

"Count Me In"

The 2010 Study of the Rochester Jewish Community

Who Are We Jewishly?

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I BACKGROUND & INTRODUCTION

- “Count Me In” launched on a community-wide basis 18 January 2010 and remained live through 15 March 2010 – a total of eight full weeks of data collection.
- During that time, a final total of 2,334 self-identified Jews across the greater Rochester area participated and completed online interviews. Participants in our survey sample spanned the region from Batavia in the west, to Geneseo and Naples in the south, to Geneva and Penn Yan in the east, and included 100 Jewish students attending local colleges and universities.
- Broad-based inclusion – and a diversity of input – was sought and achieved demographically, geographically, religiously, and in degree of Jewish communal affiliation or lack thereof. This was, in other words, a study of Rochester’s Jewish community – not just the identified and affiliated nucleus of that community.

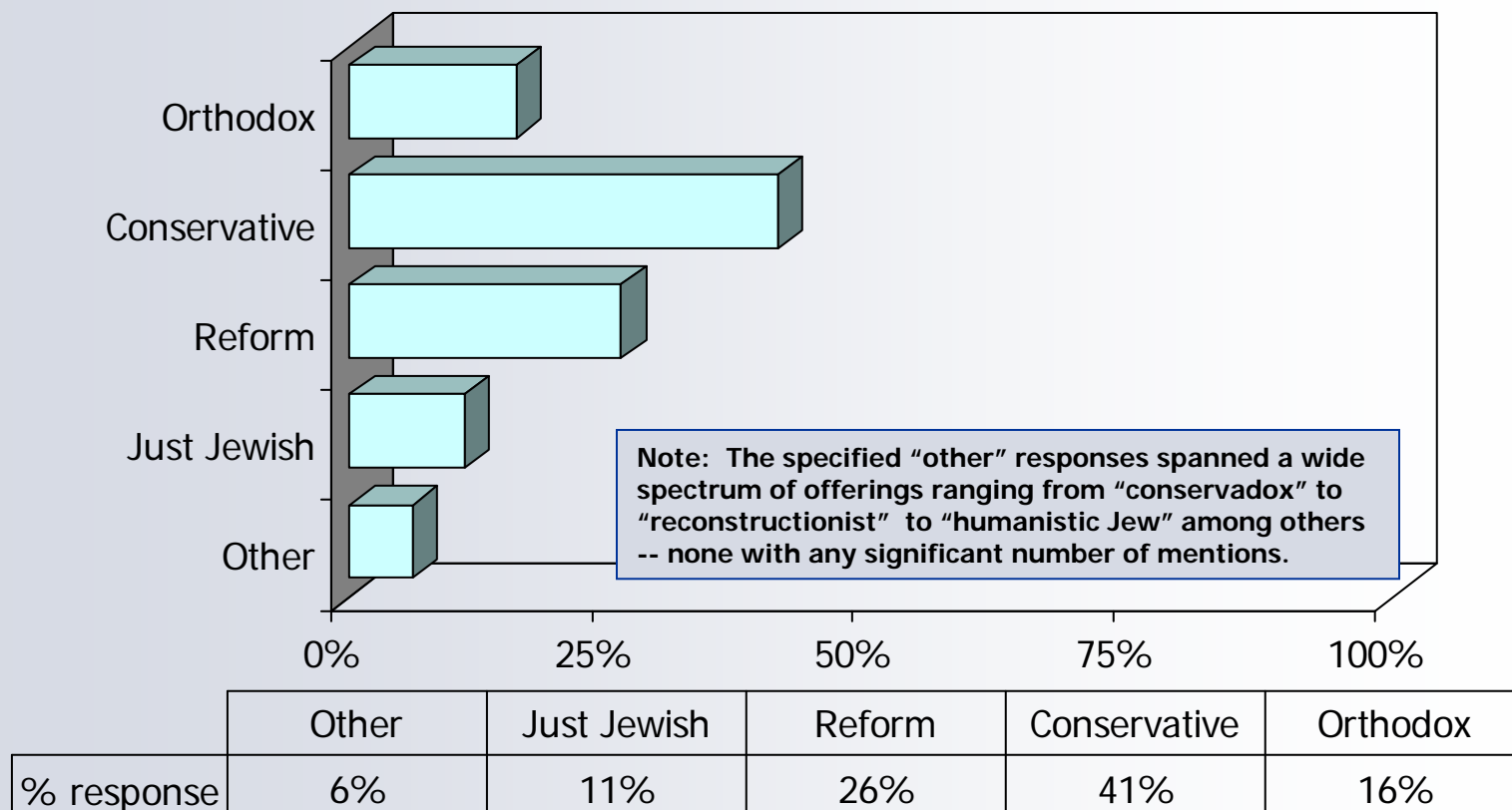
II METHODOLOGY

As the next in our series of themed analyses which emerged from this extremely comprehensive “Count Me In” study, the presentation which follows contains an assemblage of questions with direct or indirect relevance to **who we are Jewishly – in other words, our collective Jewishness as a community.**

All questions which dealt with this dimension, directly or indirectly – spanning such issues as denomination, ritual observance, synagogue membership/ participation, JCC membership/ participation, summer camping, Israel, Jewish friendships, anti-Semitism, etc. -- are assembled in the slides which follow.

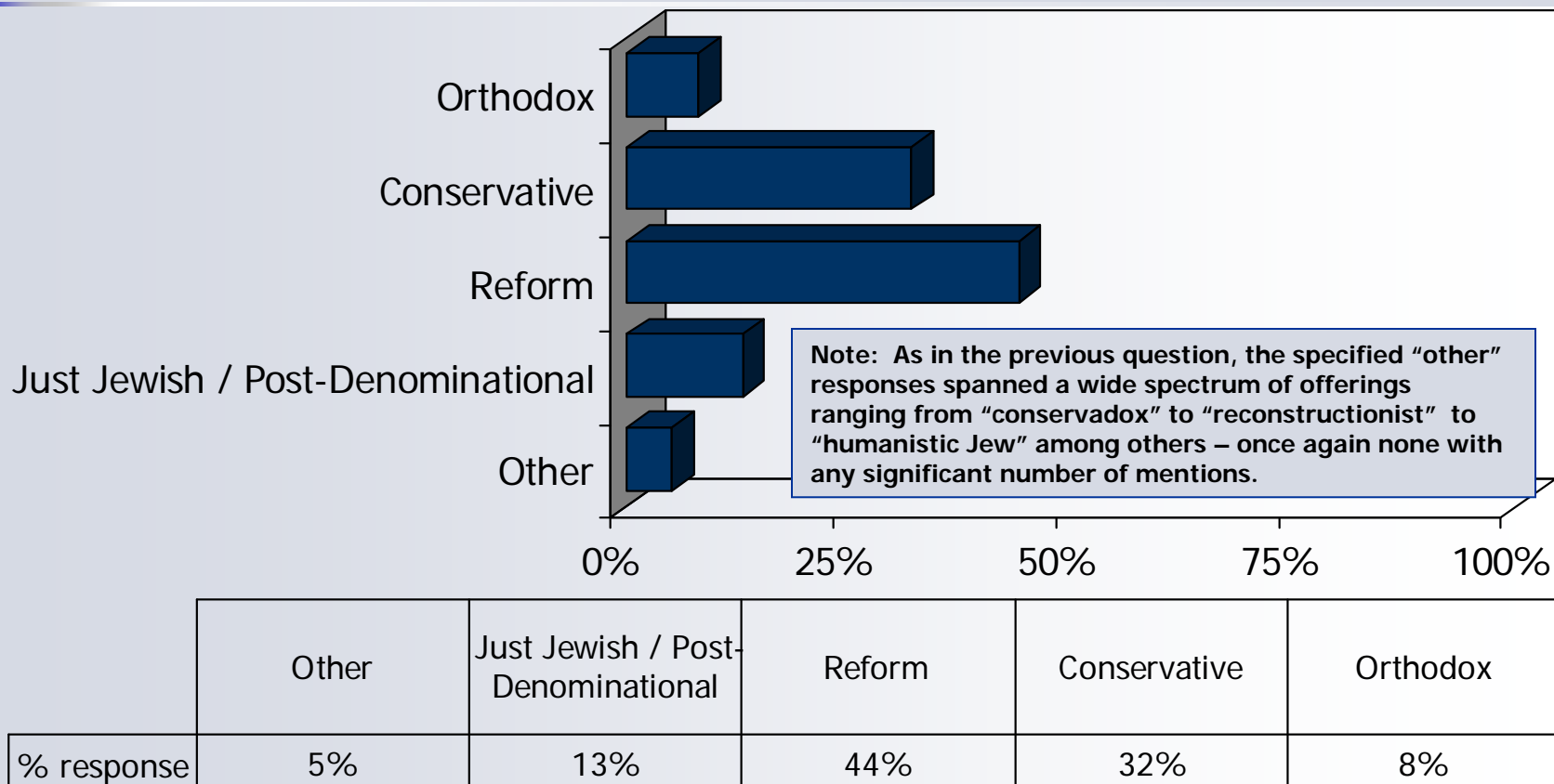
II ASSEMBLED FINDINGS

Q91) Which of the following most closely describes how you were raised?



N=2,063 of 2,234

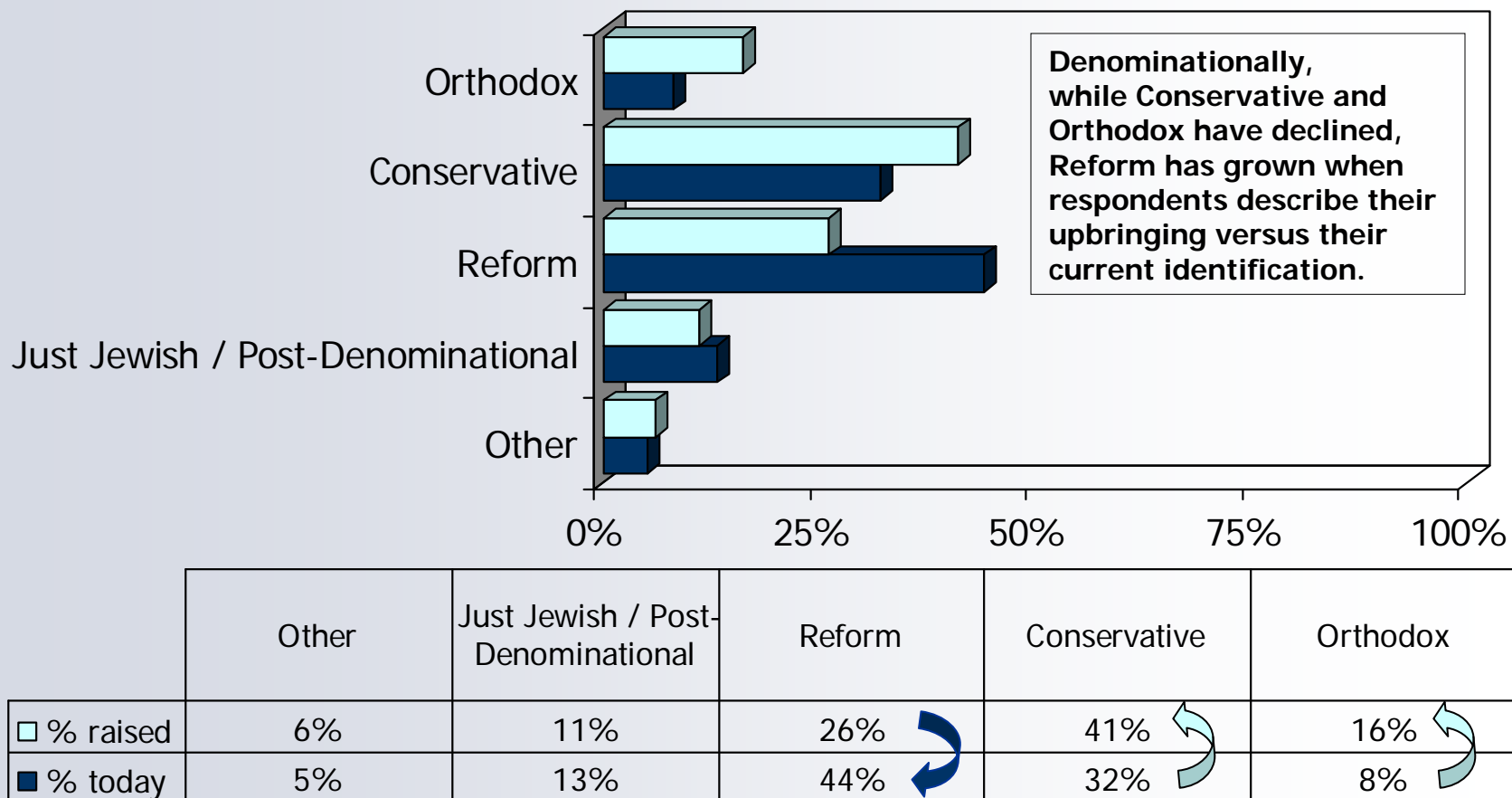
Q90) Which of the following most closely describes how you see yourself today?



N=2,063 of 2,234

Q91 by Q90)

How we were raised vs. how we see ourselves today:

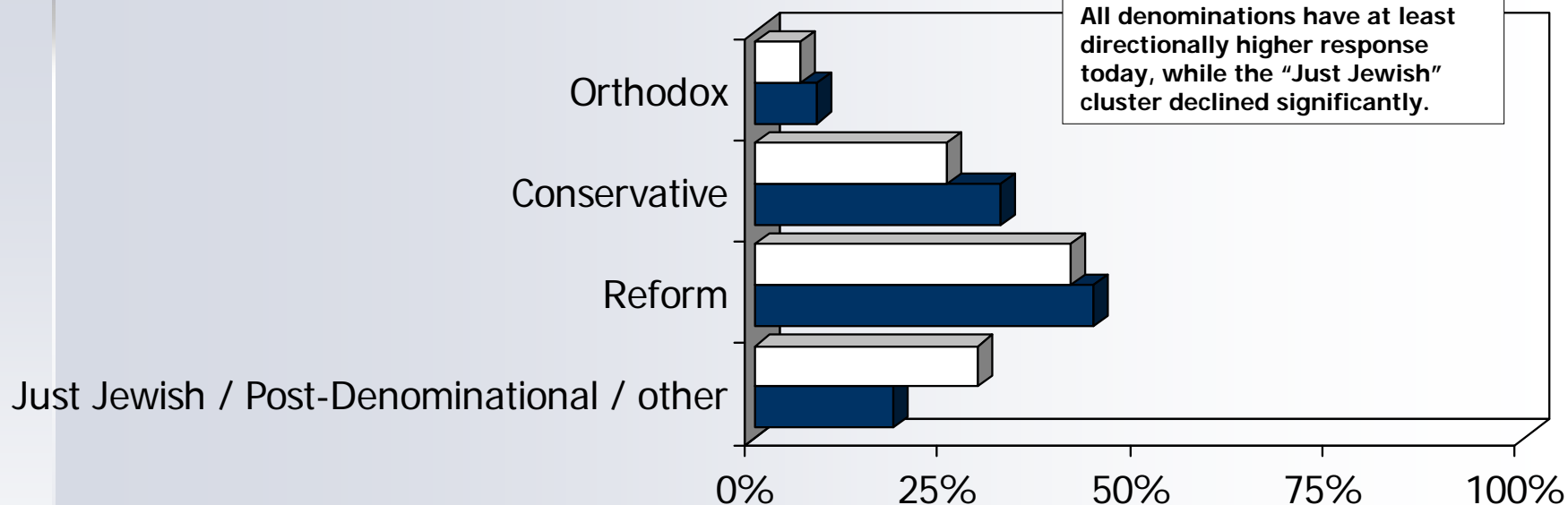


N=2,063 of 2,234

Q90) Which of the following most closely describes how you see yourself today?

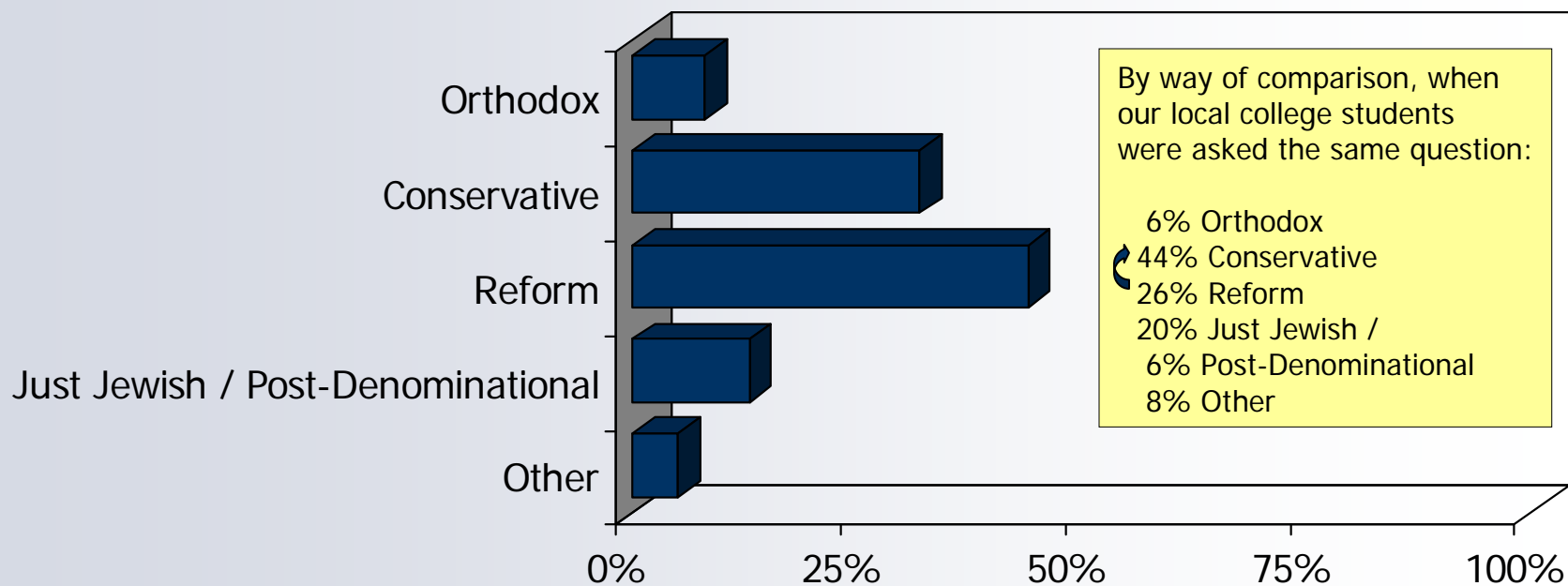
Historical comparison: In our 2000 study, 6% described themselves as Orthodox, 25% as Conservative, 41% as Reform, and 29% as Just Jewish.

All denominations have at least directionally higher response today, while the "Just Jewish" cluster declined significantly.



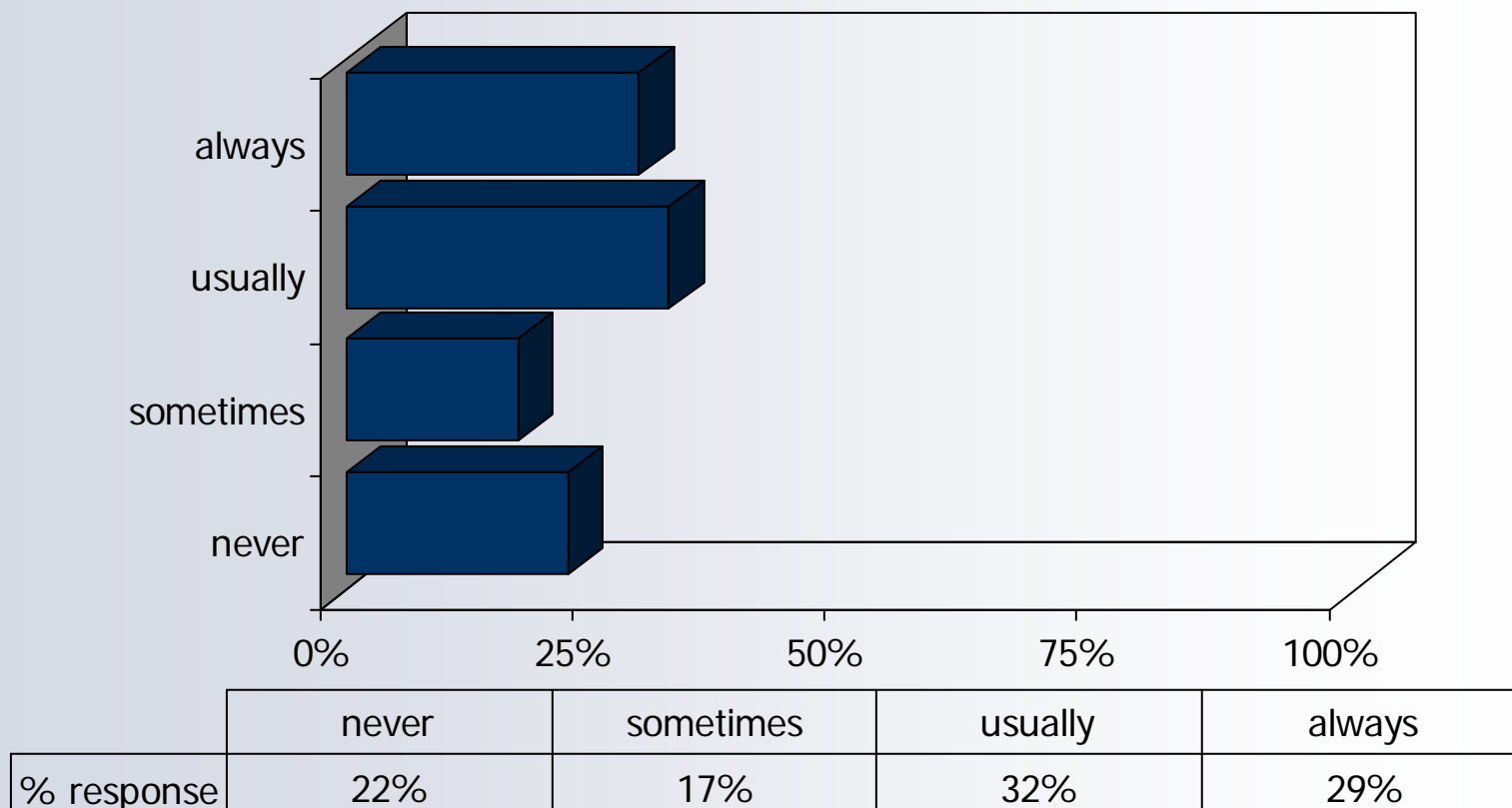
	Just Jewish / Post-Denominational / other	Reform	Conservative	Orthodox
□ 2000 response	29%	41%	25%	6%
■ 2010 response	18%	44%	32%	8%

Q90) Which of the following most closely describes how you see yourself today?



