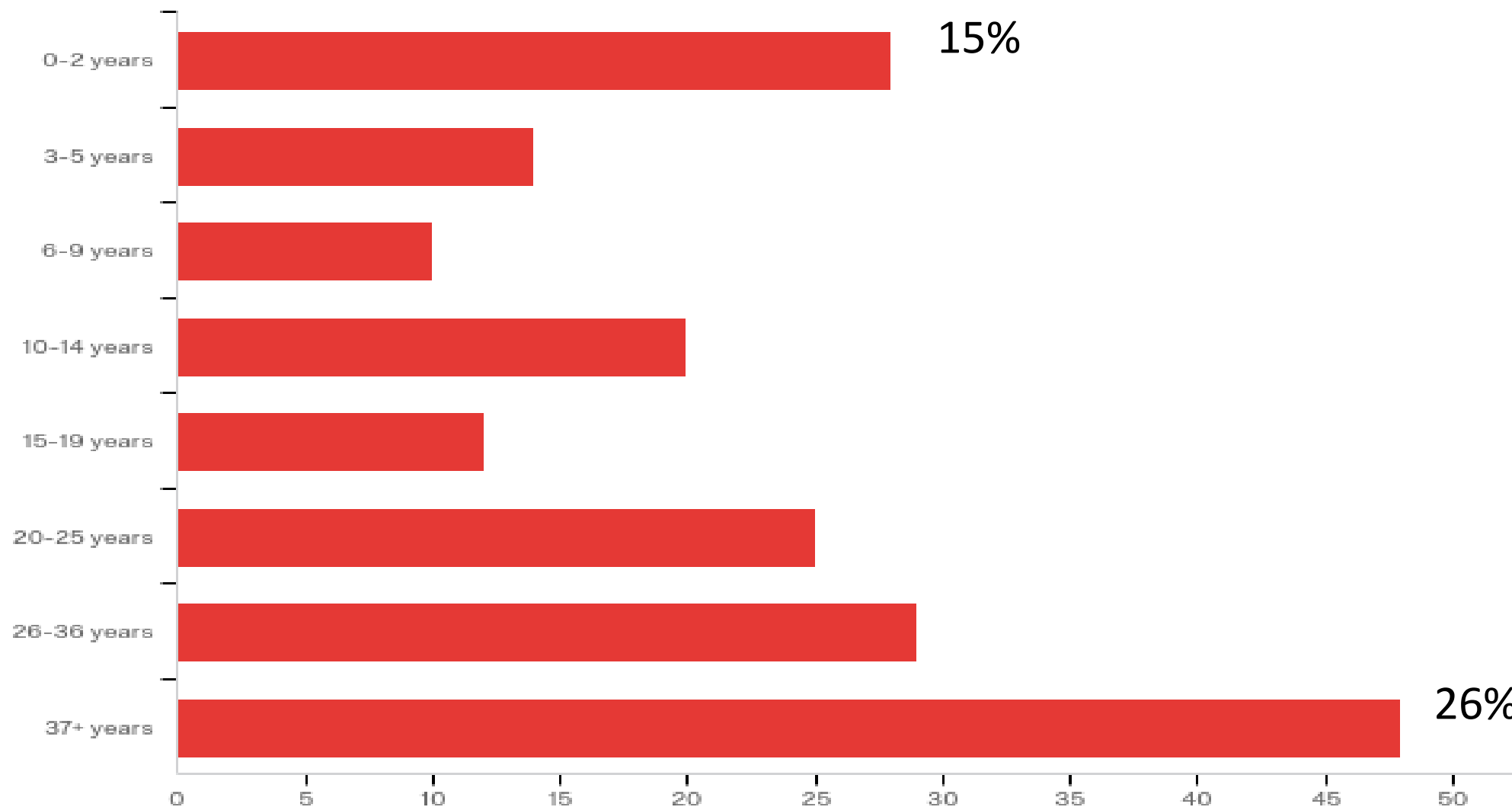


# Length of Time as Shul Member (n=186)

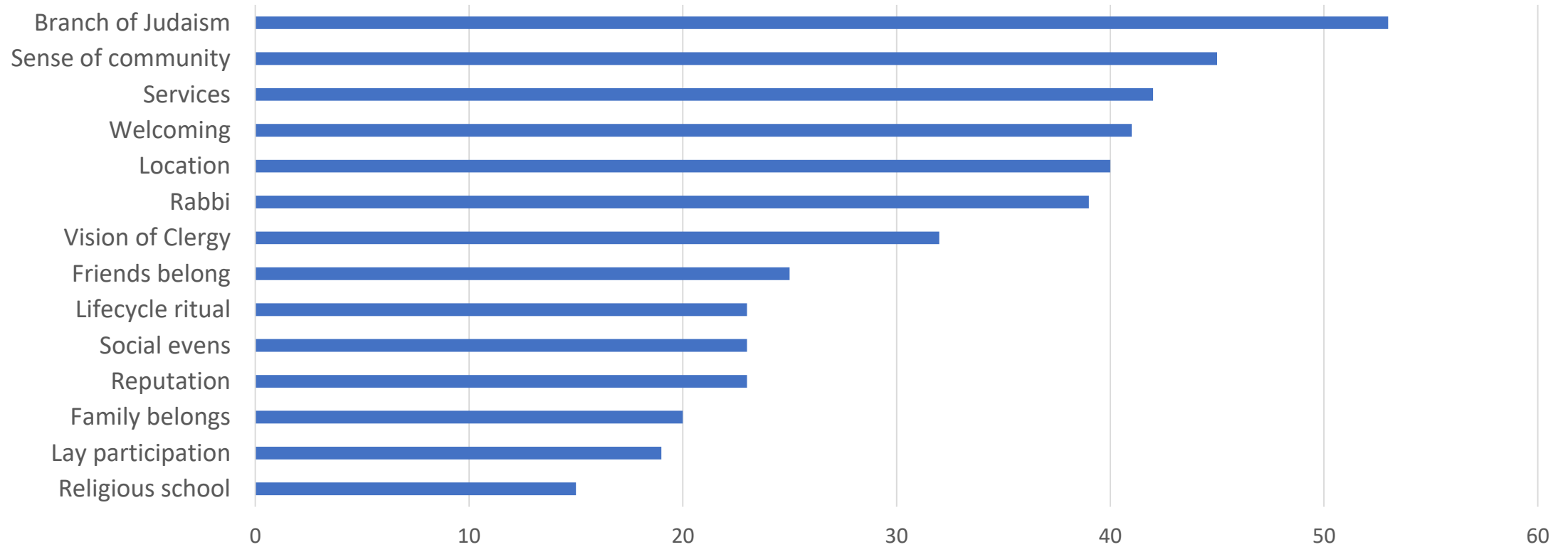


# Motivation to Belong

- “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)

