



# Understanding the Jewish Community of Metro Atlanta

2016 Jewish Community Study  
Final Report of Findings  
September, 2016  
[UPDATED MARCH, 2017]



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1528 Walnut Street, Suite 1414 / Philadelphia, PA 19102  
[www.meliorgroup.com](http://www.meliorgroup.com) / 215-545-0054



Jewish Federation  
OF GREATER ATLANTA



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# I. Study Background



## A. Introduction

### Research Questions

- What prompted Federation to undertake this research?
- What were the research goals?
- How was the research conducted?

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# Introduction

*What prompted Federation to undertake this research?*

## ▶ Background

- To continue to meet its goal of better serving the Jewish community, the leadership of Jewish Federation of Greater Atlanta (JFGA) wished to better understand the Jewish community it serves today, how the community has changed, and where the community sees itself headed in the future.
- JFGA engaged The Melior Group, a Philadelphia-based market research/consulting firm to conduct a comprehensive, objective, and marketing-focused study of the Jewish community in its service area.
- With current information, JFGA will be well-positioned to understand and meet the challenges of the future and ensure its health and vibrancy for many years to come.



# Introduction

## *What were the research goals?*

### ▶ **Overarching Research Goals**

- To **deepen understanding of the needs, interests, and behaviors** of the Metro Atlanta Jewish community, including both the use of, and barriers to participating in, Jewish education and related experiences (e.g., camp, teen programs, Israel experience, etc.);
- To **better understand the attitudes, likes, dislikes and needs of the community** as a whole, as well as specific segments of the population; and,
- To **better understand the use of both Jewish and secular resources** in meeting the community's program/social service needs (especially as they pertain to people with mental health challenges, special needs, substance abuse, seniors, etc.), and to determine the impact of the "Jewish factor" on the purchase decision.



# Introduction

*How was the research conducted?*

## ▶ Phase One: Community Exploration

### ▪ Task 1: In-person Interviews

- The Melior Group conducted interviews with key Federation personnel and community stakeholders selected by Federation to represent a cross-section of the Atlanta Jewish community.

### ▪ Task 2: Focus Groups with “Unconnected” Adults and Teens

- The Melior Group moderated three focus groups with adults who self-identified as “unconnected” with the Atlanta Jewish community and one in-person focus group with Jewish teenagers who live in the JFGA service area.



# Introduction

*How was the research conducted?*

## ▶ Phase Two: Community Evaluation

- **Task 1: Community - wide survey incorporating online and telephone methodologies**
  - The goal of this survey was to hear from as many Jewish adults in the JFGA service area as possible (i.e., people who identify as being Jewish or live in a Jewish household, whether or not they feel connected to the community).
  - Use this large database of information to provide insights into the attitudes and behaviors of participants, in total and in multiple segment areas.\*
  
- **Task 2: Additional specifically targeted online surveys**
  - Teenagers (14-17 years old)
  - Young Adults (18-29 years old)

\* Analysis plans and segmentation categories included in Appendix B.



## II. Summary of Findings



## A. Key Take Aways

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## Key Takeaways: Summary

- ▶ Patchwork of smaller, Jewish communities, NOT one single, unified Jewish community.
- ▶ Not especially welcoming or supportive, especially to those outside the already engaged 'core.'
- ▶ Many feel 'on the margins' of the Atlanta Jewish community... that the community could (and should) be more supportive of/better able to meet their needs.
- ▶ Communal institutions well-known, more often considered 'good' than 'excellent.'
- ▶ The majority feel strongly about their Jewish identity and the Jewish identity of their children... but are less positive about the current state of the Metro Atlanta Jewish community.
- ▶ The potential for growing involvement in the Jewish community is high if gaps are filled and underserved needs are met.



# Key Takeaways: Community Composition

- ▶ Rather than a single, unified Jewish community, this research clearly shows the Metro Atlanta Jewish community as a patchwork of smaller, often geographically-based (but not always), Jewish communities.
  - By any measure – geographic, religious, economic, cultural, social, attitudinal, behavioral – the Metro Atlanta area includes a wide array of people living in Jewish households. While this diversity is positive in many ways, it contributes to the lack of a sense of one single, unified Jewish community in Atlanta.
  - Respondents tell us they are much more likely to feel part of “A Jewish community in Atlanta” than they are to feel a part of “The Jewish community of Atlanta.” Institutions whose missions require them to reach, gain and maintain the support of the broad community may find this attitude problematic, but we believe it speaks more to the need, and opportunity, to “do things differently.”
  - Atlanta’s traffic congestion and urban sprawl are keys to understanding the “patchwork” view. Two-thirds of respondents spend at least an hour driving around Metro Atlanta daily; 10% spend at least 4 hours/day in their cars.
    - So it’s not surprising that only a handful are willing to travel an hour or more to attend a program/activity sponsored by a Jewish organization; most (54%) prefer <30 minutes.



# Key Takeaways: Community ‘Culture’

- ▶ **Many respondents do not find the Atlanta Jewish community to be especially welcoming or supportive, especially in the all-important “social” sense.**
  - Just over one-quarter (29%) strongly agree that the Atlanta Jewish community welcomes all (types of) Jews – and 15% actually disagree.
  - Only about a third ‘strongly agree’ – and 10% actually ‘disagree’ – that the last time they attended an event or activity sponsored by a Jewish organization they...
    - Were warmly welcomed
    - Felt connected to other people there
    - Felt they wanted to attend another Jewish event or activity as a result of this one
  - These perspectives are even more strongly felt in those segments outside the core of already highly engaged Jewish community members... and therefore represent segments of potential future growth.
    - Single (never married, divorced, widowed)
    - Secular/Just Jewish
    - Interfaith
    - Unaffiliated (religious institution)
    - Occasional participant in Jewish activities



# Key Takeaways: Inclusion

- ▶ A significant proportion of respondents feel ‘on the margins’ of the Atlanta Jewish community... that the community could (and should) be more supportive of /better able to meet their needs.
  - While some of these segments are relatively large, others are small yet represent future growth potential. They include...
    - **Geography.** Intown residents; those on the outskirts of JFGA’s traditional OTP service area
    - **Household structure.** Singles/never marrieds; Interfaith couples
    - **Gender/gender identity.** Older women, LGBTQ
  - Within these segments, some people will seek out new and creative ways to get their Jewish needs filled, while others will accept, but not engage with, the status quo.



# Key Takeaways: Identity & Engagement

- ▶ **Nearly all respondents have strong feelings about their Jewish identity and the Jewish identity of their children.**
  - 76% strongly agree that being Jewish is important to them.
    - 71% say it is important for future generations of their family to consider themselves Jewish.
    - 65% feel a connection to Jewish customs and traditions; 57% to Jewish history.
    - 62% care about being part of a Jewish community; 58% about having Jewish friends.
  - 81% want their children to feel proud to be Jewish.
    - 76% say it is important for their children to be knowledgeable about Jewish heritage, traditions, and culture; and 71% that they understand and live by Jewish values.
  - Fewer strongly agree that ...
    - Children be knowledgeable about Jewish ritual and prayer (60%)
    - Children have Jewish friends (60%)
    - Children marry someone Jewish (56%)
    - Being a synagogue member is part of their Jewish identity (47%).



# Key Takeaways: Identity & Engagement (cont.)

- ▶ **Although most respondents value being Jewish, they express some concerns about the current state of the Jewish community of Metro Atlanta.**
  - Only 15% strongly agree that Jewish organizations in Metro Atlanta successfully address the important needs/issues facing the Jewish community – and 24% disagree.
  - Only 17% strongly agree that belonging to Jewish organizations in Metro Atlanta is affordable – and 35% disagree.
  
- ▶ **Also, what respondents value in a Jewish community is changing.**
  - Only 22% strongly agree that it is important for programs/services they need to be provided by Jewish organizations - and 30% disagree
  - Only 33% strongly agree that its is important to live in areas where Jewish programs/services are conveniently located – and fewer (27%) actually do so.



## Key Takeaways: Excellence

- ▶ Familiarity with local Jewish organizations and day schools/yeshivas is quite high, but these entities are more likely to be perceived as ‘good’ rather than ‘excellent.’
  - Of the five organizations evaluated...
    - MJCCA and JFGA are the most widely known; Jewish Home Life the least.
    - Excellent ratings range from a high of 40% (JF&CS, Breman Jewish Heritage Museum, Jewish Home Life Communities) to 25% for JFGA.
  - Of all of the day schools/yeshivas in Metro Atlanta...
    - Epstein, Davis and Weber are the most widely known; Yeshiva Or and Chaya Mushka the least.
    - Excellent ratings range from highs of about 40% (Weber, Davis, Epstein) to about 20% (Chaya Muschka, Torah Day School, Yeshiva Or).
      - Day school families offer higher ‘excellent’ ratings (compared to the general population), a finding that suggests the opportunity for improved communications



# Key Takeaways: Interest & Involvement

- ▶ Even though people don't necessarily rate all Jewish organizations highly, they want more from the Jewish community as evidenced by the strong appetite for additional Jewish-focused programs/activities.
  - 90% identified a need they would like to see filled, and most say they are likely participate if offered.
    - Social programs/activities were mentioned most often (49%), followed by educational (40%), community service (38%), and cultural programs/activities (36%).
  - Programming needs for specific audiences were also identified, especially...
    - **Age.** Active older adults (34%)
    - **Marital status.** Interfaith couples/families (29%); young couples/newlyweds (25%)
    - **Life stage.** Singles (33%); parents of young children (30%); empty nesters (28%)
    - **Other audiences.** Parents of teens (19%); college students and people with disabilities (15% each); intergenerational groups and frail older adults (13% each); those who identify as LGBTQ (11%); those in recovery from substance abuse (7%); Holocaust survivors (6%)



## Key Takeaways: Interest & Involvement (cont.)

- ▶ The potential for growing ‘involvement’ in the Jewish community is high – 41% say they are not as involved as they would like to be.
  - It is important to note that those segments with the greatest ‘untapped potential’ lie outside the traditional core of the Jewish community and will require non-traditional efforts to engage them. They include:
    - **Geography.** Intown, OTP – North Metro, East of Perimeter/Gwinnett, and Other (OTP)
    - **Other characteristics.** <45 yrs., <\$100K, LGBTQ, intermarried
  - When planning new efforts, it will be important to be mindful of 4 key barriers to participation:
    - **Time.** Lack of time to attend, programs/activities occur at time that is not good, programs/activities take too long to get to
    - **Cost.** Too high, not a good value for the cost
    - **Social concerns.** No one to go with
    - **Communications.** Finding out about programs/activities too late



# Key Takeaways: Social Services

- ▶ **Outside resources are being used to deal with all kinds of challenges – health, physical/cognitive, relationship/caregiving, and financial.**
  - Respondents largely prefer to deal with Jewish agencies for their social service needs (all things being equal), but many who have sought such services have not been able to obtain them.
    - These findings suggest there are opportunities to better meet underserved needs, especially with respect to elder care, substance abuse treatment, and financial challenges.
  - Most of those who use outside resources pay for them. Among those who obtain such services at no cost, many say they would be likely to pay if the service were no longer free, depending on the nature of the service.



## Key Takeaways: Social Services (cont.)

- ▶ **Specialized housing needs in the community will likely grow.**
  - For seniors...
    - About 25% of seniors, especially those dealing with health challenges, foresee a future need for housing geared to their unique needs.
    - Nearly 20% of those <65 yrs. expect aging parents/relatives to move to Atlanta over the next few years. Preferred housing options include Jewish-run assisted living facilities, 55+ active adult communities, and living with family.
    - Given the strong desire of most seniors to age in place, there may be opportunities to provide new and/or expanded supports to help them achieve their goals.
  - For specialized populations...
    - Although a small percentage relative to the total respondent base, the needs are more pronounced for those dealing with the challenges. This is especially true for families who have an adult with developmental disabilities.



# Key Takeaways: Challenges to Address

- ▶ **Even though most respondents feel a part of a Jewish community in Metro Atlanta, there are challenges to address to secure a stronger Jewish future.**
  - How does the Atlanta Jewish community become more warm and welcoming?
  - What steps can be taken to more effectively include those who feel ‘on the margins’ of the community and make them feel a part of a Jewish community?
  - How can the Jewish community expand beyond the traditional enclaves of Sandy Springs/Dunwoody, Toco Hills, and Cobb County so that residents elsewhere in Metro Atlanta feel more a part of a Jewish community?
  - How can the Jewish community increase interest among key target demographics who represent the future without sacrificing those who represent the past?
  - What can be done to lower the hurdles – time, money, social, informational - that limit participation in Jewish communal life as we know it today?
  - How can local institutions routinely achieve excellence and better communicate it?
  - How can institutions become more effective at understanding, and meeting, changing needs?



## B. Advice from the Community

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# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

- ▶ Over one-third of respondents (34%; n=944) didn't hesitate to identify needed changes. Key themes include...
  - **Affordability.** “Being Jewish” would be more affordable
  - **Inclusion.** All who identify as Jewish would feel included in Jewish life
  - **Localization.** Local opportunities to participate in Jewish life would be available wherever Jews live in Metro Atlanta (Intown especially)
  - **Unity.** The Jewish community would feel as “One,” with fewer divisions and greater collaboration
  - **Comprehensive programming.** There would be appropriate programming for all ages and life stages
  - **Embracing vulnerable groups.** Do more to include the elderly, special needs children and adults – so their basic educational, social and human needs are met, and they are able to participate in all aspects of Jewish life.
  - **Better kosher food options.** Kosher food would be more varied, accessible, and affordable



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Affordability

- The high cost of being Jewish leads the change agenda. This concern is most often focused on two aspects of Jewish life: the high cost of education and other activities for children (e.g., overnight camp, preschool, Hebrew school), and synagogue membership. Additionally, respondents mention being shut out of the JCC and other Jewish programs and activities because of cost.

These respondents value the institutions, activities and programs that bring Jewish people together and ensure continuity going forward. Yet, they are often forced to choose non-Jewish options because they are affordable and available.



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Affordability

*“I would change how expensive everything is: from JCC memberships, to Jewish sports leagues (always more than the non-Jewish offerings in the area), to synagogue dues, to Jewish Day School tuition, to JCC summer camp, to Barney. All of our extra money and then some goes to these entities.”*

*“My non-Jewish friends do not understand why we pay so much more. It’s an enormous struggle for us to continue all of these, year after year.”*

*“You basically have to be quite wealthy to be a part of the Atlanta Jewish community... we are not in poverty, but we don't have the income to send our children to Jewish schools in the area, even though it would mean so much to us for our sons to receive that type of Jewish education.”*

*“I want my children to grow up in the Jewish community, but all the ways I know to do that are expensive! Sure, there are ways to get financial help, but they can be embarrassing. I may have the money for these things on paper and so wouldn't qualify for assistance, but I would lose all disposable income paying for all this!”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Inclusion

- Many respondents report feeling marginalized and excluded. When they make efforts to become involved in Jewish life – be it attending services at a synagogue, or volunteering for a Jewish organization – they feel rebuffed.

This reinforces some of the negative stereotypes about the Atlanta Jewish community, namely, that it is...cliquey, unwelcoming to new people, focused on those who can “pay to play,” and intolerant of Jews whose ethnicity, sexual identity, lifestyles, gender identities, physical/mental capabilities, etc., are outside of the mainstream.

*“It's hard to become part of the Jewish community. It's a tight-knit group that is not always very welcoming.”*

*“Being a leader in Jewish Atlanta tends to be for longtime Atlanta/Southeast families, the very wealthy, or career staff members. It's hard to break-in and extra hard if you can't or won't write checks left and right and attend dinners and galas all the time.”*

*“I wish the established Jewish community recognized that secular, LGBTQ, people of color, two state solution (liberal) Jews feel alienated by the Jewish community. Where is open dialogue? I feel the Jewish community pushes people away rather than embracing our diversity.”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Localization

- In an ideal world, opportunities to participate in Jewish life would be available wherever Jews live in Metro Atlanta. Respondents living outside of the Sandy Springs/Dunwoody area feel their access to other Jews – and Jewish life – is limited. Given Atlanta’s sprawl and traffic, it is hard to participate in Jewish events/institutions/activities outside of their local communities.
- The Intown community is particularly vocal in their desire for greater Jewish presence. Specifically, they desire expansion of the JCC. Several respondents from Cobb County still resent the relocation of the JCC to Dunwoody.

*“A Jewish Community Center Intown is needed. My son was amazed to meet other Jewish kids Intown. He thought most Jews lived in Sandy Springs and Dunwoody. There is a huge community of Jews Intown, yet we are separated by denomination because the only places to congregate are temples/shuls.”*

*“Bring back a JCC campus to the Marietta/East Cobb area. We don't want to travel to Dunwoody to use the facilities for ourselves and our children. More and more young Jewish families with children are moving here and we need that in our community!”*

*“I live in an area with very few Jewish families. I would like to have access to social activities with other Jewish adults that did not include long distance traveling.”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ► Unity

- Respondents would like the Jewish community to feel as “One,” with fewer divisions and greater collaboration between the various elements. There is the sense among many that there is no unified “Jewish Community” – rather, there are multiple “Jewish Communities” segmented by denomination, geographic area, synagogue and other institutional affiliations, etc. They believe this weakens the fabric of Jewish communal life through duplication of efforts and “turf battles.”

*“It seems so segmented between Reform, Conservative, Orthodox. That is what I like about Chabad – you just have to be Jewish.”*

*“There are so many different organizations doing different things. I wish they could come together more... why are there 15 different Chanukah events?”*

*“Jewish affiliation and participation is fractured. The geographic fracturing is, to some degree, unavoidable. But there's no reason why there isn't better integration and affiliation amongst the competing institutions and organizations.”*

*“Atlanta is very spread out... to recognize, include, and serve the Jewish Community, there needs to be satellite offices. These ‘branches’ would feed the whole community and keep it connected to the Jewish heritage and resources.”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Comprehensive programming

- Appropriate programming for all ages and life stages is highly desired. There is a sense that much of Jewish life and programming in Atlanta is centered around one demographic cohort: still married, heterosexual couples with young children. Many suggest that synagogues and other Jewish institutions focus so much of their efforts on this group that there is nothing left for... Millennials, singles of all ages, seniors, middle-aged/empty nesters, etc. This perceived lack of appealing and appropriate programming drives people away, in part because it sends a message about who is valued in the community.

*“I wish there were more young people involved in the community. Many of the programs I go to, like the Film Festival, appeal to much more older people. I wish there was more to attract people my age.”*

*“Atlanta needs singles programming in Atlanta for the 50+ crowd. Jewish organizations have left EVERYTHING to JDate, which is a mistake. The Atlanta Jewish Community largely ignores the 50+ singles group and loses out in the end because we intermarry, don't affiliate, and don't contribute what we would otherwise because we don't feel connected or particularly welcomed/valued by the Jewish community.”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Embracing vulnerable groups

- Respondents believe more can/should be done for vulnerable groups such as the elderly, special needs children and adults, as well as those in need. There is a sense that the Jewish community has a responsibility to provide a safety net for all of its members, and to be as inclusive as possible so that all are able to participate in Jewish life to the extent they wish.
  - For seniors, key services include housing and access to Jewish communal life, and respondents cite the need for better transportation and financial support to make access happen.
  - For special needs children and teens, Jewish education is a priority.
  - For special needs adults, more social opportunities are needed.

*“The Jewish community needs to meet the needs of the aging Jewish population, especially for people who are single and don't have families who are close by or able to care for them.”*

*“We need long term adult housing and programming for special needs adults.”*

*“Jewish Day Schools and organizations must be more inclusive of those with special needs. Most kids now attend schools like Cottage, Mill Springs, St. Francis or public schools as our day schools don't offer enough support or have decided they don't want to include special needs kids. As a Jewish community, we are not doing enough to ‘take care of our own’ in this area.”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Better kosher food options

- Many residents want more, and better, options for kosher food in Metro Atlanta. In terms of kosher restaurants, they would like to see more locations, better quality, and greater variety in locations throughout the Metro area. They would like supermarkets throughout the Metro area to have bigger and better kosher food sections. In general, the high cost of kosher food is also seen as problematic.

*“I wish supermarkets would carry more Kosher provisions, especially holiday items. It would save my going to ‘Jewish Atlanta’ and I would be supporting my local supermarkets.”*

*“I would like to have more KOSHER places to dine: restaurants, deli, diners, etc.”*

*“I would create a beautiful Kosher restaurant in the MJCCA that sold very good food and alcohol. Not too fancy but a nice place where Jewish families could come together to have dinner. A place where everyone knows your name!”*



# Advice for Jewish Community Leaders

*What one thing would you change about being Jewish in Atlanta?*

## ▶ Other suggested changes include...

- Involving more people in Jewish life, and in giving back to Jewish organizations.

*“I would like to see the large Jewish community who is not involved become involved. We need better communication about what our community has to offer for all ages.”*

- More Israel advocacy, support and education.

*“Within the Jewish community of Atlanta we need to increase the awareness of, and support for, Israel.”*

- Better relations with non-Jewish Atlanta.

*“I wish we were better understood by the non-Jewish community. So many non-Jews don't relate to anything Jewish... they don't have a CLUE about Chanukah or a Bar or Bat Mitzvah. Some of my daughter's friends just came to her Bat Mitzvah out of curiosity... I'd love them to understand us more!”*

*“I wish non-Jews were educated about our religion/way of life and our history to help shatter myths and help reduce Anti-Semitism.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ **One-third of respondents (36%; n=1014) had advice for Jewish community leaders. Most suggestions were focused on two related areas – be more accepting of people across the Jewish “spectrum” and improve access to Jewish life.**
  - Be more welcoming to all who want to participate in Jewish life.
  - Reduce the cost of Jewish affiliation so that all can participate to the extent they choose.
  - Create programming for all ages and life stages.
  - Offer opportunities throughout the Metro area, with a renewed focus on Intown, for those who wish to participate in Jewish life.
  - Meet the needs of all, especially “out of the mainstream” groups.
  - Develop more collaborations between Jewish organizations.
  - Continue to monitor the needs of the Jewish community through listening and surveying.



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ **Be more welcoming to all who want to participate in Jewish life – focus on making all people feel comfortable and included.**
  - Abolish the “pay to play” mentality.
  - Personally “come say hello” to newcomers at an event (particularly important for professional leadership, i.e., clergy, and lay leaders).

*“Don't forget about the ‘everyday’ people when looking for board members, table hosts, etc. We are not big money people but we would have loved to be more a part of our shul, schools, etc. It always seemed to be the same people and their clique of friends (who run things).”*

*“Keep tapping into the energy of folks of all ages to help drive the growth of the Jewish community - don't just rely on the ‘big donors’ but look to the folks who roll up their sleeves every day to make a small difference.”*

*“Each organization should have people who welcome newcomers and help them to feel like they belong.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ **Be more welcoming to all who want to participate in Jewish life – focus on making all people feel comfortable and included. (cont.)**

- Reach out to all Jewish newcomers to Atlanta.

*“I just moved to Atlanta this year and would love to meet other women in a non-cliquey, genuinely-interested- in-meeting-other-people environment. Often when I attend Jewish networking events, I don’t know anyone in the room and it seems to be more of a social reunion, rather than an opportunity to really network and meet new people. [It’s] Hard for a newbie like me.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ Reduce the cost of Jewish affiliation so that all can participate to the extent they choose.
  - Bundle membership and fees for people who want to participate in multiple organizations (e.g., belong to a synagogue and send children to Jewish Day School).
  - Keep pricing competitive with comparable non-Jewish offerings (e.g., overnight camp, gym memberships).

*“Offer discounts to belong to multiple organizations.”*

*“There are a lot of hard working middle class families that would love to send their kids to Jewish preschool, day camp, overnight camp, Day School, etc., but they are too proud to ask for financial assistance and instead just choose a non-Jewish option. Jewish options shouldn't always be priced at a premium. Too many people opt out because of that.”*

*“There needs to be a way to lower the costs of being Jewish especially with regard to Day School tuition and overnight camping. Both of these need to be more competitively priced with non-Jewish schools and camps, not just offer more assistance to those who can't afford it, but actually cut the costs for all.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

## ▶ Create programming for all ages and life stages.

- Focus on young people (e.g., teens, in and out of college, young adults) – “the future of the Jewish community.”
- Insure that Jewish institutions offer relevant programming to all – keep people involved.
- Remain sensitive to the needs of selected populations who may need help accessing Jewish life (e.g., issues around transportation, affordability, etc.).
- Offer programming that is interest-based first, and also Jewish-focused.

*“Young people need to be brought in...being Jewish is important to many but not in the ways it was before. We need to be creative, inclusive, and help them develop how best to be part of the community.”*

*“More singles/single events and groups for Jewish people 40+.”*

*“Reduce focus on quantity of those served and focus on quality of impact. Invest in programs/ services that offer the deepest connection and lasting impact on Jewish identity rather than superficial “outreach” efforts that do not translate into lasting Jewish connections.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ Offer opportunities to participate in Jewish life throughout the Metro area, especially Intown.
  - Create “meet up” groups centered in local communities so that Jews can meet.
  - Use existing, local spaces (e.g., sports leagues based in recreation facilities) even if they are not spaces solely dedicated to Jewish activities.
  - Seriously consider a “bricks and mortar” investment Intown.

*“Expand the walls by coming out to the communities themselves to provide programming and connections.”*

*“I really wish there was an Intown JCC! It's very hard to get up to the Perimeter during the week after work and traffic. Or expanding one of the Intown synagogues to add a JCC Intown!”*

*“There's a huge Jewish community Intown (by Intown I mean the neighborhoods east of the Beltline such as Candler Park, Lake Claire, Morningside/Va-Hi, Druid Hills, Decatur, etc.) that seems to be ignored by the MJCCA, Federation, etc. I am looking forward to when the Metro Atlanta Jewish Community doesn't just mean Sandy Springs and Dunwoody. I think the conversations are starting, and great things are happening independently (example: In The City Camp!) but hopefully that is just the start.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ **Meet the needs of, and be inclusive towards, “out of the mainstream” groups**
  - Insure that the basic needs of vulnerable groups – elderly, special needs -- are met, regardless of their ability to pay.
  - Provide programming for, and be welcoming toward, key segments who perceive they are not valued by the Jewish community, including...
    - LGBTQ                      Jews of color                      Jews of all nationalities
    - Singles                      Interfaith families                      Jews who are divorced

*“Jewish institutions are very focused on traditional Jewish families with children. While traditional families are important, the Jewish community also urgently needs to address the changing demographics nowadays. We now have increasing numbers of over-30 singles, divorced people, childless adults, single parents, Interfaith families, people who are LGBTQ, etc. Many of these people do not feel welcome in the organized Jewish community but still want to participate.”*

*“I do not feel that the Jewish community is very welcoming and inclusive. After my divorce, I felt like a pariah - I later stopped synagogue membership and attendance at Jewish events.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ Continue to monitor the needs of the Jewish community through listening and surveying
  - Broadly communicate #IamJewishATL results.
  - Inform the community of actions taken.
  - Formally survey the community periodically and track changes over time.
  - Develop additional mechanisms for the community to provide ongoing input and feedback.

*“This survey (asking your customers what they want) is great. The next step is to pay attention to the results, ask the appropriate follow-up questions, really listen, and be willing to change the way you've always done things.”*

*“Do more of this kind of market research, and be as transparent as possible in what you find, so the services you provide, and the decisions you make, can be identified as being in the best interests of the community you serve. You may be a non-profit, and it may seem crass to think of the community as a market, but that's what it is, and that's what you serve. Also, evolve more rapidly in response to that research.”*



# Advice for Jewish Community Leaders

*How can Jewish community leaders best serve community needs?*

- ▶ **Develop more collaborations between Jewish organizations to meet the interests of the overarching Jewish community, not just individual entities.**
  - Share resources/assets (e.g., buildings, teachers, etc.).
  - Develop joint programming (e.g., multi-synagogue religious school, holiday celebrations, etc.).
  - Maintain and update a consolidated community calendar.

*“We need more collaboration and less competition between the organizations. There is a scarcity mentality that is pervasive across most of the organizations (competing for donors, members, programs) and it hurts the growth of the community as a whole. There is enough of everything for everyone! Work together and we will be stronger.”*

*“Try not to duplicate services of other agencies. We do not need multiple agencies or organizations competing with each other. Sometimes it feels like schools, Chabads, Kollel, etc., compete with each other to the detriment of the community.”*

*“Work together to meet the needs of today's Jewish families – we need spaces where people can gather for classes, social outings, worship, etc. that are not necessarily tied to a single organization or congregation. This would make the community more welcoming, easier to access, and make better use of resources.”*



## II. Detailed Findings



## A. Jewish Identity and Engagement

<b>Research Questions</b>	<b>Page</b>
• What does 'being Jewish' in Atlanta mean?	
– Jewish Identity Defined	44
– Denomination	45
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• How emotionally attached are community members to Israel?	73



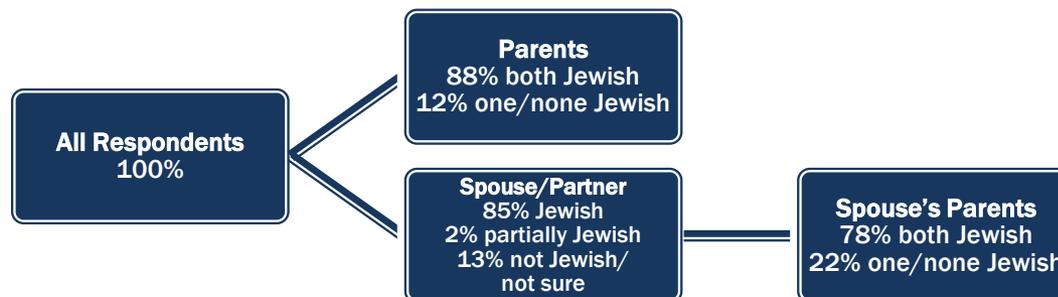
# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Jewish Identity Defined

- Virtually all respondents (96%) consider themselves fully Jewish. The remaining respondents consider themselves either partially Jewish (2%) or not Jewish/not sure (2%).
  - Not surprisingly, those who consider themselves partially Jewish or not Jewish/not sure are more likely to describe themselves as Secular/Just Jewish and to intermarry. They are also less likely to value supporting Jewish organizations and causes, and more likely to support non-Jewish charities only or not donate at all.
- Most respondents come from families where both parents are Jewish and are married to other Jews, most of whom also come from families where both parents are Jewish.

### Jewish Identity: Individual, Parent, Spouse





# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ► Denomination

- Respondents typically identify with one of the mainstream denominations/movements within Judaism, with the Conservative (40%), Reform (36%), and Orthodox (12%) denominations mentioned most often. Those who describe themselves as Secular/Just Jewish account for 9% of responses; 3% describe themselves as “Other” (e.g., Reconstructionist, post-denominational, etc.).
- Some “clustering” by denomination is evident.
  - **Geography.**
    - There are clusters of Conservative Jews across the Metro Atlanta region, most notably in Buckhead and Sandy Springs (ITP); North Central and Northeast (Intown); Sandy Springs/Dunwoody, Cobb County, and East of the Perimeter/Gwinnett.
    - Reform Jews tend to cluster in outlying areas (especially OTP). Other clusters were noted in Buckhead (ITP); Central (Intown); Cobb County, North Metro, and Other (OTP).
    - The Orthodox population is clearly focused in Toco Hills.
    - Secular/Just Jewish respondents are found in higher proportion in the Central and East areas (Intown).
  - **Intermarriage.** Intermarriage is more prevalent among Reform and Secular/Just Jewish compared to Conservative and Orthodox Jews.



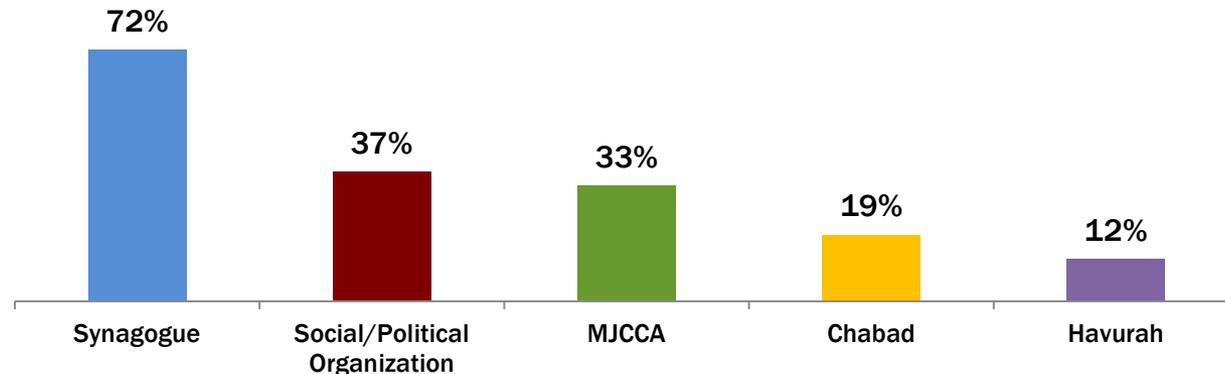
# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ► Affiliation/Membership

- The proportion of respondents currently paying dues/fees to belong to and/or support a Jewish organization varies by type of organization.
  - Nearly three-quarters pay dues to a synagogue/temple/shul.
  - Just over a third belong to a local chapter of a Jewish social and/or political organization; nearly as many belong to The Marcus Jewish Community Center of Atlanta (MJCCA).
  - A more moderate proportion (<20%) support/participate with Chabad and/or a Havurah.

**Belonging to/Supporting Jewish Organizations**  
(% Response)





# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Affiliation/Membership (cont.)

- Differences by segment are evident for each type of organization.
  - **Religious organizations.** Segment differences are typically based on geography and religious factors, age, household composition, and involvement with Jewish Day Schools.
  - **Jewish social/political organizations.** Differences by segment are typically based on geography, age, income, and household composition. Factors related to “time” also play a key role – whether employed full time or not, length of time willing to travel to attend events/programs, presence of children in the home, etc.
  - **MJCCA.** Segment differences are typically based on geography, household demographics, experience with Jewish Day Schools, and attitude towards the community.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ► Affiliation/Membership (cont.)

- These organizations face different situations with respect to the rate of member 'inflows' and 'outflows,' but all have opportunities for future growth as noted below. Member development and retention strategies that incorporate these segment-specific opportunities will enhance their likelihood of success.

**Membership Patterns Over Time: By Type of Jewish Organization**  
(% Response)

Type of Jewish Organization	Current Members/Supporter		Among Current Non-Members/Supporters		Growth Prospects: Segments Most Likely to Join in the Future
	Yes	No	Belonged in the Past	Plan to Belong in the Future	
Synagogue/temple/shul	72	28	40	54	<ul style="list-style-type: none"> <li>North Central, Northeast (Intown), Other (OTP); 18-34, 35-44; children &lt;18 yrs.; female; inmarried; willing to travel 15-30 minutes; Havurah and Chabad participants; JDS family</li> </ul>
Local chapter of Jewish social/political organization	37	63	36	29	<ul style="list-style-type: none"> <li>The younger the respondent, the greater the likelihood to join, especially &lt;65 yrs.; not employed; \$250K+; JDS family</li> </ul>
MJCCA	33	67	33	20	<ul style="list-style-type: none"> <li>Northeast (Intown); &lt;45 yrs.; not employed; would like to be more engaged; not a synagogue member/unaffiliated</li> </ul>
Chabad	19	81	18	7	<ul style="list-style-type: none"> <li>Other (OTP); 18-34; &lt;\$50K; 18-34; LGBTQ; Interfaith; not a synagogue member/unaffiliated</li> </ul>
Havurah	12	88	17	21	<ul style="list-style-type: none"> <li>Single/never married; &lt;\$50K; &lt;55 yrs.; female; LGBTQ; Interfaith</li> </ul>



# Jewish Identity and Engagement

What does "being Jewish" in Atlanta mean?

## ▶ Decision-making Criteria for Joining a Synagogue

- The three most important factors respondents considered when joining their current shul were comfort with religious practices, who is the rabbi, and synagogue denomination. Location and having friends/family belong were also very important to more than half of the respondents.
- There are some differences by segment:
  - **Age.** The youngest respondents (18-44) are more likely to say that programming and location were important.
  - **Denomination.** Orthodox respondents are more likely to say nearly every characteristic was important to them, with the exception of affordability, and needed for a life cycle event.
  - **Engagement/connection.** Every aspect of decision-making, with the exception of affordability, was more important to those who are more connected/engaged.

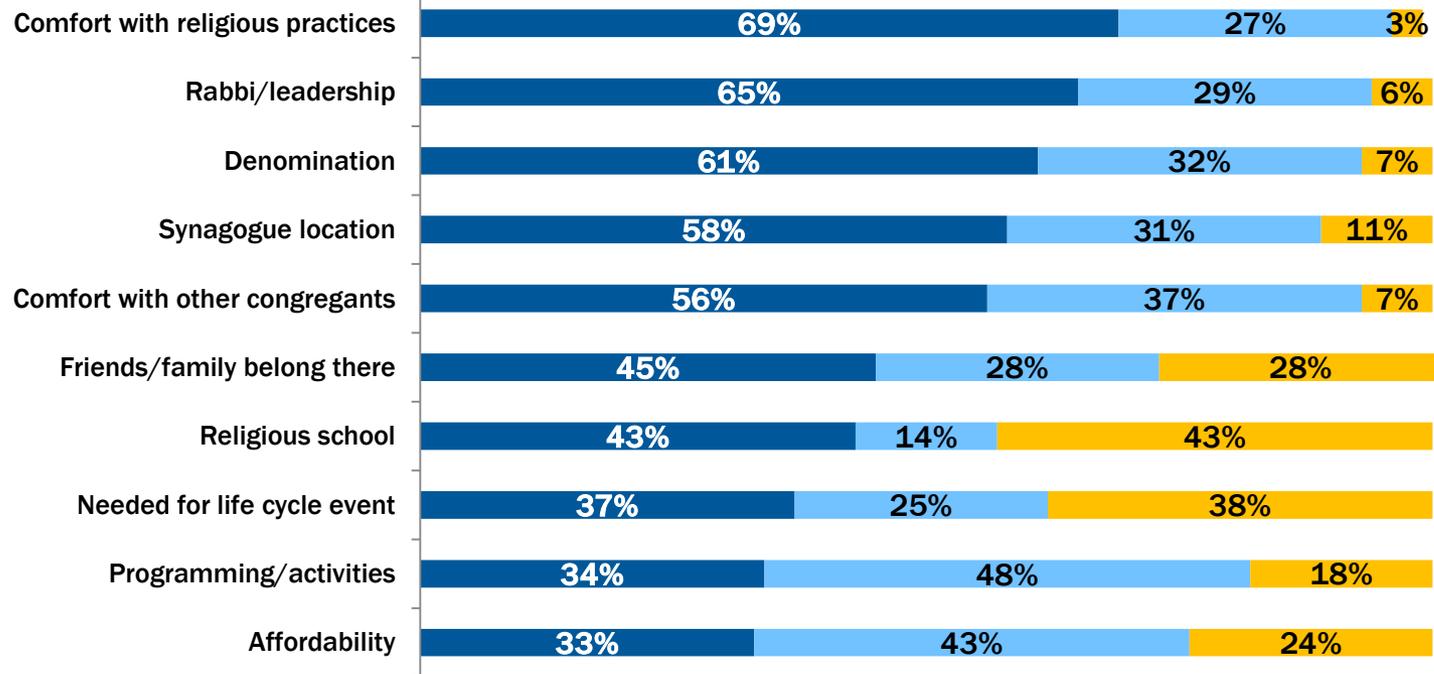


# Jewish Identity and Engagement

What does "being Jewish" in Atlanta mean?

## Importance of Factors in Synagogue Decision-making (%)

(Base: Respondents who belong to a synagogue)



■ Very Important    ■ Somewhat Important    ■ Not very important/not at all important



# Jewish Identity and Engagement

What does "being Jewish" in Atlanta mean?

## ► Reasons to Leave a Synagogue

- Financial concerns have the most impact on the decision to leave a synagogue; over one-third of lapsed synagogue members mentioned affordability, and lack of value, as being very impactful in their decision to let membership lapse.
  - **Age.** Cost is a major issue for respondents <35-54, perhaps not surprising given that this is the time when children are still living at home.
  - **Income.** Not surprisingly, lack of affordability was very impactful to over 40% of households with income <\$150K.
  - **Engagement/connection.** Lack of social connection, and programming no longer meeting needs, are the top two reasons that not engaged/connected respondents left their synagogues.