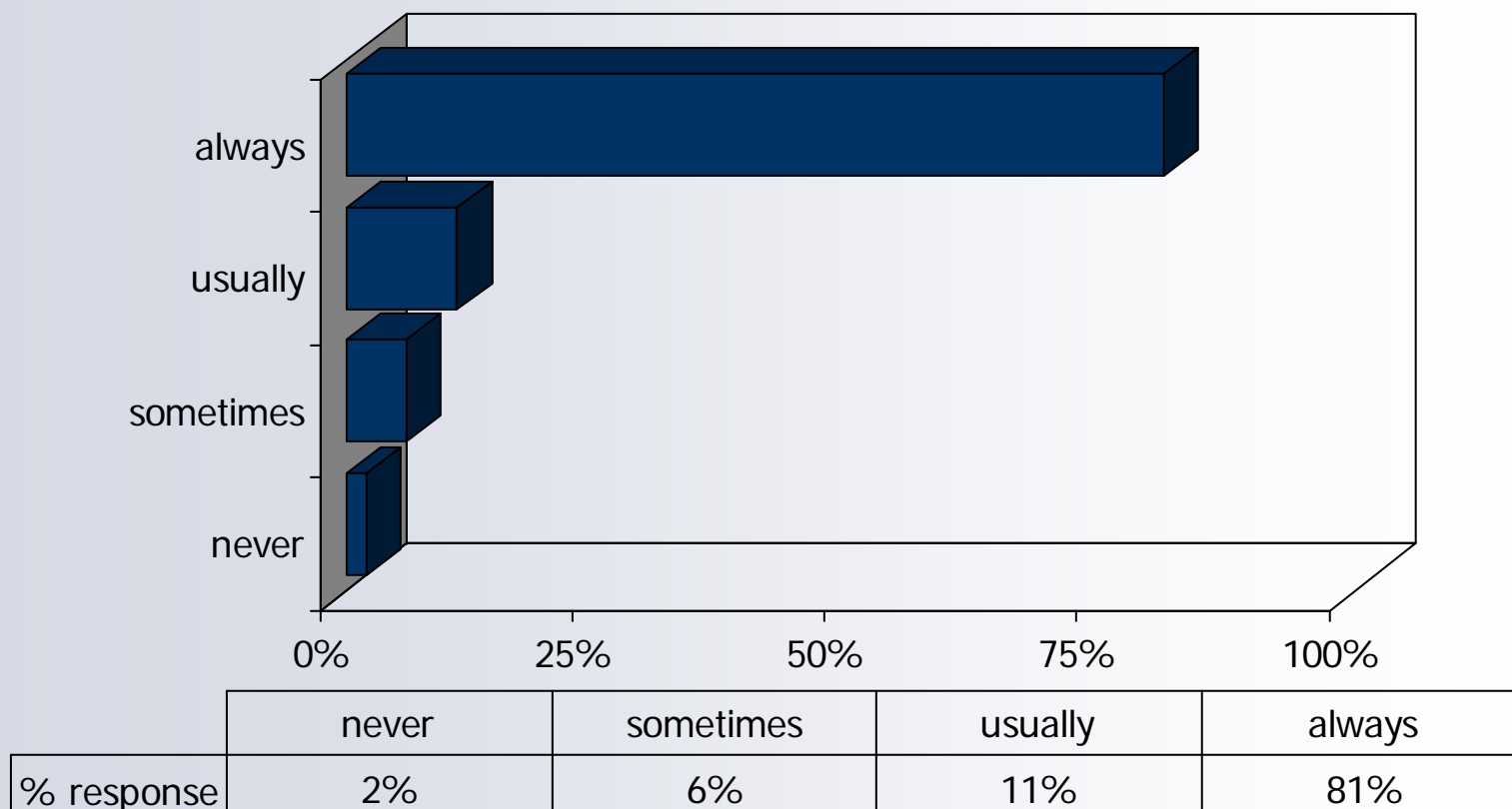
	Other	Just Jewish / Post-Denominational	Reform	Conservative	Orthodox
% response	5%	13%	44%	32%	8%

Q86a) These days does your household... ...light candles Friday night?



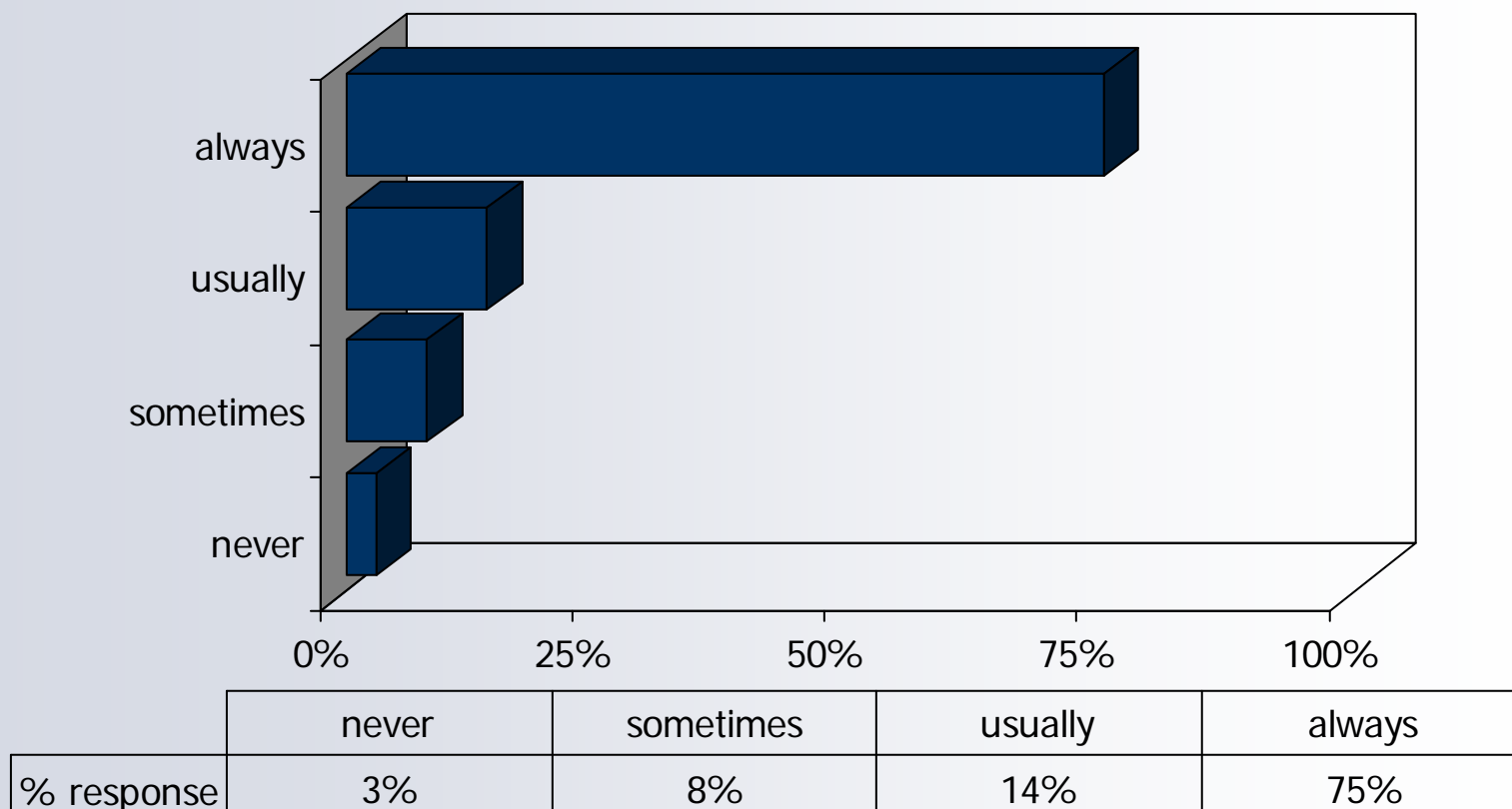
N = 2,078 of 2,334

Q86b) These days does your household... ...participate in a Passover Seder?



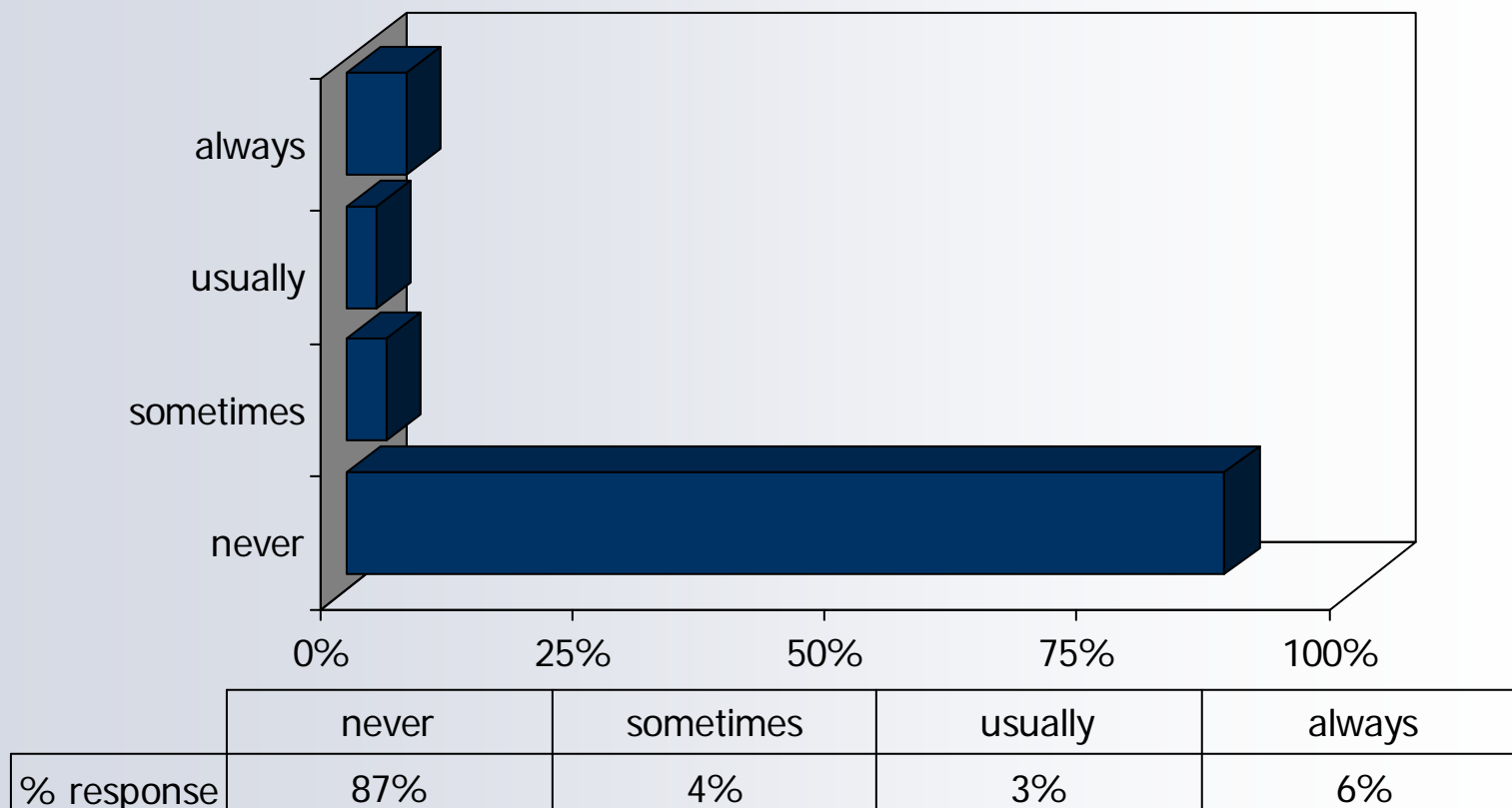
N = 2,078 of 2,334

Q86c) These days does your household... ...light Chanukah candles?



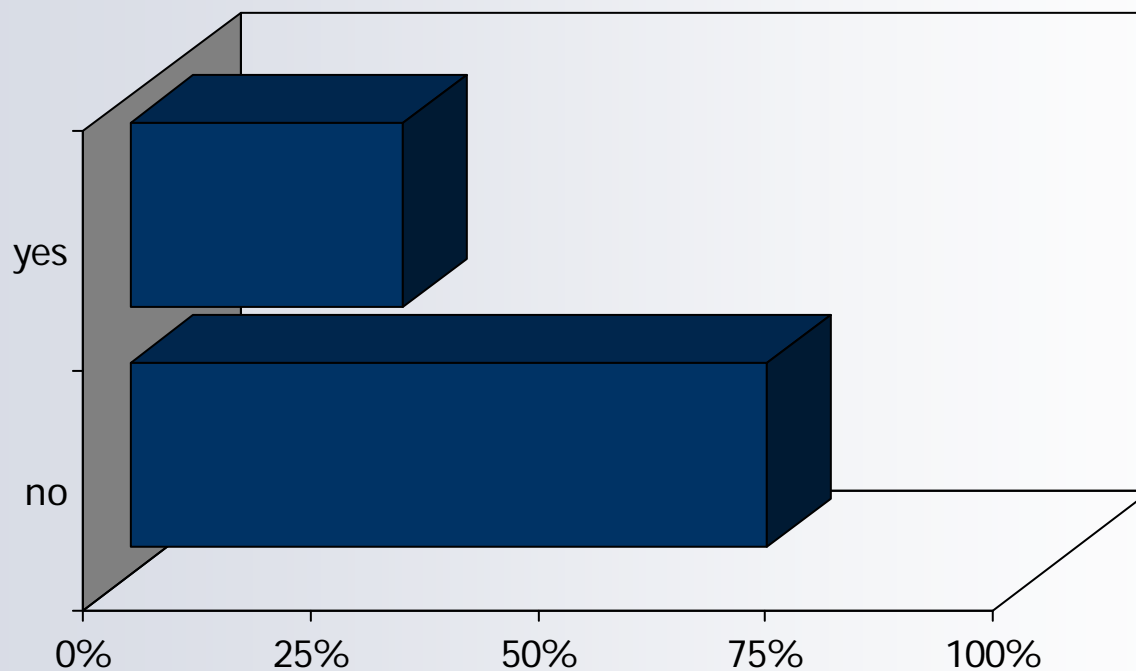
N = 2,078 of 2,334

Q86d) These days does your household... ...have a Christmas tree?



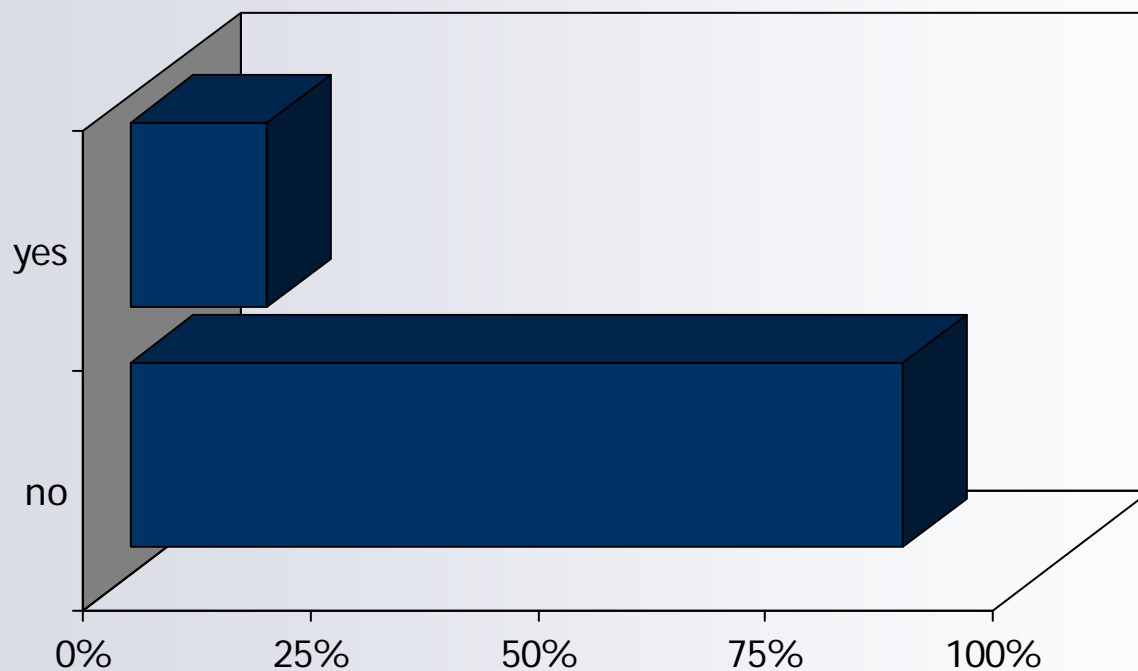
N = 2,078 of 2,334

Q87a) These days do you... ...keep kosher at home?



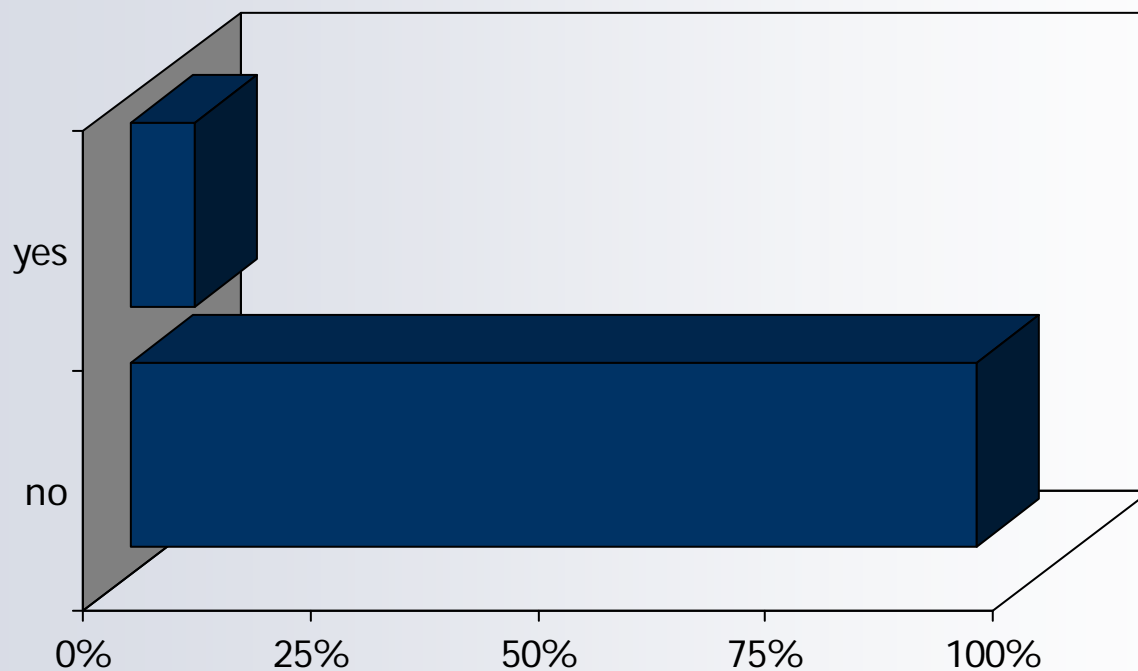
	no	yes
% response	70%	30%

Q87b) These days do you... ...keep kosher outside your home?



