Mandell L. Berman Institute North American Jewish Data Bank

This publication is provided by the North American Jewish Data Bank with permission from the study authors.

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 <u>http://www.jewishdatabank.org</u>

Mandell L. Berman Institute North American Jewish Data Bank, Center for Judaic Studies and Contemporary Jewish Life University of Connecticut, 405 Babbidge Rd, Unit 1205, Storrs, CT 06269-1205 info@jewishdatabank.org phone: 860-486-2271 fax: 860-812-2032

THE 2002 TUCSON JEWISH COMMUNITY STUDY

THE JEWISH FEDERATION OF SOUTHERN ARIZONA



OUTLINE OF PRESENTATION

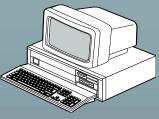
- SURVEY METHODOLOGY
- JEWISH POPULATION SIZE
- GEOGRAPHIC PROFILE
- DEMOGRAPHIC PROFILE
- Religious Profile
- Types of Marriage
 - MEMBERSHIP PROFILE
 - JEWISH EDUCATION
 - JEWISH AGENCIES
 - Social Service Needs
 - ISRAEL
 - ANTI-SEMITISM
 - JEWISH NEWSPAPER
 - PHILANTHROPIC PROFILE

SURVEY METHODOLOGY





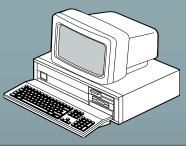
- Telephone survey of 805 Jewish households using:
 - Random Digit Dialing (300 RDD) and
 - Distinctive Jewish Names (505 DJNs)
- Random Digit Dialing methodology gives the survey its scientific validity.
- 299 ____ ___ ____
- Dialed 18,000 different numbers more than 35,000 times for 300 RDD surveys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



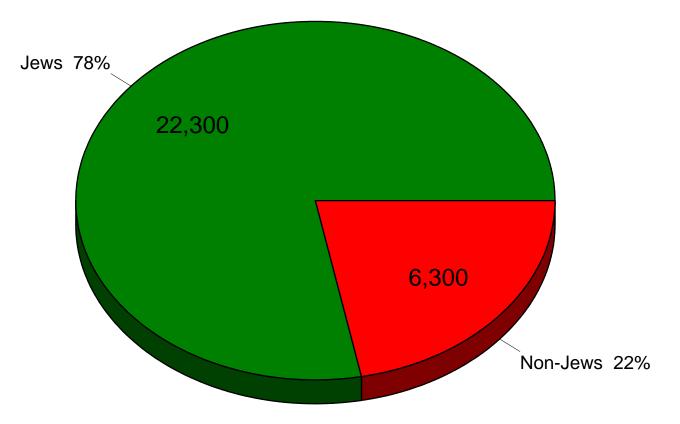
PHILOSOPHY IN EXAMINING DATA

- 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



THE JEWISH COMMUNITY OF TUCSON

28,600 persons live in 13,400 Jewish households

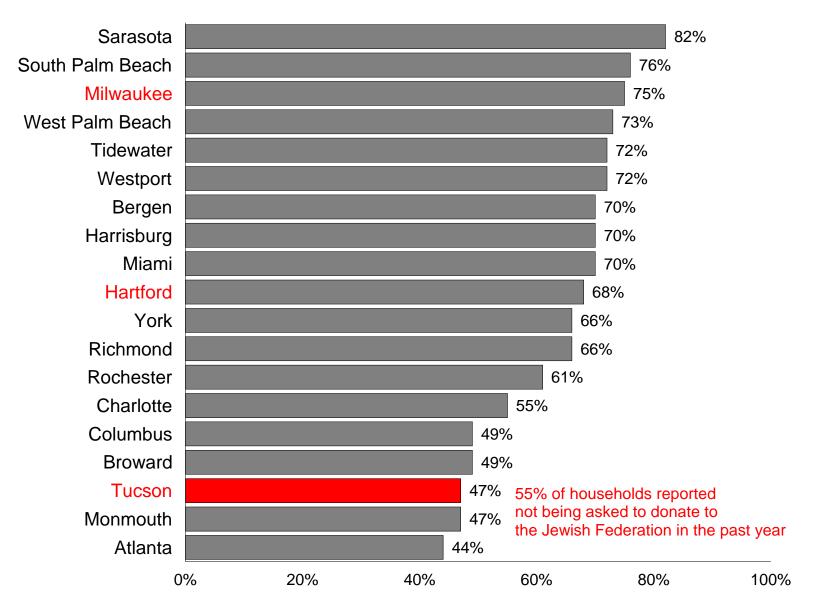


ADJACENT AREAS OF SOUTHERN ARIZONA

(Based upon the DJN Counting Project)

	Jewish Households	Persons in Jewish Households	Jews	
Other Areas of Pima County	200	425	300 100	
Santa Cruz County	70	150		
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

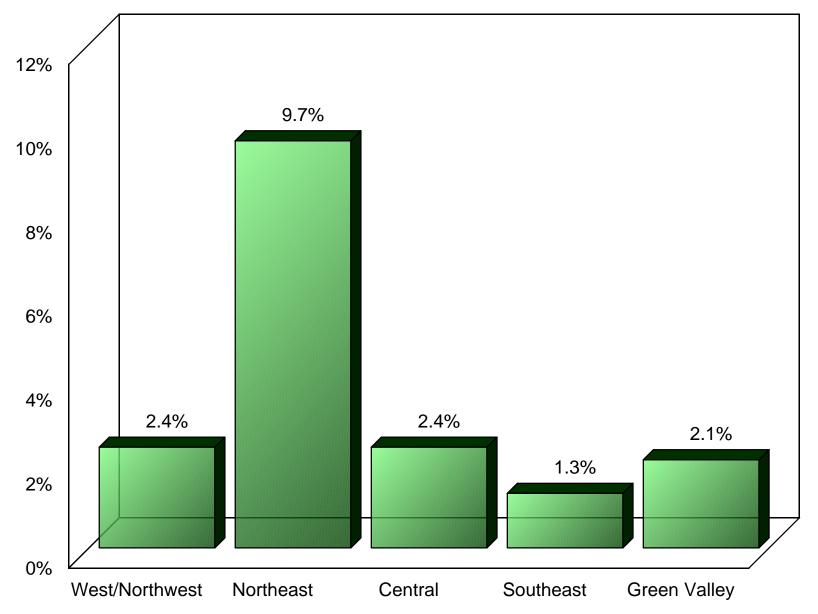
- "Particularly Instructive Comparisons" are:
 - Denver

- Hartford
- Las Vegas
- Milwaukee
- Phoenix
- Seattle
- St. Petersburg
- Thus, these communities are shown in red on the comparison bar charts.

PERCENTAGE OF JEWISH HOUSEHOLDS

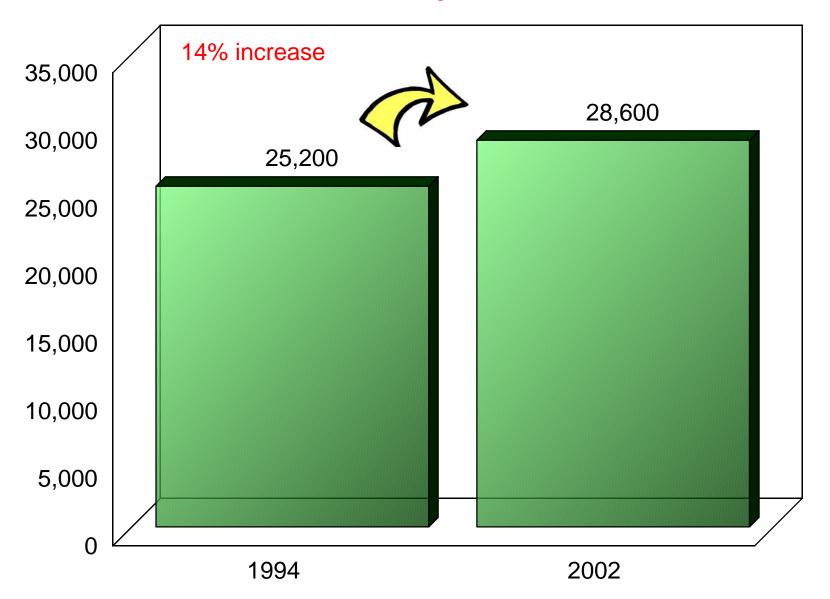
South Palm Beach Broward New York West Palm Beach Monmouth Los Angeles Miami Westport Bergen Palm Springs Atlantic County Philadelphia Washington, D.C. Baltimore Hartford SF Bay Area Atlanta Phoenix St. Louis Tucson Rochester Denver Sarasota Wilmington St. Petersburg Buffalo Martin-St. Lucie Worcester Columbus Detroit Richmond Orlando Milwaukee Dallas Harrisburg Charlotte Tidewater	24.5% 22.3% 15.7% 15.3% 12.2% 12.2% 10.5% 9.7% 8.6% 7.9% 7.8% 7.1% 6.4% 6.1% 4.7% 4.5% 4.4% 4.0% 3.9% 3.8% 3.7% 3.8% 3.7% 3.3% 3.2% 3.0% 2.8% 2.7% 2.5% 2.1% 2.0% 1.9% 1.8% 1.7%	46	5.6%		
0.0%		40.0%	60.0%	80.0%	100.0%

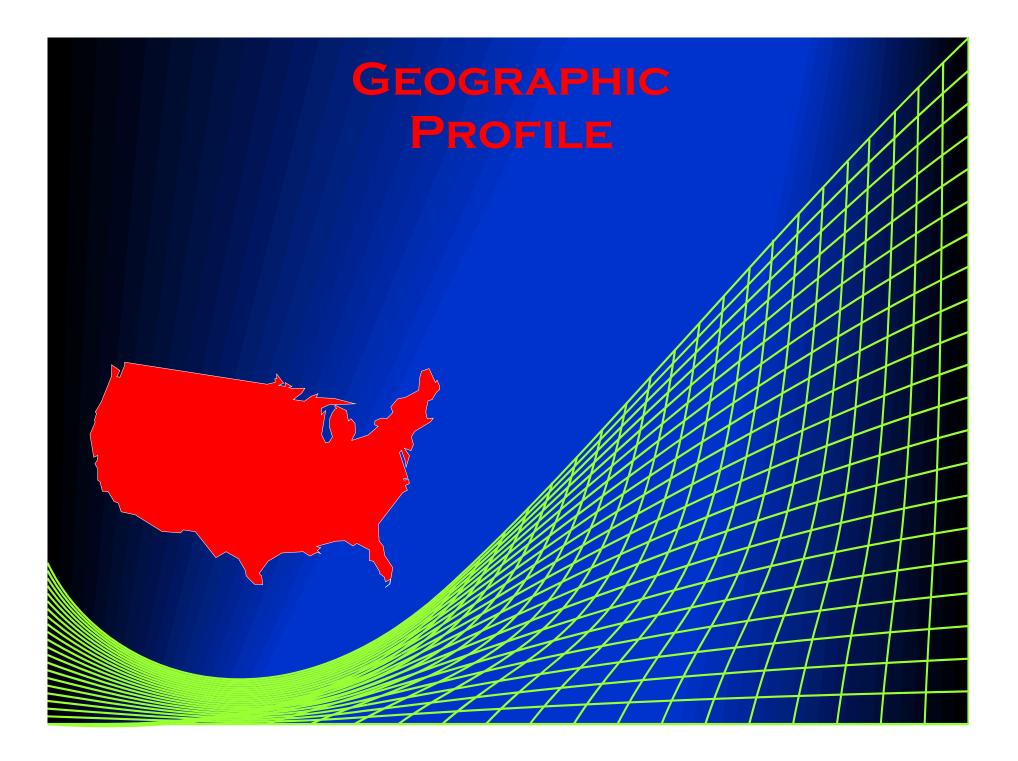
PERCENTAGE JEWISH BY GEOGRAPHIC AREA

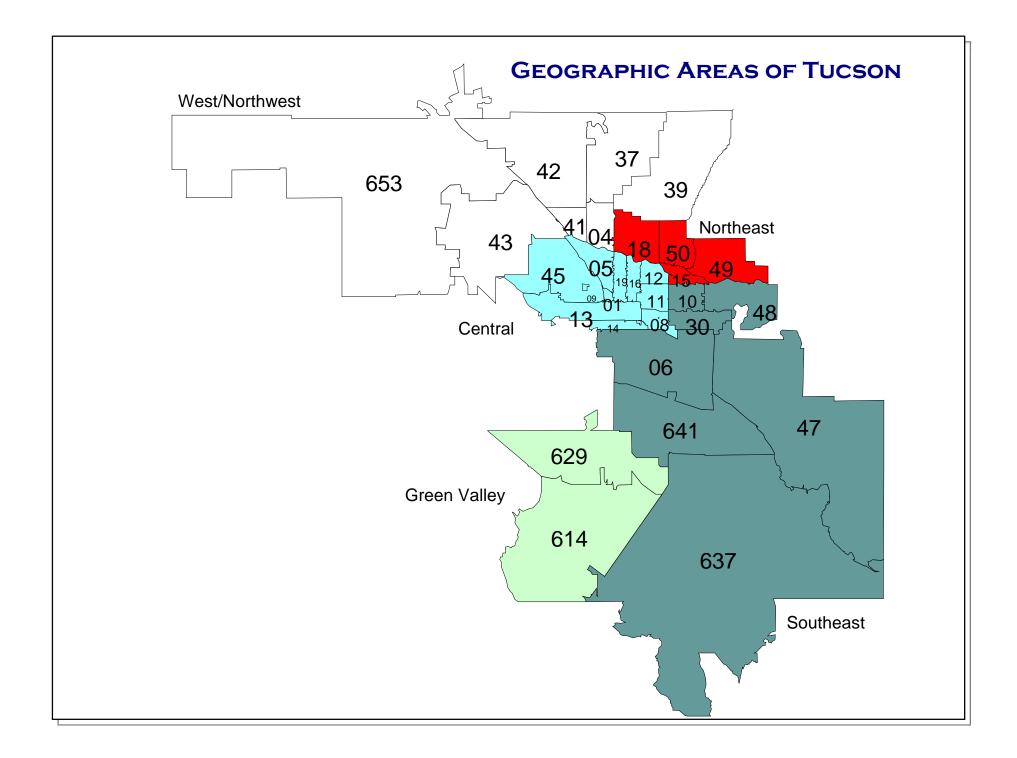


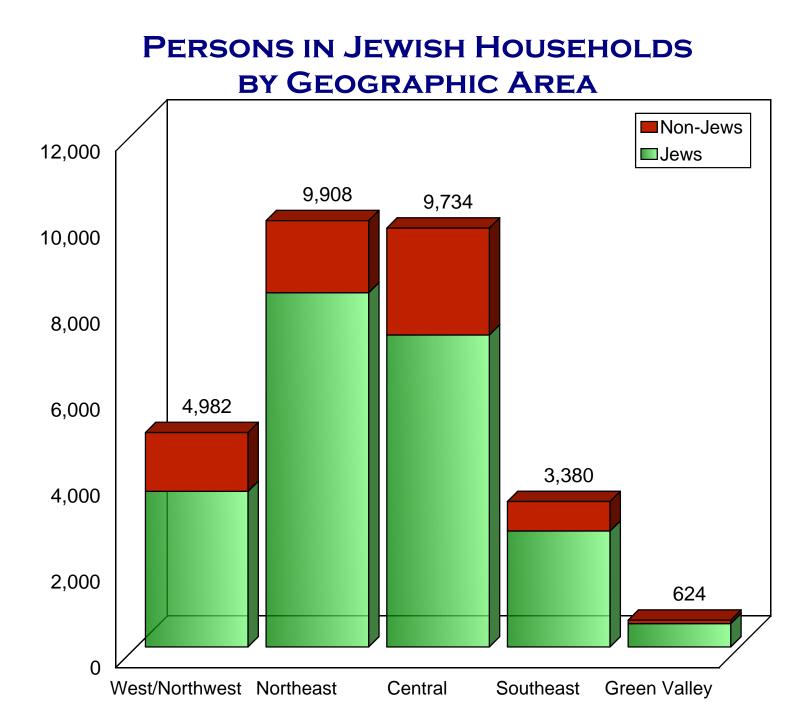
NUMBER OF PERSONS IN JEWISH HOUSEHOLDS, 1994-2002

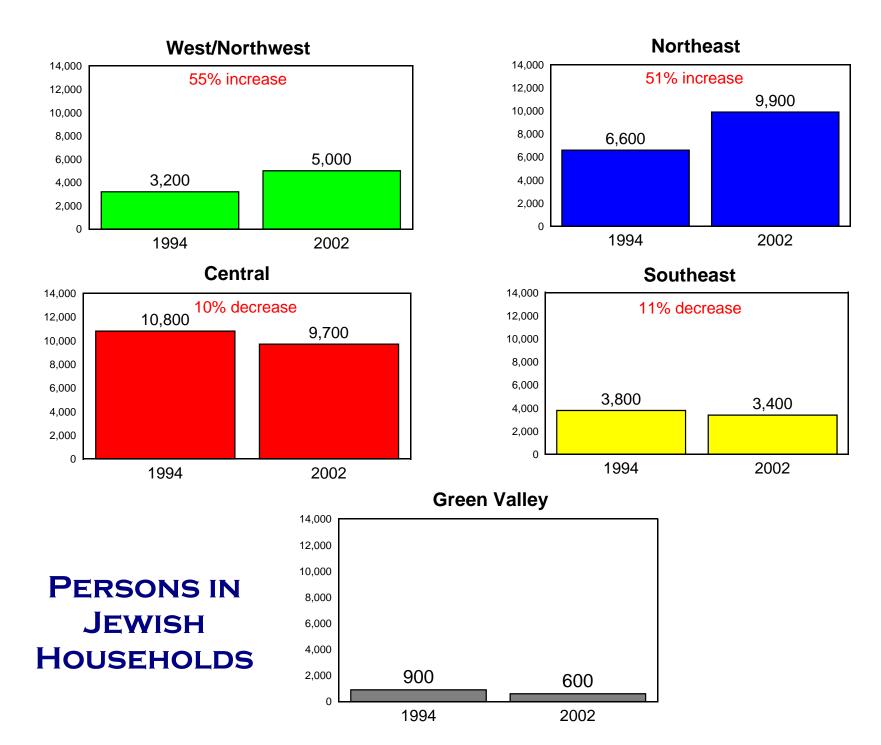
(18% Increase in Total Population, 1994-2002)



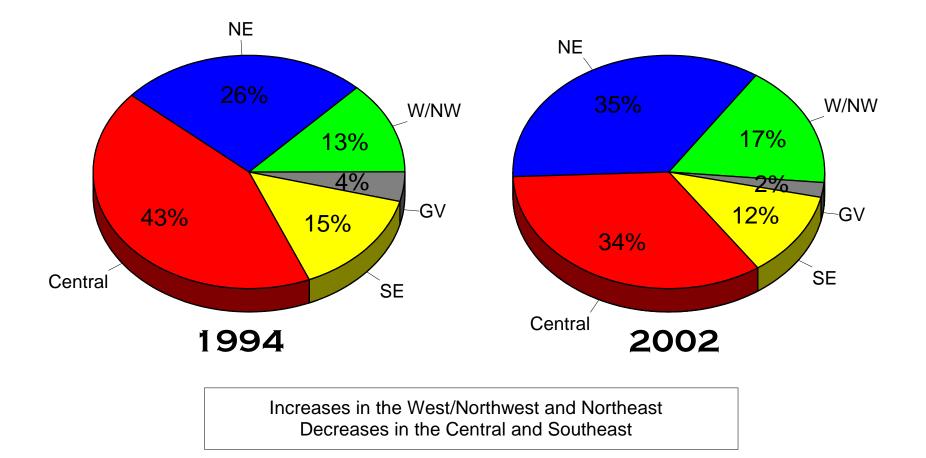


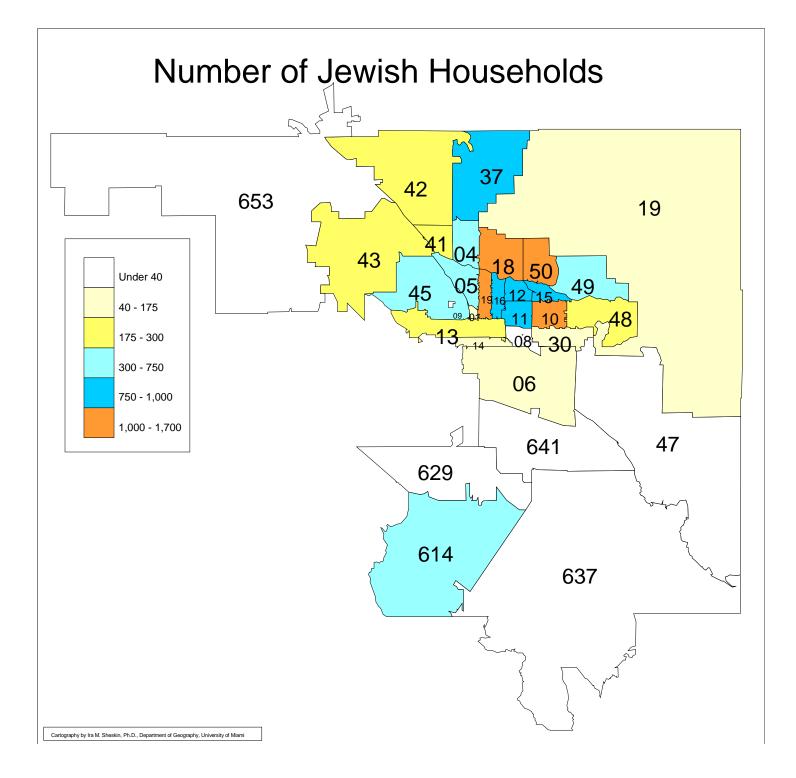




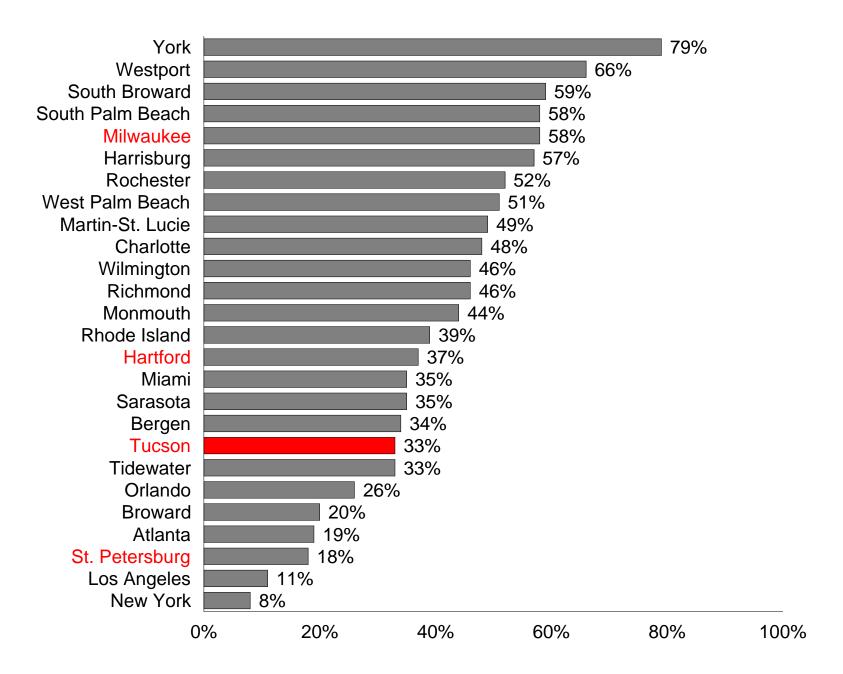


GEOGRAPHIC DISTRIBUTION OF PERSONS IN JEWISH HOUSEHOLDS

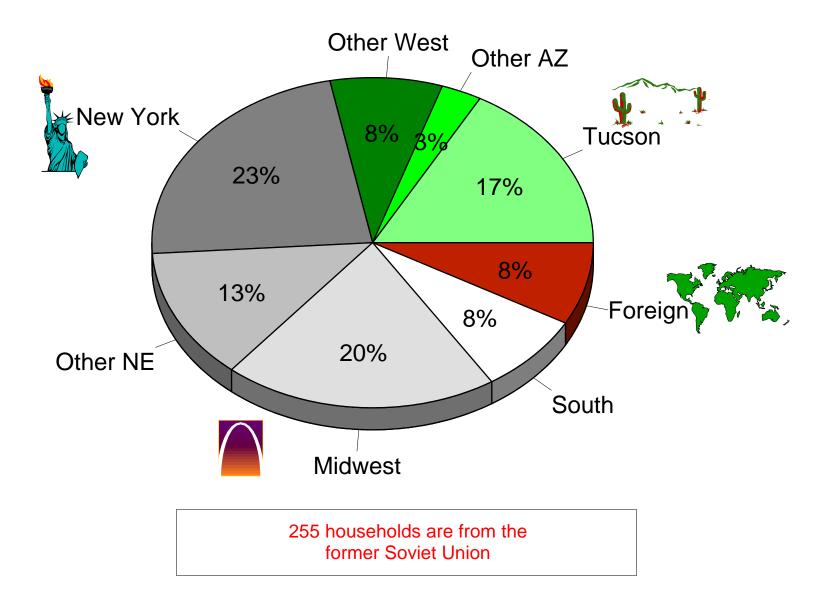




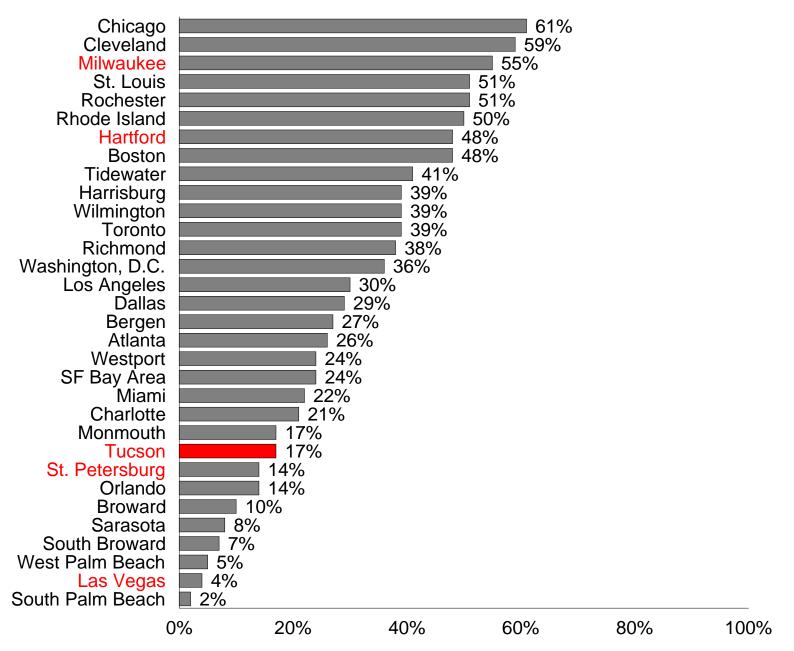
HOUSEHOLDS IN TOP 3 ZIP CODE AREAS



PLACE OF BIRTH (Persons in Jewish Households)

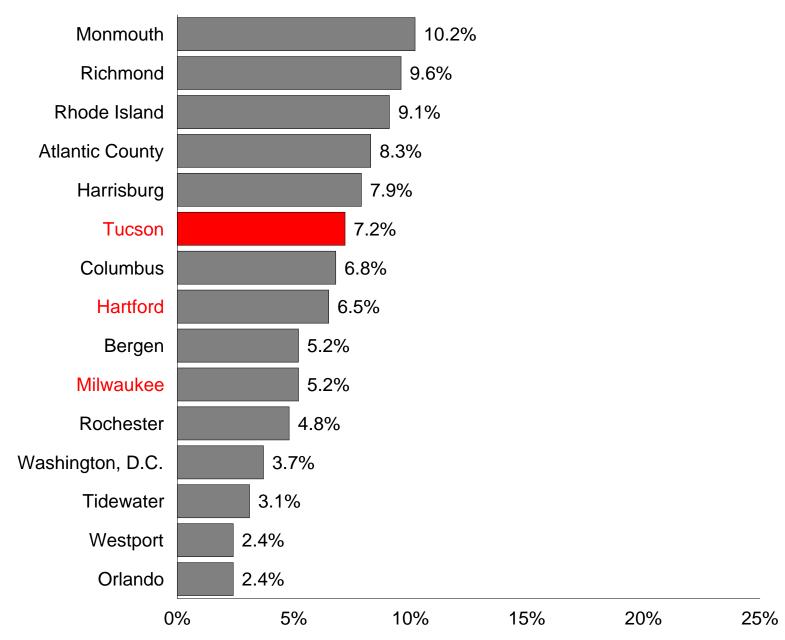


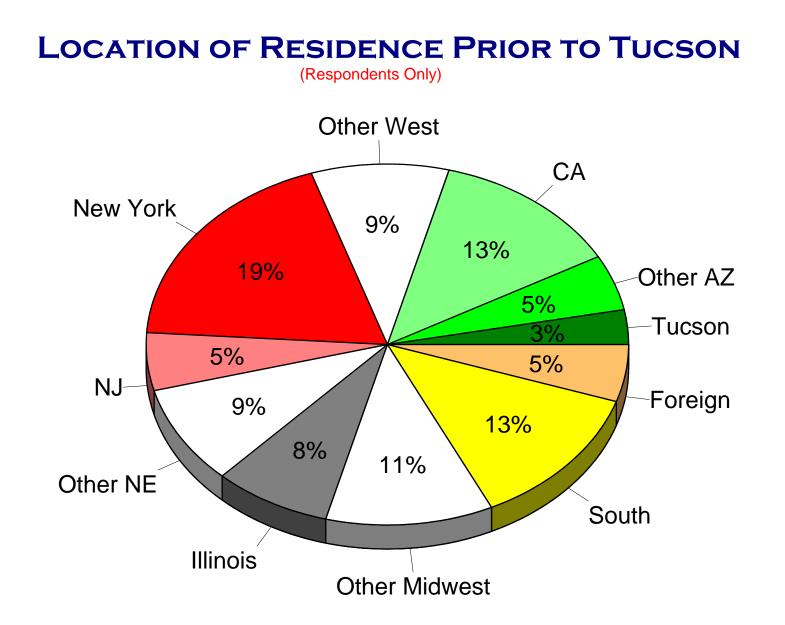
LOCALLY BORN



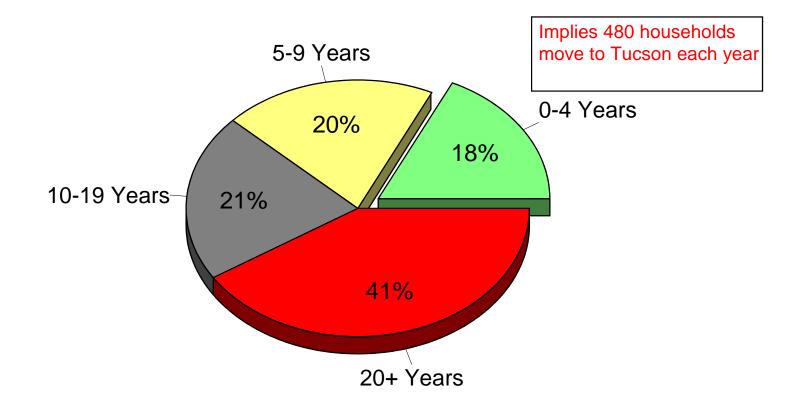
PART-YEAR HOUSEHOLDS

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





LENGTH OF RESIDENCE IN TUCSON



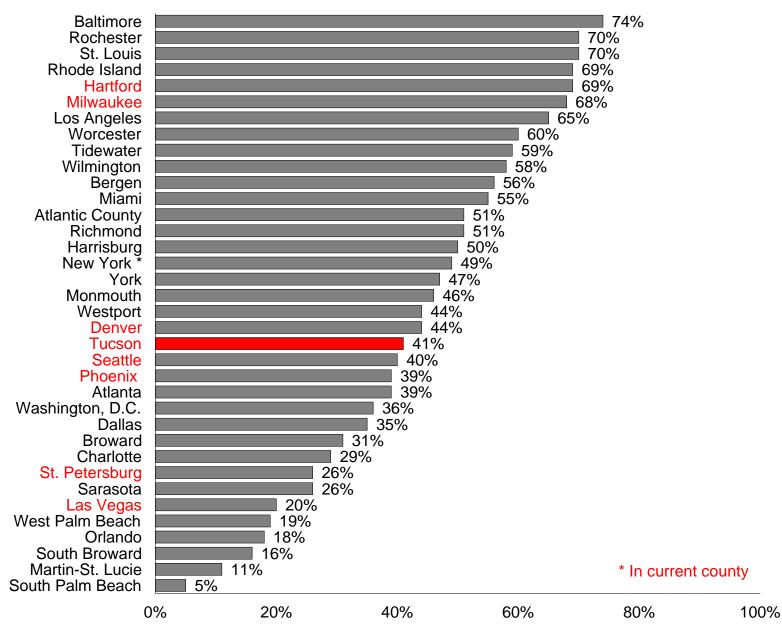
26% of heads of households in residence for 0-4 years are under age 35, compared to 10% of heads of households in residence for five or more years

New Households (0-4 YEARS)

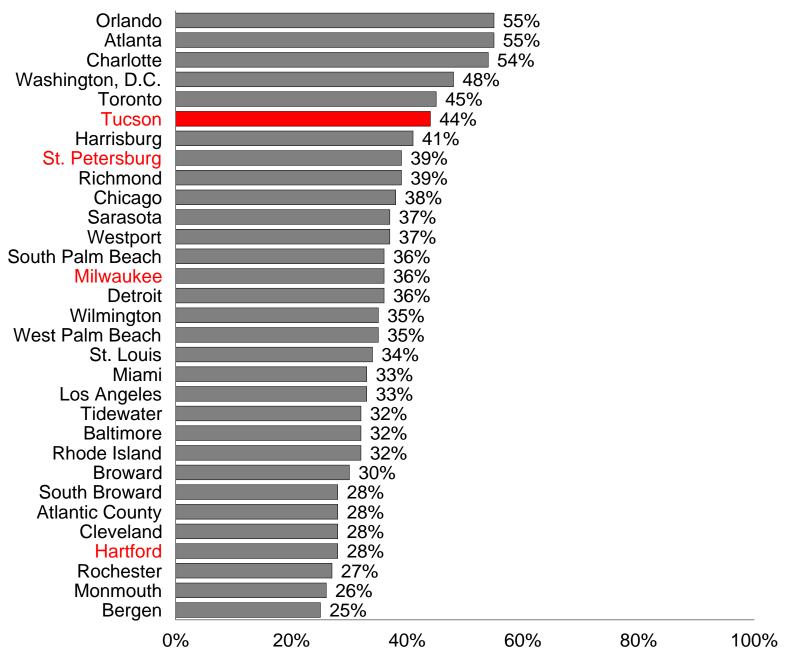
			■ 41%	% % 6 6 6	22 21 19% 19% 19% 19% 19% 18% 18% 18% 18% 18% 18% 18% 18	Lucie ando rlotte danta oston D.C. each each sburg oenix oen	Las Vega Martin-St. Lucio Orlando Charlotte Atlanta Boston Washington, D.C South Palm Beach Denve West Palm Beach Harrisburg Phoenia South Broward St. Petersburg Sarasota Dallas Tucson Houston New York Westpor Wilmingtor Broward Richmond Atlantic Counts Bergen Detroi Miam Yori Tidewate Milwaukee Rhode Island Worceste Hartford
rent county		609/	20/	40	7% 6%	geles ester	St. Louis Los Angeles Rocheste
100%	80%	60%	J%	40	20%	0%	

100%

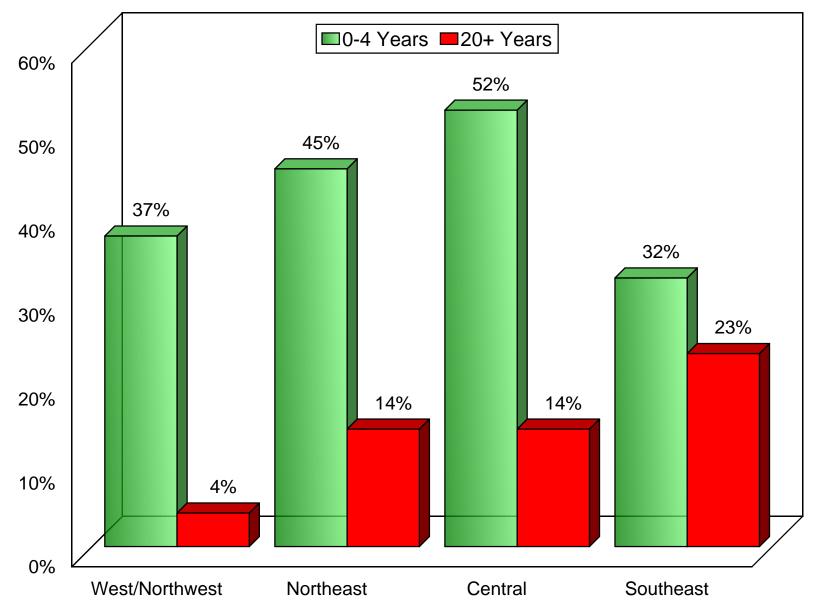
LONG-TERM HOUSEHOLDS (20 OR MORE YEARS)

