The 2010 Update to the 2005 Detroit Jewish Population Study

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Nissan 5771
Methodology

No new telephone surveying was done

Data Sources:
1. Results from the 2005 Detroit Demographic Study
2. Distinctive Jewish Name Counts in the Telephone Directory
3. US Census
4. Jewish Institutions Survey
5. (Federation, Jewish day schools, synagogues, JCC)

Available at the North American Jewish Data Bank:
1. 39-page main report (Detailed findings of the Jewish institutions survey, updated summary of findings from 2005, updated comparisons with other Jewish communities)
2. Slide set with 98 slides
3. Slide set with 367 comparison slides

Toda Raba to:
Shira Shapiro
Linda Blumberg
Major Finding 1

The Number of Non-Hispanic Whites in the Three-County Detroit Area Has Decreased Significantly in the Past 5 Years
Distribution of Jewish Households in Detroit Area
2005 Detroit Jewish Population Survey

- Oakland: 85%
- Wayne: 13%
- Macomb: 2%
Total Population 2000−2010

Oakland

Wayne

Macomb

2000 2005 2010
From 2000-2010: Oakland lost 68,400 non-Hispanic whites, a 7.0% decrease.
Major Findings 2

The Number of Jews in the Three-County Detroit Area Has Decreased by 5,000 or 7% in the Past 5 Years

Jewish Households Still Form the Same Percentage of the Detroit Population (1.9%) as in 2005

Detroit is the 23rd Largest Jewish Community in the US
The Jewish Community of Detroit
2005

78,000 persons live in 30,000 Jewish households, of whom 71,500 persons are Jewish

+ 500 Jews in Institutions for a Total of 72,000 Jews

Total Jewish Community is 78,500
The Jewish Community of Detroit 2010

72,550 persons live in 28,000 Jewish households, of whom 66,500 persons are Jewish.

Total Jewish Community is 73,000
Persons in Jewish Households, 1989-2010

The 105,000 may have been a small overestimate

-7.0%
Number of Jews, 1989-2010

The 96,000 may have been a small overestimate.
Percentage of Households in the Area Who Are Jewish Households

South Palm Beach 48.6%
Broward 21.2%
West Palm Beach 16.7%
New York 15.0%
Monmouth 12.2%
Westport 9.7%
Middlesex 8.9%
Bergen 8.6%
Palm Springs 7.9%
Los Angeles 7.6%
Philadelphia 7.5%
Howard County 7.2%
Washington 6.8%
Atlantic County 6.8%
Miami 6.5%
Baltimore 6.1%
Las Vegas 6.0%
Hartford 4.7%
Denver 4.6%
San Diego 4.5%
Cleveland 4.5%
New Haven 4.3%
Atlanta 4.3%
Phoenix 4.0%
Pittsburgh 4.0%
Tucson 3.9%
St. Louis 3.9%
Rochester 3.8%
Sarasota 3.3%
Wilmington 3.2%
St. Petersburg 3.0%
Buffalo 3.0%
Minneapolis 3.0%
Martin-St. Lucie 3.0%
Seattle 2.9%
Columbus 2.7%
Rhode Island 2.3%
Portland (ME) 2.2%
Richmond 2.2%
Orlando 2.0%
Milwaukee 2.0%
Detroit 1.9%
Harrisburg 1.8%
Cincinnati 1.7%
Charlotte 1.7%
Lehigh Valley 1.7%
St. Paul 1.6%
Jacksonville 1.5%
Tidewater 1.4%
San Antonio 0.9%
York 0.8%
NJPS 2000 2.7%

2010
24 Largest American Jewish Communities

(Number of Jews)

2010

New York: 1,412,000
Los Angeles: 519,200
Chicago: 270,500
San Francisco: 227,800
Washington: 215,600
Philadelphia: 214,700
Boston: 210,500
Broward: 186,300
South Palm Beach: 131,300
West Palm Beach: 124,250
Atlanta: 119,800
Miami: 113,300
Bergen: 102,500
East Bay: 100,000
Baltimore: 93,400
Essex-Morris: 91,000
Rockland County: 90,000
San Diego: 89,000
Denver: 83,900
Phoenix: 82,900
Cleveland: 81,500
Monmouth County: 70,000
Detroit: 67,500
Las Vegas: 67,500
San Jose: 63,000

23rd Largest
Locally Born
(Adults in Jewish Households)

New York: 59%
Detroit: 57%
Cleveland: 57%
Philadelphia: 56%
St. Louis: 51%
Chicago: 50%
Pittsburgh: 49%
Milwaukee: 49%
Minneapolis: 46%
Cincinnati: 45%
Rhode Island: 43%
Buffalo: 42%
Rochester: 41%
Hartford: 40%
St. Paul: 39%
Tidewater: 34%
New Haven: 29%
Harrisburg: 28%
Wilmington: 27%
Richmond: 24%
Lehigh Valley: 21%
San Antonio: 18%
Denver: 18%
Boston (MA): 18%
Jacksonville: 18%
Middlesex: 16%
Atlanta: 16%
Washington: 15%
Bergen: 14%
Miami: 13%
Westport: 12%
Atlantic County: 11%
San Diego: 11%
Monmouth: 10%
Tucson: 8%
Charlotte: 8%
Howard County: 7%
Phoenix: 6%
St. Petersburg: 5%
Orlando: 4%
West Palm Beach: 2%
Broward: 2%
Las Vegas: 1%
Sarasota: 1%
South Palm Beach: 0%

Should work toward moderating future decreases

2005
Length of Residence in Detroit Area - 2005

(Respondents)

- 0-4 Years: 3%
- 5-9 Years: 2%
- 10-19 Years: 7%
- 20+ Years: 88%

Implies an average of 168 households moved to Detroit each year during the past 5 years.
Very few new households are moving to Detroit to offset losses that are inevitable in a community that is 24% elderly.
## Long-Term Households (20 or More Years)

(Respondents)

