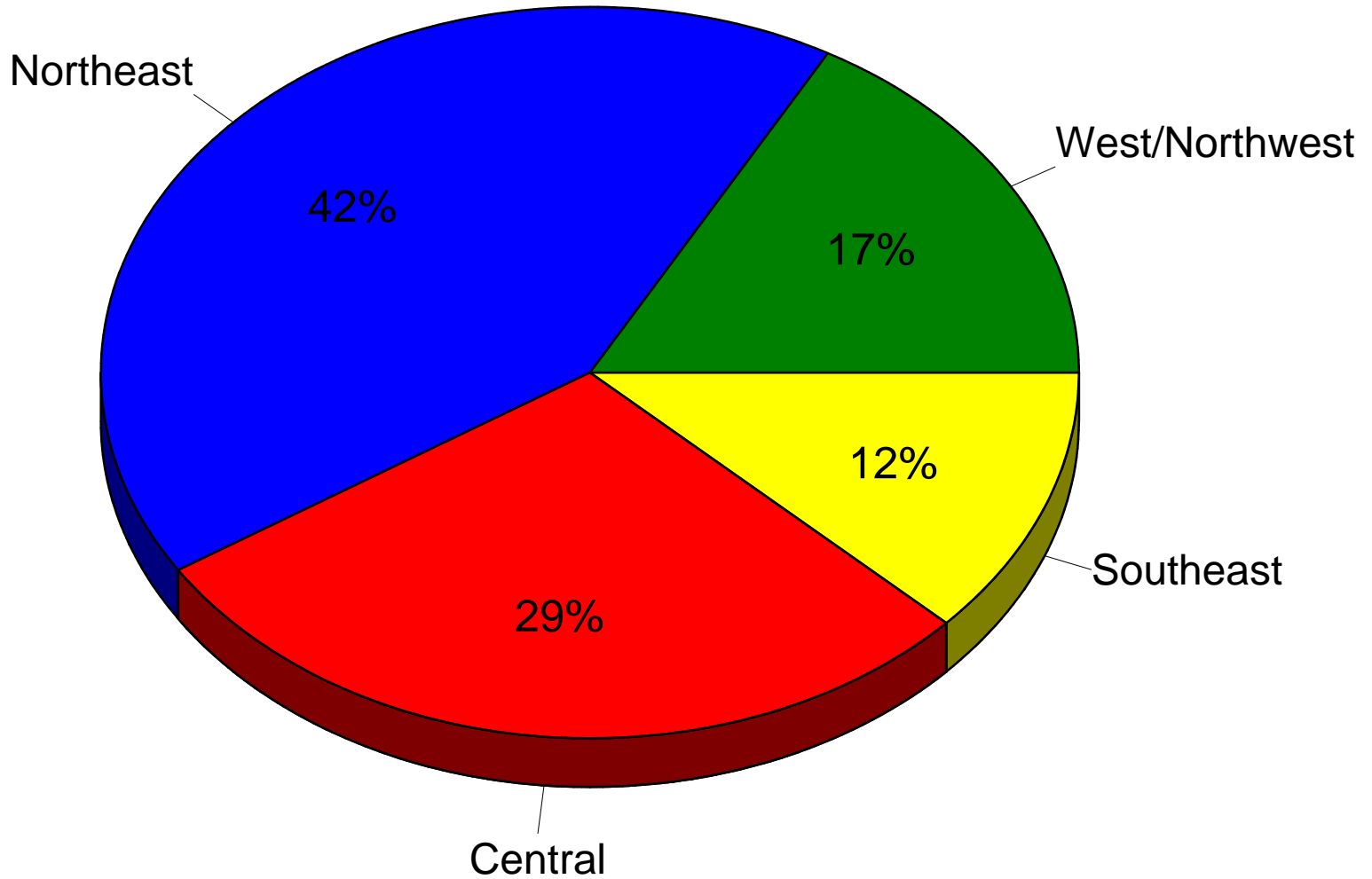
HOUSEHOLD STRUCTURE BY GEOGRAPHIC AREA

■ Non-Elderly Single Households ■ Elderly Single Households ■ Married Households, No Children ■ Households with Children Age 0-17 at Home

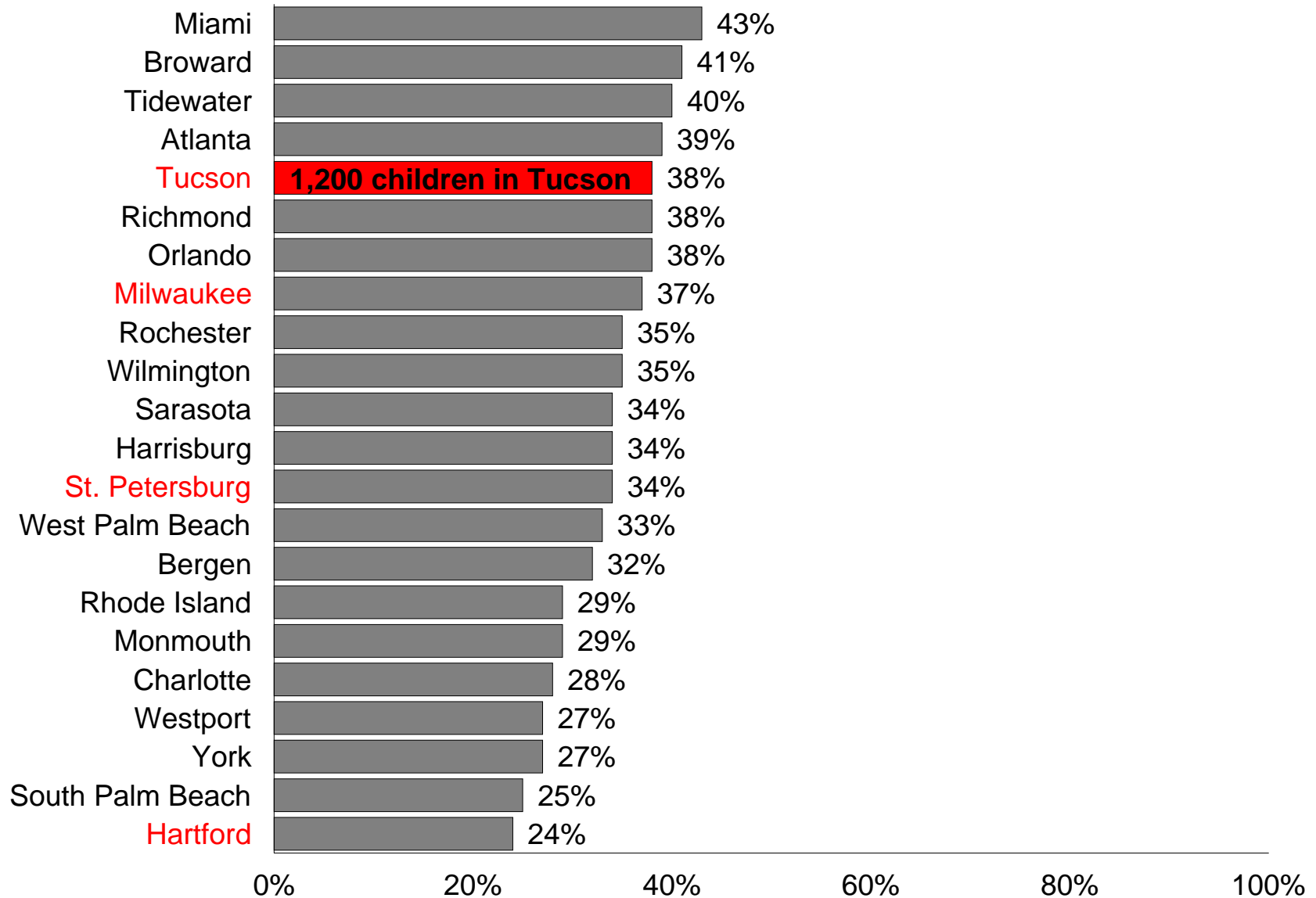


WHERE DO HOUSEHOLDS WITH CHILDREN LIVE?

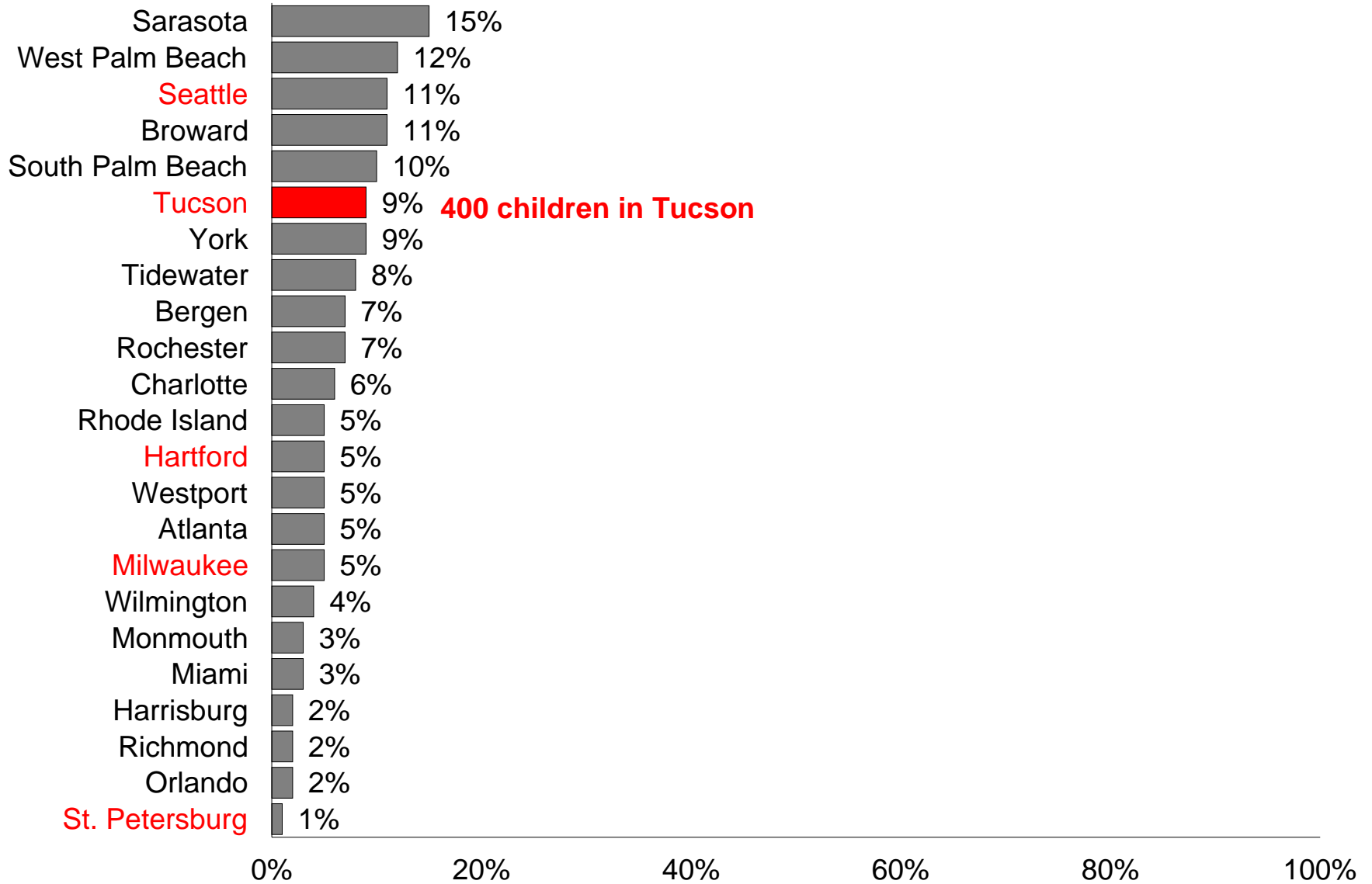
(2,650 Households with Children Age 0-17)



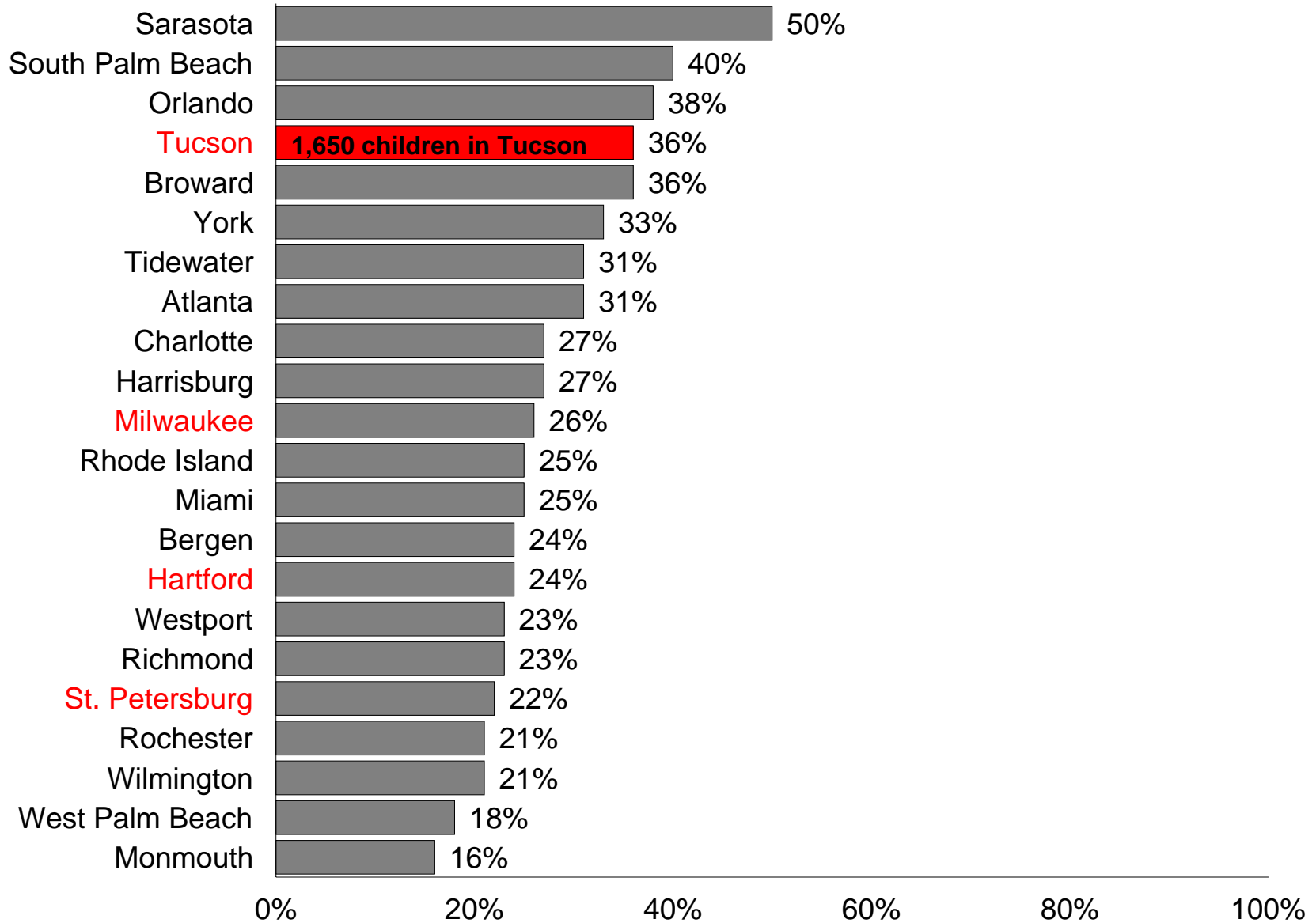
PERCENTAGE OF CHILDREN AGE 0-12 LIVING IN HOUSEHOLDS WITH WORKING PARENT(S)



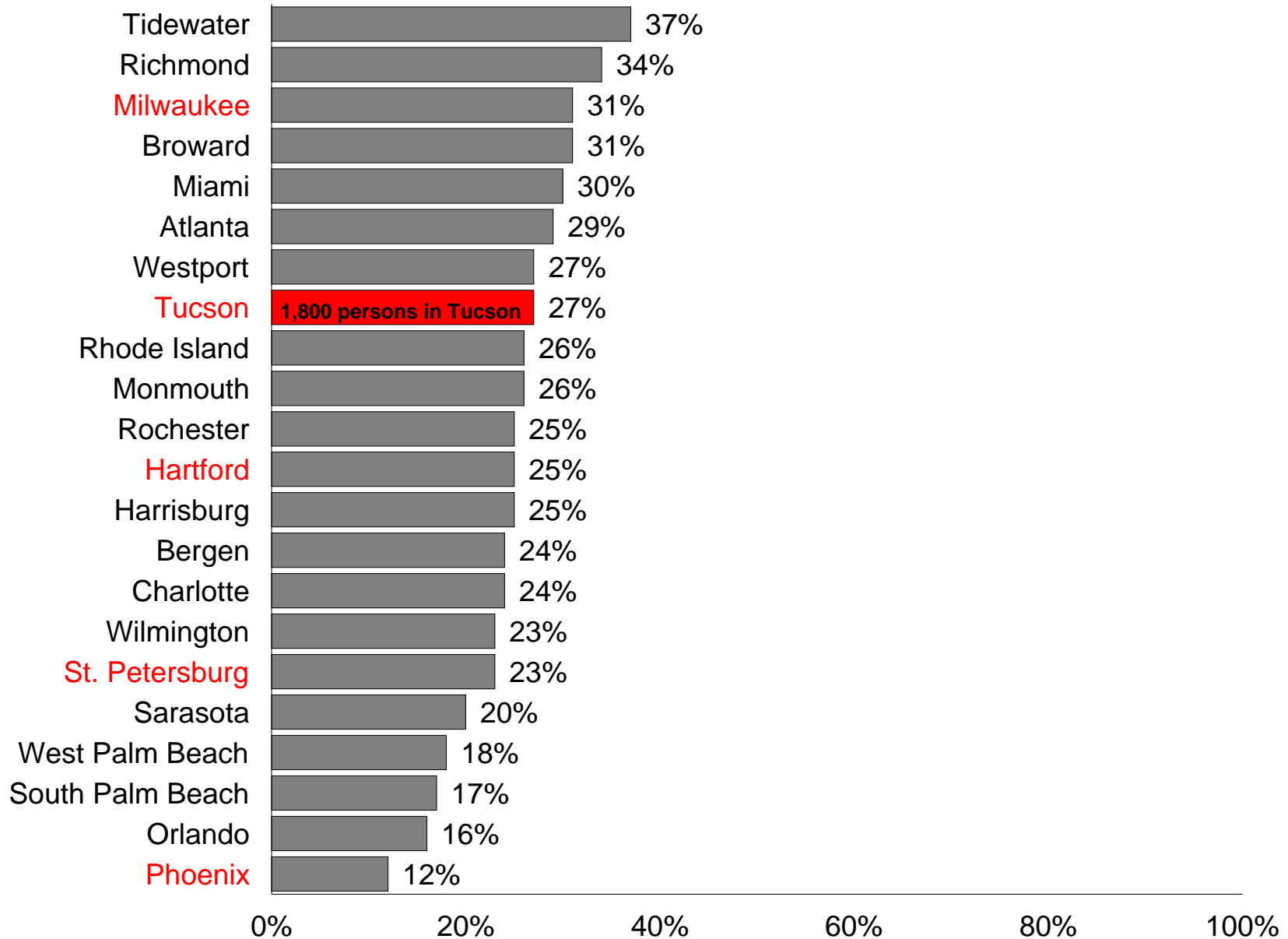
PERCENTAGE OF CHILDREN AGE 0-17 LIVING IN SINGLE PARENT HOUSEHOLDS



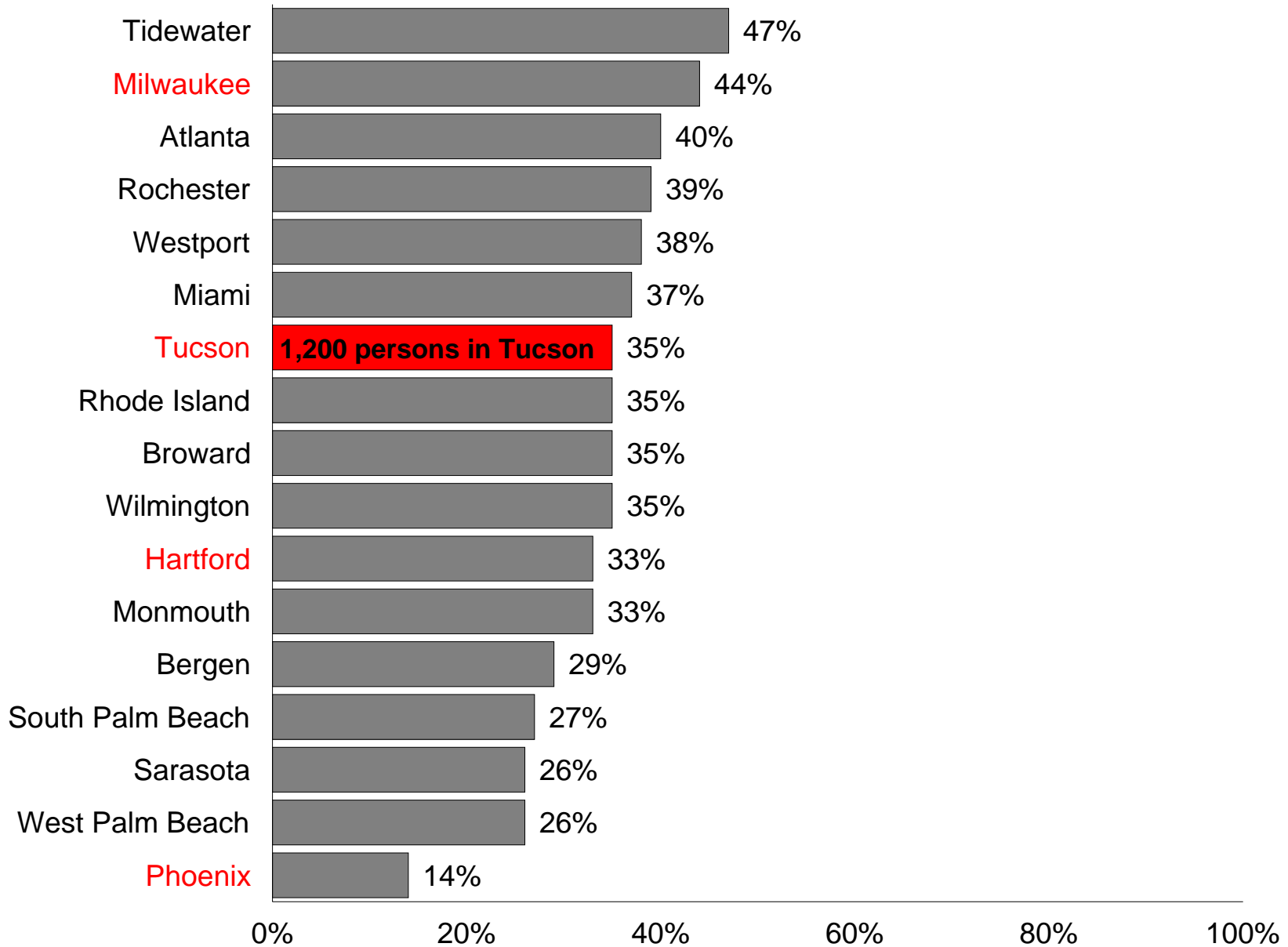
PERCENTAGE OF CHILDREN AGE 0-17 LIVING IN HOUSEHOLDS IN WHICH AN ADULT IS OR HAS BEEN DIVORCED



PERSONS AGE 65 AND OVER LIVING ALONE

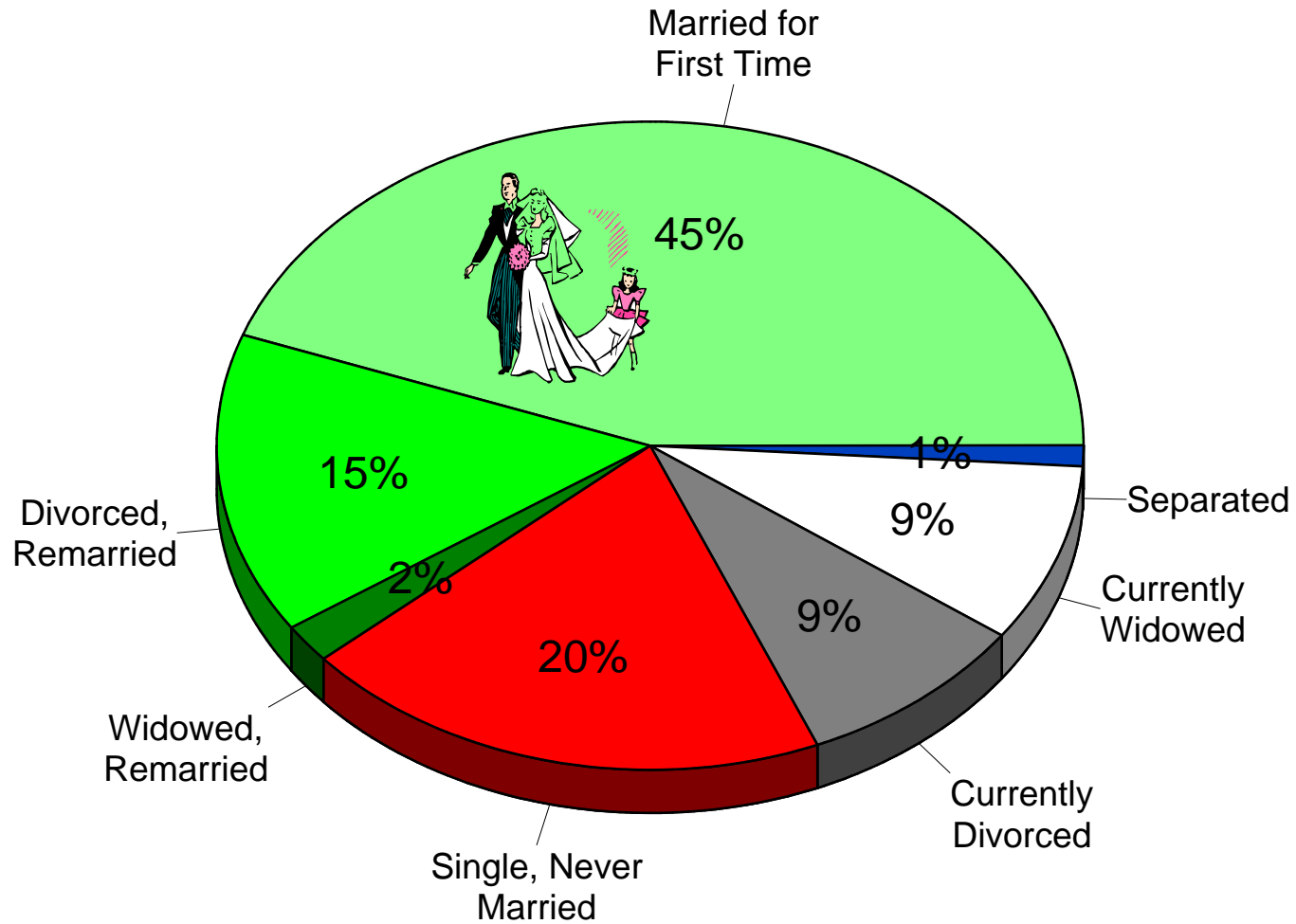


PERSONS AGE 75 AND OVER LIVING ALONE

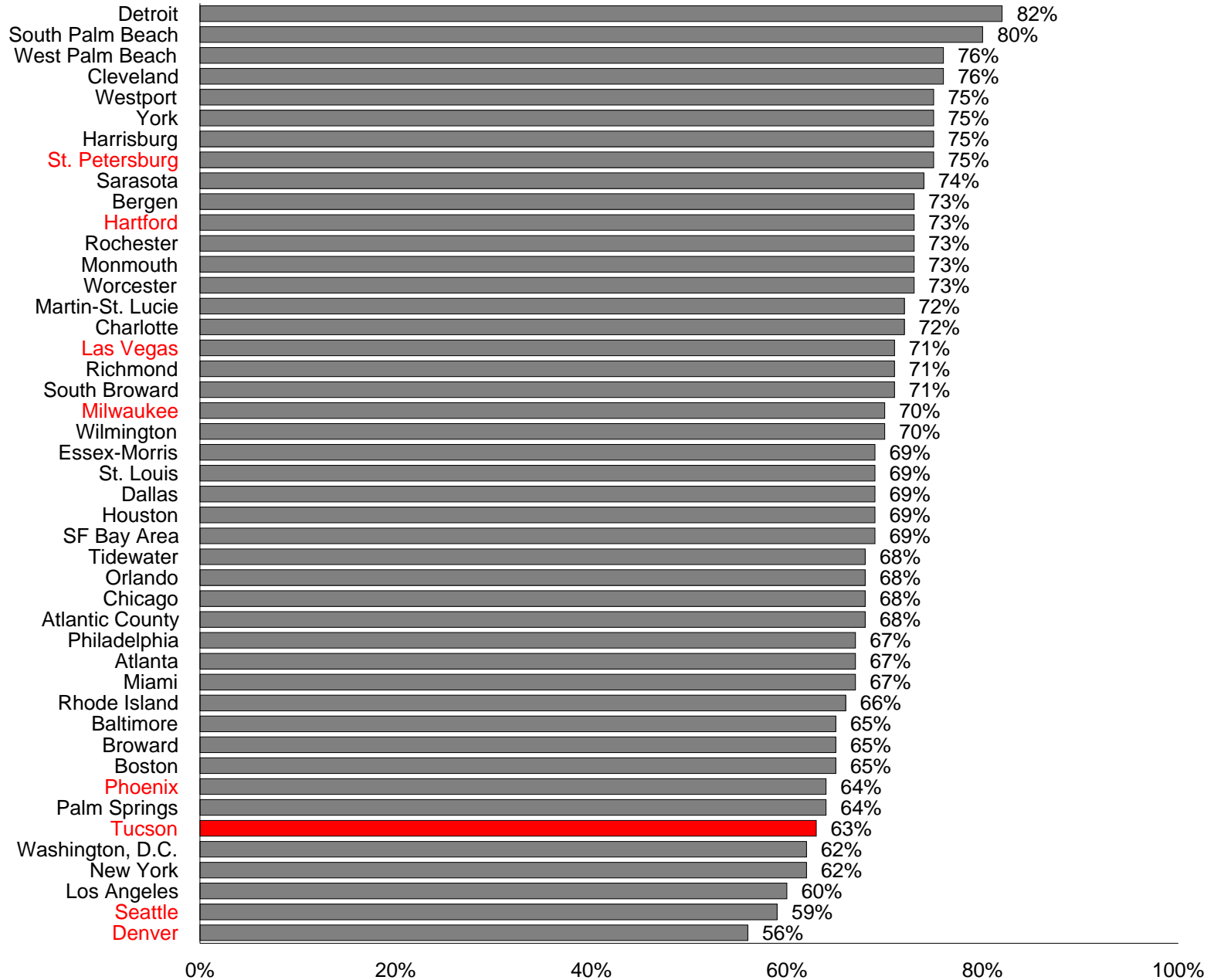


MARITAL STATUS

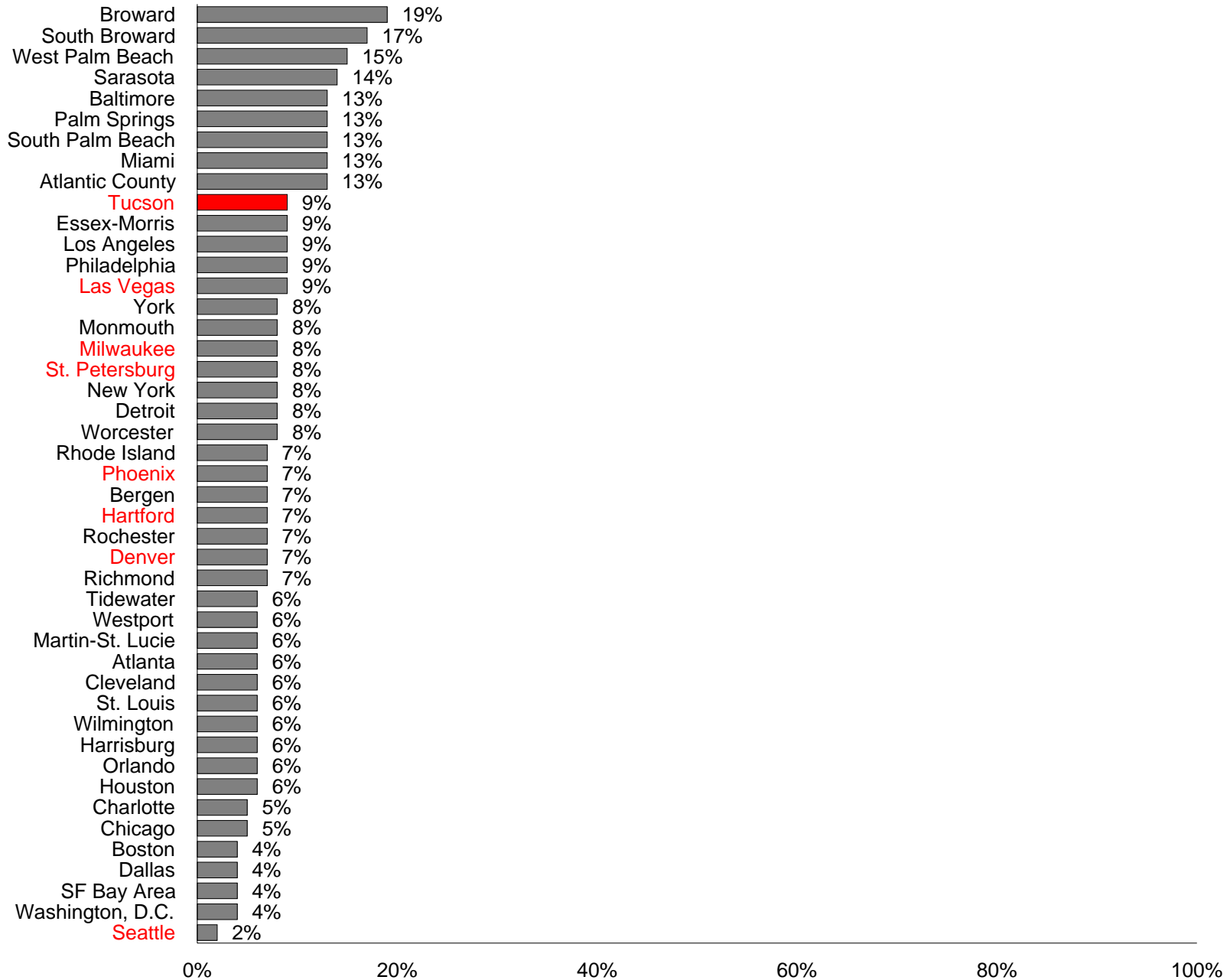
(Adults in Jewish Households)



CURRENTLY MARRIED

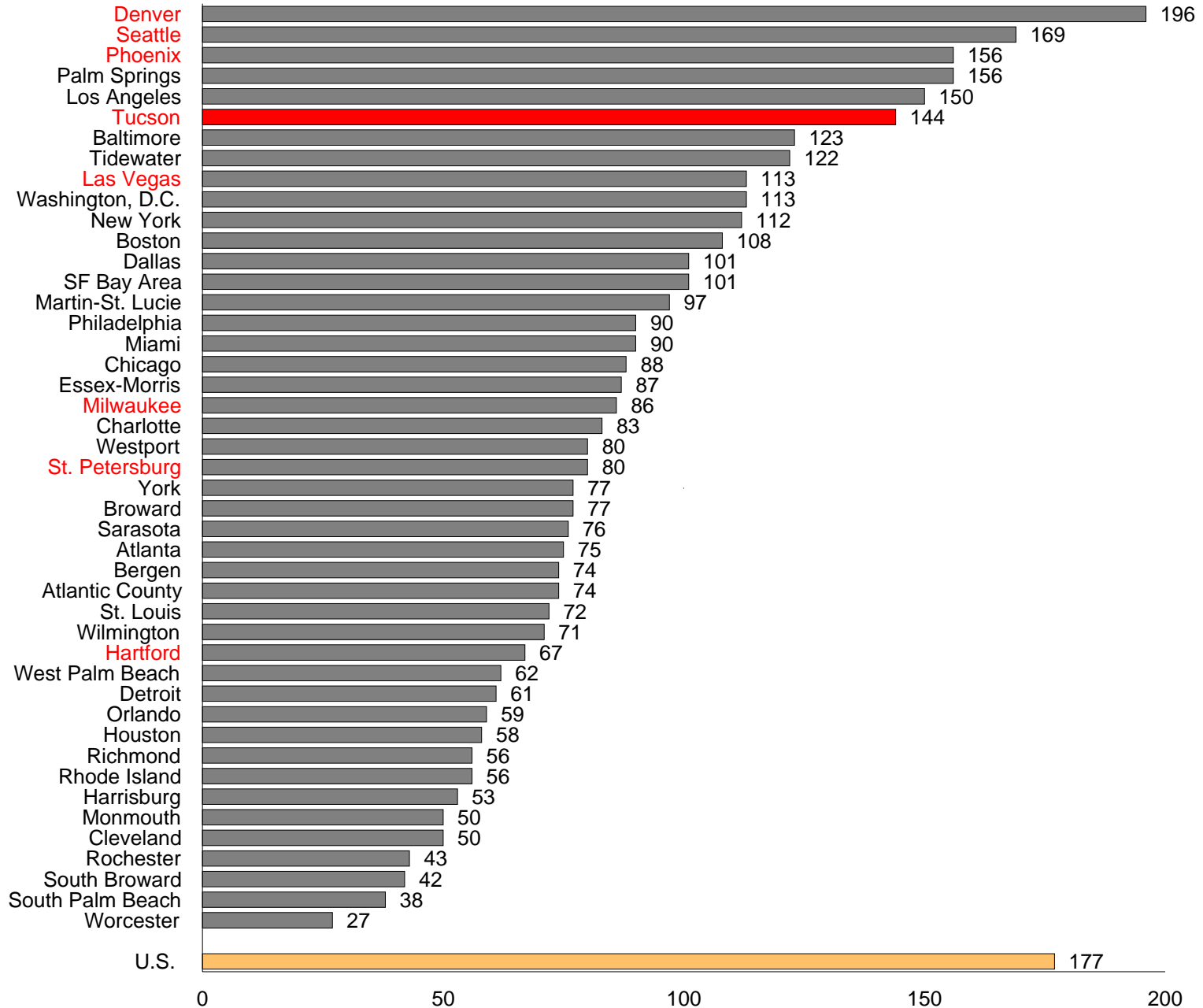


CURRENTLY WIDOWED



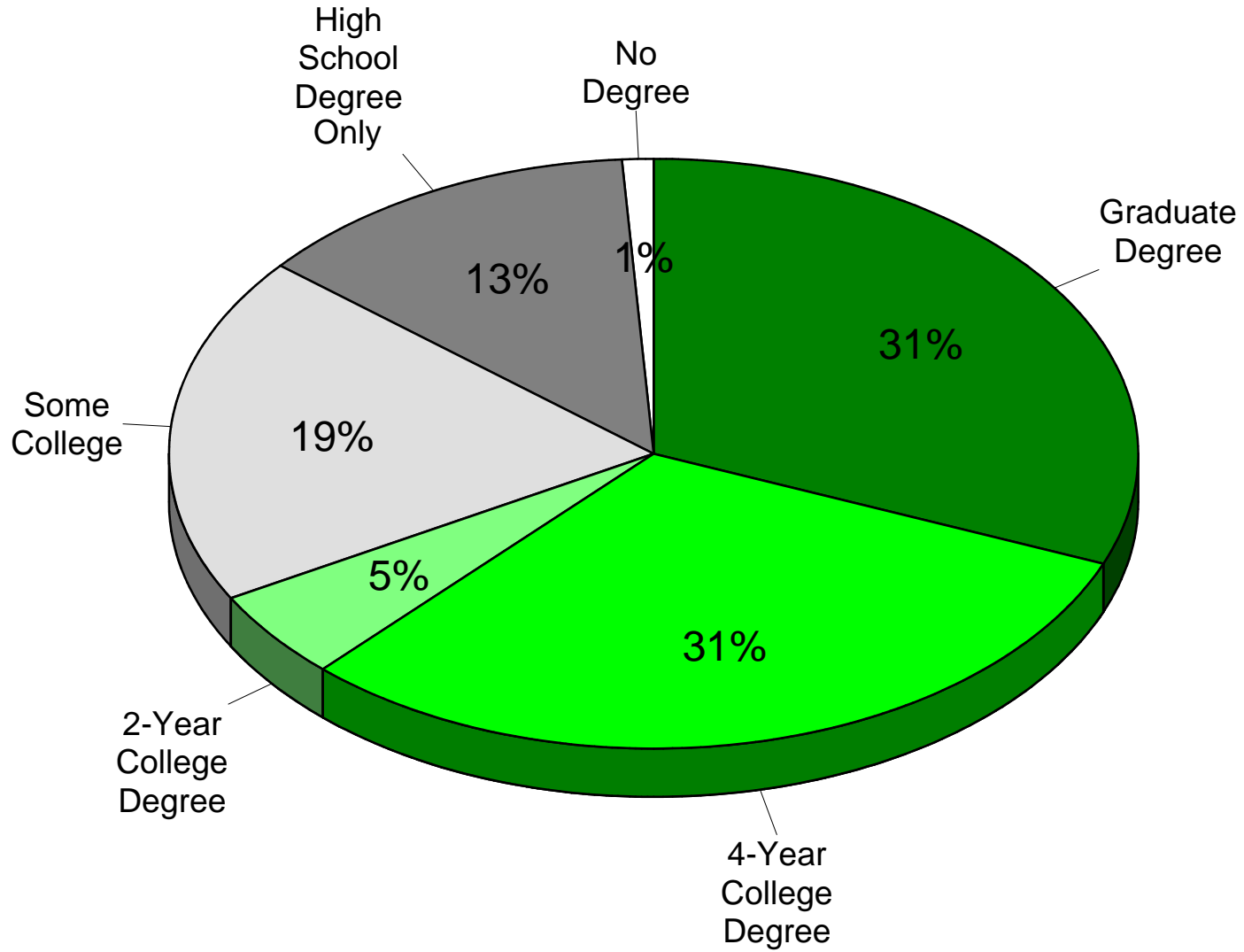
DIVORCE RATE

(Divorced adults per 1,000 married adults)

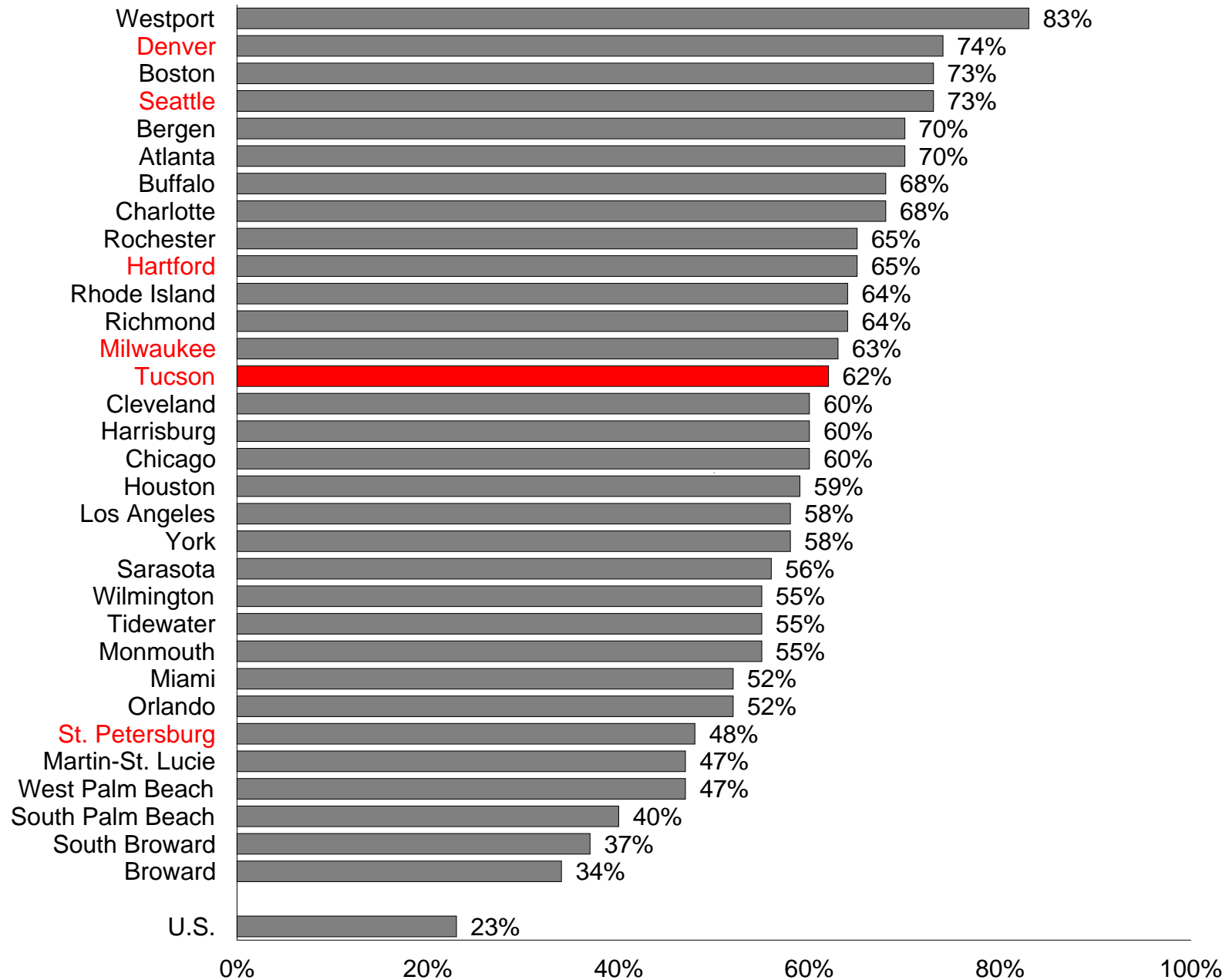


EDUCATION LEVEL

(Adults in Jewish Households)

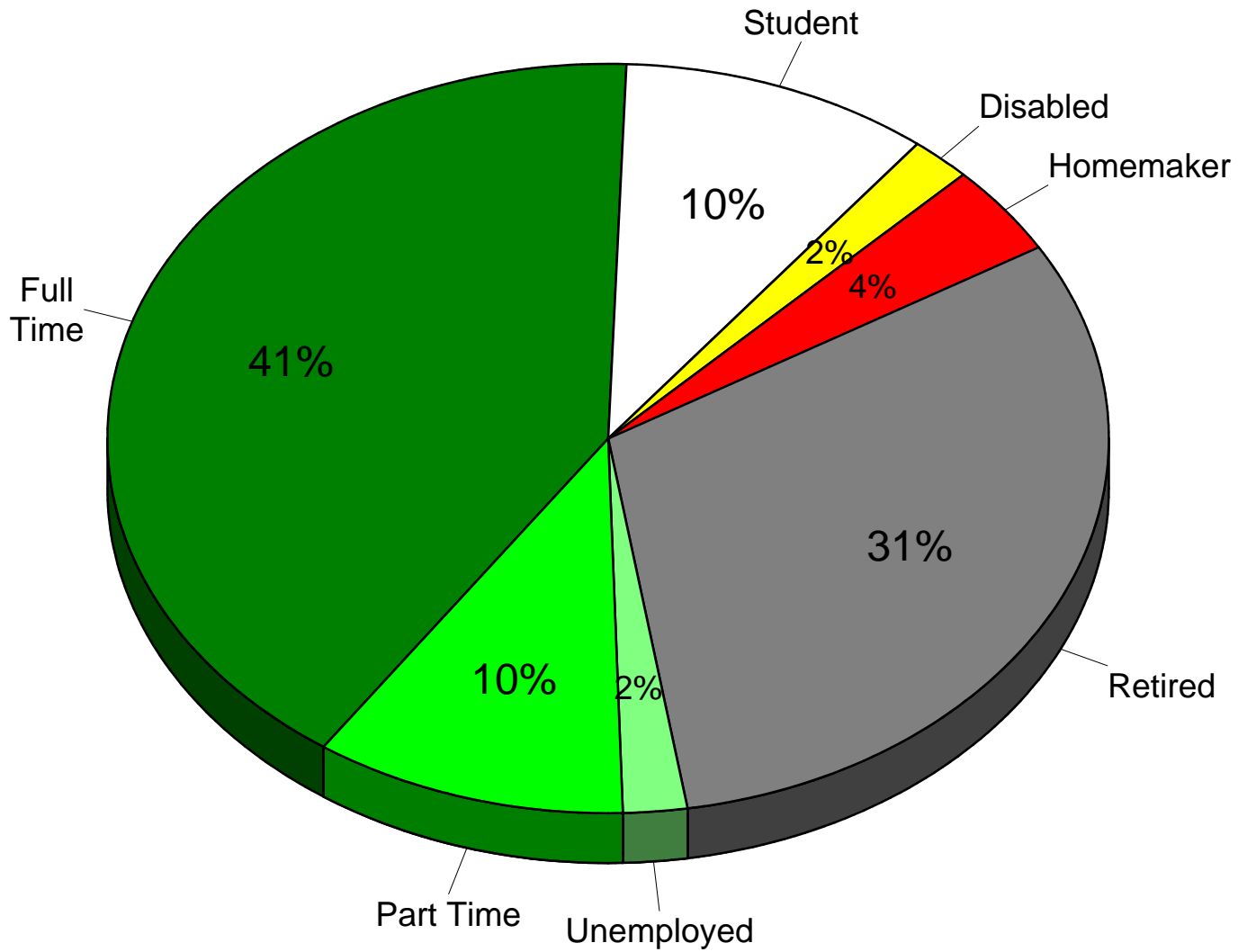


4-YEAR COLLEGE DEGREE OR HIGHER

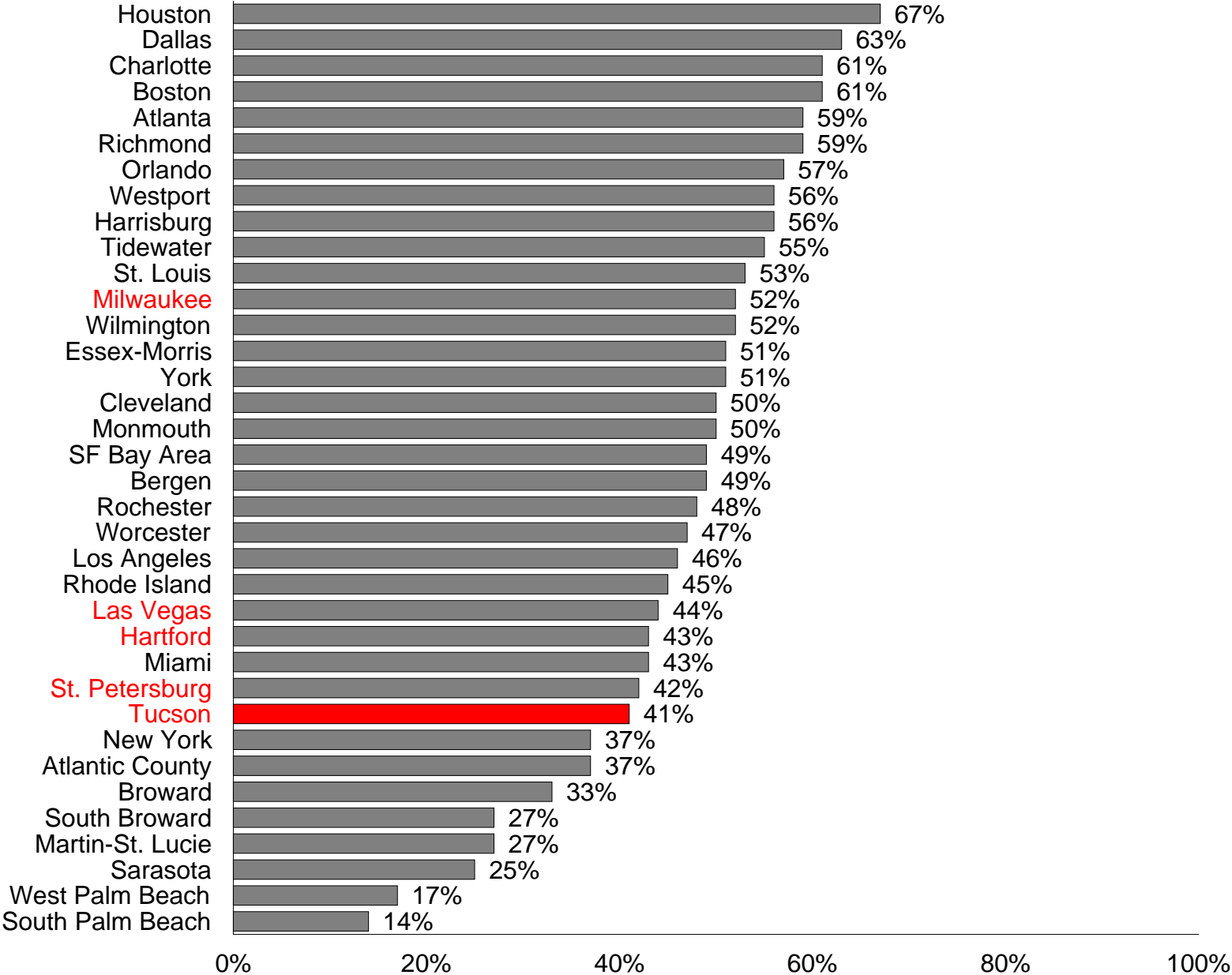


EMPLOYMENT STATUS

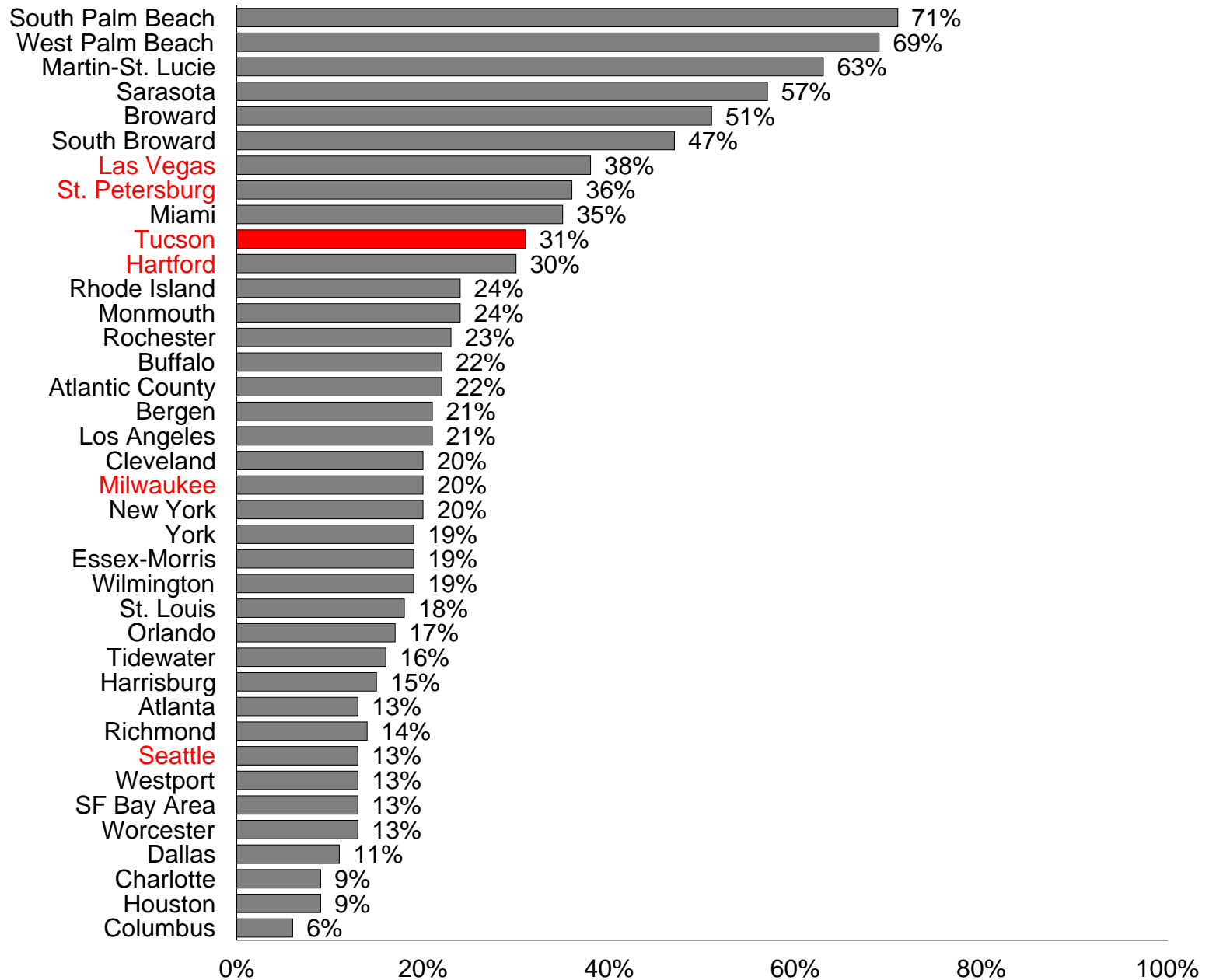
(Adults in Jewish Households)



EMPLOYED FULL TIME

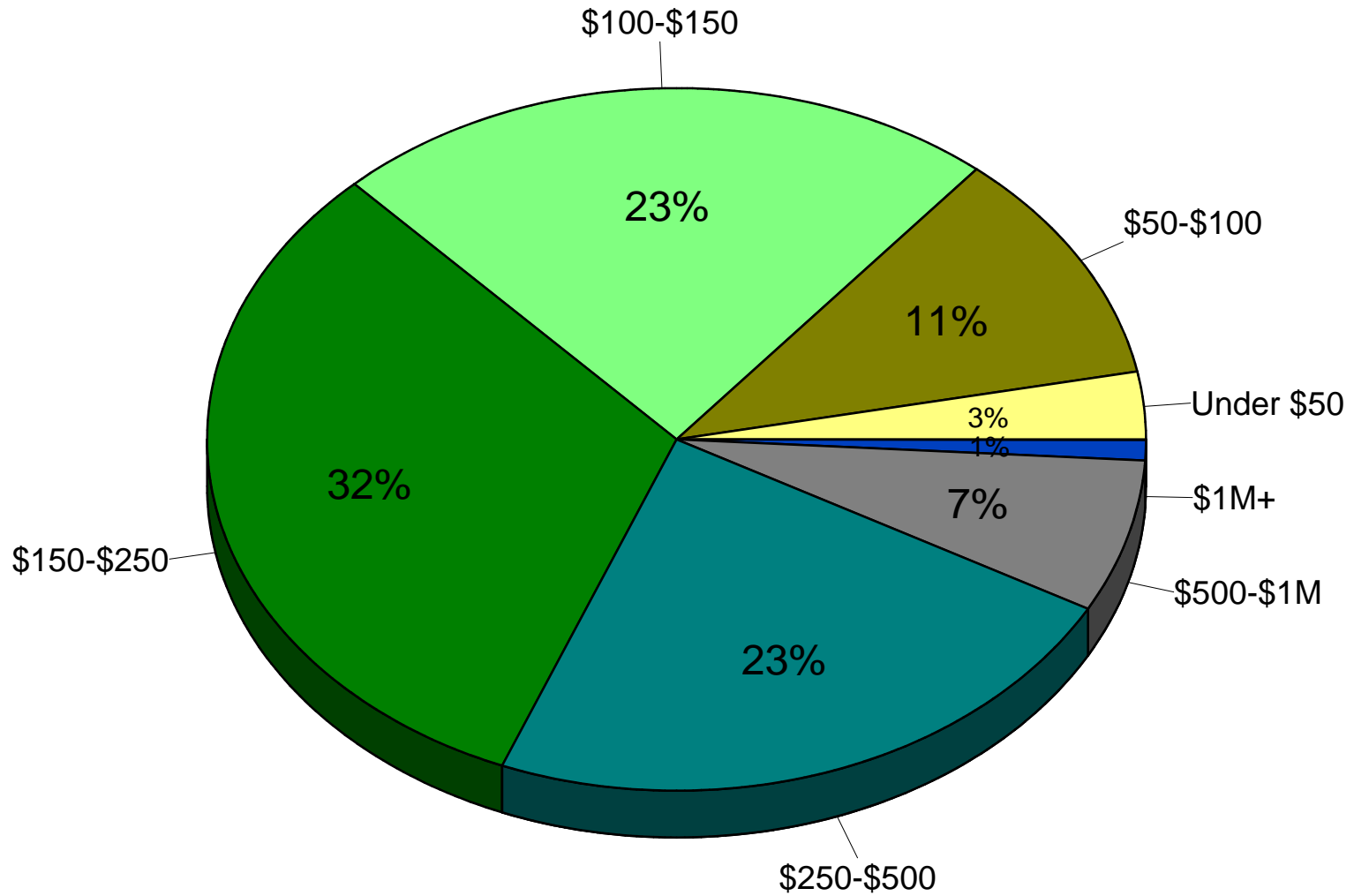


RETIRED



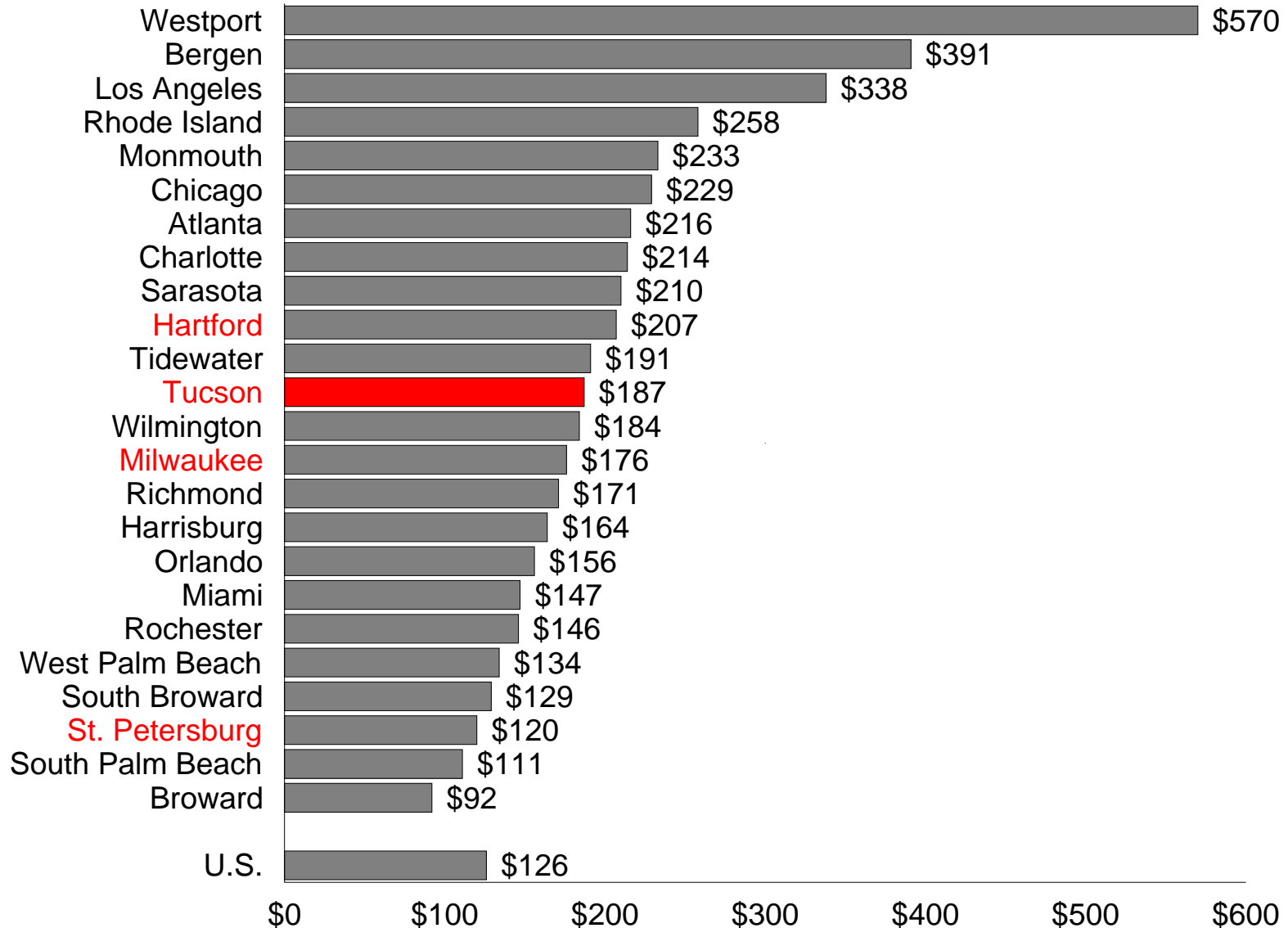
HOUSING VALUE

(Homeowner Households)
(In thousands)



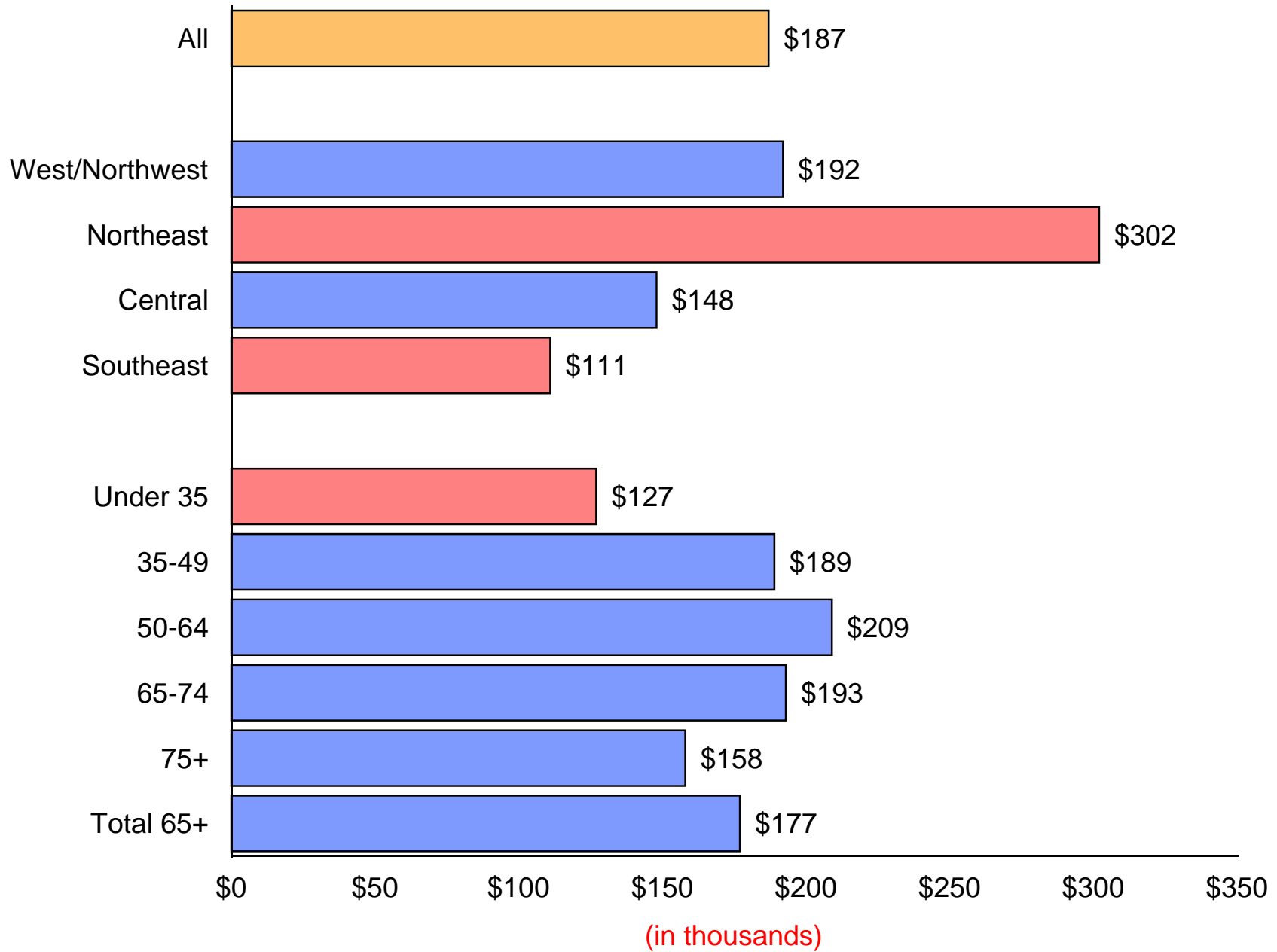
MEDIAN HOUSING VALUE

(In dollars adjusted for inflation)



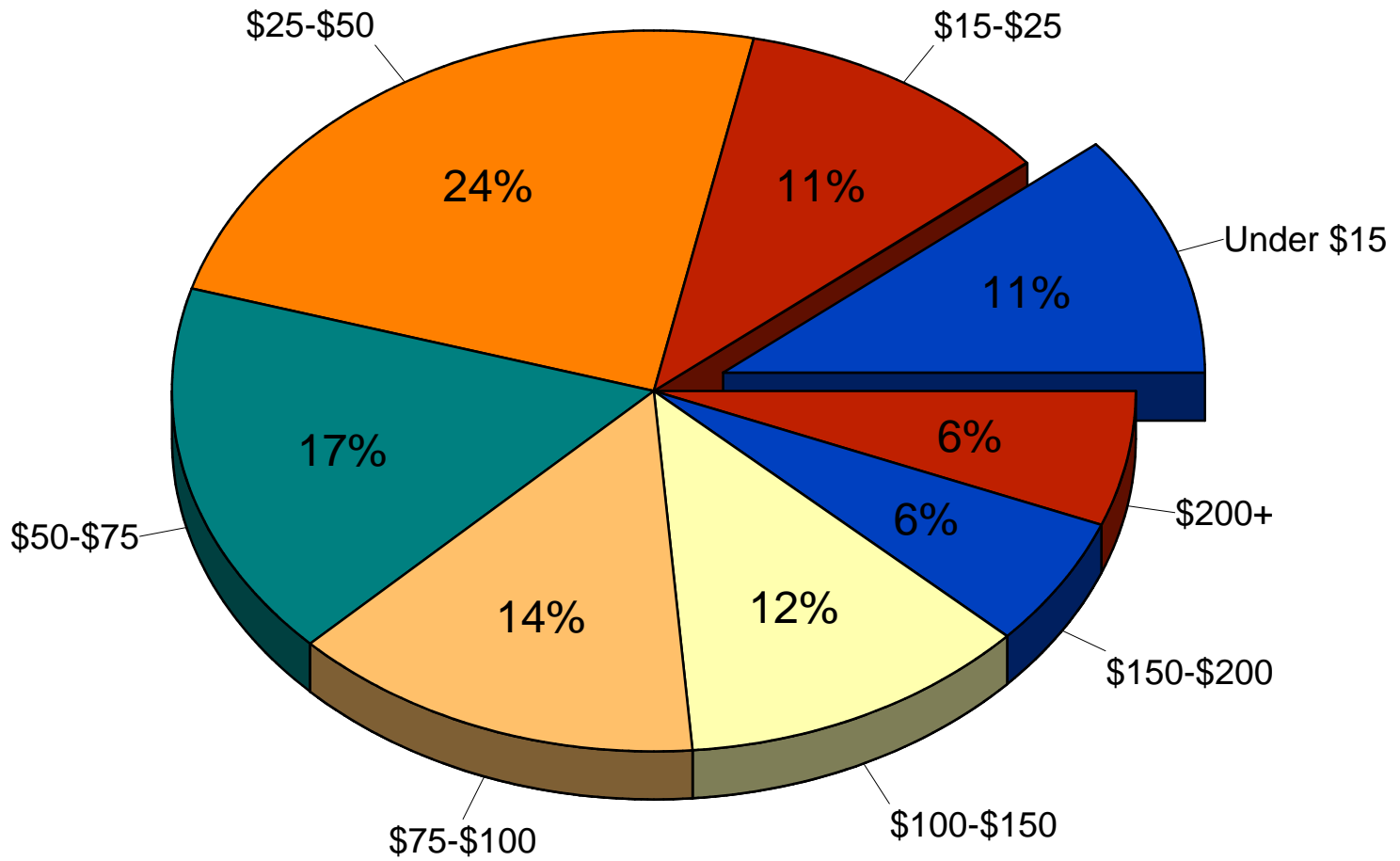
(in thousands)