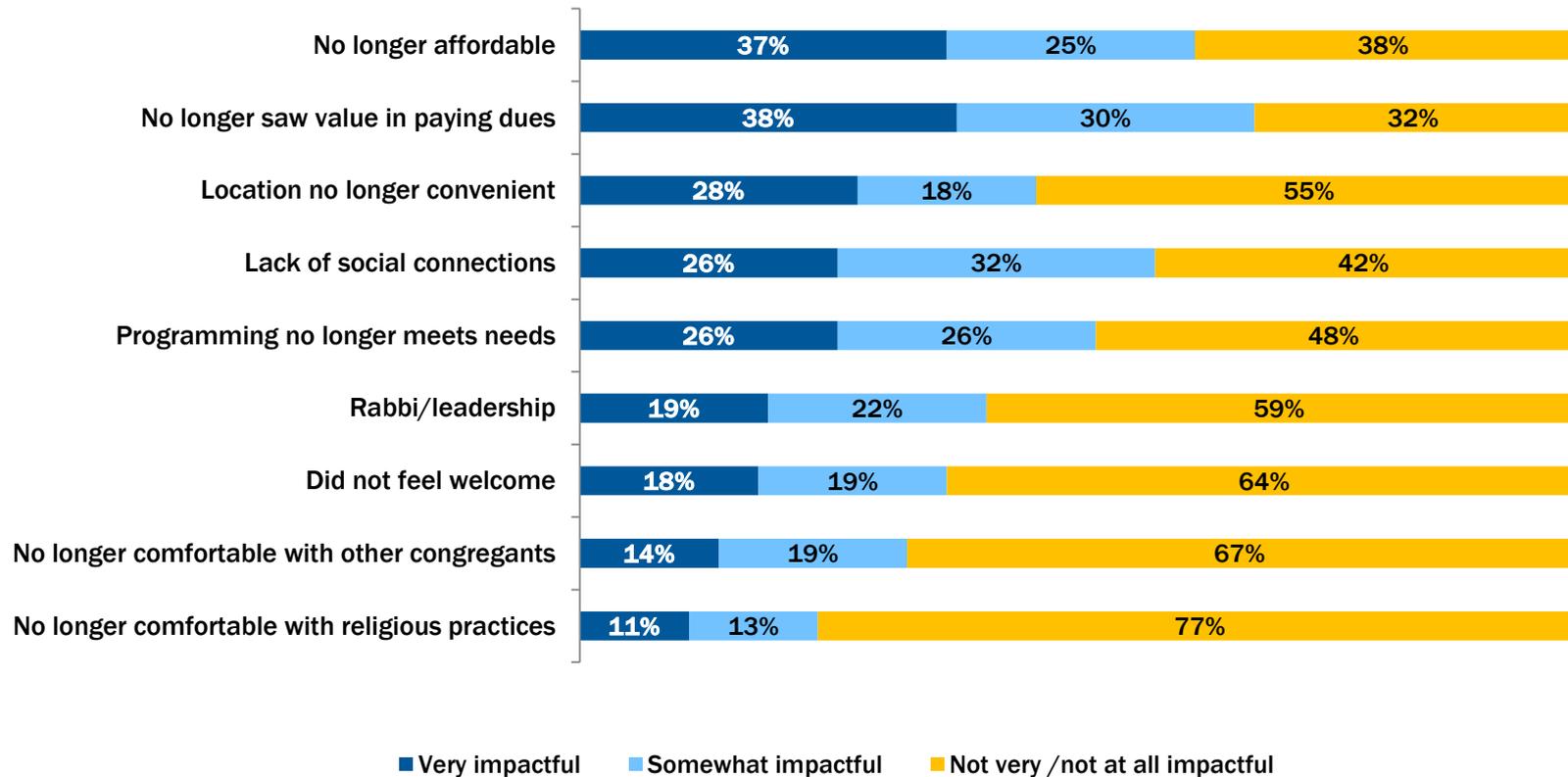


# Jewish Identity and Engagement

*What does "being Jewish" in Atlanta mean?*

## Reasons to Leave a Synagogue (%)

(Base: Respondents who used to, but no longer belong to a synagogue)





# Jewish Identity and Engagement

*What does "being Jewish" in Atlanta mean?*

## ▶ Decision-making Criteria for Joining a Synagogue in the Future

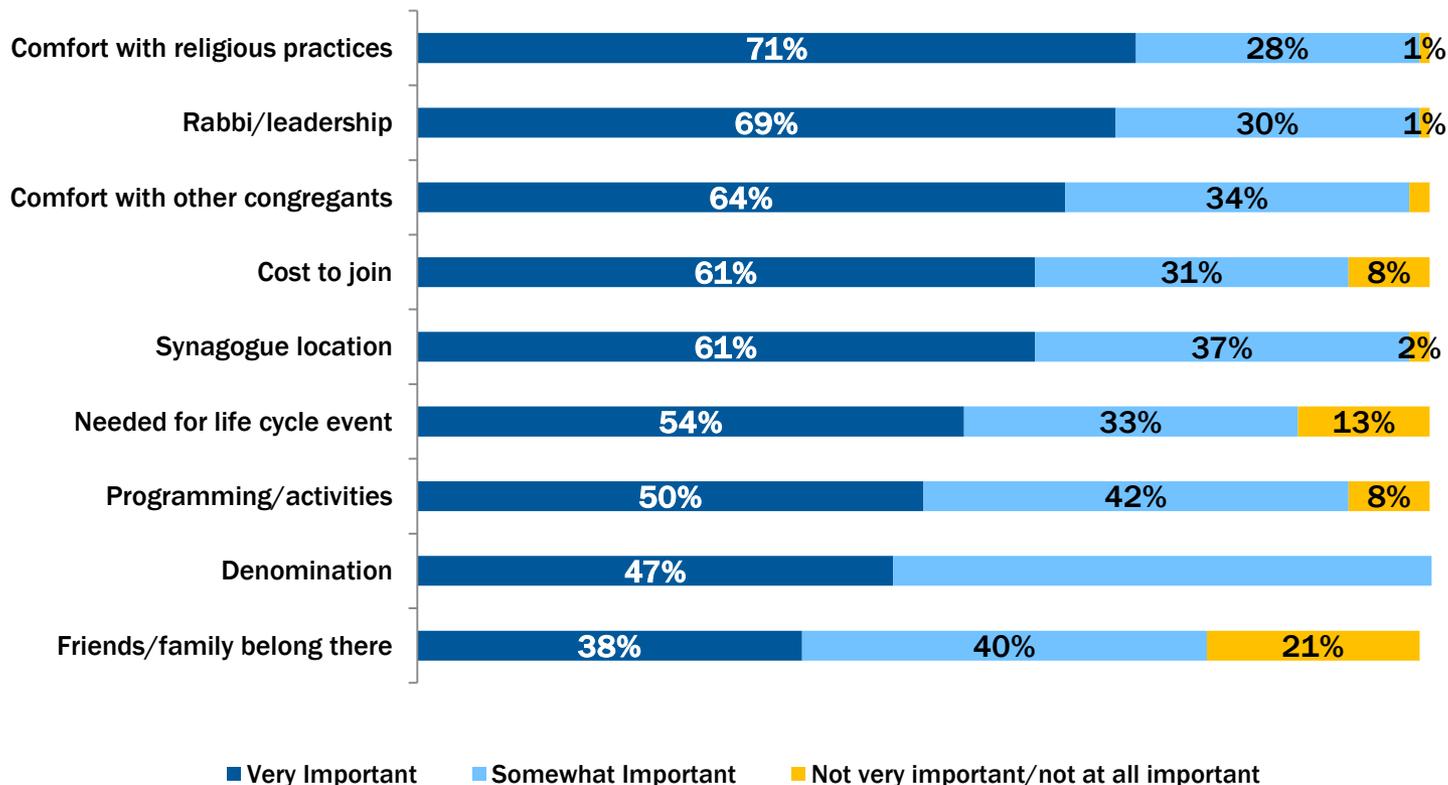
- Among people who say they will join a synagogue in the future, over six in ten say that comfort with religious practices, rabbis/leadership, comfort with other congregants, cost to join, and synagogue location will be very important. It is important to note that cost was a much less important driver for people who already belong to a synagogue (33% of current members rated affordability as important to their decision, versus 61% of those who do not currently belong and rate cost to join as very important to their future decision-making).
  - Cost is an even more important driver among people with income under \$150k.



# Jewish Identity and Engagement

*What does "being Jewish" in Atlanta mean?*

**Decision-making Criteria for Joining a Synagogue in the Future (%)**  
 (Base: Respondents who do not belong to a synagogue now, but plan to join in the future)



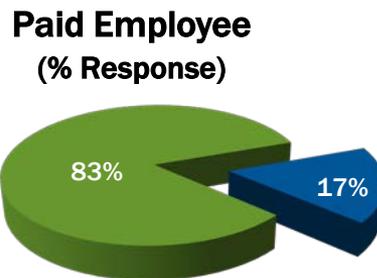


# Jewish Identity and Engagement

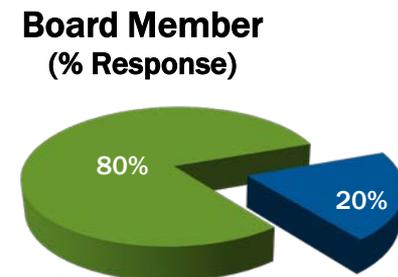
What does 'being Jewish' in Atlanta mean?

## ▶ Professional Involvement in the Jewish Community

- Those who are formally involved with the Jewish community of Atlanta are well-represented in this survey population – about 20% of respondents.
  - ***Paid employees.*** The highest clusters of paid employees are found in Toco Hills and Sandy Springs (ITP). Proportionally, paid employees tend to be younger (<35 years), Jewish Day School graduates, employed part-time, female, have a very strong emotional connection to Israel, and donate to Jewish charities/philanthropies only.
  - ***Board members.*** Board members of Jewish organizations are more likely to reside in Sandy Springs (ITP) or Buckhead, and have annual household incomes of \$250K+. They feel very much a part of the Atlanta Jewish community, have a very strong emotional connection to Israel, and donate to both Jewish and non-Jewish charities/philanthropies, including Federation.



■ Paid employee ■ Not a paid employee



■ Board Member ■ Not a Board Member



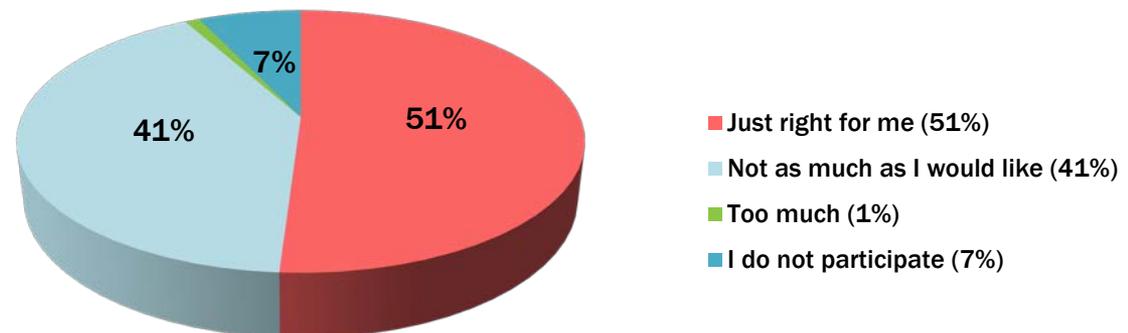
# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Level of Participation in the Jewish Community

- Just over half participate at a level that is “just right for them.” More importantly, nearly as many would like to participate more than they currently do, a finding which suggests significant untapped potential for the community.
- This sentiment is strongest among Intown residents, and those in the OTP areas East of Perimeter/Gwinnett, North Metro, and Other (OTP). Others who also feel this way tend to be younger (<45), have lower household incomes (<\$100K), are intermarried, and/or identify as LGBTQ.

**Level of Participation in the Atlanta Jewish Community**  
(% Response)





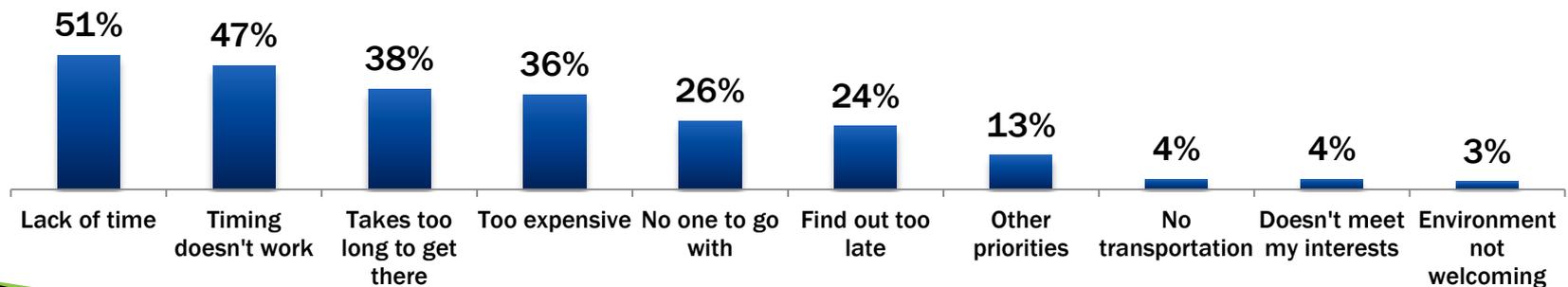
# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Level of Participation in the Jewish Community (cont.)

- Those who don't participate as much as they would like most often cite time as a factor – either they lack time, the programs/activities/events are not at a good time for them, or take too long to get to. Cost is also a significant barrier for many.
  - ITP residents are more likely to cite lack of time as a barrier, while OTP residents focus more on cost issues.
  - Younger people (<45) are especially sensitive to time-related barriers, cost, and finding out about things too late.
  - Women are more likely than men to cite cost and 'no one to go with' as barriers.

**Barriers to Participation**  
(% Response)





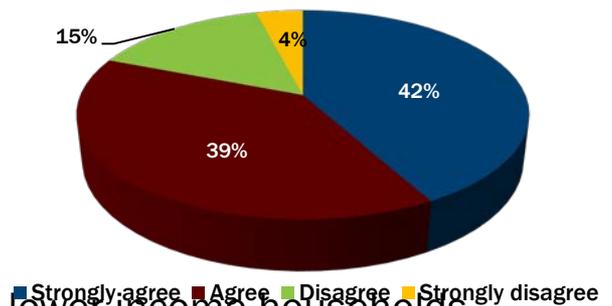
# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Feeling a Part of a Jewish Community in Metro Atlanta

- Even though most respondents (81%) feel a part of a Jewish community in Metro Atlanta, significant differences by segment suggest a number of challenges facing Jewish community leaders, most notably:
  - How can the Jewish community expand beyond the traditional enclaves of Sandy Springs/ Dunwoody, Toco Hills, and Cobb County so that residents elsewhere in Metro Atlanta feel more a part of a Jewish community?
  - How can the Jewish community increase interest among younger individuals (<45), and those not currently married/with a partner (i.e., single, widowed, divorced)?
  - What can be done to lower the financial barrier for lower income households (\$<100K) so they feel more a part of a Jewish community?
  - How can the strong sense of community found among the Orthodox segment be better leveraged to the benefit of the entire Jewish community?
  - What steps can be taken to more effectively welcome intermarried couples/families and make them feel a part of a Jewish community?

**Feeling a Part of a Jewish Community  
(% Response)**





# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Attitudes/Values: Jewish Identity

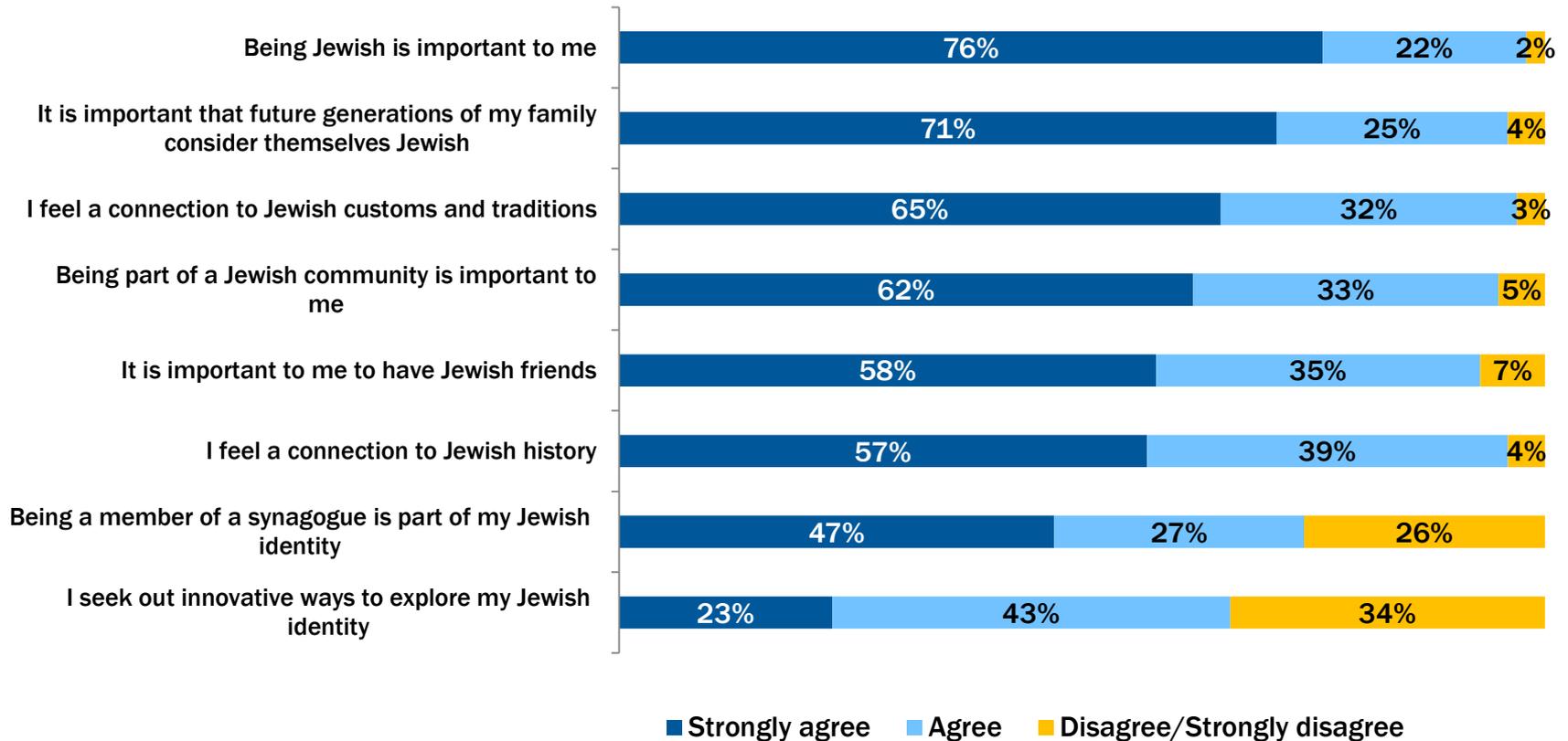
- In Atlanta, Jewish identity and Jewish continuity are strongly held values.
  - Almost all survey respondents (98%) agree that being Jewish is important to them – 76% strongly agree.
  - A similar proportion (96%) agree it's important that future generations of their family consider themselves Jewish – 71% strongly agree.
- Respondents clearly recognize the role Jewish history, culture, and community play in forming their Jewish identity.
  - 97% feel a connection to Jewish customs and traditions – 65% strongly agree
  - 96% feel a connection to Jewish history – 57% strongly agree
  - 95% value being part of a Jewish community – 62% strongly agree
  - 93% care about having Jewish friends – 58% strongly agree
- However, significantly fewer (74%) consider synagogue membership a part of their Jewish identity, and even fewer (67%) seek out innovative ways to explore their Jewish identity – with 47% and 23%, respectively, strongly agreeing.



# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

**Attitudes and Values: Jewish Identity**  
(% Response)





# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Attitudes/Values: Jewish Identity Segment Analysis

- A closer look at these attitudes/values by segment reveals interesting differences:
  - **Geography.** ITP and OTP residents demonstrate similar attitudes/values with only one exception – OTP residents are significantly more likely to consider synagogue membership a part of their Jewish identity.
    - **ITP.** Residents of Toco Hills, a high proportion of whom are Orthodox, are more likely than respondents living elsewhere to feel strongly on every attitude/value tested. Among Intown residents, those living in the Northeast and North Central areas feel more strongly on the attitudes/values tested as compared to those in the Central and East areas with one exception – Northeast area residents are much less likely to seek out innovative ways to explore their Jewish identity.
    - **OTP.** Sandy Springs/Dunwoody residents and those living in Cobb County are more likely than those living in other areas (i.e., East of Perimeter/Gwinnett and North Metro) to feel strongly on all attitudes/values tested.
  - **Income.** In general, the higher the income, the more likely respondents are to agree with the attitudes/values tested.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Attitudes/Values: Jewish Identity Segment Analysis (cont.)

- **Age.** Those ages 45+ tend to feel more strongly about the attitudes/values tested, especially their connection to Jewish history, synagogue membership as part of their Jewish identity, and feeling a part of a Jewish community in Metro Atlanta.
  - One notable difference: those ages 35-54 tend to feel more strongly than other segments that future generations of their families are Jewish, perhaps because they are at a point where they feel they have substantive influence over the outcome.
- **Marital status/family unit.** Singles/never marrieds are much less likely than currently and/or formerly married individuals to agree with these statements about their Jewish identity. Clearly, they feel marginalized/left out on so many levels by the Jewish community. The same is true for respondents in Interfaith marriages.
  - In contrast, respondents with children under age 18 living at home are much more likely to agree strongly with these attitudes/values except in three areas—feeling a connection to Jewish history, viewing synagogue membership as part of their Jewish identity, and feeling a part of a Jewish community in Metro Atlanta.
- **Gender and sexual identity.** A few differences were noted as follows:
  - Women are more likely than men to value Jewish continuity, be part of a Jewish community and have Jewish friends, and to feel connected to Jewish customs and traditions.
  - LGBTQ respondents are more likely to seek out innovative ways to explore Jewish identity.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Attitudes/Values: Jewish Identity Segment Analysis (cont.)

- **Denomination/affiliation.** Those who identify as Orthodox are significantly more likely than others to agree with these statements about Jewish identity; those who identify as Secular/Just Jewish are typically the least likely to strongly agree. It is interesting to note that the denominations are similarly aligned with respect to the ability of Jewish organizations to successfully address the important issues/needs facing the community—fewer than 20% strongly agree.
  - Those who are affiliated with a religious institution—whether a synagogue, Havurah or Chabad—are more likely to value these qualities than those who are not. It is also interesting to note that among all those who are affiliated with a religious institution, Chabad participants are the most likely to strongly value Jewish continuity, having Jewish friends, and seeking out innovative ways to explore their Jewish identity.



# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Attitudes/Values: Jewish Identity & the Jewish Community

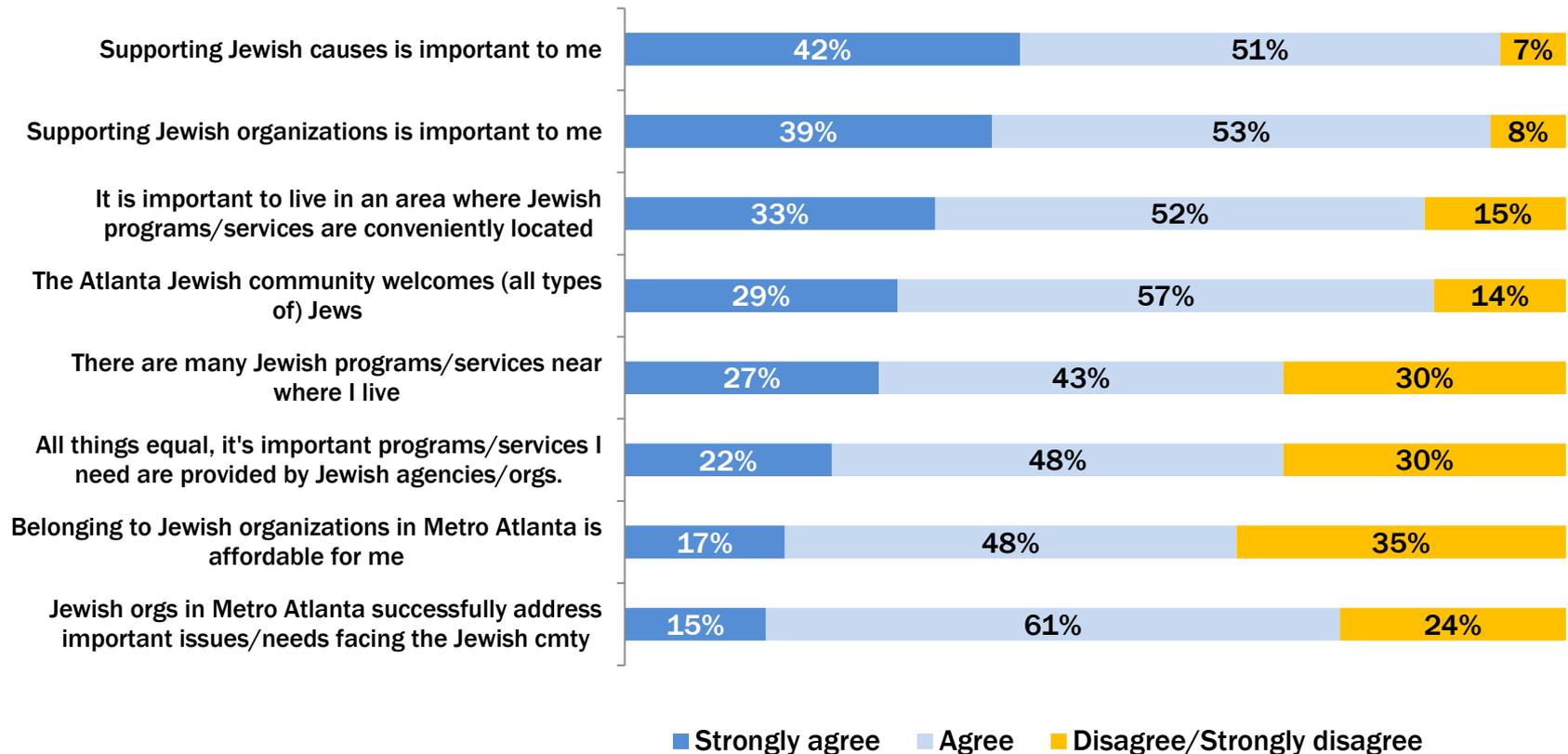
- However, respondents have a less positive view about the elements that comprise the Jewish community of Atlanta.
  - 93% believe in supporting Jewish causes – yet only 42% feel strongly about this.
  - 92% say it's important to support Jewish organizations – only 39% strongly agree.
  - 86% agree the Atlanta Jewish community welcomes (all types of) Jews – only 29% strongly agree.
  - 85% feel it's important to live in an area where Jewish programs/services are conveniently located – and a third (33%) strongly agree. However, only 70% live in an area with nearby Jewish programs/services – and only (27%) strongly agree. .
- Their perspectives on Jewish organizations are somewhat less favorable.
  - 76% say Jewish organizations in Metro Atlanta successfully address the important issues/needs facing the Jewish community – only 15% strongly agree.
  - 70% prefer obtaining programs/services from a Jewish agency/organization (all things being equal) – only 22% strongly agree.
  - 65% agree that belonging to Jewish organizations in Metro Atlanta is affordable for them – only 17% strongly agree (meaning affordability is an issue for 35%).



# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

**Attitudes and Values: Jewish Identity & the Jewish Community**  
(% Response)





# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

- ▶ **Attitudes/Values: Jewish Identity & the Jewish Community Segment Analysis**
  - A closer look at these attitudes/values by segment reveals interesting differences:
    - **Geography.** ITP and OTP residents demonstrate similar attitudes/values with only one exception -- ITP residents are more likely to find belonging to Jewish organizations in Metro Atlanta affordable.
      - **ITP.** Residents of Toco Hills, a high proportion of whom are Orthodox, are more likely than respondents living elsewhere to feel strongly on every attitude/value tested with one exception - affordability. Among Intown residents, those living in the Northeast and North Central areas feel more strongly on the attitudes/values tested as compared to those in the Central and East areas.
      - **OTP.** Sandy Springs/Dunwoody residents and those living in Cobb County are more likely than those living in other areas (i.e., East of Perimeter/Gwinnett and North Metro) to agree strongly with all attitudes/values tested except in a few cases. Sandy Springs/Dunwoody residents are much more likely than those of other OTP segments to feel the community is welcoming to all, is affordable, and successfully addresses Jewish community issues/needs.
    - **Age.** In general, respondents ages 35-44 are less likely than other segments to strongly agree with the attitudes/values tested.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

- ▶ **Attitudes/Values: Jewish Identity & the Jewish Community Segment Analysis (cont.)**
  - **Income.** High income households (\$500K+) have the most positive view. They are significantly more likely than others to: value supporting Jewish causes and organizations, prefer obtaining programs/services from Jewish organizations, feel belonging to Jewish organizations is affordable, and believe that Jewish organizations in Metro Atlanta successfully address community issues/needs.
  - **Marital status/family unit.** Singles/never marrieds are less likely than currently and/or formerly married individuals to agree strongly with these statements about the Jewish community. The same is true for respondents in Interfaith marriages.
    - Respondents with children under age 18 living at home are much more likely to value the importance of living in an area where Jewish programs/services are conveniently located as compared to those without children living at home.
  - **Gender and sexual identity.** A few differences were noted.
    - Men are more likely than women to find belonging to Jewish organizations affordable.
    - LGBTQ respondents are somewhat less likely than others to value supporting Jewish organizations, feel it's important to live in an area where Jewish programs/services are conveniently located, feel the community is welcoming to all Jews, and find it affordable to belong to Jewish organizations.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

- ▶ **Attitudes/Values: Jewish Identity & the Jewish Community Segment Analysis (cont.)**
  - **Denomination/affiliation.** Those who identify as Orthodox are significantly more likely than others to agree with these statements about the Jewish community of Metro Atlanta; those who identify as Secular/Just Jewish are typically the least likely to strongly agree. It is interesting to note that the denominations are similarly aligned with respect to the ability of Jewish organizations to successfully address the important issues/needs facing the community – fewer than 20% strongly agree.
    - Those who are affiliated with a religious institution – whether a synagogue, Havurah or Chabad – are more likely to value these qualities than those who are not.



# Jewish Identity and Engagement

*What does 'being Jewish' in Atlanta mean?*

## ▶ Attitudes/Values: Jewish Identity & Children

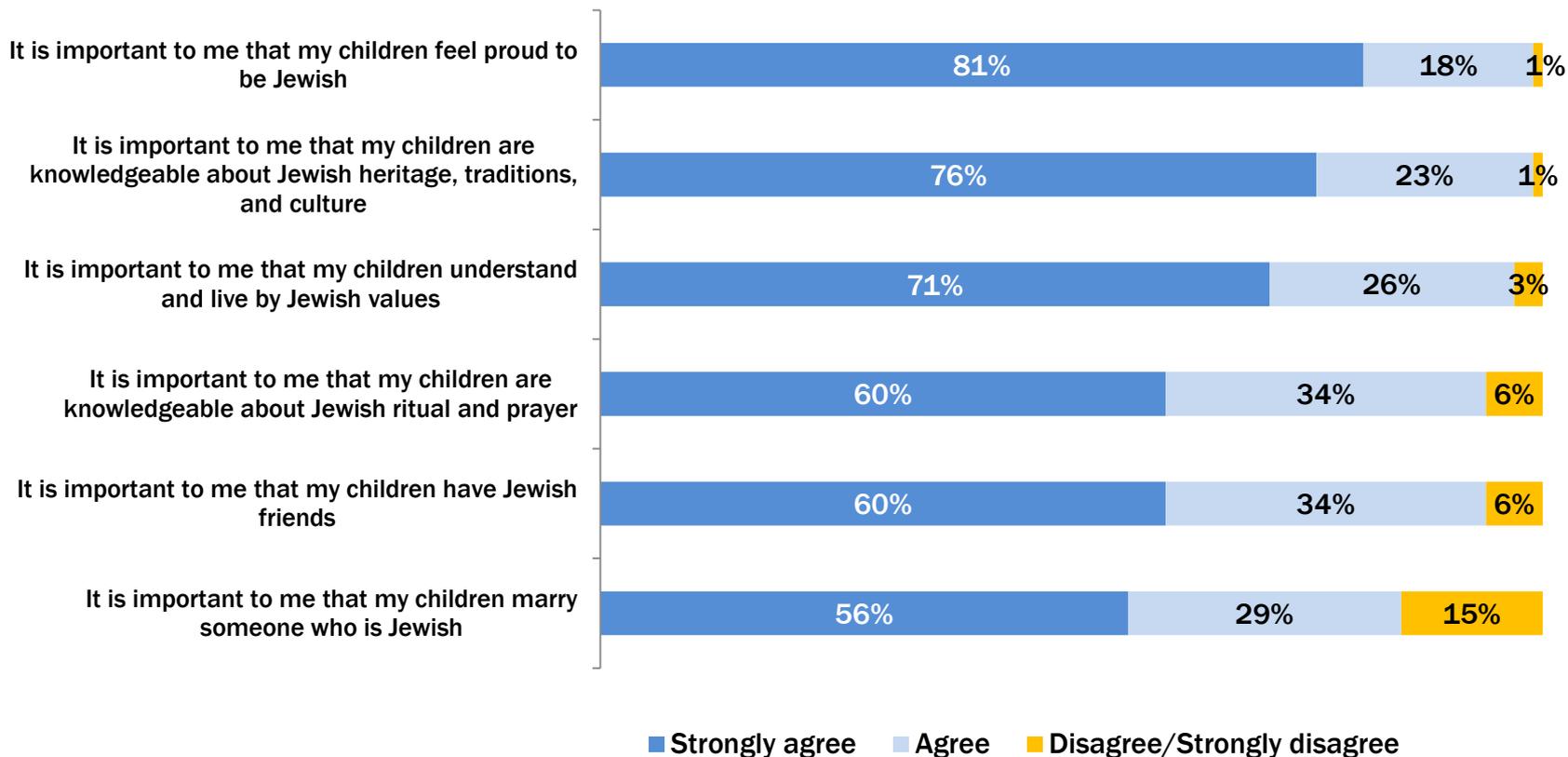
- Of the six values tested, respondents care most that their children feel proud to be Jewish. They tend to value knowledge of Jewish heritage, traditions, and culture along with Jewish values over knowledge of Jewish ritual and prayer. They place relatively less value on their children having Jewish friends or marrying someone who is Jewish.
  - 99% agree that having their children feel proud to be Jewish is important to them – 81% strongly agree.
  - 99% agree that it's important their children are knowledgeable about Jewish heritage, traditions, and culture – 76% strongly agree.
  - 97% say it's important that their children understand and live by Jewish values – 71% strongly agree.
  - 94% say it's important that their children are knowledgeable about Jewish ritual and prayer – 60% strongly agree (about the same percentage as value having Jewish friends themselves).
  - 85% agree it's important to them that their children marry someone who is Jewish – 55% strongly agree.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## Attitudes and Values: Jewish Identity & Children (% Response)





# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Attitudes/Values: Jewish Identity & Children Segment Analysis

- A closer look at these attitudes/values by segment reveals interesting differences:
  - **Geography.** ITP and OTP residents demonstrate similar strength of belief across all attitudes/values tested.
    - **ITP.** Residents of Toco Hills, are more likely than respondents living elsewhere to feel strongly on every attitude/value tested. Among Intown residents, those living in the Northeast and North Central areas feel more strongly than Central and East residents that their children understand and live by Jewish values as well as marry someone who is Jewish.
    - **OTP.** Sandy Springs/Dunwoody residents and those living in Cobb County are more likely than those living in other areas (i.e., East of Perimeter/Gwinnett and North Metro) to feel strongly on all attitudes/values tested.
  - **Age.** Respondents ages 18-34 agree more strongly than older individuals on all attitudes/values tested.
  - **Income.** For the most part, respondents share similar values, regardless of income level. One exception was noted -- those with household incomes of \$50K-\$100K were more likely than others to value their children's knowledge of Jewish ritual and prayer.



# Jewish Identity and Engagement

What does 'being Jewish' in Atlanta mean?

## ▶ Attitudes/Values: Jewish Identity & Children Segment Analysis (cont.)

- **Marital status/family unit.** As might be expected, those who are currently married/with a partner are more likely to agree with these statements than those who are not now/were ever married. The same is true for those who are inmarried as compared to those who are intermarried.
  - Also, respondents with children under age 18 living at home are much more likely to agree strongly with these attitudes/values than those who don't have children living at home.
- **Gender and sexual identity.** A few differences were noted.
  - Women are more likely than men to agree strongly about the importance of their children knowing Jewish ritual and prayer.
  - Non-LGBTQ respondents are more likely to strongly agree with these statements. This may be due, in part, to the fact that fewer LGBTQ respondents in this survey population have children so these considerations are not as relevant to them.
- **Denomination/affiliation.** Those who identify as Secular/Just Jewish are less likely than others to see the value of these attributes in their children's lives while those who identify as Orthodox (followed by those who identify as Conservative) are the most likely to value them.
  - Those who are affiliated with a religious institution – whether a synagogue, Havurah or Chabad – are also more likely to see the value than those who are not.



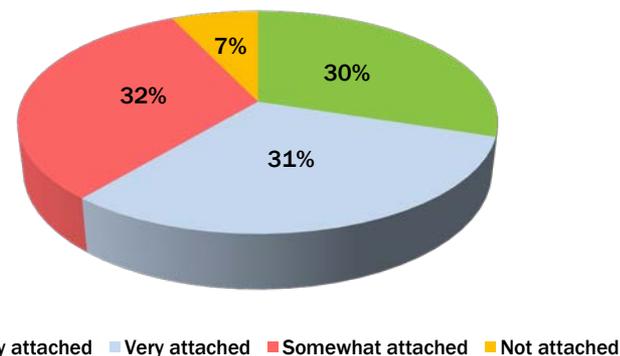
# Jewish Identity and Engagement

*How emotionally attached are community members to Israel?*

## ▶ Emotional Attachment to Israel

- The vast majority (93%) of respondents feel some emotional attachment to Israel – only 7% feel none.
  - Segments that feel more strongly attached include:
    - **Geography.** ITP – Toco Hills, Sandy Springs; OTP – Sandy Springs/Dunwoody, Cobb County
    - **Age.** 55+
    - **Income.** \$500K+
    - **Denomination/affiliation.** Orthodox; Chabad
  - Segments less likely to feel an attachment to Israel include:
    - **Geography.** ITP – Buckhead, Intown East and Central
    - **Marital status/family unit.** Interfaith family
    - **Denomination.** Reconstructionist, Secular/Just Jewish, Reform
    - **Attitudes/values.** Do not feel part of the Jewish community of Metro Atlanta

**Emotional Attachment to Israel**  
(% Response)





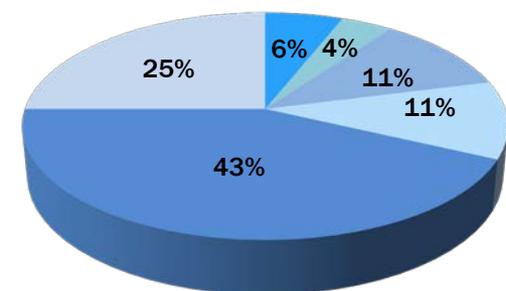
# Jewish Identity and Engagement

*How emotionally attached are community members to Israel?*

## ▶ Emotional Attachment to Israel (cont.)

- Most respondents (75%) have traveled to Israel; over half this group last made the trip more than 5 years ago. However, the correlation between travel and emotional attachment to Israel is not especially clear. Segments that feel more strongly attached are not necessarily the segments with higher proportions of people who have traveled to Israel and vice versa.
  - Segments with the highest proportion of travelers to Israel include:
    - **Geography.** Toco Hills, Sandy Springs/Dunwoody
    - **Age.** 18-34 yrs.
    - **Income.** \$250K+
    - **Denomination/affiliation.** Orthodox, Conservative
  - Segments with the lowest proportion of travelers to Israel include:
    - **Geography.** Intown East, East of Perimeter/Gwinnett; North Metro, Cobb County, OTP (Other)
    - **Income.** <\$50K
    - **Marital status/family unit.** Intermarried
    - **Denomination/affiliation.** Reconstructionist, Reform; unaffiliated

**Most Recent Trip to Israel  
(% Response)**



- <6 months ago
- 6 months to <1 yr, ago
- 1-2 yrs. ago
- 3-4 yrs. ago
- 5 or more yrs. ago
- Never



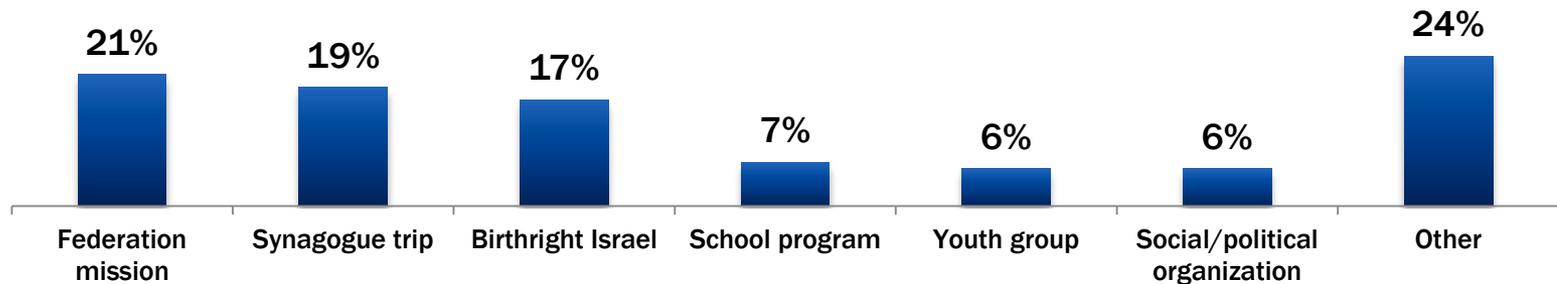
# Jewish Identity and Engagement

*How emotionally attached are community members to Israel?*

## ▶ Emotional Attachment to Israel (cont.)

- For those wishing to travel to Israel, there is no shortage of Jewish groups capable of organizing a trip to suit the traveler's specific needs/interests, no matter how broad or narrow. Nearly half of respondents (47%) last traveled to Israel with an organized group.
  - Most often, respondents traveled on trips organized by Jewish Federation, their synagogue, or Birthright.
  - Others chose to travel to Israel with their youth group, as part of a school program, or with a social or political organization. Many other options were mentioned, but less frequently (<5%).

**Participation in Organized Trips to Israel:  
Type of Organization  
(% Response)**





## B. Perceptions of Local Jewish Organizations

<b>Research Questions</b>	<b>Page</b>
• What do community members think of local Jewish organizations?	
– Familiarity with Local Jewish Organizations	77
– Perceptions of Local Jewish Organizations	81
• What do community members think of Jewish Day Schools/Yeshivas?	
– Familiarity with Local Jewish Day Schools/Yeshivas	83
– Perceptions of Local Jewish Day Schools/Yeshivas	87



# Perceptions of Local Jewish Organizations

*What do community members think of local Jewish organizations?*

## ▶ Familiarity\* with Local Jewish Organizations

- Familiarity with local Jewish organizations is relatively strong across all organizations tested.
  - MJCCA ‘scores’ highest with a 93% familiarity rating, followed by Jewish Federation of Greater Atlanta (JFGA) with an 89% familiarity rating.
  - At the lower end of this range, 75% of respondents are familiar with Jewish Home Life Communities. It is quite possible that respondents are not as familiar with this umbrella name as they might be with the individual residences that fall under the umbrella (even though they were mentioned in the survey question).
- This data suggests that there are opportunities to increase familiarity with at least some of these local Jewish organizations. However, before any such plans are developed, it is important to consider the ratings in those segments that likely represent the organization’s target audience along with the strategic goals of the organization.