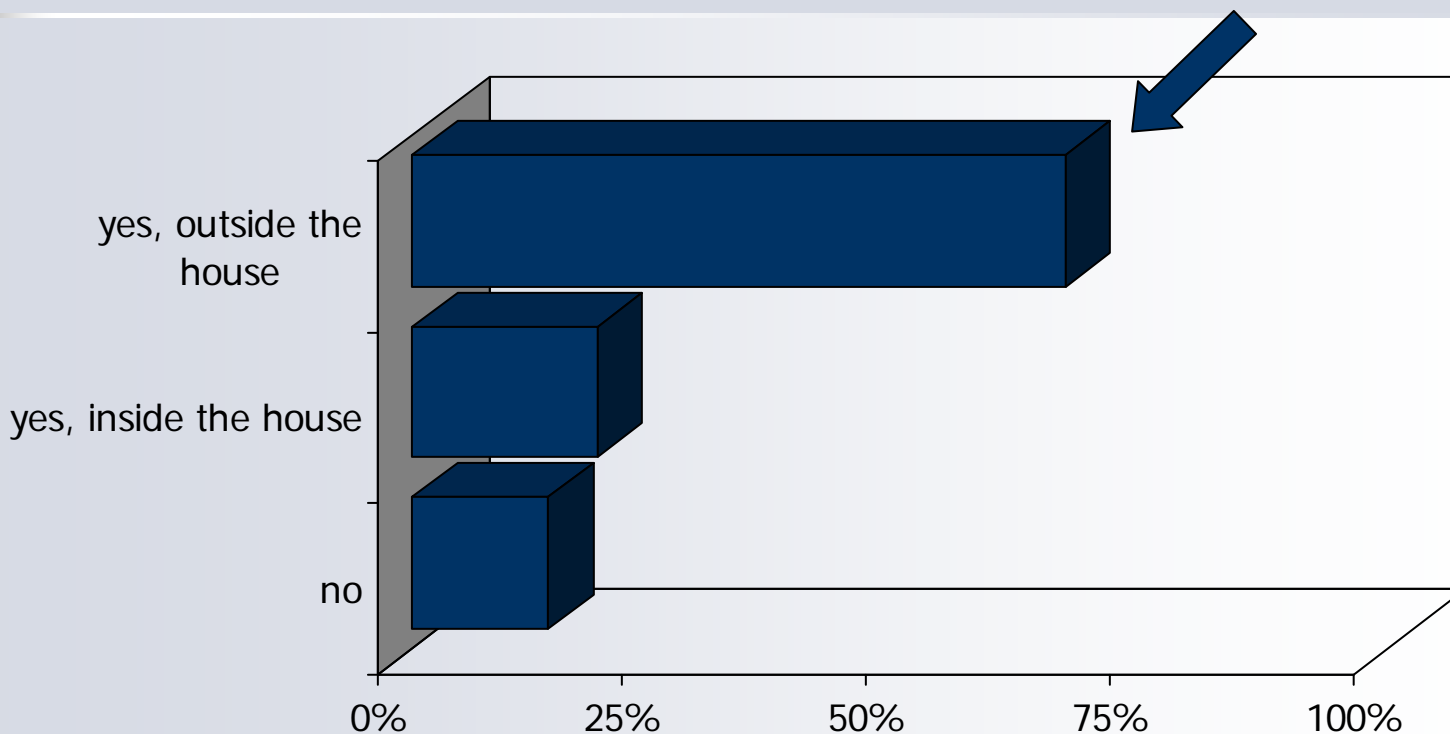
	no	yes
% response	85%	15%

**Q87c) These days do you...
...refrain from turning lights on and off during the Sabbath?**



	no	yes
% response	93%	7%

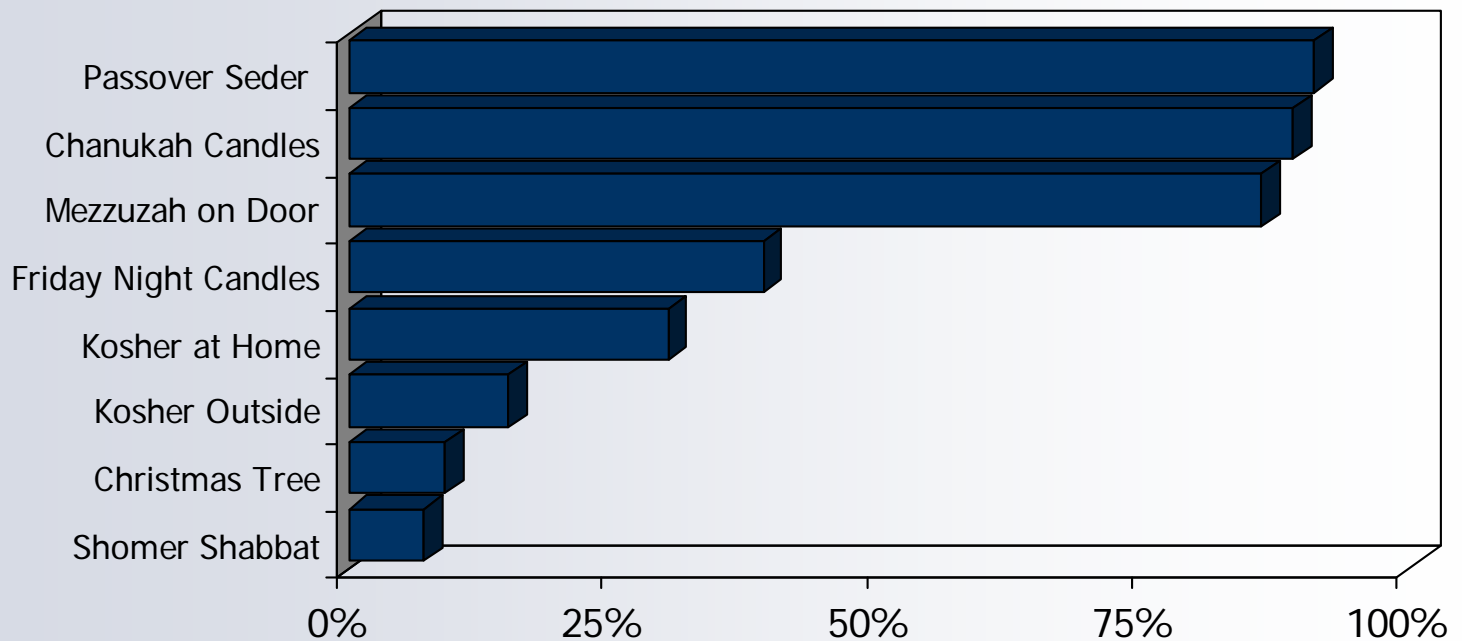
Q88) Do you have a mezuzah on your front door?



	no	yes, inside the house	yes, outside the house
% response	14%	19%	67%

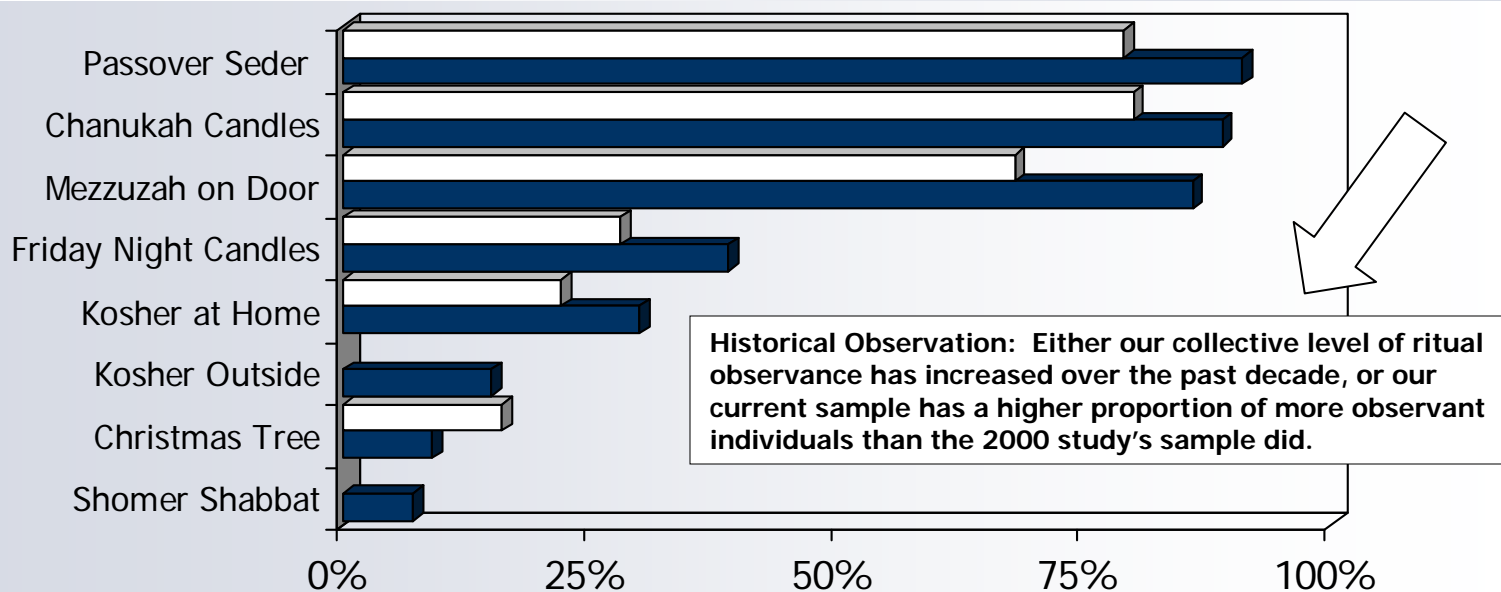
N = 2,075 of 2,334

Q86) Hierarchy of respondents who always / usually / do each of the following:



	Shomer Shabbat	Christmas Tree	Kosher Outside	Kosher at Home	Friday Night Candles	Mezzuzah on Door	Chanukah Candles	Passover Seder
% always / usually / do	7%	9%	15%	30%	39%	86%	89%	91%

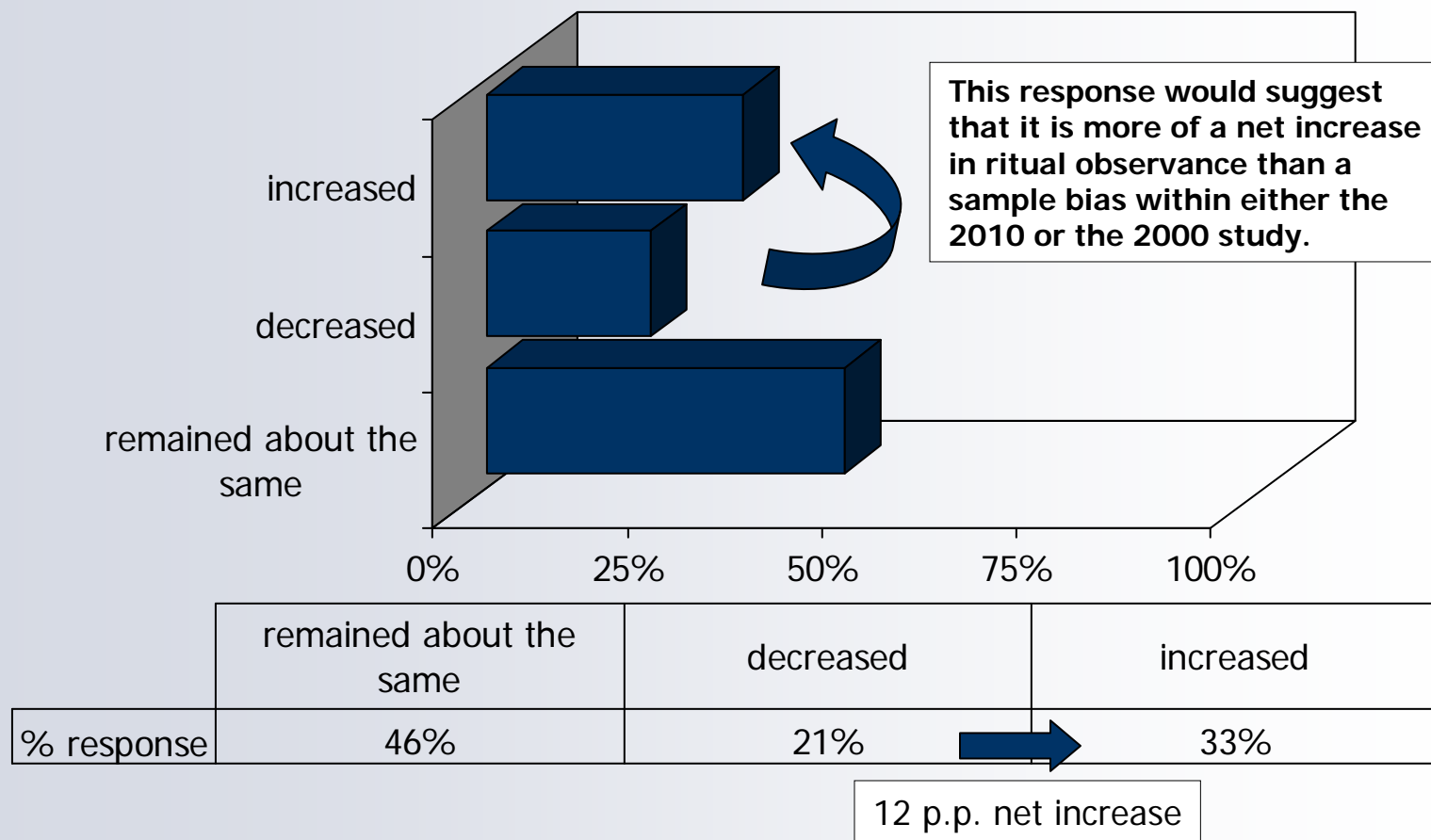
Q86) Hierarchy of respondents who always / usually / do each of the following:



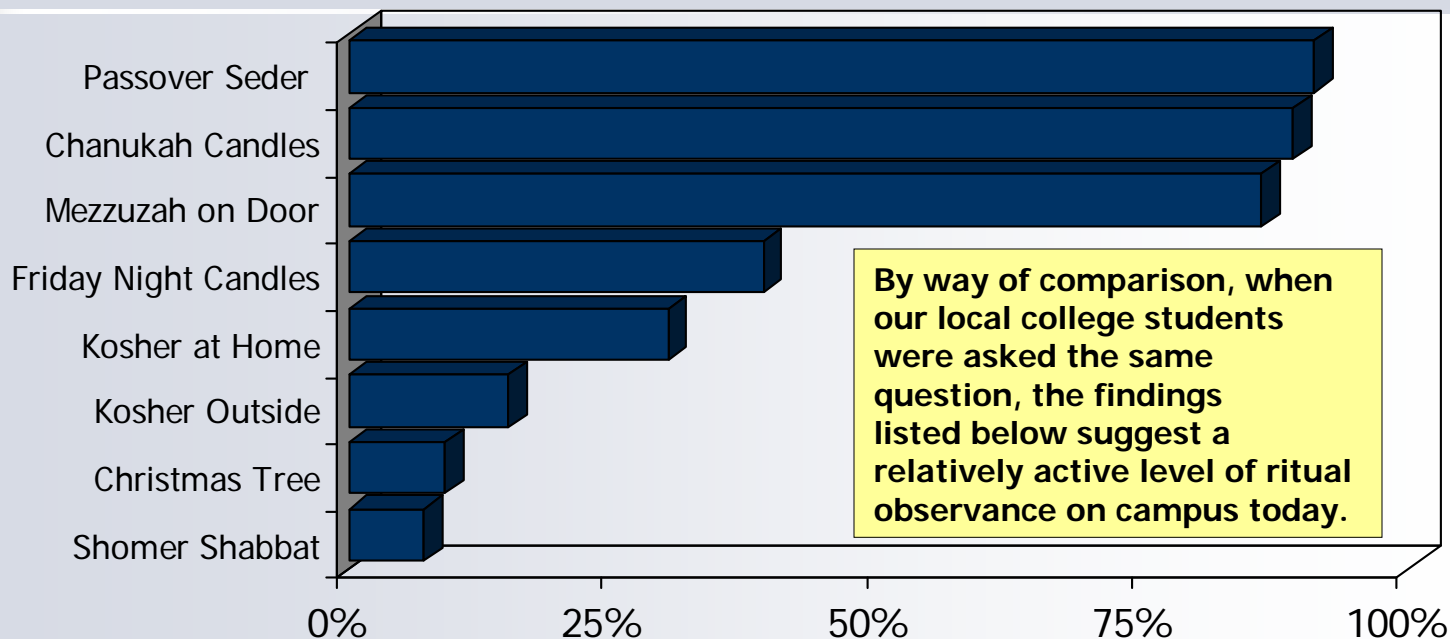
	Shomer Shabbat	Christmas Tree	Kosher Outside	Kosher at Home	Friday Night Candles	Mezzuzah on Door	Chanukah Candles	Passover Seder
□ 2000 response	not asked	16%	not asked	22%	28%	68%	80%	79%
■ 2010 response	7%	9%	15%	30%	39%	86%	89%	91%

N = 2,075 of 2,334 in 2010, 708 in 2000

Q93a) All things considered, over time has your level of Jewish ritual observance increased, decreased, or remained about the same?



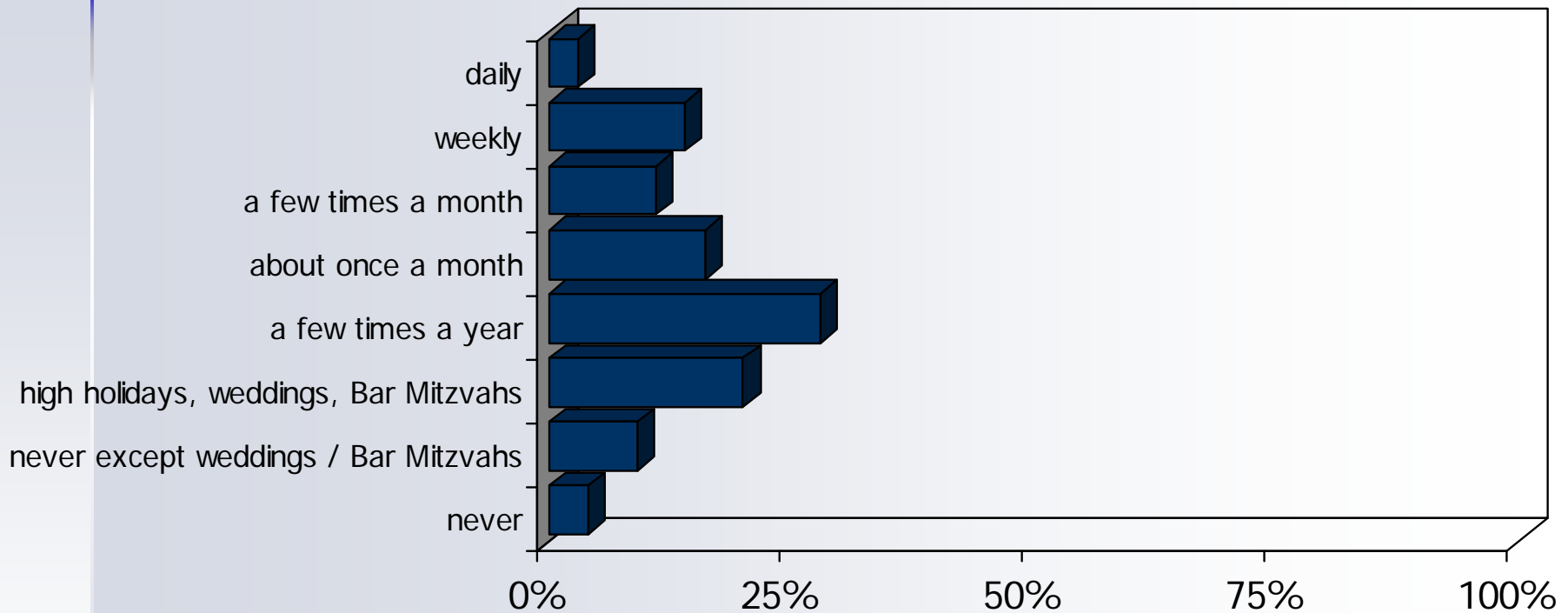
Q86) Hierarchy of respondents who always / usually / do each of the following:



	Shomer Shabbat	Christmas Tree	Kosher Outside	Kosher at Home	Friday Night Candles	Mezzuzah on Door	Chanukah Candles	Passover Seder
% always / usually / do	7%	9%	15%	30%	39%	86%	89%	91%

Local college students [N=100]	NA	6%	35%	40%	35%	NA	87%	92%
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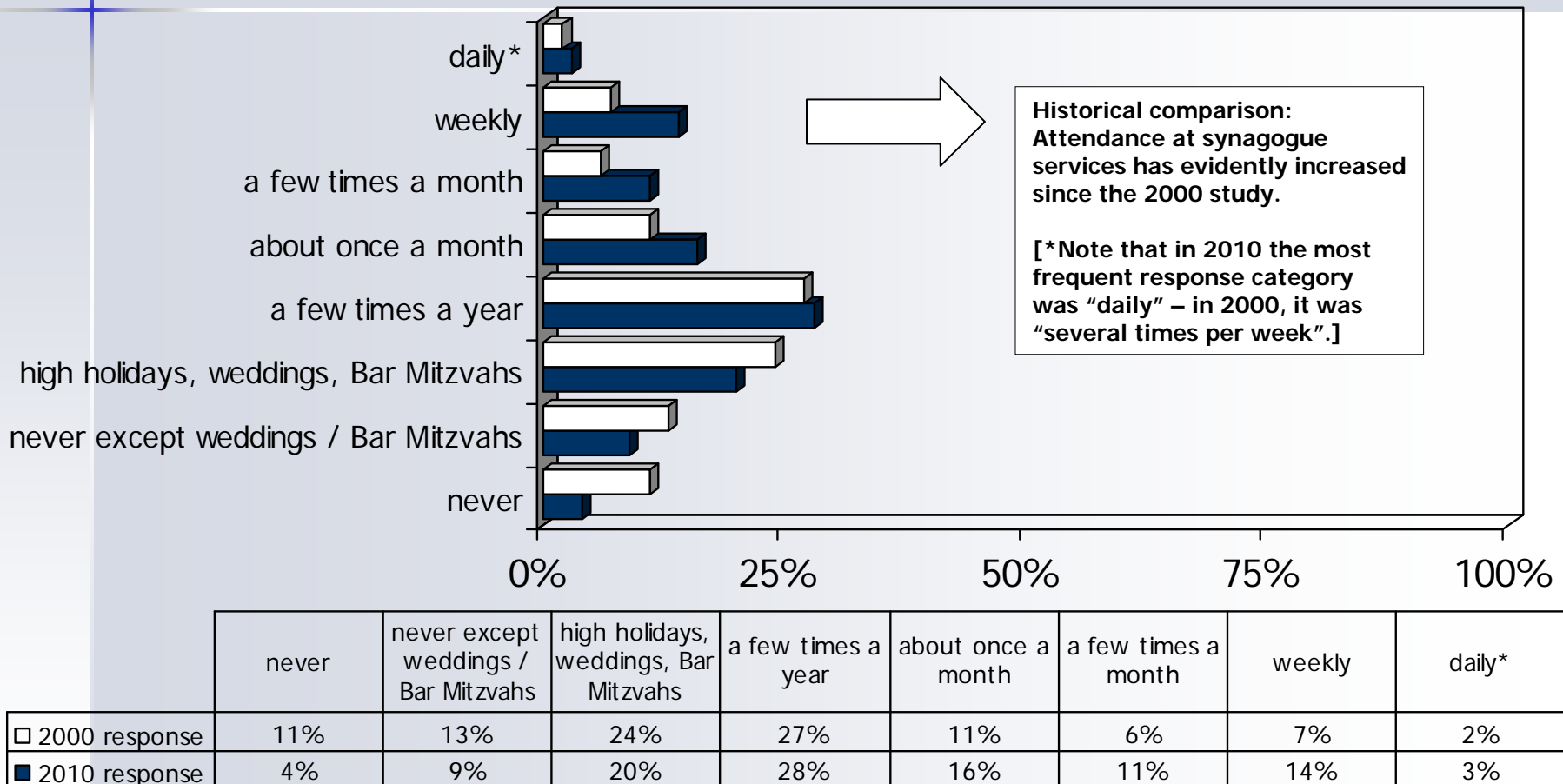
Q89) These days, how frequently do you attend synagogue services?