<table>
<thead>
<tr>
<th>Location</th>
<th>2005 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit</td>
<td>88%</td>
</tr>
<tr>
<td>Baltimore</td>
<td>83%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>80%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>73%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>73%</td>
</tr>
<tr>
<td>Rochester</td>
<td>70%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>69%</td>
</tr>
<tr>
<td>Hartford</td>
<td>69%</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>68%</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>68%</td>
</tr>
<tr>
<td>New Haven</td>
<td>67%</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>67%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>67%</td>
</tr>
<tr>
<td>Lehigh Valley</td>
<td>65%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>63%</td>
</tr>
<tr>
<td>Miami</td>
<td>62%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>62%</td>
</tr>
<tr>
<td>St. Paul</td>
<td>60%</td>
</tr>
<tr>
<td>Tidewater</td>
<td>59%</td>
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<tr>
<td>Wilmington</td>
<td>58%</td>
</tr>
<tr>
<td>Denver</td>
<td>56%</td>
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<tr>
<td>Bergen</td>
<td>56%</td>
</tr>
<tr>
<td>Washington</td>
<td>54%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>53%</td>
</tr>
<tr>
<td>Richmond</td>
<td>51%</td>
</tr>
<tr>
<td>Atlantic County</td>
<td>50%</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>50%</td>
</tr>
<tr>
<td>Middlesex</td>
<td>47%</td>
</tr>
<tr>
<td>York</td>
<td>47%</td>
</tr>
<tr>
<td>Monmouth</td>
<td>46%</td>
</tr>
<tr>
<td>Portland (ME)</td>
<td>45%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>45%</td>
</tr>
<tr>
<td>San Diego</td>
<td>45%</td>
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<tr>
<td>Westport</td>
<td>45%</td>
</tr>
<tr>
<td>Tucson</td>
<td>44%</td>
</tr>
<tr>
<td>Seattle</td>
<td>44%</td>
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<tr>
<td>Howard County</td>
<td>40%</td>
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<tr>
<td>Phoenix</td>
<td>36%</td>
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<tr>
<td>Broward</td>
<td>35%</td>
</tr>
<tr>
<td>Charlotte</td>
<td>31%</td>
</tr>
<tr>
<td>Sarasota</td>
<td>29%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>26%</td>
</tr>
<tr>
<td>South Palm Beach</td>
<td>26%</td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>23%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>23%</td>
</tr>
<tr>
<td>Orlando</td>
<td>18%</td>
</tr>
<tr>
<td>Martin-St. Lucie</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Should work toward moderating future decreases*
Expected Destination for Households Who Are Definitely or Probably Moving in the Next Three Years

- Not Moving: 88%
- Within Detroit Area: 7%
- Elsewhere in the U.S.: 5%
- Don't Know Where: 1%
- 0.4% definitely moving
- 4.2% probably moving

2005
Annual In-Migration
168 households moved in each year during the past five years

Projected Annual Out-Migration
40 households definitely moving out of Detroit area each year during the next three years

430 households probably moving out of Detroit area each year during the next three years

Projected Change
A continuing *net out-migration* over the next few years
Percentage of Adult Children Who Have Established Their Own Homes in Local Area
(From Households in Which the Respondent Is Age 50 or Over)

Should work toward moderating future decreases

2005
Major Finding 3

The Geographic Distribution of Jews in the Three-County Detroit Area Has not Changed Significantly in the Past 5 Years
The Core Area and the Study Area 2005
Change in Jewish Households
1999-2010

Core Area

A 6.8% Decrease

Non-Core Area

A 6.3% Decrease
Distribution of Jewish Households

<table>
<thead>
<tr>
<th>Year</th>
<th>Core</th>
<th>Non-Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2010</td>
<td>77%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Major Finding 4

Synagogue Membership is Down Significantly in the Past 5 Years

The Denominational Breakdown Has not Changed in the Past 5 Years
Number of Synagogue Member Households

(Based upon the Synagogue Survey)

<table>
<thead>
<tr>
<th>Year</th>
<th>Orthodox</th>
<th>Conservative</th>
<th>Reform</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>1,646</td>
<td>5,092</td>
<td>6,844</td>
<td>636</td>
<td>13,965</td>
</tr>
<tr>
<td>2005</td>
<td>1,577</td>
<td>4,378</td>
<td>7,217</td>
<td>724</td>
<td>12,959</td>
</tr>
<tr>
<td>2010</td>
<td>1,577</td>
<td>4,020</td>
<td>6,692</td>
<td>670</td>
<td>12,959</td>
</tr>
</tbody>
</table>

Down 7.2%

Down 7.3%

Down 8.2%

Down 4.2%

Down 7.5%
Denomination of Synagogue Membership

2005 and 2010

(Based upon the Synagogue Survey)
(Synagogue Member Households)

- Orthodox: 12%
- Conservative: 31%
- Reform: 52%
- Humanist: 3%
- Other: 2%

No Change
Denomination of Synagogue Membership: **Orthodox**

(Synagogue Member Households)

- Monmouth: 28%
- Bergen: 27%
- Middlesex: 26%
- Miami: 20%
- New Haven: 24%
- Lehigh Valley: 20%
- Portland (ME): 19%
- South Palm Beach: 19%
- Atlantic County: 18%
- Harrisburg: 18%
- San Antonio: 17%
- Las Vegas: 17%
- West Palm Beach: 16%
- Rochester: 16%
- Los Angeles *: 14%
- Westport: 13%
- Milwaukee: 13%
- Detroit: 12%
- Broward: 12%
- Washington: 11%
- Rhode Island: 11%
- Essex-Morris *: 11%
- Jacksonville: 10%
- Hartford: 9%
- Richmond: 9%
- Buffalo: 8%
- Tidewater: 7%
- Minneapolis: 6%
- Tucson: 5%
- Charlotte: 5%
- St. Paul: 4%
- Sarasota: 4%
- Wilmington: 4%
- Orlando: 3%
- St. Petersburg: 2%
- Martin-St. Lucie: 0%
- York: 0%
- NJPS 2000 *: 21%

* Based upon the Telephone Survey; other communities are based upon the Synagogue Survey

2010
Denomination of Synagogue Membership:

**Conservative**

(Synagogue Member Households)

- **Orlando**: 61% (59%)
- **St. Paul**: 55% (59%)
- **Harrisburg**: 54% (54%)
- **West Palm Beach**: 54% (54%)
- **Hartford**: 55% (53%)
- **Atlantic County**: 55% (53%)
- **Tidewater**: 51% (51%)
- **Jacksonville**: 51% (51%)
- **Essex-Morris ***: 50% (49%)
- **Broward**: 49% (47%)
- **Richmond**: 47% (46%)
- **Rhode Island**: 45% (45%)
- **Minneapolis**: 43% (43%)
- **South Palm Beach**: 43% (42%)
- **Bergen**: 43% (42%)
- **Middlesex**: 42% (42%)
- **Lehigh Valley**: 42% (42%)
- **Washington**: 42% (42%)
- **New Haven**: 42% (42%)
- **Charlotte**: 41% (41%)
- **Tucson**: 41% (41%)
- **Los Angeles ***: 38% (38%)
- **Miami**: 38% (38%)
- **Rochester**: 37% (37%)
- **Sarasota**: 37% (37%)
- **Monmouth**: 33% (33%)
- **Milwaukee**: 33% (33%)
- **St. Petersburg**: 33% (33%)
- **Portland (ME)**: 33% (33%)
- **Detroit**: 32% (32%)
- **Buffalo**: 31% (31%)
- **York**: 31% (31%)
- **Westport**: 30% (30%)
- **San Antonio**: 29% (29%)
- **Wilmington**: 25% (25%)
- **Las Vegas**: 25% (25%)
- **Martin-St. Lucie**: 23% (23%)
- **NJPS 2000 ***: 0% (33%)