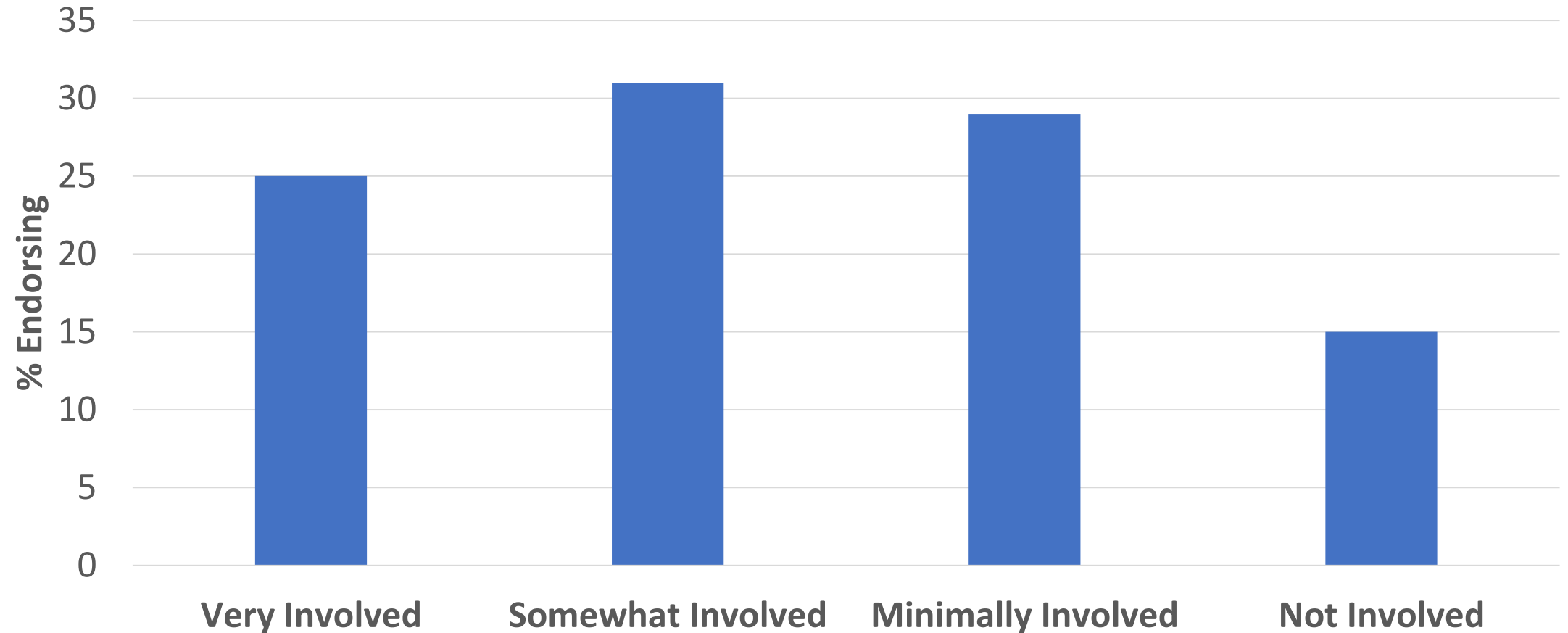
%, Very Important



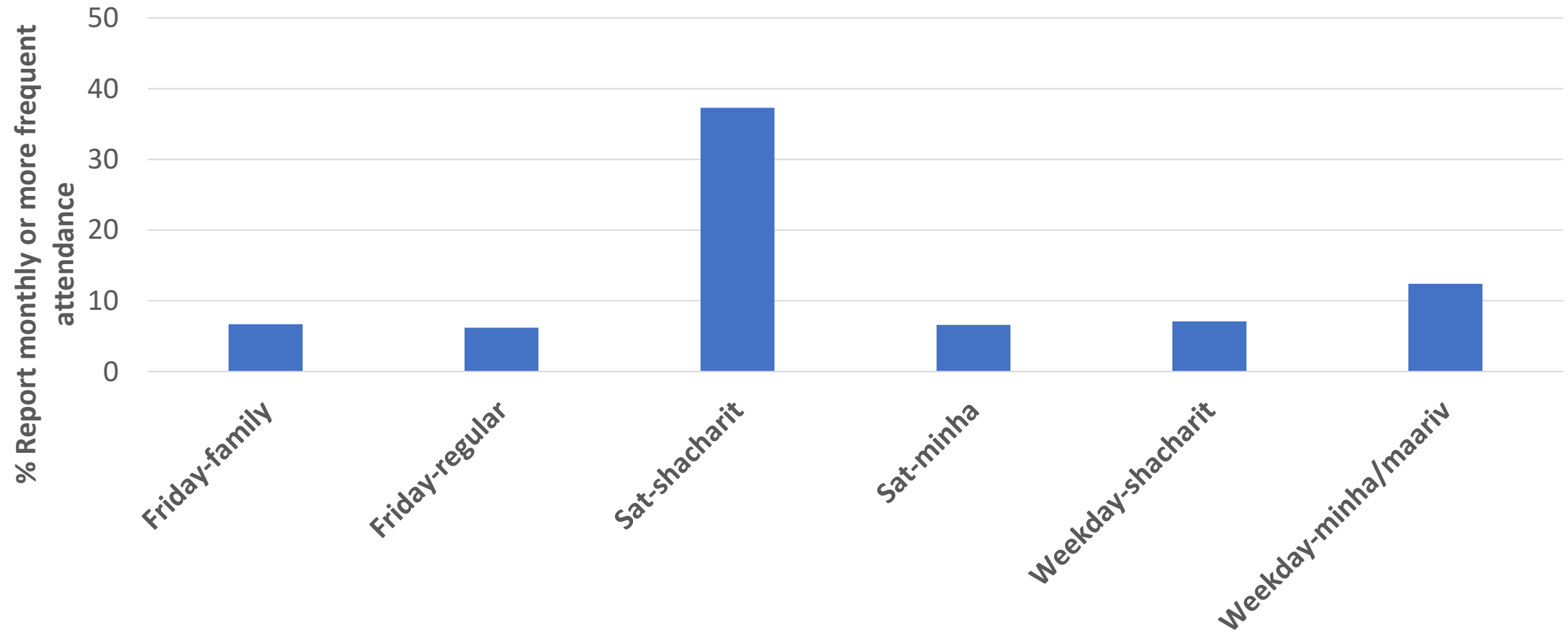
# On Choice to Belong

- “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

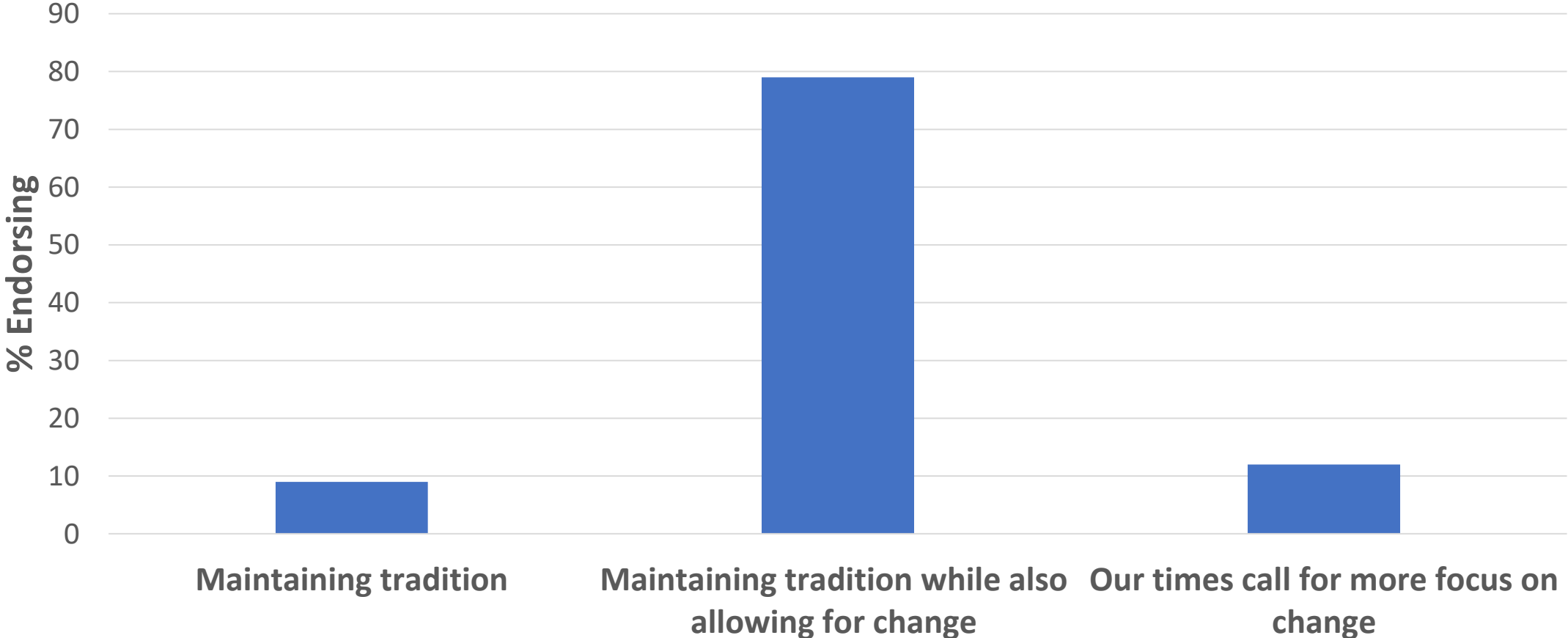
- Conservative movement, 63%
- Very involved in Jewish life, 43%
- Attended Hebrew school, 32%
- Attended synagogue youth groups, 24%
- Attended Jewish summer camps, 20%
- Jewish day school, 6%
- Jewish high school, 3%