MEDIAN HOUSING VALUE



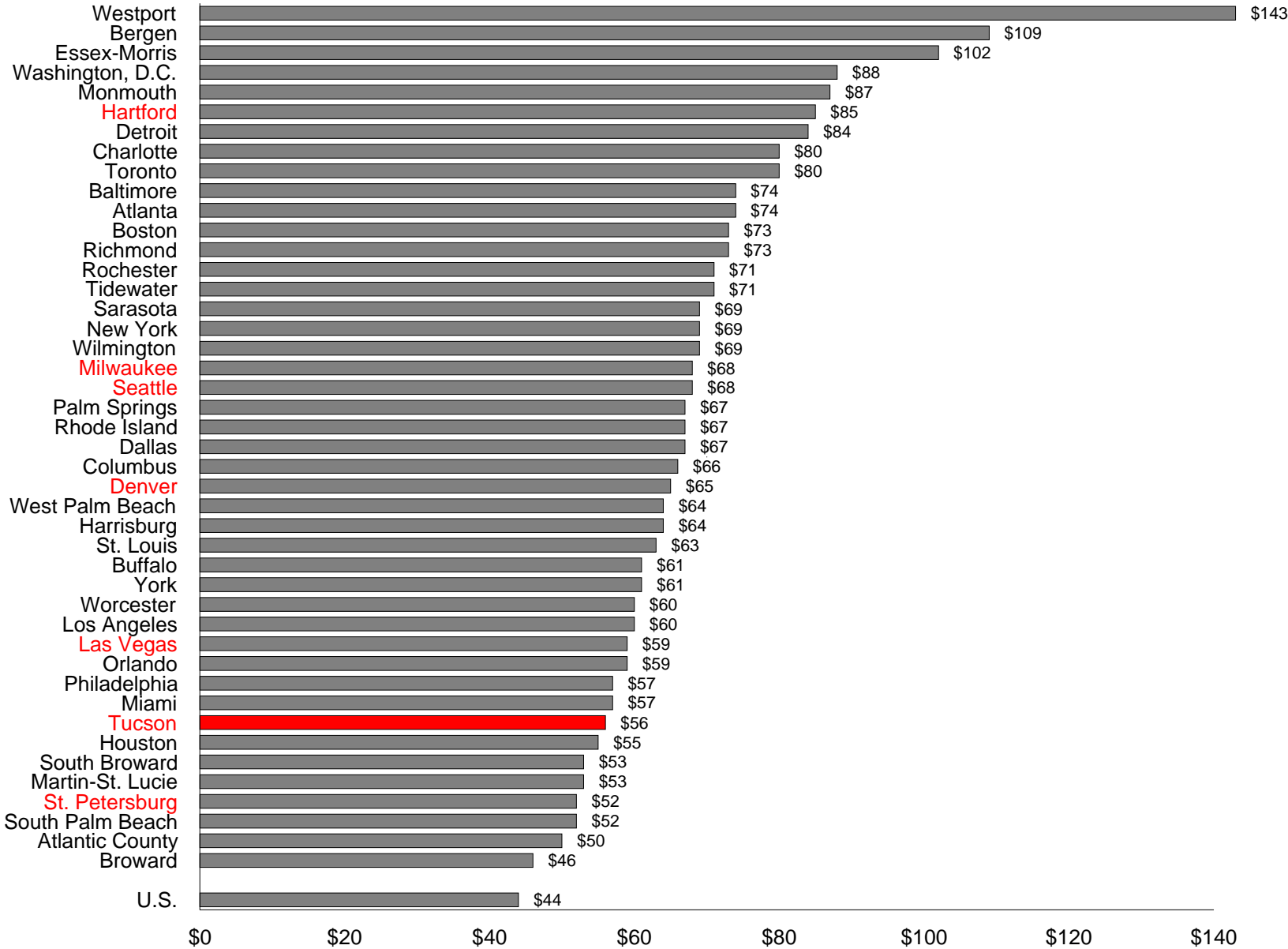
HOUSEHOLD INCOME

(In thousands)



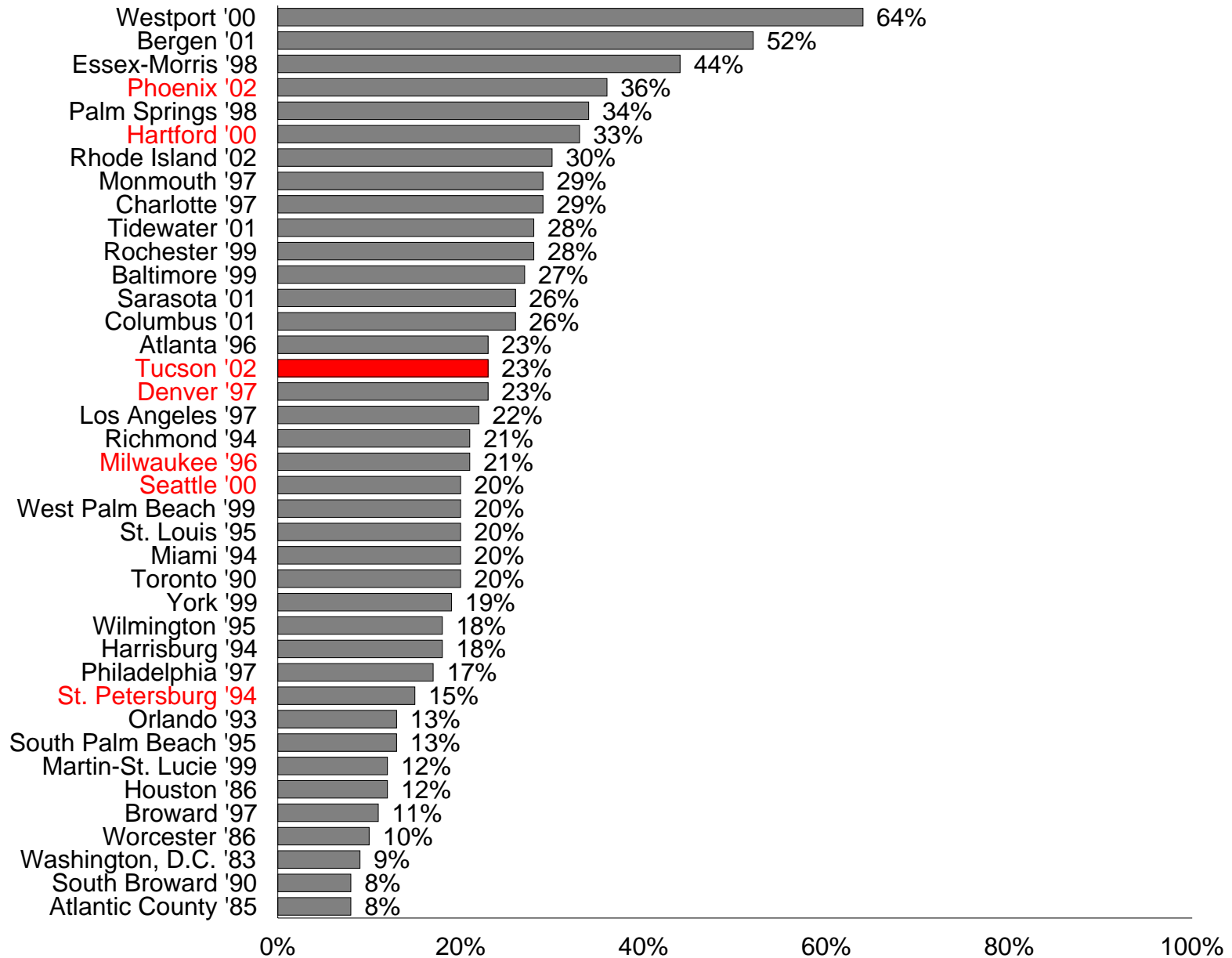
MEDIAN HOUSEHOLD INCOME

(In dollars adjusted for inflation)

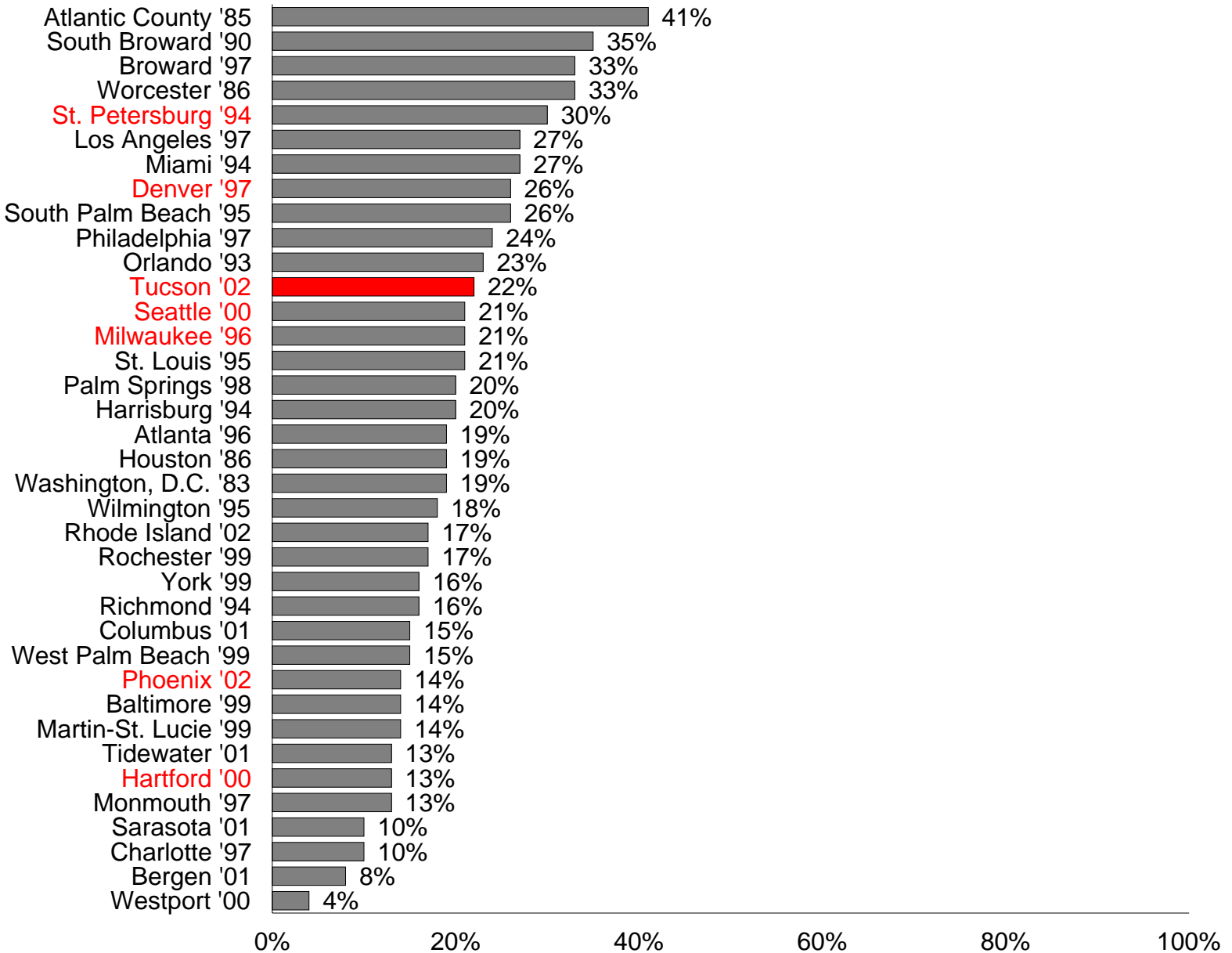


(in thousands)

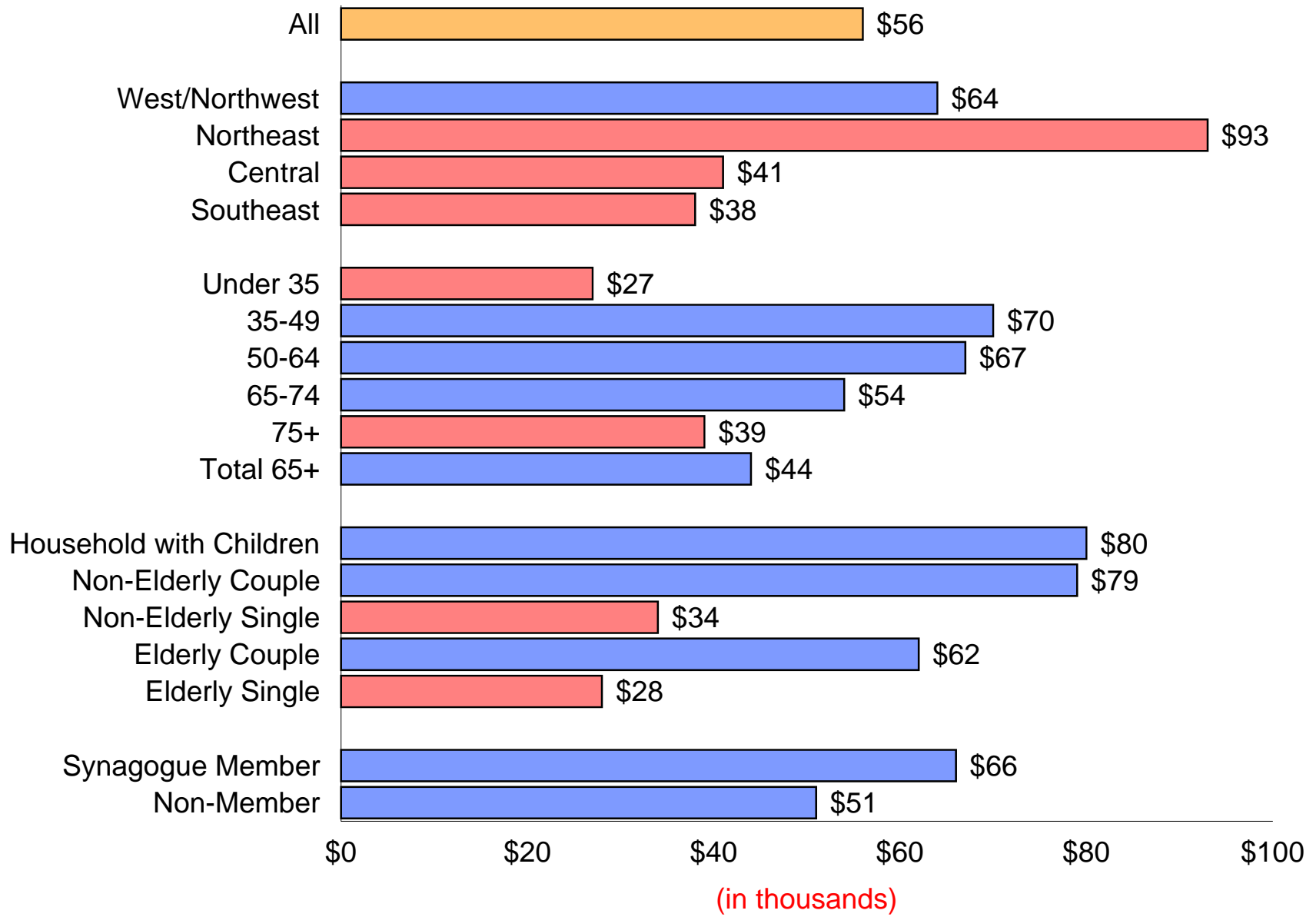
EARN \$100,000 AND OVER



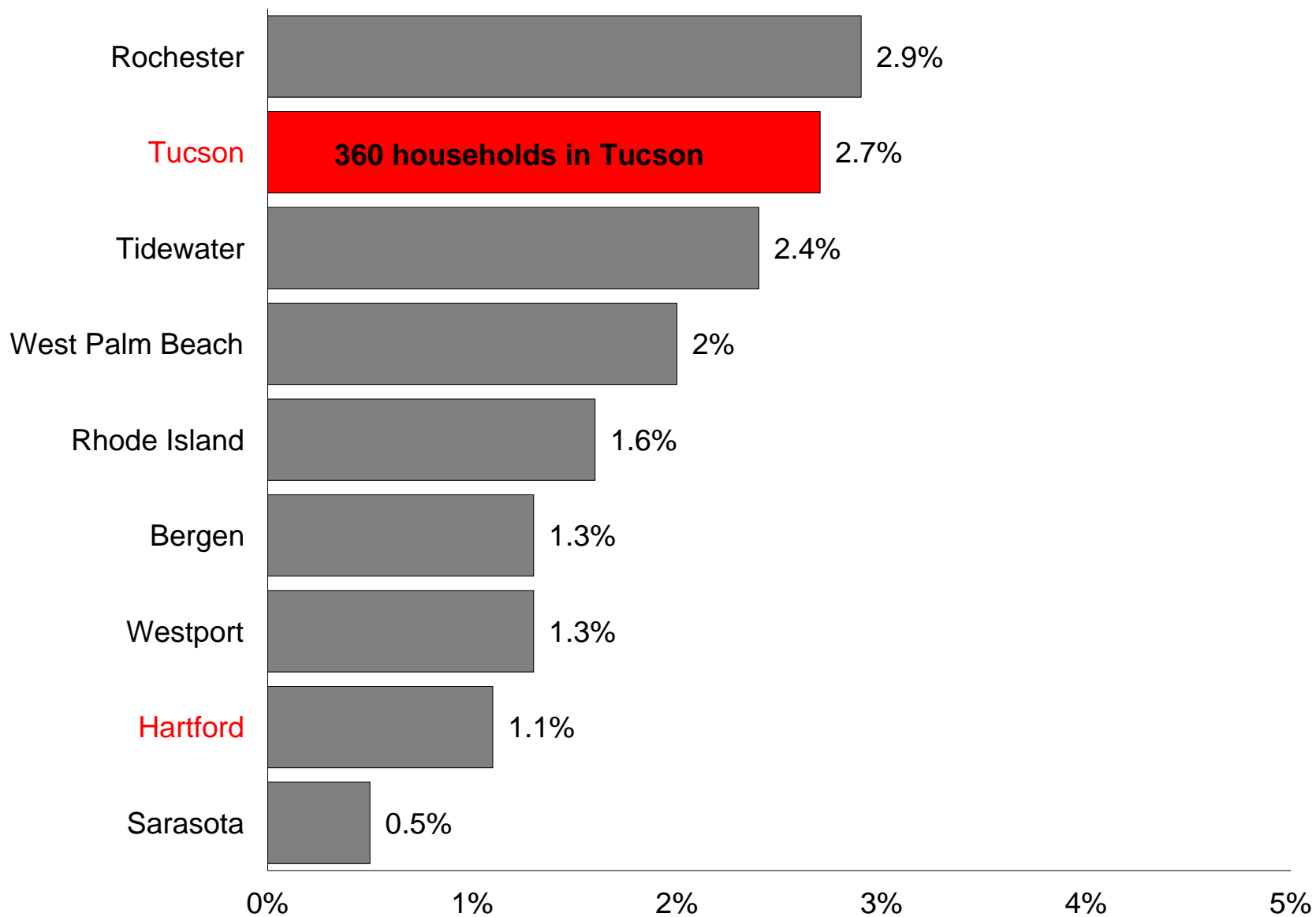
EARN UNDER \$25,000



MEDIAN HOUSEHOLD INCOME



HOUSEHOLDS LIVING BELOW THE POVERTY LEVEL



MAJOR THEMES OF THE STUDY

- Tucson Has a **Growing** Jewish Community
- Resources Should Be Invested in **Welcoming** New Households to the Jewish Community
- Resources Should Be Invested in **Identifying** Existing Unknown Jewish Households
- Tucson Is **Not "Home"** for Many Jewish Households
- A **Geographic Shift** in the Location of the Jewish Population Has Occurred, but the Jewish Community Should Continue to Concentrate Its Resources in the **Core Area** of the Northeast and the Central

MAJOR THEMES OF THE STUDY

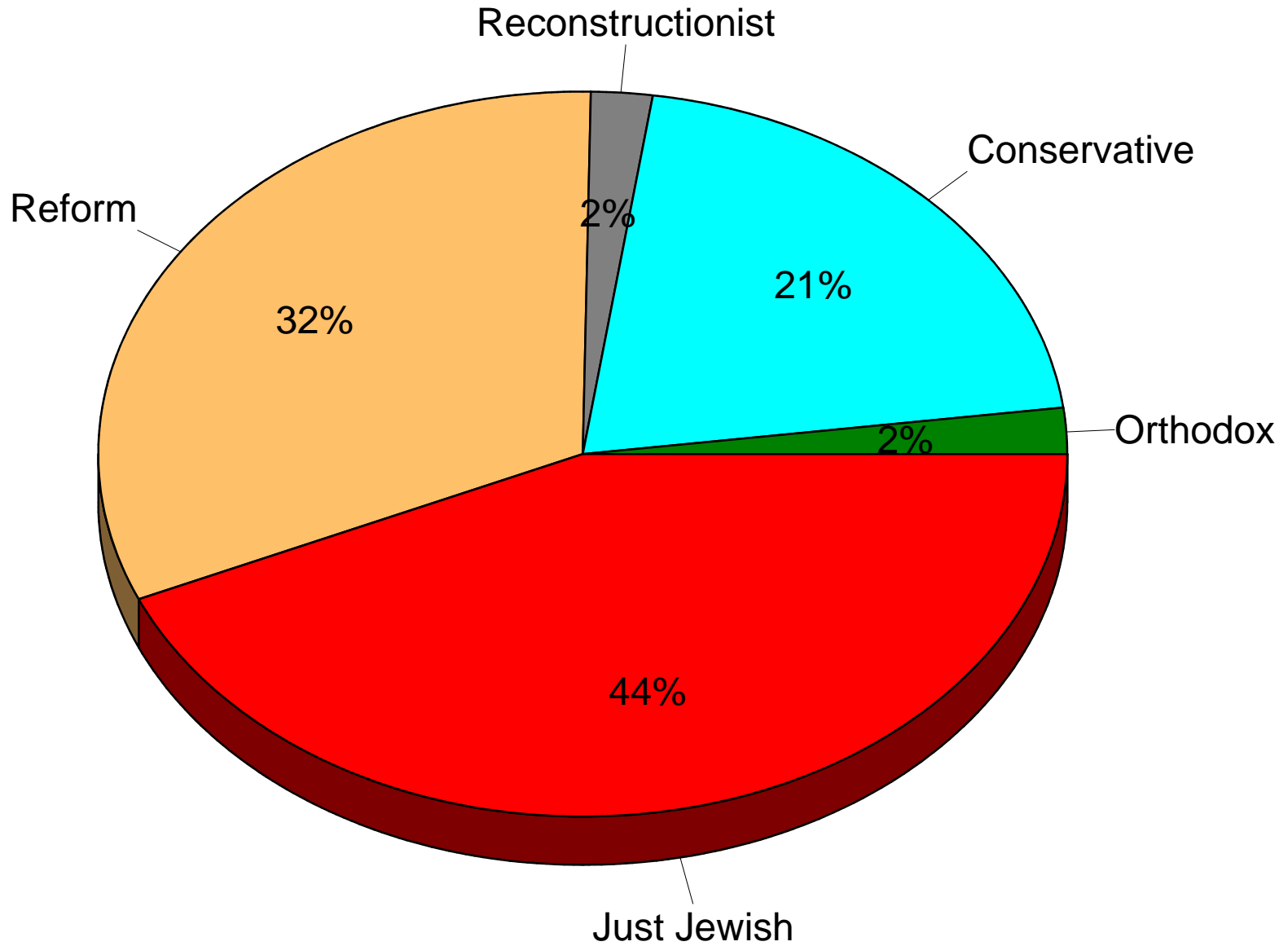
- The Jewish Community Needs to Develop a **Procedure to Track** Jewish Households as They Move Within Tucson
- Significant **Regional Variations** Exist Among the Geographic Areas
- Tucson Is **Not** Just a Jewish **Retirement** Community
- **Elderly** Services Are Needed in All Geographic Areas
- Tucson Has a Relatively High Percentage of **Children** in Jewish Households Living in Non-Traditional Family Structures

RELIGIOUS PROFILE

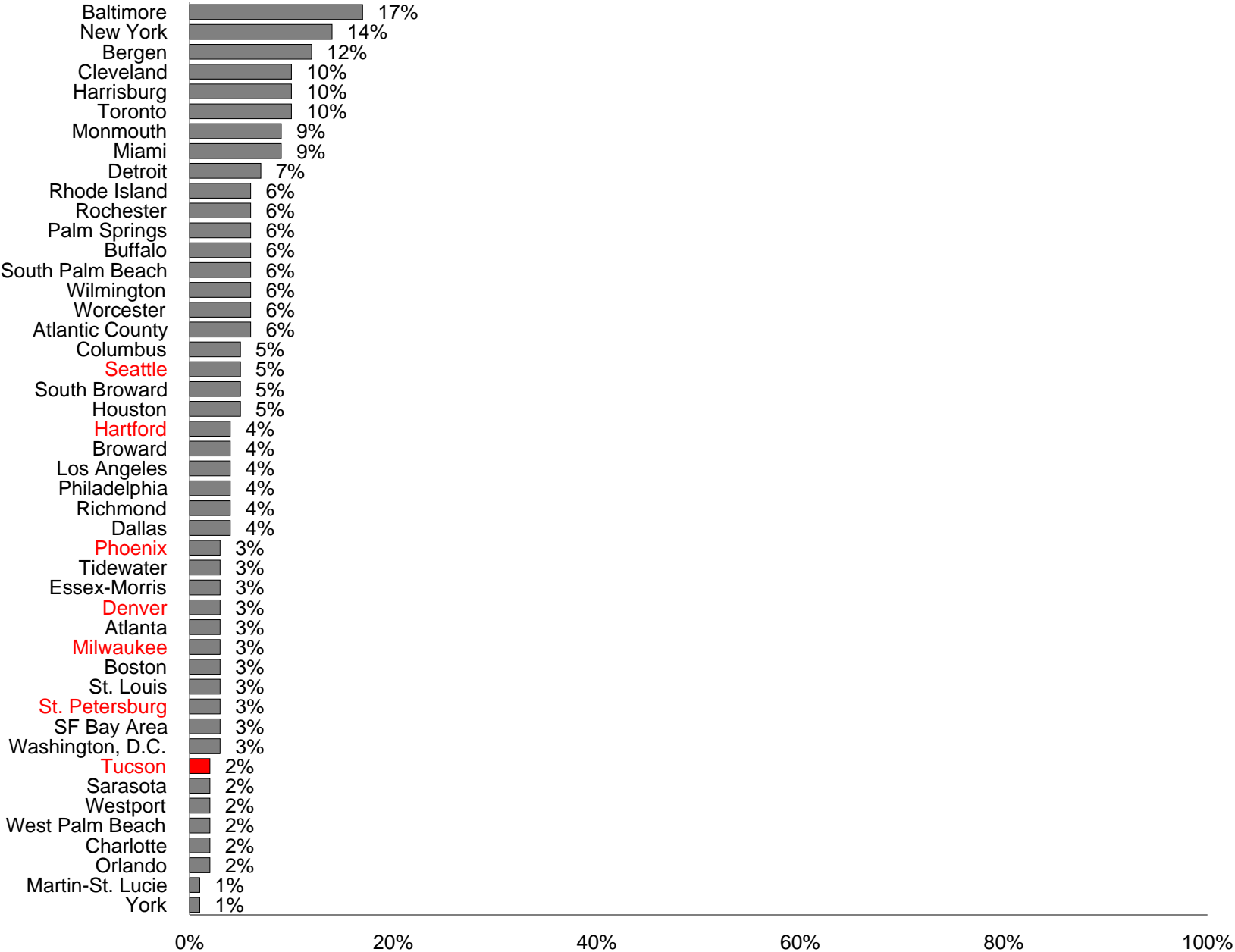


JEWISH IDENTIFICATION

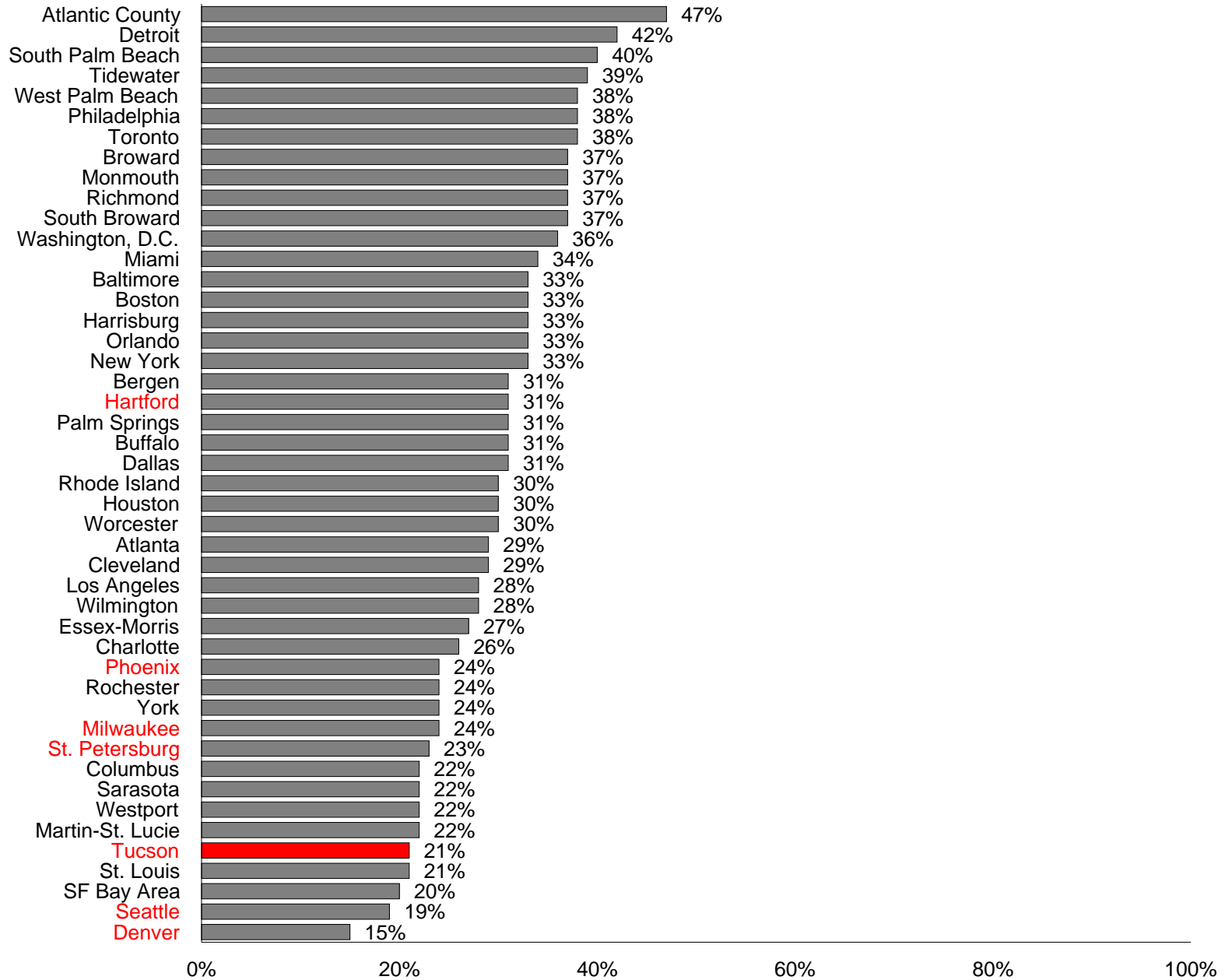
(Jewish Respondents Only)



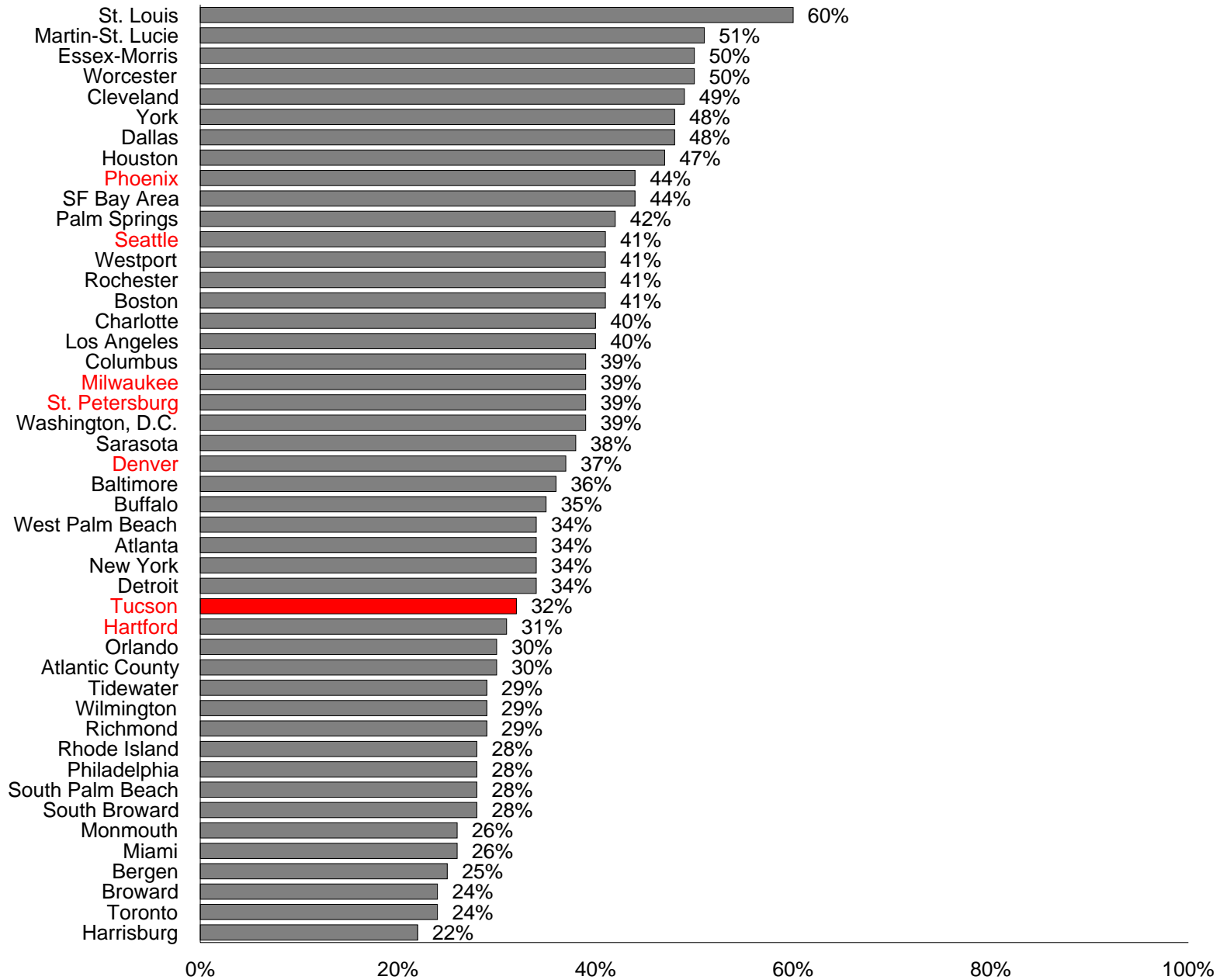
ORTHODOX IDENTIFICATION



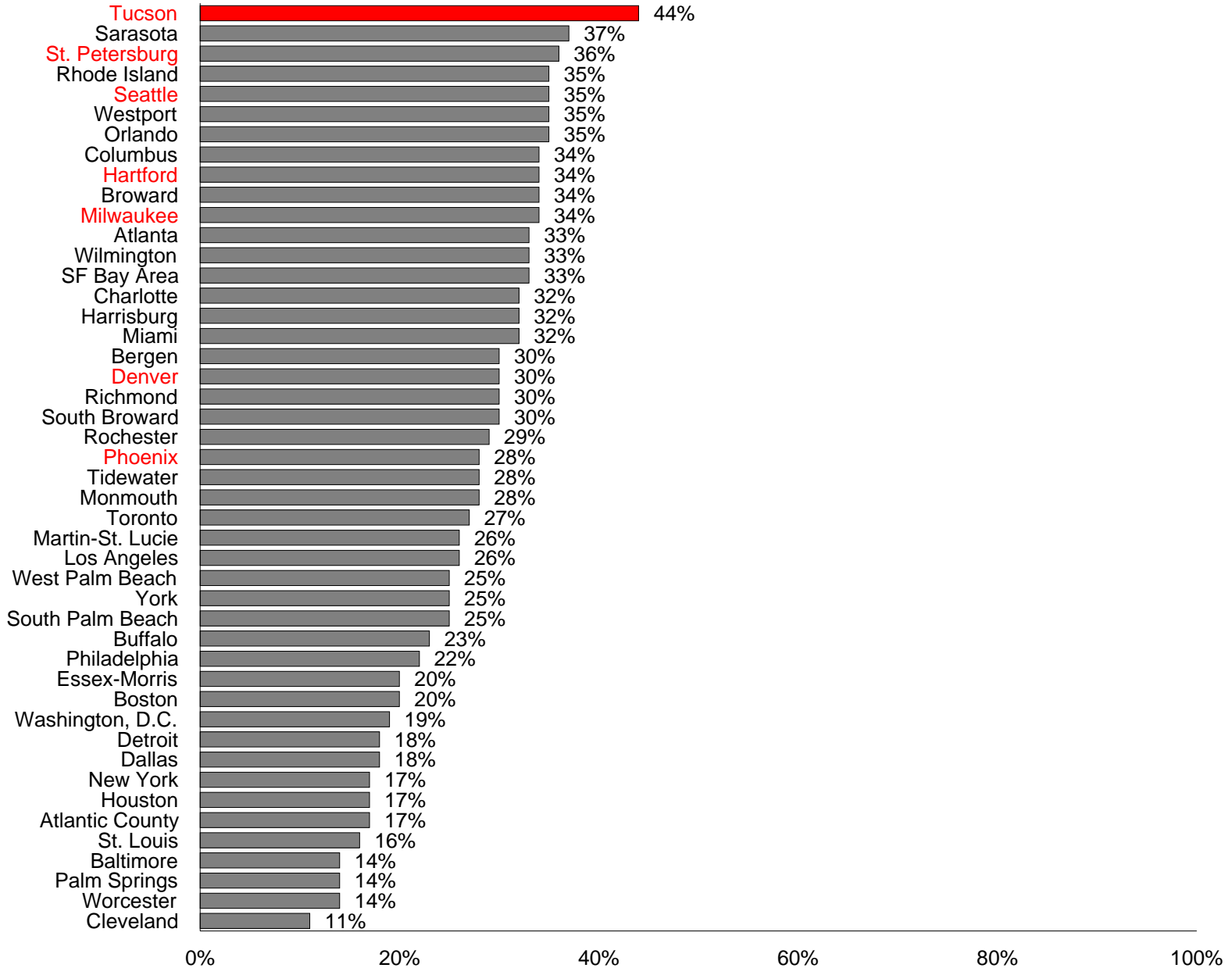
CONSERVATIVE IDENTIFICATION



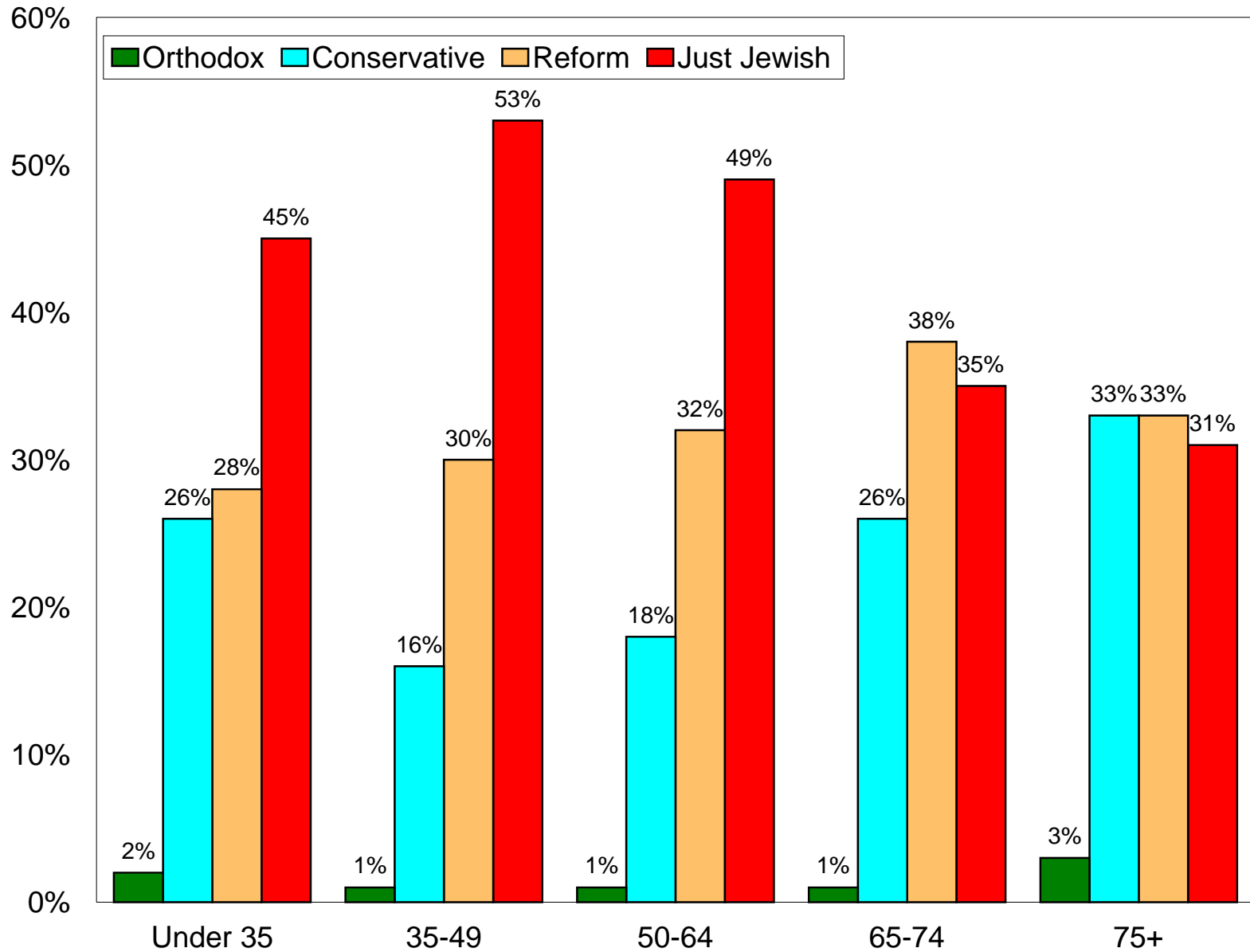
REFORM IDENTIFICATION



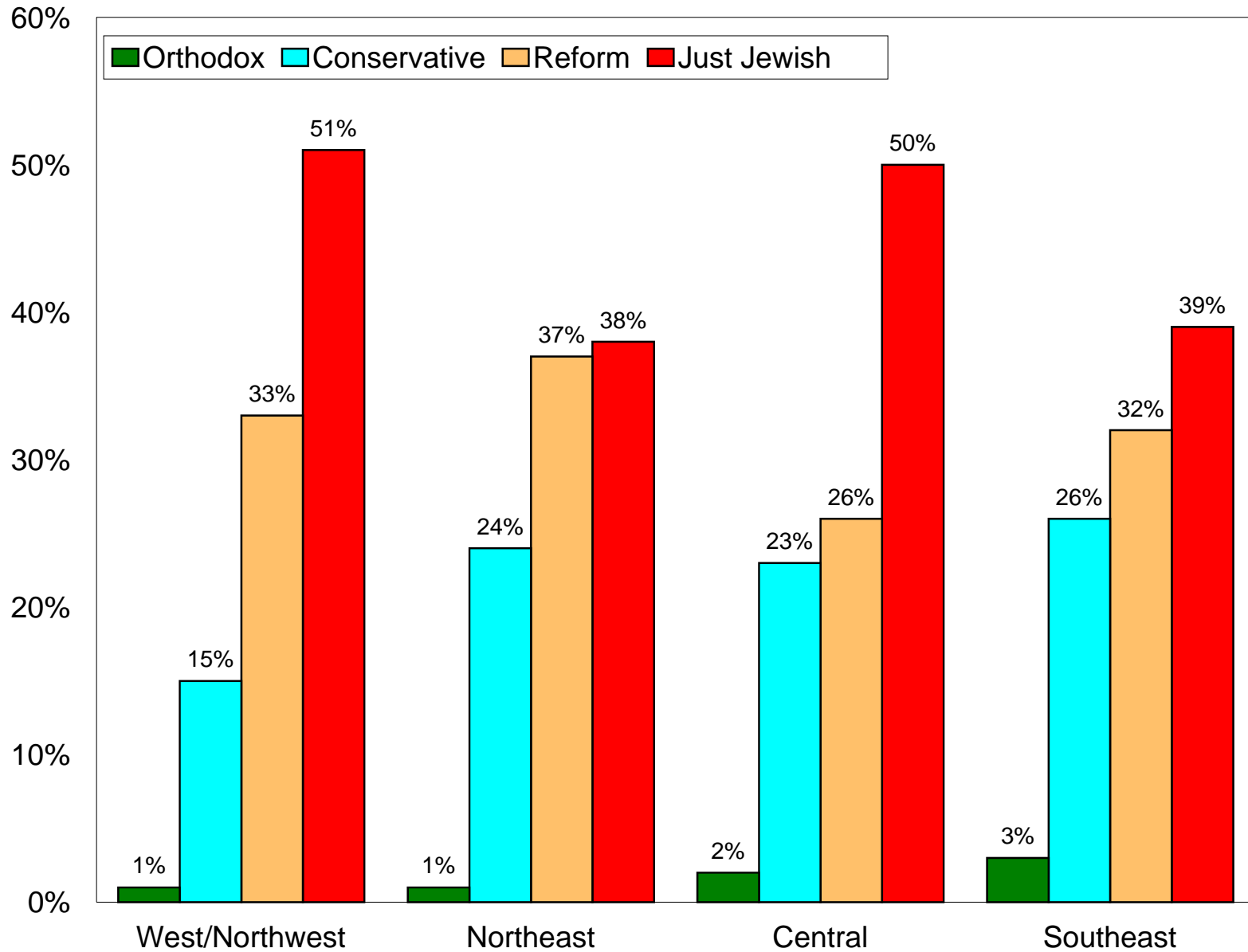
JUST JEWISH IDENTIFICATION



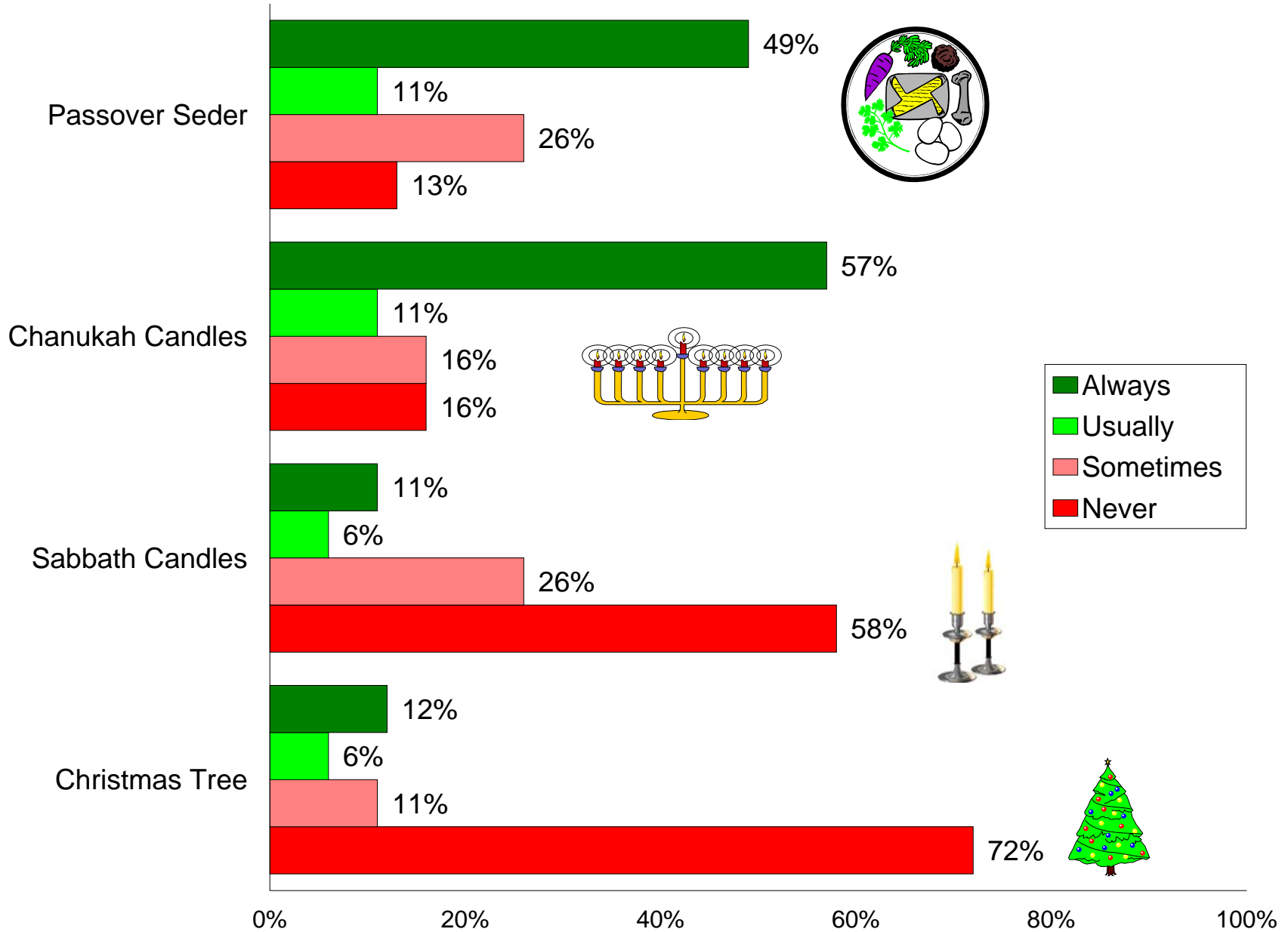
JEWISH IDENTIFICATION BY AGE OF RESPONDENT



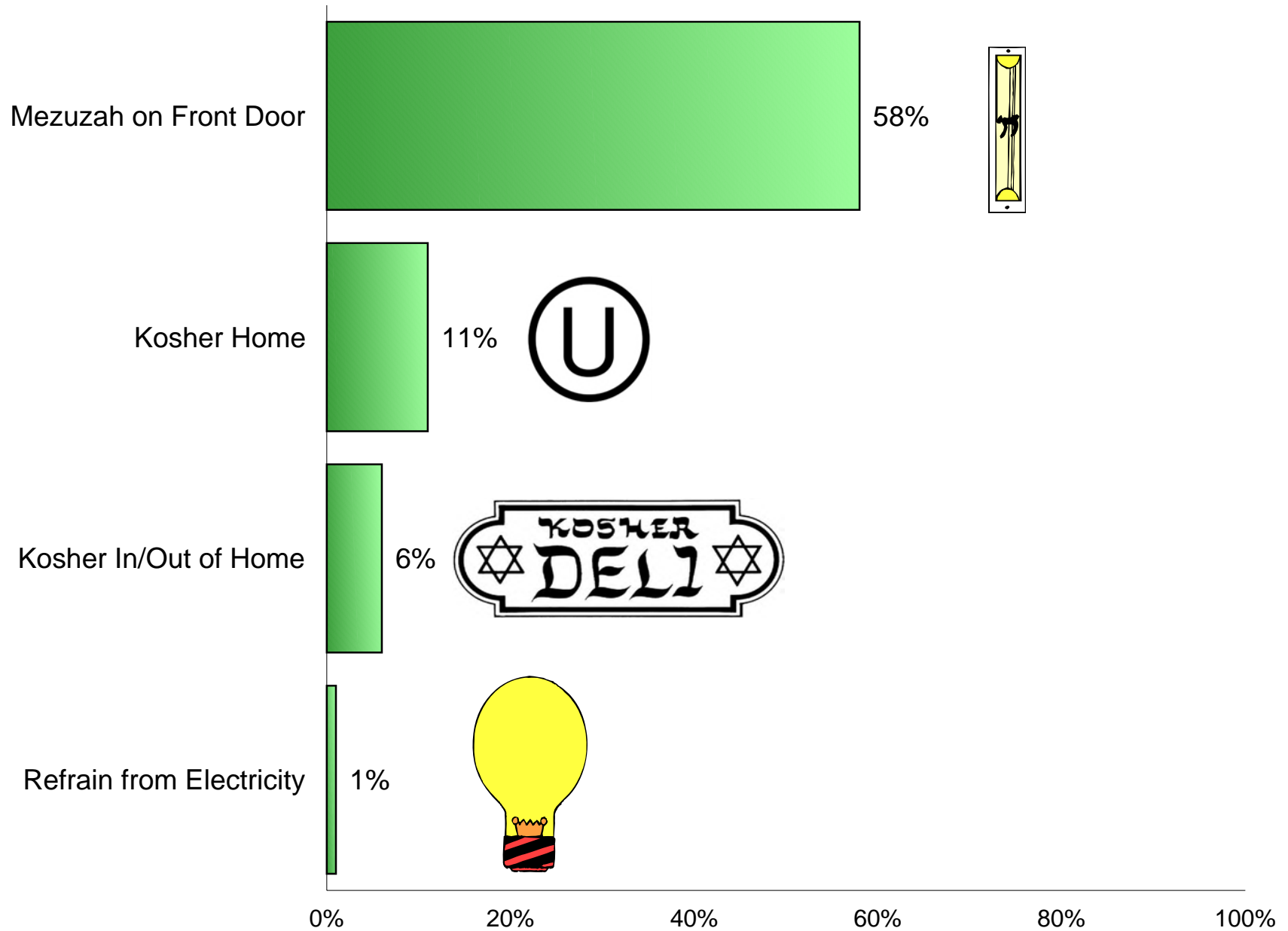
JEWISH IDENTIFICATION BY GEOGRAPHIC AREA



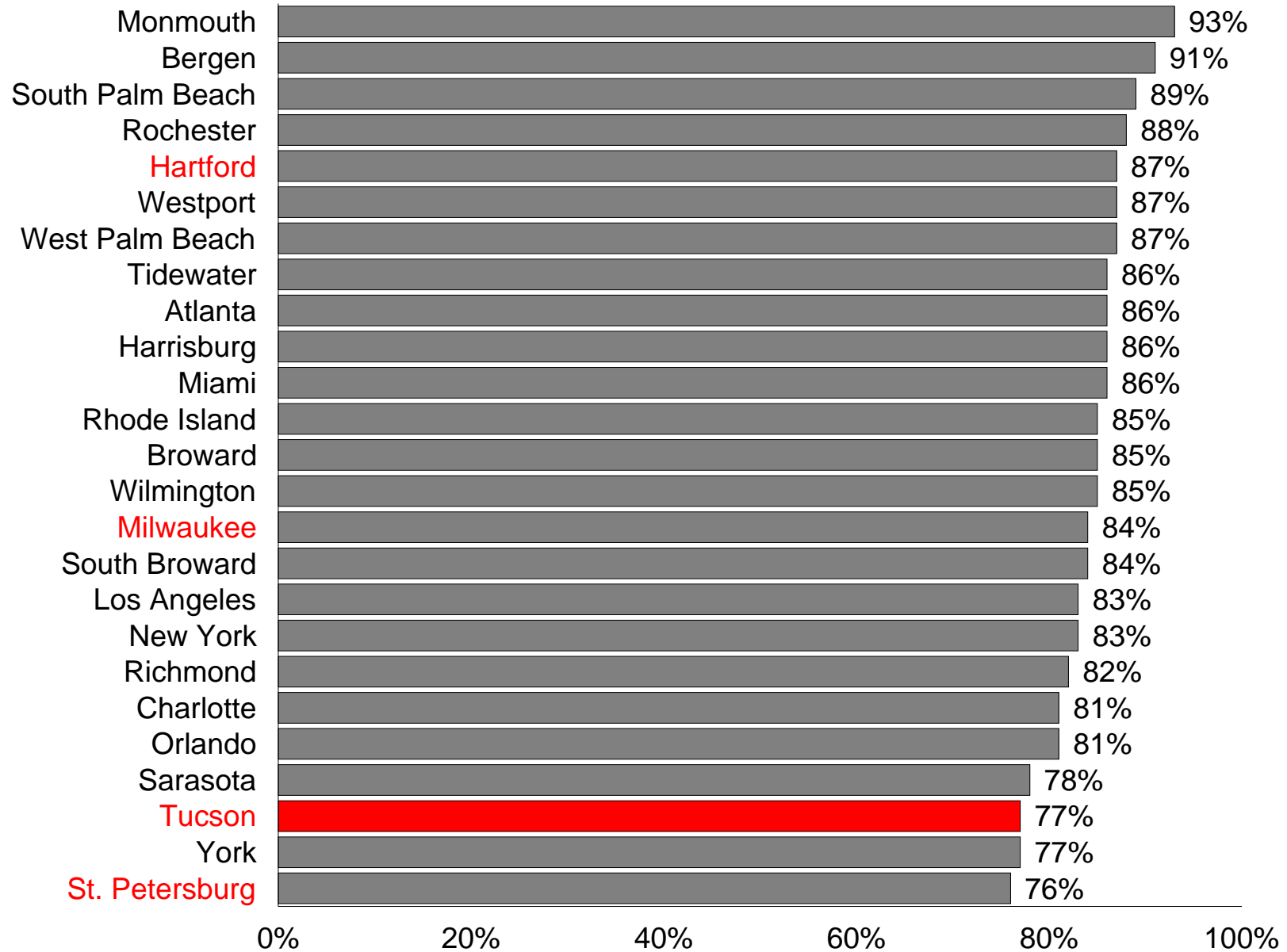
RELIGIOUS PRACTICES



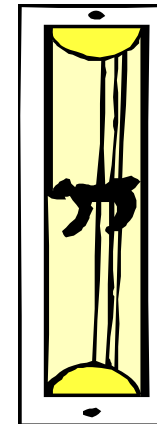
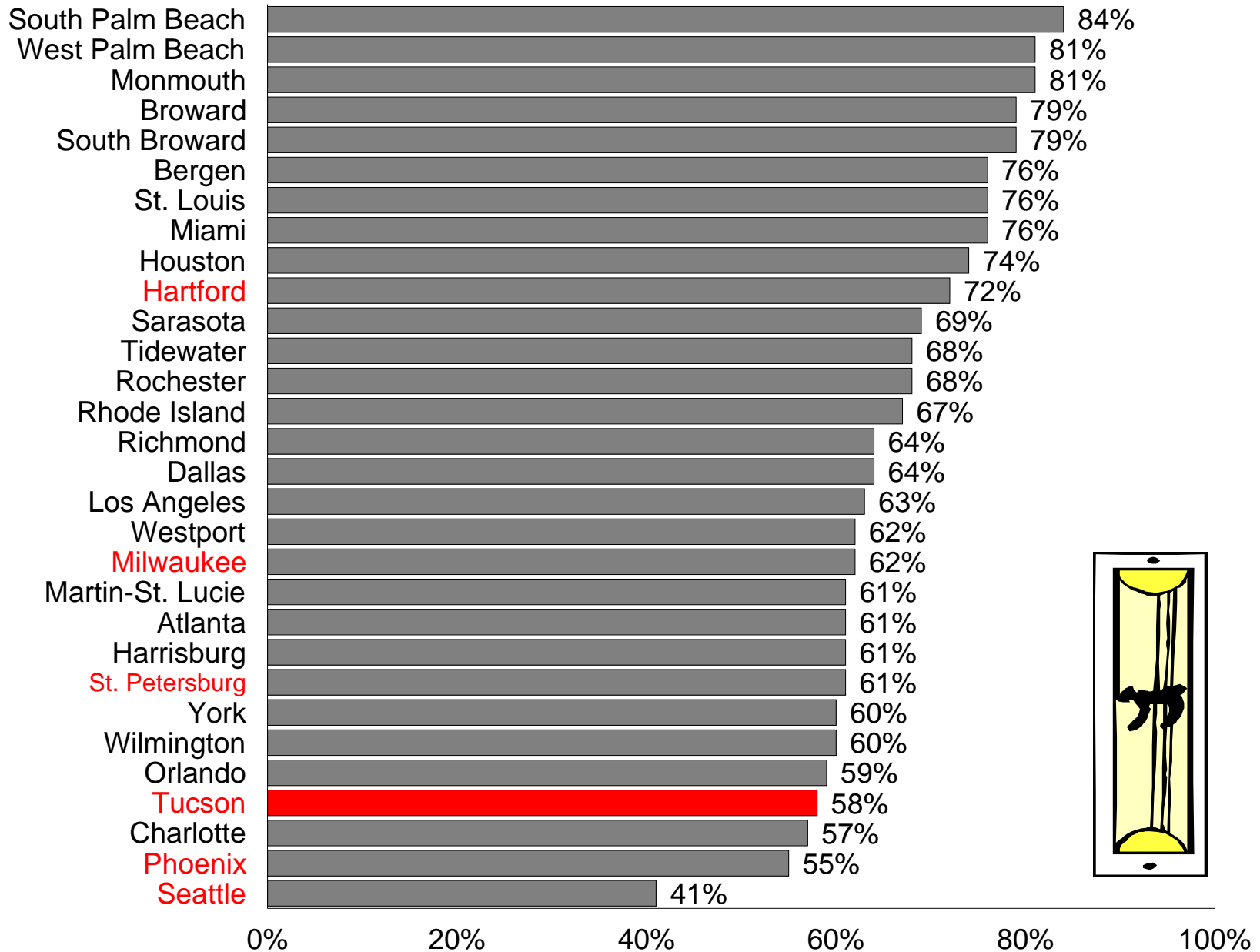
RELIGIOUS PRACTICES



**ALWAYS/USUALLY DO ONE OR MORE OF THE FOLLOWING:
PASSEOVER SEDER, CHANUKAH CANDLES, SABBATH CANDLES, OR KOSHER HOME**

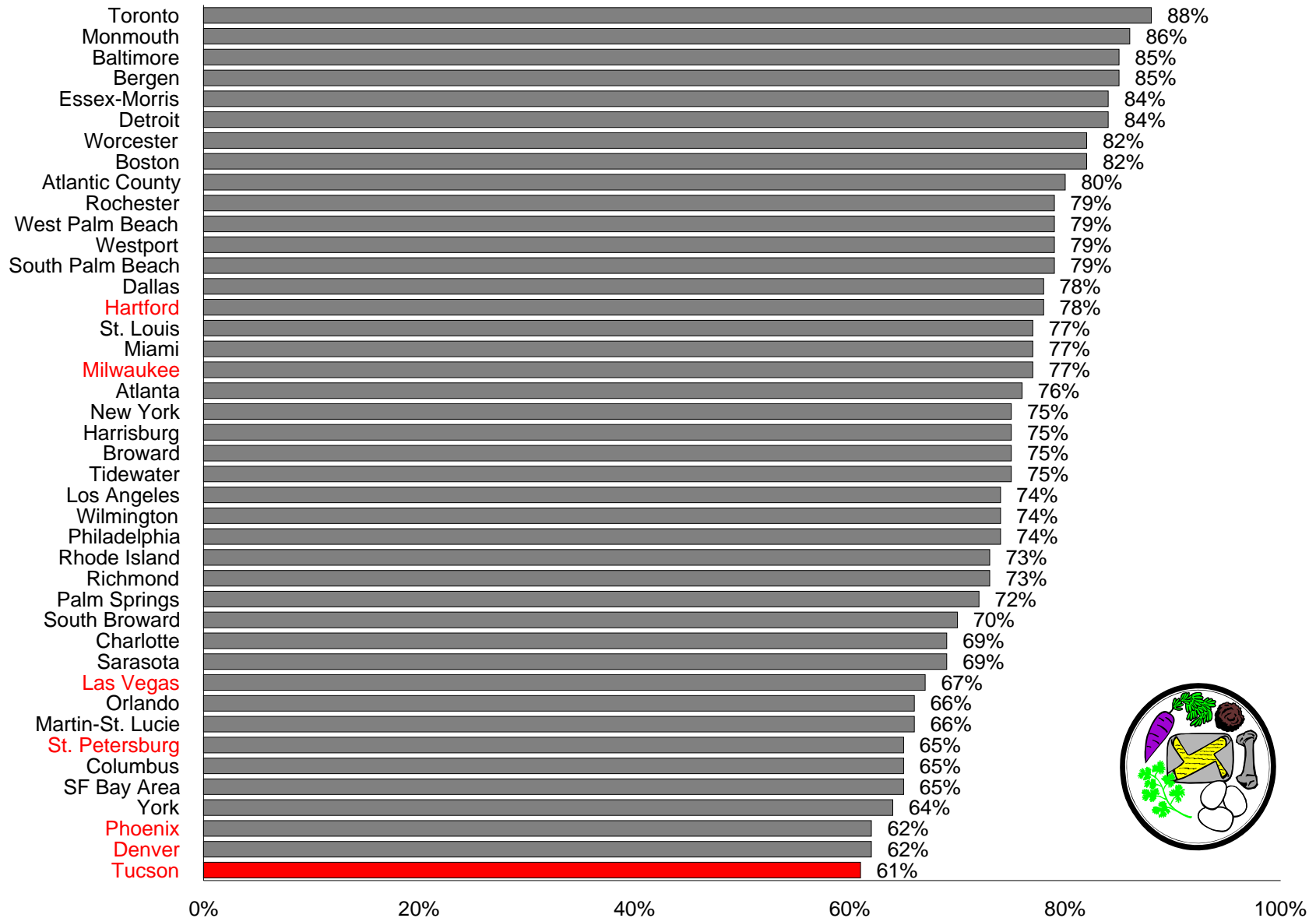


MEZUZAH ON FRONT DOOR



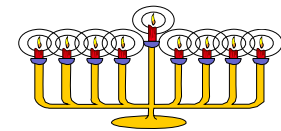
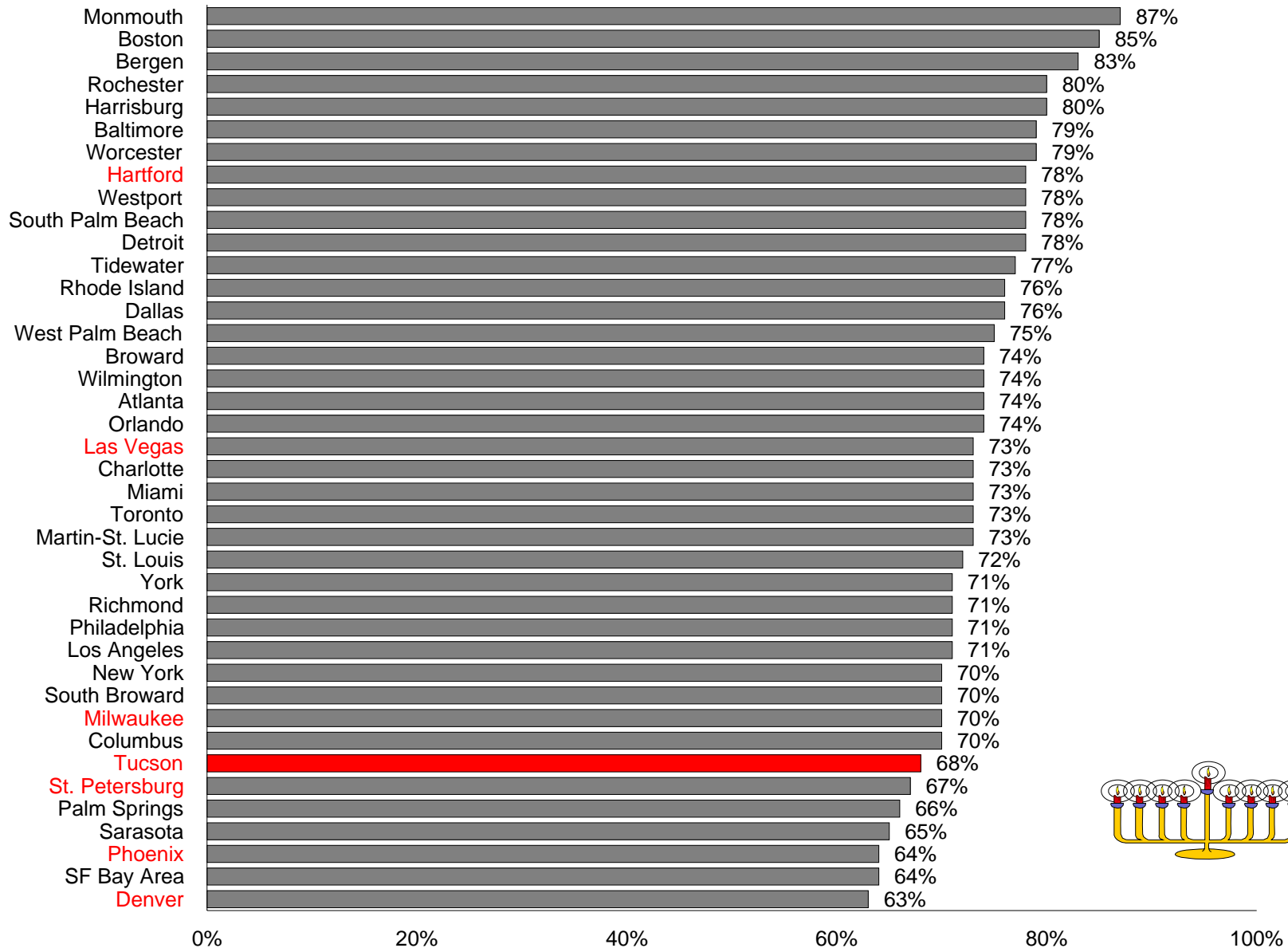
PARTICIPATE IN PASSOVER SEDER

