

Greater Toledo
Jewish Community
Population Survey

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Purpose

This study was authorized to update demographic detail on the Greater Toledo Jewish population. Meetings with Federation, constituent agencies, synagogue and organization leadership helped define the information needs.

The survey maintained questions used in earlier surveys (1982 and 1973) when applicable.

Methodology

In late July, a demographic, use and attitude survey was conducted by interviewing a random sample of 250 adults drawn from updated Federation files.

Similar studies were completed in 1982 and 1973. Where applicable, trend data is shown.

Sample error, based on 250 interviews is +/- 6.2% at the 95% confidence level.

Comparatives with NJPS

The 1990 National Jewish Population Survey identifies core Jews as born Jews who consider themselves Jews by religion, born Jews who have no religion (secular Jews), and Jews by choice, including converts to Judaism. The core population represents 81% of those with total Jewish ethnic or religious preference.

Comparisons to the Greater Toledo Survey are based on the National Core Jewish Population statistics.

EXECUTIVE SUMMARY

Demographics

1. Average household size is 2.46. There are 2588 household units. Estimated population is 6370 individuals.

Number Household Members

	<u>1994</u>	<u>1982</u>
	<u>%</u>	<u>%</u>
One	22.0	24.1
Two	41.2	37.1
Three	13.6	15.7
Four	17.2	15.4
Five	4.8	6.6
Six	1.2	1.0
Base =	250	286
Average Family Size	2.46	2.46

Estimated population size:

- 6370 in 1994
 - 6300 in 1982
 - 7300 in 1974
2. Twenty two percent (22.0%) of households have one member, over forty per cent (41.2%) have two members (63.2% with one/two members in 1994; 61.2% with one or two members in 1982).
 3. One fifth of households (20.8%) have a spouse who was not brought up Jewish (up from 8.0% in 1982).
 4. Sixty four per cent (64.1%) of those not brought up Jewish have converted. Nationally, the conversion rate of non-Jewish inter-marriage partners in 5 - 10%.
 5. Four in ten respondents (42.3%) have lived here all their lives.

6. Over ten per cent (12.8%) have been here ten years or less.

Years Lived in Toledo

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>
Three years of less	—	6.0
Five years or less	7.8	—
Four to nine years	—	6.0
Six to ten years	5.0	—
Ten years or more	87.2	88.0
Base	250	284

7. One quarter (26.1%) have one parent living, twenty per cent (21.9%) have both parents living. (In 1982, 24.8% one living, 25.2% both living).

Parents Living

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>
One living	25.6	24.8
Both living	19.6	25.2
Both deceased	54.8	50.0
Base =	250	286

In-laws Living

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>
One living	26.9	20.9
Both living	25.1	24.9
Both deceased	48.0	54.9
Base =	250	286

8. In half (50.0%) the households with at least one parent living, the parent(s) is/are in the Toledo area.

9. Most respondents expect to be living in this area three years from now.

	<u>%</u>
Some house/apartment	74.4
Same/different neighborhood	8.0
Elsewhere	8.0
Don't know	9.6

Likely to live in Northwest Ohio in five years

	<u>1982</u> <u>%</u>
Very likely	75.5
Somewhat likely	12.6
Not at all likely	11.9

Base: 286

10. Among adults four in ten (43.2%) work full time, fifteen per cent (15.0%) part time and over a quarter (27.2%) are retired (one in five were retired in 1982).
11. Median income is \$58,545 (\$30,150 in 1982). One third have income less than \$40,000 (12.5% less than \$20,000; 19.0%, \$20,000 up to \$40,000).
12. One fourth (27.2%) indicate income exceeding \$100,000.
13. Of those with income less than \$20,000, sixty per cent (61.9%) receive most of their income from Social Security.

1994--If income less than \$20,000 and respondent 65 years of age, source of income

1982--If come less than \$10,000 and respondent over 60 years of age, source of income

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>
Social Security	85.7	81.0
Pension	-	9.5
Employment/Business	7.1	4.8
Stock/Investments	7.1	23.8
Base	15	21

14. Among those with the head of household 65 or over, the per cent receiving most of their income from Social Security increases (85.7%).