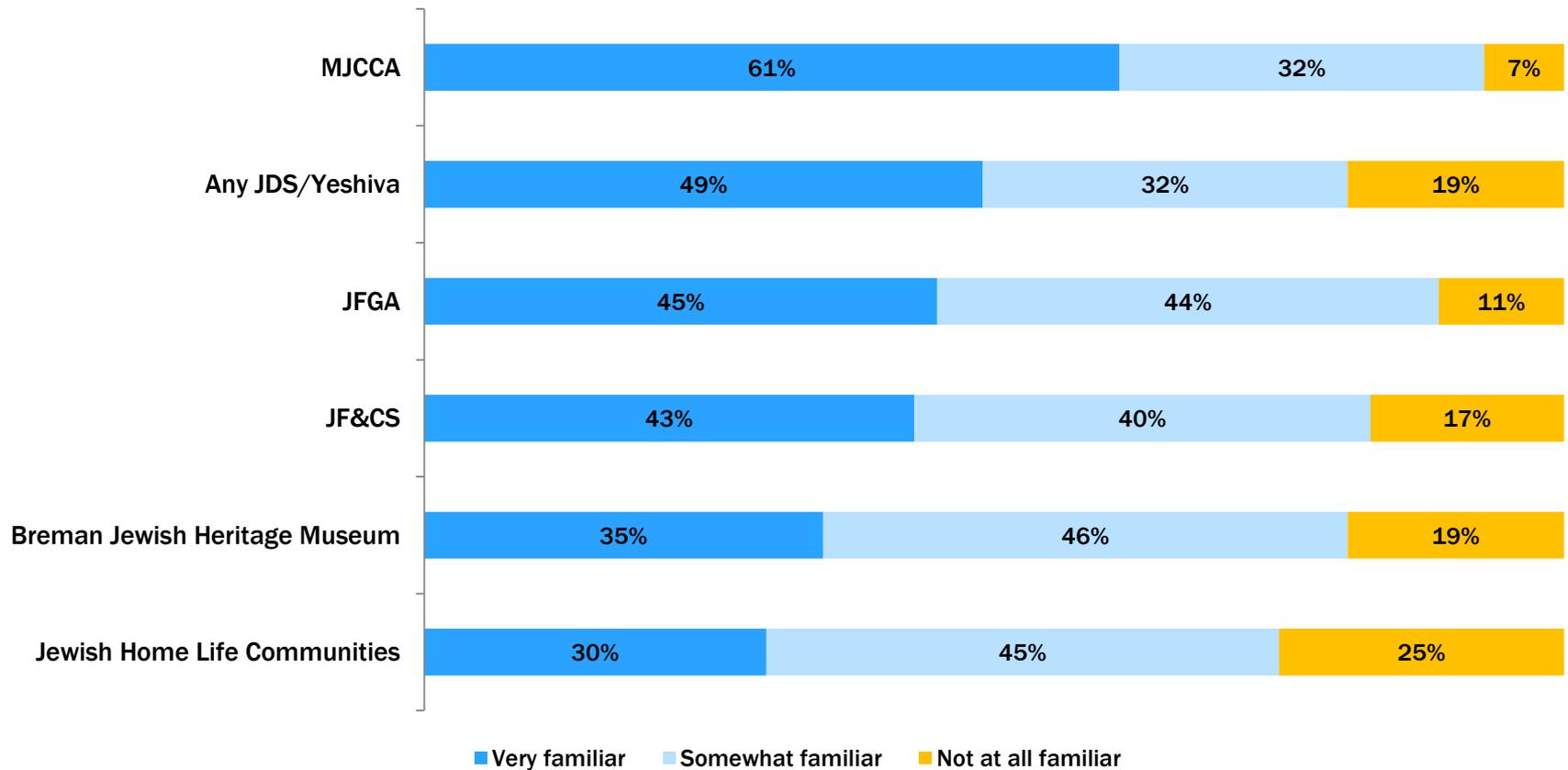
\*Familiarity = % ‘Very familiar’ + % ‘Somewhat familiar’ with the organization



# Perceptions of Local Jewish Organizations

*What do community members think of local Jewish organizations?*

**Familiarity\* with Local Jewish Organizations**  
(% Response)



\*Familiarity = % 'Very familiar' + % 'Somewhat familiar' with the organization





# Perceptions of Local Jewish Organizations

What do community members think of local Jewish organizations?

## ▶ Familiarity\* with Local Jewish Organizations: Segment Analysis

- A more detailed look at differences in familiarity by segment for each organization provides insight into both areas of strength and areas of opportunity depending, of course, on their overall strategy and goals.

Jewish Organization	Total Familiar	Segments with Highest Familiarity Ratings	Segments with Lowest Familiarity Ratings
MJCCA	93%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs/Dunwoody</li> <li>• <b>Marital situation.</b> Married/Partner, Inmarried</li> <li>• <b>Denomination.</b> Orthodox, Conservative, Reform</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central, East (Intown), Other (OTP)</li> <li>• <b>Marital situation.</b> Single/never married, Interfaith</li> <li>• <b>Income.</b> &lt;\$50K</li> <li>• <b>Willing to travel.</b> &lt;15 minutes</li> <li>• <b>Denomination.</b> Secular/Just Jewish</li> </ul>
JFGA	89%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Buckhead (ITP), Sandy Springs/Dunwoody (OTP)</li> <li>• <b>Marital situation.</b> Inmarried</li> <li>• <b>Income.</b> \$250K+</li> <li>• <b>Denomination.</b> Orthodox, Conservative</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central, East (Intown), Other (OTP), North Metro</li> <li>• <b>Marital situation.</b> Interfaith</li> <li>• <b>Denomination.</b> Secular/Just Jewish</li> </ul>
JF&CS	83%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs/Dunwoody, Cobb County</li> <li>• <b>Age.</b> 45-54, 65-74</li> <li>• <b>Employment.</b> Currently employed (FT, PT)</li> <li>• <b>Income.</b> \$250K+</li> <li>• <b>Willing to travel.</b> 30-45 minutes</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central (Intown), Other (OTP)</li> <li>• <b>Age.</b> 18-34</li> <li>• <b>Marital situation.</b> Interfaith</li> <li>• <b>Willing to travel.</b> &lt;15 minutes, 60+ minutes</li> <li>• <b>Denomination.</b> Secular/Just Jewish</li> </ul>

\*Familiarity = % 'Very familiar' + % 'Somewhat familiar' with the organization





# Perceptions of Local Jewish Organizations

What do community members think of local Jewish organizations?

## ► Familiarity\* with Local Jewish Organizations: Segment Analysis (cont.)

Jewish Organization	Total Familiar	Segments with Highest Familiarity Ratings	Segments with Lowest Familiarity Ratings
Any JDS/Yeshiva	81%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs/Dunwoody, Toco Hills (ITP)</li> <li>• <b>Age.</b> 35-44, 45-54</li> <li>• <b>Income.</b> \$150K+</li> <li>• <b>Denomination.</b> Orthodox, Conservative</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central, East (Intown), North Metro, East of the Perimeter/Gwinnett, Other (OTP)</li> <li>• <b>Age.</b> 65+</li> <li>• <b>Marital situation.</b> Single/never married, Interfaith</li> <li>• <b>Willing to travel.</b> &lt;15 minutes, 60+ minutes</li> </ul>
Breman Jewish Heritage Museum	81%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs/Dunwoody, Toco Hills (ITP), Cobb County (OTP)</li> <li>• <b>Age.</b> 45+</li> <li>• <b>Willing to travel.</b> &lt;15 minutes</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central, East (Intown), Other (OTP)</li> <li>• <b>Age.</b> &lt;45</li> </ul>
Jewish Home Life Communities	75%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs/Dunwoody, Buckhead (ITP)</li> <li>• <b>Age.</b> 75+</li> <li>• <b>Income.</b> \$250K+</li> <li>• <b>Willing to travel.</b> &lt;15 minutes</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central, East (Intown), Other (OTP)</li> <li>• <b>Age.</b> &lt;35</li> <li>• <b>Marital situation.</b> Interfaith</li> </ul>

\*Familiarity = % 'Very familiar' + % 'Somewhat familiar' with the organization





# Perceptions of Local Jewish Organizations

*What do community members think of local Jewish organizations?*

## ▶ Perceptions of Local Jewish Organizations

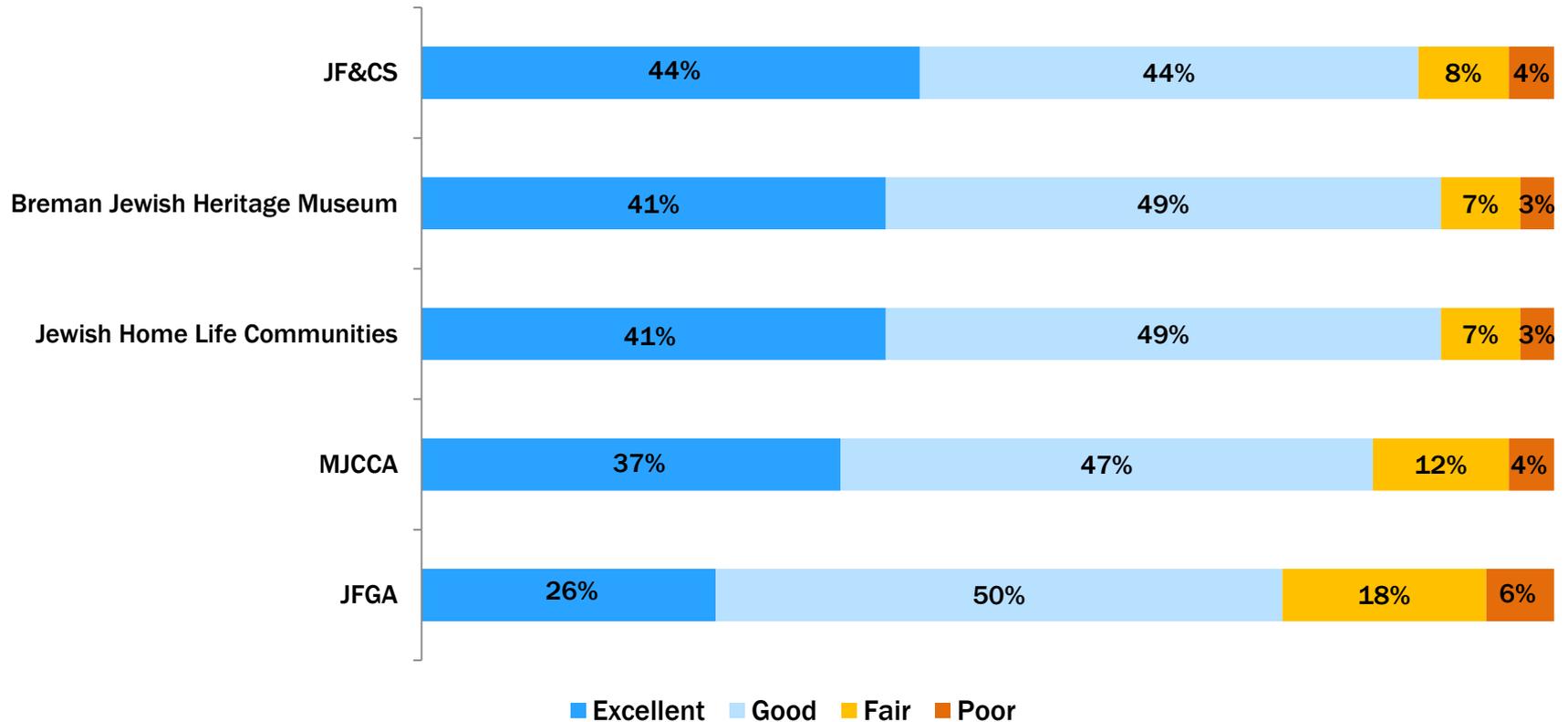
- More often than not, respondents view the local Jewish organizations with which they are familiar as ‘good’ rather than ‘excellent.’
  - JF&CS, Breman Jewish Heritage Museum, Jewish Home Life Communities, and MJCCA exhibit similar profiles – about 40% ‘excellent’ ratings, and similar or slightly higher ‘good’ ratings.
  - Perceptions of JFGA are not nearly as positive. Only 25% give it an ‘excellent’ rating; twice as many (50%) give it a rating of ‘good.’ Clearly, there are opportunities for JFGA to improve its image in the community.
    - Segments with the highest favorable ratings include: 75+, \$500K+, Reform
    - Segments with the lowest favorable ratings include: Single/Never married, Secular/Just Jewish



# Perceptions of Local Jewish Organizations

*What do community members think of local Jewish organizations?*

**Perceptions of Local Jewish Organizations\***  
(% Response)



\*Base: Those 'Very familiar' or 'Somewhat familiar' with the organization





# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

## ▶ Familiarity\* with Local Jewish Day Schools/Yeshivas

- The majority of respondents (81%; n=2,563) are familiar with one or more area Jewish Day Schools/Yeshivas – 49% say they are ‘very familiar’ and 32% are ‘somewhat familiar.’
- Familiarity varies widely by School/Yeshiva, from a high of 89% (The Epstein School) to a low of 31% (Yeshiva Ohr Yisrael High School for Boys). Depending on each school’s goals and target audiences, it may make sense to take steps to increase familiarity as part of the school’s overarching strategy for recruitment and development.
- Three ‘tiers’ of familiarity were identified:
  - Highest familiarity. The Epstein School, Davis Academy, The Weber School, and Atlanta Jewish Academy.
  - Moderate familiarity. Torah Day School of Atlanta.
  - Lowest familiarity. Temima High School for Girls, Chaya Mushka, and Yeshiva Ohr Yisrael High School for Boys.

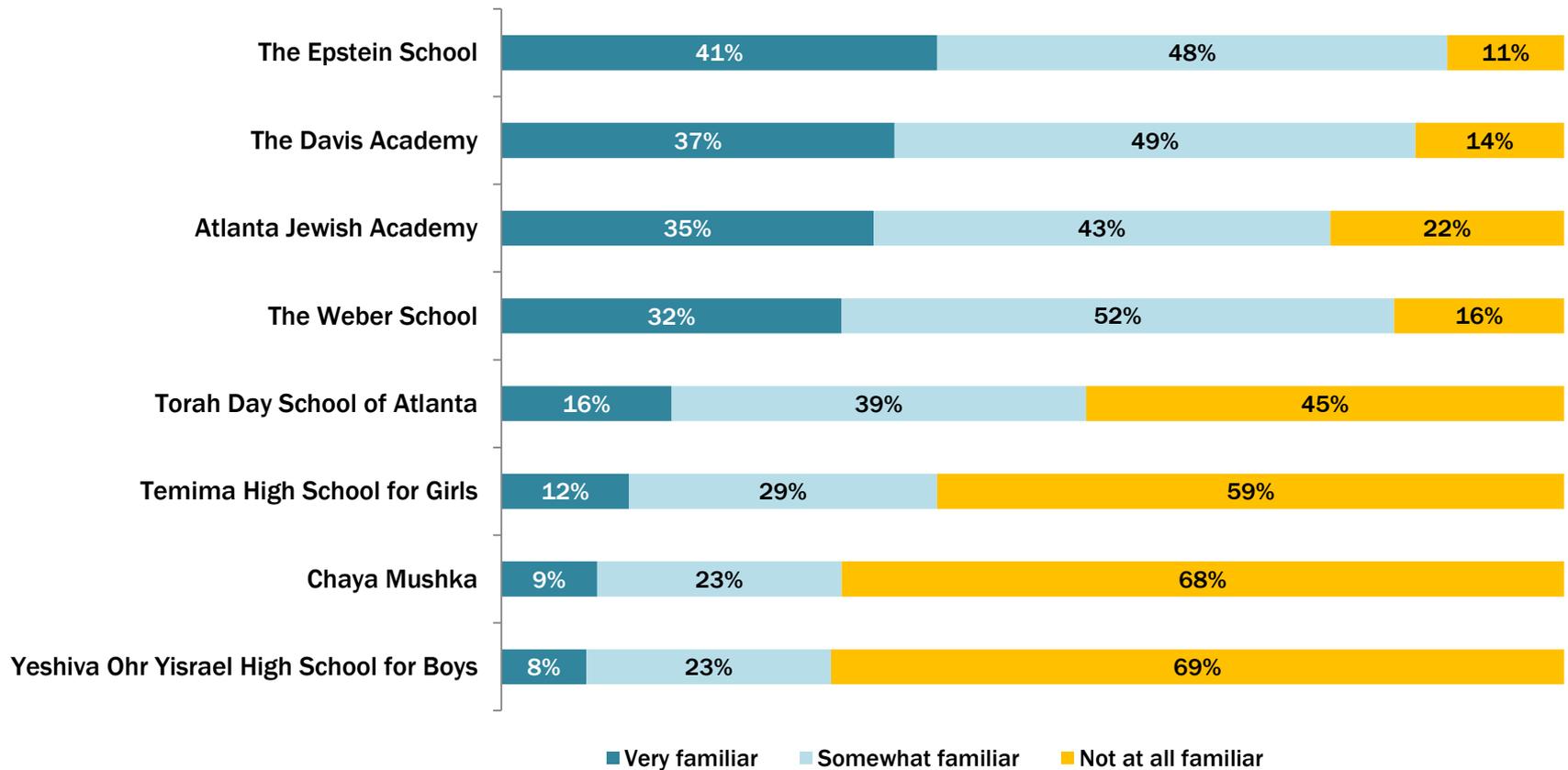
\* Familiarity = % ‘Very familiar’ + % ‘Somewhat familiar’ with one or more Jewish Day Schools/Yeshivas



# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

**Familiarity\* with Local Jewish Day Schools/Yeshivas**  
(% Response)



\* Familiarity = % 'Very familiar' + % 'Somewhat familiar' with one or more Jewish Day Schools/Yeshivas





# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

## Size of Respondent Pool for Rating Jewish Day Schools/Yeshivas (No. of Respondents)

Jewish Day School/Yeshiva	Total Respondents			JDS/Yeshiva Families		
	Total Familiar * (n=2563)	Knowledgeable Enough to Rate Perceptions		Total Familiar * (n=614)	Knowledgeable Enough to Rate Perceptions	
		n=	%		n=	%
The Epstein School	2,197	1,944	88%	557	523	94%
The Davis Academy	2,148	1,908	89	543	505	93
The Weber School	2,076	1,804	87	536	503	94
Atlanta Jewish Academy	1,940	1,567	81	545	491	90
Torah Day School of Atlanta	1,355	971	72	385	295	77
Temima High School for Girls	1,006	694	69	337	250	74
Chaya Mushka	794	555	70	319	242	76
Yeshiva Ohr Yisrael High School for Boys	767	495	64	258	184	71

\* Familiarity = No. of respondents 'Very familiar' + 'Somewhat familiar' with one or more Jewish Day Schools/Yeshivas





# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

**Size of Respondent Pool for Rating Jewish Day Schools/Yeshivas  
(No. of Respondents)**

Jewish Day School/Yeshiva	Total Respondents		JDS/Yeshiva Families	
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\* Familiarity = No. of respondents 'Very familiar' + 'Somewhat familiar' with one or more Jewish Day Schools/Yeshivas





# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

## ▶ Perceptions of Local Jewish Day Schools/Yeshivas

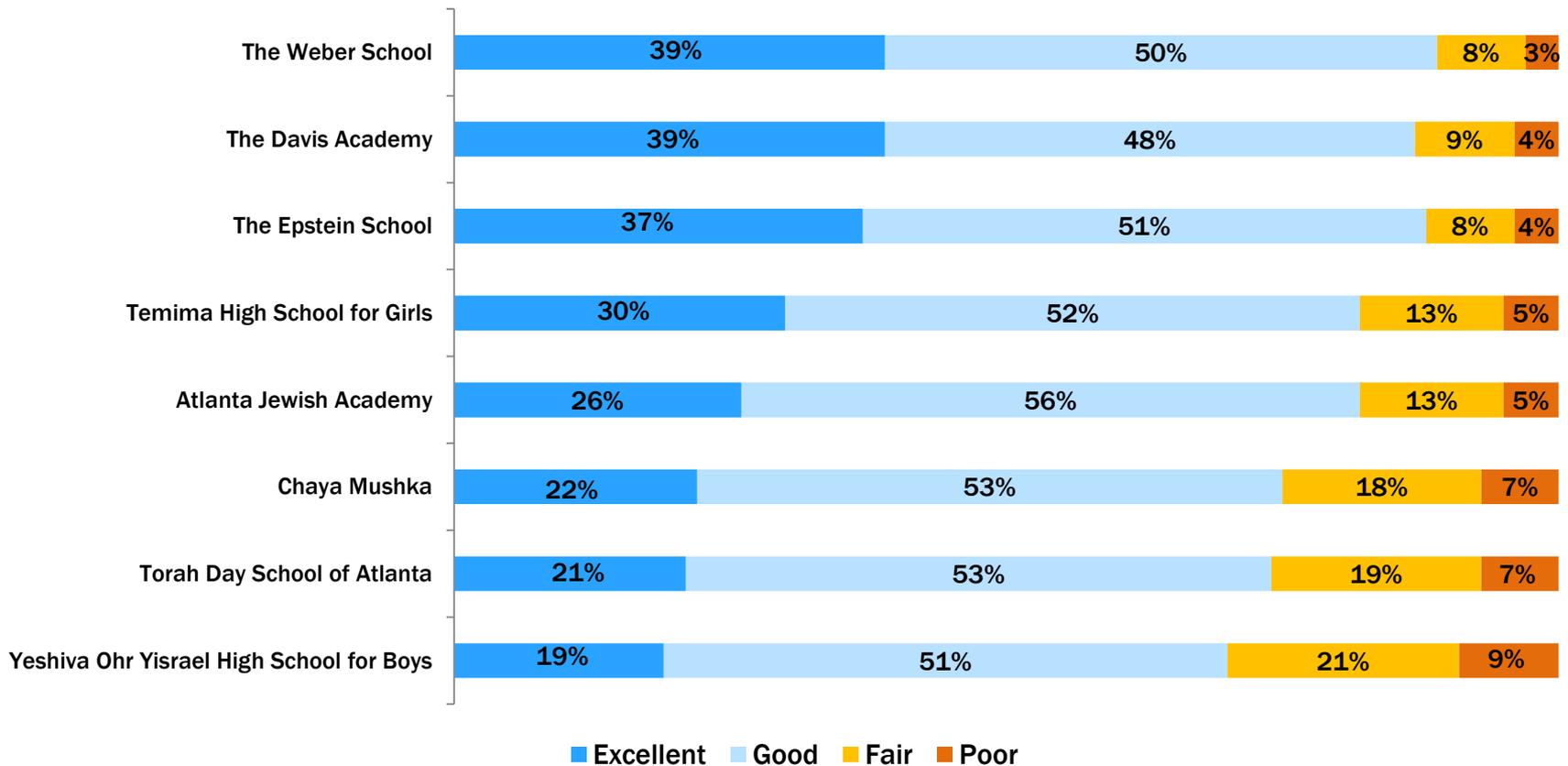
- Respondents are more likely to view the Jewish Day Schools/Yeshivas with which they are familiar as ‘good’ rather than ‘excellent.’
  - The most widely known schools (i.e., The Weber School, The Epstein School, and Davis Academy) also have the highest proportion of ‘excellent’ ratings (nearly 40%).
    - It is interesting to note that among day school/yeshiva families (those with more direct experience), the ratings of excellence are even higher (42%-47% ). This finding suggests that these schools may have opportunities to better leverage the knowledge and enthusiasm of their families to ‘get the word out’ to the broader community for recruitment purposes.
  - Ratings of excellence vary widely for the remaining schools/yeshivas, from a high of 30% for Temima High School for Girls, to a low of 19% for Yeshiva Ohr High School for Boys.
    - With one exception, the perceptions of day school/yeshiva families are very consistent with those in the broader community. In the case of Torah Day School, day school/yeshiva families offered fewer ‘good’ ratings, and more ‘fair/poor’ ratings than did the broader community.



# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

**Perceptions of Local Jewish Day Schools/Yeshivas\***  
(Total Respondents; % Response)



\* Base: Those who are 'Very familiar' or 'Somewhat familiar' with one or more Jewish Day Schools/Yeshivas

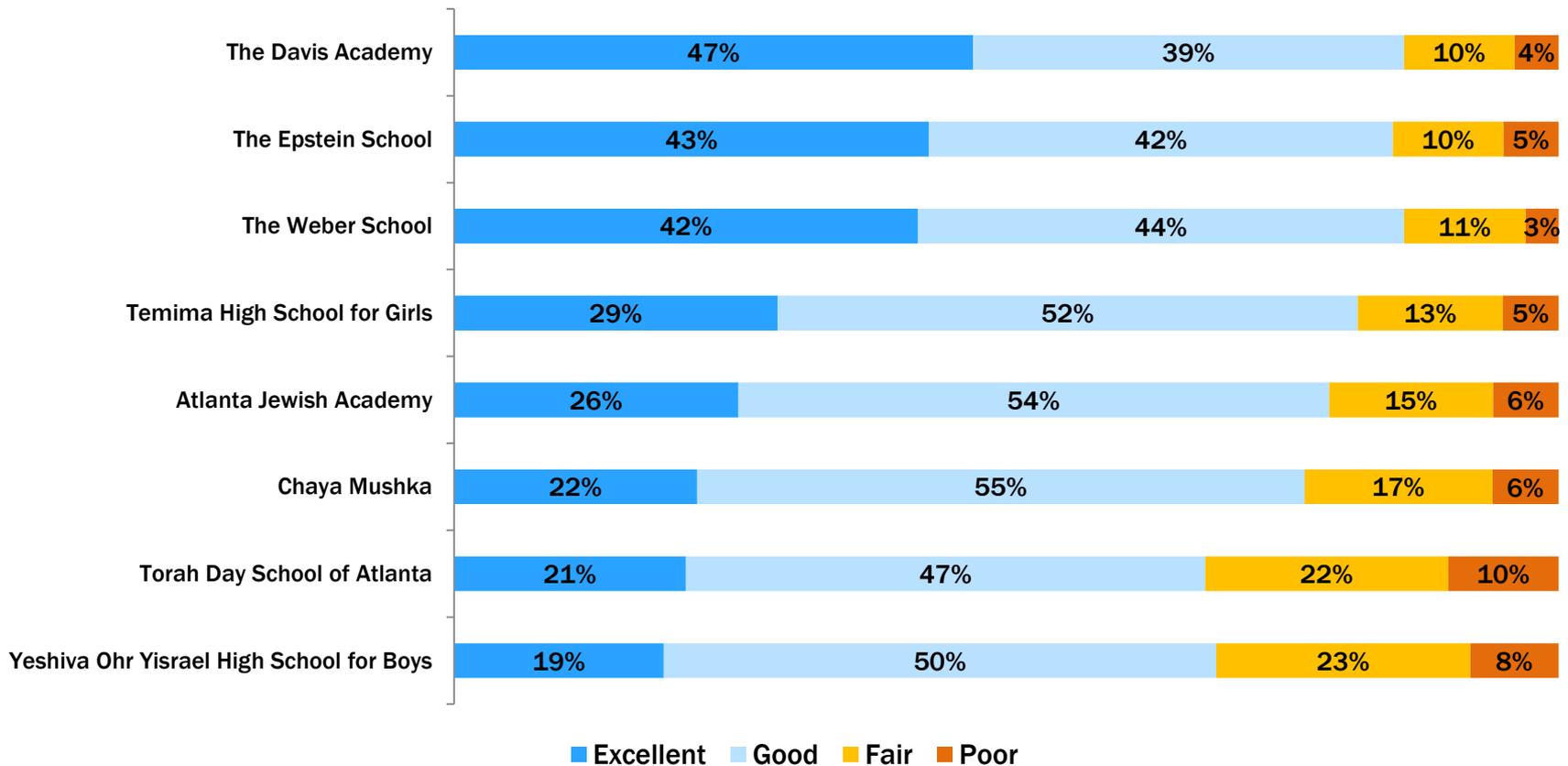




# Perceptions of Local Jewish Organizations

*What do community members think of Jewish Day Schools/Yeshivas?*

**Perceptions of Local Jewish Day Schools/Yeshivas\*: Jewish Day School /Yeshiva Families**  
(% Response)



\* Base: Those who are 'Very familiar' or 'Somewhat familiar' with one or more Jewish Day Schools/Yeshivas





## C. Programs and Activities

<b>Research Questions</b>	<b>Page</b>
• How aware are respondents of the programs/activities offered?	91
• What do respondents think of the programs and activities in which they (or their children) participate?	93
• How accepted do people feel when participating in activities?	105
• What impact does activity location have on participation?	109
• What programs/activities did adults participate in as children?	115
• What programs/activities do/did/will children participate in?	119
• Do/did children attend Jewish Day School, Jewish camp or Preschool?	124
• What other types of Jewish-focused programs/activities are needed?	134
• Which audiences need additional Jewish programming?	138



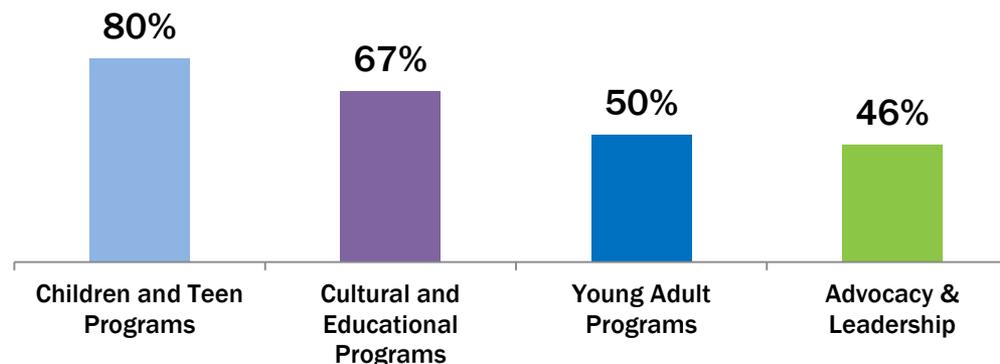
# Programs and Activities

*How aware are respondents of programs/activities offered?*

## ▶ Awareness of Programs/Activities Offered

- Respondents were asked to rate their awareness of various programs/activities grouped into four specific categories. On a category basis, Children & Teen and Cultural & Educational programs/activities show the highest average awareness.
  - The range of ratings of specific programs/activities within each category varies widely from the average rating for the category. However, category averages are useful in that they offer insight into the types of information/messages respondents most often absorb and retain.

**Awareness of Jewish Community  
Programs/Activities:  
Average by Category  
(% Response)**





# Programs and Activities: Overview

*Which programs and activities were evaluated?*

## CHILDREN AND TEEN PROGRAMS

- Religious School/Sunday School/Hebrew School
- Jewish Student Clubs
- Jewish Overnight Camp
- Jewish Preschool
- Jewish Day Camp
- Youth groups (e.g., BBYO, USY, NCSY, NFTY, etc.)
- PJ Library Programs

## CULTURAL AND EDUCATIONAL PROGRAMS

- Atlanta Jewish Book Festival
- Atlanta Jewish Film Festival
- Atlanta Jewish Music Festival
- Limmud
- Atlanta Scholars Kollel
- Florence Melton School of Adult Jewish Learning

## YOUNG ADULT PROGRAMS

- Hillels of Georgia
- Birthright Israel
- MJCCA Young Adult Programs (e.g., sports leagues)
- Sixth Point
- Moishe House
- Jewish Federation of Greater Atlanta Young Adult Programs (e.g., LEADS)

## ADVOCACY AND LEADERSHIP PROGRAMS

- Hadassah
- American Jewish Committee, Atlanta
- World ORT
- SOJOURN (Southern Jewish Resource Network for Gender and Sexual Diversity)
- AIPAC
- JCRC (Jewish Community Relations Council)
- Leadership development programs for volunteers in Jewish organizations (e.g., Jacobson Leadership Institute, Emerging Leadership Project)



# Programs and Activities

*What do respondents think of the Children and Teen programs and activities in which they (or their children) participate?*

## ▶ Awareness and Assessment

- There is a high level of awareness of Children and Teen programs in Metro Atlanta, with more than three-quarters of respondents with children in their homes aware of all activities with the exception of Jewish Student Clubs, where less than half (45%) were aware.
  - Those who are affiliated with a synagogue, Havurah, or Chabad are more aware of the programming options available for their children than are those who are not.
- Respondents are generally quite pleased with the Children and Teen programs in which their children participate – at least 95% say their needs are ‘very/somewhat’ well met.
  - Only 48% of those who have a child participating in Jewish Student Clubs said their needs were ‘very’ well met. In all other cases, more than six in ten attendees said their needs were ‘very’ well met.



# Programs and Activities

*What do respondents think of the Children and Teen programs and activities in which they (or their children) participate?*

## ► Awareness and Assessment

### Awareness and Assessment of Children and Teen Programs (% Response)

Program/Activity	Aware*	Attended/ Participated**	How Well Needs Were Met***			
			Very/ Somewhat	Very	Some- what	Not at All
Jewish Preschool	90	28	99	92	7	1
Religious School/Sunday School/Hebrew School	89	42	97	71	26	3
Jewish Day Camp	86	43	99	81	18	1
Youth groups (e.g., BBYO, USY, NCSY, NNFTY, etc.)	85	31	96	60	36	4
Jewish Overnight Camp	85	31	100	92	8	–
PJ Library Programs	78	50	97	77	20	3
Jewish Student Clubs	45	26	95	48	47	5

\* Awareness only asked to respondents with children living in their home.

\*\* Participation only asked to respondents who are aware of program.

\*\*\* Assessment only asked to respondents who participate in program.



# Programs and Activities

What do respondents think of the Children and Teen programs and activities in which they (or their children) participate?

Children/Teen Program/Activity	Total Awareness	Segments with Highest Awareness Ratings	Segments with Lowest Awareness Ratings
Jewish Preschool	90%	<b>Geography:</b> Toco Hills, Sandy Springs/Dunwoody <b>Jewish Engagement:</b> Affiliated, Inmarried	<b>Geography:</b> Other (OTP), Central(Intown), East (Intown) <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Income:</b> <\$50K
Religious School/ Sunday School/ Hebrew School	89%	<b>Geography:</b> OTP, Buckhead, Sandy Springs/Dunwoody, East of the Perimeter/Gwinnett, Cobb County <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Denomination:</b> Conservative, Reform, Reconstructionist <b>Income:</b> \$250-500K	<b>Geography:</b> Toco Hills, Central (Intown), Other (OTP) <b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Denomination:</b> Orthodox, Just Jewish/Secular
Jewish Day Camp	86%	<b>Geography:</b> Sandy Springs/Dunwoody <b>Jewish Engagement:</b> Affiliated, Inmarried	<b>Geography:</b> Other (OTP), Central (Intown) <b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Income:</b> <\$50K
Youth groups (e.g., BBYO, USY, NCSY, NNFTY, etc.)	85%	<b>Geography:</b> Toco Hills, Cobb County, Sandy Springs/Dunwoody; <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Income:</b> \$250-500K	<b>Geography:</b> Other (OTP), Central (Intown) <b>Jewish Engagement:</b> Interfaith <b>Denomination:</b> Just Jewish/Secular
Jewish Overnight Camp	85%	<b>Geography:</b> OTP, Sandy Springs/Dunwoody <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Denomination:</b> Conservative, Reform	<b>Geography:</b> Other (OTP) <b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Denomination:</b> Orthodox, Just Jewish/Secular <b>Income:</b> <\$100K; <b>Sexual Identity:</b> LGBTQ
PJ Library Programs	78%	<b>Geography:</b> Toco Hills, Sandy Springs/Dunwoody <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Denomination:</b> Orthodox, Conservative	<b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Employment:</b> Retired; <b>Sexual Identity:</b> LGBTQ
Jewish Student Clubs	45%	<b>Geography:</b> OTP, Toco Hills <b>Denomination:</b> Orthodox <b>Income:</b> \$500K +	<b>Geography:</b> Central (Intown), East (Intown), Other (OTP) <b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Employment:</b> Unemployed



# Programs and Activities

*What do respondents think of the Cultural/Educational programs and activities in which they participate?*

## ▶ Awareness and Assessment

- The Atlanta Jewish Film Festival has the highest level of awareness (96%) of all programs tested in all four categories. While the Jewish Book Festival also has a high level of awareness (86%), all other Cultural/Educational programs have awareness levels below 70%.
  - Those who are affiliated with a synagogue, Havurah, or Chabad are more aware of the cultural and educational programming options available than those who are not.
  - Those who do not have any children under the age of 18 are more likely to be aware of and to utilize the adult educational programs (Atlanta Scholars Kollel and Melton).
- Respondents are generally quite pleased with the Cultural and Educational programs/activities in which they participate – at least 95% say their needs are ‘very/somewhat’ well met, with at least two-thirds indicating they are ‘very’ satisfied.



# Programs and Activities

*What do respondents think of the Cultural/Educational programs and activities in which they participate?*

## ▶ Awareness and Assessment

**Awareness and Assessment of Cultural/Educational Programs**  
(% Response)

Program/Activity	Aware*	Attended/ Participated**	How Well Needs Were Met ***			
			Very/ Somewhat	Very	Some- what	Not at All
Atlanta Jewish Film Festival	96	50	98	76	22	2
Atlanta Jewish Book Festival	86	40	98	71	27	2
Atlanta Jewish Music Festival	69	21	96	67	29	4
Atlanta Scholars Kollel	54	21	95	65	30	5
Florence Melton School of Adult Jewish Learning	53	12	97	78	19	3
Limmud	44	11	95	74	21	5

\* Awareness asked to all respondents.

\*\* Participation only asked to respondents who are aware of program.

\*\*\* Assessment only asked to respondents who participate in program.



# Programs and Activities

What do respondents think of the Cultural/Educational programs and activities in which they participate?

Cultural/ Educational Program/Activity	Total Awareness	Segments with Highest Awareness Ratings	Segments with Lowest Awareness Ratings
Atlanta Jewish Film Festival	96%	<b>Geography:</b> Sandy Springs/Dunwoody, North Central (Intown), Northeast (Intown) <b>Jewish Engagement:</b> Affiliated, Inmarried	<b>Geography:</b> Other (OTP) <b>Jewish Engagement:</b> Not affiliated, Interfaith
Atlanta Jewish Book Festival	86%	<b>Geography:</b> Sandy Springs/Dunwoody, Buckhead, Toco Hills, Northeast (Intown), Cobb County, East of the Perimeter/Gwinnett, North Metro <b>Jewish Engagement:</b> Affiliated, Inmarried	<b>Geography:</b> Other (OTP), Central (Intown), East (Intown); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Employment:</b> Full Time; <b>Denomination:</b> Just Jewish/Secular; <b>Marital Status:</b> Single
Atlanta Jewish Music Festival	69%	<b>Geography:</b> Sandy Springs/Dunwoody, Toco Hills <b>Jewish Engagement:</b> Affiliated, Inmarried	<b>Geography:</b> Cobb County, North Metro <b>Jewish Engagement:</b> Interfaith, Unaffiliated <b>Denomination:</b> Just Jewish/Secular <b>Employment:</b> Retired, Unemployed
Atlanta Scholars Kollel	54%	<b>Geography:</b> ITP, Sandy Springs, Toco Hills, North Central (Intown), Northeast (Intown) <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Denomination:</b> Orthodox; <b>Children &lt;18:</b> No	<b>Geography:</b> OTP, Central (Intown), East (Intown), Cobb County, East of Perimeter/Gwinnet, North Metro, Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Employment:</b> Retired, Unemployed; <b>Sexual Identity:</b> LGBTQ; <b>Children &lt;18:</b> Yes
Florence Melton School of Adult Jewish Learning	53%	<b>Geography:</b> Toco Hills, Sandy Springs/Dunwoody, Northeast (Intown) <b>Jewish Engagement:</b> Affiliated, Inmarried <b>Children &lt;18:</b> No; <b>Income:</b> \$250K+	<b>Geography:</b> Central (Intown), East (Intown), North Metro, East of Perimeter/Gwinnett, Cobb County, Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith <b>Children &lt;18:</b> Yes; <b>Denomination:</b> Just Jewish/Secular; <b>Marital Status:</b> Single
Limmud	44%	<b>Geography:</b> ITP (All) <b>Denomination:</b> Reconstructionist <b>Jewish Engagement:</b> Inmarried <b>Marital Status:</b> Single	<b>Geography:</b> OTP (All) <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Employment:</b> Retired; <b>Denomination:</b> Reformed, Just Jewish/Secular; <b>Marital Status:</b> Divorced/Separated/Widowed



# Programs and Activities

*What do respondents think of the Young Adult programs and activities they participate in?*

## ▶ Awareness and Assessment

- With the exception of Birthright Israel (85%) and Hillels of Georgia (74%), awareness among all adult respondents of Young Adult programs in Metro Atlanta is moderate, with less than two-thirds aware of the others.
  - However, when looking specifically at Young Adult respondents (18-34), awareness of some programming is significantly higher:

Program/Activity	Awareness of Program (%)	
	Total	Age 18-34
MJCA Young Adult Programs (e.g., sports leagues)	65	78
Jewish Federation of Greater Atlanta Young Adult Programs (e.g., LEADS)	38	58
Moishe House	21	41
Sixth Point	12	29

- Respondents who participate in the Young Adult programs are generally pleased; at least 89% say their needs are ‘very/somewhat’ well met.
  - Again, with the exception of Birthright Israel (83%), no more than 68% of those who have participated in the other Young Adult programs say their needs are ‘very’ well met.



# Programs and Activities

*What do respondents think of the Young Adult programs and activities they participate in?*

## ▶ Awareness and Assessment

**Awareness and Assessment of Young Adult Programs  
(% Response)**

Young Adult Program/Activity	Aware*	Attended/ Participated**	How Well Needs Were Met ***			
			Very/ Somewhat	Very	Some- what	Not at All
Birthright Israel	85	8	97	83	14	3
Hillels of Georgia	74	11	89	54	35	11
MJCCA Young Adult Programs (e.g., sports leagues)	65	14	93	59	34	7
Jewish Federation of Greater Atlanta Young Adult Programs (e.g., LEADS)	38	13	91	57	34	9
Moishe House	21	8	95	68	27	5
Sixth Point	12	25	91	48	43	9

\* Awareness asked to all respondents.

\*\* Participation only asked to respondents who are aware of program.

\*\*\* Assessment only asked to respondents who participate in program.