# Current Jewish Practice/Involvement

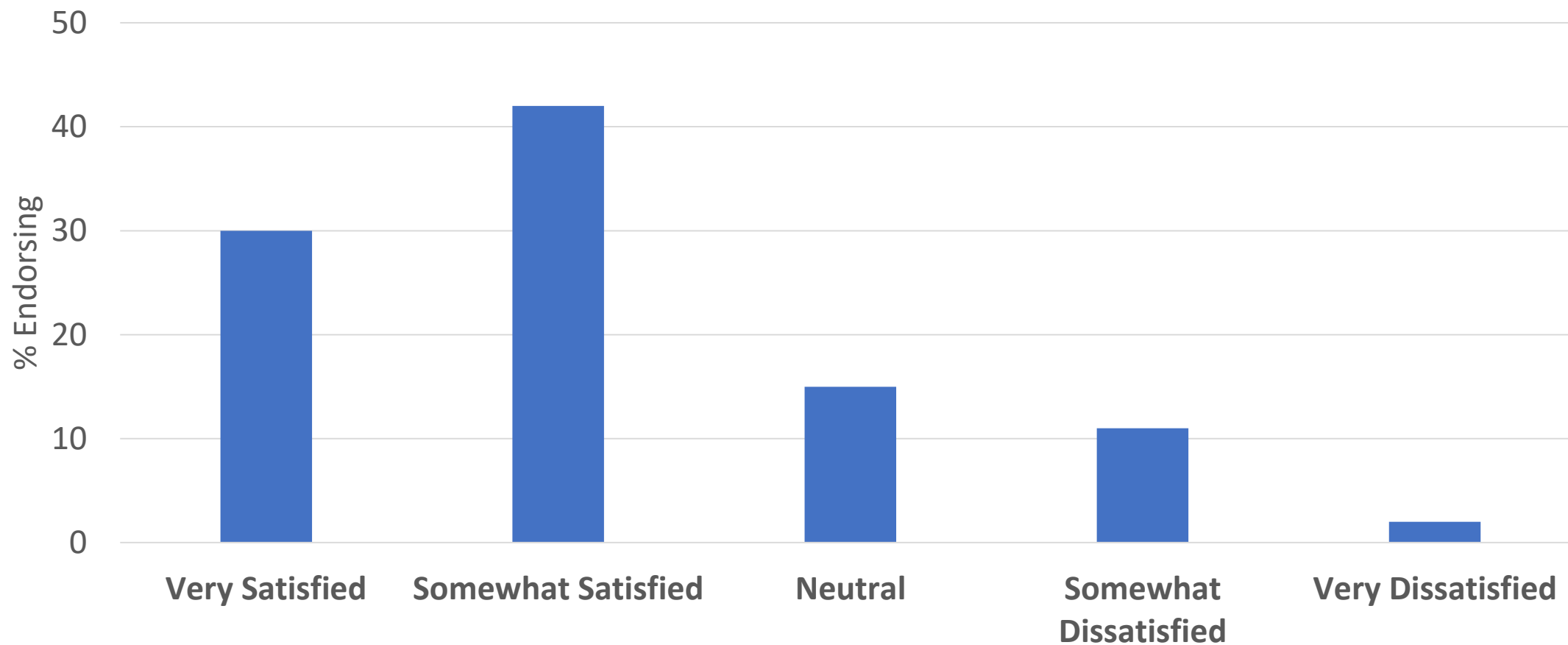
- Kosher all the time, 24%; Kosher at home, 34.3%
- Visited Israel, 89%
- Attended high holiday services, 99%
- Fast all day on Yom Kippur, 78%
- Light Shabbat candles always or usually, 59%
- Light Hanukah candles, attend Pesach seder, 99%
- Strongly agree that it is essential to support Jewish causes,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