*Based upon the Telephone Survey; other communities are based upon the Synagogue Survey*
Denomination of Synagogue Membership:

Reform

(Synagogue Member Households)

* Based upon the Telephone Survey; other communities are based upon the Synagogue Survey 2010
Number of Jewish JCC Member Households

(Based upon the JCC Survey)

- 1999: 3,200
- 2005: 3,000 (Down 6.3%)
- 2010: 2,936 (Down 2.1%)
Major Finding 5

Preschool Enrollment has remained constant in the past 5 years but has shifted from Conservative and Reform Synagogues to Jewish Day Schools.
Major Finding 6

**Jewish Day School Enrollment**
Is Down in the Past 5 Years
- 8.6% pre-B’nai Mitzvah
- 9.1% post-B’nai Mitzvah

**Supplemental School Enrollment**
Is Down in the Past 5 Years
- 2.3% pre-B’nai Mitzvah
- 38.8% post-B’nai Mitzvah

Probably about 1,000 fewer Jewish children age 13-17 in Detroit
Number of Children in Jewish Day School

(Based upon the Jewish Day School Survey)

<table>
<thead>
<tr>
<th>Year</th>
<th>Pre B'nai Mitzvah</th>
<th>Post-B'nai Mitzvah</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>1,362</td>
<td>736</td>
</tr>
<tr>
<td>2010</td>
<td>1,238</td>
<td>673</td>
</tr>
</tbody>
</table>

- Pre B'nai Mitzvah: Down 9.1%
- Post-B'nai Mitzvah: Down 8.6%
Jewish Children Who Currently Attend Formal Jewish Education

Pre-B’nai Mitzvah
(Based upon the Jewish Institutions Survey)
(Jewish Children Age 5-12)

Synagogue Total
- Orthodox: 2005 - 110, 2010 - 246 (Up 123.6%)
- Conservative: 2005 - 740, 2010 - 531 (Down 28.2%)
- Reform: 2005 - 1,843, 2010 - 1,841
- Other: 2005 - 72, 2010 - 80

Independent Schools
- 2005 - 80, 2010 - 48 (Down 40.0%)

Jewish Day Schools
- 2005 - 1,362, 2010 - 1,238 (Down 8.6%)

Total in School
- 2005 - 4,205, 2010 - 3,986 (Down 5.2%)
Jewish Children Who Currently Attend Formal Jewish Education

Post-B’nai Mitzvah
(Based upon the Jewish Institutions Survey)
(Jewish Children Age 13-17)

Synagogue Total
- 2005: 1,475
- 2010: 902
- Down 38.8%

Orthodox
- 2005: 113
- 2010: 146
- Up 29.2%

Conservative
- 2005: 395
- 2010: 152
- Down 61.5%

Reform
- 2005: 932
- 2010: 594
- Down 36.3%

Other
- 2005: 35
- 2010: 10

Independent Schools
- 2005: 8
- 2010: 0

Jewish Day Schools
- 2005: 736
- 2010: 673
- Down 8.6%

Total in School
- 2005: 2,219
- 2010: 1,575
- Down 29.0%
Major Finding 7

Jewish Day Camp Enrollment Has Remained Constant in the Past 5 Years But Has Shifted from Conservative Synagogues to Orthodox Synagogues

Tamarack Camp Enrollment Has Remained Constant in the Past 5 Years
Jewish Children Who Attended Jewish Day Camp

(Based upon the Jewish Institutions Survey)
(Jewish Children Age 3-17)

Synagogue Total
- 2005: 686
- 2010: 709
- Up 3.4%

Orthodox
- 2005: 100
- 2010: 216
- Up 116.0%

Conservative
- 2005: 168
- 2010: 83
- Down 50.6%

Reform
- 2005: 418
- 2010: 410
- Down 6.8%

Detroit JCC
- 2005: 850
- 2010: 792
- Down 6.8%

Jewish Day Schools
- 2005: 49
- 2010: 61
- Up 24.5%

Total
- 2005: 1,585
- 2010: 1,562
- Down 1.5%
JEWISH CHILDREN WHO ATTENDED TAMARACK CAMPS

(Based upon the Tamrack Camp Survey)

- Camp Maas (Age 7-14)
  - 2005: 1,064
  - 2010: 1,103

- Charles N. Agree Outpost Camp (Grade 9)
  - 2005: 39
  - 2010: 63

- Camp Kennedy (Grades 10-11)
  - 2005: 23
  - 2010: 28

- W. US Trip (Grades 10-11)
  - 2005: 96
  - 2010: 49

- Alaska Trip (Grades 10-11)
  - 2005: 24
  - 2010: 24

- Total
  - 2005: 1,246
  - 2010: 1,267
Major Findings 7

Adjusted for Inflation, the Jewish Federation Annual Campaign Is Down $5.9 Million or 17% in the Past 5 Years

The Number of Donors to the Annual Campaign Is Down 831 or 8% in the Past 5 Years

The Average Donation per Household to the Annual Campaign Has Remained Constant
JEWISH FEDERATION ANNUAL CAMPAIGN
(Adjusted for Inflation to 2010 Dollars)

2005-10
Down 16.9%
Average Donation Per Household to Jewish Federation
(Adjusted for Inflation)

<table>
<thead>
<tr>
<th>Year</th>
<th>Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>$1,079</td>
</tr>
<tr>
<td>2005</td>
<td>$1,043</td>
</tr>
<tr>
<td>2010</td>
<td>$1,035</td>
</tr>
</tbody>
</table>
Average Donation to Local Jewish Federation per Jewish Household

Based upon the dollars raised in 2009 (2010 in New Haven and Detroit) and the number of Jewish households in the year of the study (2010 in St. Petersburg and St. Paul, 2008 in Broward)
Ira M Sheskin
isheskin@miami.edu
www.jewishdatabank.org

Thank you
Questions
The 2005 Detroit Jewish Population Study

Comparisons with Other Jewish Communities
Completing Similar Studies
1993-2010
Note about Differences Since 2005