# Programs and Activities

What do respondents think of the Young Adult programs and activities they participate in?

Young Adult Program/Activity	Total Awareness	Segments with Highest Awareness Ratings	Segments with Lowest Awareness Ratings
Birthright Israel	85%	<b>Geography:</b> Sandy Springs/Dunwoody, Cobb County, Toco Hills, North Central (Intown); <b>Jewish Engagement:</b> Affiliated, Inmarried; <b>Denomination:</b> Orthodox; <b>Age:</b> 18-34	<b>Geography:</b> Central (Intown), East (Intown), East of Perimeter/Gwinnet, North Metro, Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Denomination:</b> Just Jewish/Secular; <b>Income:</b> <\$100K
Hillels of Georgia	74%	<b>Geography:</b> ITP, Sandy Springs/Dunwoody, Toco Hills, North Central (Intown), Northeast (Intown); <b>Jewish Engagement:</b> Affiliated, Inmarried; <b>Marital Status:</b> Married; <b>Children &lt;18:</b> No; <b>Employment Status:</b> Employed; <b>Age:</b> 55-74	<b>Geography:</b> Central (Intown), East (Intown), North Metro, Other (OTP); <b>Jewish Engagement:</b> Interfaith; <b>Marital Status:</b> Divorced/Widowed; <b>Employment Status:</b> Unemployed; <b>Denomination:</b> Just Jewish/Secular, Reform; <b>Income:</b> <\$100K
MJCCA Young Adult Programs (e.g., sports leagues)	65%	<b>Geography:</b> Sandy Springs/Dunwoody, Northeast (Intown); <b>Jewish Engagement:</b> Affiliated, Inmarried; <b>Marital Status:</b> Married, Single; <b>Children &lt;18:</b> Yes; <b>Denomination:</b> Conservative; <b>Age:</b> 18-34	<b>Geography:</b> Central (Intown), East (Intown), Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Marital Status:</b> Divorced/Widowed; <b>Employment Status:</b> Retired; <b>Denomination:</b> Reconstructionist, Just Jewish/Secular; <b>Income:</b> <\$50K; <b>Sexual Identity:</b> LGBTQ; <b>Age:</b> 65+
Jewish Federation of Greater Atlanta Young Adult Programs	38%	<b>Geography:</b> ITP, Buckhead, Northeast (Intown), Sandy Springs/Dunwoody; <b>Jewish Engagement:</b> Inmarried; <b>Marital Status:</b> Single; <b>Children &lt;18:</b> No; <b>Employment Status:</b> Employed F/T; <b>Age:</b> 18-34	<b>Geography:</b> East (Intown), Cobb County, East of the Perimeter/Gwinnett, North Metro, Other (OTP); <b>Jewish Engagement:</b> Interfaith, Not affiliated; <b>Sexual Identity:</b> LGBTQ
Moishe House	21%	<b>Geography:</b> ITP, Toco Hills, Central (Intown), North Central (Intown), Northeast (Intown); <b>Jewish Engagement:</b> Inmarried; Chabad; <b>Marital Status:</b> Single; <b>Denomination:</b> Orthodox; <b>Age:</b> 18-34	<b>Geography:</b> Buckhead, OTP (All); <b>Jewish Engagement:</b> Interfaith; <b>Marital Status:</b> Divorced/Widowed; <b>Denomination:</b> Reformed; <b>Age:</b> 65+
Sixth Point	12%	<b>Geography:</b> ITP, Central (Intown), Northeast (Intown); <b>Marital Status:</b> Single; <b>Income:</b> <\$150K; <b>Age:</b> 18-34	<b>Geography:</b> Toco Hills, Cobb County; <b>Jewish Engagement:</b> Interfaith; <b>Marital Status:</b> Married; <b>Denomination:</b> Reconstructionist; <b>Income:</b> >\$150K; <b>Age:</b> 55+



# Programs and Activities

*What do respondents think of the Advocacy/Leadership programs and activities in which they participate?*

## ▶ Awareness and Assessment

- There is a moderate level of awareness among respondents of Advocacy/Leadership programs in Metro Atlanta, with no more than three-quarters aware of any activity, and half or less aware of most of these programs.
  - When looking at specific segments some differences are noted:
    - While less than one-third (31%) of the general population is aware of SOJOURN, more than six in ten (62%) of those with a LGBTQ individual in their household are knowledgeable of the organization.
    - Those who are employed by a Jewish organization or sit on a board are significantly more aware of all of the Advocacy and Leadership programs.
- Respondents are generally pleased with the Advocacy/Leadership programs in which they participate – at least 87% say their needs are ‘very/somewhat’ well met.
  - World ORT and JCRC are least likely to meet needs, with less than half of those who participate in these activities saying their needs are ‘very’ well met.



# Programs and Activities

*What do respondents think of the Advocacy/Leadership programs and activities in which they participate?*

## ► Awareness and Assessment

**Awareness and Assessment of Advocacy/Leadership Programs  
(% Response)**

Advocacy/Leadership Program/Activity	Aware*	Attended/ Participated**	How Well Needs Were Met ***			
			Very/ Somewhat	Very	Some- what	Not at All
Hadassah	75	14	93	51	42	7
AIPAC	74	22	95	60	35	5
American Jewish Committee, Atlanta	51	19	93	54	39	7
World ORT	49	7	90	45	45	10
SOJOURN	31	21	97	68	29	3
Leadership development programs for volunteers in Jewish organizations (e.g., Jacobson Leadership Institute, Emerging Leadership Project)	23	20	97	63	34	3
JCRC	18	11	87	38	49	13

\* Awareness asked to all respondents.

\*\* Participation only asked to respondents who are aware of program.

\*\*\* Assessment only asked to respondents who participate in program.



# Programs and Activities

What do respondents think of the Advocacy/Leadership programs and activities in which they participate?

Advocacy/Leadership Program/Activity	Total Awareness	Segments with Highest Awareness Ratings	Segments with Lowest Awareness Ratings
Hadassah	75%	<b>Geography:</b> OTP, Sandy Springs/Dunwoody, Toco Hills; <b>Jewish Engagement:</b> affiliated, Inmarried; <b>Children &lt;18:</b> No; <b>Employment Status:</b> Retired	<b>Geography:</b> Central (Intown), East (Intown), Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Denomination:</b> Just Jewish/Secular; <b>Sexual Identity:</b> LGBTQ; <b>Children &lt;18:</b> Yes
AIPAC	74%	<b>Geography:</b> ITP, Sandy Springs/Dunwoody, Buckhead, Toco Hills, North Central (Intown); <b>Jewish Engagement:</b> Inmarried; <b>Marital Status:</b> Married; <b>Denomination:</b> Orthodox, Conservative; <b>Income:</b> >\$150K	<b>Geography:</b> OTP, Central (Intown), East (Intown), North Metro, East of Perimeter/Gwinnett, Cobb County, Other (OTP); <b>Jewish Engagement:</b> Interfaith, Not affiliated
American Jewish Committee, Atlanta	51%	<b>Geography:</b> ITP, Sandy Springs/Dunwoody, Buckhead; <b>Jewish Engagement:</b> Affiliated, Inmarried; <b>Income:</b> >\$250K; <b>Children &lt;18:</b> No; <b>Employment Status:</b> Retired	<b>Geography:</b> OTP, North Metro, Cobb County, East of Perimeter/Gwinnett, Other (OTP); <b>Jewish Engagement:</b> Interfaith, Not affiliated; <b>Children &lt;18:</b> Yes
World ORT	49%	<b>Geography:</b> OTP, Buckhead, Sandy Springs, East of the Perimeter/Gwinnett; <b>Jewish Engagement:</b> Inmarried; <b>Employment Status:</b> Retired; <b>Marital Status:</b> Divorced/Widowed; <b>Denomination:</b> Conservative	<b>Geography:</b> Central (Intown), East (Intown), North Central (Intown), Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Denomination:</b> Just Jewish/Secular; <b>Sexual Identity:</b> LGBTQ
SOJOURN	31%	<b>Geography:</b> Intown (All), Sandy Springs/Dunwoody; <b>Jewish Engagement:</b> Inmarried; <b>Denomination:</b> Conservative, Reconstructionist; <b>Sexual Identity:</b> LGBTQ; <b>Children &lt;18:</b> Yes	<b>Geography:</b> Cobb County, East of Perimeter/Gwinnett, North Metro, Other (OTP); <b>Jewish Engagement:</b> Not affiliated, Interfaith; <b>Marital Status:</b> Divorced/Widowed; <b>Children &lt;18:</b> No; <b>Employment Status:</b> Retired
Leadership development programs	23%	<b>Geography:</b> ITP; <b>Jewish Engagement:</b> Inmarried; <b>Income:</b> >\$250K	<b>Geography:</b> OTP, North Metro, East of Perimeter/Gwinnett; <b>Jewish Engagement:</b> Interfaith, Not affiliated; <b>Denomination:</b> Just Jewish/Secular
JCRC	18%	<b>Geography:</b> ITP, Buckhead; <b>Jewish Engagement:</b> Inmarried; <b>Children &lt;18:</b> No	<b>Geography:</b> OTP, North Metro, Cobb County, Other (OTP); <b>Jewish Engagement:</b> Interfaith, Not affiliated; <b>Children &lt;18:</b> Yes





# Programs and Activities

*How accepted do people feel when participating in activities?*

## ▶ Acceptance at Activities and Events

- Those who feel accepted and welcomed at events they attend are more likely to support the event organizers, feel connected to the community, and attend additional events.
  - The majority of participants in Jewish events and activities the Metro Atlanta area feel at least somewhat accepted; however only about a third “strongly” felt that acceptance – and more than 10% did not feel it at all.
- ***Warmly welcomed.*** In the aggregate, 88% indicated they felt warmly welcomed when participating in Jewish activities. There are segments where people are significantly less likely to feel that warmth, specifically those...
  - Unaffiliated with a religious institution (79%)
  - Single (never married) (77%)
  - In an Interfaith relationship (73%)
  - Who don’t regularly participate in Jewish activities (58%)



# Programs and Activities

*How accepted do people feel when participating in activities?*

## ▶ Acceptance at Activities and Events (cont.)

- ***Felt connected to other people there.*** In the aggregate, 85% indicated they connected with other people they met while participating in Jewish activities. There are segments where people are significantly less likely to connect, specifically...
  - Residents in the East (79%) and Central (77%) sections of Intown
  - Secular/Just Jewish (77%)
  - In an Interfaith relationship (75%)
  - Unaffiliated with a religious institution (71%)
  - Single (never married) (69%)
  - Who don't regularly participate in Jewish activities (43%)



# Programs and Activities

*How accepted do people feel when participating in activities?*

## ▶ Acceptance at Activities and Events (cont.)

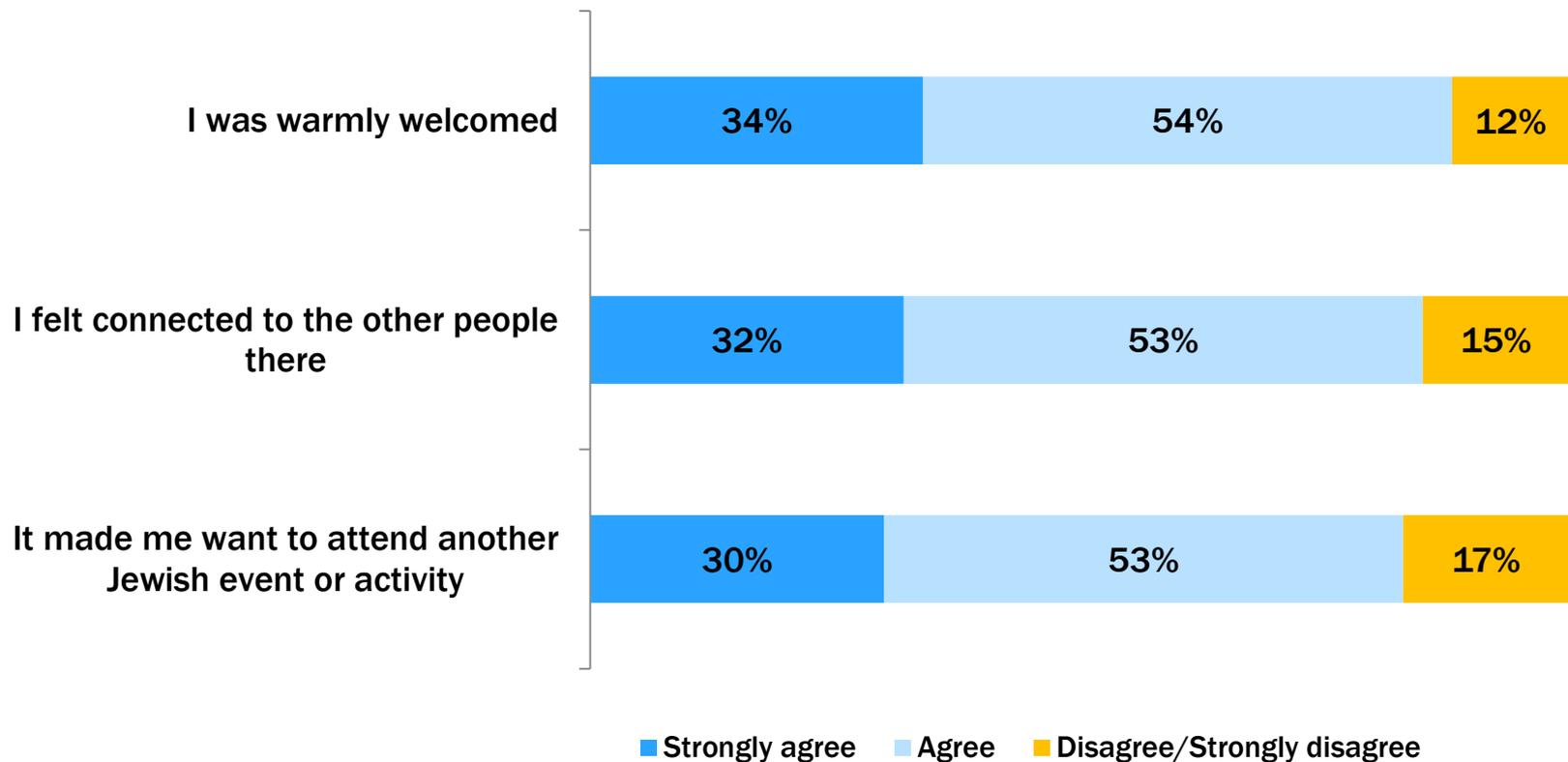
- ***Likely to attend another event.*** In the aggregate, 83% indicated their experience at this most recent event made them want to attend another. There are segments where people are significantly less likely to return, specifically...
  - Resident in Buckhead (78%) and the East (75%) section of Intown
  - Secular/Just Jewish (73%)
  - In an Interfaith relationship (73%)
  - Unaffiliated with a religious institution (69%)
  - Single (never married) (70%)
  - Who don't regularly participate in Jewish activities (45%)



# Programs and Activities

*How accepted do people feel when participating in activities?*

**Feelings About Most Recent Jewish Event or Activity Attended  
(% Response)**





# Programs and Activities

## *What impact does activity location have on participation?*

### ▶ **Activities Held in a Building Dedicated to Jewish Activities**

- Nearly three-quarters of respondents (71%) believe that it is at least somewhat important for a Jewish preschool to operate in a building that is dedicated to Jewish activities, thus providing children the opportunity learn about their heritage from the environment in which the school is located.
- There are some significant segment differences:
  - **Geography.** Although it is important to both ITP and OTP respondents for a Jewish preschool to operate in a Jewish building, significantly more of those who reside OTP (74%) believe this is at least somewhat important than do those who live in ITP (65%).
    - In all sections of Intown, where the lowest level of importance for a preschool in a Jewish building was expressed, more than half of Intown respondents (51%) see the importance.
  - **Marital status/family unit.** Not surprisingly, three-quarters of those who are married (73%), have children under eighteen (76%), or are inmarried (76%) believe a Jewish preschool should be in a Jewish building.
    - Although significantly less, more than half of those who are single (58%), have older or no children (66%) or are in an Interfaith relationship (56%) also think this is important. This suggests the community understands the need to educate young Jewish children – even if they do not have young children themselves.



# Programs and Activities

*What impact does activity location have on participation?*

## ▶ Activities Held in a Building Dedicated to Jewish Activities (cont.)

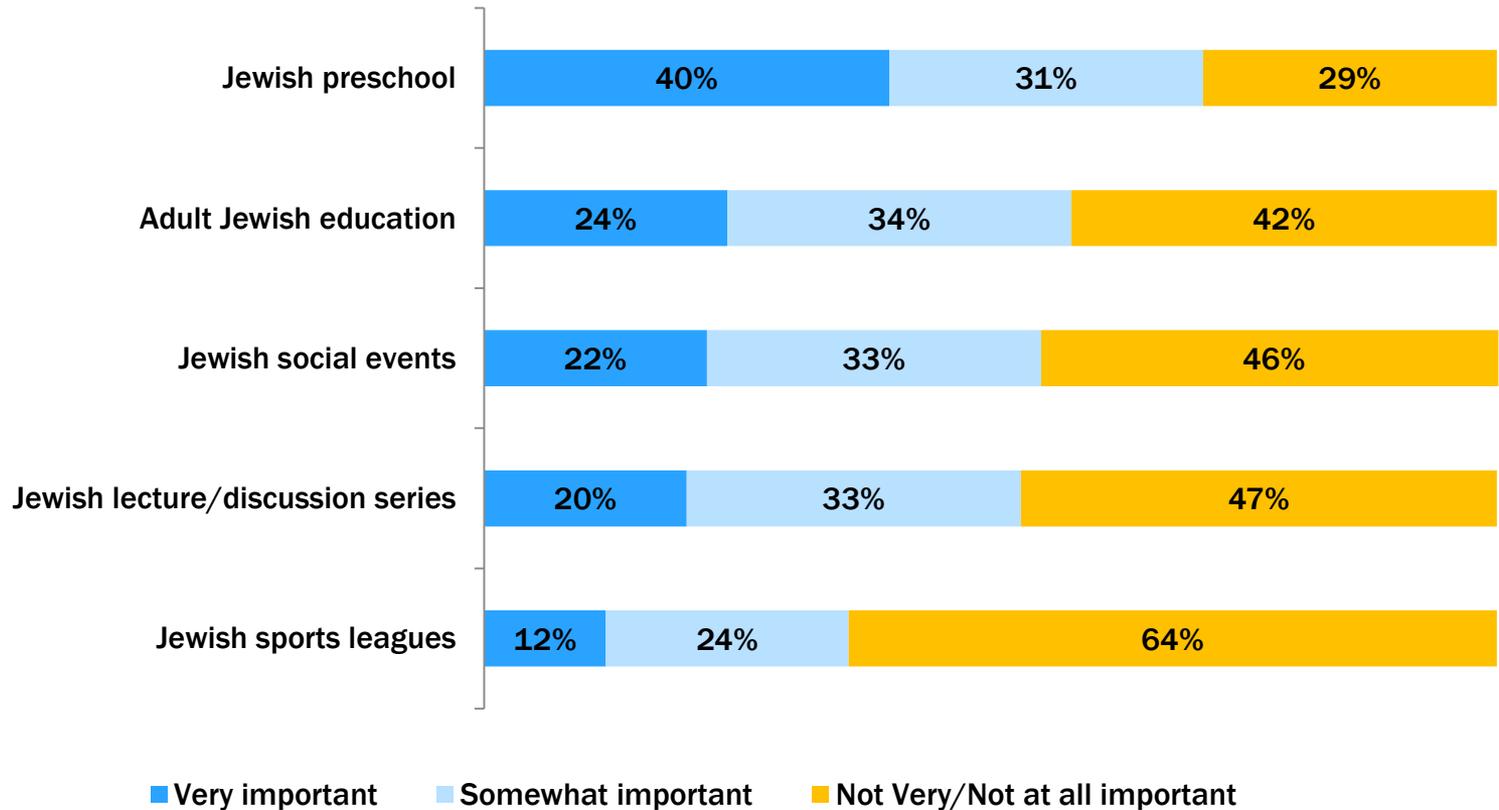
- Adults are not as concerned with their own activities being held in a building dedicated to Jewish activities as they are with those for preschool children. However, more than half do believe it is at least somewhat important for Adult Jewish education (58%), Jewish social events (55%) and Jewish lecture/discussion series (53%) to be held in a building that is dedicated to Jewish activities.
  - There are some significant segment differences:
    - **Geography.** Significantly more of those who reside OTP believe these activities should be housed in a Jewish building than do those who are ITP.
    - **Age.** Significantly more of those who are over 45 see the importance of these activities being housed in a Jewish building than do those who are younger.
    - **Marital Status.** Significantly more of those who are widowed/divorced (64%) see the importance of Adult Jewish Education being offered in a Jewish building than do those who are married (57%) or single (53%).
- Only about one-third (36%) believe it is important for Jewish sports leagues to be housed in a building dedicated to Jewish activities.



# Programs and Activities

*What impact does activity location have on participation?*

**Importance of Activity Taking Place in Building Dedicated to Jewish Activities**  
(% Response)





# Programs and Activities

*What impact does activity location have on participation?*

## ▶ Location of Activities

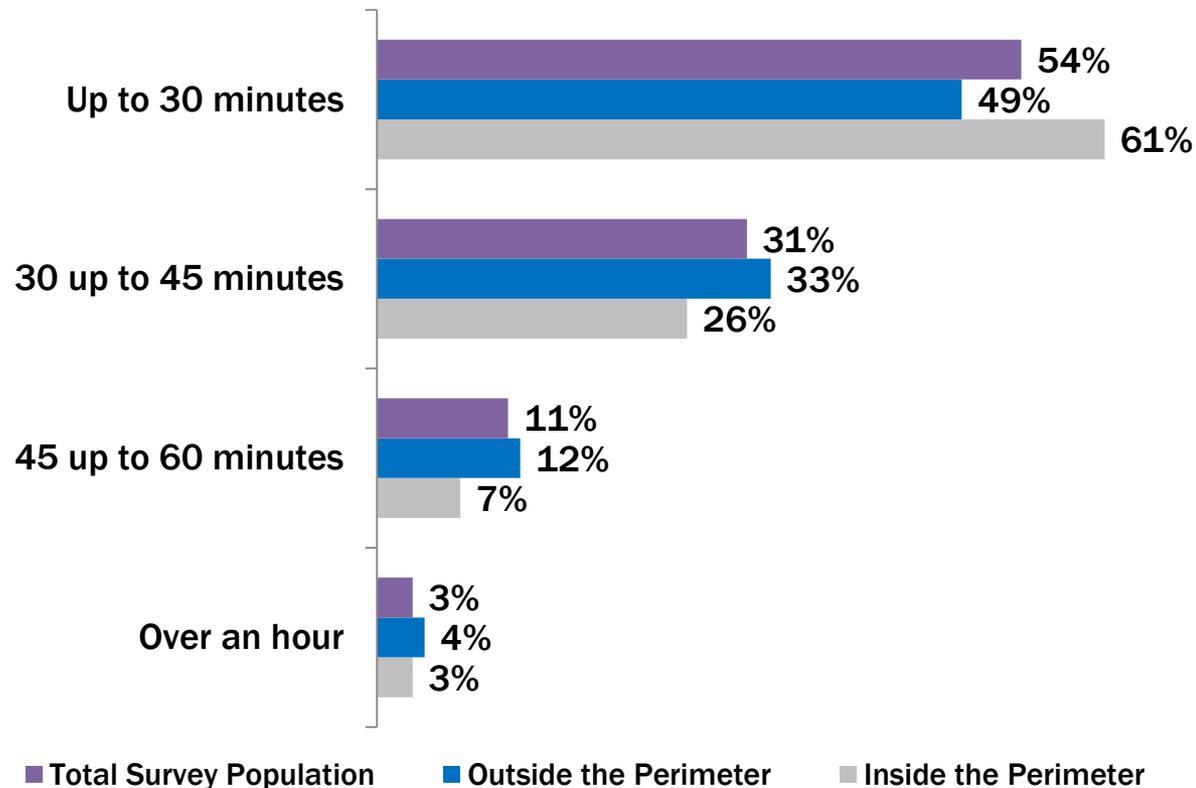
- Respondents are looking for activities relatively close to home -- with more than half looking to travel no more than a half hour.
- Some differences by segment were noted:
  - **Geography.** More than six in ten (61%) respondents ITP are not willing to travel anymore than a half hour to attend an event, this is significantly more than those from OTP (49%) with the same restriction.
    - Specifically, 11% of those living in Buckhead are not willing to travel any more than 15 minutes to attend an event, and two-thirds of those living in the North Central (69%), East (66%) and Central (64%) areas of Intown are not willing to travel more than a half hour.
  - **Age.** The younger respondents are, the shorter the amount of time they are willing to spend traveling to a Jewish activity or program.
    - Specifically, only one-third of those under 45 are willing to travel more than a half hour, while about half of those who are over 45 are willing to travel longer.



# Programs and Activities

*What impact does activity location have on participation?*

**Length of Time Willing To Travel to Attend Jewish Program or Activity  
(% Response)**





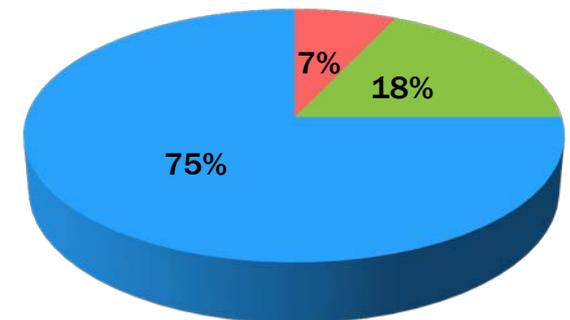
# Programs and Activities

*What impact does activity location have on participation?*

## ▶ Transportation Availability

- In addition to the amount of time required to travel to events, having a viable method of transportation will limit participation for about one-quarter of the participants.
- Some differences by segment were noted:
  - **Geography.** In general, transportation availability is a larger issue ITP (28%) than OTP (23%).
    - Specifically, those living in the Central (38%) and North Central (31%) areas of Intown and those in Buckhead (31%) are the most likely not to attend an event because of the lack of transportation. Also, four in ten (42%) of those who live in the “Other” OTP area indicate transportation is a limiting factor to their participation in activities.
  - **Age.** Those between the ages of 55 and 74 are significantly less likely to indicate the need for transportation limits their participation.

**Impact of Availability of Transportation on Participation**  
(% Response)



- Participation "very limited" based on availability of transportation
- Participation "somewhat limited" based on availability of transportation
- Participation "not at all limited" based on availability of transportation



# Programs and Activities

*What programs/activities did adults participate in as children?*

## ▶ Participation in Educational Programs/Activities

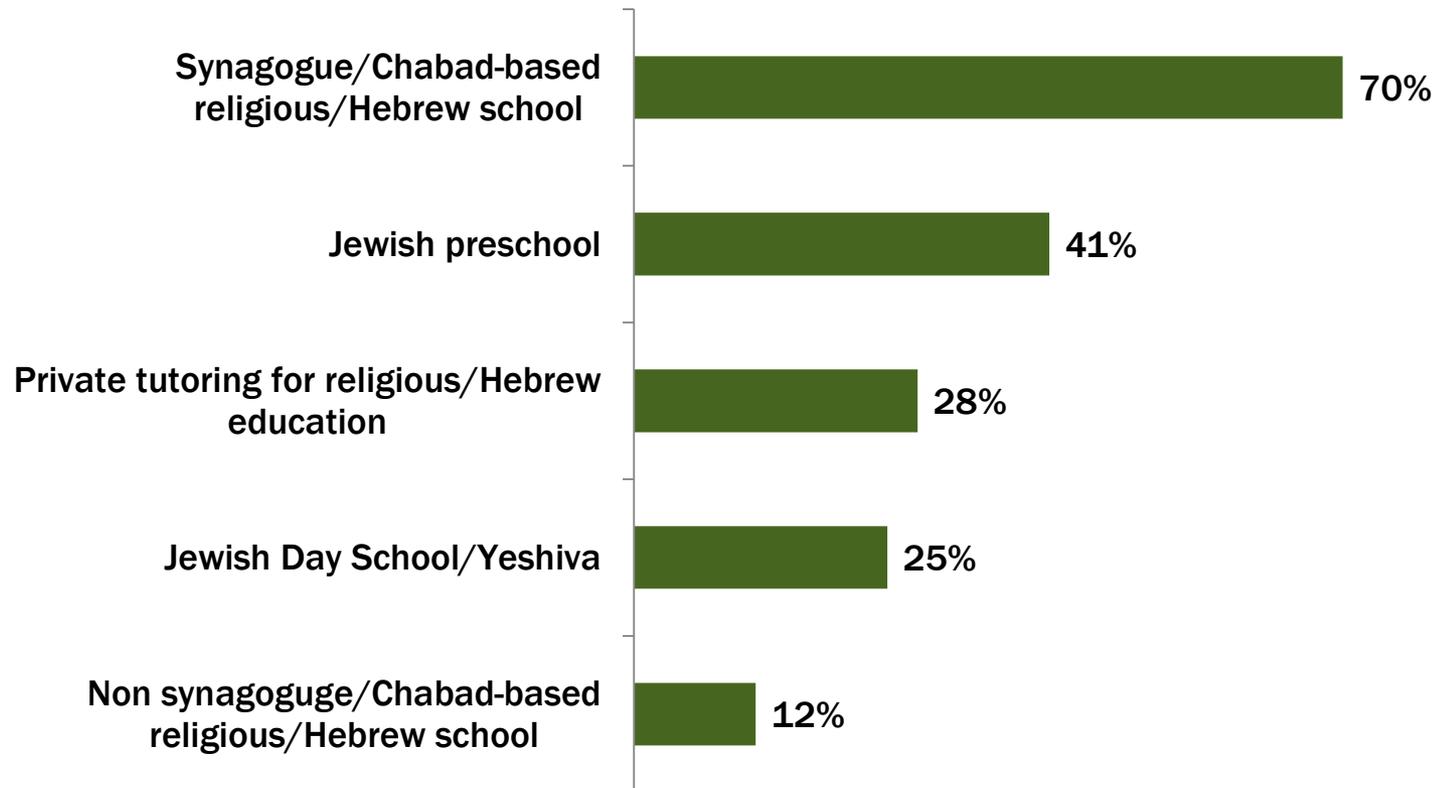
- As children, nearly all respondents received some Jewish education – more than two-thirds of this group attended a synagogue-based religious school (70%) and just about four in ten (41%) attended a Jewish preschool. A quarter received private tutoring (28%) or attended a Jewish Day School/Yeshiva (25%).
- Some differences by segment were noted:
  - **Geography.** Those who live ITP (32%) are significantly more likely to have attended Jewish Day School/Yeshiva as a child than are those who live OTP (22%).
    - Specifically, more than half (53%) of those who live in Toco Hills and 38% of those who live in Sandy Springs (ITP) attended Jewish Day School/Yeshiva, while no more than a quarter of those who live in any area OTP did the same.
    - Those who live in Toco Hills (54%) and those in the “other” OTP area (35%) are significantly less likely to have attended a synagogue based religious school than are those from all other areas. In Toco Hills this is most likely due to their attendance at a Jewish Day School/Yeshiva.
  - **Engagement.** Those who attended a Jewish preschool, as a child are most likely to be Orthodox (52%) or Conservative (47%), and more likely to send their own children to a Jewish Day School/Yeshiva.



# Programs and Activities

*What programs/activities did adults participate in as children?*

## Educational Programs/Activities (% Response)



\* Base: Adults with Children





# Programs and Activities

*What programs/activities did adults participate in as children?*

## ▶ Participation in Leisure Programs/Activities

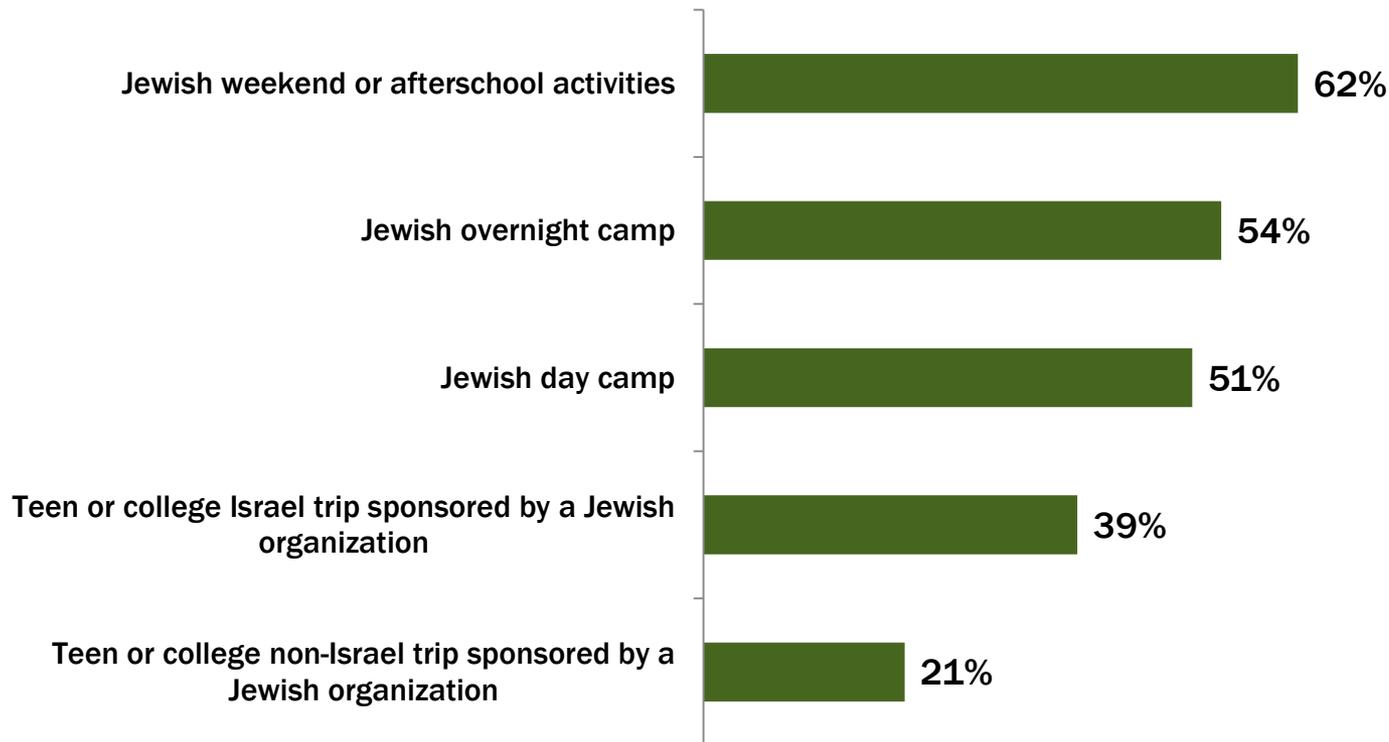
- As children, more than six in ten participated in Jewish weekend or afterschool activities. Camp was also fairly popular, with over 50% each participating in Jewish-sponsored day camp and overnight camp. Substantially fewer (39%) participated in a teen- or college-based trip to Israel.
- Some differences by segment were noted:
  - **Denomination.** Conservative and Orthodox respondents are significantly more likely than others to have participated in Jewish-sponsored leisure programs/activities as a child, especially weekend or afterschool programs/activities and day camps.
  - **Geography.** Those who live ITP are significantly more likely to have attended Jewish day camp or participated in a teen or college Israel or non-Israel trip sponsored by a Jewish organization as a child than are those who live OTP.
    - Specifically, close to two-thirds (65%) of those who live in Buckhead attended Jewish day camp, while no more than half of those who live in any of the OTP areas did the same. Similarly, while more than half (56%) of those who live in Toco Hills participated in a teen or college Israel trip, no more than 43% of those in any of the OTP areas did the same.



# Programs and Activities

*What programs/activities did adults participate in as children?*

**Leisure Programs/Activities\***  
(% Response)



\* Base: Adults with children of any age





# Programs and Activities

*In what programs/activities do (or did) the children of respondents participate?*

## ▶ Participation in Children's Activities

- Children of respondents are learning about their Jewish heritage and participating in social and educational activities at all ages.
  - PJ Library and synagogue or Chabad based religious school are very popular for the children of these respondents – more than six in ten have enrolled their children in such activities.
  - Recreational sports activities are also quite popular -- close to half of the parents involve their children in those that are sponsored by a Jewish organization.
  - Just about a quarter of parents indicate their children are involved in activities typically associated with older children (high school clubs or teen trips to Israel); however many see these activities in their children's future.



# Programs and Activities

*In what programs/activities do (or did) the children of respondents participate?*

## ▶ Participation in Children's Activities (cont.)

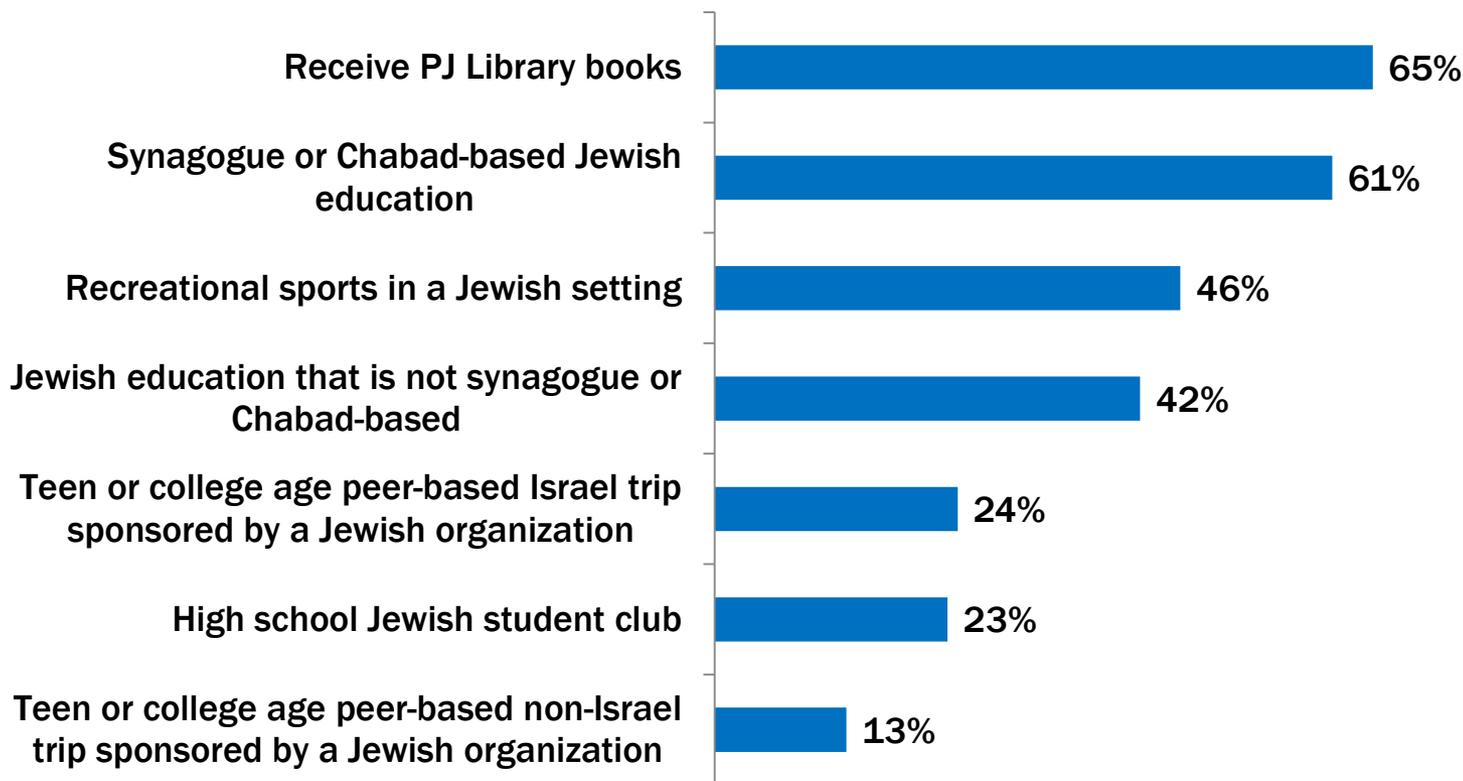
- Some differences by segment were noted:
  - **Geography.** Those who live OTP are significantly more likely to have children who received PJ Library books, participated in synagogue-based religious school, participated in recreational sports in a Jewish setting, and are currently participating in high school Jewish student clubs.
    - Those who live ITP – more likely to have younger children – are significantly more likely to have children who are currently receiving PJ Library books.
  - **Denomination/affiliation.** Compared to other denominations, those who self-identify as Orthodox are significantly more likely to have children who are currently participating in recreational sports in a Jewish setting and receive Jewish education that is not in a synagogue setting.
    - Synagogue or Chabad affiliation impacts children's participation in all types of activities. In addition to synagogue or Chabad based religious school, those who are not affiliated are significantly less likely to have children who participate in recreational sports in a Jewish setting, high school Jewish student club, or Teen or College based trips,
    - Participation in PJ Library is widespread amongst respondents of all denominations and affiliations.



# Programs and Activities

*In what programs/activities do (or did) the children of respondents participate?*

**Programs/Activities  
(% Response)\***



\* Base: Adults with children of any age





# Programs and Activities

*In what programs/activities will the children of respondents participate?*

## ▶ Future Plans for Participation in Children's Activities

- Parents intend for their children who are not currently participating in specific educational and recreational activities to do so in the future.
  - The vast majority (81%) of parents expect their children to participate in a teen or college-age peer based trip to Israel. About half anticipate their children will participate in a high school Jewish club (49%), a teen or college-age peer based non-Israel trip (48%), or synagogue or Chabad based Jewish education (47%).
  - Since PJ Library is only appropriate for younger children, it is not surprising that only 10% of those who do not currently participate plan to in the future.
  - Some differences by segment were noted:
    - **Geography.** Those who live in Sandy Springs/Dunwoody are significantly more likely to expect that their children will participate in a high school Jewish student club, while those in Toco Hills anticipate their children will participate in recreational sports in a Jewish setting.
    - **Denomination.** Those who are Conservative are significantly more likely to anticipate their children will participate in Jewish student clubs than respondents from any other denomination.