Annual household income

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>	<u>1973</u> <u>%</u>
Less than \$20,000	12.5	33.5	54.7
\$20,000 up to \$40,000	19.0	34.0	45.3* *(\$20,000>)
\$40,000 up to \$70,000	29.9	23.4* *(\$40,000 up to \$100,000)	
\$70,000 up to \$100,000	11.4		
\$100,000 and over	27.2	9.1	
Median income	\$58,545	\$30,150	\$16,800

15. Family life stage continues to age with seventy five percent (75.9%) in the three older categories vs. seventy percent (70.5%) twelve years ago.

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>
Bachelor(ette)		
18-44		
Single/Divorced/Separated/Widow(er)		
No kids at home	2.0	3.5
Young Couple		
18-44		
Married		
No kids at home	2.4	6.3
Young Parent		
18-44		
Married/Single/Divorced/Separated/Widow(er)		
Youngest child under 6	11.4	5.6
Middle Parent		
18-44		
Married/Single/Divorced/Separated/Widow(er)		
Kids at home		
Youngest child 6 or over	7.3	14.0
Older Parent		
45+		
Married/Single/Divorced/Separated/Widow(er)		
Kids at home		
All levels (any age)	19.2	6.6
Empty Nesters		
45+		
Married/Single/Divorced/Separated/Widow(er)		
No kids at home	37.1	43.3
Solitary Survivor		
45+		
Single/Divorced/Separated/Widow(er)		
No kids at home	19.6	20.6

16. The Greater Toledo Jewish population continues to age. A fourth of the population (27.5%) is 65 years and over. Nationwide Jewish elderly are 17% (in U.S. population the 65+ number is 13%).

Distribution

	<u>1994</u> %	<u>1982</u> %
1 - 7 years	8.7	8.8
8 - 13 years	5.9	7.2
14 - 18 years	6.0	8.4
19 - 46 years	28.3	32.2
47 - 64 years	23.7	23.5
65 years and over	27.5	19.9
Mean	44.9	--

- 17.

Marital Status

	<u>1994</u> %	<u>1982</u> %	<u>1973</u> %
Married	72.3	67.8	85.1
Widowed	15.7	17.5	9.0
Divorced	5.6	4.2	3.7
Separated	--	.3	--
Single	6.0	10.1	2.2
Base	250	286	

18. Respondent phone prefix:

Toledo numbers

241	1.2	}	49.6
352	1.6		
472	5.2		
474	5.2		
475	5.2		
531	9.2		
534	2.0		
535	6.0		
536	11.6		
537	2.4		

Sylvania numbers

841	14.8	}	36.8
843	2.8		
882	11.2		
885	8.0		
Other	13.6		

Synagogue Membership

1. Over eight in ten households (84.3%) belong to a synagogue. Nationally, less than 40% belong to a synagogue.
2. Shomer Emunim has forty one per cent (41.0%) of households who are members, B'nai Israel thirty six per cent (36.2%) and Etz Chayim thirty per cent (30.5%).
3. Almost one in five synagogue member households (19.0%) have dual memberships.

Do you/your family belong to a synagogue?

	<u>1994</u>	<u>1982</u>	<u>1973</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Yes	84.3	89.5	--

Which one?

	<u>%</u>	<u>%</u>	<u>%</u>
B'nai Israel	36.2	43.7	42.0
Etz Chayim	30.5	27.3	19.0
Shomer Emunim	41.0	34.4	39.0
Other	--	3.7	--
Dual memberships	19.0	9.1	--

Those affiliated nationally are:

	<u>%</u>
Conservative	43
Reform	35
Orthodox	16
Reconstructionist	2
Other	2
Don't know/no answer	2

4. Over half (55.3%) of households without synagogue membership (15.7%) were synagogue members at one time.

5. The membership was dropped due to...

	%
Cost	36.8
Distance	15.8
Religious convictions	10.5

Religious Activities

1. One in ten (9.2%) say they buy only kosher meat. In 1982, twenty four per cent (24.1%) bought kosher meat. In 1973, fifteen per cent said they bought kosher meat on a regular basis.