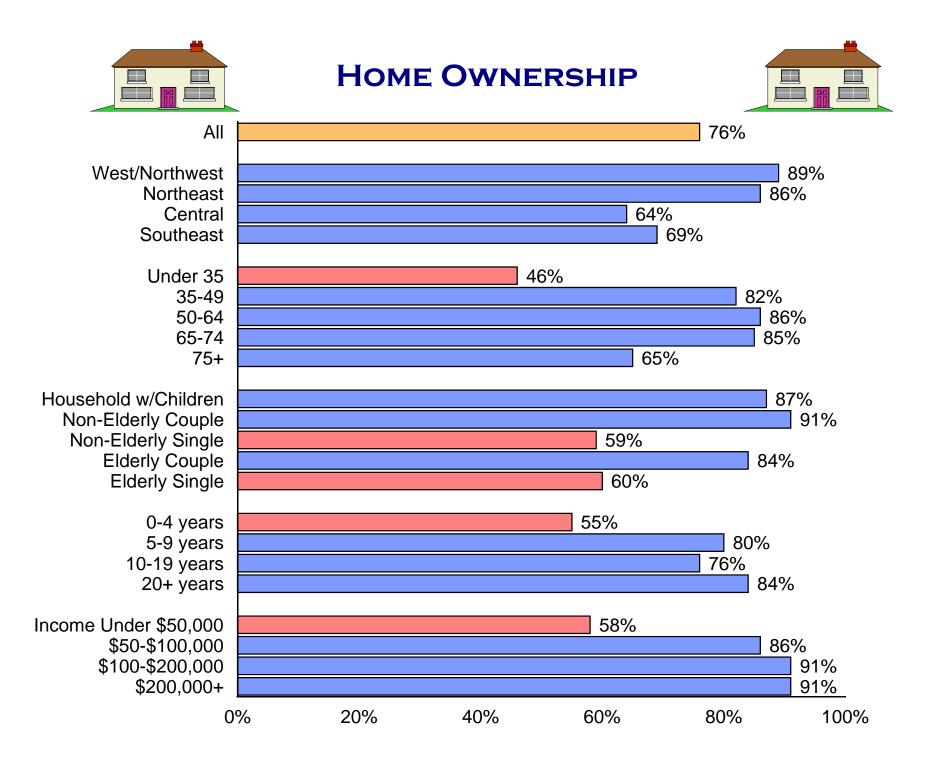


0-4 YEARS AT CURRENT ADDRESS

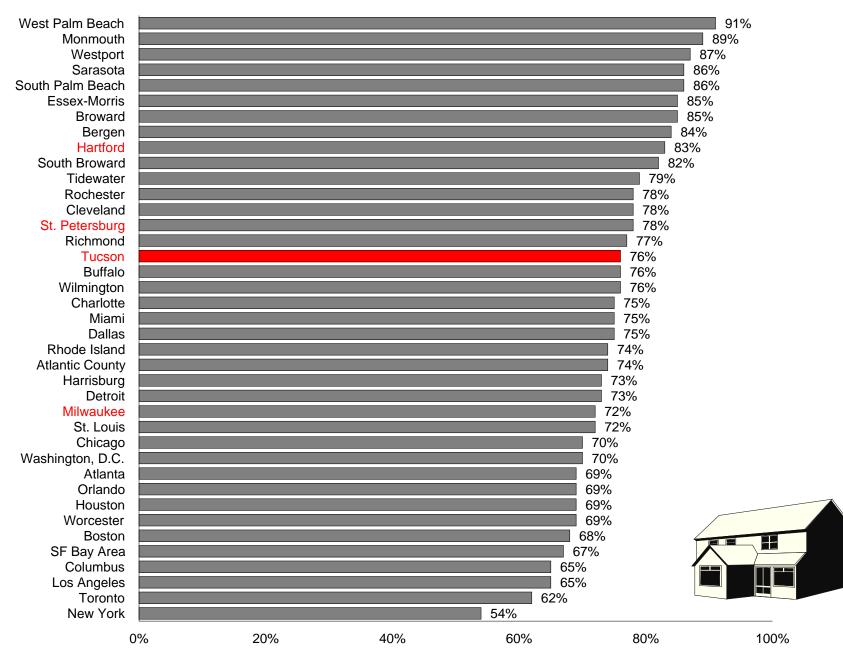


LENGTH OF RESIDENCE AT CURRENT ADDRESS BY GEOGRAPHIC AREA



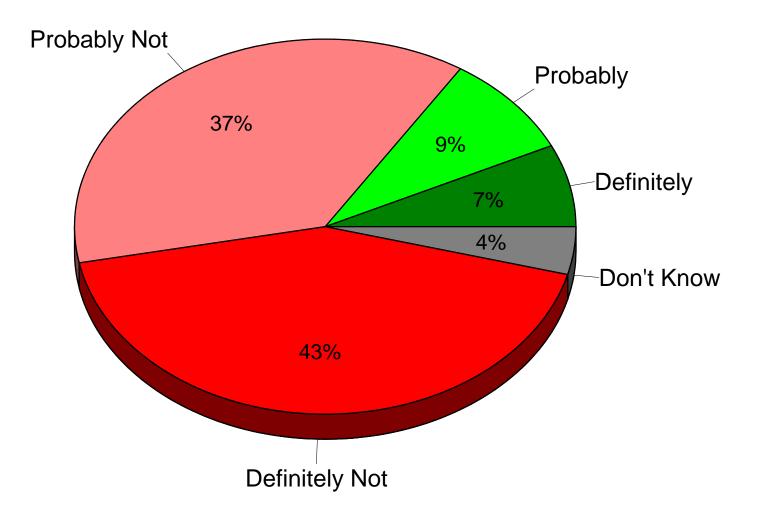


HOME OWNERSHIP

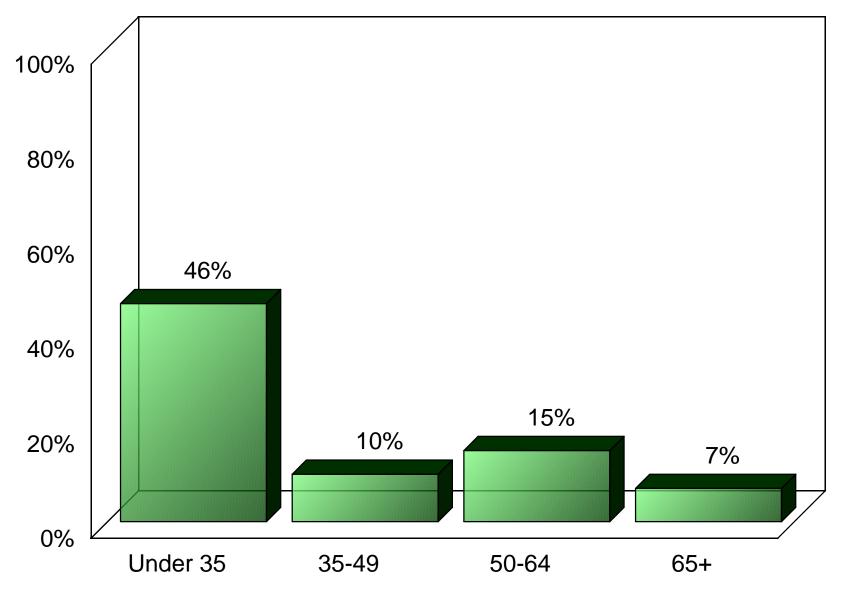


PROBABILITY OF MOVING WITHIN THE NEXT THREE YEARS

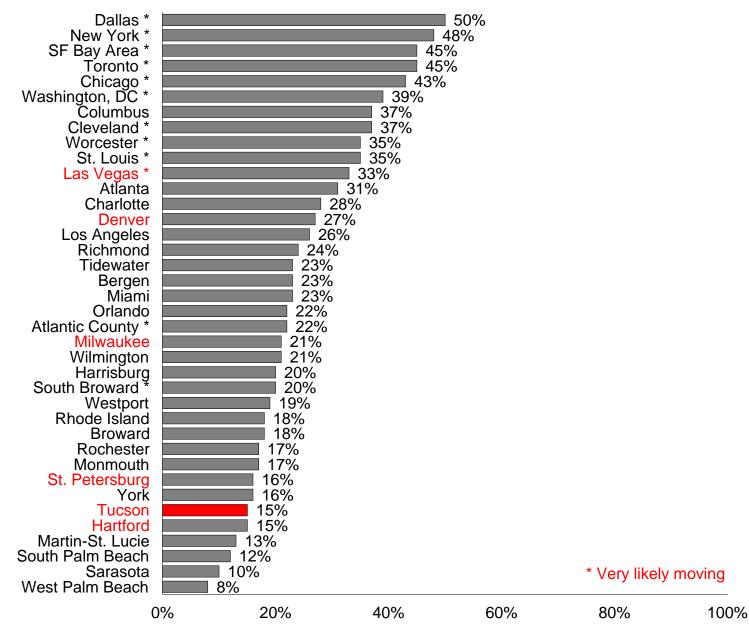
(Households in Residence for 8-12 Months of the Year)



DEFINITELY OR PROBABLY MOVING WITHIN THE NEXT THREE YEARS BY AGE

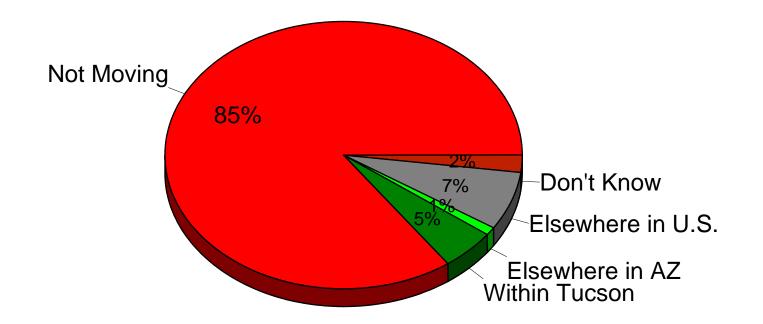


DEFINITELY OR PROBABLY MOVING WITHIN THE NEXT THREE YEARS



EXPECTED DESTINATION OF MOVERS

Who Are Definitely or Probably Moving Within the Next Three Years

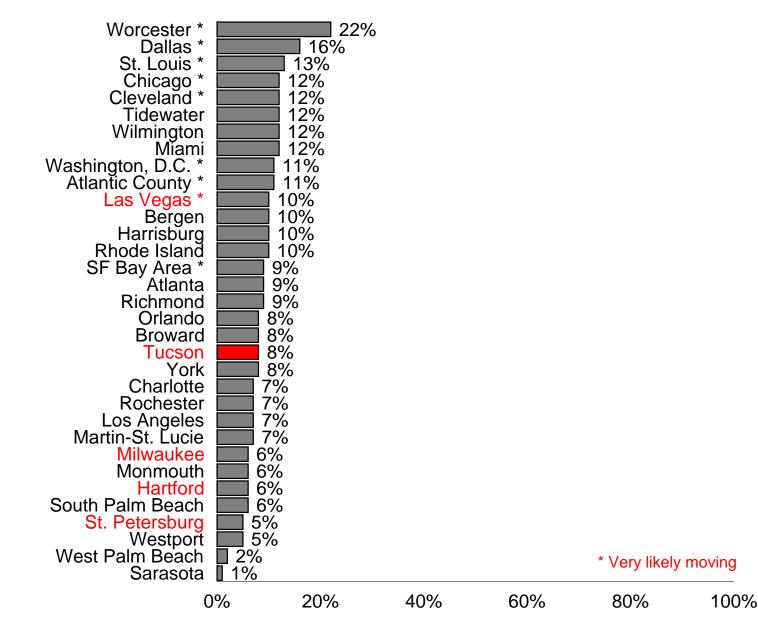


4.4% are **definitely** moving out of Tucson within three years

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

.

Atlanta	6.5	5%				
Tidewater	5.7	%				
Rhode Island	5.6	%				
Miami	4.99	%				
Wilmington	4.89	%				
Harrisburg	4.89	%				
Tucson	4.4%	6				
Bergen	4.2%	6				
Charlotte	4.2%	6				
Orlando	3.9%	6				
Milwaukee	3.7%	/ 0				
Richmond	3.4%					
York	3.0%)				
Broward	2.6%	1				
Hartford	2.4%					
Monmouth	2.3%					
St. Petersburg	2.3%					
Martin-St. Lucie	1.6%					
South Palm Beach	1.3%					
Rochester	1.2%					
Westport	1.1%					
Denver	1.0%					
West Palm Beach	0.7%					
Sarasota	0.3%					
0.0	0%	20.0%	40.0%	60.0%	80.0%	100.0%

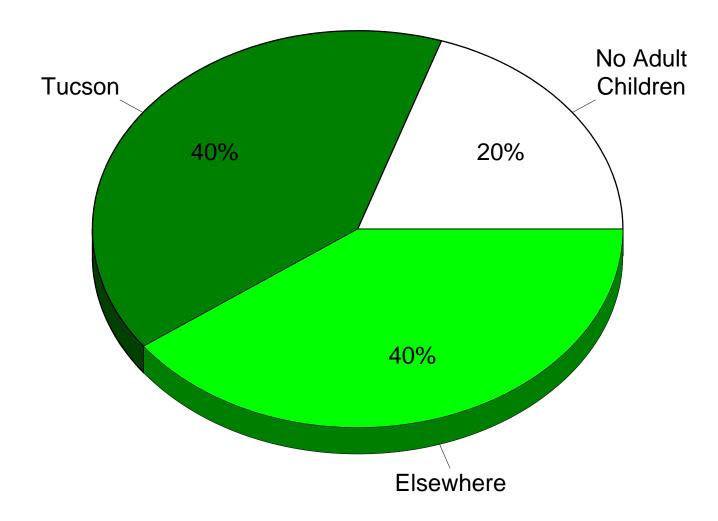
MIGRATION



- 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

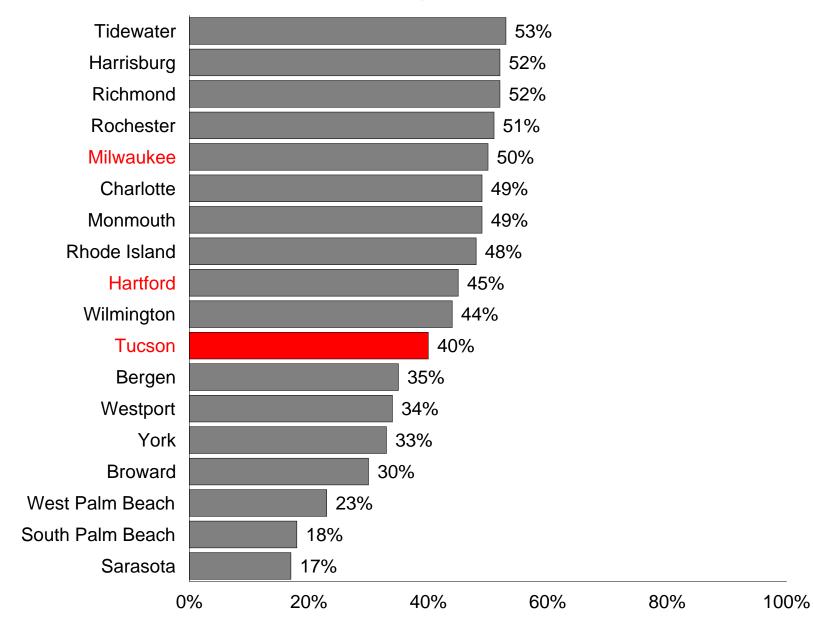
LOCATION OF ADULT CHILDREN LIVING INDEPENDENTLY

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

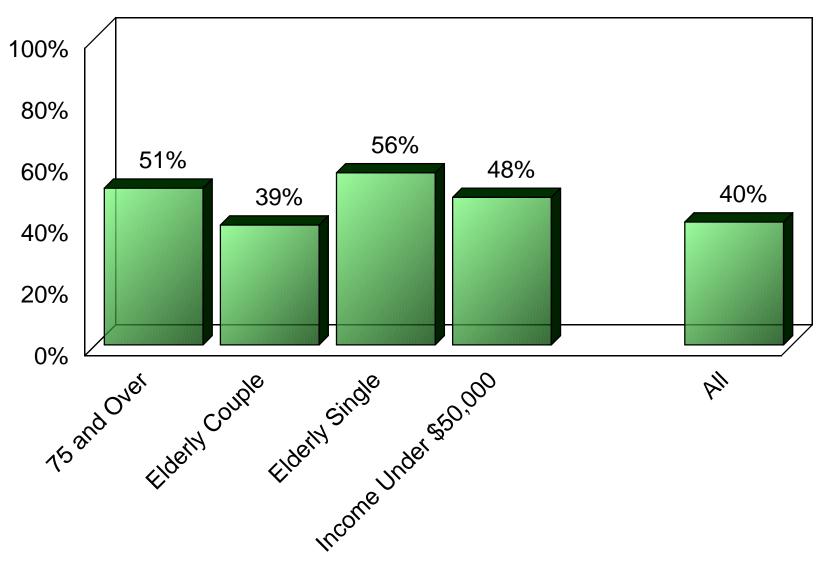


HOUSEHOLDS WITH ADULT CHILDREN LIVING INDEPENDENTLY IN LOCAL AREA

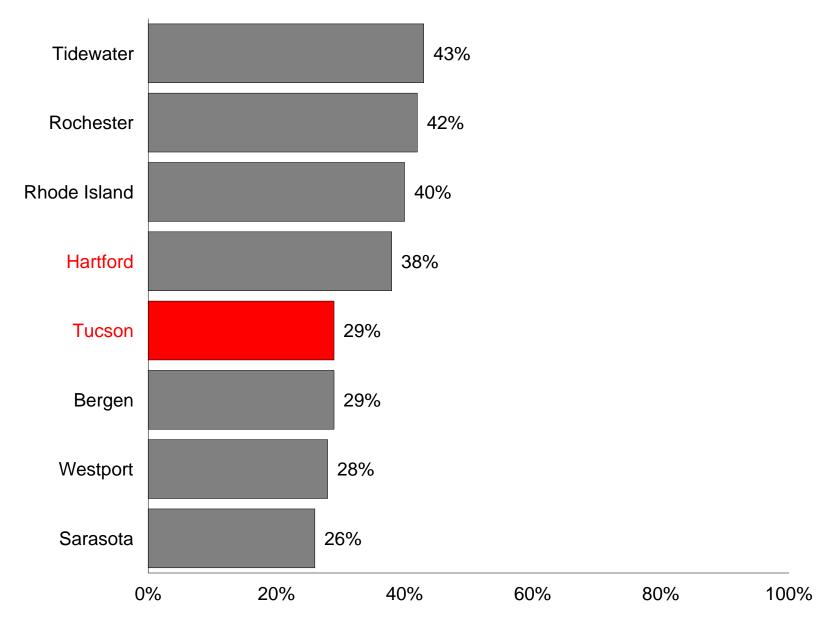
(Respondents Age 50 and Over)

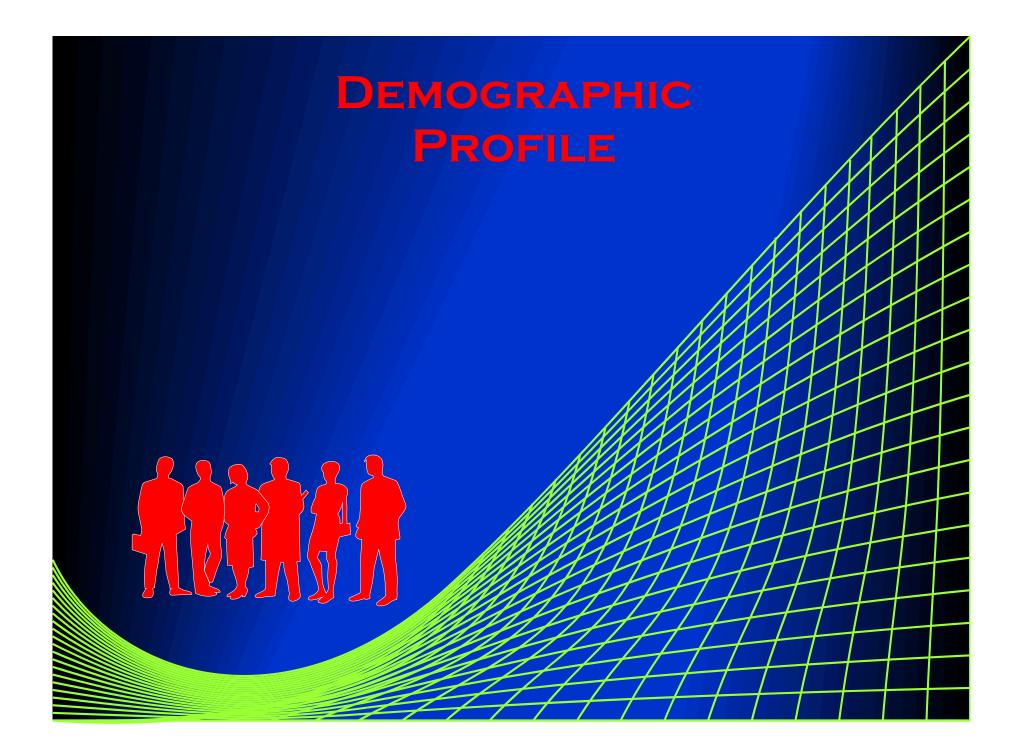


HOUSEHOLDS WITH ADULT CHILDREN LIVING INDEPENDENTLY IN TUCSON



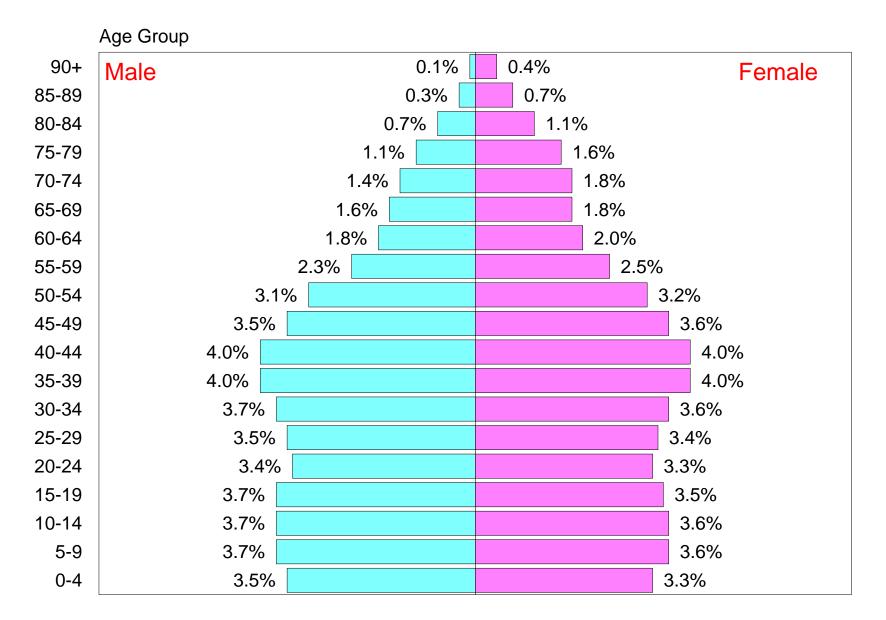
PERCENTAGE OF ADULT CHILDREN LIVING INDEPENDENTLY IN LOCAL AREA





AGE DISTRIBUTION OF ALL AMERICANS

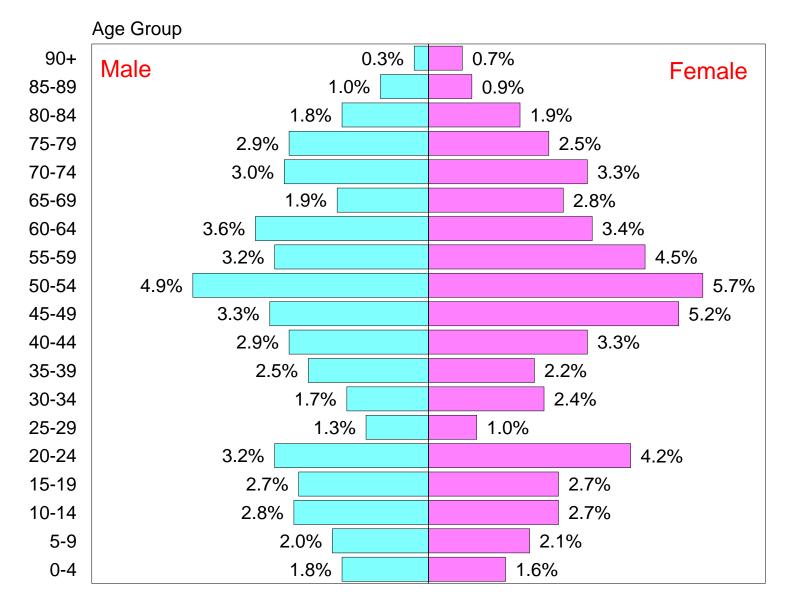
Median Age is 35 years 12% are Age 65 and Over 6% are Age 75 and Over



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



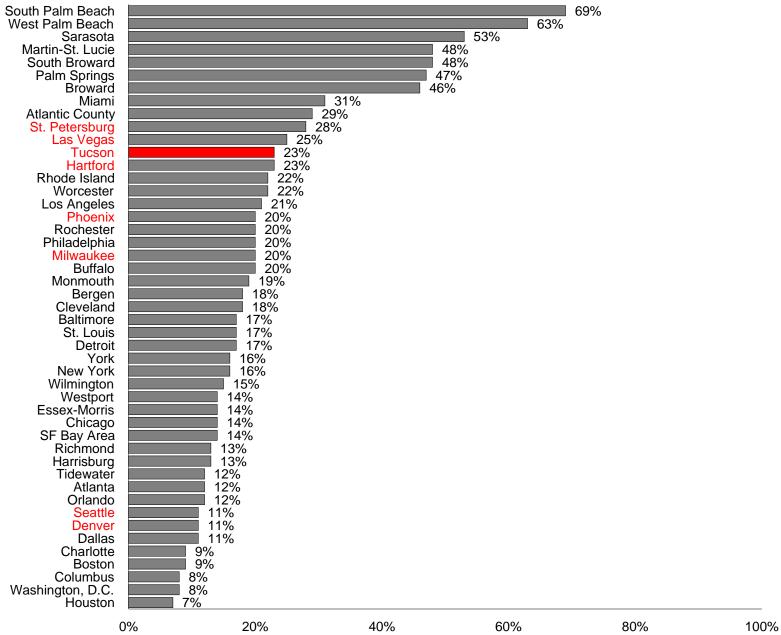
- 28,600 total persons in Jewish households
- 6,550 are age 65 and over
- 3,450 are age 75 and over
- 4,550 are age 0-17
- 3,100 Jewish children are age 0-17 (1,450 additional children are not being raised Jewish)
- 24,050 persons of voting age



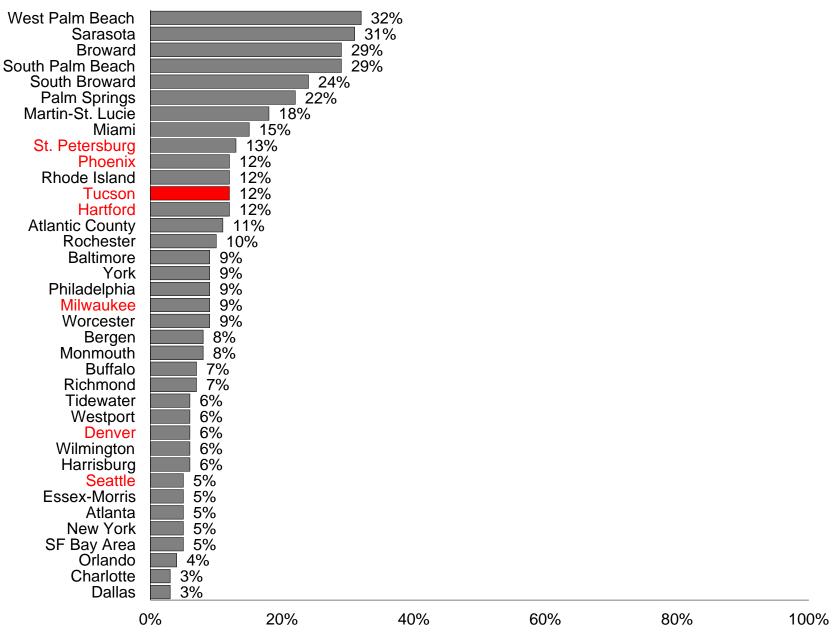
AGE 0-17

40%

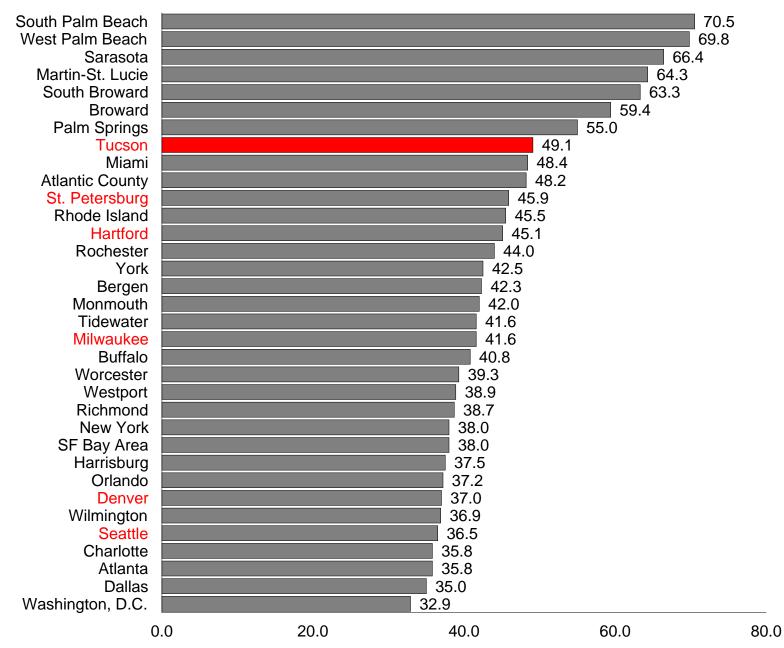
AGE 65 AND OVER



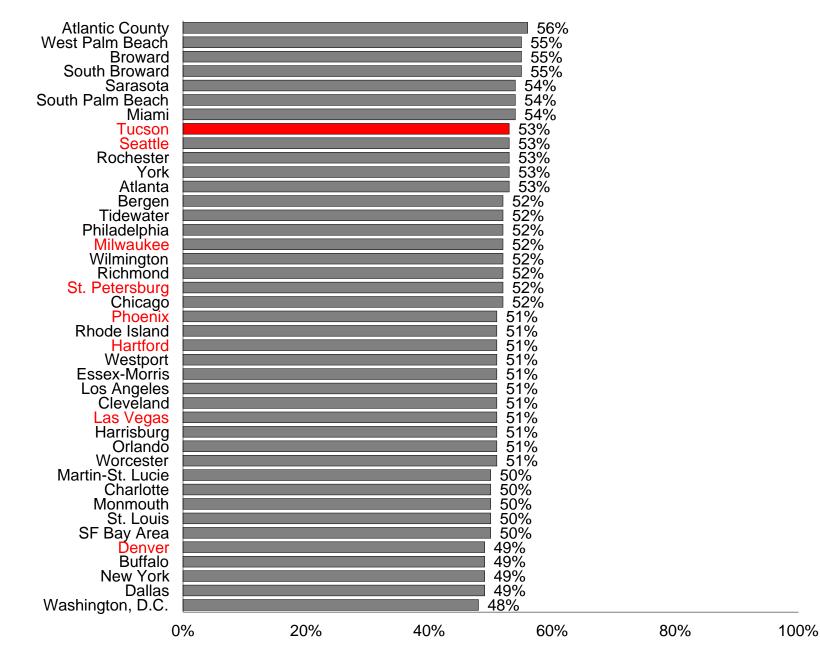
Age 75 and Over

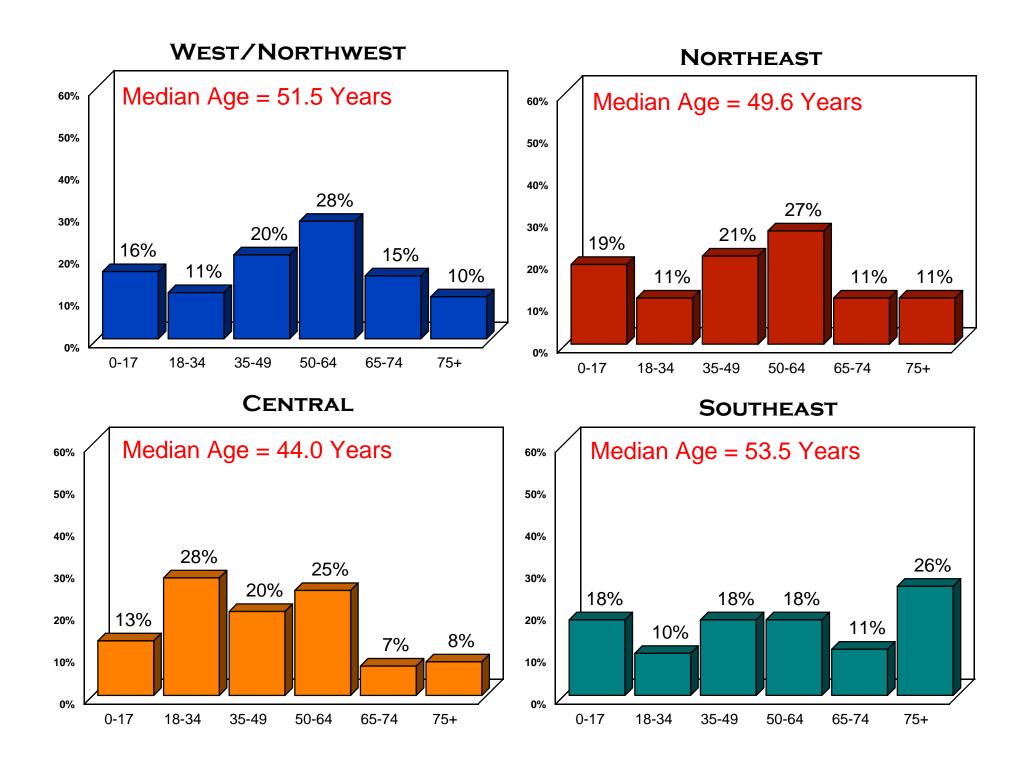


MEDIAN AGE



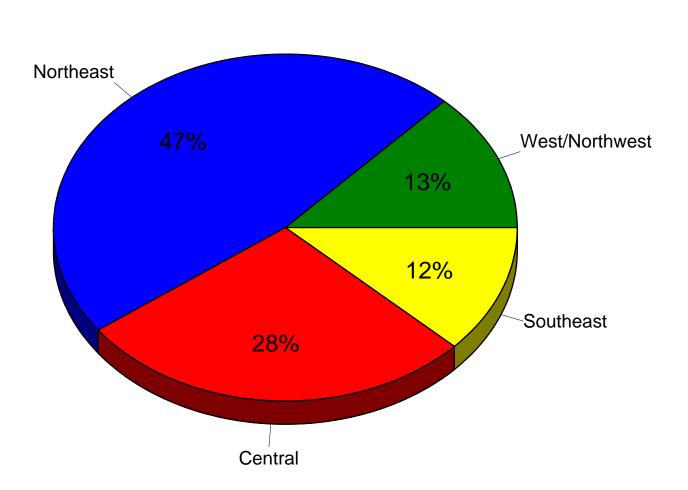
PERCENTAGE FEMALE



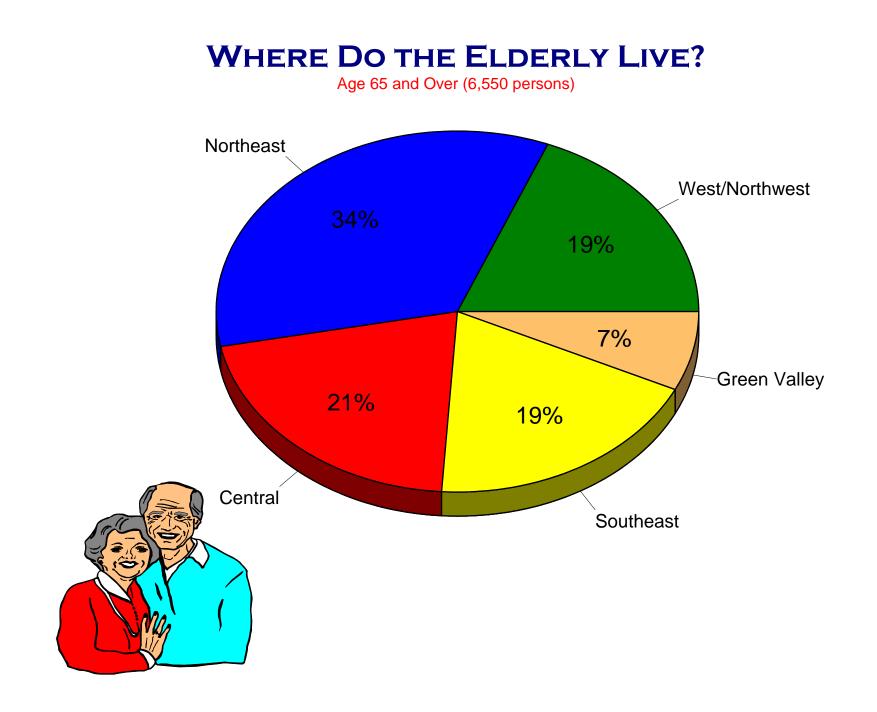


WHERE DO THE JEWISH CHILDREN LIVE?

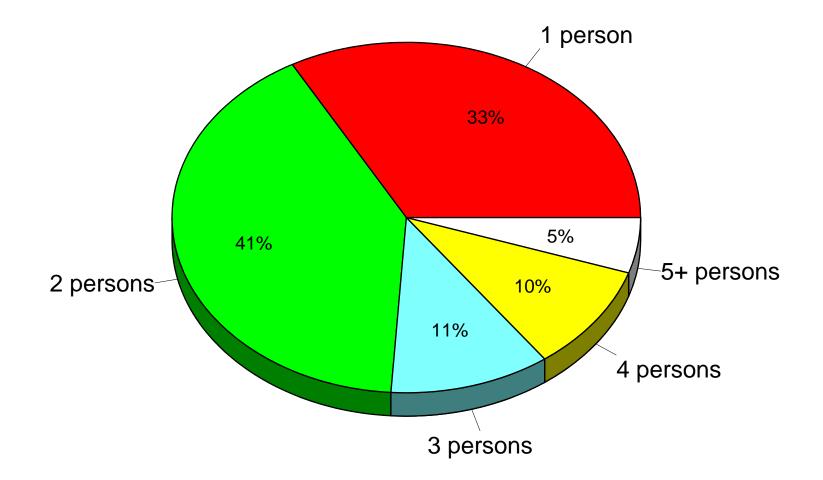




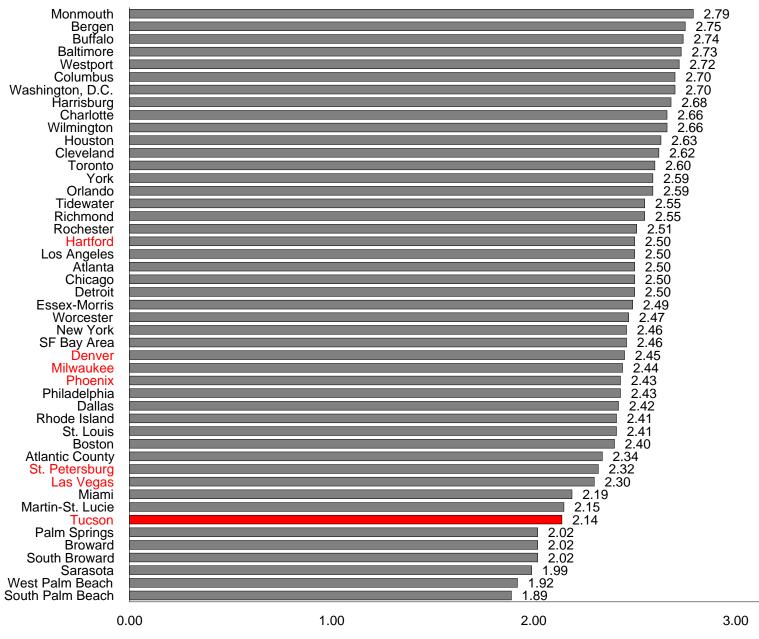
Age 0-17 (3,100 Jewish Children)



HOUSEHOLD SIZE

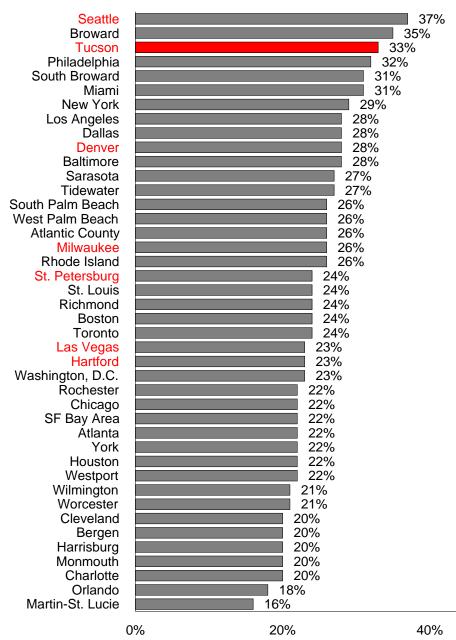


AVERAGE HOUSEHOLD SIZE

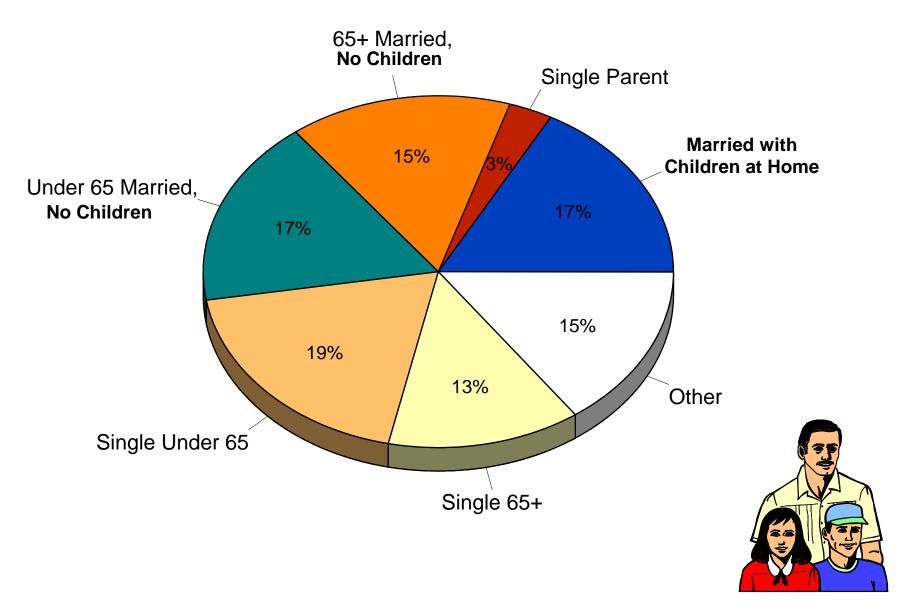


(persons per household)