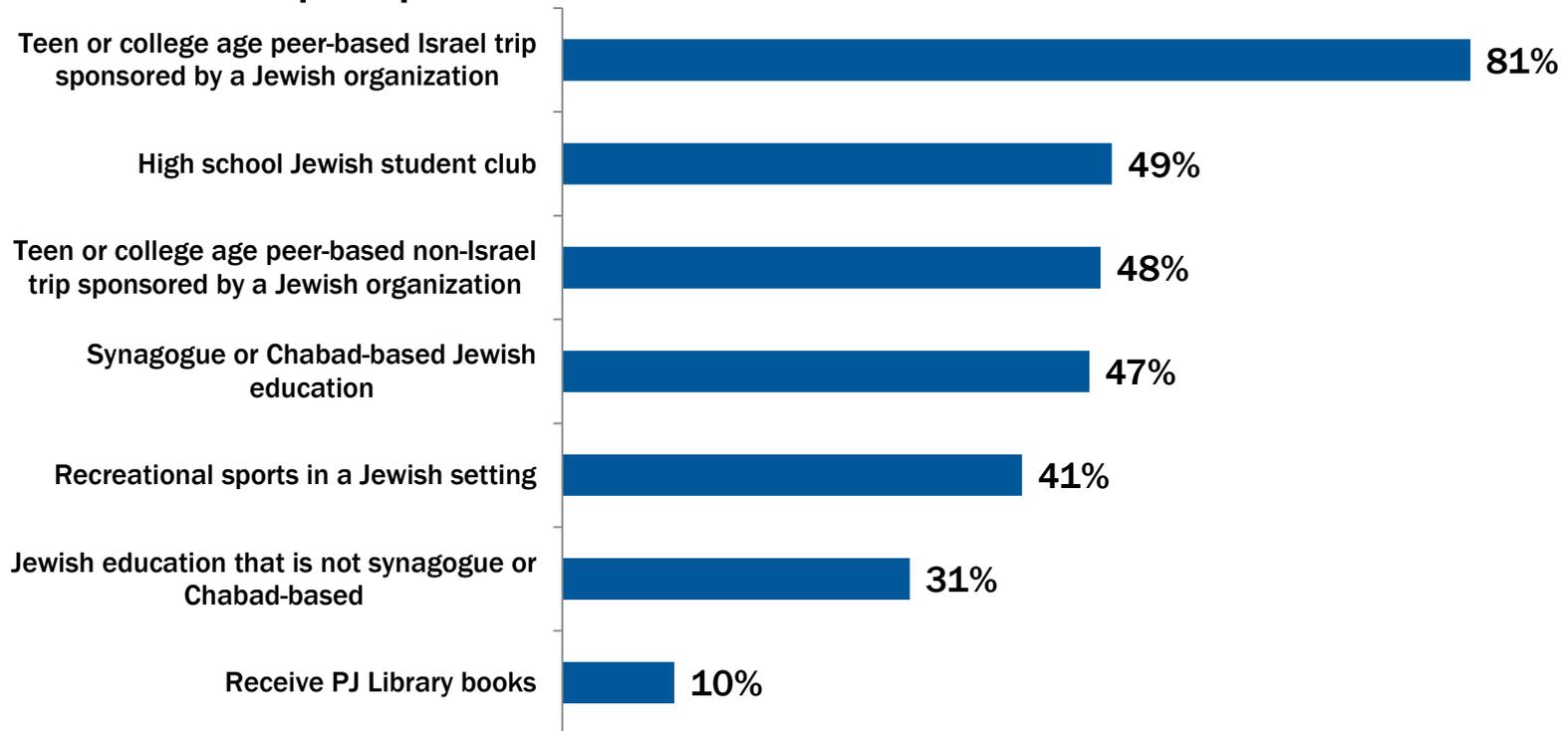
# Programs and Activities

*In what programs/activities will the children of respondents participate?*

## Programs/Activities\*

(% Response; Each Option Asked Independently; Multiple Responses Accepted)

### Plan for children to participate in...



\* Base: Those with children who have not participated in program or activity





# Programs and Activities

*In what educational programs do (or did) the children of respondents participate?*

## ▶ Jewish Education

- Three-quarters (74%) of respondents with children are sending (or sent) them to preschool, and most often (80%) this preschool is provided by a Jewish organization.
  - However, and important to note, of those who send (or sent) their child to preschool, substantially more (87%) indicate that if quality and services were the same, they would prefer a preschool that is sponsored by a Jewish organization. This is an opportunity for the future.
- A little less than half (47%) of respondents with children are sending (or sent) them to private school; most often (82%) this private school is a Jewish Day School or Yeshiva.
  - However, and important to note, of those who send (or sent) their child to any private school, slightly fewer (78%) indicate a preference for a Jewish Day School or Yeshiva.



# Programs and Activities

*In what educational programs do (or did) the children of respondents participate?*

## ▶ Jewish Education (cont.)

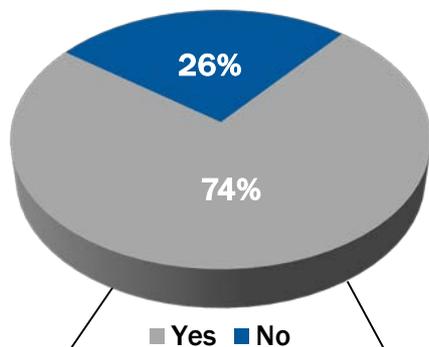
- Some differences by segment were noted for both preschool and day school:
  - **Denomination.** Those who self-identify as Orthodox or Conservative are significantly more likely than others to send their children to preschool in a Jewish setting and a Jewish Day School/Yeshiva.
  - **Engagement.** Those who send their children to a Jewish preschool or a Jewish Day School are significantly more likely to feel a part of the Jewish community than those who do not.
  - **Geography.** In the aggregate, those who live OTP are significantly more likely to utilize a Jewish preschool or Jewish Day School for their children. However there are variances in use across the area.
    - Higher Jewish Day School/Preschool use: Sandy Springs (ITP), Toco Hills (ITP); Sandy Springs/Dunwoody (OTP)
    - Lower Jewish Day School/Preschool use: Central (Intown), East (Intown); Other (OTP)



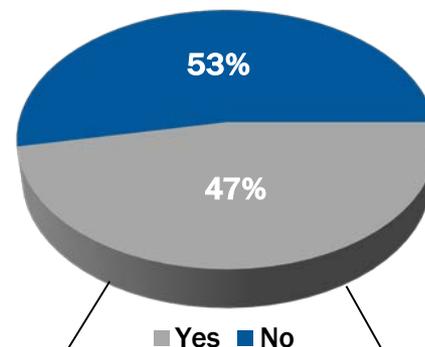
# Programs and Activities

*In what educational programs do (or did) the children of respondents participate?*

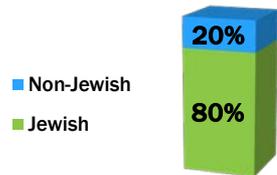
**Any Child Attending or Attended  
Preschool\*  
(% Response)**



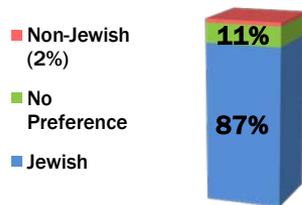
**Any Child Attending or Attended  
Private School\*  
(% Response)**



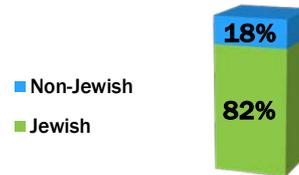
**Type of  
Preschool  
Attending/Attended?**



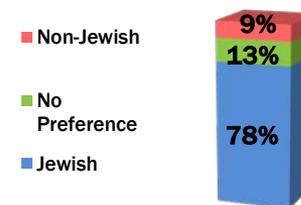
**Preference for Type of  
Preschool**



**Type of  
Private School  
Attending/Attended?**



**Preference for Type of  
Private School**



\* Base: Adults with Children of Any Age





# Programs and Activities

*In what educational programs do (or did) the children of respondents participate?*

## ▶ Non-Jewish Education Alternative Selected

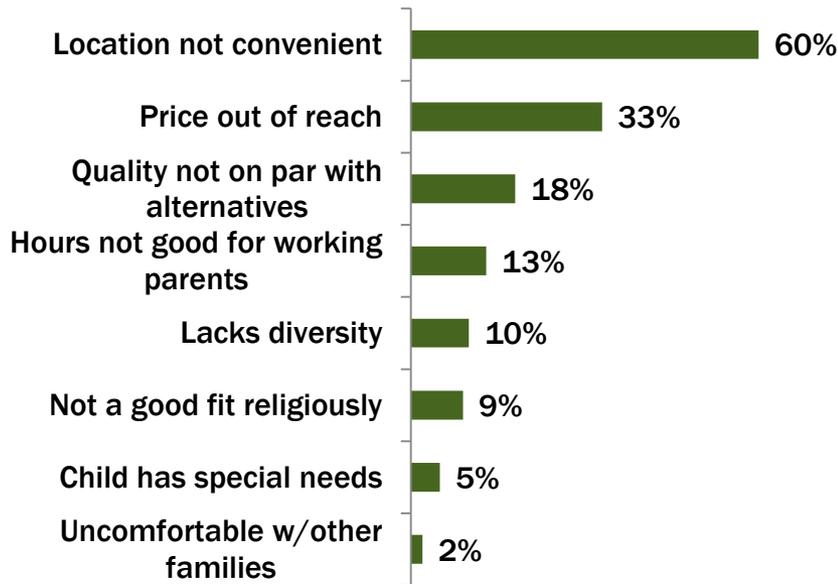
- Among parents who considered and then decided against their child attending preschool in a Jewish setting and/or Jewish Day School, lack of convenient location is the primary impediment to enrollment. This is not surprising, knowing the transportation and traffic issues in Atlanta.
  - Those who live ITP are significantly more likely to say they did not send their child to a Jewish Day School because of an inconvenient location than are those who live OTP.
- The next most frequently mentioned barrier is cost, followed by lack of quality and the lack of convenient hours for working parents.
- When deciding against Jewish Day School, those who sent their child to another private school did so because they wanted a more diverse environment, more so than because of affordability concerns.



# Programs and Activities

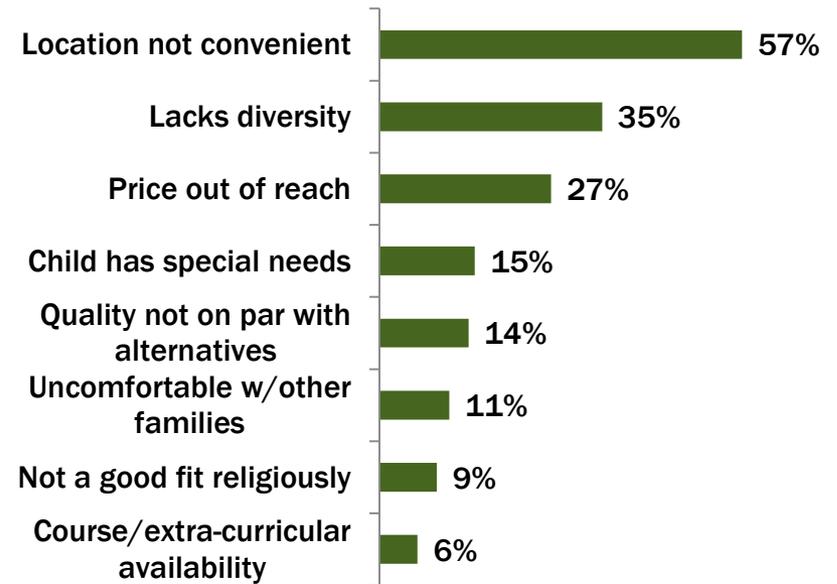
*In what educational programs do (or did) the children of respondents participate?*

**Reasons Not to Attend Preschool in a Jewish Setting Among Those Who Considered It for Their Children\*\*  
(% Response)**



\* Base: Of 238 who send (or sent) a child to preschool in a non-Jewish setting, 155 considered a Jewish preschool and decided against it for reasons noted.

**Reasons Not to Attend Jewish Day School Among Those Who Considered It for Their Children\*\*  
(% Response)**



\*\* Base: Of 138 who send their child to a non-Jewish Private School 68 considered JDS and decided against it for reasons noted.



# Programs and Activities

*In what camp programs do (or did) the children of respondents participate?*

## ▶ Camping

- More than seven in ten (71%) respondents with children are sending (or sent) them to day camp, and most often (85%) this day camp is provided by a Jewish organization.
- Half of the respondents with children are sending (or sent) them to overnight camp, and again, most often (80%) this camping experience is provided by a Jewish organization.
- Preference for a camp run by a Jewish organization differs by type of camp.
  - Of the those who send (or sent) their child to day camp, 79% indicate that if quality and services were the same, they would prefer a day camp that is sponsored by a Jewish organization – this is substantially fewer than the 85% who do send their children to a Jewish day camp.
  - However, when looking at those who send (or sent) their child to overnight camp the opposite is true. While 85% indicate that if quality and services were the same, they would prefer an overnight camp that is sponsored by a Jewish organization, only 80% send their children to a Jewish overnight camp. This suggests an opportunity for greater utilization of Jewish overnight camps.



# Programs and Activities

*In what camp programs do (or did) the children of respondents participate?*

## ▶ Camping (cont.)

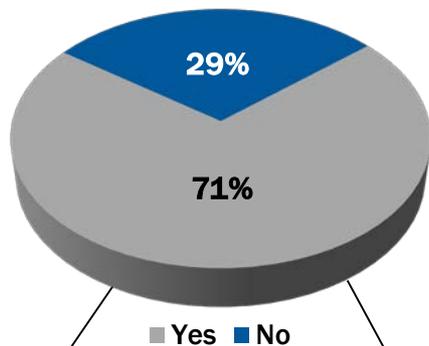
- Some differences by segment were noted for both day camp and overnight camp:
  - **Denomination.** Those who self-identify as Orthodox or Conservative are significantly more likely than others to have their children participate in a Jewish camping experience.
  - **Engagement.** Those who send their children to a Jewish day camp are significantly more likely to feel a part of the Jewish community than those who do not.
  - **Geography.** Interestingly, there are no significant difference between OTP and ITP in the aggregate with regard to Jewish camping, however there are some specific differences by geographic segment:
    - Higher Jewish day camp use: Toco Hills (ITP); Cobb County (OTP), Sandy Springs/Dunwoody (OTP)
    - Higher Jewish overnight camp use: Sandy Springs (ITP); Sandy Springs/Dunwoody (OTP); Cobb County



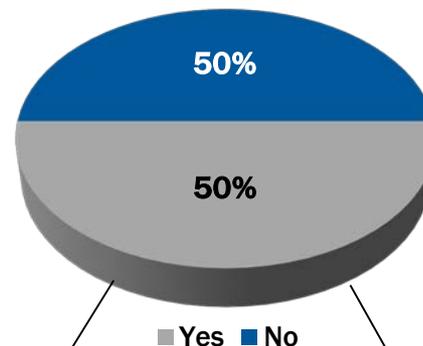
# Programs and Activities

*In what camp programs do (or did) the children of respondents participate?*

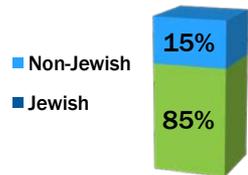
**Any Child Attending or Attended Day Camp\***  
(% Response)



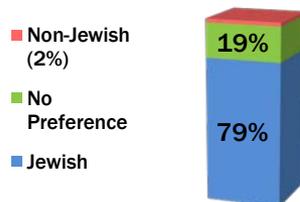
**Any Child Attending or Attended Overnight Camp\***  
(% Response)



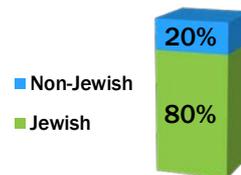
**Type of Day Camp Attending or Attended?**



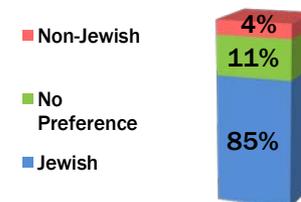
**Preference for Type of Day Camp**



**Type of Overnight Camp Attending/Attended?**



**Preference for Type of Overnight Camp**



\* Base: Adults with Children of Any Age





# Programs and Activities

*In what camp programs do (or did) the children of respondents participate?*

## ▶ Non-Jewish Camping Alternative Selected

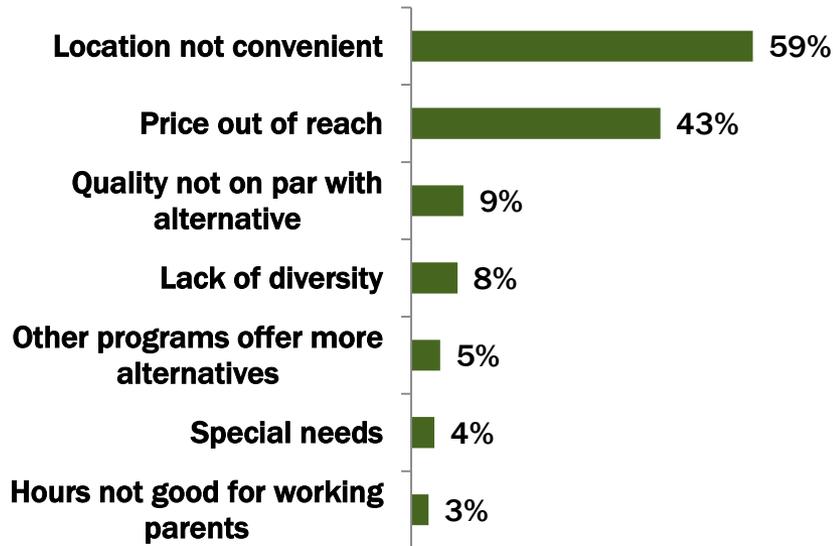
- Among parents who considered and then decided against their child attending day camp sponsored by a Jewish organization, lack of convenient location and cost are the primary hurdles.
  - Lack of convenient camp location was a larger hurdle for ITP respondents, cost was a larger hurdle for those living OTP.
- By comparison, cost and a lack of diversity are the primary roadblocks to attending an overnight camp sponsored by a Jewish organization.
  - Location for overnight camp is not as important, since it does not impact the daily routine; however, scheduling of camp sessions is a somewhat important consideration.
  - Those who live ITP are significantly more likely to say they chose not to send their child to a Jewish overnight camp because of a “lack of comfort” with the other families there than are those who live OTP.



# Programs and Activities

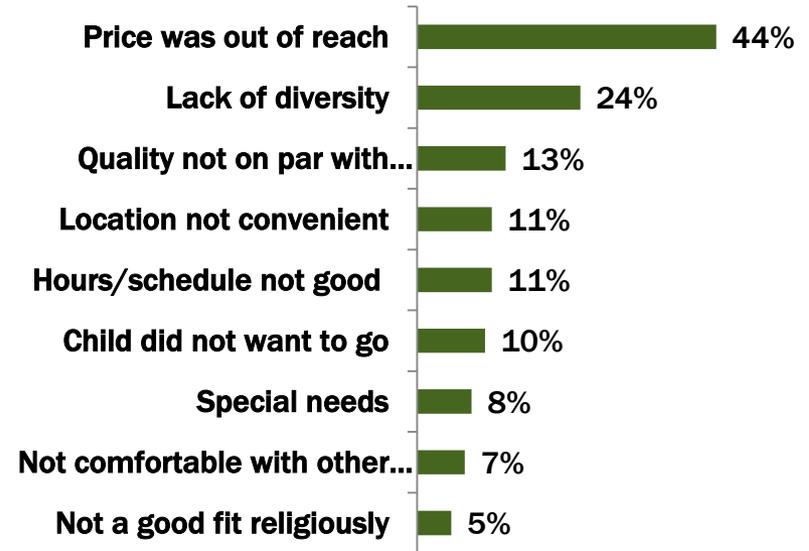
*In what camp programs do (or did) the children of respondents participate?*

**Reasons Not to Attend Day Camp  
Sponsored by a Jewish Organization  
Among Those Who Considered It for Their  
Children\*  
(% Response)**



\* Base: Of 168 who send (or sent) a child to day camp not sponsored by a Jewish organization, 121 considered it and decided against it for reasons noted.

**Reasons Not to Attend Overnight Camp  
Sponsored by a Jewish Organization  
Among Those Who Considered It for Their  
Children\*\*  
(% Response)**



\*\* Base: Of 165 who send (or sent) a child to overnight camp not sponsored by a Jewish organization, 120 considered it and decided against it for reasons noted.



# Programs and Activities

*What other types of Jewish-focused programs/activities are needed?*

## ▶ Additional Programming Needs

- Nine in ten respondents indicated a need for additional Jewish-focused programming in their local community, and for the most part, these respondents indicate they are likely to participate in the programming they are looking for.
  - The programs of greatest interest are social (49%), educational (40%), community service (38%) and cultural (36%).
  - Only about one third (34%) of respondents are looking for a Jewish Recreation Center in their neighborhood. This is similar to the 36% of respondents who indicate that it was somewhat important for Jewish sports leagues to occur in a building dedicated to Jewish activities.
  - There is measurable interest in additional opportunities for worship, both creative (20%) and to a lesser degree, traditional (12%).
  - While about one in ten (12%) of the total population indicate that a Jewish preschool is needed in their neighborhood, 95% of those with children under 18 who indicated this need would utilize the preschool.



# Programs and Activities

*What other types of Jewish-focused programs/activities are needed?*

## Possible Program Additions\* (% Response)

Program	Needed in Community	Likely to Participate if Available**
Social programs/activities	49	97
Jewish education for adults	40	97
Social action/community service	38	96
Jewish arts and culture	36	98
Jewish recreation center	34	98
Israel advocacy	21	96
Jewish history	21	95

Program	Needed in Community	Likely to* Participate if Available**
Leadership development	20	88
Creative/nontraditional worship	20	94
Israeli arts and culture	17	97
Jewish sports leagues	16	91
Jewish preschool	12	80
Israeli history	12	95
Traditional worship	12	96

Other program mentions (less 1% each): Hebrew for children, teens; support groups (infertility, grief, single parents); specific audience based programming.

\* Respondents indicated top five programs needed; Base: Only those who believe additional programming is needed (n=2600)  
 \*\* Likely to participate only asked to those who indicated a need for program in community; Likely to Participate = 'Very likely' + 'Somewhat likely'





# Programs and Activities

*What other types of Jewish-focused programs/activities are needed?*

## Possible Program Additions (% Response)

Programming Needed	Total (%)	Segments Most Looking for this Programming Expansion
Social programs/activities	49	<i>Reform, Just Jewish/Secular, Unaffiliated, not a part of Jewish community, single, Interfaith, OTP, Intown, North Metro, age 35-44</i>
Jewish education for adults	40	<i>Reconstructionist, single, no kids, retired, income &lt;\$100K, OTP, Buckhead, Other (OTP), age 55+</i>
Social action/community service	38	<i>Reconstructionist, unaffiliated, not a part of Jewish community, full-time employ, LGBTQ, Central Intown</i>
Jewish arts and culture	36	<i>Reconstructionist, Reform, Conservative, divorced/widowed, retired, age 55+</i>
Jewish recreation center	34	<i>Unaffiliated, not a part of Jewish community, not JDS family, kids, ITP, Toco Hills, East Intown, North Central Intown, Cobb county, North Metro, age 18-54</i>
Israel advocacy	21	<i>Orthodox. Affiliated, part of Jewish community, JDS family, married, income &gt;\$500K, Inmarried, OTP, Sandy Springs (ITP and OTP), Toco Hills, Northeast Intown, Cobb County, age 45+</i>
Jewish history	21	<i>Divorced/widowed, no kids, retired, income &lt; \$50K, LGBTQ, OTP, Other (OTP)</i>



# Programs and Activities

*What other types of Jewish-focused programs/activities are needed?*

## Possible Program Additions (cont.) (% Response)

Programming Needed	Total (%)	Segments Most Looking for this Programming Expansion
Leadership development	20	<i>Conservative, affiliated, JDS family, kids, full-time employ, income &gt;\$250K, Inmarried, OTP, Sandy Springs (ITP and OTP)</i>
Creative/nontraditional worship	20	<i>Reconstructionist, Just Jewish/Secular, unaffiliated, not part of Jewish community, not JDS family, LGBTQ, Interfaith, Central Intown, East Intown,</i>
Israeli arts and culture	17	<i>Conservative, Secular/Just Jewish, affiliated, no kids, Sandy Springs (ITP)</i>
Jewish sports leagues	16	<i>Orthodox, Conservative, JDS grad, kids, Inmarried, Buckhead, Toco Hills, North Central Intown, North Metro, Cobb County, age 18-54</i>
Jewish preschool	12	<i>Unaffiliated, non JDS family, married, kids, ITP, Buckhead, Central/East Intown, age 18-44</i>
Israeli history	12	<i>Orthodox, part of Jewish Community, no kids, retired, Sandy Springs (ITP/OTP), age 55+</i>
Traditional worship	12	<i>Orthodox, not part of Jewish community, not JDS family, Interfaith, East of Perimeter/Gwinnett, Other (OTP)</i>



# Programs and Activities

*Which audiences need additional Jewish-focused programs/activities?*

## ▶ Programming Needs for Specific Audiences

- More than eight in ten (86%) respondents identified an audience they felt in need of additional Jewish-focused programming in their local area. However although no more than one-third of respondents see any particular audience as having a strong need, those involved with these audiences clearly see the programming need:
  - The audiences identified as having the greatest need are active older adults (34%) and Jewish singles (33%).
    - 58% of those age 55 and over indicate programming for active older adults is needed.
    - 71% of those who are single/never married and 58% of those who are widowed/divorced indicate programming for Jewish singles is a need.
  - Parents of specific aged children is also identified as an audience where more programming is needed: parents of young children (30%), empty nesters (28%) and parents of teens (19%).
  - Although not at the same level, there is a measurable need for programming aimed at less mainstream audiences: people with disabilities (15%), LGBTQ (13%), those recovering from substance abuse (7%) and Holocaust survivors (6%).
    - 73% of those who indicate someone who identifies as LGBTQ lives in their household are looking for additional LGBTQ programming.



# Programs and Activities

*Which audiences need additional Jewish-focused programs/activities?*

## Audiences Needing Additional Programming\* (% Response)

Audience	Programming Needed
Active older adults	34
Jewish singles	33
Parents of young children	30
Interfaith couples/families	29
Empty nesters	28
Young couples/newlyweds	25
Teens	21
Parents of teens	19

Audience	Programming Needed
College students	15
People with disabilities	15
Intergenerational groups	13
Frail older adults	13
LGBTQ	11
People in substance abuse recovery	7
Holocaust survivors	6

Other audience mentions (less 1% each): newcomers, couples without children, adult children of seniors, single parents.

\* Respondents indicated top five audiences where additional programming needed; Base: Only those who believe programming needed for additional audiences; n=2474





# Programs and Activities

Which audiences need additional Jewish-focused programs/activities?

Audiences Needing Programming	Total (%)	Segments Most Looking for this Audience Expansion
Active older adults	34	Affiliated, JDS family, divorced/widowed, retired, income <\$50K, OTP, Toco Hills, North Metro
Jewish singles	33	Orthodox, income <\$100K, Northeast Intown
Parents of young children	30	Unaffiliated, not part of Jewish community, JDS Grad, income >\$50K, East Intown, Other (OTP)
Interfaith couples/families	29	Reconstructionist, unaffiliated, LGBTQ, OTP, Central Intown, East of Perimeter/Gwinnett, Other (OTP)
Empty nesters	28	Affiliated, Part of Jewish community, JDS family, divorced/widowed, retired, OTP, Toco Hills, North Metro
Young couples/newlyweds	25	Orthodox, Conservative, Part of Jewish community, JDS Grad, income > \$50K, ITP, Intown
Teens	21	Orthodox, affiliated, income > \$100K, all areas except Buckhead
Parents of teens	19	Affiliated, JDS family, OTP, North Metro
College students	15	Orthodox, affiliated, part of Jewish community, JDS family, Sandy Springs (ITP), Toco Hills
People with disabilities	15	Orthodox, affiliated, part of Jewish community, JDS family, LGBTQ, Toco Hills
Intergenerational groups	13	Havurah
Frail older adults	13	Orthodox, affiliated, part of Jewish community, JDS family, divorced/widowed, retired, Toco Hills
LGBTQ	11	Reconstructionist, Single, LGBTQ, Central, East, North Central Intown
People in substance abuse recovery	7	Reconstructionist, JDS family, LGBTQ
Holocaust survivors	6	Just Jewish/Secular



## D. Social Services

<b>Research Questions</b>	<b>Page</b>
• How do community members use outside resources to cope with/manage....?	
• Health Challenges and Issues	142
• Physical/Cognitive Challenges and Issues	147
• Relationship/Caregiving Challenges and Issues	151
• Financial Challenges and Issues	156
• What are the community's housing needs for...?	
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# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Health Challenges and Issues

- Nearly one-quarter of respondents (22%) say a member of their household used resources outside the family to cope with/manage depression, anxiety or stress this past year. Of the six health challenges and issues assessed, this was by far the most frequently mentioned.
  - Fewer than 10% of respondents used resources outside the family to cope with/manage the other challenges and issues mentioned.
- Some differences by segment were noted, except with respect to using outside resources to address mental illness where no segment differences were noted.



# Social Services

How do community members use outside resources to cope/manage?

## ▶ Health Challenges and Issues (cont.)

### Use of Outside Resources to Cope With/Manage: Health Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Segments with Higher Incidence
	n=	%	
Depression, anxiety, or stress	630	22	<ul style="list-style-type: none"> <li>• <b>Geography.</b> East (Intown), North Metro, Cobb County</li> <li>• <b>Age.</b> 35-44 yrs., 45-54 yrs.</li> <li>• <b>Household.</b> Children &lt;18 yrs.</li> <li>• <b>Employment.</b> Not employed</li> <li>• <b>Gender/gender identity.</b> Female, LGBTQ</li> </ul>
Serious, ongoing physical illness	178	6	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Toco Hills (ITP), East of the Perimeter/Gwinnett, Other (OTP)</li> <li>• <b>Age.</b> 55-64, 65-74</li> <li>• <b>Household.</b> Not married, no children &lt;18 yrs.</li> <li>• <b>Income.</b> \$500K+</li> </ul>
Dementia, Alzheimer's, other neurological-related illness	115	4	<ul style="list-style-type: none"> <li>• <b>Age.</b> 55-64 yrs.</li> </ul>
Substance abuse	57	2	<ul style="list-style-type: none"> <li>• <b>Age.</b> 55-64 yrs.</li> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>
Eating disorder	45	2	<ul style="list-style-type: none"> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Health Challenges and Issues (cont.)

- All things being equal (i.e., availability and quality), respondents prefer to use a Jewish agency over a non-Jewish agency. However, this preference is not nearly as strong when addressing eating disorders and/or depression, anxiety, or stress.
  - This finding suggests there may be opportunities to expand the offerings of Jewish social services agencies, especially with respect to dementia/Alzheimer's treatment and care, and substance abuse.
- Respondents who sought help from a Jewish agency did not necessarily obtain help from a Jewish agency – the track record is somewhat mixed.
  - Jewish agencies were best able to meet the demand for help to address: depression/anxiety/stress, mental illness, and substance abuse.
  - Jewish agencies are not doing as well in meeting the demand for help with: dementia/Alzheimer's-related illness, physical illness, and eating disorders. This finding suggests possible areas for expansion of service offerings in order to meet underserved market needs.



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Health Challenges and Issues (cont.)

- Most of those who use outside resources pay for them.
  - This ranges from a high of 90% for those coping with depression/anxiety/stress to a “low” of about 65% for those dealing with dementia/Alzheimer’s and substance abuse.
- Most of those who currently obtain help for free would be likely to pay if the help they receive were no longer available to them for free.
  - This inclination is particularly strong among those dealing with mental illness, dementia/Alzheimer’s, and substance abuse.



# Social Services

*How do community members use outside resources to cope/manage?*

## Use of Outside Resources to Cope With/Manage: Health Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Among Those Using Outside Help to Cope /Manage (%)							
			Agency Preference			Sought Help from a Jewish Agency	Currently Get Help from Jewish Agency	Obtain Help for Free	Total Likely* to Pay if Help No Longer Free	% Very Likely to Pay if Help No Longer Free
	Jewish	Non-Jewish	No Preference							
	n=	%								
Depression, anxiety, or stress	630	22	42	5	53	16	9	10	53	26
Serious, ongoing physical illness	178	6	61	3	36	25	12	17	61	27
Dementia, Alzheimer's, other neurological-related illness	115	4	68	–	32	56	39	32	77	40
Serious, ongoing mental illness	112	4	55	7	38	18	11	9	51	51
Substance abuse	57	2	66	6	28	32	30	33	90	45
Eating disorder	45	2	36	15	49	4	–	8	100	–

\* Total Likely = % 'Very likely' + % 'Somewhat likely' to pay for help if no longer free





# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Physical/Cognitive Challenges and Issues

- Of the various physical/cognitive challenges and issues assessed, respondents most often sought help to address a learning disability (8%).
- Some differences by segment were noted, except with respect to autism spectrum disorder (for both children and adults), and adult developmental/intellectual disabilities other than autism.



# Social Services

How do community members use outside resources to cope/manage?

## ► Physical/Cognitive Challenges and Issues (cont.)

### Use of Outside Resources to Cope With/Manage: Physical/Cognitive Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Segments with Higher Incidence
	n=	%	
Learning disability	238	8%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Toco Hills (ITP); All of OTP</li> <li>• <b>Age.</b> 45-54 yrs.</li> <li>• <b>Household.</b> Children &lt;18 yrs.</li> <li>• <b>Employment.</b> Not employed</li> <li>• <b>Income.</b> \$500K+</li> <li>• <b>Gender/gender identity.</b> Female, LGBTQ</li> </ul>
Other developmental/ intellectual disability [Child]	132	5	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Other (OTP)</li> <li>• <b>Age.</b> 35-44 yrs., 45-54 yrs.</li> <li>• <b>Household.</b> Children &lt;18 yrs.</li> <li>• <b>Employment.</b> Not employed</li> <li>• <b>Income.</b> \$500K+</li> <li>• <b>Gender/gender identity.</b> Female, LGBTQ</li> </ul>
Physical disability	118	4	<ul style="list-style-type: none"> <li>• <b>Geography.</b> East of Perimeter/Gwinnett, Other (OTP)</li> <li>• <b>Age.</b> 75+ yrs.</li> <li>• <b>Employment.</b> Not employed</li> </ul>
Severe vision and/or hearing impairment	92	3	<ul style="list-style-type: none"> <li>• <b>Geography.</b> East of Perimeter/Gwinnett (OTP), North Metro</li> <li>• <b>Age.</b> 75+ yrs.</li> </ul>



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Physical/Cognitive Challenges and Issues (cont.)

- All things being equal (i.e., availability and quality), respondents typically prefer to use a Jewish agency except when dealing with severe vision and/or hearing impairment. In this situation, the majority of respondents exhibit no preference.
  - This finding suggests there may be opportunities to broaden the scope of services offered in the cognitive realm. Or, if local Jewish service agencies are already perceived as strong in the area of cognitive supports, it would be useful to explore ways to leverage this positive reputation to grow the client base for cognitive services even further.
- For the most part, respondents who sought help from a Jewish agency did not receive it. This finding suggests there is opportunity for Jewish agencies to do more to better meet the demand for their services.
- Most of those who use outside resources pay for these services.
  - This ranges from a high of 89% for those coping with their child's autism, to a low of 65% for those with adult family members with a development/intellectual disability.
  - Most who currently obtain services at no cost recognize the value of such services and would be likely to pay for them if such services were no longer free.



# Social Services

*How do community members use outside resources to cope/manage?*

## Use of Outside Resources to Cope With/Manage: Physical/Cognitive Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Among Those Using Outside Help to Cope /Manage (%)							
			Agency Preference			Sought Help from a Jewish Agency	Currently Get Help from Jewish Agency	Obtain Help for Free	Total Likely* to Pay if Help No Longer Free	% Very Likely to Pay if Help No Longer Free
			Jewish	Non-Jewish	No Preference					
	n=	%								
Learning disability	238	8	64	1	35	40	15	15	82	51
Other developmental/intellectual disability [Child]	132	5	60	–	40	40	10	18	77	69
Physical disability	118	4	70	3	27	33	18	16	69	47
Severe vision and/or hearing impairment	92	3	43	6	51	17	6	25	78	40
Autism spectrum disorder [Child]	64	2	67	–	33	62	15	11	65	34
Other developmental/intellectual disability [Adult]	59	2	68	–	32	61	33	35	67	58
Autism spectrum disorder [Adult]	28	1	68	–	28	57	22	31	86	54

\* Total Likely = % 'Very likely' + % 'Somewhat likely' to pay for help if no longer free





# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Relationship/Caregiving Challenges and Issues

- Of the 5 types of relationship/caregiving challenges and issues assessed, outside help was most often sought by those caring for/organizing the care for an ill or elderly relative or friend (10%).
- A few differences by segment were noted except with respect to those using outside resources for respite care.



# Social Services

How do community members use outside resources to cope/manage?

## ▶ Relationship/Caregiving Challenges and Issues (cont.)

### Use of Outside Resources to Cope With/Manage: Relationship/Caregiving Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Segments with Higher Incidence
	n=	%	
Caring for/organizing care for an ill or elderly relative or friend	297	10	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Sandy Springs (ITP), Toco Hills</li> <li>• <b>Age.</b> 55-64 yrs.</li> <li>• <b>Income.</b> \$500K+</li> </ul>
Relationship/interpersonal issues (incl. domestic abuse)	133	5	<ul style="list-style-type: none"> <li>• <b>Geography.</b> East of Perimeter/Gwinnett</li> <li>• <b>Age.</b> 35-44 yrs., 45-54 yrs.</li> <li>• <b>Income.</b> \$&lt;50K</li> </ul>
Transportation due to permanent/temporary inability to drive	104	4	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Buckhead</li> <li>• <b>Age.</b> 75+ yrs.</li> <li>• <b>Income.</b> &lt;\$100K</li> </ul>
Issues/questions re: sexuality	31	1	<ul style="list-style-type: none"> <li>• <b>Geography.</b> North Central (Intown)</li> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Relationship/Caregiving Challenges and Issues (cont.)

- All things being equal (i.e., availability and quality), respondents prefer to use a Jewish agency over a non-Jewish agency. However, this preference is not as strong when it comes to addressing relationship/interpersonal issues and transportation.
  - Respondents are especially interested in obtaining care for ill or elderly relatives and friends (including respite care) from Jewish agencies. This finding suggests that there may be opportunities to expand offerings in these areas and/or leverage communications to assure broad awareness of agencies' present capabilities.
- Respondents who sought help from a Jewish agency did not necessarily obtain help from a Jewish agency – the track record is mixed.
  - Jewish agencies are best able to meet the demand for help to address issues related to transportation and issues/questions regarding sexuality.
  - Jewish agencies are not doing as well in meeting the demand for their help in the remaining areas: respite care, caring for/organizing the care for an ill or elderly relative or friend, and relationship issues. This finding suggests possible areas for the expansion of service offerings in order to meet underserved market needs.



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Relationship/Caregiving Challenges and Issues (cont.)

- Most of those who use outside help pay for it.
  - This ranges from a high of 85% for those needing help to cope with relationship issues to a low of 60% among those using outside help to address transportation issues.
- Most who currently obtain services at no cost recognize the value of such services and would be likely to pay for them if such services were no longer free.
  - This inclination is particularly strong among those dealing with transportation issues, caring for/organizing the care for an ill or elderly relative/friend, and respite care. This may be because there are fewer alternatives to replace free care and so users have no choice but to pay for the needed services.



# Social Services

*How do community members use outside resources to cope/manage?*

## Use of Outside Resources to Cope With/Manage: Relationship/Caregiving Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Among Those Using Outside Help to Cope /Manage (%)							
			Agency Preference			Sought Help from a Jewish Agency	Currently Get Help from Jewish Agency	Obtain Help for Free	Total Likely* to Pay if Help No Longer Free	% Very Likely to Pay if Help No Longer Free
	n=	%	Jewish	Non-Jewish	No Preference					
Caring for/organizing care for an ill or elderly relative or friend	297	10	81	1	18	60	42	34	85	37
Relationship/interpersonal issues (including domestic abuse)	133	5	50	6	44	32	15	15	56	17
Transportation due to permanent/temporary inability to drive	104	4	60	–	40	28	23	40	88	29
Respite care	50	2	76	–	23	66	32	27	84	56
Issues/questions re: sexuality	31	1	60	11	29	33	28	36	66	22

\* Total Likely = % 'Very likely' + % 'Somewhat likely' to pay for help if no longer free





# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Financial Challenges and Issues

- Of the 3 financial challenges and issues assessed, respondents most often used outside resources to help them find a job/choose an occupation (11%). Relatively few (5% or less) turned to outside help to apply for and/or pay for critical needs (i.e., healthcare, food, medicine, housing).
  - By comparison, 5% or fewer sought outside help to pay bills and/or access an assistance program.
- Some differences by segment were noted (see following table).



# Social Services

How do community members use outside resources to cope/manage?

► Financial Challenges and Issues (cont.)

### Use of Outside Resources to Cope With/Manage: Financial Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Segments with Higher Incidence
	n=	%	
Finding a job or choosing an occupation	313	11	<ul style="list-style-type: none"> <li>• <b>Age.</b> 18-34 yrs., 55-64 yrs.</li> <li>• <b>Household.</b> Single/never married</li> <li>• <b>Employment.</b> Unemployed</li> <li>• <b>Income.</b> &lt;\$100K</li> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>
Paying for healthcare, food, medicine or rent	138	5	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Toco Hills (ITP); East of Perimeter/Gwinnett (OTP)</li> <li>• <b>Household.</b> Not married</li> <li>• <b>Income.</b> &lt;\$50K</li> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>
Applying for food or housing support through an assistance program	53	2	<ul style="list-style-type: none"> <li>• <b>Household.</b> Divorced/separated/widowed</li> <li>• <b>Income.</b> &lt;\$50K</li> <li>• <b>Gender/gender identity.</b> LGBTQ</li> </ul>



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Financial Challenges and Issues (cont.)