Always + Usually



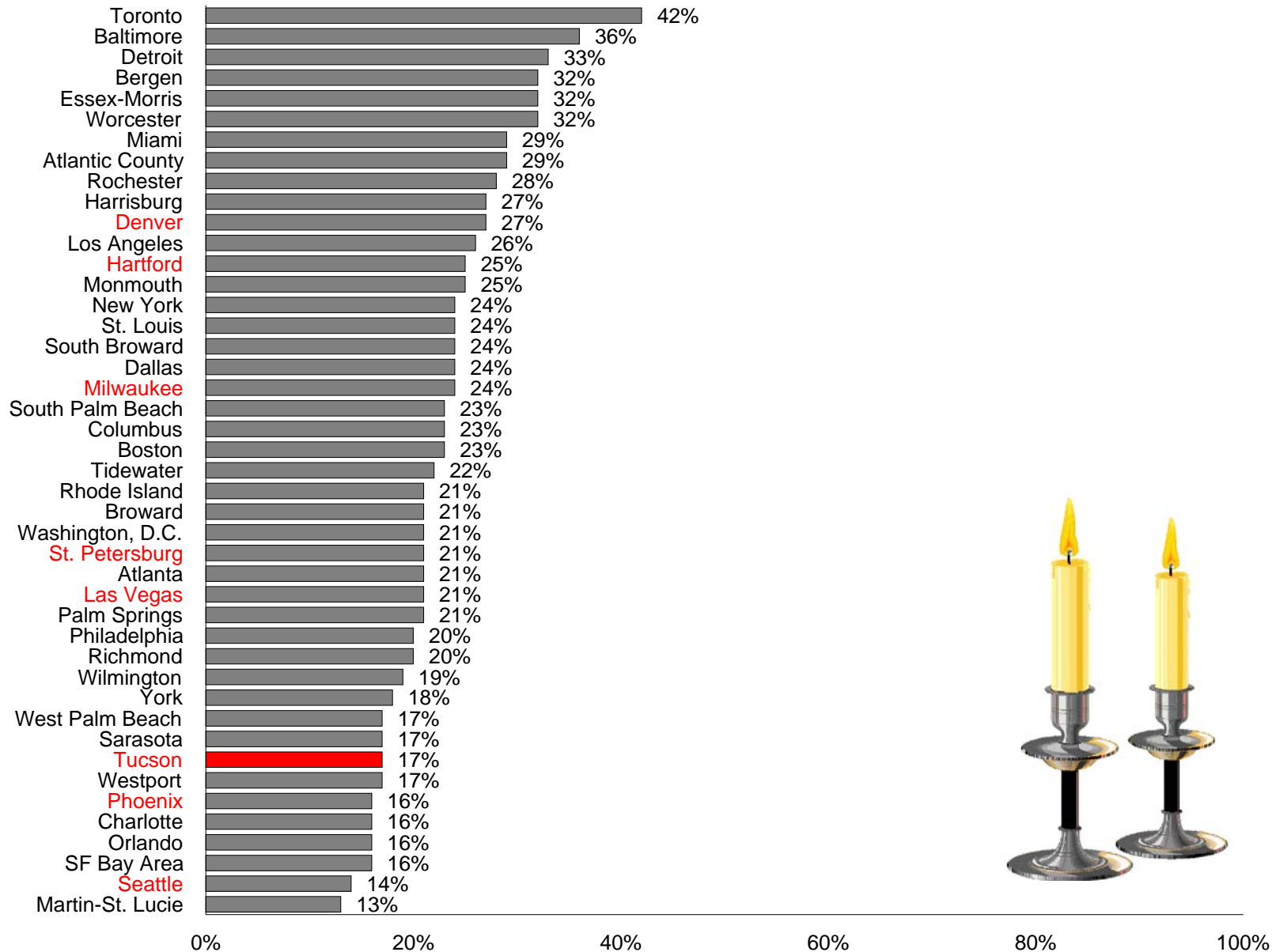
LIGHT CHANUKAH CANDLES

Always + Usually

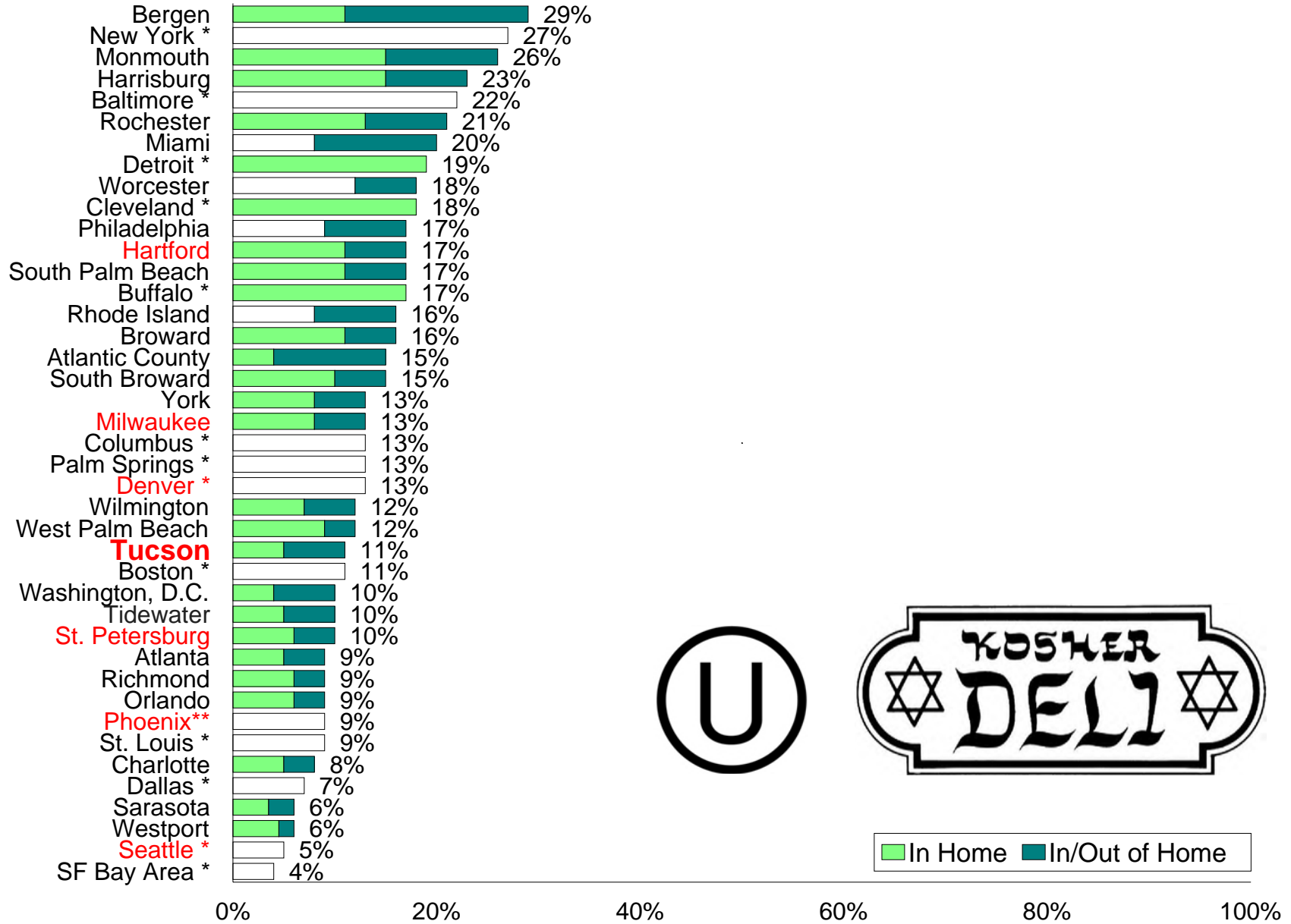


LIGHT SABBATH CANDLES

Always + Usually



KEEP KOSHER

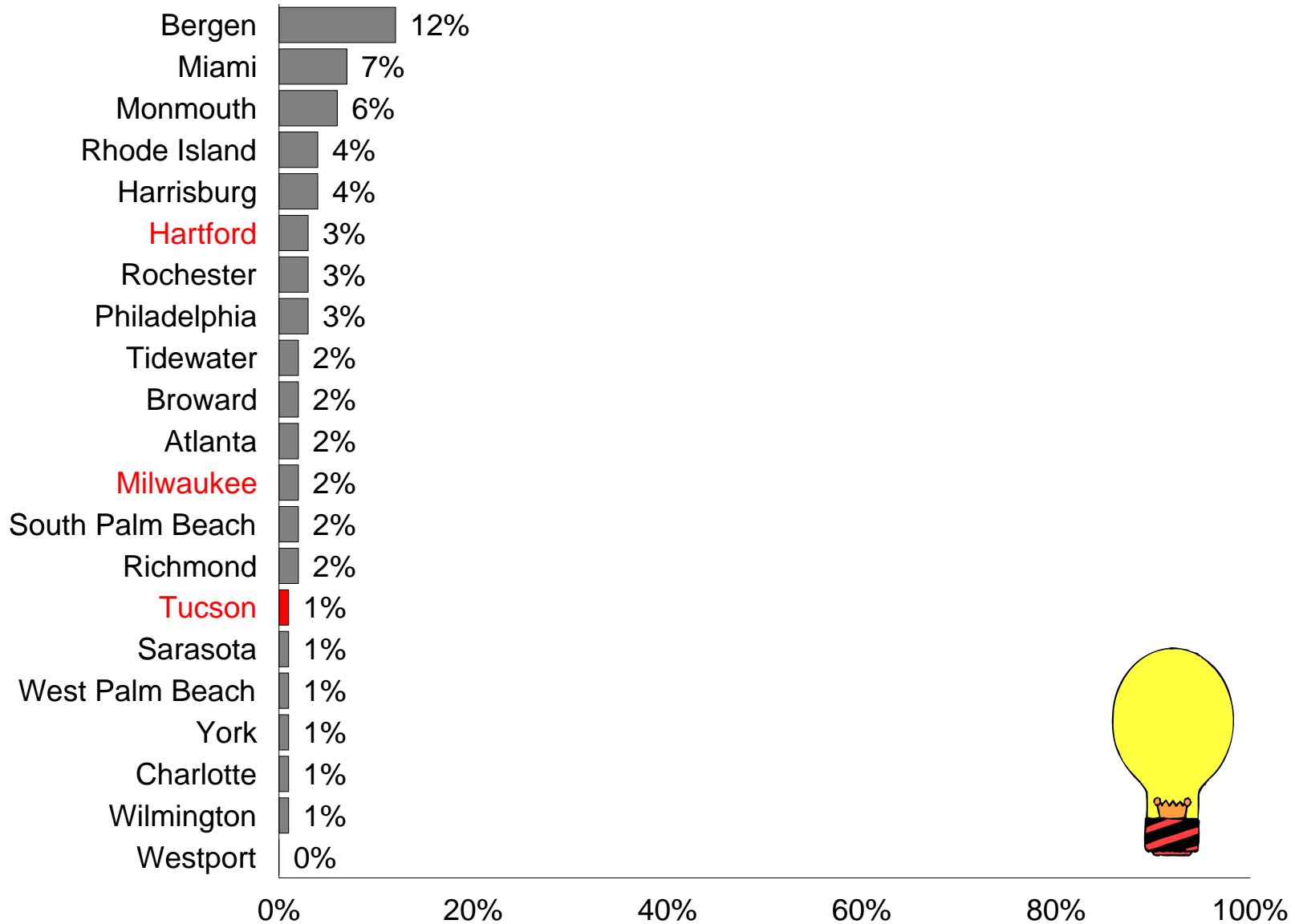


■ In Home ■ In/Out of Home

* Question was not asked about keeping kosher out of the home.

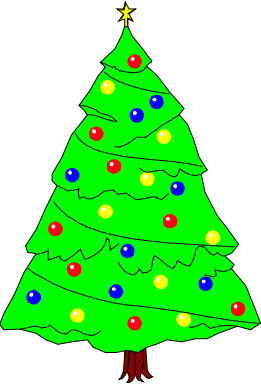
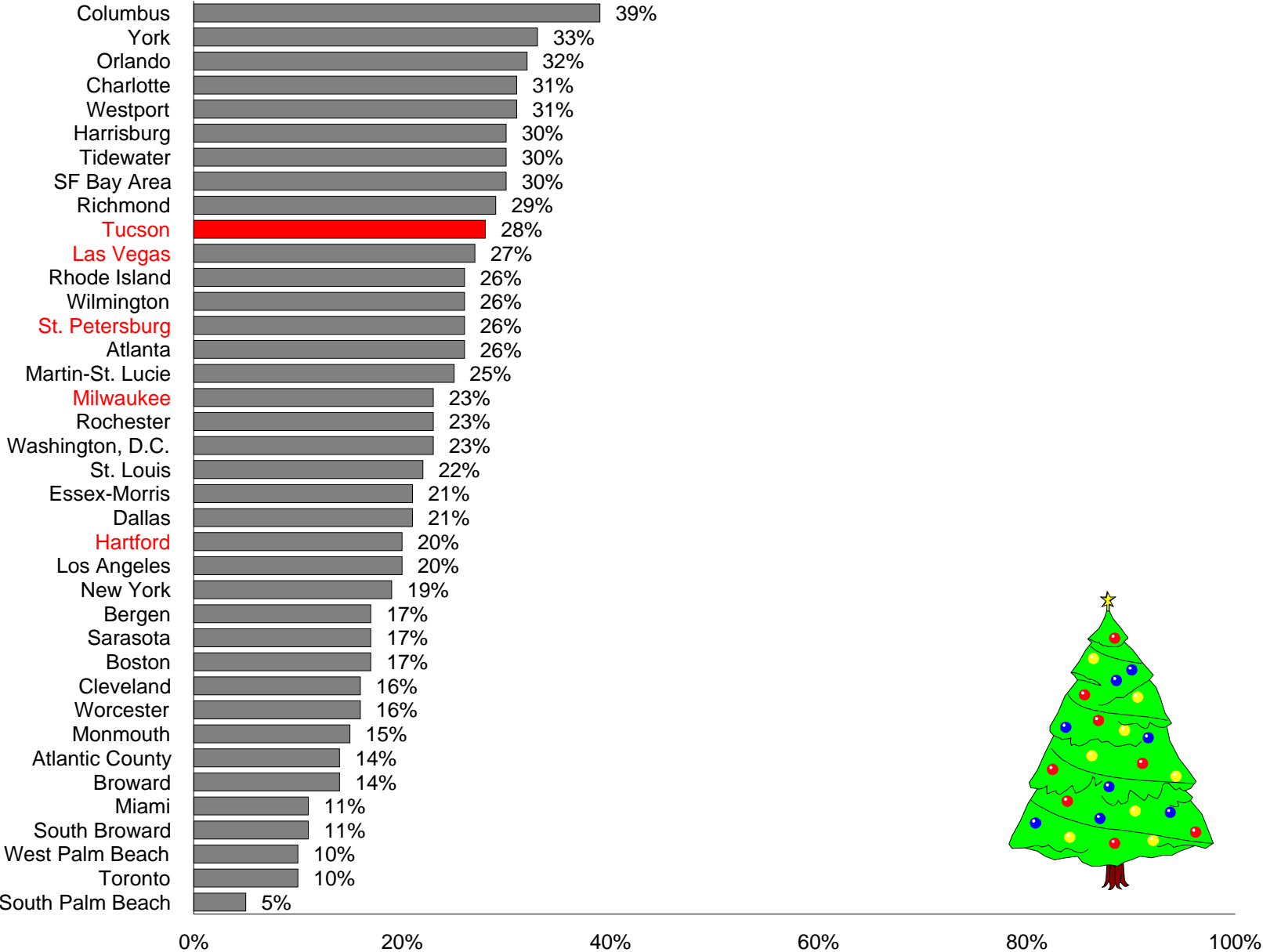
REFRAIN FROM USING ELECTRICITY ON THE SABBATH

(Respondents Only)

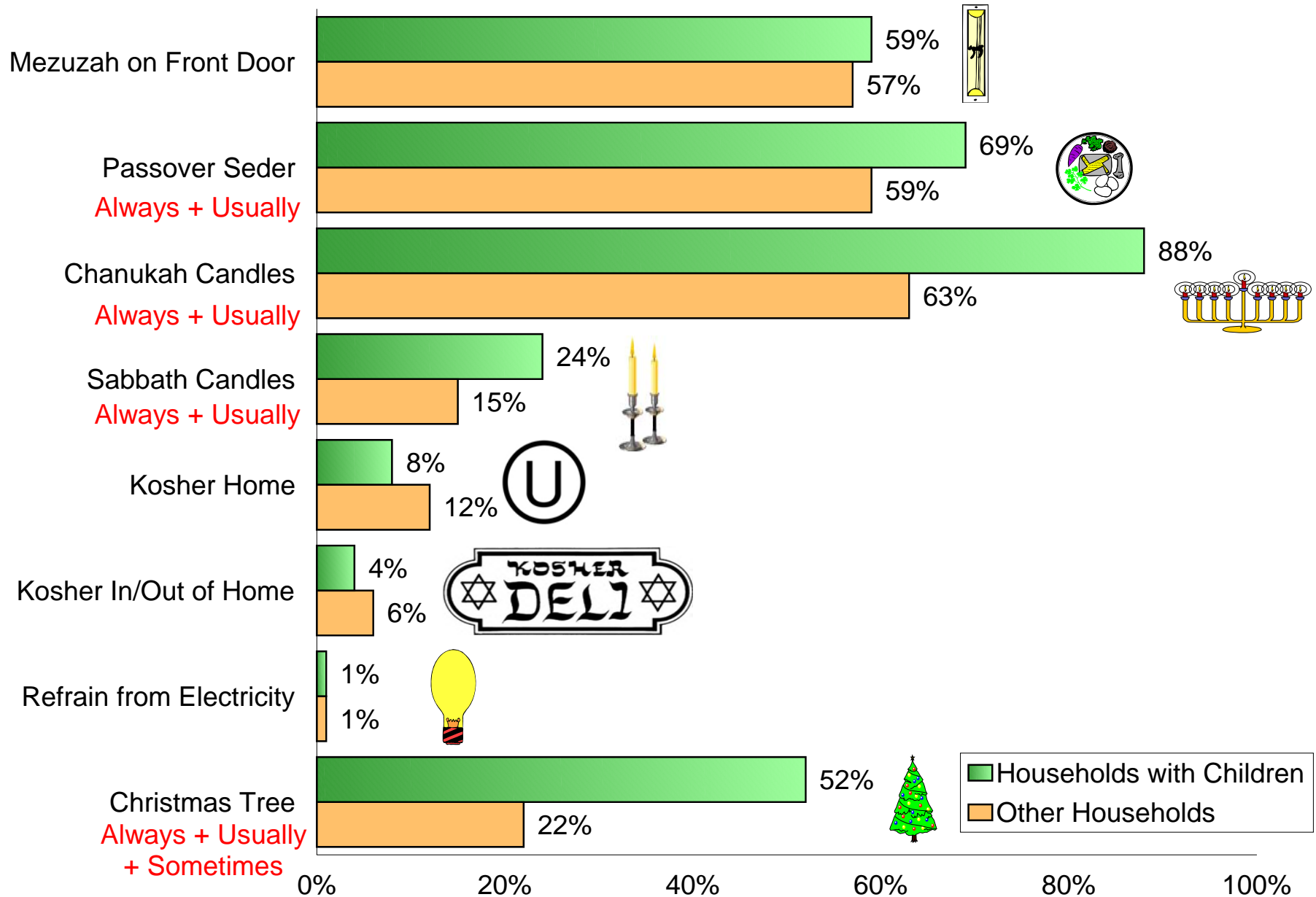


HAVE A CHRISTMAS TREE

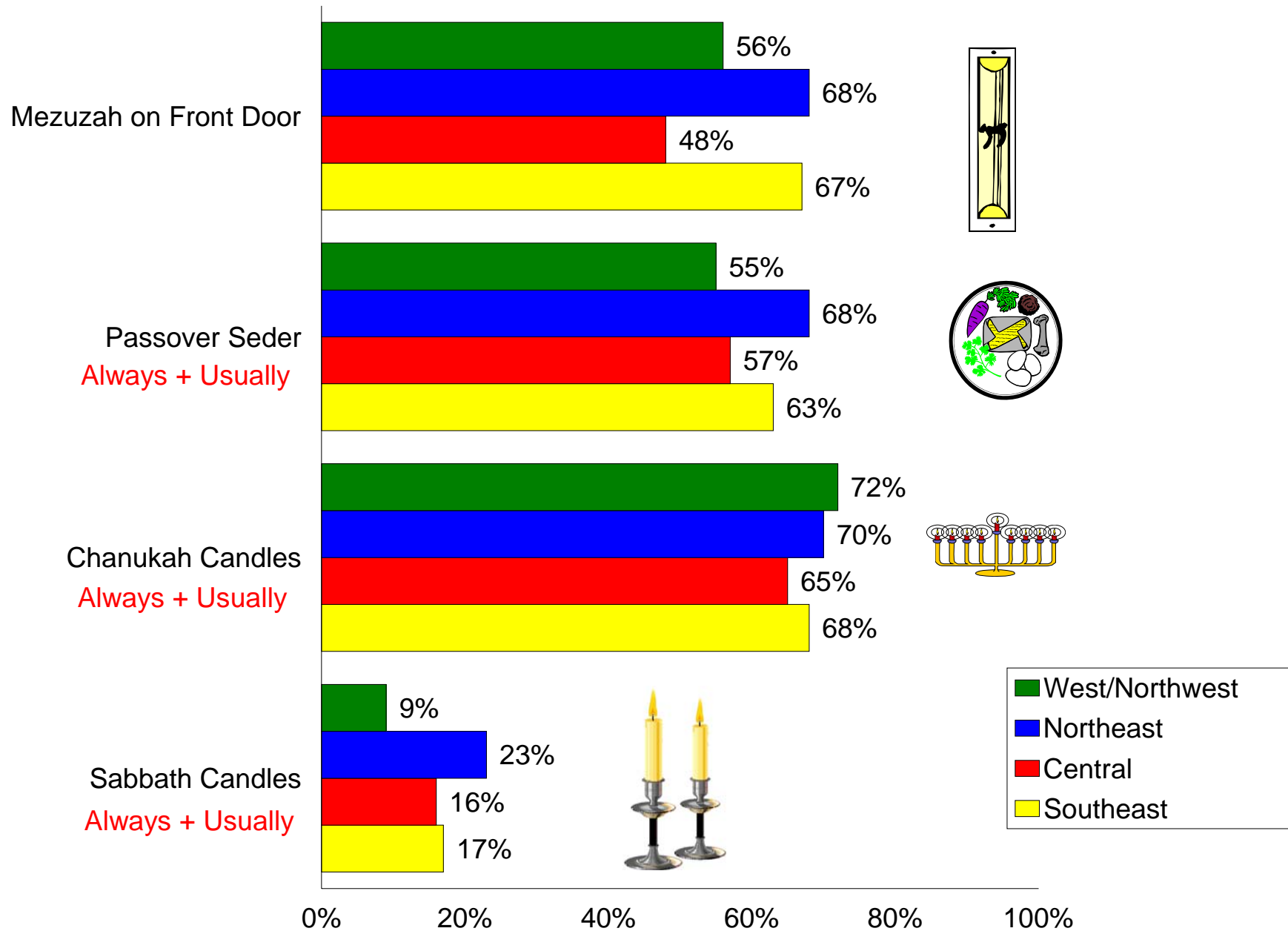
Always + Usually + Sometimes



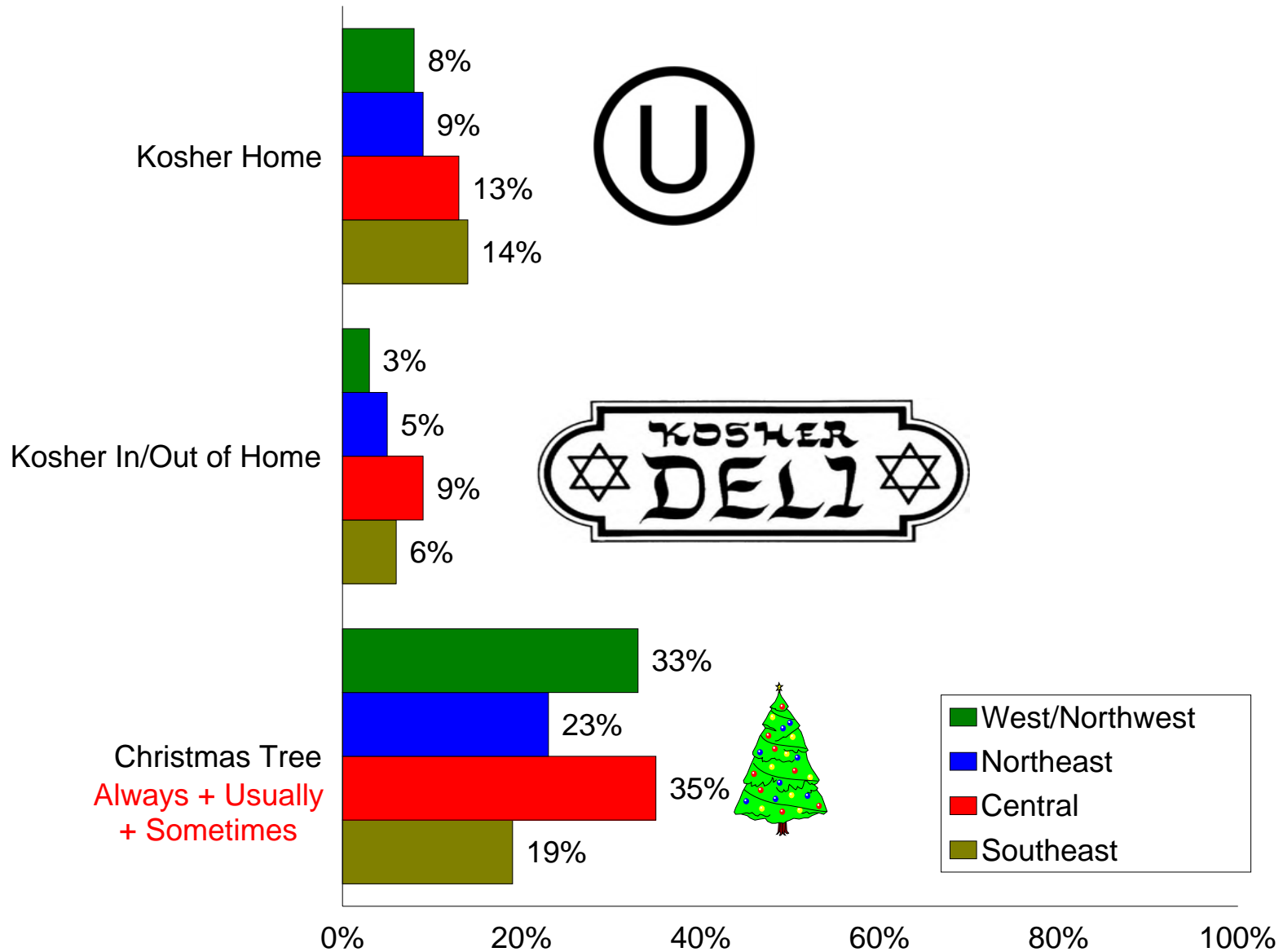
RELIGIOUS PRACTICES IN HOUSEHOLDS WITH CHILDREN



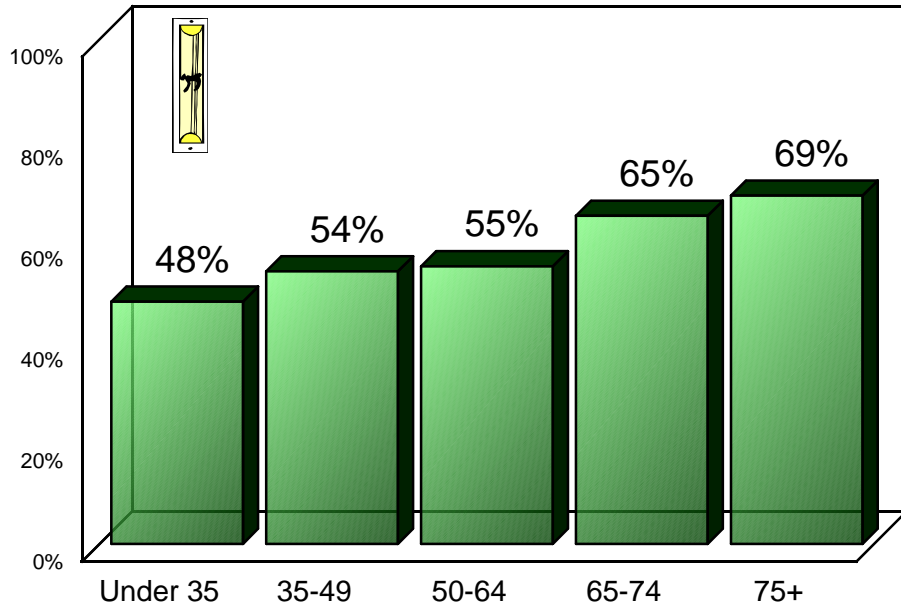
RELIGIOUS PRACTICES BY GEOGRAPHIC AREA



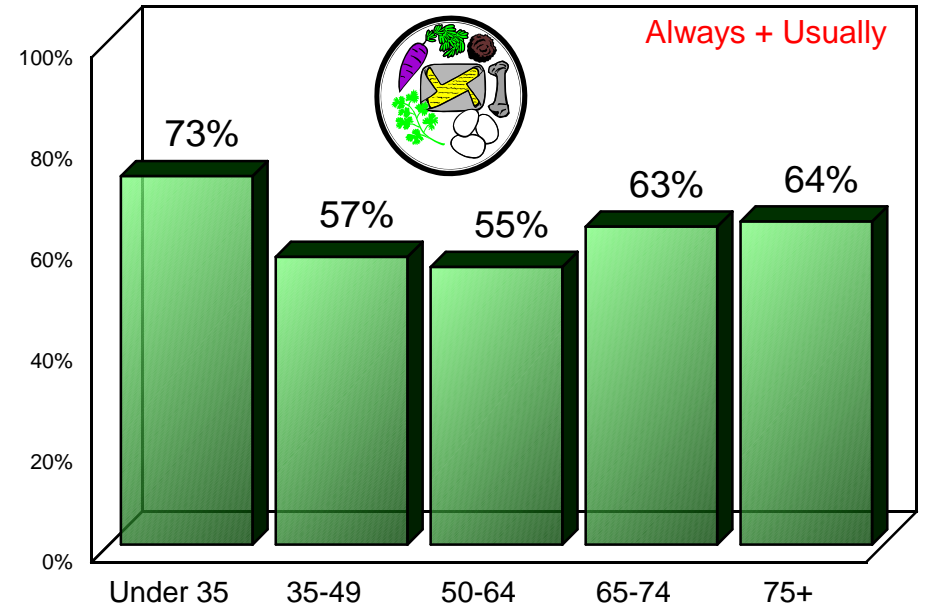
RELIGIOUS PRACTICES BY GEOGRAPHIC AREA



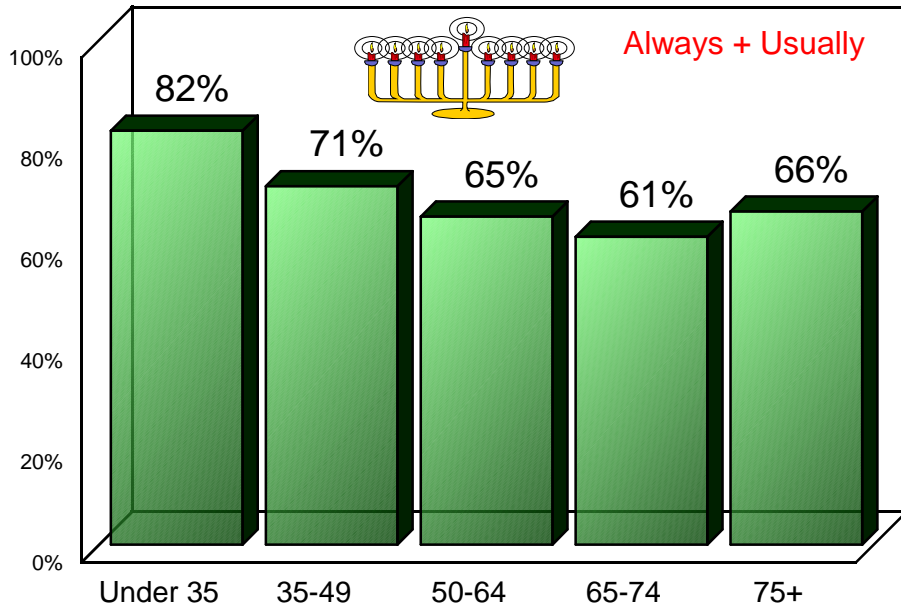
Mezuzah on Front Door



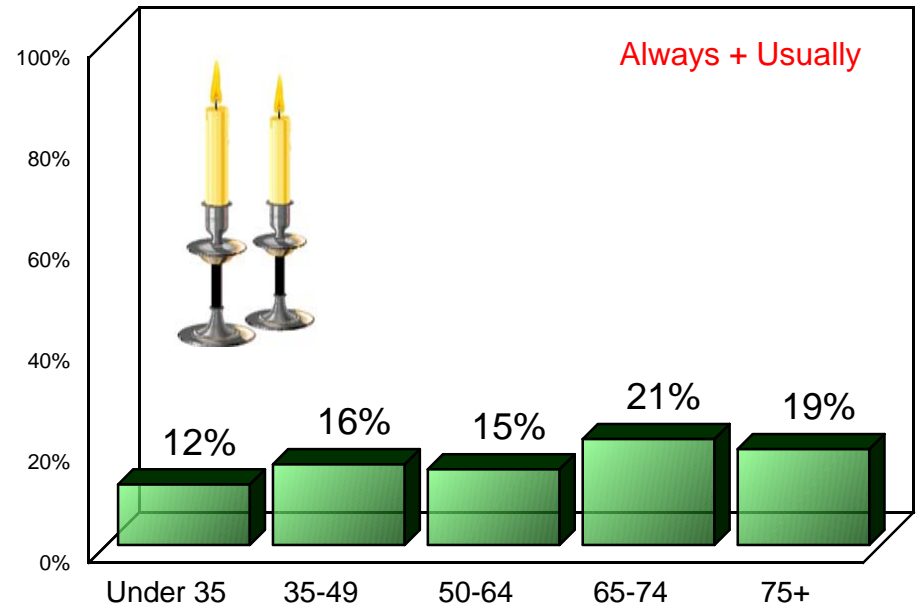
Passover Seder



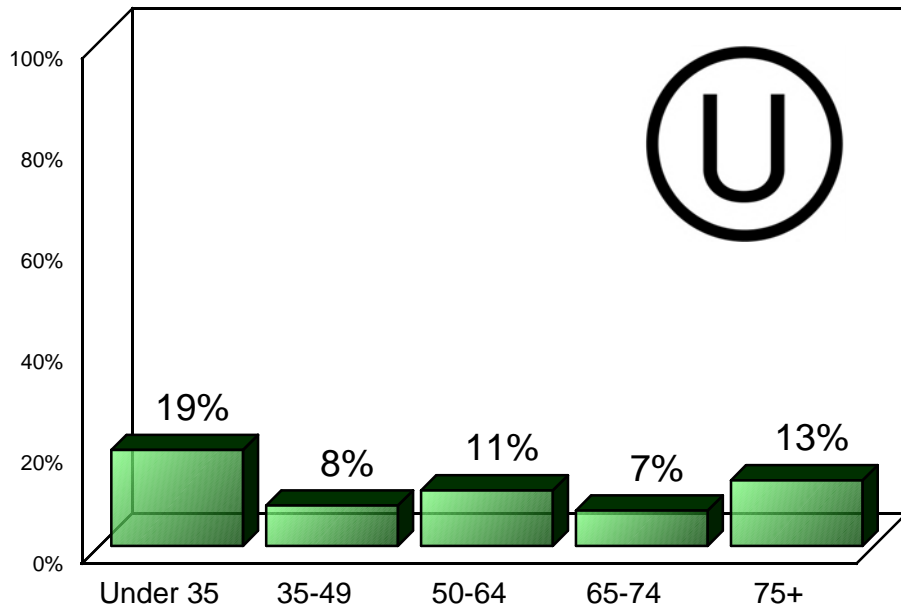
Chanukah Candles



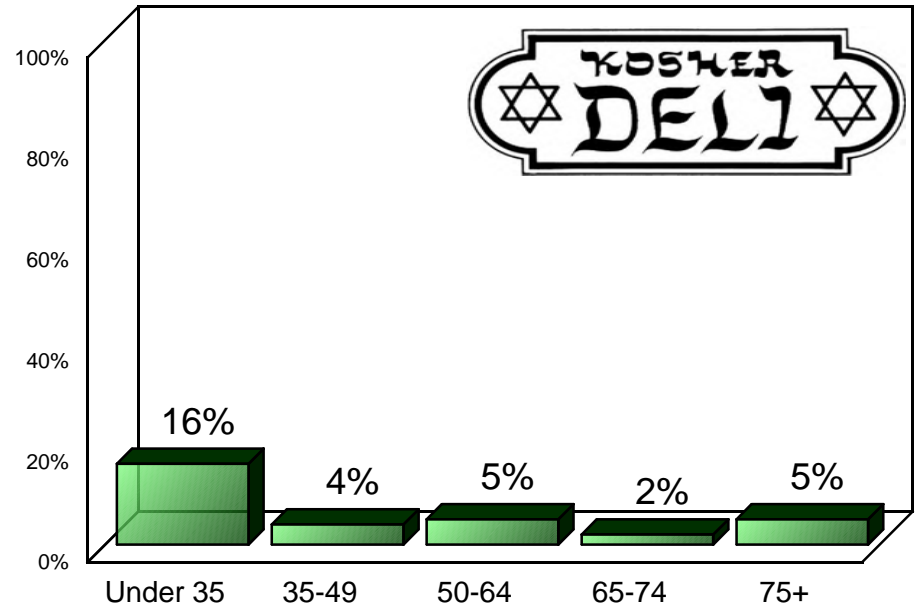
Sabbath Candles



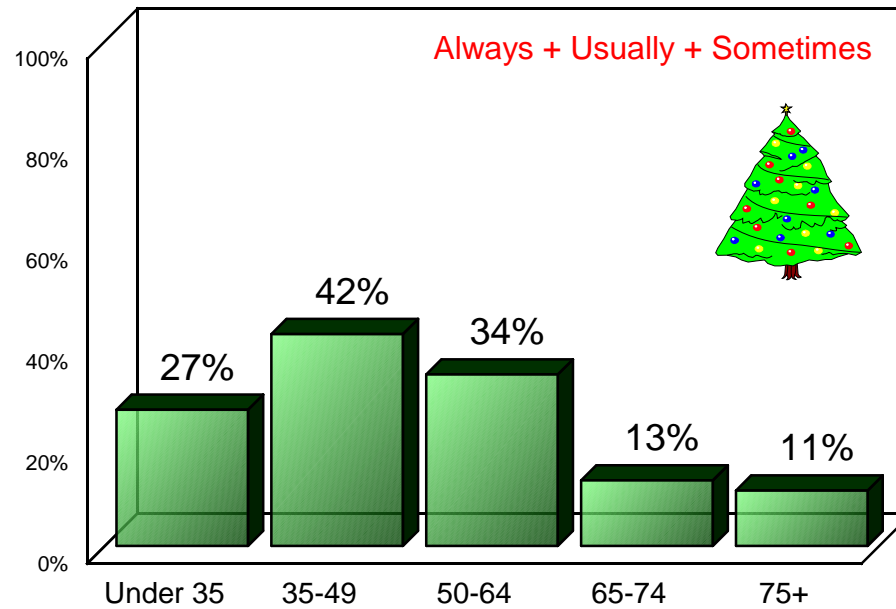
Kosher Home



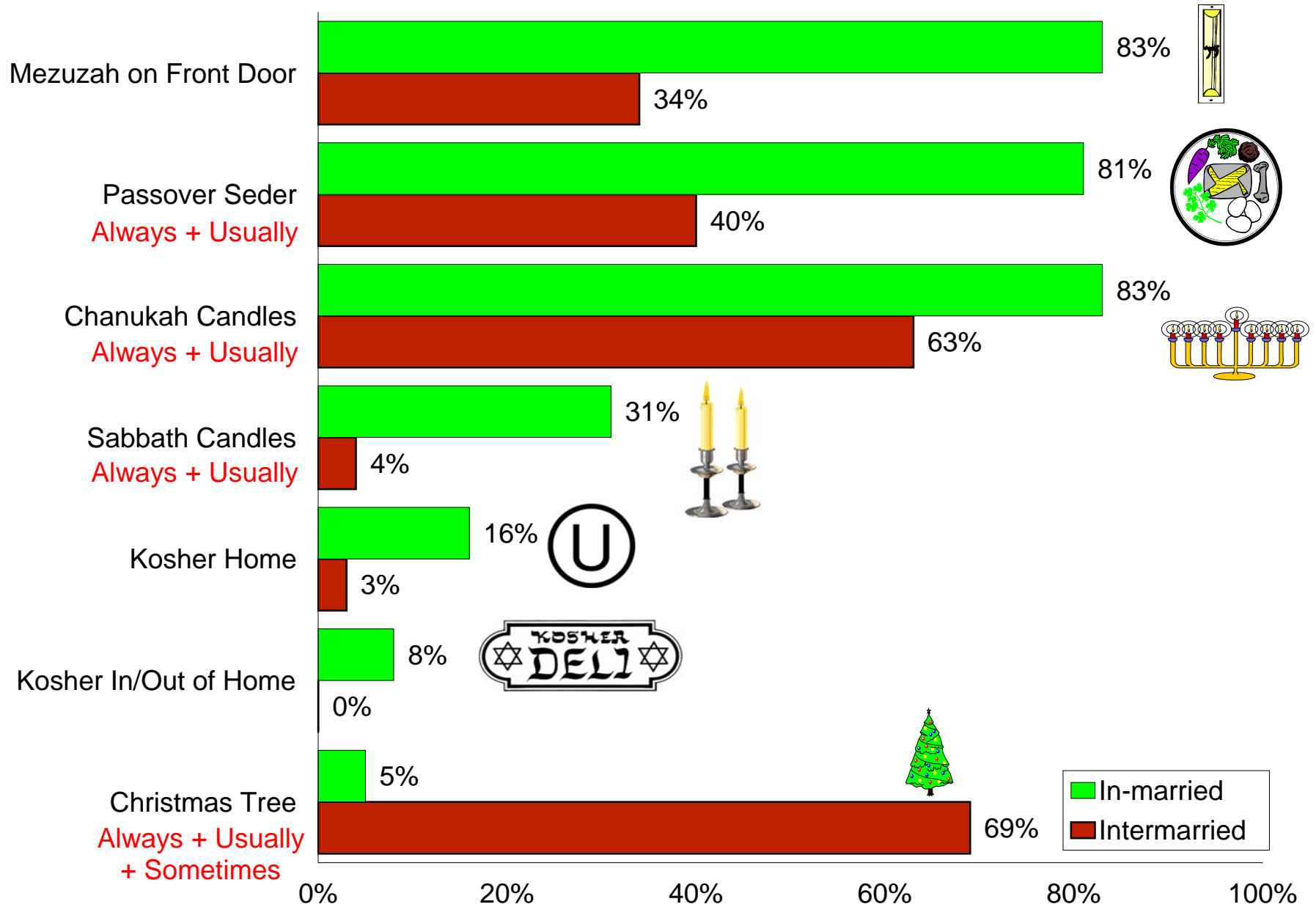
Kosher In/Out of Home



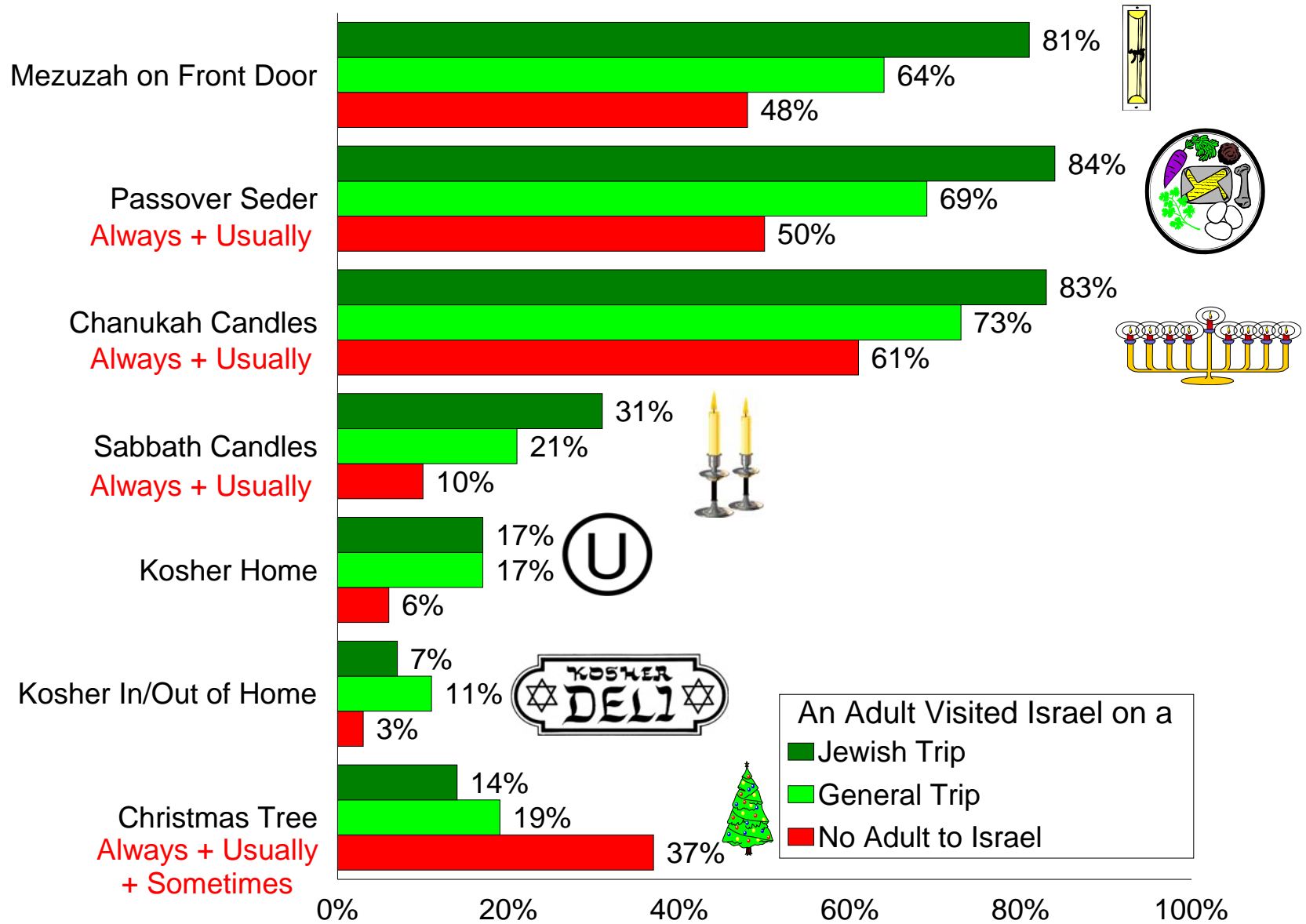
Christmas Tree



RELIGIOUS PRACTICES BY TYPE OF MARRIAGE

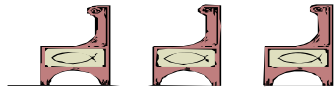


RELIGIOUS PRACTICES BY TRIPS TO ISRAEL

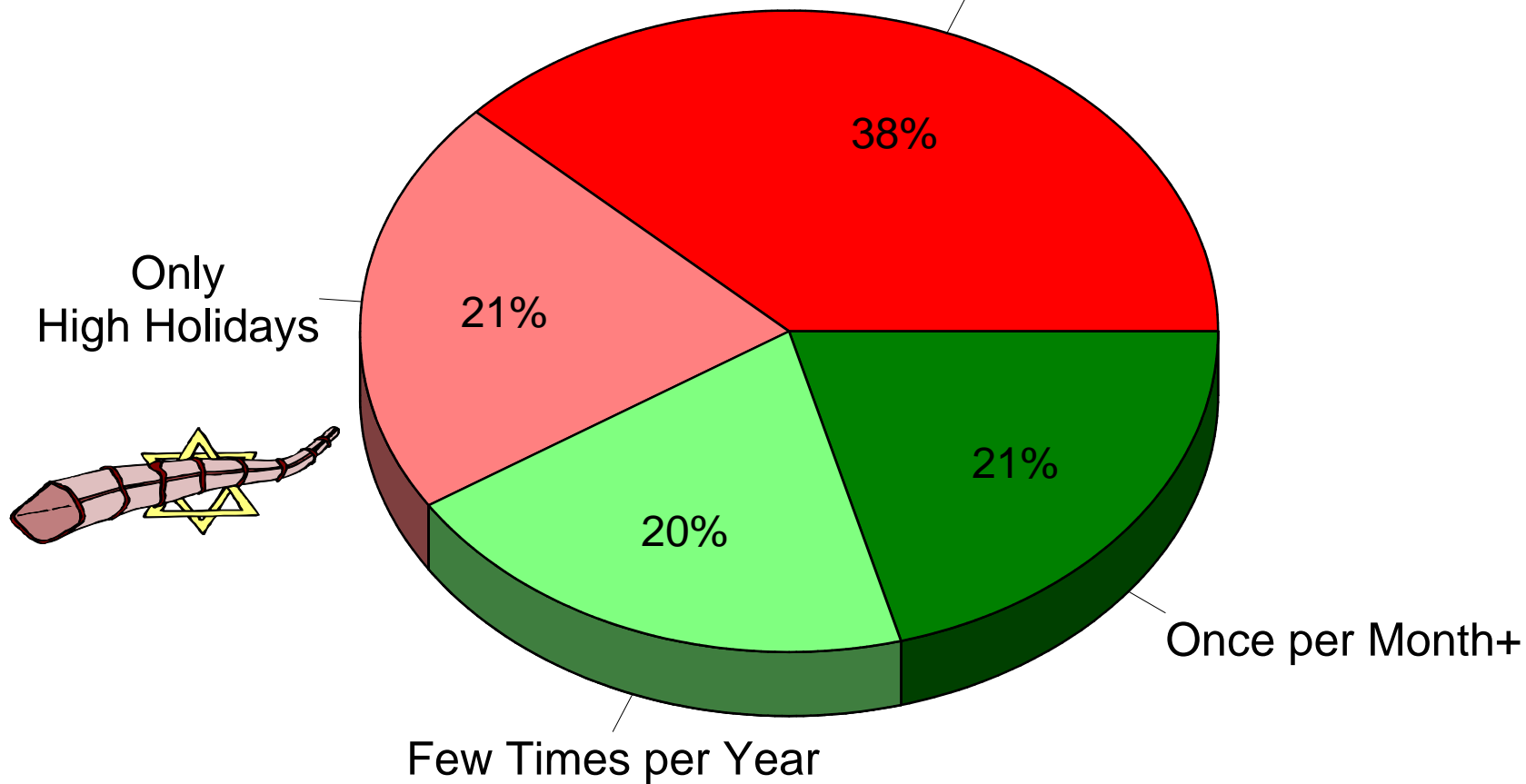


SYNAGOGUE ATTENDANCE

(Jewish Respondents Only)



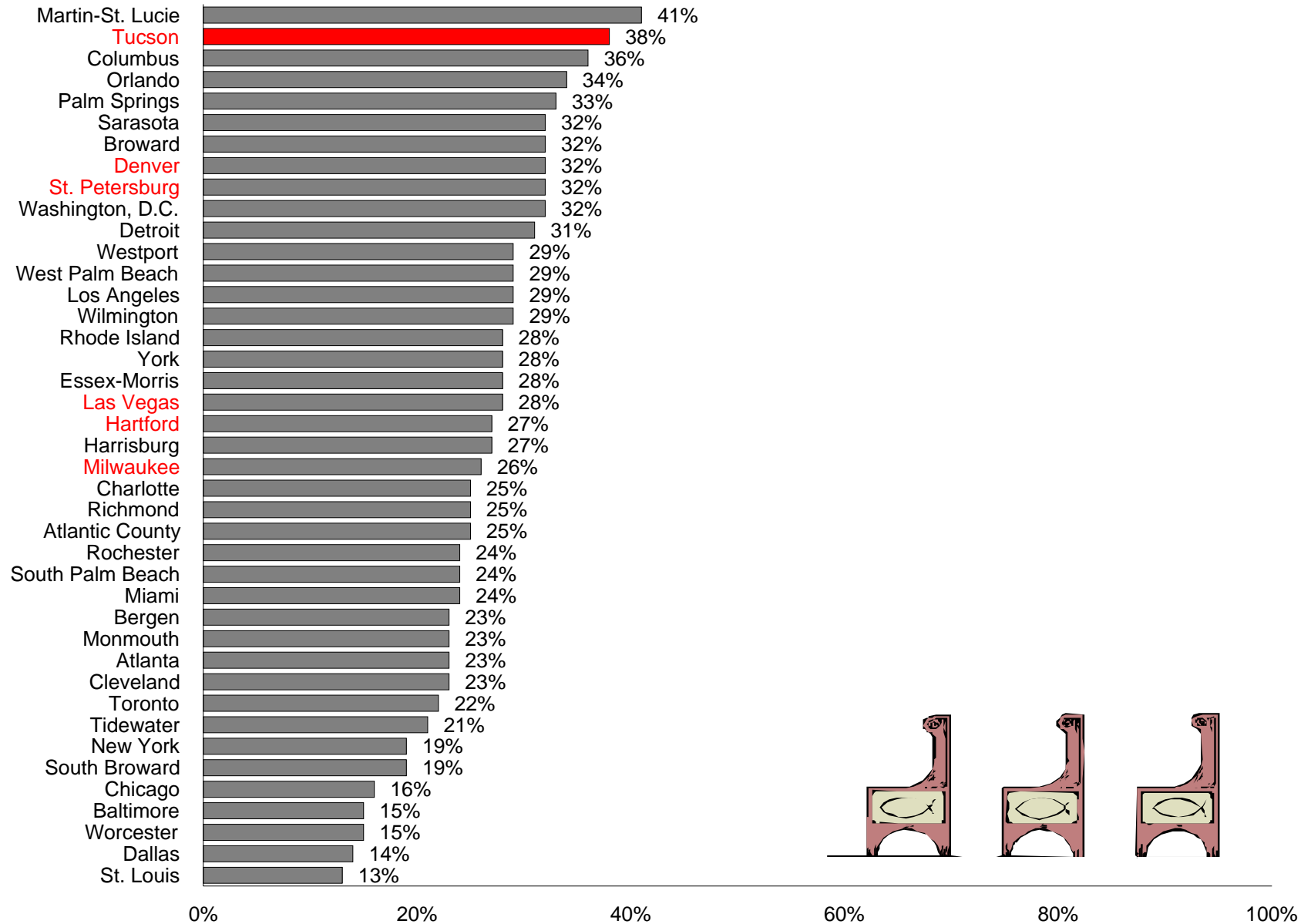
Never*



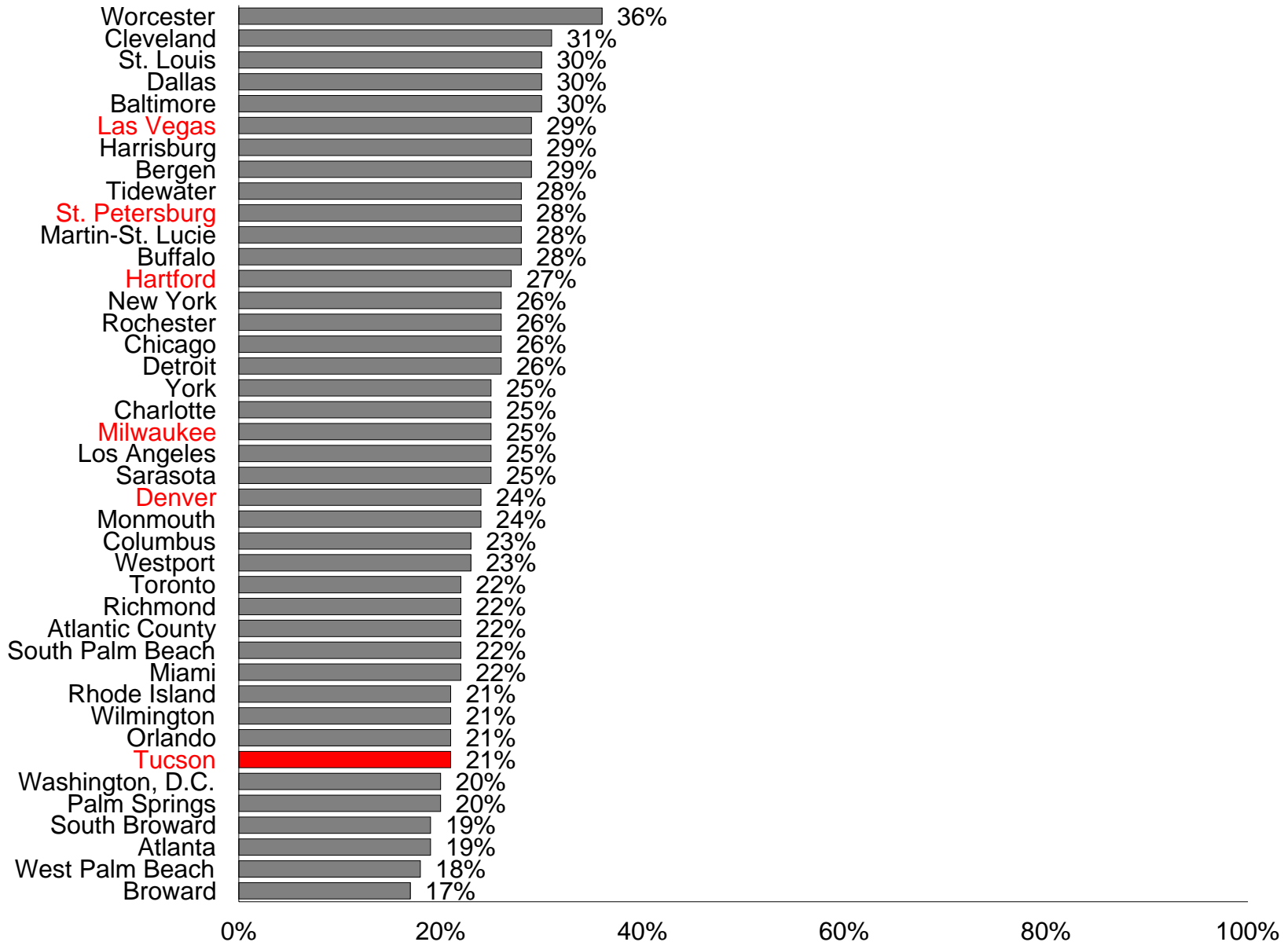
*or only weddings/b'nai mitzvah

NEVER ATTEND SERVICES

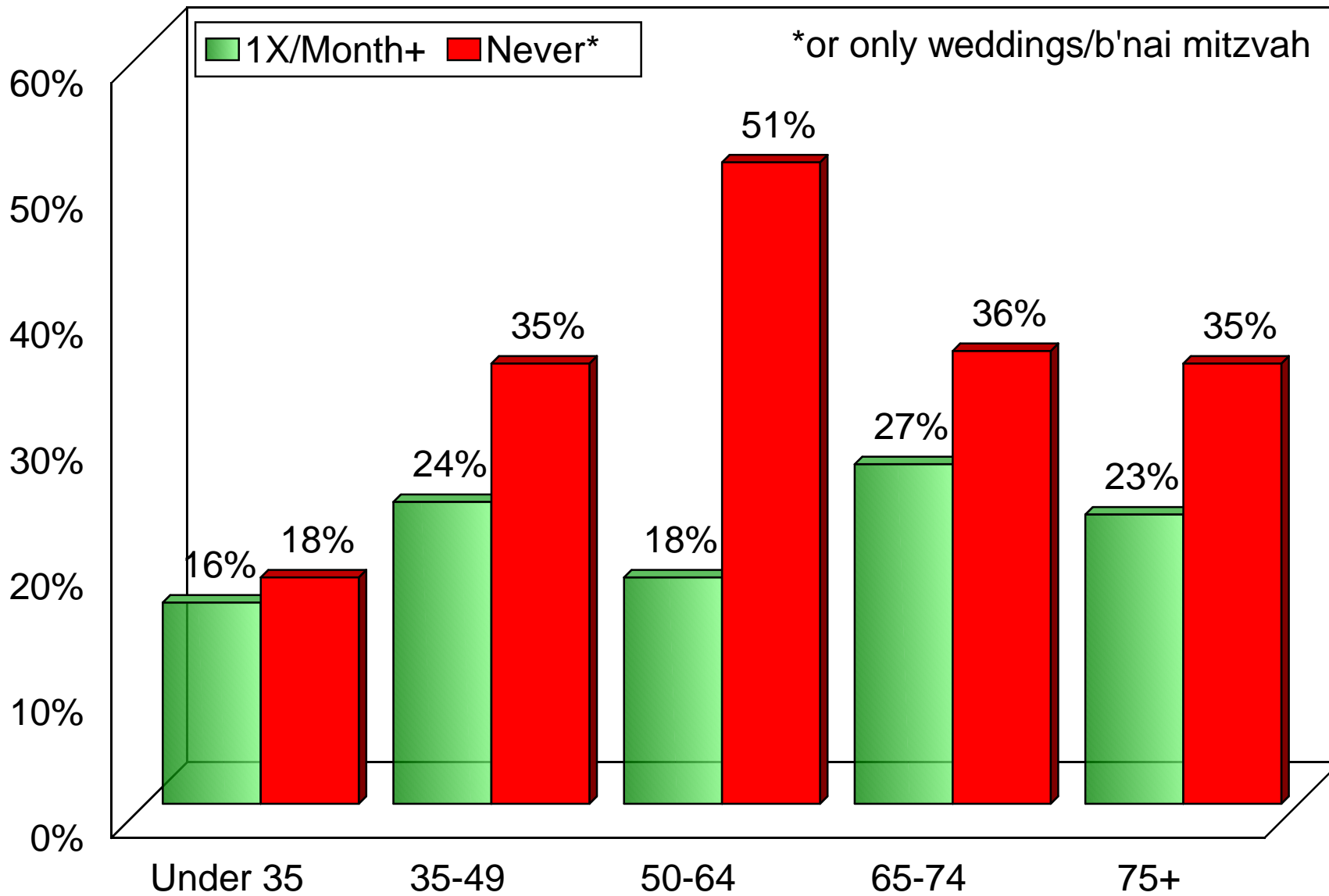
(except weddings/b'nai mitzvah)



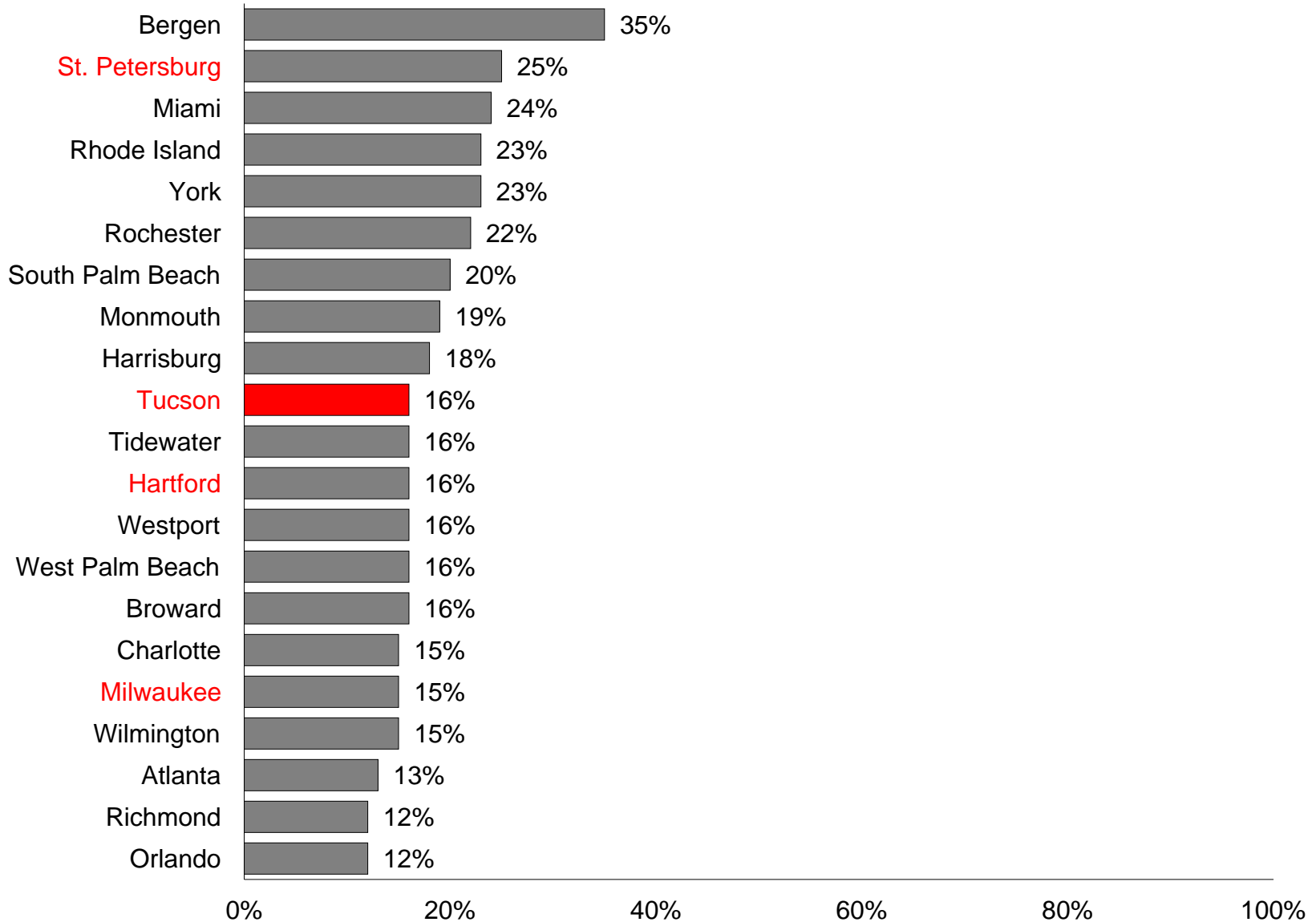
ATTEND SERVICES ONCE PER MONTH OR MORE



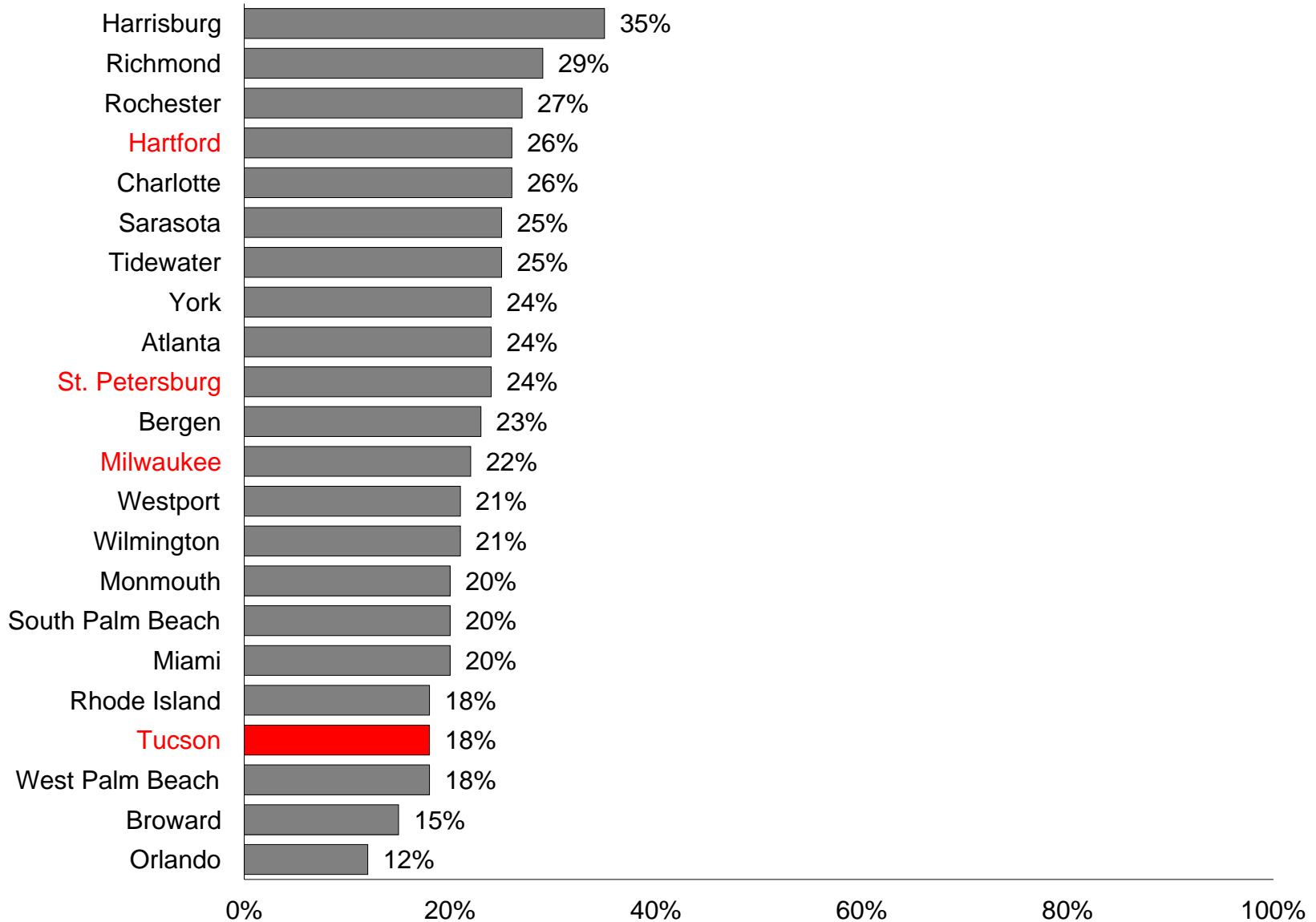
SYNAGOGUE ATTENDANCE BY AGE



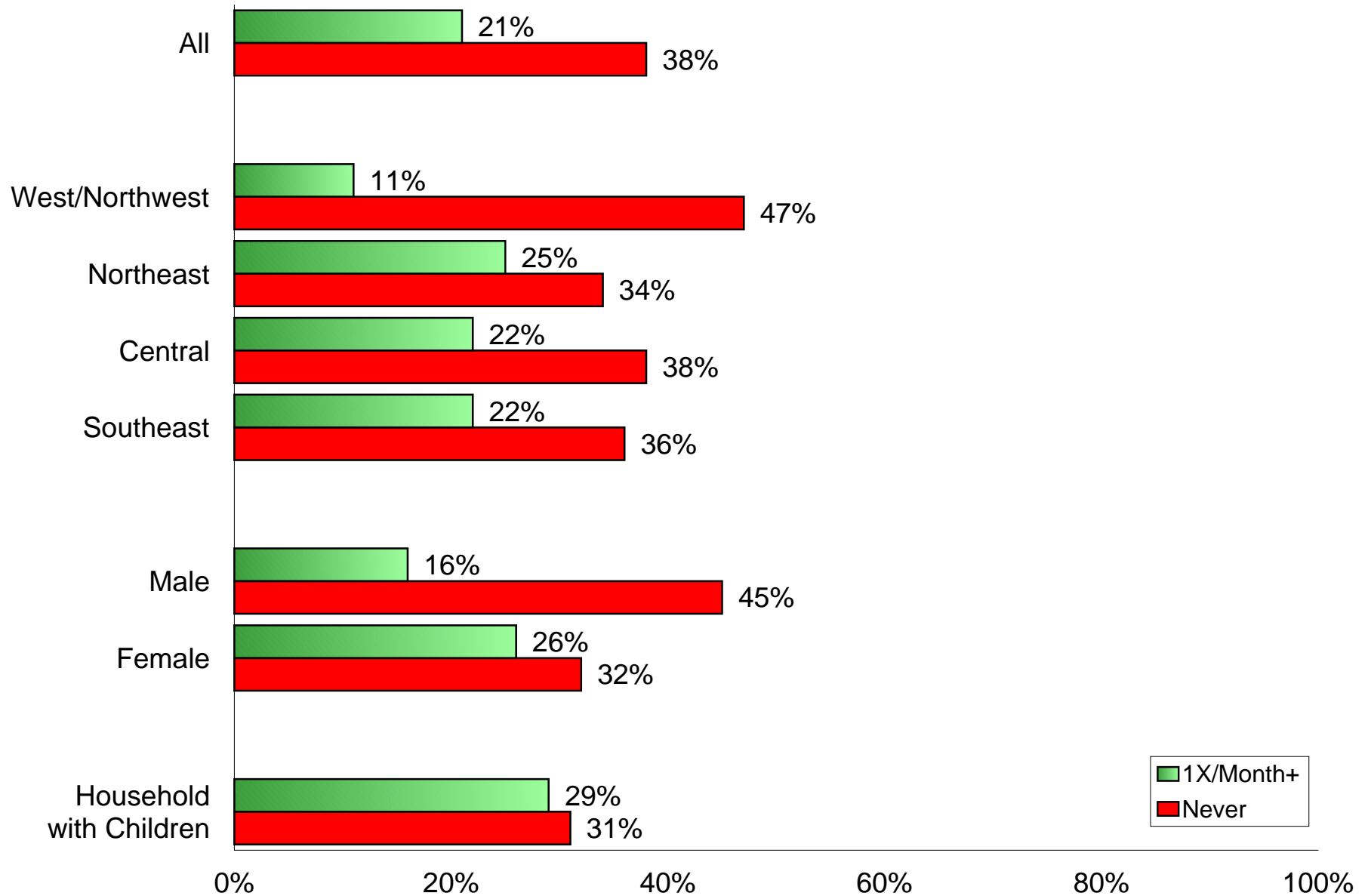
ATTEND SERVICES ONCE PER MONTH OR MORE UNDER AGE 35