	never	never except weddings / Bar Mitzvahs	high holidays, weddings, Bar Mitzvahs	a few times a year	about once a month	a few times a month	weekly	daily
% response	4%	9%	20%	28%	16%	11%	14%	3%

N = 2,067 of 2,334

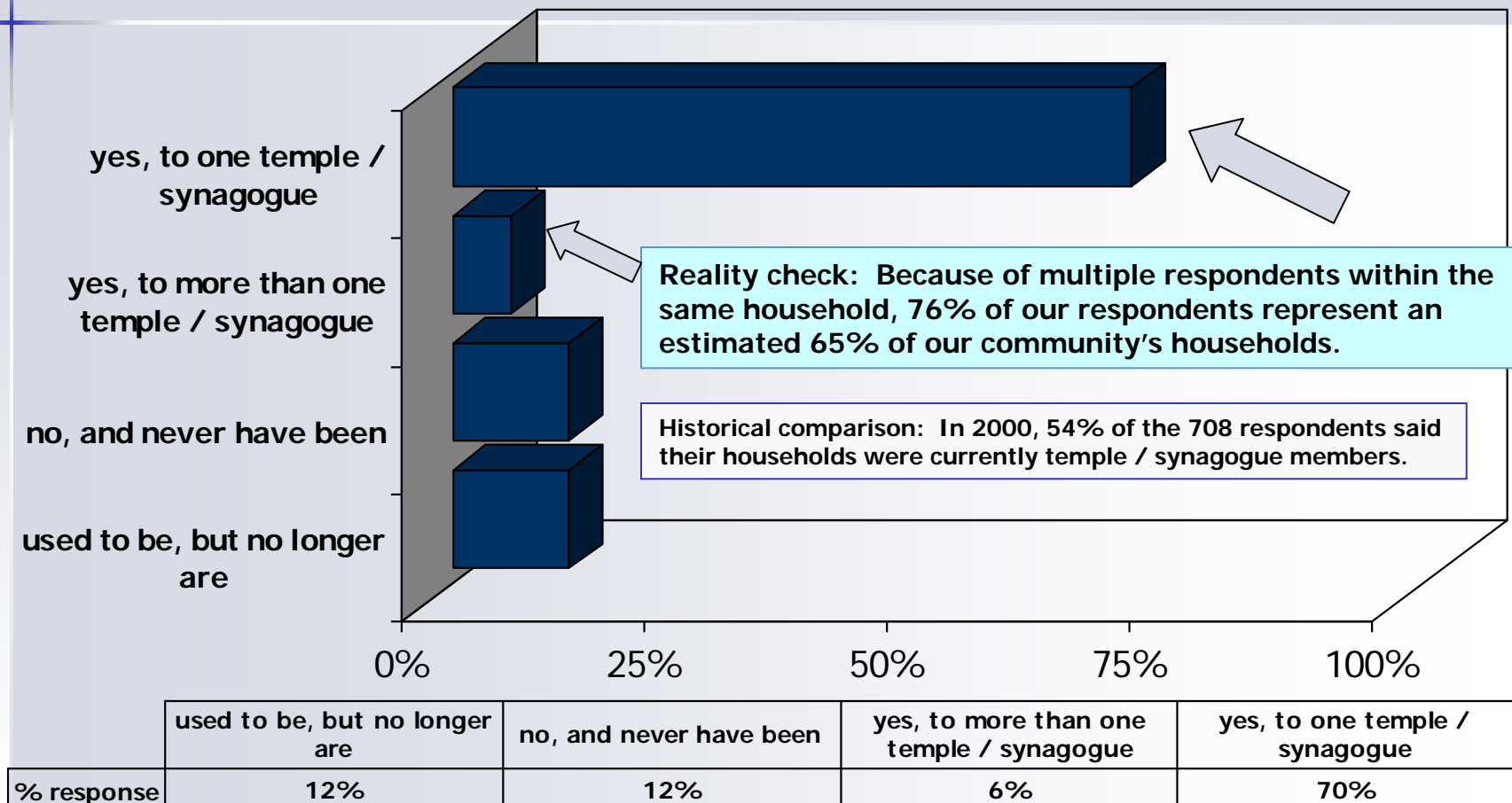
Q89) These days, how frequently do you attend synagogue services?



[N = 2,067 of 2,334 in 2010. N = 708 in 2000.]



Our Jewish Community's Synagogue Affiliation Profile

Q95a) Is your household currently a dues-paying member of any local temple or synagogue?



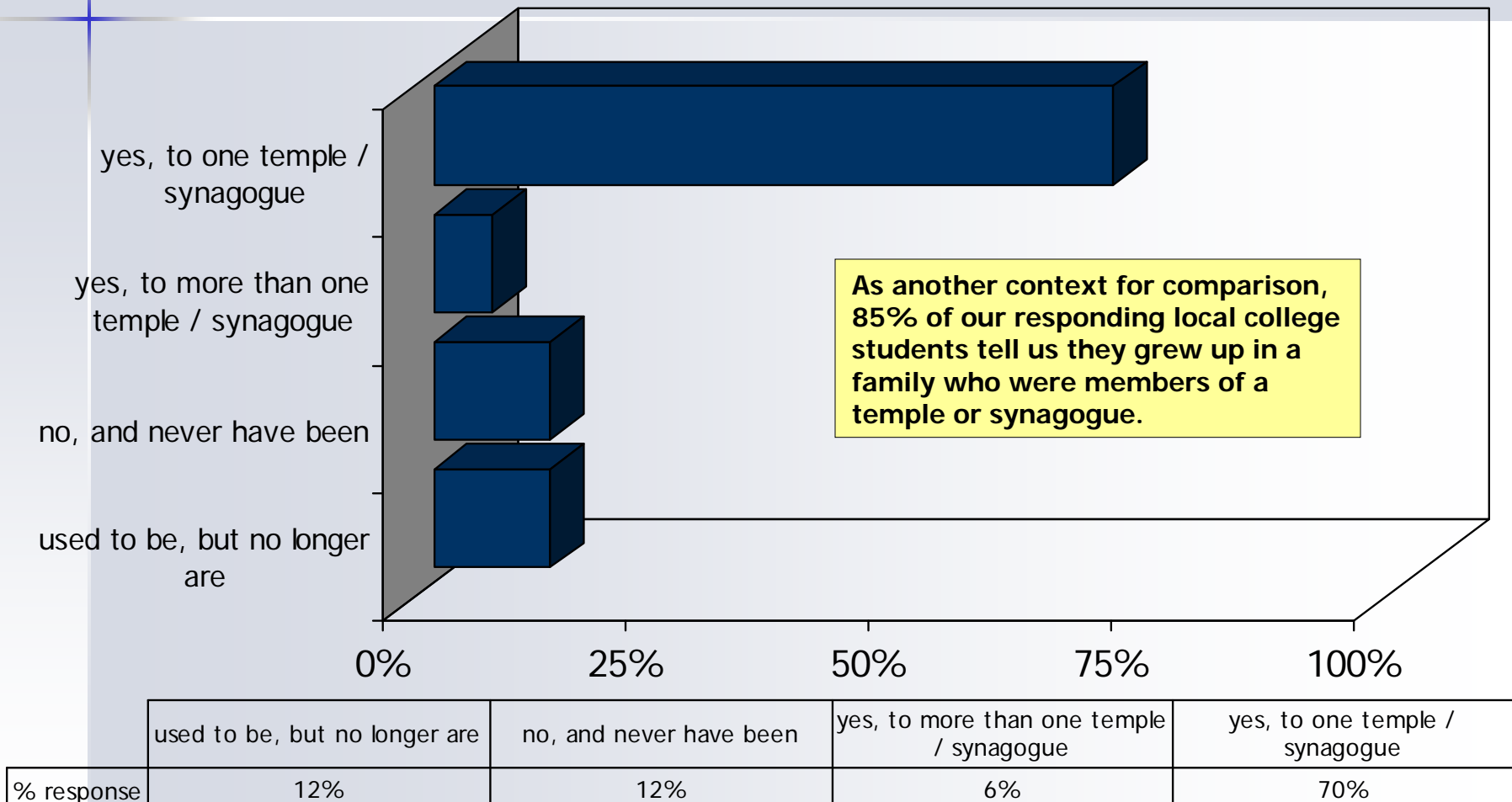
A Methodological Note about Our 2010 versus 2000 Comparisons

- The telephone-based 2000 study's 708 total respondents were attained via 213 RDD [random-digit-dialing] calls and 495 DJN [distinctively Jewish names] calls.
- Our 2010 study's 2,334 total respondents were attained by widely publicizing the survey, and welcoming all of our community's Jews to participate. The word was spread widely across the mainstream (i.e. secular) media -- but the temples, synagogues, and other Jewish agencies and organizations certainly took an active role in helping to encourage participation as well.
- Might we, as a result of this approach, have ended up with a higher proportion of affiliated Jews than we did in 2000? We probably did. By opening the survey's gates to all who chose to enter, we have over three times as many total participants, and those most involved Jewishly were most apt to enter.
- Yet the fact remains that within this year's sample we also have significantly more non-affiliated participants than we did in 2000. In terms of synagogue membership, for example:

	<u>total N</u>	<u>Not A Synagogue Member, and Never Have Been</u>
2000	708	23%  [163 respondents]
2010	2.234	12%  [268 respondents]

- To reiterate this bottom-line finding, because of its importance to understanding the context of this study:
We have not turned our backs on the unaffiliated, and have in fact included them in far larger numbers than they were included in 2000 via RDD and DJN telephone-based approach. It's just that alongside these non-affiliated respondents are a robust cohort of those more affiliated Jews who in the past would never have had the chance to be "counted in", and this year were provided with that opportunity.

Q95a) Is your household currently a dues-paying member of any local temple or synagogue?



N = 2,055 of 2,334

Q95b) [If yes to one, or more than one, temple or synagogue:]
Which of the following, if any, does your household belong to and pay dues to? [Please choose all that apply:]

	N	%
Temple Beth El [Rochester]	484	31%
Temple B'rith Kodesh [Brighton]	390	25%
Temple Sinai [Penfield]	309	20%
Congregation Beth Shalom [Rochester]	142	9%
Temple Beth David [Irondequoit]	93	6%
Congregation Beth Hakneses Hachodosh [Brighton]	75	5%
Temple Emanu-El [Irondequoit]	47	3%
Congregation Light of Israel [Rochester]	36	2%
Temple Beth Am [Henrietta]	28	2%
Congregation Etz Chaim [Fairport]	22	1%
Congregation Beth Hamedresh -- Beth Israel [Rochester]	20	1%
Temple Beth El [Geneva]	8	<1%
Congregation B'nai Israel – Ahavas Achim [Rochester]	2	<1%
None of the above	23	1%

N= 1,571 of 2,234

Q95C) Whether or not your household pays dues, have you participated within the past few years in Minyan, Shabbat or holiday services, or adult education programs offered by any of the following? If yes, which one(s)?

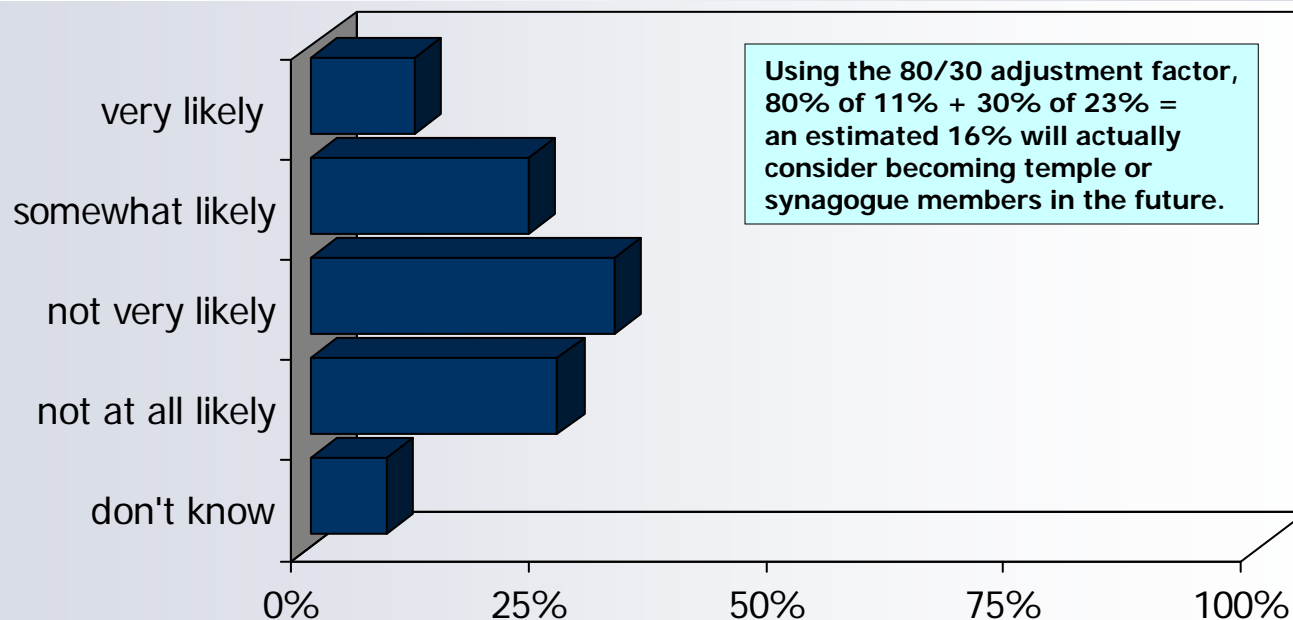
	N	%
Temple Beth Am [Henrietta]	98	5%
Temple Beth David [Irondequoit]	236	12%
Temple Beth El [Rochester]	832	41%
Temple Beth El [Geneva]	24	1%
Congregation Beth Hakneses Hachodosh [Brighton]	132	7%
Congregation Beth Hamedresh -- Beth Israel [Rochester]	61	3%
Congregation Beth Shalom [Rochester]	332	16%
Congregation B'nai Israel – Ahavas Achim [Rochester]	11	<1%
Temple B'rith Kodesh [Brighton]	809	40%
Temple Emanu-El [Irondequoit]	107	5%
Congregation Etz Chaim [Fairport]	71	4%
Congregation Light of Israel [Rochester]	110	5%
Temple Sinai [Penfield]	575	28%
Chabad Center for Jewish Learning [Brighton, Pittsford, or UR]	273	13%
Hillel of Rochester Area Colleges [at UR, RIT, or SUNY Geneseo]*	104*	5%*
None of the above	247	12%
Total	1571	100%

N= 2,041 of 2,234 [*this response does not include our sample's college students, who were not asked this question]

Q96) [Asking only those who are not currently temple or synagogue members:] Which of the following reasons best explain why your household is not a temple or synagogue member today?

	%
Cost /it's too expensive / other financial priorities	38%
No interest in belonging to a temple or synagogue	24%
Synagogue services don't feel meaningful to me or don't address my spiritual needs	21%
I've had some negative temple-related experiences in the past	16%
Life is too busy / other time priorities	11%
I don't feel comfortable in any of our community's temples or synagogues	10%
Location – there are no temples or synagogues near where I live	8%
I can attend services without paying dues	8%
I don't have children	6%
My children are now too old	4%
I'm in an inter-faith relationship and haven't felt welcome	4%
My children are still too young	3%
I'm GLBT and haven't felt welcome	1%
Some other reason not listed above	16%
Total	100%

Q97) [Asking only those who are not currently temple or synagogue members today:] How likely are you to consider becoming a temple or synagogue member in the future?

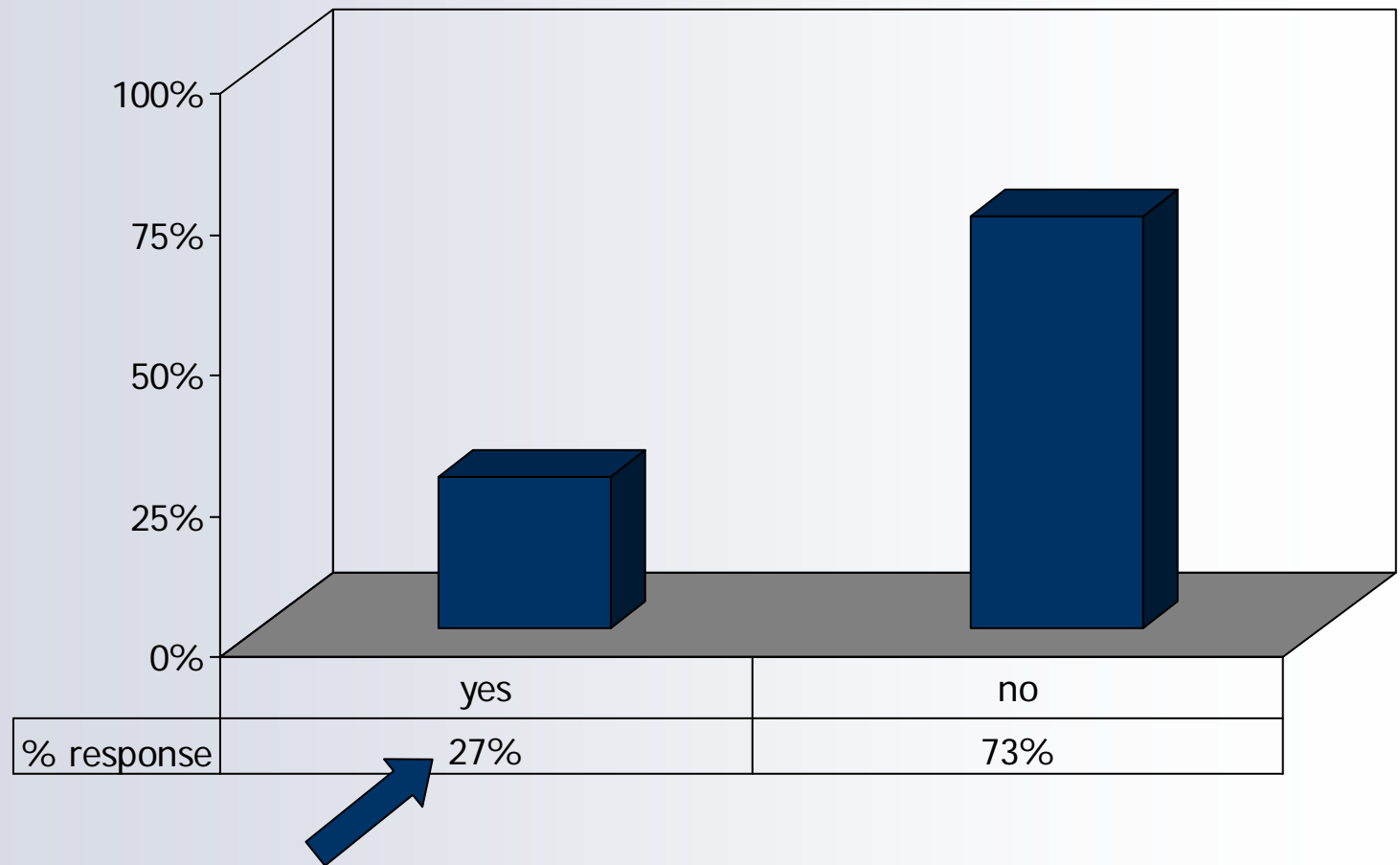


	don't know	not at all likely	not very likely	somewhat likely	very likely
% response	8%	26%	32%	23%	11%



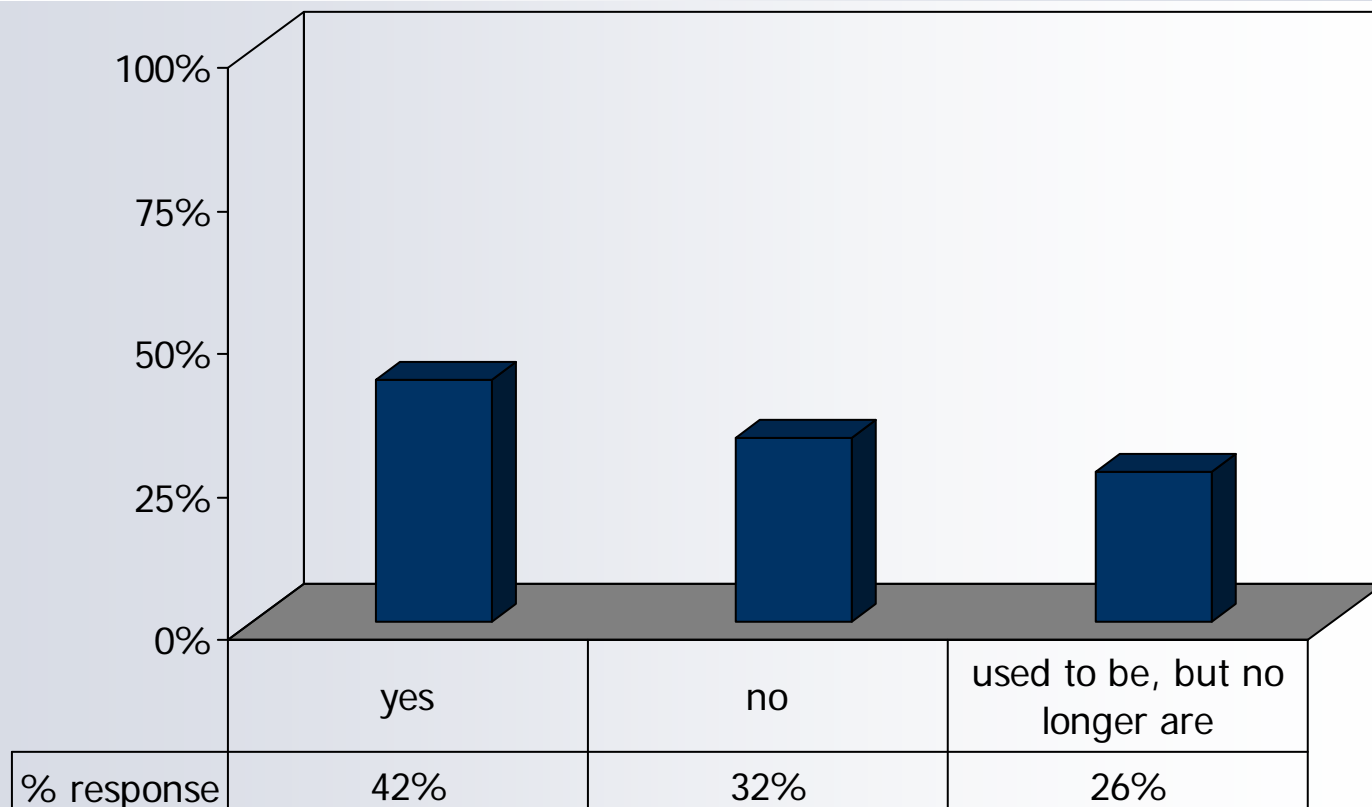
By way of historical comparison, in 2000 7% of the 708 respondents said they were members in the past (albeit not currently) and would likely join again in the future; another 5% said they were not members in the past but would likely join in the future.