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

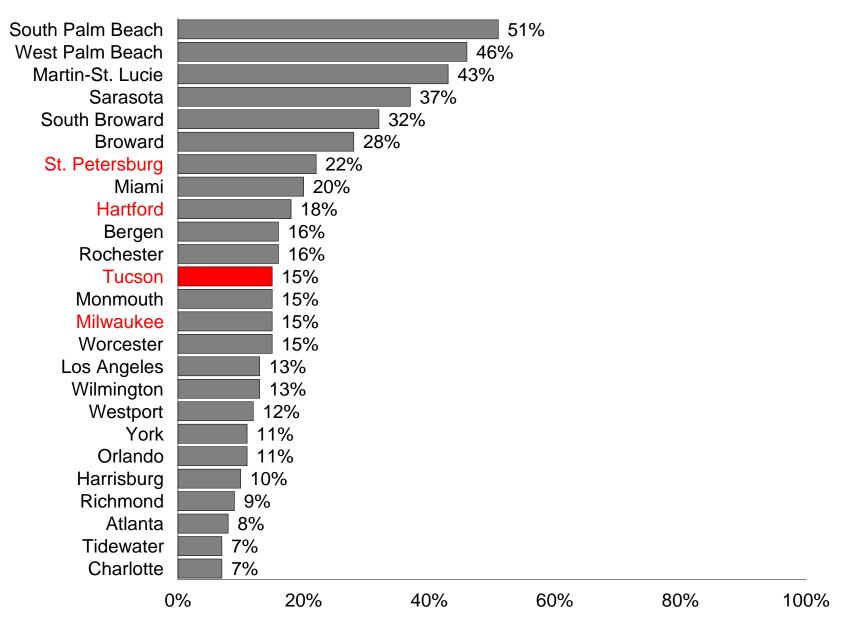
Westport Toronto Charlotte Harrisburg Worcester Richmond Wilmington SF Bay Area Bergen Orlando Baltimore York Monmouth Atlanta New York Rochester Boston Tidewater Dallas Hartford Denver Cleveland Milwaukee Seattle Rhode Island St. Louis St. Petersburg Phoenix Las Vegas Miami Tucson Broward Martin-St. Lucie South Broward Sarasota West Palm Beach	12	3 3 3 3 3 3 3 3	% 6		
(0%	20%	40%	60%	80%

100%

MARRIED HOUSEHOLDS WITH NO CHILDREN AT HOME

Martin-St. Lucie South Palm Beach West Palm Beach Sarasota South Broward Las Vegas Cleveland Rhode Island Hartford Rochester Miami Worcester Tucson Milwaukee Baltimore Los Angeles Boston Bergen York Monmouth St. Louis Orlando Harrisburg Dallas Wilmington Toronto SF Bay Area Tidewater Denver Atlanta Richmond New York			46% 40% 38% 37% 36% 35% 34% 33% 33% 33% 2% 2% 2% % % % % %	64% 62% 54%		
()%	20%	40%	60%	80%	100%

MARRIED HOUSEHOLDS AGE 65 AND OVER WITH NO CHILDREN AT HOME

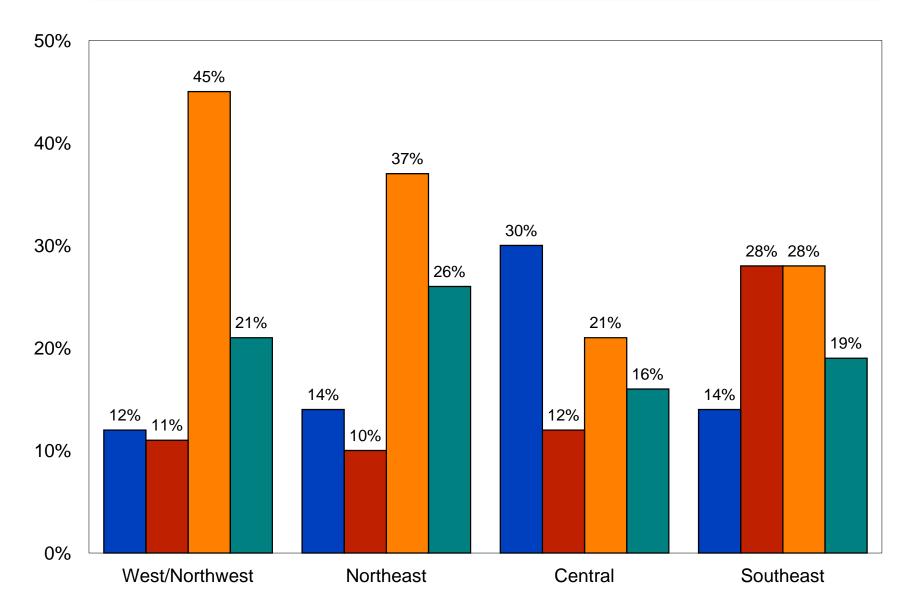


SINGLE FEMALE HOUSEHOLDS AGE 65 AND OVER

Sarasota Miami		17% 17%		
Milwaukee		12%		
Hartford		11%		
Monmouth		11%		
St. Petersburg		11%		
Bergen		10%		
Rochester		10%		
Tucson		9%		
Tidewater		3%		
York		3%		
Los Angeles		3%		
		3%		
Wilmington		3% 3%		
Harrisburg Richmond		3%		
Westport	7			
Martin-St. Lucie	5%			
Charlotte	4%			
Orlando	4%			
0'	6	20%	40%	6

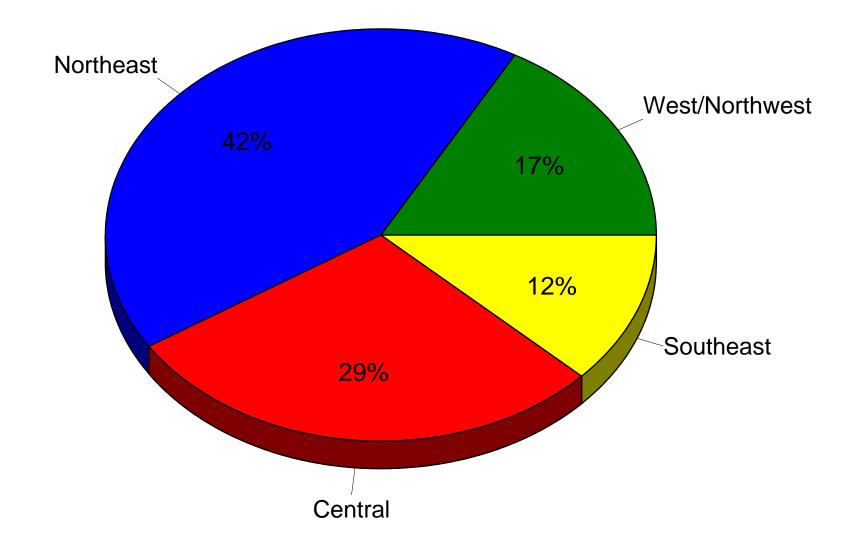
HOUSEHOLD STRUCTURE BY GEOGRAPHIC AREA

■Non-Elderly Single	Elderly Single	■ Married Households,	Households with Children
Households	Households	No 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)

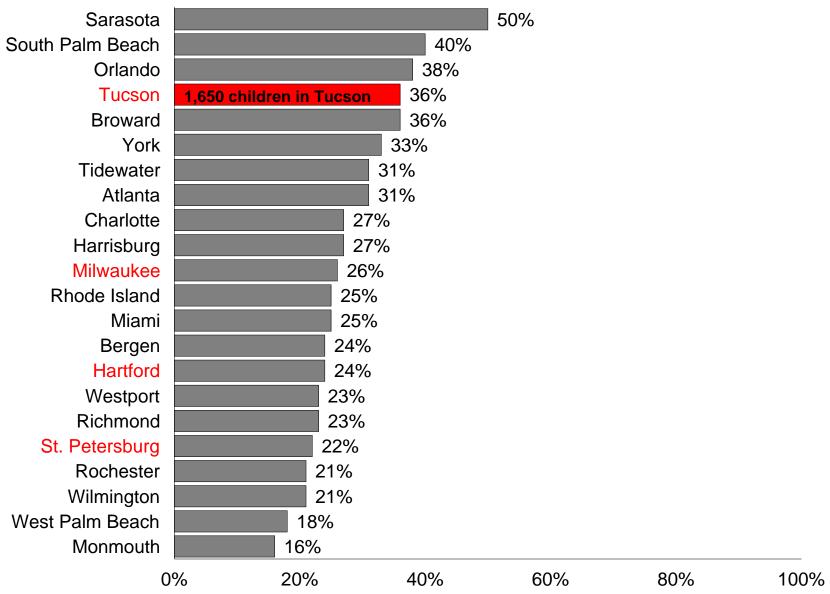
Miami			43%			
Broward			41%			
Tidewater			40%			
Atlanta			39%			
Tucson	1,200 child	ren in Tucson	38%			
Richmond			38%			
Orlando			38%			
Milwaukee			37%			
Rochester			35%			
Wilmington			35%			
Sarasota			34%			
Harrisburg			34%			
St. Petersburg			34%			
West Palm Beach		3	33%			
Bergen		32	2%			
Rhode Island		29%	, D			
Monmouth		29%	, D			
Charlotte		28%				
Westport		27%				
York		27%				
South Palm Beach		25%				
Hartford		24%				
0	%	20%	40%	60%	80%	100%

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

Sarasota West Palm Beach	1	15% 2%			
Seattle		%			
Broward		%			
South Palm Beach					
Tucson		400 childr	en in Tucson		
York	9%				
Tidewater	8%				
Bergen	7%				
Rochester	7%				
Charlotte	6%				
Rhode Island	5%				
Hartford	5%				
Westport	<u> </u>				
Atlanta	5%				
Milwaukee	5%				
Wilmington	4%				
Monmouth	3%				
Miami	3%				
Harrisburg	2%				
Richmond	2%				
Orlando	2%				
St. Petersburg	1%				
C)%	20%	40%	60%	80%

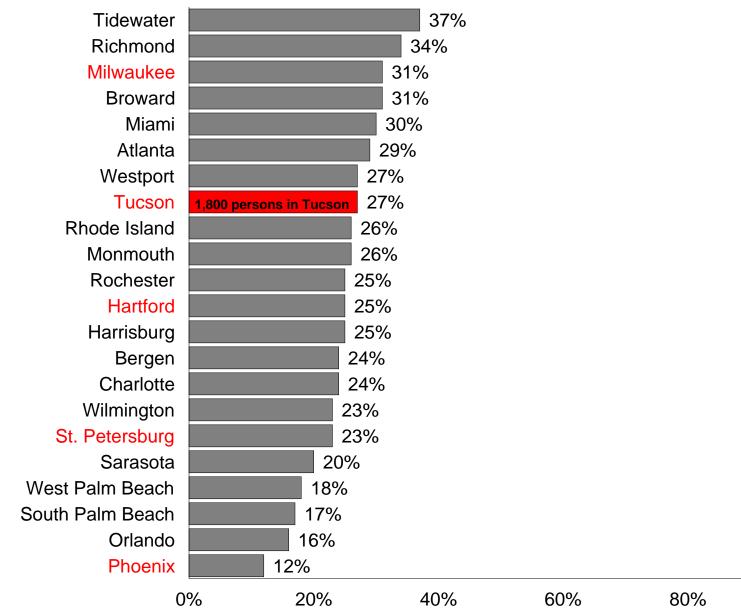
100%

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

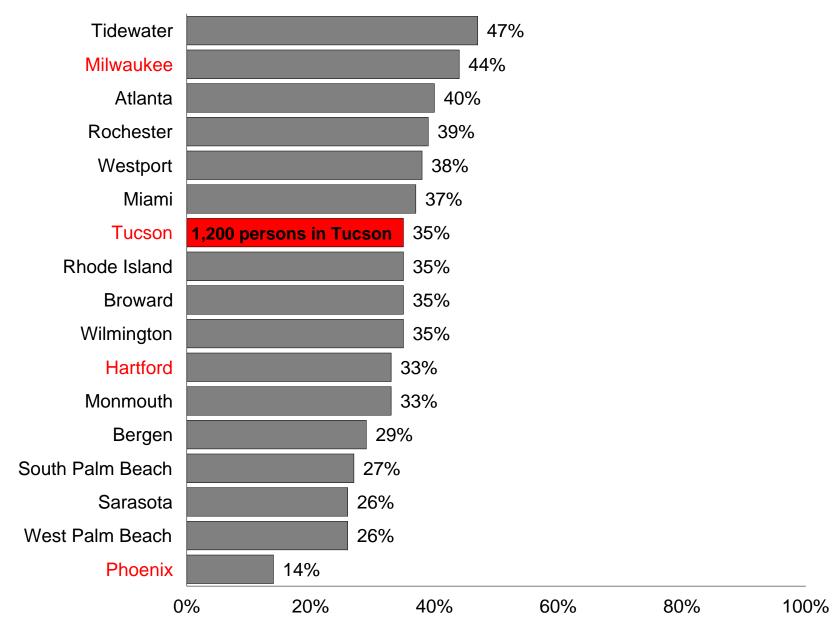


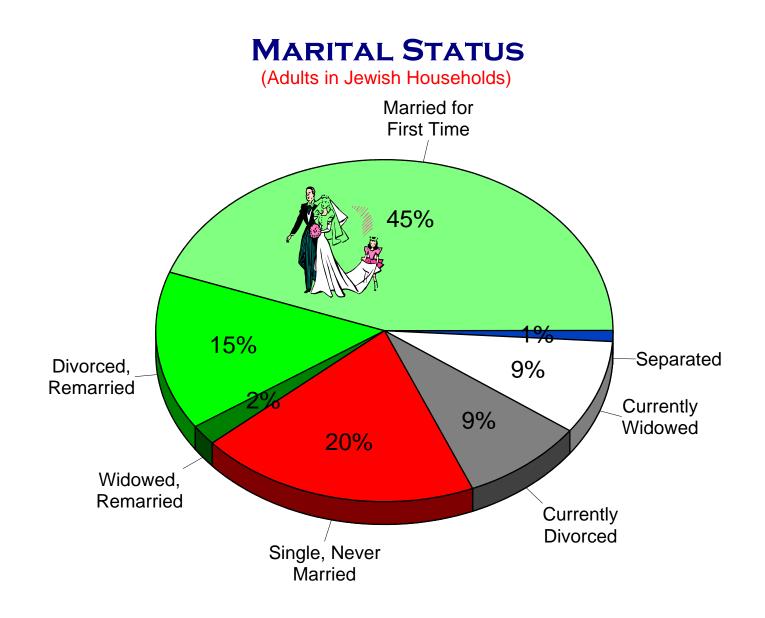
Persons Age 65 and Over Living Alone

100%

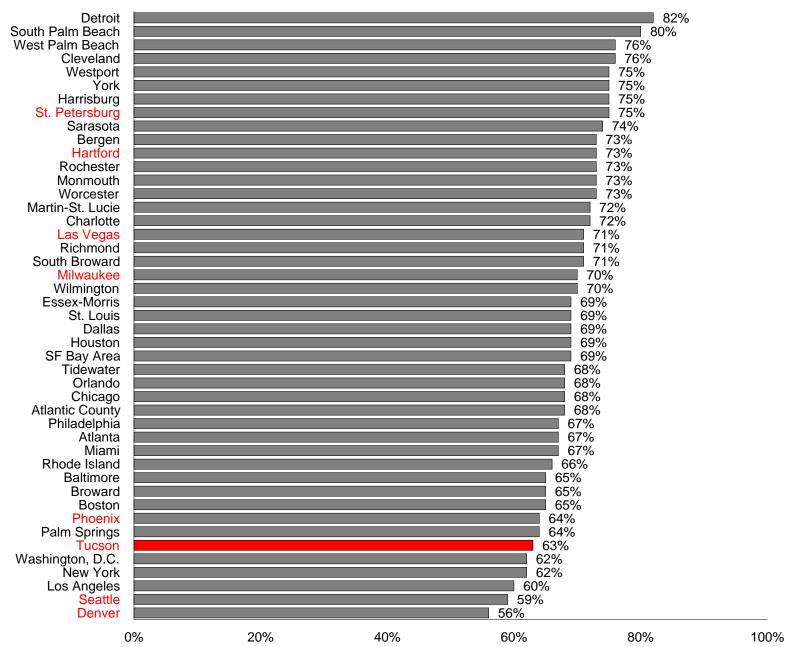


PERSONS AGE 75 AND OVER LIVING ALONE





CURRENTLY MARRIED



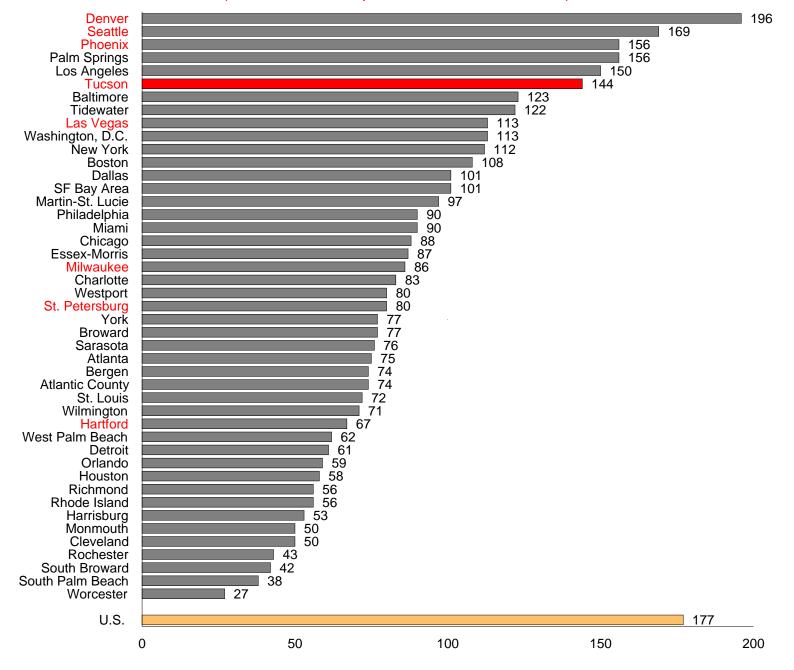
CURRENTLY WIDOWED

Broward South Broward West Palm Beach Sarasota Baltimore Palm Springs South Palm Beach Miami Atlantic County Tucson Essex-Morris Los Angeles Philadelphia Las Vegas York Monmouth Milwaukee St. Petersburg New York Detroit Worcester Rhode Island Phoenix Bergen Hartford Rochester Denver Richmond Tidewater Westport Martin-St. Lucie Atlanta Cleveland St. Louis Wilmington Harrisburg Orlando Houston Charlotte Chicago Boston Dallas SF Bay Area Washington, D.C.	1 1 1	19% 15% 14% 3% 3% 3% 3%	
(0%	20%	40%

60%

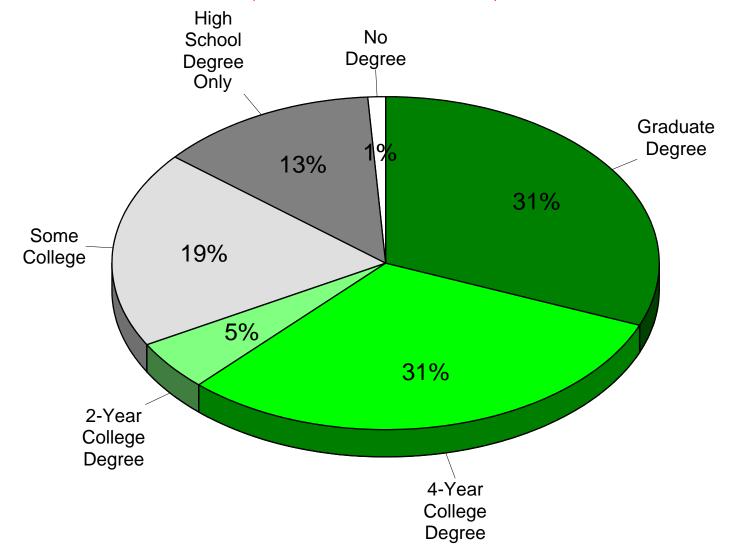
DIVORCE RATE

(Divorced adults per 1,000 married adults)

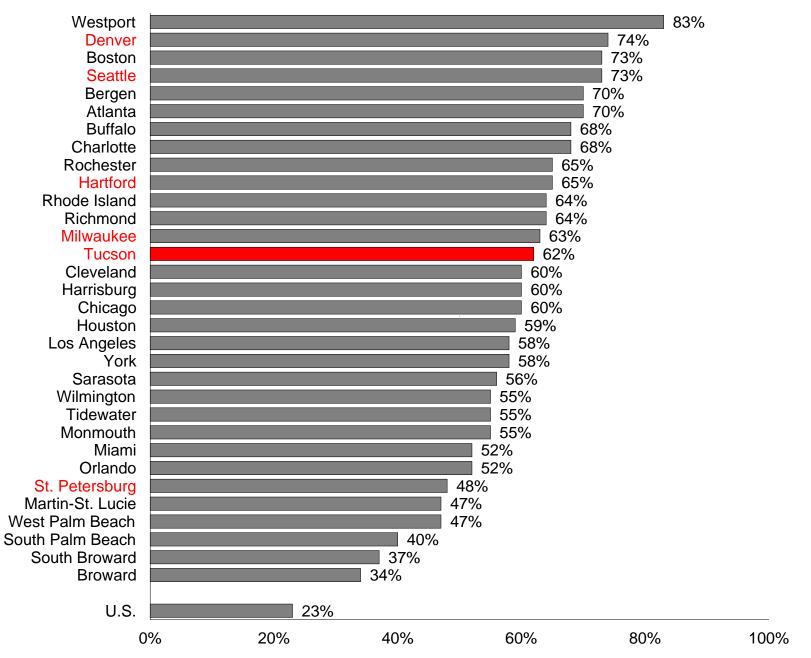




(Adults in Jewish Households)

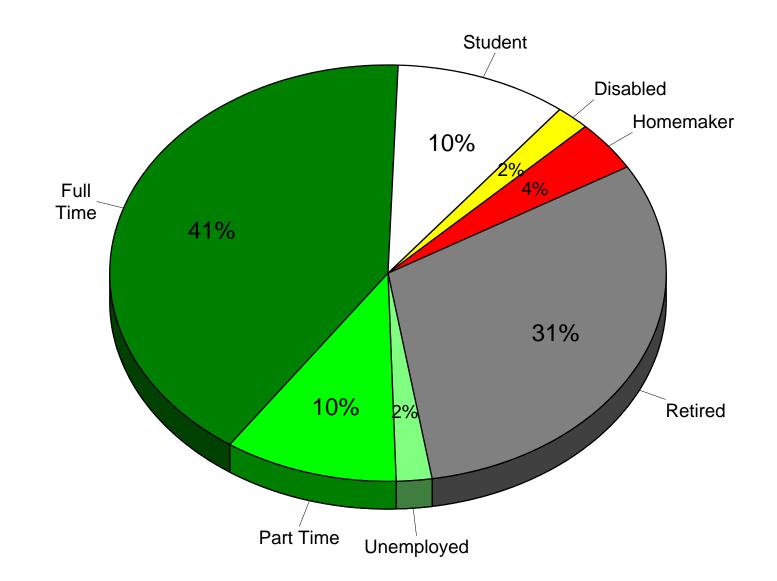


4-YEAR COLLEGE DEGREE OR HIGHER

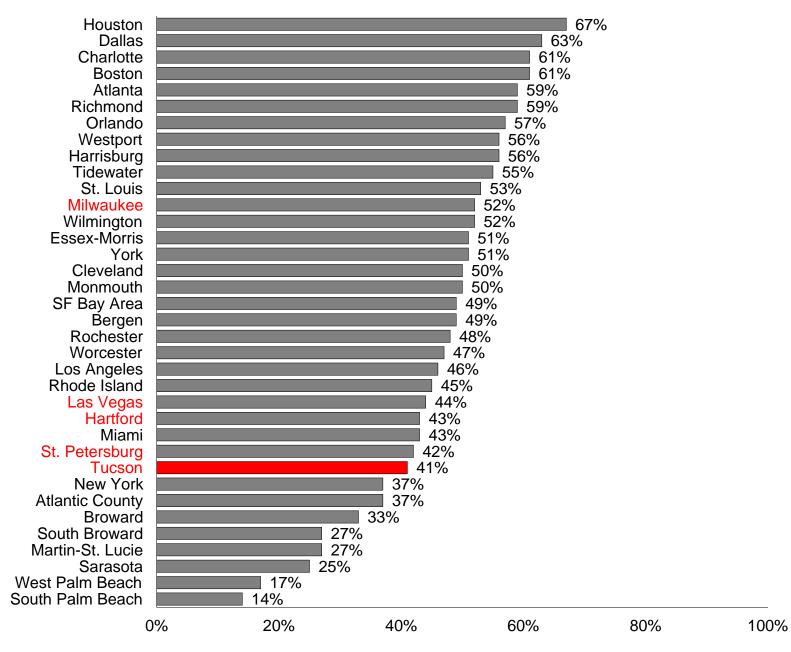


EMPLOYMENT STATUS

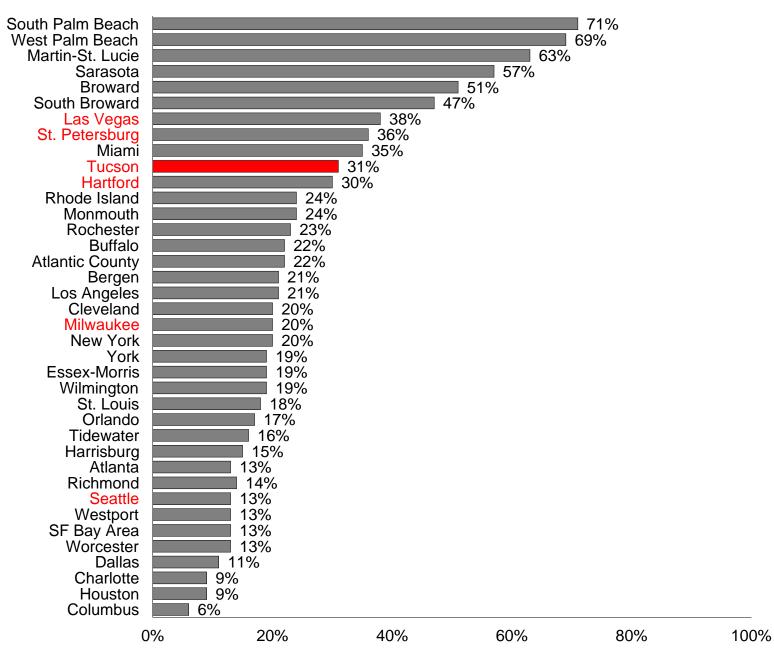
(Adults in Jewish Households)

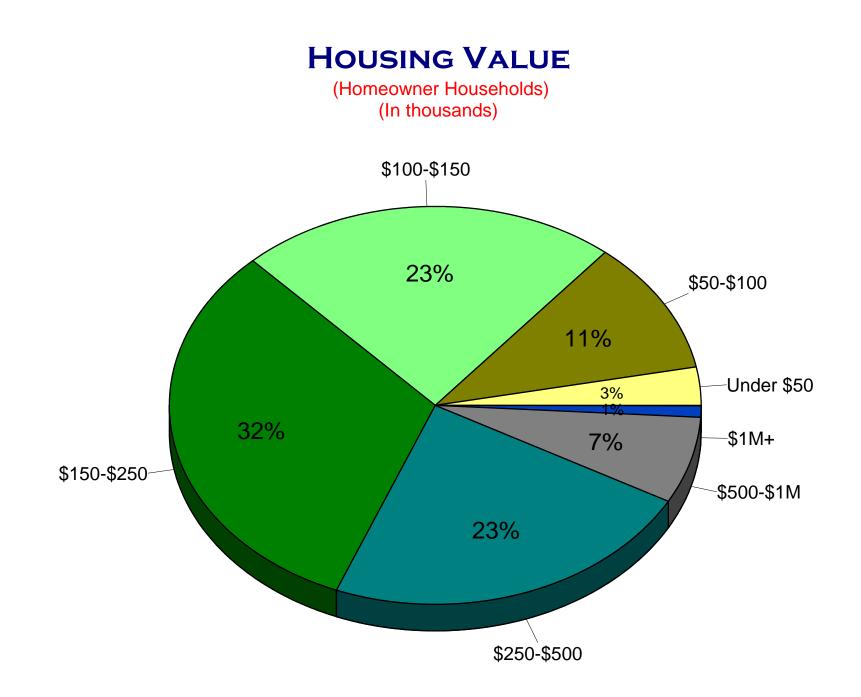


EMPLOYED FULL TIME



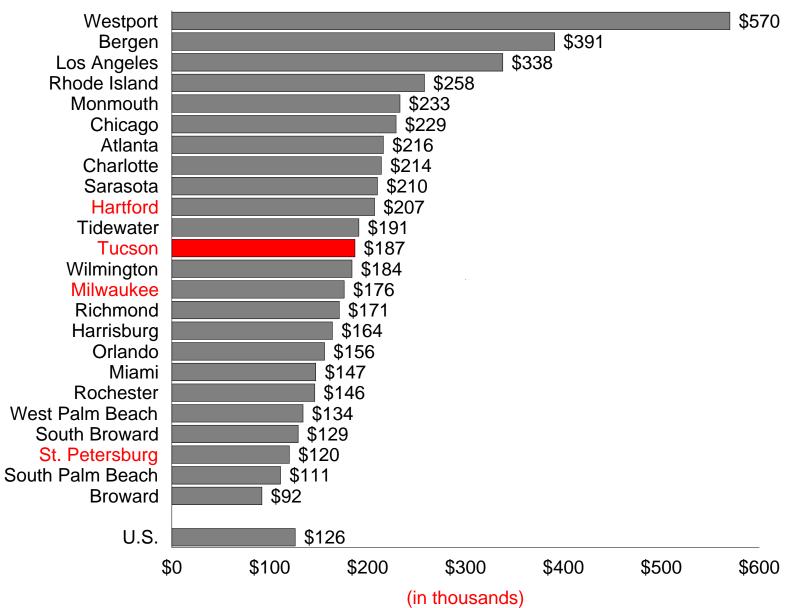
RETIRED



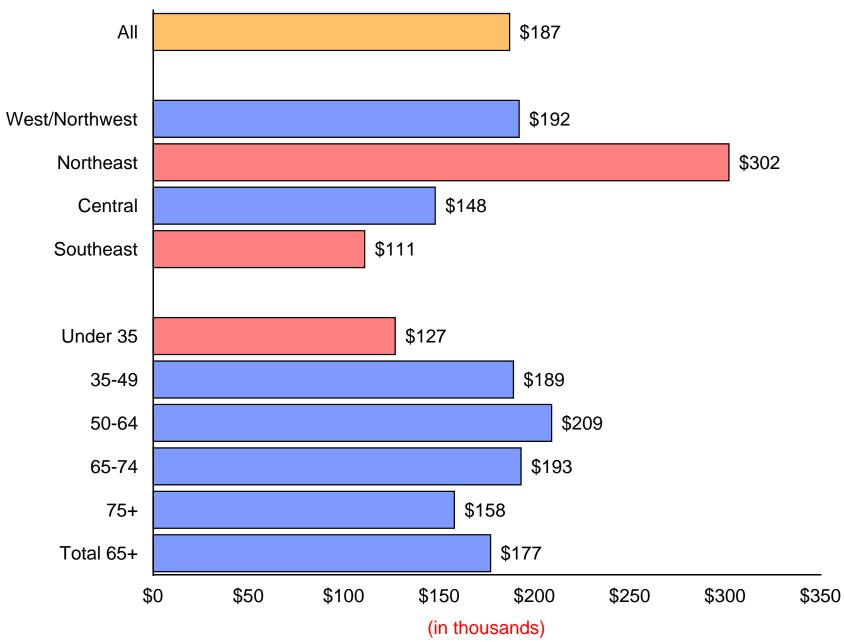


MEDIAN HOUSING VALUE

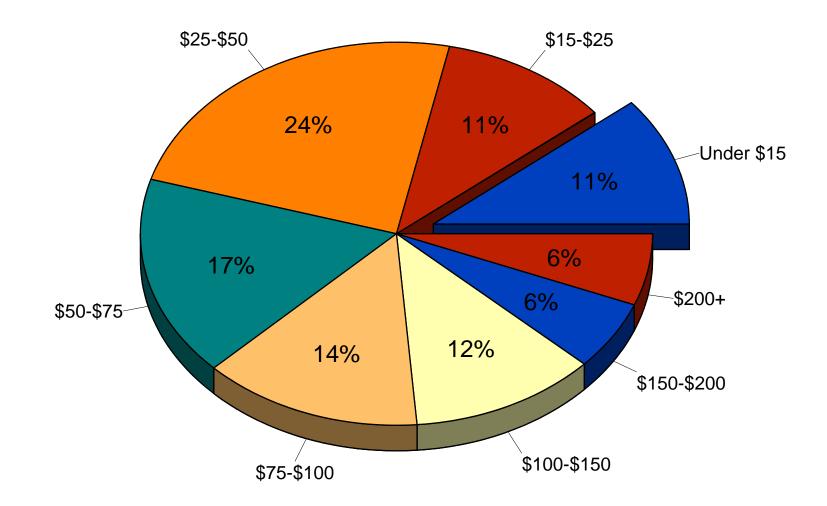
(In dollars adjusted for inflation)



MEDIAN HOUSING VALUE

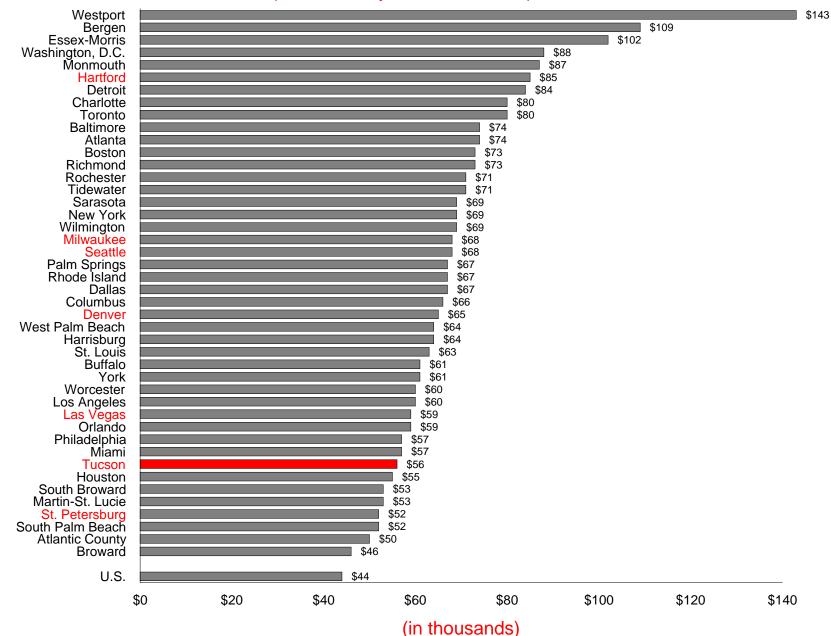


HOUSEHOLD INCOME (In thousands)

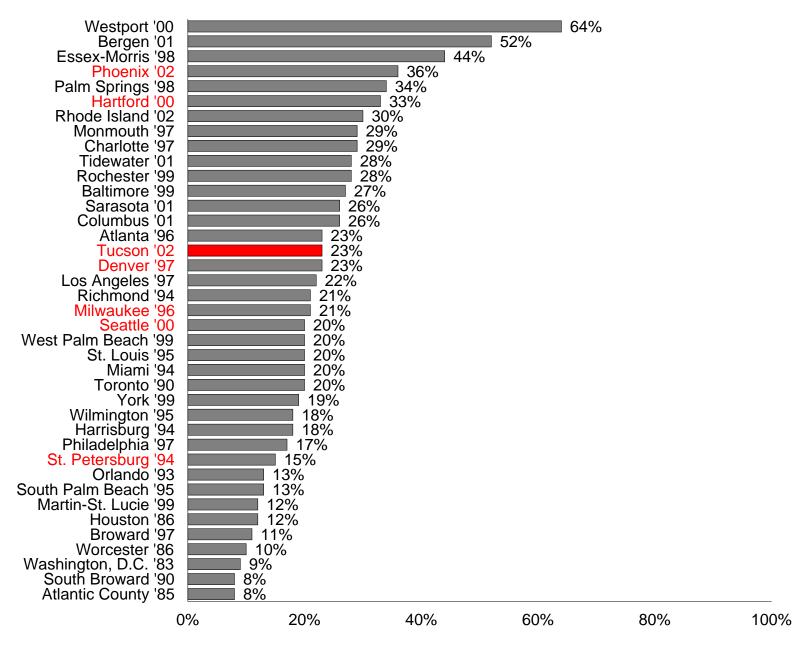


MEDIAN HOUSEHOLD INCOME

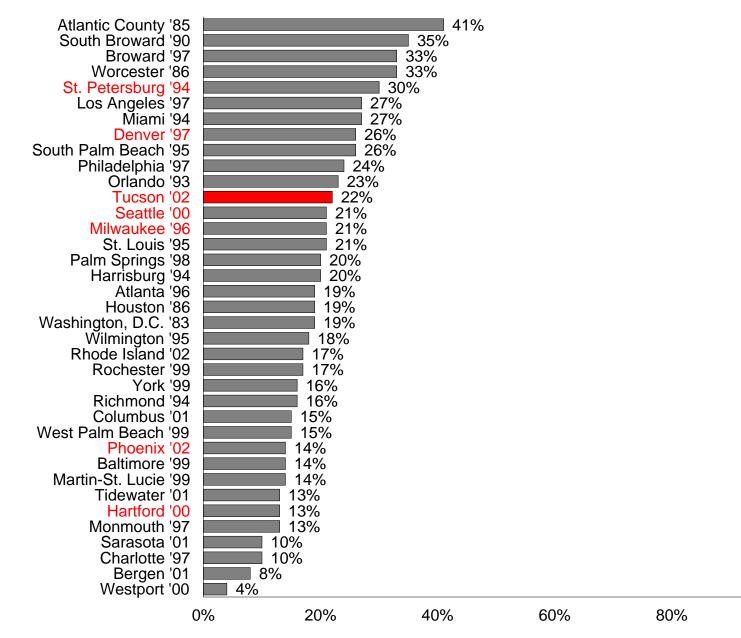
(In dollars adjusted for inflation)