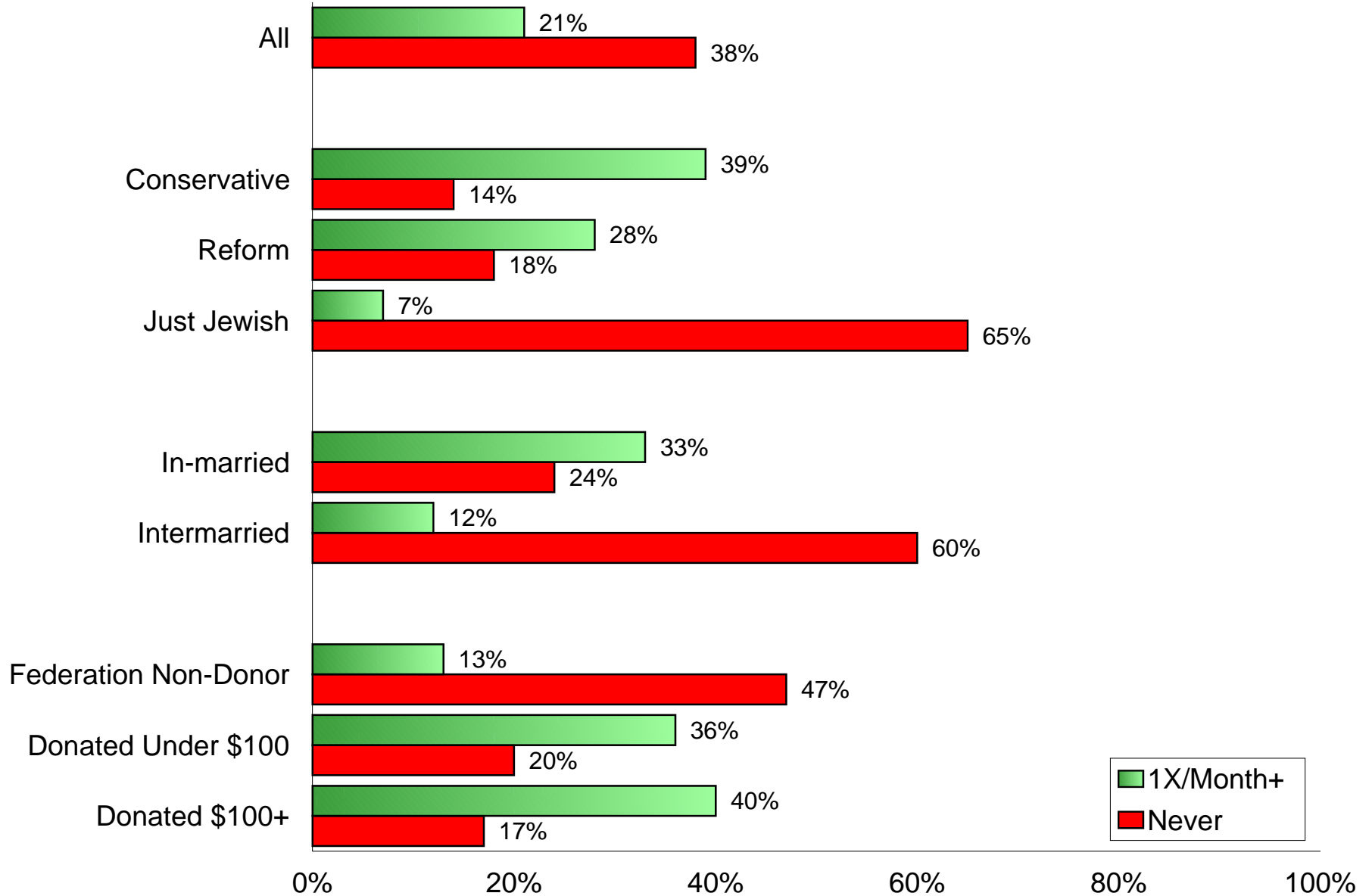
ATTEND SERVICES ONCE PER MONTH OR MORE AGE 50-64



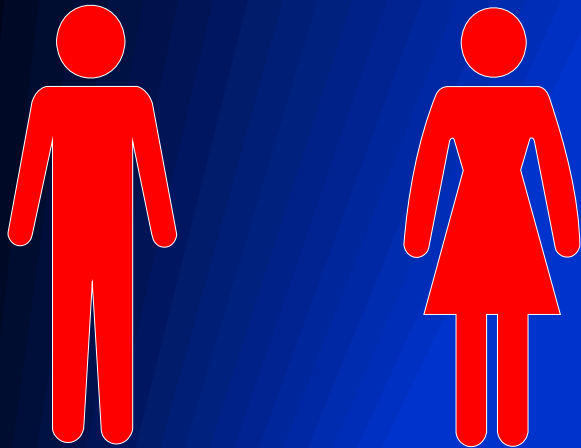
SYNAGOGUE ATTENDANCE PATTERNS



SYNAGOGUE ATTENDANCE PATTERNS

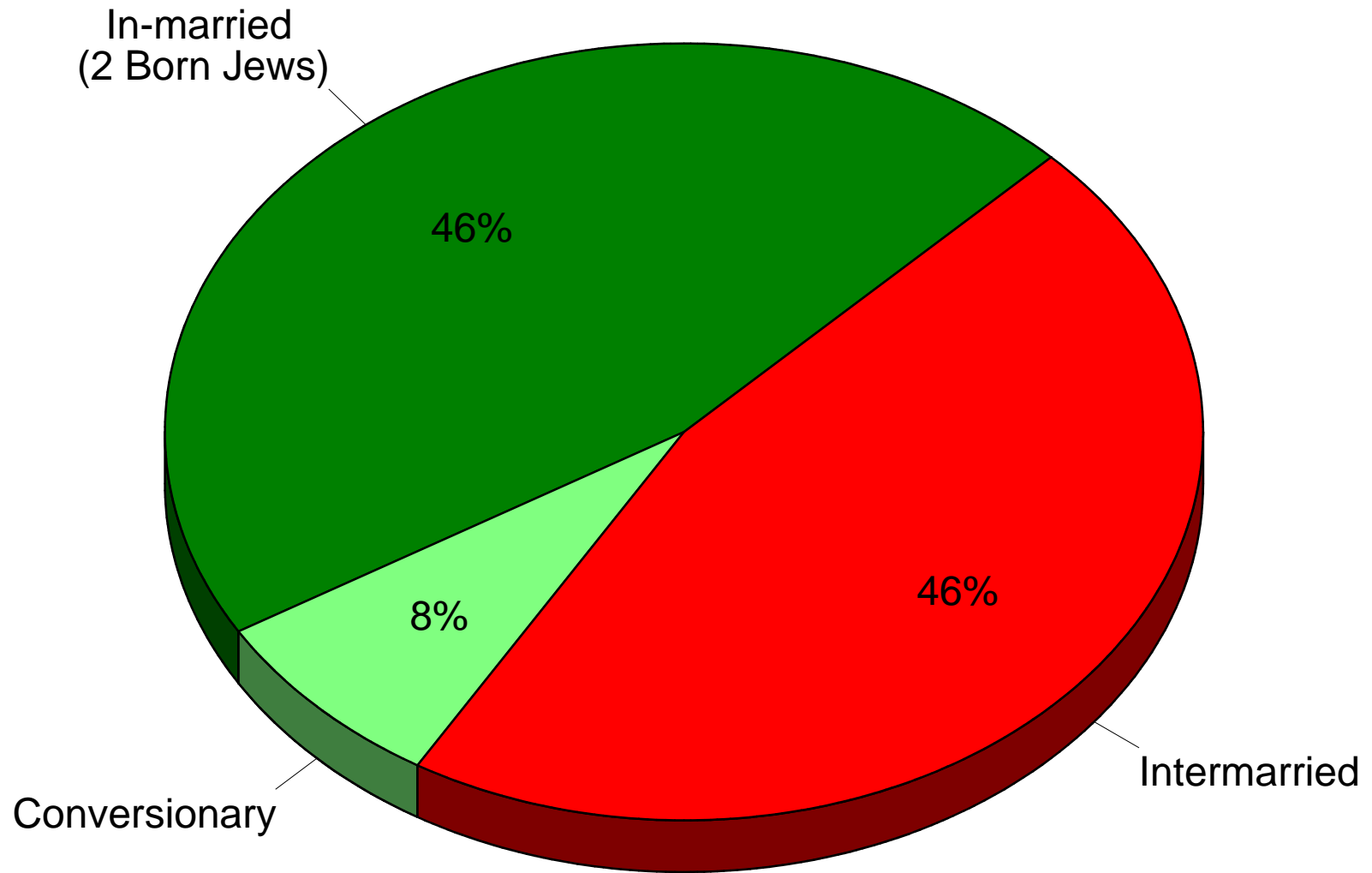


TYPES OF MARRIAGE



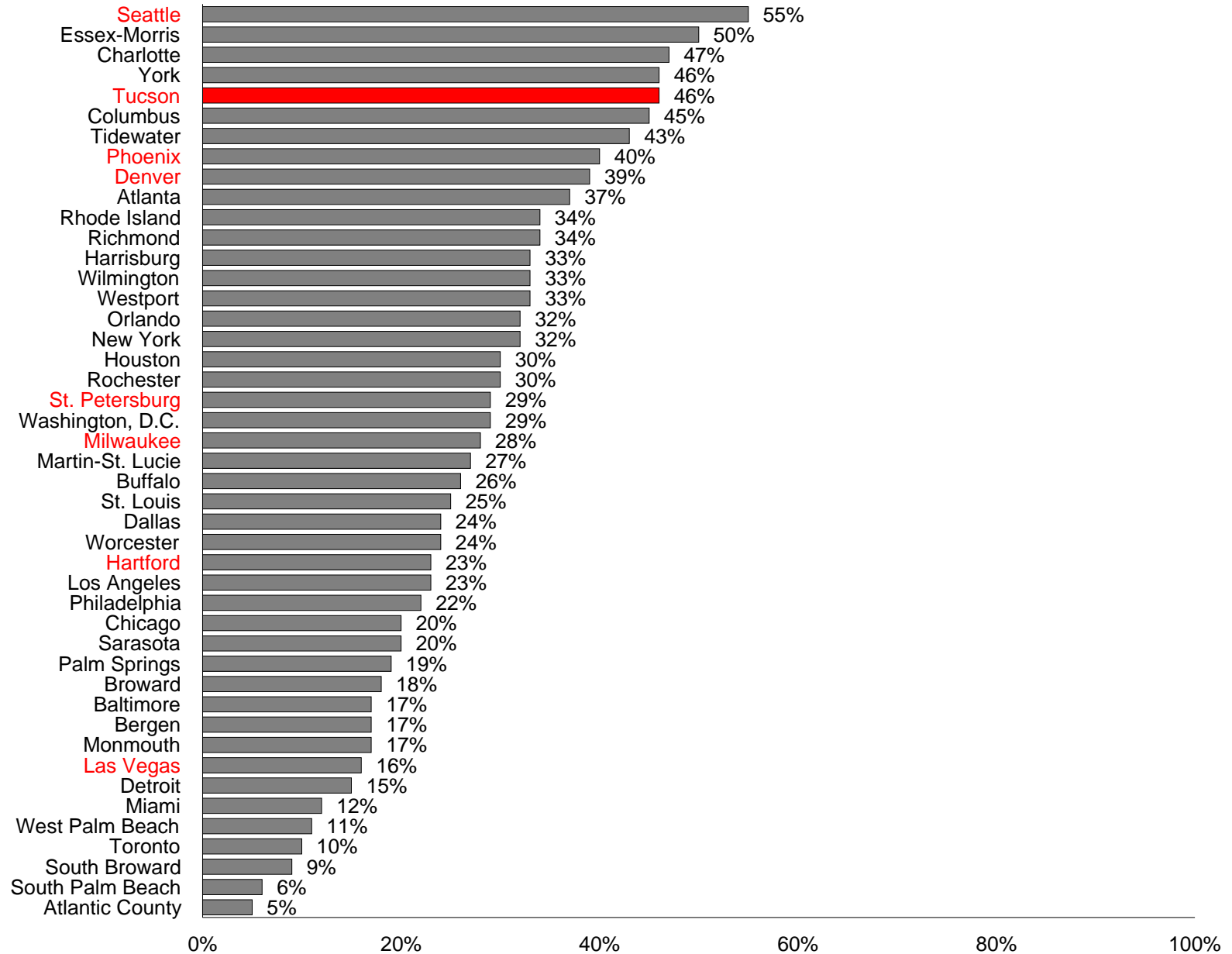
TYPES OF MARRIAGE

(Married Couples)



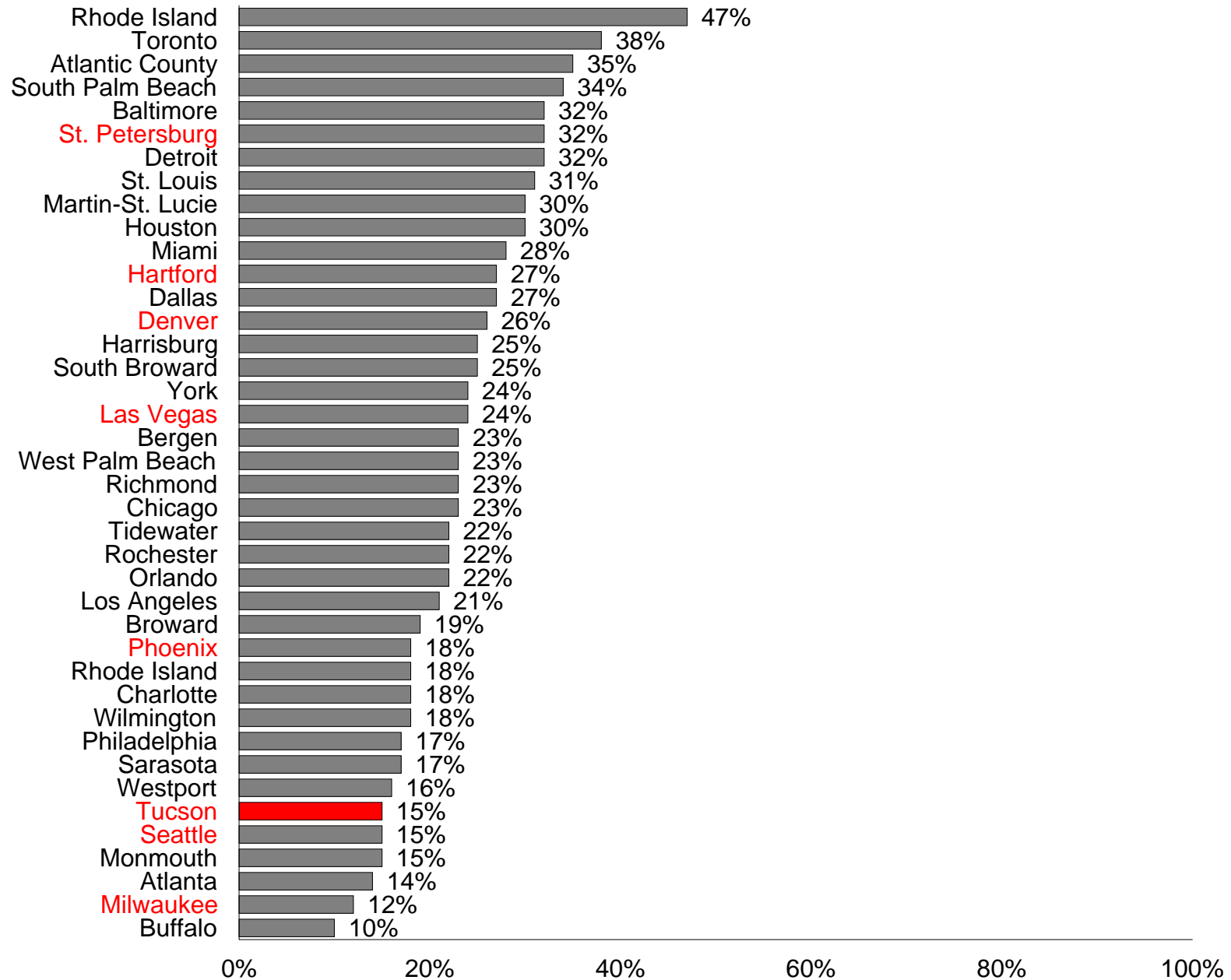
INTERMARRIAGE

(Couples Intermarriage Rate)



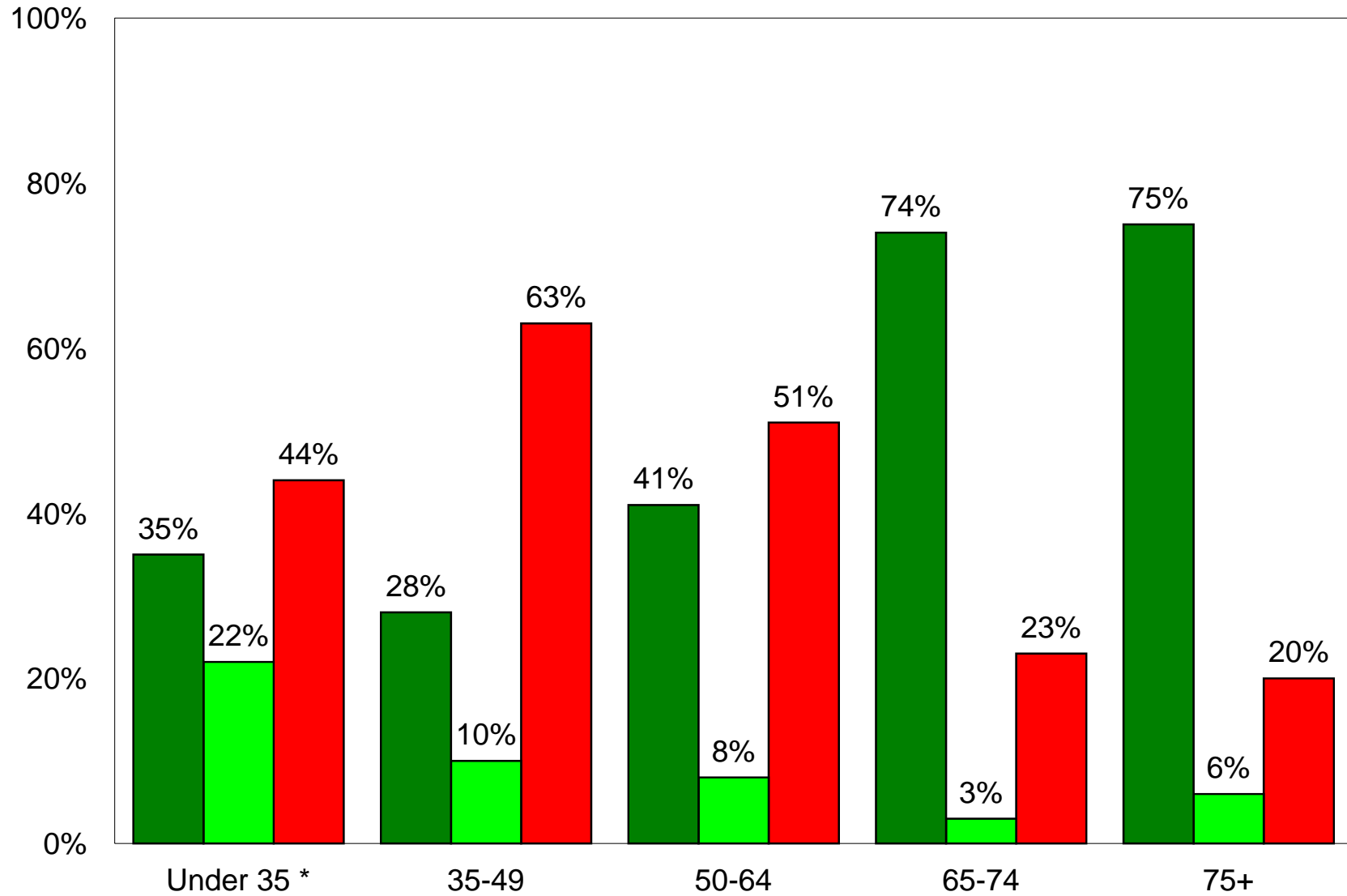
COUPLES CONVERSION RATE

(Married Couples)



TYPES OF MARRIAGE BY AGE

(Married Couples)

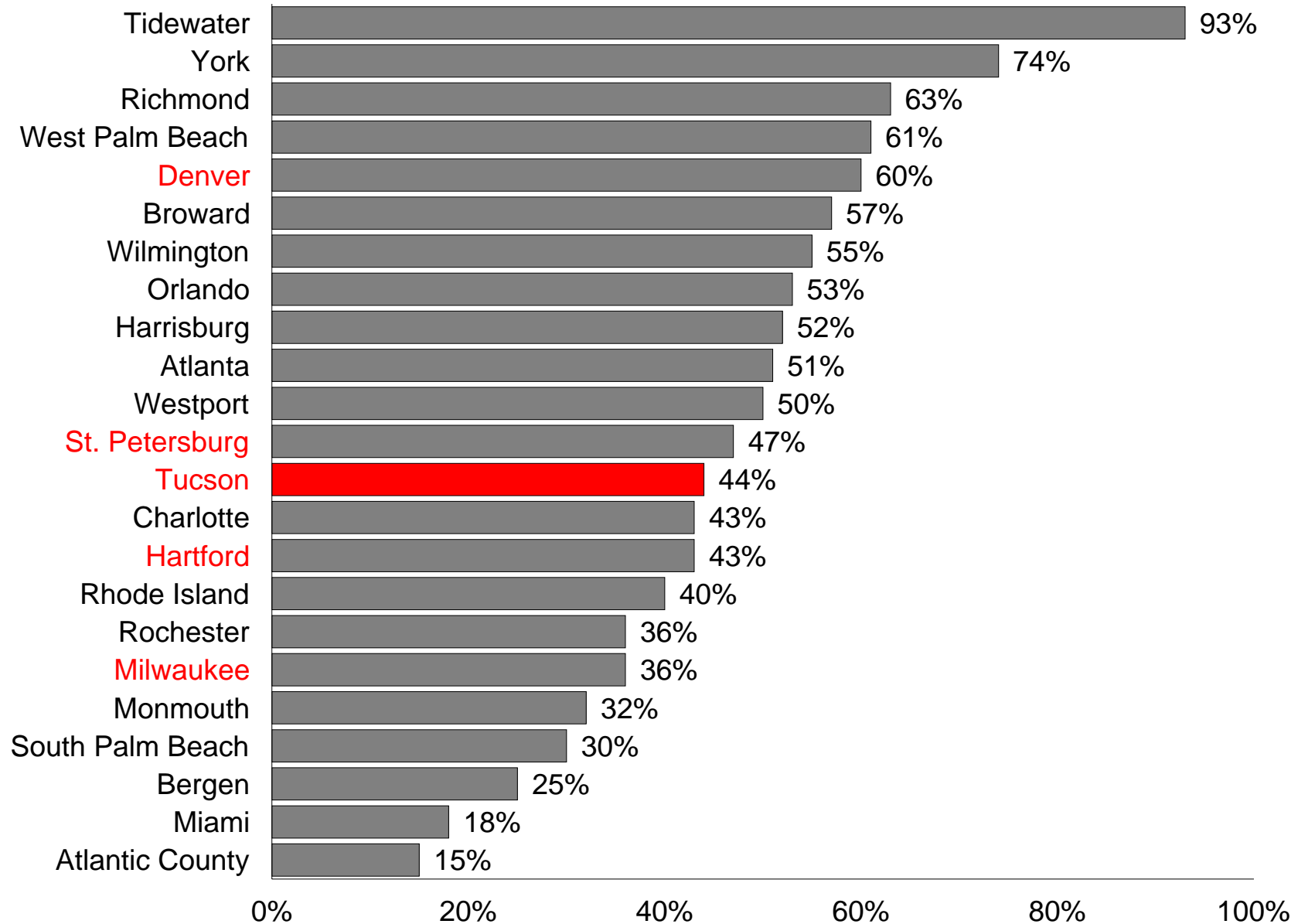


* Based upon a sample size of 25

■ 2 Born Jews ■ Conversionary ■ Intermarried

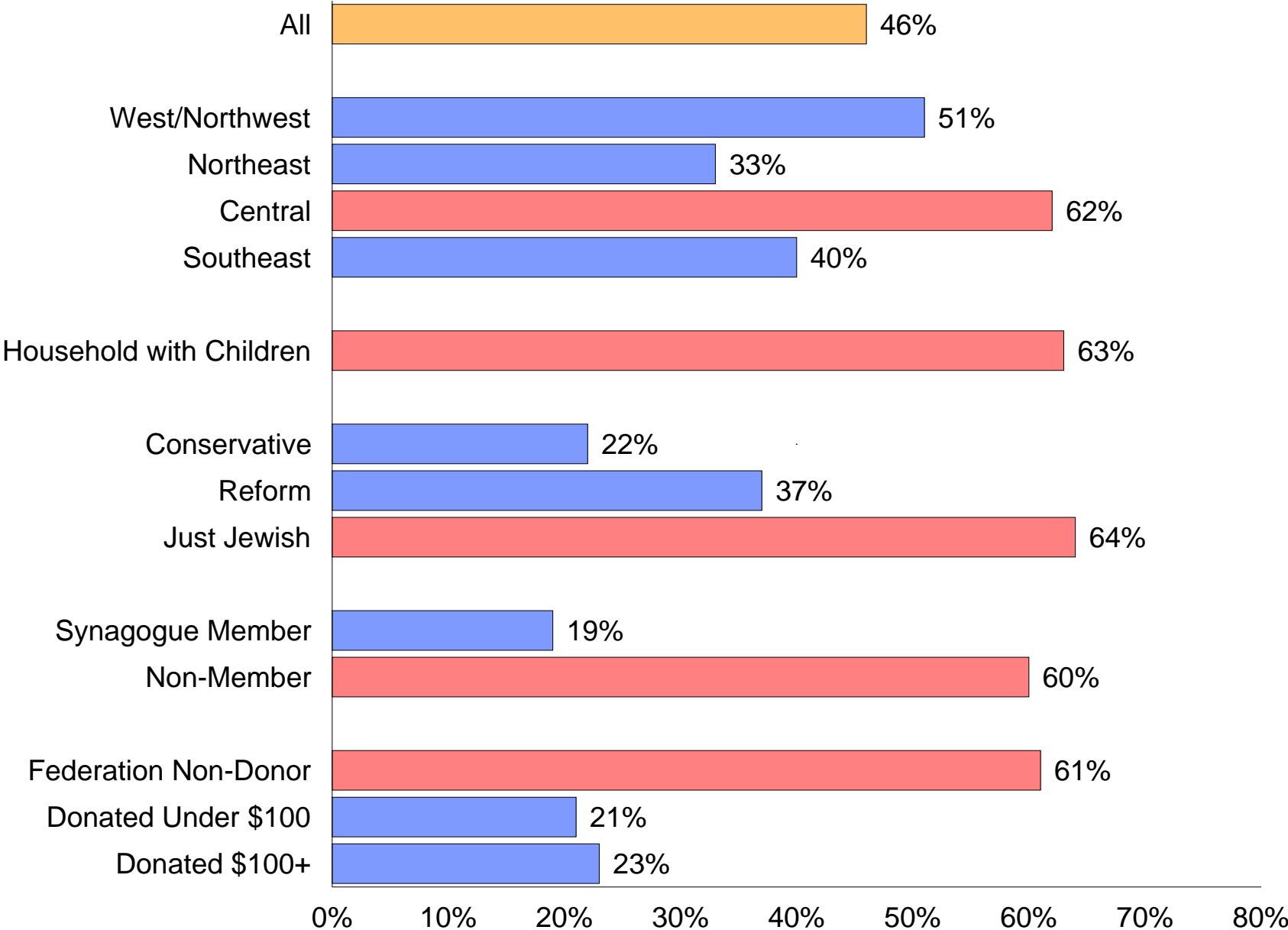
INTERMARRIAGE UNDER AGE 35

(Couples Inter-marriage Rate)



INTERMARRIAGE PATTERNS

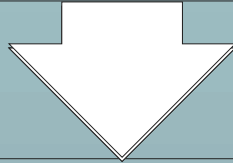
(Couples Inter-marriage Rate)



WHAT IS THE INTERMARRIAGE RATE?



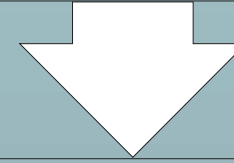
Abraham



Sarah



Moshe



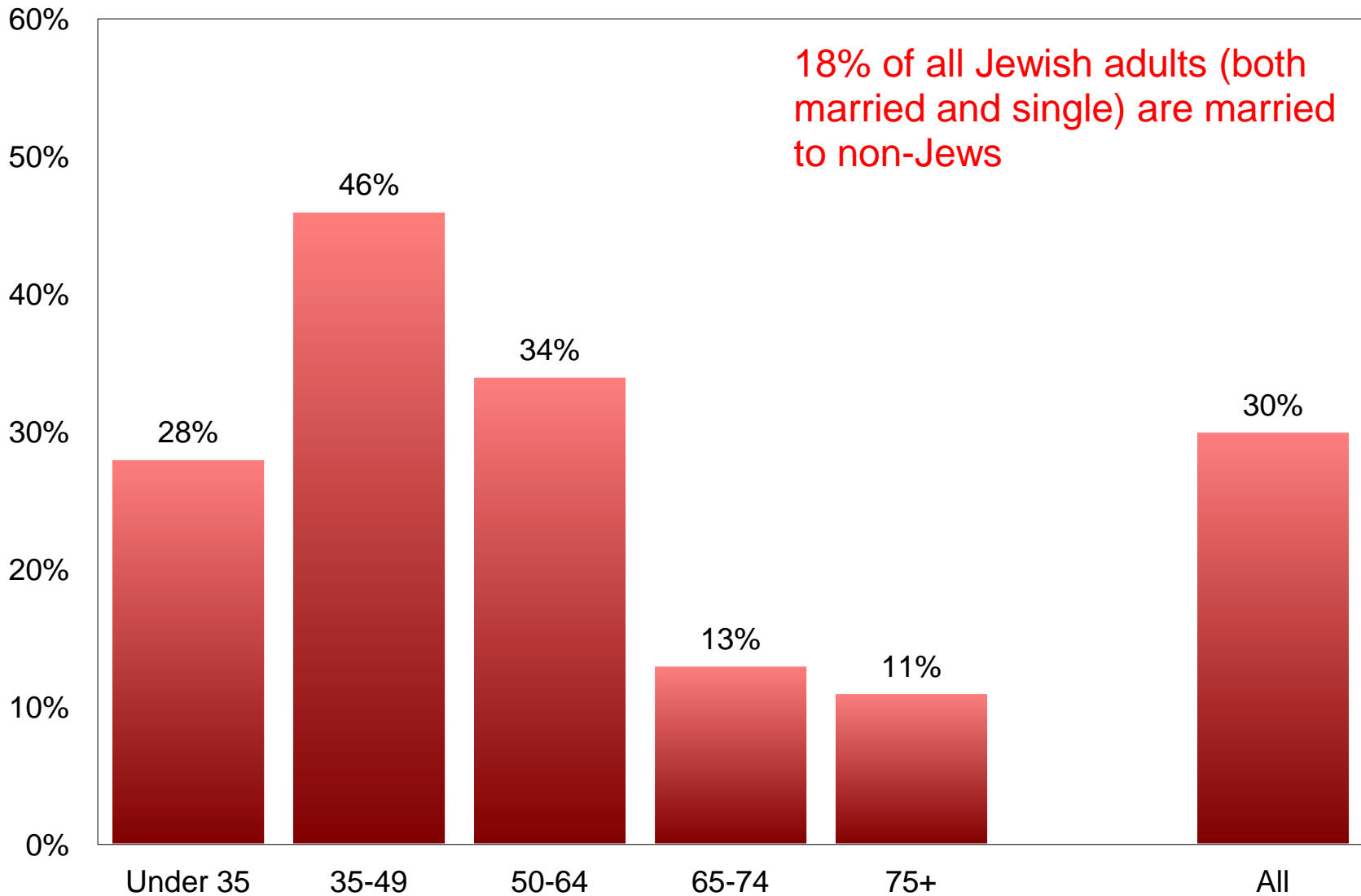
Mary Ann

50% OF **MARRIED COUPLES** ARE INTERMARRIED

33% OF **MARRIED JEWS** ARE INTERMARRIED

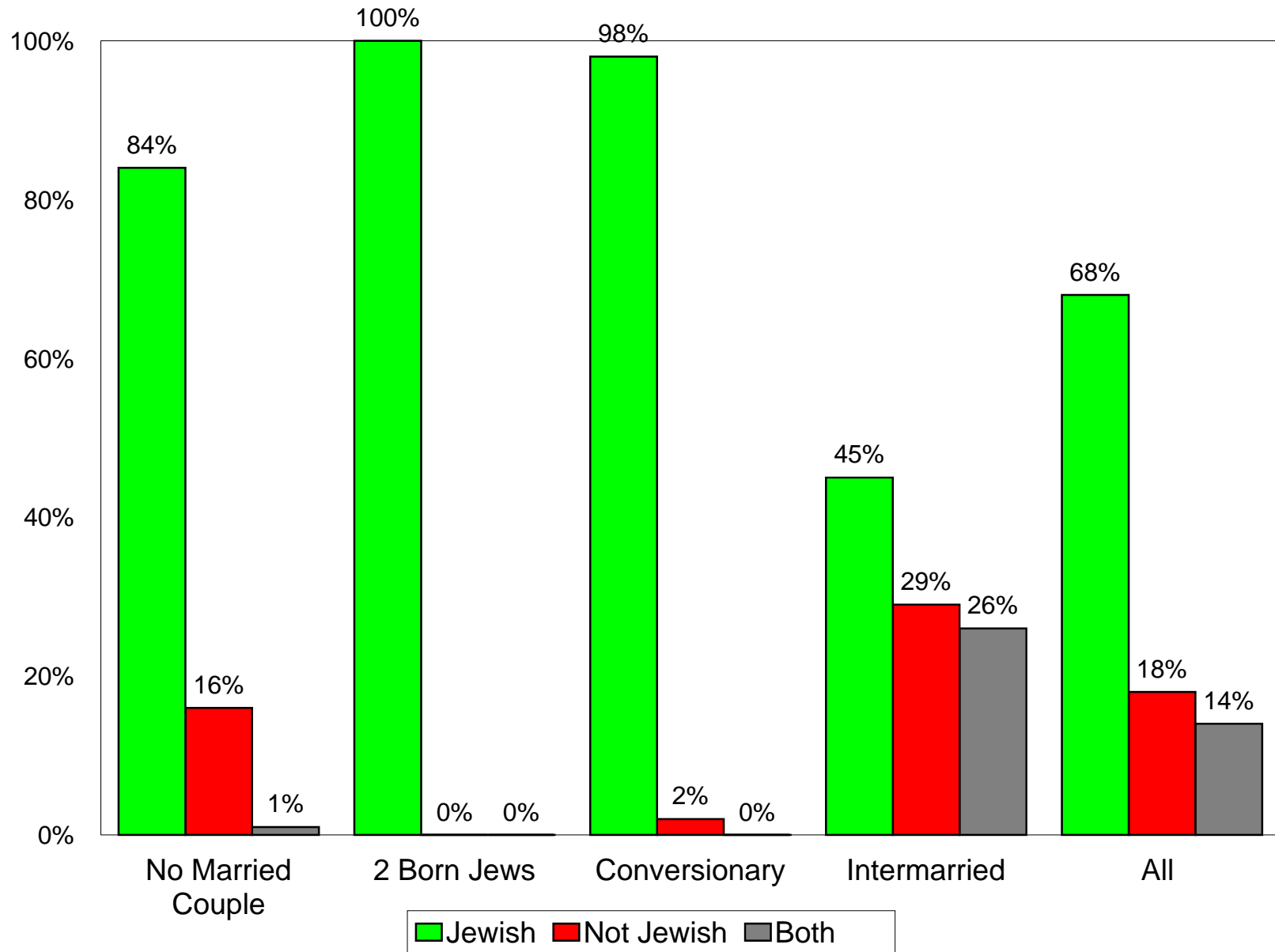
PERCENTAGE OF MARRIED JEWISH PERSONS WHO ARE MARRIED TO NON-JEWS

(Individual Inter-marriage Rate)

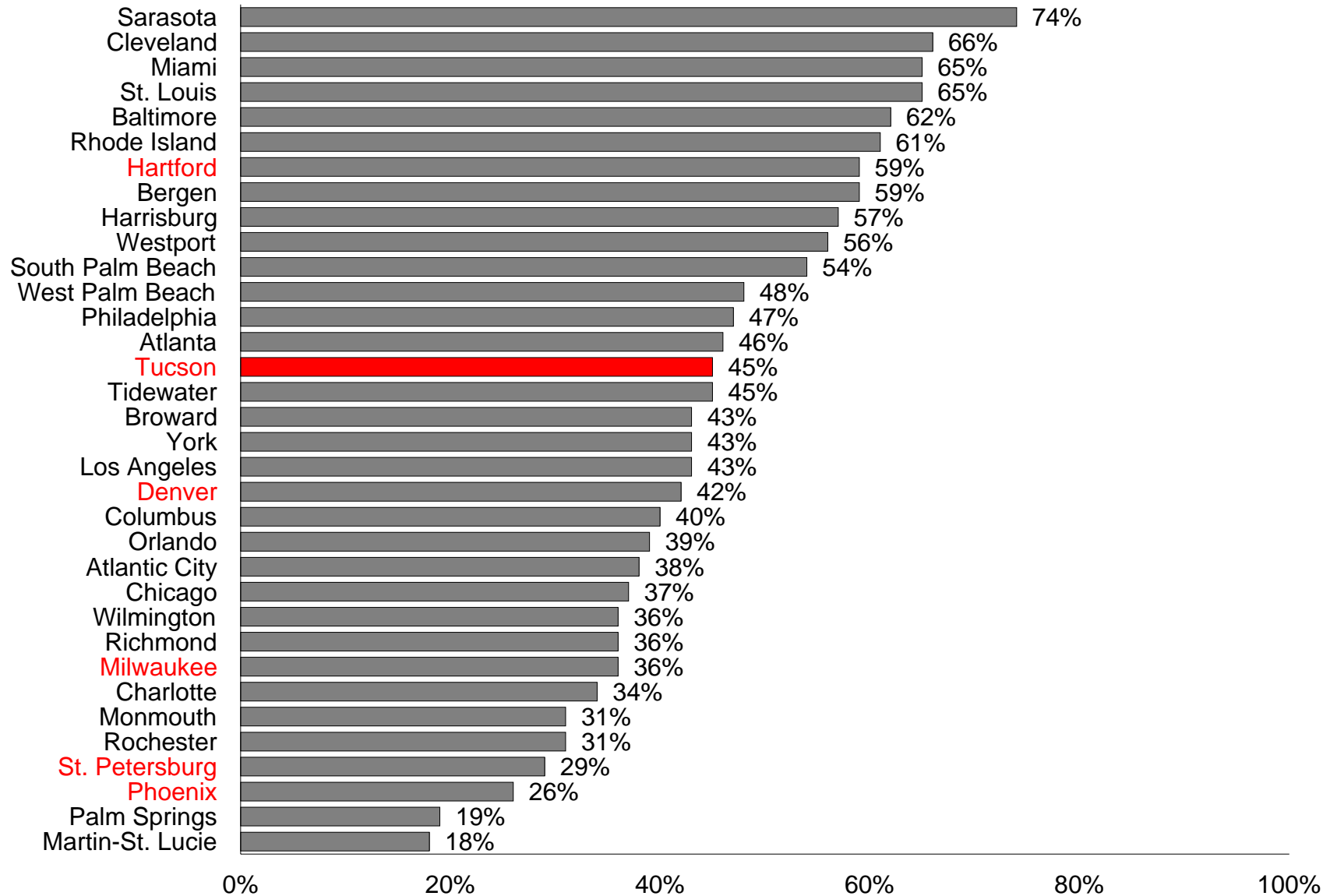


RELIGION OF CHILDREN BY TYPE OF MARRIAGE OF PARENTS

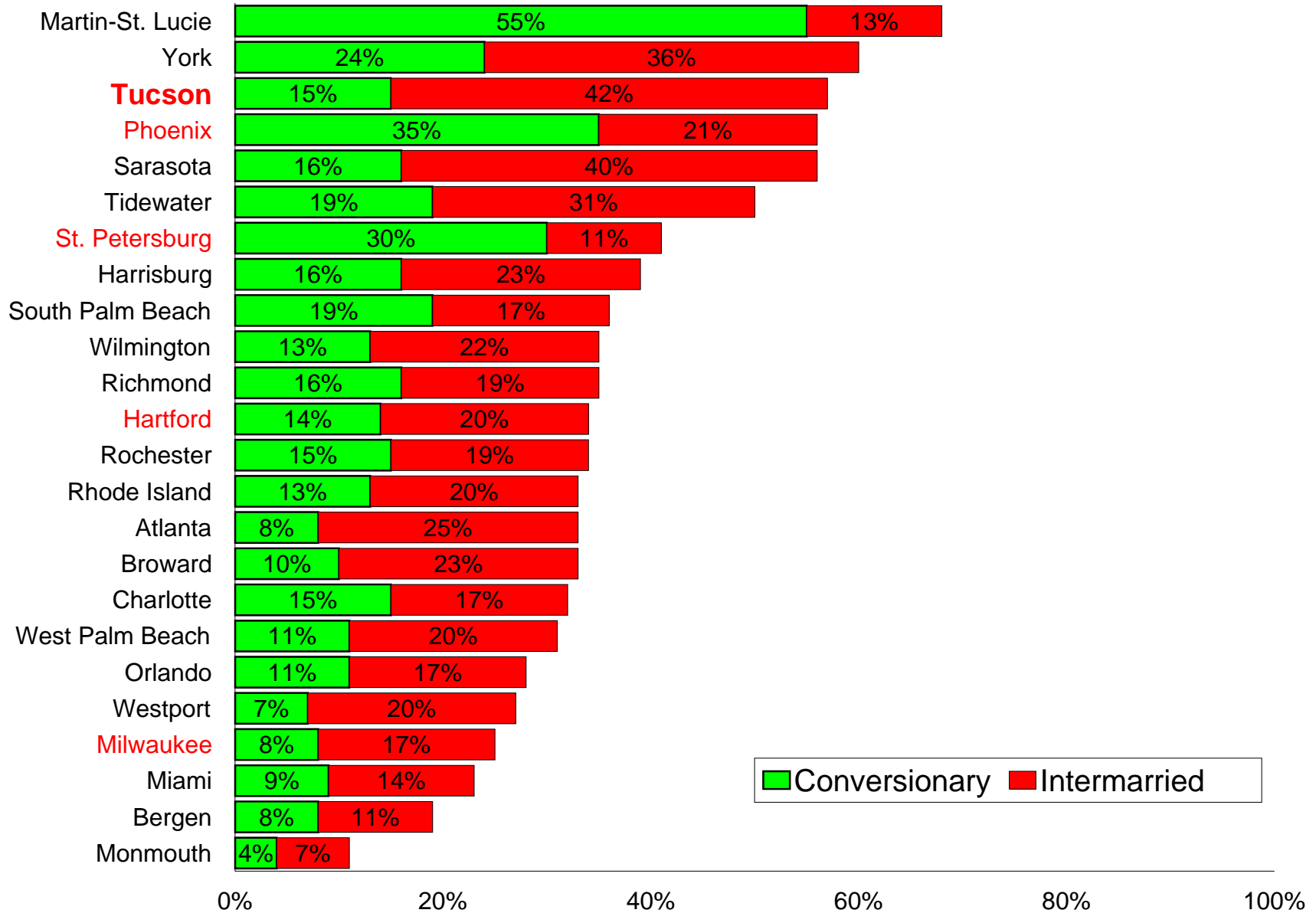
(Children in Jewish Households)



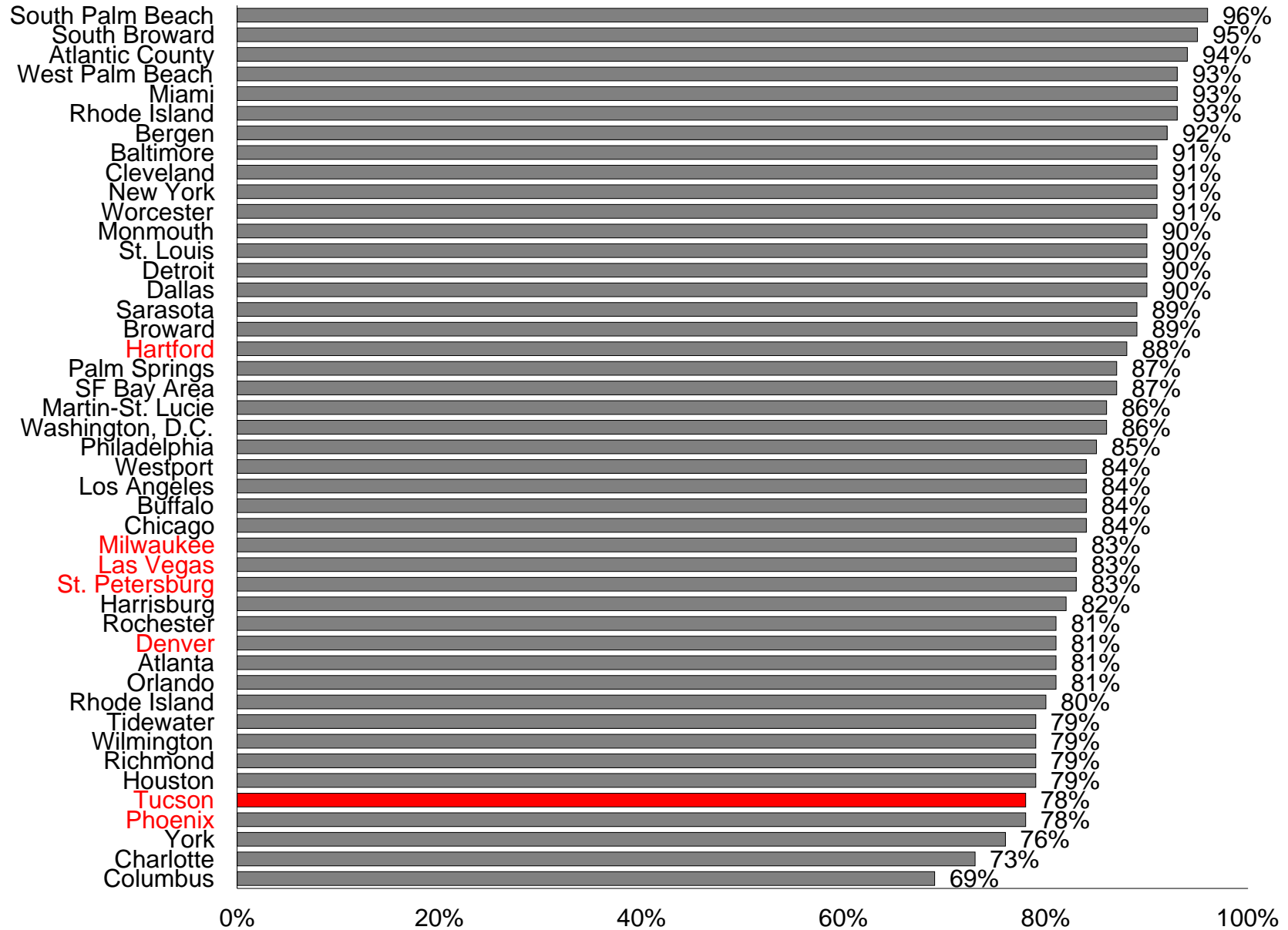
CHILDREN BEING RAISED JEWISH IN INTERMARRIED HOUSEHOLDS



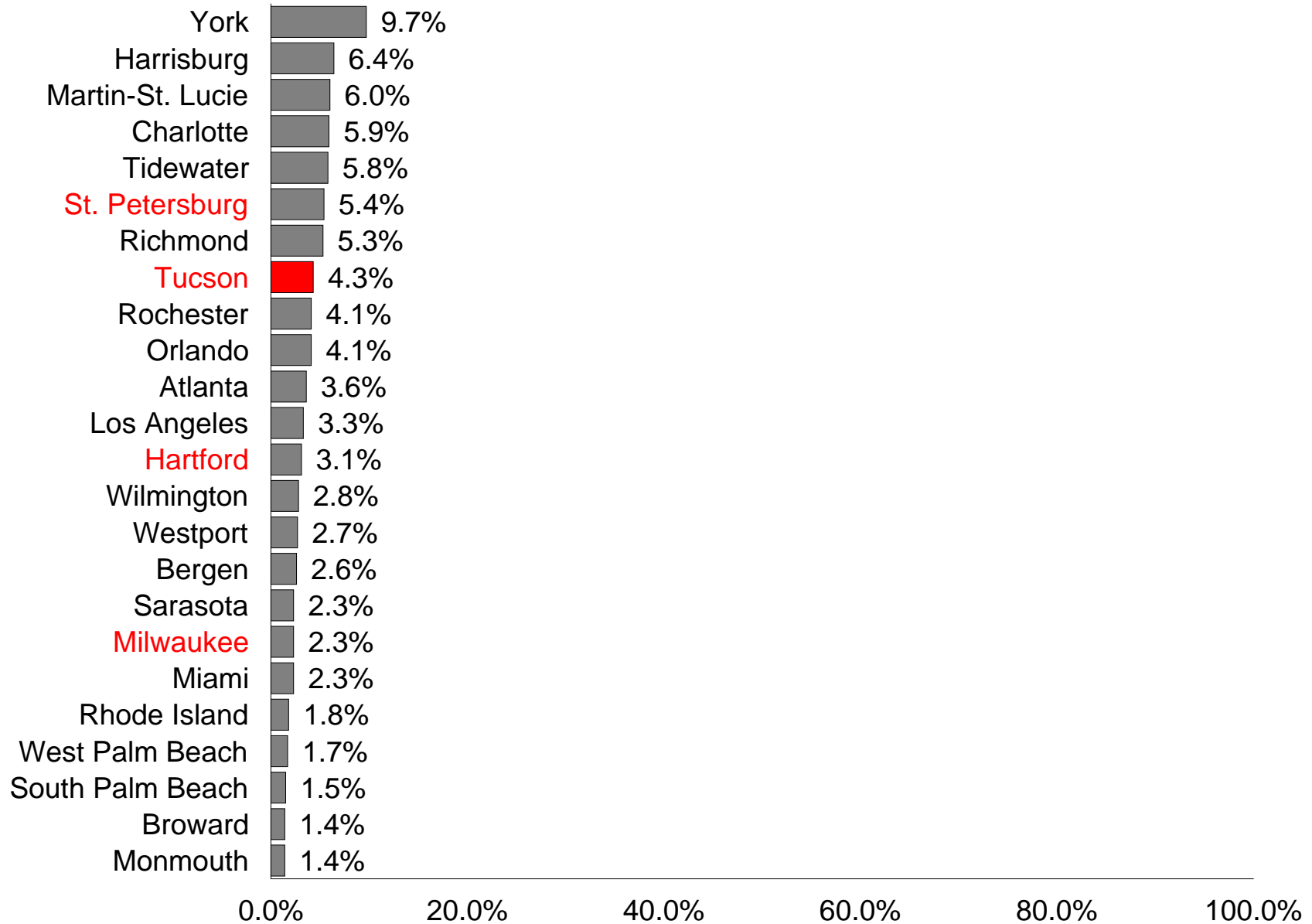
JEWISH CHILDREN BEING RAISED IN CONVERSIONARY IN-MARRIED AND INTERMARRIED HOUSEHOLDS



PERSONS IN JEWISH HOUSEHOLDS WHO ARE JEWISH

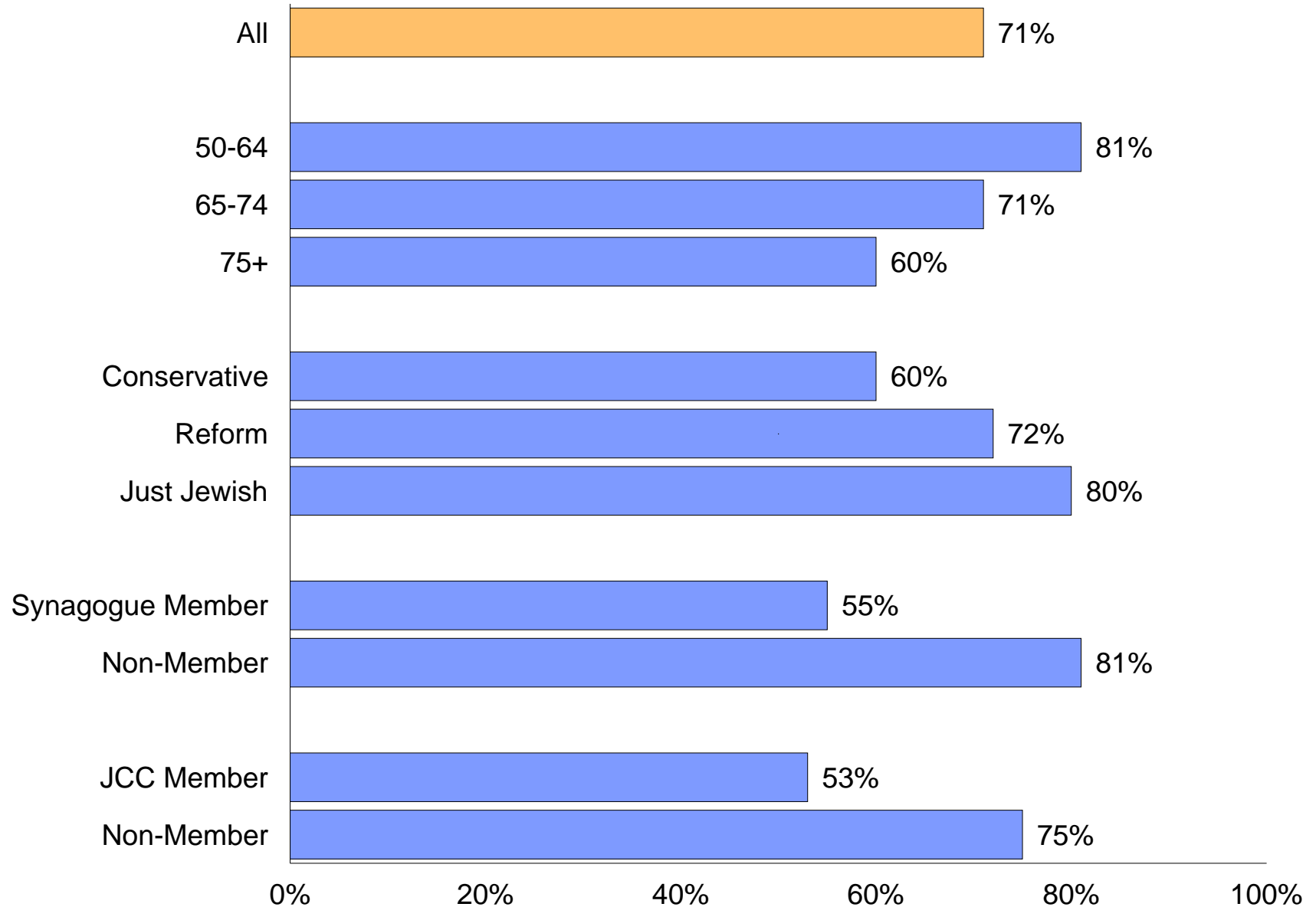


JEWES WHO ARE JEWS-BY-CHOICE



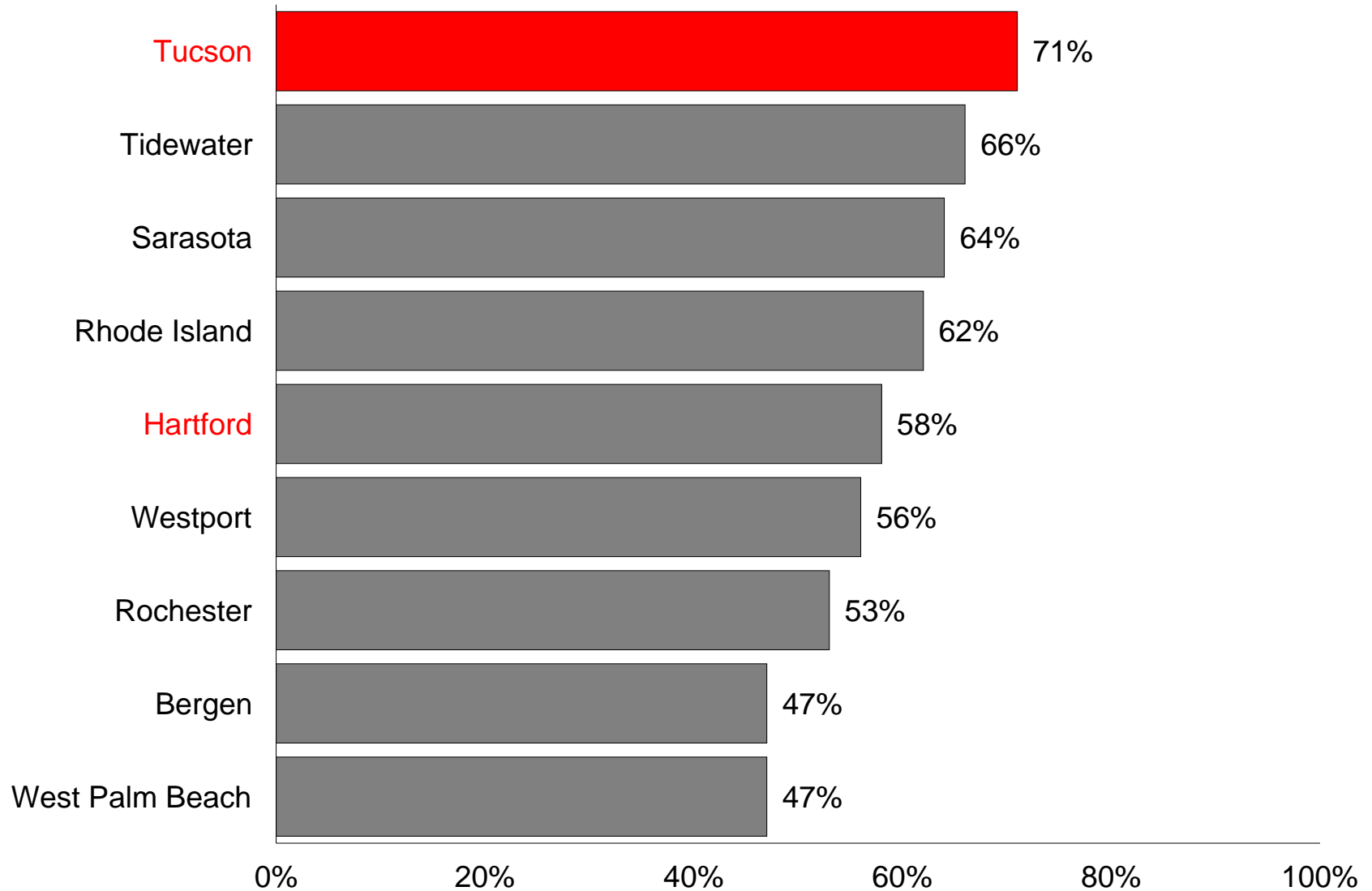
HOUSEHOLDS WITH INTERMARRIED ADULT CHILDREN

(Households in Which the Respondent Is Age 50 or Over
with Married Adult Children Who Live Independently)



HOUSEHOLDS WITH INTERMARRIED ADULT CHILDREN

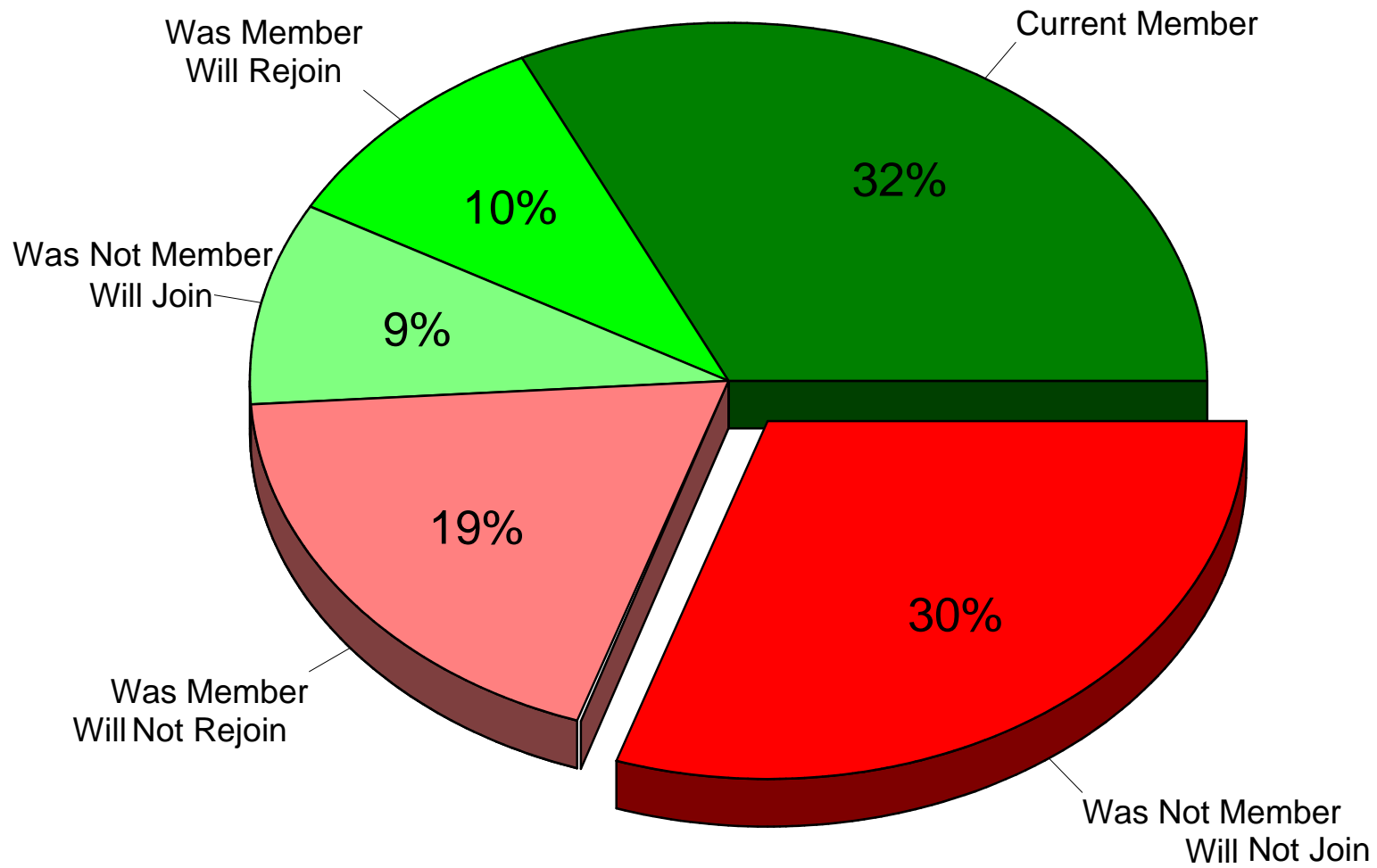
(Households in Which the Respondent Is Age 50 or Over with Married Adult Children Who Live Independently)



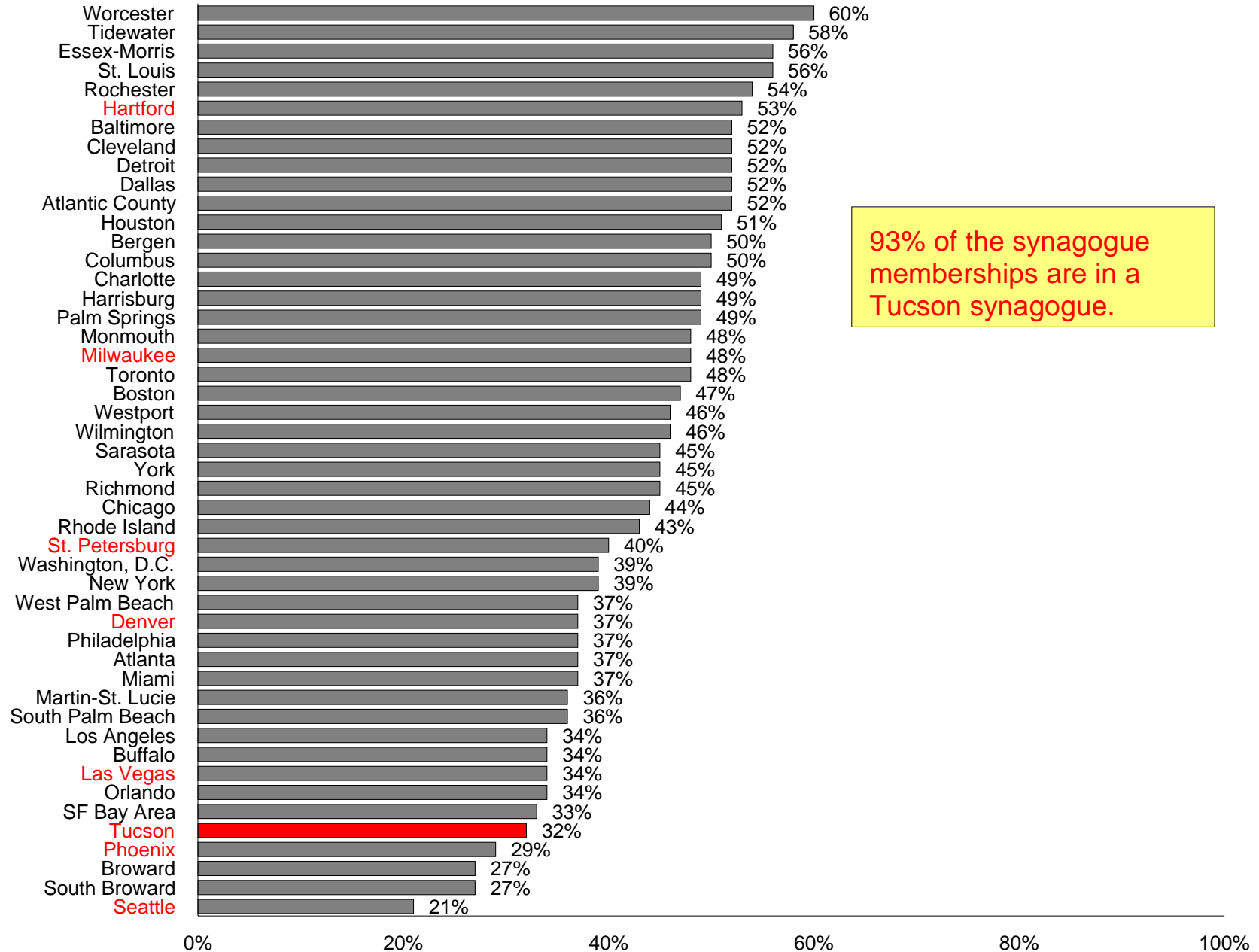
MEMBERSHIP PROFILE



LIFETIME SYNAGOGUE MEMBERSHIP

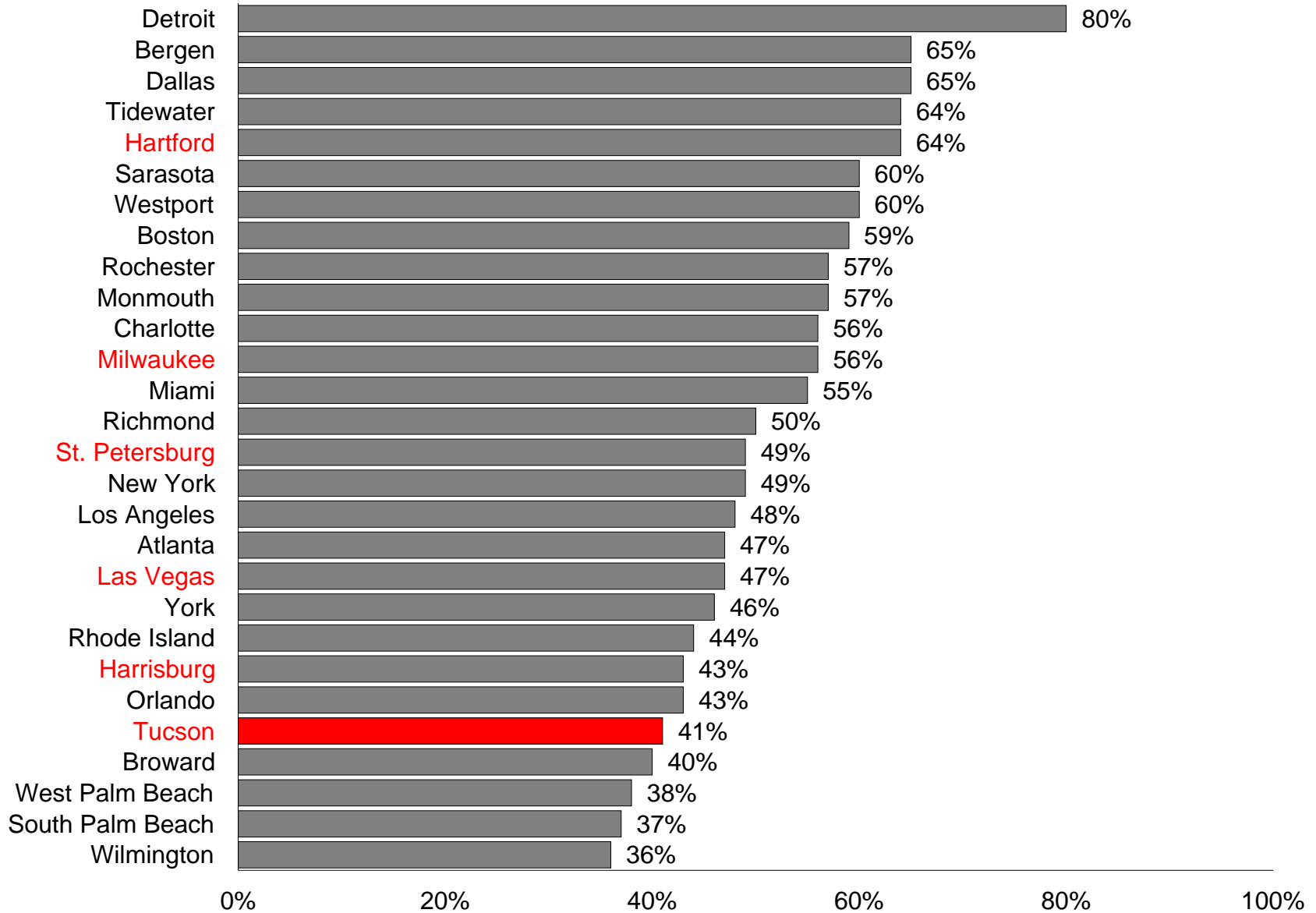


REPORTED CURRENT SYNAGOGUE MEMBERSHIP

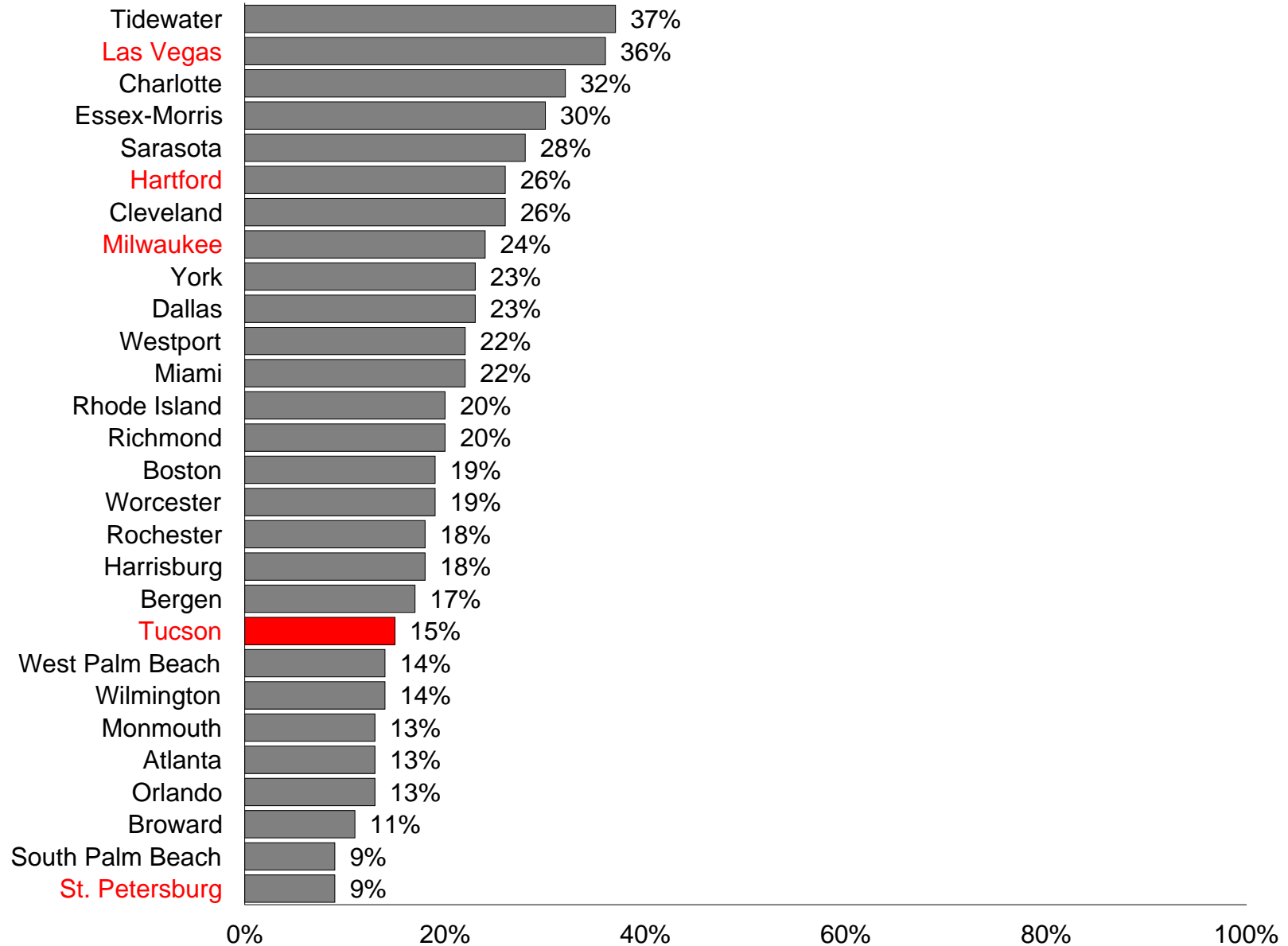


93% of the synagogue memberships are in a Tucson synagogue.