- Although the need is relatively small (2-5%), when faced with financial challenges respondents strongly prefer to turn to a Jewish agency to help them obtain the necessities of life – either through direct financial assistance or help navigating the benefits application process. This finding suggests the community would be receptive to obtaining such assistance from local Jewish agencies, if not already offered.
  - When seeking outside help to address career selection and challenges, only half prefer a Jewish agency.
- Respondents who seek help from a Jewish agency often do not find it there. This finding suggests possible areas for expansion of service offerings in all three areas evaluated order to better meet these underserved market needs.
- Most of those who use outside help to meet financial challenges do not pay for it.
  - Not surprisingly, respondents are more likely to pay for career-related services.
  - It is interesting (and even puzzling) to note that 51% say they paid for help to pay their bills (for healthcare, food, medicine, or rent); the source of these costs is not clear.



# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Financial Challenges and Issues (cont.)

- It should also come as no surprise that people experiencing financial challenges are less likely (or able) to pay for services if the help they receive was no longer available to them for free.
  - This is particularly true for those respondents who used outside help to obtain basic necessities and/or apply for the assistance programs that provide them. Clearly, the discretionary income needed to pay for such services is lacking.
  - Jewish agencies may wish to further explore other payment sources/funders that could underwrite the cost of delivering these important services to this small segment of the community.



# Social Services

*How do community members use outside resources to cope/manage?*

## Use of Outside Resources to Cope With/Manage: Financial Challenges and Issues

Challenge/Issue	Those Using Outside Help to Cope/Manage		Among Those Using Outside Help to Cope /Manage (%)							
			Agency Preference			Sought Help from a Jewish Agency	Currently Get Help from Jewish Agency	Obtain Help for Free	Total Likely* to Pay if Help No Longer Free	% Very Likely to Pay if Help No Longer Free
			Jewish	Non-Jewish	No Preference					
n=	%									
Finding a job or choosing an occupation	313	11	50	3	47	44	22	55	52	9
Paying for healthcare, food, medicine or rent	138	5	69	1	30	32	14	48	37	15
Applying for food or housing support through an assistance program	53	2	71	3	26	38	19	73	38	12

\* Total Likely = % 'Very likely' + % 'Somewhat likely' to pay for help if no longer free





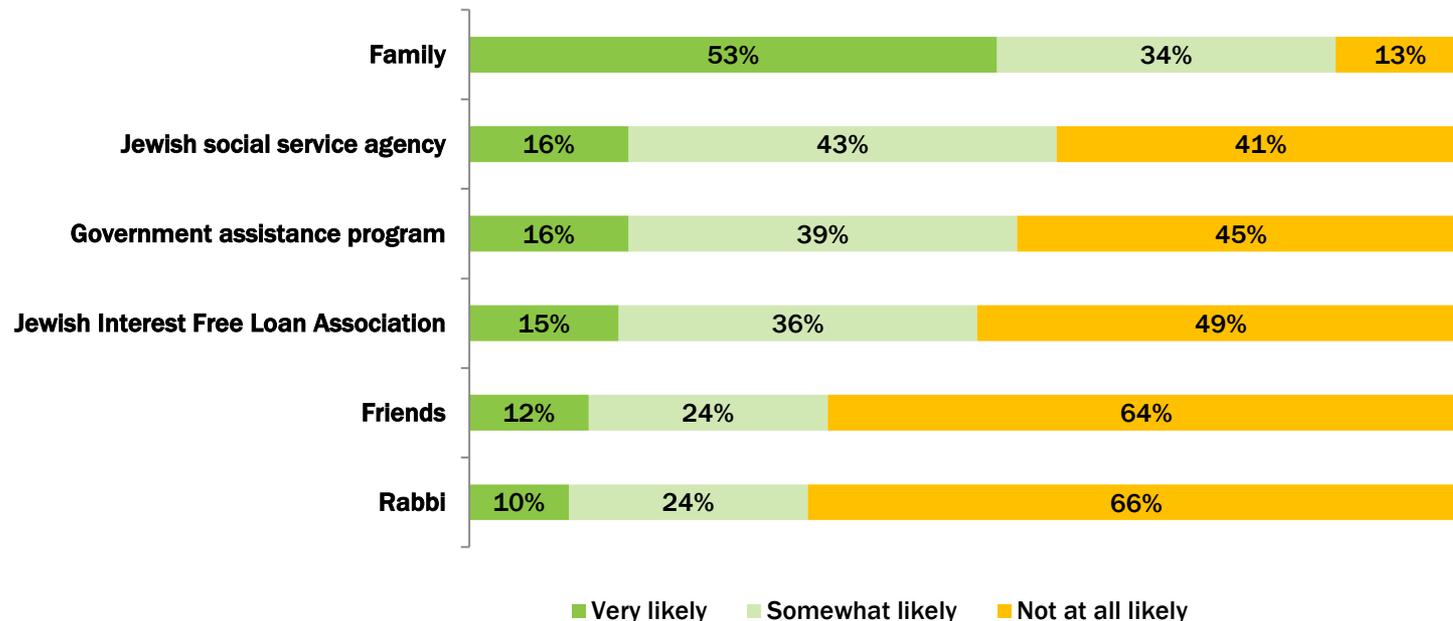
# Social Services

*How do community members use outside resources to cope/manage?*

## ▶ Financial Challenges and Issues (cont.)

- If faced with financial difficulties in the future, respondents would most likely turn to family members for assistance... and by an overwhelming majority. It is interesting to note the slight reluctance to take advantage of government 'safety net' type programs.

**Likelihood\* of Turning to Various Resources for Help if Faced with Financial Difficulties in the Future**  
(% Response)



\* Total Likely = % 'Very likely' + % 'Somewhat likely' to pay for help if no longer free



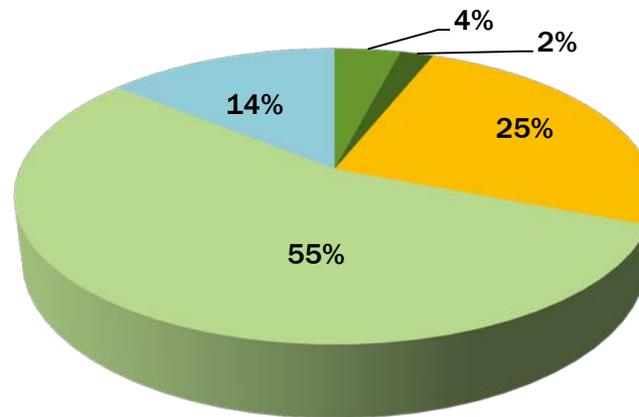
# Social Services

*What are the community's housing needs?*

## ▶ Seniors

- There is likely a growing need for senior housing going forward. Although only 4% of respondents (or anyone in their household) are currently taking advantage of housing for an aging parent or relative, 25% of those surveyed foresee the need for this type of housing in the future.
  - This need is most strongly felt among those ages 35-44 and 45-54.

**Housing Type Needed: Aging Parent/Relative**  
(% Response; n=2977)



■ Use now   ■ Need now, but not using   ■ Will need   ■ Have no need   ■ Not sure



# Social Services

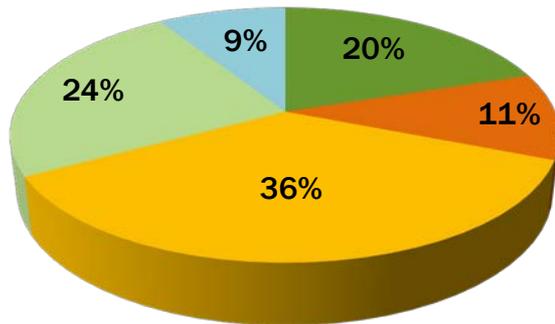
*What are the community's housing needs?*

## ▸ Seniors (cont.)

- Among those respondents already dealing with health challenges related to aging relatives or friends, the need is even more intense.

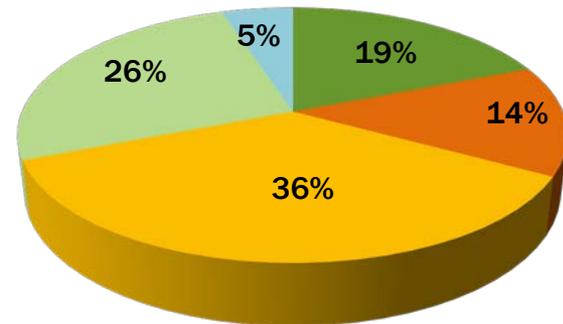
**Housing Type Needed: Aging Parent/Relative**  
(% Response)

**People Caring for Ill/Elderly  
Relative or Friend**  
(n=295)



■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure

**People Dealing with Alzheimer's**  
(n=115)



■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure



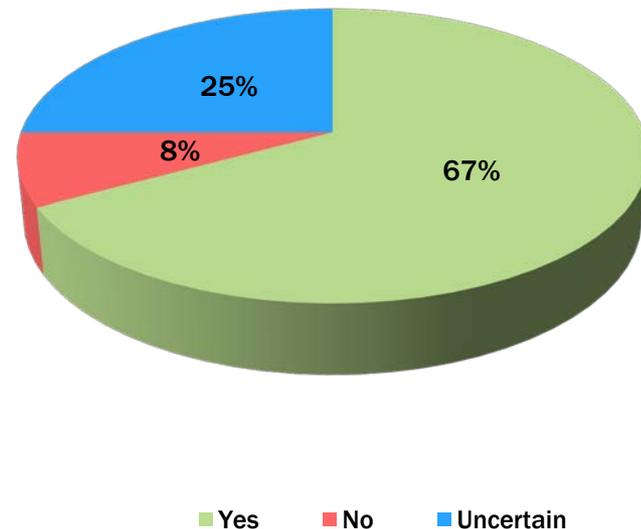
# Social Services

*What are the community's housing needs?*

## ▶ Seniors (cont.)

- Most seniors (67%) plan to age in place and the older they are the more likely they are to feel this way – 64% of those ages 65-74 vs. 73% of those age 75 and over. This may be due, at least in part, to the likelihood that they are doing so successfully at this time and see no reason to make a change.
- Among those seniors (ages 65 and over) who plan to age at home, only 4% are currently part of a NORC (Naturally Occurring Retirement Community).

**Plan to Age at Home\***  
(% Response)



\* Base: Those Age 65+; n=614





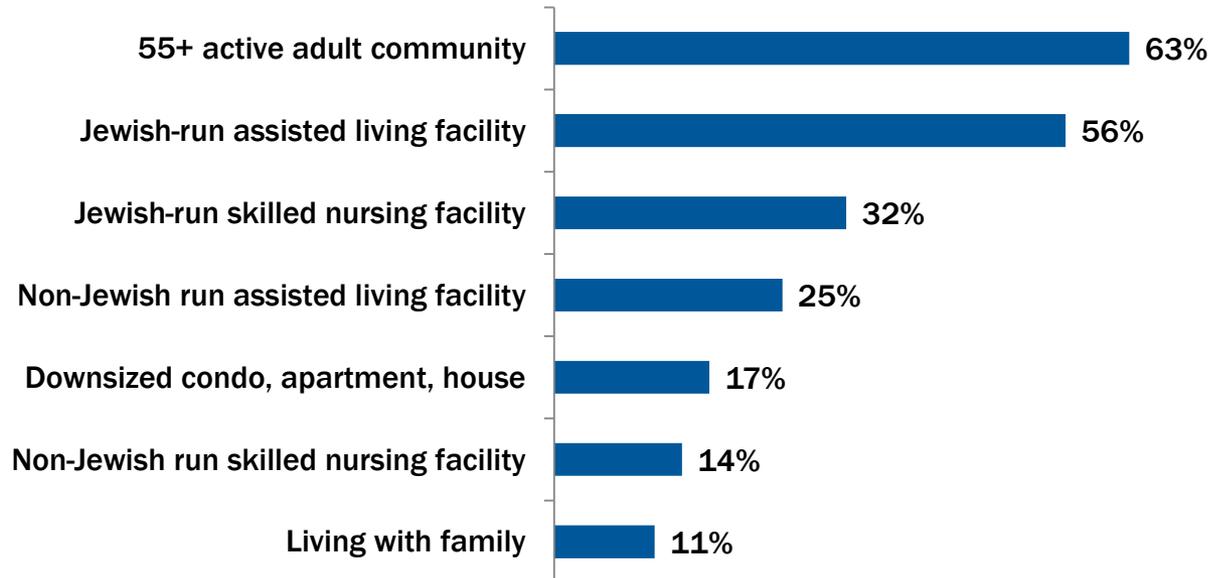
# Social Services

*What are the community's housing needs?*

## ▶ Seniors (cont.)

- Among seniors who don't plan to age at home, the 55+ active adult community and the assisted living facility run by a Jewish organization are the most popular options.

**Preferred Residential Options\* for Those Not Planning to Age in Place**  
(% Response; Multiple Responses Accepted; n=42)





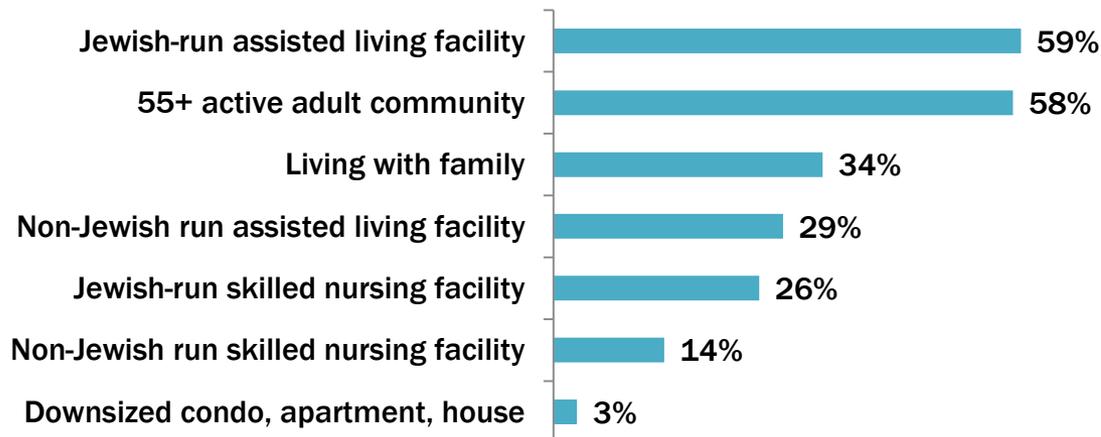
# Social Services

*What are the community's housing needs?*

## ▶ Seniors (cont.)

- A notable portion (18%) of respondents under age 65 expect to see their aging parents and/or relatives relocate to the Atlanta Metro area over the next few years.
- This group also believes that the most likely options their aging relatives who move to Atlanta over the next 3-5 years will consider are: assisted living facility run by a Jewish organization, 55+ active adult community, and moving in with family.

**Residential Options Aging Relatives Relocating to Atlanta  
Over the Next 3-5 Years Will Likely Consider**  
(% Response; Multiple Responses Accepted; n=369)





# Social Services

*What are the community's housing needs?*

## ▶ Other Specialized Housing

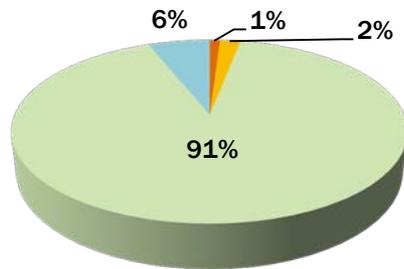
- The vast majority of respondents (90% or higher) have no need for specialized housing options whether for adults or teens. Of the remaining respondents...
  - Fewer than 1% of respondents currently take advantage of specialized housing options. Those who do are using housing options for adults with developmental disabilities or for adults in recovery.
  - About 2% of respondents believe they will have a need for specialized housing options going forward, and another 6-7% may have a need but aren't certain at this time. These proportions hold steady irrespective of the type of housing.
- It is interesting to note that these needs are, across the board, more strongly felt by those with household incomes of \$500K+. This may be driven by better awareness of, and access to, such options rather than higher incidence. In addition...
  - Those <55 yrs. are more likely to anticipate needing housing for adults with developmental disabilities.
  - Households with children <18 yrs. are more likely than others to have a need for housing for teens in recovery.



# Social Services

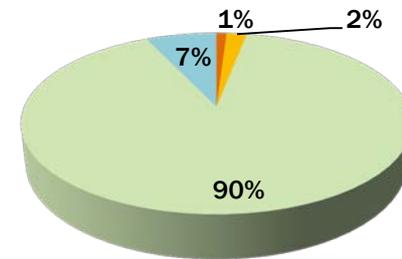
*What are the community's housing needs?*

**Housing Type Needed:  
Adult with Developmental Disabilities**  
(% Response; n=2977)



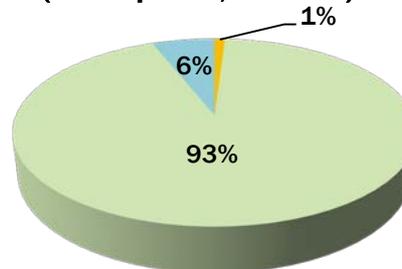
■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure

**Housing Type Needed:  
Adult in Recovery**  
(% Response; n=2977)



■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure

**Housing Type Needed:  
Teen in Recovery**  
(% Response; n=2977)



■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure



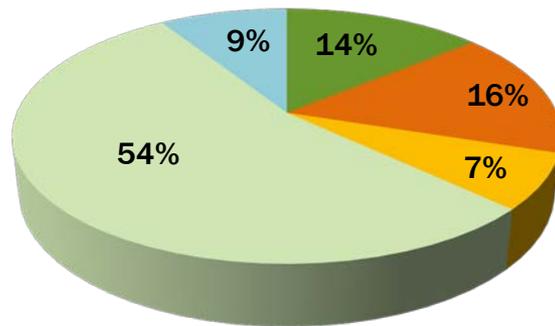
# Social Services

*What are the community's housing needs?*

## ▶ Other Specialized Housing (cont.)

- A more detailed look at specialized housing needs based on the challenges people are currently addressing paints a picture of greater need for adults with developmental disabilities (as compared to the population as a whole).

**Housing Type Needed: Adult with Developmental Disabilities**  
(% Response)



■ Use now ■ Need now, but not using ■ Will need ■ Have no need ■ Not sure

\* Base: People caring for adult with developmental disabilities, not autism;  
n=57



## E. Information Sources

### Research Questions

- Who do community members approach for information about Jewish programs in Metro Atlanta?
- Which Jewish-focused information resources do community members regularly use?

### Page

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# Information Sources

*Who do community members approach for Jewish program information?*

## ▶ Jewish Information Resources: People

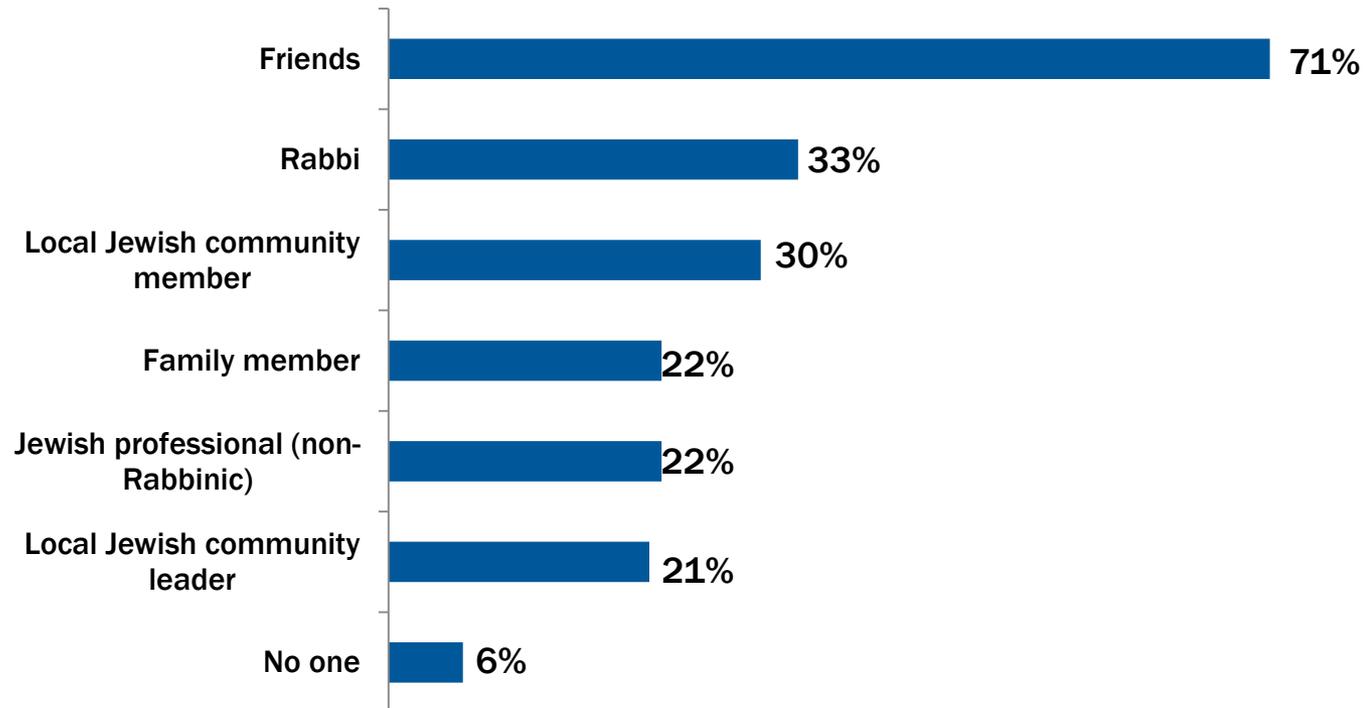
- When community members want information about Jewish programs in Metro Atlanta, they are most likely to turn to the people they know on a personal basis – their friends, acquaintances, and/or family members. Community leaders (i.e., Rabbis, Jewish professionals, local Jewish community leaders, etc.) are also seen as good sources.
- Some interesting differences by segment were noted. Tailoring communication strategies to reflect these differences will enhance overall effectiveness.
  - **Age.** Those under age 55 are more reliant than older respondents on friends, other community members, and non-Rabbinic Jewish professionals. Those under age 45 and 75+ are more reliant on family members than those in between those ages.
  - **Gender.** Men are more likely than women to turn to their Rabbi, a family member, and/or a local Jewish community leader.
  - **Denomination.** Respondents who identify as Orthodox are more likely than others to approach their Rabbi for information about local Jewish programs.
  - **Community connectedness.** Those who feel a part of a Jewish community are more likely to turn to community leaders than those who do not.



# Information Sources

*Who do community members approach for Jewish program information?*

**Local Jewish Program Information Resources:  
People Most Likely to be Approached  
(% Response)**





# Information Sources

*Which information resources do community members regularly use?*

## ▶ Jewish Information Resources: Other Communications Channels

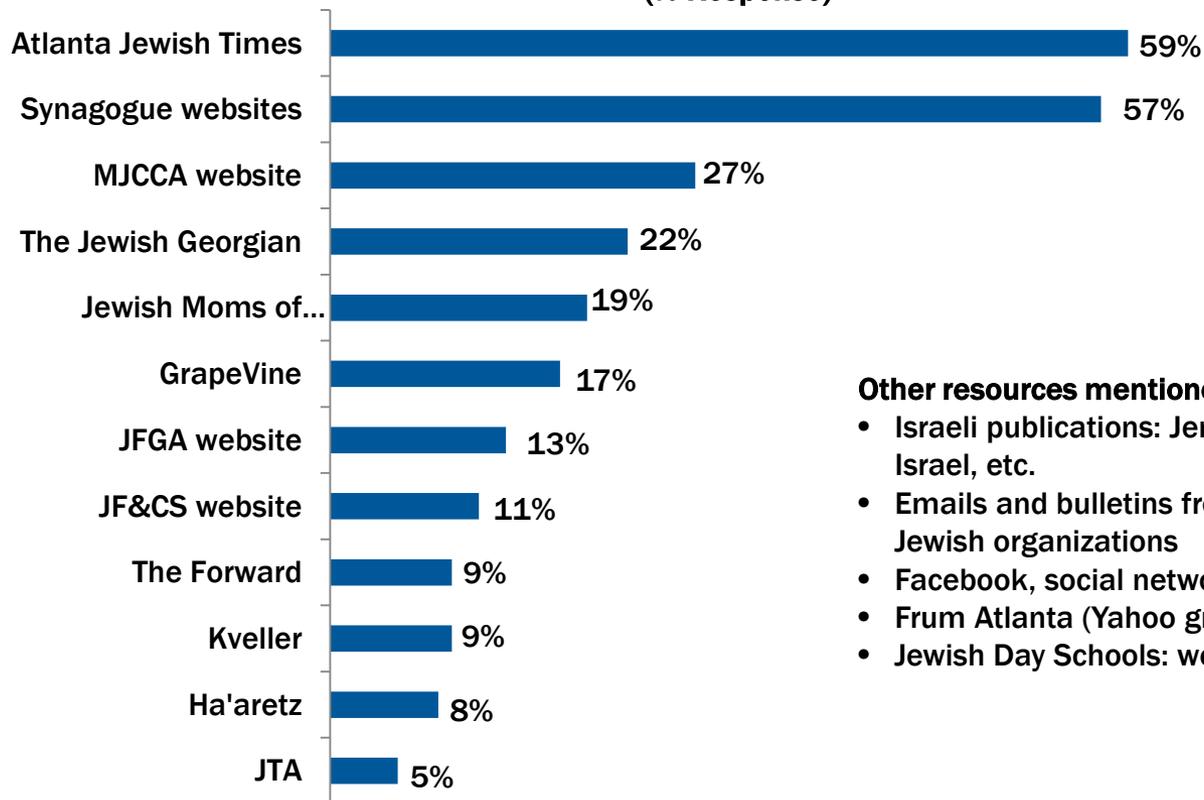
- Of the dozen or so Jewish-focused information resources tested, the Atlanta Jewish Times and synagogue websites are the most widely used.
  - However, respondents often look to multiple information sources to keep themselves informed, among them special interest websites, online groups, and other publications.
- As with the people-based information resources, some differences in the use of various communications channels were noted. Tailoring communication strategies to reflect these differences could help to ‘better spread the word’ about the Metro Atlanta Jewish community.
  - ***The Atlanta Jewish Times.*** Intown residents are less likely than others to read it; those 55+ are much more likely to do so.
  - ***Synagogue websites.*** These tend to be used by members, those who feel a part of a Jewish community already, those ages 45+.
  - ***Others.*** The Jewish Georgian appeals more to those 65+ and those living ITP, and especially in Buckhead. In contrast, the Jewish Moms Facebook Group appeals more to Intown moms and those living OTP.



# Information Sources

*Which information sources do community members regularly use?*

## Jewish-Focused Information Resources Regularly Accessed (% Response)



### Other resources mentioned by <5% each include:

- Israeli publications: Jerusalem Post, Times of Israel, etc.
- Emails and bulletins from: synagogues, Chabad, Jewish organizations
- Facebook, social networks
- Frum Atlanta (Yahoo group)
- Jewish Day Schools: website and emails



## F. Volunteerism and Philanthropy

<b>Research Questions</b>	<b>Page</b>
• Volunteerism in Metro Atlanta	
• How involved are community members in volunteering?	176
• What keeps community members volunteering?	179
• What prevents community members from volunteering?	181
• Philanthropy in Metro Atlanta	
• How involved are community members in philanthropy?	183
• What motivates/inhibits philanthropic behavior?	185
• What do JFGA donors 'look like'?	188
• How much do community members donate?	190



# Volunteerism in Metro Atlanta

*How involved are community members in volunteering?*

## ▶ Level of Involvement

- Among these respondents, the spirit of volunteerism is quite strong – 82% volunteered their time over the past year. Differences in volunteer behavior were noted by segment, with demographic, attitudinal, and religious factors all playing a role.
  - **Geography.** Residents of Sandy Springs (ITP) and North Central (Intown) have the highest proportion of volunteers – 92% and 90% respectively. With the exception of Sandy Springs/Dunwoody (85%), the proportion of respondents volunteering tends to be lower OTP (78%).
  - **Age.** Those <65 yrs. exhibit a slightly stronger rate of volunteer behavior – 83% have volunteered their time over the past year vs. 77% of those ages 65+.
  - **Income.** Those with household incomes under \$100K less often volunteer their time than others – 77% as compared to 83% of those with household incomes of \$100K-\$250K and 90% of those with incomes over \$250K.
  - **Marital situation.** Those who are no longer married are less likely to volunteer than others (72% vs. 83% of those currently married/not married); Interfaith couples are less likely than Inmarried couples to volunteer (76% vs. 85%).
  - **Employment status.** Employed respondents are more likely to volunteer than either retirees or those not currently employed (84% vs. 76%).



# Volunteerism in Metro Atlanta

*How involved are community members in volunteering?*

## ▶ Level of Involvement (cont.)

- Clearly, the more connected people feel to their community the more likely they are to volunteer.
  - **Religious denomination.** Those who identify with a religious denomination are significantly more likely to have volunteered their time than those who identify as Secular/Just Jewish (83% vs. 72%).
  - **Religious institution affiliation.** Those who are affiliated – whether with a synagogue, Chabad, and/or a Havurah – are significantly more likely to volunteer their time compared to those who aren't (about 85% vs. 71%).
  - **Jewish Day School family.** Families with children attending Jewish Day Schools are significantly more likely than others to have volunteered this year (90% vs. 80%).
  - **Connectedness to the Jewish community.** Not surprisingly, the more a part of the Jewish community a person feels, the more likely s/he is to volunteer – 89% of those who feel a strong connection vs. 80% who feel a more moderate connection, and 70% of those who do not feel a part of the Jewish community of Metro Atlanta.



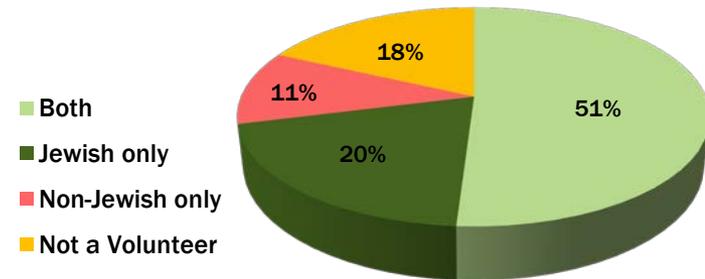
# Volunteerism in Metro Atlanta

*How involved are community members in volunteering?*

## ▶ Level of Involvement: Type of Organization/Cause

- Respondents generally volunteer at both Jewish and non-Jewish organizations/causes.
- Those segments more likely to volunteer for Jewish organizations/causes only include:
  - **Geography.** Toco Hills, Sandy Springs (ITP); Sandy Springs/Dunwoody (OTP)
  - **Age.** <35 yrs., 55+ yrs.
  - **Marital situation.** Currently married/living with partner; inmarried
  - **Denomination.** Orthodox
  - **Jewish Day School.** Jewish Day School graduates; Jewish Day School families
  - **Connectedness to the Jewish community.** Strongly feel a part of the Jewish community; extremely strong emotional connection to Israel

**Volunteer Involvement by Type of Organizations/Cause**  
(% Response)





# Volunteerism in Metro Atlanta

## *What keeps community members volunteering?*

### ▶ Reasons to Volunteer

- People volunteer for many, many different reasons, and often cite multiple reasons.
  - For some (~15%), the reasons are past-oriented. They cite family tradition, how they were raised, etc.
  - For most, the reasons are present-focused.
    - Many (~35%) say volunteering makes them ‘feel good’ – that it gives them a sense of accomplishment and fulfillment;
    - Others (~30%) say they are motivated to ‘be part of the community,’ to ‘give back,’ to make the world a better place (Tikkun Olam); they see volunteering as part of the Jewish way of life;
    - For some (~20%), their personal connection to, and/or belief in, the cause or organization (e.g., their synagogue/temple, a school or university, Israel, a disease that has affected them in some way, etc.) keeps them volunteering; and
    - Almost as many (~15%) mention the personal benefit to be derived from volunteering – meeting new people and making friends, learning to skills, networking for business, etc.
  - A few (~5%), cite future-based reasons. They mention setting an example for their children, paying it forward, etc.



# Volunteerism in Metro Atlanta

## What keeps community members volunteering?

### ► Reasons to Volunteer (cont.)

- Not surprisingly perhaps, the reasons to volunteer change as people age. This finding suggests that tailoring volunteer recruitment messages to different age segments will yield more volunteers than would a one-message-fits-all approach.
  - Those under age 55 are more likely than others to say that volunteering helps them feel part of the community.’
  - In contrast, those 75+ are more often driven by personal (social) reasons – they see volunteering as a way to meet new people and make friends, to keep connected with others; to put their skills to use and to keep busy.

*“We don't have a lot of money to give so I make up for that by giving my time and effort.”*

*“It's an investment in my community which enriches myself, my family, and my community.”*

*“I like the comradery – I enjoy spending time and learning from like-minded people...”*

*“I have always volunteered – it's ingrained in me and I do it in major part because it is part of being Jewish even if the cause is non-Jewish.”*

*“I enjoy helping others and I want to set a good example for my children.”*

*“[It's] keeping my father's and sister's memories alive...”*



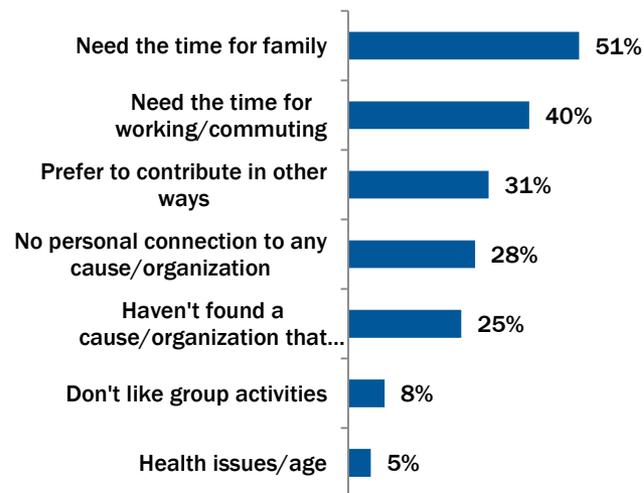
# Volunteerism in Metro Atlanta

## What prevents community members from volunteering?

### ▶ Roadblocks to Volunteering

- Those who did not volunteer their time over the past year (18%) most often cite a lack of time as the primary reason. This roadblock takes two forms – the need to spend time with family and/or the need to spend time working/commuting (not surprising given the traffic gridlock that many experience trying to get around in Metro Atlanta).
  - Other frequently mentioned roadblocks are: preference for contributing in other ways (e.g., financially), and lack of connection to a cause/organization.
- These findings suggest there may be opportunities to gain at least some volunteers by:
  - Creating more family-friendly volunteer experiences.
  - Bringing volunteer opportunities ‘inside’ the workplace.
  - Heightening awareness and connectedness to an organization/cause.
  - Creating more one-on-one volunteer opportunities.

**Roadblocks to Volunteering**  
(% Response; Multiple Responses Accepted; n=533)





# Volunteerism in Metro Atlanta

What prevents community members from volunteering?

## ▶ Roadblocks to Volunteering: Segment Analysis

Roadblock	Total Response	Segments where Roadblock Felt Most Strongly
Need time for family	51%	<ul style="list-style-type: none"> <li>• <b>Age.</b> 18-34 yrs., 35-44 yrs.</li> <li>• <b>Marital situation.</b> Married; children &lt;18 yrs.</li> <li>• <b>Employment.</b> Not employed</li> <li>• <b>Income.</b> \$150K+</li> <li>• <b>Gender.</b> Female</li> <li>• <b>Denomination.</b> Orthodox, Conservative</li> </ul>
Need time for working/commuting	40%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> North Central (Intown)</li> <li>• <b>Age.</b> 35-44 yrs.</li> <li>• <b>Marital situation.</b> Children &lt;18 yrs.</li> <li>• <b>Employment.</b> Full time</li> <li>• <b>Income.</b> \$100K-\$150K; \$150K-\$250K</li> <li>• <b>Gender.</b> Male</li> </ul>
Prefer to contribute in other ways	31%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Buckhead, East (Intown)</li> <li>• <b>Age.</b> 55+ yrs.</li> <li>• <b>Marital situation.</b> No children &lt;18 yrs. living at home</li> <li>• <b>Employment.</b> Retired</li> </ul>
Personal connection lacking	28%	<ul style="list-style-type: none"> <li>• <b>Geography.</b> East (Intown); Cobb County, Other (OTP)</li> </ul>
Haven't found an appealing organization/cause	25%	<ul style="list-style-type: none"> <li>• <b>Age.</b> &lt;35 yrs., 45-54 yrs., 55-64 yrs., 65-74 yrs.</li> <li>• <b>Marital situation.</b> No children &lt;18 yrs. living at home</li> <li>• <b>Income.</b> \$500K+</li> <li>• <b>Denomination.</b> Secular/Just Jewish</li> </ul>



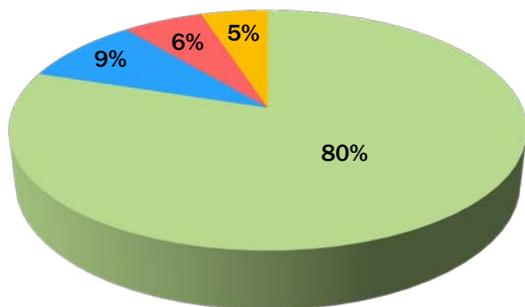
# Philanthropy in Metro Atlanta

*How involved are community members in philanthropy?*

## ▶ Level of Involvement

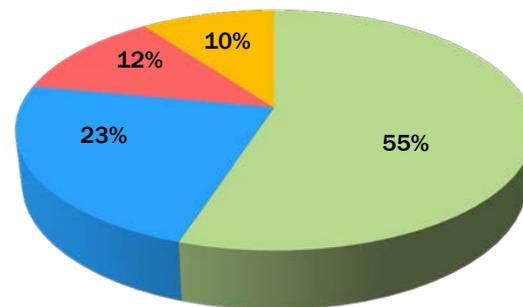
- Nearly all respondents (95%) donated money to a charitable organization/cause during the past year.
  - The vast majority of these donors (95%) were involved in the charitable decisions for their household as either decision makers (37%) or co-decision makers (60%). The remainder were either decision influencers or not involved.
  - Most (80%) donated to both Jewish and non-Jewish organizations/causes.

**Donor Behavior by Type of Organization/Cause**  
(% Response)



■ Both   ■ Jewish only   ■ Non-Jewish only   ■ Not a donor

**Patterns of Donor Behavior: Among Those Who Gave to Both**  
(% Response)



■ More Jewish   ■ Equal   ■ More non-Jewish   ■ Not sure



# Philanthropy in Metro Atlanta

*How involved are community members in philanthropy?*

## ▶ Level of Involvement (cont.)

- Among those with a more narrow focus (i.e., donate to Jewish causes only, donate to non-Jewish causes only), some differences by segment were noted.

Segments More Likely to Donated to Jewish Organizations/Causes Only	Segments More Likely to Donated to Non-Jewish Organizations/Causes Only
<ul style="list-style-type: none"> <li>• <b>Geography.</b> Toco Hills (ITP)</li> <li>• <b>Age.</b> &lt;35 yrs.</li> <li>• <b>Marital situation.</b> Inmarried</li> <li>• <b>Income.</b> \$50K-\$100K</li> <li>• <b>Gender/gender identity.</b> Male, not LGBTQ</li> <li>• <b>Denomination.</b> Orthodox</li> <li>• <b>Religious institution/affiliation.</b> Affiliated (e.g., synagogue, Chabad, Havurah)</li> <li>• <b>Jewish Day School.</b> Jewish day school graduates; Jewish day school families</li> <li>• <b>Connectedness to the Jewish community.</b> Strongly feel a part of the Jewish community; feel extremely strong emotional connection to Israel</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Geography.</b> Central and East (Intown)</li> <li>• <b>Marital situation.</b> Single/never married; Interfaith</li> <li>• <b>Participation in the Jewish community.</b> Do not participate</li> <li>• <b>Denomination.</b> Secular/Just Jewish</li> <li>• <b>Jewish Day School.</b> Families whose children do not attend Jewish Day School</li> <li>• <b>Connectedness to the Jewish community.</b> Don't feel a part of the Jewish community; do not feel an emotional connection to Israel</li> </ul>



# Philanthropy in Metro Atlanta

*What motivates/inhibits philanthropic behavior?*

## ▶ Reasons Impacting Philanthropic Behavior

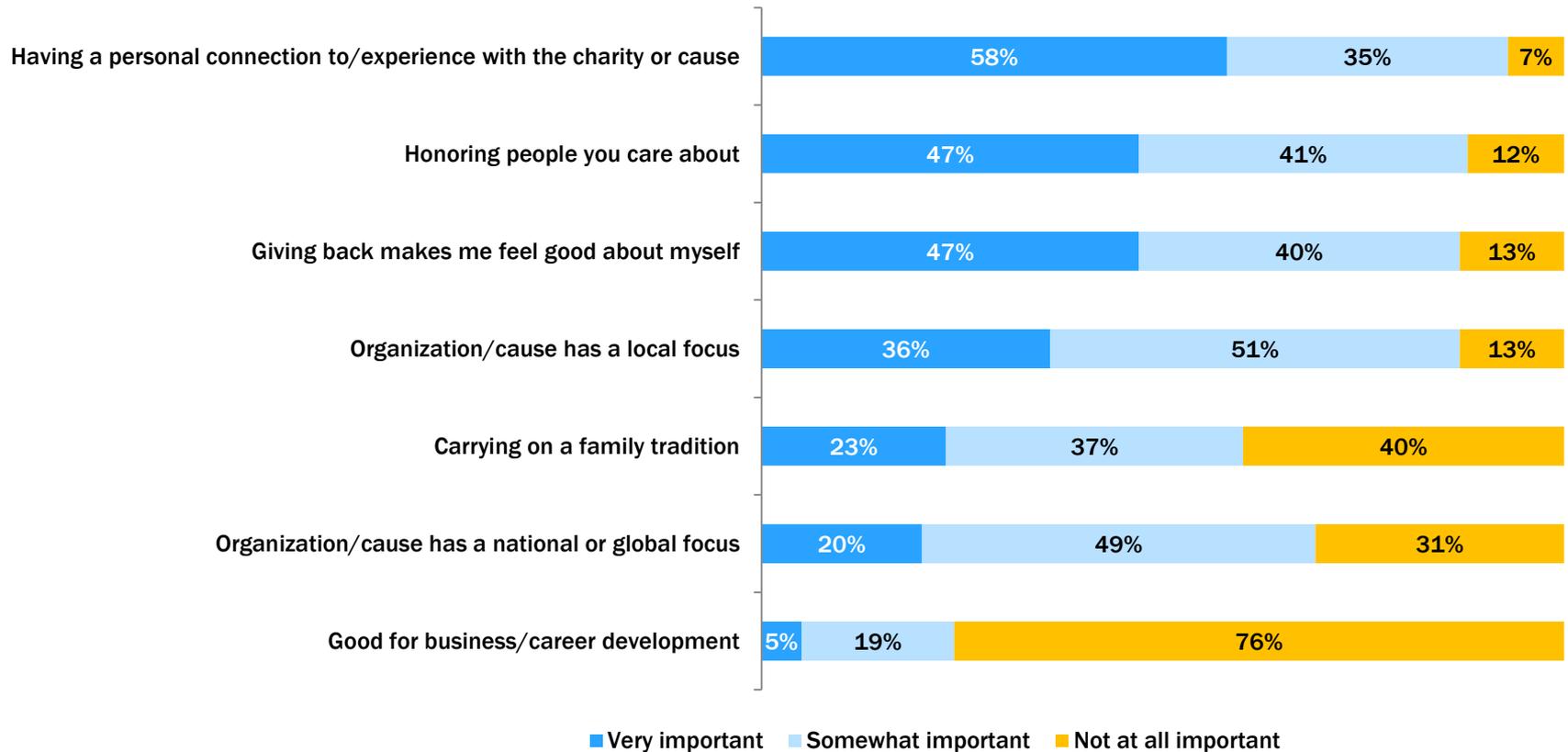
- When deciding whether or not to donate money to a charitable organization/cause, respondents are most impacted by reasons that are ‘personal’ in nature:
  - Personal connection to the charitable organization/cause.
  - Honoring people they care about.
  - A way to feel good about oneself.
  - Organization/cause is locally focused.
- Relatively few respondents are motivated by ‘pragmatic’ reasons (e.g., making donations because it’s good for business/career development).
  - Segments that place a higher importance on ‘pragmatic’ reasons include: those under age 45, household incomes of \$150K+, currently employed (both full and part time).



