

Judaism

	Analysis Group	Nat. Ave.	Index
Total Respondents	616	18,546	3.32%
Margin of Error for Profile	3.53%	0.64%	

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	96.5	89.1	108
African-Am. (NH)	0.4	6.8	6
Asian/PI (NH)	0.0	0.7	0
Native (NH)	0.3	0.4	75
Other (NH)	0.2	0.6	33
Hispanic/Latino	2.6	2.4	108

Generations

Survivors (1961-1981)	12.7	17.6	72
Boomers (1943-1960)	40.7	39.7	103
Silents (1925-1942)	29.8	26.7	112
Builders (1900-1924)	16.9	15.9	106

Average Age

51.9 50.1 104

Median Age

50.0 47.0 106

Household Structure

No Kids, Unmarried Female	22.7	21.4	106
No Kids, Unmarried Male	17.7	12.8	138
No Kids, Married Couple	29.3	25.9	113
Kids, Unmarried Female	3.6	8.1	44
Kids, Unmarried Male	0.9	0.8	113
Kids, Married Couple	25.7	31.0	83

Marital Status

Now Married	55.0	56.9	97
Never Married	21.1	16.5	128
Divorced, Widowed or	23.8	26.6	89

Highest Education within Household

Grade School	0.1	1.3	8
Some High School	0.7	4.9	14
Graduated High School	9.4	23.3	40
Some College - no degree	19.1	28.1	68
College Grad (2 yr)	4.3	7.2	60
College Grad (4 yr)	28.4	19.4	146
Post Graduate Degree	38.0	15.8	241

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Household Income (Census Groups)			
Under \$7,500	2.4	6.7	36
\$7,500 to \$14,999	8.9	16.1	55
\$15,000 to \$24,999	8.3	17.8	47
\$25,000 to \$34,999	13.1	14.9	88
\$35,000 to \$49,999	16.7	17.0	98
\$50,000 to \$74,999	21.3	16.4	130
\$75,000 to \$99,999	13.5	6.3	214
\$100,000 to \$149,999	11.2	3.5	320
\$150,000 or more	4.6	1.2	383
Average Household Income	\$60,160	\$39,252	153
Median Household Income	\$55,000	\$31,250	176
Employment Status - Head of Household			
Full-Time	65.2	58.5	111
Part-Time	10.7	12.8	84
Retired	20.2	21.3	95
Not Employed	3.9	7.4	53
Occupation - Head of Household			
Managerial, Professional	50.8	31.1	163
Technical, Sales, Admin Support	13.6	15.8	86
Service	2.1	7.3	29
Farming, Forestry, Fishing	0.0	0.9	0
Craftsman, Repairman	1.4	4.3	33
Operator, Laborer	1.2	5.3	23
Retired, Student, Armed Forces	30.8	35.2	88
Below the Poverty Level			
No	93.7	82.2	114
Yes	6.3	17.8	35
Lifestage			
Roommates (same sex)	1.9	2.3	83
Young Singles (under 35)	7.1	5.0	142
Middle Singles (35 to 65)	17.1	13.1	131
Older Singles (over 65)	10.7	10.4	103
Young Couple (under 35 - no child)	7.8	7.1	110
Working Older Couple (45+ no child)	13.7	11.1	123
Retired Older Couple (45+ no child)	11.3	11.1	102
Young Parent (under 45, child<6)	7.8	12.1	64
Middle Parent (under 45, child>6)	6.3	12.6	50
Older Parent (over 45, child @ home)	16.1	15.3	105

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FAITH INVOLVEMENT AND PARTICIPATION

Faith Involvement - Now

Not Involved	35.6	37.8	94
Somewhat Involved	42.5	30.1	141
Strongly Involved	22.0	32.0	69

Faith Involvement 10 Years Ago

Not Involved	33.0	30.6	108
Somewhat Involved	42.7	34.2	125
Strongly Involved	24.3	35.2	69