EARN \$100,000 AND OVER

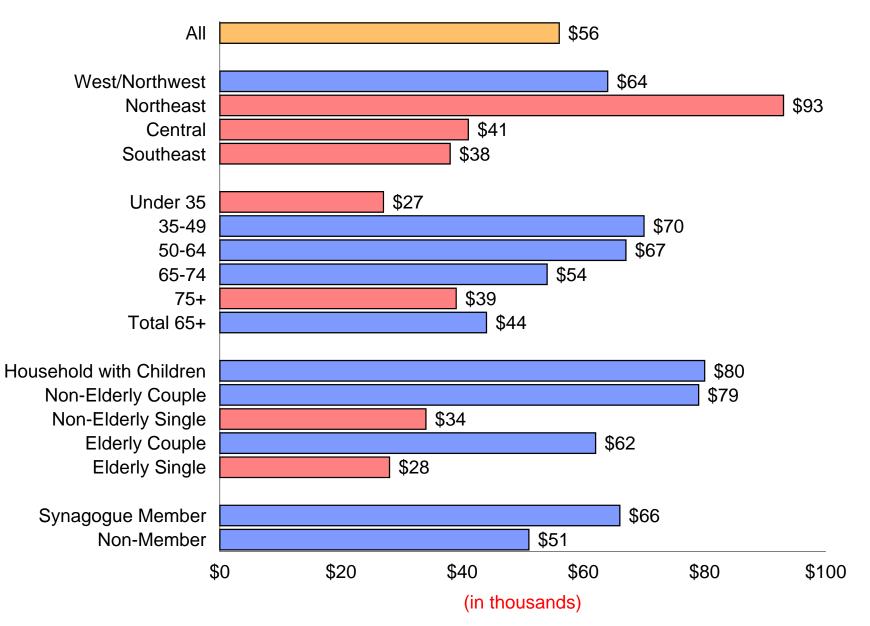


EARN UNDER \$25,000

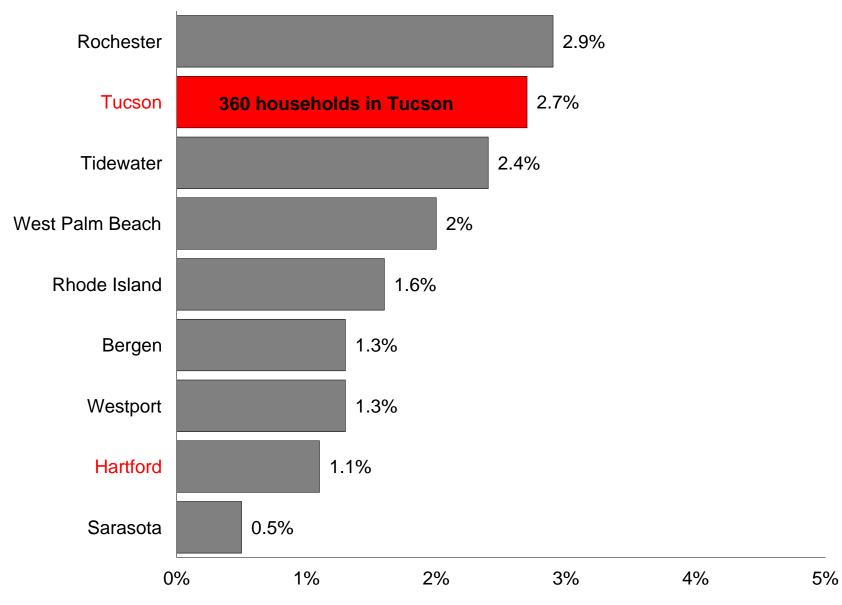


100%

MEDIAN HOUSEHOLD INCOME



HOUSEHOLDS LIVING BELOW THE POVERTY LEVEL



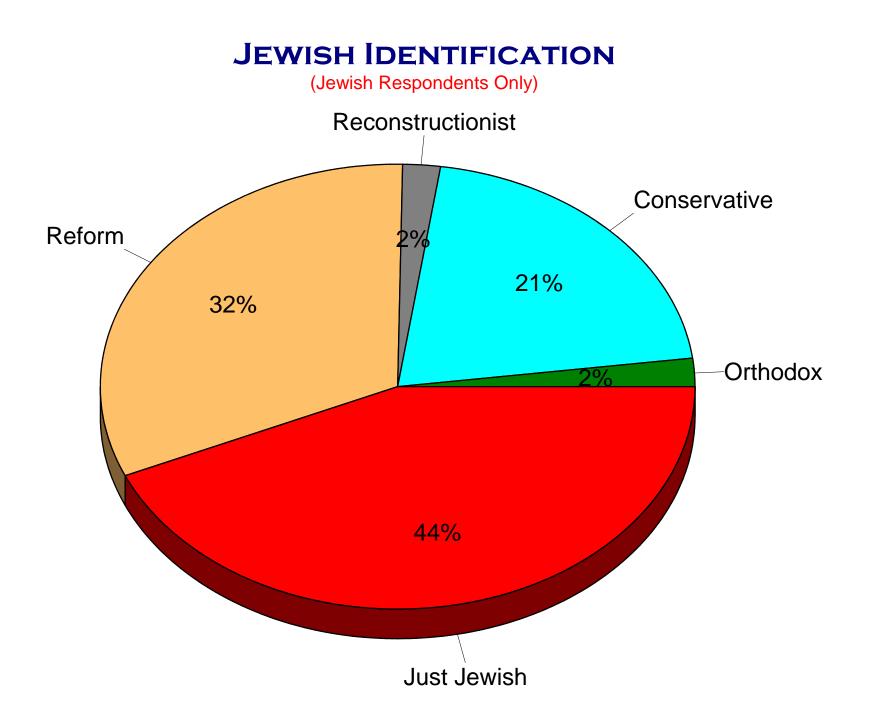
MAJOR THEMES OF THE STUDY

- 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





ORTHODOX IDENTIFICATION

Baltimore New York Bergen Cleveland Harrisburg Toronto Monmouth Miami Detroit Rhode Island Rochester Palm Springs Buffalo South Palm Beach Wilmington Worcester Atlantic County Columbus Seattle South Broward Houston Hartford Broward Los Angeles Philadelphia Richmond Dallas Phoenix Tidewater Essex-Morris Denver Atlanta Milwaukee Boston St. Petersburg SF Bay Area Washington, D.C. Tucson Sarasota Westport West Palm Beach Charlotte Orlando Martin-St. Lucie York	$ \begin{array}{c} 12\% \\ 10\% \\ 10\% \\ 10\% \\ 10\% \\ 9\% \\ 9\% \\ 9\% \\ 9\% \\ 6\% \\ 6\% \\ 6\% \\ 6\% \\ 6\% \\ 6\% \\ 6\% \\ 5\% \\ 5\% \\ 5\% \\ 5\% \\ 5\% \\ 5\% \\ 4\% \\ 4\% \\ 4\% \\ 4\% \\ 4\% \\ 4\% \\ 4\% \\ 4$	
()%	20%

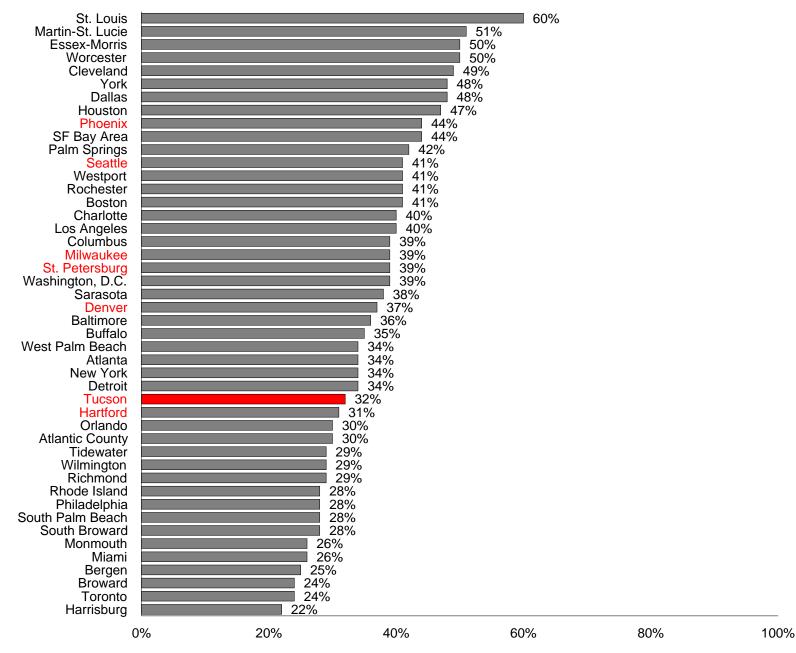
40%

60%

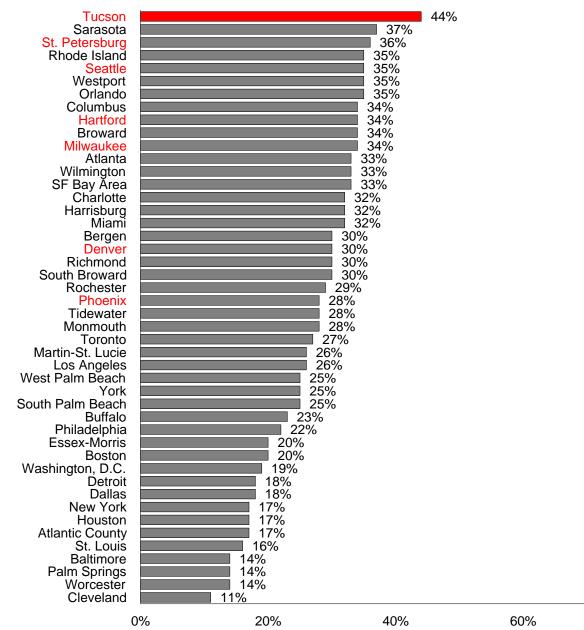
CONSERVATIVE IDENTIFICATION

Atlantic County Detroit South Palm Beach Tidewater West Palm Beach Philadelphia Toronto Broward Monmouth Richmond South Broward Washington, D.C. Miami Baltimore Boston Harrisburg Orlando New York Bergen Hartford Palm Springs Buffalo Dallas Rhode Island Houston Worcester Atlanta Cleveland Los Angeles Wilmington Essex-Morris Charlotte Phoenix Rochester York Milwaukee St. Petersburg Columbus Sarasota Westport Martin-St. Lucie Tucson St. Louis SF Bay Area Seattle Denver		44 39 38^{9} 38^{9} 38^{9} 38^{9} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 37^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 33^{6} 31^{6} 31^{6} 31^{6} 31^{6} 31^{6} 31^{6} 31^{6} 30^{6} 30^{6} 30^{6} 29^{6} 29^{6} 29^{6} 29^{6} 28^{6} 28^{6} 28^{6} 24^{6} 22^{6}			
0	% 209	% 40%	(60%	80%

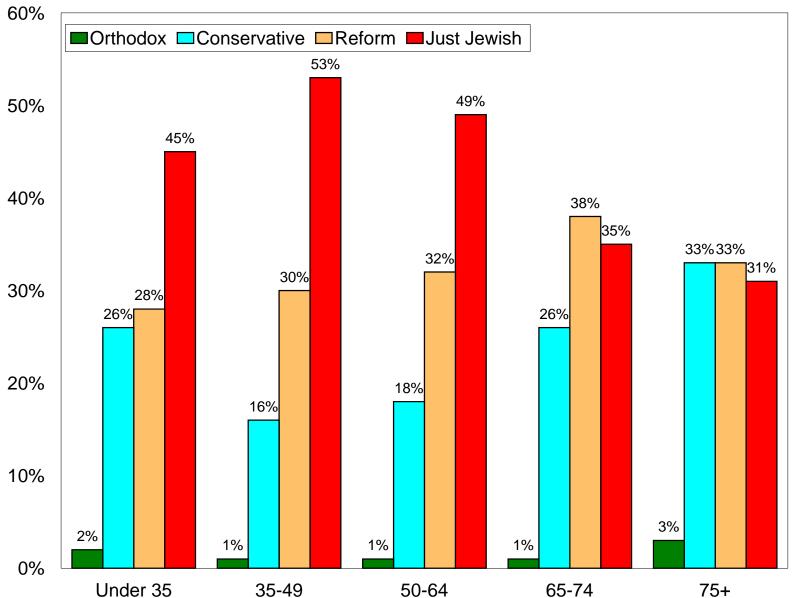
REFORM IDENTIFICATION



JUST JEWISH IDENTIFICATION

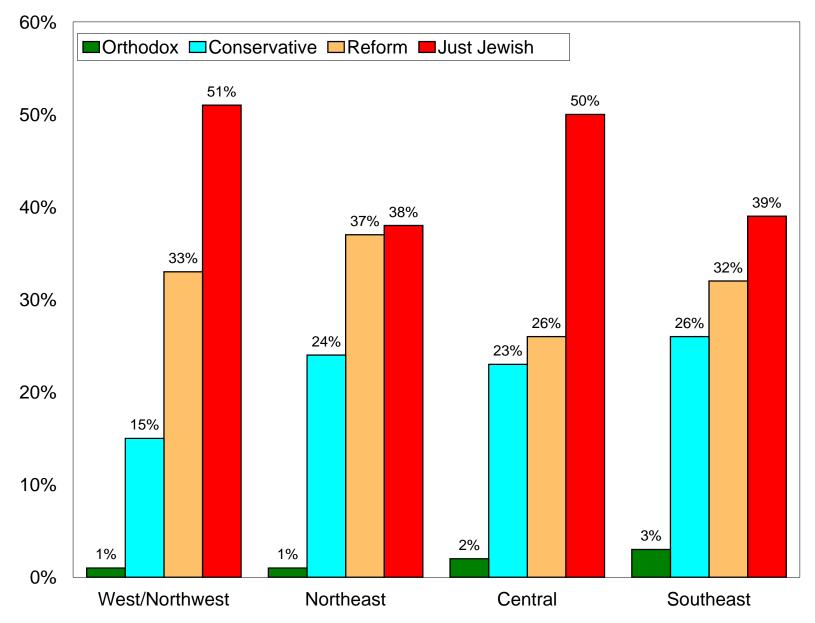


100%

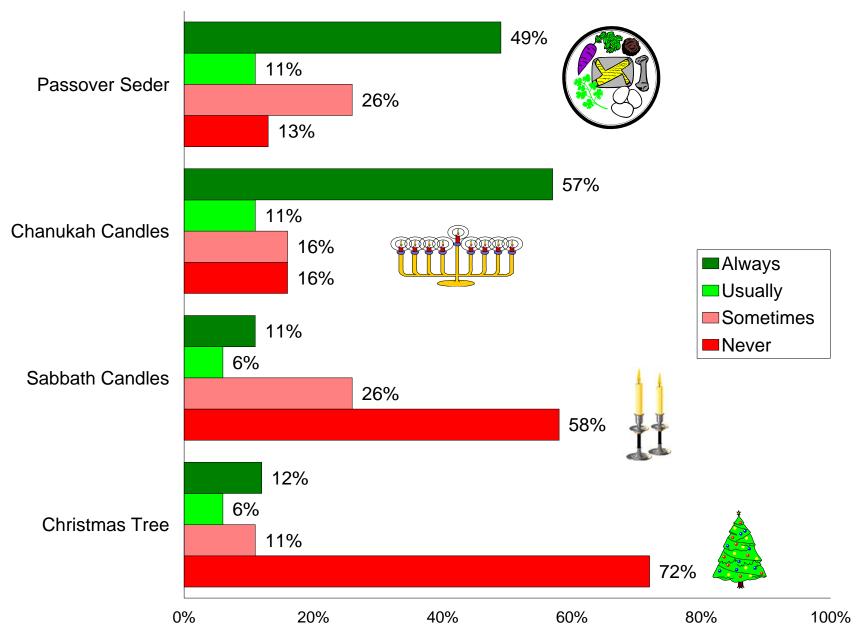


JEWISH IDENTIFICATION BY AGE OF RESPONDENT

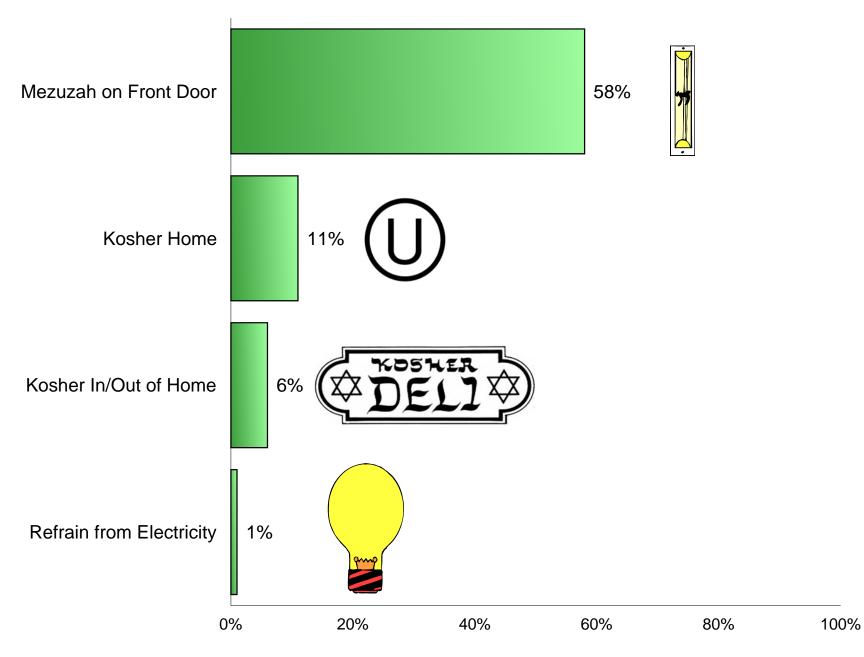
JEWISH IDENTIFICATION BY GEOGRAPHIC AREA



RELIGIOUS PRACTICES



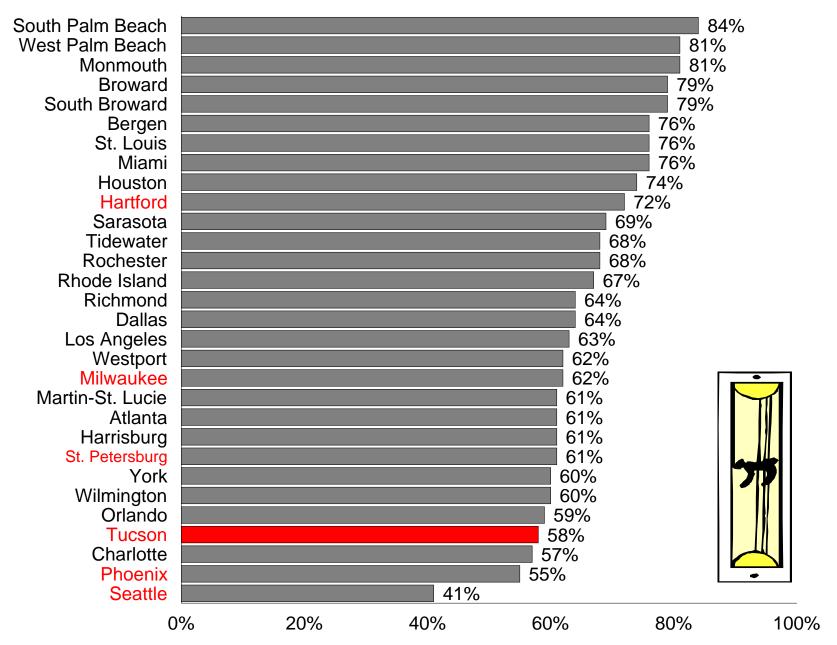
RELIGIOUS PRACTICES



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

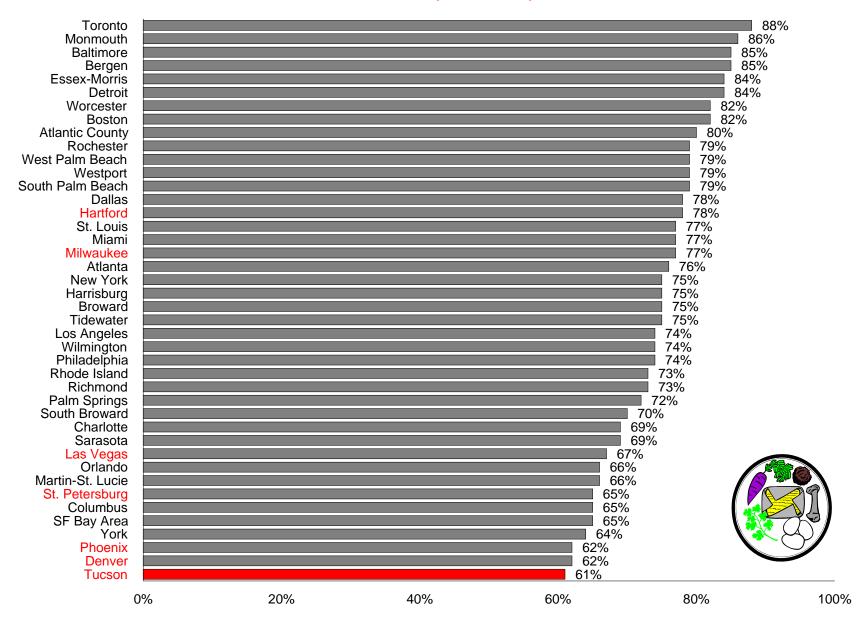
Monmouth					93	%
Bergen					91%	, 0
South Palm Beach					89%	
Rochester					88%	
Hartford					87%	
Westport					87%	
West Palm Beach					87%	
Tidewater					86%	
Atlanta					86%	
Harrisburg					86%	
Miami					86%	
Rhode Island					85%	
Broward					85%	
Wilmington					85%	
Milwaukee					84%	
South Broward					84%	
Los Angeles					83%	
New York					83%	
Richmond					82%	
Charlotte					81%	
Orlando					81%	
Sarasota					78%	
Tucson					77%	
York					77%	
St. Petersburg					76%	
0	%	20%	40%	60%	80% 1	00%

MEZUZAH ON FRONT DOOR



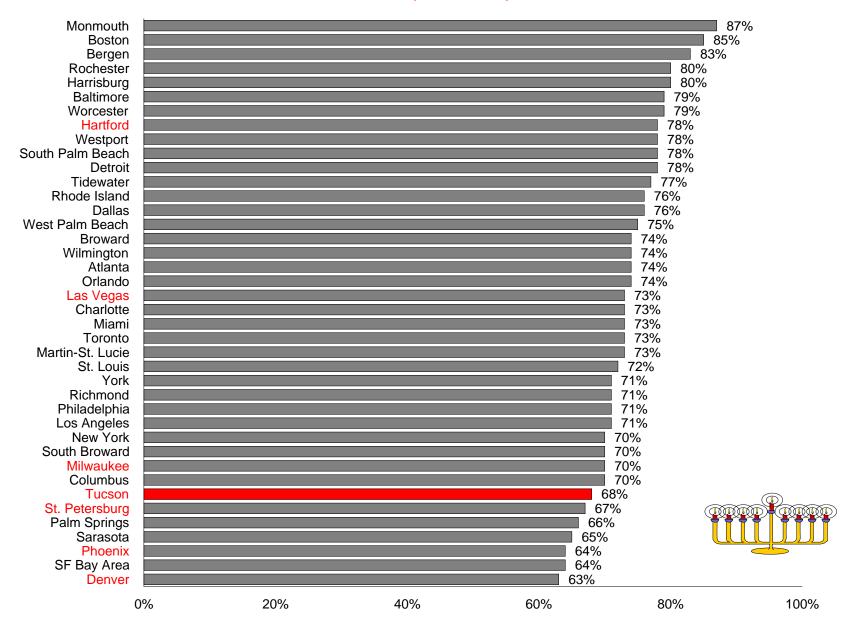
PARTICIPATE IN PASSOVER SEDER

Always + Usually



LIGHT CHANUKAH CANDLES

Always + Usually



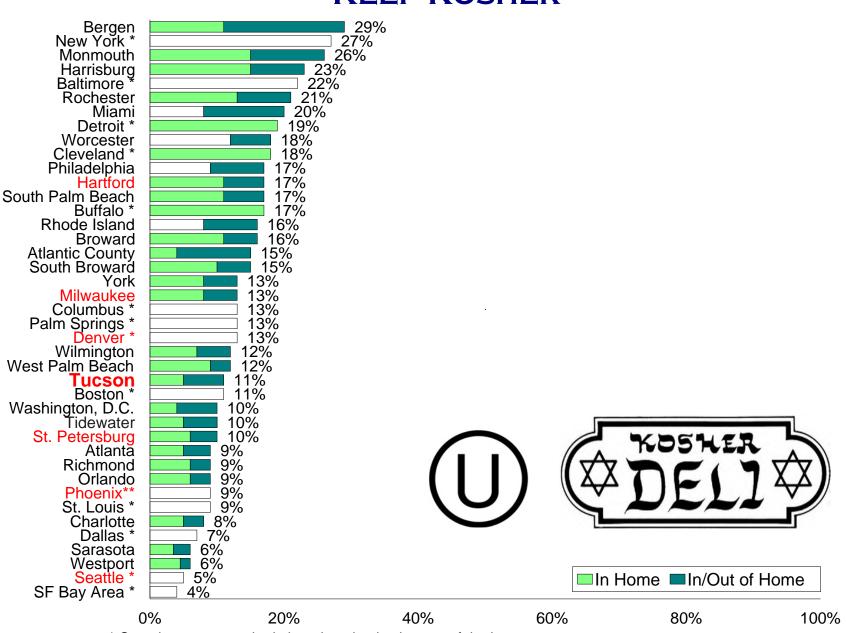
LIGHT SABBATH CANDLES

Always + Usually

Toronto Baltimore Detroit Bergen Essex-Morris Worcester Miami Atlantic County Rochester Harrisburg Denver Los Angeles Hartford Monmouth New York St. Louis South Broward Dallas Milwaukee South Palm Beach Columbus Boston Tidewater Rhode Island Broward Washington, D.C. St. Petersburg Atlanta Las Vegas Palm Springs Philadelphia Richmond Wilmington York West Palm Beach Sarasota Tucson Westport Phoenix Charlotte Orlando SF Bay Area		36% 32% 32% 32% 32% 29% 21% 1				
Martin-St. Lucie	0%	⁷⁰ 20% 40%	%	60%	80%	10

100%

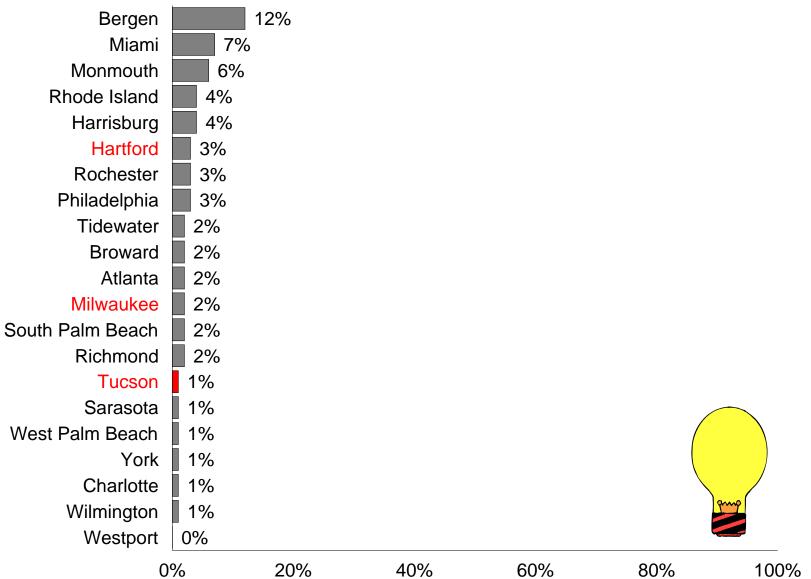
KEEP KOSHER



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

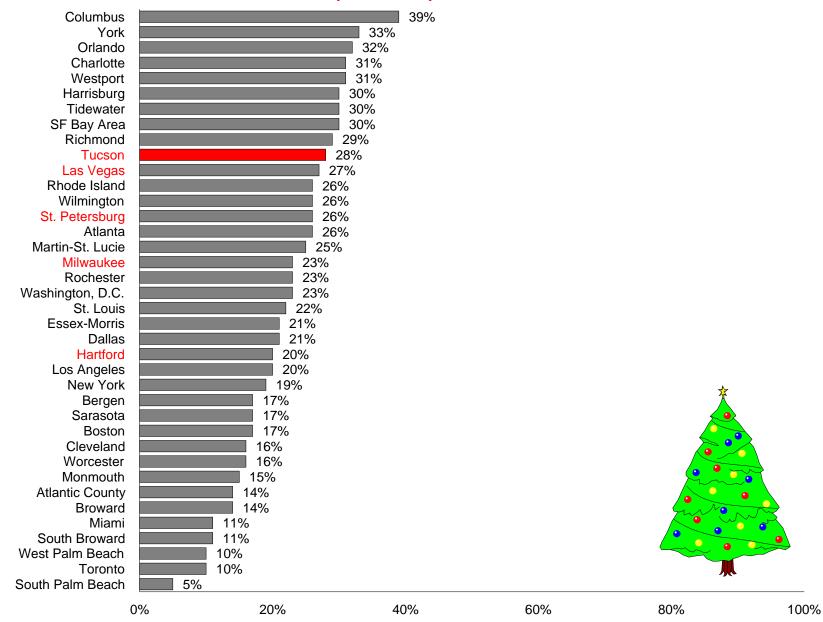
REFRAIN FROM USING ELECTRICITY ON THE SABBATH

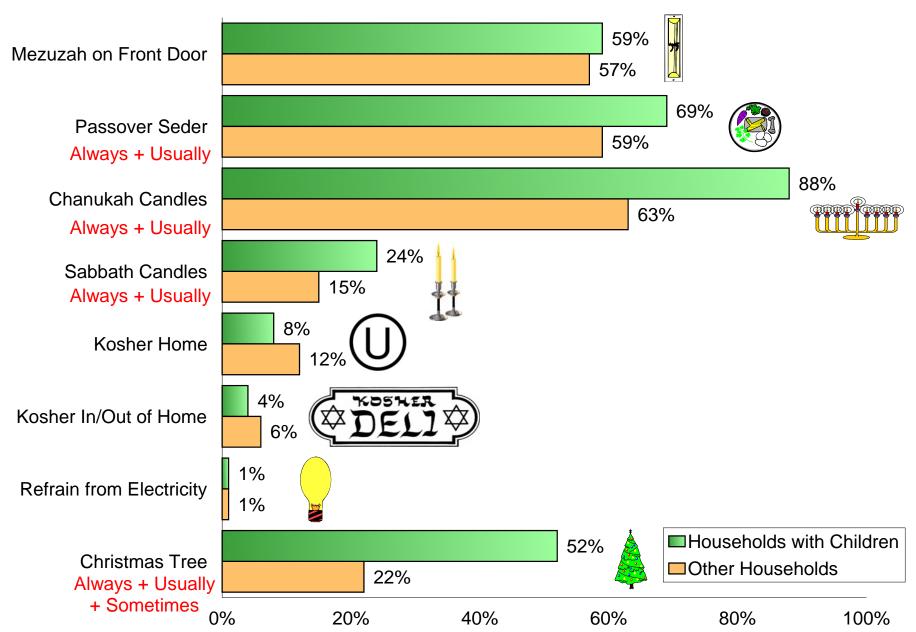
(Respondents Only)



HAVE A CHRISTMAS TREE

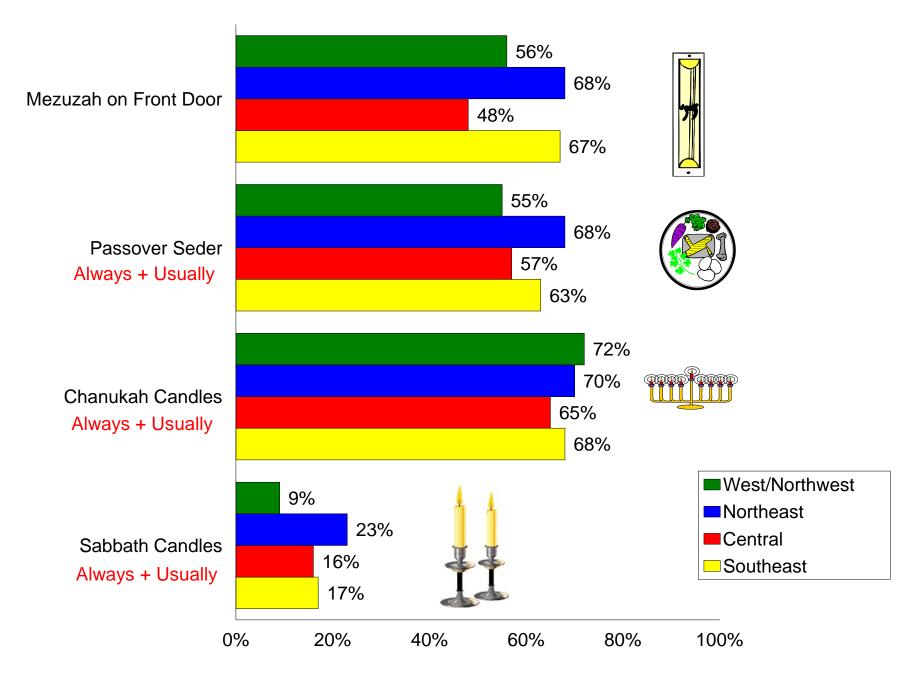
Always + Usually + Sometimes



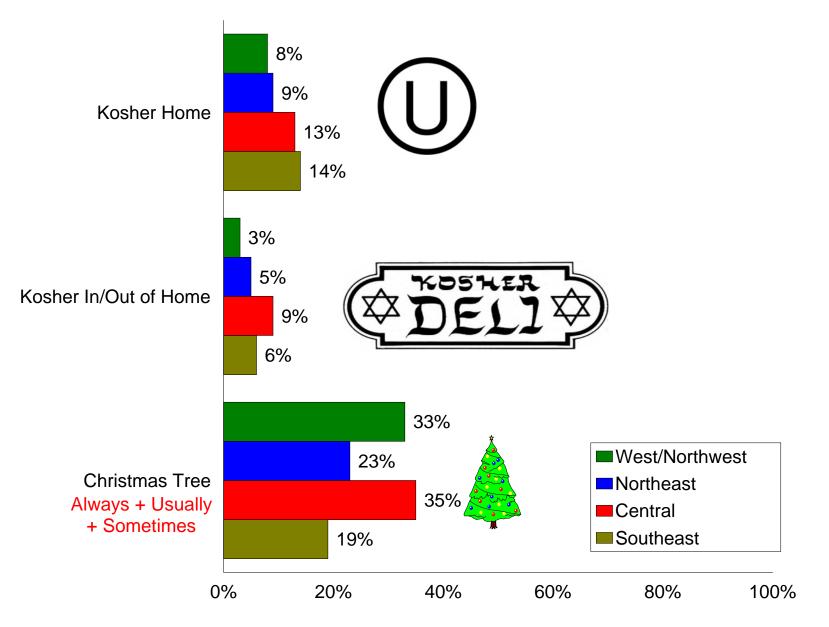


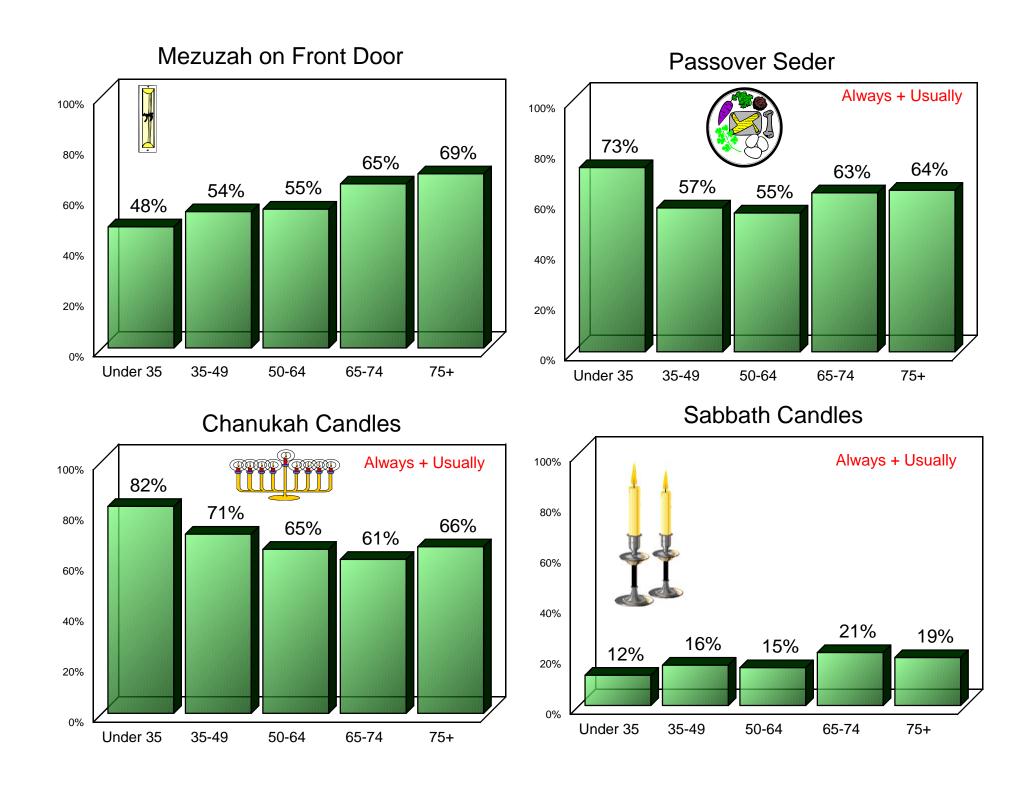
RELIGIOUS PRACTICES IN HOUSEHOLDS WITH CHILDREN

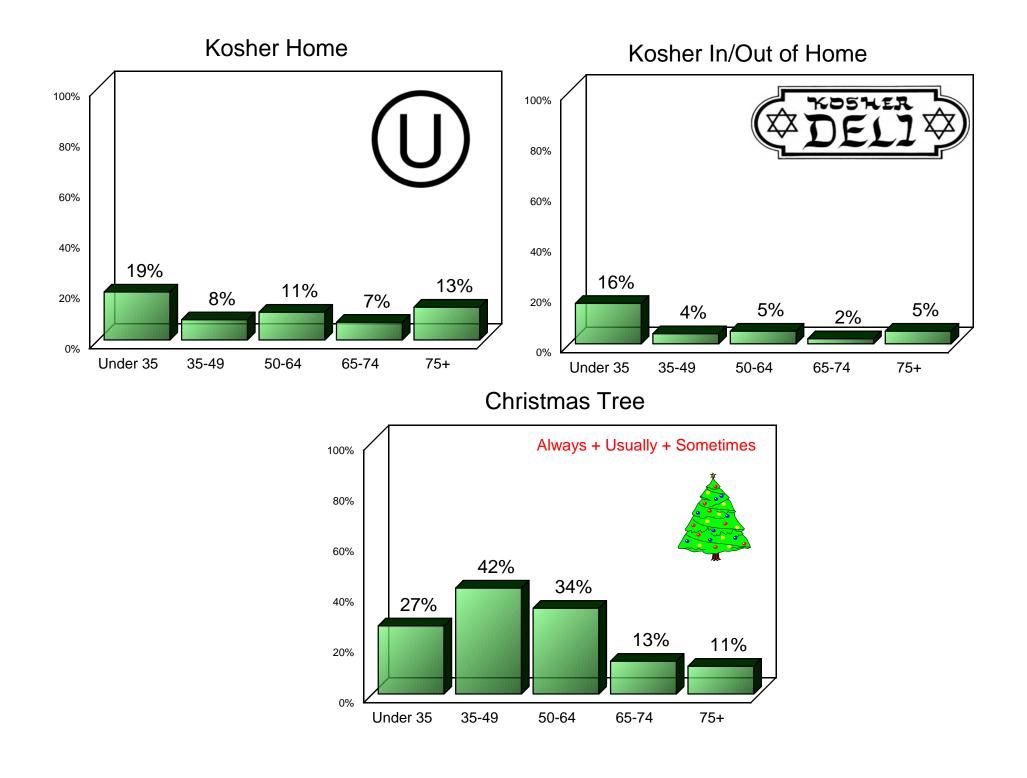
RELIGIOUS PRACTICES BY GEOGRAPHIC ÅREA

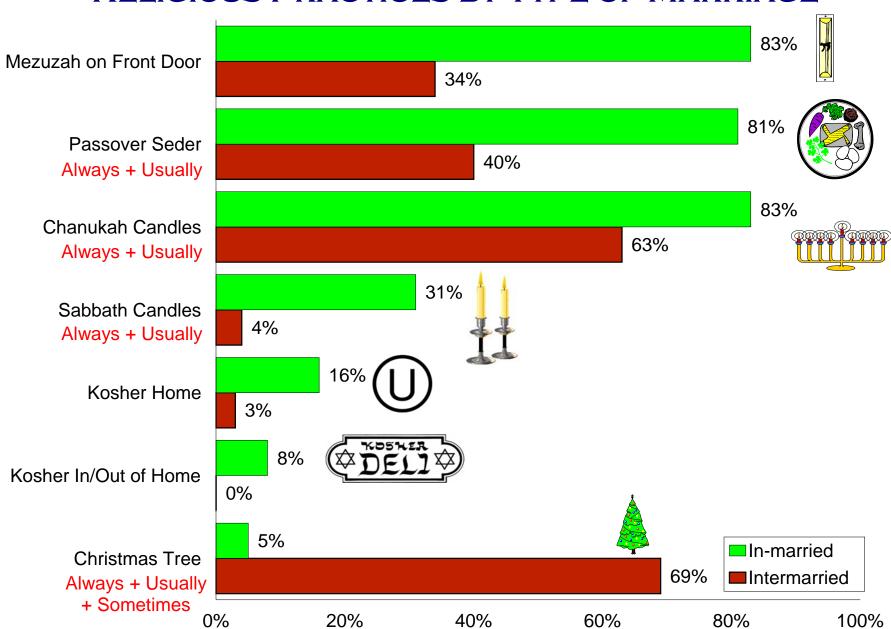


RELIGIOUS PRACTICES BY GEOGRAPHIC AREA

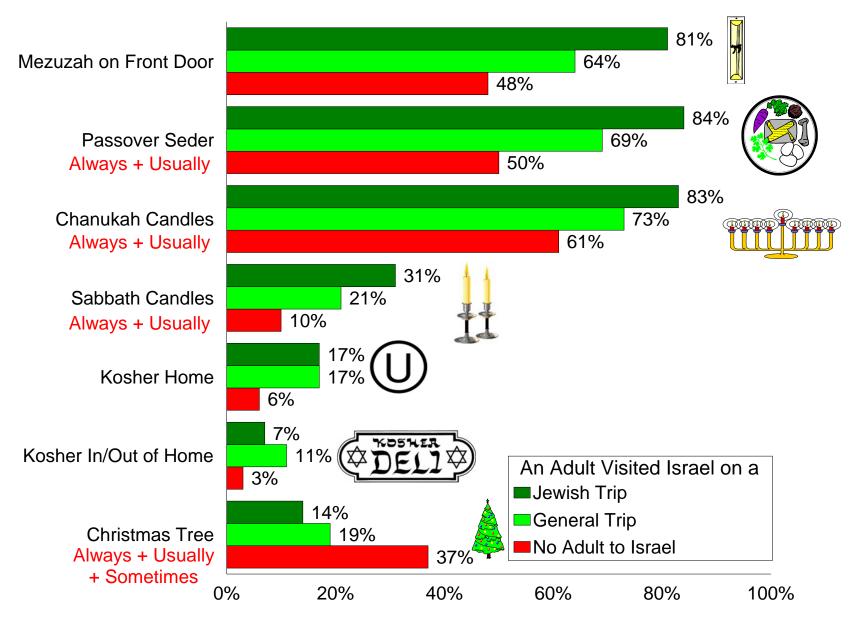




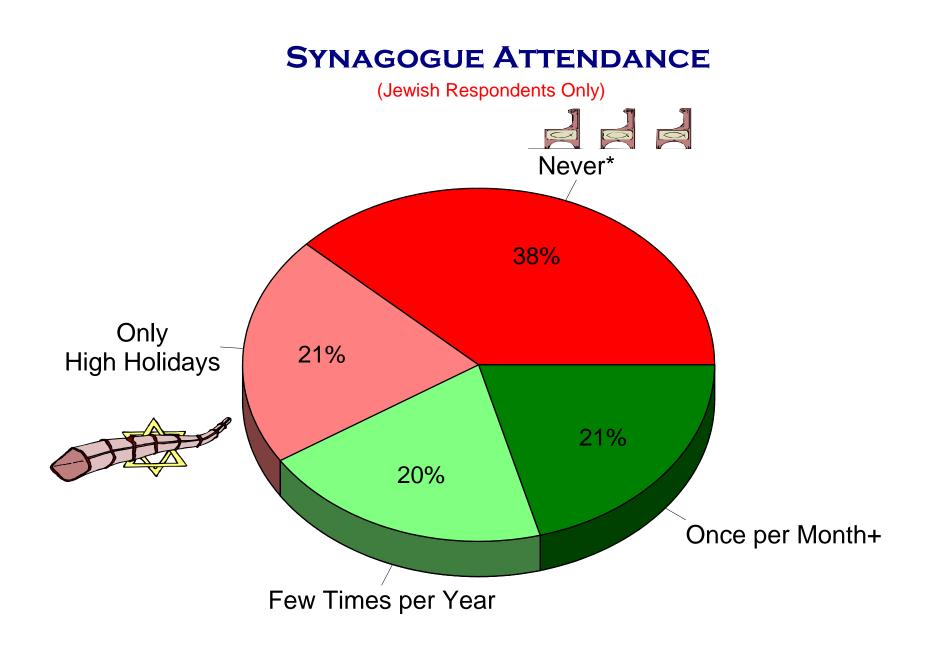




RELIGIOUS PRACTICES BY TYPE OF MARRIAGE



RELIGIOUS PRACTICES BY TRIPS TO ISRAEL



*or only weddings/b'nai mitzvah

NEVER ATTEND SERVICES

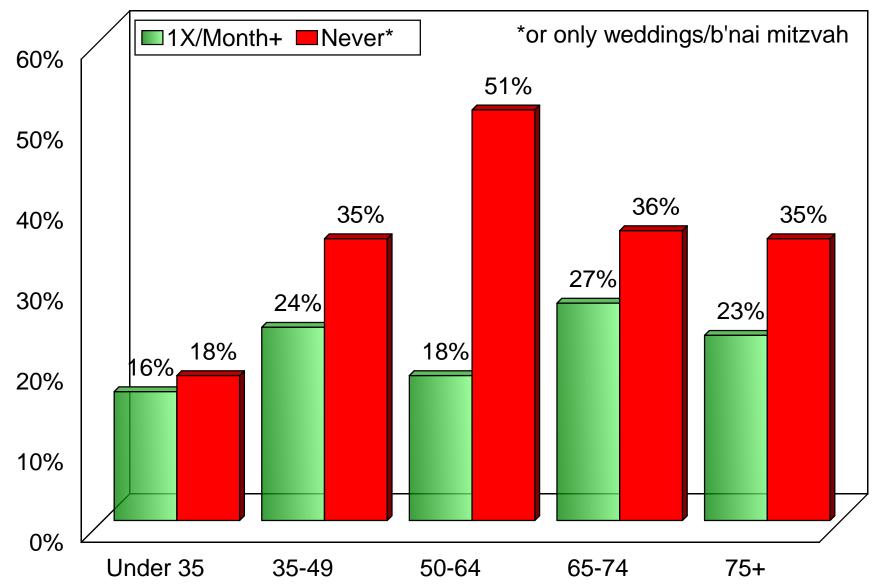
(except weddings/b'nai mitzvah)