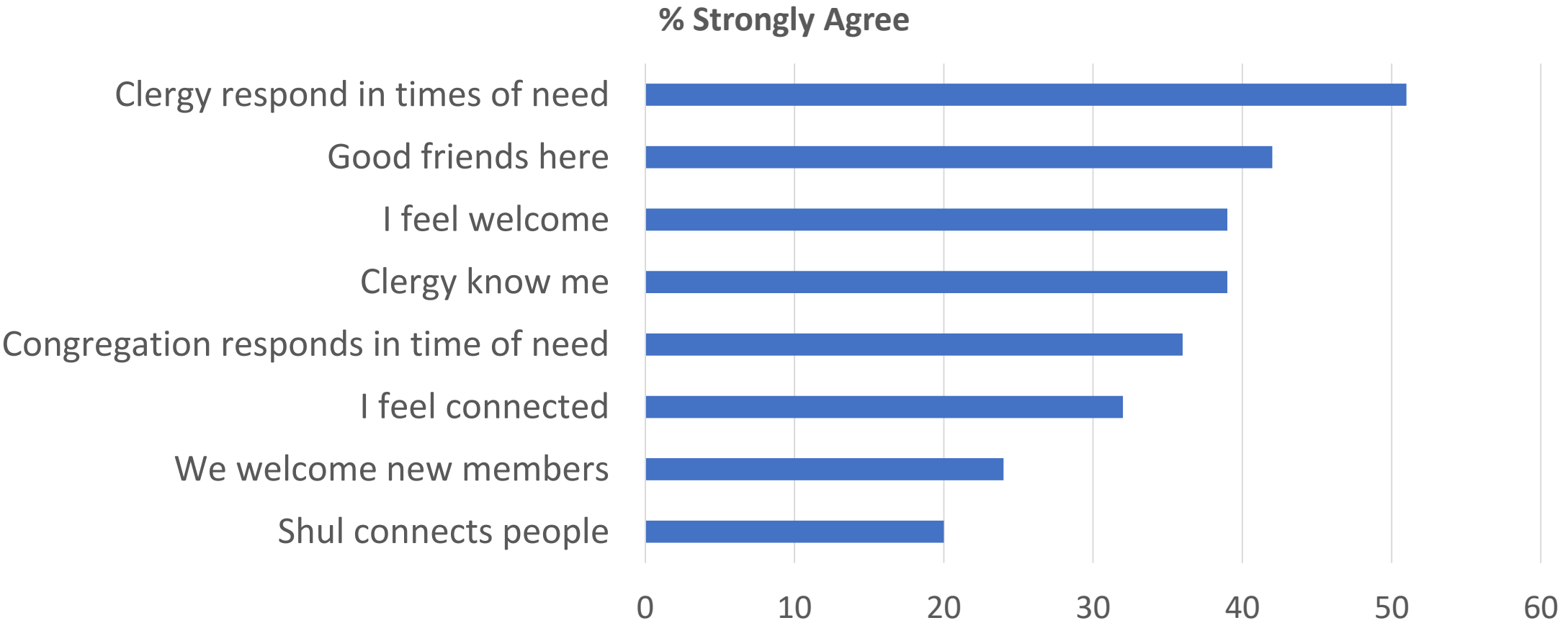
# Which best describes your view of Jewish tradition at our Congregation Beth Shalom?



# Level of Satisfaction with Beth Shalom (n=184)



# Shul Involvement with Members (n=149-180)



# Shul Priorities Going Forward, Ranked (n=164-68)

	Rank (1=top priority)
Emphasize Conservative Jewish practice and ritual	3.0
Recruit more young people and new members	3.3
Fully address and resolve financial problems	3.5
Emphasize tikkun olam and social action	4.1
Emphasize adult learning and education	4.6
Find a way to end our problems with building	4.9
Emphasize Derekh program	6.3
Focus more attention on Israel	6.4

# Shul Priorities Going Forward, by 5yr Membership Status

	≤ 5 yr (32)	➤ 5+ ➤ (142)
Emphasize Conservative Jewish practice and ritual	2.8	3.1
Recruit more young people and new members	3.3	3.3
Fully address and resolve financial problems	3.8	3.4
Emphasize tikkun olam and social action	4.0	4.1
Emphasize adult learning and education	3.8	4.7
Find a way to end our problems with building	5.7	4.7
Emphasize Derekh program	5.8	6.4
Focus more attention on Israel	6.7	6.4

# Shul Priorities Going Forward, by Shacharit Status

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