



Jewish Neighborhood Connections 2016 Research Findings

SUMMARY OF RESULTS

Jews in the Puget Sound region value opportunities to take part in Jewish life. They are interested in connecting in a variety of ways that fit their interests and values, but geographic and other barriers prevent significant numbers of people from participating in Jewish life. People have a strong interest in participating in events that take place in their neighborhoods.

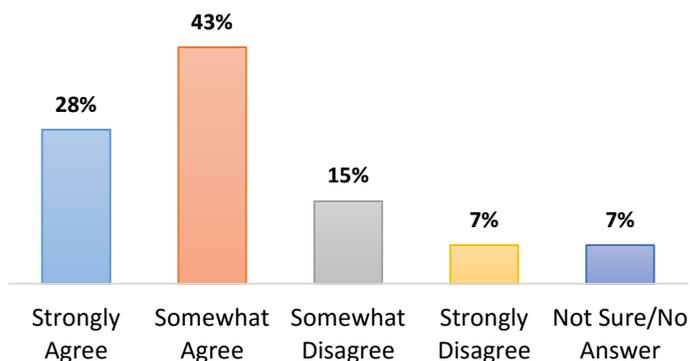
Those were among the critical findings of a study the Jewish Federation of Greater Seattle carried out in 2016 to explore in depth the needs and attitudes of the region's Jews about Jewish life, their connections to Jewish life, the types of community events that would interest them, barriers to making rewarding and lasting connections, and ways to overcome barriers.

The study followed up on the Federation's 2014 Greater Seattle Jewish Community Study, the most comprehensive demographic and attitudinal examination of Jewish Puget Sound since 2001. The 2014 study spotlighted areas in which deeper investments could make a significant impact for Jewish life, and the 2016 study was designed to better understand the Jewish community's needs and interests, as the Federation pursues its mission of creating Jewish Connections for Life.

STUDY METHODOLOGY

The Federation contracted with EMC Research, a Seattle-based market research company, to conduct the study. The Federation obtained email contact lists from other Jewish organizations in the region, including some of the organizations that had participated in the 2014 study. Of the 25,000 email addresses that received this survey, 1,220 were completed and returned, an impressive response rate of nearly 5 percent. All responses were anonymous.

Responses to "I have a rich Jewish life."

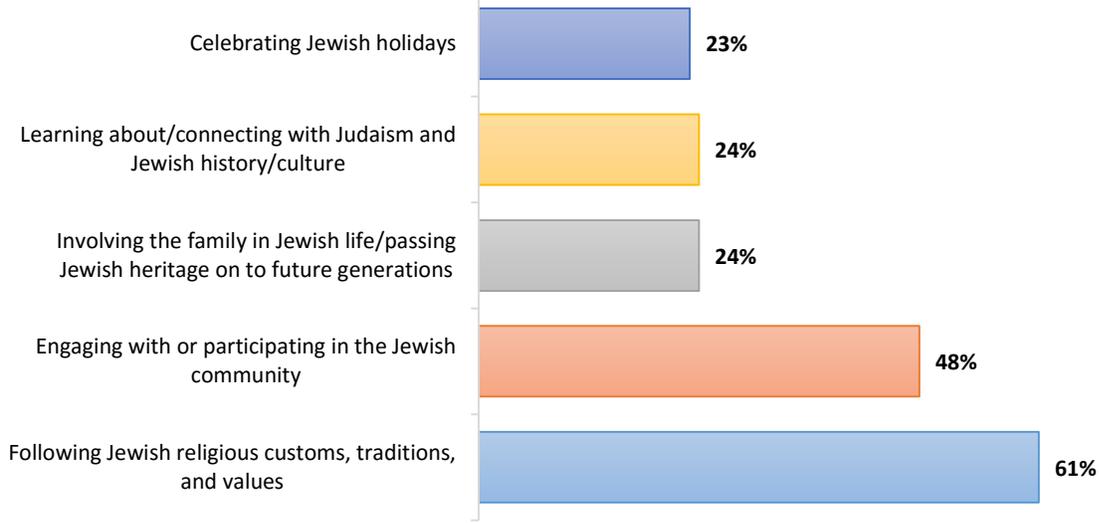


A RICH JEWISH LIFE – WHO HAS IT, WHAT IT MEANS TO PEOPLE

An important consideration for planning investments that could make a significant impact on Jewish life is understanding how Jews characterize their experience of Jewish life. A strong majority agreed with the statement, "I have a rich Jewish life," but what a "rich Jewish life" means to individuals touches on a broad range of religious, cultural, family and other Jewish experiences.

Reasons people believe they have a "rich Jewish life."