Martin-St. Lucie Tucson Columbus Orlando Palm Springs Sarasota Broward Denver St. Petersburg Washington, D.C. Detroit Westport West Palm Beach Los Angeles Wilmington Rhode Island York Essex-Morris Las Vegas Hartford Harrisburg Milwaukee Charlotte Richmond Atlantic County Rochester South Palm Beach Miami Bergen Monmouth Atlanta Cleveland Toronto Tidewater New York South Broward Chicago Baltimore Worcester Dallas St. Louis	1	33 329 31% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29% 28% 28% 27% 26% 25% 24% 23% 23% 23% 23% 23% 21% 19% 19% 19% 19% 16% 5% % </th <th>6 6 6 6</th> <th></th> <th></th> <th></th>	6 6 6 6			
)%	20%	40%	60%	80%	100%

ATTEND SERVICES ONCE PER MONTH OR MORE

Worcester Cleveland St. Louis Dallas Baltimore Las Vegas Harrisburg Bergen Tidewater St. Petersburg Martin-St. Lucie Buffalo Hartford New York Rochester Chicago Detroit York Charlotte Milwaukee Los Angeles Sarasota Denver Monmouth Columbus Westport Toronto Richmond Atlantic County South Palm Beach Miami Rhode Island Wilmington Orlando Tucson Washington, D.C. Palm Springs South Broward Atlanta West Palm Beach		319 30% 30% 29% 29% 29% 29% 29% 28% 28% 28% 28% 28% 26% 26% 26% 26% 25% 22% 21% 20% 19% 19% 18% 17%	1
O	9%	20%	40%

SYNAGOGUE ATTENDANCE BY AGE



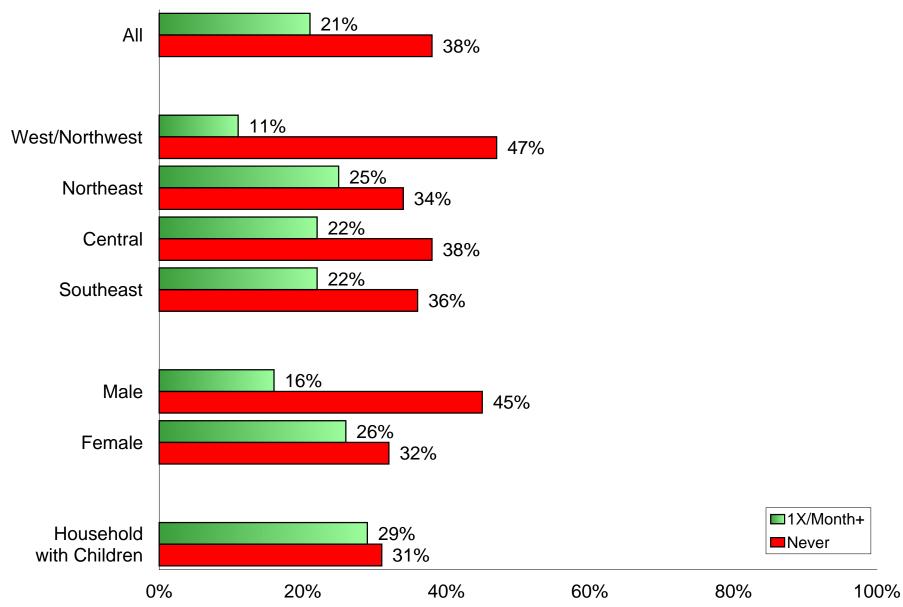
ATTEND SERVICES ONCE PER MONTH OR MORE UNDER AGE 35

Bergen			35%		
St. Petersburg		25%	0070		
Miami		24%			
Rhode Island		23%			
York		23%			
Rochester		22%			
South Palm Beach		20%			
Monmouth		19%			
Harrisburg		18%			
Tucson		16%			
Tidewater		16%			
Hartford		16%			
Westport		16%			
West Palm Beach		16%			
Broward		16%			
Charlotte		15%			
Milwaukee		15%			
Wilmington		15%			
Atlanta		13%			
Richmond		12%			
Orlando		12%			
0)%	20%	40%	60%	80%

ATTEND SERVICES ONCE PER MONTH OR MORE AGE 50-64

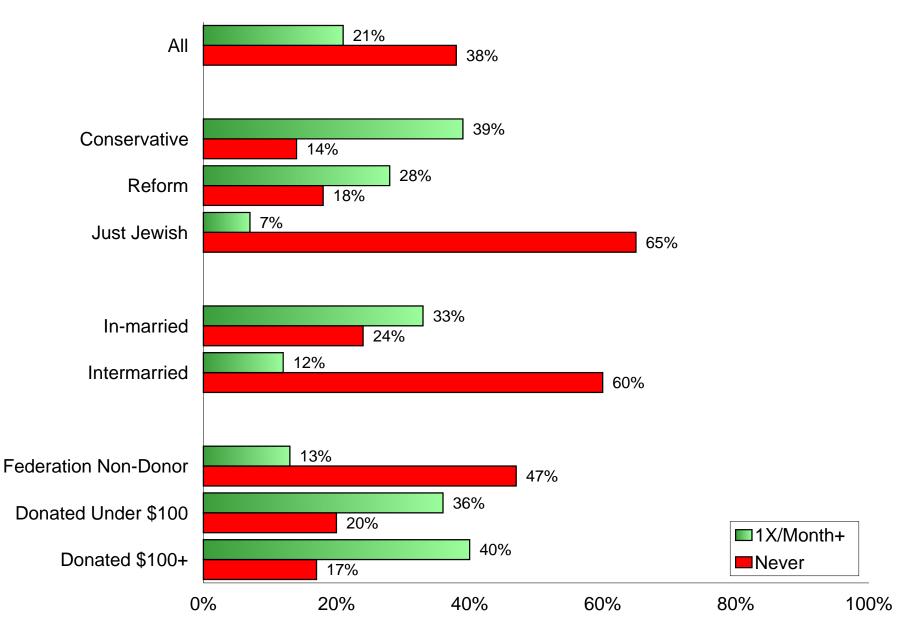
80%

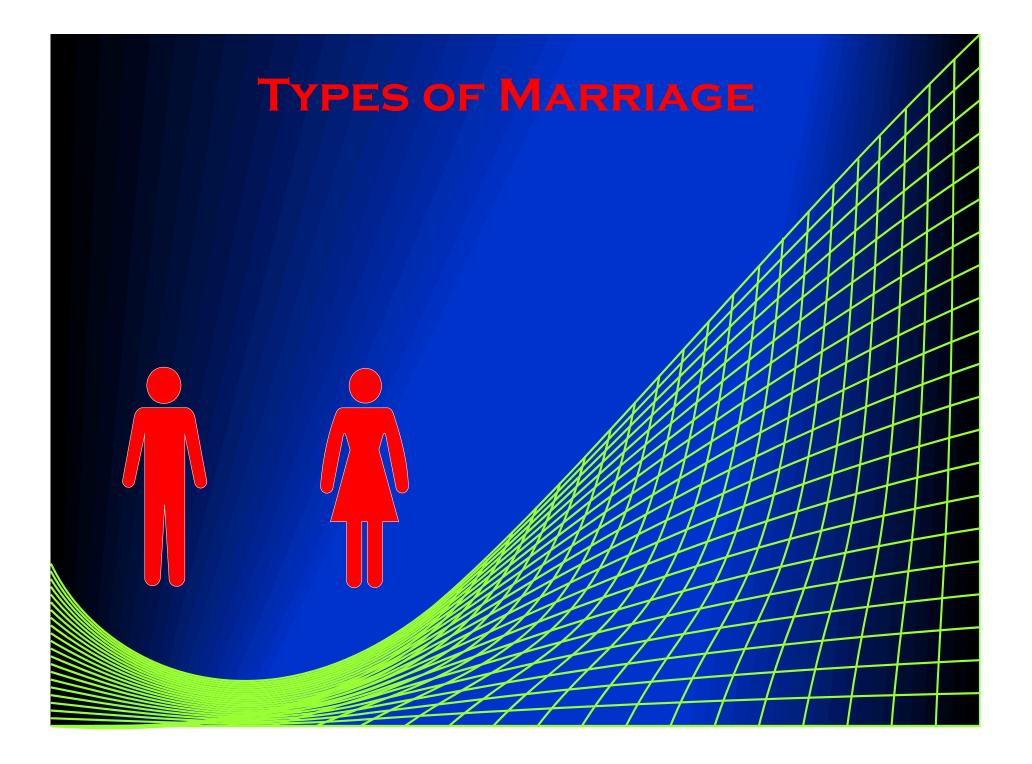
Harrisburg			35%		
Richmond		29%			
Rochester		23 %			
Hartford		26%			
Charlotte		26%			
Sarasota		25%			
Tidewater		25%			
York		24%			
Atlanta		24%			
St. Petersburg		24%			
Bergen		23%			
Milwaukee		22%			
Westport		21%			
Wilmington		21%			
Monmouth		20%			
South Palm Beach		20%			
Miami		20%			
Rhode Island	18%				
Tucson	18%				
West Palm Beach	18%				
Broward	15%				
Orlando	12%				
0	9% 20)%	40%	60%	

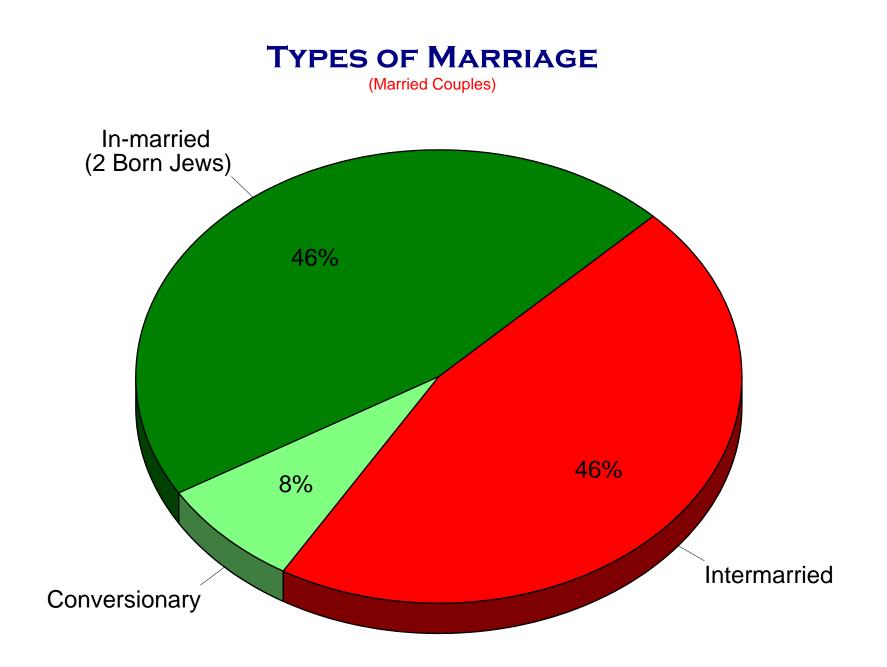


SYNAGOGUE ATTENDANCE PATTERNS

SYNAGOGUE ATTENDANCE PATTERNS

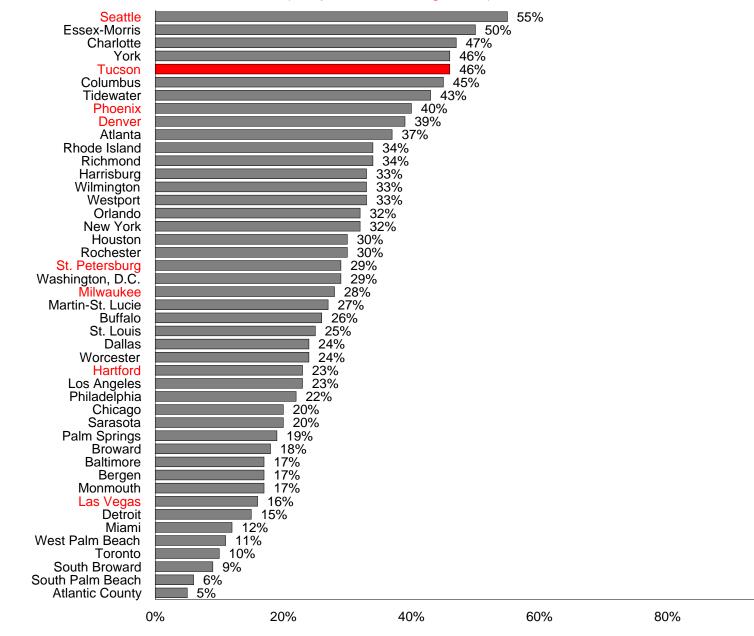






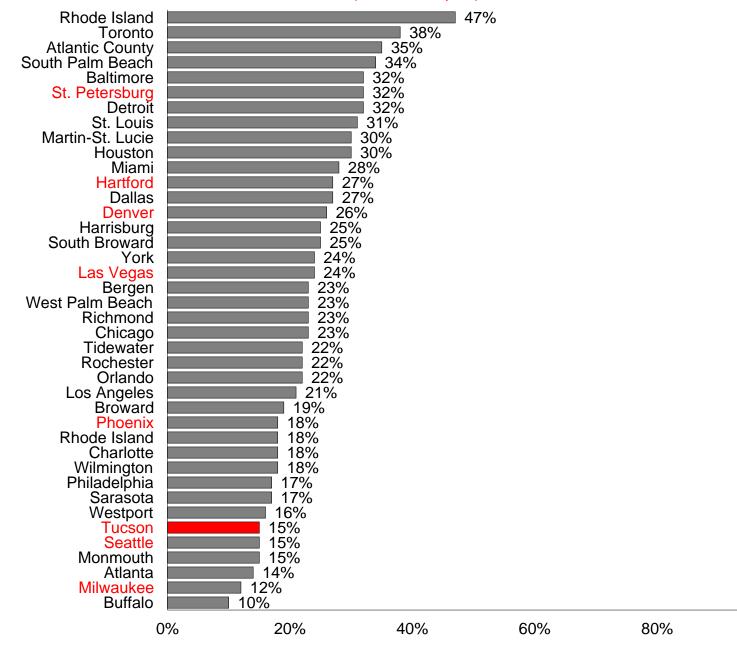
INTERMARRIAGE

(Couples Intermarriage Rate)

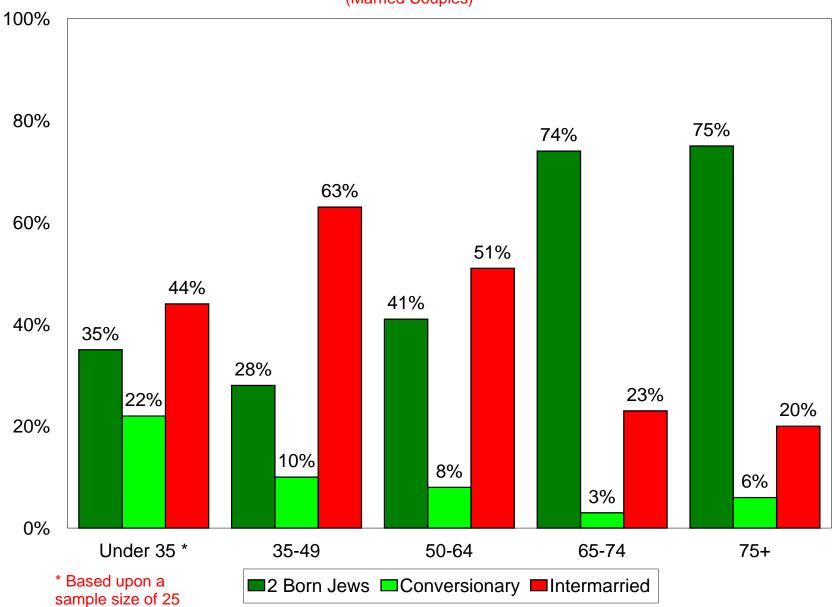


COUPLES CONVERSION RATE

(Married Couples)



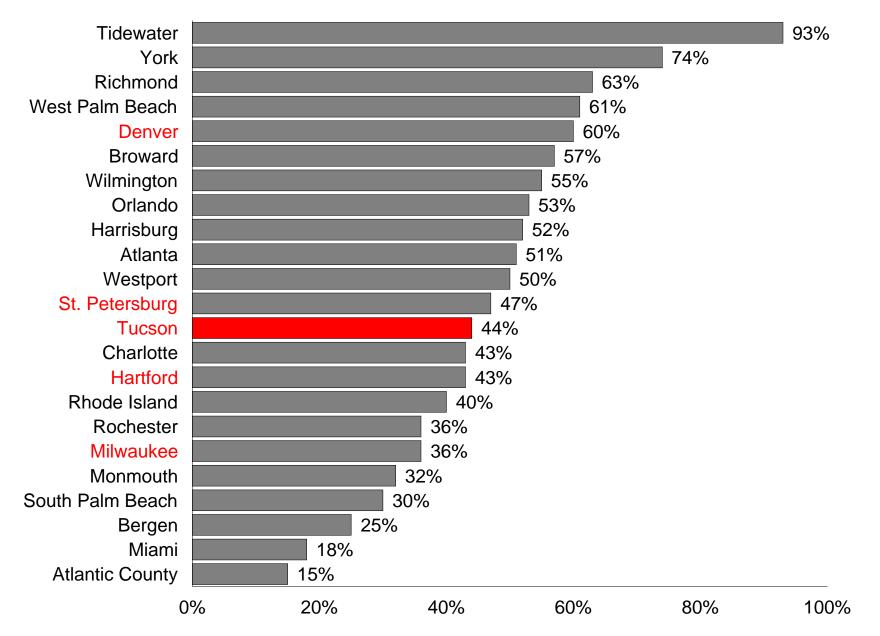
TYPES OF MARRIAGE BY AGE

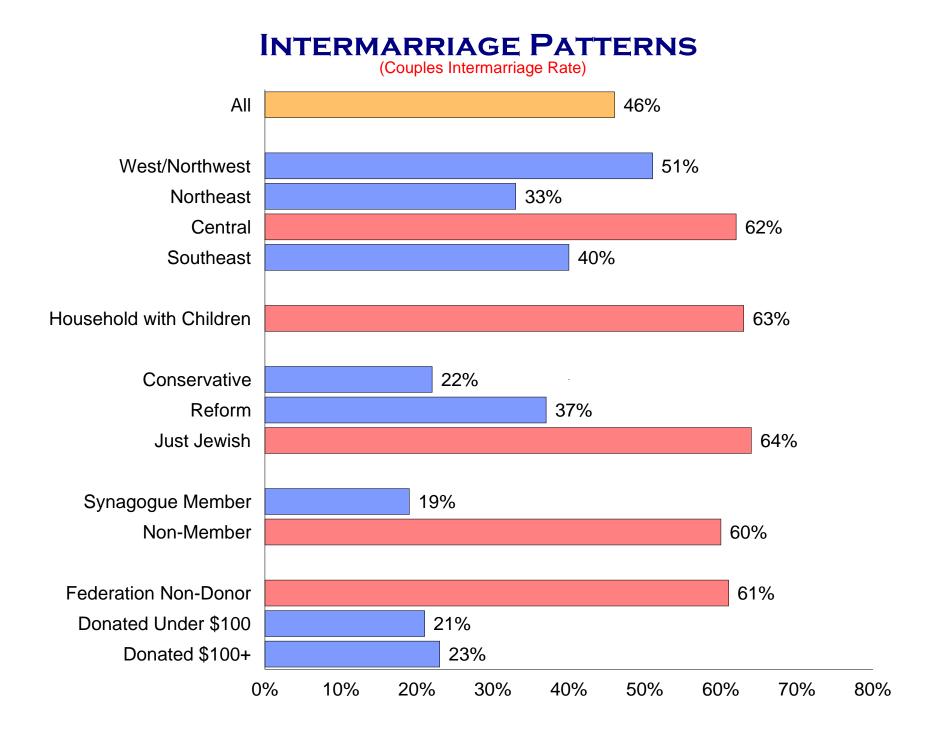


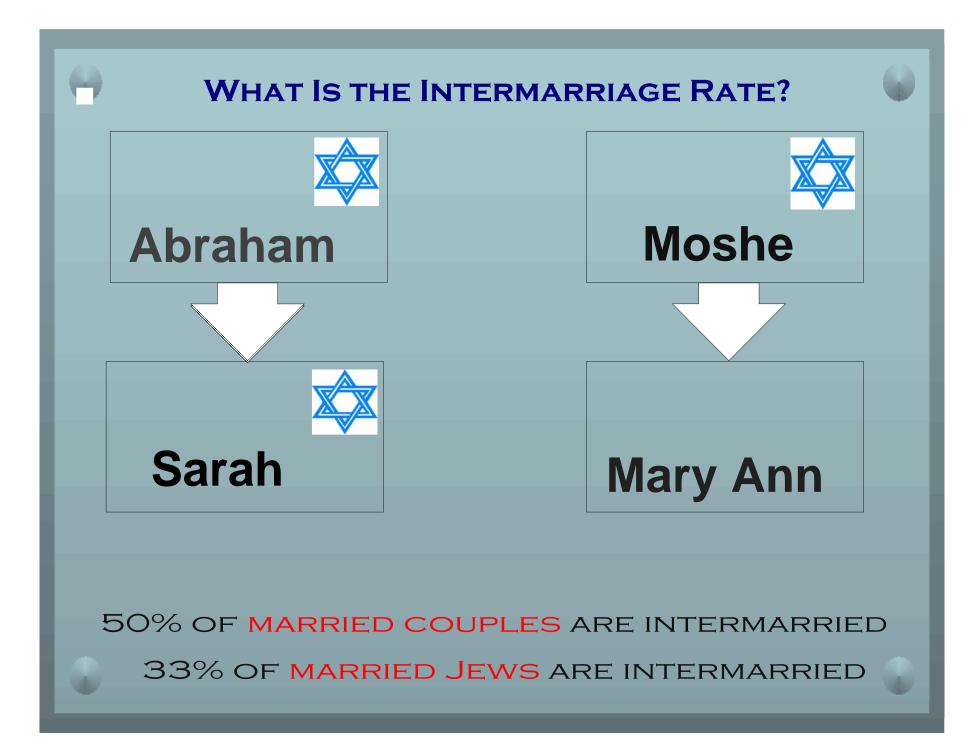
(Married Couples)

INTERMARRIAGE UNDER AGE 35

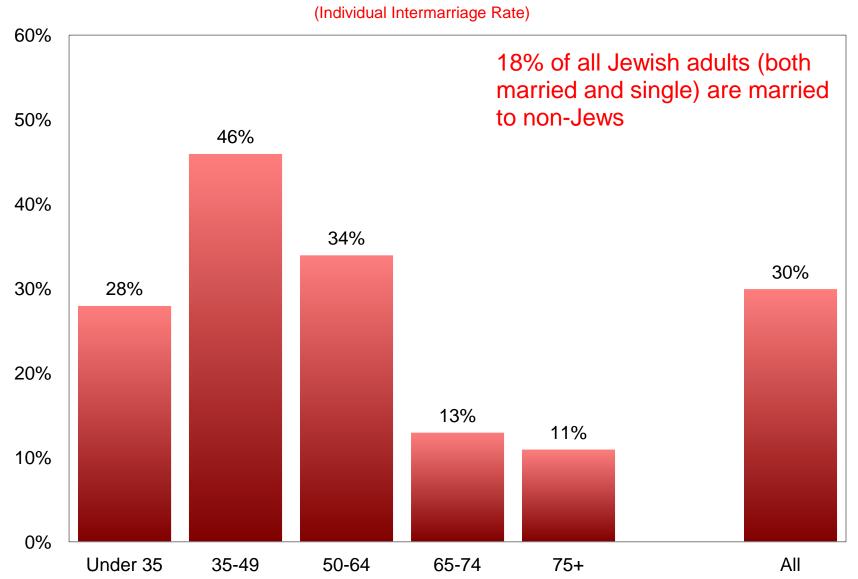
(Couples Intermarriage Rate)





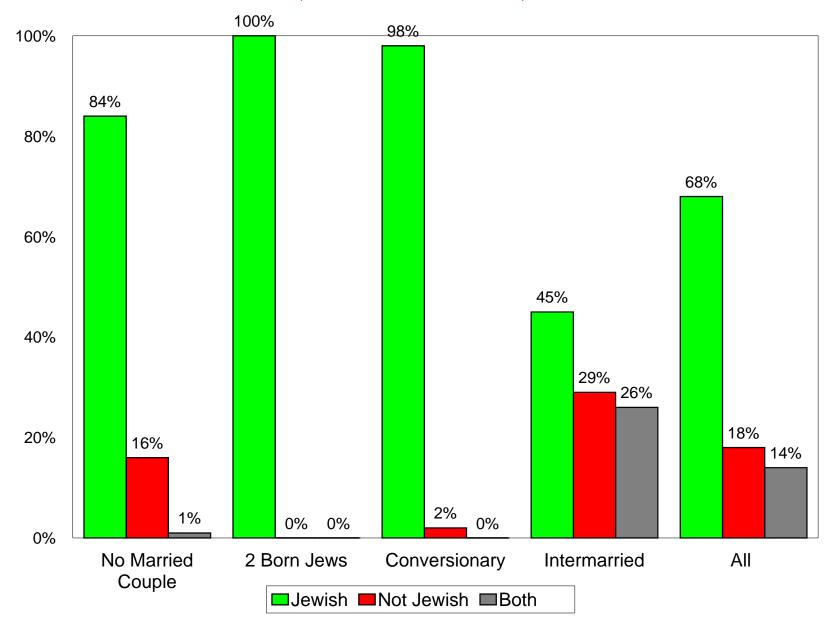


PERCENTAGE OF MARRIED JEWISH PERSONS WHO ARE MARRIED TO NON-JEWS



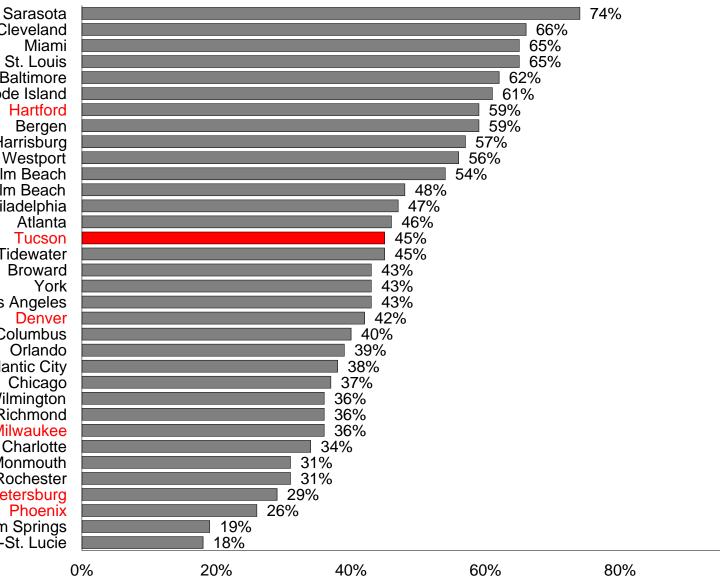
RELIGION OF CHILDREN BY TYPE OF MARRIAGE OF PARENTS

(Children in Jewish Households)

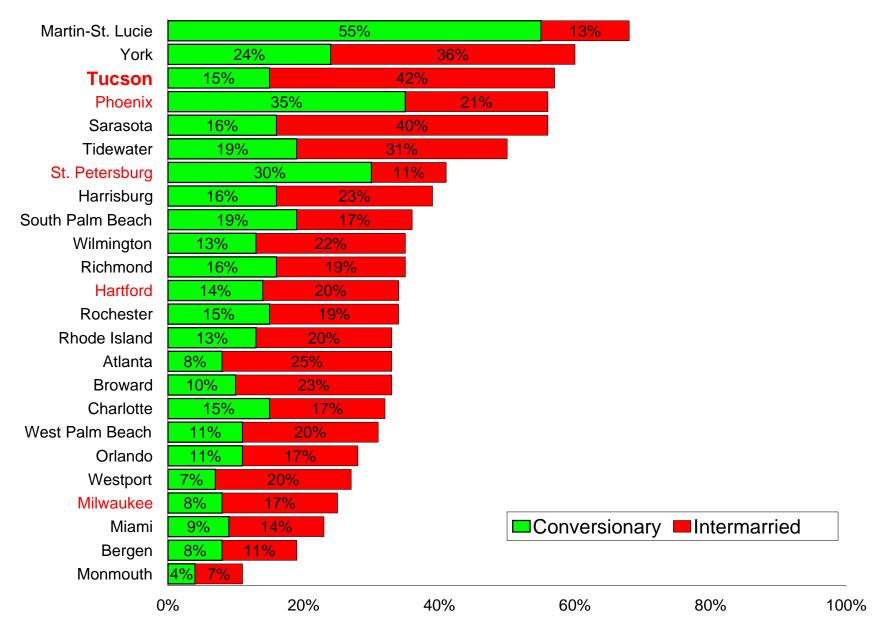


CHILDREN BEING RAISED JEWISH IN INTERMARRIED HOUSEHOLDS

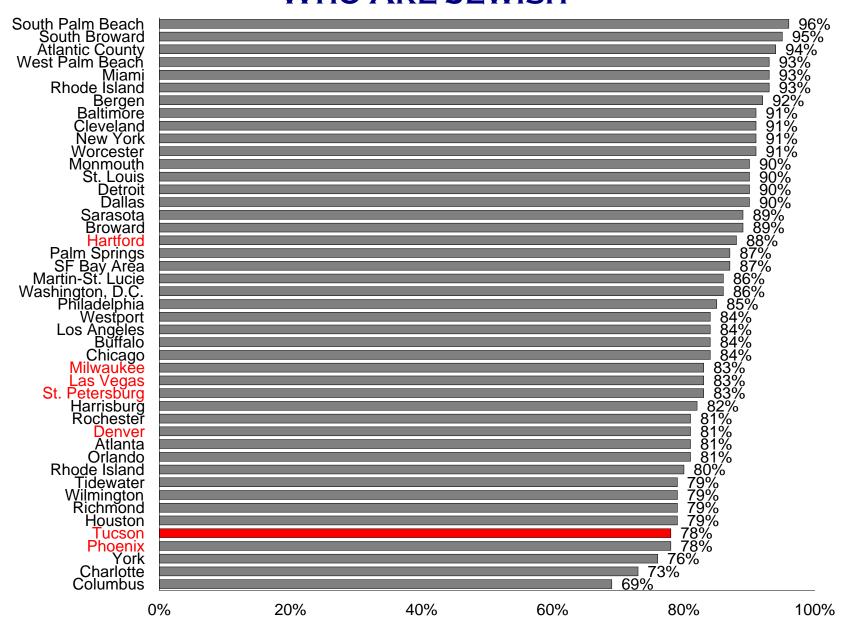
Cleveland Miami St. Louis **Baltimore** Rhode Island Hartford Bergen Harrisburg Westport South Palm Beach West Palm Beach Philadelphia Atlanta Tucson Tidewater Broward York Los Angeles Denver Columbus Orlando Atlantic Citv Chicago Wilmington Richmond Milwaukee Charlotte Monmouth Rochester St. Petersburg Phoenix Palm Springs Martin-St. Lucie



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



PERSONS IN JEWISH HOUSEHOLDS WHO ARE JEWISH

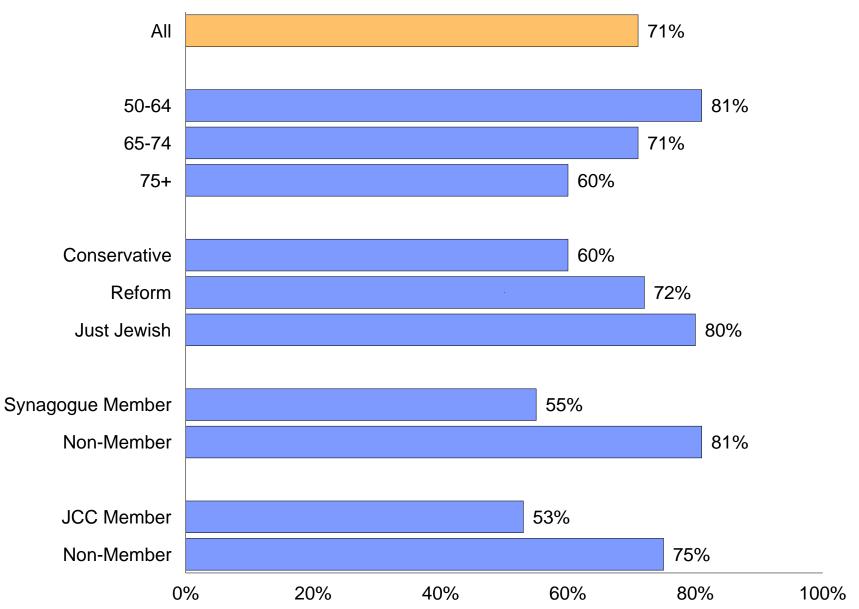


JEWS WHO ARE JEWS-BY-CHOICE

York 9.7% Harrisburg 6.4% Martin-St. Lucie 6.0% Charlotte 5.9% Tidewater 5.8% St. Petersburg 5.4% 5.3% Richmond 4.3% Tucson Rochester 4.1% 4.1% Orlando Atlanta 3.6% Los Angeles 3.3% Hartford 3.1% Wilmington 2.8% 2.7% Westport 2.6% Bergen Sarasota 2.3% 2.3% Milwaukee 2.3% Miami Rhode Island 1.8% West Palm Beach 1.7% South Palm Beach 1.5% Broward 1.4% Monmouth 1.4% 20.0% 40.0% 60.0% 0.0%

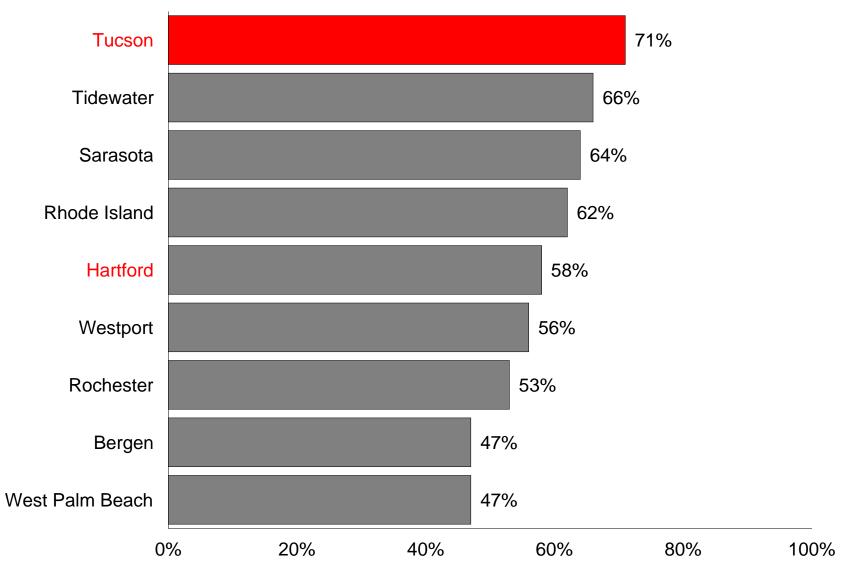
HOUSEHOLDS WITH INTERMARRIED ADULT CHILDREN

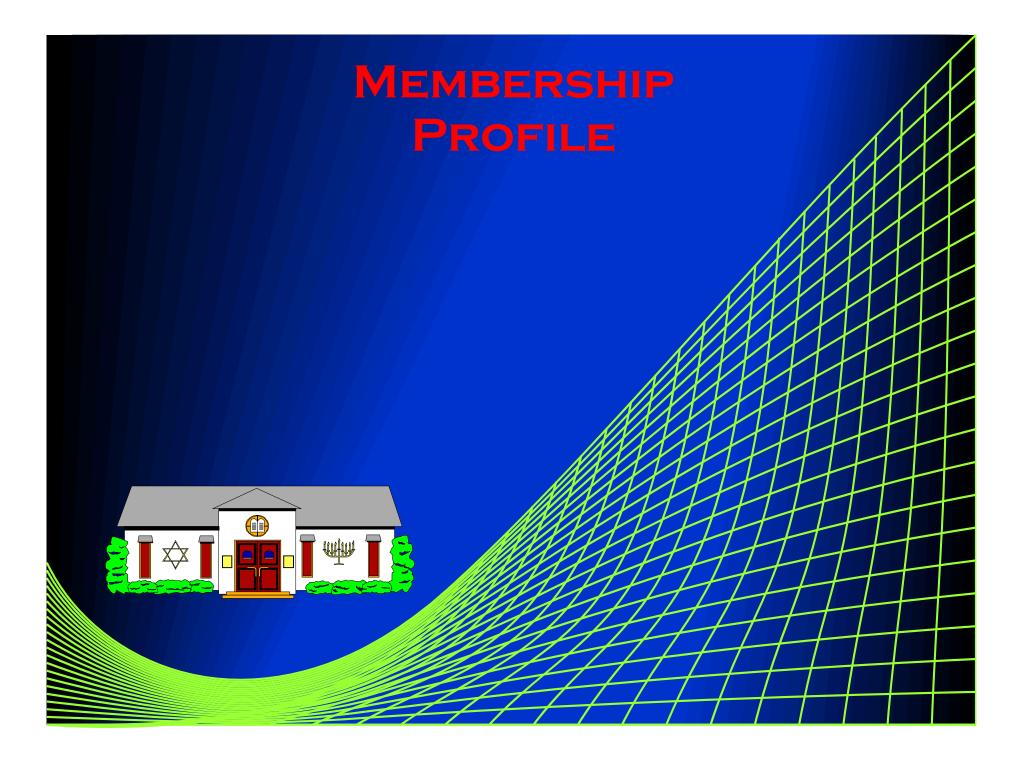
(Households in Which the Respondent Is Age 50 or Over with Married Adult Children Who Live Independently)