1. This slide set was created in April 2011.
2. The original Detroit 2005 slide sets used comparisons with communities that completed studies from 1986 to 2005.
3. The following slides, which only contains slides comparing Detroit with other Jewish communities, uses comparisons with communities completing studies from 1993 to 2010.
4. Some minor differences may occasionally be found in the percentages on these slides and those in the 2005 slide set. In most of these cases, minor definitional changes were made or programming was improved.
5. Some slides have been created in the past few years and were not part of the original study.
6. See next slide for a list of deleted, updated, and added communities.
7. Note that the following slides only include a small subset of the 367 slides like these available at www.jewishdatabank.org.
### Changed Communities

<table>
<thead>
<tr>
<th>Deleted as Too Old (Pre-1993)</th>
<th>Updated to Newer Study</th>
<th>New Study Added (2005-2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas</td>
<td>Atlanta</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>Houston</td>
<td>Baltimore</td>
<td>Las Vegas</td>
</tr>
<tr>
<td>Toronto</td>
<td>Boston</td>
<td>Lehigh Valley</td>
</tr>
<tr>
<td>Worcester</td>
<td>Denver</td>
<td>Middlesex (NJ)</td>
</tr>
<tr>
<td>South Broward</td>
<td>Philadelphia</td>
<td>New Haven</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portland (ME)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>San Antonio</td>
</tr>
</tbody>
</table>

1. Thus, 5 older communities were deleted, 5 communities have been updated to newer studies, and 7 communities have been added.

2. In addition, many communities appear on many more slides than was the case in 2005. This researcher obtained the original data sets for all communities and was able to produce results for these slides that were not available in the original reports completed by the study consultants.

3. Thus, the average number of communities per slide has increased, rendering more meaningful comparisons.
Percentage of Children Age 0-12 Living in Households with Full-Time Working Parents
(Children Age 0-12 in Jewish Households)

- Washington: 55%
- Miami: 50%
- Jacksonville: 41%
- Broward: 41%
- Tidewater: 40%
- Tucson: 38%
- Richmond: 38%
- Orlando: 38%
- New Haven: 37%
- West Palm Beach: 37%
- Milwaukee: 37%
- Las Vegas: 35%
- Rochester: 35%
- Wilmington: 35%
- Sarasota: 34%
- Harrisburg: 34%
- St. Petersburg: 34%
- Middlesex: 33%
- Bergen: 32%
- Atlantic County: 31%
- South Palm Beach: 30%
- St. Paul: 30%
- Portland (ME): 29%
- Rhode Island: 29%
- Monmouth: 29%
- Charlotte: 28%
- Lehigh Valley: 27%
- San Antonio: 27%
- Detroit: 27%
- Westport: 27%
- York: 27%
- Hartford: 24%
- Minneapolis: 22%
Percentage of Children Age 0-17 Living in Households in Which an Adult Is or Was Divorced
(Children Age 0-17 in Jewish Households)

- Sarasota: 50%
- Las Vegas: 47%
- San Antonio: 38%
- Orlando: 38%
- Tucson: 36%
- Broward: 36%
- West Palm Beach: 33%
- York: 33%
- Tidewater: 31%
- Atlantic County: 30%
- Miami: 30%
- Jacksonville: 30%
- Washington: 28%
- Charlotte: 27%
- Harrisburg: 27%
- Milwaukee: 26%
- Lehigh Valley: 25%
- South Palm Beach: 25%
- Rhode Island: 25%
- Bergen: 24%
- Hartford: 24%
- Portland (ME): 23%
- Westport: 23%
- Richmond: 23%
- St. Petersburg: 22%
- Minneapolis: 21%
- St. Paul: 21%
- Rochester: 21%
- Wilmington: 21%
- Middlesex: 19%
- Detroit: 17%
- New Haven: 16%
- Monmouth: 16%
Persons Age 75 and Over Living Alone
(Persons Age 75 and Over in Jewish Households)
### Conservative Identification

(Jewish Respondents)

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tidewater</td>
<td>39%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>38%</td>
</tr>
<tr>
<td>Broward</td>
<td>38%</td>
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<tr>
<td>Monmouth</td>
<td>37%</td>
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<tr>
<td>Richmond</td>
<td>37%</td>
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<tr>
<td>Middlesex</td>
<td>37%</td>
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<tr>
<td>South Palm Beach</td>
<td>35%</td>
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<tr>
<td>Lehigh Valley</td>
<td>35%</td>
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<tr>
<td>Harrisburg</td>
<td>34%</td>
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<tr>
<td>Orlando</td>
<td>33%</td>
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<tr>
<td>West Palm Beach</td>
<td>33%</td>
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<tr>
<td>Atlantic County</td>
<td>32%</td>
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<tr>
<td>Miami</td>
<td>32%</td>
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<tr>
<td>St. Paul</td>
<td>32%</td>
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<tr>
<td>Pittsburgh</td>
<td>32%</td>
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<td>Philadelphia</td>
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<tr>
<td>Minneapolis</td>
<td>31%</td>
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<td>Bergen</td>
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<td>Hartford</td>
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<td>Palm Springs</td>
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<td>Buffalo</td>
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<tr>
<td>New Haven</td>
<td>30%</td>
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<tr>
<td>Washington</td>
<td>30%</td>
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<tr>
<td>Rhode Island</td>
<td>30%</td>
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<tr>
<td>Los Angeles</td>
<td>29%</td>
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<tr>
<td>Cleveland</td>
<td>29%</td>
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<tr>
<td>Detroit</td>
<td>28%</td>
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<tr>
<td>Wilmington</td>
<td>28%</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>27%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>27%</td>
</tr>
<tr>
<td>Essex-Morris</td>
<td>27%</td>
</tr>
<tr>
<td>Charlotte</td>
<td>26%</td>
</tr>
<tr>
<td>Baltimore</td>
<td>26%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>25%</td>
</tr>
<tr>
<td>New York</td>
<td>24%</td>
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<tr>
<td>Phoenix</td>
<td>24%</td>
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<tr>
<td>Rochester</td>
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<td>York</td>
<td>24%</td>
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<tr>
<td>Milwaukee</td>
<td>24%</td>
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<tr>
<td>Las Vegas</td>
<td>23%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>23%</td>
</tr>
<tr>
<td>San Diego</td>
<td>22%</td>
</tr>
<tr>
<td>Columbus</td>
<td>22%</td>
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<tr>
<td>Sarasota</td>
<td>22%</td>
</tr>
<tr>
<td>Westport</td>
<td>22%</td>
</tr>
<tr>
<td>Martin-St. Lucie</td>
<td>22%</td>
</tr>
<tr>
<td>Tucson</td>
<td>21%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>21%</td>
</tr>
<tr>
<td>Seattle</td>
<td>19%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>17%</td>
</tr>
<tr>
<td>Howard County</td>
<td>17%</td>
</tr>
<tr>
<td>Denver</td>
<td>16%</td>
</tr>
<tr>
<td>Portland (ME)</td>
<td>14%</td>
</tr>
<tr>
<td>NJPS 2000</td>
<td>25%</td>
</tr>
</tbody>
</table>
Reform Identification
(Jewish Respondents)
Practice: Always/Usually Do One or More of the Following: Passover Seder, Chanukah Candles, Sabbath Candles, or Kosher Home (Jewish Households)
Never Attend Services
(or only for weddings/b'nai mitzvah)
(Jewish Respondents)