# Philanthropy in Metro Atlanta

*What motivates/inhibits philanthropic behavior?*

**Importance of Various Reasons to the Donation Decision  
(% Response)**





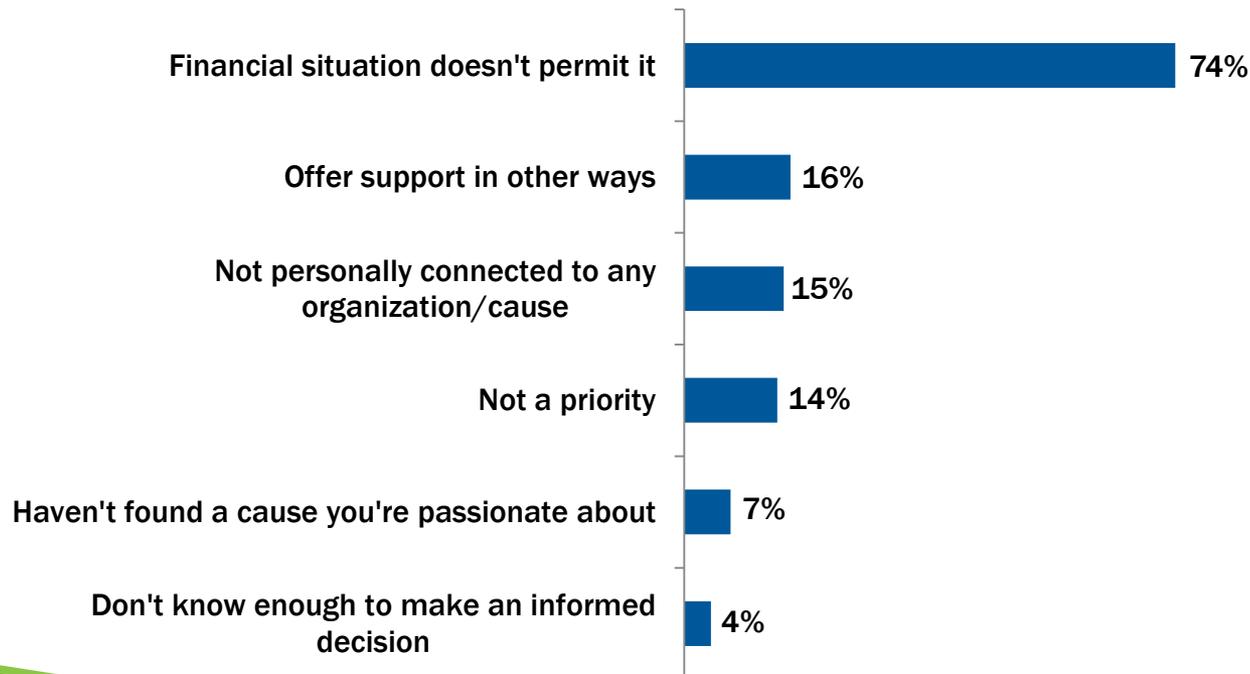
# Philanthropy in Metro Atlanta

*What motivates/inhibits philanthropic behavior?*

## ► Reasons for Not Making a Charitable Donation This Past Year

- Not surprisingly, the largest hurdle to making a charitable donation is financial – about 75% of those who did not make a charitable donation this past year cited this reason.

**Reasons for Not Making a Charitable Donation**  
(% Response; Multiple Responses Accepted; n=139)





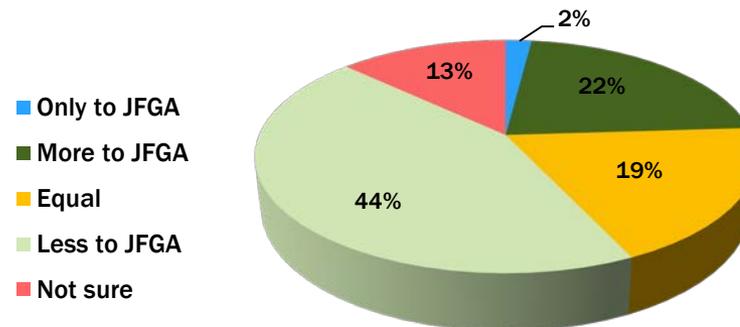
# Philanthropy in Metro Atlanta

## What do JFGA donors 'look like'?

### ▶ Profile of JFGA Donors

- Nearly all respondents (89%) donated money to a Jewish charitable organization/ cause during the past year. Of this group, just over half (53%) donated to JFGA.
  - JFGA donors most often live in Buckhead or Sandy Springs (ITP), or Sandy Springs/ Dunwoody (OTP); are 65+; retired; household incomes of \$250K, inmarried, identify religiously as Orthodox or Conservative; affiliate with a religious institution; feel a part of the Jewish community; feel a strong emotional attachment to Israel.
- About one-fourth (24%) prioritize Federation giving over donations to other Jewish charities.

**Patterns of Donor Behavior:  
Those Who Gave to JFGA  
(% Response)**





# Philanthropy in Metro Atlanta

What do JFGA donors 'look like'?

## Profile of JFGA Donor Respondents

Education Completed	
• High school/some college	7%
• Bachelor's degree	40%
• Master's degree	32%
• Doctorate/professional degree	21%

Gender*	
• Male	37%
• Female	63%

\*Similar to survey response rate

Employment Status	
• Self-employed	22%
• Full-time employee	38%
• Part-time employee	10%
• Retired	20%
• Not working outside the home/not retired	10%

Household Income	
• <\$100K	23%
• <\$50K	7%
• \$50K up to \$100K	13%
• Not specified	3%
• \$100K+	77%
• \$100K up to \$150K	14%
• \$150K up to \$200K	10%
• \$200K up to \$250K	10%
• \$250K up to \$500K	15%
• \$500K+	9%
• Not specified	19%



Geographic Location	
• <i>Outside the Perimeter (OTP)</i>	62%
• Sandy Springs/Dunwoody	34%
• Cobb county	14%
• North Metro	8%
• East of Perimeter/Gwinnett	3%
• Other	3%
• <i>Inside the Perimeter (ITP)</i>	38%
• Buckhead	9%
• Toco Hills	7%
• Northeast/Brookhaven	6%
• Sandy Springs	5%
• Intown – North Central	5%
• Intown – East	3%
• Intown – Central	3%

Denomination	
• Conservative	45%
• Reform	33%
• Orthodox	14%
• Secular/Just Jewish	6%
• Other	2%

AGE	
• 18-34	11%
• 35-44	15%
• 45-54	21%
• 55-64	24%
• 65-74	17%
• 75+	12%

Marital Status	
• Married/living with a partner	84%
• Not married	16%



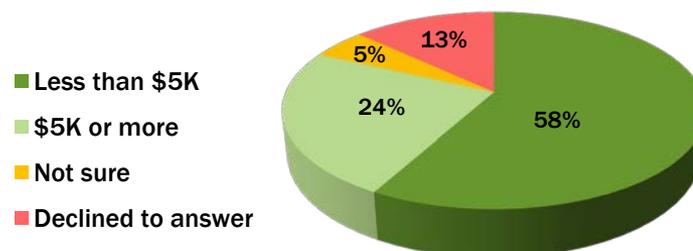
# Philanthropy in Metro Atlanta

*How much did community members donate this past year?*

## ▶ Amount Contributed to Jewish and Non-Jewish Organizations/Causes

- Of those who provided dollar estimates of their total household giving over the past year (82%), most (71%) gave less than \$5,000. Segment differences were noted.
  - ***Under \$5K in household donations.*** These donors are more likely to be found in the North East, Central and East sections (Intown), and Cobb County, East of Perimeter/ Gwinnett, North Metro, and Other (OTP) areas. These donors tend to be <45 yrs., single/ never married, <\$250K in household income, female, Interfaith, not especially connected to the Jewish community.
  - ***\$5K and over in household donations.*** Larger donors are more likely to be found living ITP, but not Intown; age 45+, married, retired/not employed, household incomes of \$250K+, male, inmarried, self-identify as Orthodox and feel connected to the Jewish community.

**Patterns of Total Household Giving**  
(% Response)

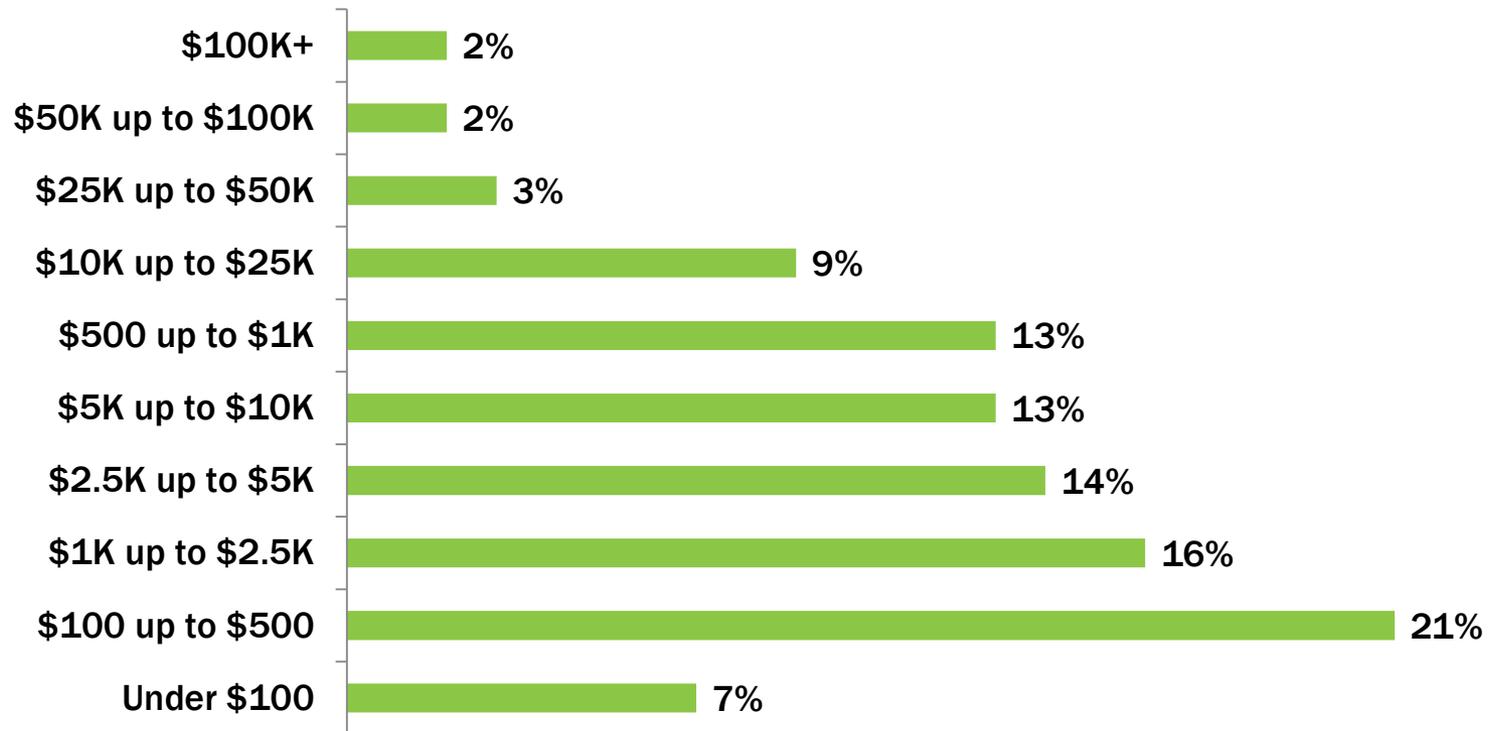




# Philanthropy in Metro Atlanta

*How much did community members donate this past year?*

**Household Amount Contributed to Jewish and Non-Jewish Organizations/Causes This Past Year**  
(% Response; n=1939)





## IV. Appendices



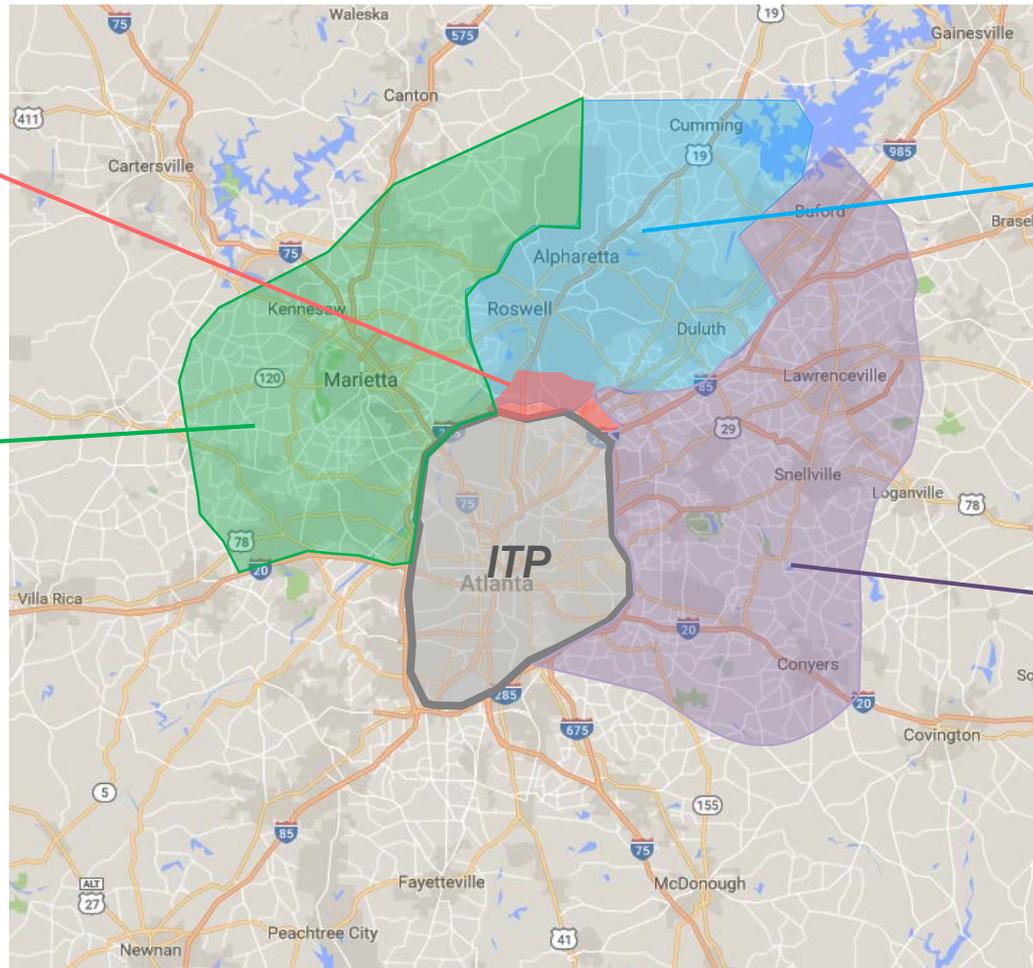
## Appendix A. Respondent Characteristics

	Page
• Geography	194
• Migration Patterns	201
• Age	210
• Household Overview	212
• Diversity	219
• Education	221
• Employment	223
• Income	225



# Respondent Characteristics: Geography

*Where do Outside the Perimeter respondents live?*



**Sandy Springs/  
Dunwoody (OTP)**  
(n=892)

*Dunwoody,  
Sandy Springs*

**Cobb County**  
(n=526)

*East Cobb,  
Kennesaw,  
Marietta, Smyrna,  
Vinings, Woodstock*

**Other**  
(n=168)

*Acworth, Canton,  
Fayetteville,  
Gainesville, Holly  
Springs, Mableton,  
Newnan, Peachtree  
City, Powder  
Springs, Savannah,  
Stockbridge*

**North Metro**  
(n=338)

*Alpharetta,  
Cumming, Duluth,  
Johns Creek, Milton,  
Roswell, Suwanee*

**East of Perimeter/  
Gwinnett**  
(n=148)

*Buford, Conyers,  
Dacula, DeKalb,  
Lawrenceville,  
Lilburn, Norcross,  
Peachtree Corners,  
Snellville, Stone  
Mountain, Tucker*



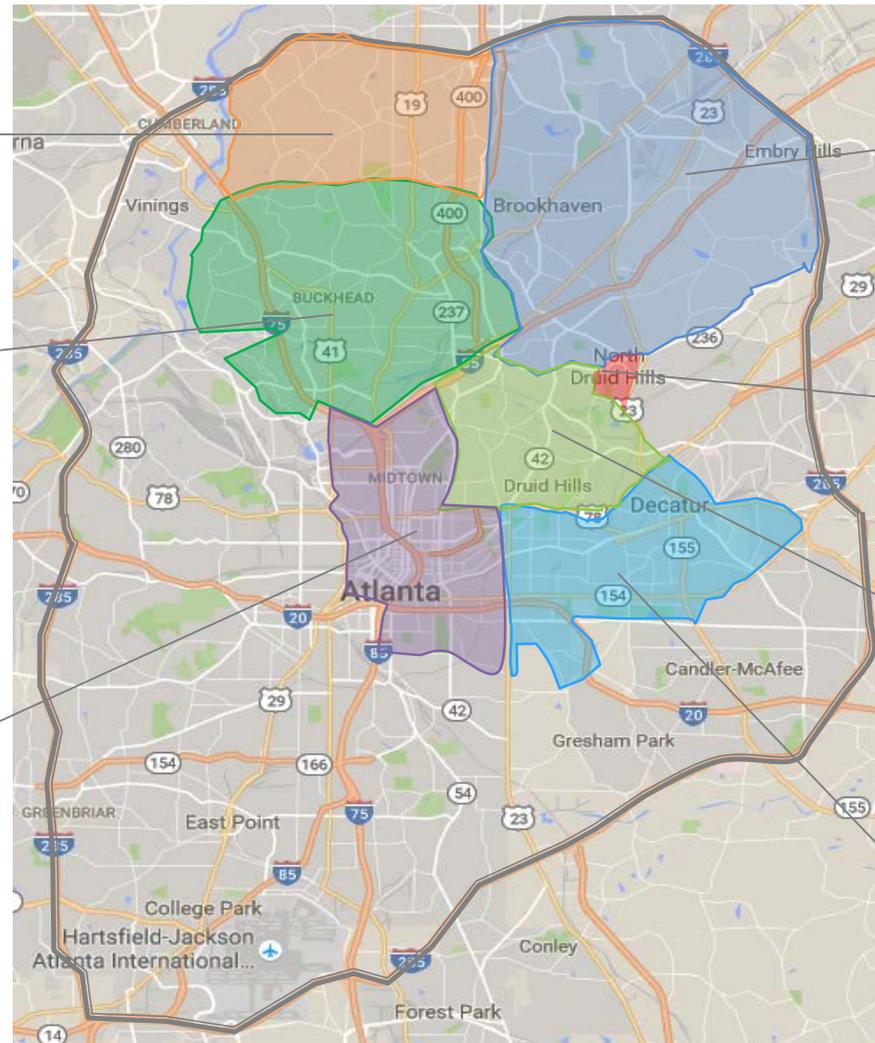
# Respondent Characteristics: Geography

Where do Inside the Perimeter respondents live?

Sandy Springs (ITP)  
(n=125)  
*Sandy Springs*

Buckhead  
(n=217)  
*Buckhead*

Intown:  
Central  
(n=155)  
*Downtown, Grant Park,  
Inman Park, Midtown, Old  
4<sup>th</sup> Ward, Ormewood Park,  
Reynoldstown, Poncey  
Highlands, West Midtown*



Intown: Northeast/  
Brookhaven  
(n=202)  
*Brookhaven, Briarcliff,  
Chamblee, Doraville,  
LaVista, Northeast  
Atlanta, Northlake,  
Oak Grove*

Toco Hills  
(n=210)  
*Toco Hills*

Intown:  
North Central  
(n=158)  
*Druid Hills, Emory, Morningside,  
Virginia Highlands*

Intown:  
East  
(n=161)  
*Avondale Estates, Candler  
Park, Decatur, East Atlanta,  
Edgewood, Kirkwood, Lake  
Claire, Little Five Points*



# Respondent Characteristics: Geography

*Where do respondents live?*

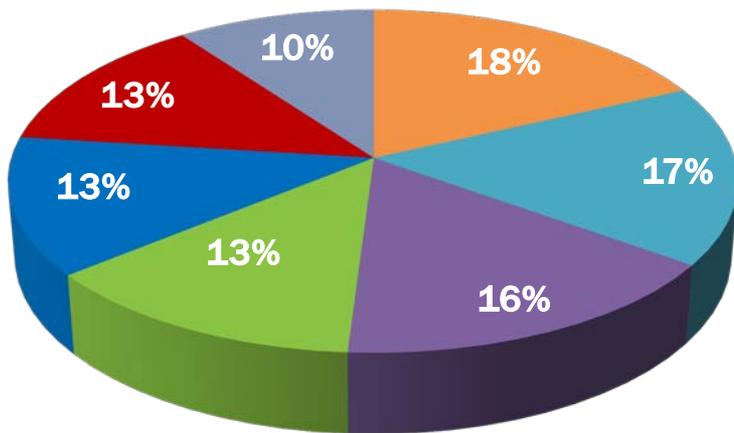
Area		% of Total Response	Cities Included
Inside the Perimeter (37%)	Buckhead	7%	Buckhead
	Toco Hills	6%	Toco Hills
	Intown: Northeast/ Brookhaven	6%	Brookhaven, Briarcliff, Chamblee, Doraville, LaVista, Northeast Atlanta, Northlake, Oak Grove
	Intown: East	5%	Avondale Estates, Candler Park, Decatur, East Atlanta, Edgewood, Kirkwood, Lake Claire, Little Five Points
	Intown: North Central	5%	Druid Hills, Emory, Morningside, Virginia Highlands
	Intown: Central	5%	Downtown, Grant Park, Inman Park, Midtown, Old 4 <sup>th</sup> Ward, Ormewood Park, Reynoldstown, Poncey Highlands, West Midtown
	Sandy Springs (ITP)	4%	Sandy Springs
Outside the Perimeter (63%)	Sandy Springs/ Dunwoody (OTP)	27%	Dunwoody, Sandy Springs
	Cobb County	16%	East Cobb, Kennesaw, Marietta, Smyrna, Vinings, Woodstock
	North Metro	10%	Alpharetta, Cumming, Duluth, Johns Creek, Milton, Roswell, Suwanee
	East of Perimeter/ Gwinnett	5%	Buford, Conyers, Dacula, DeKalb, Lawrenceville, Lilburn, Norcross, Peachtree Corners, Snellville, Stone Mountain, Tucker
	Other	5%	Acworth, Canton, Fayetteville, Gainesville, Holly Springs, Mableton, Newnan, Peachtree City, Powder Springs, Savannah, Stockbridge



# Respondent Characteristics: Geography

*Where do respondents live?*

**Inside the Perimeter**  
(% Response; n=1227)



- Buckhead
- Toco Hills
- Northeast
- East
- North Central
- Central
- Sandy Springs

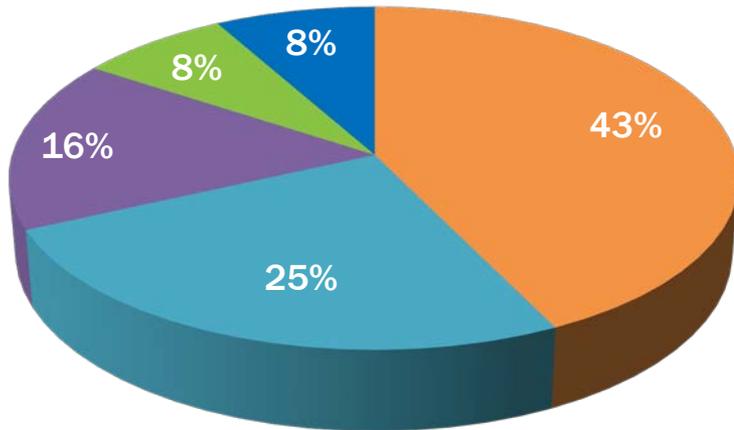
Inside the Perimeter	
Buckhead (n=217)	Buckhead
Toco Hills (n=210)	Toco Hills
Intown: Northeast/Brookhaven (n=202)	Brookhaven, Briarcliff, Chamblee, Doraville, LaVista, Northeast Atlanta, Northlake, Oak Grove
Intown: East (n=161)	Avondale Estates, Candler Park, Decatur, East Atlanta, Edgewood, Kirkwood, Lake Claire, Little Five Points
Intown: North Central (n=158)	Druid Hills, Emory, Morningside, Virginia Highlands
Intown: Central (n=155)	Downtown, Grant Park, Inman Park, Midtown, Old 4 <sup>th</sup> Ward, Ormewood Park, Reynoldstown, Poncey Highlands, West Midtown
Sandy Springs (ITP) (n=125)	Sandy Springs



# Respondent Characteristics: Geography

*Where do respondents live?*

**Outside the Perimeter**  
(% Response; n=2071)



- Sandy Springs/Dunwoody
- Cobb County
- North Metro
- East of Perimeter/Gwinnett
- Other

## Outside the Perimeter

Sandy Springs/ Dunwoody (OTP) (n=892)	Dunwoody, Sandy Springs
Cobb County (n=526)	East Cobb, Kennesaw, Marietta, Smyrna, Vinings, Woodstock
North Metro (n=338)	Alpharetta, Cumming, Duluth, Johns Creek, Milton, Roswell, Suwanee
East of Perimeter/ Gwinnett (n=148)	Buford, Conyers, Dacula, DeKalb, Lawrenceville, Lilburn, Norcross, Peachtree Corners, Snellville, Stone Mountain, Tucker
Other (n=168)	Acworth, Canton, Fayetteville, Gainesville, Holly Springs, Mableton, Newnan, Peachtree City, Powder Springs, Savannah, Stockbridge



# Respondent Characteristics

## *How long have respondents lived in their current homes?*

### ▶ Length of Time at Current Address

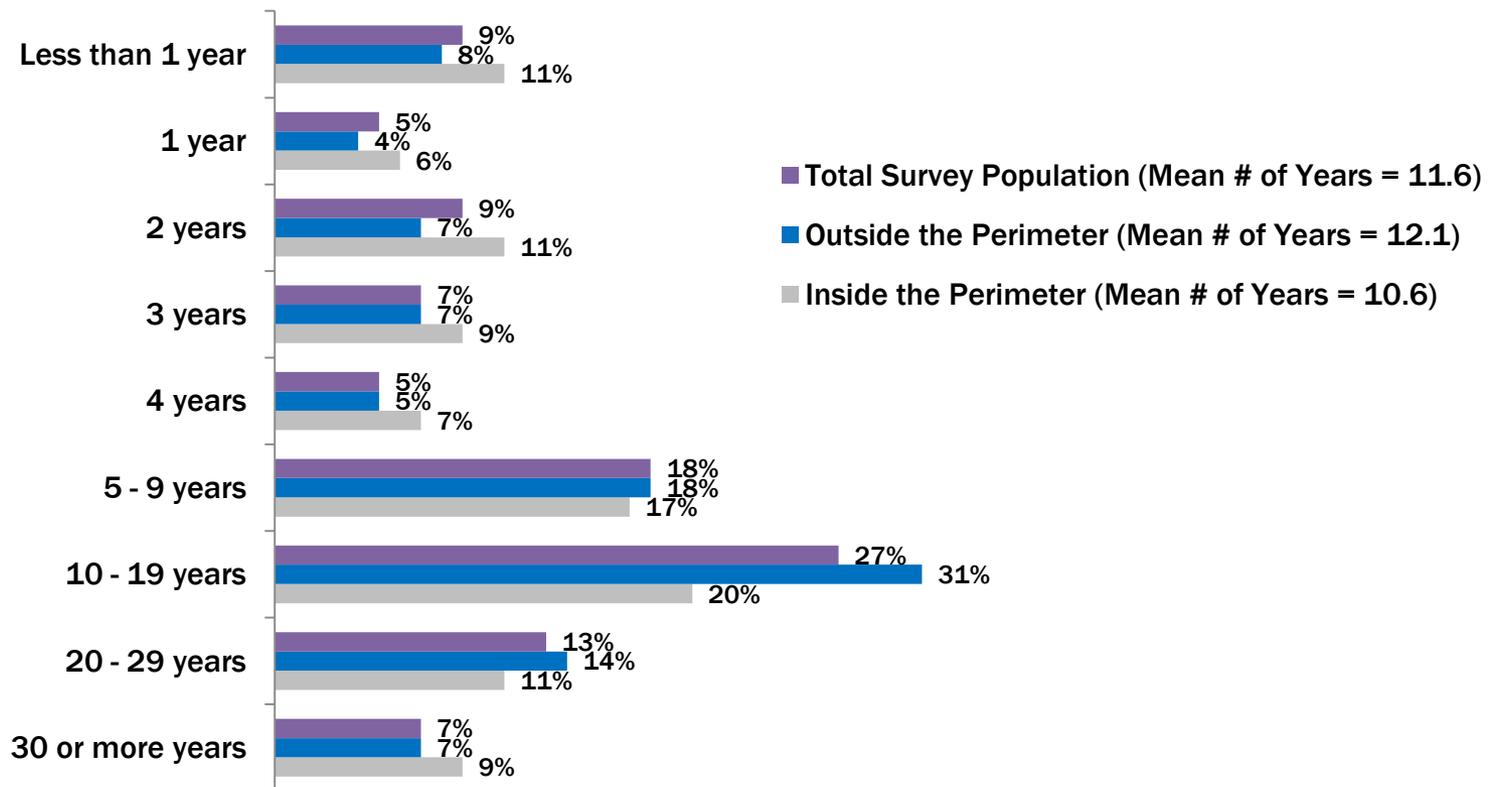
- The #IamJewishATL respondents tend to stay put. Two-thirds of respondents (65%) have lived in their current homes for five or more years, with close to half (47%) having lived there for ten or more years. The average length of time at the same address is 11.6 years; however, certain areas do deviate from this pattern:
  - Outside the Perimeter residents are significantly more likely to be in their homes for longer than residents living Inside the Perimeter (12.1 years vs. 10.6 years).
  - When looking at the specific neighborhoods and areas there are some significant differences:
    - Residents in the Central area of Intown are likely to have only lived in their homes for an average of 5.6 years – this is significantly less time than all other areas, both ITP and OTP.
    - One-third (32%) of Toco Hills residents have lived in their homes for twenty or more years, this is significantly longer than any other area.



# Respondent Characteristics

*How long have respondents lived in their current homes?*

**Length of Time at Current Address**  
(% Response)





# Respondent Characteristics

*Where did respondents move from and where might they move to?*

## ▶ Migration Patterns [Inflows]

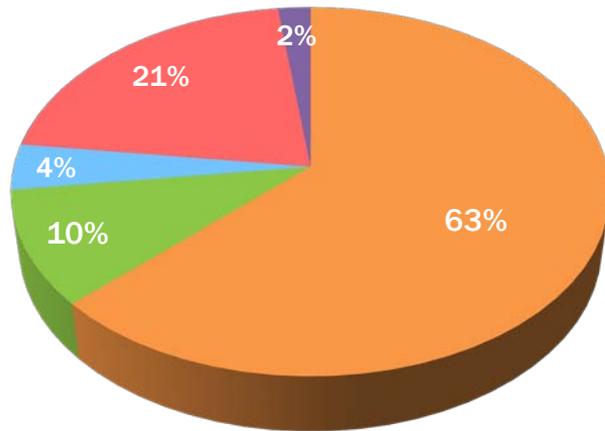
- Although the vast majority (91%) are U.S.-born, a measurable portion of survey respondents were born in Israel (2%) or South Africa (2%).
  - Other places of origin mentioned most often include: Canada, South America, Russia/Soviet Union, Poland, Germany, and England.
  - Those who were born in South Africa are significantly more likely to live in Sandy Springs (ITP and OTP) than in any other areas.
- More than six in ten (63%) moved to their current ITP home from one that was also Inside the Perimeter, while only 10% of those living Inside the Perimeter moved there from OTP.
- Of those living Outside the Perimeter, close to four in ten (39%) are from OTP, while more than one-quarter (27%) moved from ITP.
- Atlanta has a large influx of transplants from other states (22%), with most coming to the area from New York (18%), Florida (12%), California (9%), New Jersey (6%), Texas (5%), Maryland (5%), and Illinois (5%).



# Respondent Characteristics

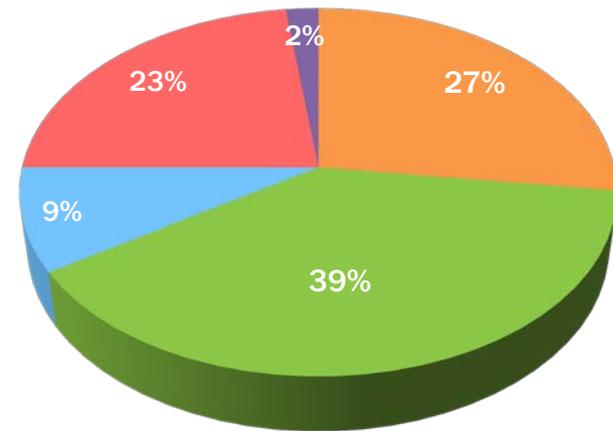
*From where did respondents move to Metro Atlanta?*

**ITP Migration Patterns:  
Inflow Locations  
(% Response)**



- In Metro Atlanta - ITP
- In Metro Atlanta - OTP
- Someplace else in GA
- Another State
- Other Country

**OTP Migration Patterns:  
Inflow Locations  
(% Response)**



- In Metro Atlanta - ITP
- In Metro Atlanta - OTP
- Someplace else in GA
- Another State
- Other Country



# Respondent Characteristics

## How likely are respondents to move from Metro Atlanta?

### ▶ Likelihood of Moving

- About one-quarter (24%) of respondents who live in Metro Atlanta are likely to move from their current address in the next three years.
  - **Geography.** More than one-third (36%) of those in the Central area of Intown are likely to move within the next three years; this is significantly more than any other area, either ITP or OTP. Conversely, only 16% of those who live in the East area of Intown are likely to move in the next three years.
  - **Age.** Not surprisingly, more than four in ten (41%) participants who are between 18 and 34 are likely to move within the next three years – this is significantly more than participants in all other age groups.
  - **Income.** Participants with incomes over \$100K are more likely to be settled in a home and, as such, are significantly less likely than those with lower incomes to consider moving within the next three years.
  - **Affiliation/Connection.** Those who are synagogue members and those who feel connected to their Jewish community are more likely to stay where they are.



# Respondent Characteristics

*How likely are respondents to move in the next three to five years?*

## Likelihood of Moving: Currently Living Inside the Perimeter (% Response)

Likelihood of Moving	Total	ITP	Buckhead	Toco Hills	Intown: North East/ Brookhaven	Intown: East	Intown: North Central	Intown: Central	Sandy Springs (ITP)
Definitely and Probably	<b>24</b>	<b>24</b>	24	23	24	16	28	36	20
Definitely	<b>9</b>	<b>10</b>	13	12	5	4	13	14	6
Probably	<b>15</b>	<b>14</b>	11	11	19	12	15	22	14
Probably Not	<b>41</b>	<b>41</b>	38	42	42	47	42	34	42
Definitely Not	<b>24</b>	<b>24</b>	29	22	24	30	20	18	22
Unsure at this time	<b>11</b>	<b>11</b>	9	13	10	7	10	12	16



# Respondent Characteristics

*How likely are respondents to move in the next three to five years?*

## Likelihood of Moving: Currently Living Outside the Perimeter (% Response)

Likelihood of Moving	Total	OTP	Sandy Springs / Dunwoody	Cobb County	North Metro	East of the Perimeter/ Gwinnett	Other
Definitely and Probably	<b>24</b>	24	21	26	23	26	29
Definitely	<b>9</b>	9	8	9	8	10	13
Probably	<b>15</b>	15	13	17	15	16	16
Probably Not	<b>41</b>	41	42	44	40	37	29
Definitely Not	<b>24</b>	24	26	24	24	22	24
Unsure at this time	<b>11</b>	11	11	6	13	15	18



# Respondent Characteristics

*Where might respondents move to from Metro Atlanta?*

## ► Migration Patterns [Outflows]

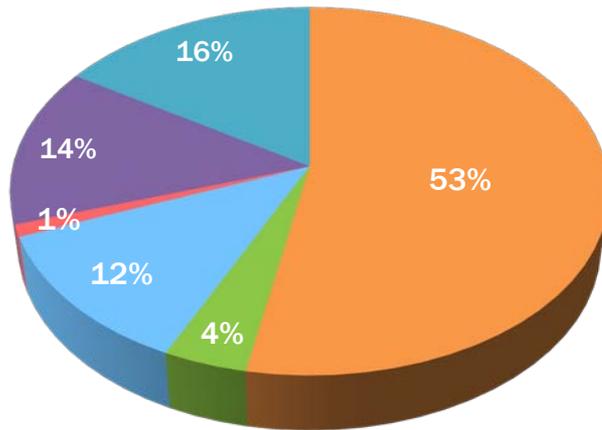
- It is important to note that two-thirds (68%) of those who are likely to move plan to remain in Metro Atlanta.
  - Of those currently living Inside the Perimeter and likely to move within the next three years, more than half (53%) indicate they will stay ITP and only 4% will move OTP.
  - Conversely, close to one-quarter (22%) of those currently living Outside the Perimeter and likely to move within the next three years say they will move Inside the Perimeter, while 30% will remain OTP.
  - About one in ten (12%) participants who indicate they are likely to move from their current home say their destination is out of state.
  - There is a measurable portion of respondents who intend to stay within Metro Atlanta when they move, but they are unsure where (21%).



# Respondent Characteristics

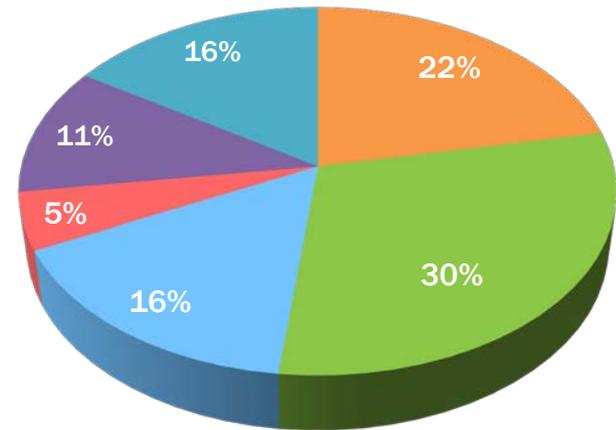
*Where might respondents move to from Metro Atlanta?*

**ITP Migration Patterns:  
Outflow Locations\***  
(% Response)



- In Metro Atlanta - ITP
- In Metro Atlanta - Unsure
- Another State
- In Metro Atlanta - OTP
- Someplace else in GA
- Unsure where moving

**OTP Migration Patterns:  
Outflow Locations\***  
(% Response)



- In Metro Atlanta - ITP
- In Metro Atlanta - Unsure
- Another State
- In Metro Atlanta - OTP
- Some place else in GA
- Unsure where moving

\* Base: Those Who Definitely or Probably will Move





# Respondent Characteristics

## How much time do respondents spend driving around Metro Atlanta?

### ▶ Driving in Metro Atlanta

- Respondents spend quite a bit of time in their cars. Two-thirds (66%) drive around the Metro area for more than an hour each day, and 25% who spend more than three hours a day in their cars.
  - **Geography.** Participants who live Outside the Perimeter are significantly more likely to spend more than three hours in their car each day, than are those who live Inside the Perimeter (28% vs. 19%).

### ▶ Reasons for Driving

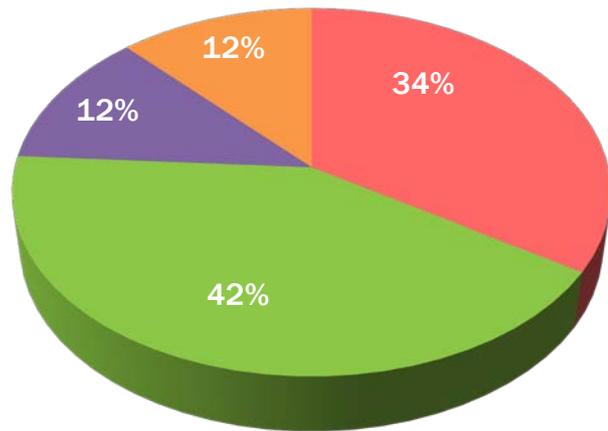
- Participants spend time in their cars for both work (63%) and pleasure (60%). They attend meetings and events (58%), visit with family and friends (49%) and drive their children (39%).
  - **Geography.** Participants who live Inside the Perimeter are significantly more likely to spend time in their car commuting to work than are those who live Outside the Perimeter (68% vs. 61%).
    - More than four in ten of those in Toco Hills (47%), Sandy Springs/Dunwoody (47%) and the East section of Intown (44%) spend time transporting their children—this is significantly more than in any of the other areas.