Q98) Have you participated within the past few years in Minyan, Shabbat or holiday services, or adult education programs, at an informal or grassroots level, such as Chavurah, Minyan-at-the-lake, etc.?



N= 2,041 of 2,234

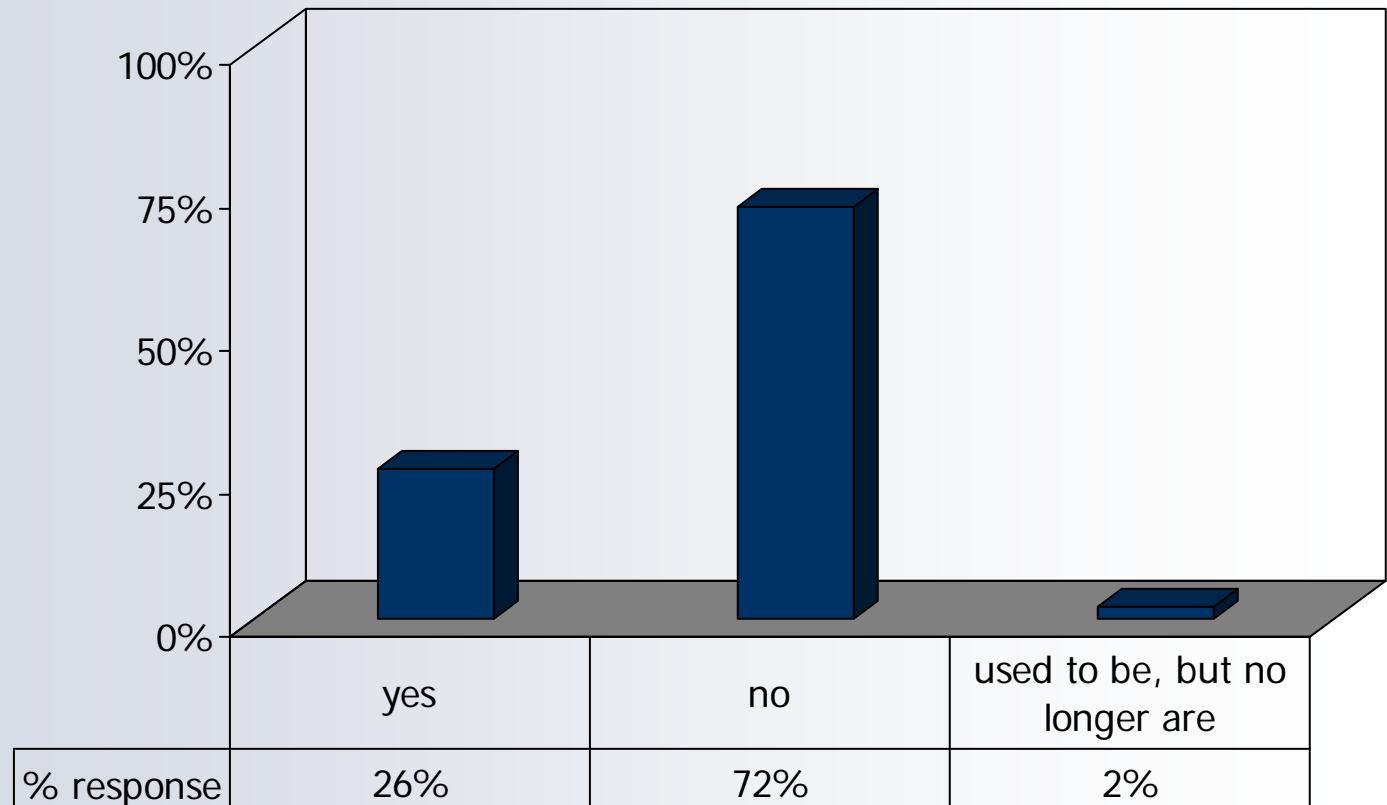
Q99a) Are you a dues-paying member of Rochester's Jewish Community Center on Edgewood Avenue?



By way of historical comparison, in 2000 28% of the 708 respondents said they were JCC members.

N= 2,044 of 2,234

**Q99b) [Asking only those over age 60:]
Are you a Silver Sneakers member?**



N= 913 of 2,234

Q99a) Are you a dues-paying member of Rochester's Jewish Community Center on Edgewood Avenue?

**Q99b) [Asking only those over age 60:]
Are you a Silver Sneakers member?**

Silver Sneakers member?

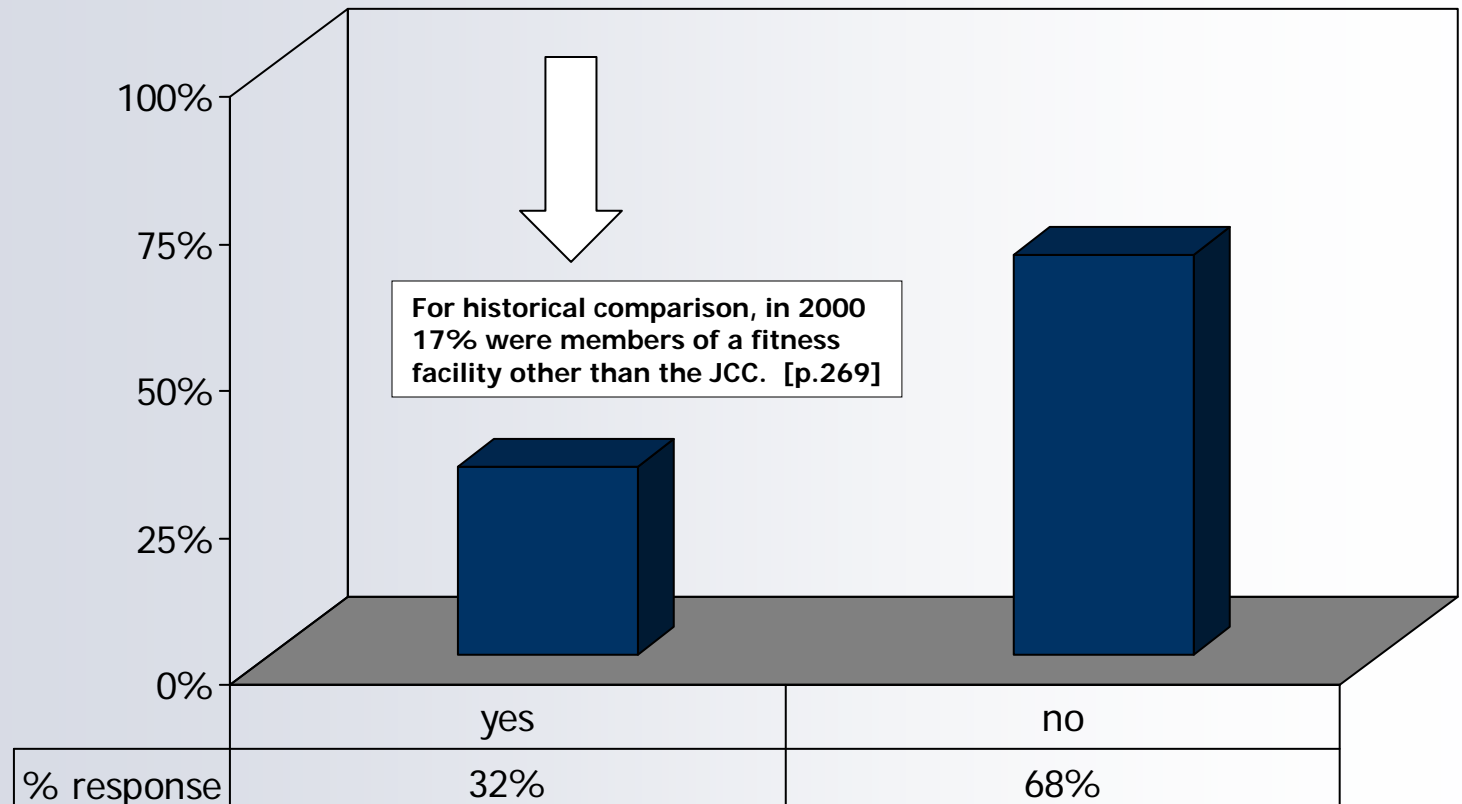
JCC member?

	Yes	No	Used to be	Total
Yes	16%	23%	1%	40%
No	6%	28%	<1%	34%
Used to be	4%	21%	1%	26%
Total	26%	72%	2%	100%

16% of these respondents are both JCC members & Silver Sneaker members.
28% are neither Silver Sneaker members nor JCC members.

23% are JCC members but not Silver Sneaker members.
6% are Silver Sneakers members but not JCC members.

Q99c) Are you currently a member of any other fitness facility or health club?



N= 2,044 of 2,234

Q101) Whether or not you're a dues-paying member of the JCC, which – if any – of the following JCC programs or activities have you participated in over the past year? Please check all that apply:

	%
Fitness	44%
Center Stage Theater	41%
Ate at Geulah's	39%
Jewish Book Festival	35%
Jewish Film Festival	32%
Patronized the coffee bar	24%
Meeting friends	20%
Holiday programs	16%
Educational programs	16%
Play gym and/or In-Zone	13%
Family programs	13%
Child care	7%
Senior adult programs	7%
Senior Net	4%
Playing cards	2%
None of the above	21%

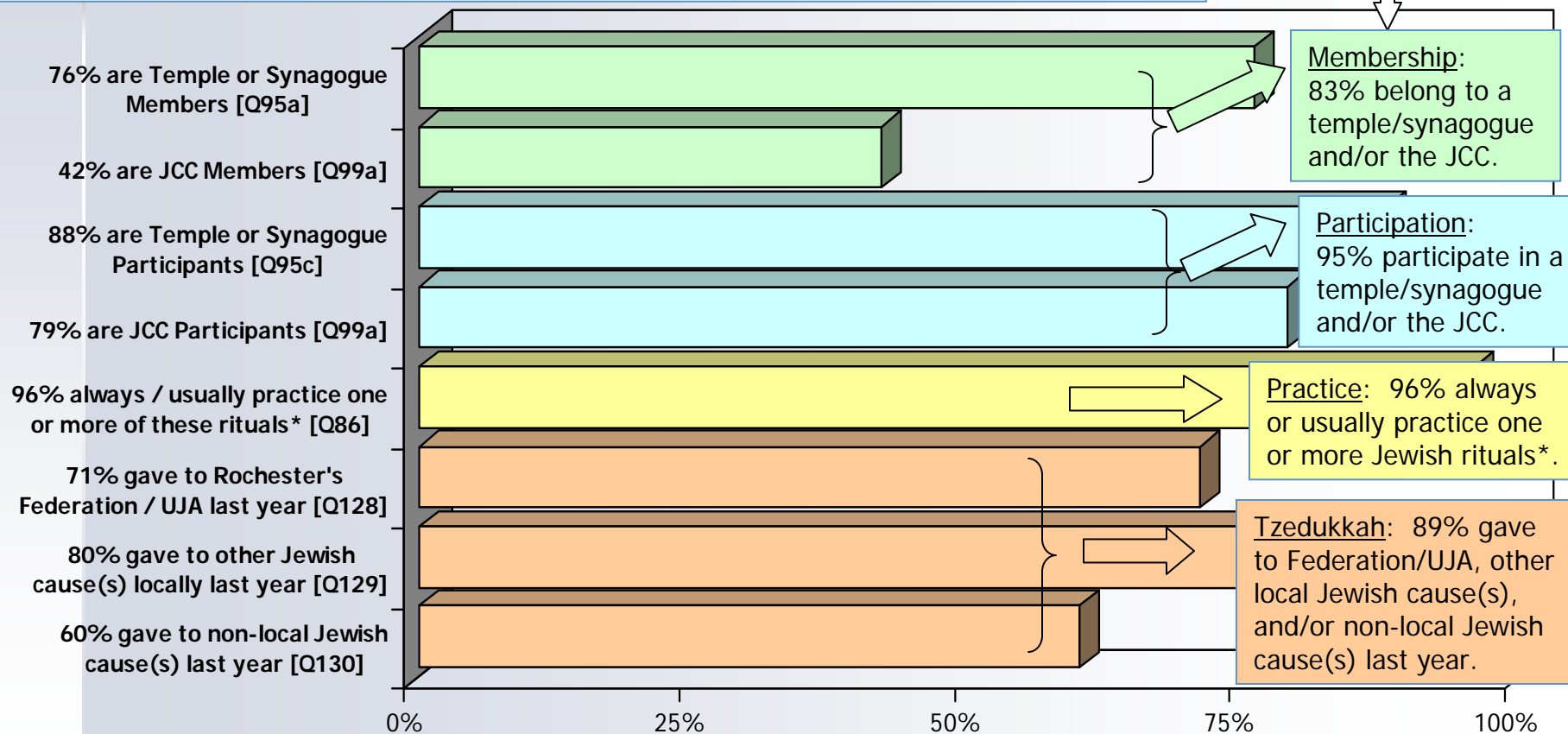
Historical observation: In 2000, 60% of responding households said that someone had participated in a JCC program within the past year –28% as members, and the other 32% as non-members.
[p.264 & 266]

2010 Observation:
If 21% did none of the above, then 79% did at least one of the above, most respondents far more than one. In fact, the mean average respondent participated in 3.13 of these JCC offerings last year.

A PROFILE OF OUR JEWISH COMMUNITY IN TERMS OF MEMBERSHIP, PARTICIPATION, PRACTICE AND TZEDUKKAH

Taken together, the sum total of membership, participation, practice, and tzedukkah included 94% of our 2000 participants, and now includes 99% of our 2010 participants. We were – and we remain – a Jewishly involved community, where the vast majority of Jewish households “do something Jewish” during the course of the year.

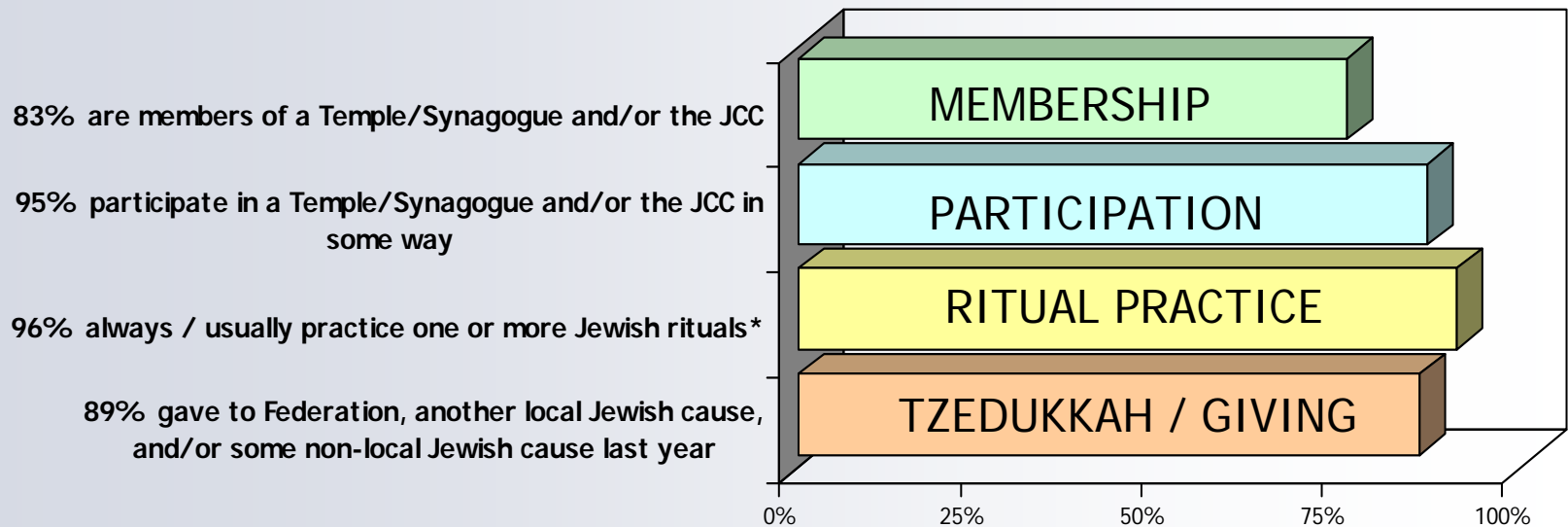
Key Component Cluster



[Overall N=2,234]

[* attend seder, light Chanukah candles, light Shabbat candles and/or keep Kosher]

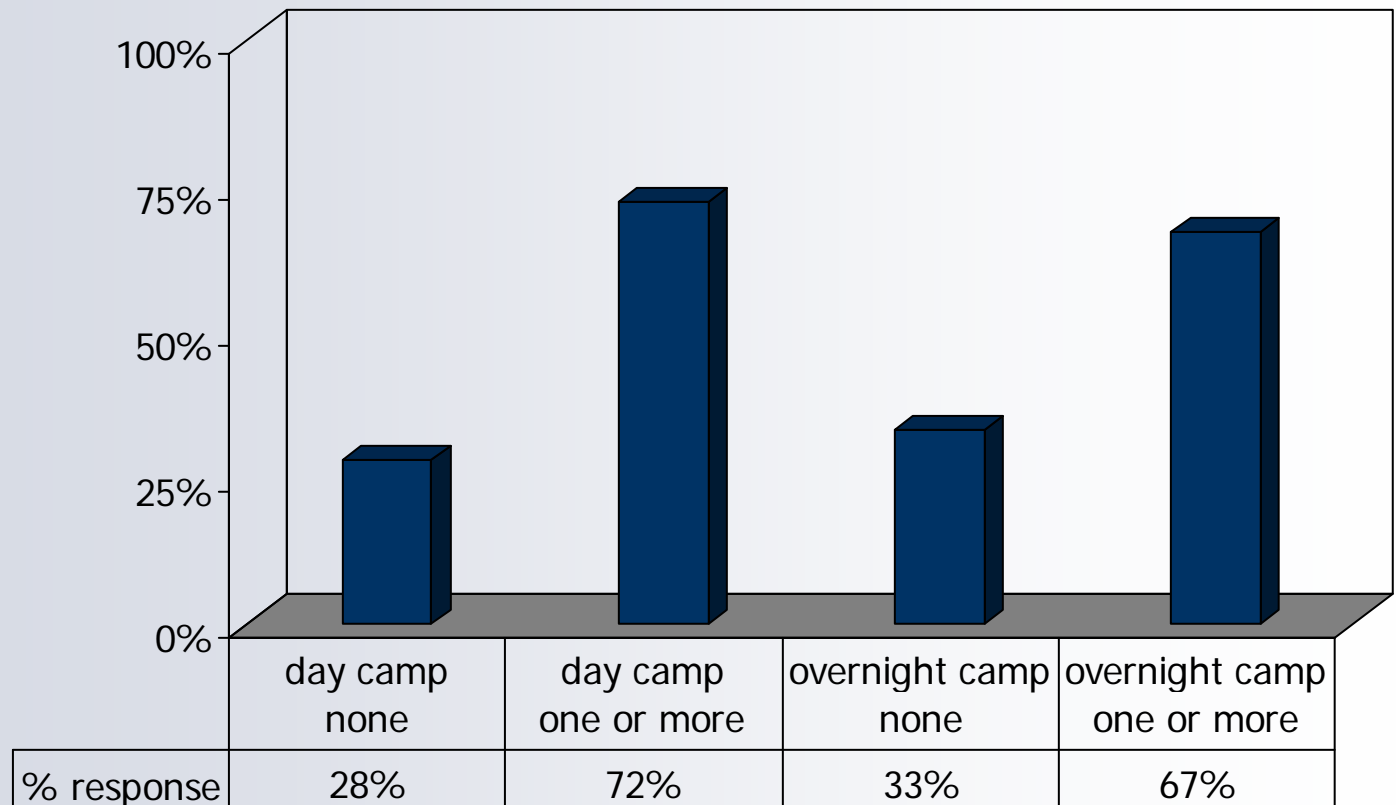
A PROFILE OF OUR JEWISH COMMUNITY IN TERMS OF MEMBERSHIP, PARTICIPATION, PRACTICE AND TZEDUKKAH



Taken together, the sum total of membership, participation, practice, and tzedukkah included 94% of our 2000 participants, and now includes 99% of our 2010 participants. We were – and we remain – a Jewishly involved community, where the vast majority of Jewish households “do something Jewish” during the course of the year.