Portland (ME) 45%
Las Vegas 44%
Martin-St. Lucie 41%
San Diego 40%
Philadelphia 39%
Tucson 38%
Phoenix 37%
Columbus 36%
Orlando 34%
New Haven 32%
Sarasota 32%
Broward 32%
St. Petersburg 32%
West Palm Beach 31%
Washington 31%
Jacksonville 31%
New York 30%
Lehigh Valley 29%
Atlantic County 29%
Rhode Island 29%
Westport 29%
Los Angeles 29%
Wilmington 29%
South Palm Beach 28%
York 28%
Essex-Morris 28%
Chicago 27%
Hartford 27%
Harrisburg 27%
Milwaukee 26%
Middlesex 25%
San Antonio 25%
Miami 25%
Charlotte 25%
Richmond 25%
Richmond 25%
Rochester 24%
Minneapolis 23%
St. Paul 23%
Pittsburgh 23%
Bergen 23%
Monmouth 23%
Cleveland 22%
Detroit 22%
Tidewater 21%
St. Louis 20%
NJPS 2000 40%
Attend Services
Once per Month or More
Respondent Under Age 35
(Jewish Respondents)
Reported Current Membership in Local JCC

(Jewish Households)

- St. Paul: 36%
- Charlotte: 36%
- Harrisburg: 31%
- San Antonio: 29%
- Rochester: 29%
- York: 28%
- Monmouth - Deal: 27%
- Jacksonville: 27%
- Cleveland: 26%
- Milwaukee: 24%
- St. Louis: 24%
- Richmond: 24%
- Pittsburgh: 23%
- Wilmington: 23%
- Hartford: 22%
- Bergen - Palisades: 21%
- Baltimore: 19%
- Tidewater: 19%
- Lehigh Valley: 18%
- Minneapolis: 17%
- Tucson: 17%
- Orlando: 17%
- Detroit: 15%
- New Haven: 14%
- Atlantic County: 14%
- New York: 14%
- Miami - Alper: 13%
- San Francisco: 13%
- Sarasota: 12%
- Washington - Greater Washington: 11%
- Los Angeles: 11%
- Atlanta: 10%
- Miami - Russell: 10%
- Washington - DCJCC: 10%
- Rhode Island: 10%
- Bergen - YJCC: 10%
- St. Petersburg: 10%
- West Palm Beach - Kaplan: 7%
- Broward - Posnack: 6%
- West Palm Beach - Boynton: 5%
- Miami - Miami Beach *: 5%
- Washington - NOVA: 5%
- Seattle: 5%
- Monmouth - Western *: 5%
- South Palm Beach: 4%
- Las Vegas *: 3%
- Middlesex: 2%
- Westport: 1%
- Broward - Soref: 1%

NJPS 2000 **: 18%

* JCC is not a full service facility.
** Includes households who are members of local and non-local JCCs
Participated in a Local JCC Program in the Past Year Without Being a Member

(Jewish Households)

Los Angeles: 43%
Washington - DCJCC: 35%
Rochester: 32%
Detroit: 30%
Tucson: 30%
Washington - Greater Washington: 27%
New Haven: 25%
Lehigh Valley: 25%
Minneapolis: 24%
Wilmingon: 24%
San Antonio: 23%
Bergen - Palisades: 23%
Milwaukee: 23%
Sarasota: 22%
Richmond: 22%
New York: 21%
Rhode Island: 21%
Miami - Alper: 20%
Cleveland: 20%
Orlando: 19%
Hartford: 18%
Monmouth - Deal: 18%
Miami - Russell: 17%
San Francisco: 17%
Jacksonville: 17%
York: 17%
St. Petersburg: 17%
West Palm Beach - Kaplan: 16%
Tidewater: 16%
South Palm Beach: 15%
West Palm Beach - Boynton: 15%
Atlantic County: 13%
St. Paul: 13%
Miami - Miami Beach: 11%
Bergen - YJCC: 11%
Broward - Posnack: 11%
Las Vegas: 10%
Harrisburg: 10%
Washington - NOVA: 9%
Westport: 8%
Middlesex: 5%
Broward - Soref: 4%
Seattle: 3%
Monmouth - Western: 2%
NJPS 2000: 16%
Feel Very Much/Somewhat Part of the Local Jewish Community
(Jewish Respondents)

- Detroit: Very Much 79%, Somewhat 65%
- Pittsburgh: Very Much 65%, Some 60%
- New York: Very Much 65%, Somewhat 60%
- South Palm Beach: Very Much 61%, Some 55%
- Howard County: Very Much 60%, Some 55%
- Miami: Very Much 60%, Some 54%
- Bergen: Very Much 60%, Some 53%
- San Antonio: Very Much 56%, Some 50%
- Rhode Island: Very Much 55%, Somewhat 50%
- West Palm Beach: Very Much 55%, Some 49%
- Lehigh Valley: Very Much 54%, Some 50%
- Hartford: Very Much 53%, Some 50%
- Tidewater: Very Much 53%, Some 49%
- Washington: Very Much 51%, Some 50%
- Jacksonville: Very Much 50%, Some 50%
- Palm Springs: Very Much 50%, Some 48%
- Middlesex: Very Much 50%, Some 48%
- New Haven: Very Much 49%, Some 48%
- Sarasota: Very Much 46%, Some 46%
- Atlantic: Very Much 44%, Some 44%
- Tucson: Very Much 44%, Some 44%
- Atlantic County: Very Much 43%, Some 43%
- Westport: Very Much 43%, Some 43%
- San Diego: Very Much 37%, Some 36%
- Phoenix: Very Much 36%, Some 36%
- Portland (ME): Very Much 36%, Some 36%
- Las Vegas: Very Much 31%, Some 31%
Attended an Adult Jewish Education Program or Class in the Past Year

(Jewish Respondents)