Change In Faith Involvement

Decreased	21.7	29.2	74
Same	59.4	48.4	123
Increased	18.8	22.4	84

Level of Active Participation Now

Not Active	57.7	47.4	122
Somewhat Active	26.1	25.2	104
Very Active	16.1	27.4	59

Level of Participation: 10 Years

Not Active	50.0	38.2	131
Somewhat Active	32.3	30.0	108
Very Active	17.7	31.8	56

Change in Participation

Decreased	24.8	29.9	83
Same	60.6	49.2	123
Increased	14.6	20.8	70

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RELIGIOUS PREFERENCES

Religious Preference: Now

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No Preference/Not In	0.0	11.0	0
Adventist	0.0	0.6	0
Baptist	0.0	14.8	0
Buddhist/Hindu/Shint	0.0	0.4	0
Catholic	0.0	22.7	0
Congregational	0.0	2.3	0
Episcopal	0.0	3.0	0
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	100.0	3.7	2,703
Lutheran	0.0	7.0	0
Methodist	0.0	9.9	0
Mormon	0.0	1.6	0
New Age	0.0	0.8	0
Non-Denom/Independen	0.0	7.4	0
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.1	0
Presbyterian/Reforme	0.0	4.2	0
Unitarian/Universali	0.0	0.8	0
No Preference/Intere	0.0	5.6	0

Religious Preference: 10 Years Ago

	Analysis Group	Nat. Ave.	Index
No Preference/Not In	1.3	8.5	15
Adventist	0.0	0.7	0
Baptist	0.0	15.6	0
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	0.5	25.4	2
Congregational	0.0	2.5	0
Episcopal	0.1	3.1	3
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.2	0.9	22
Judaism	97.2	4.0	2,430
Lutheran	0.1	7.8	1
Methodist	0.1	10.9	1
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	0.0	5.4	0
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.0	0
Presbyterian/Reforme	0.4	4.8	8
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.0	4.1	0

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.0	23.1	0
No Preference	0.0	16.6	0
Historic Protestant	0.0	52.0	0
Other Non-Historic C	100.0	8.3	1,205

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	0.5	25.8	2
No Preference	1.3	12.6	10
Historic Protestant	0.9	53.5	2
Other Non-Historic C	97.3	8.0	1,216

DENOMINATIONAL MEMBERSHIP

Denominational Membership: Now

Episcopal	0.0	2.9	0
ELCA	0.0	4.9	0
Roman Catholic	0.6	23.8	3
PC(USA)	0.0	4.3	0
United Methodist	0.2	9.0	2
Southern Baptist	0.0	7.6	0
None of the Above	99.3	47.6	209

Denominational Membership: 10 Years Ago

Episcopal	0.2	3.5	6
ELCA	0.3	5.6	5
Roman Catholic	0.8	27.0	3
PC(USA)	0.4	5.5	7
United Methodist	0.0	10.6	0
Southern Baptist	0.0	8.7	0
None of the Above	98.4	39.0	252

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	34.1	32.6	105
Secondary Source	26.7	29.3	91
Third Source	13.9	17.9	78
Fourth Source	1.6	1.1	145
Fifth Source	0.8	0.4	200
Not Chosen	22.9	18.7	122

Radio

Primary Source	12.0	12.2	98
Secondary Source	24.0	21.4	112
Third Source	28.3	30.4	93
Fourth Source	2.5	2.6	96
Fifth Source	0.7	0.9	78
Not Chosen	32.5	32.5	100

Magazine

Primary Source	1.9	2.1	90
Secondary Source	5.5	6.3	87
Third Source	16.7	18.5	90
Fourth Source	5.4	5.2	104
Fifth Source	5.9	4.4	134
Not Chosen	64.6	63.5	102

National Newspaper

Primary Source	10.9	3.7	295
Secondary Source	8.0	5.1	157
Third Source	8.3	8.3	100
Fourth Source	4.2	3.7	114
Fifth Source	4.7	6.1	77
Not Chosen	64.0	73.2	87

Television

Primary Source	34.8	42.8	81
Secondary Source	27.6	29.0	95
Third Source	19.8	12.5	158
Fourth Source	1.5	0.8	188
Fifth Source	0.2	0.4	50
Not Chosen	16.2	14.4	113

