Length of Time as Shul Member (n=186)

- 0-2 years: 15%
- 3-5 years: 15%
- 6-9 years: 10%
- 10-14 years: 20%
- 15-19 years: 15%
- 20-25 years: 25%
- 26-36 years: 30%
- 37+ years: 26%
Motivation to Belong

• “My parents were members; I grew up at Beth Shalom; I want to continue to be a member.”
• “We were starting our family and wanted to engage with the Jewish community in Pittsburgh.”

• “Egalitarian community with a wide range of levels of observance and serious commitment to Jewish practice.”

• “We had two children for the pre-school, which was impressive ....”

• “I was in the process of changing congregations and opted for Beth Shalom.”
“Very Important” in Choice to Belong to Beth Shalom (n=172-184)

% Very Important

- Branch of Judaism
- Sense of community
- Services
- Welcoming
- Location
- Rabbi
- Vision of Clergy
- Friends belong
- Lifecycle ritual
- Social events
- Reputation
- Family belongs
- Lay participation
- Religious school
On Choice to Belong

• “We are glued to the Beth Shalom family.”
• “I have my seats and my plaques!”

• “I'm not sure. After 20+ years as a member, my husband and I are questioning our continuation as members.”
• “Still seems like the best fit even though it is not exactly right.”
Level of Involvement in Beth Shalom, n=186
Regularity of Synagogue Attendance: Monthly or More Frequent Attendance
Jewish Involvement Growing Up

• Conservative movement, 63%
• Very involved in Jewish life, 43%
• Attended Hebrew school, 32%
• Attended synagogue youth groups, 24%
• Attended Jewish summer camps, 20%
• Jewish day school, 6%
• Jewish high school, 3%
Current Jewish Practice/Involvement

• Kosher all the time, 24%; Kosher at home, 34.3%
• Visited Israel, 89%
• Attended high holiday services, 99%
• Fast all day on Yom Kippur, 78%
• Light Shabbat candles always or usually, 59%
• Light Hanukkah candles, attend Pesach seder, 99%
• Strongly agree that it is essential to support Jewish causes, 79%
• Participate in Jewish event at least monthly, 40%
• Ever serve on Beth Shalom Board, 24%
Which best describes your view of Jewish tradition at our Congregation Beth Shalom?

- Maintaining tradition
- Maintaining tradition while also allowing for change
- Our times call for more focus on change
Level of Satisfaction with Beth Shalom \( (n=184) \)
Shul Involvement with Members (n=149-180)

- Clergy respond in times of need % Strongly Agree: 50
- Good friends here % Strongly Agree: 40
- I feel welcome % Strongly Agree: 35
- Clergy know me % Strongly Agree: 35
- Congregation responds in time of need % Strongly Agree: 30
- I feel connected % Strongly Agree: 25
- We welcome new members % Strongly Agree: 20
- Shul connects people % Strongly Agree: 15
<table>
<thead>
<tr>
<th>Priority</th>
<th>Rank (1=top priority)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize Conservative Jewish practice and ritual</td>
<td>3.0</td>
</tr>
<tr>
<td>Recruit more young people and new members</td>
<td>3.3</td>
</tr>
<tr>
<td>Fully address and resolve financial problems</td>
<td>3.5</td>
</tr>
<tr>
<td>Emphasize tikkun olam and social action</td>
<td>4.1</td>
</tr>
<tr>
<td>Emphasize adult learning and education</td>
<td>4.6</td>
</tr>
<tr>
<td>Find a way to end our problems with building</td>
<td>4.9</td>
</tr>
<tr>
<td>Emphasize Derekh program</td>
<td>6.3</td>
</tr>
<tr>
<td>Focus more attention on Israel</td>
<td>6.4</td>
</tr>
</tbody>
</table>
### Shul Priorities Going Forward, by 5yr Membership Status

<table>
<thead>
<tr>
<th>Priority</th>
<th>≤ 5 yr (32)</th>
<th>&gt; 5+ (142)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize Conservative Jewish practice and ritual</td>
<td>2.8</td>
<td>3.1</td>
</tr>
<tr>
<td>Recruit more young people and new members</td>
<td>3.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Fully address and resolve financial problems</td>
<td>3.8</td>
<td>3.4</td>
</tr>
<tr>
<td>Emphasize tikkun olam and social action</td>
<td>4.0</td>
<td>4.1</td>
</tr>
<tr>
<td>Emphasize adult learning and education</td>
<td>3.8</td>
<td>4.7</td>
</tr>
<tr>
<td>Find a way to end our problems with building</td>
<td>5.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Emphasize Derekh program</td>
<td>5.8</td>
<td>6.4</td>
</tr>
<tr>
<td>Focus more attention on Israel</td>
<td>6.7</td>
<td>6.4</td>
</tr>
</tbody>
</table>
## Shul Priorities Going Forward, by Shacharit Status

<table>
<thead>
<tr>
<th>Priority</th>
<th>At Least Monthly (n=70)</th>
<th>Less freq (n=70)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize Conservative Jewish practice and ritual</td>
<td>2.6</td>
<td>3.4</td>
</tr>
<tr>
<td>Recruit more young people and new members</td>
<td>3.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Fully address and resolve financial problems</td>
<td>3.6</td>
<td>3.6</td>
</tr>
<tr>
<td>Emphasize tikkun olam and social action</td>
<td>4.4</td>
<td>3.8</td>
</tr>
<tr>
<td>Emphasize adult learning and education</td>
<td>4.6</td>
<td>4.3</td>
</tr>
<tr>
<td>Find a way to end our problems with building</td>
<td>4.8</td>
<td>5.0</td>
</tr>
<tr>
<td>Emphasize Derekh program</td>
<td>6.0</td>
<td>6.4</td>
</tr>
<tr>
<td>Focus more attention on Israel</td>
<td>6.6</td>
<td>6.2</td>
</tr>
</tbody>
</table>