Q92a) Within your family, how many ever attended and/or worked at a Jewish summer day camp as children or teens?

Q92b) Within your family, how many ever attended and/or worked at a Jewish summer overnight camp as children or teens?

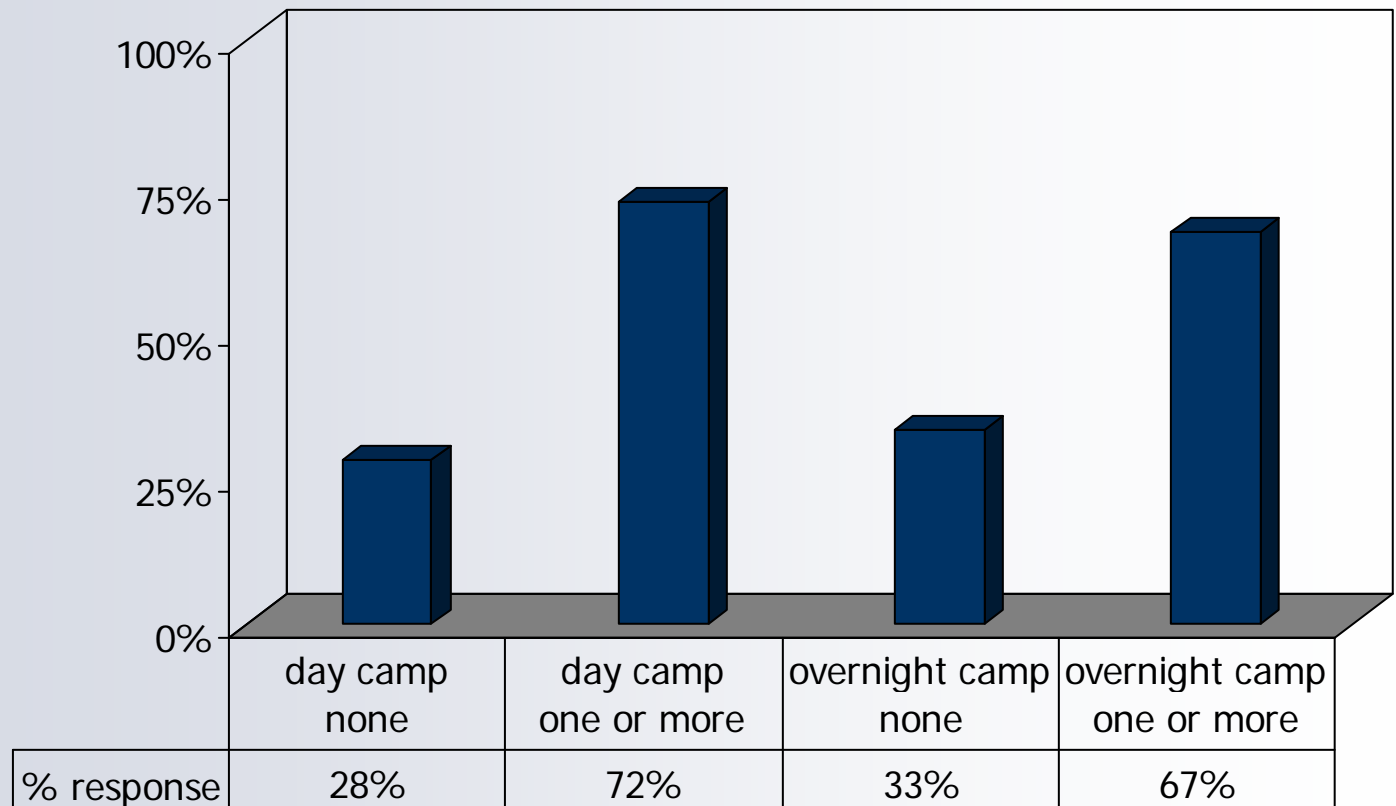


2010 Observation: For day camp, the overall mean was 1.69 and the non-zero mean was 2.36. For overnight camp, the overall mean was 1.47 and the non-zero mean was 2.19. On average, in other words, several people per family have experienced Jewish summer camping while growing up.

N= 2,058 of 2,234

Q92a) Within your family, how many ever attended and/or worked at a Jewish summer day camp as children or teens?

Q92b) Within your family, how many ever attended and/or worked at a Jewish summer overnight camp as children or teens?

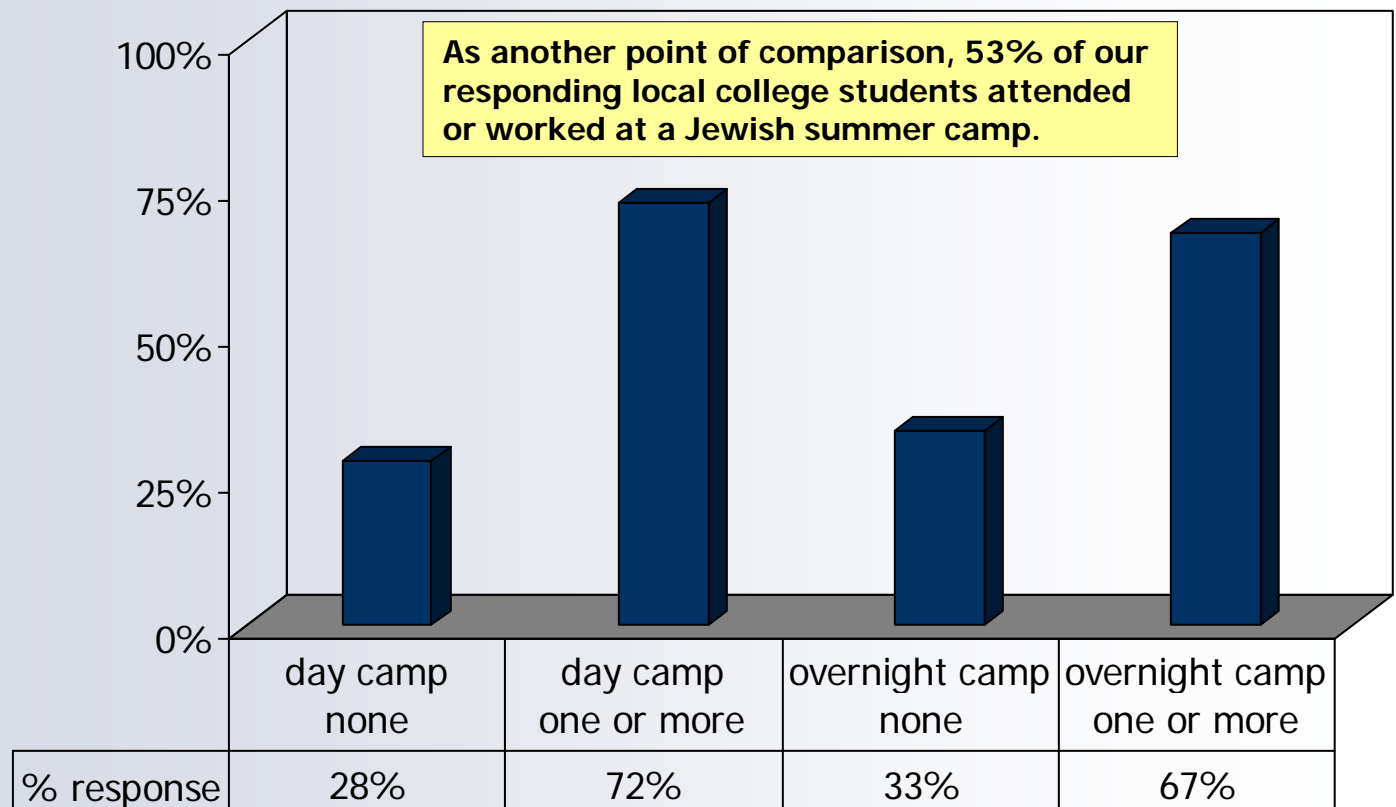


For historical comparison, 262/708=37% of the 2000 study's respondents reported a Jewish day camp experience, and 264/708 = 37% reported a Jewish overnight camp experience, for any of the household's adults.

N= 2,058 of 2,234

Q92a) Within your family, how many ever attended and/or worked at a Jewish summer day camp as children or teens?

Q92b) Within your family, how many ever attended and/or worked at a Jewish summer overnight camp as children or teens?

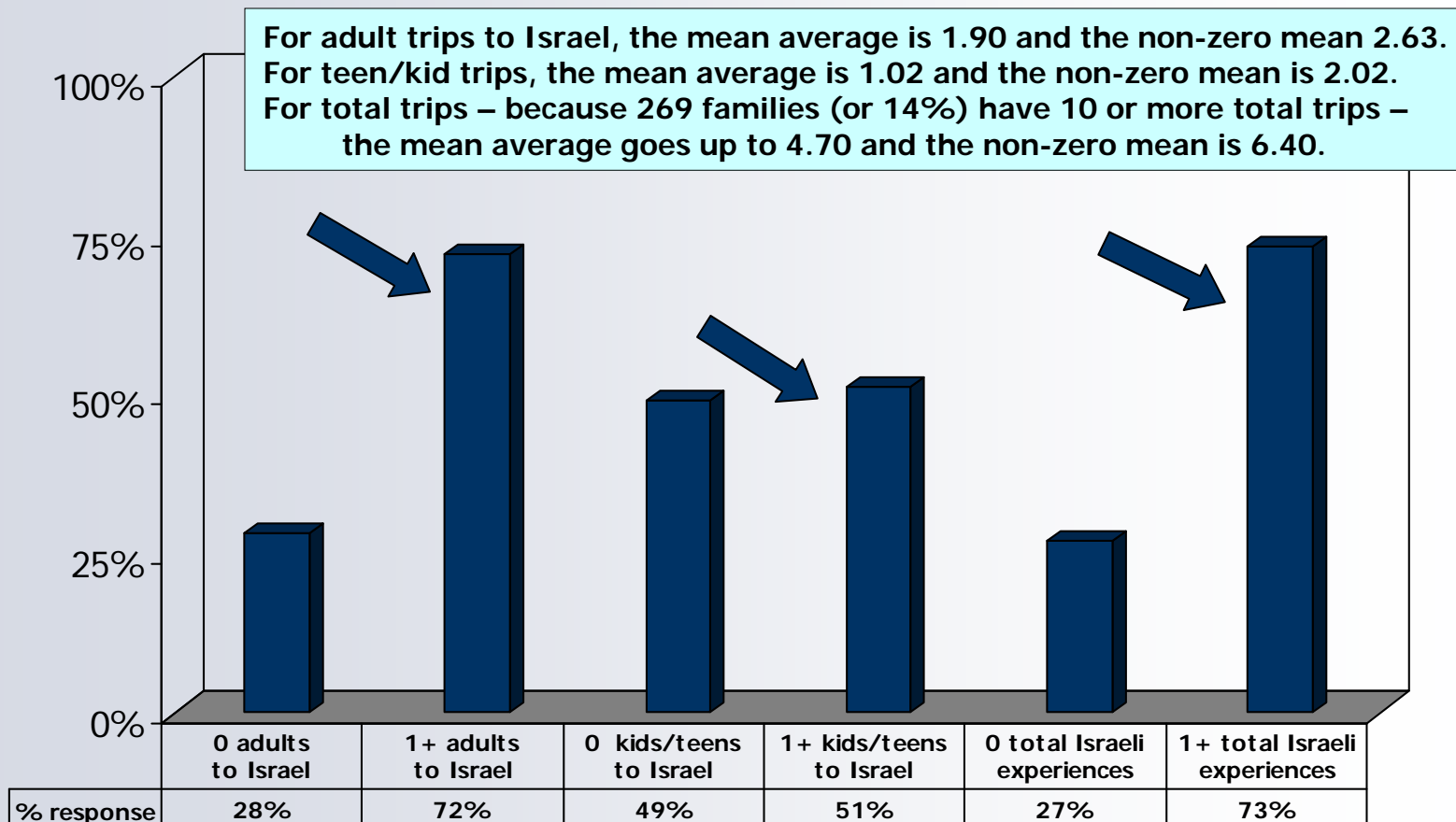


N= 2,058 of 2,234

Q116a) Within your family, how many of the adults in their lifetimes ever participated in a trip to Israel or program in Israel?

Q116a) Within your family, how many have participated as teens or children in a trip to Israel or program in Israel?

Q116c) So in total, how many trips to Israel have the members of your family collectively participated in?



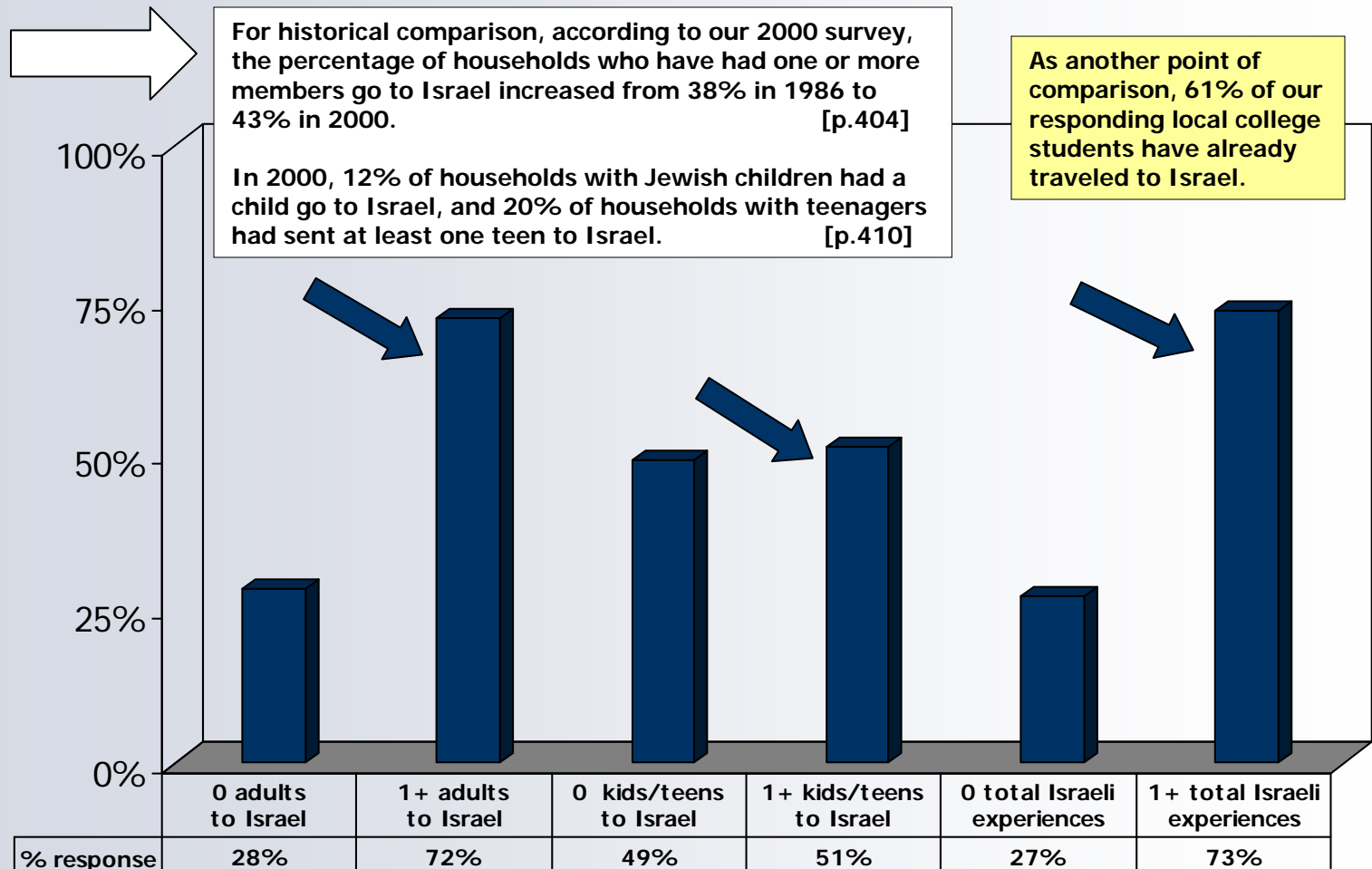
Nearly $\frac{3}{4}$ of the adults in our responding households have been to Israel as adults, and half have been there as children or teens. $\frac{3}{4}$ of our responding households have, on other words, had one or more Israeli experiences.

N= 1,967 of 2,234

Q116a) Within your family, how many of the adults in their lifetimes ever participated in a trip to Israel or program in Israel?

Q116a) Within your family, how many have participated as teens or children in a trip to Israel or program in Israel?

Q116c) So in total, how many trips to Israel have the members of your family collectively participated in?



N= 1,967 of 2,234

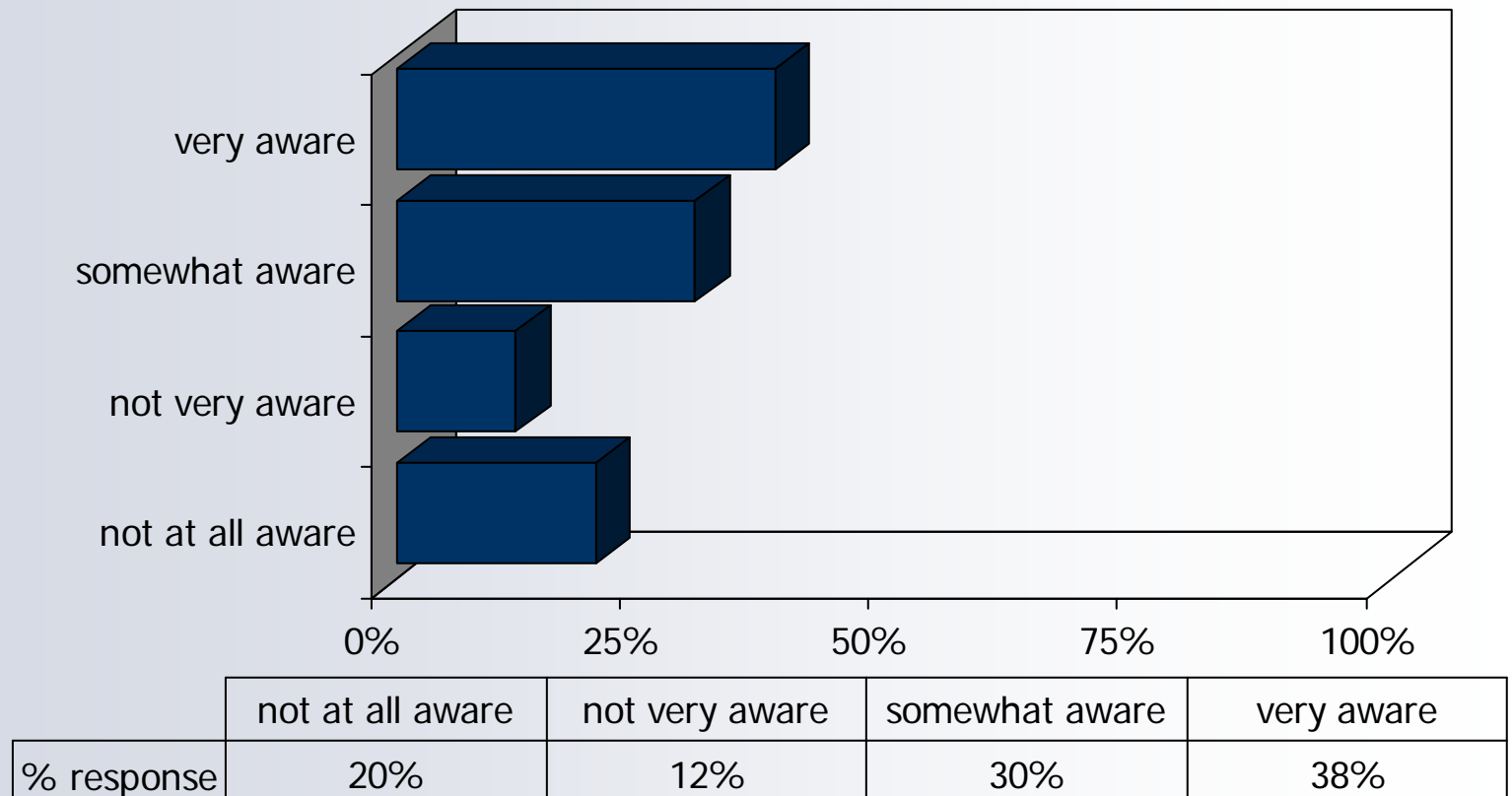
Q116d) [Asking those whose families had participated in one or more trips to Israel:] How many of those Israeli experiences were...