2. Respondent/family lights Shabbot candles :

	<u>1994</u>	<u>1982</u>
	<u>%</u>	<u>%</u>
Regularly	24.2	32.9
Frequently	15.3	13.5
Infrequently	34.7	25.3
Never	25.8	28.5

3. In the past year, did respondent/family:

	<u>1994</u>	<u>1982</u>
	<u>%</u>	<u>%</u>
Light Hanukkah candles	83.9	—
Attend a Seder	84.3	83.4

4. Respondent/family have Mezuzahs on:

	<u>1994</u>	<u>1982</u>
	<u>%</u>	<u>%</u>
Every door	24.9	27.3
Some door	52.6	45.8
None	22.5	26.9

Jewish Federation of Greater Toledo

1. Nine in ten (88.8%) are familiar with the Jewish Federation, an increase of over twenty per cent from 1982 (64.6%).
2. Area Jews get their information on what is going on in the Jewish Community primarily through the Jewish News (77.2%), synagogue bulletins (46.3%), or word of mouth (39.4%).
3. Ten per cent (9.7%) own a fax machine. Two in ten (18.3%) of those with incomes \$70,000 and over have faxes.
4. In the past 3 years, over half (56.0%) have attended a community event sponsored by the Federation or other Boards.
5. Over forty per cent (44.4%) have attended some kind of non-Jewish continuing education program.
6. Almost fifteen per cent (14.5%) have visited the Holocaust Museum in Washington.
7. Familiarity recap

	<u>1994</u> %	<u>1982</u> %	<u>1973</u> %
Percent of adult population familiar with:			
Jewish Community Center	96.4	89.8	96.8
Jewish Family Service	86.0	72.6	56.3
Jewish Welfare Federation	88.8	64.6	67.5
Darlington House	93.2	96.8	94.8
Pelham Manor	80.4	74.7	--
Toledo Jewish Community Foundation	34.9	18.2	--
Toledo Board of Jewish Education	81.2	60.7	--
Jewish Senior Services	43.1	--	--

Toledo Jewish Community Foundation

1. One third (34.9%) are familiar with the Toledo Jewish Community Foundation.

2. Familiarity is highest among:

	<u>%</u>
Those who have visited Israel	53.9
Shomer Emunim members	50.6
Income \$70,000 and over	49.3
JCC members	43.4

3. Nine in ten (87.8%) have a will.
4. Half (52.9%) say that when the will was made out, their attorney/financial advisor discussed charitable giving possibilities.
5. Less than one fifth (16.2%) of those with wills, have made any provisions for Jewish charities in their will.

Jewish Community Center

1. Virtually the entire community (96.4%) is aware of the JCC (89.8% in 1982).
2. Thirty per cent (30.4%) are currently members (in 1973, 40.2% were members; in 1982, 34.6%).
3. Membership is highest among households with children 17 or under (55.6%), those with incomes between \$40,000 to \$70,000 (47.3%), incomes \$70,000 and over (46.5%), where the head of household/spouse was not brought up Jewish (40.4%) and among claimed contributors to the Federation (38.8%).
4. Almost two thirds (65.2%) of current non members, were members at one time. Thus almost three quarters of the population (73.2%) are or were members.
5. Former members didn't renew because they had no need (35.2%) or due to family changes (27.6%). Fourteen percent (14.3%) didn't renew because of the expense.

Similar reasons were expressed in 1982 on why respondents dropped Jewish Community Center membership?

	%
Family change, no need	39.3
Too expensive	16.9
General, no need	15.7
No time	7.9
Facilities inadequate	6.7
Location	4.5
Program inadequate	4.5
Other	27.0
Base	89

6. Most non members (56.9%) indicate there are no circumstances under which they'd consider joining. Some (10.0%) suggest lower cost.
7. Overall, three in ten (30.9%) belong to a health club-fitness center other than the JCC.
8. A similar per cent of JCC members (28.0%) hold dual memberships.

Jewish Family Service

1. Almost nine in ten (86.0%) are familiar with JFS.
2. Of those familiar with JFS, the familiarity with specific services is as follows:

	<u>%</u>
Resettlement	76.3
Counseling services	69.8
Adoption services	66.5
Older adult services	63.3
Financial assistance	52.6
Interfaith outreach	50.2
LINCS	49.3
Family life education	40.0

3. Those familiar with incomes under \$40,000 show lower awareness of all services.

	<u>%</u>
Resettlement	62.3
Counseling services	52.5
Adoption services	45.9
Older adult services	44.3
Financial assistance	44.3
LINCS	36.1
Interfaith outreach	32.8
Family life education	26.2

4. Eight in ten (82.8%) of those familiar say that if there was a need for its services they would use JFS.

Jewish Senior Services

1. Four in ten (43.1%) are familiar with Jewish Senior Services.
2. Almost half (45.6%) have ever had a family member at Darlington House vs. four in ten (36.7%) in 1982.
3. Among those familiar, the following are the services mentioned that Jewish Senior Services is responsible for:

%

Friendship Club	57.0
Pelham Manor	52.7
Darlington House	48.4

4. Over ninety per cent (93.2%) are familiar with Darlington House.
5. Darlington is said to provide:

%

Alzheimer programs	70.0
Rehabilitation programs	68.7
Day care program	55.8

6. Eight in ten (80.4%) are familiar with Pelham Manor.
7. Familiarity is less in households where the head/spouse was not brought up Jewish (71.2%), among households with children 17 or under (71.4%) and among those with incomes \$40,000 to \$70,000 (72.7%).
8. Interest is modest for possible use of a Kosher Catering service if it was provided by Darlington House.