- Detroit: 38%
- Boston: 35%
- Bergen: 32%
- Sarasota: 32%
- Tidewater: 30%
- Hartford: 29%
- Middlesex: 28%
- Minneapolis: 28%
- Washington: 28%
- Tucson: 28%
- Rochester: 28%
- San Francisco: 27%
- St. Paul: 27%
- Miami: 26%
- Jacksonville: 26%
- Lehigh Valley: 25%
- Atlantic County: 25%
- Cleveland: 24%
- San Antonio: 23%
- Rhode Island: 23%
- New Haven: 22%
- Westport: 22%
- South Palm Beach: 19%
- West Palm Beach: 19%
- Portland (ME): 17%
- St. Louis: 14%
- Las Vegas: 13%
- NJPS 2000: 24%
Very Familiar with Jewish Federation
(Respondents)
Excellent Perceptions of Jewish Federation
(Respondents Who Are Very/Somewhat Familiar)
Elderly Couple Households in Which a Member Is Health Limited

- 31%
- 28%
- 14%
- 43%
- 40%
- 33%
- 30%
- 28%
- 27%
- 27%
- 26%
- 25%
- 25%
- 24%
- 24%
- 24%
- 23%
- 23%
- 22%
- 22%
- 22%
- 22%
- 21%
- 21%
- 21%
- 21%
- 20%
- 20%
- 20%
- 19%
- 18%
- 18%
- 16%
- 14%
- 14%

Did not ask if member needs daily assistance

NJPS 2000

Needs No Daily Assistance
Needs Daily Assistance
Given the recent economic situation, it is likely that the 14.5% is higher in 2010 than in 2005.
Extremely/Very Emotionally Attached to Israel

(Jewish Respondents)

- Miami: 62%
- South Palm Beach: 61%
- Middlesex: 58%
- Detroit: 56%
- Jacksonville: 55%
- Bergen: 54%
- San Antonio: 54%
- Lehigh Valley: 53%
- West Palm Beach: 53%
- Rhode Island: 52%
- Minneapolis: 52%
- Atlantic County: 51%
- St. Paul: 50%
- Sarasota: 49%
- Washington: 49%
- Tucson: 47%
- New Haven: 47%
- Los Angeles: 47%
- Milwaukee: 45%
- Broward: 44%
- Monmouth: 42%
- San Francisco: 42%
- Harrisburg: 42%
- Westport: 41%
- Richmond: 41%
- Tidewater: 41%
- Hartford: 40%
- Wilmington: 38%
- Rochester: 37%
- St. Petersburg: 37%
- Las Vegas: 36%
- Charlotte: 35%
- Portland (ME): 33%
- York: 32%
Always/Usually Read a Local Jewish Newspaper

(Jewish Respondents)

Detroit 57%
San Antonio * 49%
Rhode Island * 49%
Jacksonville * 48%
Tidewater * 47%
Lehigh Valley * 47%
Milwaukee * 46%
Charlotte * 45%
Tucson * 42%
Broward 42%
Minneapolis * 39%
Bergen * 38%
Sarasota * 37%
Middlesex * 37%
West Palm Beach 36%
South Palm Beach 36%
St. Paul * 35%
Atlantic County 33%
Monmouth * 29%
Portland (ME) * 26%
New Haven * 26%
Hartford 25%
Las Vegas 24%
Washington 14%
Westport * 14%

Individual Newspapers in Communities with More Than One Newspaper

Charlotte - Charlotte Jewish News * 44%
Minneapolis - American Jewish World 28%
St. Paul - Twin Cities Jewish Life * 28%
Minneapolis - Twin Cities Jewish Life * 28%
St. Paul - American Jewish World 25%
Charlotte - Jewish Times Outlook 23%
Las Vegas - Jewish Reporter * 20%
Las Vegas - Israelite 9%

* The Jewish newspaper or one of the Jewish newspapers in the community is published by the Jewish Federation and is distributed to some or all of the households on the Jewish Federation mailing list.
Donated to Local Jewish Federation in the Past Year
(Based upon the Telephone Survey)
(Jewish Households)

Cleveland 62%
Rochester 62%
St. Louis 61%
Detroit 55%
San Antonio 53%
Lehigh Valley 52%
Cincinnati 51%
Minneapolis 50%
Tidewater 50%
Harrisburg 49%
Harford 48%
St. Paul 48%
Rhode Island 46%
Bergen 46%
Pittsburgh 45%
Middlesex 44%
Sarasota 43%
Broward 43%
Charlotte 43%
Miami 42%
Richmond 42%
Philadelphia 41%
New York 41%
Los Angeles 41%
Wilmington 41%
Baltimore 40%
Jacksonville 39%
New Haven 37%
South Palm Beach 37%
Palm Springs 37%
Monmouth 37%
West Palm Beach 35%
Westport 35%
Buffalo 34%
St. Petersburg 34%
Tucson 33%
Washington 32%
Atlantic County 31%
Orlando 30%
New York 28%
Howard County 28%
Columbus 27%
San Diego 26%
Portland (ME) 25%
Atlanta 25%
Phoenix 25%
Denver 23%
San Francisco 23%
Las Vegas 21%
Martin-St. Lucie 21%
Seattle 15%

NJPS 2000 25%

Donated to Any Jewish Federation
Not Asked to Donate to Local Jewish Federation in the Past Year
(Jewish Households)

- Martin-St. Lucie: 75%
- Denver: 70%
- San Francisco: 70%
- Las Vegas: 68%
- Portland (ME): 68%
- San Diego: 65%
- Phoenix: 63%
- Atlantic County: 60%
- New York: 59%
- Columbus: 59%
- West Palm Beach: 57%
- St. Petersburg: 56%
- Orlando: 56%
- Washington: 55%
- Tucson: 55%
- South Palm Beach: 55%
- Philadelphia: 55%
- Westport: 54%
- Monmouth: 54%
- Charlotte: 49%
- New Haven: 48%
- Wilmington: 48%
- Sarasota: 48%
- Broward: 48%
- Middlesex: 47%
- Richmond: 47%
- Miami: 44%
- Hartford: 44%
- Jacksonville: 43%
- York: 43%
- Rhode Island: 41%
- Lehigh Valley: 41%
- Bergen: 41%
- St. Paul: 40%
- Harrisburg: 40%
- Tidewater: 39%
- San Antonio: 39%
- Milwaukee: 38%
- Minneapolis: 37%
- Detroit: 34%
- Rochester: 30%
- NJPS 2000: 64%
Donated to Any Jewish Charity in the Past Year
(Including Jewish Federations and Other Jewish Charities)
(Jewish Households)
Donated to Both Jewish and Non-Jewish Charities in the Past Year

(Jewish Households)
Volunteered for Jewish Organizations in the Past Year
(Jewish Respondents)