Jewishly sponsored -- 1 or more	63%
Jewishly sponsored, overall mean	2.16
Jewishly sponsored, non-zero mean	3.40
Family trips – 1 or more	37%
Family trips, overall mean	1.83
Family trips, non-zero mean	4.90
Adult trips – 1 or more	33%
Adult trips, overall mean	1.35
Adult trips, non-zero mean	4.09
Teen / college trips – 1 or more	33%
Teen / college trips, overall mean	.70
Teen / college trips, non-zero mean	2.16
Privately organized – 1 or more	25%
Privately organized, overall mean	.98
Privately organized, non-zero mean	3.91
Secularly sponsored – 1 or more	7%
Secularly sponsored, overall mean	.13
Secularly sponsored, non-zero mean	1.82



In the 2000 study, by way of historical comparison, 16% of the 708 respondents said that someone in their household had been to Israel on a general trip, and 26% said that someone in their household had been to Israel on a Jewish trip. Taken together, 42% reported travel to Israel by someone in their household. [p.404]

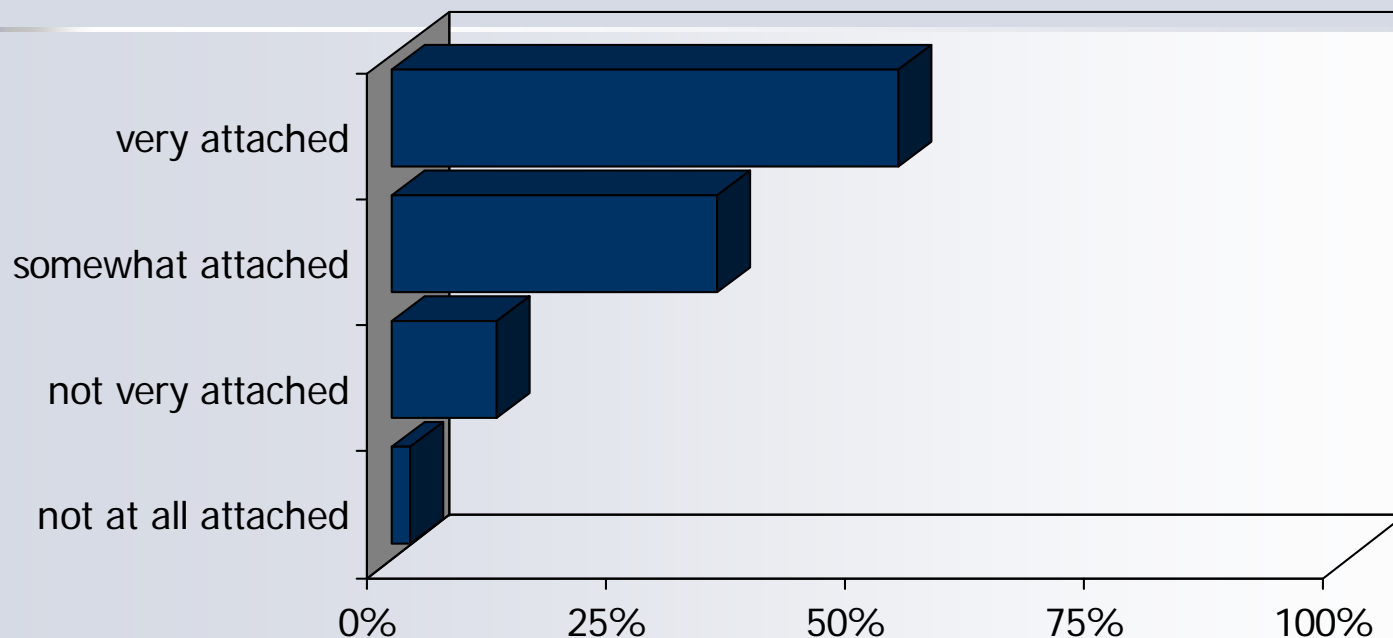
Q115) Before today, how aware were you of the Federation-sponsored P2K or "Partnership 2000" Program – which is Rochester's partnership with the Israeli community of Modi'in?



By their own admission, roughly 2/3 were at least somewhat aware, and 1/3 unaware, of P2K and the Rochester / Modi'in partnership.

N= 1,968 of 2,234

Q114) How emotionally attached to Israel do you feel?

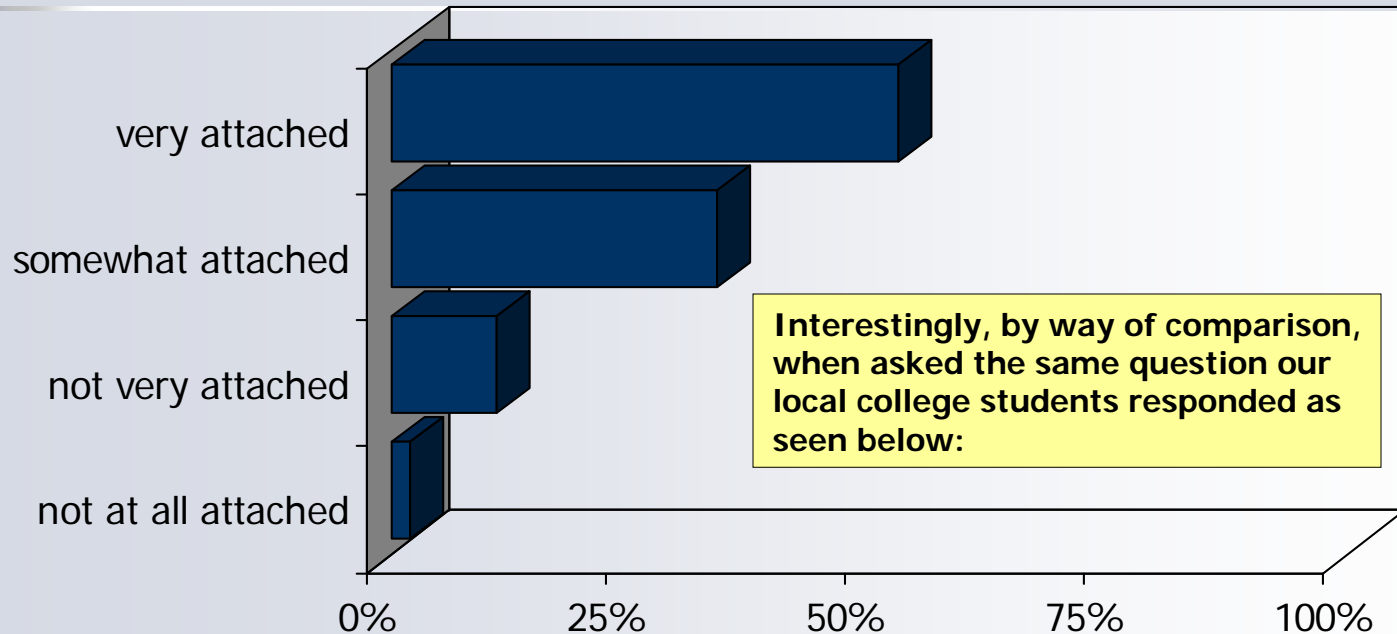


	not at all attached	not very attached	somewhat attached	very attached
% response	2%	11%	34%	53%

N= 1,968 of 2,234

In the 2000 study, by way of historical comparison, 12% said "extremely attached", 25% "very attached", 45% "somewhat attached", and 17% "not attached".
[p.403]

Q114) How emotionally attached to Israel do you feel?



	not at all attached	not very attached	somewhat attached	very attached
% response	2%	11%	34%	53%

College student response
[N=100]:

1%

8%

51%

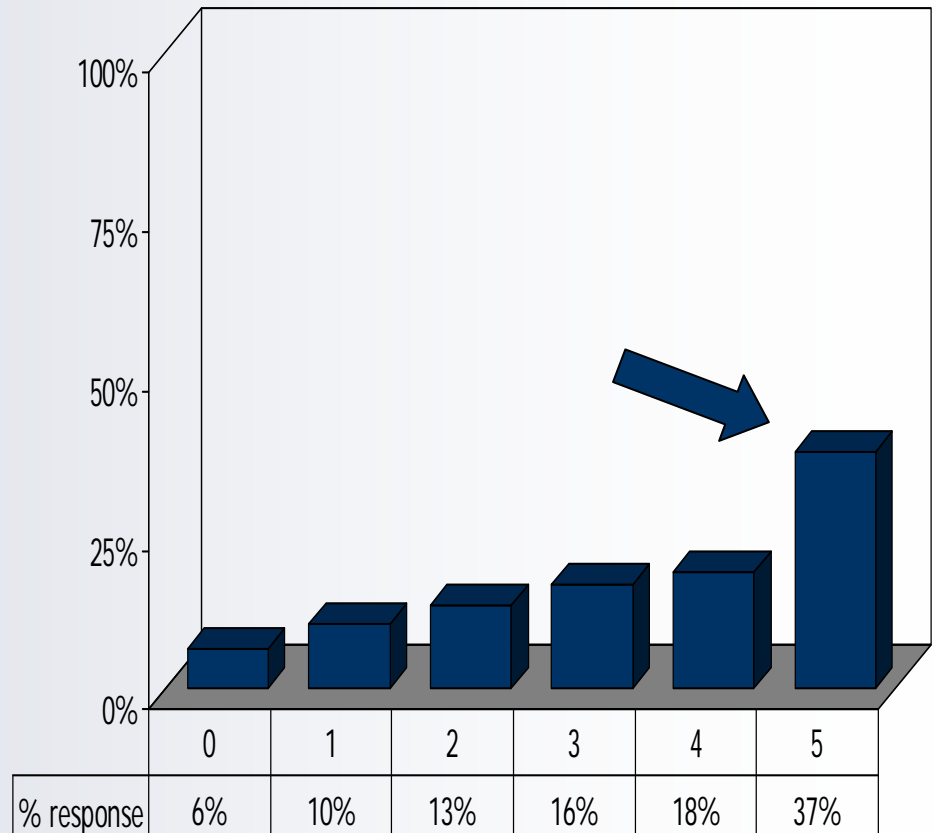
40%

N= 1,968 of 2,234

Q94) Of your five closest friends today, how many are Jewish?

Observation:

- Our overall mean average respondent has 3.41 Jewish friends.
- Note that this is not a value judgment – just an interesting self-described sociological characteristic which happens to correlate significantly and directly with such factors as respondent age, geography, denomination, and several other dimensions, as shown on the two slides which follow.



Q94) Of your five closest friends today, how many are Jewish?

Observation -- Notice how these 0-5 means vary significantly by respondent segment:

	0-5 Mean
Overall mean [N=2,056]	3.47
Orthodox [N=163]	4.36
Conservative [N=665]	3.74
Reform [N=908]	3.41
Just Jewish / Post-Denominational [N=276]	3.05
Interfaith Household [N=334]	2.75
Non Interfaith Household [N=1722]	3.69
Synagogue Non-Member [N=484]	2.85
Synagogue Member [N=1571]	3.75
Federation Non-Donor [N=562]	2.92
Federation Donor [N=1374]	3.78
Non-Affiliated [i.e. Synagogue Non-Member and Federation Non-Donor] [N=204]	2.44
Affiliated [i.e. Synagogue Member and/or Federation Donor] [N=1822]	3.65
JCC Non-Member [N=1192]	3.32
JCC Member [N=852]	3.75

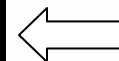
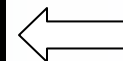


table continues on following slide...

Q94) Of your five closest friends today, how many are Jewish? (continued)

Observation -- Notice how these 0-5 means vary significantly by respondent segment:

	0-5 Mean
Overall mean [N=2,056]	3.47
Nucleus [N=1044]	3.72
Pittsford [N=390]	3.72
Collar Communities [N=304]	3.21
Rest of City, 146... [N=193]	3.00
Rest of Region, 145... 144... [N=103]	2.76
Never been to Israel [N=522]	2.94
Been to Israel [N=1444]	3.74
Never been to Jewish Camp [N=437]	3.06
Been to Jewish Camp [N=1619]	3.62
Respondents in their 80s+ [N=152]	4.03
Respondents in their 70s [N=294]	3.93
Respondents in their 60s [N=480]	3.61
Respondents in their 50s [N=537]	3.44
Respondents in their 40s [N=345]	3.27
Respondents in their 30s [N=178]	3.12
Respondents in their 20s [N=64]	2.94



Q94) Of your five closest friends today, how many are Jewish?

Summary Observations:

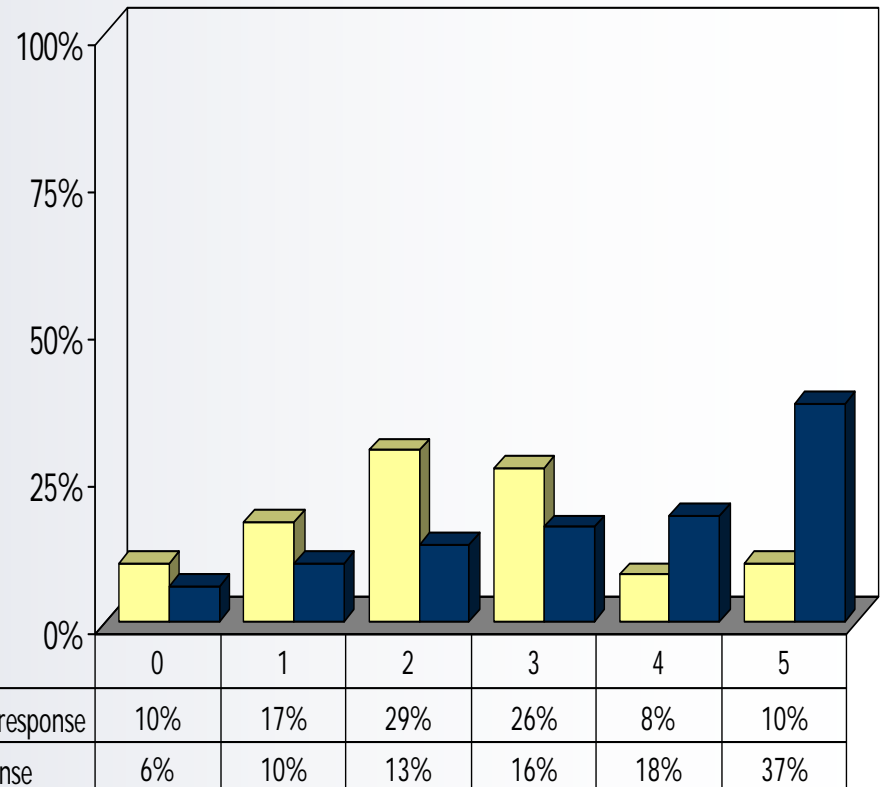
- The older you are, the more of your friends are Jewish. [This trend progresses directly down through the decades.]
- You have a significantly higher proportion of Jewish friends if you
 - have been to a Jewish summer camp
 - have been to Israel
 - belong to a temple/synagogue
 - belong to the JCC
 - donate to Federation.
- Geographically, more of your friends are Jewish if you live in Brighton [14618, 14610, or 14620] or in Pittsford [14534], and as you get further away [→ collar communities → rest of the city → rest of the region] the fewer Jewish friends you are apt to have.
- Your proportion of Jewish friends declines across denomination [Orthodox → Conservative → Reform → Just Jewish / Post Denominational].
- Those who are intermarried have fewer Jewish friends than those who are not.

While all of the above might seem to be reasonable, intuitive, and even predictable, we now have insight based on clear hard data to confirm what would otherwise have merely been assumptions and best guesses.




Q94) Of your five closest friends today, how many are Jewish?

Observation:

- Our overall mean average respondent has 3.41 Jewish friends.
- By way of comparison, our mean average local college student has 2.35 Jewish friends.
- Except for age, they tend to fit all of the highest propensity segments [eg. Jewish camping, been to Israel, synagogue membership, denomination, etc.] yet their mean average number of Jewish friends is lower than we might have anticipated against the backdrop of the trends shown on the prior two slides.



Q102) During the past year, which of the following things have you done? [Check any that apply:]

	2010	2000
Used the Internet or e-mail for Jewish-related information	74% 	33%
Read a book – fiction or non-fiction – because it had Jewish content	66%	61%
Seen a movie or rented a video because it had Jewish content	65% 	52%
Attended a theater, music, or dance program because it had a Jewish theme	45%	43%
Attended any adult Jewish education class or program	43% 	28%
Purchased art for its Jewish theme or artist	24%	NA
None of the above	8%	NA

Observation: 92% of our respondents did at least one of the above, and the average respondent did 3.2 of these 6 Jewish things last year.



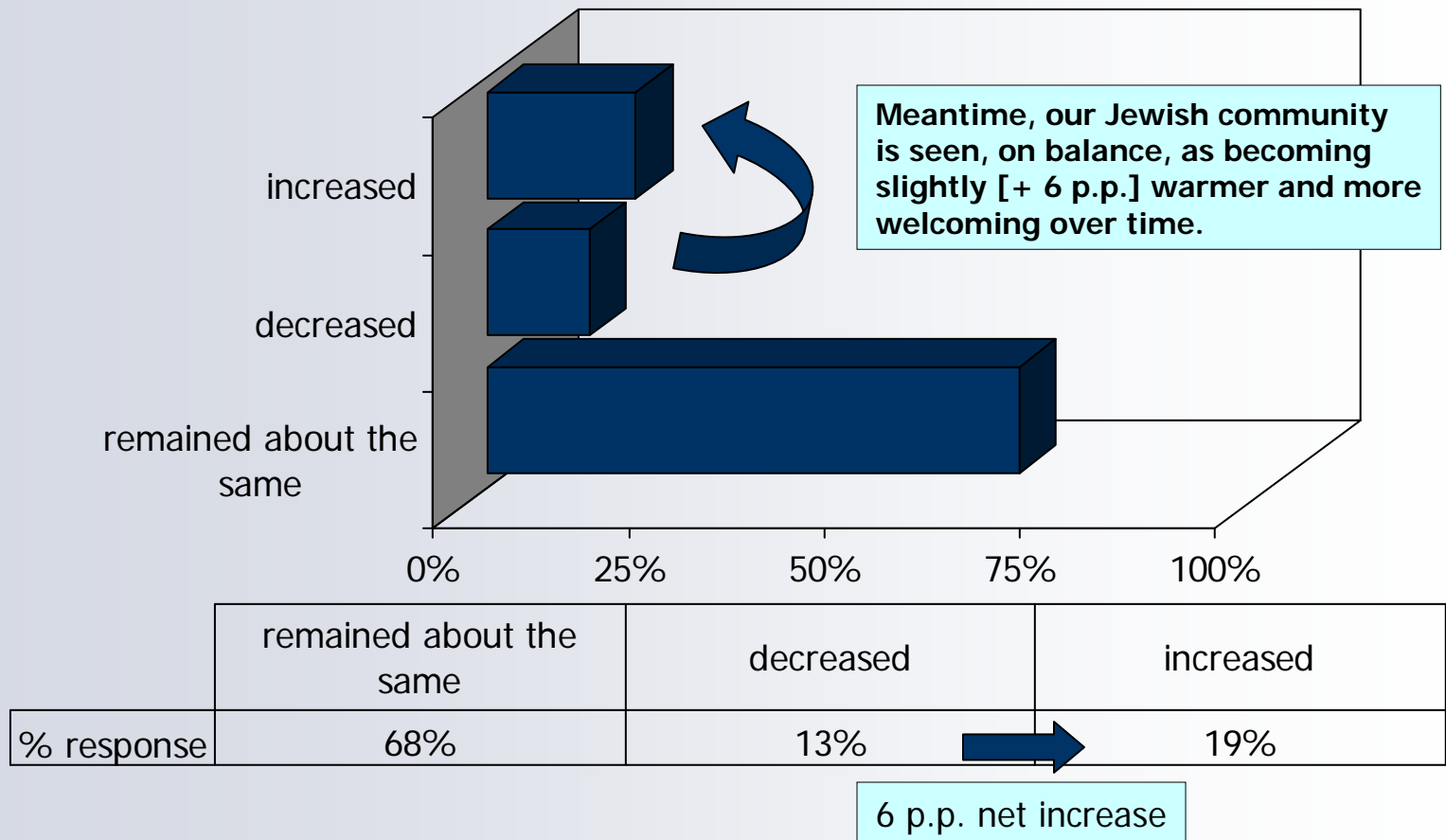
By way of historical comparison, while all increased versus their 2000 levels, the most marked increases occurred in Internet / e-mail use, in adult education classes and programs, and in Jewish film.

Q103) For which of the following, if any, have you been using the Internet? [Please choose all that apply:]

Website or e-news from your temple or synagogue	66%
News about Israel	63%
Forwarding e-mail messages with Jewish content or themes	59%
Website or e-news from Rochester's Jewish Community Federation	52%
News about the local Jewish community	48%
News about the American Jewish community	47%
YouTube or other videos with Jewish content or themes	42%
Online Judaic purchases	41%
Website or e-news from national Jewish organizations	36%
Website or e-news from other local Jewish organizations	32%
Websites or e-news from international Jewish organizations	24%
Online Jewish dating sites	6%
None of the above	3%

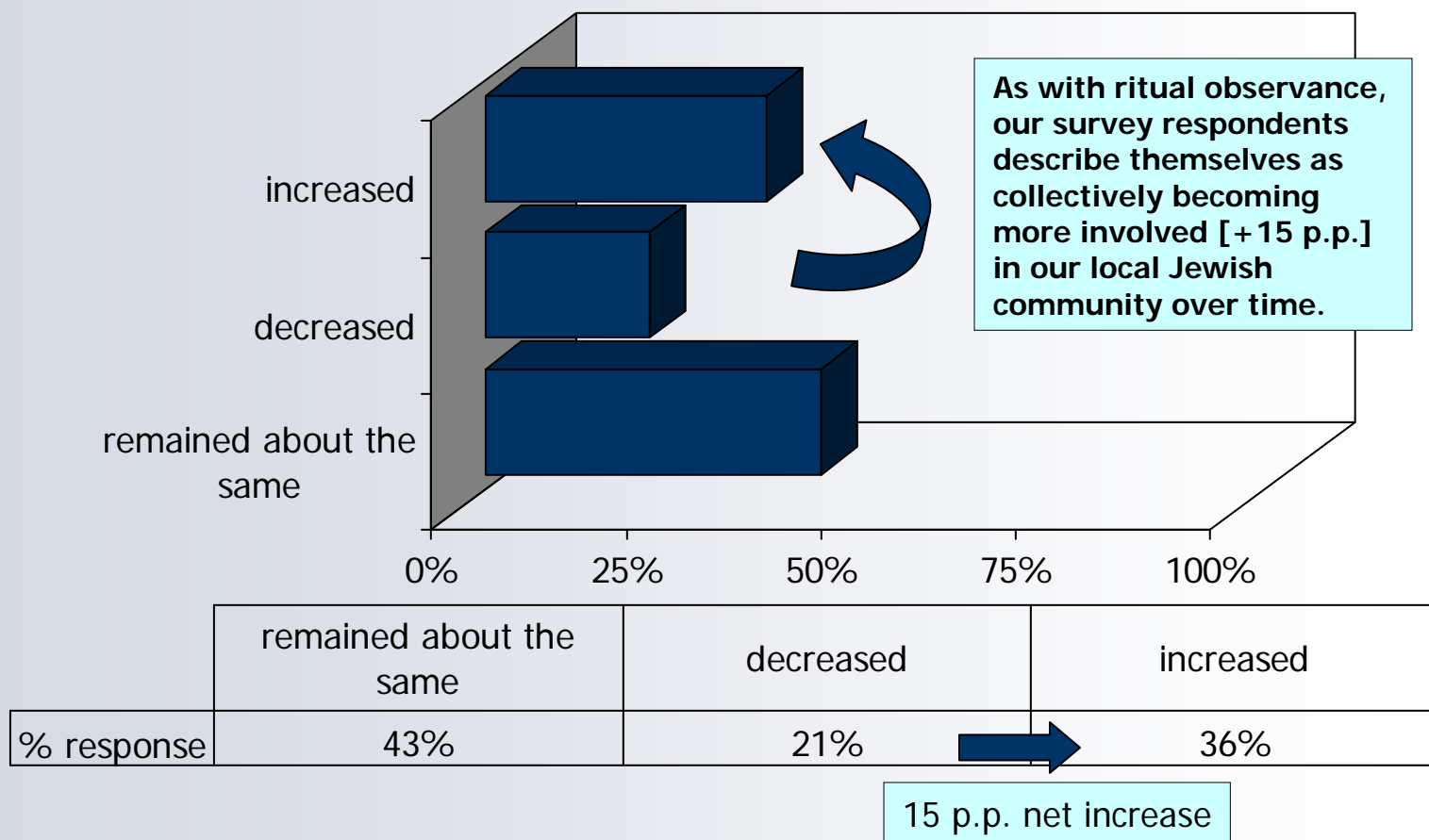
Observation: 97% of our respondents did at least one of the above, and the average respondent used the Internet in 5.2 of these 12 Jewish ways last year.