%

Very likely to use	7.3
Somewhat likely to use	16.7
Not very likely	22.0
Not at all likely	53.9

Toledo Board of Jewish Education

1. Eight in ten (81.2%) are familiar with TBJE up from six in ten (60.7%) in 1982.
2. Eight in ten (78.6%) respondents/spouses had any formal Jewish education.
3. Most was in Sunday School (90.8%) or Hebrew School (75.8%).
4. Sunday School education was for approximately eight years.
5. Those with a child 7 and under:

	<u>1994</u> %	<u>1982</u> %	<u>1973</u> %
Do you plan to send your child to the Academy?			
Yes	28.3	43.0	--
No	54.7	57.0	--
Don't know	17.0	--	--

If no, why?

Public school is fine 62.1

Do you plan to send your child to Hebrew School?

Yes	57.7	71.0	40.0
No	25.0	21.0	20.0
Don't know	17.3	8.0	40.0

If no, why?

Will be getting education
at Academy 38.5
Location/too far 23.1

6. Those with a child 8 - 13:

Does your 8 - 13 year old attend the Academy?

	%
Yes	27.8
No	72.2

**Does your 8 - 13 year old attend
Hebrew School?**

Yes	50.0
No	50.0

**If no, do you plan to send your
8 - 13 year old to Hebrew School?**

Yes	30.8
No	61.5
Don't know	7.7

7. Those with a child 14 - 18:

**Did your 14 - 18 year old attend
the Academy?**

	%
Yes	25.7
No	74.3

**Did your 14 - 18 year old attend
Hebrew School?**

Yes	53.8
No	46.2

**Did your child graduate from
the Hebrew School/Academy
(of those attending the Academy)?**

Yes	57.1
No	42.9

8. Those with child 5 and under:

Do you plan to send your child
to Sunday School?

	<u>%</u>
Yes	62.2
No	21.6
Don't know	16.2

*B'nai Israel - yes 100.0
*Etz Chayim - yes 50.0
*Shomer Emunim-yes 91.7

(*small bases)

Did they graduate?

Yes	65.2
No	34.8

9. Those with a child 6 - 14:

Does your 6 - 14 year old attend
Sunday School:

	<u>%</u>
Yes	78.6
No	21.4

*B'nai Israel - yes 71.4
*Etz Chayim - yes 100.0
*Shomer Emunim-yes 90.0

(*small bases)

10. Did your 15 - 18 year old attend Sunday School?

	<u>%</u>
Yes	76.7
No	23.3

*B'nai Israel - yes 88.9
*Etz Chayim - yes 100.0
*Shomer Emunim-yes 77.8

(*small bases)

11. Did your child 17 and under attend a summer camp?

	<u>1994</u>	<u>1982</u>
	<u>%</u>	<u>%</u>
Total - yes	41.6	38.8
Member JCC	60.0	--
Ever been to Israel	60.0	--
Family member resided at Darlington House	56.8	--
Member B'nai Israel	53.3	--

Which camp?

JCC Day Camp	46.8	51.4
Other	36.2	40.0
Walden	6.4	5.7
Ramah	4.3	2.9
Camp Wise	4.3	--

Organization Participation/Volunteering

1. Those interviewed indicated they/someone in their household were members of:

	<u>1994</u> <u>%</u>
Darlington House Women's Auxiliary	37.3
Hadassah	30.5
B'nai Brith	26.1
ORT	25.3
Anti Deflamation League	16.5
Darlington House Men's Auxiliary	12.4
Pioneer Women/NAAMT	8.0

2. Almost eighty five per cent (84.8%) are familiar with the Toledo Holocaust Memorial site.
3. Sixty two per cent (62.0%) have done volunteer work in the past year.
4. Seventy three per cent (73.2%) of Center members have done volunteer work in the past year.
5. Volunteer efforts are for:

	<u>%</u>
Jewish organization or cause	34.9
Not specifically Jewish	33.0
Both types	31.8

6. Nationally volunteering for Jewish organizations will continue to attract only a relatively few, with elderly making up a growing part of the volunteer pool.