CURRENT SYNAGOGUE MEMBERSHIP OF HOUSEHOLDS WITH CHILDREN

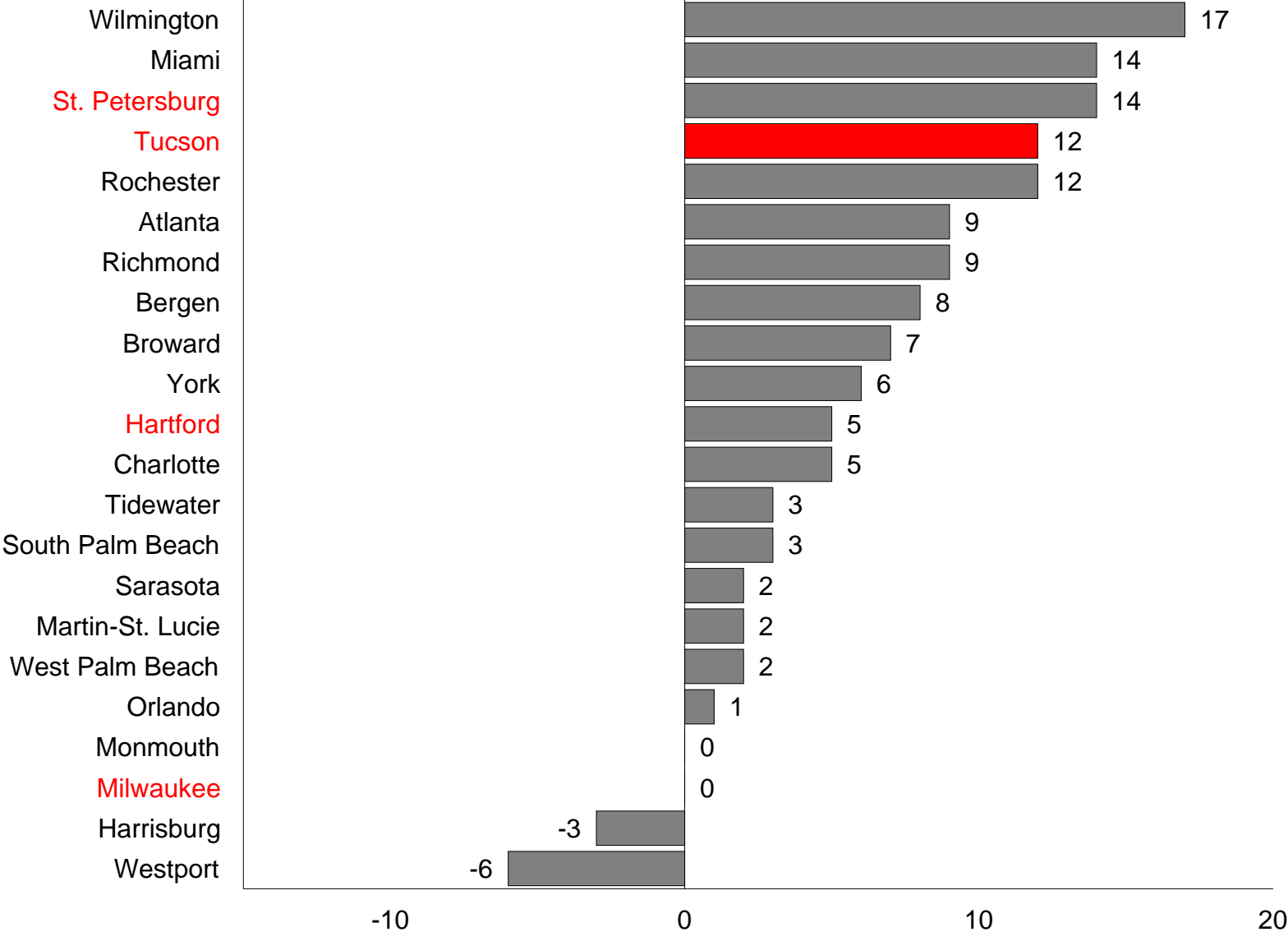


CURRENT SYNAGOGUE MEMBERSHIP OF INTERMARRIED HOUSEHOLDS



TELEPHONE SURVEY'S OVER/UNDER ESTIMATION OF SYNAGOGUE MEMBERSHIP

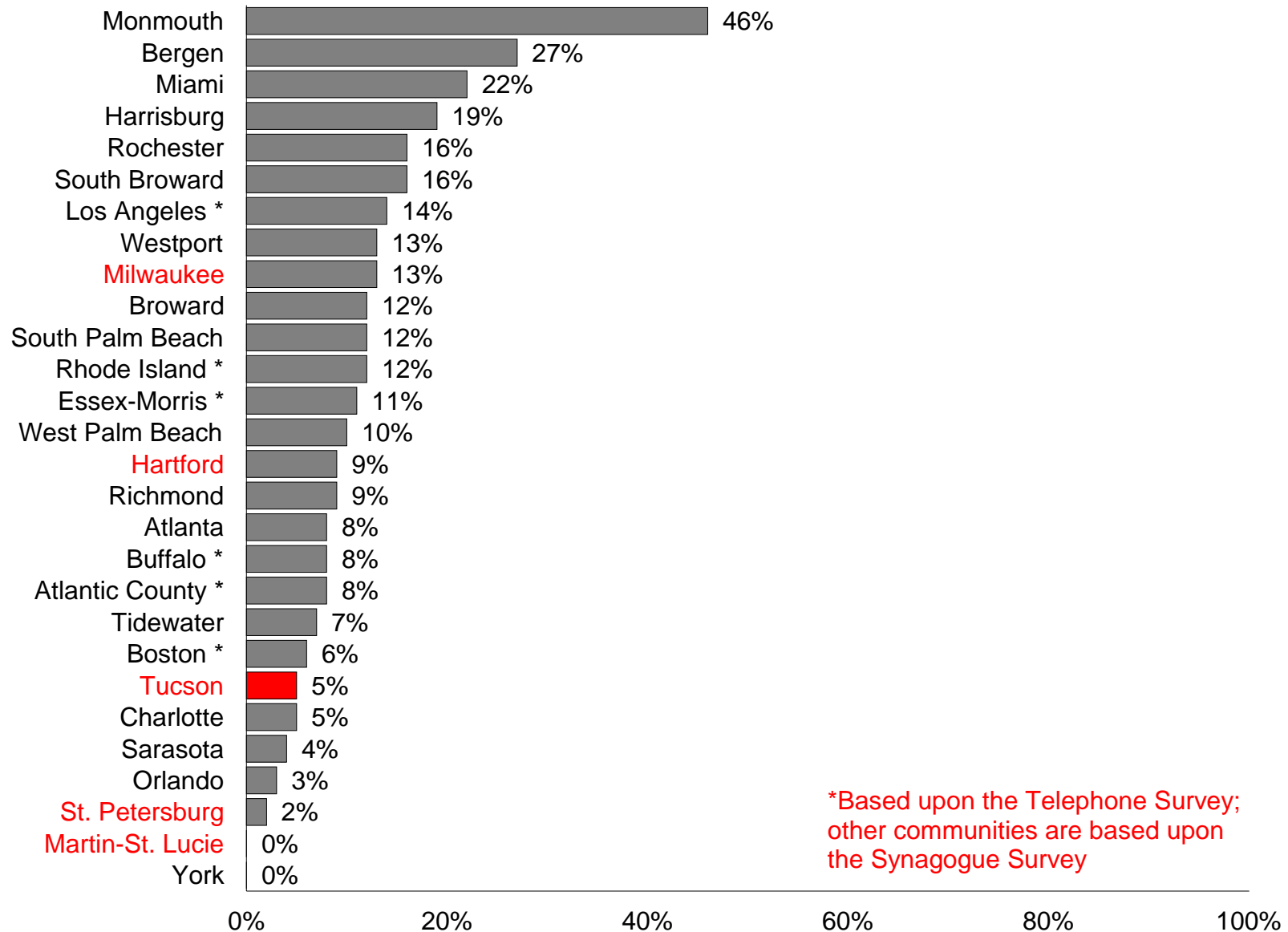
(In percentage points)



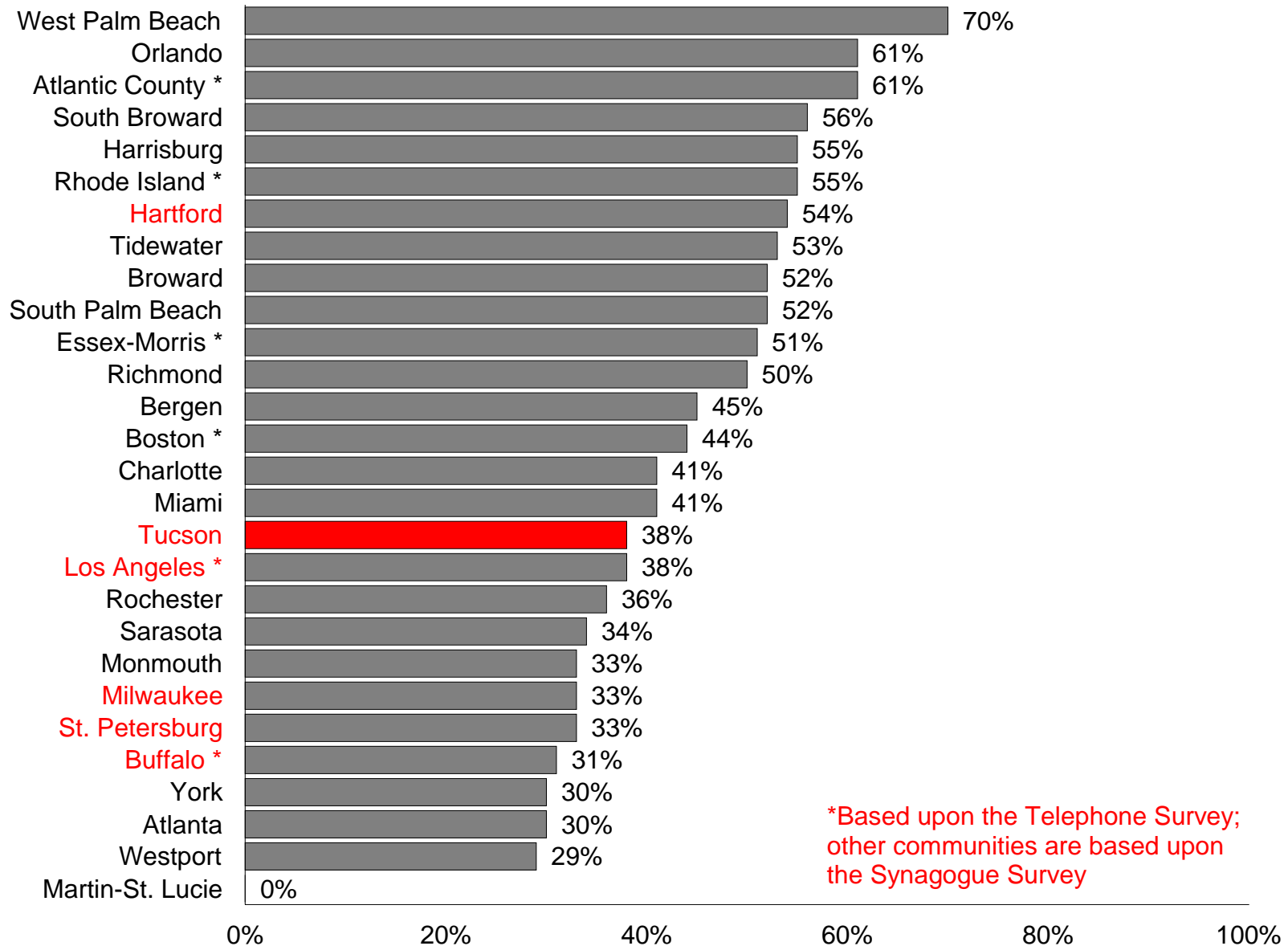
DENOMINATION OF SYNAGOGUE MEMBERSHIP:

ORTHODOX

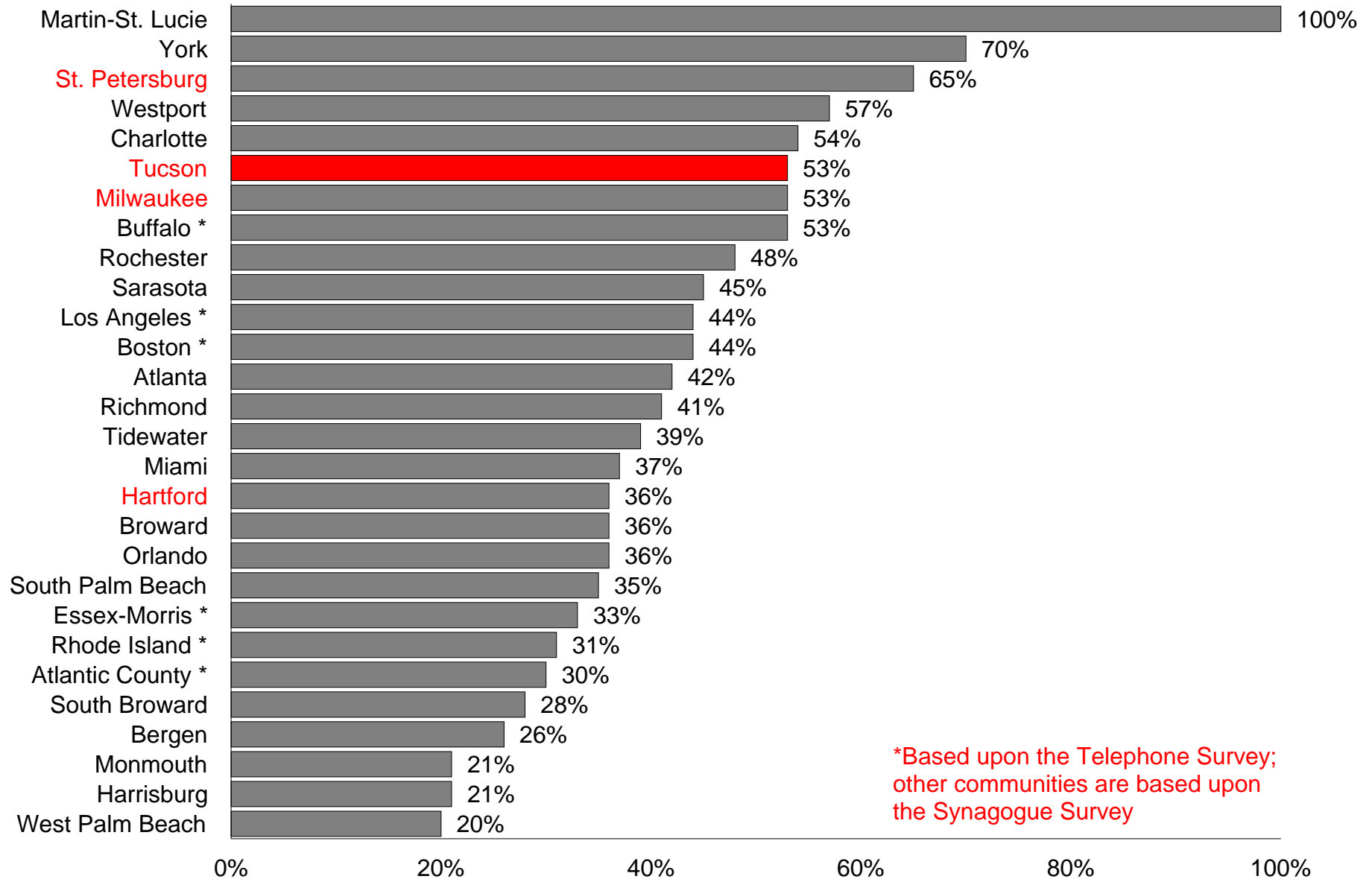
(Synagogue Member Households)



DENOMINATION OF SYNAGOGUE MEMBERSHIP: CONSERVATIVE

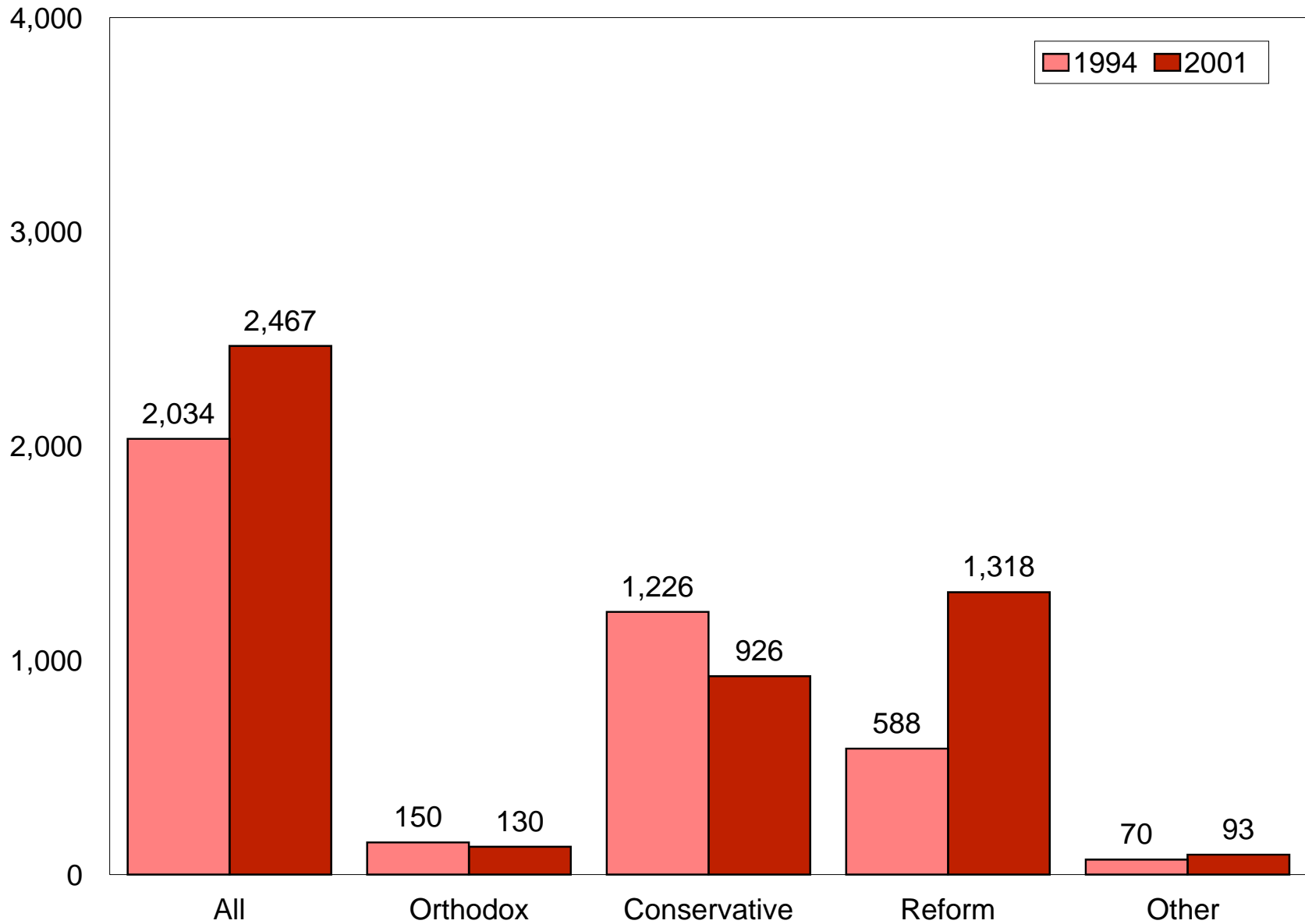


DENOMINATION OF SYNAGOGUE MEMBERSHIP: REFORM

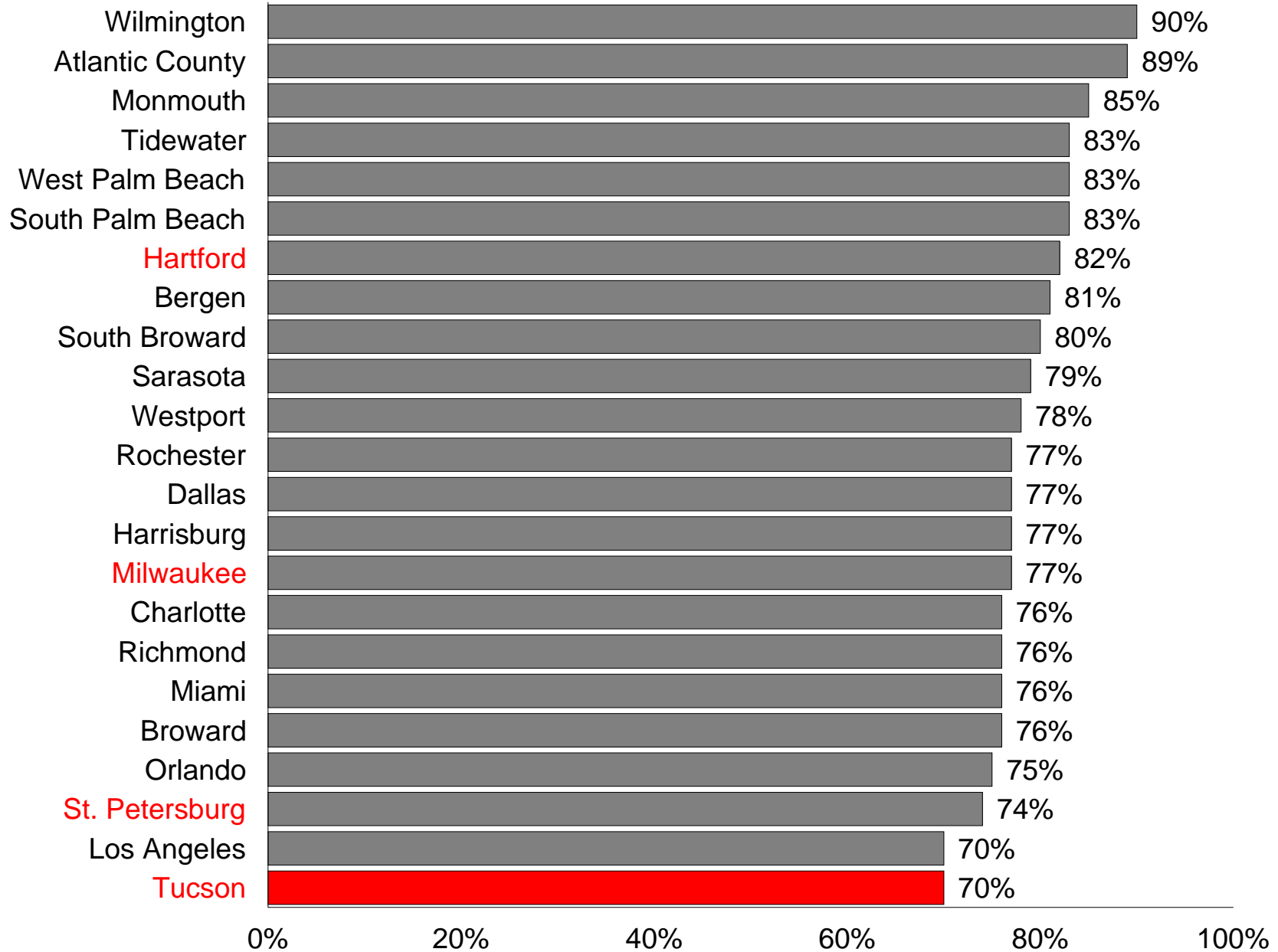


CHANGE IN SYNAGOGUE MEMBERSHIP, 1994-2001

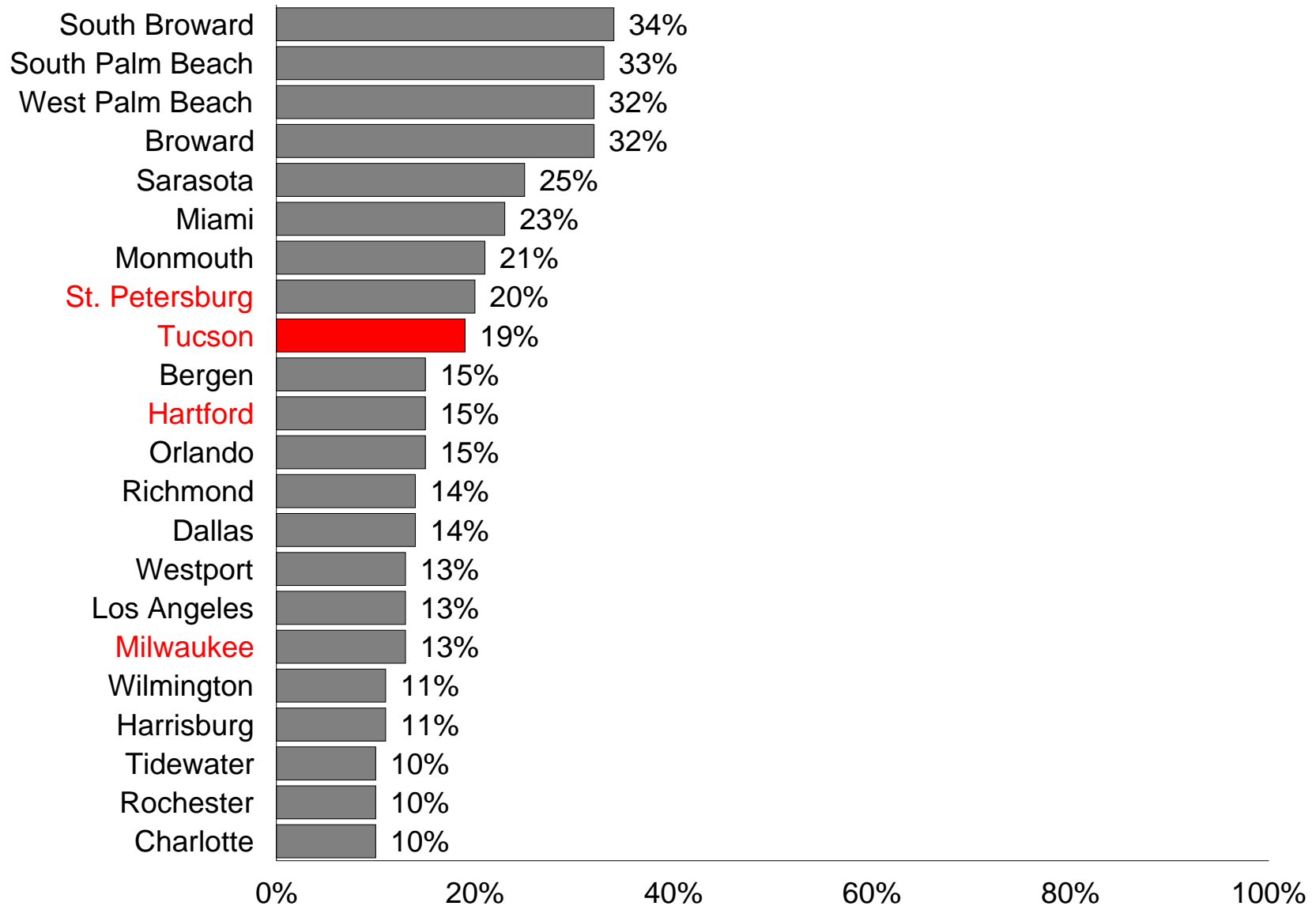
(Based upon the Synagogue Survey)



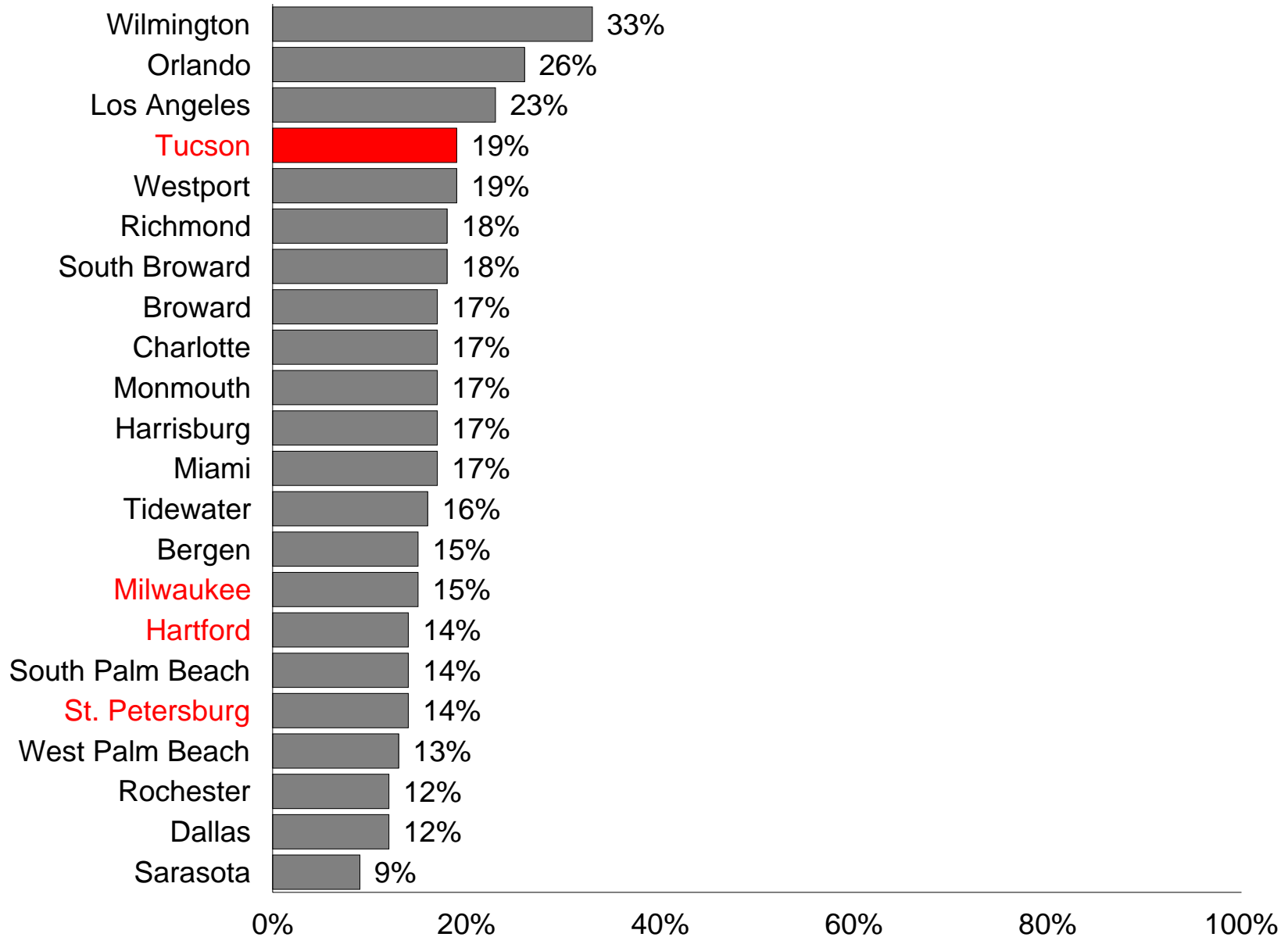
LIFETIME SYNAGOGUE MEMBERSHIP



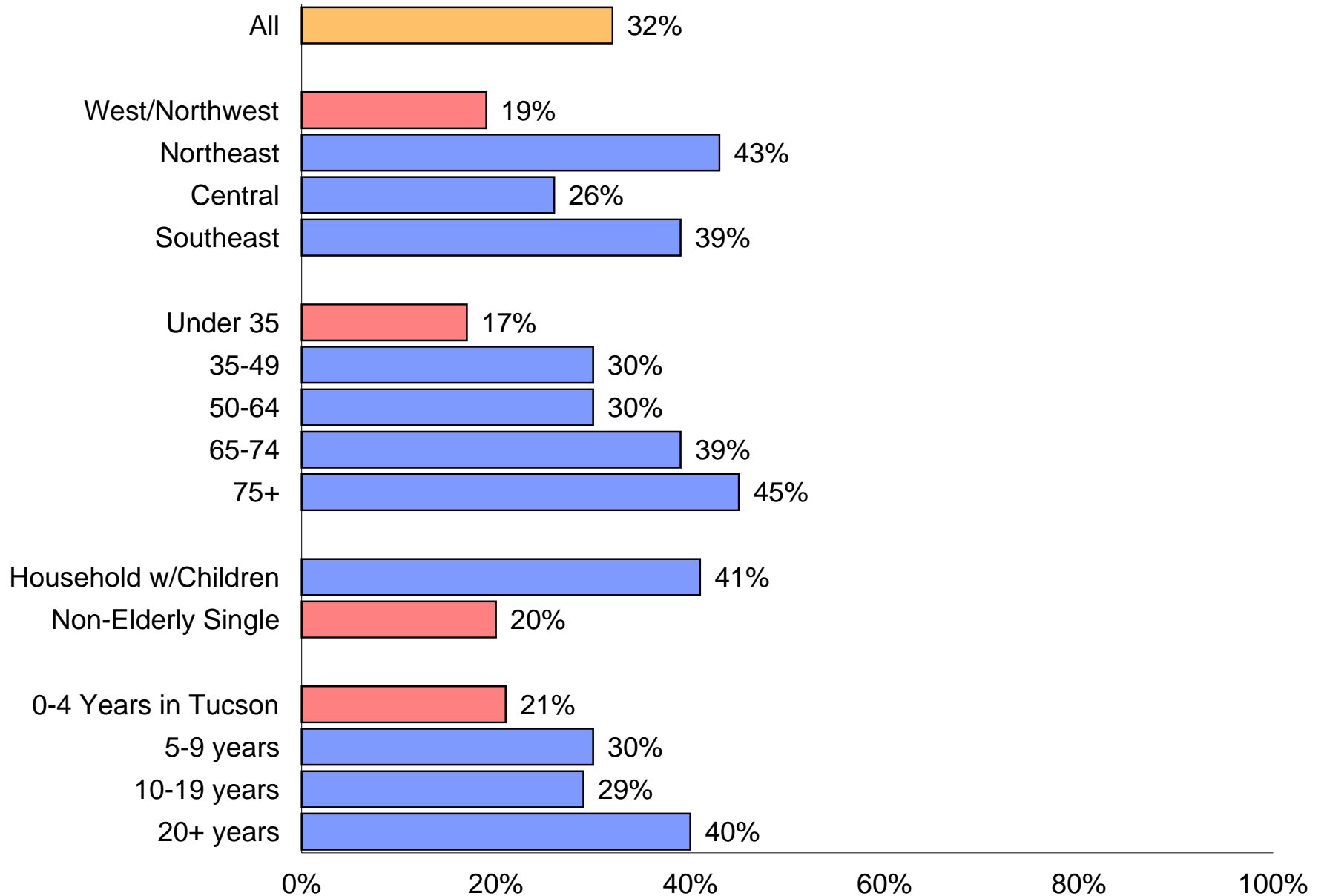
WAS A MEMBER OF A SYNAGOGUE IN THE PAST, WILL NOT JOIN AGAIN



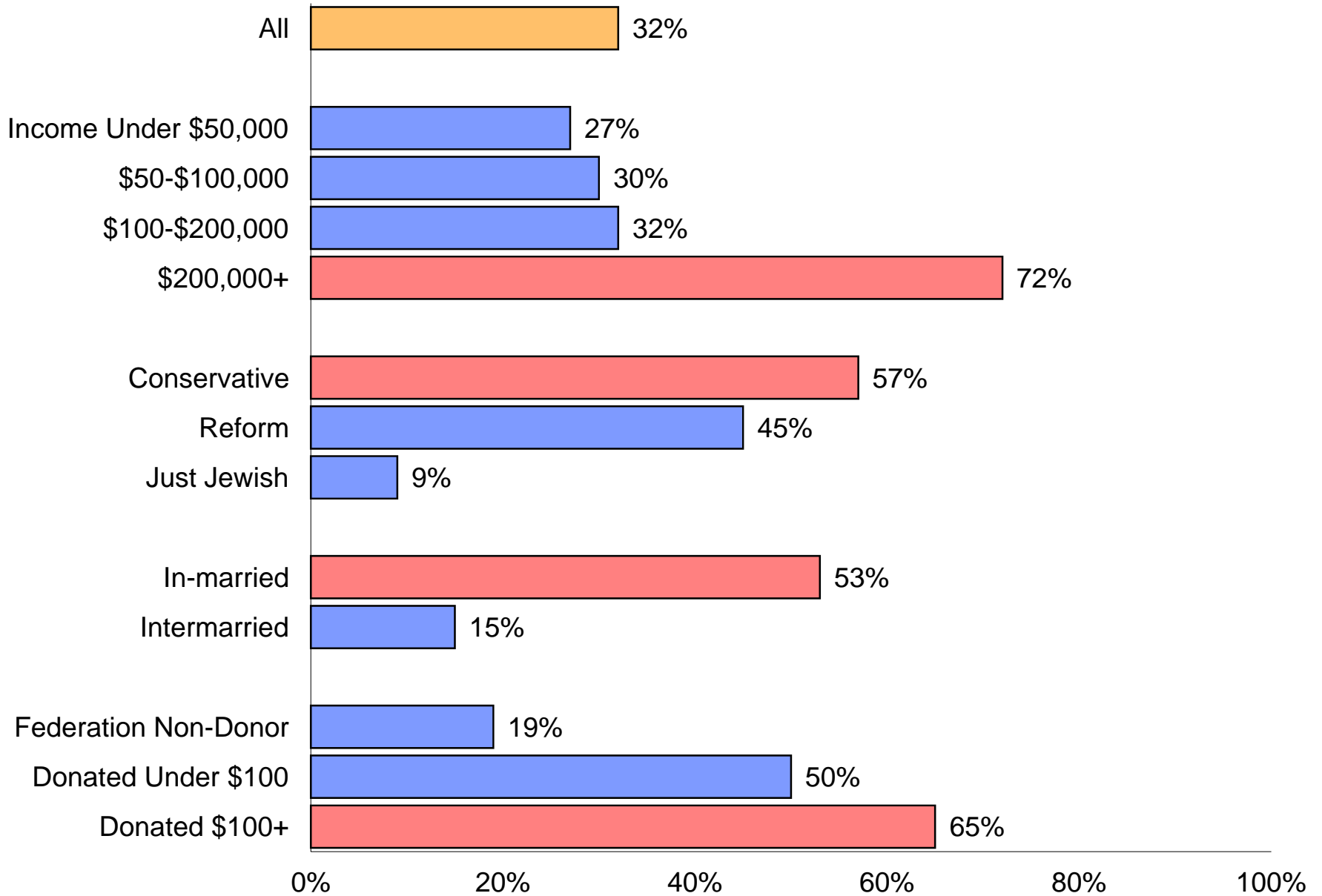
PLAN TO JOIN A SYNAGOGUE IN THE FUTURE



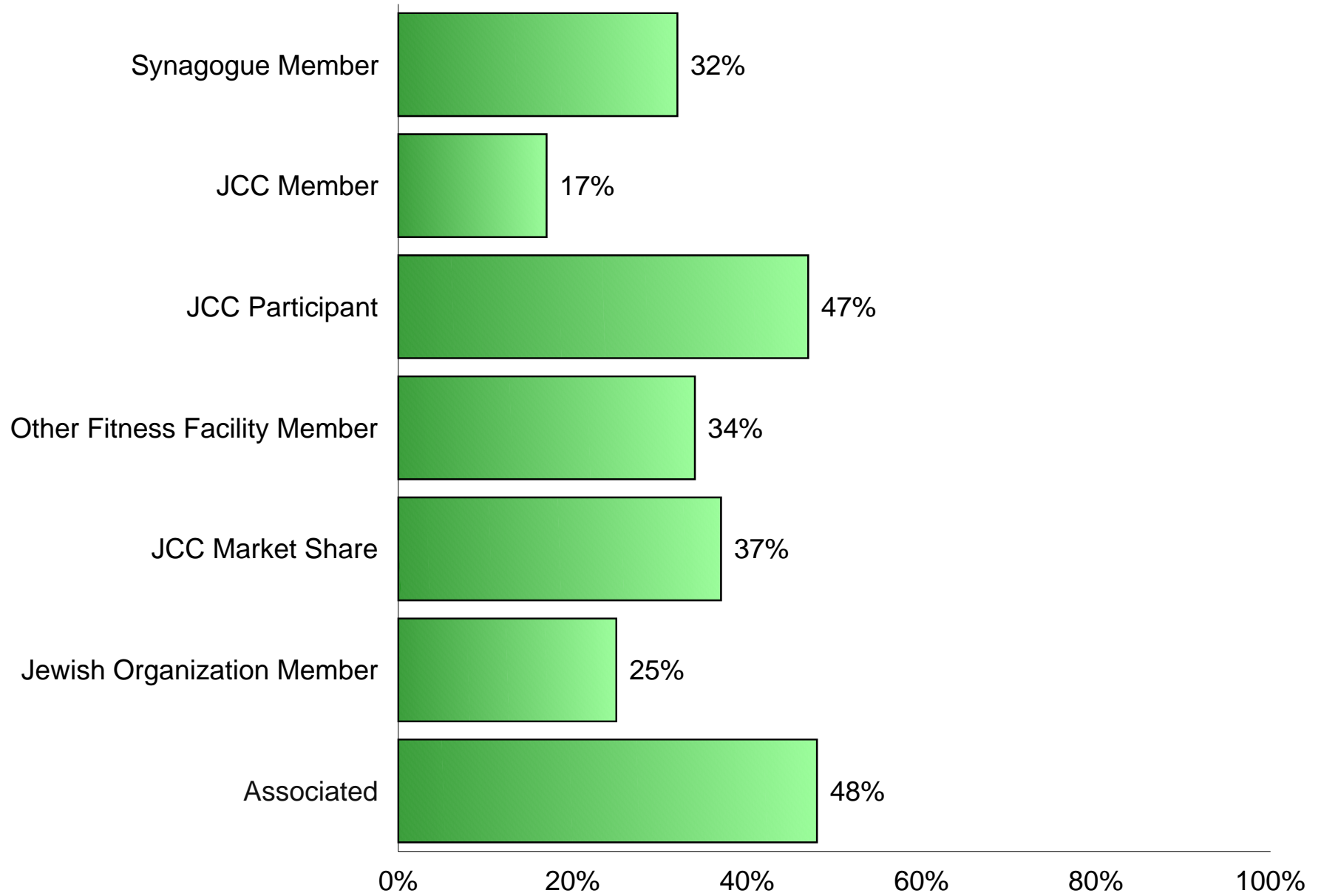
CURRENT SYNAGOGUE MEMBERSHIP PATTERNS



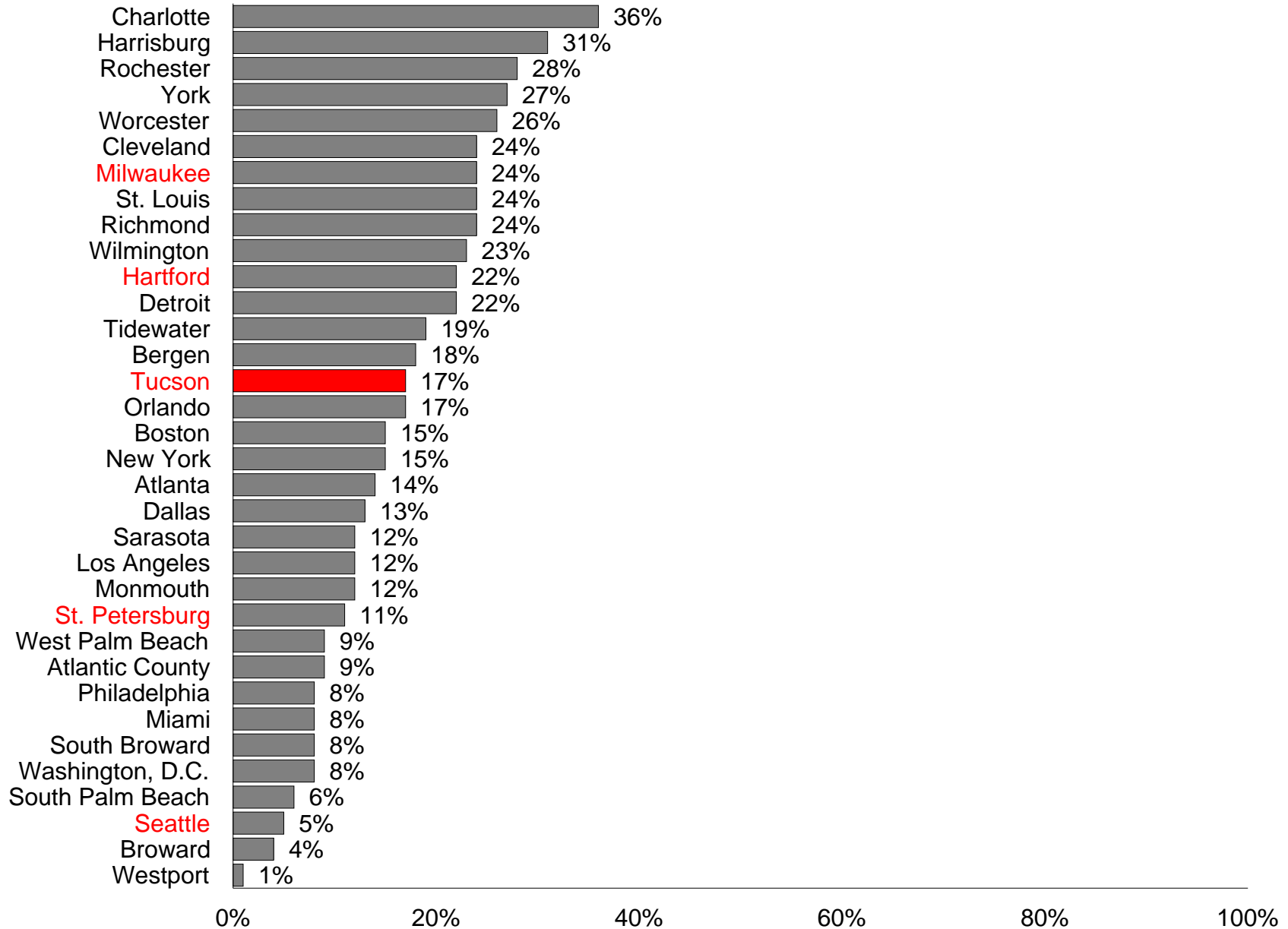
CURRENT SYNAGOGUE MEMBERSHIP PATTERNS



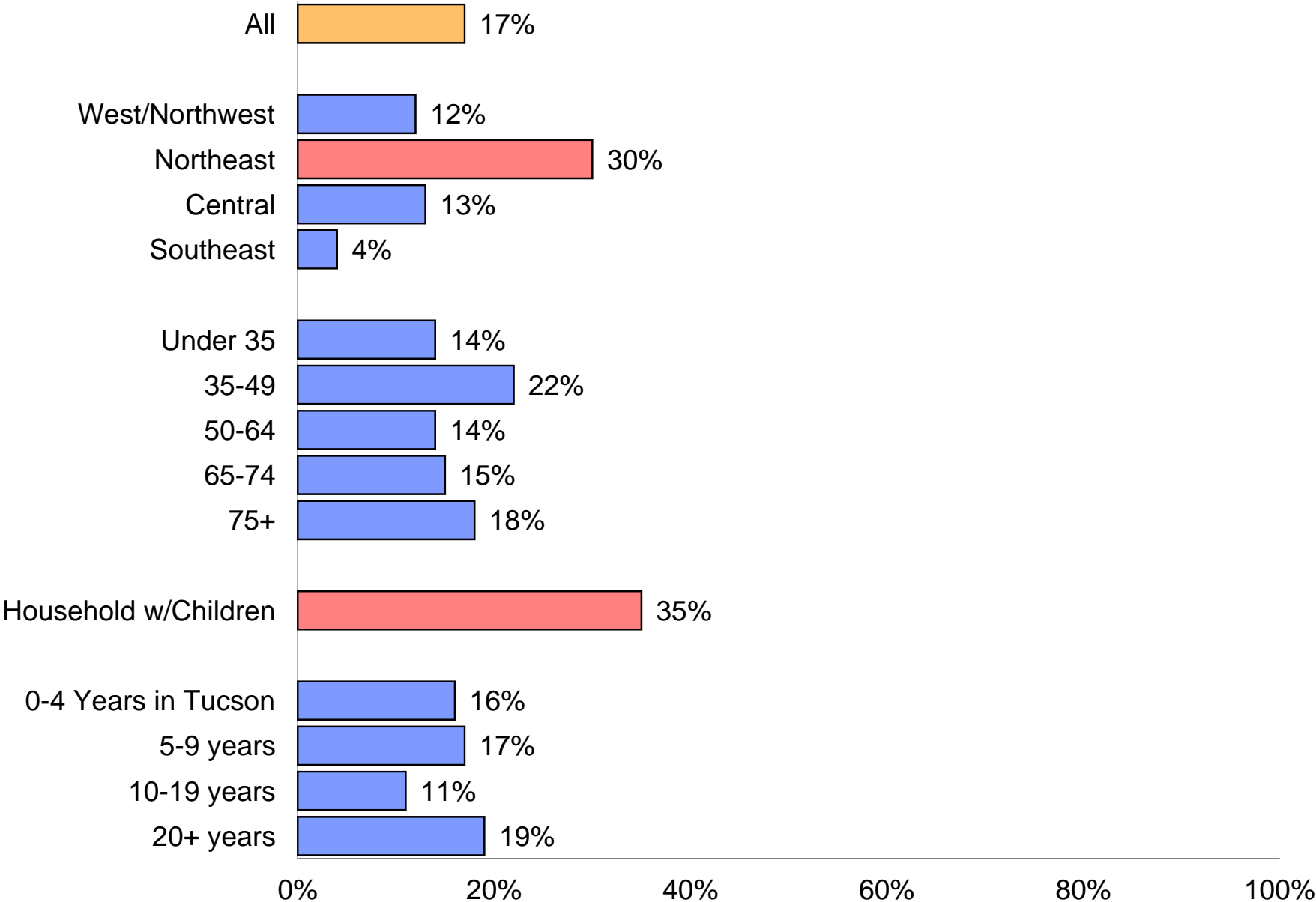
MEMBERSHIPS



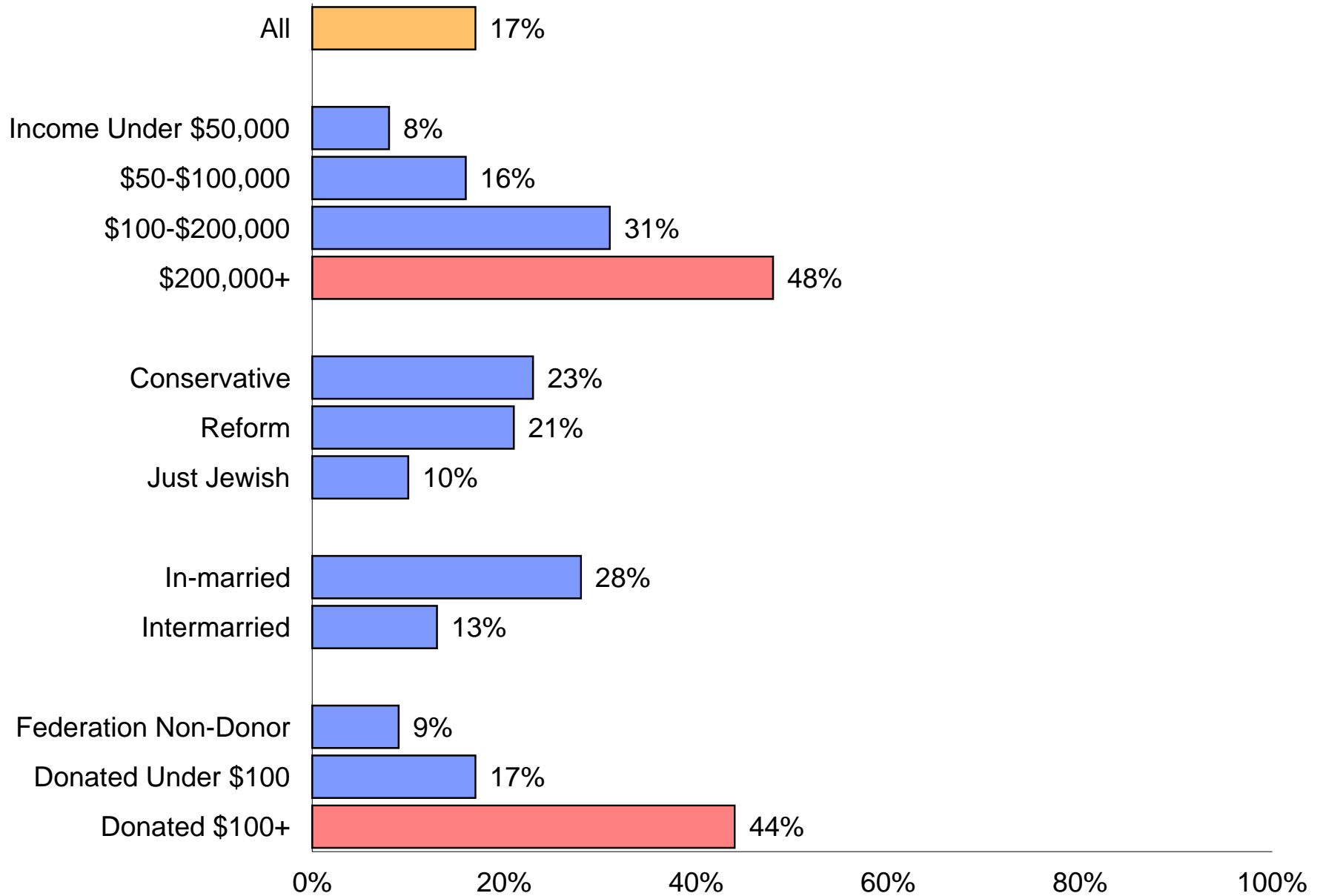
MEMBERSHIP IN LOCAL JCC



JCC MEMBERSHIP PATTERNS

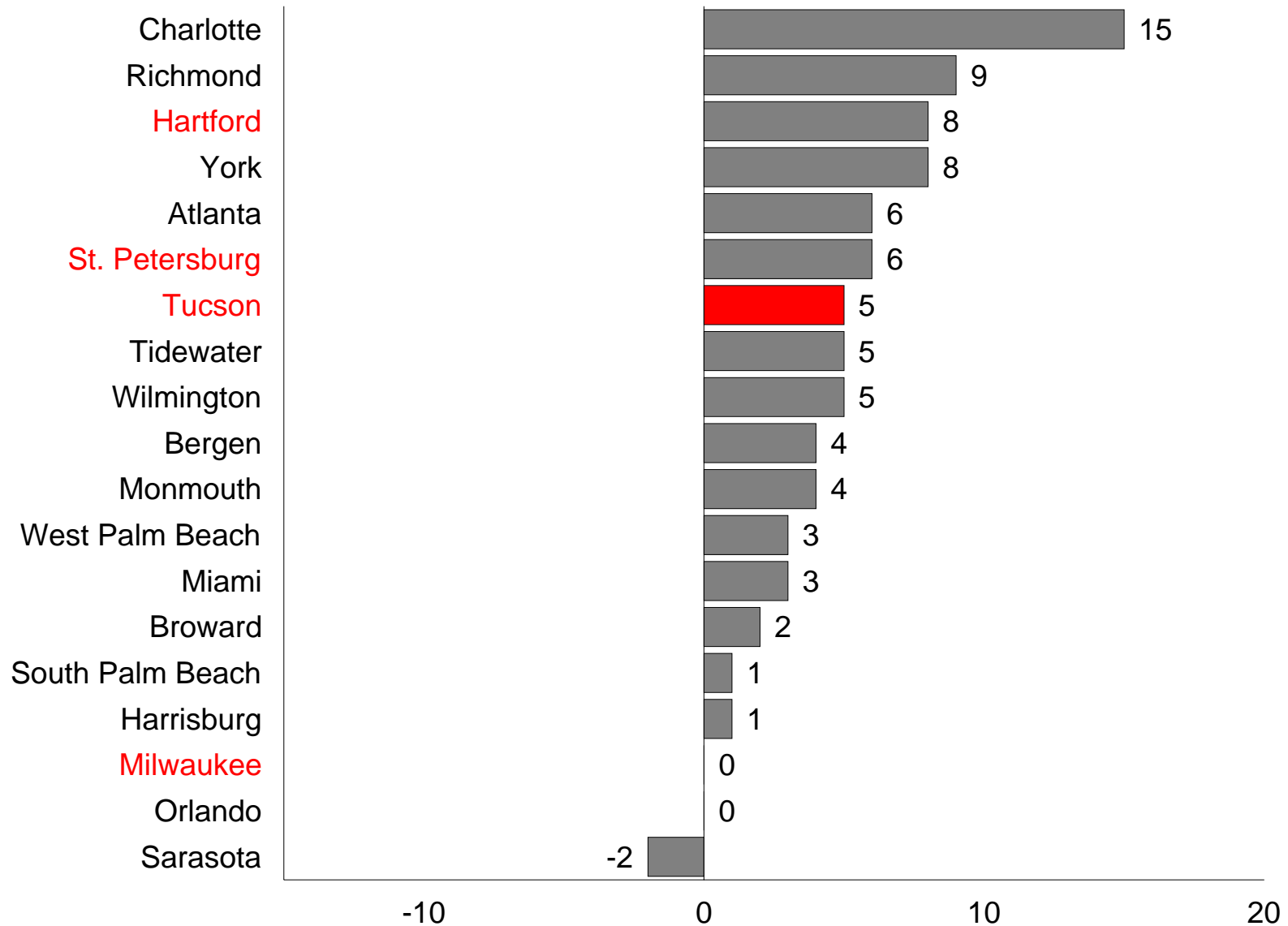


JCC MEMBERSHIP PATTERNS



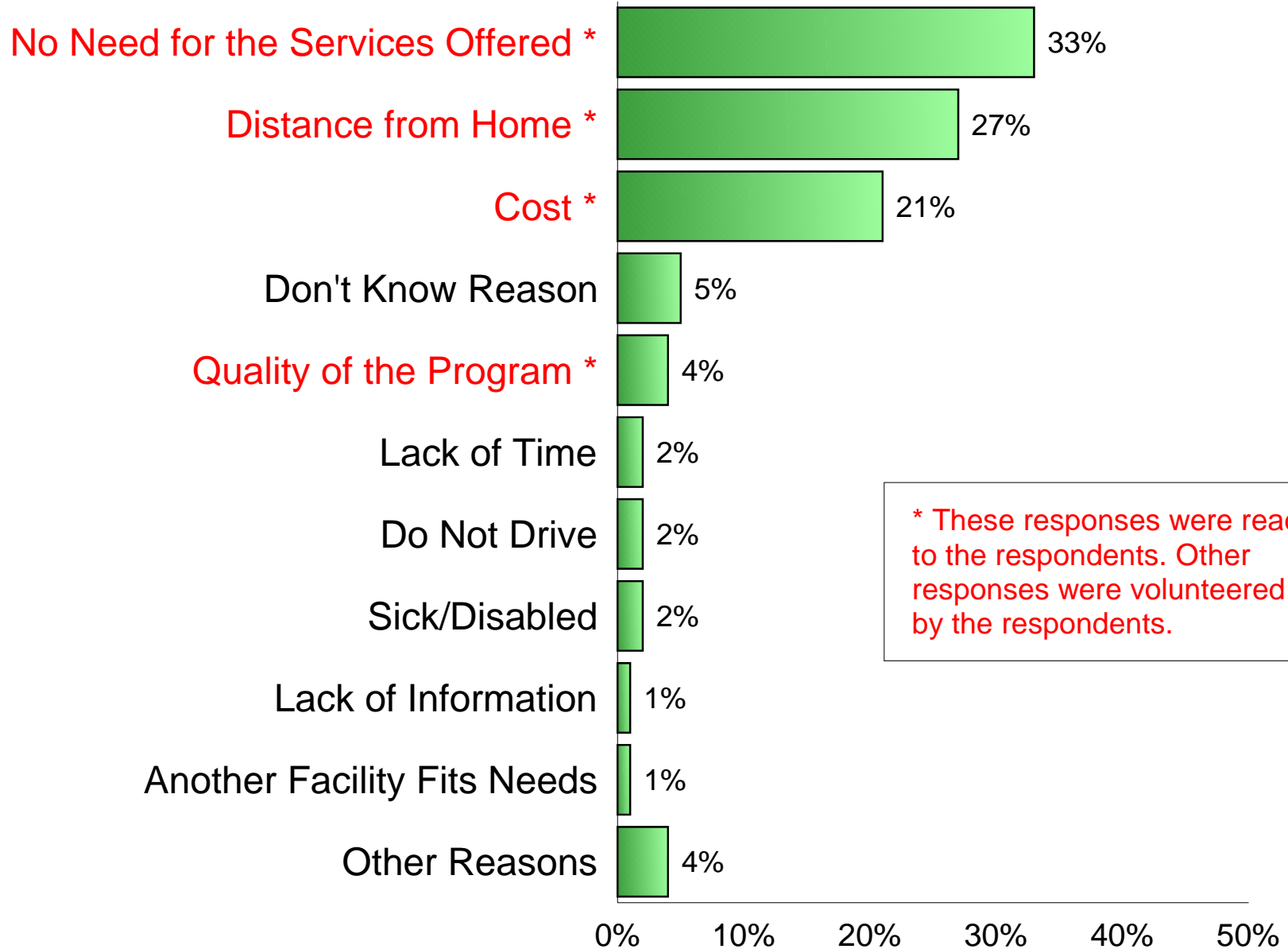
TELEPHONE SURVEY'S OVER/UNDER ESTIMATION OF JCC MEMBERSHIP

(In percentage points)