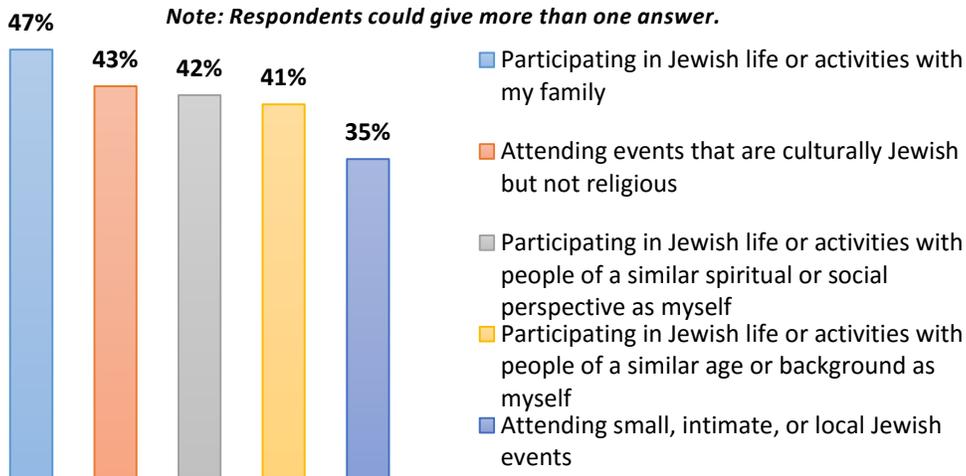
Note: Respondents could give more than one answer.



Respondents were asked to share some of the reasons they believed they had a rich Jewish life. Their responses varied, though a common theme of engagement with the Jewish community emerged in different ways. These answers further reveal how Seattle Jews want to connect to their community, both in terms of events they are interested in and the barriers that prevent them from participating as fully as they might like.

Interest in attending activities with different groups

Note: Respondents could give more than one answer.

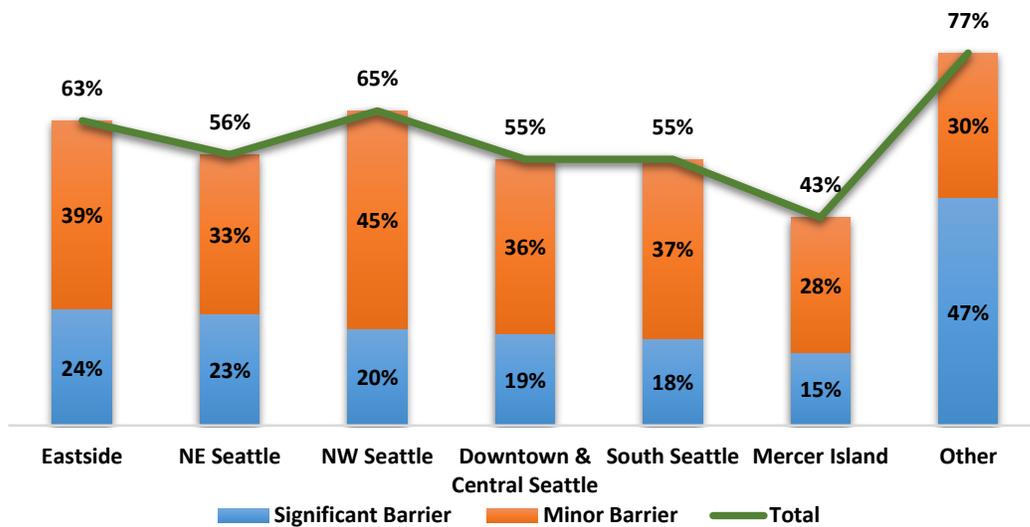


BARRIERS TO A RICH JEWISH LIFE

Nearly half (46 percent) of respondents who reported they do not have a rich Jewish life cited barriers to participating in events. Frequently cited barriers are geographic – travel time is too long or venues are difficult to reach. The farther away respondents were from downtown Seattle, south Seattle, and Mercer Island, the greater the number considered time and distance to be barriers to Jewish events.

Among the barriers we specifically asked about, the answers were near-uniform: about half of the people who responded have experienced difficulty getting to an event. Having a “rich Jewish life” seems to hinge on convenient access to Jewish opportunities. There were clear barriers based on where Jews live in the Puget Sound region.

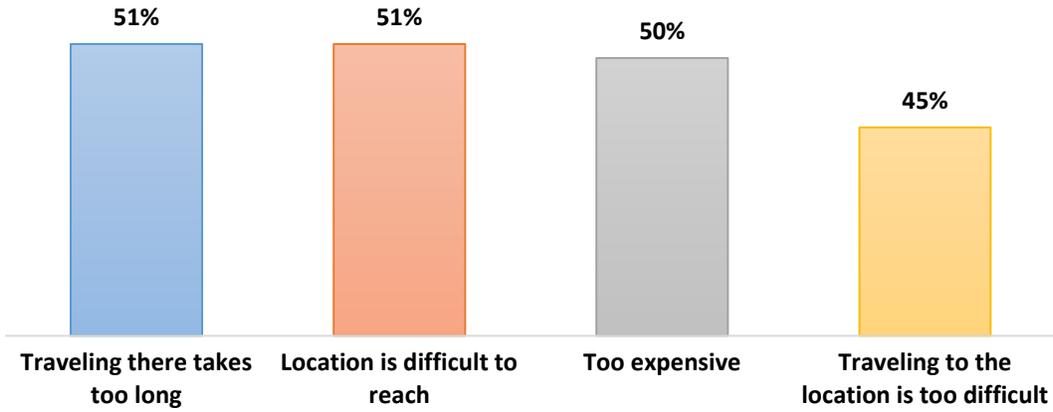
Distance as a barrier, by geographic location



People also were asked to tell us about barriers that the survey had not already identified. Leading responses included feeling unwelcome or out of place in specific Jewish social settings, with nearly one out of every five participants expressing that sentiment in some form, and lack of time as a result of other priorities.