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COMMUNICATE NEW SERVICES

Send Information by Mail

Poor	12.0	13.3	90
Fair	31.0	33.0	94
Good	57.0	53.7	106

Put Ad in Local Newspaper

Poor	24.5	21.5	114
Fair	44.7	44.8	100
Good	30.8	33.7	91

Door to Door

Poor	78.0	64.7	121
Fair	15.2	21.7	70
Good	6.8	13.6	50

Call and discuss on the phone

Poor	62.4	61.2	102
Fair	27.8	27.1	103
Good	9.8	11.7	84

Call and offer to visit

Poor	60.6	50.3	120
Fair	25.8	29.9	86
Good	13.6	19.8	69

Call and offer to send information by mail

Poor	31.0	34.3	90
Fair	35.8	36.4	98
Good	33.3	29.3	114

Local radio announcements

Poor	20.4	19.4	105
Fair	46.4	44.4	105
Good	33.2	36.2	92

Local cable channels

Poor	37.5	30.4	123
Fair	40.0	39.0	103
Good	22.5	30.6	74

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	73.1	79.5	92
Agree	26.9	20.5	131
It is our moral obligation to stop social injustice			
Disagree	11.2	15.8	71
Agree	88.8	84.2	105
If an action is legal, it is morally right			
Disagree	78.9	80.2	98
Agree	21.1	19.8	107
Moral Values Indicator			
	59.2	56.1	95
There is a lack of moral values in the US today.			
Disagree	19.2	11.8	163
Agree	80.8	88.2	92
Social problems today are the result of the loss of morals			
Disagree	17.1	10.5	163
Agree	82.9	89.5	93
Social Values Indicator			
	36.3	22.3	61
Ethics Indicator			
	74.4	58.6	79

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PERSONAL STYLE PREFERENCES

Worship which is:

Emotionally uplifting	18.3	26.2	70
Both	48.1	45.2	106
Intellectually challenging	19.7	12.8	154
No Preference Indicated	13.9	15.8	88

Traditional/Formal	22.1	21.3	104
Both	26.0	28.3	92
Contemporary/Informal	37.1	30.1	123
No Preference Indicated	14.8	20.2	73

Music which is:

Traditional	30.9	30.2	102
Both	31.9	34.9	91
Contemporary	20.9	18.4	114
No Preference Indicated	16.2	16.5	98

Performed by Others	26.5	18.9	140
Both	27.9	36.3	77
Participatory	25.6	24.7	104
No Preference Indicated	20.0	20.1	100

Involvement and Mission Emphasis which is:

Community Focused	26.7	25.2	106
Both	34.8	41.4	84
Personal Spiritual Development	13.4	14.4	93
No Preference Indicated	25.2	19.0	133

Global Mission	5.7	6.7	85
Both	25.0	33.0	76
Local Mission	35.8	36.9	97
No Preference Indicated	33.5	23.3	144

Church Architecture which is:

Traditional	20.4	29.8	68
Both	31.7	35.8	89
Contemporary	25.7	16.7	154
No Preference Indicated	22.3	17.8	125

Somber/Serious	6.4	10.1	63
Both	27.0	30.5	89
Light and Airy	43.2	38.8	111
No Preference Indicated	23.5	20.7	114

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CONCERNS

Basics

Day to Day Financial Worries	30.6	33.9	90
Personal Health	45.1	37.3	121
Health Insurance	34.3	35.5	97
Affordable Housing	10.8	12.0	90
Employment Opportunities	16.9	17.1	99
Child Care	5.5	6.0	92
Adequate Food	4.8	7.5	64
Basics Index			99

Family

Abusive Relationships	6.5	10.5	62
Teen/Child Problems	12.5	18.7	67
Divorce	2.9	3.4	85
Alcohol/Drug Abuse	14.9	20.8	72
Aging Parent Care	14.3	13.6	105
Family Index			76

Community

Neighborhood Gangs	12.5	15.6	80
Racial/Ethnic Prejudice	30.5	15.7	194
Neighborhood Crime & Safety	42.3	34.6	122
Problems in Schools	12.6	17.0	74
Social Injustice	21.3	13.0	164
Good Schools	16.3	23.1	71
Community Index			114