Q93b) Over time, have you found that the warmth and welcoming nature of the Rochester area's Jewish community has increased, decreased, or remained about the same?



N = 2,075 of 2,334

Q93c) Over time, has your involvement with the Rochester area's Jewish community increased, decreased, or remained about the same?



N = 2,056 of 2,334

Q93b) Over time, have you found that the warmth and welcoming nature of the Rochester area's Jewish community has increased, decreased, or remained about the same?

Q93c) Over time, has your involvement with the Rochester area's Jewish community increased, decreased, or remained about the same?

Respondent's Community Involvement

	Increased	Decreased	Same	Total
Increased	13%	1%	5%	19%
Decreased	2%	8%	3%	13%
Same	22%	12%	34%	68%
Total	37%	21%	42%	100%

13% of these respondents see the community getting warmer as their involvement increases.

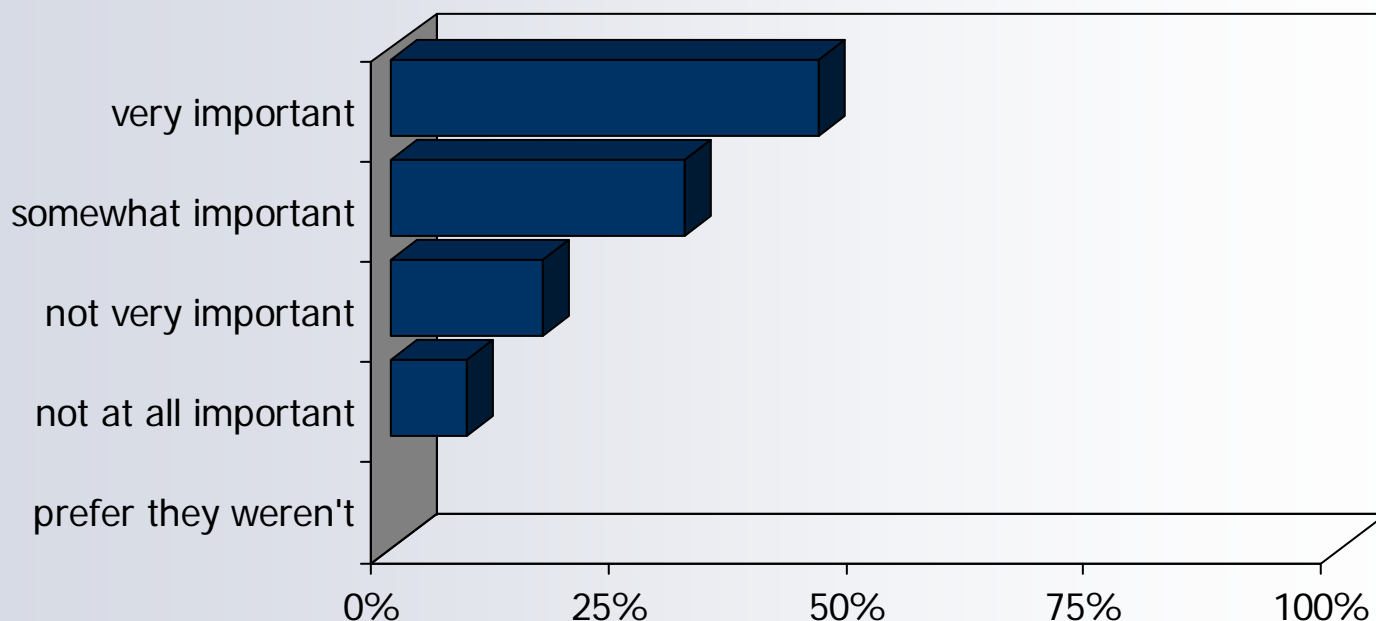
8% see the community getting colder as their involvement decreases.

Only 1-2% see these two trends as going in opposite directions.

The vast majority [2 out of 3 respondents] describe both dimensions as remaining about the same in this highly stable community.

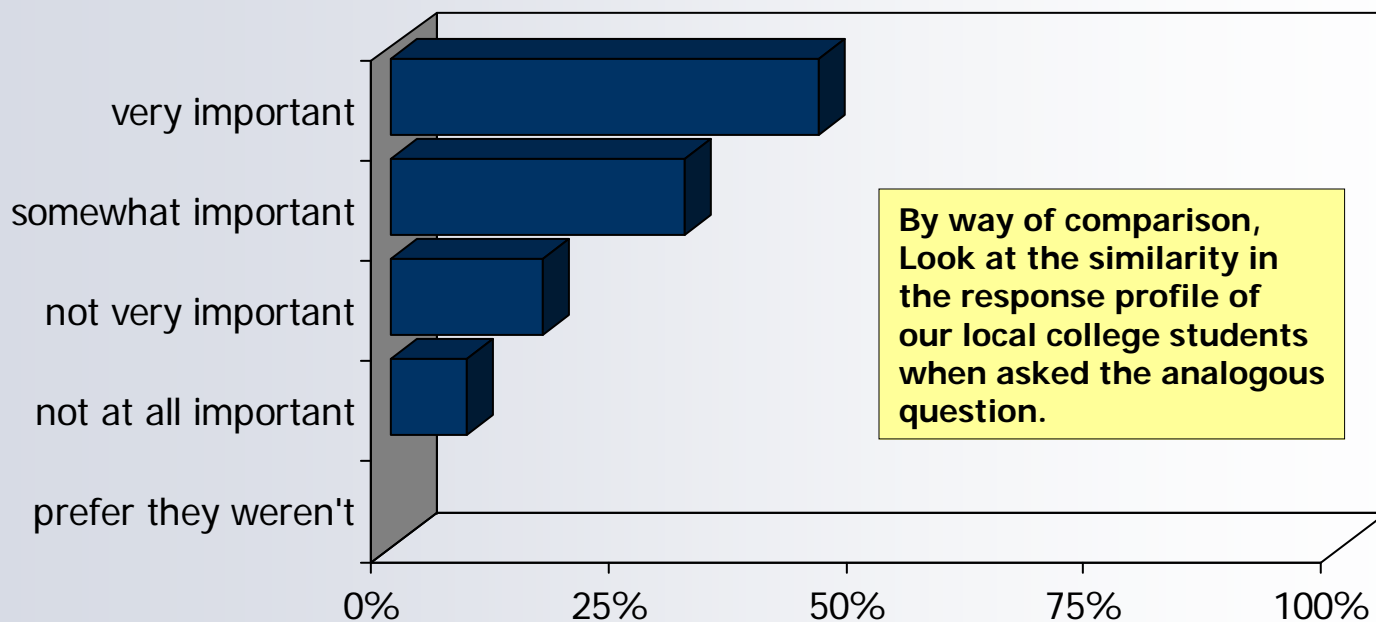
N= 2,056 of 2,234

Q40d) [Asking those now single, divorced, or widowed:]
If you were to marry – or remarry – how important
would it be to you that the person you marry was Jewish?



	prefer they weren't	not at all important	not very important	somewhat important	very important
% response	<1%	8%	16%	31%	45%

Q40d) [Asking those now single, divorced, or widowed:]
If you were to marry – or remarry – how important
would it be to you that the person you marry was Jewish?



	prefer they weren't	not at all important	not very important	somewhat important	very important
% response	<1%	8%	16%	31%	45%

College student response

[N=100]:

NA

8%

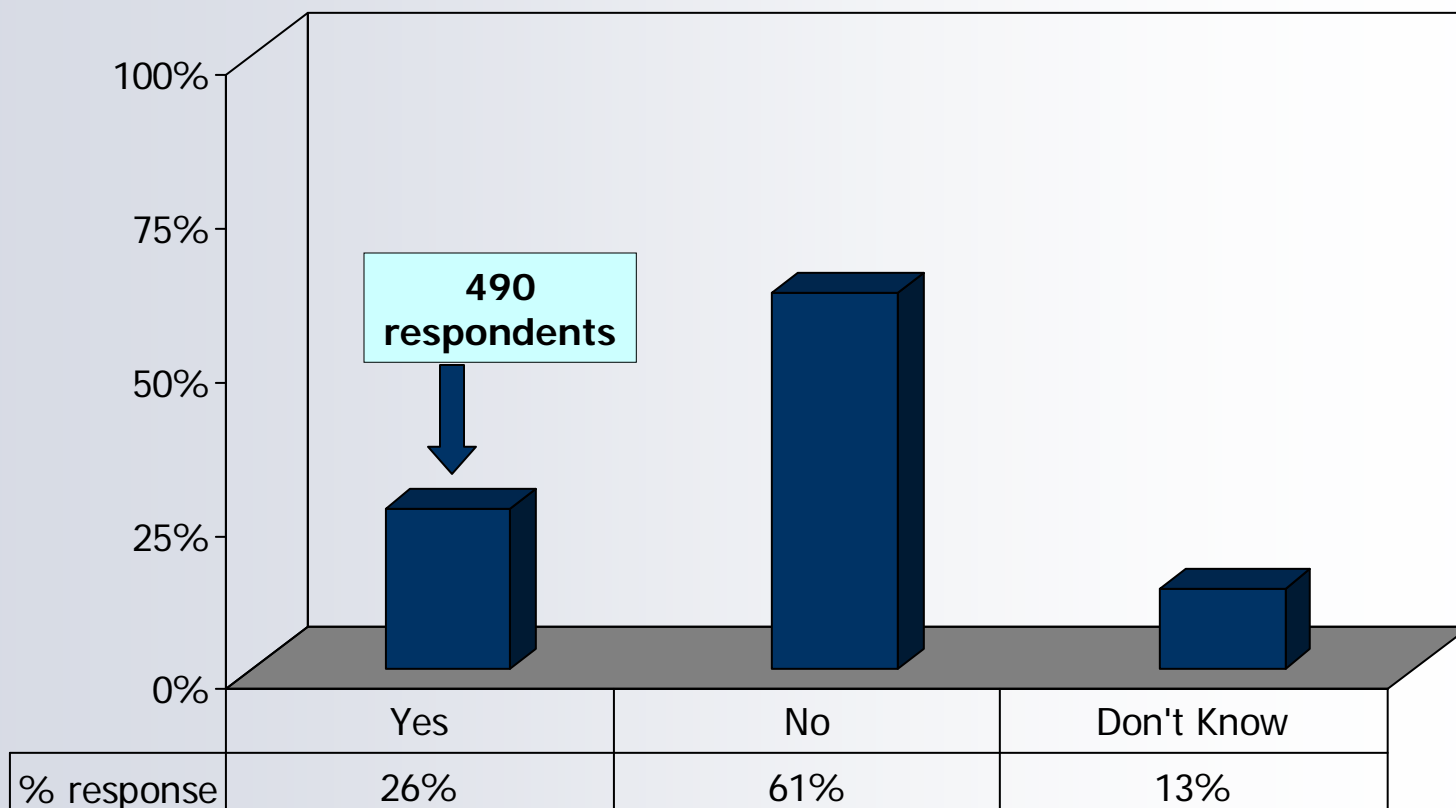
12%

31%

49%

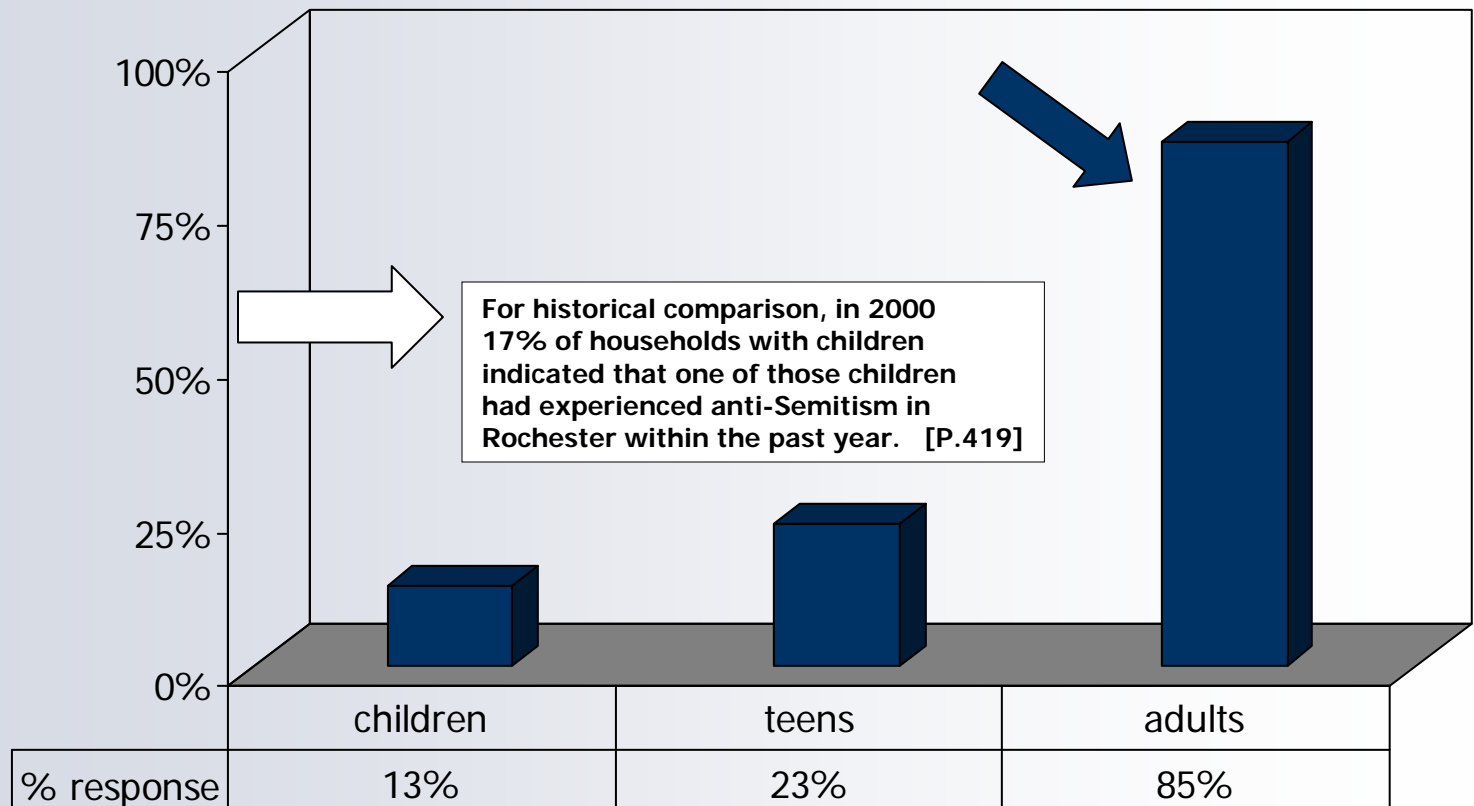
N = 556 of 2,334

Q134a) Within the past few years, has any member of your household experienced anti-Semitism?



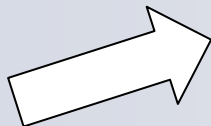
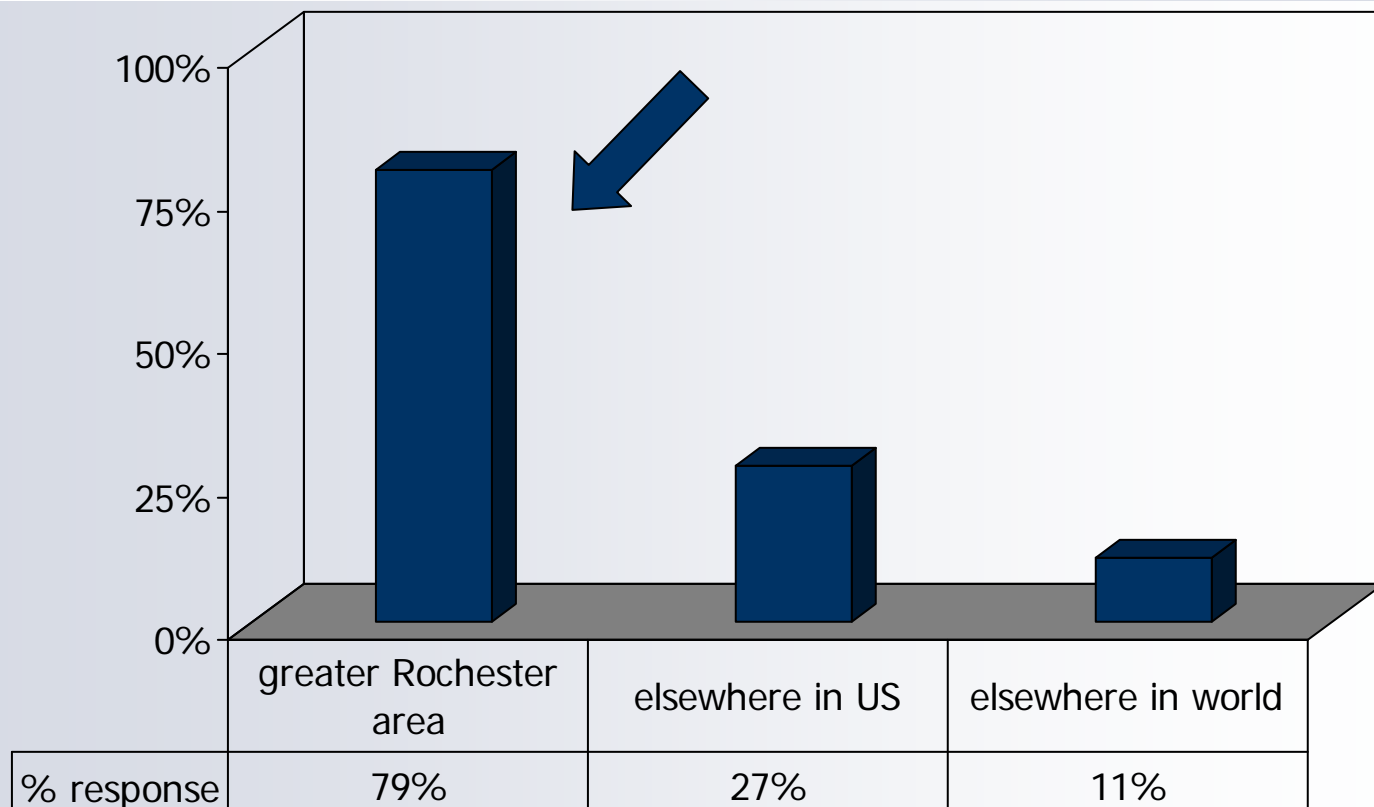
N= 1,887 of 2,234

Q134b) [If yes:] Was it the household's children, teens, and/or adults who experienced that anti-Semitism? Please check all that apply:



N= 490 of 2,234

Q134c) [If yes:] Was it that anti-Semitism experienced within the greater Rochester area, elsewhere within the US, and/or elsewhere in the world? Please check all that apply:



In 2000, by way of historical comparison, 19% indicated that they had experienced anti-Semitism in Rochester in the past year – a single question replaced by a three-question “past few years” series in 2010. This time we found that 26% of our respondents had recently experienced anti-Semitism, 79% of which took place in the greater Rochester area. i.e. 79% of 26% = 21% in 2010, versus 19% in 2000.

N= 490 of 2,234

IV CONCLUDING OBSERVATIONS

- This concludes the chapter in which we explored our Jewish community in terms of “Who We Are Jewishly”.
- In this presentation, we looked at issues related to denomination, ritual observance, and at affiliation in terms of temple / synagogue membership and attendance.
- We looked at factors ranging from JCC membership and participation to Jewish summer camping experience, travel to Israel and emotional attachment to Israel. We saw how various factors correlate with the number of Jewish friends that people tend to have. We examined attitudes about marrying Jewishly among those who are currently unmarried.
- We examined perceptions of Rochester’s Jewish community, and involvement within that community, and ended with recent experiences with Anti-Semitism.
- Throughout our analysis, we provided comparisons versus the 2000 study and comparisons as well with the responses of our local college students, whenever such comparisons were relevant and meaningful.
- We hope that this chapter of our story is one you find fascinating and helpful.