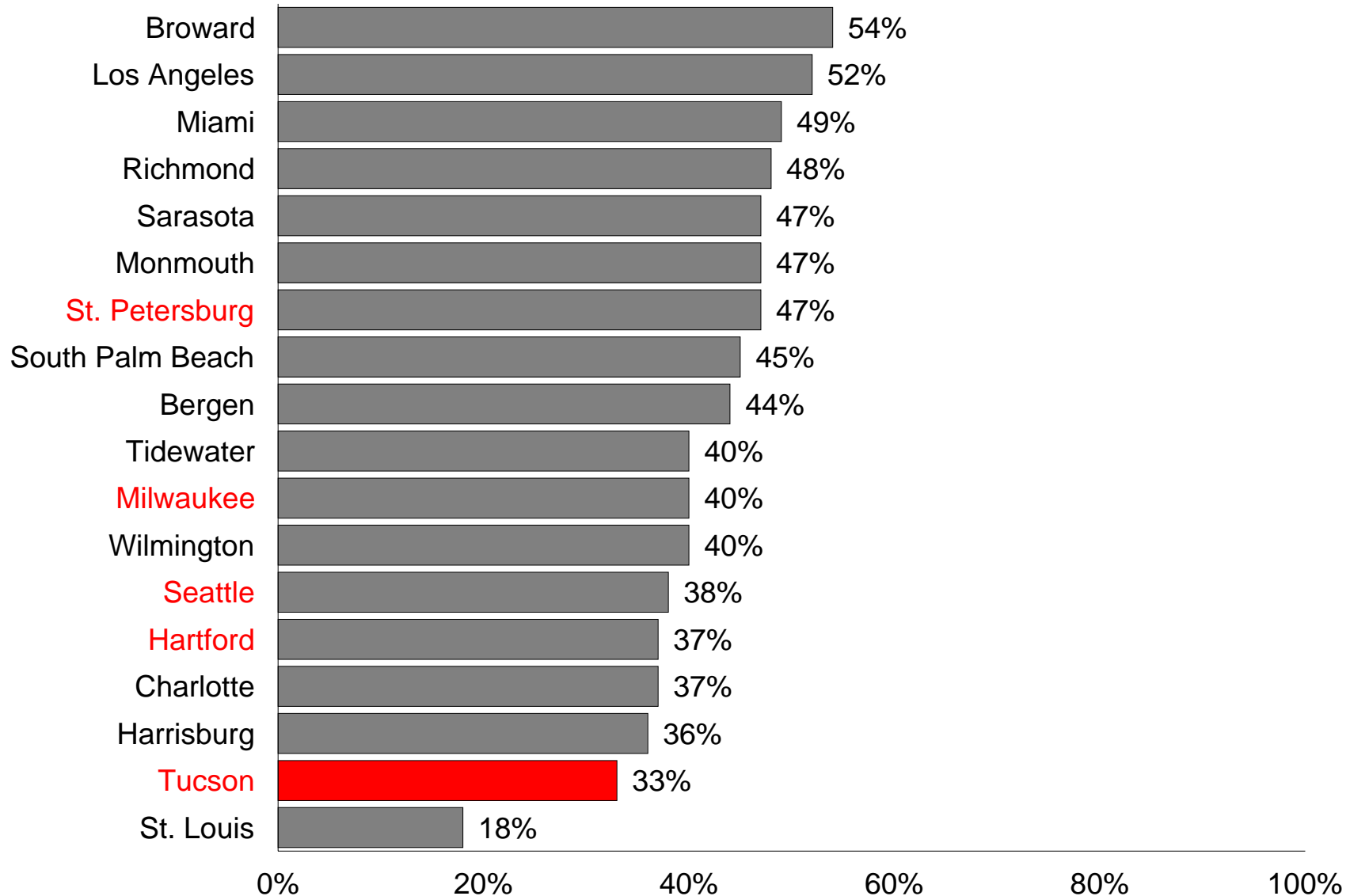


MAJOR REASONS FOR NOT JOINING THE JCC

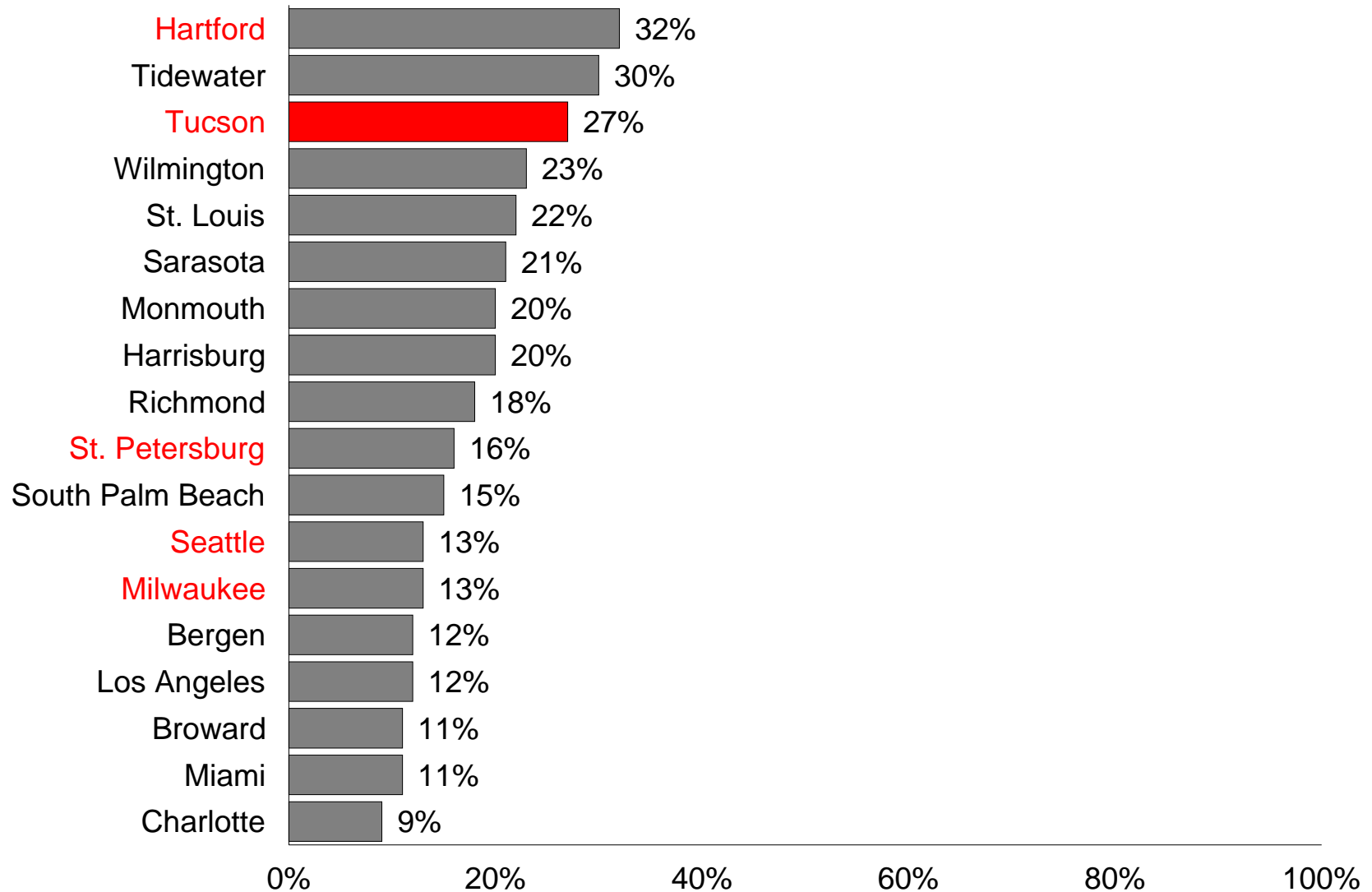
(Respondents in JCC Non-Member Households)



NO NEED FOR THE SERVICES OFFERED AS THE MAJOR REASON FOR NOT JOINING JCC

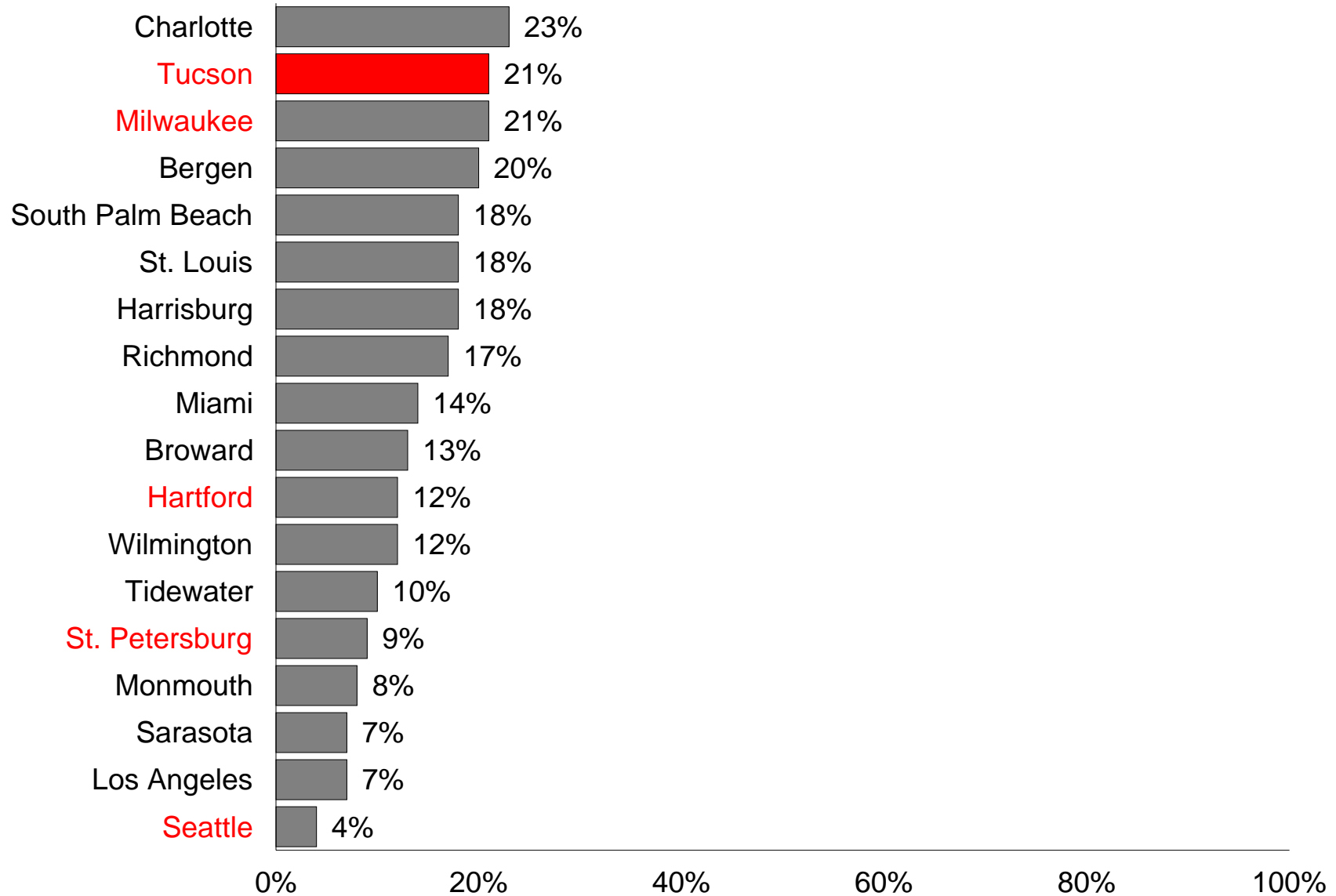


DISTANCE FROM HOME AS THE MAJOR REASON FOR NOT JOINING JCC

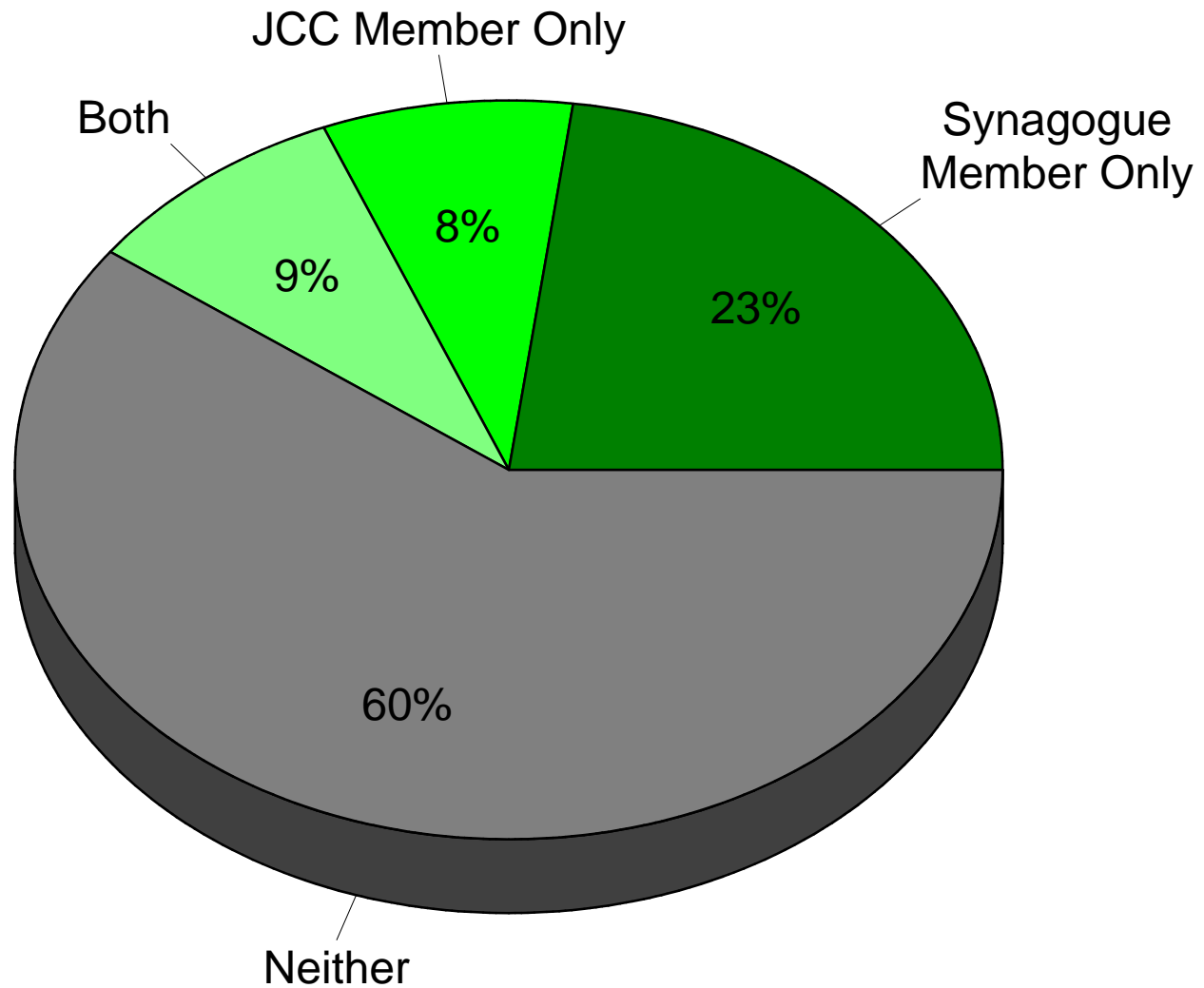


COST

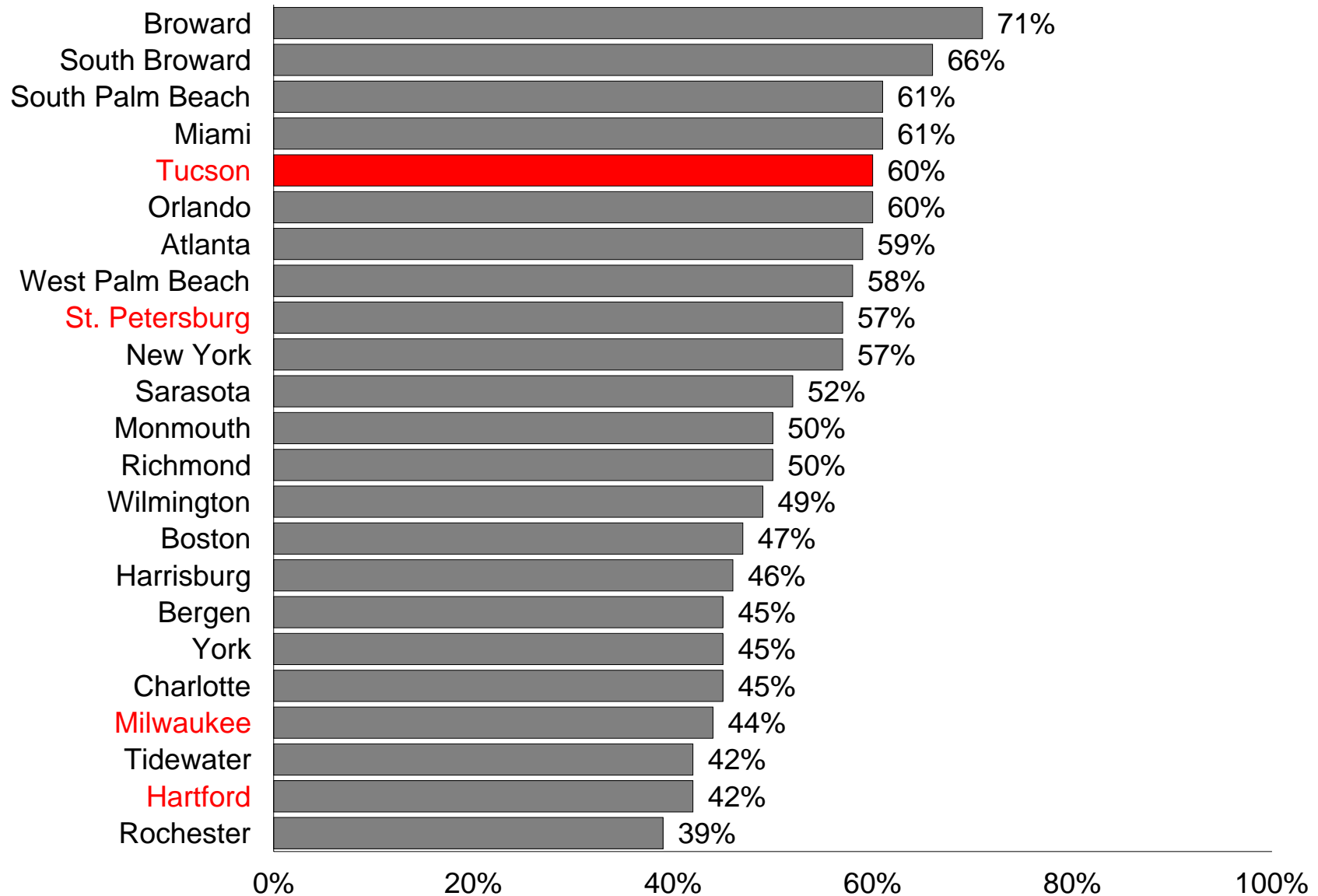
AS THE MAJOR REASON FOR NOT JOINING JCC



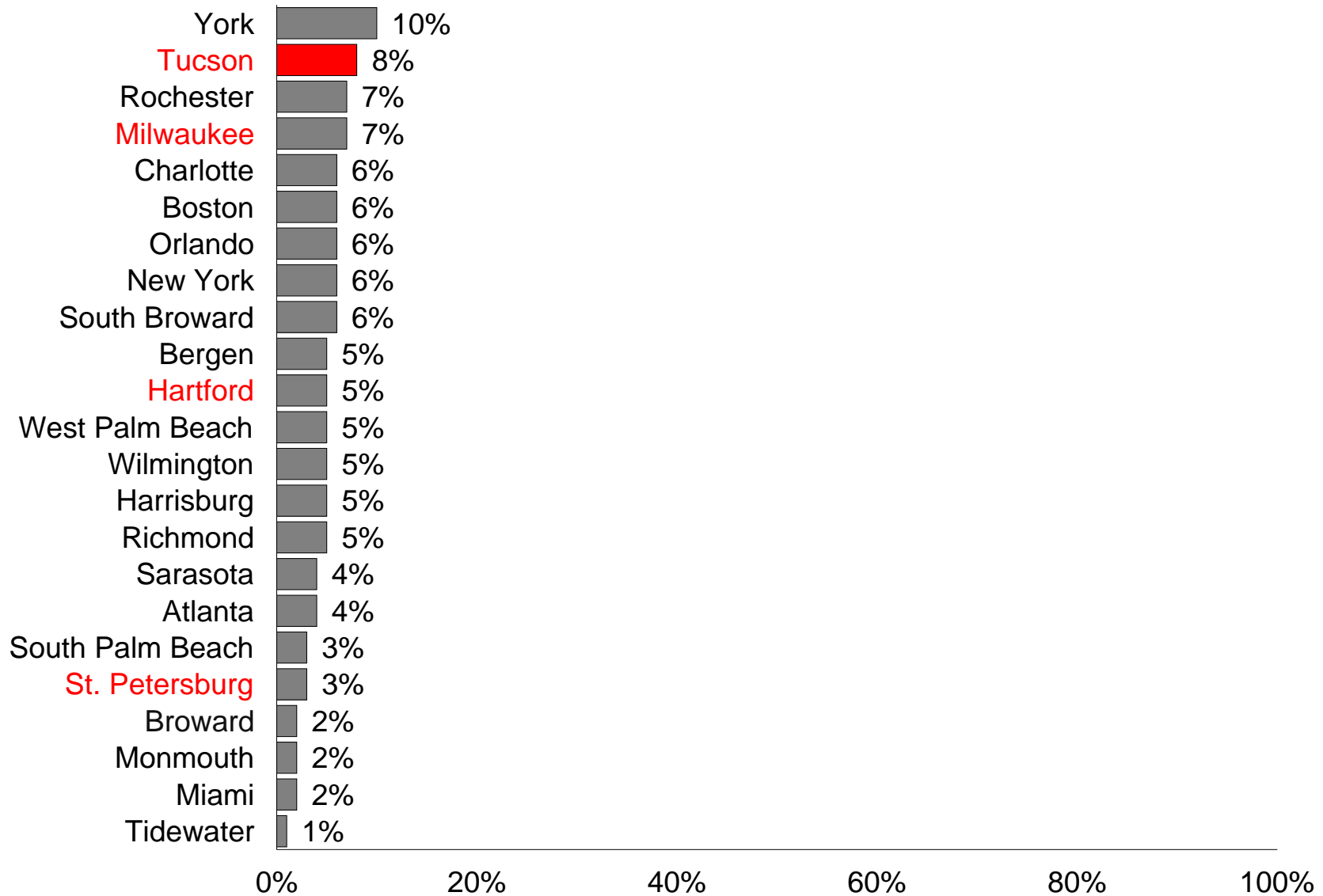
SYNAGOGUE/JCC MEMBERSHIPS OVERLAP



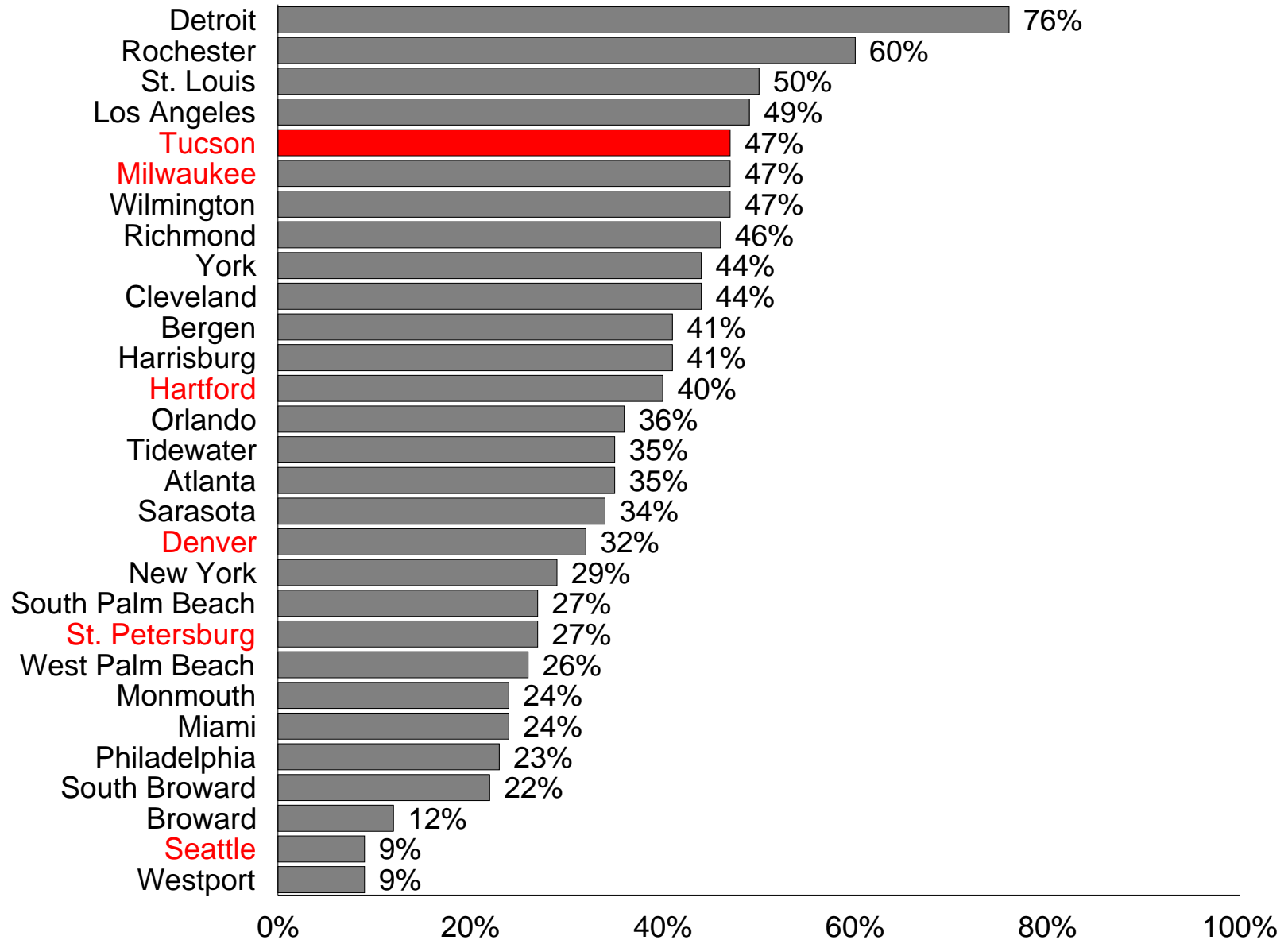
NEITHER SYNAGOGUE NOR JCC MEMBERS



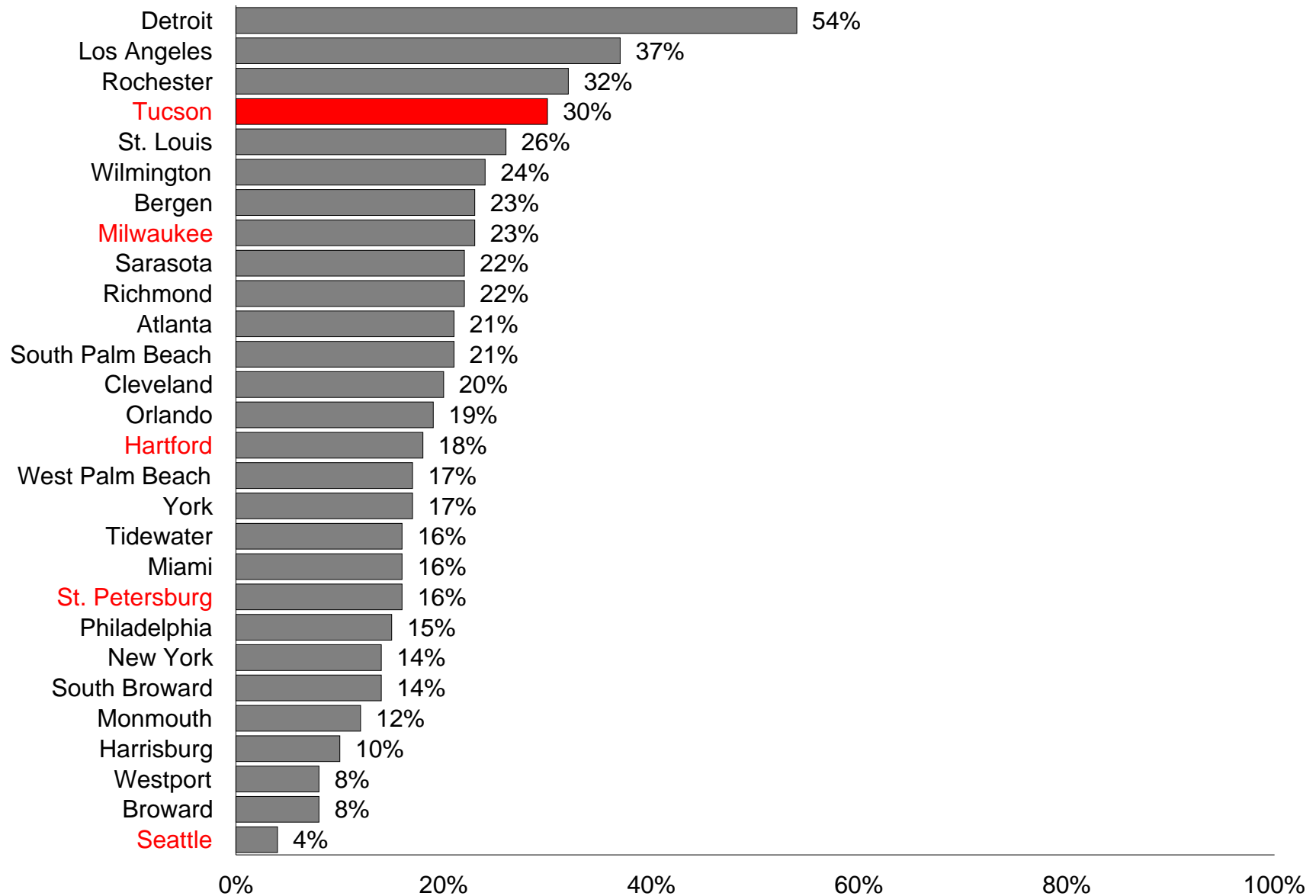
JCC MEMBER BUT NOT A SYNAGOGUE MEMBER



PARTICIPATED IN A LOCAL JCC PROGRAM IN THE PAST YEAR

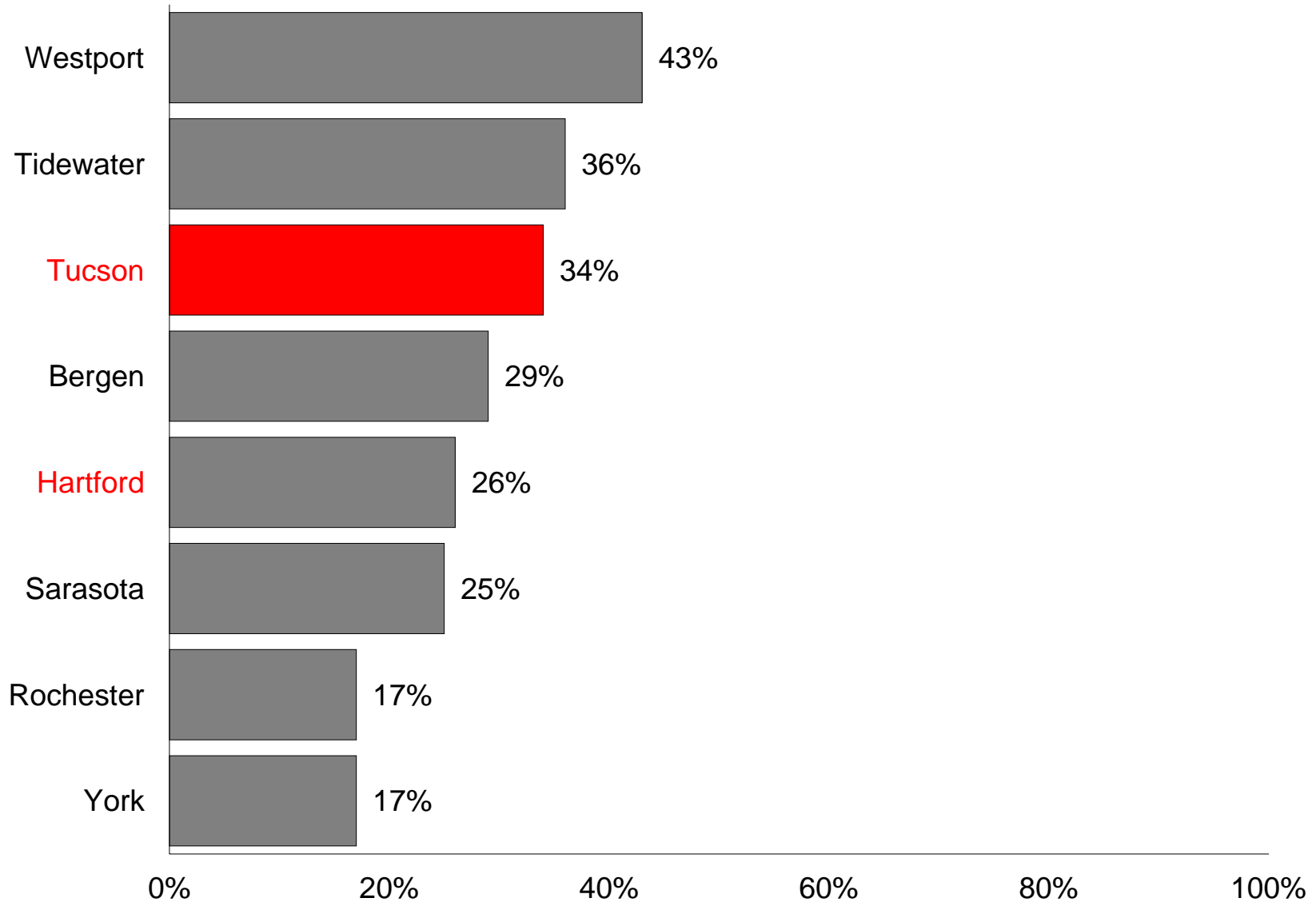


PARTICIPATED IN A JCC PROGRAM IN THE PAST YEAR WITHOUT BEING A MEMBER



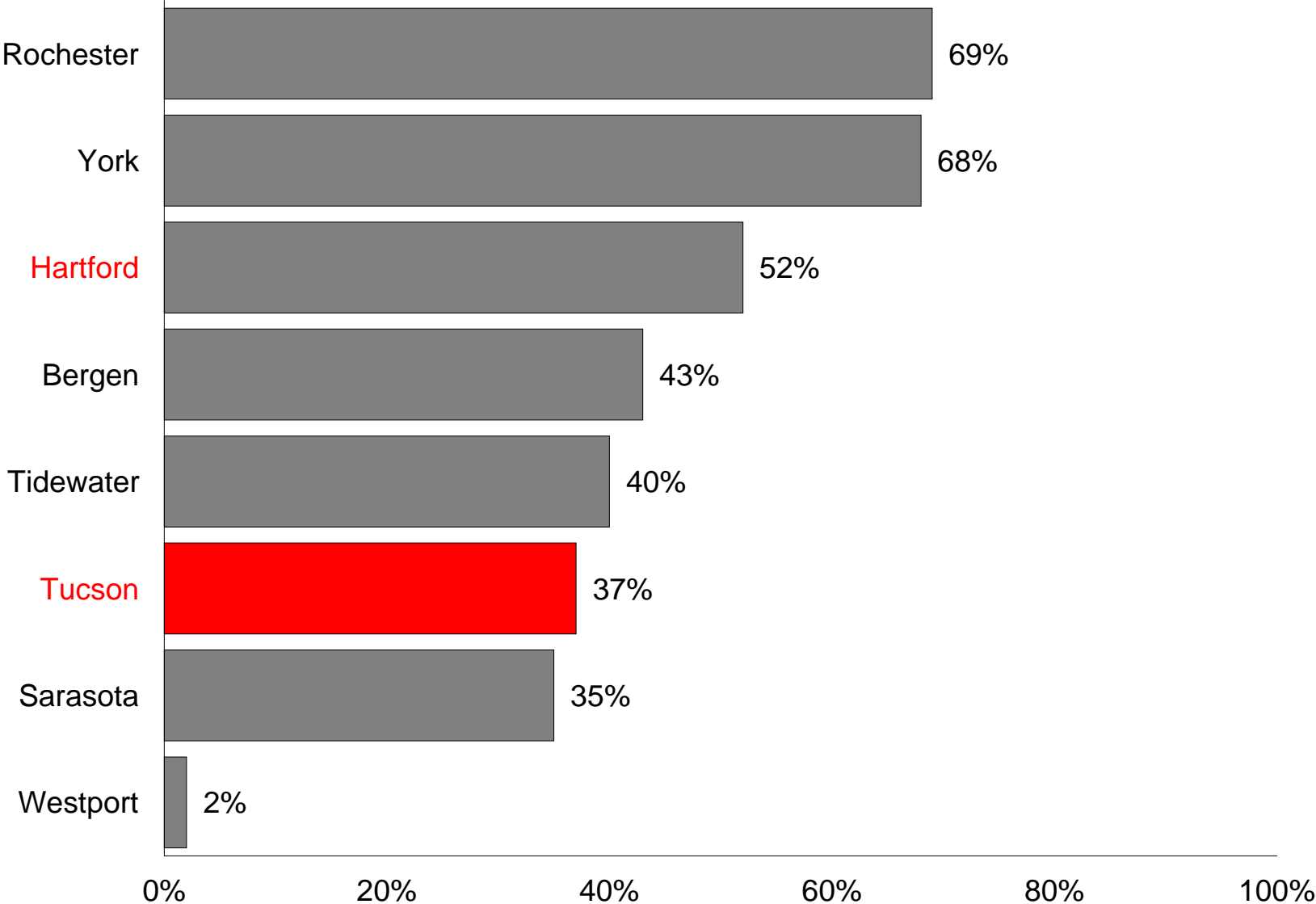
MEMBERSHIP IN A FITNESS FACILITY OR HEALTH CLUB OTHER THAN THE JCC

(JCC Non-Member Households)

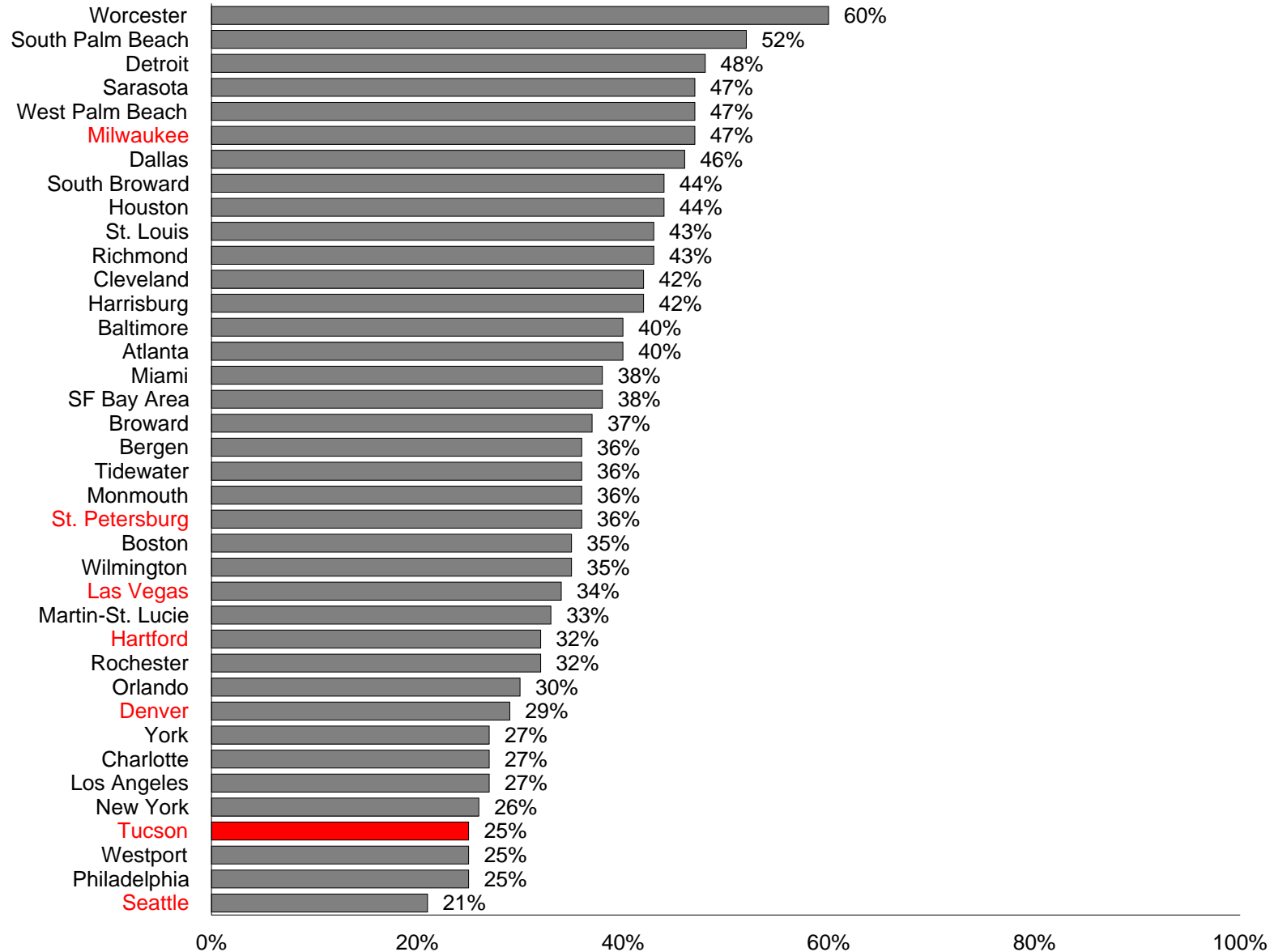


JCC MARKET SHARE OF FITNESS FACILITY AND HEALTH CLUB MARKET AMONG JEWISH HOUSEHOLDS

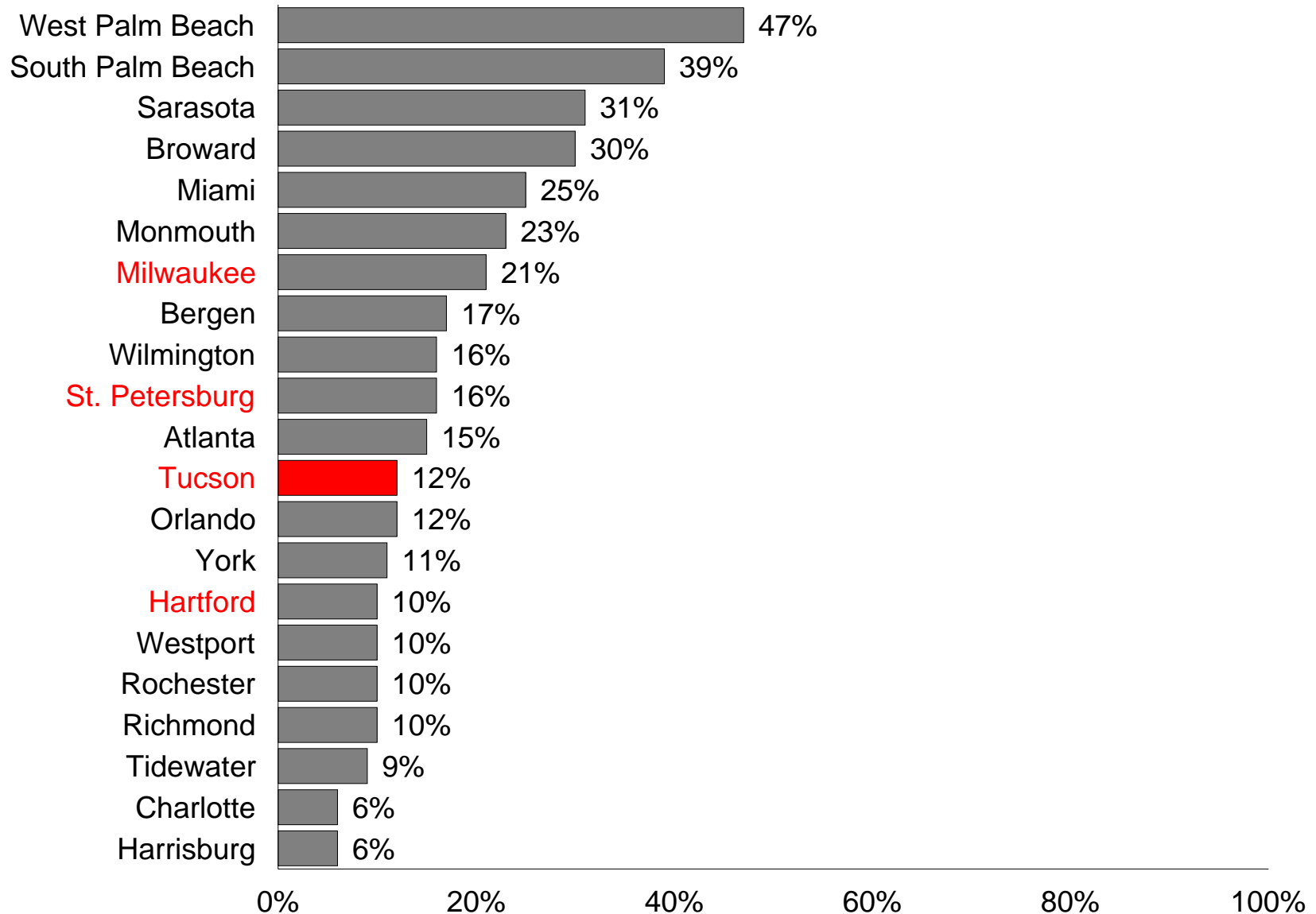
(Households Who Are Members of a JCC or a Fitness Facility)



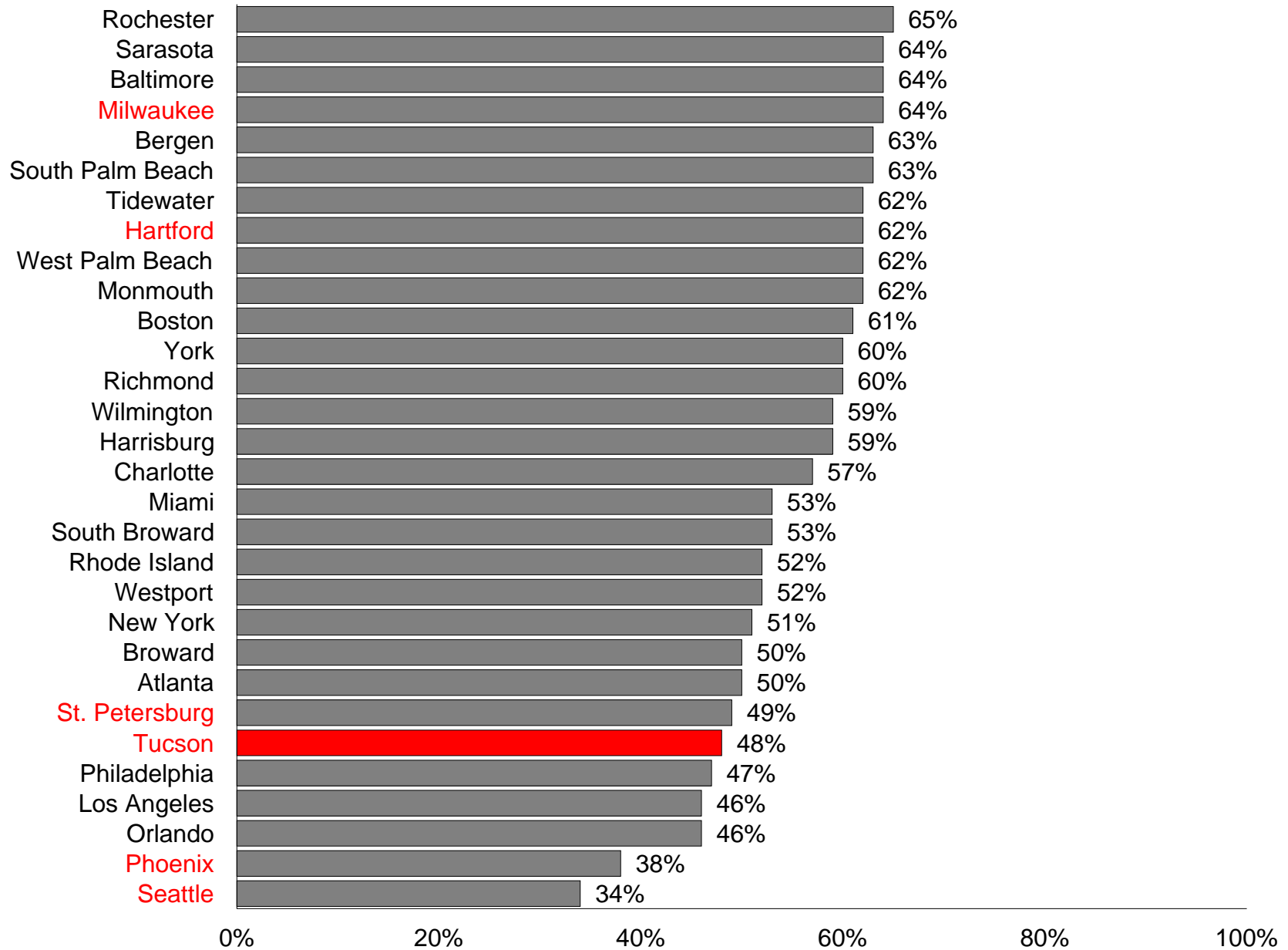
CURRENT JEWISH ORGANIZATION MEMBERSHIP OTHER THAN A SYNAGOGUE OR A JCC



CURRENT JEWISH ORGANIZATION MEMBERSHIP OF HOUSEHOLDS WHO ARE NOT MEMBERS OF A SYNAGOGUE OR A JCC

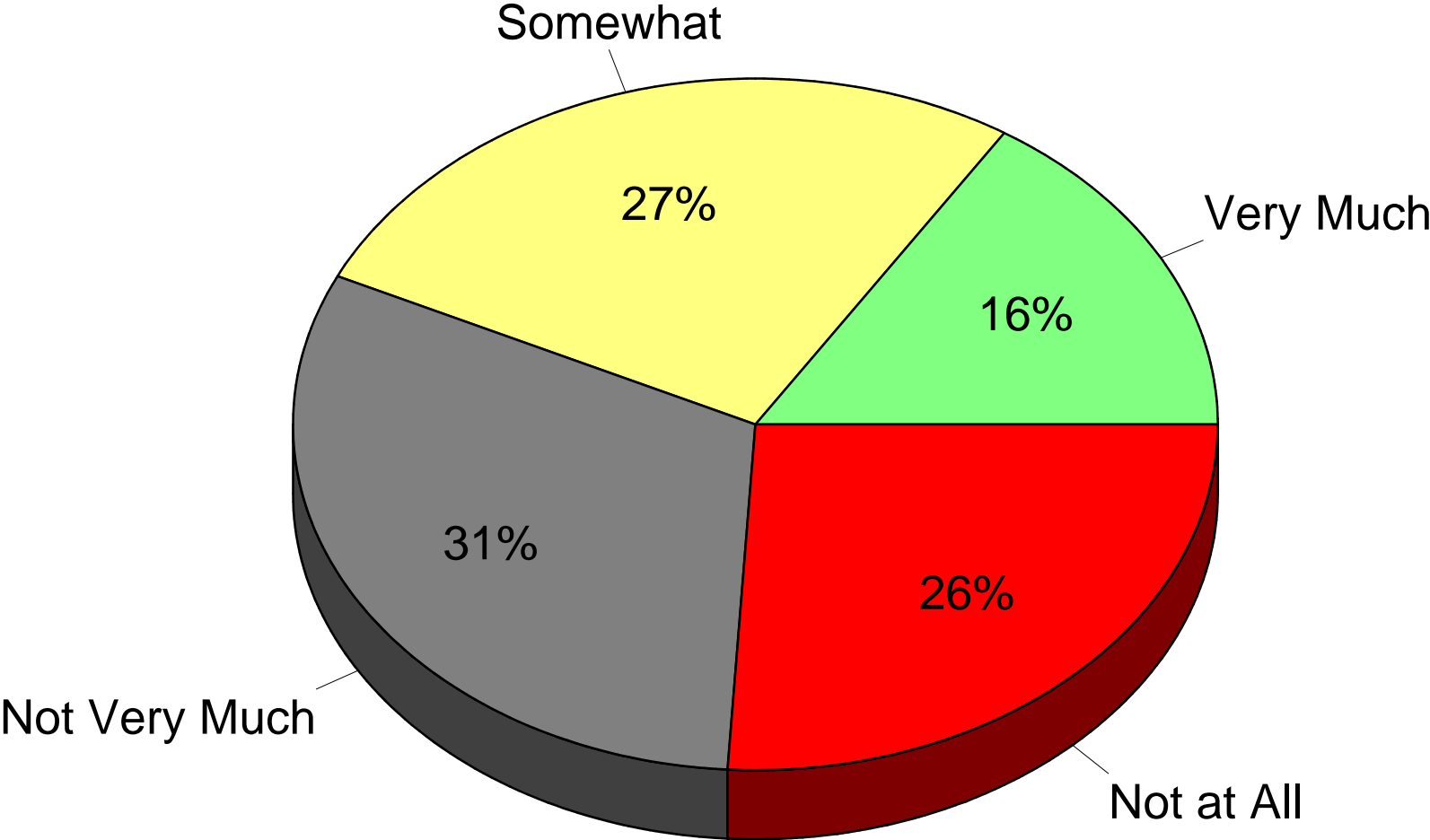


ASSOCIATION WITH THE JEWISH COMMUNITY

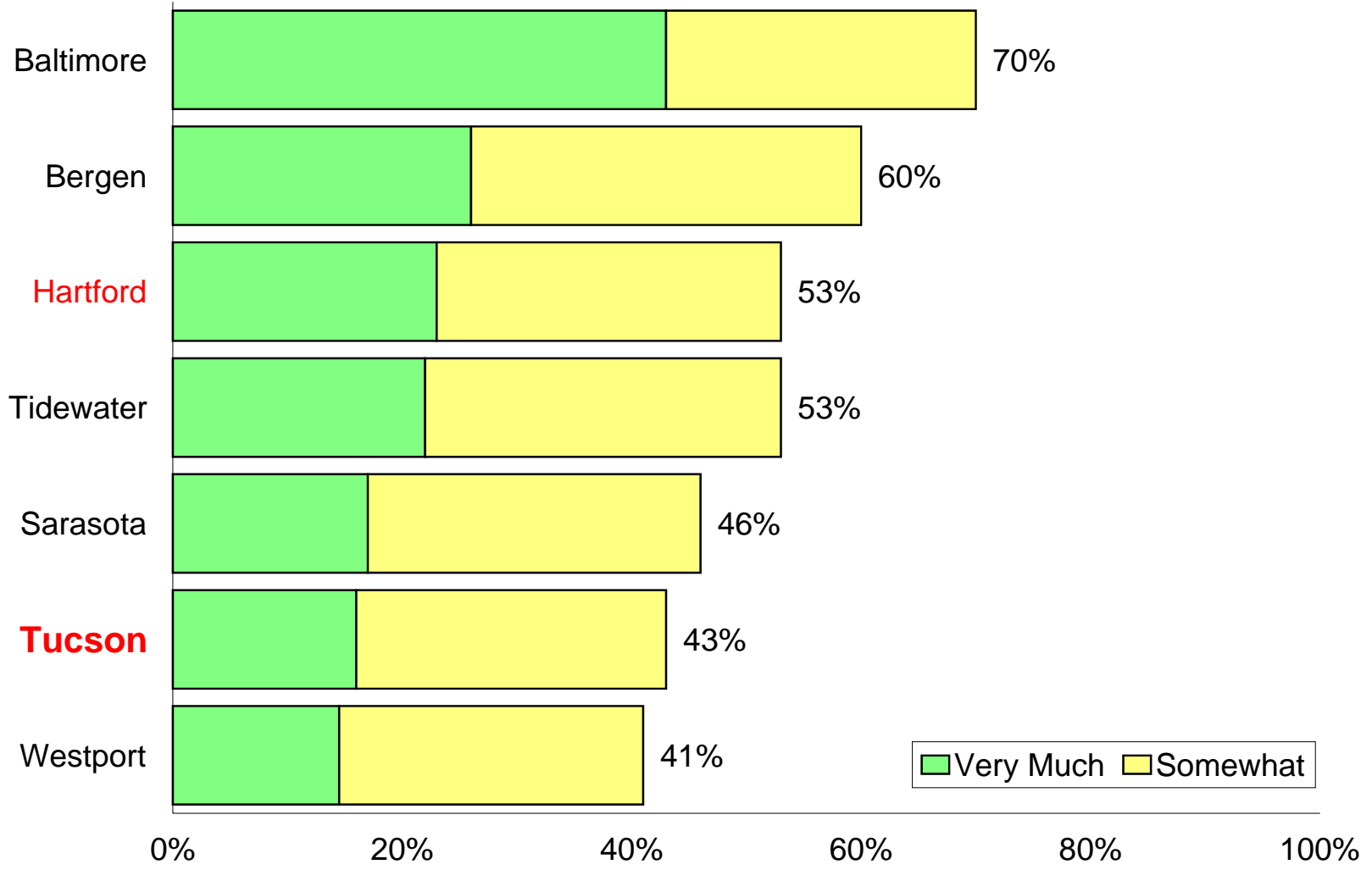


FEEL A PART OF THE TUCSON JEWISH COMMUNITY

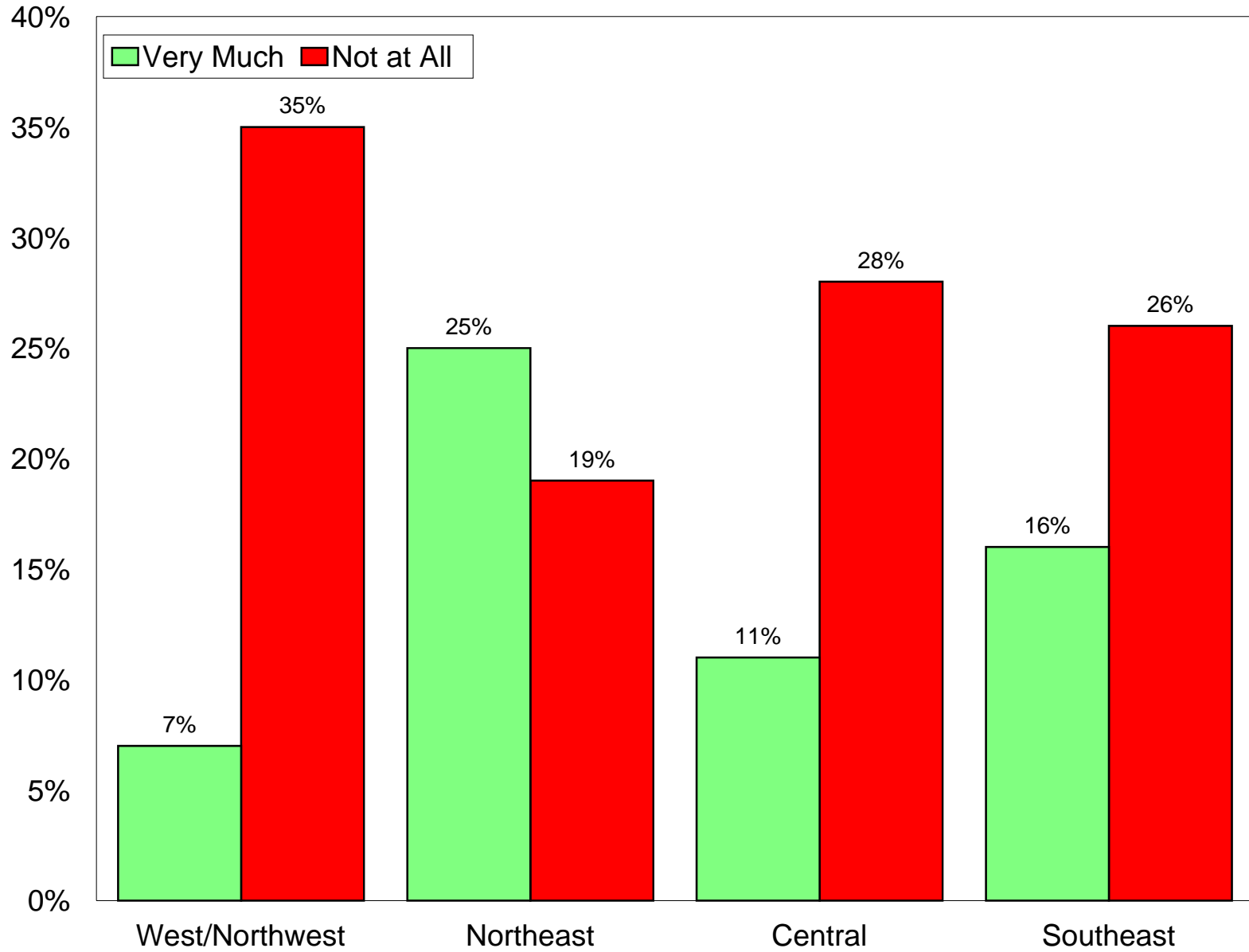
(Jewish Respondents Only)



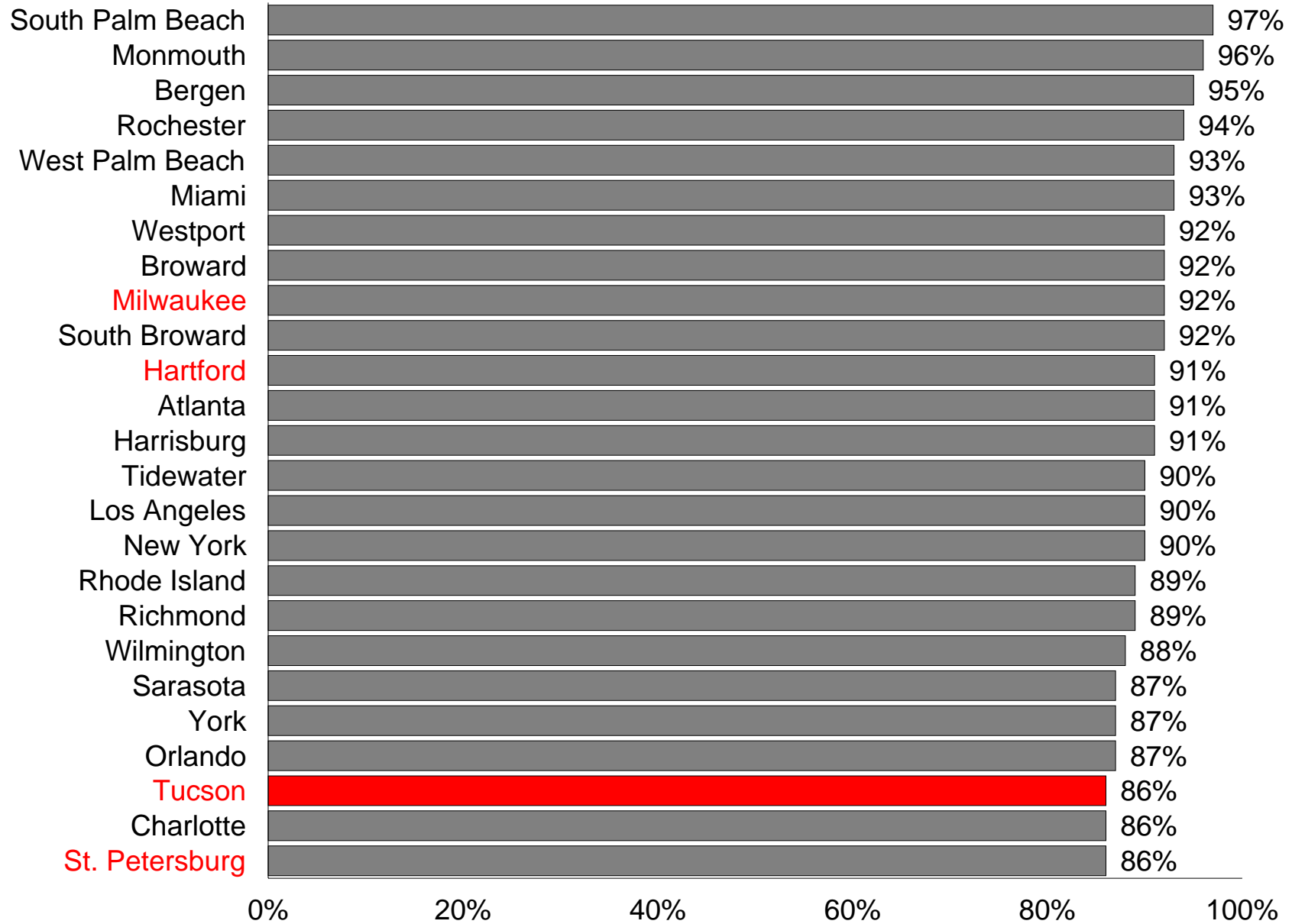
FEEL A PART OF THE LOCAL JEWISH COMMUNITY