Hopes and Dreams

Fulfilling Marriage	19.2	17.5	110
Parenting Skills	8.9	13.3	67
Educational Objectives	6.4	7.4	86
Long-term Financial Security	58.5	50.9	115
Retirement Opportunities	16.5	17.6	94
Better Quality Healthcare	21.7	22.3	97
Satisfying/Job Career	20.6	18.0	114
Time for Recreation/Leisure	27.7	23.9	116
Hopes and Dreams Index			105

Spiritual and Personal Development

Stress	32.0	27.6	116
Companionship	19.8	14.7	135
Spiritual Teaching	1.5	11.0	14
Life Direction	10.8	10.2	106
Good Church	0.5	13.7	4
Spiritual and Personal Index			84

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PROGRAMS

Social Services

Food/Clothing Resources	4.1	10.1	41
Day Care Services	10.3	6.7	154
Personal/Family Counseling	21.3	26.4	81
Church Sponsored Day School	4.6	6.1	75
Care for Terminally Ill	11.7	15.6	75
Social Services Index			80

Spiritual Development

Bible Study/Prayer Groups	19.1	42.0	45
Spiritual Retreats	3.2	11.3	28
Adult Theo. Discussion Groups	32.5	23.9	136
Spiritual Development Index			71

Personal Development

Parent Training Programs	5.3	9.1	58
Twelve Step Programs	3.2	3.7	86
Marriage Enrichment	9.7	12.3	79
Divorce Recovery	1.9	2.0	95
Personal Development Index			74

Social/Recreation

Family Activities	34.8	33.5	104
Sports or Camping	6.5	6.2	105
Youth Social Programs	28.3	36.1	78
Cultural Programs (music, drama)	48.2	16.8	287
Active Retirement Programs	34.7	24.8	140
Social/Recreation Index			130

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GEOGRAPHIES

Northeast Region	6.7	5.4	124
Connecticut	1.8	1.4	129
Maine	0.1	0.5	20
Massachusetts	3.6	2.4	150
New Hampshire	0.4	0.4	100
Rhode Island	0.8	0.5	160
Vermont	0.0	0.2	0
Mid-Atlantic	44.8	15.9	282
Delaware	0.3	0.3	100
New Jersey	8.9	3.1	287
New York	30.2	8.0	378
Pennsylvania	5.4	4.5	120
South Atlantic	18.5	17.6	105
Washington DC	0.0	0.2	0
Florida	10.6	5.5	193
Georgia	1.8	2.5	72
Maryland	2.9	2.0	145
North Carolina	0.6	2.7	22
South Carolina	0.1	1.4	7
Virginia	2.5	2.6	96
West Virginia	0.0	0.7	0
East North Central	8.1	17.3	47
Illinois	4.9	5.1	96
Indiana	0.1	2.2	5
Michigan	1.1	3.7	30
Ohio	1.7	4.3	40
Wisconsin	0.3	2.0	15
East South Central	0.8	6.0	13
Alabama	0.5	1.8	28
Kentucky	0.0	1.4	0
Mississippi	0.0	0.9	0
Tennessee	0.3	1.9	16
West North Central	1.6	7.8	21
Kansas	0.4	1.0	40
Iowa	0.0	1.4	0
Minnesota	0.4	1.9	21
Missouri	0.6	2.1	29
Nebraska	0.2	0.7	29
North Dakota	0.0	0.3	0

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South Dakota	0.0	0.4	0
West South Central	3.1	9.9	31
Arkansas	0.0	1.0	0
Louisiana	0.1	1.5	7
Oklahoma	0.0	1.4	0
Texas	3.0	6.0	50
Mountain	1.8	5.5	33
Arizona	0.8	1.4	57
Colorado	0.4	1.5	27
Idaho	0.0	0.4	0
Montana	0.0	0.3	0
Nevada	0.5	0.5	100
New Mexico	0.1	0.6	17
Utah	0.0	0.6	0
Wyoming	0.0	0.2	0
Pacific	14.3	14.5	99
Alaska	0.0	0.0	0
California	13.6	11.4	119
Hawaii	0.0	0.0	100
Oregon	0.0	1.1	0
Washington	0.7	2.0	35