- Detroit: 42%
- Cleveland: 39%
- Hartford: 35%
- Minneapolis: 33%
- San Antonio: 33%
- St. Paul: 33%
- Lehigh Valley: 32%
- Bergen: 31%
- Atlantic County: 31%
- St. Louis: 30%
- New York: 29%
- Miami: 29%
- Columbus: 29%
- Chicago: 29%
- New Haven: 28%
- Jacksonville: 28%
- Washington: 27%
- Tucson: 27%
- Boston: 26%
- Middlesex: 26%
- Portland (ME): 24%
- Rhode Island: 24%
- South Palm Beach: 23%
- West Palm Beach: 22%
- Phoenix: 21%
- Las Vegas: 14%
- NJPS 2000: 23%
Ira M Sheskin
isheskin@miami.edu
www.jewishdatabank.org

Thank you

Questions
1. Total population: 1,203,300
2. Total households: 479,376
3. Average household size: 2.48 (Jews 2.60)
4. Age 0-17: 24% (Jews 25%)
5. Age 65+: 12% (Jews 24%)
6. Households with children: 31% (Jews 30%)
7. Single person households: 29% (Jews 28%)
8. Persons age 25+ with 4-year degree: 42%
9. 87% in same house as 1-year ago
10. 11% foreign born, 53% from Asia (Jews 9%)
11. Ancestry: 20% German, 13% Irish, 11% English, 10% Polish, Russian 2.3%
   No change in Russian or Polish from 2000 - 2009
12. 80% white, 12% black, 5% Asian, 3% other
13. 3% Hispanic
14. Median household income $67,300
15. Single family homes: 75%
Probability of Moving Within the Next Three Years

- Definitely: 3%
- Probably: 10%
- Probably Not: 41%
- Definitely Not: 41%
- Don’t Know: 5%

2005
Definitely or Probably Moving Out of Local Metropolitan Area

Worcester * 22%
Columbus 18%
Dallas * 17%
San Francisco 16%
St. Louis * 12%
Seattle 12%
Tidewater 12%
Cleveland * 11%
Wilmington 11%
Atlanta 10%
Bergen 10%
Harrisburg 10%
Rhode Island 10%
Richmond 9%
Washington 9%
Orlando 9%
Broward 8%
Los Angeles 8%
Jacksonville 8%
Tucson 8%
York 8%
Charlotte 7%
Milwaukee 7%
Rochester 7%
Atlantic County 7%
Martin-St. Lucie 7%
Miami 7%
St. Petersburg 6%
Monmouth 6%
Hartford 6%
South Broward * 5%
Westport 5%
Detroit 5%
St. Paul 5%
Minneapolis 4%
South Palm Beach 4%
West Palm Beach 4%
Sarasota 1%

* Very or somewhat likely moving

Should work toward moderating future decreases

2005
PERSONS IN JEWISH HOUSEHOLDS BY GEOGRAPHIC AREA

2010

87

Persons in Jewish Households by Geographic Area

Core Area

Non-Core Area

56,200

16,350

Non-Jews

Jews
Number of Synagogues

(Based upon the Synagogue Survey)

- Orthodox: 23 (2005), 24 (2010)
- Conservative: 8, 8
- Reconstructionist: 2, 2
- Reform: 9, 8
- Other: 4, 4
Number of Children in Jewish Day School

Pre-B’nai Mitzvah

(Based upon the Jewish Day School Survey)

<table>
<thead>
<tr>
<th>School</th>
<th>2005</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akiva</td>
<td>187</td>
<td>174</td>
<td>9.1%</td>
</tr>
<tr>
<td>Hillel</td>
<td>511</td>
<td>402</td>
<td></td>
</tr>
<tr>
<td>Beth Yehudah</td>
<td>458</td>
<td>437</td>
<td></td>
</tr>
<tr>
<td>Darchei Torah</td>
<td>206</td>
<td>225</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,362</td>
<td>1,238</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

Down 9.1%
Number of Children in Jewish Day School
Post-B’nai Mitzvah
(Based upon the Jewish Day School Survey)

<table>
<thead>
<tr>
<th>School</th>
<th>2005</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akiva</td>
<td>93</td>
<td>62</td>
<td>-31%</td>
</tr>
<tr>
<td>Hillel</td>
<td>85</td>
<td>73</td>
<td>-13%</td>
</tr>
<tr>
<td>Jewish Academy</td>
<td>175</td>
<td>206</td>
<td>+18%</td>
</tr>
<tr>
<td>Beth Yehudah</td>
<td>205</td>
<td>173</td>
<td>-16%</td>
</tr>
<tr>
<td>Darchei Torah</td>
<td>93</td>
<td>84</td>
<td>-10%</td>
</tr>
<tr>
<td>Yeshiva Gedolah</td>
<td>85</td>
<td>75</td>
<td>-12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>736</td>
<td>673</td>
<td>-8.6%</td>
</tr>
</tbody>
</table>
## Synagogues with 300 or More Households

(Based upon the Synagogue Survey)

<table>
<thead>
<tr>
<th>Synagogue</th>
<th>Location</th>
<th>Denomination</th>
<th>2005 Number of Member Households</th>
<th>2010 Number of Member Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temple Israel</td>
<td>West Bloomfield</td>
<td>Reform</td>
<td>3,500</td>
<td>3,375</td>
</tr>
<tr>
<td>Congregation Shaarey Zedek</td>
<td>Southfield</td>
<td>Conservative</td>
<td>1,861</td>
<td>1,583</td>
</tr>
<tr>
<td>Temple Beth El</td>
<td>Bloomfield Hills</td>
<td>Reform</td>
<td>1,295</td>
<td>1,167</td>
</tr>
<tr>
<td>Adat Shalom Synagogue</td>
<td>Farmington Hills</td>
<td>Conservative</td>
<td>1,045</td>
<td>1,000</td>
</tr>
<tr>
<td>Temple Shir Shalom</td>
<td>West Bloomfield</td>
<td>Reform</td>
<td>975</td>
<td>930</td>
</tr>
<tr>
<td>Temple Emanu-el</td>
<td>Oak Park</td>
<td>Reform</td>
<td>575</td>
<td>509</td>
</tr>
<tr>
<td>Congregation Beth Shalom</td>
<td>Oak Park</td>
<td>Conservative</td>
<td>531</td>
<td>420</td>
</tr>
<tr>
<td>Congregation B'nai Moshe</td>
<td>West Bloomfield</td>
<td>Conservative</td>
<td>468</td>
<td>410</td>
</tr>
<tr>
<td>Birmingham Temple</td>
<td>Farmington Hills</td>
<td>Humanistic</td>
<td>414</td>
<td>350</td>
</tr>
<tr>
<td>Temple Kol Ami</td>
<td>West Bloomfield</td>
<td>Reform</td>
<td>380</td>
<td>355</td>
</tr>
<tr>
<td>Congregation Shir Tikvah</td>
<td>Troy</td>
<td>Reform</td>
<td>346</td>
<td>336</td>
</tr>
<tr>
<td>Congregation Beth Ahm</td>
<td>West Bloomfield</td>
<td>Conservative</td>
<td>315</td>
<td>336</td>
</tr>
</tbody>
</table>
Number of Jewish Children in JCC Children's Programs