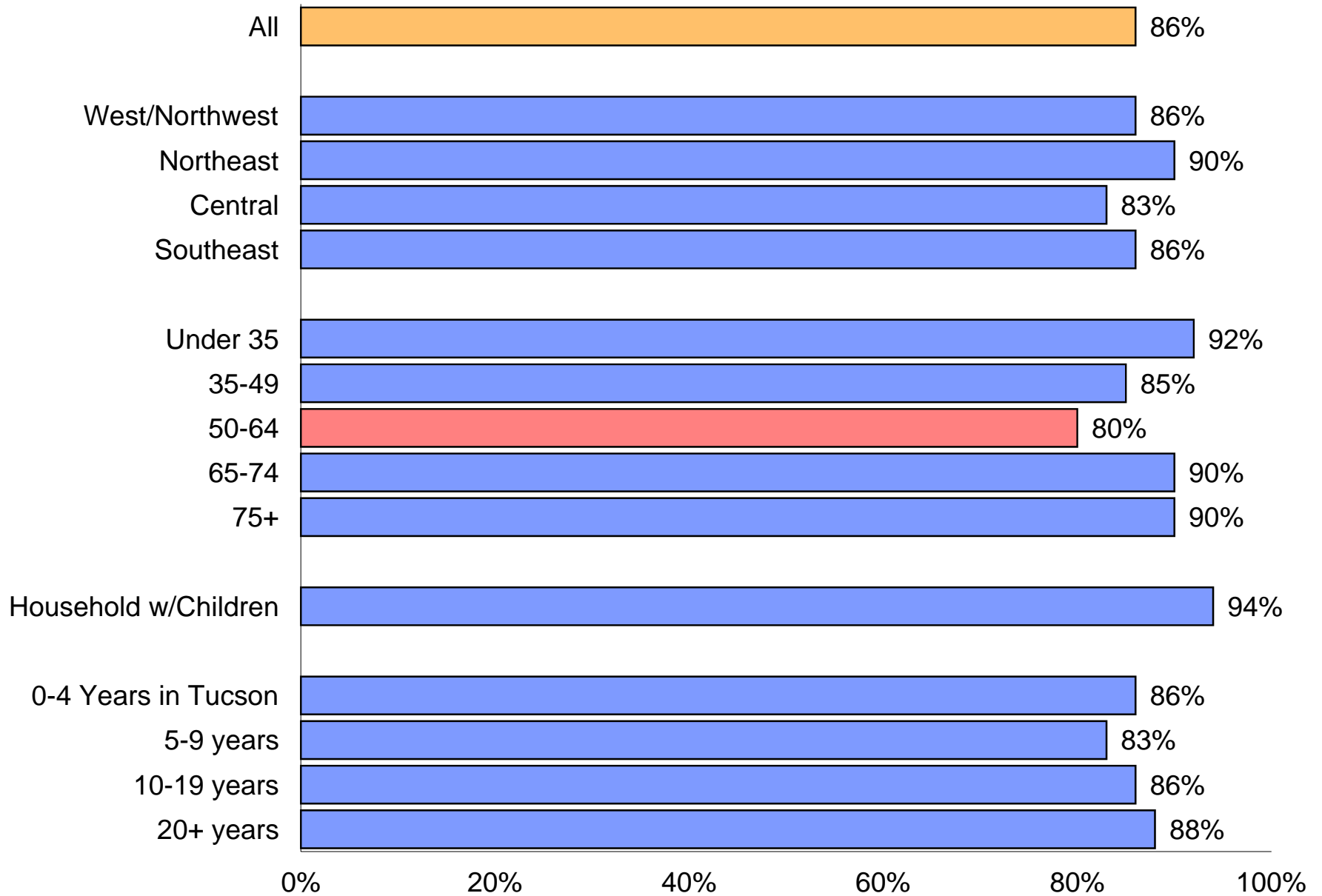
FEEL A PART OF THE TUCSON JEWISH COMMUNITY BY GEOGRAPHIC AREA



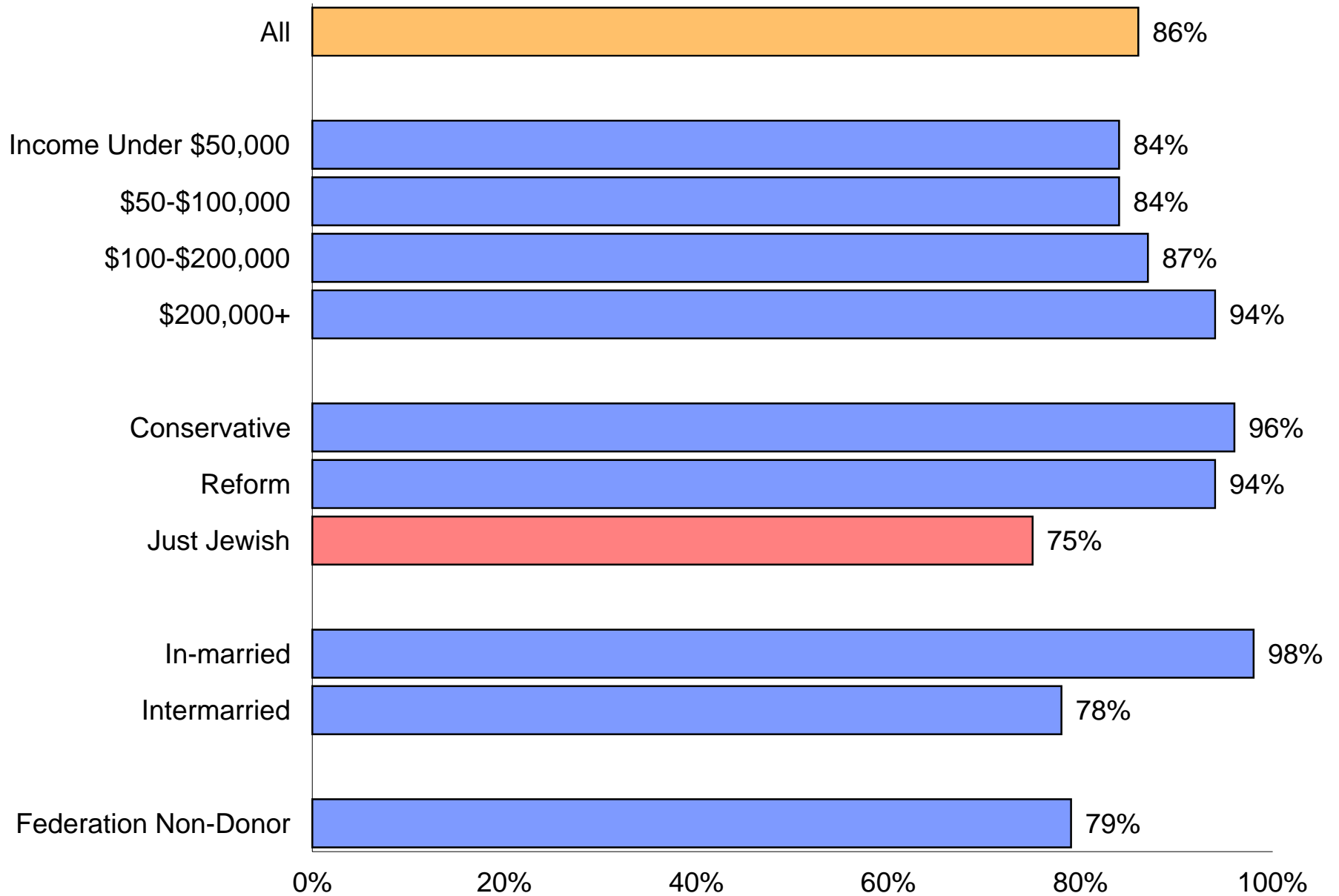
OVERALL INVOLVEMENT IN JEWISH ACTIVITY



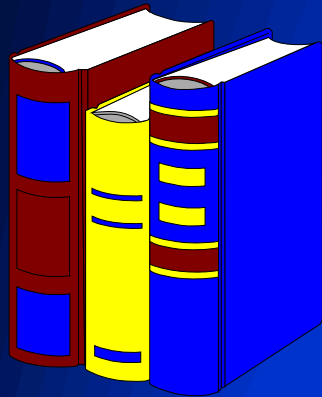
OVERALL INVOLVEMENT PATTERNS



OVERALL INVOLVEMENT PATTERNS

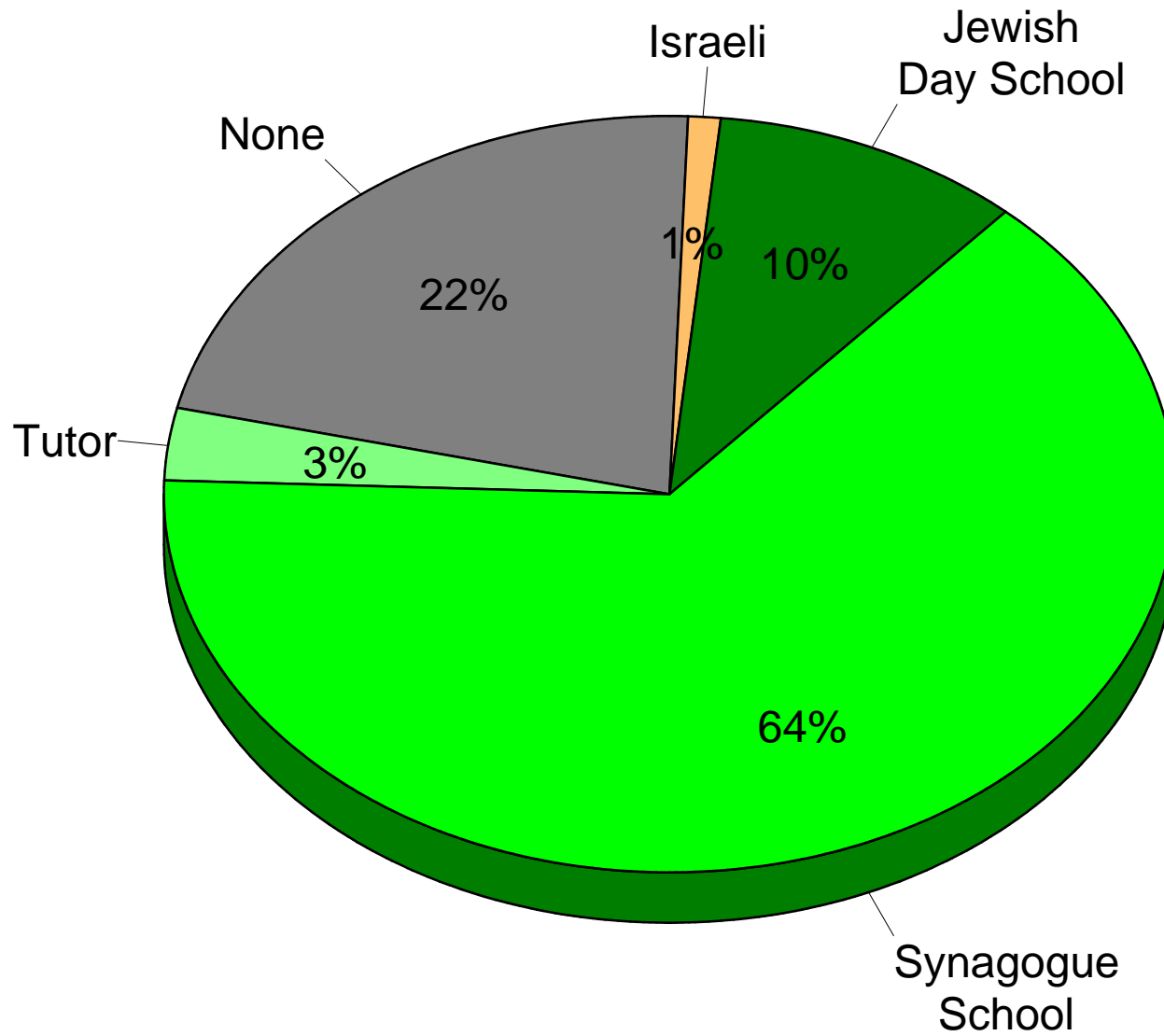


JEWISH EDUCATION OF ADULTS

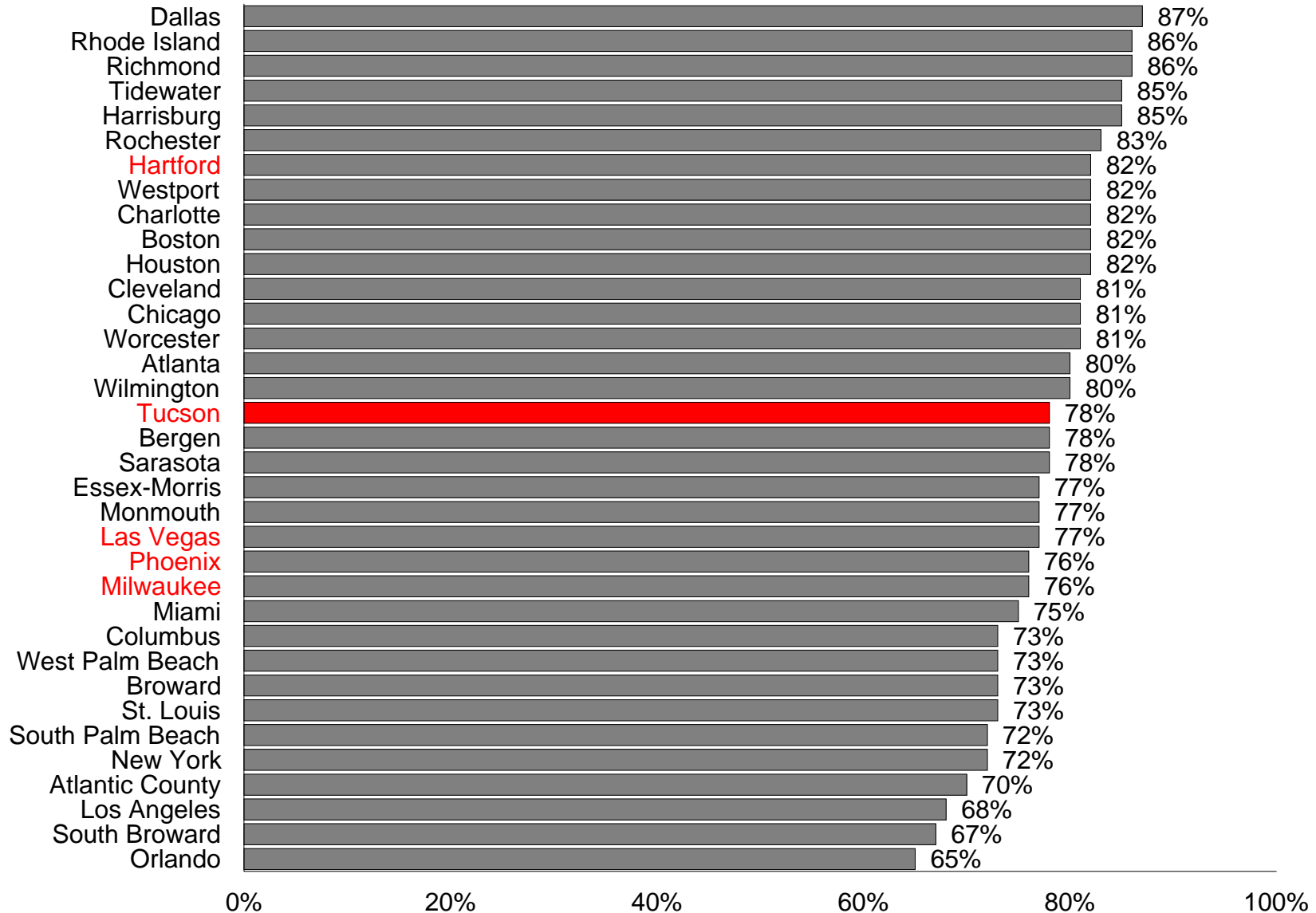


FORMAL JEWISH EDUCATION

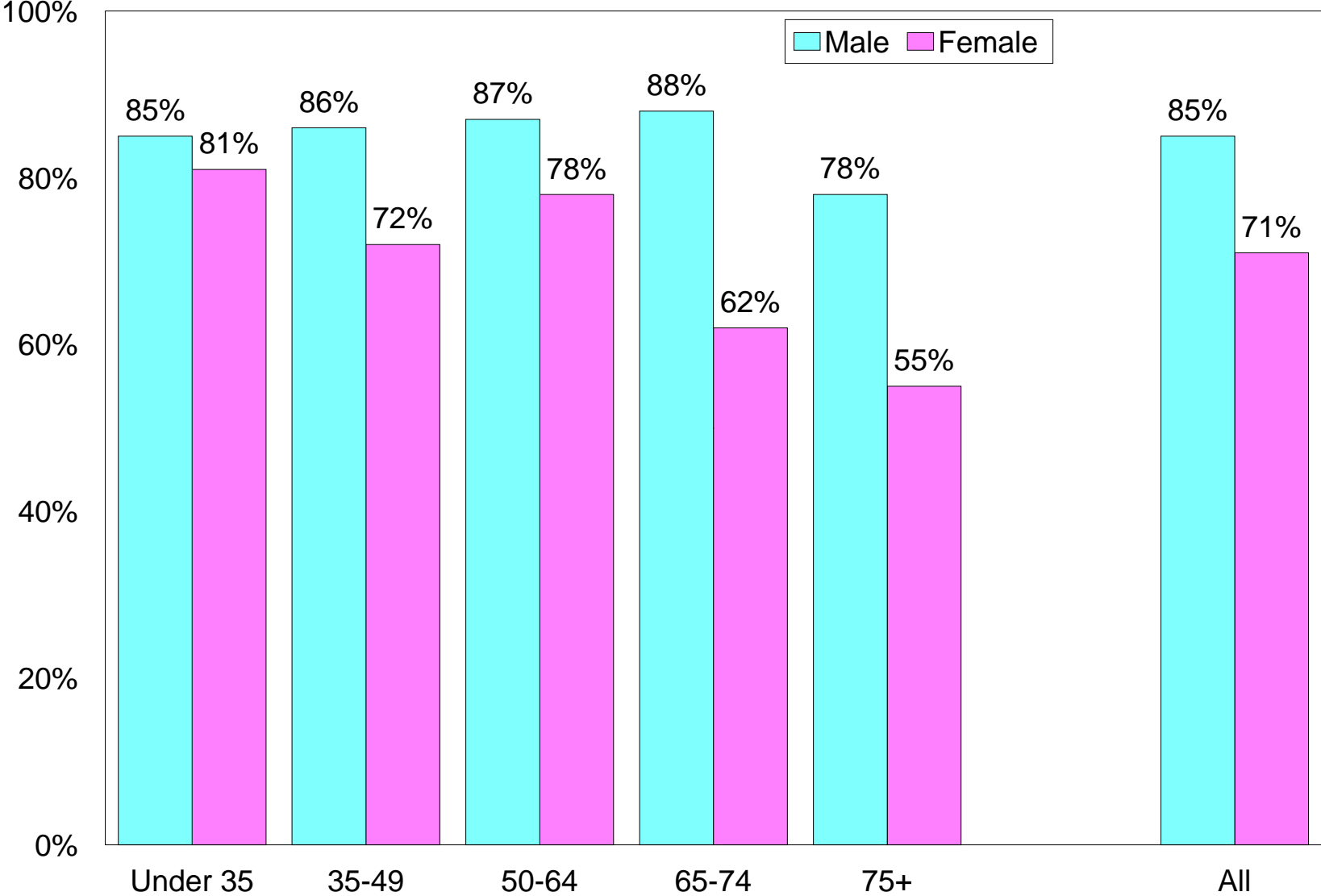
(Born Jewish Adults)



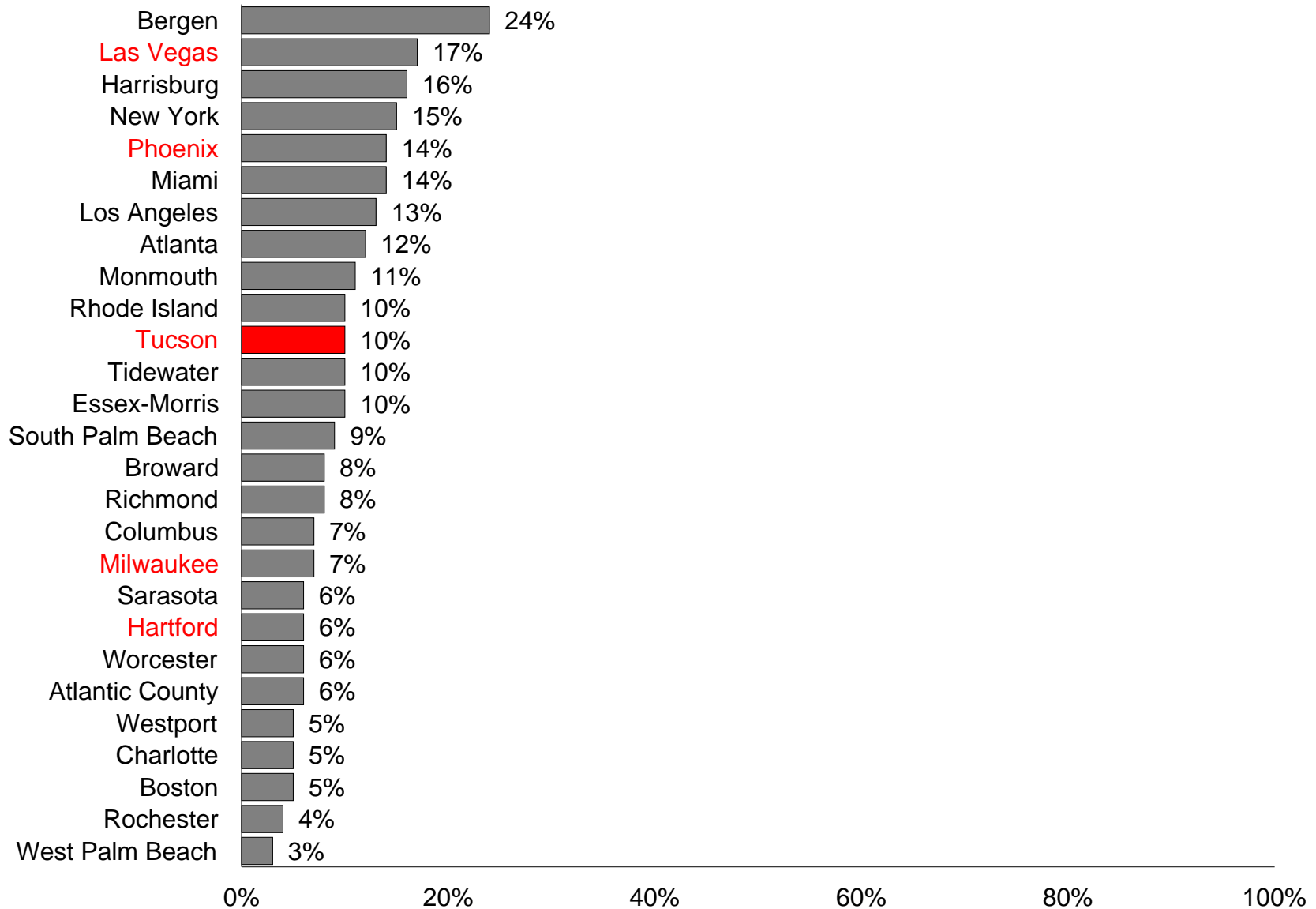
RECEIVED A FORMAL JEWISH EDUCATION AS CHILDREN



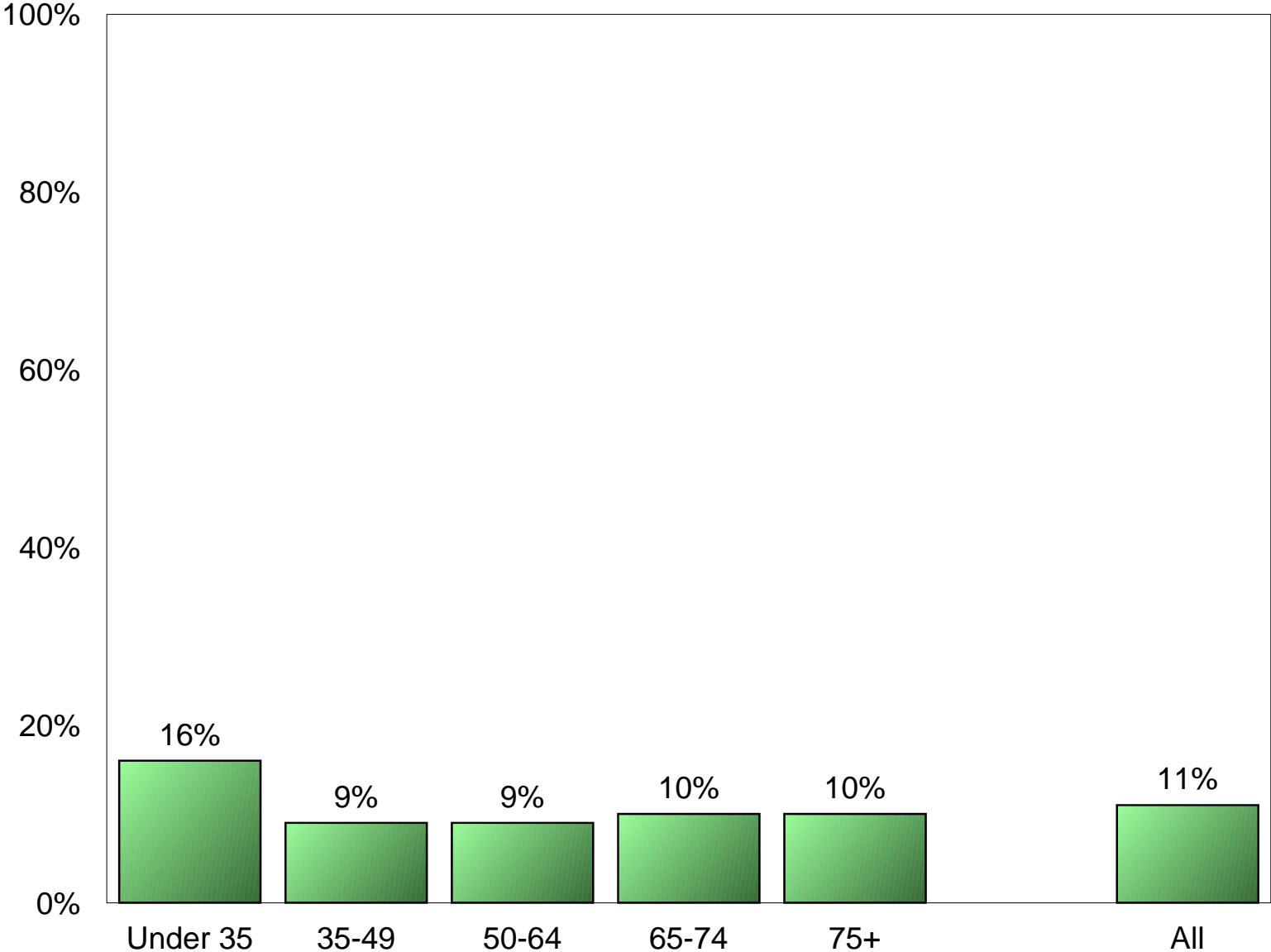
RECEIVED A FORMAL JEWISH EDUCATION AS CHILDREN BY AGE AND SEX



RECEIVED A JEWISH DAY SCHOOL EDUCATION AS CHILDREN AS CHILDREN

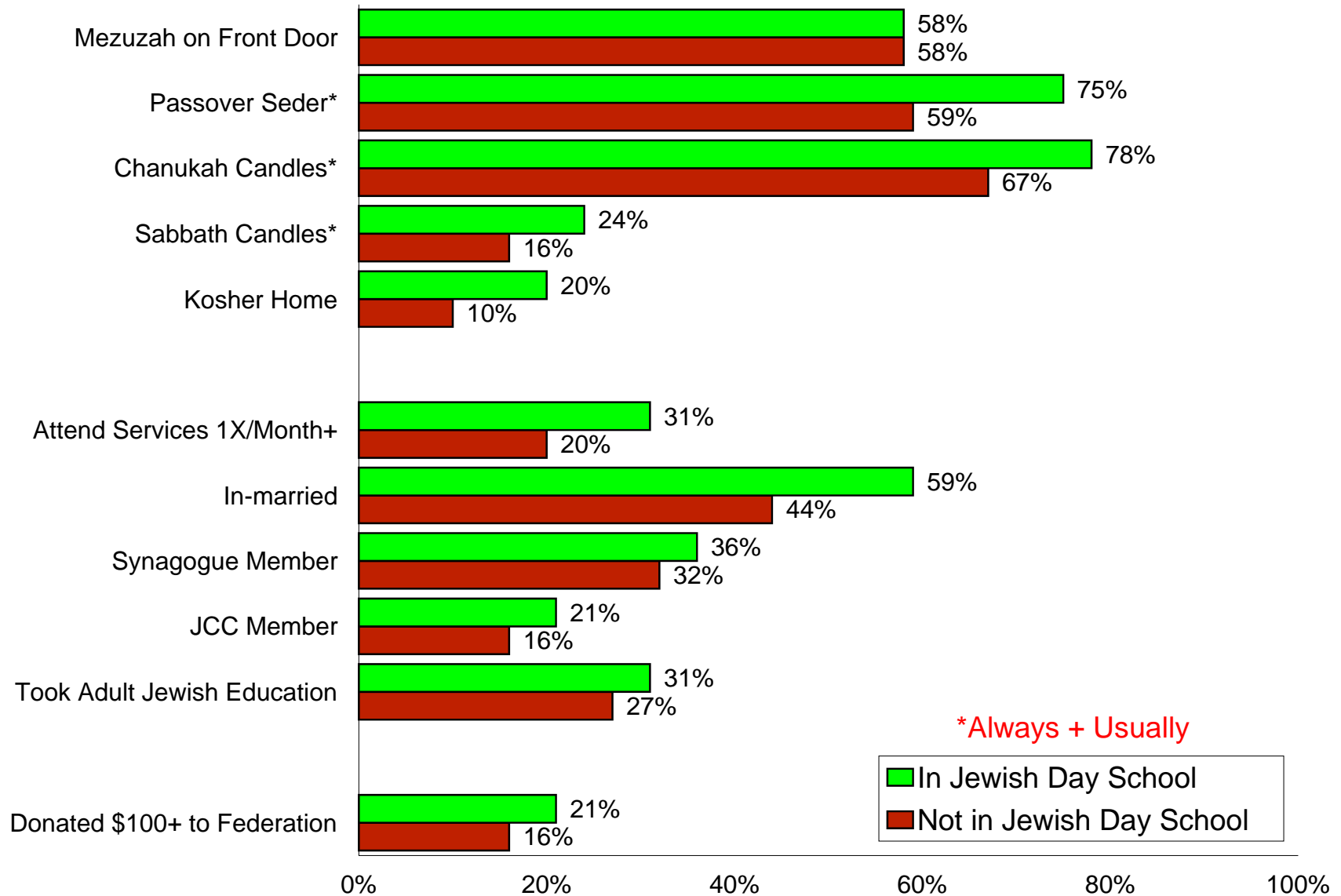


RECEIVED A JEWISH DAY SCHOOL EDUCATION AS CHILDREN BY AGE

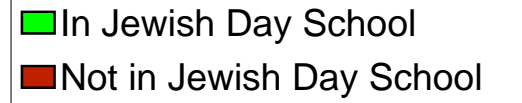


HOUSEHOLDS IN WHICH AN ADULT ATTENDED JEWISH DAY SCHOOL AS A CHILD

Correlation with Adult Jewish Behaviors

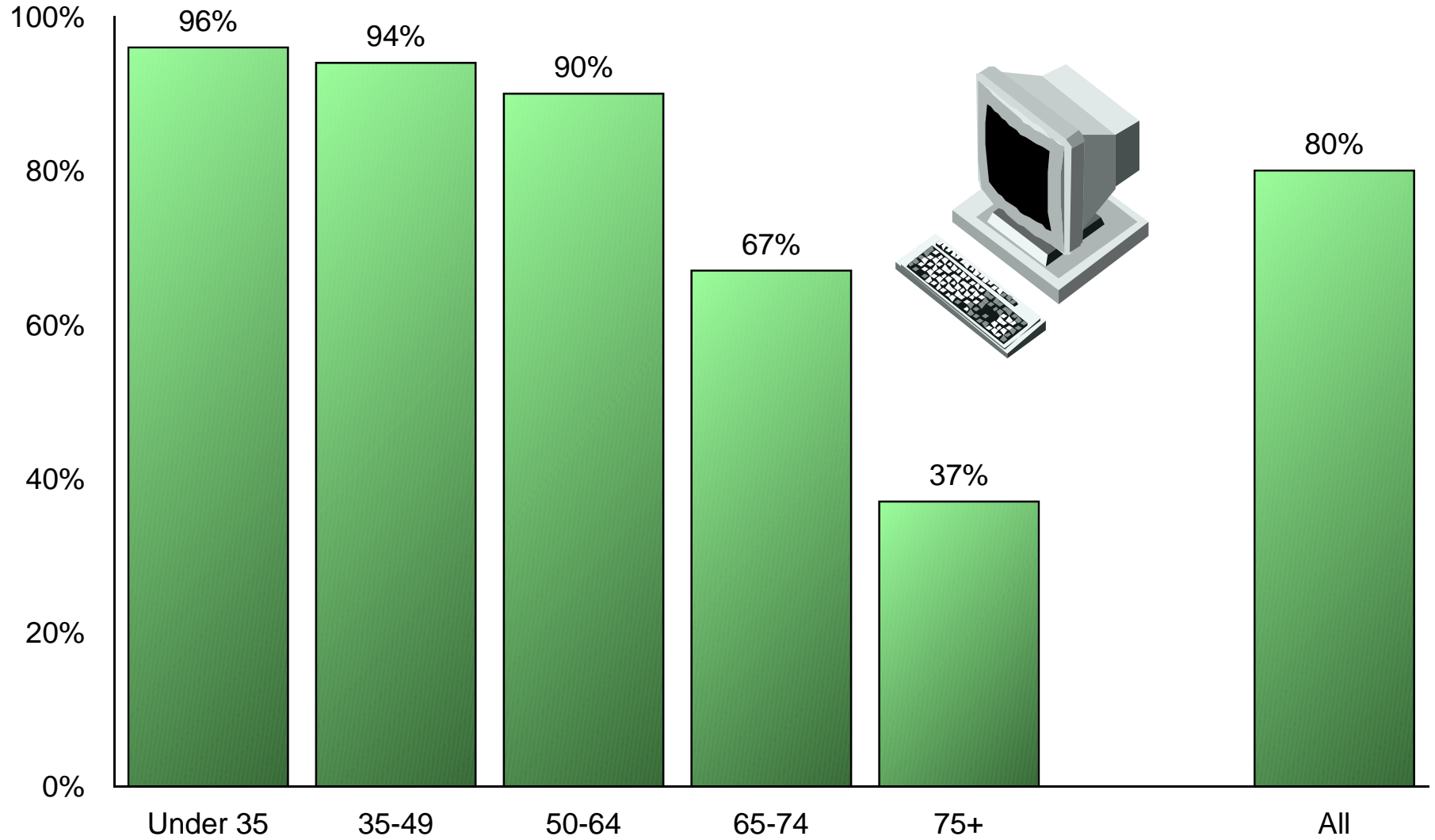


*Always + Usually

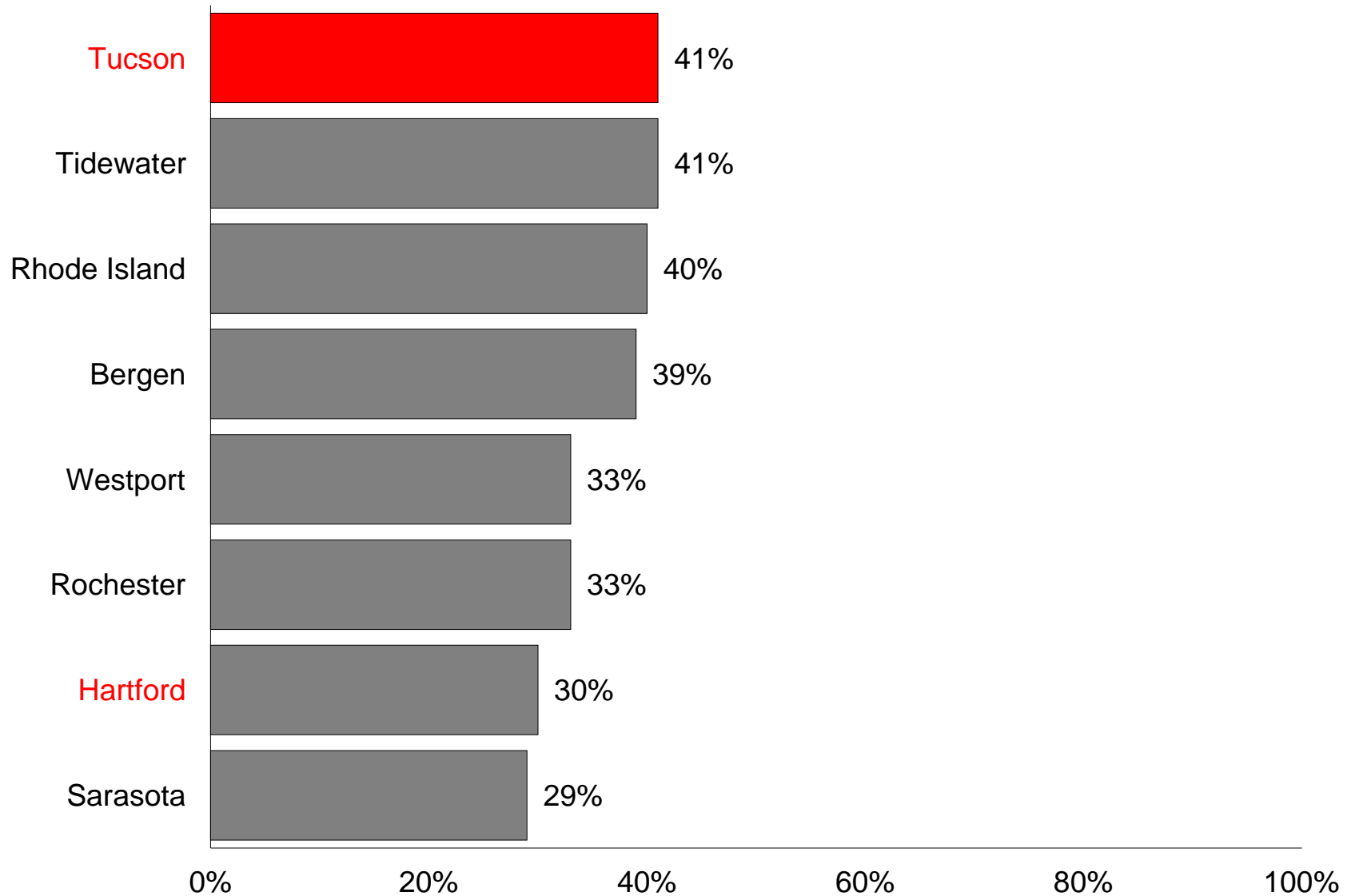


USED THE INTERNET IN THE PAST YEAR BY AGE

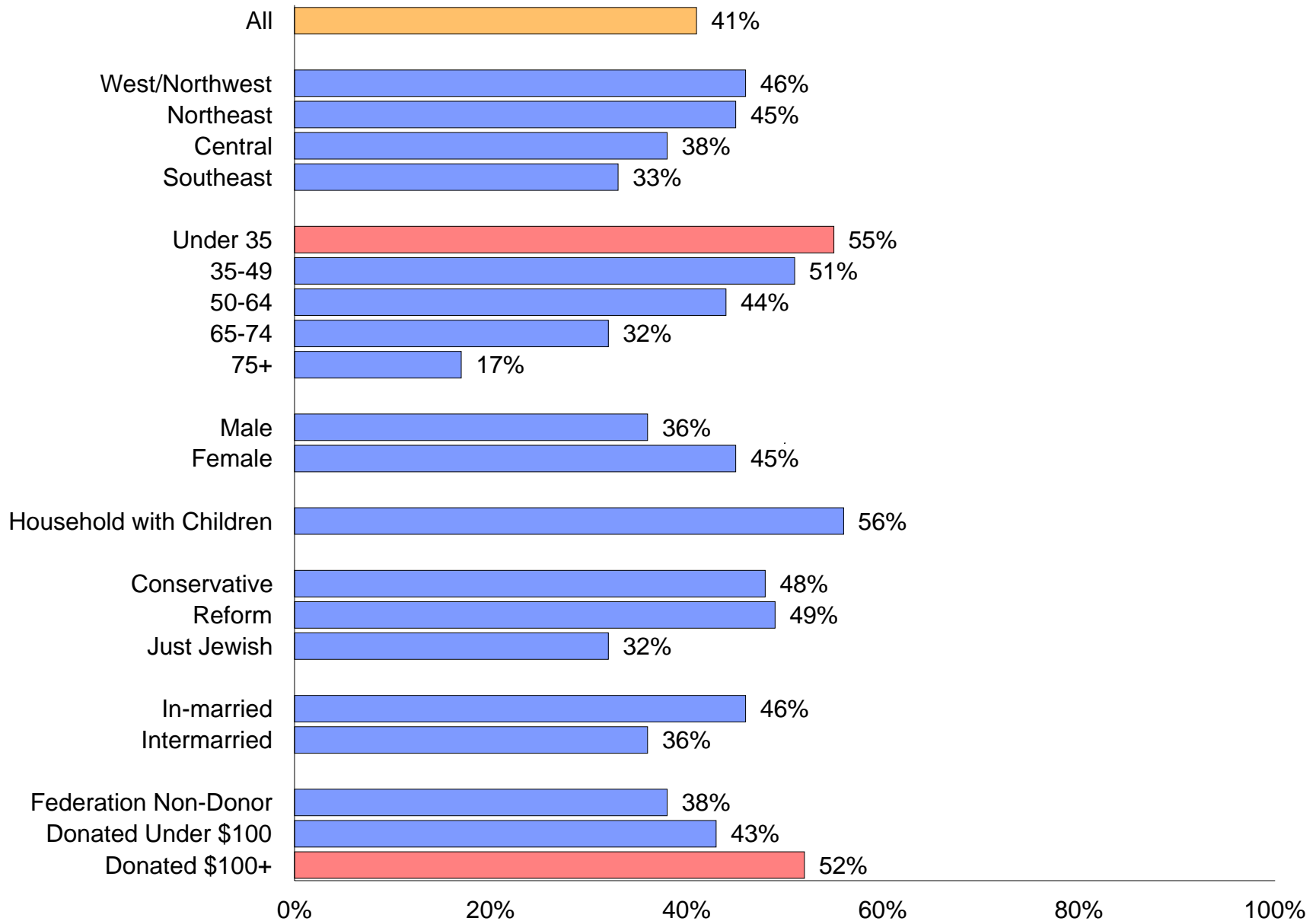
(Jewish Respondents Only)



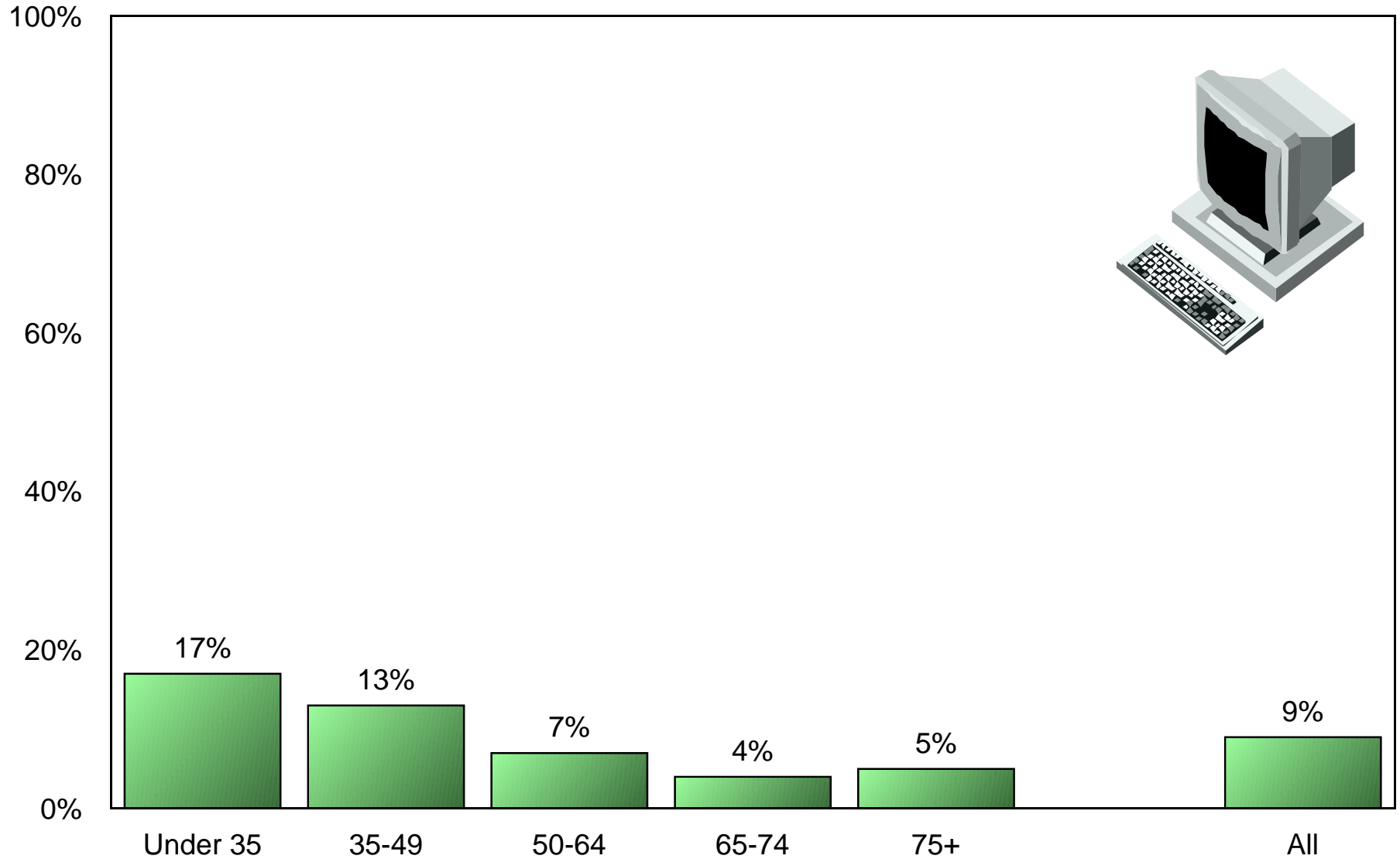
USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR



USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

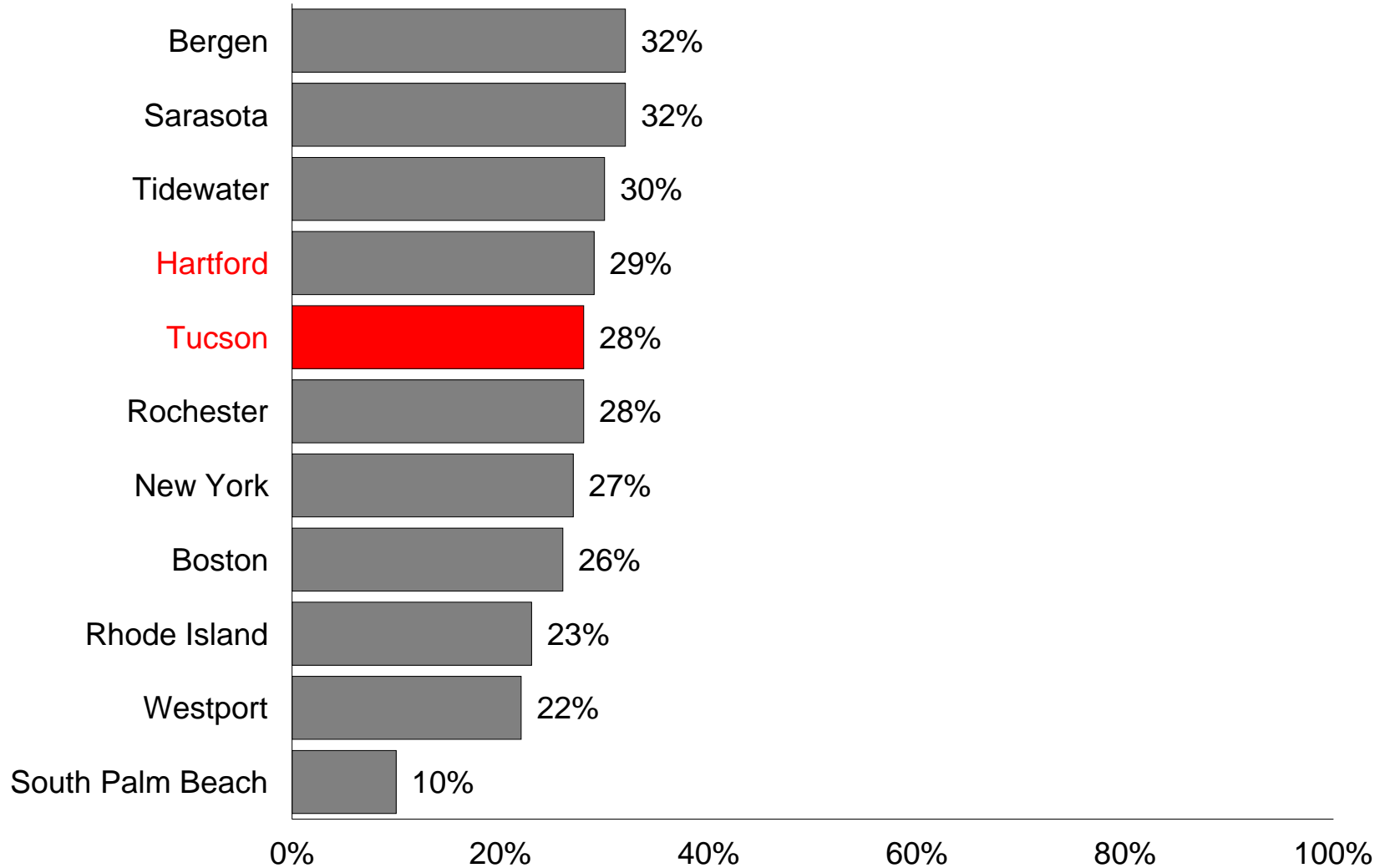


VISITED WWW.JEWISHTUCSON.ORG IN THE PAST YEAR BY AGE

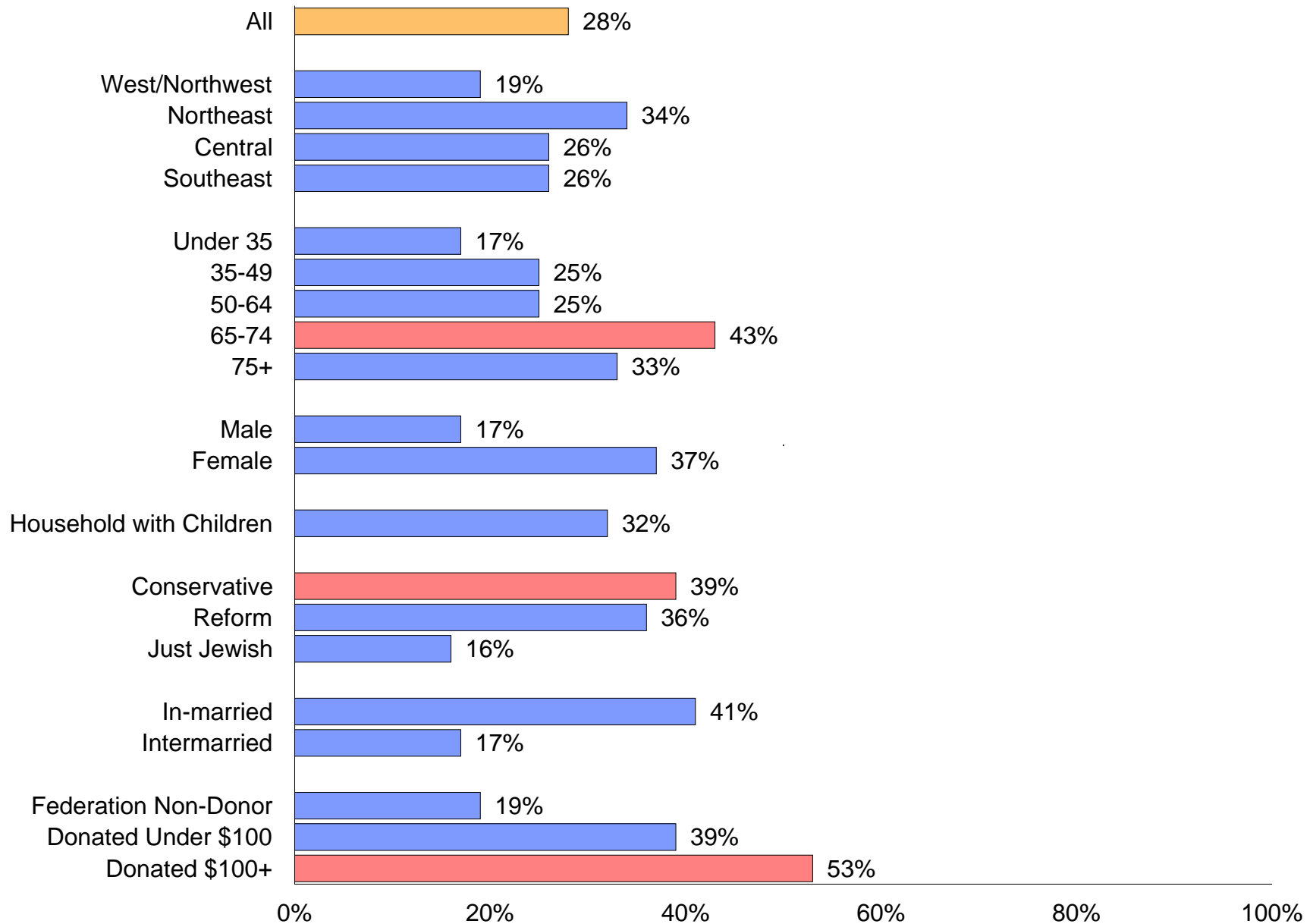


ATTENDED AN ADULT JEWISH EDUCATION CLASS OR PROGRAM IN THE PAST YEAR

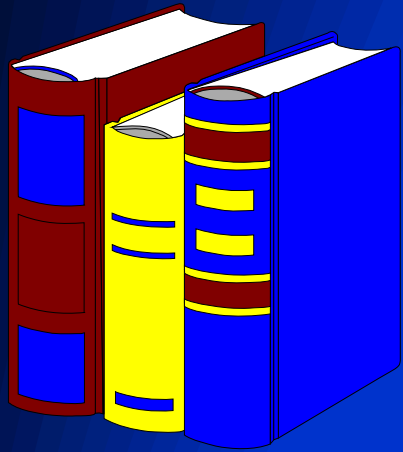
(Jewish Respondents Only)



ATTENDED AN ADULT JEWISH EDUCATION CLASS OR PROGRAM IN THE PAST YEAR

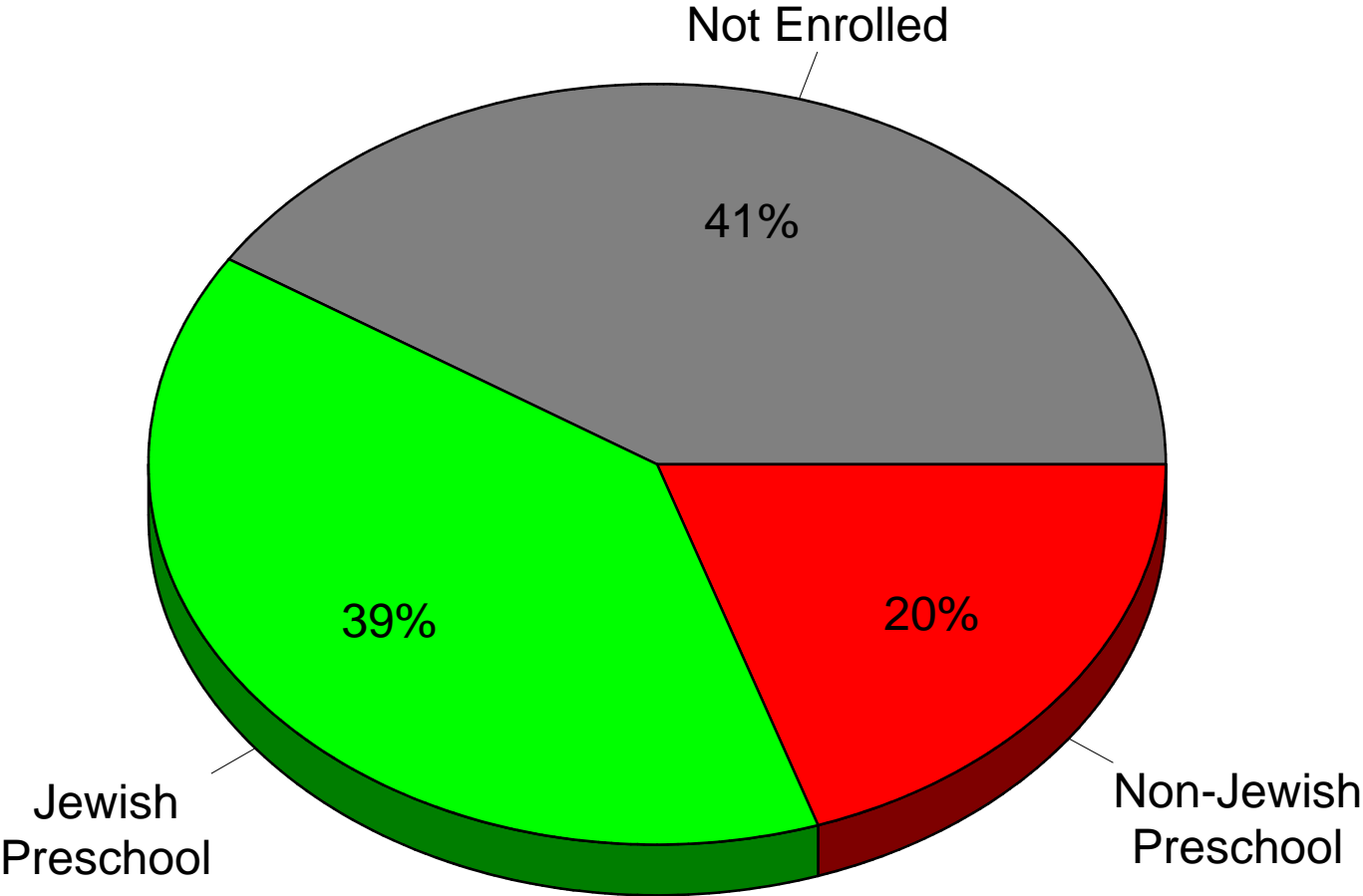


JEWISH EDUCATION OF CHILDREN

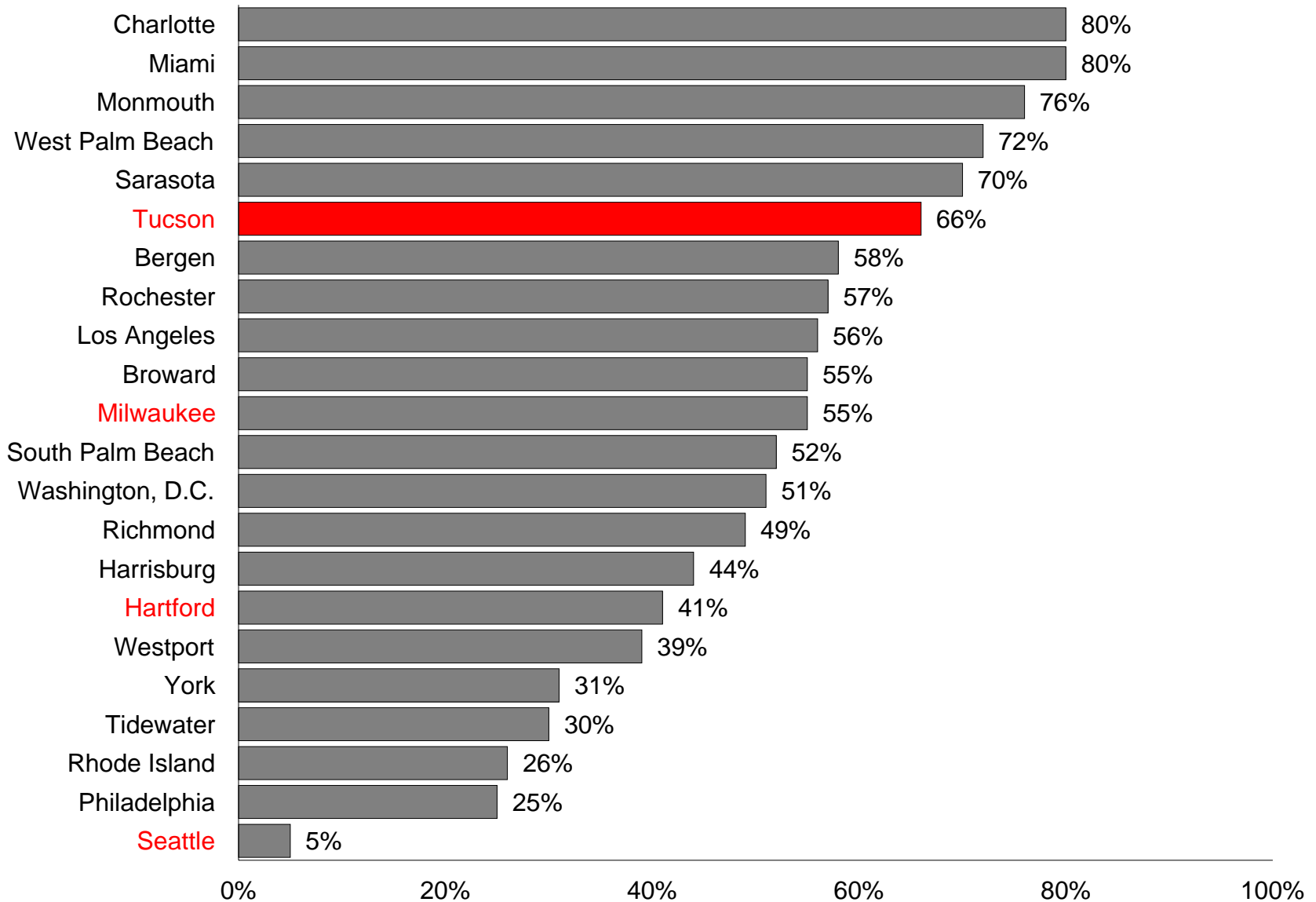


PRESCHOOL/CHILD CARE ENROLLMENT

(Jewish Children Age 0-5)

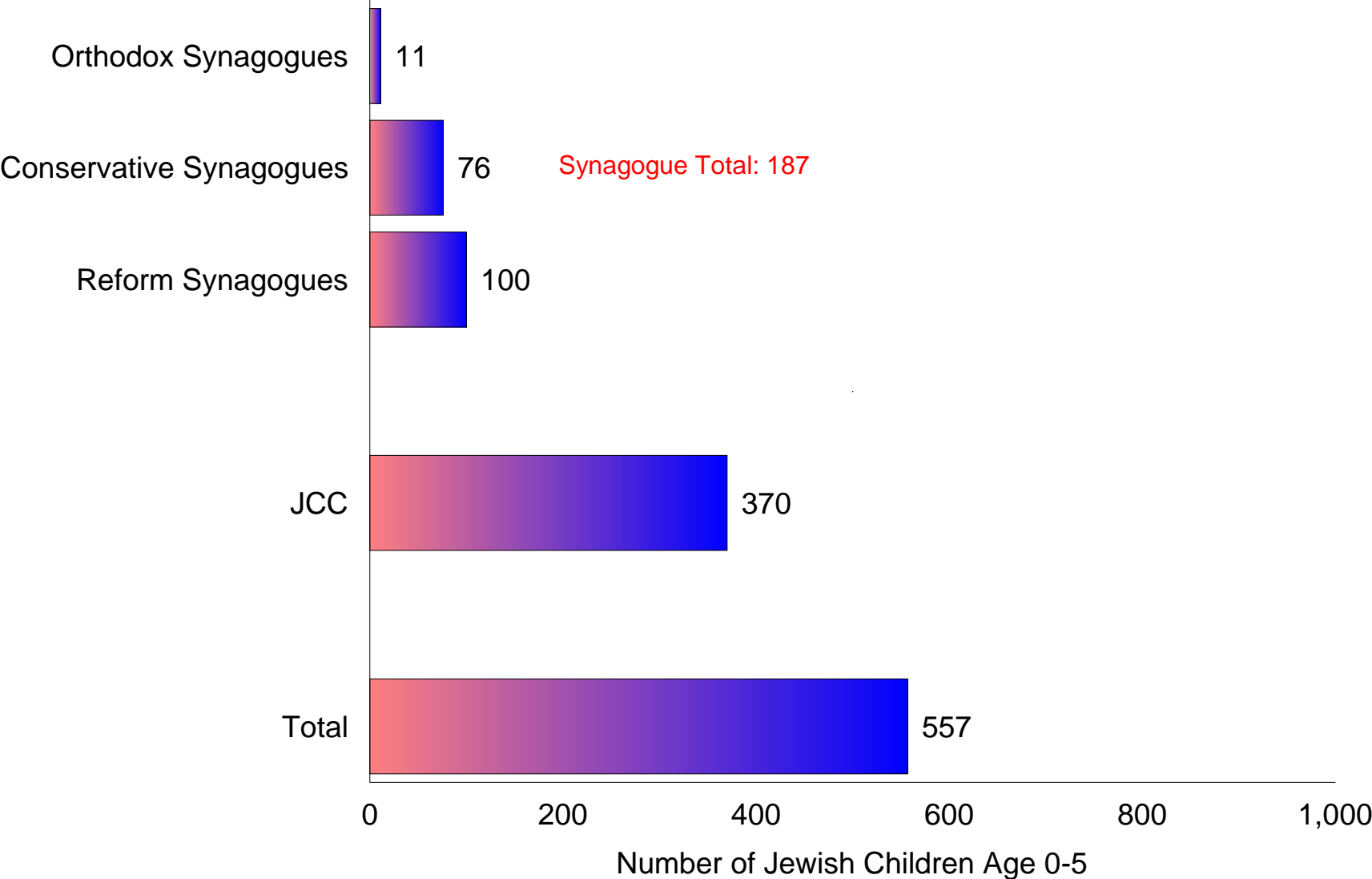


MARKET SHARE FOR JEWISH PRESCHOOL/CHILD CARE



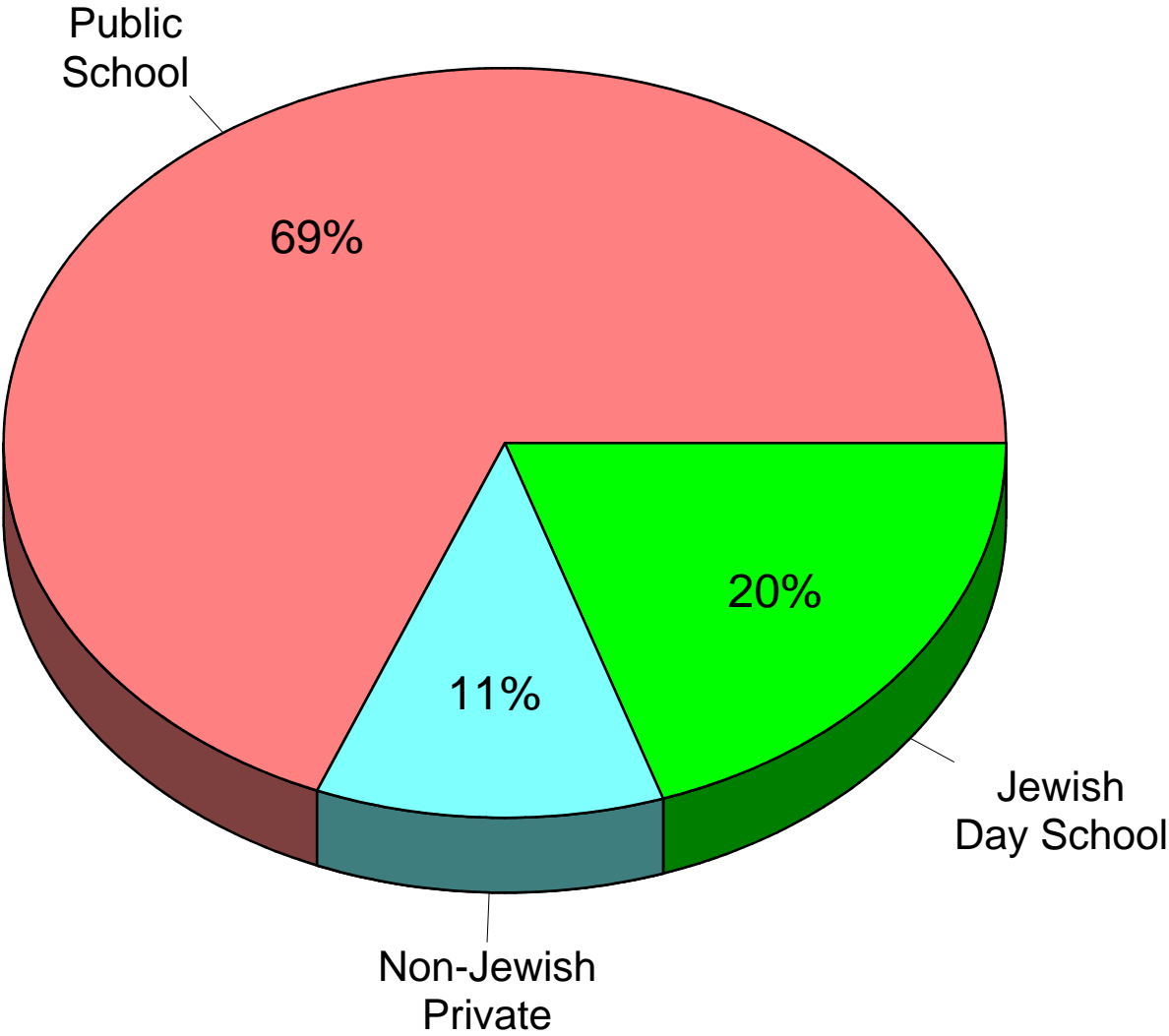
PRESCHOOL/CHILD CARE ENROLLMENT

(Based upon the Jewish Institutions Survey)

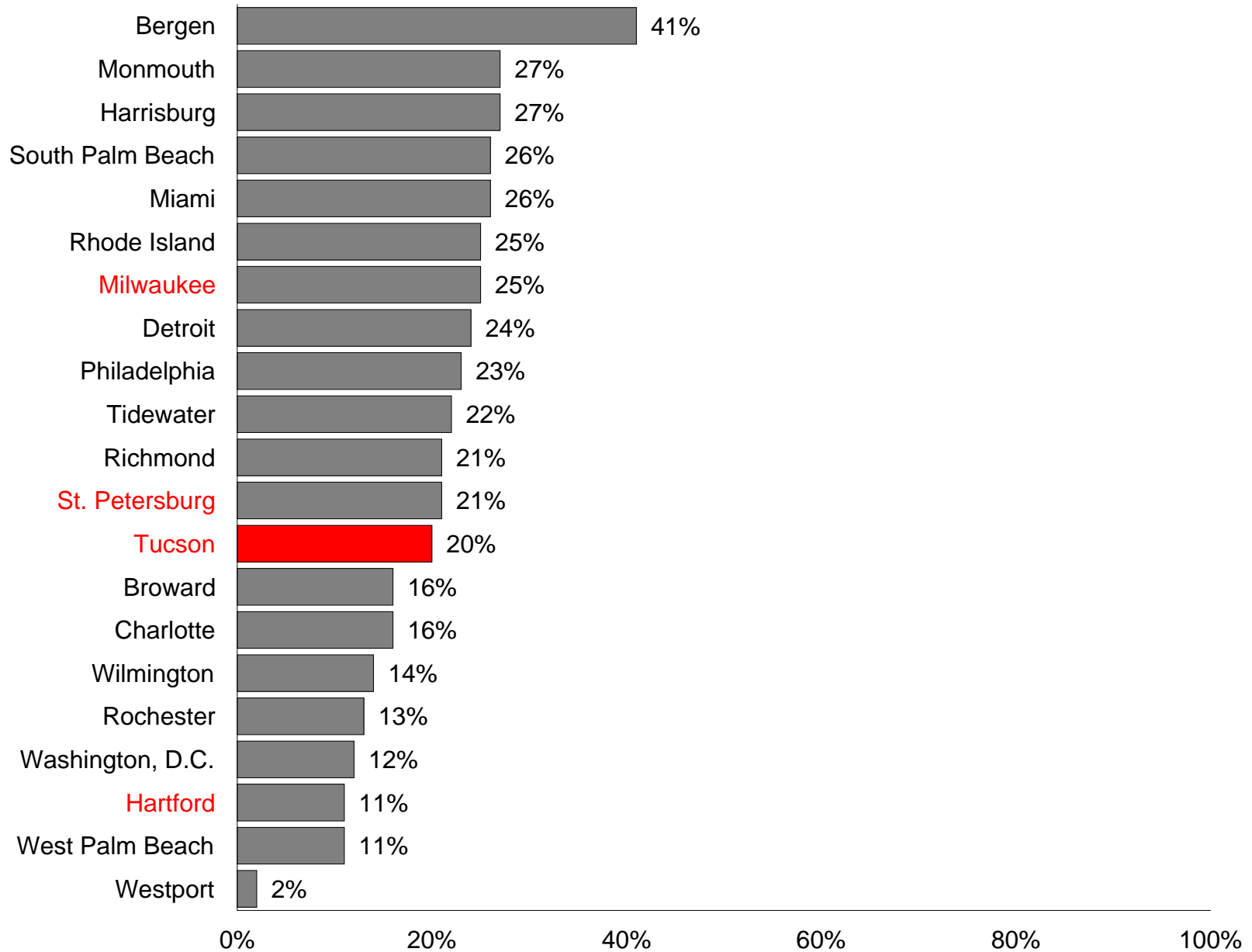


TYPE OF SCHOOL ATTENDED

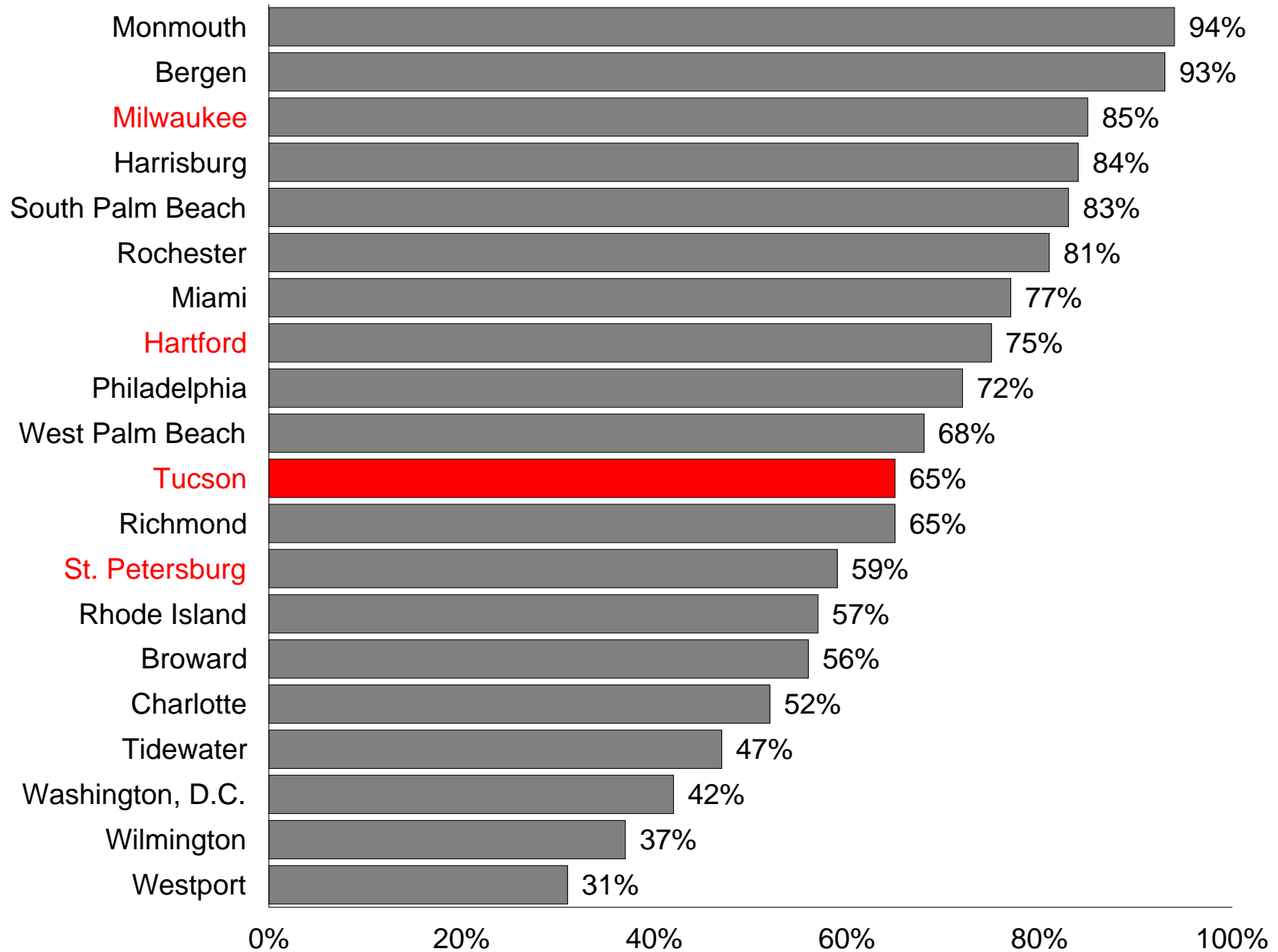
(Jewish Children Age 6-12)