Contributions

1. Respondent/households contribute to:

	%
1. UJA or Jewish Federation of Greater Toledo	78.8
2. Synagogue or Temple	78.4
3. United Way	70.2
4. Any other nonsectarian cause or organization	63.3
5. Any other Jewish organization	48.2
6. Political organizations or election campaigns	47.8
7. Any national Jewish organization or cause	41.2
8. Directly to Israel Universities, Yeshivas or Hospitals	17.6
9. Israel bonds	14.7

2. Eight in ten (79.0%) say they received requests in the past 12 months to contribute to the Jewish Federation of Greater Toledo.

3. Higher income households (\$70,000 and over; 90.1%) and Center members (88.0%) were contacted at slightly higher levels.

4. Contribution contacts were primarily by mail (65.3%) or telephone (56.5%). One fifth (20.2%) were contacted one on one, and ten per cent (9.8%) at dinner functions.

5. Seventy per cent (70.5%) say they donated to the Federation in the past year vs. eight in ten (82.6%) in 1982.

The largest donating groups included:

	%
Income \$70,000 or more	91.5
Member JCC	89.2
Ever been to Israel	85.1

6. Rationale for not donating was primarily financial (46.9%).

7. In the past 12 months, on average respondent households estimate they contributed an average (median) of \$761.00 to Jewish organizations and causes.
8. In Toledo, sixty five per cent (64.6%) of mixed marriage households donated to the federation campaign. (Nationally, 45% of all Jews and 12% of mixed households donate).

Attitudes

1. Respondents consider the following very/somewhat important:

	<u>Total</u> <u>Importance</u> <u>%</u>	<u>Very</u> <u>Important</u> <u>%</u>	<u>Somewhat</u> <u>Important</u> <u>%</u>
1. Combating anti-semitism	98.0	83.1	14.9
2. Social services for the Jewish elderly	97.2	77.5	19.7
3. Jewish education for children	93.6	65.5	28.1
4. Support of the people of Israel	90.7	53.4	37.3
5. Resettlement of Russian Jews	90.4	49.0	41.4
6. Jewish individual and family counseling	84.8	43.4	41.4
7. Recreational programs for Jewish individuals and families	80.7	28.9	51.8

2. They are aware that:

A. Passover foods are available for needy families/individuals	83.9
B. Scholarships are available for students who go to Israel	60.6
C. Jewish Family Service maintains a food bank	57.4
D. There is a Jewish dating service	52.6
E. A free loan fund is available in the Jewish community	23.7

3. Respondents agree (strongly agree/agree) that:

	<u>Total</u> <u>Agree</u> <u>%</u>	<u>Strongly</u> <u>Agree</u> <u>%</u>	<u>Agree</u> <u>%</u>
A. Darlington House is in the right location to best serve elderly Jews	94.0	33.5	60.5
B. Synagogues and Rabbi's should require a child to spend a minimum number of years in a Hebrew School before permitting Bar or Bat Mitzvah	77.9	34.6	33.0
C. It is important that my child marries a Jew	76.2	42.4	33.8
D. The afternoon Hebrew School Program should not be viewed solely as a part of a Bar Mitzvah training program, but concentrate on more years of study	72.5	22.3	50.2
E. A major priority for our community is that our children have an opportunity to visit Israel	69.0	23.1	45.9

4. The Synagogues and Rabbis should require a child to spend a minimum number of years in a Hebrew School Program before permitting that child to become Bar or Mat Mitzvah.

	<u>1994</u> <u>%</u>	<u>1982</u> <u>%</u>	<u>1973</u> <u>%</u>
Strongly Agree	34.6	21.3	12.7
Agree	33.3	41.6	49.6
Disagree	22.8	24.1	22.8
Strongly Disagree	9.3	8.7	7.1
No Answer/Don't Know	2.1	4.2	7.8

5. The Afternoon Hebrew School Program should not be viewed solely as part of a Bar Mitzvah Training Program, but should concentrate on more years of study, both before and after Bar Mitzvah.