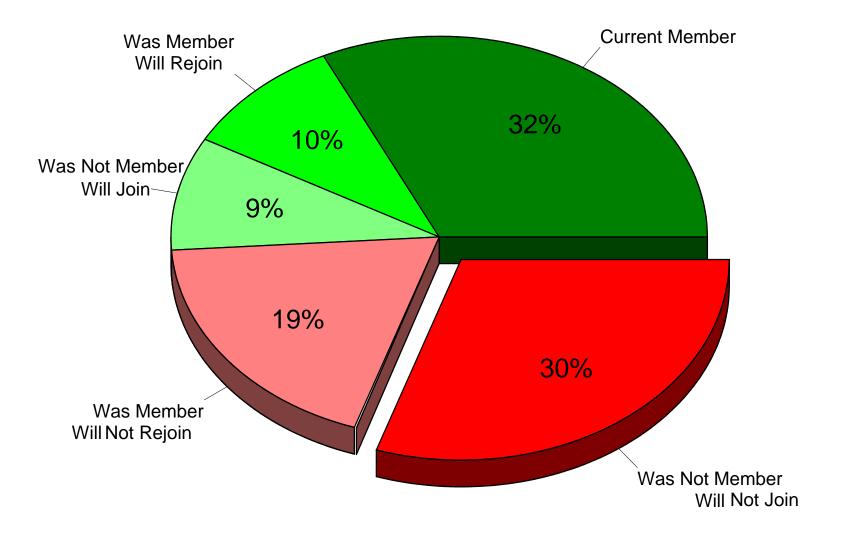
HOUSEHOLDS WITH INTERMARRIED ADULT CHILDREN

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

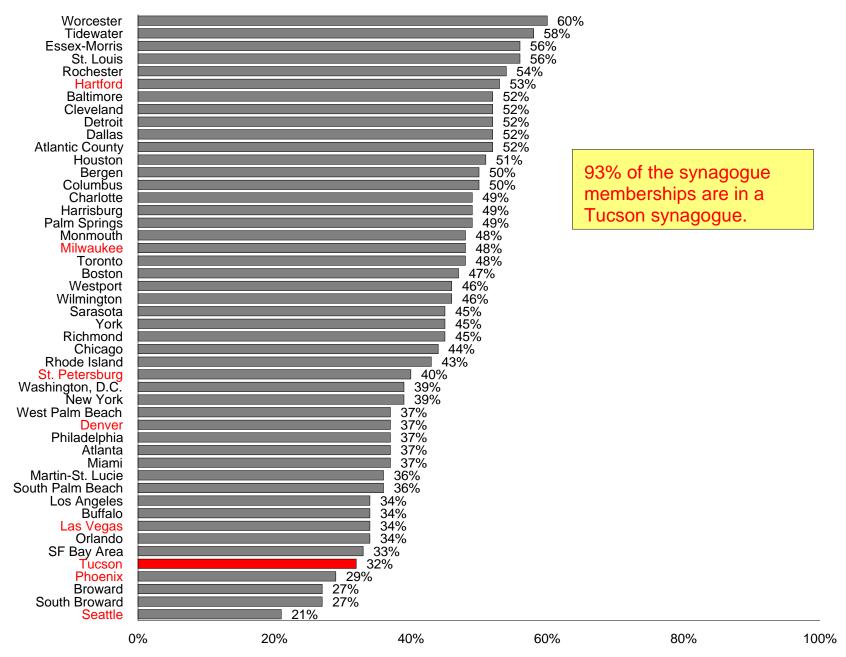




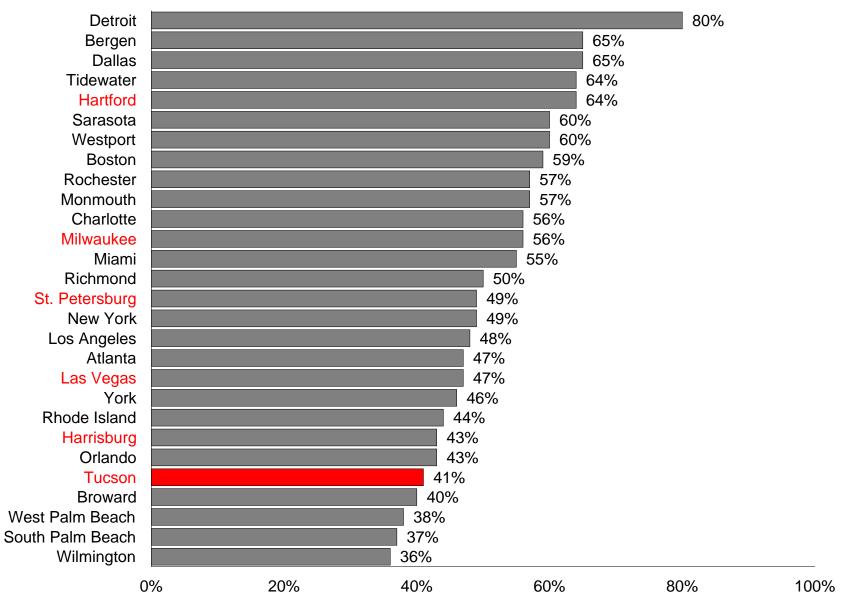
LIFETIME SYNAGOGUE MEMBERSHIP



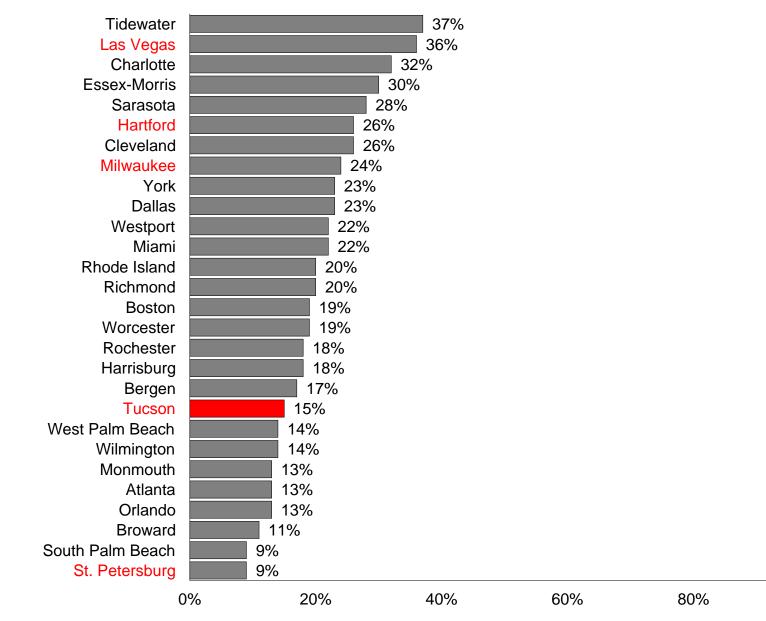
REPORTED CURRENT SYNAGOGUE MEMBERSHIP



CURRENT SYNAGOGUE MEMBERSHIP OF HOUSEHOLDS WITH CHILDREN

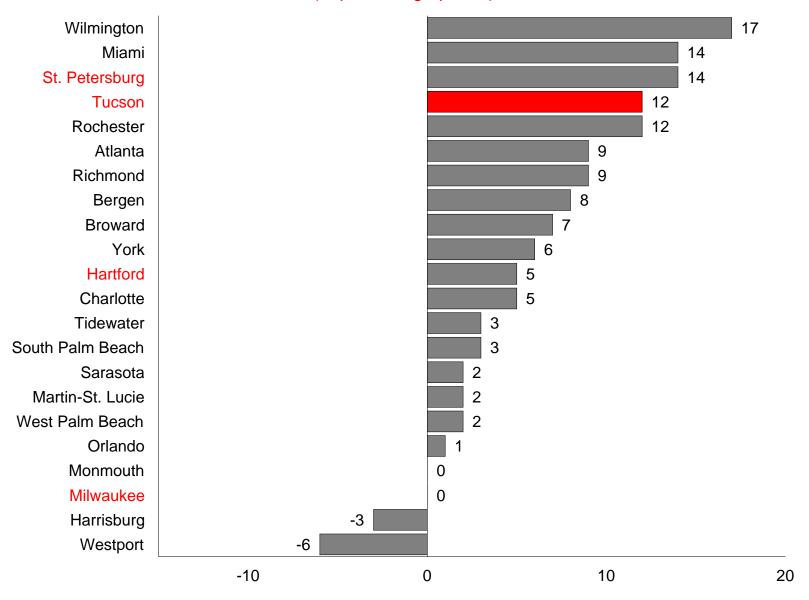


CURRENT SYNAGOGUE MEMBERSHIP OF INTERMARRIED HOUSEHOLDS



TELEPHONE SURVEY'S OVER/UNDER ESTIMATION OF SYNAGOGUE MEMBERSHIP

(In percentage points)

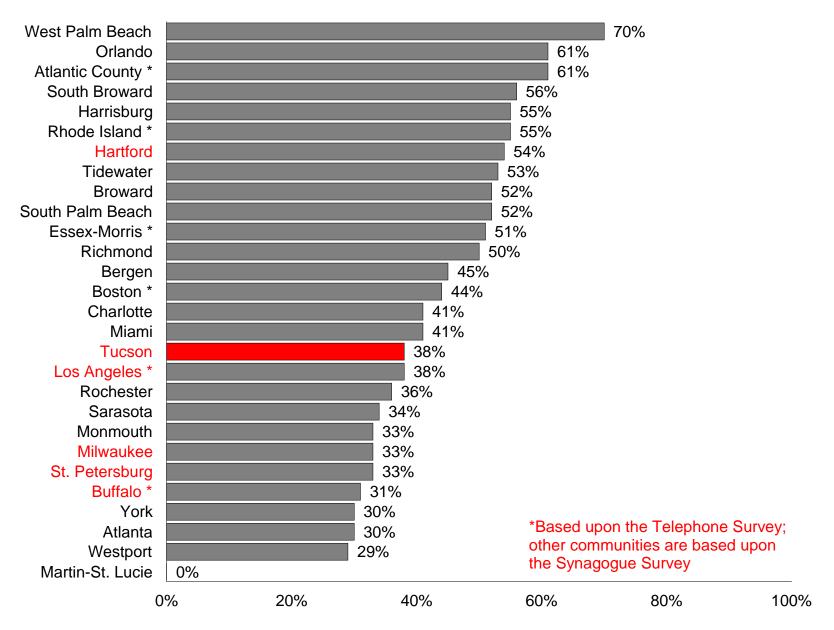


DENOMINATION OF SYNAGOGUE MEMBERSHIP: ORTHODOX

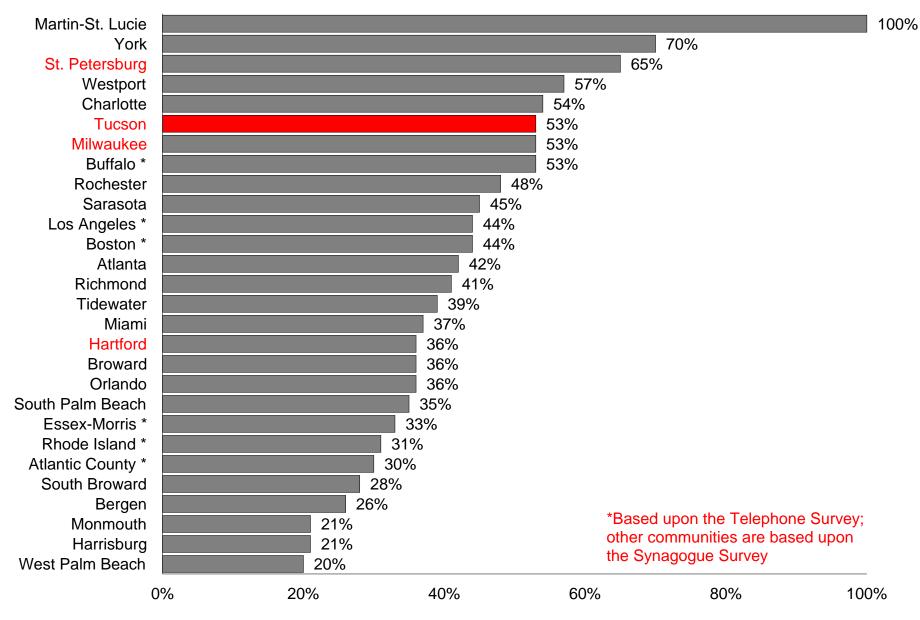
(Synagogue Member Households)

		(C) hagegae		ouconoluc)		
Monmouth			4	6%		
Bergen		27%				
Miami		22%				
Harrisburg		19%				
Rochester		16%				
South Broward		16%				
Los Angeles *		14%				
Westport	·	13%				
Milwaukee	· · · · · · · · · · · · · · · · · · ·	13%				
Broward	1	2%				
South Palm Beach	1:	2%				
Rhode Island *	1	2%				
Essex-Morris *	11	%				
West Palm Beach	109	%				
Hartford	9%					
Richmond	9%					
Atlanta	8%					
Buffalo *	8%					
Atlantic County *	8%					
Tidewater	7%					
Boston *	6%					
Tucson	5%					
Charlotte	5%					
Sarasota	4%					
Orlando	3%			*D		0
St. Petersburg	2%				upon the Telephone	
Martin-St. Lucie	0%				ommunities are base agogue Survey	u upon
York	0%			the Syn	ayoyue Survey	
C)%	20%	40%	60%	80%	100%

DENOMINATION OF SYNAGOGUE MEMBERSHIP: CONSERVATIVE

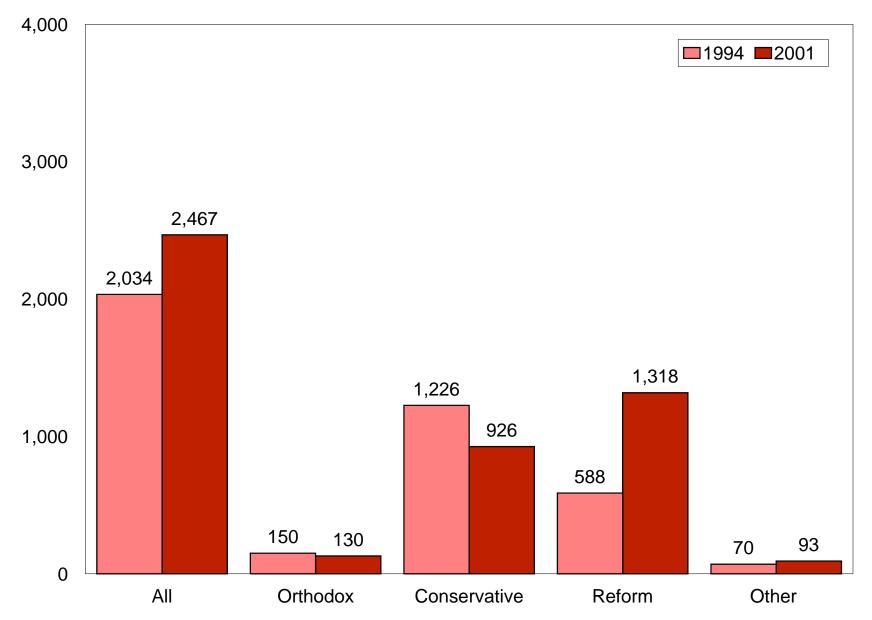


DENOMINATION OF SYNAGOGUE MEMBERSHIP: REFORM

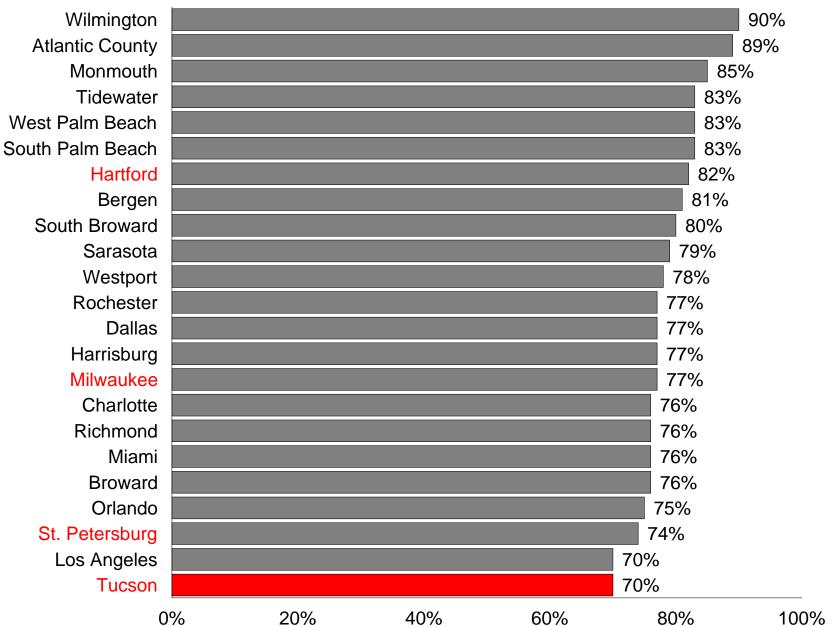


CHANGE IN SYNAGOGUE MEMBERSHIP, 1994-2001

(Based upon the Synagogue Survey)



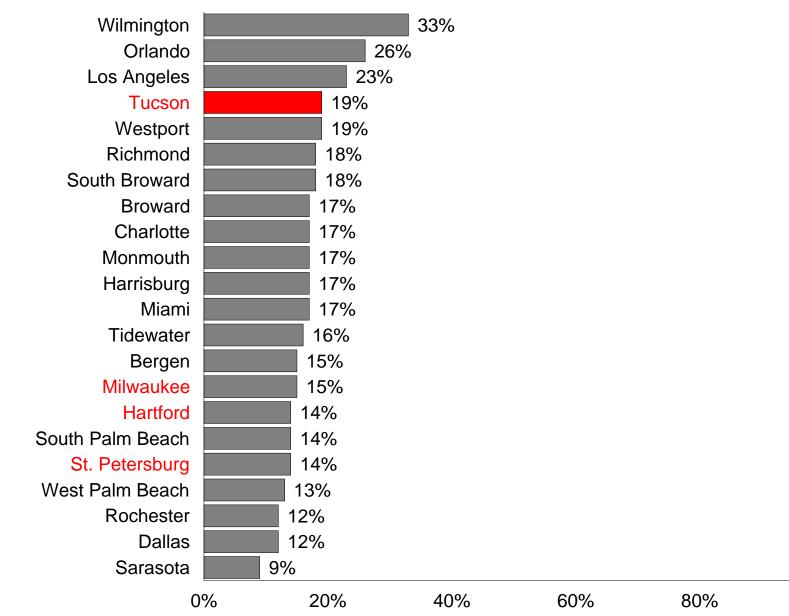
LIFETIME SYNAGOGUE MEMBERSHIP



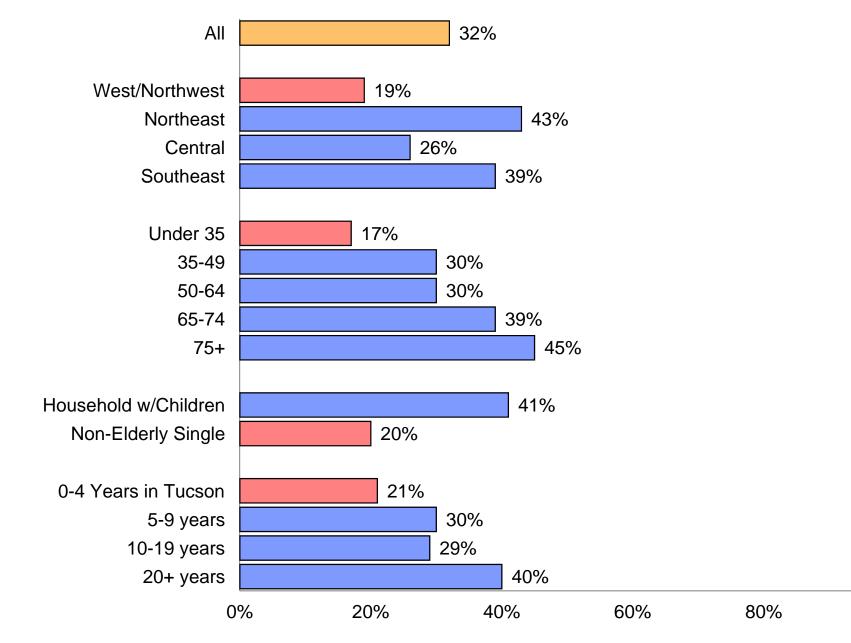
WAS A MEMBER OF A SYNAGOGUE IN THE PAST, WILL NOT JOIN AGAIN

South Broward			34%			
South Palm Beach			33%			
West Palm Beach			32%			
Broward			32%			
Sarasota		25%)			
Miami		23%				
Monmouth		21%				
St. Petersburg		20%				
Tucson		19%				
Bergen		15%				
Hartford		15%				
Orlando		15%				
Richmond		14%				
Dallas		14%				
Westport		13%				
Los Angeles		13%				
Milwaukee		13%				
Wilmington		11%				
Harrisburg		11%				
Tidewater		10%				
Rochester		10%				
Charlotte		10%				
0	1%	20%	40%	60%	80%	100%

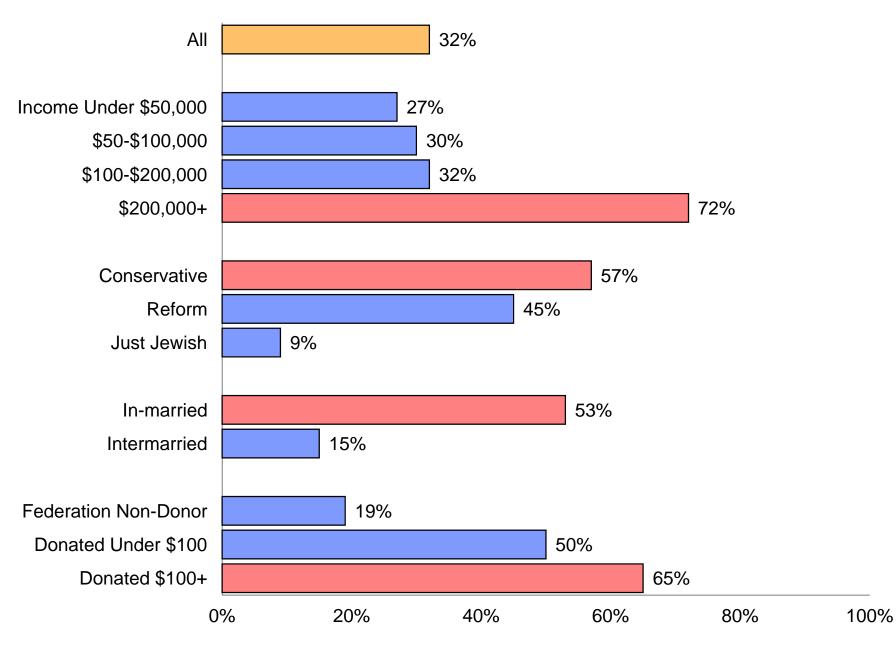
PLAN TO JOIN A SYNAGOGUE IN THE FUTURE

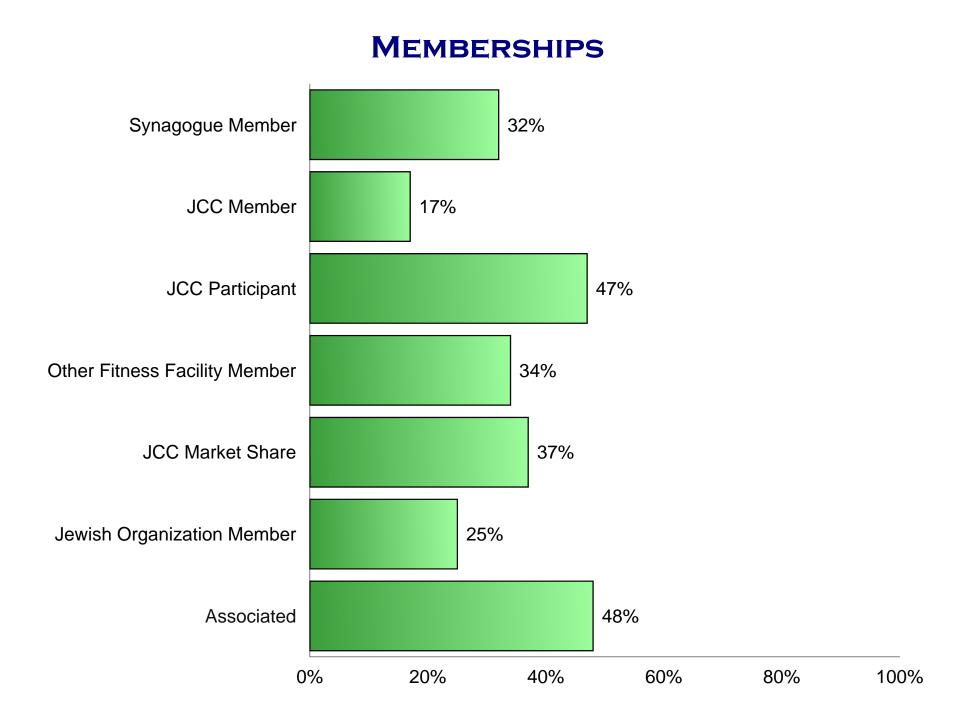


CURRENT SYNAGOGUE MEMBERSHIP PATTERNS



CURRENT SYNAGOGUE MEMBERSHIP PATTERNS

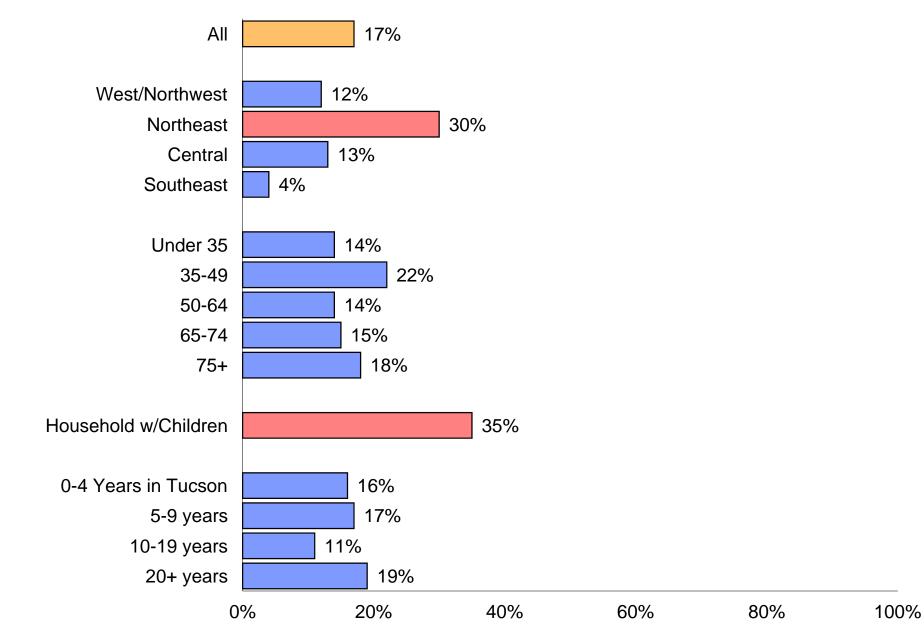




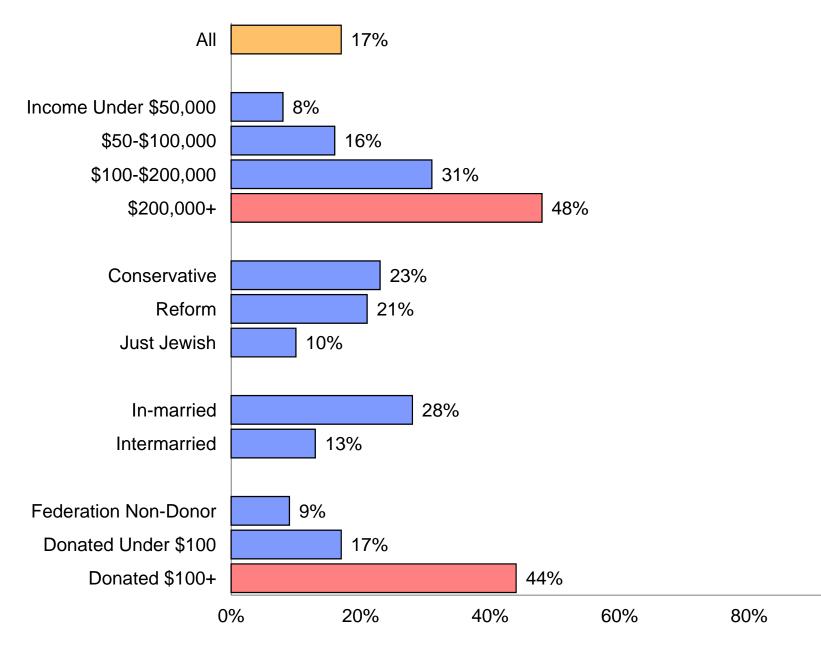
MEMBERSHIP IN LOCAL JCC

Charlotte Harrisburg Rochester York Worcester Cleveland Milwaukee St. Louis Richmond Wilmington Hartford Detroit Tidewater Bergen Tucson Orlando Boston New York Atlanta Dallas Sarasota Los Angeles Monmouth St. Petersburg West Palm Beach Atlantic County Philadelphia Miami South Broward Washington, D.C. South Palm Beach		% %	36%		
C	%	20%	40%	60%	80%

JCC MEMBERSHIP PATTERNS

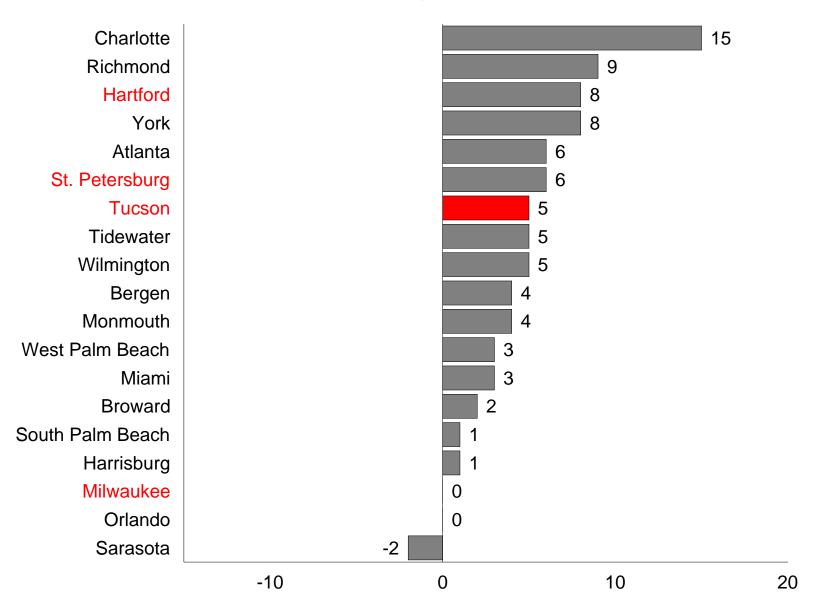


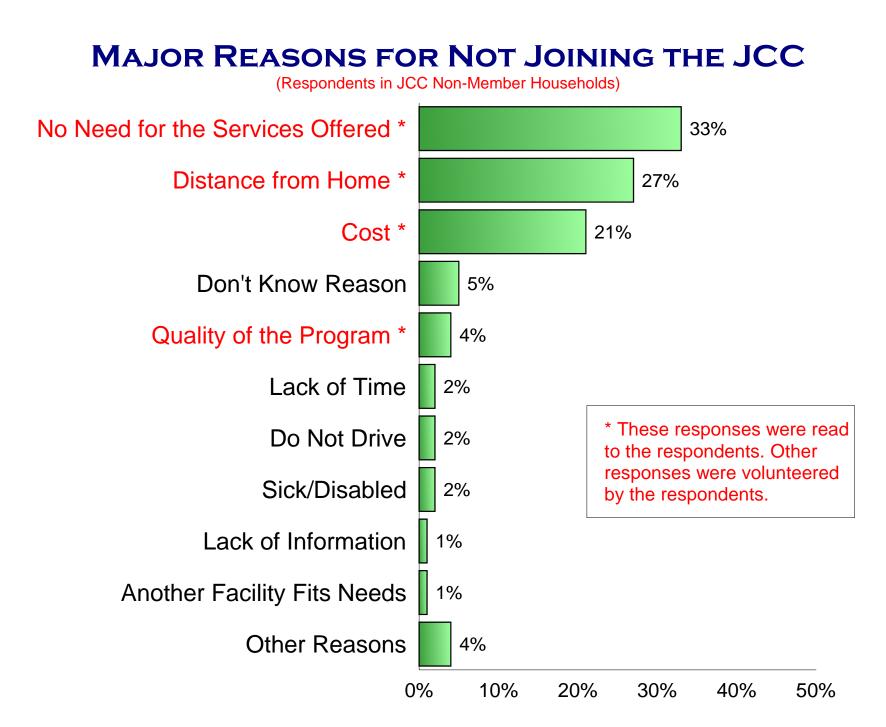
JCC MEMBERSHIP PATTERNS



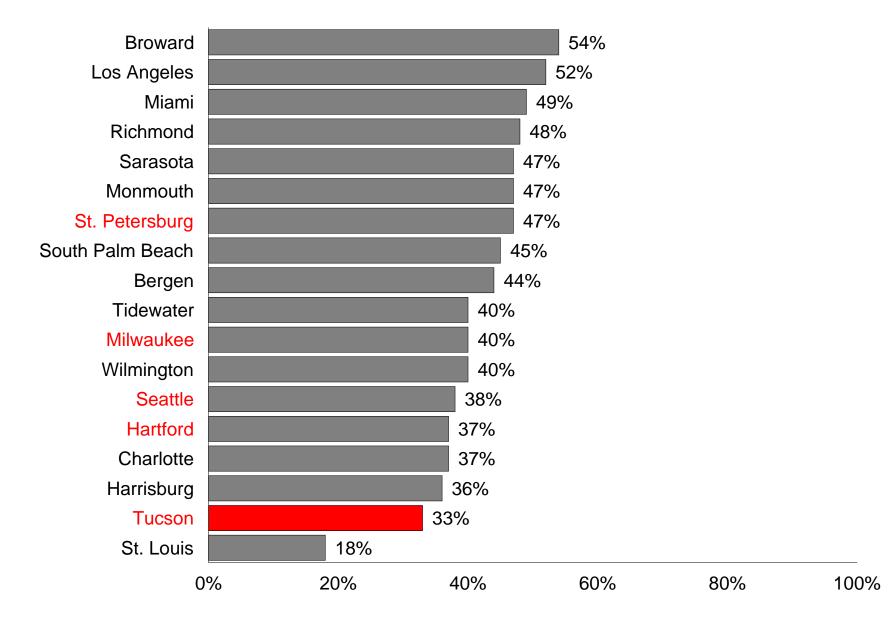
TELEPHONE SURVEY'S OVER/UNDER ESTIMATION OF JCC MEMBERSHIP

(In percentage points)

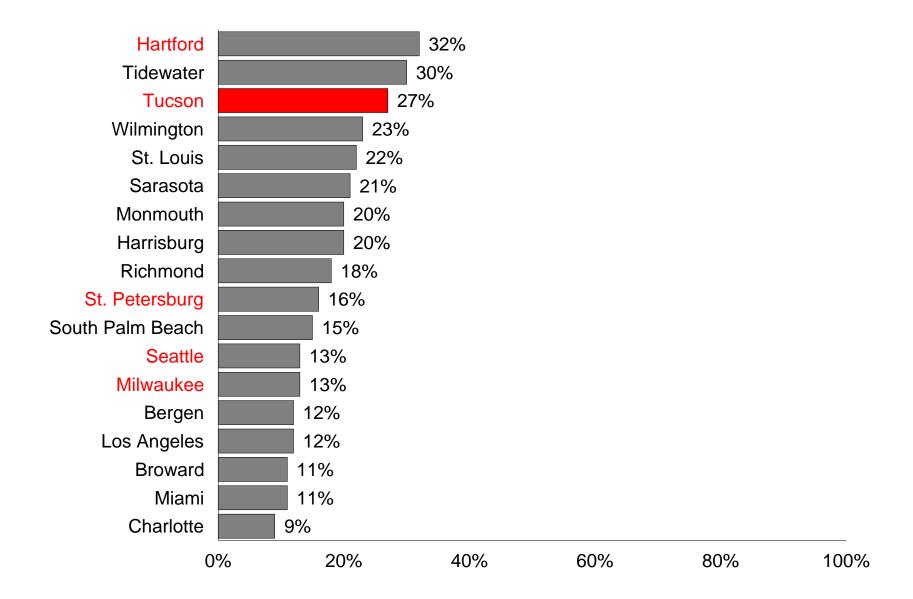




NO NEED FOR THE SERVICES OFFERED AS THE MAJOR REASON FOR NOT JOINING JCC



DISTANCE FROM HOME AS THE MAJOR REASON FOR NOT JOINING JCC



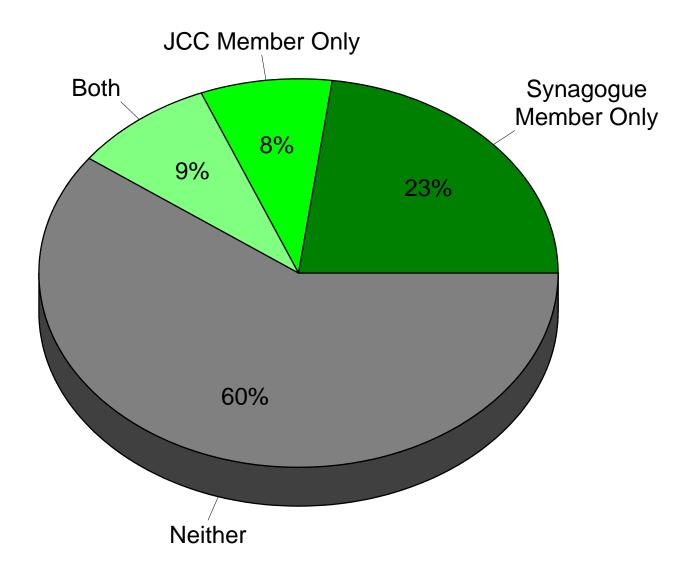
Cost

AS THE MAJOR REASON FOR NOT JOINING JCC

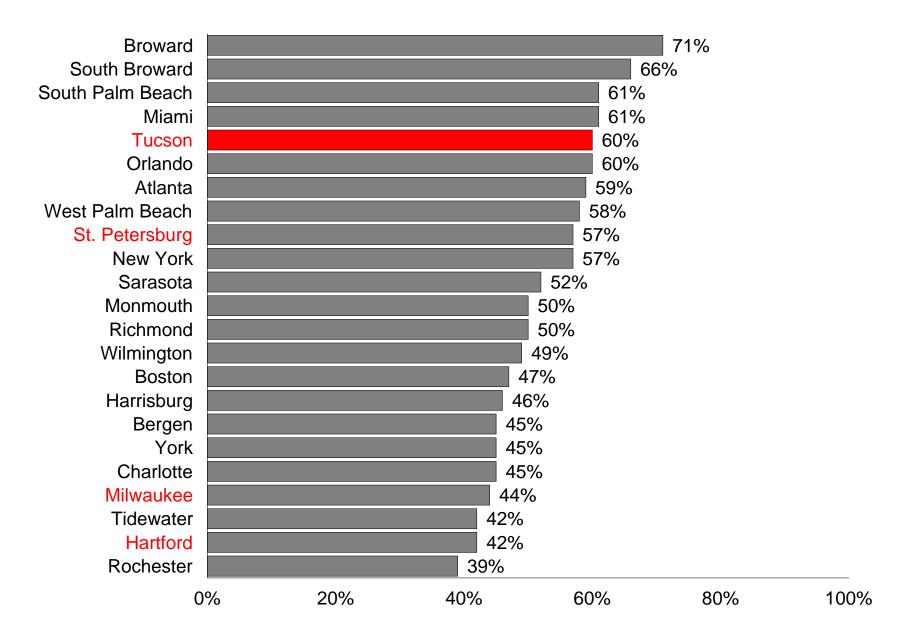
80%

Charlotte		23%		
Tucson		21%		
Milwaukee		21%		
Bergen		20%		
South Palm Beach		18%		
St. Louis		18%		
Harrisburg		18%		
Richmond		17%		
Miami	1	4%		
Broward	13	3%		
Hartford	129	%		
Wilmington	129	%		
Tidewater	10%	1		
St. Petersburg	9%			
Monmouth	8%			
Sarasota	7%			
Los Angeles	7%			
Seattle	4%			
0	%	20%	40%	60%