ENROLLED IN JEWISH DAY SCHOOL

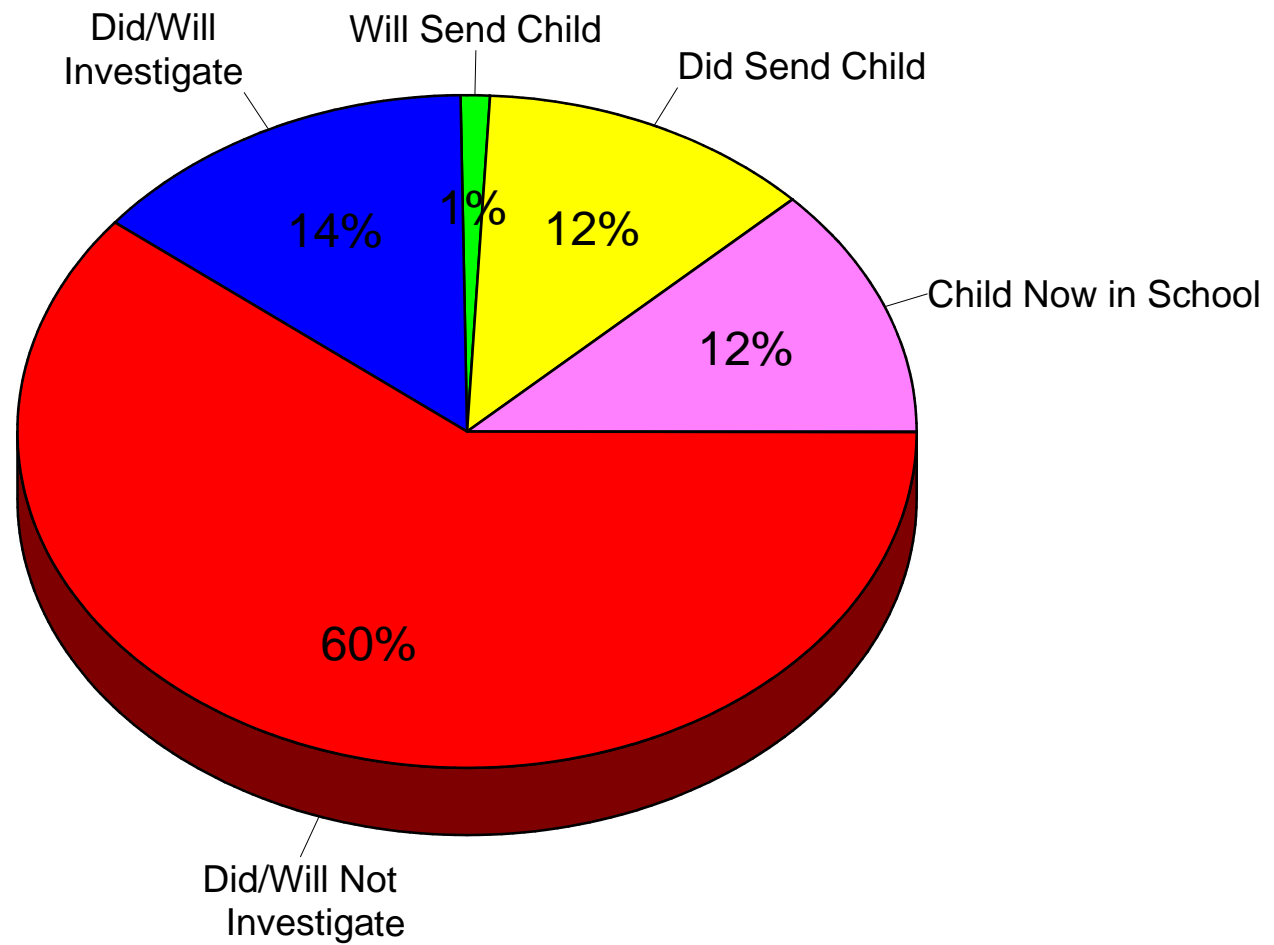


MARKET SHARE FOR JEWISH DAY SCHOOL

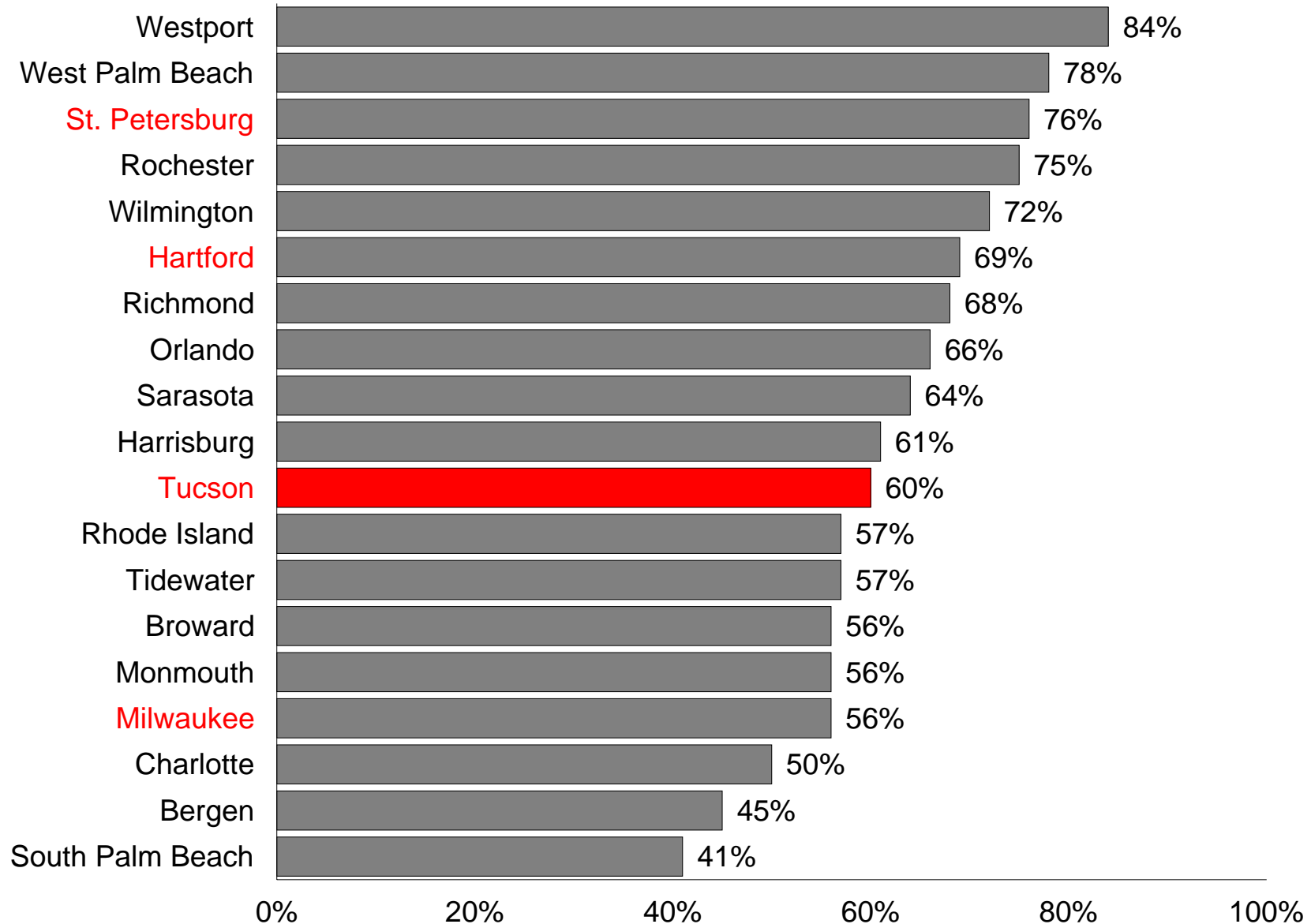


SERIOUSLY INVESTIGATE JEWISH DAY SCHOOL

(Households with Jewish Children Age 0-17)

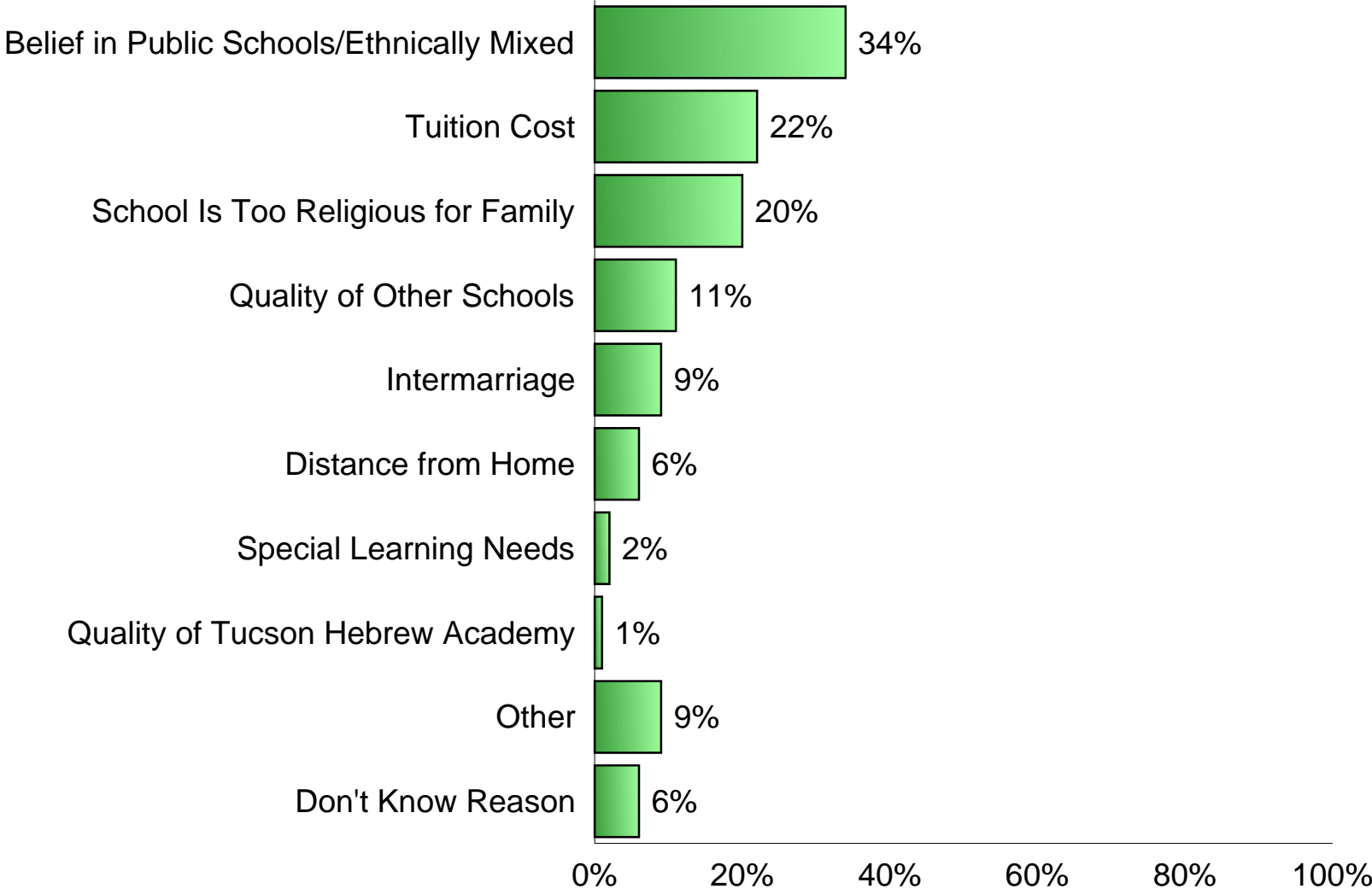


DID NOT/WILL NOT SERIOUSLY INVESTIGATE JEWISH DAY SCHOOL

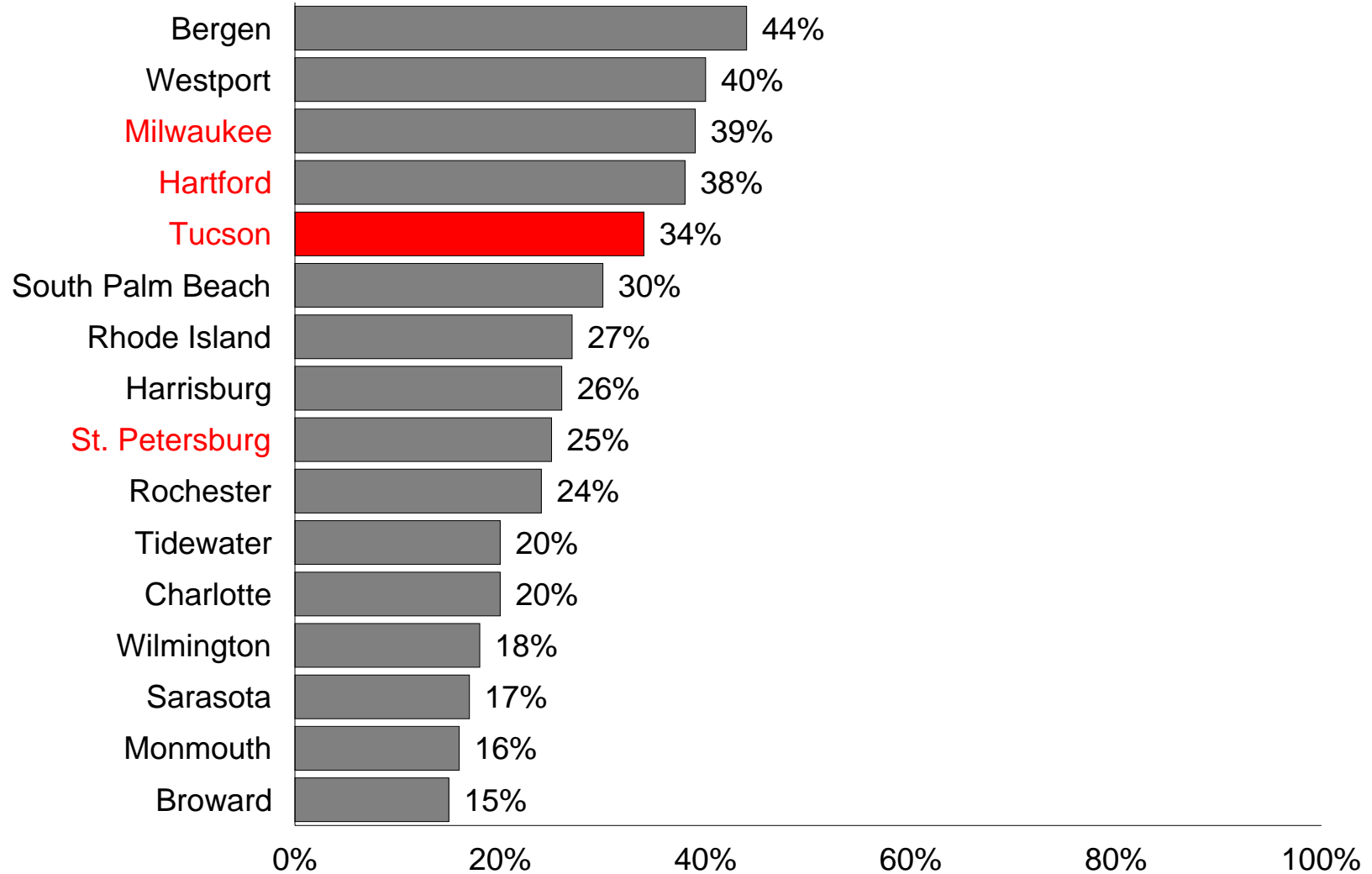


MAJOR REASONS FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL

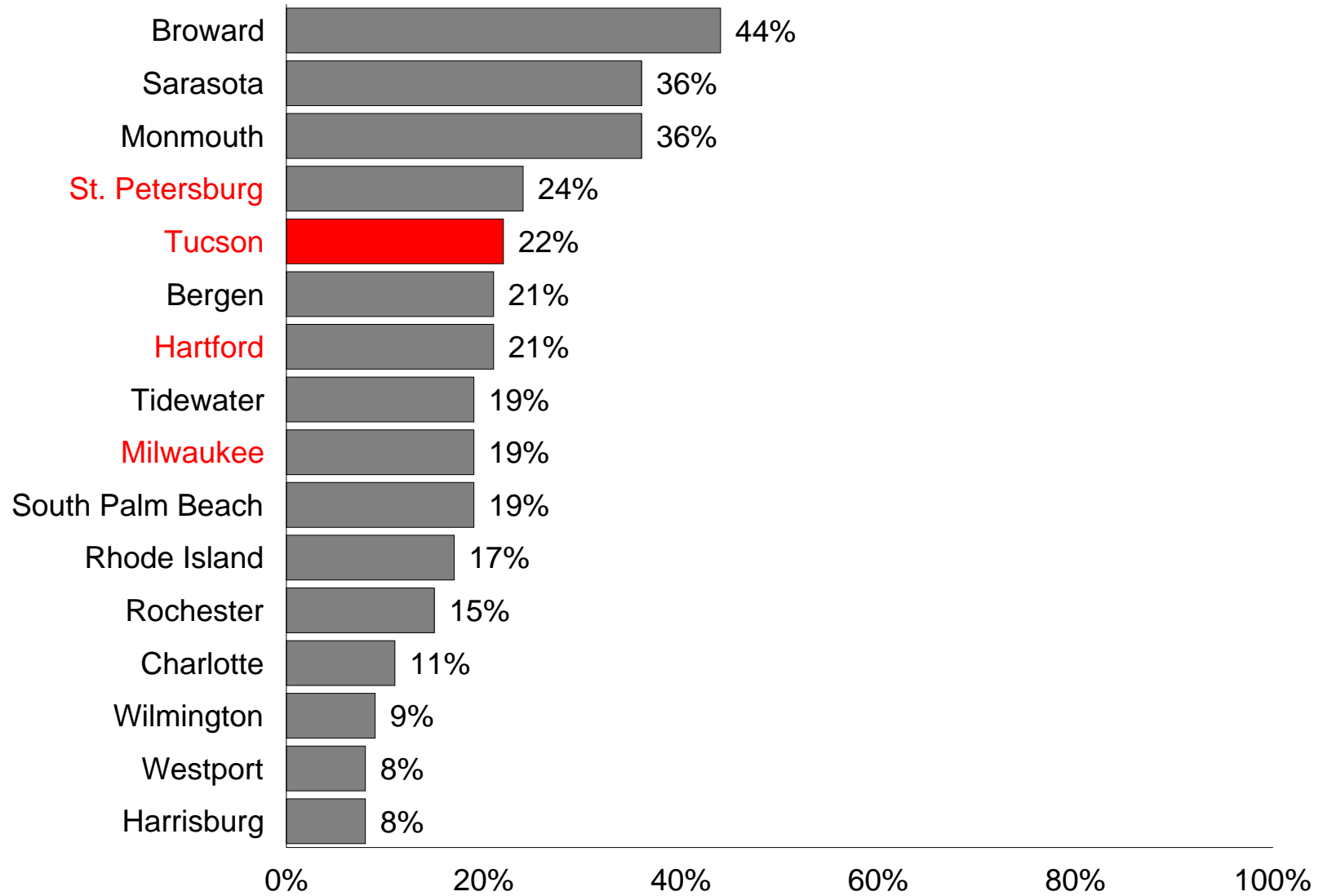
(Respondents in Households with Jewish Children Age 0-17
Who Did Not, Will Not, or Might Not Send Jewish Children to Jewish Day School)



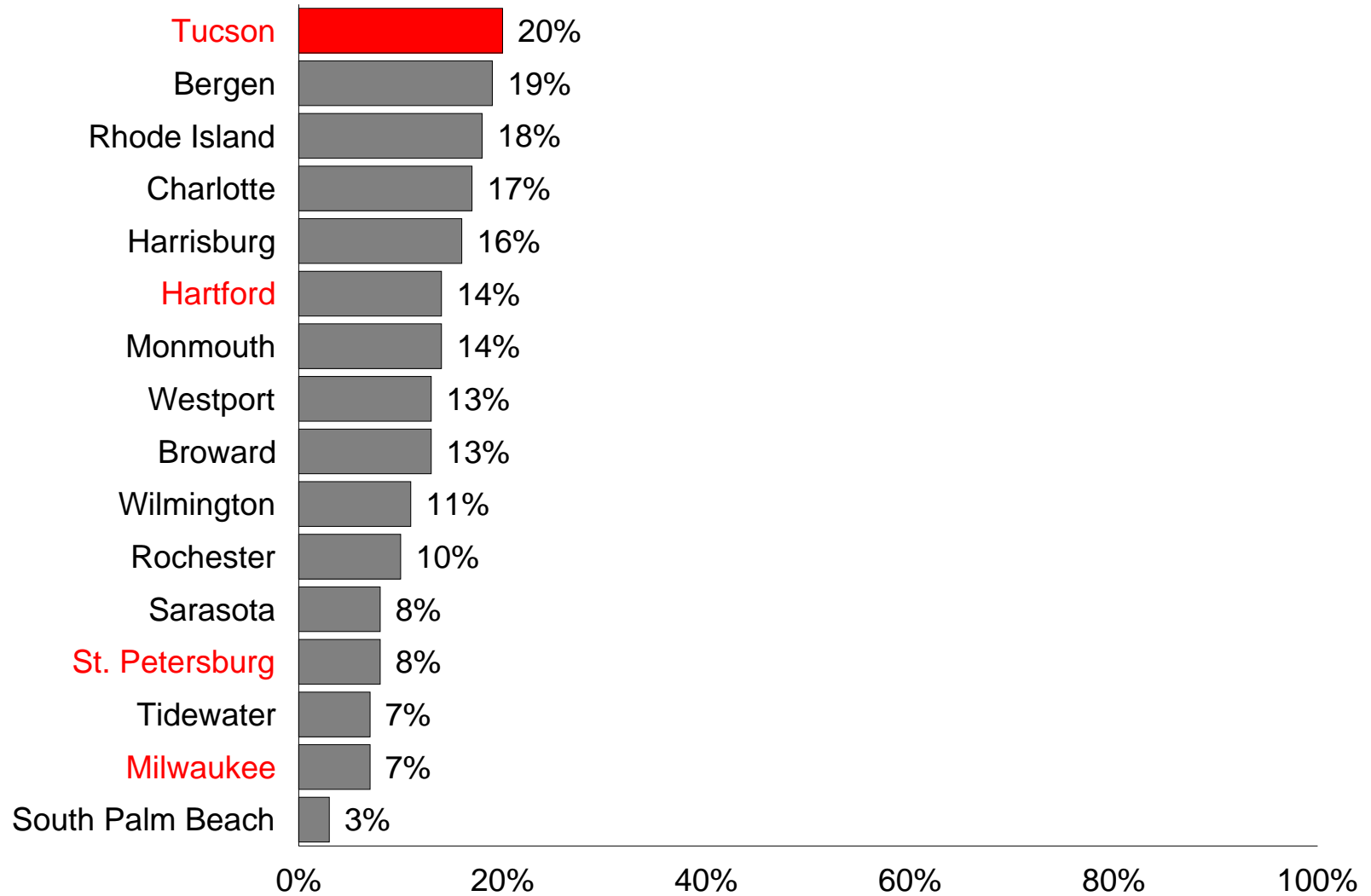
**BELIEF IN PUBLIC SCHOOLS/ETHNICALLY MIXED
AS A MAJOR REASON FOR NOT SENDING
JEWISH CHILDREN TO JEWISH DAY SCHOOL**



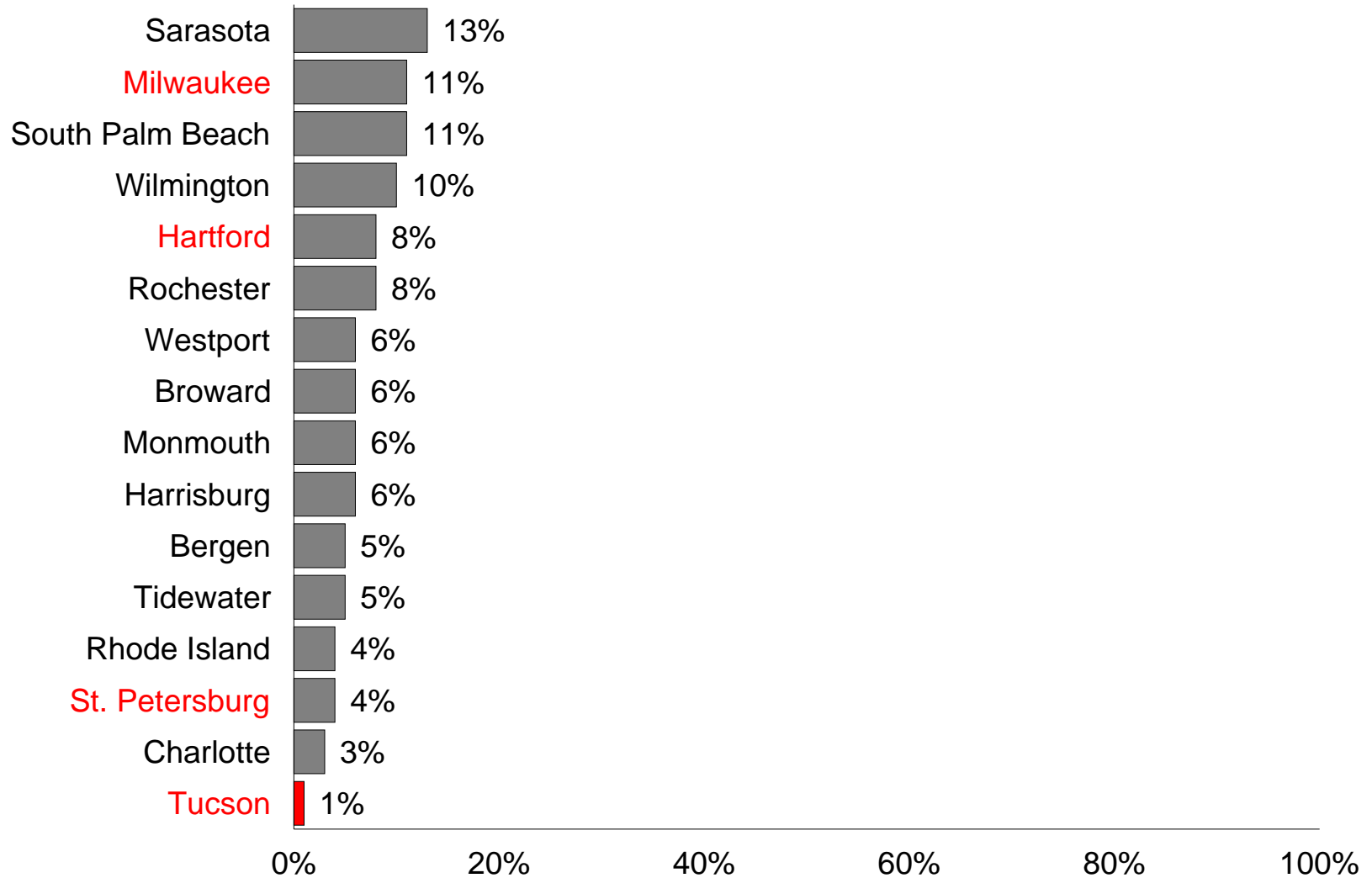
TUITION COST
AS A MAJOR REASON FOR NOT SENDING
JEWISH CHILDREN TO JEWISH DAY SCHOOL



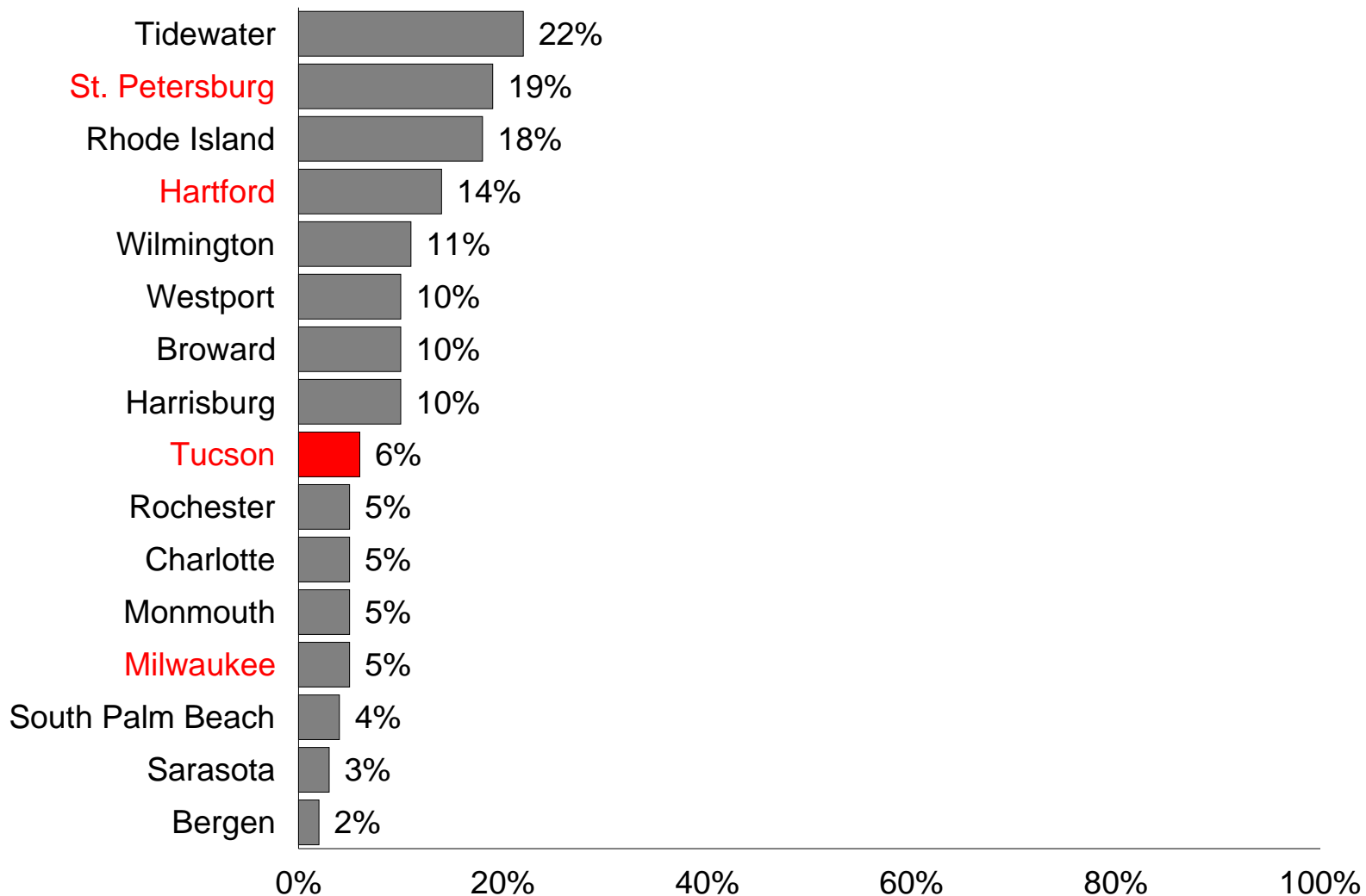
**SCHOOL IS TOO RELIGIOUS FOR FAMILY/FAMILY IS NOT RELIGIOUS
AS A MAJOR REASON FOR NOT SENDING
JEWISH CHILDREN TO JEWISH DAY SCHOOL**



**QUALITY OF EDUCATION AT JEWISH DAY SCHOOLS
AS A MAJOR REASON FOR NOT SENDING
JEWISH CHILDREN TO JEWISH DAY SCHOOL**

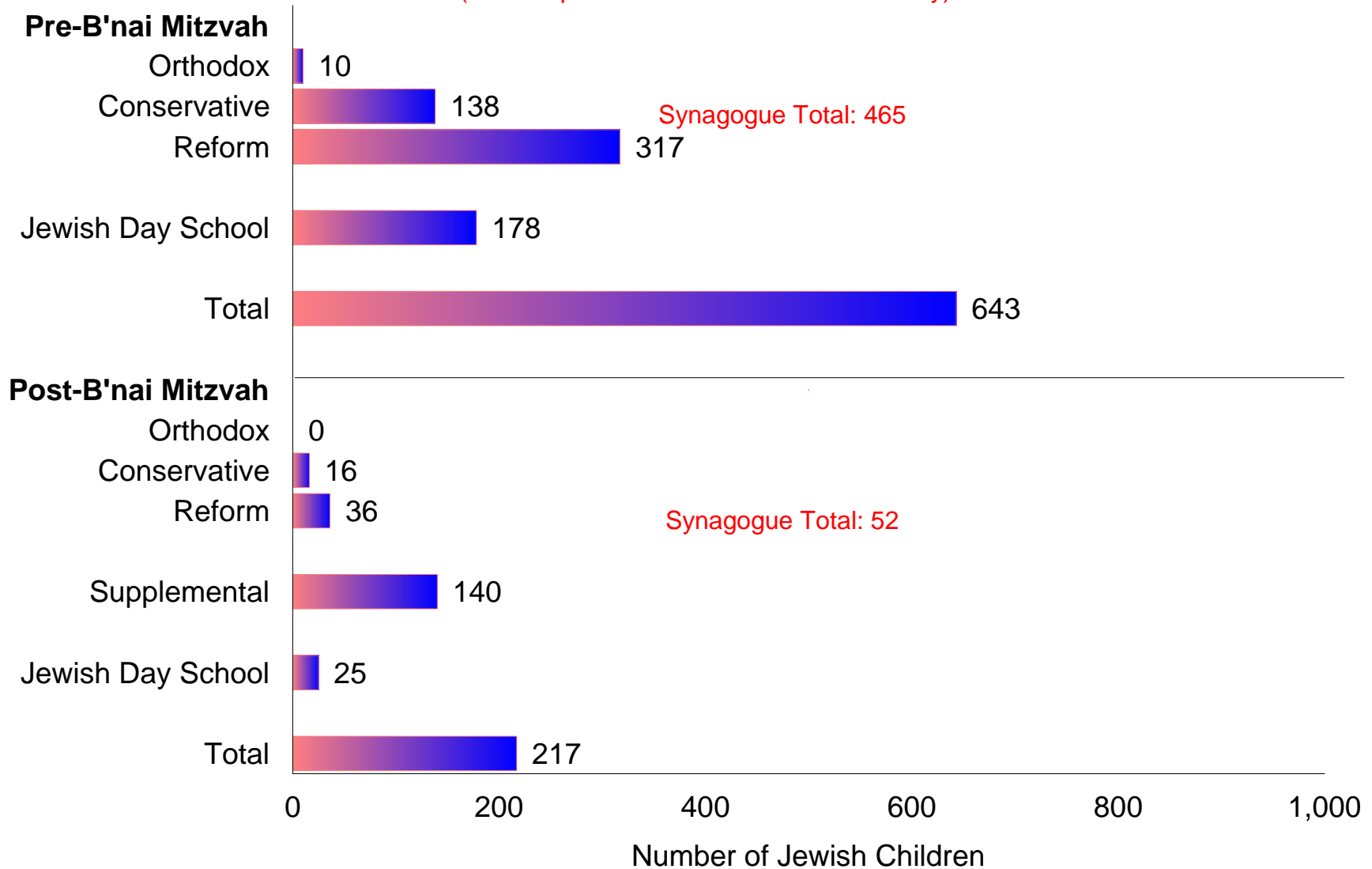


**DISTANCE FROM HOME
AS A MAJOR REASON FOR NOT SENDING
JEWISH CHILDREN TO JEWISH DAY SCHOOL**



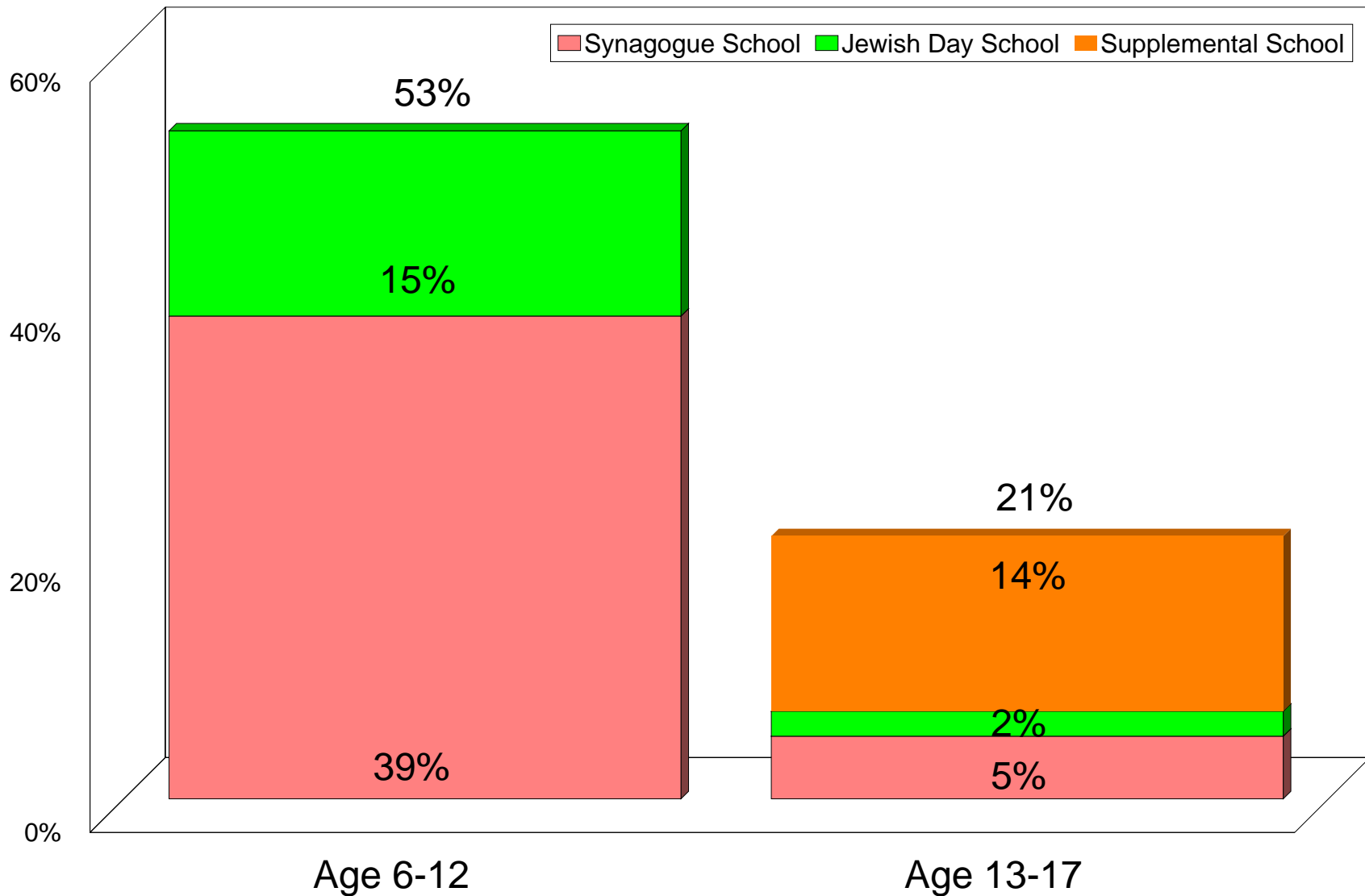
JEWISH CHILDREN ENROLLED IN FORMAL JEWISH EDUCATION

(Based upon the Jewish Institutions Survey)

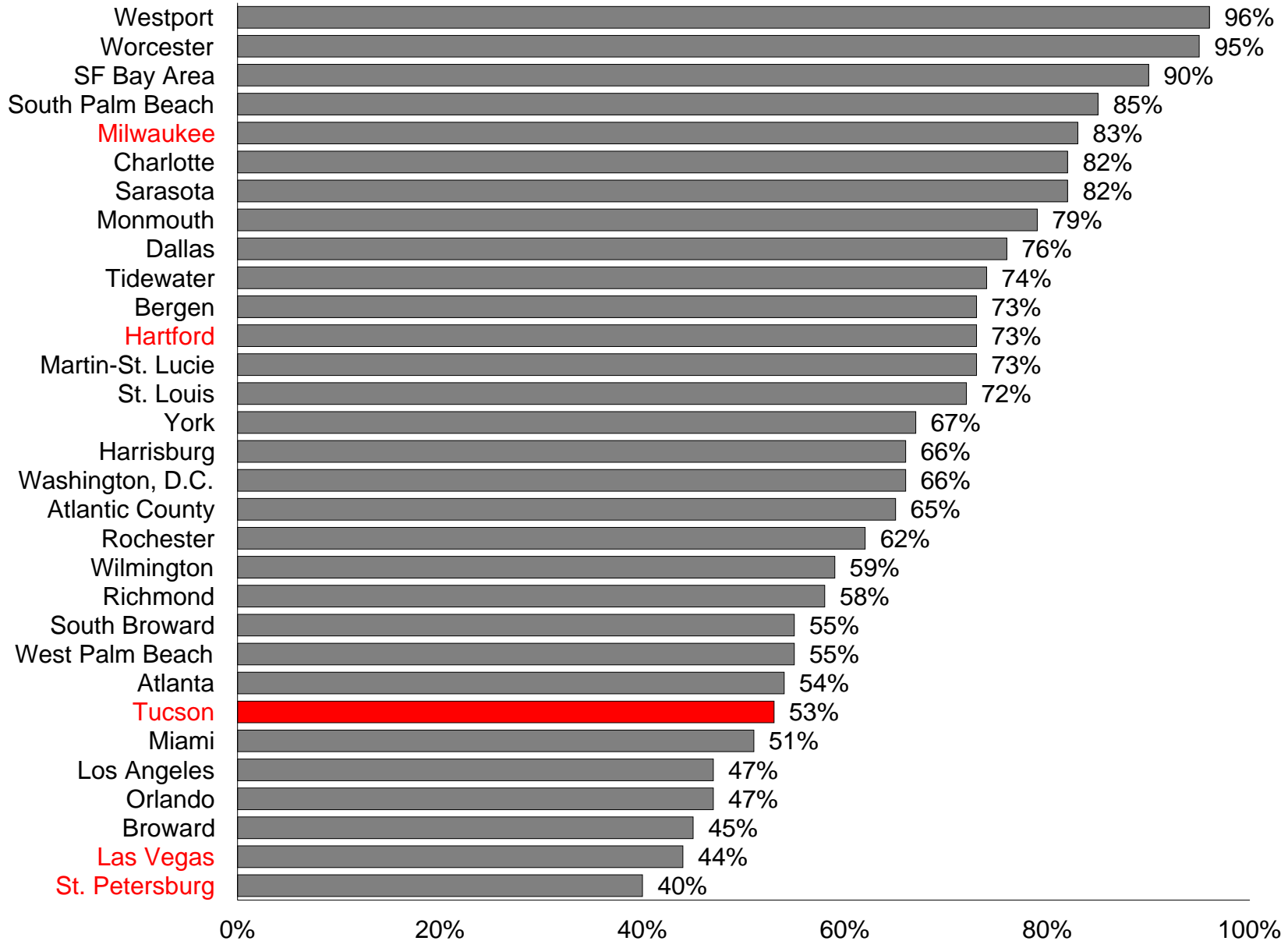


CURRENT ENROLLMENT OF JEWISH CHILDREN IN FORMAL JEWISH EDUCATION

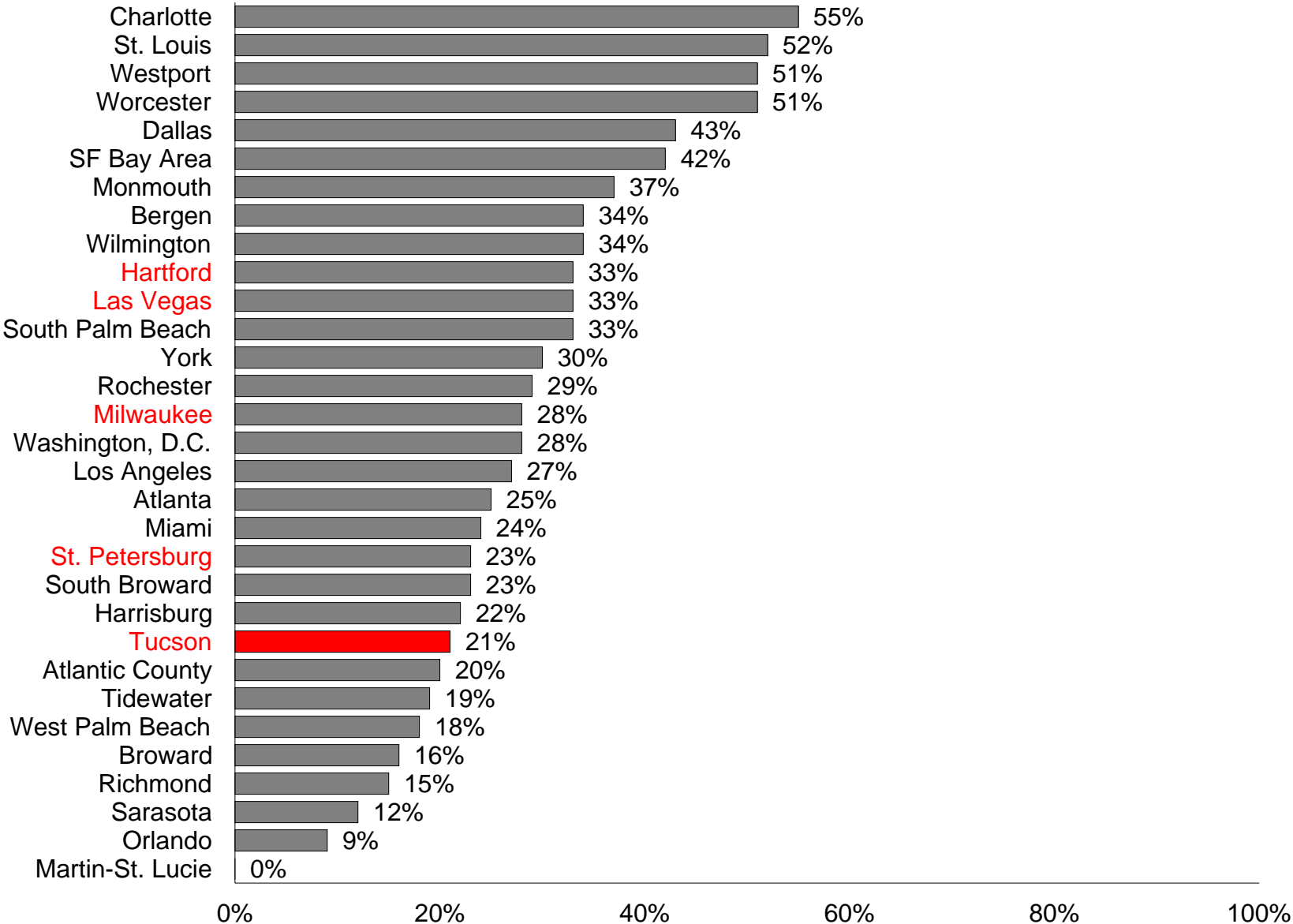
(Based upon the Jewish Institutions Survey)



JEWISH CHILDREN AGE 6-12 CURRENTLY ENROLLED IN FORMAL JEWISH EDUCATION

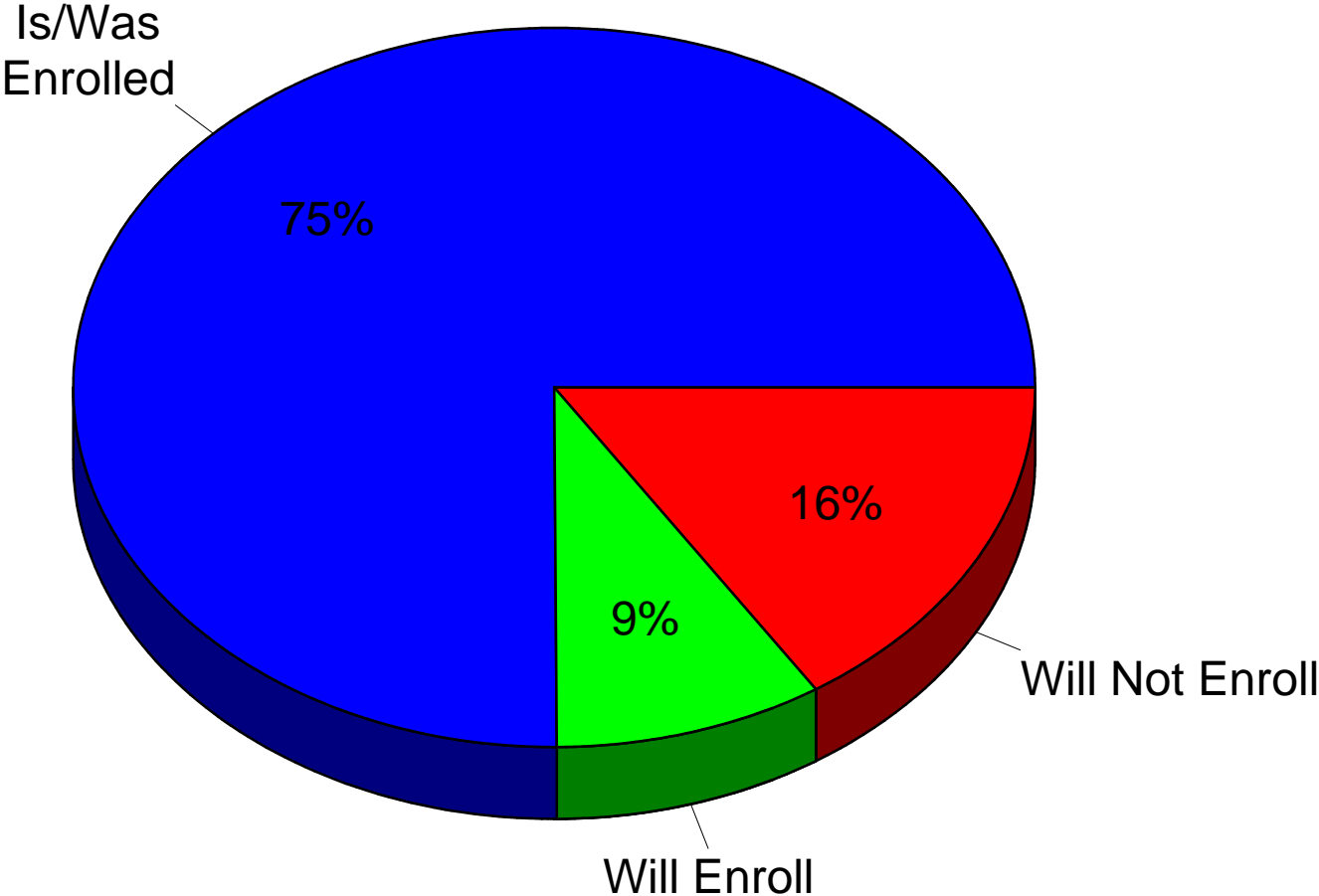


JEWISH CHILDREN AGE 13-17 CURRENTLY ENROLLED IN FORMAL JEWISH EDUCATION

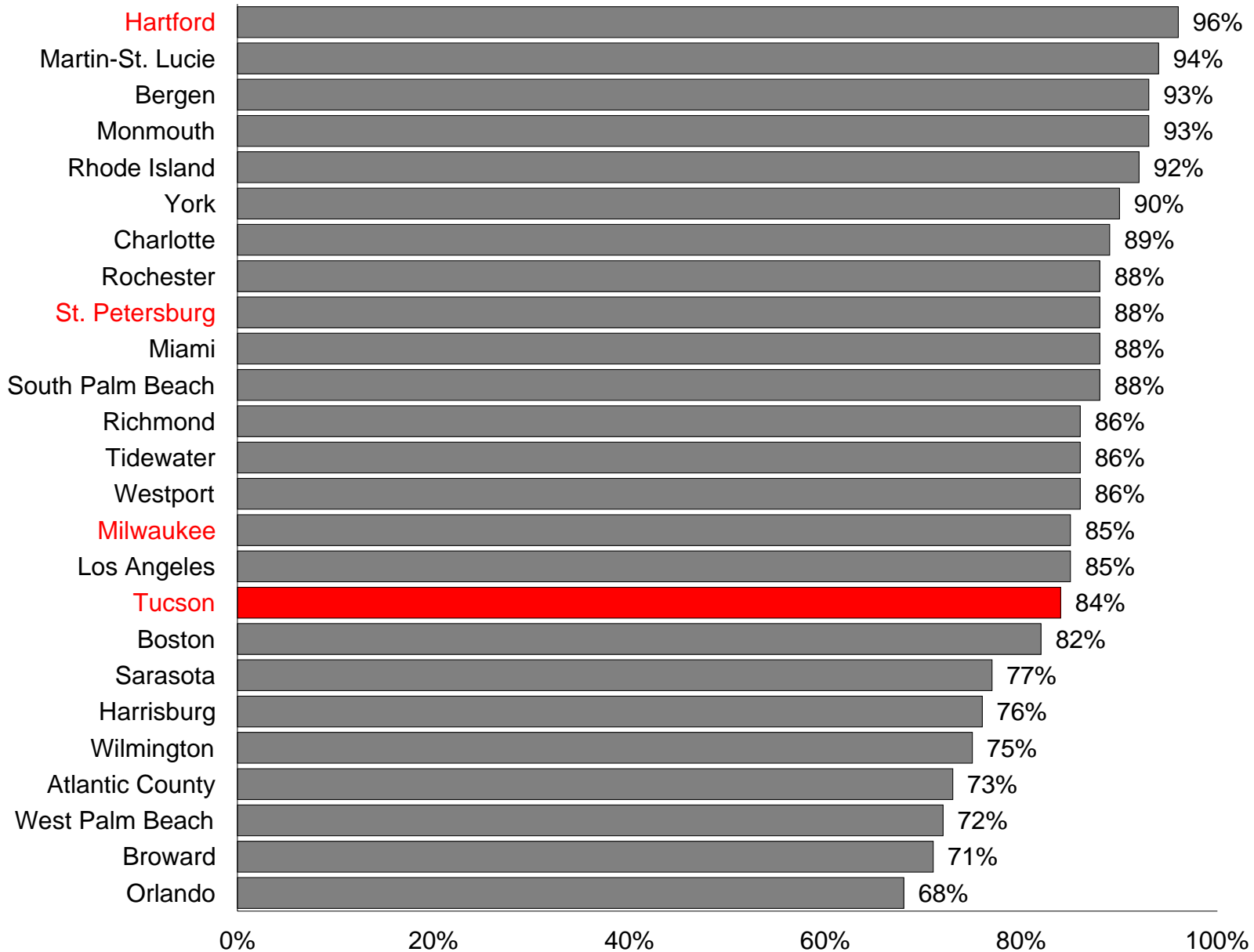


FORMAL JEWISH EDUCATION

(Jewish Children Age 6-17)



WILL RECEIVE A FORMAL JEWISH EDUCATION

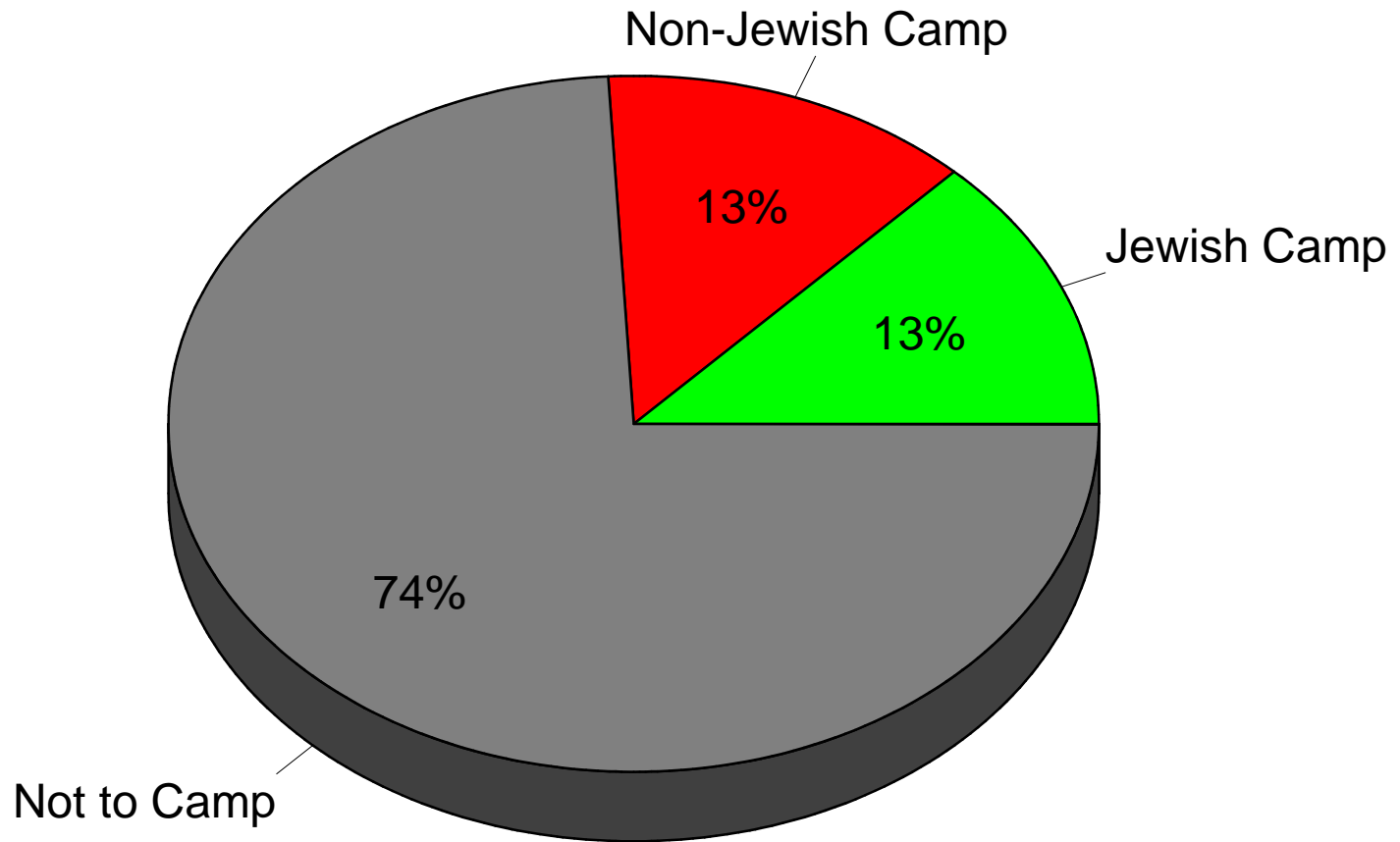


CONDITIONS PREVENTING JEWISH CHILDREN FROM RECEIVING A JEWISH EDUCATION

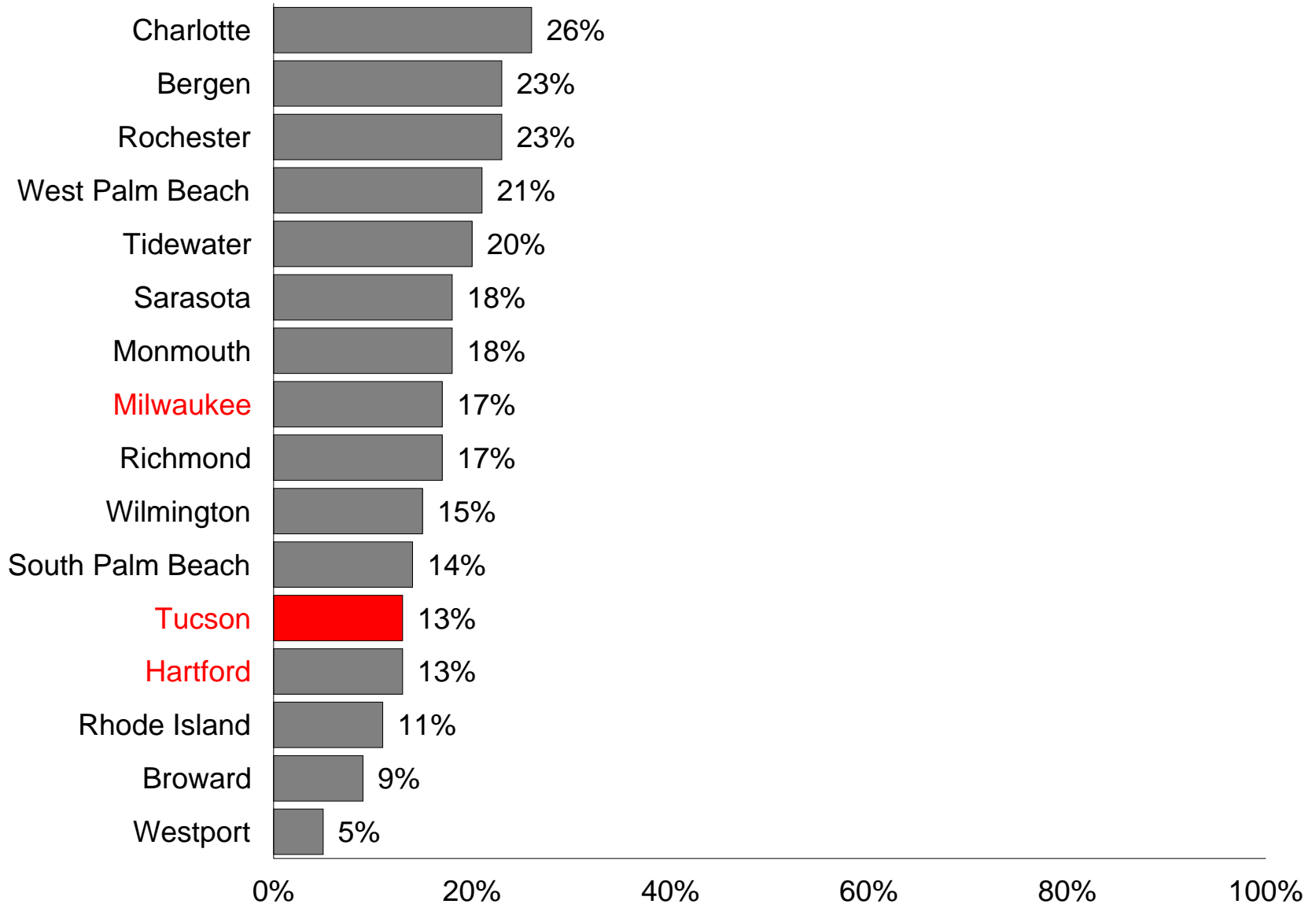
- 2.6% (58 households) of households with Jewish children age 0-17 have children with a learning disability that has prevented them from receiving a Jewish education
- 1.7% (38 households) of households with Jewish children age 0-17 have children with a health condition that has prevented them from receiving a Jewish education
- In total, 3.4% (76 households) with Jewish children age 0-17 have children with a condition that has prevented them from receiving a Jewish education

DAY CAMP ATTENDANCE THIS PAST SUMMER

(Jewish Children Age 0-17)

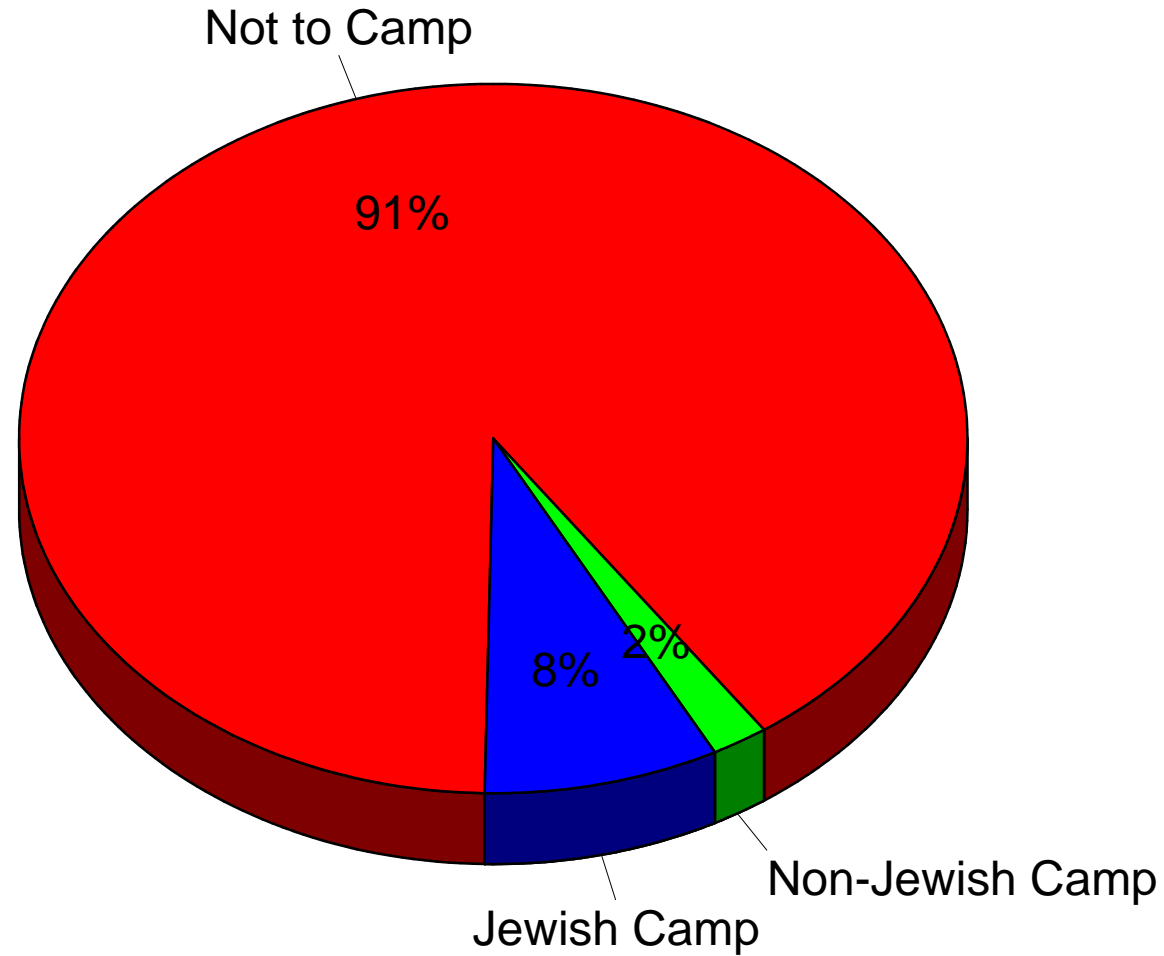


JEWISH DAY CAMP ATTENDANCE THIS PAST SUMMER

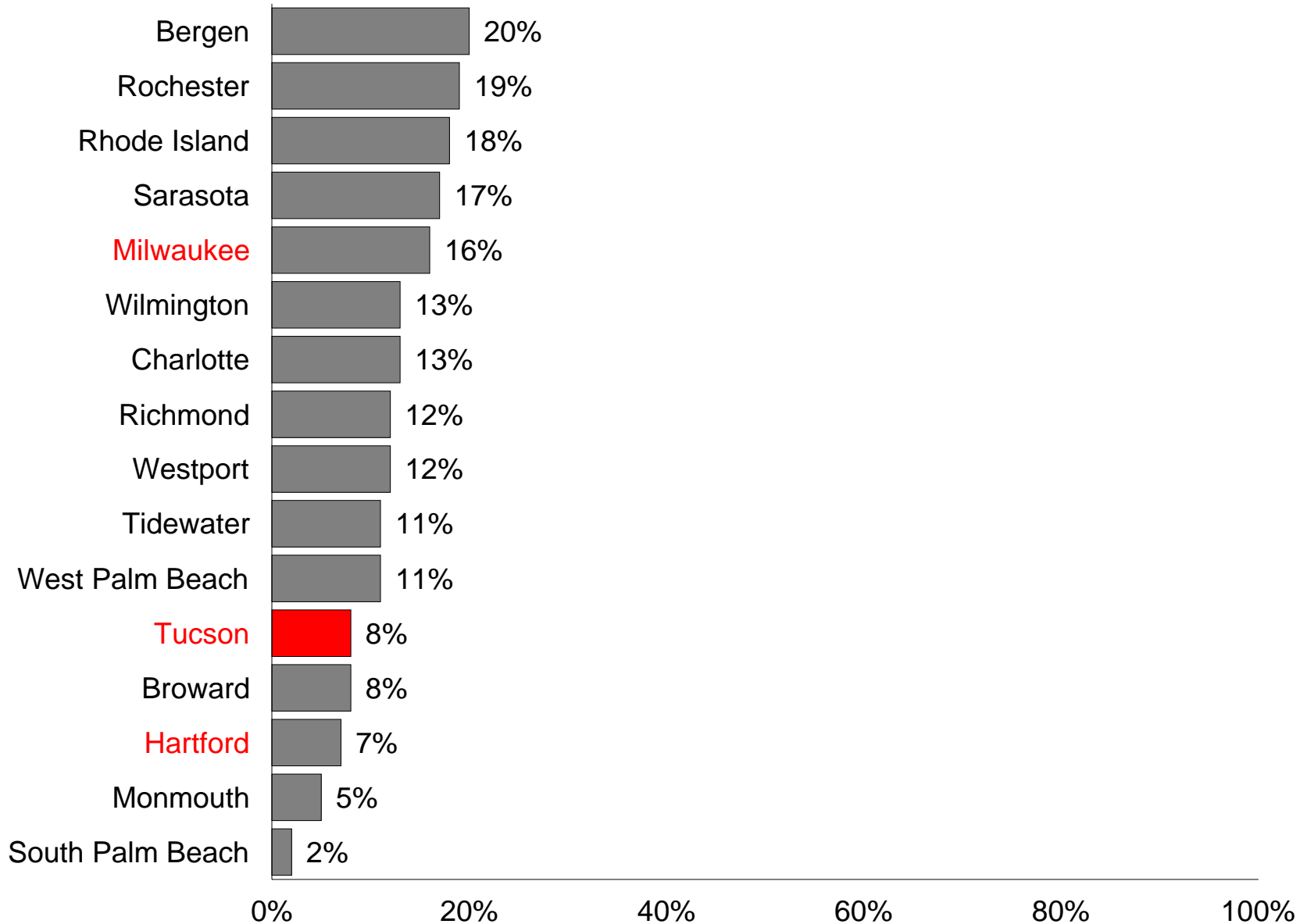


SLEEP AWAY CAMP ATTENDANCE THIS PAST SUMMER

(Jewish Children Age 6-17)



JEWISH SLEEP AWAY CAMP ATTENDANCE THIS PAST SUMMER

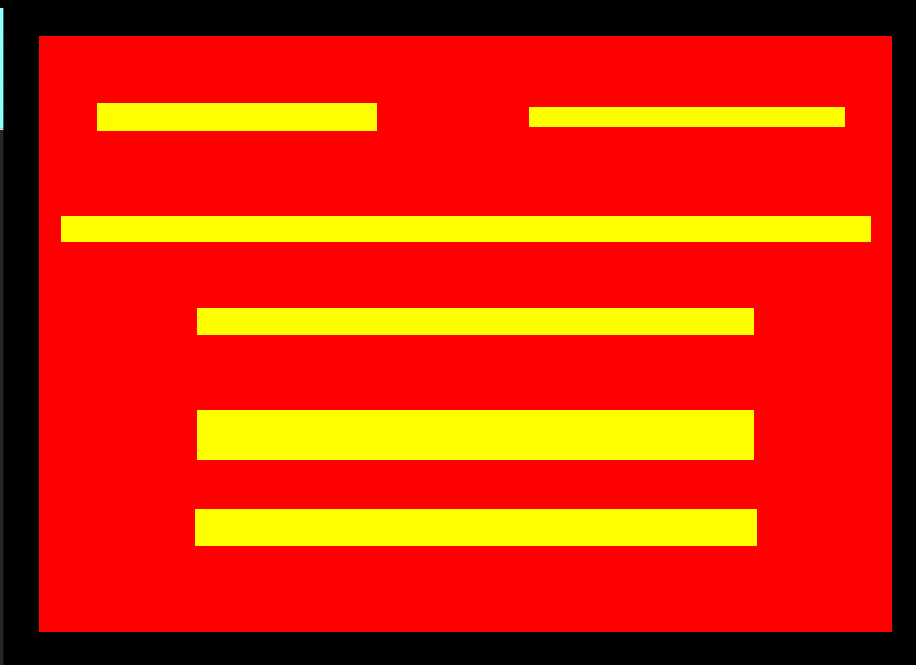
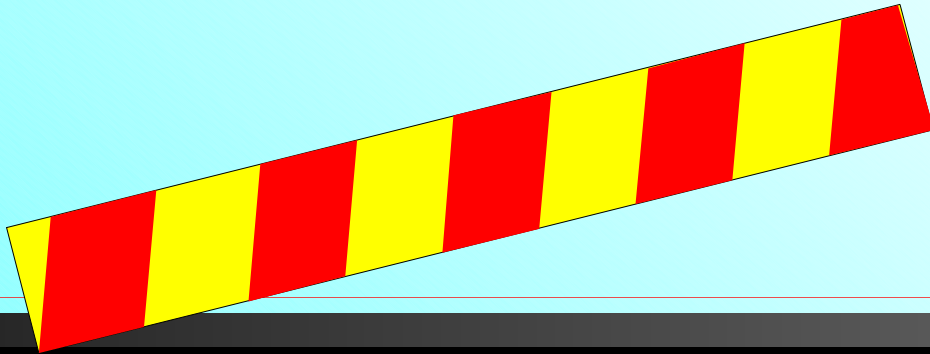


MAJOR THEMES OF THE STUDY

- Tucson is a Western Jewish Community and the Study's Findings on Jewish Behaviors Must Be Interpreted in That Context
- Significant Problems Exist with Jewish Identity and **Continuity**
- Efforts to Integrate **Intermarried** Households into the Jewish Community Are More Important in Tucson Than in Most American Jewish Communities
- **Multiple Entry Points** to the Jewish Community Need to Be Marketed

MAJOR THEMES OF THE STUDY

- A Coordinated Effort Is Needed to Increase **Synagogue Membership**
- The Potential Exists for Increased **JCC Membership**
- JCCs and Synagogues Are **Not Competing** Institutions
- **Cost** Is a Deterrent to Both Synagogue and JCC Membership
- Jewish Education Programs for **Children** Need to Be Expanded



SWITCH TO FILE II