	<u>1994</u>	<u>1982</u>	<u>1973</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Strongly Agree	22.3	14.7	16.0
Agree	50.2	55.6	50.0
Disagree	22.3	18.9	19.0
Strongly Disagree	5.1	3.5	3.4
No Answer/Don't Know	--	7.3	11.6

6. Respondents agree (strongly agree/agree):

	<u>1994</u>			<u>1982</u>
	<u>Total</u>	<u>Strongly</u>	<u>Agree</u>	<u>Total</u>
	<u>Agree</u>	<u>Agree</u>	<u>Agree</u>	<u>Agree</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
A. People should support various Jewish agencies whether or not they have a direct use for them	91.6	35.4	56.2	65.0
B. It is easy to get involved in Jewish Community activities	83.4	31.1	52.3	87.7
C. You don't feel left out of things going on in the Jewish Community	76.1	17.8	58.3	78.0
D. The Jewish Community fosters a genuine friendliness and concern for one another	74.2	16.6	57.6	--
E. The Jewish Community reaches out to new people in the area	72.6	15.4	57.2	--
F. The leaders of the Jewish Community are in touch with the community	64.1	14.4	49.7	72.4
G. The Jewish Community is open to changes in policies, programs and practices	62.9	65.2	56.7	--

Visits to Israel

1. In 1982 large percentages indicated interest in visiting Israel

	<u>%</u>
Strongly Agree	21.7
Agree	44.4
Disagree	27.3
Strongly Disagree	4.2
No Answer	2.4

2. Four in ten respondents (41.0%) say they or someone in their household has been to Israel.

3. Key visitation groups are:

	<u>%</u>
Income \$70,000 and over	57.7
Contributors to Jewish Federation	50.6
Member Shomer Emunim	49.4
Member B'nai Israel	48.7
Member JCC	48.0

4. Of those visiting, most have visited Israel once (67.0%).
5. Over half (57.8%) of those who have visited plan to return.
6. One fourth (27.0%) of those who have never visited plan to visit soon.

SAMPLING ERROR

SAMPLING ERROR

Sampling error (also referred to as STANDARD ERROR) is a measure of variability of a sample result from the "true" results for a population. It is always stated in terms of a plus or minus percentage figure surrounding the research result. Furthermore, the size of the error factor is influenced inversely by the size of the sample. The larger the sample, the smaller the sampling error factor.

Let's examine the effect of sample size on sampling error. The results from a brand awareness study indicate that 45% of our sample has heard of Brand XYZ. If our results are based on 100 respondents, the sampling error (at the 95% Confidence Level) would be $\pm 9.7\%$. Thus, in the real world we would expect somewhere between 35.3% and 54.7% of the population to be aware of this brand.

As we increase our sample size, we narrow this predicted awareness range. Based on 500 respondents, the sample error viewed would be $\pm 4.45\%$. Thus, for the entire population we would expect the awareness level to fall within the 40.55% to 49.45% range.

On the following page is a sampling error chart for the 95% Confidence Level. In order to find the error factor for a result, you will require two pieces of information:

- 1) The percentage result obtained in your research.
- 2) The sample size.

Once you have these two ingredients, consult the chart on the next page.

- 1) Locate the Percentage at the top of the page which is closest to your result. For numbers near the middle of the range (45%, for example), it is best to use the higher reference percentage on the chart. This will give you a more conservative estimate of Sampling error.
- 2) Find the Sampling Error factor by lining up the sample size line with the percentage result column.

CHART OF SAMPLING ERRORS
(At 95% Confidence)

Sample Size	The Percentage result you obtained...				
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
100	± 9.8	±9.6	±9.0	±7.8	±5.9
200	±7.1	±7.0	±6.5	±5.7	±4.3
300	±5.7	±5.5	±5.2	±4.5	±3.4

Actual Contributions to UJA

1. On a household basis, after verifying records almost seventy five per cent (73.1%) donated to UJA in at least one of the past two years.
2. Key donating groups are:

	<u>Donating %</u>	<u>Average Contribution</u>
Total	73.1	\$672
Income \$70,000 and over	88.7	\$1569
You/your family been to Israel	85.3	\$1268
Member JCC	84.0	\$1027
Member Etz Chayim	81.3	\$595
Member Shomer Emunim	81.2	\$1120
Member B'nai Israel	80.3	\$886

3. Low givers were:

	<u>Not Donating %</u>
Total	26.9
Heads/spouse not brought up Jewish	45.1
Income under \$40,000	42.6
Families with children 17 or under	30.6