SYNAGOGUE/JCC MEMBERSHIPS OVERLAP



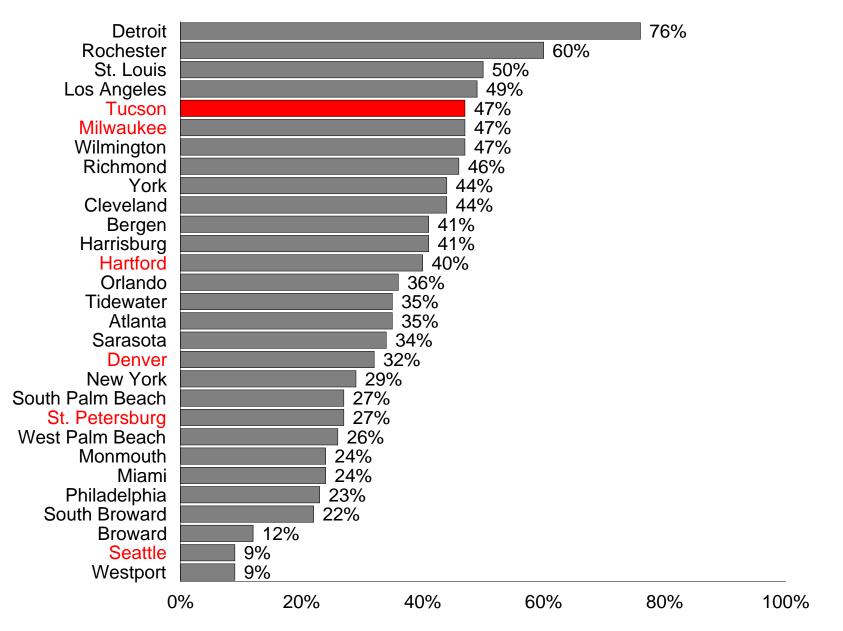
NEITHER SYNAGOGUE NOR JCC MEMBERS



JCC MEMBER BUT NOT A SYNAGOGUE MEMBER

York Tucson Rochester Milwaukee Charlotte Boston Orlando New York South Broward Bergen Hartford West Palm Beach Wilmington	10% 8% 7% 7% 6% 6% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5%	
Harrisburg Richmond Sarasota	5% 5% 4%	
Atlanta South Palm Beach St. Petersburg Broward	4% 3% 3% 2%	
Monmouth Miami Tidewater C	2% 2% 1% 20%	40%

PARTICIPATED IN A LOCAL JCC PROGRAM IN THE PAST YEAR

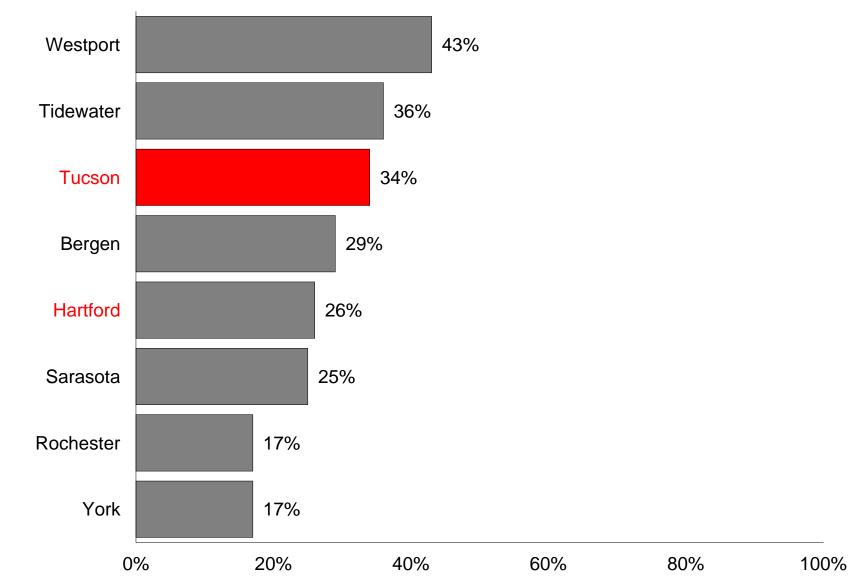


PARTICIPATED IN A JCC PROGRAM IN THE PAST YEAR WITHOUT BEING A MEMBER

Detroit				54%	
Los Angeles			37%		
Rochester		329			
Tucson		30%			
St. Louis		26%			
Wilmington		24%			
Bergen		23%			
Milwaukee		23%			
Sarasota		22%			
Richmond		22%			
Atlanta		21%			
South Palm Beach		21%			
Cleveland		20%			
Orlando		19%			
Hartford		18%			
West Palm Beach		17%			
York		17%			
Tidewater		16%			
Miami		16%			
St. Petersburg		16%			
Philadelphia		15%			
New York	1	4%			
South Broward	1	4%			
Monmouth	129	6			
Harrisburg	10%				
Westport	8%				
Broward	8%				
Seattle	4%				
C)%	20%	40%	60%	80%

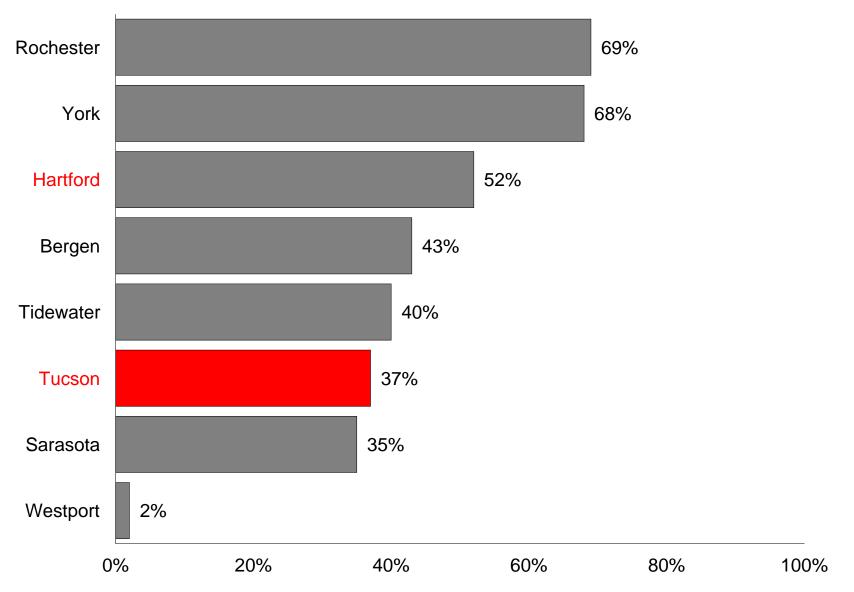
MEMBERSHIP IN A FITNESS FACILITY OR HEALTH CLUB OTHER THAN THE JCC

(JCC Non-Member Households)

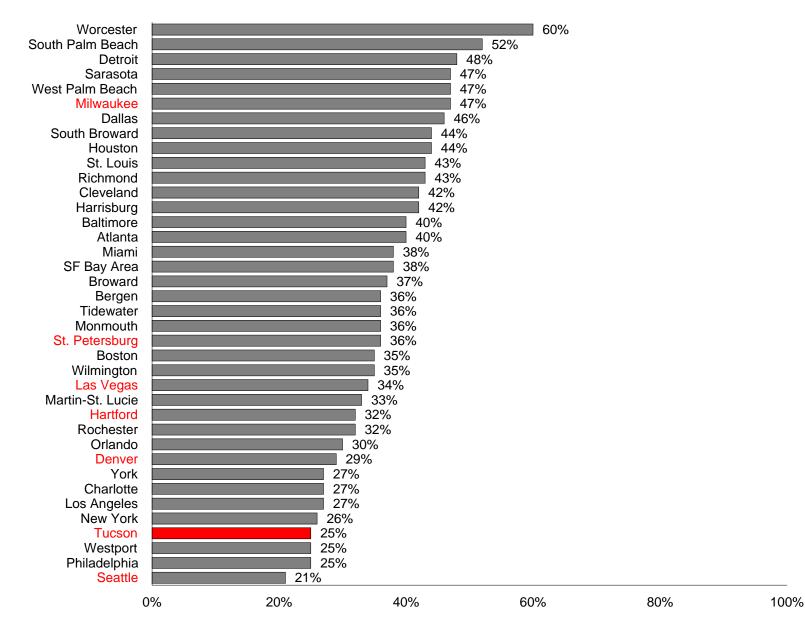


JCC MARKET SHARE OF FITNESS FACILITY AND HEALTH CLUB MARKET AMONG JEWISH HOUSEHOLDS

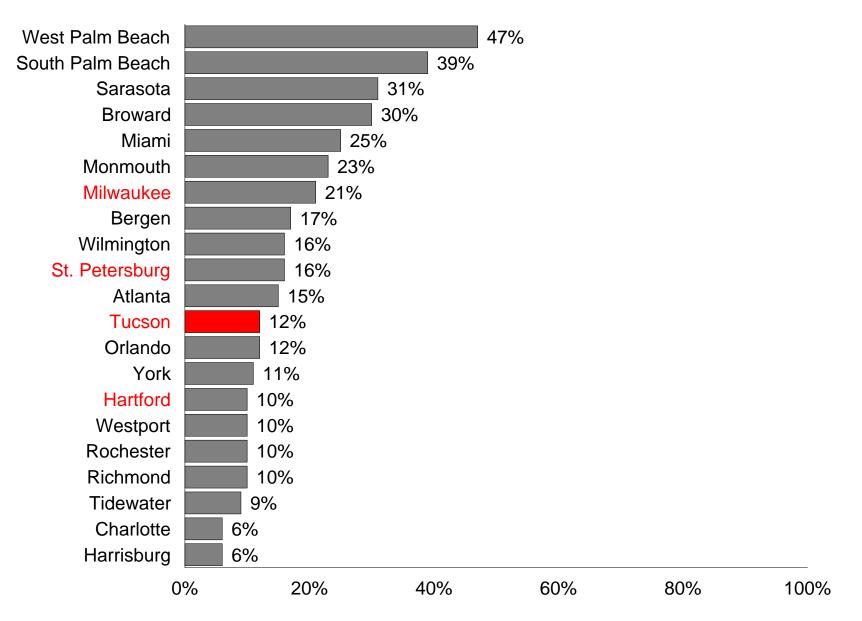
(Households Who Are Members of a JCC or a Fitness Facility)



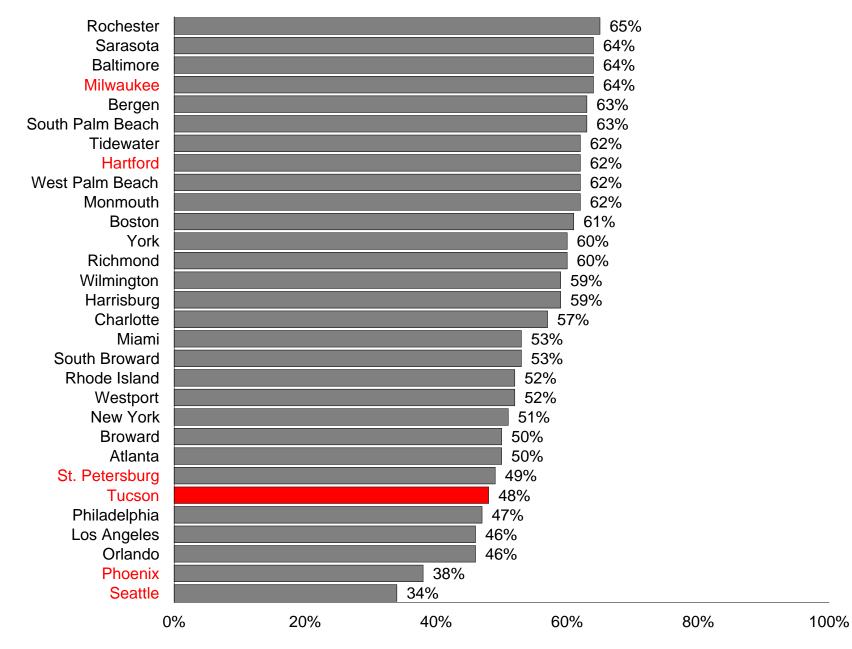
CURRENT JEWISH ORGANIZATION MEMBERSHIP OTHER THAN A SYNAGOGUE OR A JCC

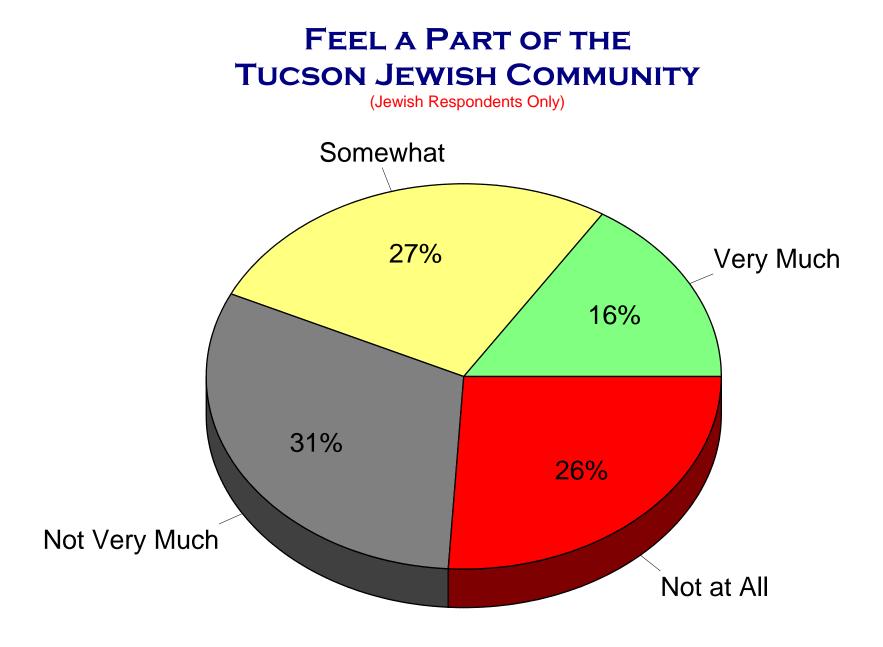


CURRENT JEWISH ORGANIZATION MEMBERSHIP OF HOUSEHOLDS WHO ARE NOT MEMBERS OF A SYNAGOGUE OR A JCC

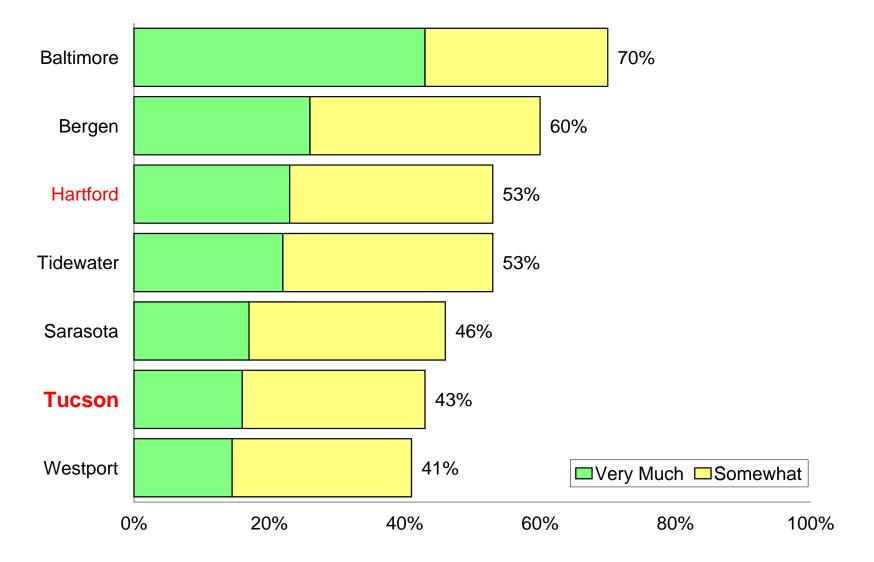


ASSOCIATION WITH THE JEWISH COMMUNITY

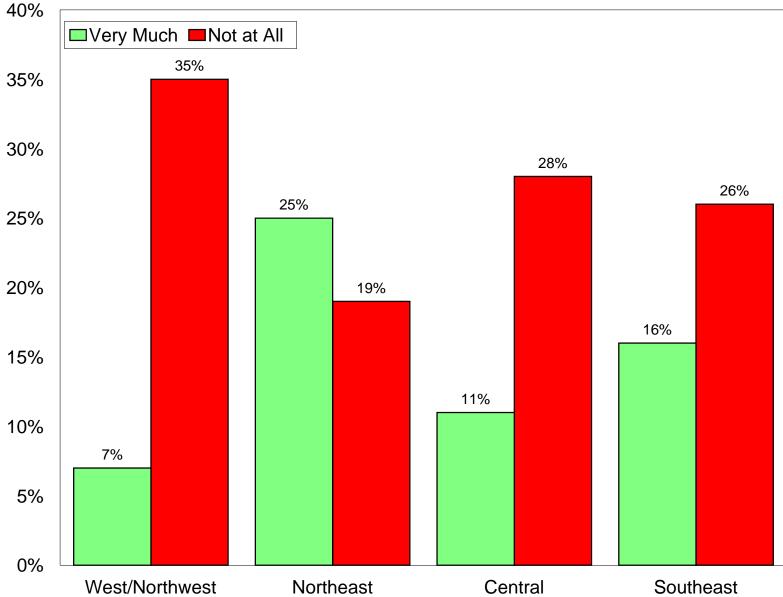




FEEL A PART OF THE LOCAL JEWISH COMMUNITY



FEEL A PART OF THE TUCSON JEWISH COMMUNITY BY GEOGRAPHIC AREA

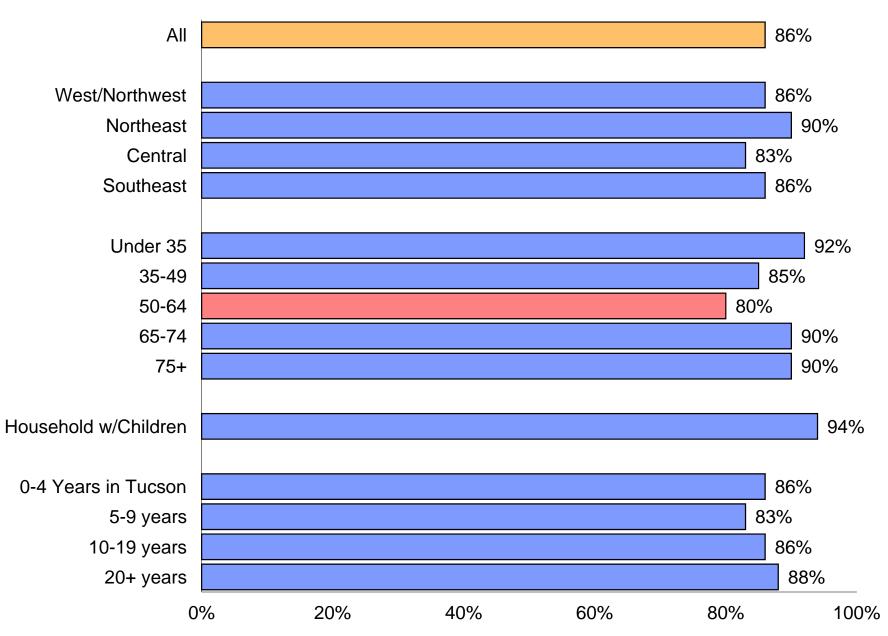


OVERALL INVOLVEMENT IN JEWISH ACTIVITY

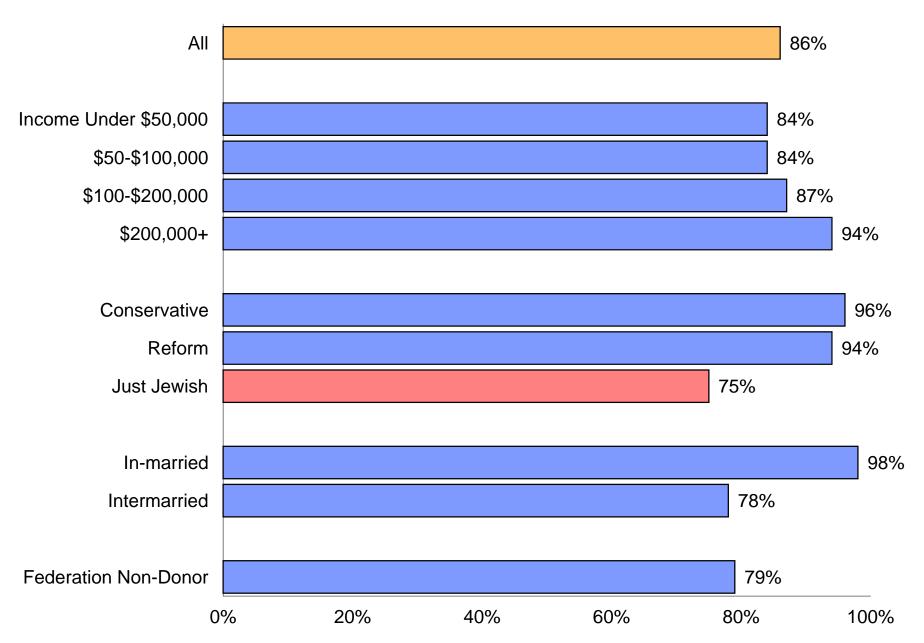


ach						97%
uth						96%
gen						95%
ster						94%
ach						93%
ami						93%
ort						92%
ard						92%
kee						92%
ard						92%
ord						91%
nta						91%
urg						91%
ater						90%
les						90%
ork						90%
and						89%
ond						89%
ton						88%
ota						87%
ork						87%
ndo						87%
son						36%
otte						36%
urg					3	36%
0	%	20%	40%	60%	80%	100%

OVERALL INVOLVEMENT PATTERNS



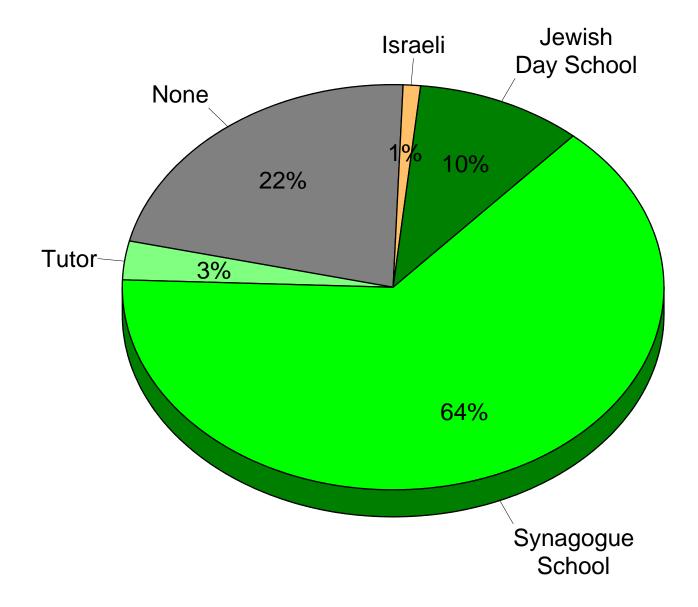
OVERALL INVOLVEMENT PATTERNS





FORMAL JEWISH EDUCATION

(Born Jewish Adults)

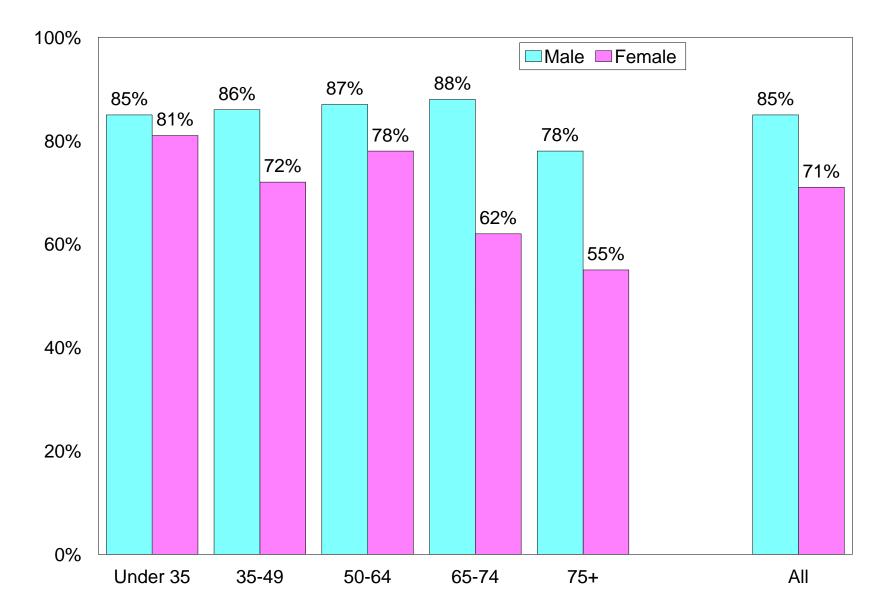


RECEIVED A FORMAL JEWISH EDUCATION AS CHILDREN

Rhode Ric Tid Ha Ro Н W C H Cle С Wo Wiln S Essex Moi Las F Mil Col West Palm В S South Palm Ne Atlantic Los A South B (

Dallas le Island ichmond idewater arrisburg ochester Hartford Vestport Charlotte Boston Houston leveland Chicago orcester Atlanta mington Bergen Sarasota ex-Morris onmouth s Vegas Phoenix Iwaukee Miami olumbus n Beach Broward St. Louis n Beach				73 73 73 73 73 73 72		
St. Louis n Beach lew York c County Angeles Broward				73 729 729 70% 68% 67%	3% %	
Orlando 0	%	20%	40%	65% 60%	80%	100%

RECEIVED A FORMAL JEWISH EDUCATION AS CHILDREN BY AGE AND SEX

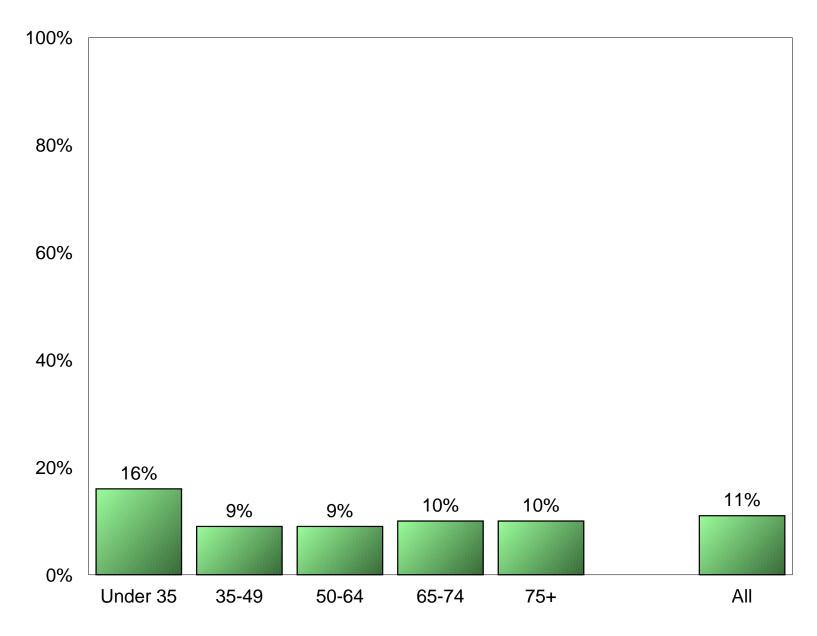


RECEIVED A JEWISH DAY SCHOOL EDUCATION AS CHILDREN

100%

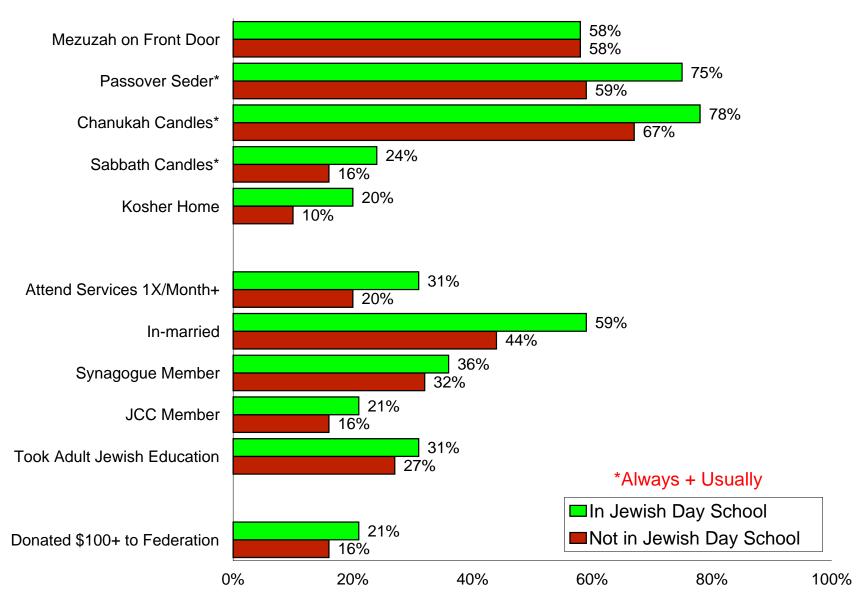
Bergen Las Vegas Harrisburg New York Phoenix Miami Los Angeles Atlanta Monmouth Rhode Island Tucson Tidewater Essex-Morris South Palm Beach Broward Richmond Columbus	17% 16% 15% 14% 14% 14% 13% 12% 12% 11% 10% 10% 10% 10% 10% 8% 8% 8% 7%	24%		
Milwaukee	7%			
Sarasota	6%			
Hartford	6%			
Worcester	6%			
Atlantic County	6%			
Westport	5%			
Charlotte	5%			
Boston	5%			
Rochester	4%			
West Palm Beach	3%			
(0% 20%	40%	60%	80%

RECEIVED A JEWISH DAY SCHOOL EDUCATION AS CHILDREN BY AGE



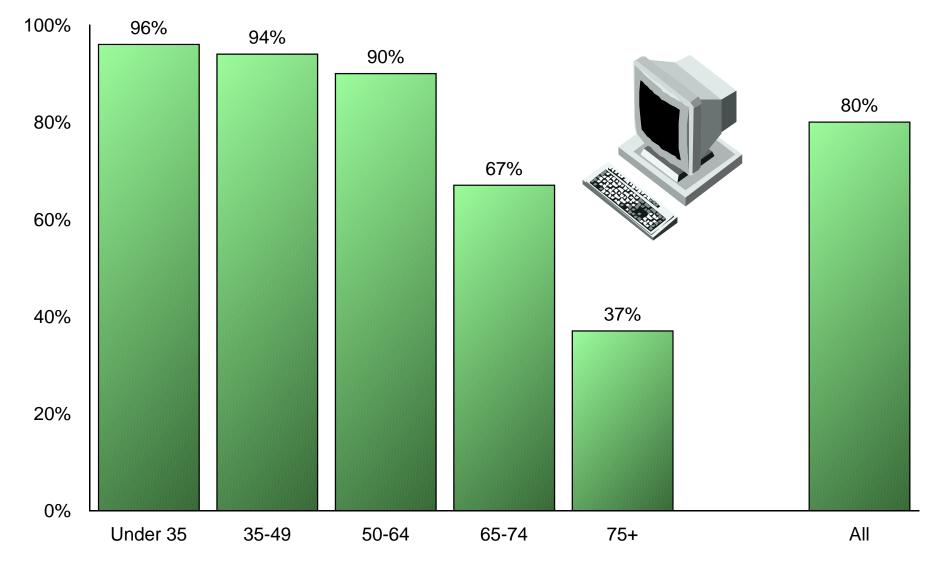
HOUSEHOLDS IN WHICH AN ADULT ATTENDED JEWISH DAY SCHOOL AS A CHILD

Correlation with Adult Jewish Behaviors



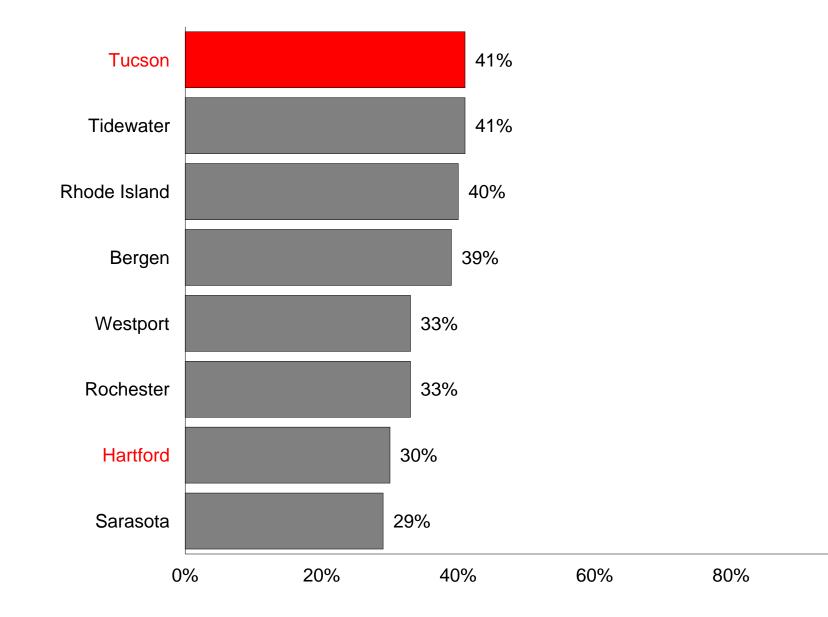
USED THE INTERNET IN THE PAST YEAR BY AGE

(Jewish Respondents Only)

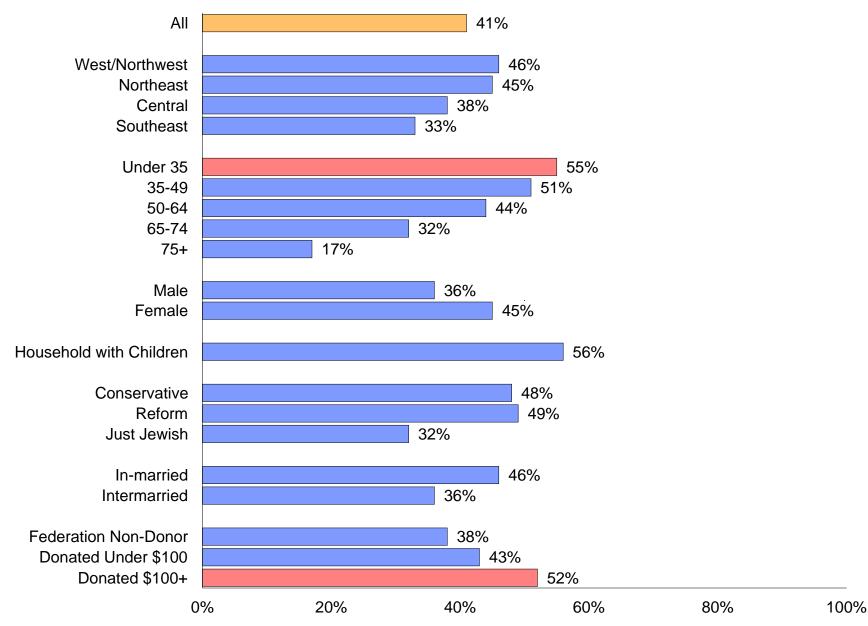


USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

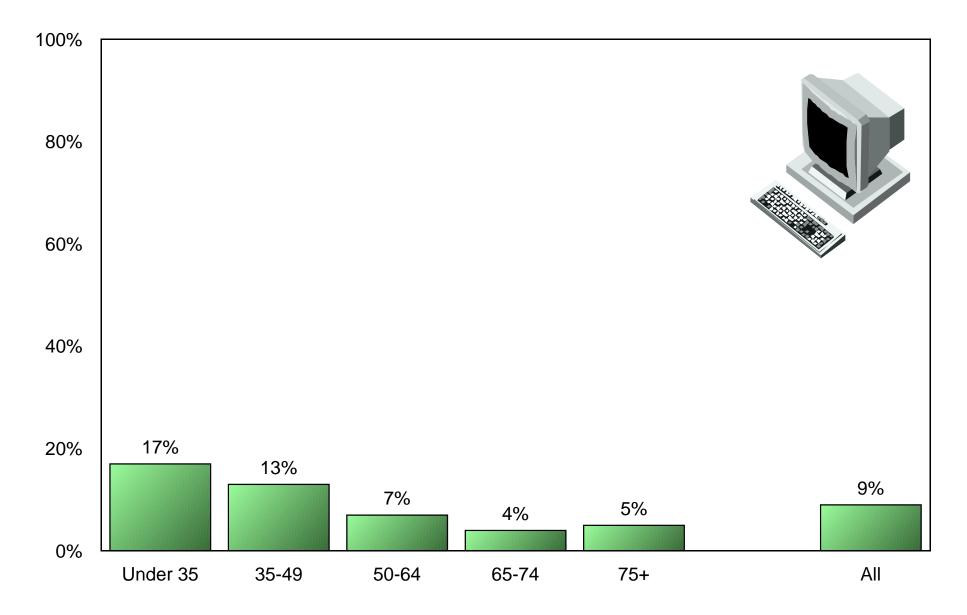
100%



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

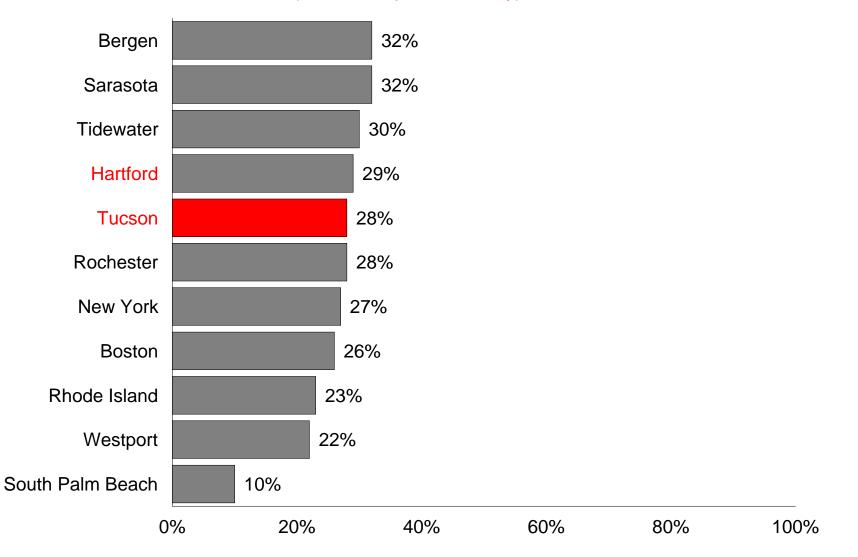


VISITED WWW.JEWISHTUCSON.ORG IN THE PAST YEAR BY AGE

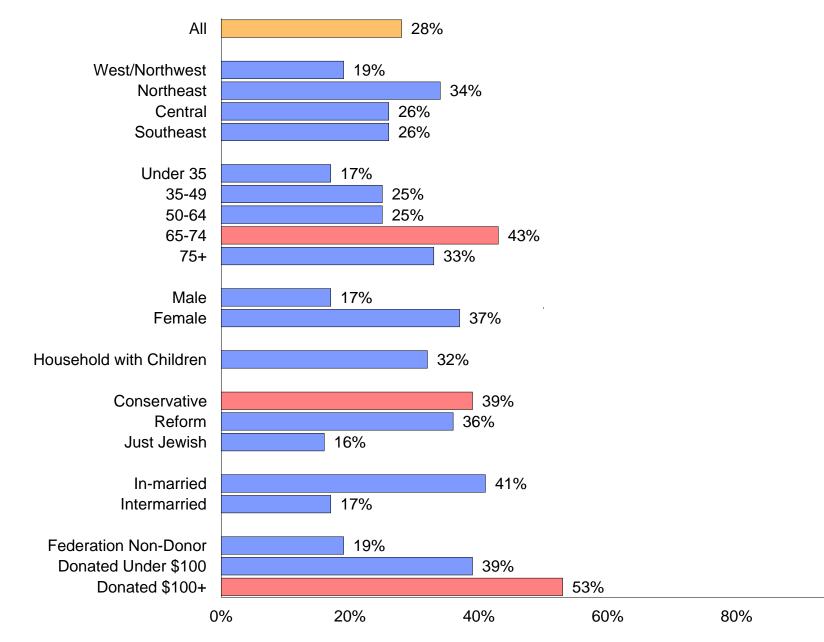


ATTENDED AN ADULT JEWISH EDUCATION CLASS OR PROGRAM IN THE PAST YEAR

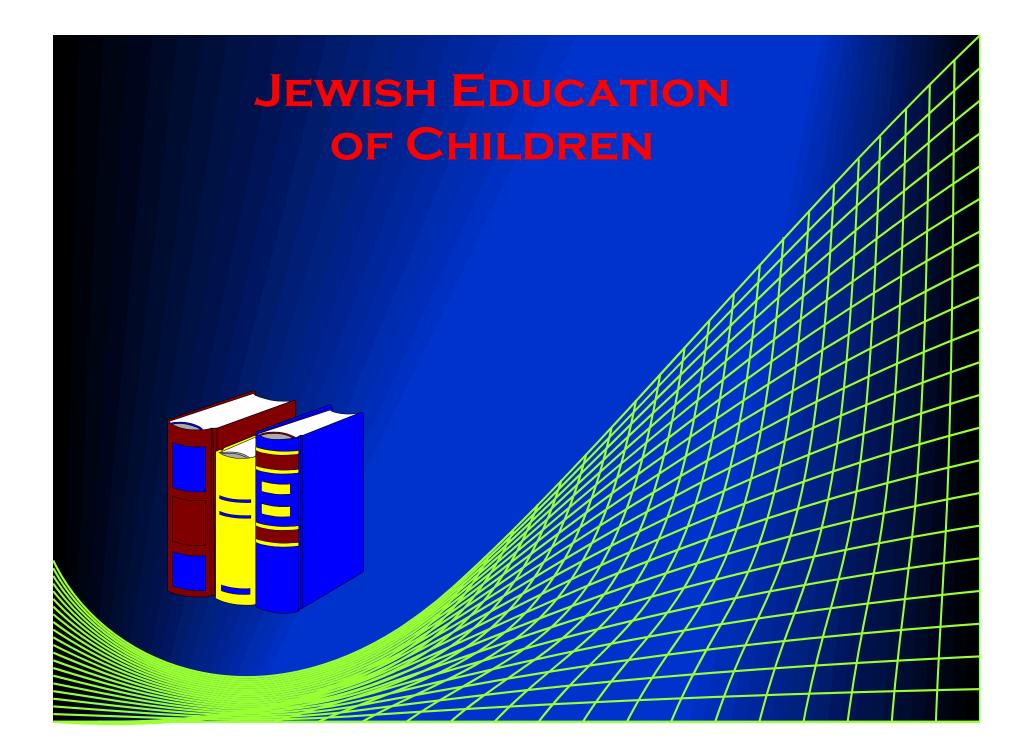
(Jewish Respondents Only)