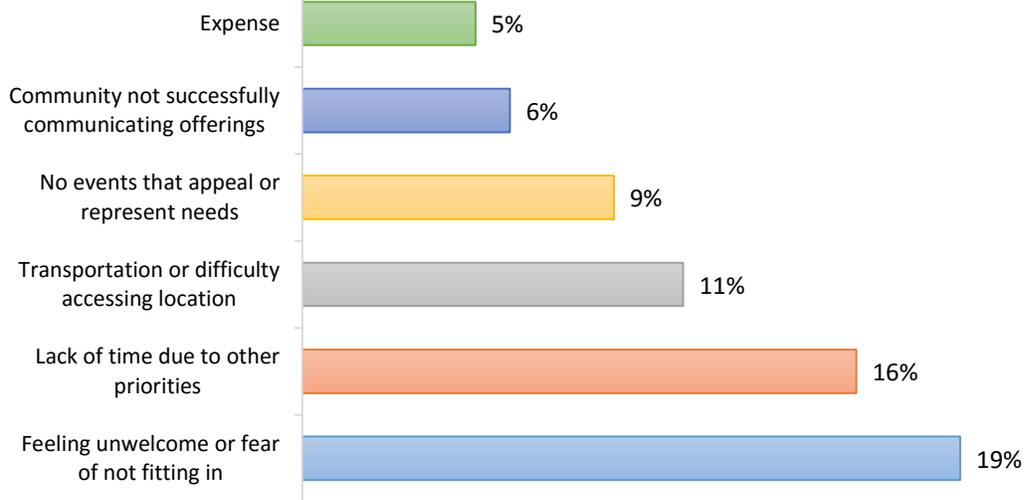
Barriers for people who said they do not have a "rich Jewish life."

Note: Respondents could give more than one answer.

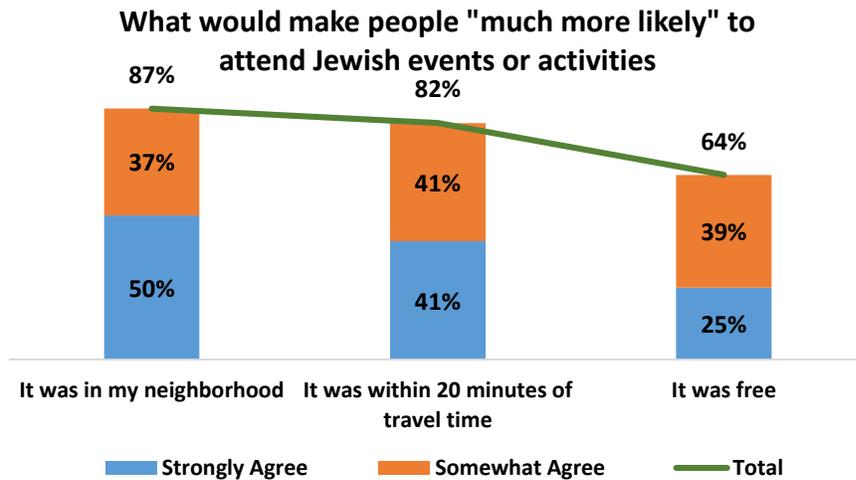


Other barriers identified by respondents

Note: Respondents could give more than one answer



OVERCOMING BARRIERS



The final section of the survey probed ways of overcoming barriers to connecting to Jewish life. As geographic barriers were cited as leading impediments, an overwhelming majority of respondents strongly or somewhat agreed they would be much more likely to attend Jewish events or activities in their neighborhoods and if it

took 20 minutes or less time to reach venues. Cost of events is less of a barrier than distance and travel time. Holding Jewish events and activities closer to where people live makes them “much more likely” to attend.

CONCLUSION

The Jewish Neighborhood Connections research project explored more deeply the Puget Sound Jewish community’s needs, interests and attitudes about connecting to Jewish life – how Jews think about living a rich Jewish life, what Jewish events and activities interest them, barriers to participation, and ways to overcome barriers.

The survey results show that people want to connect Jewishly in a variety of ways that fit their interests and values, but a significant number are held back by geographic and other barriers. The data show there is strong interest in connecting Jewishly in neighborhood events, providing a clear road map for where and how to provide connection opportunities, as part of the Federation’s mission to create Jewish Connections for Life.