# Respondent Characteristics

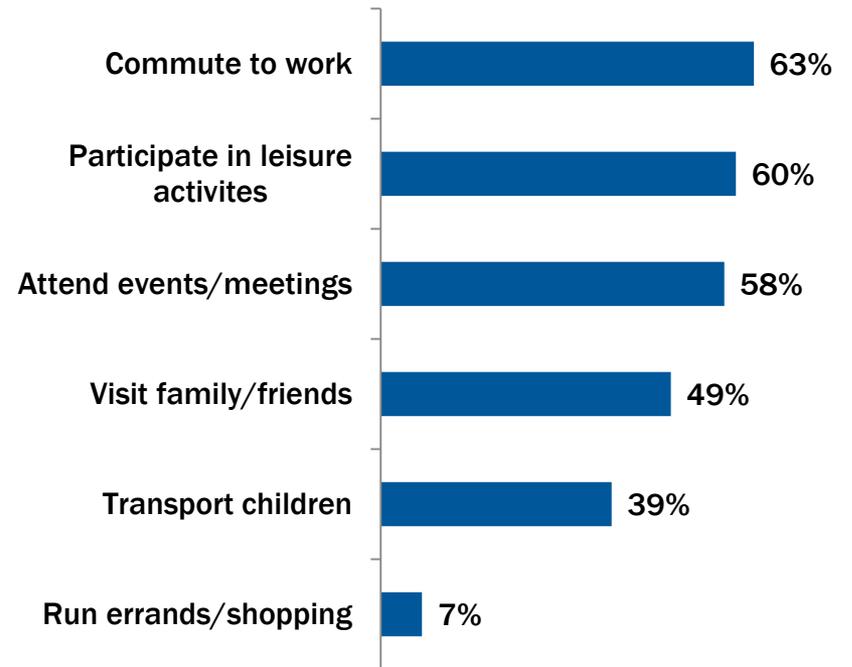
*How much time do respondents spend driving around Metro Atlanta?*

**Length of Time Spent Driving**  
(% Response)



- Less than 1 hour
- 1-2 hours
- 3-4 hours
- More than 4 hours

**Reasons for Driving**  
(% Response; Multiple Responses Accepted)





# Respondent Characteristics

## How old are respondents?

### ▶ Age

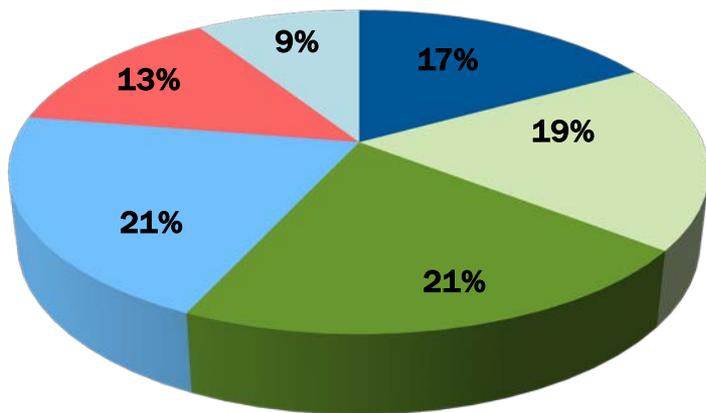
- Survey respondents tend to be middle-aged – the mean age for all respondents is estimated at 52 years. Adults ages 35-54 account for 40% of respondents, with 22% age 65 or over.
  - At 17%, the youngest (ages 18-34) members of the community are well-represented. The ‘elderly’ category (i.e., those ages 75 and over) are about half as large, at 9%.
  - **Geography.** Some differences by geographic area are evident. Those who live Inside the Perimeter are significantly younger, with an average age of 49.9 years old, as compared to those Outside the Perimeter who on average are 53.2.
    - Older residents (over age 75) are significantly more likely to live in Buckhead; the mean age here (56.4) is higher than any other area (ITP or OTP).
    - One-quarter (25%) of those who live ITP are under 35 years old, while only 12% of those who live OTP are the same age.
    - Specifically, the East, North Central, and Central areas of Intown have the youngest participants, with average ages between 43 and 46.



# Respondent Characteristics

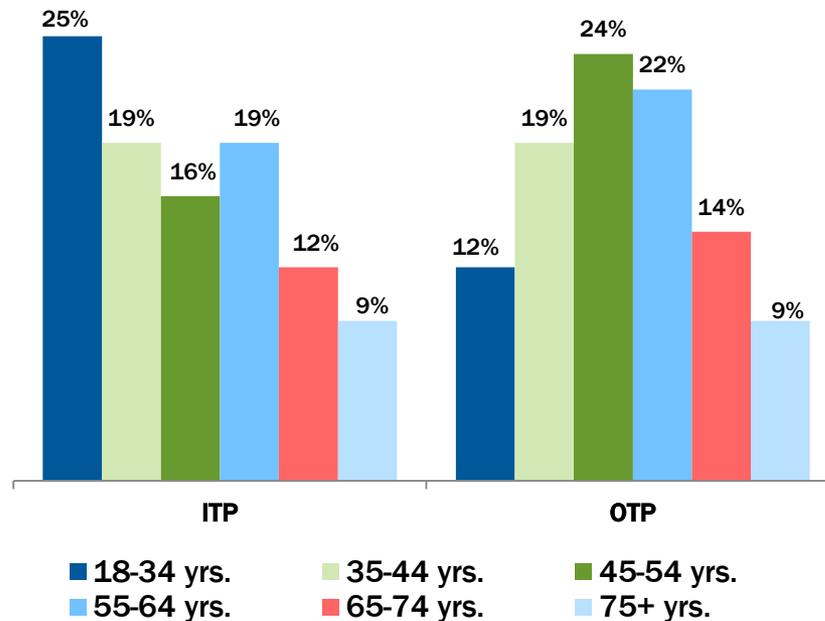
*How old are respondents?*

**Age of Survey Respondents**  
(% Response)



- 18-34 yrs.
- 35-44 yrs.
- 45-54 yrs.
- 55-64 yrs.
- 65-74 yrs.
- 75+ yrs.

**Age by Geographic Area**  
(% Response)



- 18-34 yrs.
- 35-44 yrs.
- 45-54 yrs.
- 55-64 yrs.
- 65-74 yrs.
- 75+ yrs.



# Respondent Characteristics

*What is the size and structure of respondents' households?*

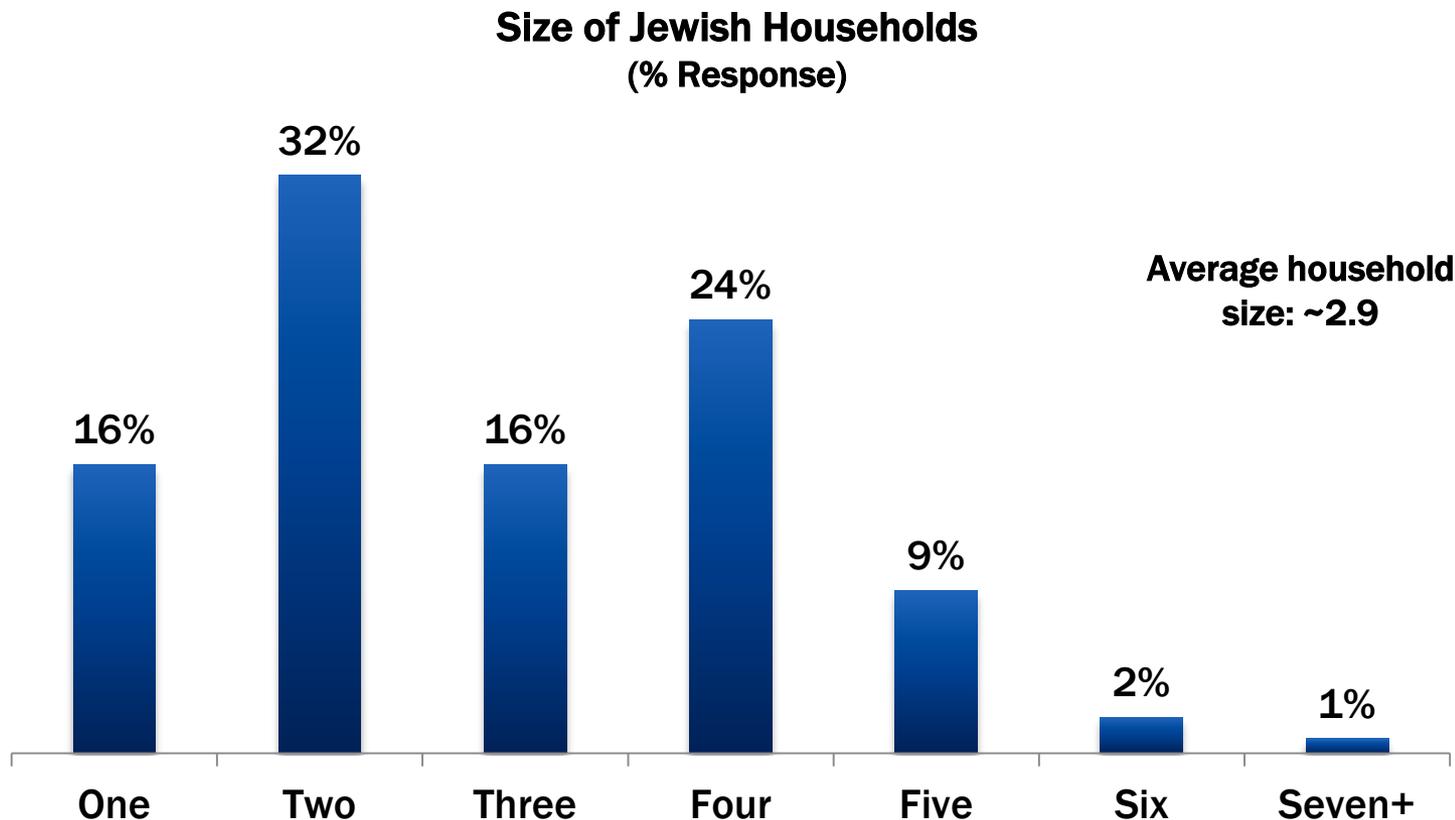
## ▶ Household Size and Structure

- **Household size.** Respondent households range in size from one person (16%) up to seven or more (1%). The two person and four person households are the most common: 32% of respondents say they live with one other person, and 24% say they live with three others. The average household has 2.9 individuals.
  - **Geography.** Those Inside the Perimeter are significantly more likely to live by themselves than are those who live Outside the Perimeter. This is specifically the case in Buckhead and the Central Intown area where about one-quarter of respondents live alone.
- **Household structure.** Less than half (43%) of the households containing at least two people include a minor child (under age 18). Of these households with minor children, more than eight in ten (81%) include one or two children. The average number of children in respondent households is 1.9.
  - **Geography.** Those in Toco Hills are significantly more likely to have three or more children living in their homes than those in any other area (ITP or OTP).



# Respondent Characteristics

*What is the size and structure of respondents' households?*

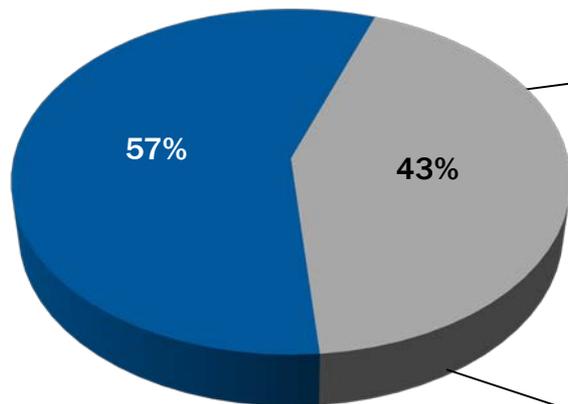




# Respondent Characteristics

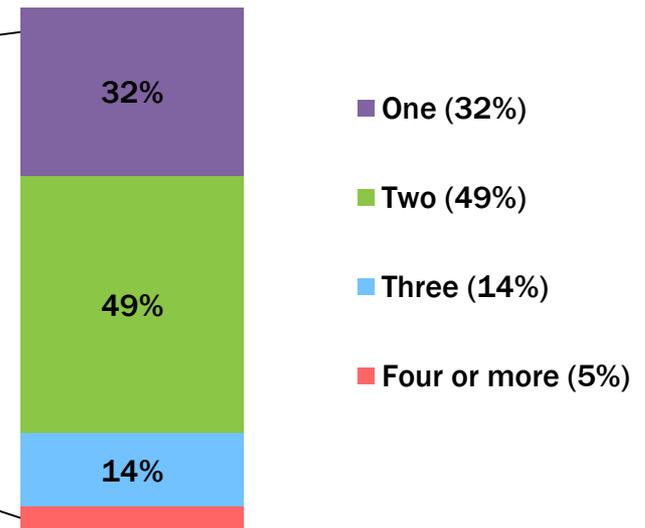
*Who are the people living in respondents' households?*

**Household Structure**  
(% Response)



- Households with children under 18
- Households without children under 18

**Number of Children Under Age 18 in Household**  
(% Response)



- One (32%)
- Two (49%)
- Three (14%)
- Four or more (5%)



# Respondent Characteristics

## Who are the children living in respondents' households?

### ▶ Ages of Children

- Respondent families include a good mix of children – from newborn to seventeen years old. Four in ten (40%) respondent households have at least one child under five, 57% have at least one child between 5 and 12 years old, and 36% have at least one teenager (13-17 years old).
  - **Geography.** While half (52%) of the families with children Inside the Perimeter have a child under five, close to six in ten (59%) families Outside the Perimeter have a child between 5 and 12 years old.

### ▶ Religious Upbringing

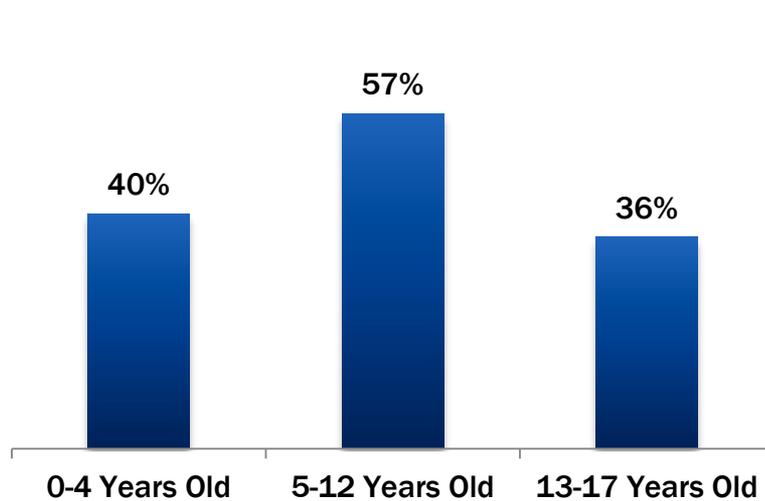
- Although the vast majority (93%) of respondent families are raising their children as solely Jewish, a measureable portion (5%) are including another religion along with Judaism.
  - **Geography.** Virtually all respondent parents in Buckhead and Sandy Springs/Dunwoody are raising their children as “solely Jewish.”



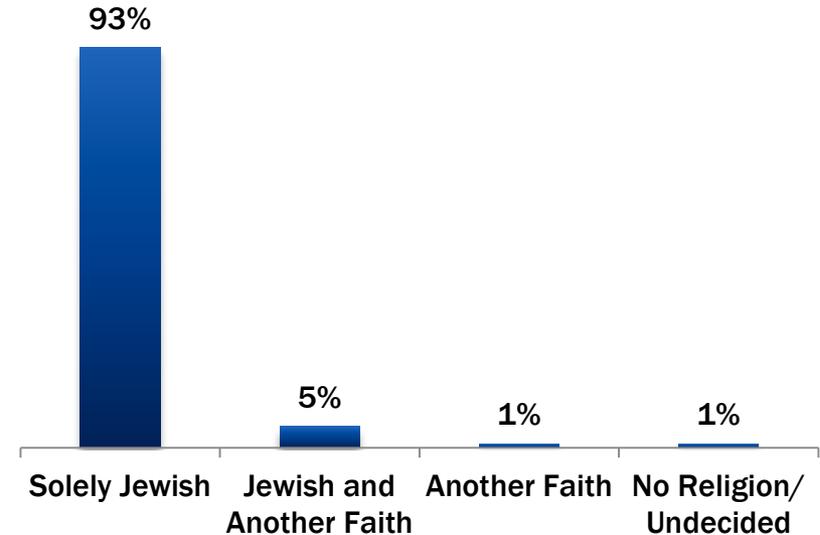
# Respondent Characteristics

*Who are the children living in respondents' households?*

**Ages of Children**  
(% of Households with children)



**Religious Upbringing of Children**  
(% of Households with children)





# Respondent Characteristics

## What is the relationship status of respondents?

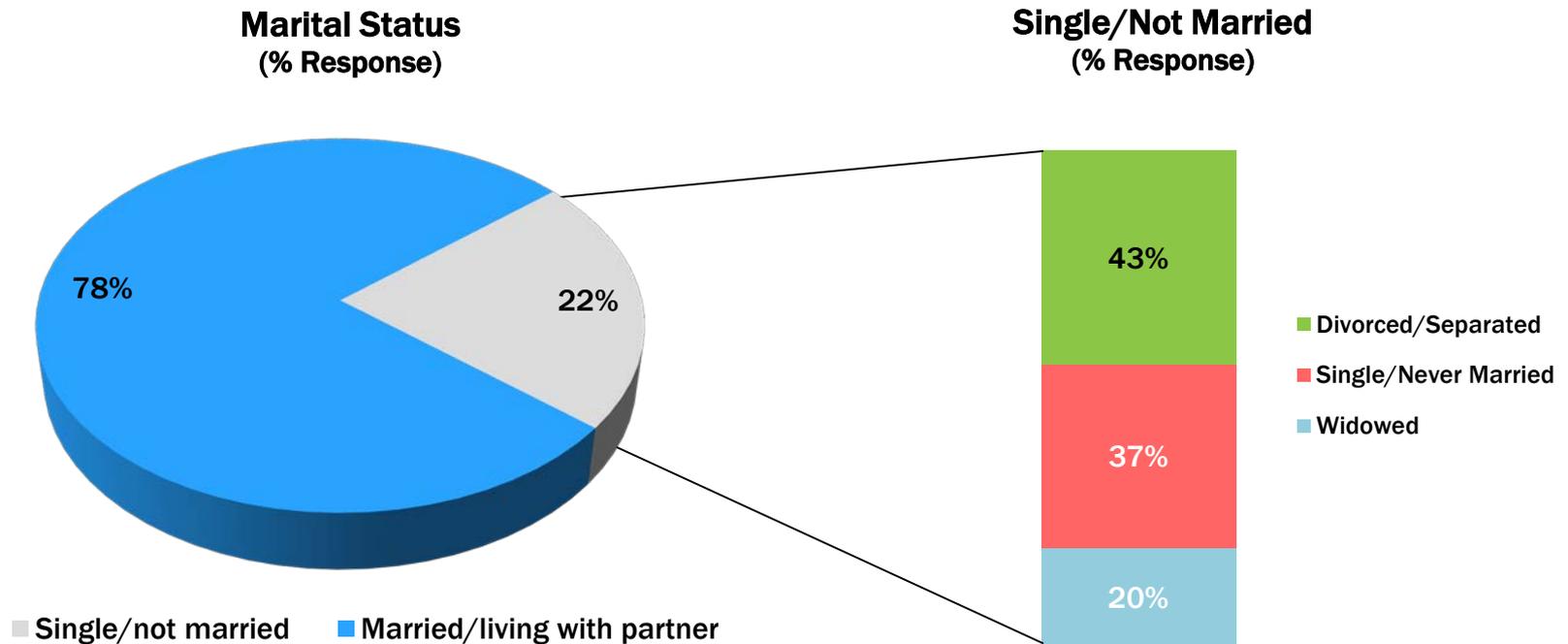
### ▶ Marital Status

- Most respondents are married (75%) or living with a partner (3%).
  - **Geography.** This is especially true of those Outside the Perimeter, where 80% live with a spouse or partner as compared to 74% of those Inside the Perimeter.
    - Jewish adults living in Buckhead or Intown (all sections) are significantly more likely to be single than those living in all other areas.
  - **Age.** As would be expected there are significantly more singles among the youngest (under age 35) and oldest (over age 75) segments. Those who are older are more likely to be widowed, while the younger segment is more likely to be single, never married.
  - **Denomination/affiliation.** Both Orthodox respondents and synagogue members are significantly more likely to be married than are respondents from other denominations and those who are unaffiliated.



# Respondent Characteristics

*What is the relationship status of respondents?*





# Respondent Characteristics: Diversity

*How diverse are respondents?*

## ▶ Ethnicity

- Although virtually all respondents (97%) are White/Caucasian; a very small but measureable portion are Hispanic, Bi-racial, or Black/African American (1% each).

## ▶ Gender

- As we find in many surveys, two-thirds (67%) of the respondents are female.

## ▶ LGBTQ

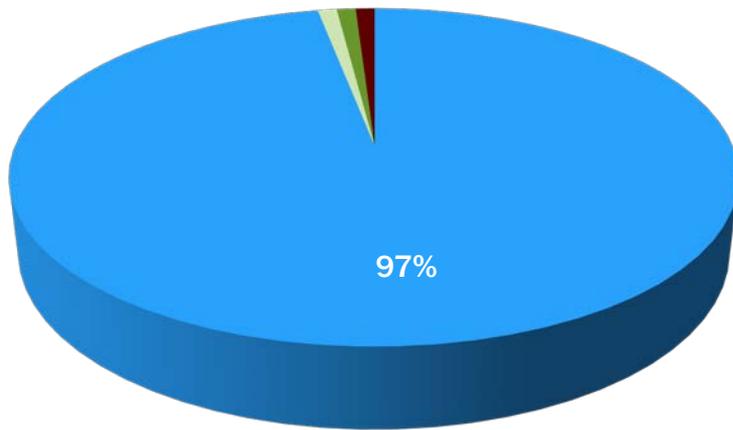
- There is a small, but measurable presence of individuals who consider themselves or someone in their household LGBTQ (lesbian, gay, bi-sexual, transgender, questioning); 5% agreed and 1% was unsure whether anyone in their household considered themselves LGBTQ.
  - **Geography.** Inside the Perimeter (7%) has a significantly larger LGBTQ population than Outside the Perimeter (4%).
    - Specifically, the East (13%), North Central (10%) and Central (9%) sections of Intown have the highest concentrations of LGBTQ households.



# Respondent Characteristics: Diversity

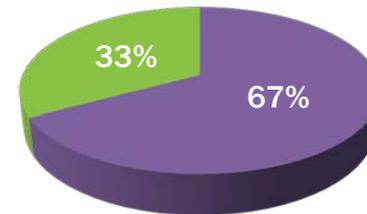
*How diverse are the respondents?*

**Ethnicity of Survey Respondents**  
(% Response)



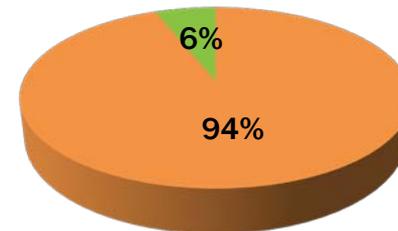
- White/Caucasian (97%)
- Hispanic/Latino (1%)
- Bi-racial/multi-racial (1%)
- Black/African American (1%)

**Gender**  
(% Response)



- Female
- Male

**LGBTQ Household**  
(% Response)



- No
- Yes/Unsure



# Respondent Characteristics: Education

*How educated are respondents?*

## ▶ Education

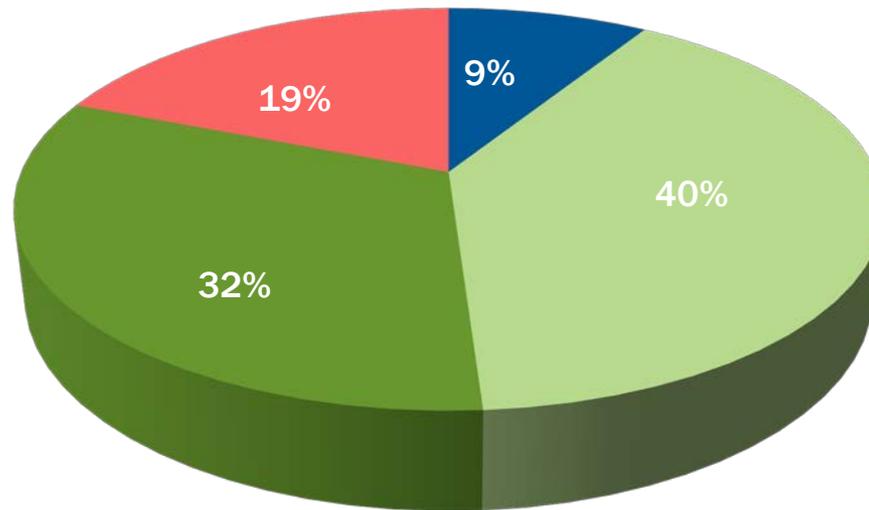
- It is well-documented that Jewish adults are more likely to be college-educated than other adults in the U.S. According to the Brandeis University study, American Jewish Population Estimates: 2012, 60% of Jewish adults have earned a college degree or higher vs. 28% of all American adults.
- More than nine in ten (91%) respondents have earned a college degree or higher.
  - **Geography.** There appears to be geographic pockets where those who are more educated settle.
    - Significantly more of those with Doctorate/Professional degrees live Inside the Perimeter, specifically in the North Central area of Intown.
    - Those with an Associates degree are significantly more likely to live Outside the Perimeter, specifically in the East of the Perimeter/Gwinnett and North Metro areas.
  - **Age.** Older respondents (i.e., those 75 years old and older) are significantly more likely to have ended their formal education with high school or an Associate's degree.
  - **Income.** Those with household incomes under \$100,000 are significantly less likely than those with higher incomes to have earned a college degree.



# Respondent Characteristics: Education

*How educated are the respondents?*

**Educational Achievement**  
(% Response)



- High School/Associates Degree
- Bachelor's Degree
- Master's Degree
- Ph.D./Professional Degree



# Respondent Characteristics: Employment

*What is the employment status of the respondents?*

## ▶ Employment Status

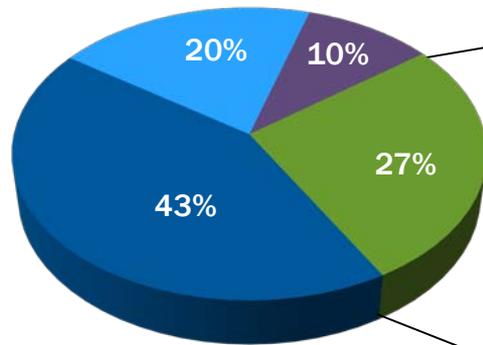
- The majority of respondents (73%) are currently working outside the home – 43% are employed full time, 20% are self-employed and 10% are working part-time. Most of those not currently employed (61%) are retired.
  - **Geography.** The employment rate Inside the Perimeter (76%) is significantly higher than it is Outside the Perimeter (71%).
    - Those areas with the highest employment levels are North Central (90%), Central (88%) and East (82%) areas of Intown. The lowest employment rates are in Buckhead (57%) and the “other” area Outside the Perimeter (46%).
    - In Buckhead, the vast majority of those unemployed are retired (69%), while in the “Other” OTP area the unemployed are split between retired (54%) and homemakers (40%).
  - **Denomination/affiliation.** Reform respondents (31%) and synagogue members (29%) are significantly more likely to be unemployed than are respondents from other denominations and those who are unaffiliated.
    - Non-synagogue members are significantly more likely than members to be employed on a full-time basis (52% vs. 40%).
    - The vast majority of the unemployed Reform (65%) and synagogue members (61%) are retired.



# Respondent Characteristics: Employment

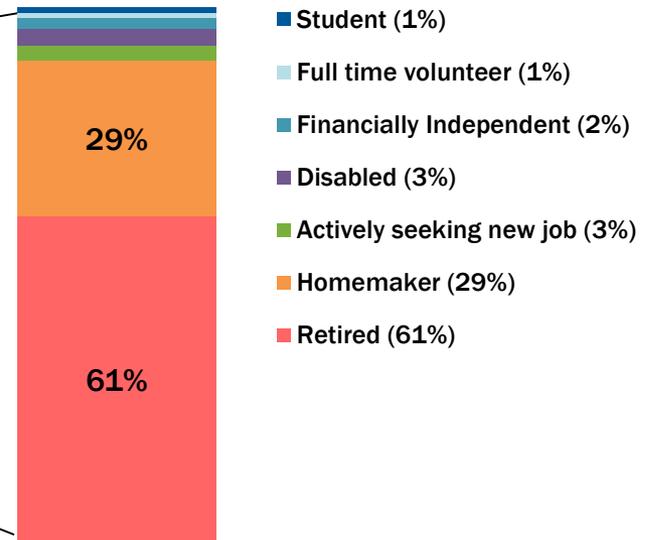
*What is the employment status of respondents?*

**Employment Status**  
(% Response)



- Employed Full Time
- Self-Employed
- Employed Part Time
- Not Currently Employed

**Status of Those Not Currently Employed**  
(% Response)



- Student (1%)
- Full time volunteer (1%)
- Financially Independent (2%)
- Disabled (3%)
- Actively seeking new job (3%)
- Homemaker (29%)
- Retired (61%)



# Respondent Characteristics: Income

*How much money do respondents earn?*

## ▶ Annual Household Income

- Respondents report a range of incomes.
  - More than one-third (36%) report household incomes of less than \$100,000. These households are more likely to be found...
    - In the “Other” section of Outside the Perimeter (65%), East of the Perimeter/Gwinnett (56%), Toco Hills (44%) and Cobb County (43%).
    - At opposite ends of the age spectrum – among those under age 34 or those 65 years old and older
    - Among those who are in an Interfaith marriage (34% vs. 22%)
    - Among females (40% vs. 28%)
    - Among those who live in an LGBTQ household (49% vs. 34%)
    - Among those who are not synagogue members (48% vs. 31%)
    - Among those who do not have children under 18 living in their home (46% vs. 23%)



# Respondent Characteristics: Income

*How much money do respondents earn?*

## ▶ Annual Household Income (cont.)

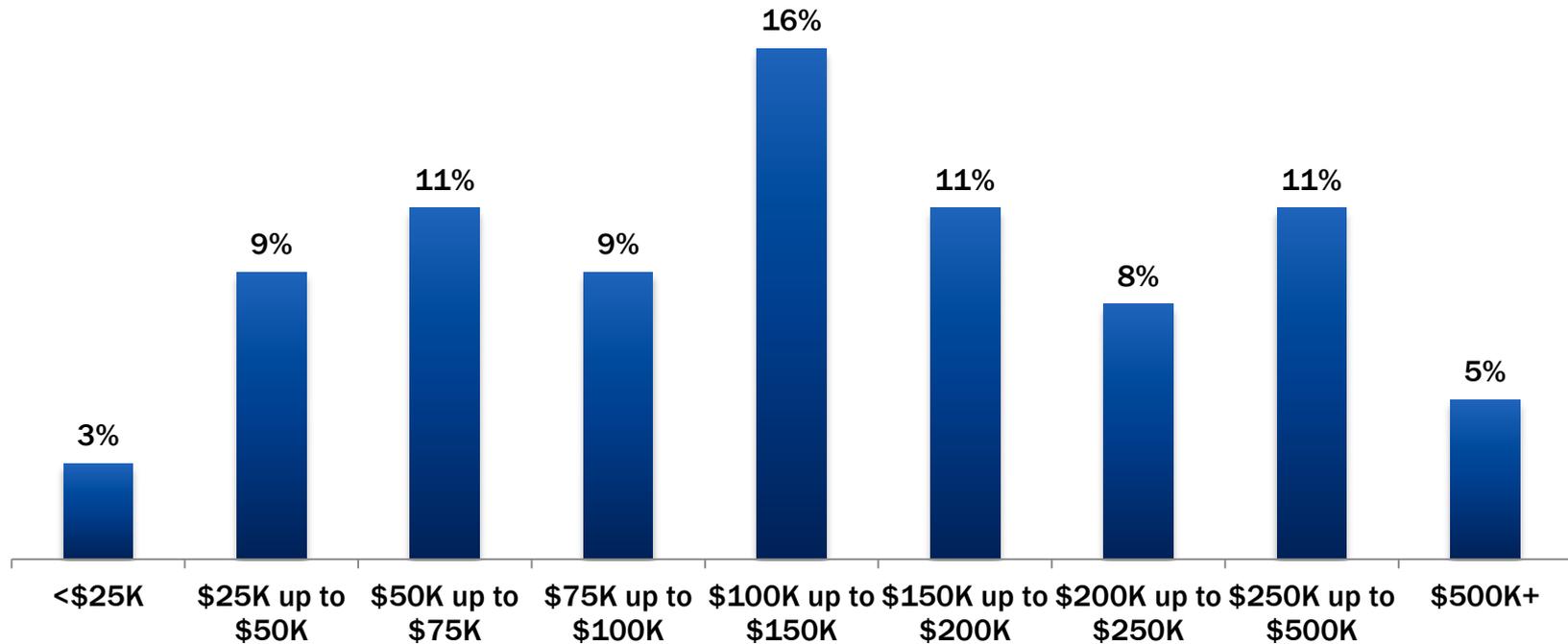
- A little less than two-thirds (64%) report household incomes of \$100,000 or greater. These higher income households are more likely to be found...
  - In Sandy Springs/Dunwoody (76%), in the Northeast (71%), North Central (70%) and Central (68%) sections of Intown.
  - In the center of the age spectrum – among those between the ages of 35 and 64
  - Among males (71% vs. 60%)
  - Among those who are inmarried (78% vs. 66%)
  - Among those who do not live in an LGBTQ household (66% vs. 51%)
  - Among Federation donors (77% vs. 20%)
  - Among those who are synagogue members (69% vs. 52%)
- Annual household income is somewhat related to feeling a part of a Jewish community.
  - More than seven in ten (72%) of those who “strongly agree” that they feel part of the Jewish community of Metro Atlanta have an annual income of over \$100,000.



# Respondent Characteristics: Income

*How much money do respondents earn?*

**Annual Household Income\***  
(n=2405)



\* 4% under \$100,000 unspecified  
13% over \$100,000 unspecified





## Appendix B. Methodology/Data Analysis

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• How was the data analyzed?	
• Data Analysis Plan	232
• Data Weighting	233
• Characteristics of Participants	234



# Methodology Overview

*How was the research conducted?*

## Phase I Community Exploration

### Task 1

- In-person interviews
  - JFGA execs
  - Agency leaders
  - Community stakeholders

Total Interview  
Participants = 24

### Task 2

- Focus groups
  - “Unconnected” adults (3 groups)
  - Teenagers (1 group)

Total Focus Group  
Participants = 36

## Phase II Community Evaluation

### Task 1

- Community-wide survey
  - Online (n=3124)
  - Telephone (n=180)

Total Community Survey  
Respondents = 3,304

**Total Participants = 3,364\***

\* Does not include respondents to Young Adult and Teen surveys. Results of these surveys are provided in separate, stand alone reports.





# Methodology Details

*How was the research conducted?*

## ▶ Phase One: Community Exploration

### ▪ Task 1: In-person Interviews

- The interviews were conducted on February 23 and February 24, 2016 and each lasted about thirty minutes.
- The purpose of the interviews was to:
  - Understand the information needs and concerns of the community, including the types of decisions leadership will make based on the information developed;
  - Learn pertinent issues and nuances of the community as viewed through those intimately involved in it;
  - Gain ‘buy-in’ to the research process and acceptance of the research outcomes;
  - Generate enthusiasm and support for the study effort; and,
  - Identify potential roadblocks to the remaining research tasks.

### ▪ Task 2: Focus Groups with “Unconnected” Adults and Teens

- A discussion guide written by Melior, with approval from JFGA, was used as a basis for the conversation.
- The focus groups were conducted in-person on March 15 and March 16, 2016 and each lasted about ninety minutes.



# Methodology Details

## *How was the research conducted?*

### ▶ Phase Two: Community Evaluation (Details)

- Survey implementation was completed by The Melior Group, including management and designs of all survey components (i.e., purchase of telephone contact list, programming for telephone and online surveys, hosting of online surveys, and monitoring of the survey process).
  - Online Survey
    - An open link was available through a secure website for anyone to access.
    - The online survey was open and available for a five week period between June 6, 2016 and July 6, 2016.
  - Panel Survey
    - The survey link was sent via email invitation to Teenagers\* and Young Adults.\*
    - Potential respondents were screened to ensure they met pre-determined qualifications.
  - Telephone Survey
    - Outbound calls were made to individuals from a purchased list of “possible” Jewish households in the service area between June 14, 2016 and June 29, 2016. No calls were made on Shabbat.

\* This report includes only the results of the community-wide survey. The Young Adult and Teen survey responses are provided in separate, stand alone reports.



# Data Analysis

*How was the data analyzed?*

## ▶ Data Analysis Plan

- The data analysis plan was developed by The Melior Group with JFGA input.
- The data gathered was evaluated by the following demographic and attitudinal measures:
  - Geography
  - Age
  - Gender
  - Income
  - Marital Status
  - Sexual identity
  - Connectedness to Jewish Community
  - Jewish Identity
  - Jewish Engagement
  - Connectedness to Israel
  - Interfaith Marriage
  - Synagogue Affiliation
  - Employment Status
  - Religious Denomination
  - Day School Connection
  - Minor Children in the House
  - Organization Involvement
  - Donor Status/JFGA Donor
  - Time Willing to Travel to Events



# Data Analysis

*How was the data analyzed?*

## ▶ Data Weighting

- To address the issues of over-response in areas of high Jewish concentration and under-response in other areas/segments, the data was weighted using county and age population estimates contained in the Steinhardt Institute American Jewish Population Estimates: 2012 (Brandeis University) and US census data as a base.

COUNTY AREA	# I Am Jewish ATL %	Weighted %
Fulton	47	44
DeKalb	32	30
Cobb	14	16
Gwinnett	5	5
Henry	1	3
Cherokee	1	2
<b>TOTAL</b>	100	100

AGE	# I am Jewish ATL	Weighted %: Fulton	Weighted %: DeKalb	Weighted %: Cobb	Weighted %: Gwinnett	Weighted %: Henry	Weighted %: Cherokee
<b>18-34</b>	10	18	18	14	14	14	14
<b>35-44</b>	20	19	19	18	18	15	20
<b>45-54</b>	23	21	21	22	24	20	23
<b>55-64</b>	21	20	20	23	24	22	20
<b>65-74</b>	19	13	12	14	13	17	15
<b>75+</b>	7	9	9	9	8	10	8
<b>TOTAL</b>	100	100	100	100	100	100	100



# Data Analysis

## Characteristics of Survey Participants

### Number of Community Survey Respondents by Segment\*

Total	Geographic Area													
	ITP	OTP	Buck-head	Sandy Springs (ITP)	Toco Hills	Intown: Central	Intown: East	Intown: North Central	Intown: North East/Brook-haven	Cobb County	East of Perimeter/Gwinnett	North Metro	Sandy Springs/Dunwoody (OTP)	OTP Other
3304	1227	2071	217	125	210	155	161	158	202	526	148	338	892	168

Total	Employment			Household Income						Marital Status		Interfaith Household	
	Full-time	Part-time	Not Employed	Less than \$50K	\$50K up to \$100K	\$100K up to \$150K	\$150K up to \$250K	\$250K up to \$500K	\$500K and over	Married/ Partner	Not Married	Yes	No
3304	1878	290	812	292	463	389	449	258	132	2570	730	383	2187

Total	Denomination					Household with Children <18 yrs.		Synagogue Affiliated		Age					
	Orthodox	Conservative	Reform	Recon-structionist	Just Jewish	Yes	No	Yes	No	18-34 yrs.	35-44 yrs.	45-54 yrs.	55-64 yrs.	65-74 yrs.	75+ yrs.
3304	368	1159	1060	82	248	1437	1867	2299	902	559	617	704	687	442	296

\* Segments where participants were given the option of 'not responding' to the question will not total 3,304 (e.g., gender, income, employment, etc.).





## Appendix C. Survey Promotion

- How was the research promoted?

Page

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# Survey Promotion

*How was the research promoted?*

## ▶ Promoting the Community Survey

- Critical to the success of the research were the efforts undertaken by Federation to create and conduct a community awareness campaign to generate large scale interest in, and enthusiasm for, the survey to come.
  - Federation branded the research program [#IamJewishATL](#) and designed a logo to brand/identify all communications/materials related to the survey. [See logo above left.]
  - Federation promoted the survey in the community via posters, postcards, newspaper advertising, media coverage, e-blasts, and establishment of a dedicated website.
  - Federation also worked with partner agencies and area synagogues to gain their support.



# Survey Promotion

How was the research promoted?




**Are you Jewish ATL?** Now's your chance to shape your future!  
[www.iamjewishatl.com](http://www.iamjewishatl.com) or text **JEWISHATL** to 41411



# Survey Promotion

*How was the research promoted?*

## ▶ Promoting the Community Survey (cont.)

- The success of the community awareness campaign, combining traditional and newer promotional methods, is evident after analyzing how respondents learned about the survey.
  - Half (50%) of all community survey responses were the result of an **e-mail** received from an organization including JFGA (33%), synagogue (28%), Jewish Day School (16%) or MJCCA (9%).
  - Three in ten (29%) participated because of the **postcard** they received and a similar proportion (27%) saw notifications on **social media**.
  - Friends told friends about the project – with more than one in ten (13%) learning about the survey through an **email from a friend**.
  - Just about one in ten (10%) learned about the project through **newsletters and bulletins** from Jewish organizations including synagogues (66%), JFGA (12%), day schools (9%), MJCCA (6%) and JF&CS (3%).

## How Respondents Learned about the Survey (% Response)