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

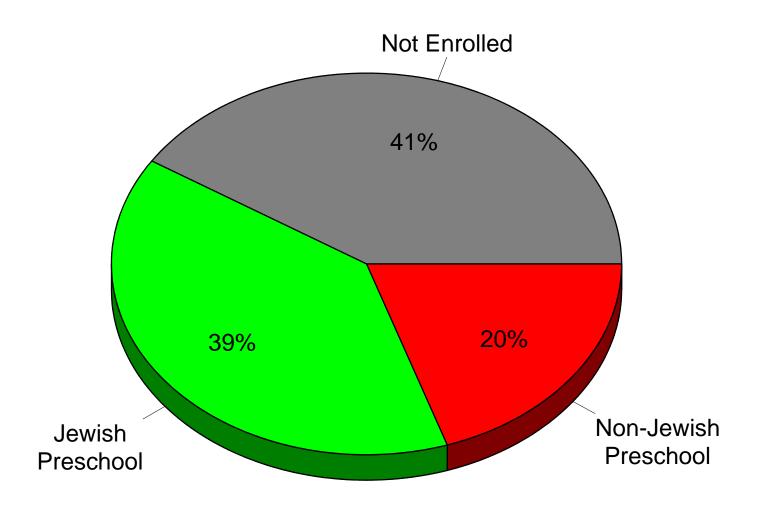


100%

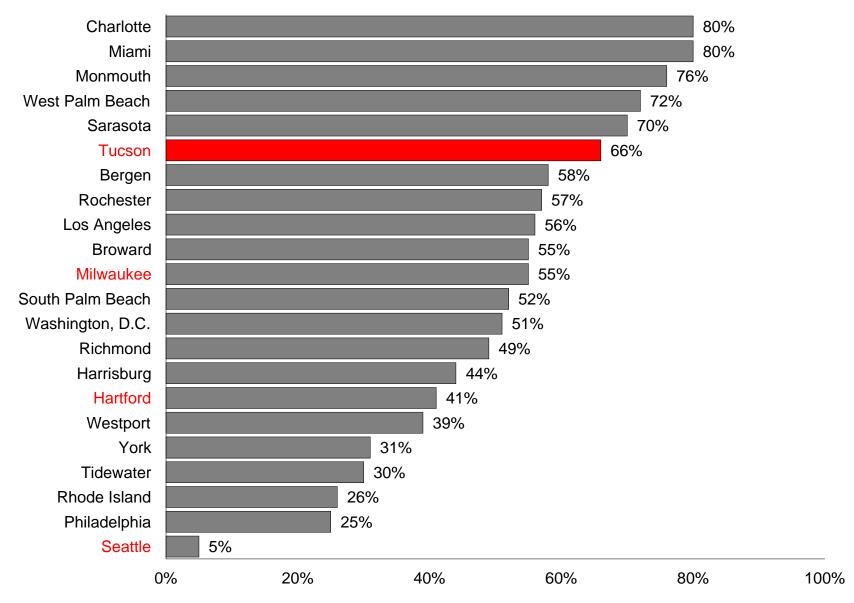


PRESCHOOL/CHILD CARE ENROLLMENT

(Jewish Children Age 0-5)

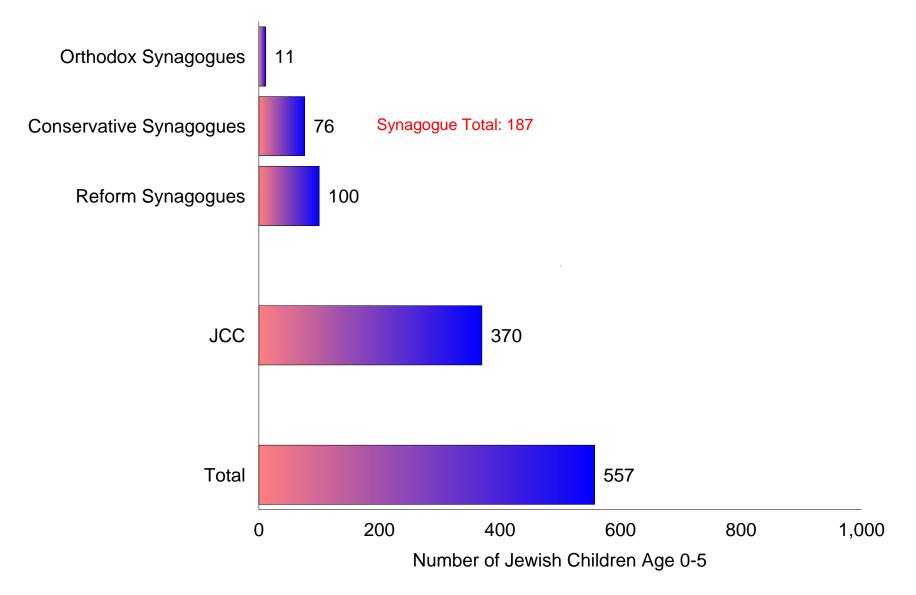


MARKET SHARE FOR JEWISH PRESCHOOL/CHILD CARE



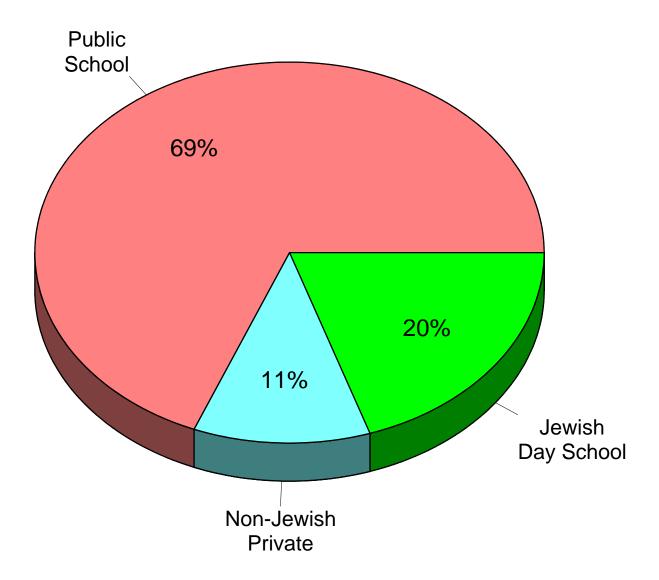
PRESCHOOL/CHILD CARE ENROLLMENT

(Based upon the Jewish Institutions Survey)

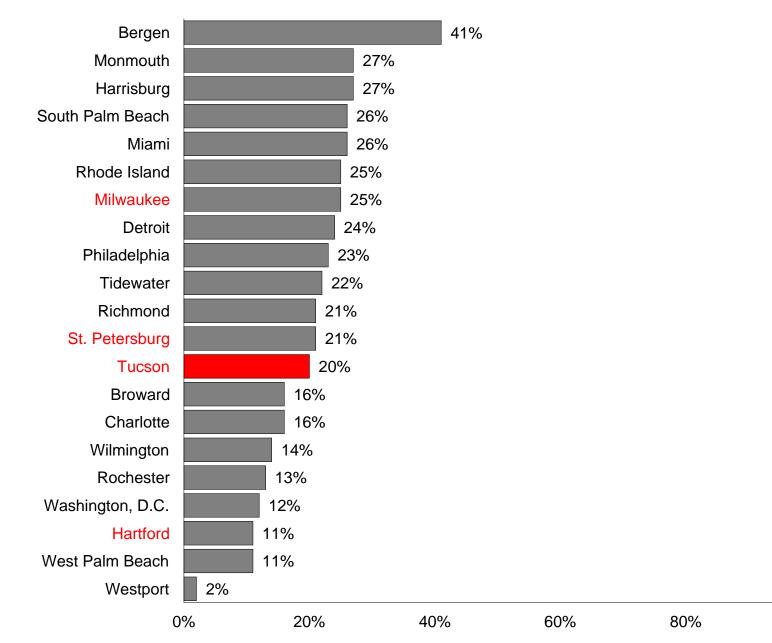


TYPE OF SCHOOL ATTENDED

(Jewish Children Age 6-12)

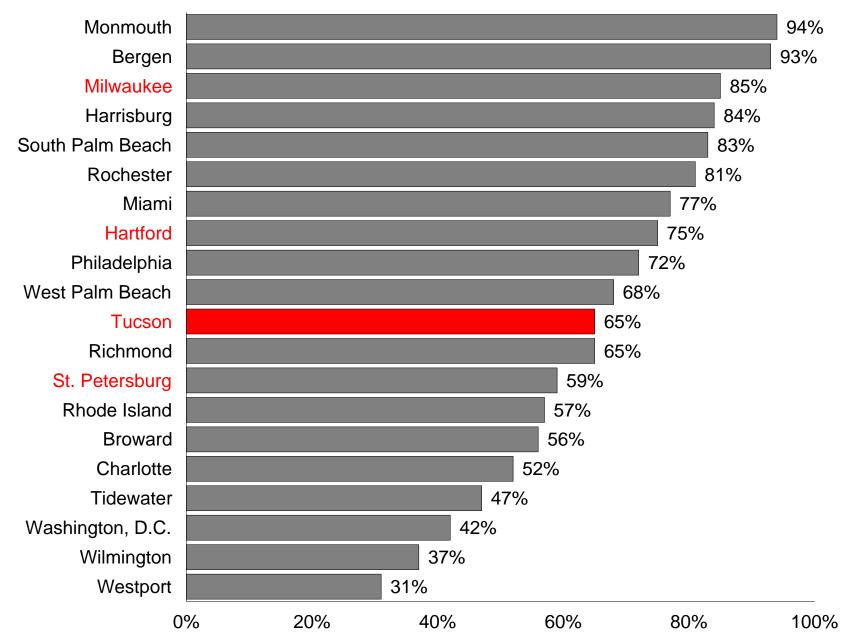


ENROLLED IN JEWISH DAY SCHOOL



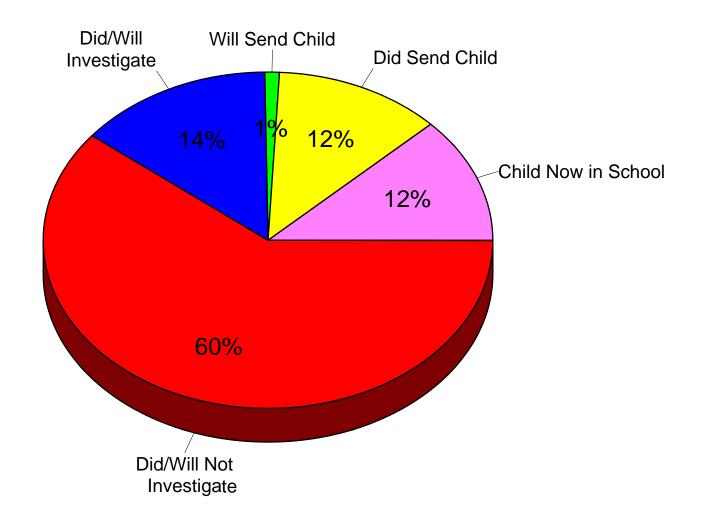
100%

MARKET SHARE FOR JEWISH DAY SCHOOL

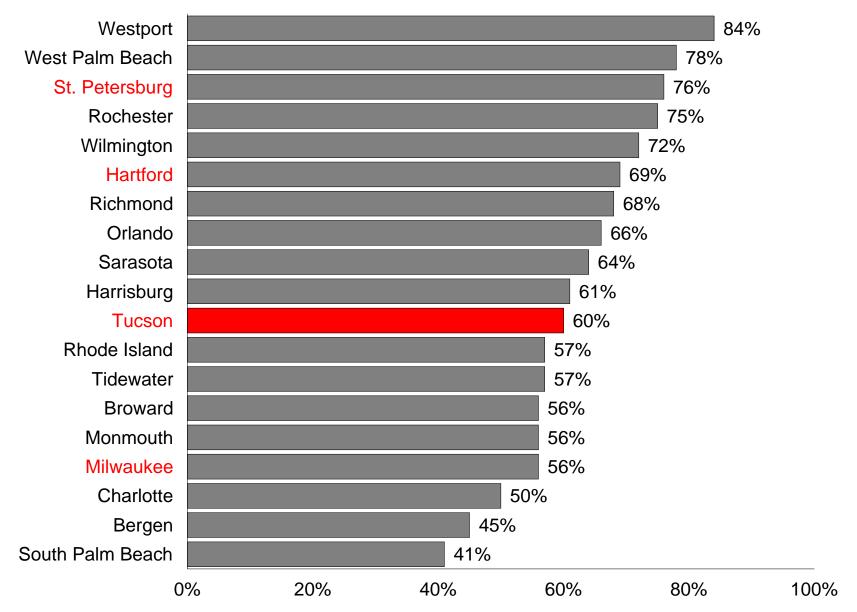


SERIOUSLY INVESTIGATE JEWISH DAY SCHOOL

(Households with Jewish Children Age 0-17)

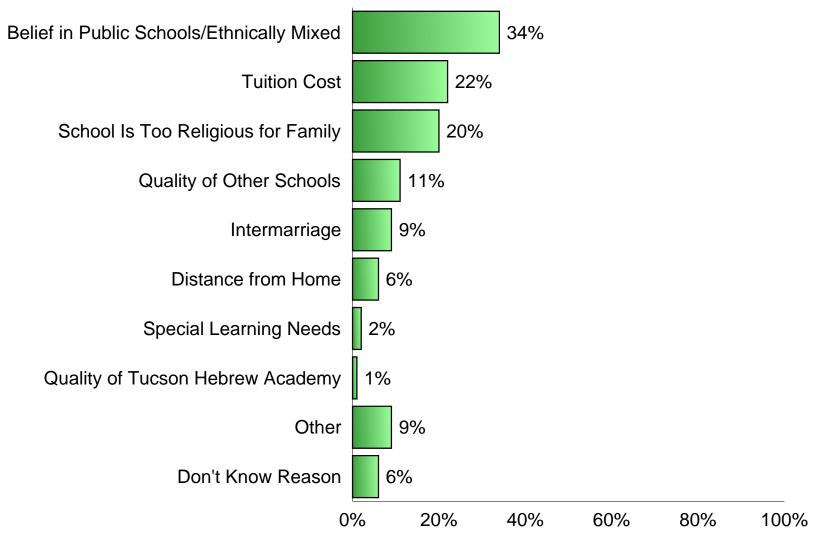


DID NOT/WILL NOT SERIOUSLY INVESTIGATE JEWISH DAY SCHOOL

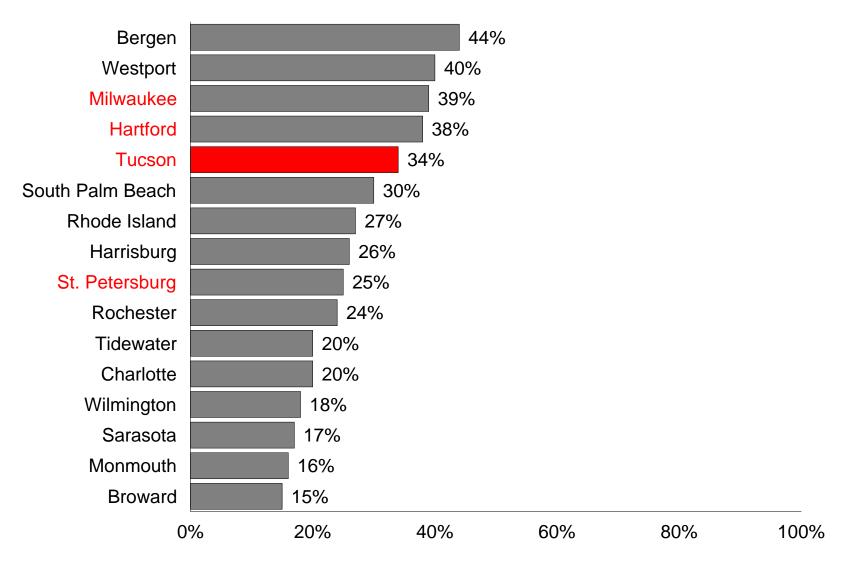


MAJOR REASONS FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL

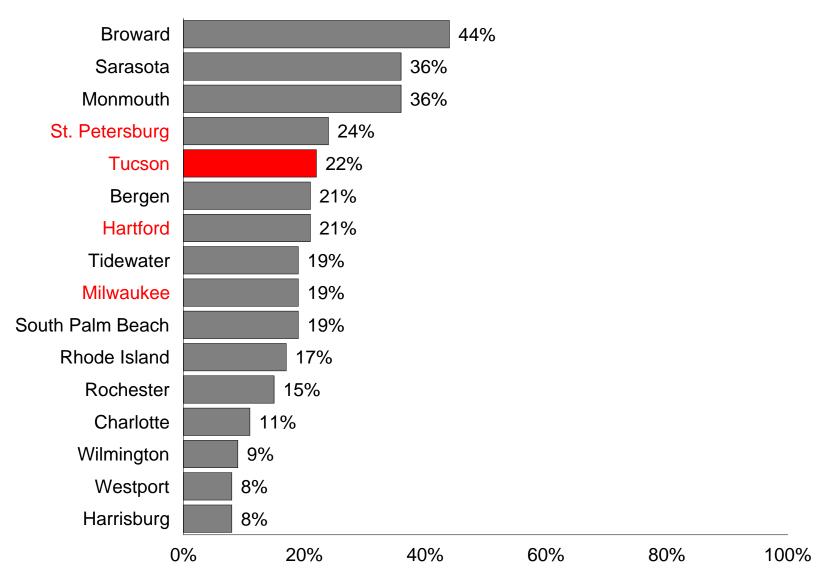
(Respondents in Households with Jewish Children Age 0-17 Who Did Not, Will Not, or Might Not Send Jewish Children to Jewish Day School)



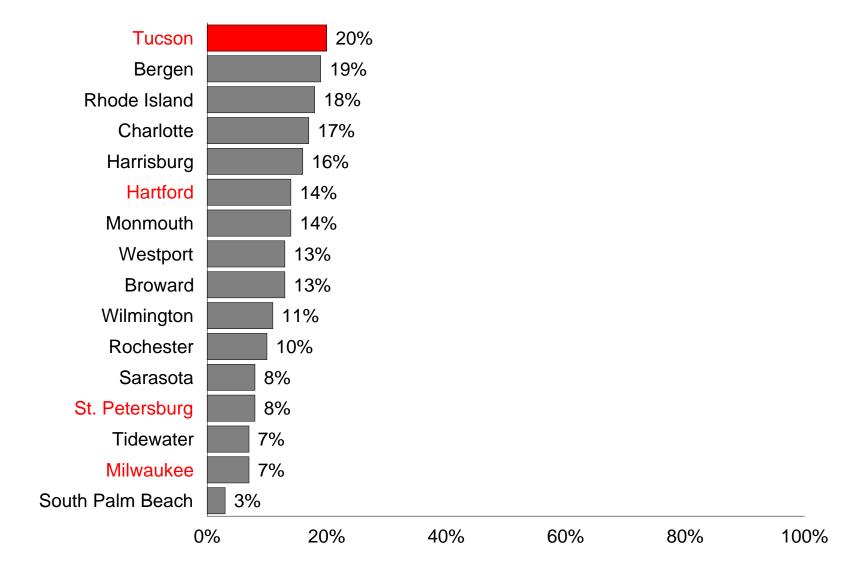
BELIEF IN PUBLIC SCHOOLS/ETHNICALLY MIXED AS A MAJOR REASON FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL



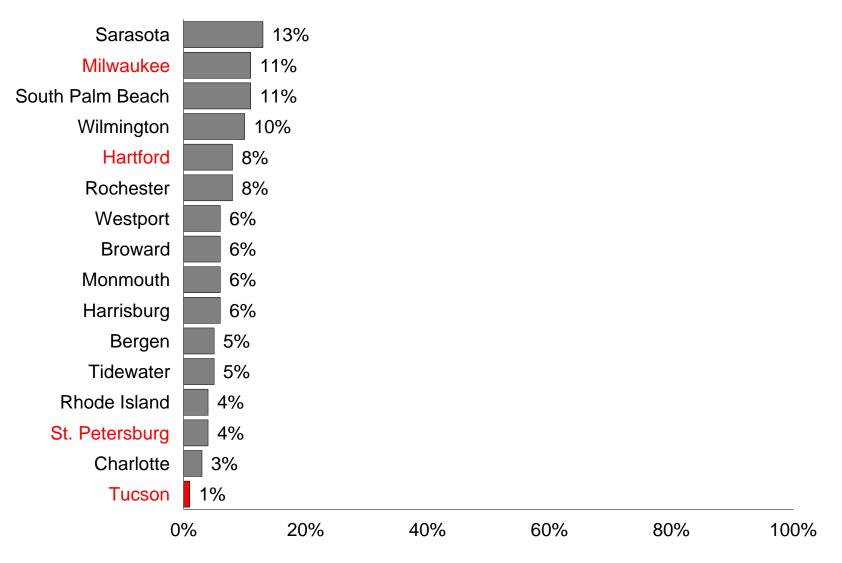
TUITION COST AS A MAJOR REASON FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL



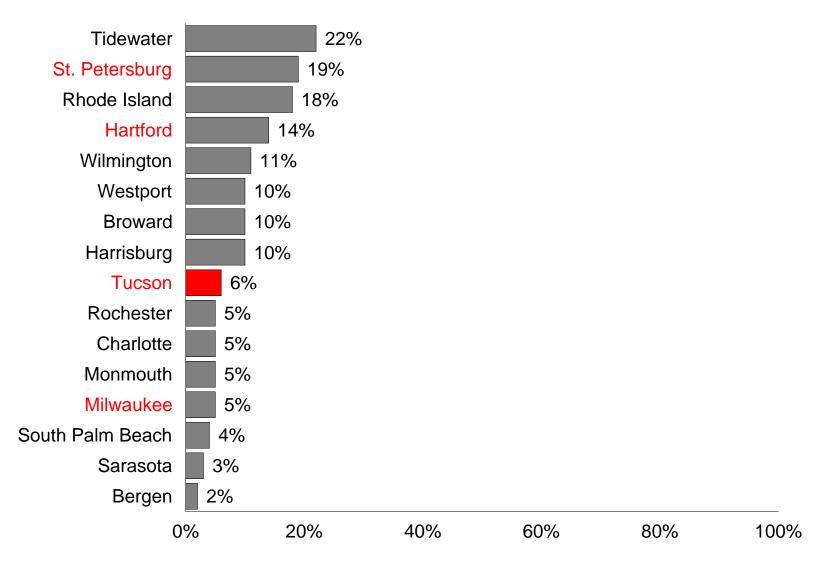
SCHOOL IS TOO RELIGIOUS FOR FAMILY/FAMILY IS NOT RELIGIOUS AS A MAJOR REASON FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL



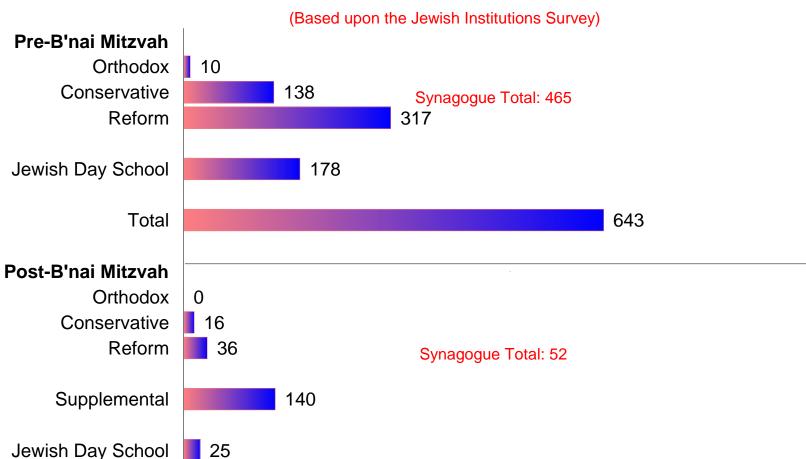
QUALITY OF EDUCATION AT JEWISH DAY SCHOOLS AS A MAJOR REASON FOR NOT SENDING JEWISH CHILDREN TO JEWISH DAY SCHOOL



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



JEWISH CHILDREN ENROLLED IN FORMAL JEWISH EDUCATION



217

200

Total

0

Number of Jewish Children

600

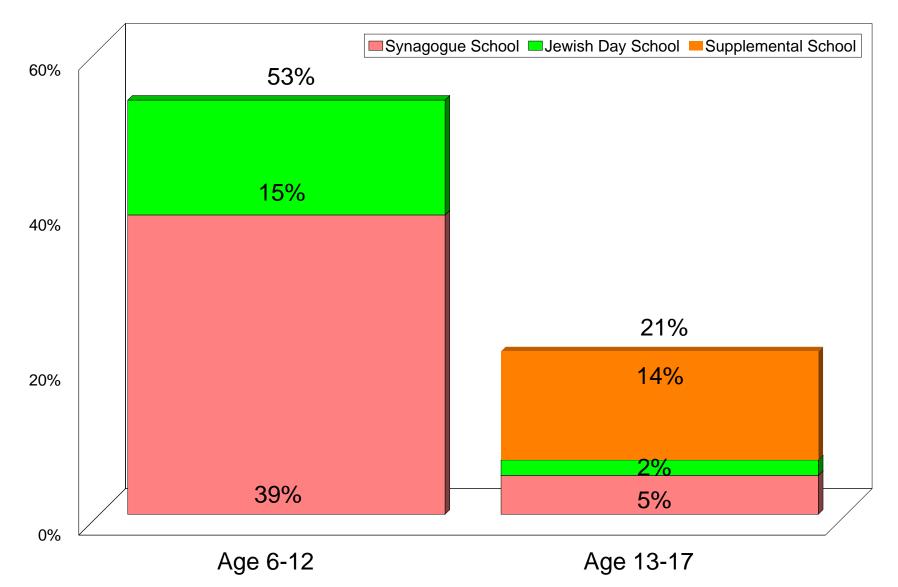
800

1,000

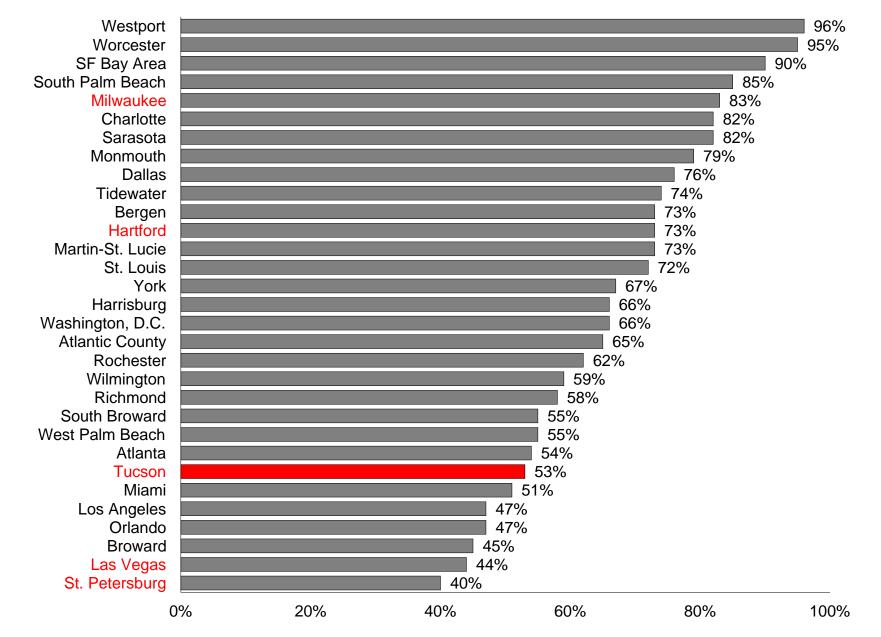
400

CURRENT ENROLLMENT OF JEWISH CHILDREN IN FORMAL JEWISH EDUCATION

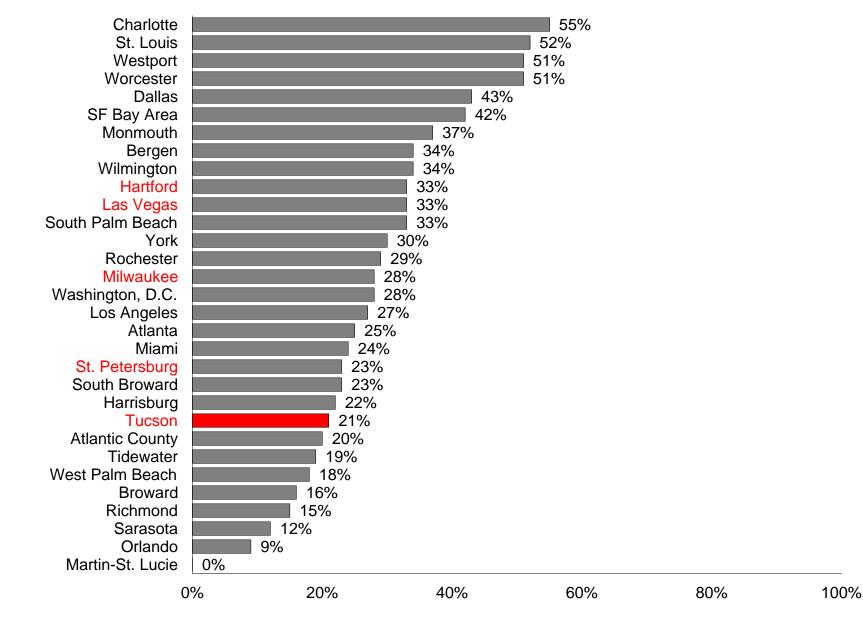
(Based upon the Jewish Institutions Survey)



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

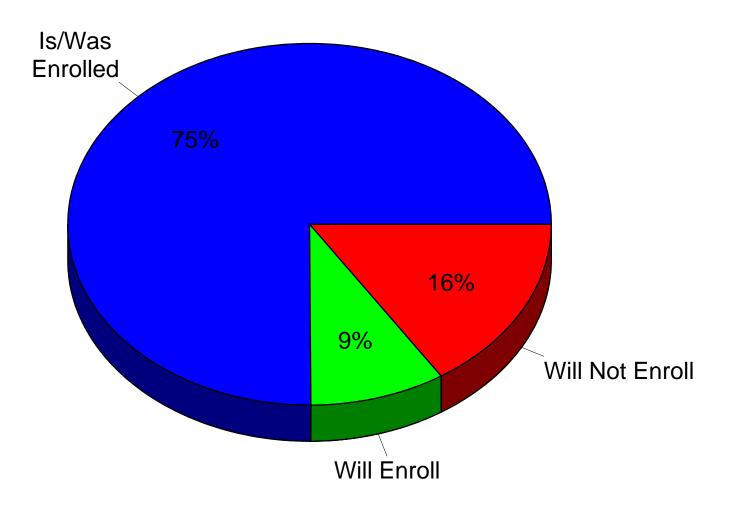


JEWISH CHILDREN AGE 13-17 CURRENTLY ENROLLED IN FORMAL JEWISH EDUCATION

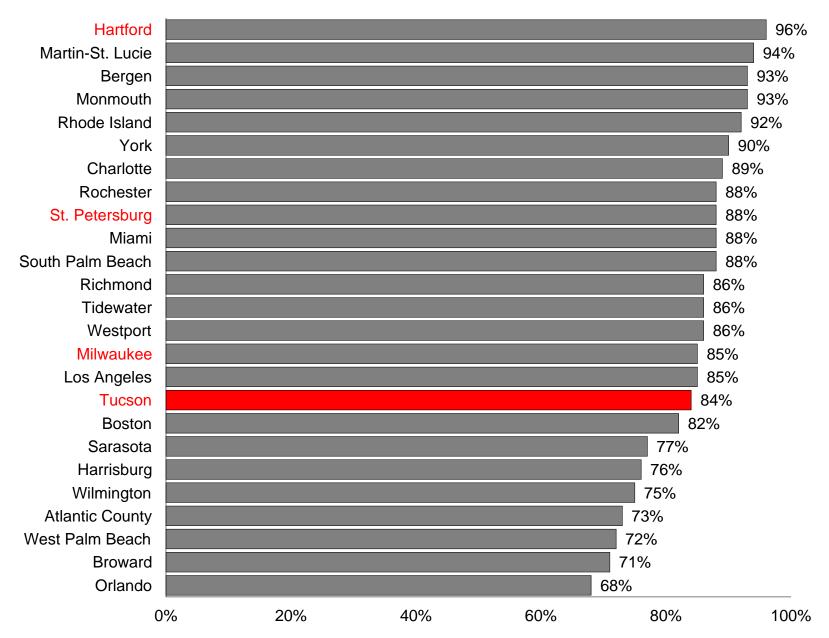


FORMAL JEWISH EDUCATION

(Jewish Children Age 6-17)



WILL RECEIVE A FORMAL JEWISH EDUCATION

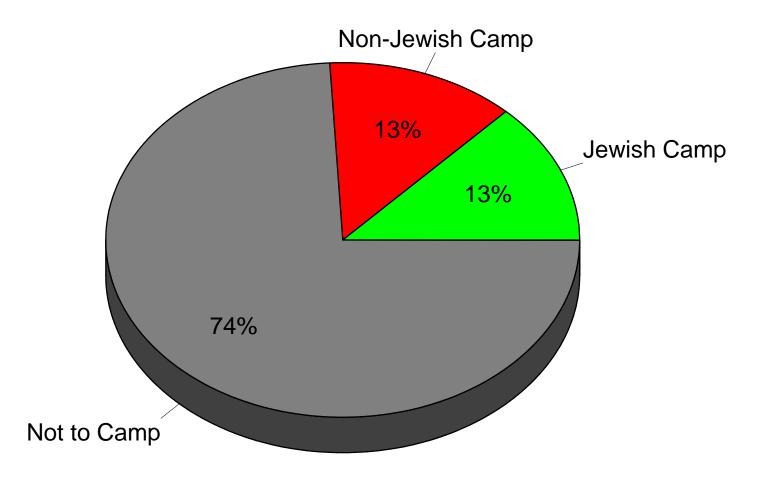


CONDITIONS PREVENTING JEWISH CHILDREN FROM RECEIVING A JEWISH EDUCATION

- 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

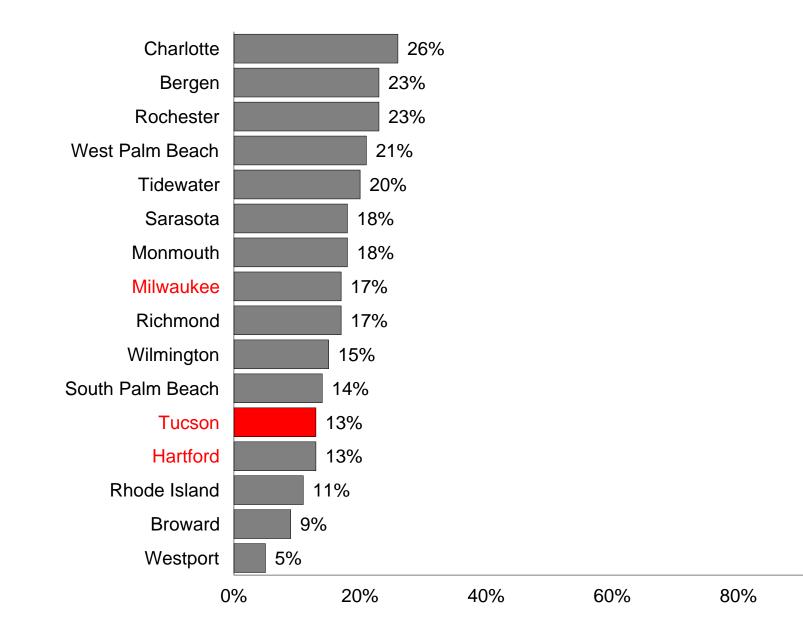
DAY CAMP ATTENDANCE THIS PAST SUMMER

(Jewish Children Age 0-17)



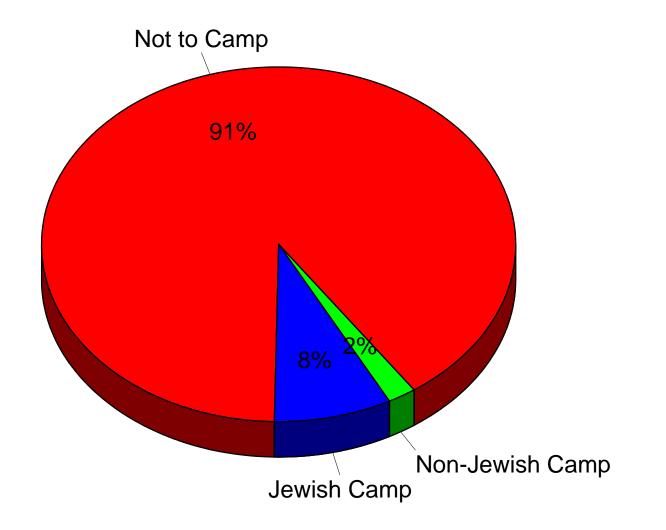
JEWISH DAY CAMP ATTENDANCE THIS PAST SUMMER

100%

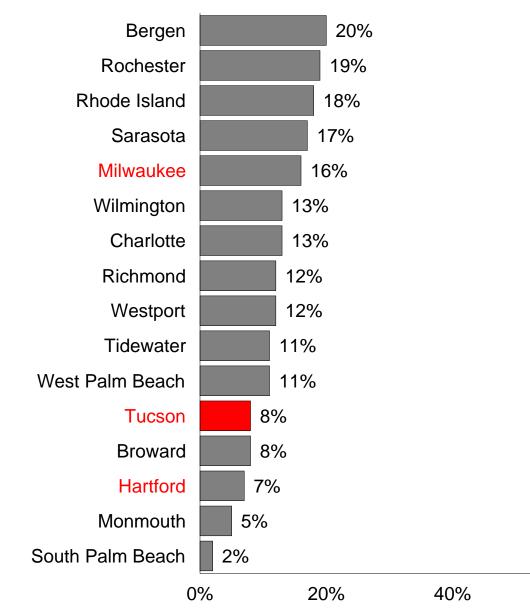


SLEEP AWAY CAMP ATTENDANCE THIS PAST SUMMER

(Jewish Children Age 6-17)



JEWISH SLEEP AWAY CAMP ATTENDANCE THIS PAST SUMMER



60%

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