(Based upon the JCC Survey)

- Preschool/Child Care:
  - 2005: 159 (Down 2.1%)
  - 2010: 127

- Day Camp:
  - 2005: 850 (Down 6.8%)
  - 2010: 792
Jewish Federation Other Campaigns
(Adjusted for Inflation to 2010 Dollars)

(In thousands)

$0.4  $5.0  $14.2  $10.2  $36.8  $15.4  $15.5  $12.8  $45.9  $35.5  $45.9  $15.8  $8.3  $6.4  $11.2

(Adjusted for Inflation to 2010 Dollars)
### Number of Donors to Jewish Federation Annual Campaign

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>16,609</td>
</tr>
<tr>
<td>1996</td>
<td>16,000</td>
</tr>
<tr>
<td>1997</td>
<td>15,551</td>
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<tr>
<td>1998</td>
<td>15,393</td>
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<td>1999</td>
<td>15,056</td>
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<td>2000</td>
<td>14,958</td>
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<td>14,641</td>
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<td>2002</td>
<td>13,508</td>
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<td>2003</td>
<td>12,727</td>
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<td>2004</td>
<td>11,435</td>
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<tr>
<td>2005</td>
<td>10,431</td>
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<tr>
<td>2006</td>
<td>10,357</td>
</tr>
<tr>
<td>2007</td>
<td>9,808</td>
</tr>
<tr>
<td>2008</td>
<td>9,681</td>
</tr>
<tr>
<td>2009</td>
<td>9,347</td>
</tr>
<tr>
<td>2010</td>
<td>9,600</td>
</tr>
</tbody>
</table>

- **2005-10**
- **Down 8.0%**
Jewish Federation Other Campaigns
(Not Adjusted for Inflation)

(In thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>$0.3</td>
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<tr>
<td>1996</td>
<td>$3.6</td>
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<tr>
<td>1997</td>
<td>$10.5</td>
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<tr>
<td>1998</td>
<td>$7.6</td>
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<tr>
<td>1999</td>
<td>$28.1</td>
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<tr>
<td>2000</td>
<td>$12.1</td>
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<tr>
<td>2001</td>
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<td>2002</td>
<td>$10.5</td>
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<td>2003</td>
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<td>2004</td>
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<tr>
<td>2005</td>
<td>$31.8</td>
</tr>
<tr>
<td>2006</td>
<td>$4.6</td>
</tr>
<tr>
<td>2007</td>
<td>$15.0</td>
</tr>
<tr>
<td>2008</td>
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</tr>
<tr>
<td>2009</td>
<td>$6.3</td>
</tr>
<tr>
<td>2010</td>
<td>$11.2</td>
</tr>
</tbody>
</table>
Changes in Age 65 and Over

- Earlier Study
- Later Study

Atlanta 10
- 12% (11%)
- 29% (34%)

Atlantic County 19
- 17% (17%)
- 29% (34%)

Baltimore 14
- 17% (17%)
- 24% (31%)

Denver 10
- 17% (17%)
- 26% (31%)

Detroit 16
- 17% (17%)
- 24% (31%)

Hartford 18
- 17% (17%)
- 23% (25%)

Las Vegas 10
- 17% (17%)
- 25% (26%)

Miami 10
- 16% (18%)
- 31% (30%)

New York 9
- 18% (18%)
- 30% (30%)

Philadelphia 13
- 17% (20%)
- 20% (20%)

Phoenix 19
- 13% (20%)
- 20% (20%)

Rochester 13
- 17% (20%)
- 20% (20%)

Sarasota 9
- 17% (20%)
- 52% (53%)

South Palm Beach 10
- 8% (10%)
- 57% (62%)

Washington 20
- 10% (10%)
- 57% (62%)

West Palm Beach 6
- 10% (10%)
- 57% (62%)

5 of 16
over 5 percentage points

2 of 9
over 5 percentage points
13 years or less

Next three slides
Show that, for the most part, only small changes occur between studies
Changes in Always/Usually Participate in a Passover Seder

- Atlanta 10: Earlier Study 76%, Later Study 80%
- Atlantic County 19: Earlier Study 80%, Later Study 86%
- Baltimore 14: Earlier Study 82%, Later Study 85%
- Boston 10: Earlier Study 72%, Later Study 78%
- Denver 10: Earlier Study 57%, Later Study 62%
- Detroit 16: Earlier Study 82%, Later Study 82%
- Miami 10: Earlier Study 79%, Later Study 82%
- New York 9: Earlier Study 77%, Later Study 79%
- Philadelphia 13: Earlier Study 89%, Later Study 81%
- Phoenix 19: Earlier Study 62%, Later Study 74%
- Rochester 13: Earlier Study 81%, Later Study 80%
- San Francisco 18: Earlier Study 65%, Later Study 78%
- Sarasota 9: Earlier Study 69%, Later Study 79%
- South Palm Beach 10: Earlier Study 80%, Later Study 80%
- Washington 20: Earlier Study 69%, Later Study 77%
- West Palm Beach 6: Earlier Study 79%
<table>
<thead>
<tr>
<th>City</th>
<th>Earlier Study</th>
<th>Later Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta 10</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Atlantic County 19</td>
<td>44%</td>
<td>51%</td>
</tr>
<tr>
<td>Baltimore 14</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>Boston 10</td>
<td>43%</td>
<td>58%</td>
</tr>
<tr>
<td>Cleveland 9</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Denver 10</td>
<td>37%</td>
<td>52%</td>
</tr>
<tr>
<td>Detroit 16</td>
<td>14%</td>
<td>32%</td>
</tr>
<tr>
<td>Las Vegas 10</td>
<td>26%</td>
<td>40%</td>
</tr>
<tr>
<td>Los Angeles 18</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Miami 10</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>New York 9</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>Philadelphia 13</td>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>Phoenix 19</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>San Francisco 18</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Sarasota 9</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Seattle 10</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>South Palm Beach 10</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Washington 20</td>
<td>33%</td>
<td>39%</td>
</tr>
<tr>
<td>West Palm Beach 6</td>
<td>30%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Changes in Synagogue Membership:

- 7 of 19 over 5 percentage points
- 4 of 12 over 5 percentage points
- 13 years or less